



FOUNDER

Princess Srinagarindra was the mother of two Thai monarchs – King Ananda Mahidol, Rama VIII, and King Bhumibol Adulyadej, Rama IX. Since the late 1960s, Princess Srinagarindra worked to improve the living conditions of rural Thais, particularly the ethnic minorities in remote mountainous areas that were only accessible by helicopter. On those visits, she learnt about their hardship, their lack of opportunity in life and the illnesses that plagued them. She would always be accompanied by a medical team to take care of any sick or injured she came across. She would also bring the villagers clothes, food, other essentials, and even toys for the children. It was this very image of the Princess Mother descending from the skies that gave rise to the name “Mae Fah Luang” (meaning Royal Mother from the Sky) and became the affectionate title by which the local people addressed her. Throughout her life, Princess Srinagarindra continued to work to improve the well-being of the poor and marginalized in Thailand. She passed away in 1995, at the age of 95. In 2000, the centenary year of her birth, the United Nations Educational, Scientific and Cultural Organization (UNESCO) honoured Princess Srinagarindra as a “great personality in public service in the fields of education, applied science, and human, social, and environmental development”.

DEVELOPMENT MODEL TOWARDS SUSTAINABILITY

Sustainability

- reduced debt or begin saving
- capacity to self-develop
- independent
- self-governance

Sufficiency

- excess food supply
- basic value add processing facilities
- opportunity for other living wages
- sufficient food supply
- access to basic infrastructure and education
- begin repaying debt

Survival

- provision of basic healthcare
- provision of basic infrastructure
- sufficient food supply
- expense reduction
- no additional debt

 Property of Mae Fah Luang Foundation under Royal Patronage



มูลนิธิแม่ฟ้าหลวง
The Mae Fah Luang Foundation

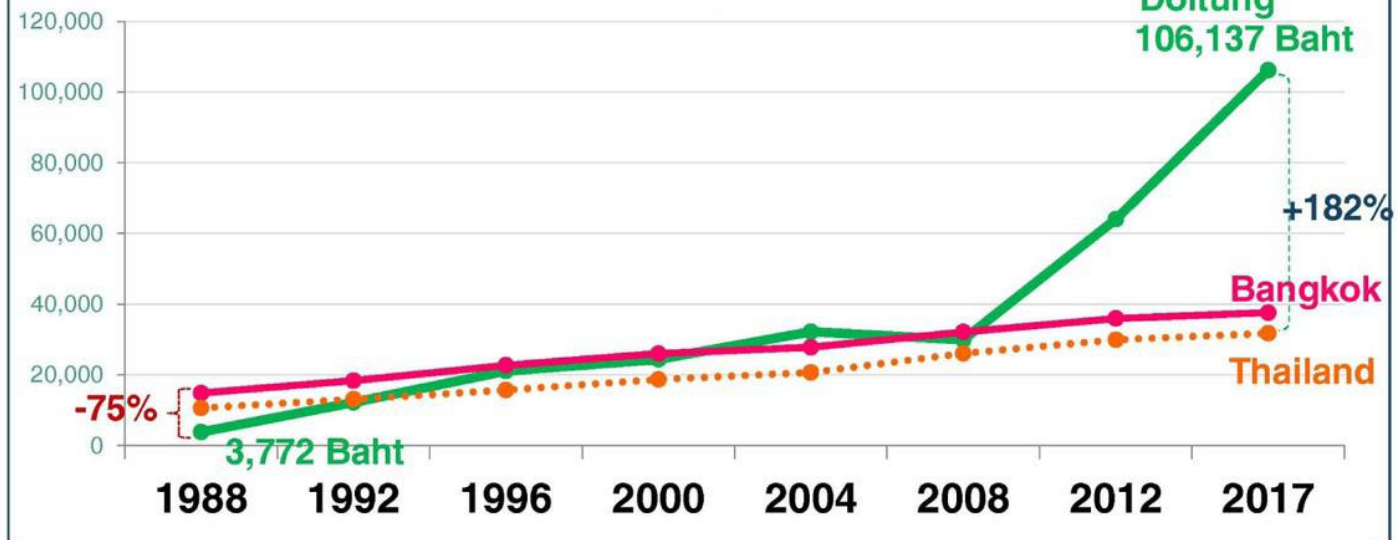
MAE FAH LUANG FOUNDATION

ECONOMIC IMPACT

HOUSEHOLD INCOME (USD/HOUSEHOLD/YEAR)

