

TEA PROCESS TOWARDS TEA LEARNING ENHANCEMENT CENTER DESIGN AT DOI MAE SALONG, CHIANGRAI

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Abstract

From the study of tea processing toward tea learning enhancement center design, researcher found that tea processing was punctilious procedure. In the production process, it might be originated from experience which cultivated the knowledge about tea. The perfection of the senses was very important in order to perceive the scent and flavor that indicate its quality. Oolong tea was recognized by manufacturers and consumers that could show the value and uniqueness of the tea through every neatly step of the production.

In research method of tea processing, researcher have used information obtained from physical characteristics, history, concept and local wisdom to analyze for concept design. This information was linked to the target in order to find characteristics and needs. Research instrument affected to the analysis of tea learning enhancement center designing program. In addition, the result from target studied analysis was also brought about to context of project location analysis and project administration. Then, result was synthesized to be the productive design. Therefore, the study of tea processing toward tea learning enhancement center design at Doi Mae Salong, Chiang Rai has brought the essence of tea processing to the keyword: incubation, integration and harmonization by using the physical characteristics of tea leave to design the materials and surface inside each part of tea learning enhancement center's decoration. The project was located in tea planting at Doi Mae Salong which had appropriate climate. The suitable location to plant good tea should be on 1,300 meters above sea level. The learning program at tea learning enhancement center in Doi Mae Salong, Chiang Rai emphasized on academic learning and intended to practice.

Introduction

Chiang Rai has a flat terrain alternated with mountains, which is suitable for tea cultivation and interested Agro-Tourism operation. Oolong tea is famous tea in Chiang Rai, which is Sinensis species and it also called "Chinese tea". The varieties that popularly grown in Chiang Rai are Chin Shin Oolong, Chin Hsuan Oolong, Tieguanyin, Si Ji and each species has the different characteristics, size, leaves and varieties of the unique taste. The selection of tea varieties according to marketing demand, meticulous cultivation procedure and systematical

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water management are the factor that affect the price of tea to be rather high (Office of Chiang Rai Province, 2005).

The main factor that affects the tea price to be rather high in the market is the production process for the quality tea. It starts by harvesting tea leaves with one peak and two lower leaves which should be picked by hand. The processing procedure consists of 1) a tea wilting that can be divided into 2 processes. (1.1) Outdoor wilting, the tea leave before drying outdoor are glossy and stiff then the sunlight make a chemical reaction and it make physical changes to the tea leave. The movement of water, liquids and substances provide the flavor and aroma of tea leave and the tea leave will be soft and rough. (1.2) Indoor wilting, the tea leave will be dried in the room that has the temperature and humidity control. In this process, the tea leave need to be gently reversed every 2 hours, the leaves will spit out the water under the leave. Next, the tea leave will be shaken; during the first shaking, the tea leave release a rank odor after it will be smelled the aroma of the tea leave. 2) Fermentation by placing the tea leave on a winnowing basket to ferment tea leave and stimulated with a flip. The leave will release more aroma of the tea. 3) Roasting, the scented tea leave will be roasted with the heat to stop the inside reaction. 4) Rolling is the process that disintegrate the tea leave cells. Water in the leave are squeezed out and mix the tea leave. When roasted tea leave, it will help to release the color and smell out easily. In addition to rolling leave shaped will be a spiral. 5) Drying, the tea is reduced the moisture in the leave to store for long term. The final step is to wrap a tea with fabric and then put them into the pellet machine for making a tight round tea tablets. (Cited article from Teerapong Tepkron, 2007).

In addition, tea is not only the production for household consumption but it also can make trades. Chiang Rai is currently the largest tea producers in the north but the lack of knowledge, production process development and integration industry to strengthen the leverage of the Oolong tea farms in Chiang Rai to be known both at home and abroad. The Industrial Office of Chaing Rai realizes the importance of the development of the tea industry and necessary information for developing the potential of the industry. “Chiang Rai town of Tea City Project has been established to promote the tea business to be widely known by being the data and knowledge source about tea to a group of farmers who interest in tea cultivation. This is consistent with the free trade agreement between Thailand and the World Trade Organization (WTO) and the ASEAN Free Trade Area (AFTA).

