# 6C Model
# "Creative City of Design" Indicators for Bangkok

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**บทคัดย่อ**

การศึกษาวิจัยครั้งนี้มีจุดมุ่งหมายเพื่อสร้างและพัฒนาตัวบ่งชี้ลักษณะความเป็นเมืองสร้างสรรค์ด้านการออกแบบของกรุงเทพมหานคร การวิจัยครั้งนี้เป็นการวิจัยเชิงคุณภาพ โดยใช้กระบวนการวิจัยแบบเทคนิคเดลฟาย กลุ่มตัวอย่างเป็นผู้เชี่ยวชาญ จำนวน 49 คน และใช้แบบสอบถาม จำนวน 3 รอบ

ซึ่งผลการวิจัยหลัก พบว่า ตัวบ่งชี้ลักษณะความเป็นเมืองสร้างด้านการออกแบบของกรุงเทพมหานคร แบ่งได้เป็น 6 กลุ่มใหญ่ จำนวน 26 ตัวบ่งชี้ ดังนี้ ตัวบ่งชี้กลุ่มที่ 1 ด้านนักออกแบบ ผู้เชี่ยวชาญ และแรงงานสร้างสรรค์ของเมืองมีตัวบ่งชี้ จำนวน 4 ตัวบ่งชี้ ตัวบ่งชี้กลุ่มที่ 2 ด้านอุตสาหกรรมสร้างสรรค์และการรวมกลุ่มวิสาหกิจอุตสาหกรรมสร้างสรรค์และอุตสาหกรรมเกี่ยวเนื่อง มีตัวบ่งชี้ จำนวน 2 ตัวบ่งชี้ ตัวบ่งชี้กลุ่มที่ 3 ด้านกิจกรรมสร้างสรรค์และความหลากหลายทางวัฒนธรรมของเมือง มีตัวบ่งชี้ จำนวน 8 ตัวบ่งชี้ ตัวบ่งชี้กลุ่มที่ 4 ด้านพื้นที่สร้างสรรค์และสิ่งอำนวยความสะดวก/โครงสร้างพื้นฐานของเมืองมีตัวบ่งชี้ จำนวน 5 ตัวบ่งชี้ ตัวบ่งชี้กลุ่มที่ 5 ด้านนโยบาย แผน โครงการเมืองสร้างสรรค์และภาวะผู้นำของผู้บริหารเมือง มีตัวบ่งชี้ จำนวน 4 ตัวบ่งชี้ และตัวบ่งชี้กลุ่มที่ 6 ด้านยอดขายและมูลค่าเพิ่มทางเศรษฐกิจของอุตสาหกรรมสร้างสรรค์ของอุตสาหกรรมสร้างสรรค์ของเมือง มีตัวบ่งชี้ จำนวน 3 ตัวบ่งชี้

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## Abstract

The objectives of this study were to create and develop indicators of creative city of design for Bangkok. The proposed model was justified by a panel of 49 experts using the Delphi Technique.

The major findings should that the indicators of creative city in the design for Bangkok in Thailand, which the experts judged to be appropriate, and the administrators considered applicable were developed into the consisting of : 6-C Model consisted of 26 indicators as follows : C-1 Creative Class and Professional consisted of 4 indicators, C-2 Creative Industry and Cluster consisted of 2 indicators, C-3 Creative Activity and Dynamics consisted of 8 indicators, C-4 Creative Space and Infrastructures consisted of 5 indicators, C-5 Creative policy and Leadership consisted of 4 indicators. and C-6 Creative Economy Values and Volumes consisted of 3 indicators.

It could be concluded that an appropriate creative city in the design indicators was developed with considerably applicable to be used for other cities in Thailand.

