

Planning and Designing Multi-function Commercial Space of Chinese Wonderland

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Abstract

The global economy has been growing vigorously especially tourism industry. Tourism is one of the most effective way to grow local businesses. By attracting large amount of tourist to come for visit, it not only can enhance the local businesses' growth, but also improve the country's economic growth. To attract more tourists, the food and culture of the destination must be special so that it is worth visiting. By adding the brand "Shan Shui Tea House" combine with indigo dye and tea culture of the Southwest Minority Nationality and planning into more systematic multi-functional commercial space. 'This study is done in Yang So of Mainland China. The design mainly focused on re-planning the multi-function of sales department and dining area of Chinese Wonderland. The main goals of this study can be concluded as below: 1) Explore the background and culture of sales department, dining area and other related documents. 2) Analyze the developing structure of multi-functional commercial space and combine with local historical culture. 3) Designing a structure and methods that is full of local culture characteristics by adding the brands of Chinese Wonderland². Promote the specialties and gourmet cultural with the unique of the brands. Provide a series of service that combine with the natural beauty and create a comfortable atmosphere to increase the sales profit.

Keywords: Chinese Wonderland, Brand Design, Sales Department, Dining Area, Planning Design

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Introduction

The global economy has increased vigorously especially tourism industry. Tourism is one of the most effective way to grow local businesses. To attract more tourists, the food and culture of the destination must be special so that it is worth visiting. Nowadays, most tourist designing their travel itineraries with sightseeing at "local souvenir sell department" and "tasting local food". Consumers can enjoy the food after their purchase in local souvenir shop. To the business operators, it is a way to increase the profits.

This study is to cooperate with the Chinese Wonderland which located in Mainland China, which are focused on restoring and re-planning the multi- function of sales department and dining area. To combine the sales department (1st Floor) and dining area (2nd Floor) , thus, transform the space into a multi- commercial space that completely different style from other related industries. An appropriate space planning scheme is proposed in the design, which breaks the traditional design configuration and enable tourists to stay longer.

Body

This research is going to choose pin-dyeing method as the design concept and transform into the space. The technique of pinning have to be focused on the fixer, waiting for the time of dyeing, and watching the water absorption of the fabric.

First, use the ropes to bind the stick with different angles (show in Figure 1). Due to the different binding positions, special pattern effects will be formed on the fabric. Most people will use chopsticks or bamboo stick to fix it.

Next, dyeing the cloth together by two stick, and then soak into the blue dye together. Dyeing the cloth together and then soaking into the blue dye. The place where it is cover tightly by the stick will not be soaked with blue dye, so a pattern will be produced.

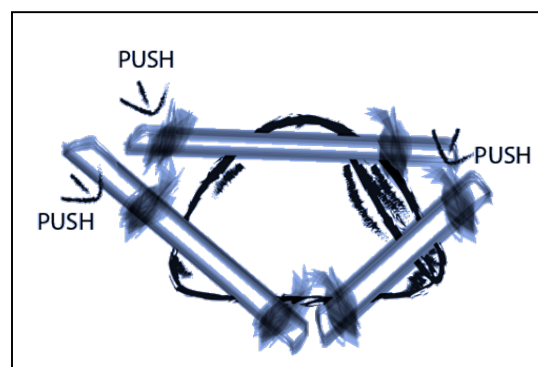


Figure 1: Pin-dyeing method

The intensity of dyeing will affect the texture of the dyed fabric. If the fabric was not tied tighter, the blue dye will penetrate into the fabric, at the end there will be no obvious pattern on it. The way of dyeing is correct and fixed, the pattern will be obvious and different based on the way of dyeing.

Using the blue dye as the extended of design concept and it is added into the multi-function space. Convert the strength of pin-dyeing into the space configuration which is open spaces, semi-open spaces, and privacy spaces.

1. Loose intensity - texture become not so much obvious (open spaces)
2. Moderate intensity - moderate texture (semi-open spaces)
3. Perfect intensity which is stable - the texture is obvious (privacy spaces)

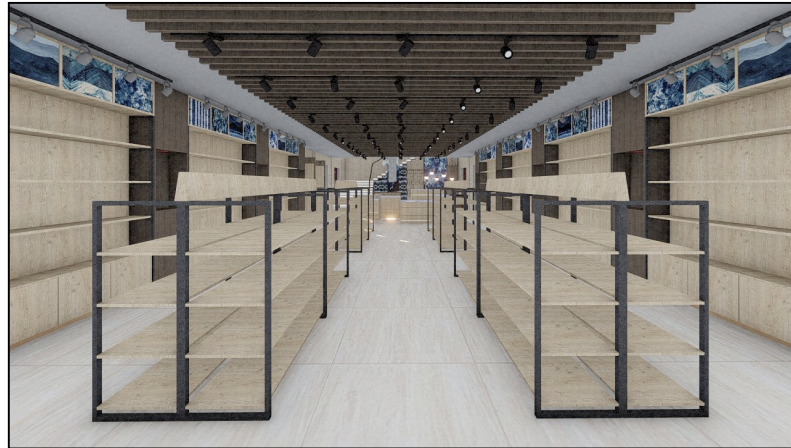


Figure 2: 3D Rendering Design

Conclusions

This research and design project cooperates with Chinese Wonderland, Guilin in China to re-plan the sell department and Chinese restaurant. At the beginning, the site analysis was done to investigate the local geographic conditions and the cultural background of the local ethnic minorities.

The base and surrounding areas were surveyed and mapped, and analyzed the shortcomings and restrictions of space. After discussing with the operator, the design were started. Through a lot of literature collections, understand the operation and design methods of multi-commercial spaces, and use in planning and design.

Due to the use of staff stairs on the first and second floors of this research base, the movement line was not smooth enough. Therefore, designing stair to increase the moving line, so that the sales department and Chinese restaurants can both make a profit.

Appendices

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Footnotes

¹ One spare separate into two different businesses. Multi-function commercial space using business philosophy and cultural to meet the space demand of different preferences. In line with consumer demand, therefore, using the combination of different industries in same space to create more passenger flows and sales.

² Chinese Wonderland located in Yangshuo. It is an artistic conception scenic area based on Tao Yuanming's "Peach Blossoms". As an AAAA-level tourist attraction in Yangshuo County, Guilin, China, Chinese Wonderland is a tourist resort recommended by the World Tourism Organization.

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