According to the National Economic and Social Development Plan policies, there are the guidelines that have been provided to promote tea as economic crops and to represent the tea in Chiang Rai to be famous. Thailand has to reduce custom duty to be 0 related to ASEAN Free Trade Area Agreement. In 2010, Thailand has to make manufacturing and

marketing preparation to race domestic tea product with the import tea product both quality and price for contributing the agriculturist and tea entrepreneur to be capable produce quality tea in order to the local customer's demand. Therefore, it is necessary to establish “Tea Learning Enhancement Center” at Mae Salong Mountain, Chiang Rai for being tea manufacturing and marketing information center.

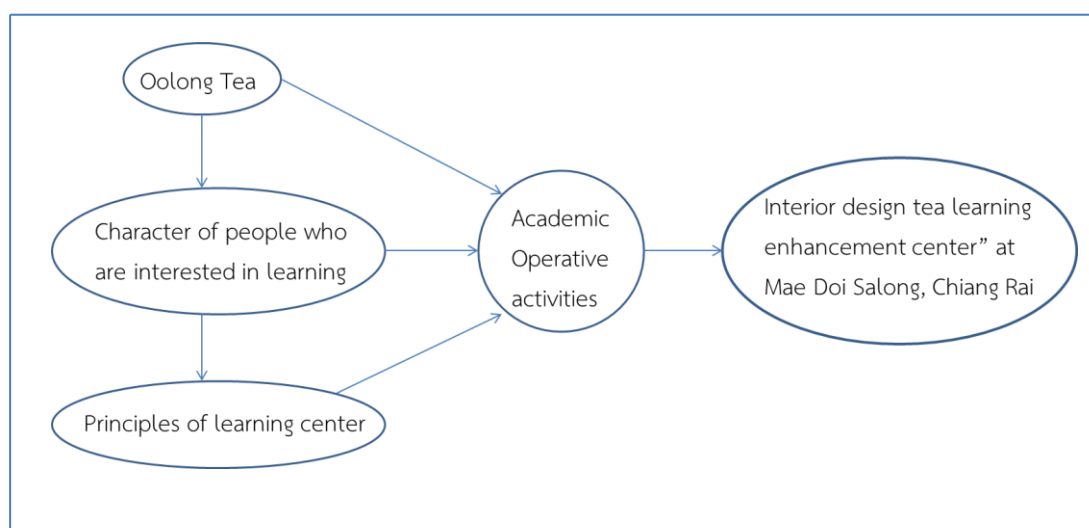
Tea Learning Enhancement Center” at Mae Salong Mountain, Chiang Rai gets concept from study the problems and resolutions. To be recognized as “Tea City” reputation, the tea identity was explored under the manufacturing process that bring about the design idea “Incubation – Integration – harmonization”. Inside the project, there are permanent exhibition hall, temporality hall, seminar hall, tea house room, Oolong room. The purpose of this project is to be the information center that collects data about tea, producing process, manufacturing and learning source for tea researching and developing.

Research Objectives

1. To study the tea processing procedure at Doi Mae Salong Community, Chiang Rai Province.
2. To study source of tea learning enhancement
3. To design the project of “Tea Learning Enhancement Center” at Doi Mae Salong, Chiang Rai

The Research Methodology

The research methodology “Tea processing procedure to tea learning enhancement center design at Doi Mae Salong, Chiang Rai” by analyzing primary data or actual information from the tea entrepreneur consists of the followings.



