

Scenario-based Construction and Visual Design of Characteristic Theme Commercial Street

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ABSTRACT

With the continuous acceleration of the process of urbanization, the commercial street has gradually changed from the commercial appearance of the traditional pedestrian street of "the opening of the market and the return of the loose market" to the creative commercial street with a strong cultural atmosphere. The former attaches importance to the performance of commodity marketing, while the latter focuses on reflecting cultural characteristics, which injects young artistic vitality into urban commerce. In recent years, the "scene power" in the real estate industry has been witnessed, especially commercial real estate. The scene shaping brings topics, traffic, spontaneous communication, etc., to the neighborhood, making people who come here feel immersive. And all of this is finally transformed into the value increment of the project, and the real purchasing power and consumption power that are finally transformed. It can be said that "soft decoration of commercial landscape + commercial scene construction" has become the standard action of major real estate developers. While bringing people a deep impression, it also stimulates consumption, promotes marketing, completes commercial upgrades, and achieves high product price premiums.

Keywords: *Characteristic theme commercial street, Scenario-based construction, Cultural atmosphere, Visual design.*

1. INTRODUCTION

"Scenario creation, or scenario marketing, reconstructs the link between 'people' and business through beauty exhibition and scenarios creation, expresses and communicates with users through creative scenarios, so that users feel good about it and spread it spontaneously." — Senge. Under the influence of experiential consumption, the traditional shopping consumption cannot meet people's needs. At the same time of material consumption, people want to obtain sensory satisfaction and form spiritual consensus and emotional identity. With the continuous improvement of people's consumption concept and consumption level, all kinds of commercial streets, large and small, continue to emerge. People have seen that the commercial street has developed from a single function to a variety of choices, such as eating, drinking, playing, entertainment, watching, leisure, art, tourism and so on, providing one-stop service. In the process of business operation, the development between cities is not balanced. There

are some problems, such as overall planning, unclear positioning, imperfect shopping mall environment and services, because the planning companies are inexperienced or blindly follow the trend and do not follow the planning, which leads to the situation that there are no consumers or even profits in many commercial streets. In order to solve these problems, people are no longer limited to food, clothing, housing and transportation in the era of modern civilization where spiritual pursuits are more than material pursuits. Pursuing spiritual happiness, psychological satisfaction and aesthetic happiness, the desire for cultural accumulation is more important than the actual purpose, which implies that the commercial street has characteristics and creating a cultural atmosphere is the most important.

2. CONSTRUCTION METHODOLOGY OF THEME COMMERCIAL STREET

2.1 *Evolution of the Version of Theme Commercial Street: Innovation and Dilapidation*

The first part of innovation and dilapidation combs the evolution of theme space or theme block in recent years. The first version is the Cheer-Market in Dayue City, Tianjin (see "Figure 1"). There are not many reasons for the existence of this Cheer-Market, just because the place was vacant at the time of architectural planning. In order to avoid the lack of leasing, the investment team was forced to make such a product-oriented theme space, which belongs to the 1.0 version of the theme block. The 1.0 version does not spend as much money on a large area as it does now, it is more of a form of architectural techniques, providing a framework of venues, and relying more on merchant brands to form external publicity features. Whether it is the riding goose commune or the No. 5 garage, once they are launched, they are the first to solve some minor lines or some bits and pieces in the building planning. at the same time, it has also led a new wave of young people to form an economy or a breakthrough innovation of homogenized competition in shopping malls. Therefore, the industry now defines it as version 1.0, while Dayue City Group has launched more products such as Shenbeast Temple Street, Yuejie, Mofang 166 and so on.

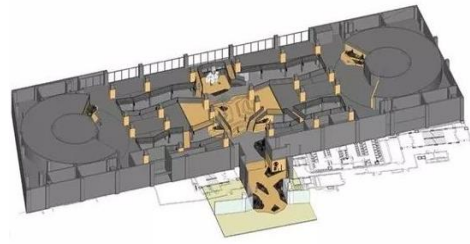


Figure 1 The picture shows Tianjin Cheer-Market Commercial Street.