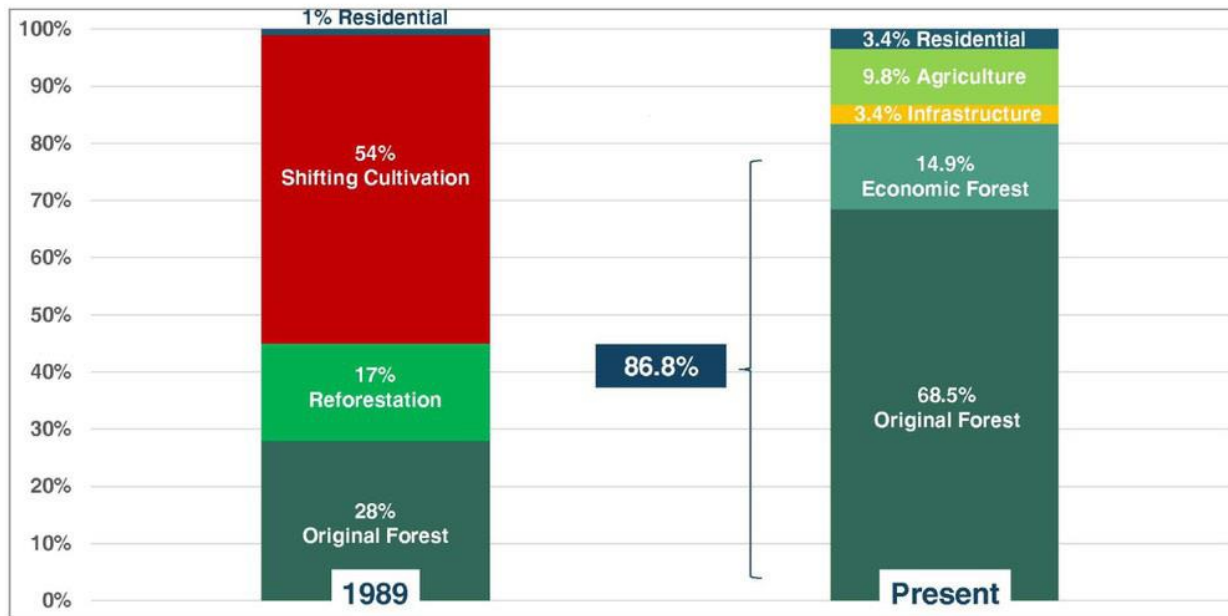
Poverty Line

(Unit: Baht/Year)



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ENVIRONMENTAL IMPACT % of LAND USAGE AREA



