



TOGETHER
for a sustainable future

OCCASION

This publication has been made available to the public on the occasion of the 50th anniversary of the United Nations Industrial Development Organisation.



TOGETHER
for a sustainable future

DISCLAIMER

This document has been produced without formal United Nations editing. The designations employed and the presentation of the material in this document do not imply the expression of any opinion whatsoever on the part of the Secretariat of the United Nations Industrial Development Organization (UNIDO) concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries, or its economic system or degree of development. Designations such as “developed”, “industrialized” and “developing” are intended for statistical convenience and do not necessarily express a judgment about the stage reached by a particular country or area in the development process. Mention of firm names or commercial products does not constitute an endorsement by UNIDO.

FAIR USE POLICY

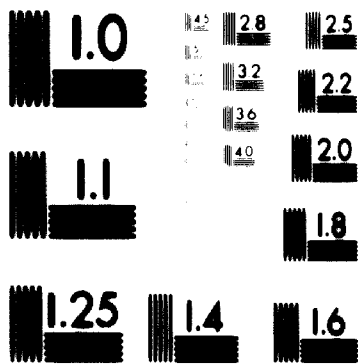
Any part of this publication may be quoted and referenced for educational and research purposes without additional permission from UNIDO. However, those who make use of quoting and referencing this publication are requested to follow the Fair Use Policy of giving due credit to UNIDO.

CONTACT

Please contact publications@unido.org for further information concerning UNIDO publications.

For more information about UNIDO, please visit us at www.unido.org

1 OF 1



MICROCOPY RESOLUTION TEST CHART
NATIONAL BUREAU OF STANDARDS
STANDARD REFERENCE MATERIAL 1010a
(ANSI and ISO TEST CHART No. 2)

24 x
F

02463

c/o United Nations Development Programme
P.O. Box 618, Bangkok, Thailand

1 May 1971

Group Captain Wimon Wiriyawit
Director-General
Department of Industrial Promotion
Ministry of Industry
Bangkok, Thailand

Sir,

I have the honour to submit to you my report on Industrial Design in Thailand. As you will recall, it was agreed with you and with UNIDO that this should be based on somewhat wider terms of reference than those originally outlined in UNIDO memorandum THA-091-A (SIS) of 25 September 1970.

The proposals contained in my report will be familiar to you, because you have been good enough to give me time to discuss them with you as they developed during my brief stay in Thailand.

Being only too well aware of the financial problems confronting Government today, I have kept the cost to the minimum I consider necessary to achieve the desired results. But a great responsibility will rest with those who, as Council members, as advisers, and as staff, of the suggested Thai National Design Council, have to translate proposals into action, and whose skill and enthusiasm will be reflected in the progress made.

I hope I am not out of order if I suggest that, in due course, the importance of Industrial Design to Thailand might be recognised, and progress further encouraged, by a measure of Royal patronage.

I am, Sir

Your obedient servant



(Jack Benoy)

1971

02463

Restricted
THA - 091 - A (SIS)

REPORT

to the

GOVERNMENT OF THAILAND

on

INDUSTRIAL DESIGN IN THAILAND

by

JACK BENOY

(UNIDO Industrial Design Expert)

1971

Bangkok

1 May 1971

(This report has not been cleared with the Bureau of Technical Assistance Operations of the United Nations, which does not therefore necessarily share the views expressed.)

C O N T E N T S

Paragraphs:	Subject:	Page
-	Summary of Recommendations	1
1 - 4	Terms of Reference	4
5 - 9	Initial Surveys	6
10 - 15	Development of Thai National Design Council	9
16 - 17	Promotion of Handicrafts	13
18	Registration of Designs	15
19	Formation of Professional Society for Designers	16
20	Location of Design Centre	17
21	United Nations Contribution	19
22 - 25	Finance	21

A P P E N D I C E S

A	Visits to Firms
B	Description of Design Index
C	Design Index Information Summary
D	Seminar and Exhibition, 14 April 1971 - Report
E	Development of Thai National Design Council - Diagram
F	Summary of Design Council activities
G	Registration Form - Designer Selection Service
H	Design Council Establishment and Salaries
I	General Estimates

INDUSTRIAL DESIGN IN THAILAND

Summary of Recommendations

1. The Thai National Design Council to be established; Chairman and twelve Members to be invited by the Government to accept honorary appointments for an initial term of three years. The task of the Council is to "to promote by all practicable means the improvement of design in the products of Thai industry."

2. The Industrial Products Design Centre to be reorganised so as to become the executive instrument of the Thai National Design Council. This reorganisation to be effected in three phases:

PHASE I To begin on 1 Oct. 1972, and to continue for 12 months. During this period the Design Council will be formed and will meet regularly to formulate policies and programmes for Phase II. Recruitment of staff to meet Phase II requirements will be completed during Phase I. Existing I.P.D.C. accommodation will be used.

PHASE II To begin on 1 Oct. 1973, with a full programme for spreading an appreciation of design by all possible means throughout as large a section of the population of Thailand as possible, to include visits and advice to manufacturers; the organisation of seminars; the mounting of exhibitions, travelling and static; training schemes for retail staffs; provision of lecturers for schools, colleges, consumer and other group meetings and brains trusts; the designer selection service to be established; Design Index to be started, and manufacturers encouraged to submit products to the Selection Committee (to be appointed).

Strength of staff - 30

Existing I.P.D.C. accommodation continues in use.

PHASE III To coincide with the transfer to new premises in a locality to be chosen, and also with the opening of the Design Centre exhibition and Design Index. Decision to move dependent on finance and progress during Phase II. Full assessment on which to base a decision to be made by Government and Council jointly. Opening to be preceded

by recruitment of necessary additional staff, bringing total to 40.

3. For planning purposes, the Design Council's space requirements in Phase III have been calculated at:

Description	Sq. Metres
Office (including Conference Room, Library and Photo Studio)	430
Design Index	50
Design Centre	400
Stores and Workshop	120
Total	<u>1,000</u>

This allows for a Centre permanent exhibition of up to 500 exhibits, and an Index capable of holding records, photos and samples of up to 5,000 items.

4. In the event that the Centre is ready to open on the new site before Thai-made consumer durable goods are available in the quality and quantity required to make a design-worthy permanent display of 500 exhibits, consideration should be given to devoting, say, half the space to a selective exhibition of handicraft items. Selection and recording should be on similar lines to that of Industrial exhibits. The exhibition machinery of the Design Council would be available for the assembly, display and dispersal of the exhibits.
5. UNIDO to be asked for the following assistance:
- a. A senior and experienced Designer to be provided during Phase I for a period of 18 months, with possible extension, to advise the Chief of the Industrial Division of the Design Council. A Thai Senior Designer to act as Counterpart.
 - b. A fellowship to be granted to enable a senior Thai member of the existing I.P.D.C., and future Design Council, staff to pay a two months visit to the United Kingdom in order to study the activities of the Council of Industrial Design and in particular the running of the Design Centre, the Design Index, and the various Training and Educational programmes.

.../Note:

(Note: This request has already been put forward to UNIDO through UNDP.)

- c. Further experts to be provided during Phase II as soon as it has been decided to start Phase III:
 - 1 Chief of Project (24 months)
 - 3 Experts in Public Relations, (6 months), Exhibition Display and Exhibition Management (18 months each).

6. The Design Council will give high priority to:
 - a. The preparation, jointly with other interested Government and professional bodies, of a scheme for the registration of designs.
 - b. The organisation of a professional society for Industrial Designers.

7. Estimates of the cost involved under various headings are given in Sections 22-25 and Appendix I. In view of the number of variables, the figures given are very tentative, and should be regarded with the utmost reserve.

INDUSTRIAL DESIGN IN THAILAND

Terms of Reference

1. The following were the terms of reference, dated 25 Sept. 1970, prepared by the Government of Thailand and given to me by the United Nations Industrial Development Organisation before I arrived in Bangkok:
 - a. To plan and initiate a product design index and product design certification system, using as a basis the catalogue of industrial designs compiled by the documentation centre of the Technological Research Institute.
 - b. To advise on a showroom where the product design index will be maintained and where selected designs will be displayed.
 - c. To advise on the Design Promotional Programme of the Centre which is aimed at encouraging manufacturers to improve their designs.

I was to assist the existing Industrial Product Design Centre in drafting and organising a certification system as well as in other design promotional programmes.
2. In reply to certain queries I had raised regarding the above, I was referred to Mr. Edward Corcoran's report of August 1970 (reprint), which states on page 43 that the appointed expert would be required.
 - d. To follow the pattern set by the U.K. Council of Industrial Design, which worked only in the fields of consumer durable and capital engineering products, and where Design Index was concerned, in the former only.
 - e. To examine how much of the finance for the Design Index, if any, should come from Industry.
 - f. To advise whether the legal protection of designs should form part of the Thailand Design Index project.
 - g. To prepare a five-year blueprint for the above.
3. It was noted, also, on page 58 of Mr. Corcoran's report that the Design Index, with a small supporting exhibition of good design, would be allotted 400 sq. metres of display space in a projected Trade Centre, but that the cost

.../otherwise

otherwise of carrying out the various Design Centre activities, of accommodating, of equipping, of staffing, and of administration, was not included in the totals given on pages 62 & 63 of the report for capital and running expenditure.

4. It will be appreciated that the terms of reference, and the additional information given in the Corcoran Report, in no way indicate the need to provide a solid foundation of understanding of good industrial design before a product design index and certification system on the U.K. pattern, together with a worthwhile Design Centre, can be established. Nor can these be isolated from the various supporting and educational activities on which they depend for their success. After consultation with the Director General, Department of Industrial Promotion, and with UNDP, it was agreed that my study should be extended to cover these wider aspects.

