

Hello.

INNOVATION

IN

APPLY

ART

WWW.SUMPHAT.COM

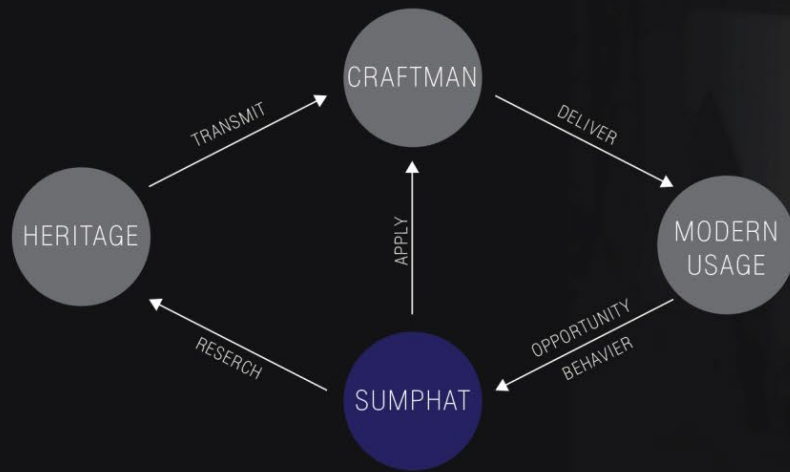
IG : SUMPHAT_GALLERY

FB : SUMPHATGALLERY

SUMPHAT



PROFESSIONAL PRACTICE



BRAND STORY

SUMPHAT connects the history of the past to the present, preserving the value of traditional knowledge, searching for lost stories and finding new ways to bring them back to life. Through out the creative journey, SUMPHAT has connected with different skill sets and capabilities in the design and craft communities and expertise in fields such as architecture, art and designs. From this journey, notable designs and traditional techniques in new forms are discovered.

The creations also help connect art with local communities and include several techniques that champion sustainability.





SUMPHAT

The word “Sumphat” means touch. The “touch” comes in different forms; to be experienced by the eyes, the hands, or even by the taste of the tongue. The “touch” brings about memories and sensations. SUMPHAT combines the knowledge in handcraft and industrial fields, creating a remarkable aesthetic of textures and shapes. All of SUMPHAT’s works are inspired by the simplicity and humbleness of nature, to bring about peace and tranquility as part of daily life. The works are driven by the concept of ‘Wabi Sabi’ -a Japanese philosophy; SUMPHAT’s designs beautifully combine old handcrafting techniques with the modern way of living.



What is the different between Science and Art?

INNOVATION

IN

APPLY

ART

Science

Science is a discipline that uses knowledge and evidence to solve problems for the general population. Its inventions benefit the masses and make life easier for individuals.

Art

The arts, on the other hand, are a discipline that uses questions from individuals to create works that raise public awareness.

INNOVATION IN APPLY ART

INNOVATION

IN

APPLY

ART

Meaning of innovation

The word "innovation" comes from the Latin noun innovatio, derived from the verb innovare, to introduce [something] new.

It can refer either to the act of introducing something new or to the thing itself that is introduced.

In terms of commerce, it is defined in the Oxford English Dictionary as "the action of introducing a new product into the market; a product newly brought on to the market."

Tangible Technology

+

Creative communication

=

A fresh perspective to your target's field

INNOVARE **JURASSIC PARK 1**



INNOVATION

IN

APPLY

ART

INNOVARE **FIRST APPLE**



INNOVATION

IN

APPLY

ART

INNOVARE **CALLADIUM** (Variegated Plant)



เมืองเกาะเกร็ด
110,000.-
*ราคาแม่พันธุ์เริ่มต้นโดยเฉลี่ย



ต้นจากสวน หนพอ. ต้นบอนเขบลำป



สยามนิมิตร
180,000.-
*ราคาแม่พันธุ์เริ่มต้นโดยเฉลี่ย



ต้นจากสวน หนพอ. ต้นบอนเขบลำป

ART

APPLY

IN

INNOVATION

**CRAFTING
YOUR UNIQUE VALUE
PROPOSITION
WITH INNOVATION AND
TECHNOLOGY
MAKE THEM INNOVATIO!**

ART

APPLY

IN

INNOVATION

What criteria do you use to
select your products?





What criteria do you use to select your products?

1. Because when you need this type of product, you already know what brand and model to buy..
2. Because you see the product on the shelf, and its style and design appeal to you.
3. Because your group of friends bought this product.
4. Because it has new and interesting features.
5. Because the product's feature descriptions highlight its functionality.
6. Because you already know this type of product—you don't need to compare, as they're all quite similar.

VALUE PROPOSITION

The Value Proposition is the reason why customers turn to one company over another. It solves a customer problem or satisfies a customer need.

METHODS TO BUILD A VALUE PROPOSITION

A value proposition can be designed to make us stand out in customers' decision-making by building a **Customer Brand Based Equity (CBBE)**.

Deep-Seated Brand Loyalty

The criteria for arranging these reasons were based on how fundamental or deeply rooted each factor is in influencing a purchase decision. **The ordering moves from simple, functional reasons (which are common and immediate) to more complex and emotionally driven factors** (which indicate a deeper personal commitment to the product). Here's a breakdown of the thought process behind the ordering:

- Immediate Familiarity:**

Starting with the most common reasons, the initial purchase decisions are often driven by familiarity. This means the consumer already knows the product type, so there's minimal effort in decision-making.

- Clarity of Product Functionality:**

Next comes the influence of clear descriptions of features and functionality. This is still a relatively basic, information-driven rationale, which reassures the buyer that the product meets their needs.

- Appeal of New Features:**

Moving further, products with innovative or interesting features capture attention. This factor is less about necessity and more about the allure of novelty and improvement.

- Social Influence:**

The impact of friends or peer recommendations is a social factor. It introduces external validation into the decision process, which is a step beyond basic functionality.

- Aesthetic Appeal:**

The visual design and style of the product then come into play. The message is clear to the customer. This shows a deeper level of personal connection, where taste and style are important to the consumer.

- Deep-Seated Brand Loyalty:**

Finally, when a consumer has a strong, habitual attachment to a brand, their choice is driven by a deep-seated loyalty. This is the most profound reason, reflecting years of trust and positive experiences with the brand.

Multiple choices



•**Basic Familiarity:**

You recognize it as a classic dining table made of solid oak—a type of product you’ve seen and used before, so there’s no confusion about its basic purpose.

•**Clear Product Features:**

Its detailed description highlights its robust construction, smooth finish, ample surface area, and durability. All the functional attributes (dimensions, wood quality, finish) are clearly laid out.

•**Innovative Features:**

The table incorporates modern touches, such as extendable leaves for extra seating and hidden storage compartments, offering a fresh twist to a traditional design.

•**Social Influence:**

Many friends and family have chosen similar Wood Craft pieces, so its popularity within your social circle reassures you about its quality and value.

•**Aesthetic Appeal & Clear message:**

Its timeless, the clear message of mid-century modern design and natural oak grain create a visually appealing look that fits well with your personal style and home décor.

•**Deep-Seated Brand Loyalty:**

Once you’ve experienced the quality and reliability of Wood Craft products, when it’s time to replace or upgrade your dining table, you know exactly which brand to trust.

Single choice

RESONANCE

Deep-Seated Brand Loyalty

Because when you need this type of product, you already know which brand and model to choose.

JUDGEMENT

Aesthetic Appeal

Because you notice that the style and design on the shelf suits you.

AUDIENCE / IMAGERY / DEMOGRAPHY

Social Influence

Because a group of your friends has bought this product.

PERFORMANCE
CORE VALUE

Clear Feature Description

Because the product's features and functionality are clearly described.

FEELING / EXPERIENCE / INNOVARE

Attractive Innovations

Because it offers new and interesting features.

Basic Familiarity

Because you already know what type of product it is—you don't need to choose, as they're all pretty much the same.

SALIENCE

RESONANCE

RESONANCE: The echo in the customers' minds—what stays in their memory. It's about hypnotizing customers into believing in **your conviction and promise to them**.

JUDGEMENT

JUDGEMENT: The tangible elements that influence customers to decide whether this product is right for them, such as **color, graphics, typography, packaging, and space design** (mood and tone image references).

AUDIENCE / IMAGERY / DEMOGRAPHY

DEMOGRAPHIC: A clear understanding of the target market and segments, including habits, lifestyles, gender, age, income, education, occupation, geographic, Media consumption, Marital status and beliefs.

PERFORMANCE CORE VALUE

PERFORMANCE: The best capabilities of the product and its strengths when compared to competitors.

