

Title A study of art and culture identity of mascot design in Thailand
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Abstract

This research aims to study art and culture identity of mascot design in Thailand and also ways to create art and culture identity conceptual framework for mascot design. Questionnaires was provided to 3 groups of specialists. They all are from 10 specialists on art, 10 experts on design, and 10 culture gurus. Forty mascots from both national and international games which were held in Thailand such as National Games, National Youth Games, Asian Games and Sea Games are applied.

The findings revealed that the most frequently appeared art and cultural identity of mascot design was non-verbal language with 40.00%. Costume identity got 22.50%. Literature and tale identity got 15.00% while language religious and moral identity didn't occur on mascot in Thailand. The findings also showed that most of the mascot expressed clearly for communicating local identity with 55.00% and they clearly showed our being Thai with 35.00%.

The most used of art and cultural identity demonstration is Wai – the ways that Thais put their hands together in order to highly pay respect to something- with 4.77% while Thai costume identity got 4.57% and Thai sports, plays got 4.53% respectively.