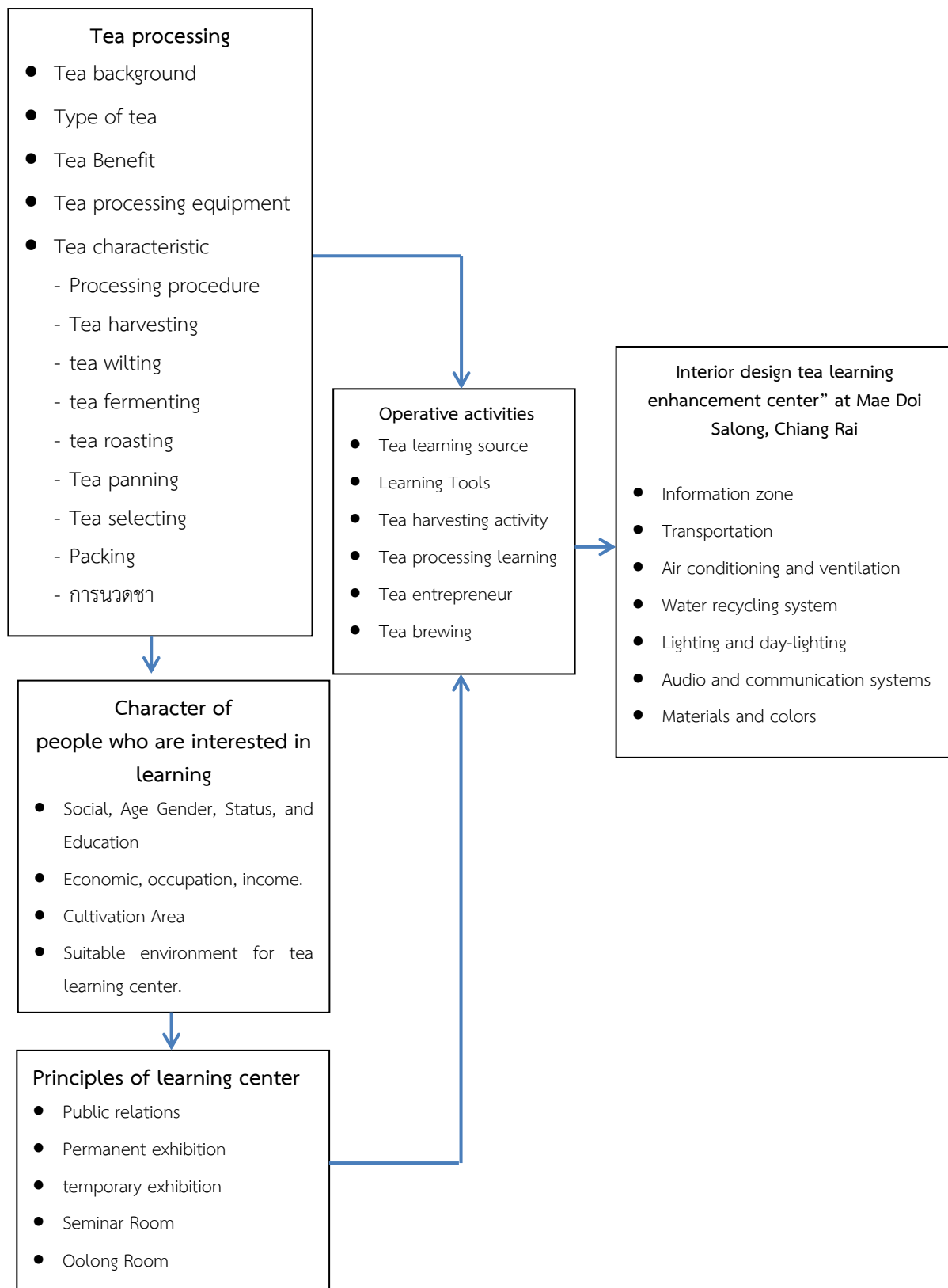


Figure 1 Flowchart shows the conceptual framework of the research.

Conclusion

From the study in both primary and secondary data to analyzed and summarized the key factors before entering the design process, the main parameters are divided by topic as follows.