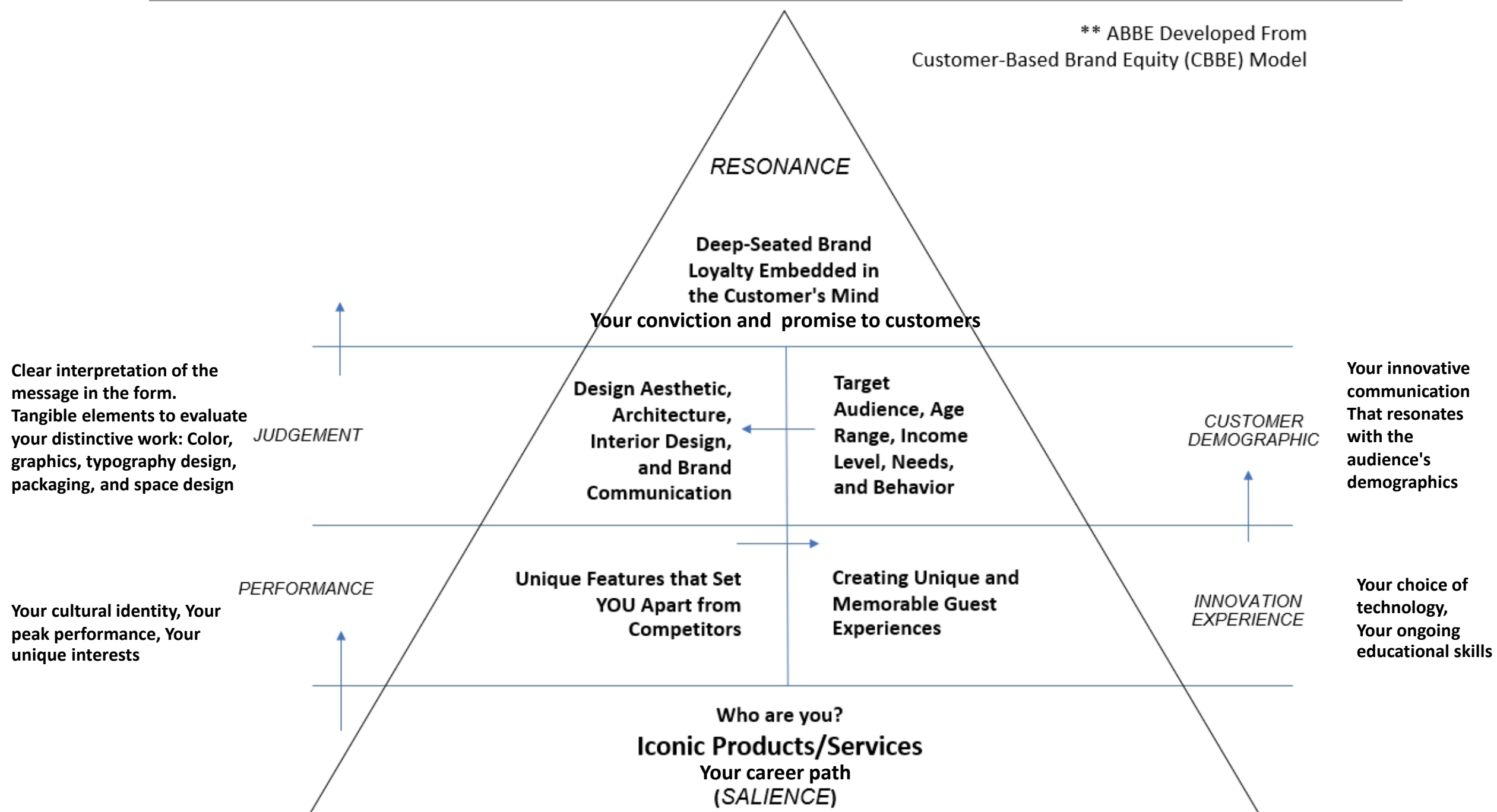
FEELING / EXPERIENCE / INNOVARE

INNOVATION: Offering a new experience, innovation, or emotion that customers can perceive.

SALIENCE: The standout, renowned products of your company or the ones you are currently developing.

SALIENCE

**** ABBE Developed From
Customer-Based Brand Equity (CBBE) Model**



PUT THIS BRAND TO THE “CUSTOMER BRAND BASE” MODEL



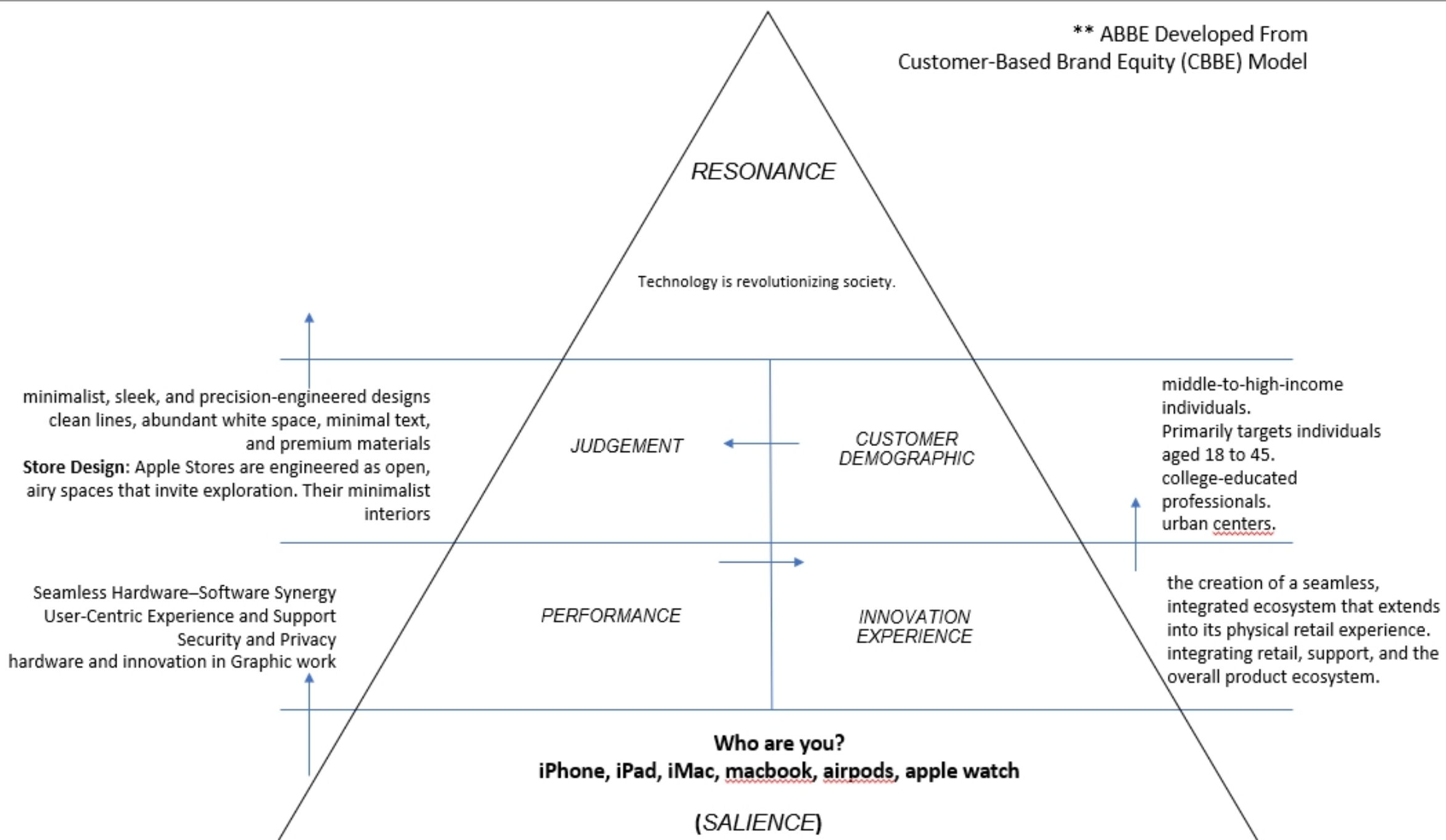
ART

APPLY

IN

INNOVATION

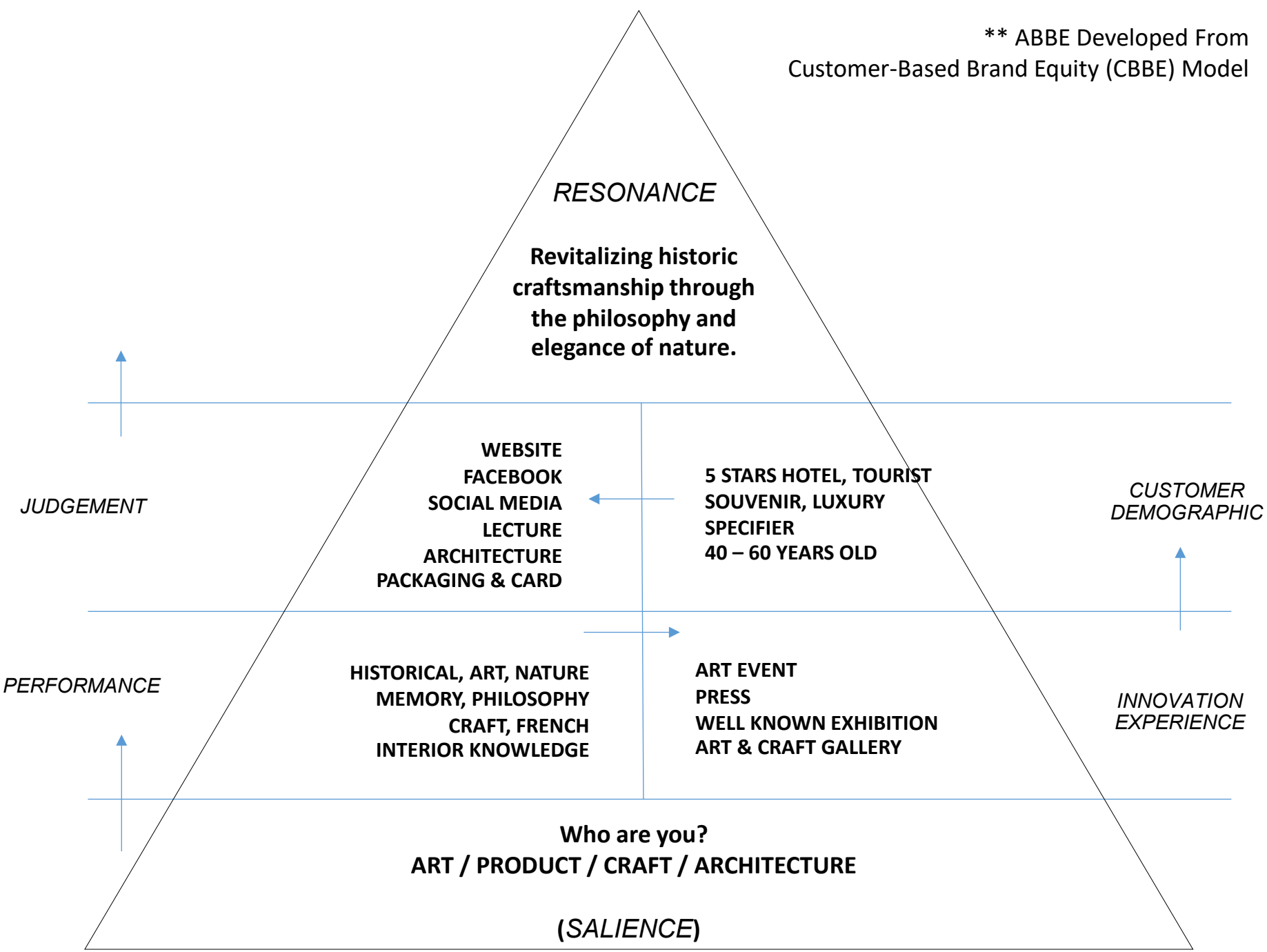
**** ABBE Developed From
Customer-Based Brand Equity (CBBE) Model**







