



Design and Application of Green Materials in Thematic Beauty Space

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Abstract. The application of commercial aesthetic design in space has become a kind of normality. It has become a reliable marketing strategy to create spatial images with multi-dimensional design aesthetics from various thematic Spaces. However, the problem of waste of materials and resources is also followed. In the pursuit of fashion beauty, green materials should also be considered as a necessary aspect of design. This paper will combine the current situation of commercial beauty, green environmental protection materials will be used in beauty design, on the basis of space aesthetics, to meet the concept of sustainable development.

Keywords: Exhibition design · Aesthetics design · New Year's theme · Green material

1 Introduction

In order to make shopping more fun for consumers, the design aesthetics of public space in shopping centers are becoming more and more important. Thematic beauty design is a unique way to create commercial space. In the current society with the rapid growth of material and spiritual needs, consumers' higher level emotional experience has become the development direction of beauty, beauty and beauty [1].

Thematic exhibition design has a certain cultural connotation, can satisfy people have spiritual needs, it put forward the overall design of the Chen design requirements, not only should have reasonable aesthetic space, improve the experience link, conform to the design of various topics atmosphere connotation, but also conforms to the contemporary sustainable development view, while satisfy the spatial expression of aesthetic design, At the same time, the concept of environmental protection throughout the design. Environmental protection materials are particularly important in thematic beauty design. They play a positive role in the reuse of space facilities, the development concept of commercial space and the transmission of brand values.

2 Analysis of Current Situation

2.1 Design Status Analysis

At the beginning, the theme activities of foreign shopping malls were mainly the traditional Christmas and Halloween, while in China, it was the Spring Festival and Mid-Autumn Festival. With the development of The Times, the theme of shopping malls is

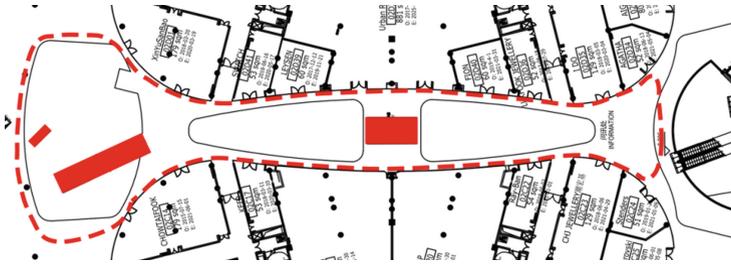


Fig. 1. Design red line

gradually regardless of the influence of countries and regions. Especially in recent years, in addition to several traditional Spring Festival, Mid-Autumn Festival, New Year's Day and Qixi Festival, the theme activities of shopping malls in China also include foreign Christmas, Halloween, Valentine's Day and so on [2]. In order to compete for benefits, improve the visibility of the mall, stand firm in the industry, plan a variety of theme activities to promote the development of the mall, so the mall theme beauty space rise along the way. Major businesses in order to attract more consumer groups, stimulate consumption, seek profit, relying on a variety of thematic activities to develop marketing strategies. Marketing activities are various, but most of the thematic space is only based on visual aesthetics, with the help of the visual effects of space to attract people's attention. However, due to the characteristics of The Times, cultural background, regional elements, folk customs and other factors, space aesthetics should be with the help of materials, color, space form, function, display, cultural connotation to improve its aesthetic identification.

2.2 Project Overview

The design content is the beautiful space of Wuhan IKEA Year of the Tiger Flower Market. The design area is located in the IKEA atrium, and the whole is a long and narrow space with a total area of about 1800 square meters (Fig. 1). The flow line of people in the mall is subtly divided into two ends of the mall. The flow of people in the atrium is small, but there is a high flow of people in the two exits of the atrium. On both sides of the site, there are neatly arranged merchants. During the design process, sufficient pedestrian passages should be left on both sides of the shops. At the same time, the design height should be kept below 5 m, so as to provide a good visual experience for visitors upstairs. The overall design is based on the business concept of vitality, enthusiasm and sustainability, and also needs to meet the theme connotation of "flower" and "tiger" in the New Year.

2.3 Existing Problems (Fig. 2, Fig. 3)

It is not difficult to find the following problems in the design finished products in previous years: 1. The display of beauty and Chen is single, and the furnishings materials are not recycled. Shopping malls in order to attract consumers, excessive modification of beauty



Fig. 2. Wuhan IKEA Beautiful Year of Ox Chen Installation (Figure source network)



Fig. 3. Wuhan Ikea Year of the Ox Market (photo source network)

Chen to create the atmosphere of shopping malls, the beauty Chen design performance connotation is often insufficient, one-sided pursuit of formal beauty, excessive use of exaggerated visual effects, not only time consuming, labor, but also waste of materials;

2. Lack of cultural connotation. Shopping malls pay attention to the building of the sense of New Year form, design elements are limited to the use of traditional lighting, decorative colors, and ignore the theme of the year of the Ox cultural connotation, so that the Chinese traditional zodiac cultural year lost connotation and representation;

3. Single function and form. In terms of the function of the theme space, the shopping mall is just a place to punch in and take photos, which lacks the overall atmosphere and experience of the shopping mall. In the form of flower market, the appearance of traditional Chinese market is also adopted, which has a low recognition.