Initial Surveys

5. The first step was to carry out a survey in order to establish the extent to which industry in Thailand could at the present time set up, and maintain, with products of good design, a Design Centre and Design Index on the U.K. pattern. Following this pattern, any consumer durable goods, currently produced in Thailand on a quantity basis, would be eligible. Raw materials, semi-finished goods, and products from abroad, would be excluded. A list of the principal firms engaged in the manufacture of goods of Design Index categories was therefore compiled, and visits made to them over a period of six weeks by prior appointment. The agenda in each case included a statement regarding the purpose of the visit, a tour of the factory, selection of suitable items, discussion of the firm's future policy for production and design, and an invitation to the firm to attend a seminar to be held in mid-April. Some thirty-five visits took place, including both industrial and handicraft firms, and a list of those considered to have the greatest expertise, most of whom provided exhibits for display at the Seminar, is attached at Appendix A. The word "expertise" is used advisedly to indicate the quality of the production rather than any particular merit in industrial design. Some 86 exhibits from 23 firms were eventually put on display, but it must be stated that not more than half of these could be regarded as sufficiently design-worthy for inclusion in a Design Index. The reasons were mainly aesthetic, and concerned with faulty finish. The conclusion reached is that there are not enough Thai-made consumer durable goods in current production on a quantity basis, and with a high enough design content, at the present time, to enable an Index to be fully established, and a Design Centre to function.
6. It is exceedingly difficult to forecast how long it will be before conditions are favourable enough for a permanent and constantly changing Design Centre Exhibition to open. To begin too soon could be disastrous. A successful Design Centre, supported financially to a limited extent by industry, needs to have 10,000 items in Design Index in order to stage a permanent display

of 1000 items in the Centre. An index of 5000 items, and a display of 500, is the lowest permissible total if the support and interest of manufacturers, buyers, and visitors from home and abroad, is to be retained. Moreover, these figures must be achieved, and maintained, without relaxing standards of selection. But even if the time is not yet ripe for a permanent and constantly changing Design Centre Exhibition, there is no reason why a design index should not be started, and occasional small exhibitions held, as part of a general scheme for design education.

7. A brief description of Design Index, as it might apply to Thailand, is attached at Appendix B. A sample of the Information Summary to be completed by the manufacturer on acceptance of his product is attached at Appendix C.
8. Further steps taken during this preliminary period included the preparation of lists of persons who appeared to be qualified, and might be willing, to help in one or other of the following capacities:
 - a. As technical assessors, to help the Design Index Selection Committee to verify technical and performance claims made by manufacturers for their products. It is unlikely that any design organisation setting up a design index will be able to afford, within the foreseeable future, to have its own testing laboratories or other facilities for carrying out tests. Although there is in Thailand an Industrial Standards Institute, a preliminary study of the standards available, or shortly to be agreed, shows that very few can be regarded as applicable to Design Index categories of consumer durable goods. The gap has to be filled by individuals who are expert in their respective fields, and who should "clear" the product before it can be accepted for Design Index. They should be paid a fee for this service.
 - b. As members of the Design Index Selection Committee, to view products submitted for inclusion in Design Index. Whoever serves on this committee must be knowledgeable in the use of the products submitted, and capable of contributing to the discussion in such a manner that the Committee's decisions and criticisms can be conveyed to the manufacturer in a

.../sympathetic

sympathetic and constructive form. It is the duty of members of the committee to implement the Council's selection policy, which in general terms seeks to promote good design, involving the total merit of the product, including such aspects as sound and appropriate materials, ease of manufacture, good appearance, suitability for purpose, convenience to the user, ease of maintenance, efficiency and safety in performance and value for money. The committee should be broadly based, and include Council Members, senior staff, outside industrial designers, those with retail buying experience, and trade journalists. From such a pool, attendance by rota could be arranged and a fee paid for each meeting attended.

Although lists of suitable individuals to act as technical assessors and/or committee members have been prepared, no approach has yet been made to ascertain their willingness to participate.

9. Following on these surveys, a combined seminar and exhibition was organised, which took place in the Erawan Hotel on 14 April. Invitations were sent to upwards of a hundred delegates, representing Government, United Nations and constituent bodies, various official bodies such as the Thai Industrial Standards Institute, and principal Universities and Colleges concerned with industrial design. In addition, all the individuals regarded as potential selection committee members and technical assessors were invited, together with the manufacturers of the goods chosen for exhibition, and certain selected retailers and designers. Those who accepted and were able to be present are listed in Appendix D, which also contains a summary of the discussions and extracts from the press and broadcasts. The second lecture, given in the afternoon, contained an outline of the proposals submitted in this report, care being taken to point out that neither Government nor United Nations were in any way committed to them. The general impression, from the discussion which followed, was favourable.

Development of the Thai National Design Council

10. The plan which is recommended is to take an existing organisation, with its existing accommodation, and to adapt it by careful pruning and encouragement to meet the immediate needs of the Thai National Design Council. Such an organisation exists in the Industrial Products Design Centre, located at Klueynamthai, and established in 1963 with the object of raising the standard of industrial and handicraft design in Thailand, and of giving assistance in product design to small manufacturers who lack the resources to provide good designs for themselves. It has an efficient workshop for mocking up designs, and can produce display material, electric lighting effects, charts and other visual aids, quickly and cheaply. Inevitably it has found itself increasingly used for Ministry of Industry exhibitions and other functions. This has lead the IPDC into a dual role - product design and exhibition work. Very little change is needed to clear the way for the initial reorganisation of IPDC as the Thai National Design Council, and for its subsequent development along the lines indicated in paragraphs 11, 12 and 13. This is divided into three phases, the third coinciding with a move into new premises to meet Council staffing and exhibition requirements.
11. Phase I This should begin when the present commitments of IPDC run down, and can be replaced by a programme of activities more suited to its new role. The date of this is tentatively fixed for Autumn next year, (1972). Action during the succeeding twelve months will include:
- a. The formation of the Thai National Design Council, with the following terms of reference (similar to those originally given to the U.K. Council of Industrial Design in 1945) "To promote by all practicable means the improvement of design in the products of Thai industry." The first step will be the honorary appointment to the Council of the Chairman and, say, twelve members, by the Government for an initial period of three years. These should be chosen for their known personal interest in design, and for the influence they can bring to bear in their own fields. The bias of membership might well be towards industry, but retailers, educationists, journalists and publicists, as well as

.../ architect

architects and designers, could all be represented with advantage. Such a Council could do much to influence and improve industrial design in Thailand without incurring suspicions of political motives or Government interference. At the same time it cannot pretend to possess expert knowledge of design in every consumer goods industry. It will have to build on goodwill and common sense when placing a programme of action before industries some of whose members are far more expert in the details of their own processes and problems. The first steps to be taken by this Council will be to consider what this programme should be, what staff will be required to implement it, and what finance will be available. Suggestions are given below.

- b. The recruitment of staff to meet Phase II requirements. While it may be possible during Phase I to anticipate part of the programme for Phase II, as staff become available, the main objective during this brief period is to make sure that policies and priorities are right, and that the staff have proper directives, and the time, to prepare workable programmes for their various activities in the future.

12. Phase II This could start in the Autumn of 1973. Provided the additional staff have been recruited, bringing the establishment to a total of 30, as in Appendix H, it should be possible to put the various programmes into effect. The basic object is to spread an appreciation of design by all possible means throughout a large section of the population. This would begin in schools and colleges, and be directed also at manufacturers, retailers and the public generally. If this "educational" drive is successful, it will help to prepare the ground for the opening of the Design Centre in Phase III. Details of the various methods to be employed will be found in Appendix F. Of particular importance is the appointment of the Design Index Committee, and the start of submissions for inclusion in the Index. A very clear directive will need to be given by the Design Council to this Committee regarding criteria for acceptance. Also of importance is the Designer Selection Service, which is not intended as an

.../employment

employment bureau for designers, but is for the benefit of industry generally. A sample designer registration form is given at Appendix G.

13. Phase III This should ideally coincide with the opening of the Design Centre, and with a move into new premises conveniently located for visitors, including trade buyers from home and abroad, as well as tourists and the general public. To be realistic, however, other factors have to be taken into account. It has already been pointed out that there are not enough well-designed, Thai-manufactured, consumer durable goods at present on the market to justify a Design Centre on the U.K. pattern. The opening date must depend on the progress made by Thai industry in the preceding period, and this has to be at a level that will enable the Centre's requirements in exhibit quality and quantity to be met. A decision to implement Phase III should be taken only after a thorough assessment of the situation by the Government and the Council together. This assessment will be aided by a study of the progress made in the selection of consumer durable products for inclusion in Design Index, a selection which is planned to start very early in Phase II. As already stated, the suggested target is to have an Index of at least 5,000 items backing up a permanent but constantly changing exhibition of 500 items. This is not to say, however, that smaller displays of well-designed products could not be held, but if the Design Centre is going to capture the imagination of its visitors and be a permanent attraction in Bangkok it must make a show, or die for want of public support. The possibility of including handicraft items to enable the Centre to open earlier than would be possible with an inadequate number of industrial items is examined in paragraphs 16 and 17 below.
14. The chief change in the organisation of the Council is to create a separate exhibition department, to include not only display staff, but also a Centre management, with responsibility not only for exhibitions in the Centre but also elsewhere. The establishment of the Council is increased to forty, as shown in Appendix H.

15. The opening of a Design Centre will naturally bring other activities into being. Advantage will be taken of a standing exhibition and conference facilities to organise visits by school and college parties as part of their educational programmes; to attract the attention of other interested bodies and individuals by means of topical and lively programmes of discussion meetings; to make use of all available media to publicise the Centre and thereby boost the total of visitors and make it a "must" for VIPs. This is the period when awards for good design can be announced and the winners' designs placed on display. There should be plenty of material for a constant flow of publicity of the right sort. A labelling scheme can be started, whereby goods accepted for inclusion in the Index can carry an indication to this effect when marketed at home and abroad.

Handicrafts

16. Up to this point only factory-produced goods have been considered. Handicrafts in the widest sense overlap industrial production, including textiles, jewellery, wood-carving, lacquerware, bronzeware, silver and nielloware, ceramics, basketry and wickerware. In total they make a considerable contribution to the economy of Thailand, involving sales in the domestic market of more than 500M baht per annum, and for export a further 250M baht per annum. Mostly the experts are by firms with access to factories and capable of quantity production both by machine and by hand. There remains, however, a large market served by the small establishment, the family unit or village industry. Whether the unit is large or small, many of the characteristics valid for good industrial design apply equally to good handicraft design. Where handmade or handicrafts items are in quantity production to meet a consumer requirement there is undoubtedly a place for them in Design Index, provided the standard of design is maintained. But it would not be appropriate to include in the index, as items of industrial design, examples of "objets d'art."