** ABBE Developed From
Customer-Based Brand Equity (CBBE) Model



AUDEMARS PIGUET
Le Brassus



**"PERSONALLY
I DON'T KNOW
BY WHAT MAGIC
IT WAS POSSIBLE
TO CREATE
SUCH A THING IN
ONE NIGHT."**

GÉRALD GENTA

















CHENGDOU

CARTIER

YEAR 2022









BANGKOK

CARTIER

YEAR 2023







airbnb

PHUKET
YEAR 2021



PRASART CONTAINER

MATERIAL : Bamboo Weaving / Lathed Wood /
Color spray coating

SIZE : M DIA 16 x 16 x H30 cm
L DIA 23 x 23 x H47 cm



BAKFEONG

INDOOR POUF

MATERIAL : Papyrus Grass Weaving
SIZE : M 63 x 63 x H36 cm
L 81 x 81 x 45

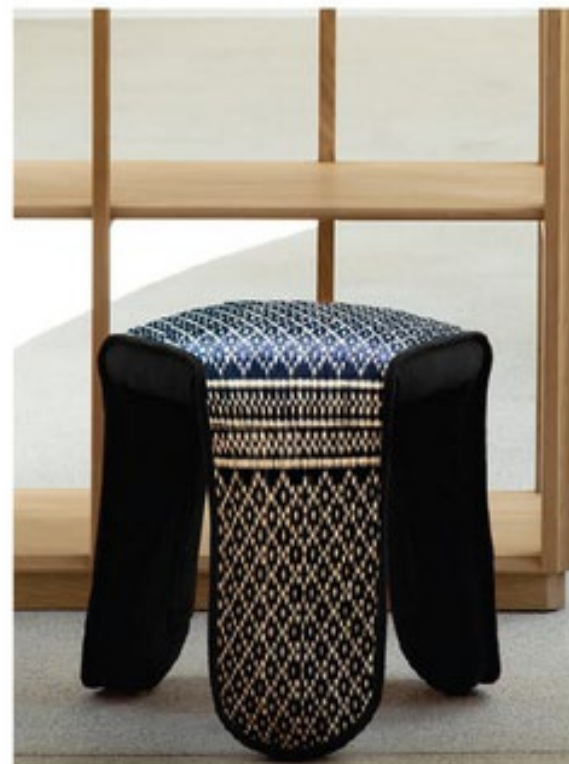


CHADA

FRUIT BASKET

MATERIAL : Bamboo Weaving / Lathed Wood /
Color spray coating

SIZE : M Dia 18.5 x H28 cm
L Dia 26 x H34.5 cm
XL Dia 31 x H41.5 cm



SITSAAD

INDOOR STOOL

MATERIAL : Papyrus grass Weaving
/ Metal structure

SIZE : 45 X 45 X H45 cm

NANG YAI



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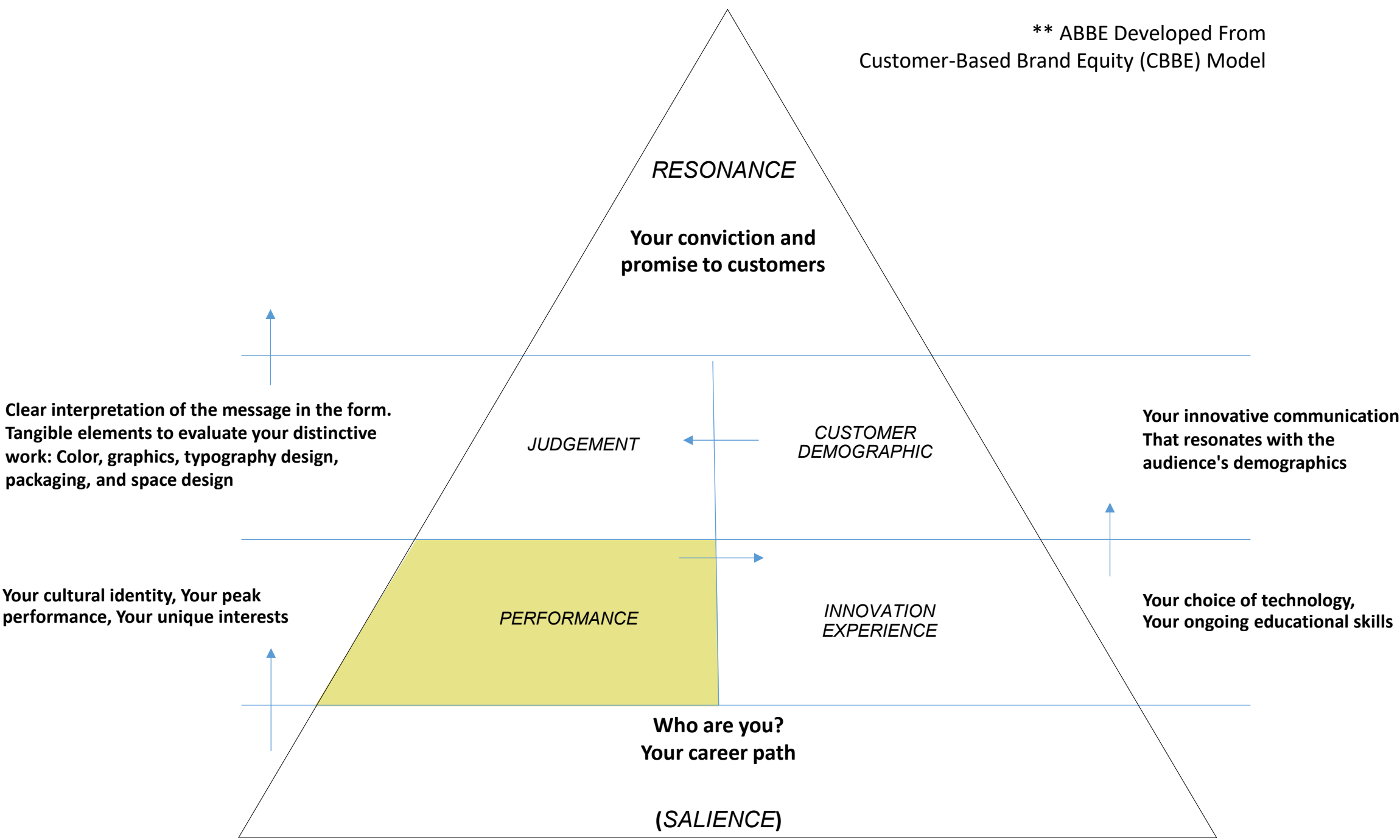
RAMA SURA

PEOPLE'S
GALLERY

P3

To my love behind me,
I love your style!
I hope today is a good day
from the one in front of you.

