



## About DEmark

### Design Excellence Award (DEmark)

was established in 2008 in order to give recognition to outstanding product design. It is in conjunction with the Prime Minister's Export Award (PM's Export Award) which is presented annually by the Prime Minister under the auspices of Thailand Institute of Design and Promotion, Department of International Trade Promotion, Ministry of Commerce, Royal Thai Government. The winning product receives the DEmark logo for outstanding design, which can be used to promote well-designed Thai products in the international market. It is hoped that this award will help promote development of domestic products, which will in turn better the quality of life of both domestic and international consumers.

The Department of International Trade Promotion (DITP) receives cooperation from The Japan External Trade Organization (JETRO) and the Japan Institute of Design Promotion (JDP) in determining the judging criteria for DEmark Award of Thailand, inviting experts to be judges in this contest and also help promote the DEmark Award to be widely accepted in the international arena.

## Divide to 7 Categories

- 1 Industrial Process / Industrial Craft  
กลุ่มสินค้าฟอร์นิเจอร์
- 2 Gift & Decorative Items / Household Items  
กลุ่มสินค้าไลฟ์สไตล์
- 3 Creative & Innovative Fashion/ Apparel/Jewelry/textile/Etc.  
กลุ่มความคิดสร้างสรรค์และนวัตกรรมผลิตภัณฑ์แฟชั่นเครื่องแต่งกาย

- 4 Home Appliances / Equipment and Facilities for Office / Digital Appliances / Equipment / IoT / Etc.  
กลุ่มสินค้าอุตสาหกรรมและดิจิทัล
- 5 Packaging Design  
กลุ่มออกแบบบรรจุภัณฑ์

- 6 Font / Graphic on Surface / Digital Media / Identity Design  
กลุ่มสินค้ากราฟิกดีไซน์
- 7 Hotel / Restaurant / Cafe / Retail Shop / Co-Working Space / Condominium Project  
กลุ่มผลงานการออกแบบตกแต่งภายในที่เกี่ยวข้องกับ โรงแรม ร้านอาหาร ร้านกาแฟ ร้านค้า พื้นที่ทำงานร่วมกัน อาคารชุด



## AHSA FARMSTAY

Creative Crews Ltd.

กลุ่มผลงานออกแบบตกแต่งภายใน

2020

In Chiang Rai, similarly to other rural places in the country, vernacular building techniques are not passed down from generations to generations.

This lack of familiarity coupled with the changing socio-cultural landscape has eroded the relationship between traditional buildings and the people living in them. As people livelihoods changed, traditional homes are becoming less relevant. Vernacular houses are either inadequately adapted with 'modern extensions' or dismantled and sold as reclaimed timber.

The Project address this issue through the programme of cultural tourism and the adaptation of vernacular design for future generations. Tourists will be living with a local host in groups of four houses following the traditional way of Northern Thai lifestyle. The aim is to learn from local knowhow, culture and traditions thus adapt them where appropriate to ensure relevance in present times and well into the future.

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