

Traditional Textile Design: The meaning and Identity of Indigenous Weaving at Maha-Sarakham Province.

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### **Abstract**

The objective of this research aims to understand on the creation of meaning and identity woven indigenous to Maha- Sarakham Province and also to understand the relationship between the weaving and the consumers' in the context of "signs" communication and the "identity" formation in Thai consumerism culture.

The research entitled Mudmee silk call “Soi-Doakmak” the home textile district of Kut Rang, Maha- Sarakham Province which won the first price of local woven in the year of 2544. The province has announced it's as unique product with sign and identity of Maha- Sarakham Province. The patterned fabric is the power of human communication is another key of a significant social meaning both individuals and groups. It is expressed through patterns in everyday life. Semiotic patterns of local textiles installed in the traditional sense of the fabric pattern as a meaningful aesthetic beauty and value in the creative process of observation, combined with the imagination of the weaver. Fabric pattern occurs from the idea of human convention which was tied to the rules of the traditional social order with the duties of the people clearly. The woven used is associated with the lives of people who are involved in social traditions and culture. The woven pattern is created by the environment around them such patterns are creation from animals, flowers or plants, religious beliefs. The sign for the communication of meaning through unconscious thought patterns and motifs are woven invented to keep exotics have inherited a legacy as well as their ties to family and society from generation to generation.

However, our world has created a new system of values over time. In the modern sense of the woven cloth to the province became known as the local products call OTOP, The OTOP products area of woven cloth to be limited to areas where the local products that reflect local identity. The weavers to create designs are to meet the needs of consumers. The woven cloth, it has an area of four factors of the need of human became less popular; It became a consumer goods as some of the local identities. On the other hand, the client themselves create their own sign

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perception concerning their fashionable as they would like it to be as well. In modern capitalist society, consumerism and individualism, it's like decorate or "identity" in order to meet their specific needs in mind. Therefore, the current consumption of fashion fabric folk do not have a role for basic need, but only play a role in the fabric of local signs of a demand for the former who want to build their local identities. The fabric has a role was limited to only a certain group of people who want to be back to the past.

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