**** ABBE Developed From
Customer-Based Brand Equity (CBBE) Model**

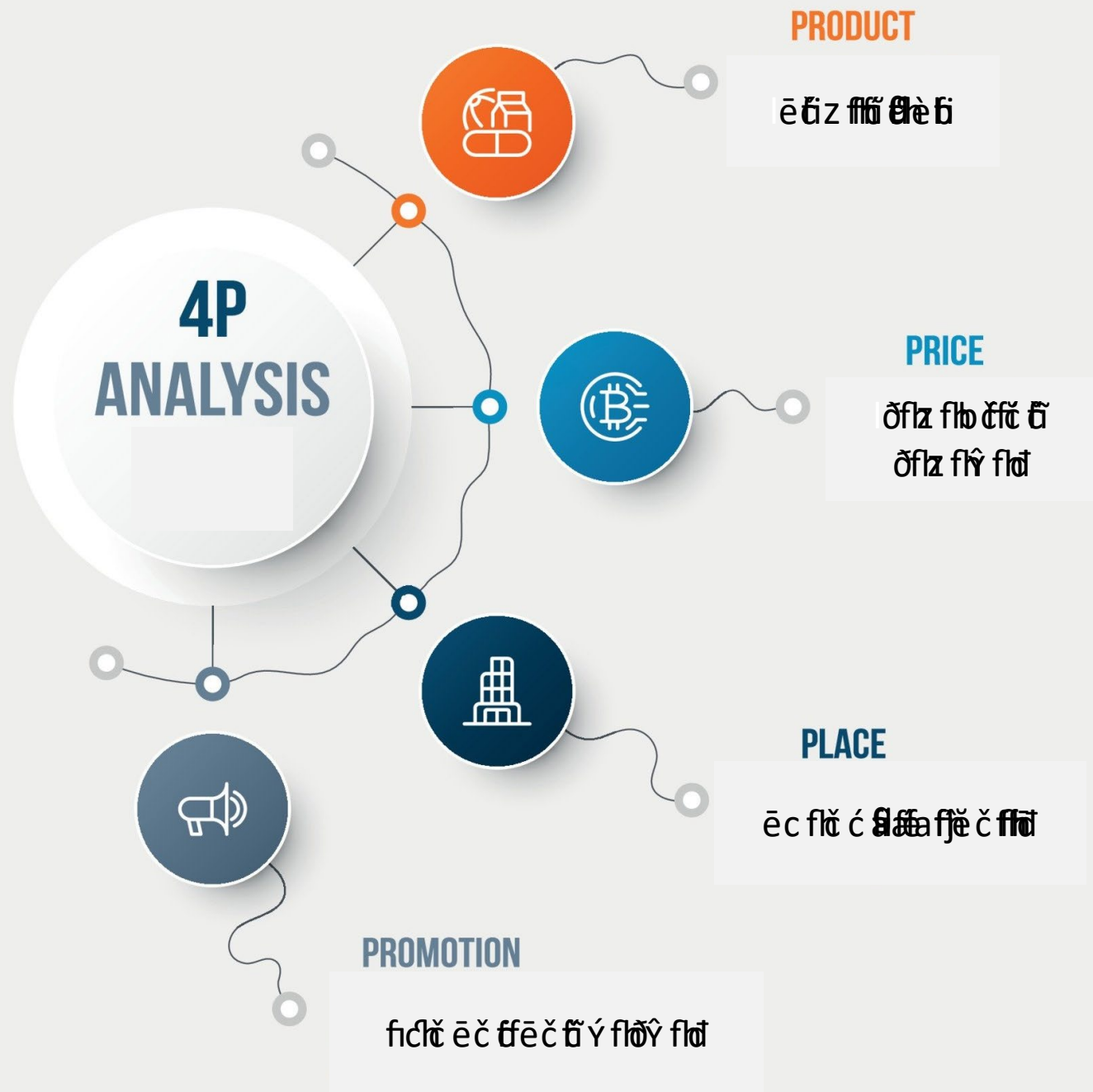




4P

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Philip Kotler & E. Jerome McCarthy, economists, have proposed the theory of marketing mix for decision-making in marketing planning. This theory has been widely accepted as a tool to strengthen strengths, overcome weaknesses, enhance competitiveness, and improve the adaptability of companies. It also facilitates a shared understanding and collaborative work among personnel within the organization.





PRICE
PRICE LIST
COST & PROFIT

PLACE
SHOWROOM
LOCATION

PEOPLE
OUR TARGET

PRODUCT
FURNITURE&ACCESSARY

PROMOTION
MAGAZINE WEBSITE & EXHIBITION



PEOPLE
OUR TARGET

Marketing Department:

1. Study the products that the market demands.
2. Plan the marketing placement of the products.
3. Study distribution channels.

Sales Department:

1. Introduce the products to customers.
2. Sell products based on market research.
3. Negotiate and close sales deals



PEOPLE
OUR TARGET

1. Utilize market research on desired products.
2. Plan the design process.
3. Study contemporary design trends.
4. Create prototypes for production.

Design Department:

1. Manufacture the products.
2. Control the cost of raw materials.
3. Arrange for the delivery of products.

Production Department:



A large black circle is centered on a white background. Inside the circle, the text "THE UNIQUENESS OF YOUR PRODUCT IS IT MEMORABLE OR NOT?" is written in white, uppercase, sans-serif font, centered horizontally and vertically.

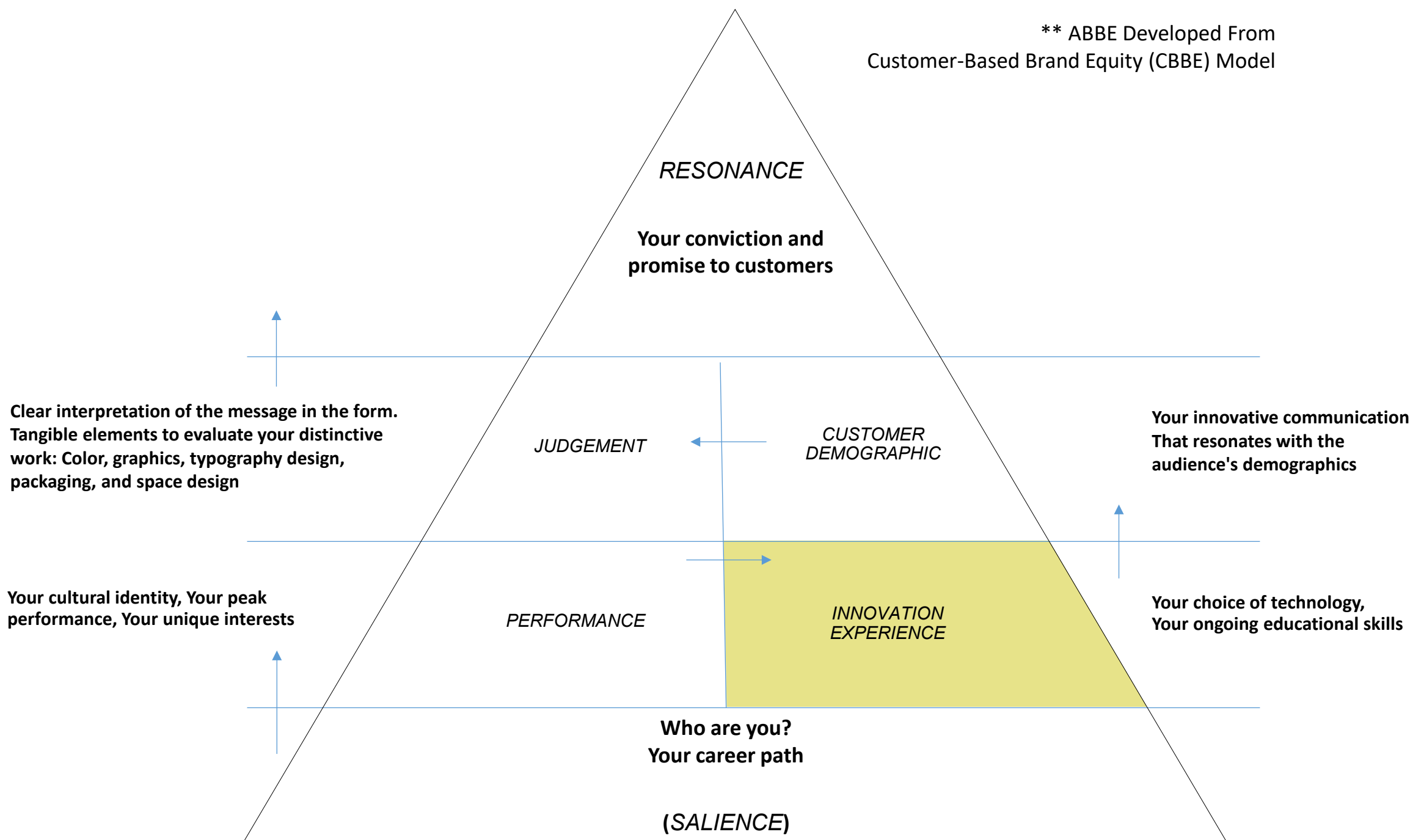
THE UNIQUENESS OF
YOUR PRODUCT
IS IT MEMORABLE OR NOT?







**** ABBE Developed From
Customer-Based Brand Equity (CBBE) Model**





PROMOTION

MAGAZINE WEBSITE & EXHIBITION

How well do you communicate?
Does it come across clearly?