**Keywords :** Creative economy Creative city Creative city in the design (fashions textiles and related in field industries)

## Introduction

The important issue towards the strategic planning for developing economy of the country is the policy of Creative City. The urban development project or Creative City was held under the responsibility of the creative and design office or TCDC for the Institute of Management and Knowledge. Office of the Prime Minister had defined Bangkok to be the

original and the first prior Creative City of Thailand. This important initiative or policy of the Creative City had driven from Creative Economy or the economy with creativity. This is the focus of government policy and the goal is to attract creative ideas or different creative industries to reside and establish business in this city. However, the development of the city to attract creative companies to invest and do business, depend with cultural community is not enough, but need facilities in order to create favorable business environment. In particularly knowledge and technology to support business growth, so if we focus on the development of the creative economy we must develop creative city and also extend our knowledge of physical development and the networking of the business with communication; infrastructure; technology; and logistics which would be beneficial and advantageous to our life. Although Thailand was featured has creativity city in various industries and fields for different cities but the important question arises that under which category does this creativity is counted for Thailand? Presently, Only one international organization UNESCO, which is the only organization to certifies the assortment of creative cities into seven categories: (1) City of Design, (2) City of Cuisine, (3) City of the film, (4) City of music, (5) City of Media Arts, (6) City of literature, and (7) City of Crafts and Folk Art. When considering the study of Office of the National Economic and Social Development Board (NESDB), also divided the industries with creative ideas into four groups: 1. Group of Cultural heritage and natural, 2. Group of Arts ,3.Group of Media,and 4. Group of Functional Creation and Design. In this research, the measure of creative city of design has to been developed and measured. Based on the seven assessment framework of UNESCO as the main and important case study for Creative City of Design for Bangkok and assurance by UNESCO of what is featured, including all the research and development, and to indicate the nature of the creative city of design for Bangkok and for the future. Therefore the purposes of this research study is

as following: To study and analyze the various factors and to identify a Creative City of Design both local and international, To identify and develop of "Creative City of Design" Indicators for Bangkok.

## Objectives

The purpose of this research study were are the following.

1. To study and analyze the various factors of Creative City of Design both local and International, and

2. To identify and develop the indicators of Creative City of Design for Bangkok

## Research Methodology

**1. Research Code of Conduct**

This research has operated the opinions of experts from the creative economy and the creative city of design of Bangkok. With the query and techniques for data collection and Delphi which provides the corresponding specifications for three times, which equalize into one opinion (Linstone and Turoff, 1975) of a group of experts on the subject of "Creative City of Design" Indicators for Bangkok

**2. Population and sample**

**Group of Experts**

Totally professionals of 60 people as an example or sample and how to select a group of professionals through Purposive Sampling, while researchers are the one to determine the samples according to the criteria given below

**Qualifications of Professionals are as following:**

**1. Working with corporate policies and regulations that are related to the creative economy and creative cities.**

**1.1 Government** should be the organization that works and fully supports functions related to the creative economy and creative city.

**1.2 Private** organization should be the organization / department that works and fully supports functions related to the creative economy and creative city.

**1.3 Education** Semester should be the organization / department that works and fully supports functions related to the creative economy and creative city.

**2. The duty to be performed accordingly :**

2.1 Persons who have involve in policy making and practices related to the creative economy and the creative city or

2.2 Persons who have direct experience with the management of the organizations involved in the policies and practices related to the creative economy and the creative city or

2.3 Is the academic researcher or education related person who has keen interest and knowledge about the creative economy and the creative city.

**3. Devoting more time and volunteer towards the filling of survey questionnaire**

## Research Tools

In this study, the researchers used the Delphi technique (Delphi Technique), three sets of questionnaire had been used. The first set of the questionnaire is the Delphi research technique is an open-ended questionnaire. This Questionnaire was developed from the theoretical framework referred from Chapter 2 and the editing and opinions of experts of 5 people on the recognition of professional research and monitoring tools. So the questionnaire were used to the professionals who have met the same criteria set for the first three people and had opened the opportunity to

comment freely and not directed. The Questionnaire set 2 was the end off with 5 levels and is used to get the answers of the experts of the respondents in Round 1 and the query set 2 to the expert group of the first five people and a group of professionals who had specifically chosen to spread the result by word of mouth. From total group of specialized professional of 60 people, and questionnaire set 3 was the end off with 5 levels which had the same query as the 2nd round, which is found in parts of the statistics, including the median of the expert's group answers and also the inter-quartile range or mid-extreme. To comment on the consistency of the answers a group of experts calculated based on the responses in the second round and both show the response of each Specialist. Experts have to provide that the group is consistent; however, if it does not meet their comments they were able to change or confirm their original answer to the original comment that does not match the comment of that group. Researchers had the opportunity to express there opinion and explain about there different perspective with specific reason and idea, so with deemed to accept and agree with the opinion of the majority group.