After entering version 2.0, the "immersive" neighborhood, a new term, has been implanted, which refers to the greater use of human sensory experience and cognition. This overall atmosphere immerses the participants, but we consider that it may be more invested than the former, whether in decoration, theme, music, or in the hardware atmosphere of some interactive facilities. Second, it will be more matching for brand tenants. Third, this more detailed theme street format will attract a lot of theme streets born specifically for food or for women and children. In addition, a variety of market segments for certain consumer groups will gradually emerge. The fourth, and that's what we think is the most important, is the attention to the storyline of the scene in this way. A variety of independent IP will be launched one after another, and several projects are listed below, including Lane 1192 of Shanghai Century Hui, Guangzheng Street of Zhengjia Square in Guangzhou, including Yuanbao Street of Wuyue Square in Chengdu, especially the noodle capital of Chengdu Dayue City, which insists on exporting an independent IP image. Specifically, the cloud baby seen in the picture now is a new brand formed by combining their IP with face and cloud. At the same time, Yuanbao Street also tried to combine the local Chengdu pandas with brand characteristics to form a new visual IP, thereby enhancing the narrative of the scene story line.

2.2 *Effect Construction of theme Commercial Street: the Design of theme Story Line*

The second part of the story line design, after all, the story line will be involved no matter what kind of commercial street design. It must be admitted that whether it is selling goods or external marketing, or even when a business sells externally, relevant sales staff are required to provide visitors with a better life imagination through the added value of this design, so the design of the story line is actually a gimmick for external marketing, and it is also convenient for our designers to create space.

According to past commercial street cases, conceptual design is classified into three methods, namely, sublimation of local culture, which promotes the "local flavor" to the high-end level of modern cities. The second is to put aside the local characteristics and "airborne" a new concept, that is, the introduction of a new life mode state. The third is "make up for what you lack". This is because some cities, such as ancient cultural cities, prefer to directly use their own local culture as a theme exercise when designing, while other cities that emphasize economic development are characteristic commercial streets that pursue the combination of modern science and technology, rather than re-refining local culture.

The plane layout of Chengdu Wuyue Square also has two obvious channels (see "Figure 2"), this is because its middle point is a public area gathered to the middle, so the public area is enlarged, and then the two routes are set. A world called the Hidden Hero Tribe is virtualized. The tribe has two connecting routes, one is waterway and the other is mountain road. The most central point in this tribe can be reached along these two different roads. This point is called "Ling Huai Tree", which is a collection and distribution point for ethnic groups to sacrifice, pray or rest. There will be different scenery along the way home. For example, there will be a "bazaar" at the entrance to the water village, because all the fish we get in the dock area will be scattered through the bazaar. A "blessing tower" is set up at the end of the entrance, because the villagers are in the habit of offering sacrifices to thank their ancestors for their protection when they get home. At the same time, an area called "Waterwheel Bamboo Forest" has been set up to shape the college of red pandas with a more leisurely atmosphere. In addition, the mountain road home route, because it is relatively steep, so you have to cross the single-log bridge, and then

come to some outposts, through layers of checkpoints in order to return to the central square gathering point.

Therefore, these designs focus more on storytelling, and the scene triggered by the story itself is convenient for us to arrange each scenic spot area relatively reasonably, and at the same time bring this kind of scene association. This can help us to enrich some of the details of each space. For example, the entrance to the shipyard, the building facade of this scene will be relatively old and popular, and when it comes to the location of the Panda Academy, the painting style will appear relatively clean and elegant, while the mountain road home is relatively cold.

