

CV

Prang Lerttaweewit

Experience Design Director
Another New Design Studio

จิตรภา ปราง เลิศทวีวิทย์

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ABOUT

Prang runs Another New Design Studio in the service of society, culture, and the experience economy. Another New Design Studio [& Studio] keeps including people from various fields and together creates experience-based interdisciplinary projects that address a broader set of questions.

ACADEMIC

Konstfack, University College of Arts, Crafts & Design, Stockholm	2011
Master of Fine Arts in Experience Design	
Chulalongkorn University, Bangkok	2005
Bachelor of Arts in Industrial Design	

PROJECTS

SAUVAGE patisserie, Brand strategy, curatorship, marketing	2023
KOON Palliative Care Specialised Hospital, Brand strategy, communication strategy, Experience Design	2021-22
Customer journey : Visiting Experience - Tranfer Experience, Experience design, SC Asset, Bangkok	2020
The Pop-Up Ice Cream Shop of BKKDW, Bangkok Design Week 2020, DITP, Bangkok	2020
31T x Nordic Food Policy Lab, COP25, Nordic Co-operation, The Nordic Council of Ministers, Stockholm	2019
In-Betweenness, Food installation, One Bangkok's Art Exhibition Opening, Bangkok	2019
Wild Nature Artisan, Edible memoir of organic urban farm, branding, Chiang Mai	2019
Spawn Point, Plant & Interactive installation, Siam Discovery, Bangkok	2019
Eat Ease, Food exhibition, I+D Style Cafe, Thaifex 2019, DITP, Bangkok	2019
Business /Not/ As Usual, Think Ahead exhibition, Bangkok Design Week 2019	2019
Faraway, Quantum entanglement interactive coffee cups, Chiangmai Design Week 2019	2019
31T x Thai Dessert, Bangkok Art Biennale, Thailand	2019
The Grand Opening, Saladaeng One, SC Asset	2018
Closer, Interactive installation, Bangkok Gems & Jewelry Fair 62nd, DITP, Bangkok	2018
31T x I+D, I+D Style Cafe, Thaifex 2018, DITP, Bangkok	2018
Function Bar, I+D Style Cafe, Thaifex 2018, DITP, Bangkok	2018
31T x Statens Konstråd, Public Art Agency Sweden, Stockholm	2018
EN-THAI-LY, Design exhibition, Milan Design Week 2018, DITP, Milan	2018
31T x RISC, Research & Innovation for Sustainability Center, Bangkok	2018
31T x BKK, Thinkk Together exhibition, Bangkok Design Week 2018, Bangkok	2018
31T x Ådellab, Konstfack University College of Arts, Crafts & Design, Stockholm	2018
31T x Stokkøya, Stokkøya Sea Center, Åford, Norway	2017
31T x Oslo, Oslo Startup Day, Oslo	2017
31T x Dansens Hus, Christmas dinner, Stockholm	2017
31T x Elementa x Food Studio, Oslo	2016
Transit Kulturinkubator, Corporate identity, Stockholm	2016
Sådd - Sawing Our Civilization, Service design on post death, The National Swedish Handicraft Council, Stockholm	2015
31T [BIT] - Cracking Gastronomy, Inter-creative eating experience platform	2015

PROJECTS (continue)	Memory Spheres, Olfactory memory, Palliative Center, Uppsala, Sweden	2014
	Organoid: Spoon, Mass-customization tissue engineering jewellery, Stockholm - Bangkok	2014
	Staging Nordic Table 2025, The final workshop of New Nordic Food, Stockholm	2014
	Mx. LEAD, Stockholm Resilience Center, Stockholm	2014
	INNEI, Oak bottle, product design, Wallpaper* Handmade, Bangkok	2013
	CCD#1: Barter, Jewellery art on bee's colony collapse disorder, Schmuck, Munich	2013
	Mx. Speed, Copenhagen Food Fair - The Stage, Copenhagen	2013
	Mx. Mytilus-Edulis, Madeleines Madteater, Copenhagen	2013
	Mx. Baltic Lab, Swedish Institute & Council of the Baltic Sea States	2012
	Mx. Network - Spreading Your Ideas!, Ericsson & Nobel Museum, Stockholm	2012
	Sol Invictus och 50000 Lux, Christmas dinner, Moderna Museum, Stockholm	2012
	Preparing for Atlantis, Photographic recipes, LivingEtc Magazine, Thailand	2012
	Husmanskost, Photographic recipes, LivingEtc Magazine, Thailand	2012
	The Real Transparent Cuisine: Experience the Transparency, Tranformation design addressing World hunger an World food distribution system, Master's thesis, Stockholm	2011
	Mx. Hádegismat, x Dill Restaurant x Nordic House, DesignMarch 2011, Reykjavík	2011
	Mx. Composite Dinner, DesignBoost -Telefonplan, Stockholm Design Week 2011, Stockholm	2011
	The Humanistic Perspective, Methodology in Visual development + Psychology	2010
	Yoga Vagn, Social experiment, T-bana (subway), Stockholm	2009
	Peanut: No graveyard - Zero Carbon Footprint, Product design, Chiangmai	2008
	OffMode, Pre-need Funeral management creative agency, Service design and branding, Bachelor's thesis, Bangkok	2005
CURATORSHIP	House of Fermentation, Isaan Creative Festival 2022, Khon Kaen	2022
	Supernormality: Solution to Survival of Planet and Our Sanity	2009
	Surviving Thai Celadon craft scene, Chiangmai, J Gallery, Bangkok	
EXHIBITIONS	Thinkk Together : Think Ahead, Bangkok Design Week 2019 <Business /Not/ As Usual>	2019
	A Cup of Coffee, Chiang Mai Design Week 2019 <Faraway>	2019
	Thinkk Together, Bangkok Design Week 2018 <31TxBKK in collaboration with 80/20>	2018
	Give Me a Spoon, Atta Gallery, Bangkok <Organoid : Spoon>	2014
	Wallpaper* Handmade Exhibition, Bangkok <INNEI>	2013
	Bucks'N Barter, Jewellery Arts exhibition, Schmuck, Munich < CCD#1>	2013
	Smakfullt, Photo exhibition, Designgalleriet, Stockholm	2012
	Måltider, Mx. exhibition, Designgalleriet, Stockholm <Mx.>	2011
PAPERS	Artisanal Fablab, published in Thai Local Wisdom Trend Book 2020, Creative Craftmanship by Department of International Trade Promotion (DITP), The Ministry of Commerce	2019
	Approaching New Nordic Food's disciplinary boundary, published on www.norden.org, March 2015	2015
	The Real Transparent Cuisine: Experience the Transparency : Experience Design as an Act in Contribution to World Hunger Eradication Scheme, Master's thesis, Stockholm	2011
PARTICIPATIONS	SACICT Craft Trend 2020, Craft Innovation Guru panel, The Support Arts and Crafts International Centre of Thailand	2019
	Subcommittee of the Prime Minister's Export Award 2019 in Best Innovation	2019
	Staging Nordic Table 2024, New Nordic Food, Stockholm 2014	2014
	Food & Creative industries #2, New Nordic Food, Copenhagen 2012	2012
	Food & Creative industries #1, New Nordic Food, Helsinki 2012	2012