**Data collection**

Data was collected and analyzed data from paper work, text, an academic journal, and academic treatise and also collected opinions of experts who met the initial criteria. The use of questionnaires delivered through own document delivery steps by own selves. The researcher shall contact experts to monitor and store all the queries by own. To collect data from 5 prior experts and to let them propose the list of other experts that meets the criteria set up including the entire sample of 60 people. From collection of the data and gathering in the 1st round, which was a kind of open-ended questions distributed total of five sets, of which 5 sets were received back with ratio of 100 to 100 percent of the number of queries. The

questionnaire for 2ndround, which was the end off questionnaire, distributed 60 sets of questionnaires of which 49 sets were returned, so with the ratio of 81.67 percentage were returned. And queries in the 3rdround, which was a kind of a closed end questionnaire (the final round), distributed 60 sets of questionnaires of which 47 sets were returned, so with the ratio of 78.34 percentage were returned.

## Research Results

After studying documents, journal and work-related research, including analyzing of the data by using the Delphi technique based on a theoretical framework for the study, which covers various aspects, the results are the following:

**The result of the analysis of the respondents:** After the survey of the full data of the creative economy and creative cities, figured out that in Round 1 the open-ended questionnaire with 5 sets of queries and received back all the 5 with ratio of 100 percent. For 2 and 3 round with the respondents of all 49 people from 60 in total, with ratio of 81.67 percent. Mainly 31 men were the respondents with middle age group of 30-39 years of 14 people with ration of 28.6 out of 100. Marital status as married while majority is single of 27 people with ratio of 55.10 out of 100. With educational qualification as Graduates with Master Degree of 29 people with the ratio of 59.20 out of 100 is calculated. While the career is government related officer total of 28 people, with ratio of 57.10 out of 100. And receiving monthly income of 50,000 baht and above of 15 people, representing the ratio of 30.60 percent.

**Result and Framework of analysis.**

**Round 1** After studying the document, journal and work related research including analyzing the information of query of open-ended questionnaire and expert related interviews and respondents in Round 1

with 5 people can conclude and choose the criteria and indicators for the creative design of the city of the Bangkok as the following: 1) the Cultural Background, 2) Finance and Budgeting, 3) the Dissemination and Promotion of Culture, 4) Creative industries and Cluster, 5)Public Awareness, 6) Creative Art Contemporary, 7) Education / Research / Capacity Building, 8) Management / Administration of the City, 9) Population and Migration, and 10) Innovation in each element. Details of the criteria are indicated in 36 aspects and indicators were outlined in Table 1.

**Round 2 and Round 3** of the analysis of the experts' opinions. "Identify as a creative design center of the city of Bangkok" of each of the interviews was determined by the researcher. Elements or the number of 10 on the 36 indicators were indicators that the test statistic is based on the researcher determined that the median (MD) ranging from 3.50 and above to a value range between squalls times do not exceed 1.50 (IR) and the absolute value of the difference between the median and the mode is not more then one or the last element of the total of 10 indicators and 26 indicators are not standardized and such. The research was used as input to the discussion of the findings to the indicator and quantitative indicator of the quality of the 26 indicators for the quality and precision linear fit (Consensual Validity) and precision-oriented content (Content Validity) suitable for the next step in the development of the individual as a separate transaction.