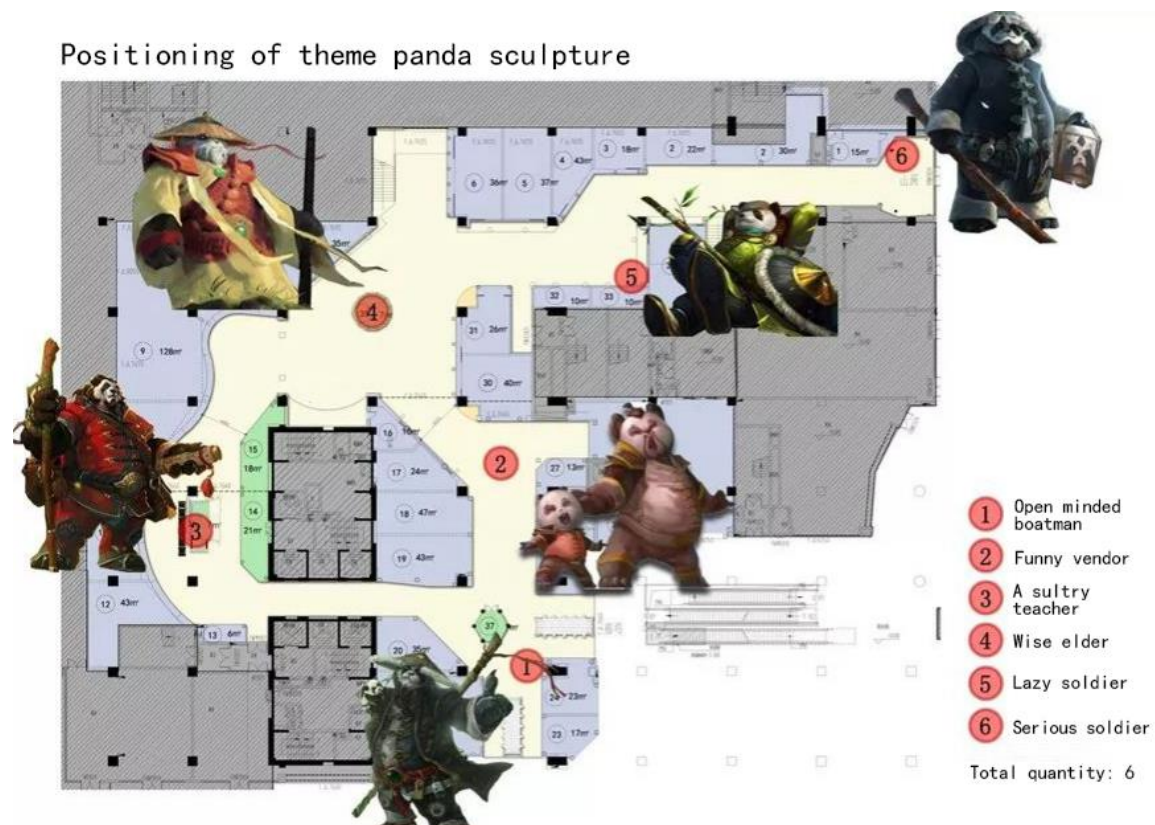


Figure 2 The picture shows the plane of Wuyue Square in Chengdu.

In addition, there will be corresponding IP characters involved. Some characters with emotional characteristics will be set up according to each scenic spot just mentioned, for example, there will be open-minded boatmen at the entrance of the water village, some very funny and funny vendors in the bazaar, an unsmiling coquettish teacher on the other side of the school, wise elders in the central square, and lazy or cold soldiers guarding the gate at the entrance to the cave. In fact, most of the extension of the story is the accumulation of life scenes, which is relatively recognized by Party A, because there is not much discrimination in the setting of this scene, that is to say, as long as it is reasonable, Party A will generally accept it. And they prefer to see how you create this scene. However, if Party A does not agree with the so-called storyline, the future design is lack of basis.

2.3 Scene Design of Commercial "Diversified Business": the Design of Themed Space

Diversified economy, also known as commercial display point, is the shape and space produced by design, which is a variety of business points that need to reflect the lease value for

customers to use or interact with each other, such as static or dynamic commodity display, temporary shop for activities, interactive facilities of science and technology, rest area and so on.

Take Chengdu as an example (see "Figure 3"). The common practice of designing such a large volume of Chinese architecture is to use the model of SU to build the full model, which reflects the advantages of three aspects. First, the effect picture cannot fully represent every angle, but now Party A has the ability to clearly see the real effect of the space in the angle range of the non-effect picture through the model of SU. This link did not exist in the past, resulting in Party A unable to clearly understand the specific design of his space. Second, other facades can also be studied within the design team through this software, including some analysis of material, lighting, space or scale. Third, it facilitates the late convergence of our own internal construction drawing team members, in other words, if the model has been made in detail, then colleagues who view the construction drawings can simply complete the construction according to the model measurement. There is no need for the designer to repeat all the details in the form of a manuscript. In this way, colleagues who view

construction drawings can also build a very comprehensive and intuitive 3D scene, which is also convenient for them to draw construction drawings.



Figure 3 The picture shows the panda theme space.