17. In view of the importance of handicrafts to the economy of Thailand, and the likely lack of well-designed factory-made consumer durable goods for some time to come, it seems to me that there is every reason for setting aside part of the Design Centre, and for that matter part of the Index, for crafts exhibits and crafts "acceptances". If however the title of the Design Centre is to remain synonymous with quality, then there should be a separate Crafts Council established for purposes of handicraft promotion, for the stimulation of new designs to meet changing market requirements, and new methods of manufacture to compete with demand. There should certainly be a selection committee to ensure that standards are maintained and that below-standard handicrafts do not appear in the index or on display; in other words, to provide a "quality mark". An advantage of setting aside part of the Design Centre for this purpose is that the same exhibition display and exhibition management organisation can service both. For good

.../liaison

liaison and communication, a representative of the Design Council should serve on the Crafts Council, and vice-versa. It will, however, be necessary to define, by agreement between the Design Council and the Crafts Council, their respective spheres of responsibility. This is particularly important in the case of factories producing craft items in quantity, or of a specialized industry such as jewellery, or of textiles, where hand and machine production can be carried on under the same roof, or of any craft where the services of industrial designers may be involved.

Registration of Designs

18. Registration in this context means establishing a design copyright, and should not be confused with patent law, or obtaining design patents. There is no protection of designs in Thailand, and it is badly needed. Without it, industries are greatly handicapped in their development and there is little encouragement to produce good new designs. Designers, and others concerned in such work must be adequately safeguarded against the promiscuous theft of their work by unscrupulous firms and individuals. What is needed is a system of registration to cover designs falling within the definition adopted successfully in the United Kingdom in recent years. This reads:
- "The features of shape, configuration, pattern or ornament applied to any article by any industrial process or means, whether manual, mechanical or chemical, or combined, which in the finished article appeal to and are judged solely by the eye; but does not include any mode or principle of construction, or anything which is in substance a mere mechanical device. 'Article' in the design sense means article of manufacture and the parts thereof when sold separately."
- "Excluded from registration are designs destined for sculpture, mural tablets, medals, or printed matter of essentially literary or artistic character."

The period of registration in U.K. is at present five years, with option of renewal for two further periods of five years.

The preparation of a similar scheme for Thailand should be started by the Design Council at an early date, with the assistance of a joint committee to be appointed by the Government, and with members drawn from interested public and professional organisations. One of the aspects that will no doubt be considered by this committee will be the possibility of linking registration in some way with the selection of goods for inclusion in Design Index. But as registration is in no way concerned with the merits of a design, it is difficult to see how a link with Design Index will help.

Formation of a Professional Society for Designers

19. In a highly developed industrial society it is the industrial designer who, to an increasing extent, has to draw together the work of the scientist, the engineer and the artist, or at least try to combine their abilities in his own person. He must be well-versed in the industrial processes involved in his designs, so that he can ensure that the machines provide the customer with attractive, functional and reliable goods. What is needed to strengthen his position is a professional, authoritative body, organised preferably by designers themselves, to set up codes of conduct for their individual dealings with industry; to publish scales of fees and conditions of contract applicable to the various groups (ceramics, furniture, textiles, package design, exhibition display, graphics and so on); to make its membership a guarantee of technical proficiency and aesthetical ability, and in general to make of industrial design a true profession.

It is understood that private and individual attempts have recently been made to establish such a society, but have failed, primarily because designers are lacking with the necessary influence, experience, organising ability, and spare time, to devote to such a demanding task. Whatever the cause of failure, there seems to be no reason why a further effort should not be made. In fact, quite the reverse, since it is an essential part of the campaign for better design in Thailand that a professional society for designers should be launched. This launching could well be made a responsibility of the Design Council. After the society is established, its own appointed officers should take over control, but this may not be for some time.

Location of Design Centre

20. The Design Council, including the Design Centre and Design Index, and with staff as shown in Appendix H, needs the following space:

Offices, Conference Room, Library, Photo Studio	430 sq. metres
Design Index and Enquiry Counter	50 sq. metres
Design Centre (adjacent Design Index)	400 sq. metres
Stores and Workshop	120 sq. metres

To service a permanent but changing exhibition, as well as to cater for the day to day needs of the Council, the stores and workshop should be close at hand. To leave them at, say, Klueynamthai, could cause great inconvenience.

If the Centre is to play its part successfully it must be easily accessible, and have a good shop window and showroom. To make it easy for visitors to reach, it should be in a central location, adjacent to the good hotels and business facilities. The preferred areas lie on, or near, the following roads:

Rama I and Ploenchit Rds. between the Grand and Amarin Hotels
 Silom Road.
 Suriwong Road.

Alternatives to be considered are:

- a. To buy a vacant plot, and build as needed. This course might be preferred if the Council and the Centre are to be housed as part of a larger scheme.
- b. To purchase or lease an existing building and convert or adapt it to Design Council requirements.
- c. To lease the area for offices and exhibition in one of the new shopping and business centre developments under construction in Bangkok. This is likely to be the most expensive.

The rental terms quoted by the Siam Centre have been applied to the Design Council's space requirements as follows:

Offices, Conference Room & Library. First or second floor
 at Bht. 100 per sq. metre per month

Design Centre and Design Index. Ground floor at

Bht 140 per sq. metre per month

On this basis the annual rent payable would total Bht. 1,077,600 per annum, without providing for stores and workshop, which in the interests of economy, if not of convenience, could remain at Klueynanthai as a last resort. But, for the reasons already given above, this is not recommended.

21. United Nations Contribution

- a. The principal need during Phases I and II is for a senior and experienced industrial officer (his counterpart being the Chief-designate of the Industrial Division). This expert would be required for an initial period of eighteen months, with the option of renewal. His task would be to advise and organise the industrial staff in carrying out their work under the following headings:

Industrial Liaison

Design Advice to manufacturers

Visits to factories

Submission of products to Design Index

Selection procedure and standards for Design Index Selection

Designer Selection Service

Organisation of professional society for designers.

Ability to lecture in English is a decided advantage.

- b. A Fellowship to be granted to enable a senior Thai staff member of the I.P.D.C./Design Council to pay a two months visit to the United Kingdom in order to study at first hand the activities of the Council of Industrial Design including the Design Centre, Design Index, and various training and educational programmes that provide a pattern for the work to be carried out by the Thai National Design Council during Phases II and III.

(Note: A request to this effect has already been put forward to UNIDO)

- c. Further assistance will be needed when the starting date of Phase III has been decided. Subject to a review nearer the time, it is suggested that the following experts be provided:

Designation	Length of stay - months	Remarks
Chief of Project	24	Required six months in advance of date of starting Phase III to facilitate planning

.../ Expert

Expert	6	To advise on Centre opening publicity, and subsequent programme of activities and publications.
Public Relations		Required three months in advance of date of starting Phase III
Expert		
Exhibition & Display	18	A qualified display designer to advise on Design Centre and Design Index display, and organisation of exhibition display and workshop staff. Required three months in advance of date of starting Phase III
Expert		
Exhibition Management	18	To advise on exhibition administration and management with particular reference to the qualifications listed in Appdx. H. Required three months in advance of date of starting Phase III.

d. The cost of the above in US dollars is estimated at

Subpara a. Expert - Industrial Design	40,650
b. Fellowship	1,800
c. Chief of Project	54,200
Expert - Public Relations	13,550
Expert - Exhibition and Display	40,650
Expert - Exhibition Management	40,650
Total	\$US 191,500
Say	Bht. 3,988,945

Note - Proforma used:

Expert - \$US 27,100 p.a.

Fellowship \$US 400 p.m., plus 1000 for travel

Exchange equivalent Bht. 20.83 = 1 US dollar

Finance

22. The title of the Thai National Design Council was chosen in order to emphasize the importance of its task - an importance that should increase in the years to come. Although the Council must rely on financial aid from public funds, and therefore be subject to financial control, it should be free to shape its own policy and programmes within the terms of the brief it will receive when established. It is hoped that this freedom will counter criticism that industrial design is being made subject to Government intervention, or influenced by political motives. In the present state of development of Thai industry, and in view of the need for an extensive national programme of design education, the full burden of Council expenditure will have to be borne by public funds for the first five years, when the position can be reviewed. As the Council becomes an established and respected institution, and its work appreciated by a developing industry, so can it charge for such services as exhibiting in the Design Centre, using the Designer Selection Service, and providing lecturers for seminars and meetings. To do so at the outset will merely hinder progress. All these are matters which will have to be examined very closely when the Design Council is appointed; but in the estimates that follow, no provision has been made for the recovery of charges. The different categories of expenditure are dealt with in the following paragraphs:

- 20. Rent
 - 23. Salaries
 - 24. Other Running Costs
 - 25. Capital Expenditure
- and in Appendix I

23. Suggested salary rates are given in Appendix H. In certain cases they are higher than normal because it is considered that the appointments, descriptions of which are included in the Appendix, carry certain responsibilities, and call for qualities of imagination and enthusiasm, that have to be rewarded adequately if recruitment is to be successful. In such instances

.../competition

competition in the commercial market has to be taken into account, and provides another reason why the Council should be set up as a grant-aided independent body, and not as part of a government department.

The salary rates are quoted at today's values. If there is a delay of a year or more before they become operative, consideration should be given to a percentage increase to keep in step with any rise in the cost of living. The expenditure on salaries by IPDC in the financial year 1971/1972 has been approved at Baht 570,000. The annual payments for each of the Phase I, II and III, the starting dates of which remain to be confirmed, are estimated as follows:

Phase I This is a period when certain of the existing staff of IPDC will be transferred to other establishments, and fresh staff recruited to meet Design Council requirements. Provisional starting date - 1 Oct. 1972 - dependent on staff situation, a token figure of Bht. 600,000 suggested.