**Table 1 Summary of the features and an indicator of a creative city of design of Bangkok.**

| Components | Indicator no. 2 | Indicator no. 3 |
|---|---|---|
| 1. Cultural Background and Infrastructure | 1. Number of museum / gallery.<br>2. Number of cultural centers.<br>3. Number of Libraries.<br>~~4. Number of Theater / exhibition venue, etc.~~ | 1. Number of museum / gallery.<br>2. Number of cultural centers.<br>3. Number of Libraries. |
| 2. Finances and Budget. | ~~5. Budget of expenses~~<br>6. A number of sources of funding in all sectors. | 4. A number of sources of funding in all sectors. |

| Components | Indicator no. 2 | Indicator no. 3 |
|---|---|---|
| 3. Dissemination and Promotion of Culture. | 7. A number of events / activities for creative design.<br>8. A variety of cultural activities.<br>~~9. A number of creative designs on display or exhibition held in the city.~~ | 5. A number of events / activities for creative design.<br>6. A variety of cultural activities. |
| 4. Creative Industries and Clusters. | 10. The number / amount of related industries with creative designs.<br>11. The number / amount of companies / entrepreneurs with creative design work.<br>~~12. The number of integration / association of industrial design with creative work as an important aspect.~~<br>13. A number of creative designers.<br>~~14. Market conditions, labor and employment creation.~~<br>15. Economic value of the creative industries.<br>16. Annual sales of creative industries yearly. | 7. The number / amount of related industries with creative designs.<br>8. The number / amount of companies / entrepreneurs with creative design work.<br>9. A number of creative designers.<br>10. Economic value of the creative industries.<br>11. Annual sales of creative industries yearly. |
| 5. A public Awareness. | ~~17. Time of the contest / award public awareness and recognition.~~<br>18. A number of media / press and publications at locally / domestic<br>19. The number of product exhibitions and conferences. | 12. A number of media / press and publications at locally / domestic related. |
| 6. A Contemporary Art Creations. | 20. The name of the famous creative designers.<br>21. A number of experts in the field of creative design.<br>22. Many creative designs / copyrights / patents, built in the last 5 years. | 13. The name of the famous creative designers.<br>14. A number of experts in the field of creative design.<br>15. Many creative designs / copyrights / patents, built in the last 5 years. |
| 7. Education / Research / Capacity Building. | 23. Quantity / courses / programs related to creative design.<br>24. A number and a list of academic courses / programs related to creative design.<br>25. The number of graduates each year in the course of study related to creative design<br>26. Professor who won a reputation in the international initiative for creative design. | 16. Quantity / courses / programs related to creative design.<br>17. A number and a list of academic courses / programs related to creative design.<br>18. The number of graduates each year in the course / program of study related to creative design. |

| Components | Indicator no. 2 | Indicator no. 3 |
|---|---|---|
| | 27. A number of projects / activities, training and education about the design.<br>~~28. A number of research designs.~~ | 19. Professor who won a reputation in the international initiative for creative design.<br>20. A number of projects / activities, training and education about the design. |
| 8. A city Administration | 29. Policies and strategies in urban development.<br>30. The vision, leadership and management of the city.<br>31. Areas and facilities / infrastructure of the city, such as banks, hotels / restaurants and entertainment. TV / radio / Mobile / Internet services.<br>~~32. Policy and strategic planning.~~<br>~~33. The quality of life. Welfare, betterment and safety of people~~ | 21. Policies and strategies in urban development.<br>22. The vision, leadership and management of the city.<br>23. Areas and facilities / infrastructure of the city, such as banks, hotels / shops / restaurants and entertainment. TV / radio stations. Mobile / Internet services. |
| 9. Population and Migration. | ~~34. The population of the city migrated to the city.~~<br>35. The ethnic diversity of the population through Nationality. | 24. The ethnic diversity of the population through Nationality. |
| 10. Innovation | 36. A focus on innovation. | 25. A focus on innovation |

**Note:~~---------~~ means that this indicator was eliminated in the second and third round.**

From Table 1 after the analysis on the opinions of experts on the development of indicators for the Creative City of Design of Bangkok for second and third questionnaire of the comments of the expert consensus is that 1) The Structure of Cultural Infrastructure for (1) Number of Museum / Picture Gallery and (2) Number of The Cultural Center (3) Number of Libraries.2) Finances and the Budget is (4) Amount of Funding Supported from all Sectors, 3) The Dissemination and Promotion of Culture is (5) Number of Events / Activities on Creative Design, and (6) The Type of Cultural Diversity or A Variety of Cultural Activities.4) The Creative Industries and The Cluster is (7) Amount / Courses / Programs related to The Creative Design (8) Amount / Courses / Program of Study involved to Creative Design Initiative (9) The