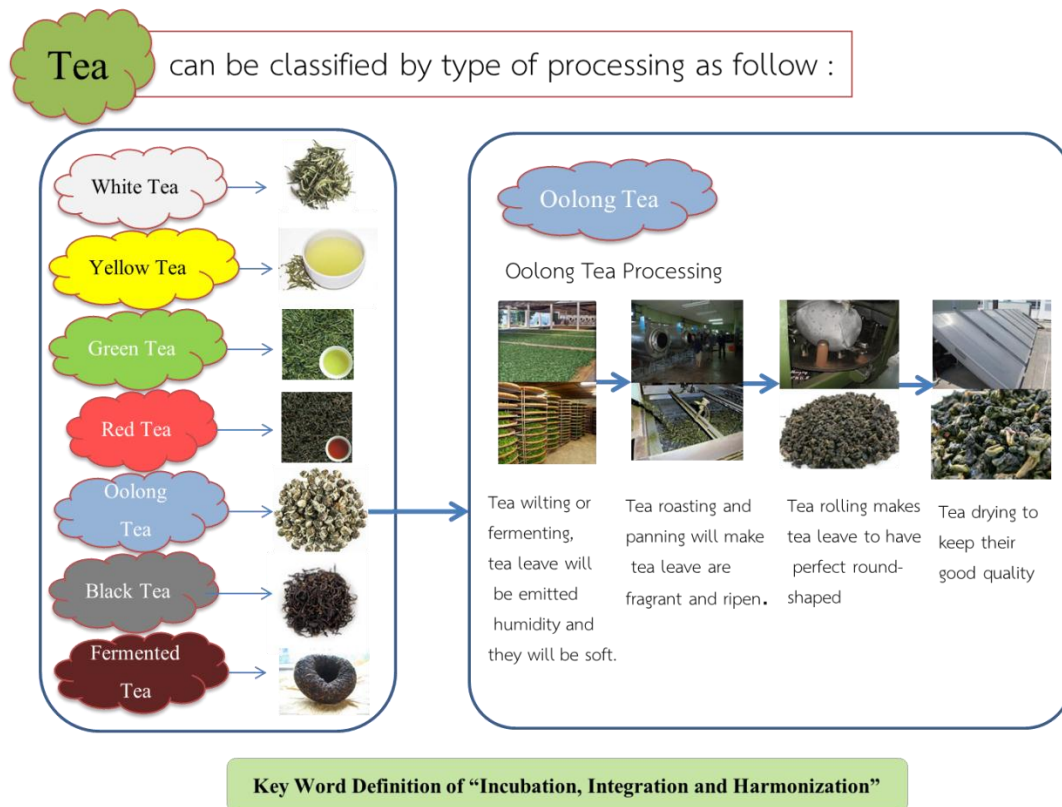


Figure 2 Flowchart shows the wisdom of the privatization process, analysis, and unique tea.

Source : Analysis by Ms. Siprang Charoenphol.