 Property of Mae Fah Luang Foundation under Royal Patronage



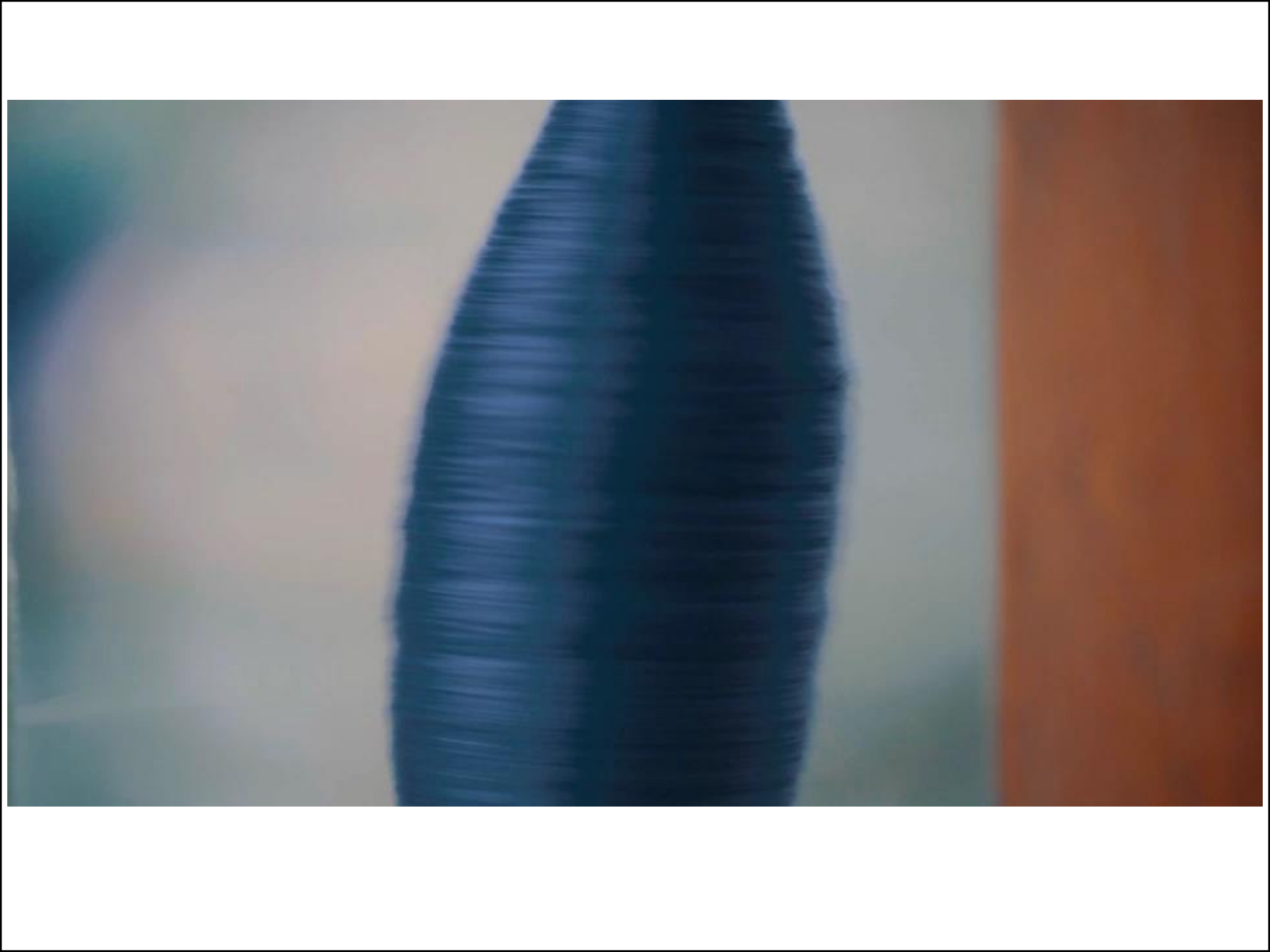
DOITUNG

Development Project 5 Core Business



มูลนิธิแม่ฟ้าหลวง
The Mae Fah Luang Foundation

MAE FAH LUANG FOUNDATION



DOITUNG

DoiTung's handwoven textiles derive from a traditional weaving skill that has been passed down through generations of DoiTung ethnic communities.

The Doi Tung Development Project provides opportunities for women to utilise this skill to earn supplementary income for their families, restoring pride and dignity to the elderly. Enhanced skills training and design artistry make DoiTung's handwoven textile truly unique.



DOITUNG

MAE FAH LUANG
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► Ready to Wear
Nature to Wear
Homeware
Scarves
Accessories



DOITUNG

MAE FAH LUANG
Foundation



► **Ready to Wear**
Nature to Wear
Homeware
Scarves
Accessories

DOITUNG

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Foundation

Recycled yarn from used plastic bottles

Doi Tung | Mae Fah Luang Foundation
Under Royal Patronage 1875/1 Rama
IV Road Lumpini, Pathumwan Bangkok
10330 Tel: +662-252-7114

DOITUNG

MAE FAH LUANG
Foundation

recycled yarn: 100% from used plastic bottles, a hybrid of plastic bottles and fiber waste, and a hybrid of plastic bottles and used fabric.

The Doi Tung Development Project (DTDP), one of the flagship projects of the Mae Fah Luang Foundation, was established in 1988 by the Princess Mother on Doi Tung, a high mountain in Chiang Rai, the northernmost province of Thailand. The project area covers approximately 15,000 hectares, benefiting approximately 11,000 people from 29 villages.



Doitung



Sustainable



Project

DOITUNG

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MAISON
&OBJET
P A R I S
2019

DOITUNG

MAE FAH LUANG
Foundation



MAISON
&OBJET
P A R I S
2018

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laRinascence
MILANO



L'OFFICIEL

MAE FAH LUANG A/W19 : La Collezione "slow fashion" dal Triangolo d'Oro.