(10) Number of Creative Designers and (11) The Economic Value of The Creative Industries (12) Annual Sales of The Creative Industries Yearly. 5)TheP of the Public or Public Awareness is a (13) A Number of Media /Press and Publications at Locally / Domestic related and 6) A Contemporary Arts Creation is (14) a List of Creative and Famous Designers (15) The Number of Experts in The Field of Creative Design (16) Of Many of Creative Designs / Copyrights / Patents built in The Last 5 Years 7) Education / Research / Capacity Building is (17) Number of Courses / Programs related to Creative Design (18) Number and The Name of Institutions offered Courses to Teach this (19) Number of Graduates each Year in the Program (20) Professor who has been awarded a Prestigious Professorship or an International award in The Creative Sector and (21) Number of Projects / Activities, Training and Education about The Design 8) Management of the City or City Administration is (22) Policies and Strategies in Urban Development (23), Leadership, Vision and Management of theC (24) Areas and Facilities / Infrastructure of The City, such as Banks/ Hotels / Shops / Restaurants and Entertainment/TV / Radio Stations/ Mobile Internet Services 9)The Population and Migration (25) The Ethnic Diversity of the Population through Nationality 10) is The Innovation and Creativity (26) to Focus on Innovation and Creativity.

**For 26 Indicators, Some indicators are similar can be grouped into 6 groups Model 6 C**

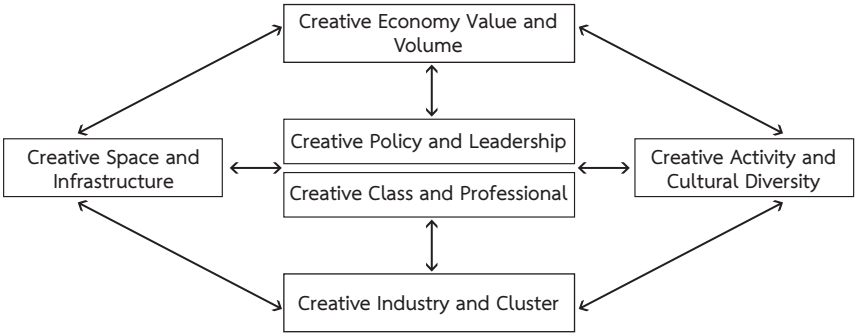



**Figure 1: 6 C Model "Creative City of Design" Indicators for Bangkok**

**C 1- Creative Class and Professional consisted of 4 indicators, that is**

1. The Number of creative designers.
2. The Number of experts in the field of Creative Design.
3. Creative class and Employment.
4. A list of creative and famous designers.

**C 2 -Creative Industry and Cluster consisted of 2 indicators, that is**

1. The amount of companies / entrepreneurs of creative design
2. The amount of creative industrial clusters.

**C 3- Creative Activity and Cultural Diversity consisted of 8 indicators, that is**

1. The type of cultural diversity or a variety of cultural activities.
2. The Number of events / activities on creative design.
3. The amount of courses / program of study involved to Creative design Initiative .
4. The amount of courses / programs related to the creative design.
5. The Number of graduates each year in the program.
6. The Number of projects / activities, training and education about the design.
7. The ethnic diversity of the population through Nationality.
8. Professor who has been awarded a prestigious professorship or an International award in the creative sector.

**C 4 - Creative Space and Infrastructure consisted of 5 indicators, that is**

1. Areas and facilities/ infrastructure of the city, such as banks / hotels / shops / restaurants and entertainment / TV / radio stations / Mobile Internet services.
2. The Number of Museum / picture Gallery.
3. The number of the Cultural Center.
4. The Number of media / press and publications at locally / domestic related.
5. The Number of Libraries.

**C 5- Creative policy and Leadership consisted of 4 indicators, that is**

1. Leadership, vision and management diversity of the city.
2. The Number of Innovative and creative product.
3. Policies and strategies in urban development.
4. The amount of funding supported from all sectors.