➡ **The retail experience**



➡ **The way the costumers relationship is maintained**

➤ **Sale experience**
➤ **After sales service**

➡ **The way consumers are allowed to access product**





**The way consumers are
allowed to access product**

Communication = Investment in Brand & Symbolic value

Advertising



Physical vs. ideology

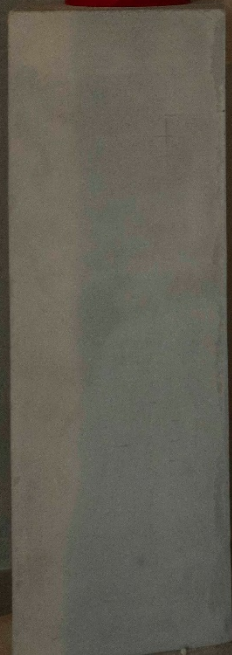
















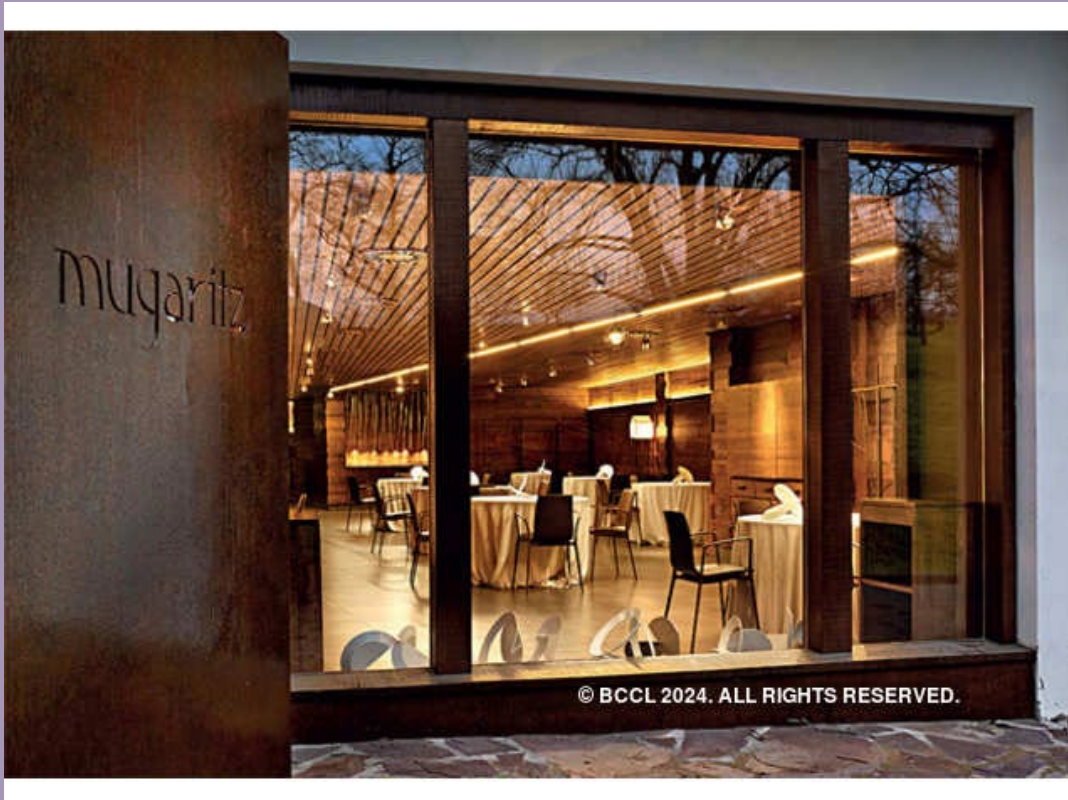
Michelin star | **Mugaritz (Spain)**

FOOD BUSINESS

Mugaritz is a well-known restaurant in Rentería, Guipúzcoa (Spain), which opened in March 1998 under the management of Chef Andoni Aduriz. It is considered one of the world's best restaurants since 2006 according to Restaurant Magazine and has been recently been ranked fourth in this toplist.

MAGIC MUGARITZ

As is well known, the Basque Country is a kind of epicenter of Spanish cuisine. The tapas and pintxos culture is celebrated here with stunning (and mostly very cheap) creations, the rustic traditional restaurants are packed to capacity and serve delicious, hearty cuisine - and when it comes to top restaurants, the region between Bilbao and San Sebastián can easily compete with cosmopolitan cities like New York and London. The area around San Sebastián alone has three three-star hotels: Arzak, Martín Berasategui and Akelarre, not to mention the whole series of ambitious one-star hotels and the unique rural pilgrimage sites of Etxebarri and Elkano.



Innovation Used:

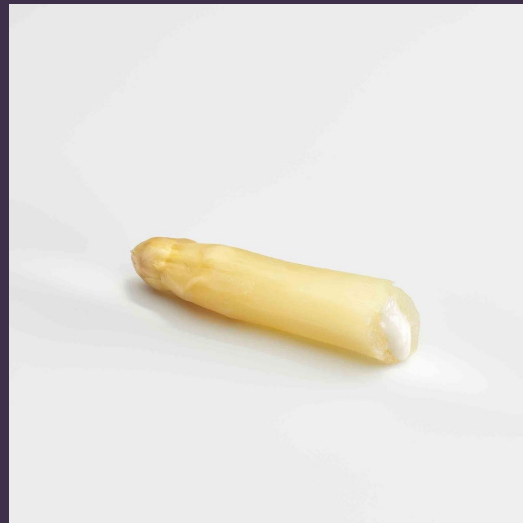
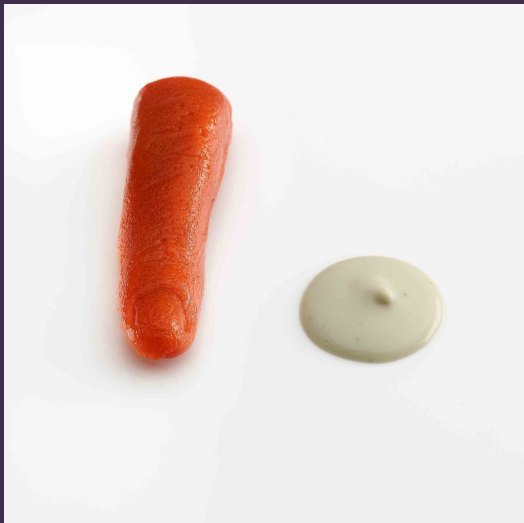
Mugaritz, led by Andoni Luis Aduriz, is legendary for its experimental and playful approach to food. They utilize edible foams, gels, textures, and unexpected plating techniques to create visually striking and thought-provoking dishes.



| Art & | Aesthetics:



Mugaritz elevates food to an art form, challenging traditional notions of plating and presentation. Their dishes resemble sculptures or abstract paintings, sparking conversations about the intersection of food and art.



Business & Finance:

Despite its unconventional approach, Mugaritz holds two Michelin stars and maintains an international reputation, attracting culinary adventurers and art enthusiasts.



I Social:

Mugaritz sparks conversations about sustainability and ethical sourcing, often incorporating local ingredients and advocating for responsible food practices.





Michelin star | **Mirazur (France)**

FOOD BUSINESS

“At Mirazur, we are fortunate to work with a young and cosmopolitan team, which generates great culinary emulation. Exchange and sharing as well as a holistic vision of cuisine are an integral part of our philosophy.

Mirazur Restaurant

The 3 Michelin star restaurant of **Mirazur** in Menton, South France, is officially the World's Best restaurant. Run by the charismatic Italian-Argentinian chef, **Mauro Colagreco**, the Mirazur restaurant is located high above Menton, France; and provides both amazing views and equally-amazing food.





Innovation Used:

Mirazur, under Mauro Colagreco, takes inspiration from the surrounding French Riviera and its diverse ecosystems. They create breathtakingly beautiful dishes that resemble landscapes, seascapes, and even coral reefs, using natural ingredients and artistic techniques.



Art & Aesthetics:

Mirazur's dishes blur the lines between food and art, showcasing the inherent beauty of natural ingredients and highlighting the restaurant's connection to its environment.



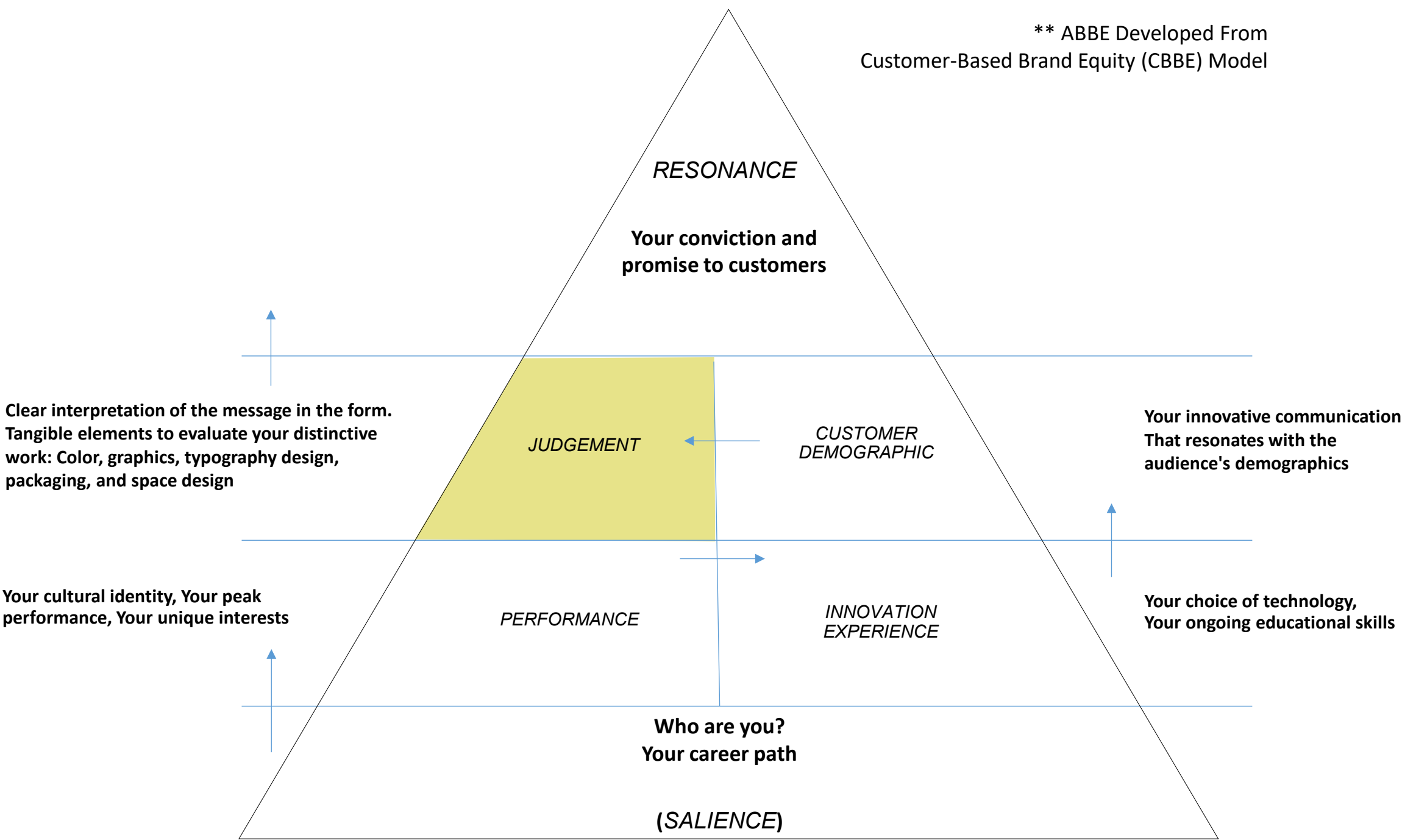
| Business & Finance:

Mirazur holds three Michelin stars and is consistently ranked among the top restaurants in the world, attracting a discerning clientele willing to pay for the unique experience.