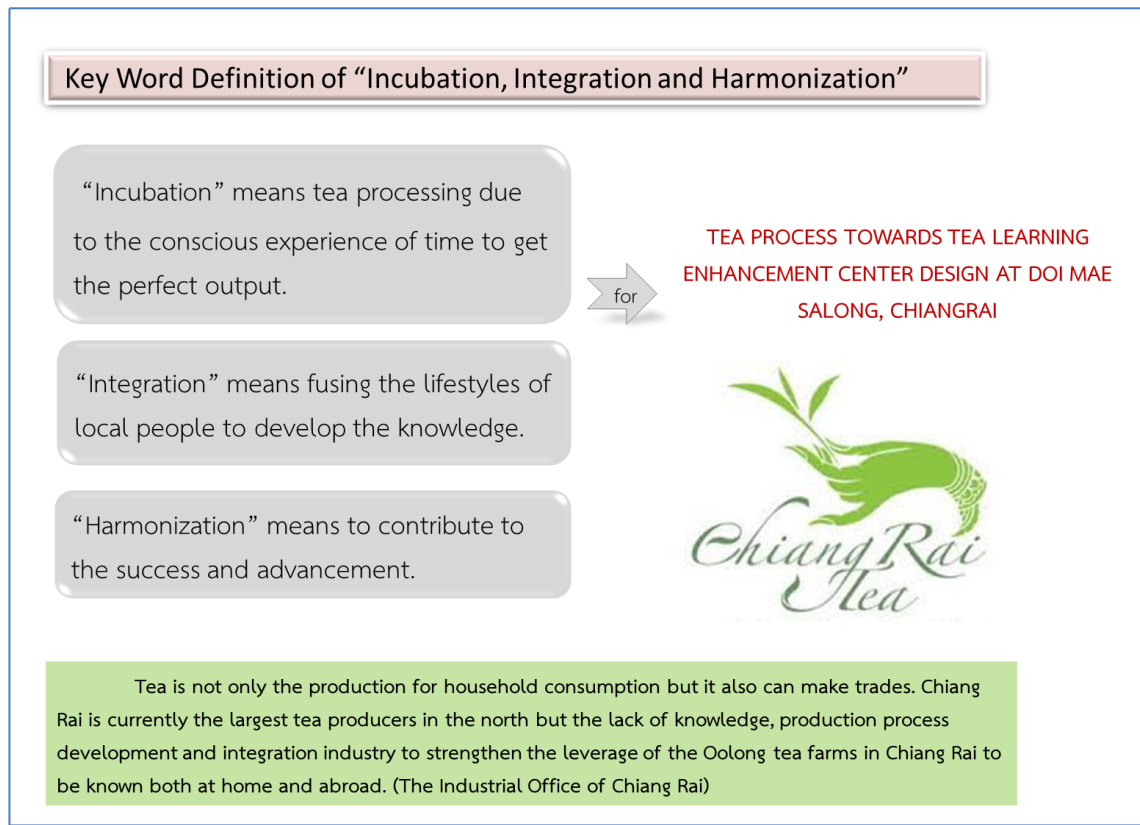


Figure 3 Flowchart shows key word definition of “Incubation, Integration and Harmonization”

Source : Analyzed by Ms. Siprang Charoenphol

Therefore, the analysis from the literature review, entrepreneur interviews and case studies can be concluded as the KEY WORD “Incubation – Integration – harmonization”.

“Incubation” means Tea processing due to the conscious experience of time to get the perfect output.

“Integration” means fusing the lifestyles of local people to develop the knowledge.

“Harmonization” means to contribute to the success and advancement.

Programming

Results of literature review, case study and interview conduce toward the analysis to provide a service program for people who are interested in tea.