3 Design Strategy

3.1 Expression of Material Beauty

The combination of materials with the same texture. For example, the use of acrylic board, PVC board, endurance board, in the material expression of the same theme, the

use of the same texture material combination can enhance the visual unity of the theme to enhance the overall sense, but the combination form is also easy to lack of change. Therefore, when the same texture material is combined, most of the same material will be different, such as color, shape change, to enhance the sense of visual hierarchy and diversity.

The combination of materials with similar texture. For example, the combination of cardboard and PT board, Pet curtain and coated advertising paper, etc. The combination of similar materials plays the role of intermediary and transition in visual effects. When applied, it often gives people repeated visual effects, which is easy to leave a deep visual impression on consumers.

Contrast the combination of textured materials. For example, metal and fluff, wood and cloth, paper and polymer materials. Although the texture of contrast materials is different, they can cooperate with each other to produce the effect of mutual foil, and it is easy to achieve a harmonious effect when shaping the overall texture of the space [3]. As long as one of the materials is used in a large area, and the other several are used as auxiliary materials, you can make the materials match well. A variety of materials can be selected in the public space of the shopping mall, which makes the whole space more hierarchical and rich in visual effects.

3.2 Expression of Functional Beauty and Spatial Form Beauty

The single form of spatial form is difficult to arouse the interest of consumers, and will lead to the monotonous and inflexible spatial connection. Therefore, in the same horizontal plane, visitors can communicate with each other in different Spaces, forming a state of integration and transparency between Spaces [4]; In the vertical spatial sequence, the fusion and connection between the upper and lower Spaces are formed, and visitors can feel the light and air circulation between the upper and lower Spaces, resulting in a strong sense of longitudinal space.

When visiting shopping centers, consumers like a relaxed and cheerful atmosphere to get physical and mental relaxation, so the fun of the function can well arouse resonance. Collocation and reorganization are the most common expressions of contemporary shopping mall beauty and Chen design. The location of each functional space in commercial space must be based on their respective functional characteristics and mutual relations to carry out the overall setting [5], commercial area space is the end and sublimation of experience; The public area is the prelude and climax of the experience, and the entertainment area is the catalyst of the experience. The environment of public space has different shapes, areas and sizes. The design of Beauty and Chen should make artistic treatment of these physical Spaces, fully express the atmosphere of large shopping malls, give consumers the best visual experience and psychological feeling, and meet the functional needs of theme space.

3.3 Expression of Cultural Connotation Beauty

More and more businesses gradually realize that what they sell is not only a commodity, but also a concept, which is to provide customers with a lifestyle with cultural connotation [1]. Designers can carry out creative collocation of various elements according to their

understanding of the cultural connotation of the theme, thus improving the overall quality of the commercial space, allowing consumers to shop in a comfortable atmosphere and adding joy of life. These popular theme cultural exhibitions can not only bring traffic to the shopping mall, but also have ornamental, entertaining and interactive properties. They allow people to blend in, enhance the tour experience, increase consumers' awareness of the brand and image of the business environment, and also improve the revenue of brand owners and shopping malls to the greatest extent.

4 IKEA New Year Flower Market Theme Space Aesthetic Design

4.1 Theme Design

The Tiger is the king of beasts, and the combination of tiger and flower is another wonderful experience. The Year of the Tiger is the most easy to associate with the tiger brave, fierce image, its combination with the New Year flower market, change its traditional image, to the characteristics of children naughty as a starting point, to shape the child naughty little tiger image. Focus on the performance of the New Year's rich colors, warm colors to convey the festival of the Spring Festival to consumers. In the selection of design elements, paper gift boxes, polycarbonate tiger, flowers, paper fake flowers and cloth fake flowers are given priority to, the overall tone is warm yellow. Through the adornment of the lunar New Year gift to reflect the theme of the Spring Festival market, and expand New Year family phase set relevant to the subject matter, the old gate, tiger kingdom of word games, gifts, tiger tiger flower market, flowers stage, Tiger Woods, a power form a complete set of the theme plot experience and display space, promote the whole market of aesthetics in the New Year.

4.2 Space Layout Design

The original site is a long and narrow shuttle-shaped area. In order to meet the specific use needs of the space, the actual design area is a rectangular corridor about 90 m long and 5 m wide, and the ground paving design will produce a certain extension to meet the shuttle-shaped area. The overall space is divided into four areas: the entrance activity area, the game experience area, the market area and the stage display area from southeast to northwest. In order to ensure the continuity of the tour in each area, sufficient space is left in the design area and on both sides. At the same time, the furnishings and floor tiles guide tourists to fully experience the whole tour line (Fig. 4).



Fig. 4. Overall plan (author's own drawing)

4.3 Spatial Theme Design

In terms of spatial expression, the design is carried out in combination with the elements of the theme, and the aesthetic effect of the space is constructed according to the materials, functions, spatial forms and cultural connotations proposed above. The whole flower market enriches the visual effect through the collision between materials and colors, materials and shapes, and reflects its aesthetic connotation through other spatial design features.