I Social:

Colagreco advocates for environmental sustainability and biodiversity protection, influencing the local food scene and raising awareness about conservation efforts.





PLACE
SHOWROOM
LOCATION



How does the brain function?

What your brain is looking at:



COLOR

Scientists believe that your eye doesn't see color at all—your brain creates it through neural processes that take place along the fusiform gyrus, the Hippocampus, and the primary visual cortex located at the back of the brain.^{1,2}



SHAPE

Once the color is identified near the back of the visual cortex, a signal is sent forward to the "what pathway" near the front of the visual cortex where shape and objects are recognized. It can even see shapes that aren't there (like objects hidden in the white space of a logo).³



MEANING


While color and shape are "bottom up" information, that is, it is gathered from the immediate environment; context and meaning is "top down" information added by your memory to help you understand and think about what it all means. This process uses many parts of the brain, but primarily the amygdala and orbitofrontal cortex where emotions and rewards are processed.


Color & shape


1

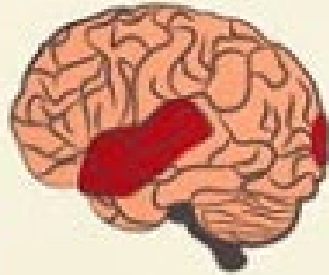
You see a logo and your eye sends a signal along the *fusiform gyrus* to the *Primary Visual Cortex (V1)* where it first perceives color then identifies the shape and form of the logo.

YOU SEE









YOU THINK

"Red on white.
Dot in a circle.
Bullseye."

"Tapered shape
moving upward
left to right."

"Yellow curves.
Red box."

Grouped


2

These elements are then "grouped" to identify the object that you see. This happens in the *V2 area of the Visual Cortex*.

YOU SEE









YOU THINK

"That's a red target."

"That's a swoosh."

"Two gold arches.
M."

Match to your
memory

3

Next your brain matches that visual pattern to previous experiences with the same pattern stored in your memory.

YOU SEE	 TARGET.			
YOU THINK	"Target logo, Target store."	"Nike."	"McDonald's. Hamburgers."	

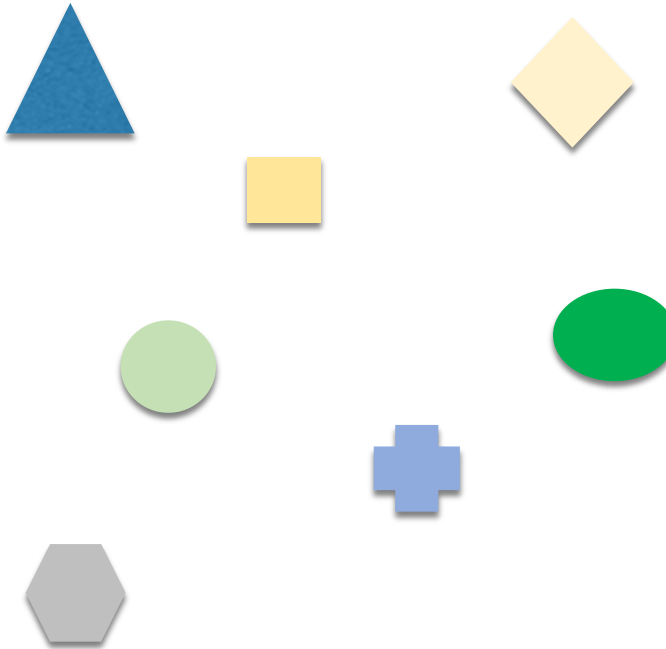
Brand changes to
product

4

Last, your brain adds "semantic attributes" from your previous experiences with the logo, like the product name and brand attributes as well as your preferences, to provide meaning and recognition.

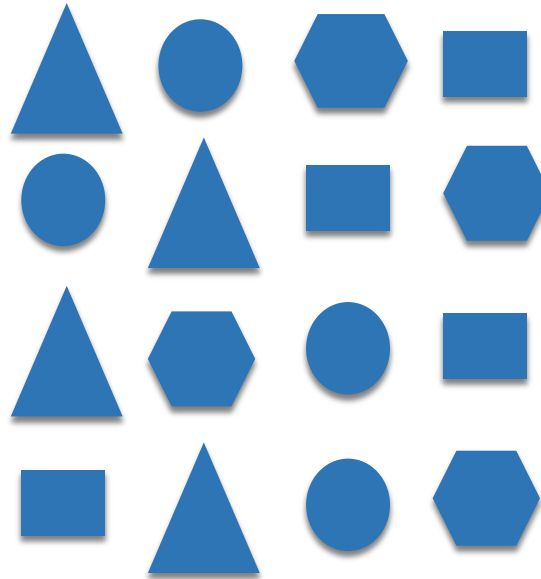
YOU SEE				
YOU THINK	"Quality. Value. I need to pick up some milk."	"Just do it. Jordan. Shoes."	"It's lunchtime. I'm hungry. Fries sound good."	

BRANDING AND MEMORABILITY



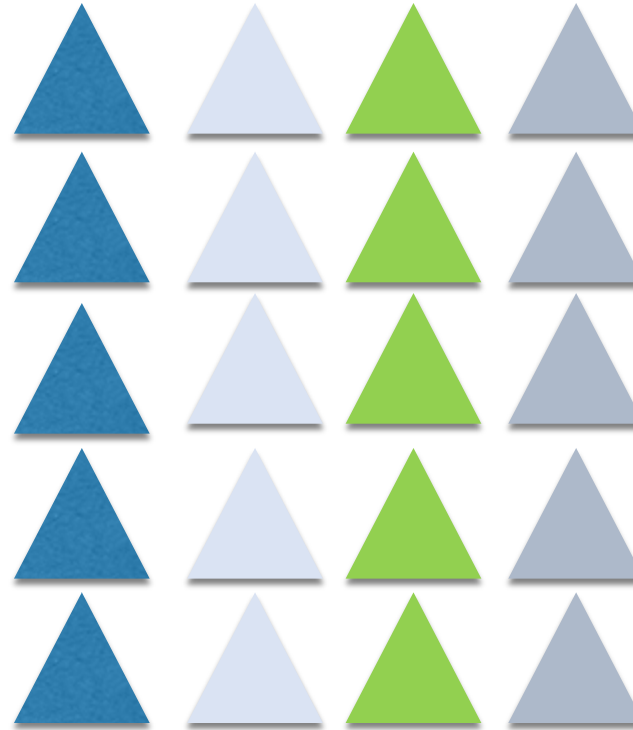
Current State of Entrepreneurs: Materials and formats are so diverse that the brand image cannot be easily remembered.

BRANDING AND MEMORABILITY



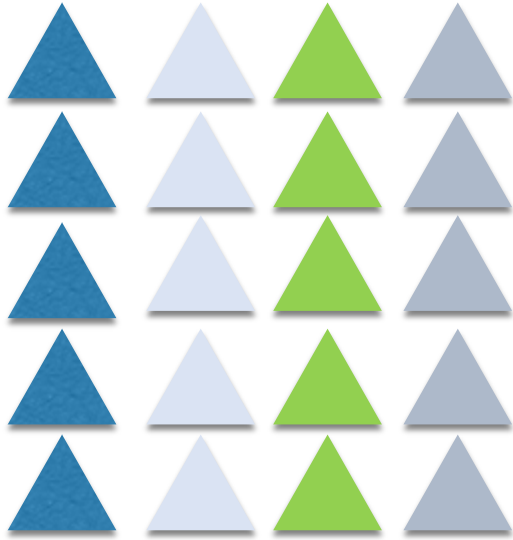
Using the same material and adapting it for various applications is suitable for building the brand image of product manufacturers.

BRANDING AND MEMORABILITY



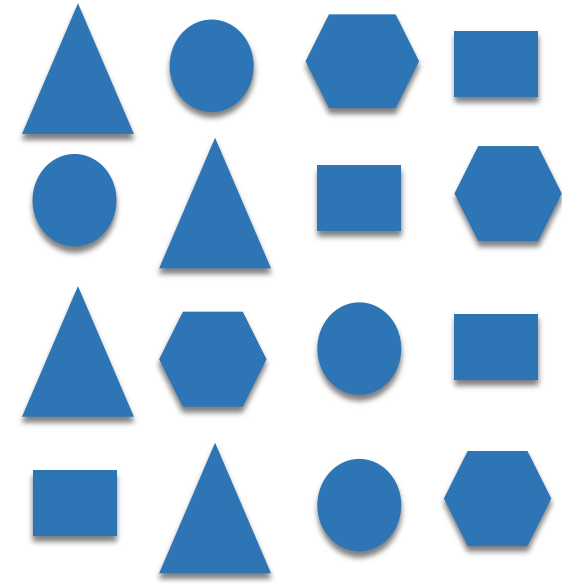
Uniform Usage Type: A variety of products are available for the same type of usage, suitable for creating the image of product manufacturers.

BRANDING AND MEMORABILITY



Distributor

BRANDING and Memorability
: Build a unified brand image and atmosphere across a diverse product range.



Manufacturer

BRANDING and Recognition
: Build a strong brand identity through expertise and memorable service across a diverse product range.

BRANDING AND MEMORABILITY



Distributer

BRANDING and Memorability

: Build a unified brand image and atmosphere across a diverse product range.



