

## MISS PHARATA SRI-ONNLHA



E-mail: [contact@pharata.com](mailto:contact@pharata.com)

Instagram: pharata\_official

www.**pharata**.com

### **Education:**

King Mongkut's Institute of Technology Ladkrabang, Thailand  
Faculty of Industrial Education,  
Degree Bachelor of Science in Industrial Education  
(Major Interior Architecture)

### **Special qualifications:**

Language : English, 日本語  
Software Package : MS Office (Word, Excel, PowerPoint)  
Graphic Design : Photoshop, Illustrator, 3D studio MAX, Auto CAD

### **Pharata's biography**

I graduated from King Mongkut's Institute of Technology Ladkrabang Bangkok, Thailand. I processed a Bachelor Degree of Science in Industrial Education from the Interior Architecture field. Previously, I had background and practiced in wood working skill, especially in decoration. My decorative works is considered practical and effective. First six-year of my career, I started as an interior designer and gained more experience in exhibition.

In 2001, I participated the fabric contest with Department of Export Promotion (DEP), Thailand and won the first prize, machine woven fabric of PRISM AWARD. I worked with the DEP on the Young Talent Thai project (Talent Thai). The exhibition showed the new design ideas from the selected Young Talent Thai. I had several opportunities to work with the DEP on the other projects. I had learned and gain significant experiences working with the DEP. I enjoyed being part of the product design. I discovered what I was passionate for. I began pursuing new chapter of the design and wanted to be a product designer.

In 2007, as part of the DEP's program, I was selected and served as a mentor, project coordinator for interior design industry professionals from the Asia Pacific region. I participated in the "neON" InteriorLifestyle Japan 2007.



2008 and 2009, I individually participated in “SaloneSatellite” competition, which was held within the Salone Internazionale del Mobile, the furniture fair at Fiera Milano, Rho-Però (Milan), Italy. At SaloneSatellite, young creative designers exhibited new ideas and projects inspired by creativity, ecology and sustainability, to make “the big jump” into the production world, taking advantage of the wonderful stall of exhibitors, journalists and visitors. Furthermore, I exhibited her design at InteriorLifeStyle, Tokyo Big Sight, Japan in June 2009.

2012, I joined with The SUPPORT Arts and Crafts International Centre of Thailand (SACICT) to work on the specific project. The project name is “Thai Navatasilp”. The objective is to develop the handicraft products such as textile, ceramic, jewelry metal and woven items in order to keep pace with the international standards. I designed the textile products. Moreover, this project also exhibited at Tendance fair in Prague, Czech Republic on September.



Textile is the area that I was responsible. I designed and worked with the textile communities such as natural indigo dye in different plants using the same approach - Kam form Bann Kam Kar, Sakon Nakhon province and especially, Hom from Keaw wanna, Phrae province. I brought screening techniques to use in my work as well.

Pa Tin Jok from Suntree Thai weaving, Sukhothai province. I previously worked with Suntree Thai weaving in 2005 for The Regional Product Development Project and also "OTOP in trend" Project in 2007. I combined the traditional Tin Jok weaving with modern design for both projects.

2013, I participated in the innovative craft award that was organized by SACICT. The criteria were that I had to work with Thai communities that have skill of Thai traditional craft. I chose "Nang yai" for my design because I impress the art craft of puppet figures are made from perforated cow or buffalo hide. The performances were a popular means of entertainment during the Ayudhaya period. I worked with two communities from Krabi province and Pattalung province.

Recently, I am a freelance designer. I have my own brand which I uses my first name as a brand. My design philosophy embraces the emotions and feelings in the design concept. I love using different materials in the country on my works. Additionally, I was designer and worked with well known brand such as GOODJOB and Mr.Shake.