La collezione A/W19 di Mae Fah Luang combina l'artigianato dei gruppi etnici che vivono nel Triangolo d'Oro del Nord della Thailandia con una moda urbana contemporanea raffinata per creare una serie di articoli mix and match moderni ma anche classici e senza tempo. La collezione è realizzata dagli abitanti del villaggio di Doi Tung con tessuti tradizionali naturali e disegnata da Kris Yensudchai, designer dell'anno 2005, 2015 (Honor). Gli outfit sono realizzati a mano in ogni fase del processo produttivo, dalla filatura, alla tintura e alla tessitura, fino alla progettazione e al taglio. Sono state introdotte tecniche innovative per migliorare i metodi tradizionali. Vengono utilizzati una varietà di filati come cotone, canapa, bambù, seta, lino e tessuti metallici. Questa ingegneria di diversi filati in un unico tessuto si traduce in trame interessanti. I filati sono colorati con tinte atossiche e a basso impatto, essenziali per preservare l'ambiente. Vengono usati telai a mano tradizionali e i tessitori adattano le loro tecniche per incorporare design innovativi con conseguenti nuovi modelli e trame che costituiscono la base della collezione. Il processo di progettazione finale combina il fascino tribale con il design contemporaneo attraverso tecniche di taglio innovative per una collezione chic che è confortevole, alla moda, funzionale e unica. Ogni fase è ad alta intensità di lavoro artigianale e può essere definita "Slow Fashion" in contrasto con l'immagine frenetica della maggior parte delle mode prêt-à-porter. Abili artigiani locali sono coinvolti in ogni fase del processo di produzione. Ciò aiuta a preservare il patrimonio culturale etnico e fornisce un profitto sostenibile per gli abitanti dei villaggi tribali che anni fa non avevano altra scelta che affidarsi alla coltivazione e al traffico illecito di droghe.

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Salone del Mobile Milano 2019



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A/W2019





What happens when four young contemporary designers from Amman, Delhi and Bangkok meet local artisans and local traditions?

You get LOKALT collection
- launching June 2021.



Fusing contemporary Thai design with traditional handicraft is a recurring theme for THINOK studio. The handmade element is emphasized by the finger imprints left on the surface of the bowls, vase and plate.

LOKALT serving bowl €350 80% 400mm



In Thailand, it's customary to offer, or accept, something with both hands as a sign of respect. The two handles on the LOKALT ceramics reflect that tradition.

LOKALT serving bowl €350 80% 400mm



With the LOKALT ceramics, the designer duo Praphan Prasertchai and Decha Anjananont combine traditional Thai handicraft and the traditional way of serving food while eating in modern times.

LOKALT series, size €350, Spring/leaf €350 80% 400mm, Spring/leaf €350 80% 400mm, Spring/leaf €350

LOKALT series - 12



For LOKALT collection, THINOK design studio works with local artisans from two Bangkok markets in Thailand. They are in close cooperation with the Thai LOKALT studio, which is a social enterprise that creates jobs for Thai people in northern Thailand. Learn more on page 28.

LOKALT vase €350



LOKALT
Serving bowl €350 80%
400mm

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Tokyo National Museum (東京国立博物館, Tōkyō Kokuritsu Hakubutsukan)



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MQ VIENNA FASHION WEEK.21





In Collaboration with **DOI TUNG**



タイ発祥 サステナブルプロジェクト「ドイトン」とのコラボレーションモデル

タイ王国の非営利組織「ターファーム・アン・創設」の主要プロジェクトである「ドイトン」との協力を得たコラボレーションモデルが5月24日より登場します。

Doi Tung (ドイトン)

タイの社会事業であるドイトンは人々の暮らしの向上に加え、タイの自然や文化の保存を使命としている。ドイトンが生み出すものは、環境に配慮した手法で持続可能な形で作り出され、それらは単なる製品ではなく、サステナブルな開発の生きる証である。

www.doitung.com
Instagram: @doitung.official

[MEXICO 66] ¥4,800 (税別)



[MEXICO 66] ¥4,800 (税別)



[SHOWANG] ¥4,800 (税別)