Phase II Assuming that staff adjustments and replacements have been completed during the previous Phase, the annual salary expenditure will total Bht. 703,200, including provision for overtime. Provisional starting date - 1 Oct. 1973.

Phase III With the further increase of staff needed to operate the Design Centre in its new quarters, the annual expenditure on salaries will rise to Bht. 901,200, including provision for overtime. Starting date has yet to be decided.

Owing to uncertainty regarding starting dates, it has not been possible to relate the expenditure in each phase to particular years in a five year "blueprint".

24. Other running costs are classified in Appendix I under the main headings of Services and Materials, and exclude salaries (para 23) and rent (para 20). It is difficult, and may be misleading, to attempt a forecast of running costs extending into an uncertain period that may be years ahead, when so

.../little

little is known regarding the conditions that will apply, and the policies and programmes which have yet to be promulgated. It has therefore been considered safer to begin by quoting, for comparison only, the approved IPDC budget figure for the coming year, and follow this up with suggested "growth" estimates for Phase I, based on likely requirements during the building-up period, and on assumed activities for Phases II and III. The estimated expenditure on this basis in each full year for running costs, excluding rent and salaries, is, very provisionally, of the following order:

IPDC Estimate. 1971/1972	Baht 280,000
Phase I	Baht 350,000
Phase II	Baht 427,000
Phase III	Baht 780,000

25. The estimates for capital expenditure include the major schemes for which expenditure on furnishing and equipment will be incurred during Phases II and III, and for which costed inventories are held by IPDC. Minor purchases of furniture and equipment are allowed for in para 24, under other running costs. The major schemes include:

a. Offices - furniture, furnishings, office cabinets, office machines, etc. to meet the requirements of the additional staff specified in Appendix H:

Baht 132,000

b. Library - furniture, furnishings, filing cabinets, bookshelves, magazine racks, slide cabinets, film and photograph storage:

Baht 50,000

c. Photo Studio, Dark Room, etc. - technical equipment, including camera, enlarger, floodlights and ancillaries. It should be noted that this is essential for servicing Design Index:

Baht 150,000

d. Design Centre Exhibition - modern adaptable display fittings and display lighting fittings and equipment:

Baht 800,000

e. Design Index - visible index cabinets, supported by custom-built storage

.../and

and display systems for samples, also custom-built enquiry counter and vertical filing storage for leaflets and other information, tables and chairs, etc:

Baht 140,000

f. Car and Van

Baht 230,000

The capital expenditure listed above totals Baht 1,502,000, of which Baht 632,000 will have to be provided in Phase II, Baht 870,000 early in Phase III. It may be possible for some of the equipment under c and e above to be provided through UNSF.

Appendix A

INDUSTRIAL DESIGN IN THAILANDSome of the Firms visited

CATEGORY & NAME OF FIRM	GOODS SELECTED FOR EXHIBITION	NO. OF EXHIBITS
<u>Cutlery and Flatware</u>		
Bangkok Arts & Crafts Soi Banbart Bangkok	Bronze tableware Table Lamp	2
V. United Co. Ltd. 280/1-14 Silom Bangkok	Bronze tableware Ash trays Condiment set	4
<u>Domestic Textiles</u>		
Thai Blanket Industry Co. Ltd. Senanikom Soi 2 Paholyotin Road Bangken, Bangkok	Blankets	6
Star of Siam 98 Rajadamri , Bangkok	Cotton rugs Luncheon set	3
Thai Towel Co. Ltd. 45/4 Samuthsakorn Srethakij, Bangkok	Towels	6
<u>Electronics</u>		
Tanin Industry Co. Ltd. 52 Sukhumvit Rd. Soi 103 Bangkok	Radio T.V. SRE equipment	4
<u>Fabrics</u>		
T. Shinawatra Thai Silk Ltd. 136 Soi 23 Sukhumvit Bangkok	Silks (Thai)	6

Appendix A (contd.)

Floor Coverings

Construction Accessories Ltd. 63 Klongtan Huamark, Bangkok	Floor tiles	1
--	-------------	---

Thailand Carpet Mfg. Co. Ltd. (Taiping) 544/9-10 Ploenchit Rd. Bangkok	Carpets	6
---	---------	---

Footwear

Bata Shoe Co. (Thailand) Ltd. 1022 Sukhumvit 55 Bangkok	Sport shoes Sandals	3
---	------------------------	---

Furniture etc.

Contempo 1102 New Road Bangkok	Office Desk accessories	3
--------------------------------------	-------------------------	---

Interior Research 392/15 Rama I Bangkok	Chair Plant container	2
---	--------------------------	---

Raja Co. Ltd. 56-8 Rajadamneon Rd. Bangkok	Domestic furniture School desk and seat	5
--	--	---

Thip Metal Co. Ltd. 745/8-12 Phetburi Bangkok	Outdoor furniture Playground equipment (not exhibited)	-
---	--	---

Glass

Glass Organisation Bangna, Bangkok	Tableware, ashtray	6
---------------------------------------	--------------------	---

Appendix A (contd.)

Holloware

Thai Metal Works Co. Ltd. 181 Linchee Rd. Bangkok	Cooking etc. utensils	5
---	-----------------------	---

Plastics

Mala Plastics R.O.P. 530 Sailud Rd. Samutprakarn	Tableware Desk calendar Net float	6
--	---	---

Plumbing & Sanitary

Shanks (Thailand) Ltd. Superhighway, Laksee Don Muang	Washbasin W.C. Suite	2
---	-------------------------	---

Pottery

S.P. Ceramic Co. Ltd. 61 Srethakit 1, Bangkok	Tableware	4
--	-----------	---

Toys

Design Thai 518/2 Ploenchit Bangkok	Stuffed dolls	2
---	---------------	---

Travel Goods

Thai Tanning Organisation Rama 4 (Klueynamthai) Bangkok	Leather suitcases and dispatch- cases, school satchels golfbags	7
---	---	---

Watches and Clocks

Cosmo Dial Mfg. Co. Ltd. 66 Sukhumvit Soi 97 Bangkok	Watch dials (not exhibited)	-
--	--------------------------------	---

Total 23 firms

86 exhibits

THAI NATIONAL DESIGN COUNCIL

DESIGN INDEX - An Illustrated Record of Good Industrial Design

WHAT IT OFFERS - A free service of special value to trade visitors (particularly those from abroad), to architects and designers, to manufacturers, to the Press, and to those concerned in organising selective exhibitions and displays at home and abroad.

WHAT IT WILL BE - A reference index, in photograph or sample, of current Thai products of a high standard of design, restricted for the most part to durable consumer goods, and in the following categories:

Clocks and Watches	Plastic Ware
Cutlery and Flatware	Plumbing and Sanitary
Domestic Appliances	Pottery
Domestic Textiles (including plastics)	Radio, TV and Sound Reproduction
Door, Window, Cupboard, Stair Furniture	Refrigeration
Floor Coverings	School Furniture
Furnishing Fabrics	Souvenirs and Gifts
Furniture	Sports Equipment
Glass	Street Furniture (including Lighting Columns, Bus Shelters, Litter bins, Outdoor seats, etc.)
Hardware	Tiles
Heating and Cooking Equipment	Toilet Accessories
Kitchen Equipment	Tools (Household and Garden)
Laundry and Cleaning Equipment	Toys
Lighting Fittings	Travel Goods
Metal Tableware	Venetian Blinds
Motor Accessories	Ventilation Equipment
Office Equipment	Wallpaper and Wallcovering
Optical Equipment (including Cameras, Fieldglasses, etc.)	Wood and other ware

HOW ITEMS WILL BE RECORDED - In most cases by photographs in black and white, mounted in easily handled and visible card index cabinets or albums. In the case of Furnishing Fabrics, Domestic Textiles, Tiles, Wallpapers and Floor Coverings, actual samples will be held. Each item, whether photograph or sample, will be accompanied by the appropriate catalogue description. This will give the names of manufacturer and designer, date of design and of production, the chief design features, finishes, materials and price.

WHAT ITEMS WILL BE ELIGIBLE - Only items belonging to one or other of the categories listed above, that are manufactured in Thailand, and that are in current

.../production

production on a quantity basis (craft pottery excepted), may be considered for inclusion in Design Index. Raw materials, semi-finished goods and products from overseas are excluded.

HOW ITEMS WILL BE JUDGED - Manufacturers submit samples of their products, with full descriptive particulars. These will be carefully studied by a Committee of the Council, under the chairmanship of the Director. The members of this Committee will be drawn from Council members, from outside advisers on design in the craft based and light engineering industries, and from senior members of the staff with practical experience of the trades featured in Design Index. Whenever an item submitted fails to reach the required standard of design, including performance, the reasons for not accepting it will be given to the manufacturer concerned.

WHAT STANDARDS WILL BE LOOKED FOR? - In assessing products submitted for Design Index the Council will consider all aspects of a design - fitness for purpose or function, appearance, quality of materials and of manufacture, ease of maintenance, and ease of fabrication - since these may have a bearing on cost and, therefore, on value for money. The Council will also have to be satisfied, as far as is possible, on the technical efficiency of each product submitted. But having no testing laboratories or other facilities of its own for checking these technical and user considerations, the Council has to seek help and guidance elsewhere, as indicated below.

Among tests to which a product may be subjected before it can be accepted are those specified by the Thai Industrial Standards Institute to ensure conformity with a Thai Standard. The Council attaches particular importance to Standards concerned with safety.

WHAT TECHNICAL ADVICE WILL BE TAKEN? - As well as referring to Thai Industrial Standards, the Council will appoint, for every Design Index category, technical assessors to whom products will be submitted whenever the Council's selection

.../committees

Appendix B (contd.)

committees want further technical information. In such cases final acceptance for Design Index will depend on a favourable report from the technical assessor. The technical assessor may also be consulted when a complaint is received that reveals some unforeseen defect in performance, and this in turn may lead to the withdrawal of a product from Design Index.

DESIGN INDEX AND THE DESIGN CENTRE - Design Index will be located in the Design Centre and will form part of the information services offered by the Centre to trade visitors and to the public. Products in the categories named must have been accepted for Design Index before they can be selected for display in the Centre.