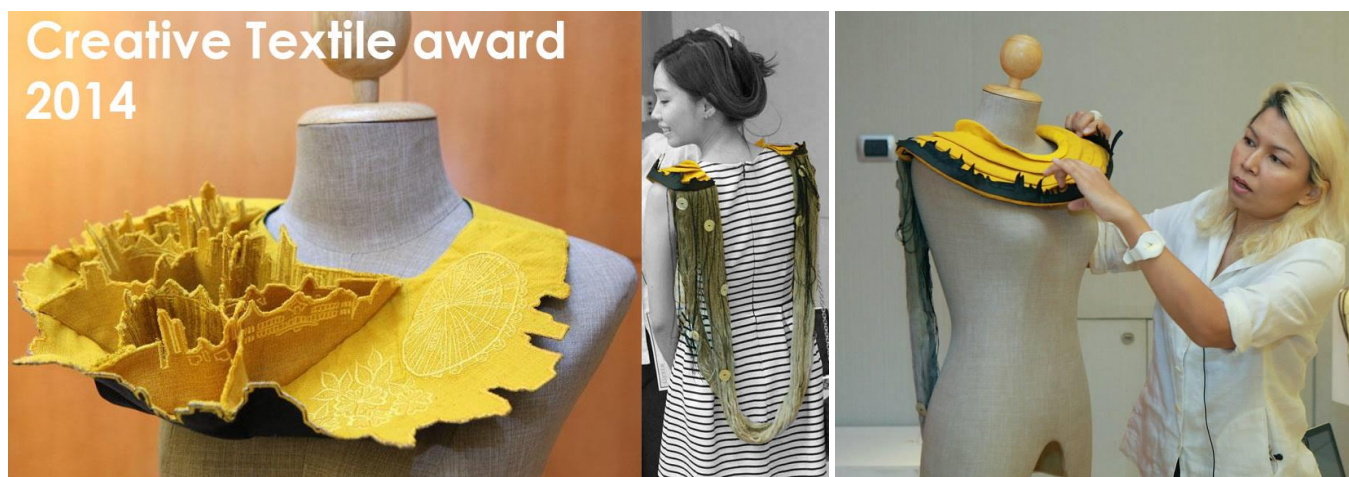
(2004-2014, I was designer and worked with well-known of Thai brand such "GOODJOB". This is a brand of cool stationery such as; portfolio folder, handbag, document bag, name cardholder. At that time, I was responsible for product design, shop decoration and exhibition including display also.)

## **Experience:**

- Present : Building and maintaining own brand "PHARATA"
  - : An expert in providing advice, design and consulting for product design.
- 2020 : Interior design for 5-storey residence, **Bangkok**
- 2020 : Interior design for the first floor of Old Thai Heng Hotel, **Bangkok**.
- 2019 : Interior design for Summit Computer Company (Head Office)
  - 11-12 Floor, CCT Building, Surawong Road, **Bangkok**.
- 2017-19 : Design Consultant for Thai Products Development.
- 2016 : Business stationery design for CRANE TOUR TRAVEL CO.,LTD, **Taiwan**
- 2016 : Participated Art Exhibition with 8 Thai artists and designers "Extraordinary Nature"
  - at La Lanta Fine Art, **Bangkok**.
- 2015 : Study Japanese culture and language in Tokyo **Japan**.
- 2012 : Interior Design for Falcon Insurance Public Company Limited (Head Office)
- 2012 : "Thai Navatasilp" Exhibition at Tendance fair in Prague, **Czech Republic**.
  - : "Thai Navatasilp" Exhibition at BIG&BIH fair, **Bangkok**.



- 2010 : Exhibition concept, select products and display in Design Forum for BIG & BIH April, October.  
: Participation in Designers' room project, BIFF & BILL Fair, **Bangkok**.
- 2009 : Participated in "Sabuy Project" that held within the InteriorLifeStyle, Ambiente Japan 2009, **Tokyo**.  
: Participated in "SaloneSatellite 2009", Salone Internazionale Del Mobile, Milan, **Italy**.
- 2008 : Participated in "SaloneSatellite 2008", Salone Internazionale Del Mobile, Milan, **Italy**.
- 2007 : Was selected to participate in "neON" InteriorLifeStyle, Ambiente Japan 2007, Tokyo **Japan**.  
: The product development specialist for OTOP in Trends, BIG & BIH April, selection and developed the products were in accordance with the 2007 OTOP Specific Trends "Classe Hicks".
- 2006 : Exhibition concept, select products and display in Design Forum for BIG & BIH April, October.
- 2005 : Selected Participants for Furniture Designers Mission to Salone Internazionale Del Mobile, Milan, **Italy**.  
: The product development specialists on The Regional Product Development Project.
- 2004-11 : Participation in TALENT THAI project, BIG & BIH Fair, **Bangkok**



**Award:**

- 2020 : SACICT Award 2020 Finalists Organized by SACICT.
- 2014 : The finalists of the Creative Textiles Awards Organized by Thailand Textile Institute (TTI).
- 2013-14 : The finalists of the innovative craft Award Organized by SACICT
- 2011 : The finalists of Thai creative award (Craft section) Organized by OKMD
- 2008 : Consolation prize winner "ELLE DECORATION DESIGN CONTEST"
- 2007 : Second prize, Gift Design Award (Link), Organized by DEP
- 2006 : 1st Prize, Gift Design Award (For travelers), Organized by DEP
- 2002 : 1st Prize, Machine woven fabric, Prism Award 2003, Organized by DEP  
: 1st Prize, Click4u @ Central Plaza Shopping Centers (Design Mouse Contest)