In the beautiful design of the entrance area, the “garland” made of PC material and the “gift box” made of cardboard are designed respectively. The whole scene is superimposed to make consumers placed in the space (Fig. 5). The garland door gives people the feeling of parting with the old and ushering in the new. Flowers and styles that are easy to move are placed between the garland door, with gold as the main color, which is easy to identify, guide and appreciate. Walking through the golden garland door, accompanied by a flash of tall flowers, gives people a sense of joy to get rid of negative emotions and welcome a new future.

The design of the game experience area focuses on interactivity (Fig. 6). While viewing, consumers can also experience the game through multi-dimensional senses



Fig. 5. Entrance area (painted by the author)



Fig. 6. Game Area (drawn by the author)

such as touch, close viewing and word games, which enhances the interactivity of the design. In this area, the IP images of the Year of the Tiger and various gift boxes of the Year of the Tiger are rhythmically distributed in the space, creating a happy atmosphere of the gift kingdom and stimulating consumers' sense of touch. In the building block hut, which is composed of paper and environmentally friendly plastic, each block displays a combination of flowers and tigers. Some of the concrete IP images are set in the lower area, which can attract consumers to take photos with them and enhance the interaction of exhibition design.

The beauty and Chen design in the market area focuses on participation, so that consumers can buy their favorite flowers while watching and have a short rest at the gift box pavilion in the middle of the flower market. All stalls are modular in design, with paper square boxes and bright sunlight box freely combined to meet the needs of all kinds of flowers. The installation at the end of the flower market is a combination of tall flower shaped balloon plexus made of soft PVC cloth and tiger rocking chair made of acrylic material to increase the sense of children's fun experience. Both areas focus on atmosphere building. Different beauty and Chen designs are set in each area to disperse consumers' activity areas in the large shopping center, thus constituting a three-dimensional and story-themed beauty and Chen design (Fig. 7).

Flower in the stage design pays attention to the formal beauty, through the ground "pvc" material flowers to stick with the surrounding elements in the new device, to



Fig. 7. Market area (author's own drawing)



Fig. 8. Market Area (author's own drawing)

highlight the central stage of visual effect, whole space colour and rich elements, visual perception, stage with large areas of orange tone jumps out from the space, become a visual focus, enhance its display effect (Fig. 8).

4.4 Integrated Material Data Analysis

In the selection of beauty materials, the concept of environmental protection is taken as the core, and the application of green materials is emphasized. As a short-term commercial display, beauty and aging in shopping malls has a fast iteration speed, and related beauty and aging facilities need to be easy to make and recyclable. With the rapid development of design aesthetics today, environmentally friendly plastic and paper materials have better usability, plasticity and recyclability [6]. As a green material, it will have a broader development space when applied in the beauty and aging space. The use of green materials in this design is mainly paper and plastic for modeling design, steel, wood as structural support, cloth, film fibers as auxiliary decorative materials, with its high utilization value, high recyclability of green material characteristics, to complete the layout of the beautiful Chen space.

Based on the use of main materials, the design related consumables data are as follows:

type of material	name	proportion%	use
plastic	PC endurance board	13.20%	Shelf, beautiful display device
	pvc board	6.80%	finish
	Bright sunlight panel	6.70%	display box
	Acrylic cast plate	7.60%	seat
	Honeycomb Sun Panel	1.90%	Meichen installation, display box
	pvc film	4.50%	ground paving
	soft pvc fabric	7.40%	Styling Balloons
	Polyethylene fabric	0.60%	fake flower
paper material	kt board	1.30%	Information display
	cardboard	6.90%	Finishes, Gift Boxes
	paper fiber	2.80%	storage box
	corrugated paper	3.20%	gift box
	Containerboard	0.50%	Mei-Chan device
wood	Coated paper	6.60%	finish
	wooden square	6.80%	structural support
	board	1.30%	Shelf
Metal	steel wire	2.40%	Tensile support structure
	steel frame	8.20%	structural support
	mirror stainless steel	3.10%	finish
	copper wire	1.40%	cable
others	fabric	2.50%	decoration
	flowers	3.10%	Showpiece
	balloon	1.80%	decoration
	Glass	0%	Multipurpose

5 Conclusion

Green materials in commercial beauty design can also be widely used in fashion design. Their environmental protection value and utilization value can also play an irreplaceable role in promoting the development of beauty design and promoting sustainable values. The use of green materials to design rich aesthetic images can not only guide consumers'

aesthetic perception, but also promote the dissemination of humanistic themes in shopping malls, thereby driving economic growth and enhancing urban vitality. The design of modern beautiful space can be considered from the following perspectives: (1) the rational use of new green materials; (2) aesthetic sensibility of space design elements; (3) the cultural connotation of space aesthetics; (4) the novelty of the form of space aesthetics. In addition to the multiple functions of recreation, appreciation and evaluation of consumers, excellent aesthetic space can also guide the improvement of consumers' aesthetic concepts. But more importantly, based on the concept of sustainable development, the reasonable use of green materials for design. In the rapidly updated beauty and aging space, how to recycle old materials and form new design content will become the content that designers focus on thinking.

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