Please provide the following information, where applicable, as fully and accurately as possible, so that we can give a useful service to your potential customers, whether trade buyers or the general public.

Note: This summary is for general use; special summaries are available for pottery and textiles.

1. Product and description

Trade name

Model or design no. or name

2. Manufacturer and address

Showroom address (if different)

Telephone no.

Telephone no.

Contact (please indicate at which address)

3. Designer's name

Nationality

Qualifications

4. Year item first produced

5. Is it in current production for (a) Home?

(b) Abroad?

If (b) is it specially designed for export?

is it restricted in export in any way?

is it manufactured abroad, eg under licence?

6. Is this product entirely manufactured in Thailand? If not, please give details.

Is it manufactured under licence from abroad?

7. Construction, materials

8. Colour

Other colours available

9. Maintenance

10. Thai Standards applied (please quote ref. nos.)

11. (a) What claims do you make for the function, performance and advantage of this design
(attach leaflet if available)

(b) If power operated, please give particulars including fuel or current consumption.

12. Dimensions
(as applicable)

Height

Length

Depth

Diameter

Width

Weight

13. (a) What price should be quoted to the public in Thailand?

(b) To whom should Trade or Export enquiries be referred?

14. Prices of attachments and accessories, if any

Are they included in 13?

15. Have we permission to reproduce a photograph of this product at home or abroad through press, exhibitions etc., provided you receive acknowledgement as the manufacturer?

16. Copyright of photograph owned by

17. Photographer

Negative no.

Signature and
position in firm

Date

PROBLEMS OF THAI PRODUCT DESIGN

Conference and Exhibition, Erawan Hotel, 14 Apr. 1971

1. Delegates Attending

Name	Representing
Mr. Nils Ramm-Ericson	U.N.I.D.O.
Mr. Davis J. Pratt	Design Development Project National Education Council
Mrs. Elsa Kula Pratt	Design Development Project National Education Council
Dr. R.J. Clark	ILO Cottage Industries Adviser
Mr. Lars Wallden	Thai Industrial Standards Institute
Miss Phani Saengsawang	Thai Industrial Standards Institute
Mr. Padetpai Meekun-Iam	Small Industries Service Institute
Mr. Chaimongkol Plasai	Commercial Intelligence Department Ministry of Economic Affairs
M.C. Vodhyakara Varavarn	Ex-Dean of Arch. Faculty Chulalongkorn University
Mr. Lert Urasyanandana	Arch. Faculty, Chulalongkorn University (Dept. of Industrial Product Design)
Capt. Sompop Pirom RTN	Dean of Arch. Faculty, Silpakorn U.
Mr. Sermsak Narkbua	Decorative Arts Faculty, Silpakorn U.
Mr. Manote Kongkananda	Decorative Arts Faculty, Silpakorn U.
Mr. Thibha Sankhavandhana	Dept. of Fine Arts.
Mr. Prasom Ransirochana	Director of College of Design and Construction, Vocational Dept.
Mr. Taveetai Bauribun	The College of Design and Construction, Vocational Dept.
Mrs. Pusdee Sujarittanon	The College of Design and Construction, Vocational Dept.
Mr. Somsak Vikieth	V. United Co. Ltd.
Mr. Suraphon Subphayachin	Vira Shop
Mr. Phon Chaturabhanicha	Thai Tanning Organisation
Mr. Pratoome Chaishome	Thai Tanning Organisation
Mr. Pechin Piriyapan	Raja Co. Ltd.
Mr. Pimol Uthaitun	Bangkok Art & Craft Co. Ltd.
Mr. Sukit Adulratanamawat	Construction Accessories Co. Ltd.

Capt. Annuay Dabbaransi	Thailand Carpet Mfg. Co. Ltd.
Mrs. Ravivan Senanarong	Thailand Carpet Mfg. Co. Ltd.
Mr. Anek Vidhayasirinun	Tanin Industry Co. Ltd.
Mr. Arthorn Hongsrarante	Shanks (Thailand) Ltd.
Mr. K.F. Welk	Shanks (Thailand) Ltd.
Mr. Manu Sitachitt	Mala Plastics
Mr. Vichai Nitipratha	IBEC (Thailand) Ltd.
Mr. Chonphon Chunpibhat	Siam Engineering Co. Ltd.
M.L. Nuanphong Senanarong	Vice-Pres. "Buy Thai" Group
Col. T. Weerasopone	"Buy Thai" Group
M.R. Patanapon Svastivat	"Buy Thai" Group
Mr. Boonsiri Chavalittamrong	"Buy Thai" Group
Mrs. Surakarn Banasidhi	"Buy Thai" Group
Mrs. Boonthom Dhambaree	"Buy Thai" Group
Miss Praparsri Thanasukarn	"Buy Thai" Group
Dr. Verapong Podimuang	"Buy Thai" Group
Prof. Jin Divari	Pres. Thai Packaging Association
Mr. Boonma Pungthong	Secretary, Thai Packaging Association
Miss Yrpin Klinvibulaya	Thai Packaging Association
Mr. Suchint Lausangnum	Thai Packaging Association
Miss Nilawan Pintong	Lady's Magazine
Mr. Viriya Sirilertpitarks	Press
Mrs. Pensri Thammarat	Press
Mrs. Rangsim Naganidhi	Personal Assistant to UNIDO Expert
<u>Also present</u>	
Mr. Vandi Hutasingh	Chief IPDC
Mrs. Nuanwan Thirawat	Deputy to Chief IPDC
Mrs. Orasa Jirapinyo	IPDC (Packaging Association)
Mr. Wason Louprasit	IPDC (Administration)
Mr. Wiboon Worawiboon	IPDC (Workshop)
Mrs. Choosri Thebprathum	IPDC (Designer)
Miss Sookasem Boonyindi	IPDC

2. Morning Session

- 9.30 Introduction by Mr. Anake Boonpakdi (Chairman)
- 10.00 Opening Speech by Mr. Charnchai Tharvorntan
Deputy undersecretary of Ministry of Industry
- 10.30 Lecture I - What is Industrial Design?
by
Maj. General J.M. Benoy
- 11.30 Discussion on Lecture I

Prof. Sermsak Narkbua Practical experience of manufacturing processes essential to product design. The knowledgeable manufacturer will reject designs that will not sell, and that do not meet the market demand and the consumer's taste. In such circumstances it is necessary to improve the consumer's taste by education, which should begin from the primary level in schools. Taste varied greatly as between Bangkok and the provinces, and it will take time to achieve satisfactory results.

Promoting exports is not enough, restrictions on imports are needed, in order to give Thai products a better chance.

The protection of designs is most important, and designers must have safeguards against the existing risk in Thailand of losing the fruits of their hard work.

Prof. Jin Divari (an ex-Director General of Industrial Promotions) He has long been interested in Industrial Design, and the I.P.D.C. was established during his tour of office. He commented that Japan had secured a leading share of the market in Thailand, and even European imports could not compete.

Design education in schools and colleges, and for the public, should start as soon as possible - there was no time to lose. Student power is strong and efficient if it can be used the right way and can be reached through education. The "Buy Thai" movement can only succeed if the Government sets an example. The Government should insist on the use of Thai products in its contracts and activities.

As for Patent Law, this was under consideration some years ago, but at that time the Ministry of Industry did not consider action was required. Now conditions have changed, and such a law should be brought in without delay, certainly where Thailand is concerned.

The use of standards needs to be extended, and should be adopted, to begin with, in all government purchases.

M.C. Vodhyakara Varavarn He was the first to introduce an Industrial Design department for his faculty. He stressed that designers have to be creative, but that to be successful they must have a thorough basic knowledge and training in their art. A well-designed product is a combination of artistic and practical values, and these should promote each other.

A start must be made with education, of the adult population, of manufacturers, of retailers. Market research was needed to cut out the waste of time and money in producing goods that did not meet market requirements. He would like to see pre-production models given public trial, and the comments recorded, so that full production would only begin if and when results were satisfactory.

3. Afternoon Session

1.45 pm Lecture II "How can Thai Design be improved?"
 by
 Maj. General J.M. Benoy

2.30 pm Discussion on Lecture II

Mr. Chaimongkol Plasai Patent Law had been under consideration for several years. First proposals had been submitted forty years ago, but the legislative body could not agree them. Last year revised proposals had been put forward, but were turned down because it was not considered that Thailand was ready for them.

Prof. Prasom Ransirochana His college has an Industrial Design Dept., but the number of students who wish to major in this field is very low. Several students who had entered for this course, perhaps at their professor's suggestion, eventually asked to transfer to another department. They gave as their reason that the jobs in industrial design were not easy to get. Manufacturers were not willing to spend money on employing designers; they preferred to spend the money on marketing experts. He is currently organising meetings between professors and students, on the one hand, and manufacturers, on the other, to discuss the problems concerned. He would like to know what plans the Government have for the development of industrial design, what is being done to get a more favourable reaction

.../from

from industry to the employment of qualified designers, and whether there are properly qualified people in the Government who can force this issue. He would like to see certain occupations reserved for Thai nationals, and the imports of foreign products further restricted.

The trouble in Thailand is we either have badly designed products, or products that are well-designed but not appreciated or understood by ordinary people.

There appears to be nothing to appeal to average people of average taste. What is the percentage of the population in Thailand today who can appreciate good design?

One remedy is to raise the level of education under the enforcement law.

Mr. Anek Vidhayasirinun It is the first responsibility of a manufacturer to produce only what can be marketed. He has to study consumer taste. Design depends on environment and market requirements. When his business started ten years ago, various designs were introduced to test the market. European styles attracted no demand. A product has to be designed to meet the demand, and this varies as between Bangkok and the provinces. In the latter it has to be colourful, but this does not apply in Bangkok. Changes in taste take time, new ideas and new styles can be introduced, but only gradually, if the product is to be marketed. Design protection is most important. It is exceedingly discouraging for a designer to see the result of his intensive work freely copied, and if this state of affairs is allowed to continue, there will be no future in design as a career.

