

***Planning and Designing Research with Brand of Indigo Art Living Store for
Chinese Dining Space - Li River Side***

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Abstract

In recent times, the tourism industry has experienced an increase in tourism revenue. However, this upward trend has also led to changes in terms of business models and consumption patterns. For example, the usage of unique brand identities to enhance and manage the tourism industry of the Li River where was assigned as World Natural Heritage at 2014, thus giving consumers a whole new experience. This manuscript will discuss in detail, the design methods employed in Li River via the Indigo Art Living Store on the delivery of the full cultural experience of Yangshuo to tourists. More specifically, the application and process of the art style of handicrafts made by local minorities - indigo-dyeing on the potential concept of the new dining space. This study has discussed and explore the following research objectives: 1) Explore on Chinese dining spaces and related case studies on their business models. 2) Explore on branding, culture and history uniqueness. 3) Explore on the brand(s) business model on systematic dining experiences, design cues, system design and use various concepts to perform space design. The result will promote the crafts and local food culture, whole brand image and space design in combining natural karst topography; this combination provides tourists a comprehensive local cultural experience and the appreciation of the beauty of the Li River.

Keywords: Li River, Yangshuo, Chinese Dining Spaces, Brand Space

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Introduction

The global tourism industry and activity development are entering a new stage, catering industry and tourism, the leisure industry is interdependent. To build itself into an international food capital, China has made great efforts to develop the tourism, leisure and catering industries in various counties and cities. To this end, we will effectively combine local characteristics, brand culture and catering to drive new consumption expectations.

In this study, on the west bank of Li River¹ in Yangshuo County², China. The old buildings which were not operated or carried out any commercial activities will be re-planned and renovated.

Choose to use the brand - Indigo Art Living Store³, it's design is research to study the specialized and characteristic catering industry space scheme. To replan the use of brand unique impression and culture, natural mutual combination, become the promotion of local arts and crafts and artistic spirit of the catering space. Provide travelers with high quality rest and dining space.

Body

After accepting the project, I went to mainland China for a base investigation with the operator. During the conversation, I got to know the current development situation of the base and discussed with the operator how to make the brand survive in tourism in the future. I needed to adapt to the current situation and gradually grow and develop.

The buildings along the Li river in this study are located in Yangshuo county, with Binjiang road to the west. The li river is on the east side and the Yangshuo Ferry Terminal is on the north side of the base. With beautiful scenery, the base building is located in the west street of the bustling Yangshuo ancient town, which is a must-go for tourists who disembark on passenger ships. The distance between Yangshuo town Xijie Pedestrian street and the base is 600 meters.



Figure 1: “Jing Chu Yu Lan” - Indigo Art Living Store brand design.

In order to improve the design and planning of the whole building, the brand “Indigo”(菁出於嵐) was adopted. Operators and brand planners set the whole building as "Indigo Art Living Store". The name comes from the blue, blue is an annual grass plant, the leaves can be blue dye. Its meaning is blueness. It is extracted from bluegrass, but its color is much bluer and darker than that of bluegrass. The characters of "JING from LAN" (菁出於嵐), "JING"(菁) and "LAN"(嵐) are converted to the meaning of bluegrass and all fresh from the mountain, to represent the landscape of Yangshuo mountain.

Design Brand Space using concept and idea –“Blue grass and all fresh from the mountains”, design people on the mountain now. After leaving Yangshuo Ferry Terminal, continue to experience the misty dining space. At the same time, the surrounding is shrouded in mist, from which consumers can feel the unique culture and ways of Baiyue4 people in the mountain space. To used the blue dye technology, let the invisible Mountain and River space experience the feeling of Guilin Yangshuo mountains.. The Dining Spaces enjoy the view of the Li river while dining. And the whole spatial personality is with the four elements of cordial, soft, delicate and young.