**C 6- Creative Economy Value and Volume consisted of 3 indicators, that is**

1. The many of creative designs / copyrights / patents built in the last 5 years.
2. The economic value of the creative industries
3. Annual sales of the creative industries yearly.

## Discussion

The results of the research encompasses that.

**Bangkok** has the status of the capital of the country more than 200 years on the path of time and had created growth and development and changes to the capital city of the various dimensions as following.

**1. The Cultural Infrastructure of The City of Bangkok**

The results were as following Infrastructure elements of culture are very reasonable. And indicators that are appropriate are: (1) Number of Museum / Arts Gallery, and (2) Number of the Cultural Centers, and (3) Number of Libraries, this corresponds to the context of Bangkok. And is also consistent with the concept of Charlotte County, which said the indicator is important for creative city is the venue and the process of creativity to make it interesting (The Place and Place making). This also includes compliance with underlying the economic activity in the city with Department of Intellectual Property, System Management and planning accordingly towards creativity of the city.

**2. Finances and Budget.**

The results after the research, the suitable indicator for finance and

budget is (1) The Amount of Funding Support from all Sectors. This is consistent with the creation of the Shanghai case study in multi-channel funding and support by the government.

**3. Dissemination and Promotion of Culture.**

The results from the research indicated that components in the distribution and promotion of culture which are more suitable and indicators for implementing on a large scale areas following: (1) Number of Events / Activities with Creative Design, and , and (2) A Variety of Cultural Activities. The result of this study is consistent with the case study of Shenzhen city creative event that is about the design and the exchange of ideas and creativity. Apart from this the study has also found that this is also consistent with the city's creative design activities in Kobe for creative design activities.

**4. Creative Industries and Clusters**

The research results showed that the composition and suitable indicators for the creative industries and cluster are as following (1) The Amount / Courses / Program of Study related to The Creative Design, (2) The Amount / Courses / Program of Study related to the Creative Design Creation, (3) The Number / Amount of Companies / Entrepreneurs with Creative Design Work, (4) The number of Creative Designers and, (5) The Economic Value of The Creative Industries, and (6) Annual Sales of the Creative Industries Yearly. The result of this study is consistent with the case study of the creativity of the Shenzhen and Shanghai, according to a study in the creation of functional and operational mechanisms for the creative industries.

**5. Public Awareness**

The results from the research of the perception of the public purposes suitable indicator is (13) Number of The Media / Press and Publications at Local / Domestic related. This also corresponds to the context of Bangkok and is also consistent with the case study of the city of Berlin to create a lifestyle magazine that focuses on design and fashion.

**6. A Contemporary Art Creations**

The results from the research showcase that the composition of the contemporary art creations are more suitable and indicators that are appropriate are: (1) The Name of The Famous Creative Designer, (2) The Number of Experts in The Field of Creative Design, and (3) The Number of Creative Designs / Copyrights / Patents, Built in The Last Five Years, according to the context of Bangkok.

**7. Education / Research / Capacity Building**

The results showed that the education / research / capacity building are determined (1) The Number of Courses / Programs related to The Creative Design, (2) The Number and The Name of Institutions offering these Courses, (3) The Number of Graduates each year in The Program, (4) Well-known, Award-winning Professor in The Creative Sector or An International Reputation, and (5) The Number of Projects / Activities, Training and Education about The Design. This is consistent with the research results of Creative & Design Center (TCDC) in collaboration with the research center of School of Architecture and Planning, Thammasart University where they examined potential spatial fashion apparel industry in Bangkok.

**8. A city administration**

The results showed that the composition of the city administration and the indicators are as following. (1) Policies and Strategies in Urban Development, (2) Leadership, Vision and Management of The City, and (3) Areas and Facilities / Infrastructure of The City, such as Banks, Hotels / Shops / Restaurants and Entertainment, TV / Radio Stations, Mobile / Internet Services these has all the right to identify Bangkok as a creative city. This is consistent with the policy and strategy of the city development.

## Recommendation

The results of the research, after the researcher collected the data

from a framework that encompasses the following aspects: Bangkok has the status of the capital of the country more than 200 years on the path of time and had created growth and development and changes to the capital city of the various dimensions as following.

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