M.R. Patanapon Svastivat A manufacturer is in business to make a profit, and before taking on a designer he has to consider whether the expense is justified. At present only big firms can afford the luxury. He agrees entirely with the proposal to set up a Design Council and Design Index, and considers that it will enable manufacturers, buyers, designers and educationists to work more closely together in the cause of good design.

Dr. Virapong Podimuang Thai production has suffered from bad promotion for a number of years, but it must be encouraged if the country is to survive. Thailand today can produce a great range of goods, in quality. Some, although made in Thailand, carry labels in a foreign language in order to persuade the customer

.../that

Appendix D (contd.)

that they are imported. The reduction of imports should coincide with the promotion of exports and begin now. There is no need to wait for someone else to set an example.

Mr. Lars Wallden Industrial Standards can be either compulsory or voluntary, but the former will apply in all fields where health and safety are concerned, and where it is essential to Thai economy. Batteries, cement, whisky, paper sizes, and pipes already have standards, and some sixty other items are being studied at the present time. Those goods that comply with a standard will, after inspection, carry a certification marking.

Mr. R.J. Clark Standardization and design should be closely correlated. In particular, Government purchases, which reach a high figure each year, should be to a specification based on a standard. A certification mark should be used that is readily recognised by the public as a sign of good quality.

Kurving Nilawan Pintong Women are by nature buyers. They buy for the home, but this does not mean that they buy everything at sight. Design is considered, and in this connection it should take into account income, past and present traditions, and environment. She pointed out that foreigners before they start business in Thailand, such as opening a department store, spend much time and trouble in surveying market demand, public interest, their preferences and their income groups. But design is not the only important aspect. Increase of expenditure on advertising should not be at the cost of improvement of the product. Education has to be undertaken at all levels to improve the knowledge of the consumer, so that they refuse to accept poor quality goods.

4. Press and Radio Comments

Extracts from "DAILY NEWS" and "PIMTHAI" and Radio Broadcast.

Thai Products Promotion

The main points which resulted from the Conference on Problems of Thai Product Design, held by Dept. of Industrial Promotion, at Erawan Hotel, on 14 April, 1971, are as follows:

1. Educational activities to be undertaken in schools and colleges, and for the benefit of the public, to improve their knowledge of product design.
2. Government should increasingly promote product design projects.
3. Design protection should be established so that designers will not be discouraged.
4. The formation of a Design Council is fully supported.
5. Proposals to this effect, made by the departments concerned, should be fully supported by the Government for the benefit of the country and its economy.

Extract from PIMTHAI

MINISTRY OF INDUSTRY IMPROVE THAI PRODUCTS FOR PUBLIC'S PREFERENCE

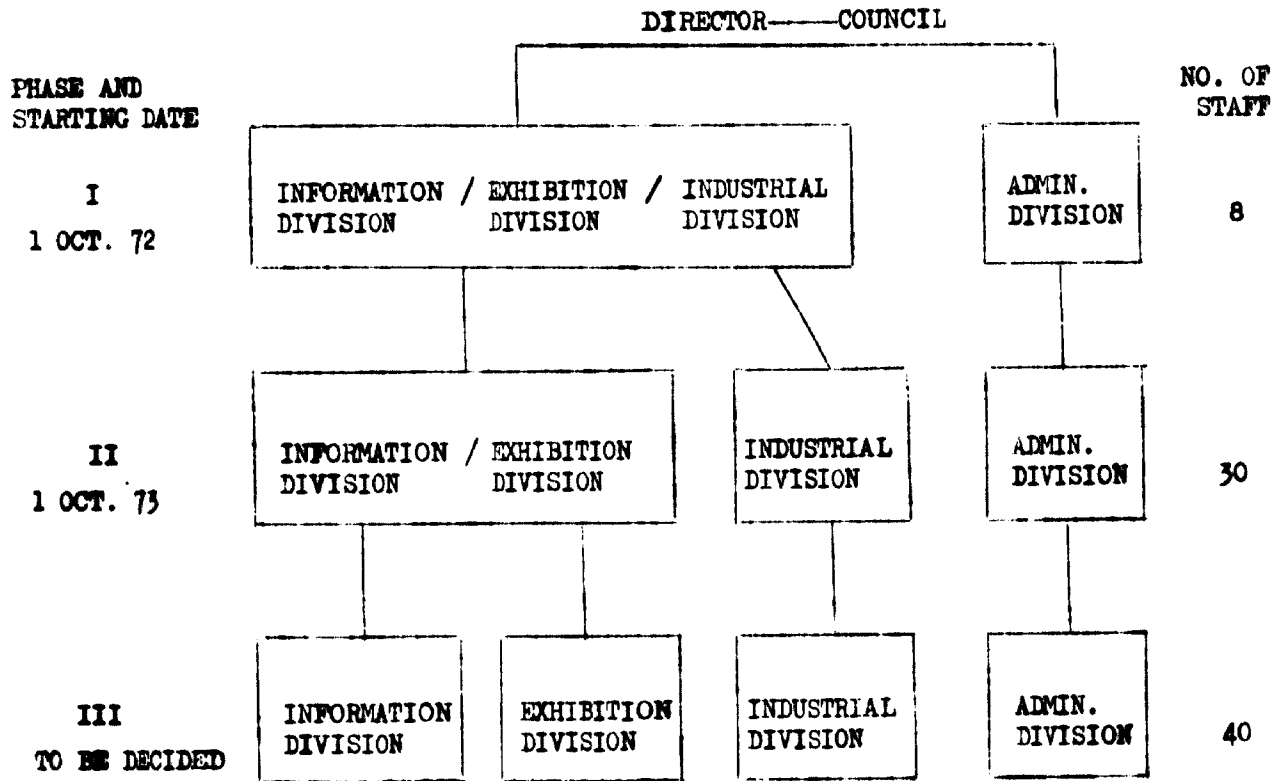
Seminar for Industrial Product Design improvement.

Product Design is the main problems, and should be promoted to draw the public attention to buy Thai products.

The Dept. of Industrial Promotion held a Seminar on "Problems of Thai Product Design", on April 14, 1971, at Erawan Hotel. Deputy Undersecretary of Ministry of Industry, Mr. Charnchai Thavorntan, was Chairman. He stressed the importance of product design and said that it called for careful consideration. He reminded the audiences that there was a campaign at present aimed at persuading consumer to buy Thai-made products. It has been noted that many Thai people do not buy Thai products because the latter are less well-designed and of a lower standard than imported goods. Action is being taken by the Government and by individual firm to raise the standard, but what was equally important is to pay more attention to design -

The object of the Seminar was to examine ways and means of improving product design.

DEVELOPMENT OF THAI NATIONAL DESIGN COUNCIL



Summary of duties

<u>Information Division</u>	<u>Exhibition Division</u>	<u>Industrial Division</u>	<u>Admin. Division</u>
PRESS & PUBLIC RELATIONS	DESIGN CENTRE	DESIGN INDEX	RECRUITMENT
RETAIL EDUCATION	EXHIBITION DISPLAY	DESIGN ADVICE	HOUSE MANAGEMENT
SCHOOL & COLLEGE EDUCATION	WORK SHOP	INDUSTRIAL LIAISON	OFFICE ROUTINE
LECTURERS PANEL	EXHIBITION MANAGEMENT	DESIGNER SELECTION	FINANCE & BUDGETS
PUBLICATIONS & LIBRARY		SERVICE	

Notes on the Thai National Design Council

1. Terms of Reference: To promote by all practicable means the improvement of design in the products of Thai industry.
2. Composition of Council: Chairman and twelve members given honorary appointment by the Government for a period of three years. Bias of membership towards industry, but retailers, educationists, journalists, publicists, architects and designers could all be represented with advantage. Members should be chosen for their known personal interest in design and for the influence they can bring to bear in their own fields.
3. Attendance and Duties: Members will be required to attend meetings of the Council, normally at monthly intervals. Also, according to their qualifications, they may be asked to attend one or other of the Committees that deal directly with the work of each division - Information, Industrial, Exhibition and Administration (incl. Finance). It is particularly important that each member attends, once in a while and on a rota basis, a meeting of the Design Index Selection Panel. It is not suggested that members be paid a fee for such attendances, but they should be allowed to claim reasonable out of pocket expenses.
4. Financial Control: It is likely that the Council and its activities will have to be financed entirely out of public funds during at least the first five years of its life. Expenditure must therefore be subject to overall Government control, although the Council should be free to shape policy within the terms of the brief it will receive when it is first established. It will be for the Government to appoint an assessor or representative to attend Council meetings and advise the Council on matters which are of Government concern. This advice should not, however, appear to impose some form of Government influence on industrial design as such. As the Council becomes an established and respected institution, and as its work gains the appreciation of a developing industry, so can the Council initiate charges for such services as the display of products in Centre and other exhibitions; the use of the Designer Selection Service; the provision of lecturers, and

so on. No charge should be made for inclusion in Design Index. The decision as to how and when charges should be imposed will be for joint consultation between Government and Council.

5. Functions of Council: Listed below are examples of items that might well appear on the agenda for Council meetings. The preparation of agenda is normally the responsibility of the Chief Executive or Director of the Council, and will be accompanied by explanatory memoranda, to be issued in advance of the meeting so that members can better understand the issues involved:
- a. The criteria for the selection of products for inclusion in Design Index, including the level of design standards to be maintained.
 - b. Advice to Government on design standards to be specified for articles to be supplied under Government contract, or to be exhibited by the Government at home and abroad.
 - c. Organisation of exhibition activities within and outside the Centre, with the main object of giving publicity to good design.
 - d. Appointment of special panels for activities not covered by the normal working programme. These might include studies in street furniture, in hotel and catering equipment, and so on.
 - e. Preparation of schemes to assist the retail trade in training staff and executives, and in the improvement of presentation, and in improved display techniques.
 - f. Cooperation with the Education authorities in the training of designers, and the introduction of closer links between art and technical schools.
 - g. Introduction of major publicity and educational drives, such as the launching of a magazine, or a series of pamphlets, covering design matters.
 - h. Participation in joint action with the Thai Industrial Standards Institute for the promotion of safety in, for example, domestic appliances; with consumer organisations in handling complaints of faulty performance and faulty workmanship.
 - i. Organisation of seminars to deal with live and topical design subjects.
 - j. Preparation of Annual Reports and Financial Statements.