Manufacturer

BRANDING and Recognition

: Build a strong brand identity through expertise and memorable service across a diverse product range.

BRANDING and Memorability /

Distribution: Build a unified brand image and atmosphere across a diverse product range.





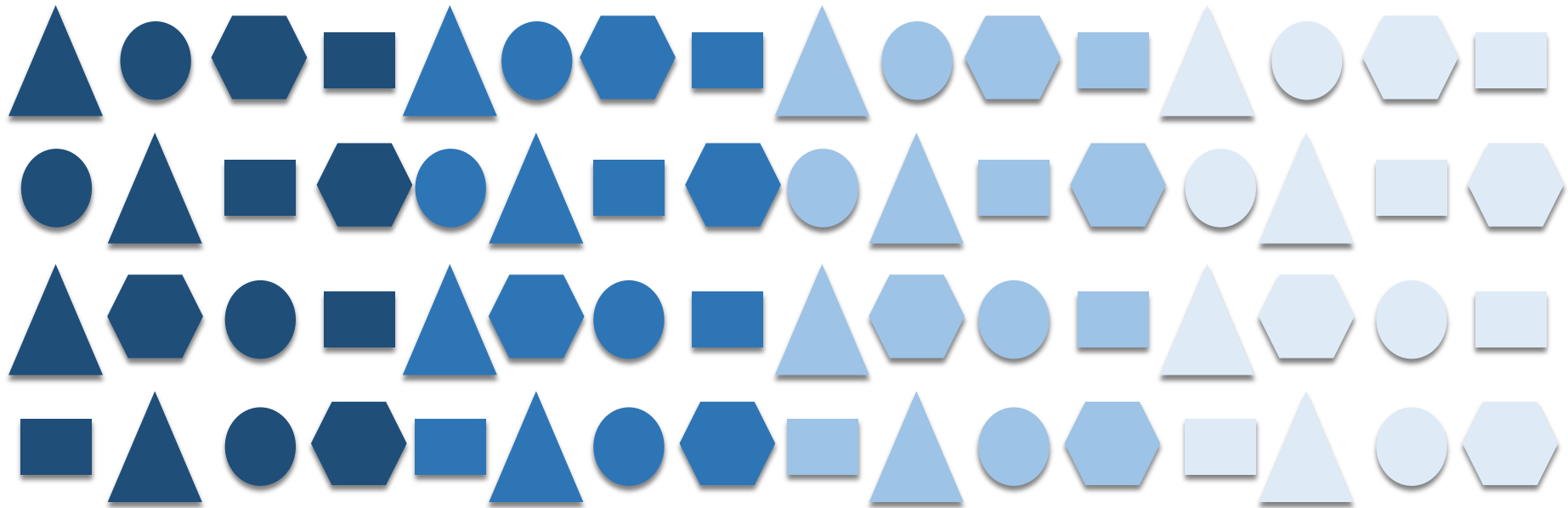








BRANDING AND MEMORABILITY



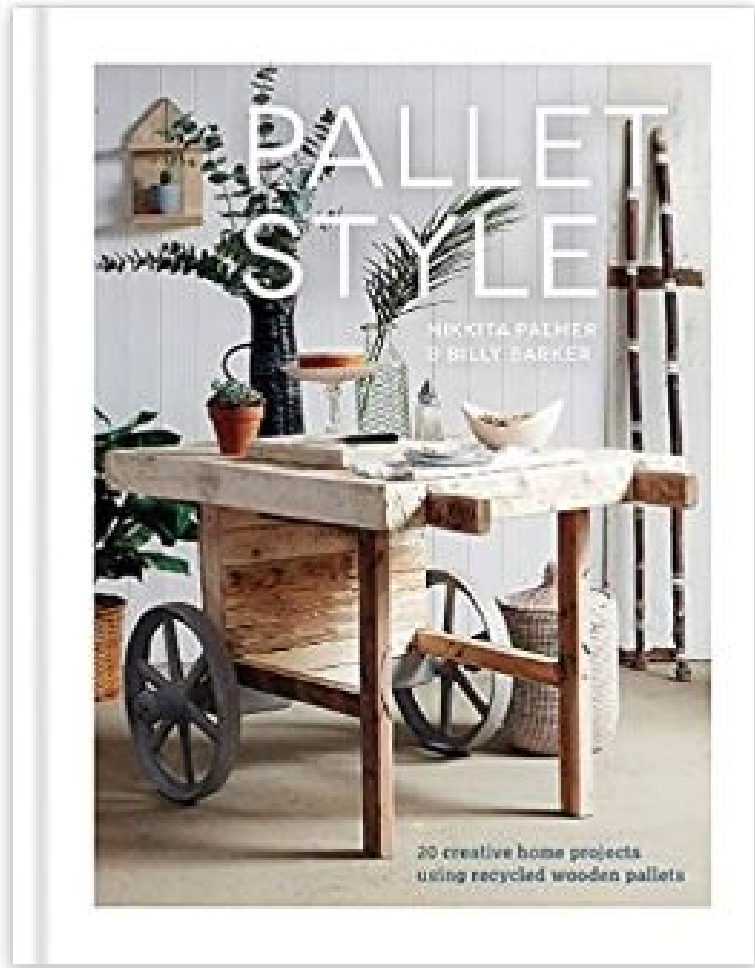
Once a strong brand image is established, it should evolve gradually to align with trends, ensuring freshness and consistency.