[MEXICO 66] * 2024年5月24日より登場します。



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DOITUNG

MAE FAH LUANG
Foundation

Awards



GOOD
DESIGN



DEmark



Design
for
Asia
Awards



GOOD
DESIGN
AWARD
2021



GOOD DESIGN AWARD

[About GDA](#) [Online Gallery](#) [Participation](#) [Promotions](#) [Archives](#)

EN 中(語/英) [Contact](#)

2021

[Year awarded](#) [Special Award](#) [Display detailed search](#)



GOOD DESIGN AWARD

[Previous page](#) [Back to List](#)



Award-winning item [Fashion Apparel and textile \[Re-Pleats-Plastic : Pha Khao Ma\]](#)

Business Owner [DOI TUNG DEVELOPMENT PROJECT](#)

Category [Clothing](#)

Company [DOI TUNG DEVELOPMENT PROJECT \(Thailand\)](#)

Award Number [21TH01594](#)

Outline of Good Design Award winners [Outline of Good Design Award winners 2021](#)

Award winners



GOOD
DESIGN
AWARD
2020

GOOD DESIGN AWARD

[日本語](#) [EN](#) [中文](#) [ไทย](#) [Contact](#)

[About GDA](#) [Online Gallery](#) [Participation](#) [Promotions](#) [Archives](#)

2020

[Year awarded](#) [Special Award](#) [Display detailed search](#)

GOOD DESIGN AWARD

[Previous page](#) [Back to List](#)



サイト

[Previous page](#) [Back to List](#)

Award-winning item Mulberry paper packaging for mulberry coffee beans (Mulberry x Peaberry)
Business Owner Mae Fah Luang Foundation under Royal Patronage
Category Packaging for the general public
Company [Doi Tung \(Thailand\)](#)
Award Number 20TH01086
Outline of Good Design Award winners [Outline of Good Design Award winners 2020](#)



GOOD
DESIGN
AWARD
2019

GOOD DESIGN AWARD

About GDA Online Gallery Participation Promotions Archives

日本語 中文 / 英語 Contact

2019

Year awarded Special Award Display detailed search



GOOD DESIGN AWARD

Previous page Back to List



ウェブサイト

Previous page Back to List

Award-winning item Fashion Apparel and textile [COLLECTION : MAWATA-HILLTRIBE Bumble Jacket]
Business Owner Mom Luang Dispanadda Diskul
Category 01-02 Clothing
Company Mae Fah Luang Foundation under Royal Patronage (Thailand)
Award Number 19TH01410
Outline of Good Design Outline of Good Design Award winners 2019
Award winners

GOOD DESIGN AWARD

About GDA Online Gallery Participation Promotions Archives

日本語 中文 / 英語 Contact

2019

Year awarded Special Award Display detailed search



GOOD DESIGN AWARD

Previous page Back to List



ウェブサイト

Previous page Back to List

Award-winning item Fashion Apparel and textile [COLLECTION : OVERSIZE-HILLTRIBE Bag]
Business Owner Mae Fah Luang Foundation under Royal Patronage
Category 01-02 Clothing
Company Mae Fah Luang Foundation under Royal Patronage (Thailand)
Award Number 19TH01411
Outline of Good Design Outline of Good Design Award winners 2019
Award winners



GOOD
DESIGN
AWARD
2018

GOOD DESIGN AWARD

JP EN 中(語 / 英) Contact f

[About GDA](#) [Online Gallery](#) [Participation](#) [Promotions](#) [Archives](#)

2018

[Year awarded](#) [Special Award](#) [Display detailed search](#)



GOOD DESIGN AWARD

[Previous page](#) [Back to List](#)



ツイート

[Previous page](#) [Back to List](#)

Award-winning item [Fashion Apparel and textile \[Mae Fah Luang s/ s18\]](#)
Business Owner [Mae Fah Luang Foundation under Royal Patronage](#)
Category [Clothing](#)
Company [Mae Fah Luang Foundation under Royal Patronage \(Thailand\)](#)
Award Number [18TH01318](#)
Outline of Good Design [Outline of Good Design Award winners 2018](#)
Award winners

P PRIME
MINISTER'S
EXPORT AWARD
BEST DESIGN
รางวัลสินค้าไทยที่มีการออกแบบ
ยอดเยี่ยม



2018



2020



2021