Appendix E (contd.)

- k. Progressing Phases II and III, in consultation with Government.
- l. Coordination of Industrial Product, and Handicraft Product, requirements, in consultation with Handicraft Council or Authority.

THAI NATIONAL DESIGN COUNCIL

Summary of Proposed Activities

1. The Design Centre A permanent and constantly changing exhibition of some 500 well-designed Thai-made consumer durable goods in current production, selected from a wide variety of items listed in Design Index.
2. Design Index An illustrated and, in certain cases, sample record of up to 5000 well-designed Thai-made consumer durable goods in current production.
3. Designer Selection Service Available to any individual company or organisation seeking industrial and graphic designers for consultancy work or staff posts. A short list of names, with biographical details, will be provided for the enquirer, who will make the final choice.
4. Design Calendar A monthly diary of forthcoming events, of design and kindred interest, taking place in Bangkok and the provinces.
5. Lecture Panel A list of competent speakers on subjects such as Design in the Home, Colour and Pattern, Furnishing, Glass, Pottery, Plastics, etc. Advice offered on choice of subject, and on planning a series of lectures, including suggestions for visual aids.
6. Retail Training Provided for store and shop staffs in all matters concerned with design, including courses in various commodity subjects such as soft furnishing, furniture, cutlery, lighting, and so on. Help will also be given with window and counter display, and with in-store training, and lecturers provided for training programmes.
7. Industrial Liaison Industrial officers give design advice to manufacturers, visit factories, arrange the submission of products to the Design Index Committee, and organise specialised conferences for designers and industrialists.
8. Reference Libraries Maintained for books, magazines, slides, film strips, and photographs, on design and ancillary subjects.

THAI NATIONAL DESIGN COUNCIL

DESIGNER SELECTION SERVICE

For inclusion in the record of the Designer Selection Service it is necessary first to complete this form, and second to be interviewed with examples of work. Inclusion in the record implies no qualification or indication of merit and must not be so used publicly or privately by the designer. The following specialities are not included in the record: Fine Art; Illustration (as such); Fashion Illustration; Fashion (clothing); Theatre Design; Model making.

PLEASE USE BLOCK CAPITALS throughout when filling in this form, and return it within a few days. Come for interview at a later date. You will be written to as soon as the completed form has been received.

Please note that your name may be removed from the record at any time if you fail to keep your particulars up to date.

Name and full address

Date of birth

Professional qualifications

Certificates, diplomas, etc.

Telephone (s)

Main speciality (fine art, illustration per se, fashion - design and illustration -, theatre design, model making not accepted.)

Other specialities

Model making and/or workshop facilities

Special interests (eg music, sailing camping, etc.)

Design training (dates, schools/colleges, dept. and specialisation)

Technical training and/or background, with dates.

M.S. 4 level subjects

M.S. 5 level subjects

Do you want free-lance work?

Do you want

A staff post? If so state

To write

To lecture

Salary

Location

What languages do you speak?

Kind of post

Staff posts held (starting at least 5 years back up to the present day)

From	To	Name and address of firm	Business of firm	Post held&responsibilities
------	----	--------------------------	------------------	----------------------------

Are you in free-lance practice?

Free-lance work (with names of clients, dates, retainerships, and nature of work in each case)

Are you willing to come for an interview bringing examples of your work?

(Signature).....

Are you resident in Thailand and intending to stay at least two years?

THAI NATIONAL DESIGN COUNCIL - STAFF ESTABLISHMENT, PHASE III

POST	NO.	SALARY P.M. BAHT	REMARKS
<u>DIRECTOR'S OFFICE</u>			
Director	1	5,000	
Secretary	1	2,150	
<u>INFORMATION DIVISION</u>			
Chief Officer	1	3,500	
Secretary	1	1,250	
<u>Public Relations</u>			
Press Officer	1	2,300	
Secretary	1	1,250	
<u>Education Service</u>			
Education Officer	1	3,500	
Secretary	1	1,250	
Library clerk	1	950	
<u>Retail Training</u>			
Retail Officer	1	3,500	
Secretary	1	1,250	
<u>Photo Studio</u>			
Photographer	1	1,250	
Assistant	1	950	
<u>INDUSTRIAL DIVISION</u>			
Chief Officer	1	4,100	
Secretary	1	1,250	
<u>Industrial Liaison</u>			
Industrial Officer a.	1	3,500	
Industrial Officer b.	1	3,500	
<u>Design Index Secretariat</u>			
Clerk	1	1,250	
Typist	1	950	
<u>Design Selection Service</u>			
Clerk	1	1,250	
Total carried forward		Baht 43,600	

POST	NO.	SALARY P.M. BAHT	REMARKS
Total brought forward		43,600	
<u>EXHIBITION DIVISION</u>			
Chief Officer	1	3,050	Not required in Phases I and II
Secretary	1	1,250	
<u>Centre & Exhibition Management</u>			
Manager	1	1,900	Not required in
Clerk	1	1,250	
Typist	1	950	Phases I and II
Receptionists	3 a.	1,250	
(Design Index and Centre	b.	950	
Exhibition)	c.	950	
<u>Centre and Exhibition Display</u>			
Senior Designer	1	1,900	Employed with Information Division during Phases I & II
Assistant Designer	1	1,250	
Carpenter	1	950	
Electrician	1	950	
<u>ADMINISTRATIVE DIVISION</u>			
Chief Officer	1	2,300	Not required during Phases I and II
Secretary	1	1,250	
Accountant	1	1,250	
Housekeeper	1	950	
Driver	2 a.	850	
	b.	850	
Office Receptionist & S/B	1	950	
Doorman	1	750	
Cleaning	contract	750	
Total Salaries p.a. Phase III		Baht 70,100 per month	841,200 per annum
Total Salaries p.a. Phase II		Baht 56,100 " "	673,200 " "

Notes In fixing the staffing requirement for Phase III, it has been assumed that the Index will eventually contain 5000 items, and the Centre exhibition will have a permanent but constantly changing display of 500 items.

Also that the hours of opening of the Centre will be:

Tuesdays to Thursdays - 10 am - 6 pm
 Fridays - 10 am - 8 pm
 Saturdays - 10 am - 6 pm
 Sundays and Mondays - closed

Requirements of Certain Executive Appointments

- Chief of Information Division** As head, his responsibilities will cover press and public relations, retail education, shop displays, elementary design education at schools and more advanced training at colleges etc., careers advice, lecturers panel, and reference libraries for books, slides, film strips, and photographs on design. He should be a speaker and a writer, familiar with press circles, and well-informed on educational methods, including the use of audio-visual aids. He will be required to lecture and write articles on design, and act as understudy to Director in such activities when required.
- Press Officer** As the title implies, his role will be to keep the "world" informed regarding Design Council activities. His main tasks will be the preparation and issue of handouts, the study of press items for follow-up or reply, the organisation of hospitality (press and other receptions, for example), the preparation and issue of publicity material other than handouts, and so on.
- Education Officer** Will be responsible for spreading an appreciation of design in schools and colleges; for arranging talks and tests for visiting school parties to the Design Centre when open; for organising lectures at colleges of education, art and design, and at other centres of further education. Other activities might include the issue of a booklet on careers in industrial design, and a monthly "Design Calendar" listing exhibitions, lectures and courses in Bangkok and the provinces, bearing on design and kindred subjects. This officer would also maintain a list or panel of lecturers capable of speaking on such subjects to adult audiences, or of participation in "Brains Trusts". He will be responsible for maintaining the Council's reference libraries (see above).
- Retail Officer** Will assist shops and stores with staff training and with the promotion of modern Thai-made products. He will arrange a programme of training courses for retail sales staff, whenever possible in consultation with the appropriate trade association, and at which the design, manufacture and retailing policies and problems of various commodities will be studied in detail. Suitable subjects for such courses include furniture, furnishing fabrics, carpets, tableware, kitchen and bathroom equipment, domestic lighting, jewellery and retail display methods. In addition he will organise conferences for retail management, buyers and senior staff to study the role of design in relation to retail activities. He will also cooperate with individual retail organisations in arranging design training courses for their staff, as a regular part of the store's training programme.
- Chief of Industrial Division** As head, he is responsible for industrial liaison, design advice to manufacturers, visits to factories manufacturing consumer durable and capital goods, submission of products to the Design Index Committee, specialist conferences for designers and industrialists, and overseas tours to study export markets at first hand. The Designer Selection Service is under his administration. He will need to be an industrial designer of mature experience, capable of conferring at board level with managing directors, and with firm and convincing belief that good design and good business go hand in hand. A particularly important part of his work will be as deputy chairman of the Design Index Selection Committee, and as such combine continuity of judgement and maintenance of standards with a sympathetic approach to manufacturers and their problems.

Industrial Designer

To assist the Chief of the Industrial Division, two designers will be needed, one with experience in the craft-based industries (those where appearance is perhaps more important than function, such as pottery, textiles, furniture and so on) and one with experience in light engineering. Their duties are basically as already described, that is industrial liaison, design advice, visits to factories, and the submission of consumer durable products to the Design Index Selection Committee. As part of this last task they will pass on to the manufacturer the comments made by the Committee if the product has been rejected, and give the manufacturer every assistance short of redesigning the product.

Chief of Exhibition Division

Is responsible for the staging and management of the Design Centre and any other exhibition organised on behalf of the Design Council and the Government. He needs to be a skilled exhibition designer, with experience of the problems of management of exhibitions of all kinds whether static, travelling, permanent or temporary. It is an advantage if his qualifications include graphic design as well as display work, as the former is a subject on which his advice will be needed in connection with other aspects of the Council's work.

Manager

Must have a sound administrative and financial sense, and be capable of handling such problems as security, staffing, dealing with enquiries, programming of exhibits, compilation of exhibit records and captions, calling forward, mounting, dismounting, and return of exhibits, storage, contracts, insurance etc.