WORKSHOPS	Experience Design Workshop for academia and corporates	2018-present
	Tourism Innovation Project, Lecturer and advisor, full-semester student final project, Faculty of Humanities, Kasetsart University, Bangkok	2019-2021
	Experience Design Workshop for Siam Commercial Bank	2018
	Experience Design Workshop for AIS Design Center, Bangkok	2018
	Local Essence, 3 days workshop for entrepreneurs, TCDC Chiang Mai	2018
	Sharing: Lecture at Faculty of Architecture, Bangkok University	2018
	Sharing: Lecture and workshop all BA students, Ädellab, Konstfack	2017
	Creative Industry & Eating: Lecture and workshop for Sommelier, Culinary Arts and Meal Science, Campus Grythyttan School of Hospitality, Örebro University	2012-2015
TALKS	Speaker at Faculty of Fine and Applied Art, Burapha University, Chon Buri	2019
	Speaker at Faculty of Architecture, Bangkok University, Bangkok	2019
	Speaker at Trend Talk 2018 by Creative Thailand, Bangkok	2018
	Speaker at Våga Smaka seminar, Åland	2014
	Speaker at PechaKucha Vol.30, Svensk Form, Berns, Stockholm	2011
GRANTS/ HONORS	Designboom - Design for Death, shortlisted <Peanut>	2013
	Project grant from The National Swedish Handicraft Council, Ministry of Culture <Sådd>	2013
	Project grant from Kulturbryggan <Memory Spheres>	2012
INTERVIEWS / PUBLICATIONS	Art4d, Eating Experience issue #263 <31T>	2018
	Creative Thailand #6 <Experience Design>	2018
	Time Out Bangkok #04321 <31TxBKK>	2018
	Wallpaper* Thailand October Issue <INNEI>	2013
	Wallpaper* Thailand July Issue <CCD#1: Barter>	2013
	Mocoloco <CCD#1: Barter>	2013
	New Nordic Food II - A popular Movement Continues, Halfway report 2010-2012 <Mx.>	2013
	Kreanord - Nordic Creative Economy <Mx.>	2012
	Damernas Värld <Husmanskost>	2012
	Plaza Kvinna, interview on social networking & conviviality <Mx.>	2011
	Travel Around the World magazine <Mx.>	2011
	Delicate - New Food Culture, Gestalten <Mx.>	2011
CLIENTS	Nordic Council of Ministers	Department of International Trade Promotion (Minister of Commerce,Thailand)
	New Nordic Food	Creative Thailand
	Transit Kulturinkubator	Thailand Creative & Design Center - Bangkok
	Örebro University	Thailand Creative & Design Center - Chiang Mai
	Swedish Institute	Thailand Creative & Design Center - Khon Kaen
	Nordic House in Reykjavík	SC Asset
	Åford Utvikling (Norway)	KOON Palliative Hospital
	Madeleines Food Lab (Copenhagen)	One Bangkok
	Council of the Baltic Sea States	Siam Commercial Bank
	Konstfack	AIS Design Center
	Stockholm Resilience Centre,	Kasetsart University
	Ericsson	The Research & Innovation for Sustainability Center (RISC by MQDC)
	Nobel Museum	
	Moderna Museum restaurant	

PORTFOLIO

Website:

a-n-d-studio.com
31t.org

Instagram:

[anothernewdesignstudio](https://www.instagram.com/anothernewdesignstudio)
[crackinggastronomy](https://www.instagram.com/crackinggastronomy)