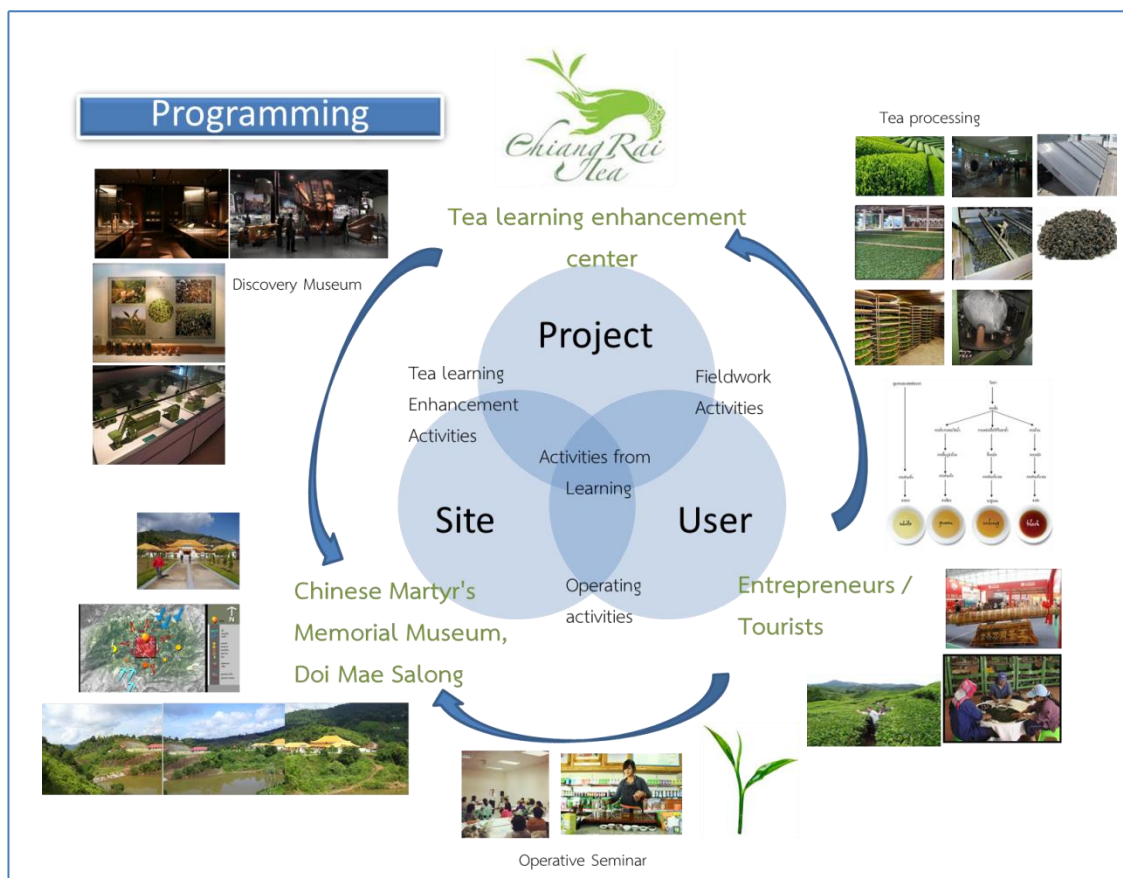


Figure 4 Flowchart represents the analysis of program source (Programming)

Source : Analysed by Ms. Siprang Charoenphol.

Learning programs in the tea learning enhancement center consist of:

1. Providing the information about tea. The activity inside the hall is exhibitions which are about tea processing equipment in each period.
2. Providing entrepreneur consultation.
3. Providing a training course for tea entrepreneurs.
4. Providing the field activities for people who would like to try to operate in tea producing for whole process.

Tea processing towards project design procedure

The designing of tea learning enhancement center is project which was inspired from concept of tea processing. Eventually, three keywords for project designing are incubation, integration and harmonization which can be explained the procedure as follow:

1. Flowchart represents function procedure which was analyzed from program in chapter 4. Researcher has provided signs that represent to step of getting service from the tea learning enhancement center. In addition, it is separated obviously for providing service zone and getting service zone in order to be convenient for plan setting. From the chart, blue color represents for direction or step for people who getting service and red color represents for people who providing service. The area is divided into 4 zones such as public, semi-private, private and service zone in order to arrange the access in each zone from figure 5.