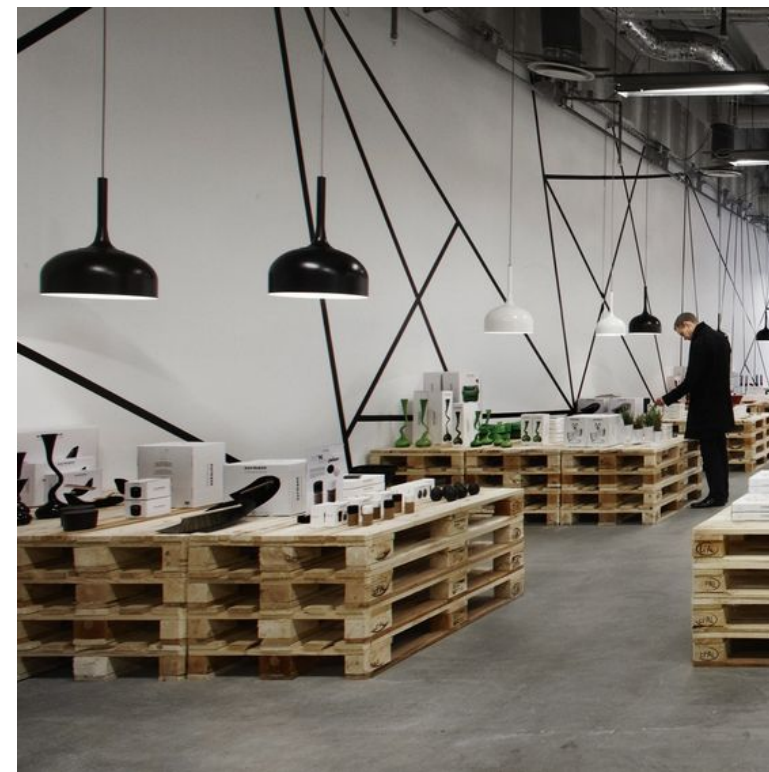














Introduction of SDG and How to combine in your business plan

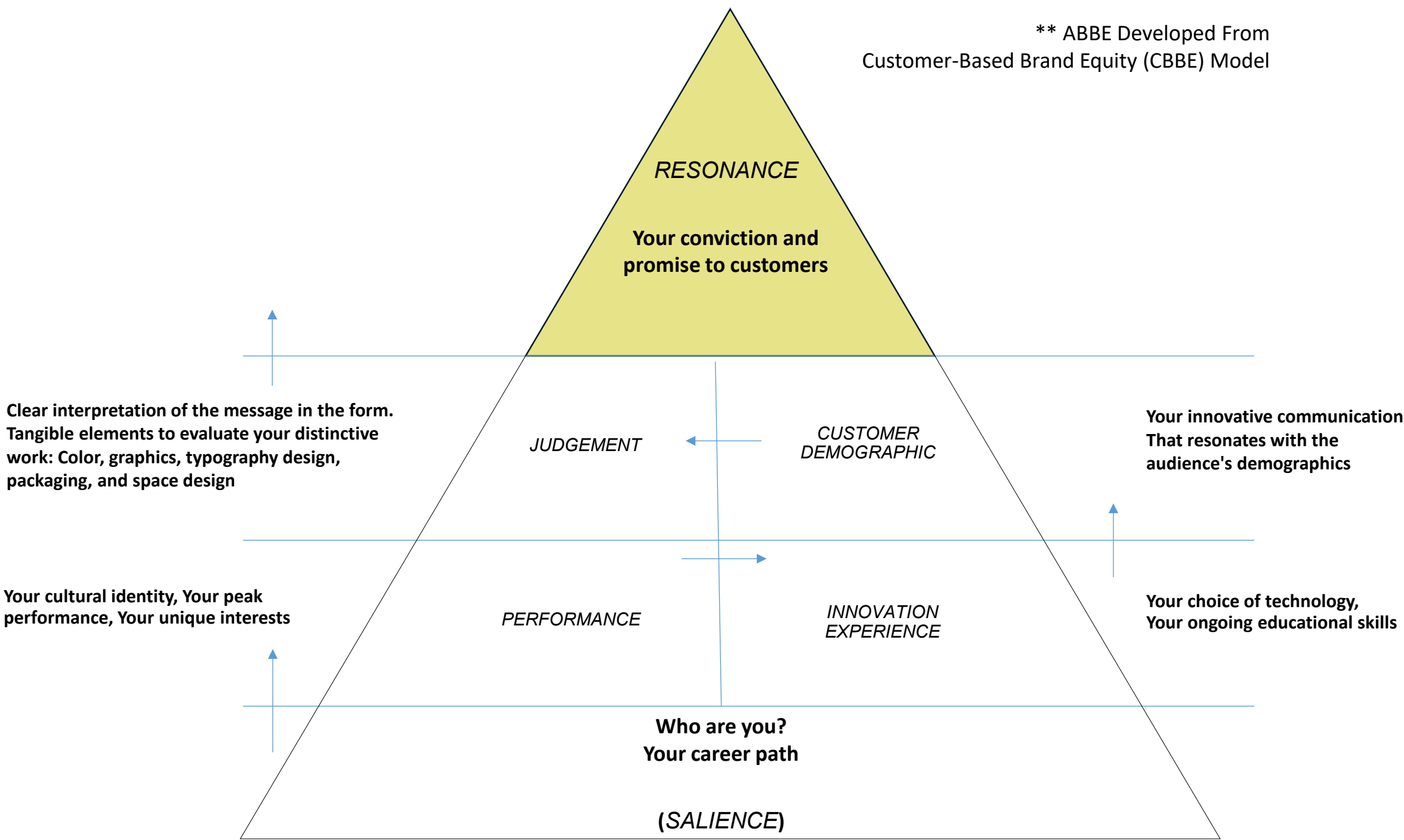


**TO
LOVE**

**TO BE
LOVED**

WISE VIRTURE
FAME FORTUNE

**** ABBE Developed From
Customer-Based Brand Equity (CBBE) Model**





Michelin star | **Mugaritz (Spain)**

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UNESCO SDG GOALS

SDG

: SUSTAINABLE DEVELOPMENT GOALS



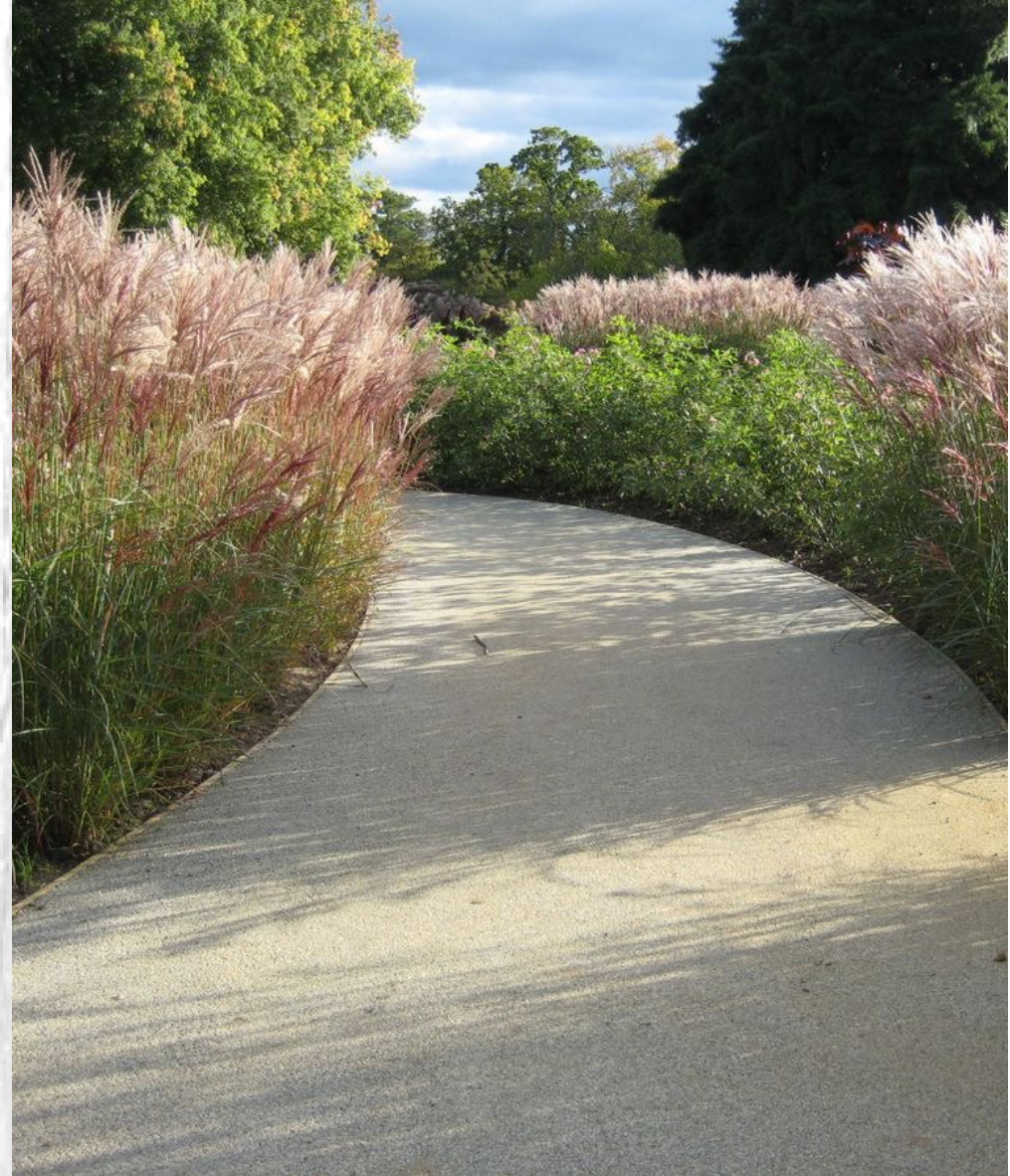
14. LIFE BELOW WATER

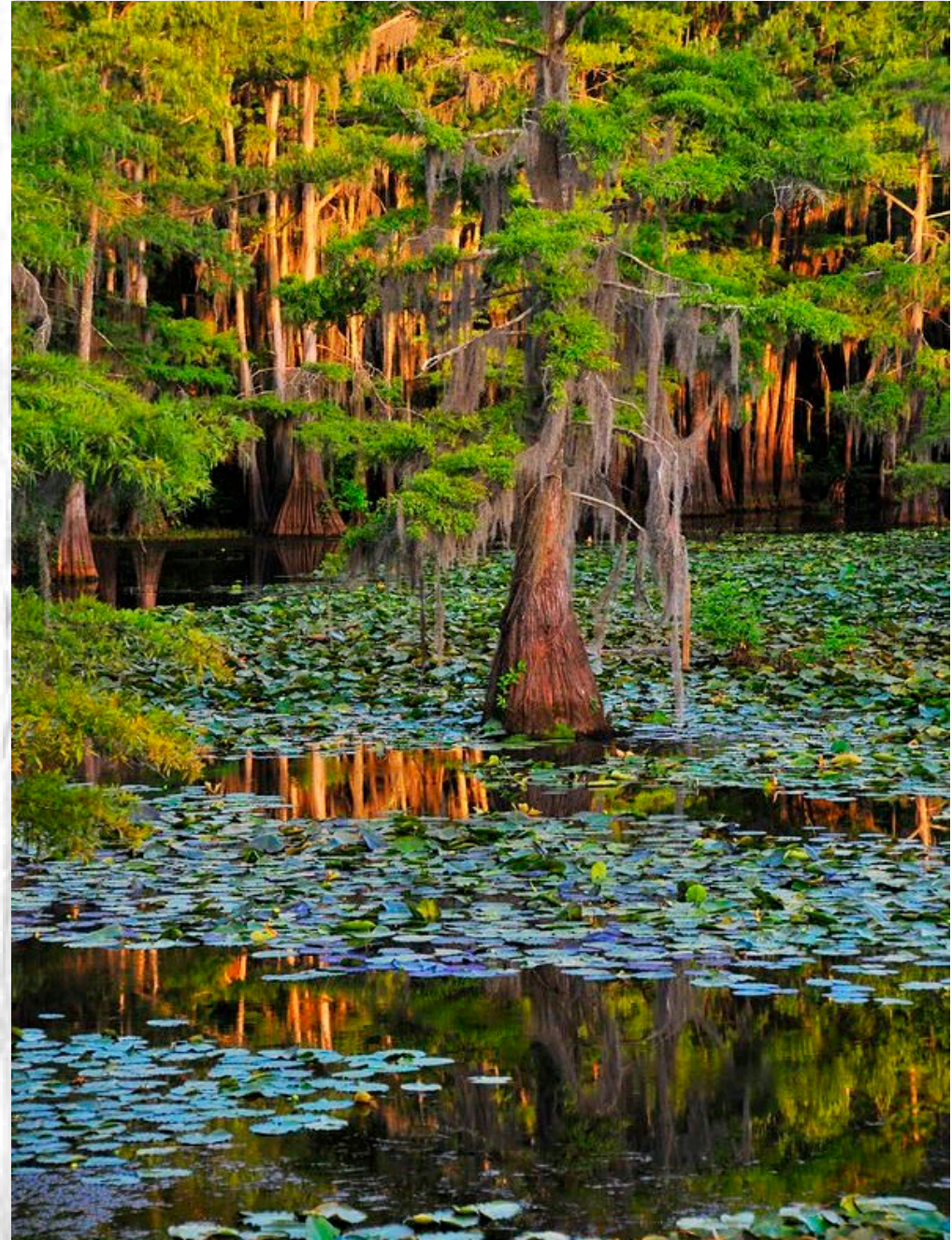
นิเวศน์ใต้น้ำ











อ.ครับ ผมผลิตงาน
จาก**ต้นจาก** จะทำ
อะไรขายต่อดีครับ?