The scope of "diversified operations" mentioned above has actually been extended in the soft decoration design (see "Figure 4"), especially in the soft decoration of the theme street diversified operations. Specifically, this can be a sculpture or not, because in addition to its display function, it must also take into account some other functions. For example, the well-made shape in another project is actually a charging station for mobile phones. For another example, the shape of an earth temple is actually an advertising screen. This kind of styling implements diversification to the end, that is to say, except for the thematic IP characters that do not require diversification, all others must take into account the role of interaction or management. At the same time, we will also provide Party A with some suggestions, such as providing special booths with some non-governmental charities. In addition to adding points to the characteristics of the project, this is more of a protection and inheritance of local intangible culture.



Figure 4 The picture shows the real scene of Wuyue Square in Chengdu.

3. CULTURAL VISUAL DESIGN OF CHARACTERISTIC THEME COMMERCIAL STREET

New business brings new scene and new trend. One can't get to a new place by following the old road, and you must have a new concept to sell secondhand goods. In business, either door-to-door service or high-quality in-store service is provided. In the era of mobile Internet, it is necessary for consumers to experience one scene step by step in similar fields. Characteristic theme commercial street scene construction inevitably needs cultural visual design. Commercial scene construction can be divided into five product series: real estate block packaging, stock commercial reshaping, shopping center beauty, small town commercial scene and public space creation.

3.1 Unity of Architecture and Cultural Atmosphere

Many creative commercial streets, such as Nanjing 1912 and Shanghai Xintiandi, are old urban renewal projects, retaining the original architecture and culture. On this basis, the creative transformation of the commercial street has also become a typical successful case, and their architectural style is consistent with the culture of the region. Shanghai Xintiandi is the only way for foreign tourists to travel to Shanghai (see "Figure 5"). As an exclusive place to experience small life and a base for foreigners living in Shanghai, white-collar workers have preserved 23 natural neighbors. It turns out that more than 70,000 people have become the "living room of the city", which has changed from the transformation concept of "yesterday and tomorrow to today" to the stone ancient architectural elements with Shanghai characteristics in the bad living environment. Shanghai Xintiandi continues to evolve in function and retains Shanghai-style cultural heritage culturally. In layout planning, Xintiandi is divided into Beili, which retains mainly Shikumen old buildings, and Nanli, which accounts for 60% of the area and supplemented by Shikumen architecture, which mainly reflects the characteristics of the times. The area accounts for 40%, which shows the consistency of architecture and culture. The collision of culture and fashion inside and outside the door gives Xintiandi a distinctive spark as a living room-style commercial street. At this point, Xintiandi seems to be swept by a cultural effect, on the basis of carrying forward the local culture, but also ushered in a lot of exotic

customs and fashion activities, such as Paris song and dance performances, Xintiandi 2008 Fashion Autumn and Winter Fashion Exhibition and other artistic activities.



Figure 5 The picture shows Shanghai Xintiandi street.

Similarly, the architectural style of Nanjing 1912 is basically the same as that of the ruins of the presidential palace (see "Figure 6"), with green bricks with white cracks and no sense of grandeur. These designs hold the banner of the culture of the Republic of China and create a creative leisure commercial street with both cultural and historical heritage and fashion.

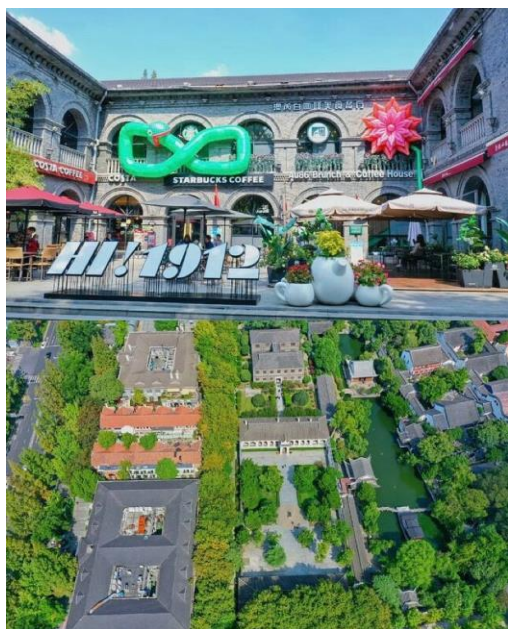


Figure 6 The picture is "Nanjing 1912" block.