Requirements for UNIDO Experts (see para 21)Job Description No. 1

Post Title: Senior Industrial Liaison Officer

Duty Station: Bangkok

Date Required: Three months prior to the starting date of Phase II (see para 12)

Duration: Initially eighteen months, with the option of renewal for a further period to be determined.

Duties: To advise and organise the staff of the Industrial Division of the Thai National Design Council in carrying out their tasks, including the following - liaison with industry, not only in the production of consumer durable goods, but also in engineering; design advice to manufacturers; visits to factories; encouraging submissions of well-designed products to the Design Index Committee; supervising the work of the Design Index staff; promoting the use of the Designer Selection Service, and organising the setting up of a professional society for designers.

Qualifications: He should be a fully qualified industrial designer, well-experienced in product design and in factory methods of production. Like his Counterpart in the Industrial Division he should be capable of conferring at Board level with managing directors, and of dealing sympathetically and constructively with their production and design problems. He must exercise sound judgment in assessing design quality, and be able to express his views in such matters clearly and concisely. He must have a realistic approach to consumer problems and especially those concerned with safety in use, workmanship and value for money, and will work closely with the Thai Industrial Standards Institute. He should have first hand experience of the organisation and methods employed in the Council of Industrial Design in dealing with these matters.

Language: English

Appendix H (contd.)

Job Description No. 2

Post Title: Chief of Project

Duty Station: Bangkok

Date Required: Six months prior to the starting date of Phase III (see para 13)

Duration: 24 months

Duties: To advise the Thai National Design Council on the overall implementation of Phase III of the project, and to coordinate and supervise the work of the remaining experts.

Qualifications: He should possess personality, energy and tact, and be well-versed in the many problems to be encountered in the field of modern industrial design, though he need not necessarily be a qualified designer. The post calls for organising ability, and previous experience in a post such as controller, executive secretary, or administrator of an organisation interested in the arts or design, and concerned with exhibition and educational programmes, would be a decided advantage. He should possess a mature judgement and be capable of stating a case firmly, and logically, whether verbally or in writing. He should, prior to taking up his post, be given the opportunity to study at first hand the organisation and activities of the Council of Industrial Design in London as a guide to similar developments in Thailand. It would be well worth while seeking the help of the Council of Industrial Design in filling this appointment.

Language: English

Appendix H (contd.)

Job Description No. 3

Post Title: Public Relations Expert

Duty Station: Bangkok

Date Required: Three months in advance of starting date of Phase III

Duration: Six months

Duties: To plan the publicity for the opening of the Design Centre in its new location, and to advise on methods of promotion for subsequent activities. His main task will be to ensure that the Design Council, Design Centre and Design Index are kept constantly in the public eye, and that the need for improvement in industrial design is stressed continually in a lively and topical manner. All aspects of the Council's work should be covered by regular handouts and suitable material.

Qualifications: Candidates should have practical experience in large manufacturing or retail organisations, and especially those with a bias towards exhibition and display activities. Ability to write on industrial design topics, coupled with experience in magazine and pamphlet production, will be an advantage. He should be accustomed to interviewing, escorting and entertaining important visitors.

Language: English

Appendix H (contd.)

Job Description No. 4

Post Title: Exhibition Display Expert

Duty Station: Bangkok

Date Required: Three months in advance of starting date of Phase III

Duration: Eighteen months

Duties: To advise on Design Centre and Design Index methods of display, including captioning and graphics; on the organisation of the display and workshop staff, and on the instruction of retail staffs in window and counter display.

Qualifications: He should be a qualified and experienced exhibition display designer, and knowledgeable in display workshop practice. The type of display work to be undertaken will mainly be concerned with consumer durable products in a permanent but constantly changing exhibition. Changes of scene will be facilitated by the use of dismountable display frames, and easily adaptable lighting systems. Room settings will be featured and importance is attached to graphic design. There will also be a requirement for the provision of portable travelling exhibitions for educational purposes; for special displays in, for instance, retail stores, and for temporary exhibitions elsewhere at home and abroad, not necessarily limited to consumer durable products.

Language: English

Job Description No. 5

Post Title: Exhibition Manager

Duty Station: Bangkok

Date Required: Three months in advance of starting date of Phase III

Duration: Eighteen months

Duties: To advise on exhibition administration and management

Qualifications: He must have a sound administrative and financial sense, and be well-versed in such matters as security staffing, dealing with enquiries, fire precautions, programming of exhibitions, compilation of exhibit records and captions, calling forward, mounting, dismounting and return of exhibits, storage and packing, preparation of display, maintenance and cleaning contracts, insurance cover.

Language: English

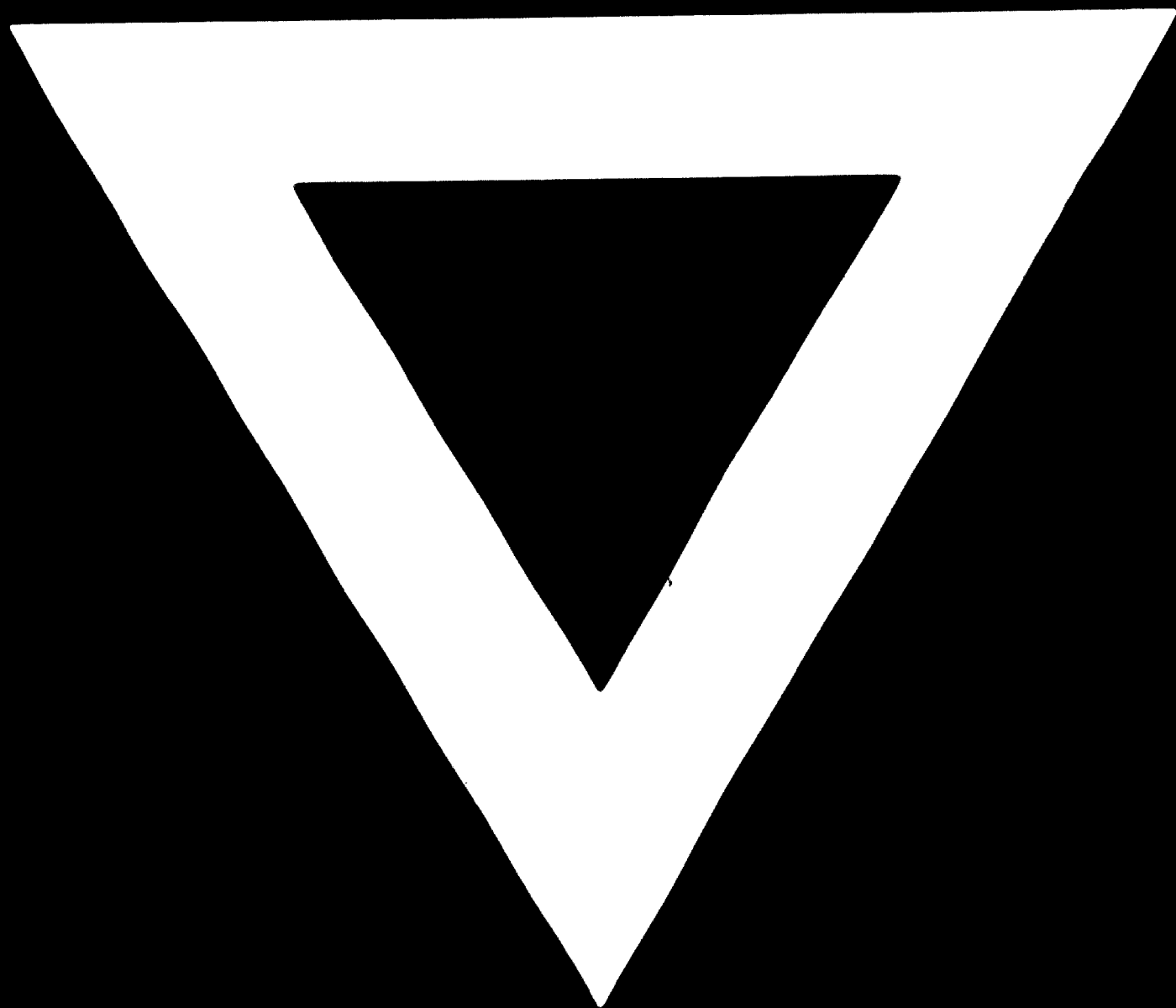
THE THAI NATIONAL DESIGN COUNCIL

General Estimates

	Phase II Bht	Phase III Bht
A. <u>Salaries</u>		
Staff Pay p.a. (para 23 & Appdx H)	673,200	841,200
Overtime (estimated)	30,000	60,000
Total p.a.	703,200	901,200
B. <u>Running Costs</u> (Para 24)		
Services: Travel (Outside Bangkok)	100,000	100,000
Electricity	25,000	50,000
Water Supply	4,000	6,000
Maintenance - Furniture	10,000	15,000
Maintenance - Vehicles	12,000	15,000
Maintenance - Machinery	5,000	5,000
Exhibitions	50,000	300,000
Other Expenditure	20,000	25,000
	226,000	516,000
Materials: Petrol	30,000	40,000
Office Stationery	30,000	40,000
Office Repairs & upkeep	22,000	27,000
Spares - Machinery, Equipment	20,000	20,000
Spares - Vehicles	10,000	13,000
Product Design Samples	9,000	9,000
Raw Materials	30,000	35,000
	151,000	184,000
Contingency	50,000	80,000
Total Running Costs p.a.	427,000	780,000
Total Running Costs & Salaries p.a.	1,130,200	1,681,200
C. <u>Rent</u> (Para 20)		
	Nil	1,077,600
D. <u>Capital Expenditure</u> (Para 25)		
Office Furniture & Equipment	132,000	
Library Furniture & Equipment	50,000	
Photo Studio Furniture & Equipment*	150,000	
Design Centre Exhibition Equipment		800,000
Design Index Furniture & Equipment*	70,000	70,000
Car & Van	230,000	
Total each Phase	632,000	870,000

*Note: Cost of part of this equipment might be borne by UNSF.

C-586



84.12.17

AD.86.07

ILL 5.5+10