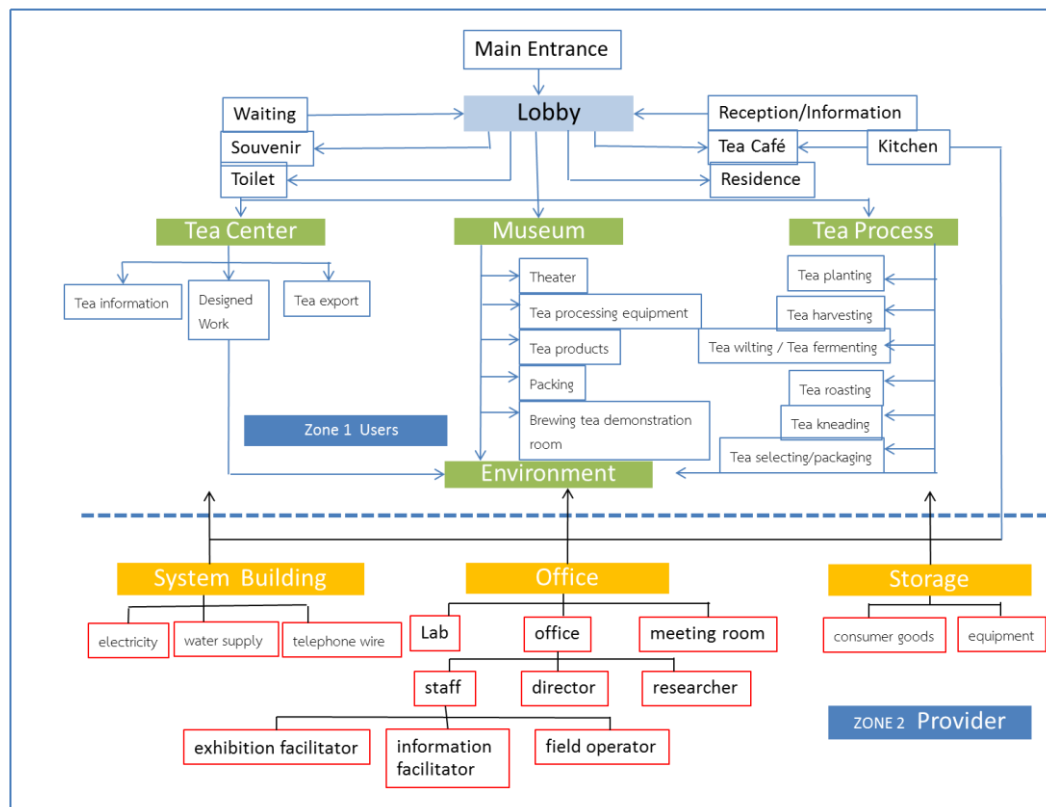


Figure 5 Flowchart represents perception of setting function procedure

2. A theme which inspired from tea processing (incubation, integration and harmonization) begin with the realizing of tea leave characters for example fresh tea leave are rough and glossy but after they are processed, they will be turned from rough to soft and completely rolled. All of those are criteria that researcher apply for the building image conduce to interior design of tea learning enhancement center at Doi Mae Salong, Chiangrai. Furthermore, researcher also adjusts the original building to be more convenient and arrange the environment to be unity.