3.2 Unity of Landscape Elements and Culture

The landscape is like sending a series of fresh oxygen to the city as red blood cells, injecting new

vitality into the city, its importance is self-evident, the same landscape in the shopping mall location is also different, Shanghai Meira City No. 5 Street formed the streets of Japan. Every landscape factor here includes the packaging at the bottom of the bathroom and layers of small water cups. In fact, they all take the Japanese thought of "Zen" as the center to create a quiet environment, and the cultural atmosphere created by landscape elements is the same as that of Ikea furniture to create "at home" through humanized experience service. First, through the marketing means of buying after experience, we can bring warm feeling to consumers and create a perfect and comfortable way of shopping. Similarly, the design of landscape sketches should first intuitively convey to people the culture they want to express, and then have such a culture to create an atmosphere and feel the whole commercial street.

3.3 Business Theme Achieves Cultural Atmosphere

According to statistics, the total business volume of the London Mall increased by 13% during the Olympic Games. During the Spring Festival of Beijing Wangfujing on the 7th, the turnover of Chinese photos, Dalian hairstyles and Wu Youtai Wangfujing teahouse increased by 36.51%, 11.80% and 9.94% compared with the same period last year, indicating that businesses are very popular in specific cultural themes. The specific cultural theme day is the theme cultural festival of businessmen has also made great efforts in creating the crisis, and the cultural theme street must have its own cultural orientation. The commercial street formed by the characteristic cultural orientation still has the leisure, entertainment, shopping and other functions of the general commercial street, but it is unique in the commercial characteristics.

3.4 Background Music Achieves Cultural Atmosphere

At night, in the streets of Nanjing Road, there is always a song that can show the sweet music of the saxophone, adding romantic and warm color to the whole shopping mall. Comfortable music, like a beautiful environment, brings people a comfortable and happy mood and makes them enjoy shopping. Basically, all businesses have specific "street music", and all shops choose elegant music, which is a stable and noisy commercial street, which makes tourists feel at ease and reduces the noise

decibels of the whole environment, creating a quiet and comfortable atmosphere. In addition, every Christmas and Spring Festival, "Merry Christmas" and "Happy New year" can be heard, conveying a strong festive atmosphere. For example, Tianjin holds a music festival with its own characteristics and creates a music-themed commercial street in Tianjin.

3.5 Local Cultural Achievements Cultural Tourist Attractions

While "stimulating domestic demand", the creative commercial street is also gradually implementing "opening up". Slowly, the local commercial street has become a commercial street in the world. Such a good reputation is mainly due to the local culture, such as the Kuanzhai Alley in Chengdu. In Kuanzhai Alley, which has distinctive regional characteristics and a strong historical atmosphere, cultural-based commercial elements have been implanted, which makes the commercial life of old Chengdu fully displayed. Visitors can feel the scenery of folk life in old Chengdu, and feel the so-called "most Chengdu". In the word Kuanzhai Alley, "Zhai"(narrow) signifies a carefree life, while "Kuan"(wide) represents the memory of a comfortable life. The carefree and comfortable life attitude of running water is the essence of Chengdu people. Wide lanes and narrow lanes include wide lanes, narrow lanes and shaft lanes, which represent different living conditions, functional positioning and target customers. Name the alleys with different rhythms of life and integrate them into the life of Chengdu people, so that the commercial street and life can achieve mutual integration.

4. CONCLUSION

In short, the development of the commercial street is inseparable from the cultural atmosphere, culture is the soul of the commercial street, is its fundamental spiritual support. The cultural atmosphere of creative shopping street is a kind of existing culture with certain history that can reflect distinctive characteristics. The commercial street, no matter in which form it exists, should use the above means and methods to solve the existing problems of the commercial street, so as to achieve the best effect of creating the cultural atmosphere of the creative commercial street. It must be understood that the theme commercial street design that can perfectly combine commercial soft

equipment with commercial creation to launch an independent IP brand and form an innovative and outdated theme is the foundation of commercial street design.

AUTHORS' CONTRIBUTIONS

Jingwen Yuan is responsible for writing the manuscript, making experimental design and drawing renderings, Longlong Zhang contributed to revising and editing the paper.

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