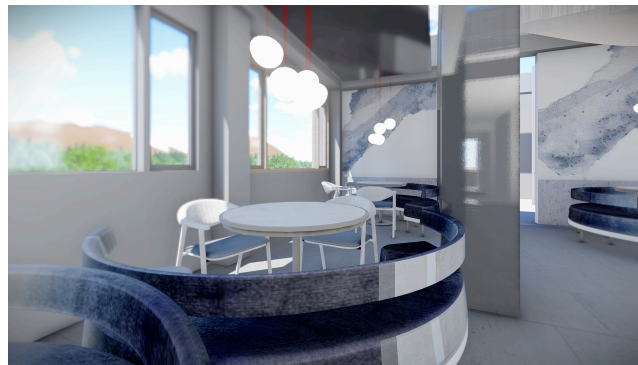


Figure 2: Dining Space Design.

For this reason, space planning and the whole brand floor also need to be combined with the Chinese dining space, so that consumers can experience a complete consumption experience space. Space is integrated with the rich cultural colors and natural features applied in the place so that people can be immersed in the cultural experience of Yangshuo in Guilin.

Conclusions

The development of global tourism industry and activities is entering a new stage, and the requirements of customers in the catering industry are constantly improving. Through literature and case studies, we can understand the development and future direction of Chinese restaurant, as a reference for design planning, so as to make the brand space play the maximum benefit. The design meets the needs of management for space, transforms the brand concept, and designs and matches the most suitable Dining space in the local natural culture.

This study focuses on the combination of space and brand, and derives the study of interior design modules and materials, so as to provide reference for future brand expansion.

The design process not only produces design thinking, but also enables us to understand and break through the understanding of the cultural connotation, retain the impression brought by the brand and provide a comfortable environment for people to relax and heal in the sightseeing and leisure space.

To a certain extent, the results of this study can help the operators to sort out and put forward the ideal design results and conclusions, and the literature review can provide the design reference analysis when the design needs to be revised in the future.

Appendices

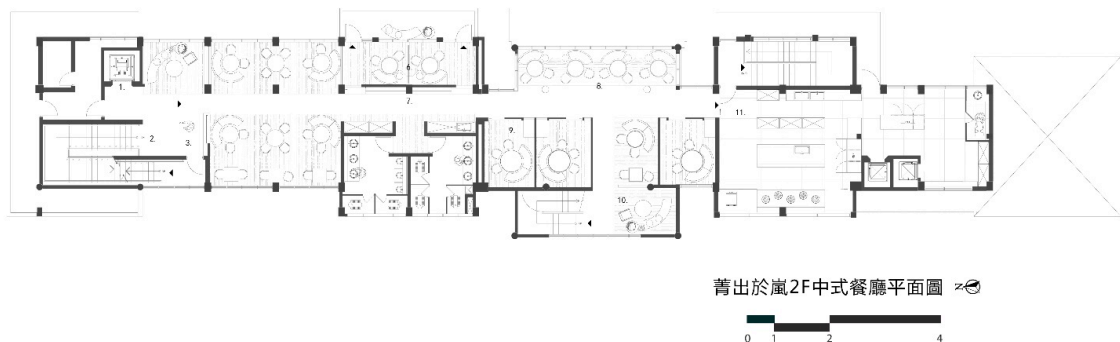


Figure 3: Indigo Art Living Store 2F- Chinese Dining Space Plan.

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Footnotes

¹ (Chinese: 漓江; pinyin: Lǐ jiāng) is a generic term for the tributary of the upper reaches of the Guijiang River and is located in the northeastern part of the Guangxi Zhuang Autonomous Region, China.

² (Chinese: 陽朔縣; pinyin: Yángshuò Xiàn) is a county under the jurisdiction of Guilin City, in the northeast of Guangxi Zhuang Autonomous Region, China.

³ Operators and brand planners set the name of whole building.

⁴ means Hundred Yue. or simply Yue were various indigenous non-Chinese peoples who inhabited the regions of Southern China to Northern Vietnam between the first

millennium BC and the first millennium AD. They were known for their short hair, body tattoos, fine swords, and naval prowess.

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