

Research Title	The Embroidery Patterns of Hmong to Creativity the Contemporary Design on Tea Cup Set.
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Abstract

The research of Hmong Embroidery pattern to create contemporary tea cup set design, was funded by Kasem Bundit University. The research objectives are 1.) To study the Hmong Embroidery pattern to generate contemporary graphic design 2.) To integrate contemporary graphic design into tea cup set 3.) To elevate localized product to global market.

This research is a qualitative research, gathered Hmong embroidery pattern data by survey, and interview. The gathered data were analyzed, synthesized, and evaluated to design contemporary tea cup set, using instruments and design methodology.

The result showed that 3 patterns which representing identity of Doi Pui Hmong embroidery pattern, were Sun pattern, Spiral pattern, and calligraphy pattern. These patterns were developed into 3 designed tea cup sets. Three types of designing tea cup set consisted of Spherical form, Calabash form, and Cubical form. These designs were evaluated by multiple specialists and tourists by using questionnaire as an instrument. The collective data assessment showed that the Spherical form tea cup set embedded with Sun pattern representing Doi Pui Hmong embroidery pattern most, which reached a high level of averaged 4.41 out of 5.00. Therefore, this chosen design will be developed as tea cup set prototype and will be developed to create uniqueness, outstanding and more profitable product.

Keyword: Hmong Embroidery pattern, Contemporary Design, Tea Cup Set.