Figure 6 Picture represents tea processing theme toward designing

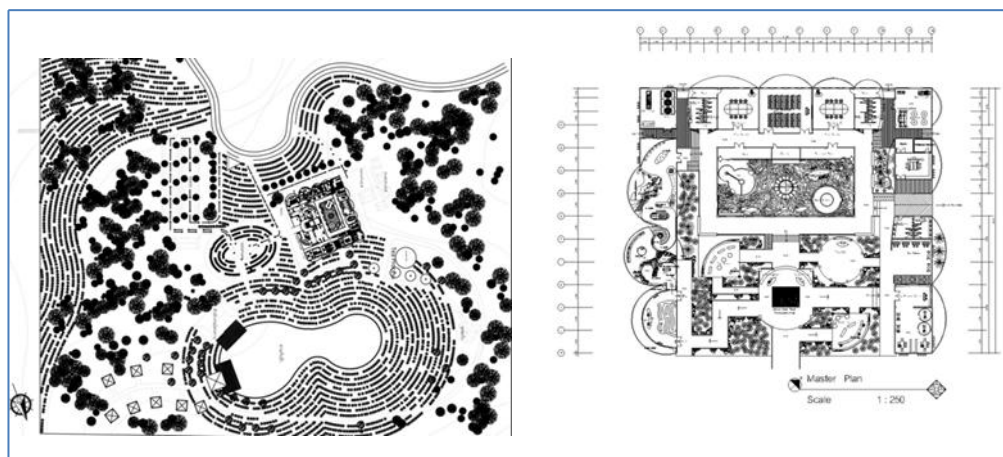


Figure 7 Map of tea learning enhancement center at Doi Mae Salong, Chiangrai



Figure 8 Picture shows landscape of tea learning enhancement center

3. The reception hall is designed to be surrounded by water in round-shaped. The designing pattern is from characters of tea leave before they are processed in order to make visitors to perceive the sense of nature. Therefore, researcher decides to use shiny and glossy materials. The floor in front of reception counter is designed to show the model of tea learning enhancement center area and covered by the safety-glass. Reception hall is area for preparation to visit the other zone from fixed program of the project.



Figure 9 Picture shows reception hall inside tea learning enhancement center

Source : designed by Ms. Siprang Charoenphol.

4. Oolong Room is designed as if visitors are among tea farm. Seats and furniture are arranged in tiers like tea planting. Activities in the room are welcome visitors with brewing visitors some tea and project them with background and information about tea. To make visitors perceive about tea fermenting and tea humidity emitting, the temperature in the room will be regulated at 30 c° and the color of the room will be changed by each process of tea processing.



Figure 10 Picture shows the permanent exhibition hall.

Source : designed by Ms. Siprang Charoenphol.

5. Tea Service Center provides staff to give consultation about tea producing, tea business managing, tea packaging designing and any information about tea. The room walls are designed to be clear glass, so visitors can see the scenery from outside. However, there is private consulting room within Tea Service Center in order to prevent the interruption from visitors in other area.



Figure 11 Picture shows scenery in the Tea Service Center

Source : designed by Ms. Siprang Charoenphol.

Discussion

To discuss by interpreting the findings from research objectives. It will be discussed in exegesis and evaluation for the purpose to explain and also confirm the accordance and differences between finding and objectives.

First objective, to study about tea processing, the finding is to know about the fineness from tea picking, wilting, fermenting, panning, kneading and also roasting in order to keep their quality. We can say that tea processing is descendant local wisdom. Therefore, the findings conform to hypothesis from research methodology in order to analyze such as literature review, the studying about physical characteristics, background knowledge, perception and local wisdom.

Second objective, to study source of tea learning enhancement, Although Chiangrai is the largest area of tea farms in the northern of Thailand, they belong to private entrepreneurs. From the field studying in order to find to need of tea learning enhancement with 2 target groups, the first group is tea entrepreneurs in local area and the second group is people who are interested to operate tea business. Conclusions from interview are that if the tea learning enhancement center can be established in Chiangrai, it will benefit for both entrepreneurs and major and minor producer. It will become an imperishable learning center and producing development center.

Third objective, to design the project of “Tea Learning Enhancement Center” at Doi Mae Salong, Chiang Rai, from the study of tea processing conduce to the unsealing of design concept “incubation, integration and harmonization”. Adapting the variety characters of tea leave, is the inspiration to produce the different material and texture of furniture and interior design. The project located in tea planting area at Doi Mae Salong which has the appropriate climate and higher than sea level 1,300 meters. This project emphasize on learning academic knowledge bring about to the practicing. The research toward designing use tea processing to be the important part for each procedure and bring the words “incubation, integration and harmonization” to substitute and represent in everything of the tea learning enhancement center in order to make them most meaningful and useful for the visitors.

Conclusion

Tea processing toward the tea learning enhancement center design, has the achievement as design work include the development area that should be consistent to the need of people such as tea entrepreneurs and visitors. There are 3 keywords “incubation, integration and harmonization” to inspired only the building area.

However, the study about tea processing is study in wide scope emphasize only about abstraction. From the suggestion of advisors, researcher can define the scope clearly about tea processing that refer to especially local wisdom viewpoint. Therefore, people who are interested in tea may have different viewpoint from this research.

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