

## Visual · City's Color Design Management

### ---Taking the studying of Wuhan city color as an Example

Shu Zhang<sup>1</sup>

School of Urban Design at Wuhan University,  
Wuhan City, Hubei Province, China, 430000  
Dc5349@126.com

Jun Li<sup>2</sup>

School of Urban Design at Wuhan University,  
Wuhan City, Hubei Province, China, 430000  
Dc5349@163.com

**Abstract**—With the rapid development of China's modernization construction, the planning of the city's color landscape plays an important role in keeping urban view feature, enriching urban cultural connotation and enhancing urban quality. This paper is based on the visual, the color and urban environment creative view. It is necessary to design urban color plan within detailed plan because of the complexity of the color itself. It's also essential to develop the method for urban color landscape is an important part of city aesthetics to promote the level of urban construction. To sum up, this paper takes Wuhan city color as an example. The building color of Wuhan city is divided into central zone, transition zone, diffusion zone, characteristic area, form area, i.e. five regional color partitions. It establishes the main tone of the urban design and builds 50 city building color control area. The paper broaches control rules for the city's color design and administration advice for the city's color design. This study provides a systematic color planning method which can be put into practice.

**Keywords**—Visual; Space; The city's color design; City design; Region

#### I. INTRODUCTION

The visual art, as the meaning is using their eyes to see the art and using their hand to touch the art. It is using some specially materials to make the visual image art. The urban design actually is urban artificial environmental design, or city planning arranged the scale, layout, function for the overall city, part, and detail at the same time, also is the planning design on the landscape aesthetics art. The significance is improving urban construction links, to concrete and construction urban planning, to integrate architecture and urban space environment, to create modern city to meet human material and spiritual needs. This paper explores the intersection and common point between visual and city color design.

#### II. TYPE STYLE AND FONTS

##### A. The city's color design

From 1675 Newton discovered the color of light, human made a substantive breakthrough for the understanding of color. [1] The last century 60's, many European countries think that the concept "people-oriented" has been more and more attention, and the designers pay more attention to people's actual existence and living needs. Combined these

two factors, people paid more attention on color research, especially color environment, urban color design. At the same time, many new technologies and new materials in the field of materials has a very important influence on the color design. City color design is the important part of city culture. In the global cultural convergence of increasing cases of many cities are presented for mining, protection and continuation of the regional culture of the traditional slogan. The representative of French famous color scientist is Jean-Philippe Lenclos, he puts forward the concept of "the geography of color ", and he also thinks that the different geographical environment will have different ethnic, culture, climate, customs and other aspects of the production, will also have different city color performance.

In Europe, many countries have set up their own city color tone, for example, Turin, France, England, Norway, Switzerland, and Spain, and so on. [2] In Asia, Japan is the most advanced on the field of the city color design. In the early 70 century, the city of Tokyo had been done comprehensive color researches on it, summarized "Tokyo Color Research Report", and also put forward the world's first city color planning scheme. Subsequently, 30 of the world's more well-known research institutions and associations of color have been established, such as "the international Association of Color Consultant/Designers (LACC)", "International Color Association (AIC)", "International Commission for Color in Fashion and Textiles", "Japan Color Research Institute". The city color area in our country completed "the China color system research " and "the China color system" in 1993 by Chinese color Standardization Technical Committee. Subsequently, many cities in China also put forward their own city main colors, such as Beijing, Harbin, Guangzhou, Hangzhou, Wuhan, and Chongqing. [3].

##### B. The visual and the architecture color design

"The every country, the every city and village has its own color, and these colors heavily involved in the composition of the body of an ethnic and cultural." [4] The visual art, in a broadly sense, includes traditional fine arts, communication and design arts, architecture and environmental art, folk art, and so on. It is made into the plastic art by a feeling way. The form which is expressed is mainly three-dimensional form. That is, plane and two-dimensional paintings. Another feature of the visual arts is its solidification characteristics. However, the static visual arts can also produce dynamic

effects. The architecture can also call the visual arts because it is closely linked visual. Any art form of construction is inseparable from the visual, inseparable the psychological reactions caused by visual stimulation. Rise the art technology of architectural design to the theory is a visual mental problem. Analysis of a higher level of artistic value, is that the use graphic composition, three-dimensional composition and color composition together, to make the magnificent, exquisite, mysterious and fresh psychological reactions through people's vision.

Architecture art is a new subject. It plays a significant role in environmental planning design and also gives a help to human life to make urban planning more humane as well. So architecture art is a good form of visual art. Architecture color design can achieve the desired results by sophisticated design, building materials and color of choice. This is a comprehensive and the complexity of work. The designers can extract naturally from the surface of materials and colors. This element can be used flexibly into the architecture color design.



Figure 1: Natural extract from the surface of the material color  
Resource: [5]<Word Architecture> 2003.9

### C. Urban regional cultural is the source of the cities beauty

"Region" is a broad word, and there is no specific definition of the size range. [6] A region may be a country and a nation, a number of countries and a nation, or a country and a number of nations, or even a country and includes a number of areas. Regional culture contains a lot of different systems and different characteristics cultural heritage. It includes the basis for the different cities beauty. A landmark building with the national tradition, the local characteristics and the time spirit, plays an important role in the city regional cultural and the geographical and cultural appearance. Even for the city's pride from the general public, the cohesion will have a tremendous positive effect. It is the crystallization of the bygone era of environmental art, is the reflection of embodiment of the historical context and cultural characteristics. It has the important aesthetic significance for city space form. In today with highly developed technology and information, the convergence of

the local culture is the growing up. If you do not pay attention to local issues, the city will lose features and characteristics of the city. After the opening up, China's urbanization process is very fast, but the city similar is more and more serious, the recognition of inter-city is not very clear; there is a more serious feature of crisis. Urban design is an important contact method of overall urban planning and the single building environment, and is more and more important to the formation of the city's character. So how to reflect the regional for urban design, to create a modern local style characteristic, which has become an important issue in today's urban development.

City regional cultural color should grasp the critical, historical and heritage substances such as the city spirit, folk custom, religion. For example, the expression form of Tibetan religious culture and colorful forms is the regional culture of Tibet. The Chinese landscaping painting is the Zhejiang regional culture. Nowadays, the traditional city color is a part of regional culture. It transfers with the people's appreciation of the beauty. Therefore, the urban regional color is one aspect of constructing urban collective memory. The inheritance and protection must be used in a positive way, to give the city a new life. It is the combination of traditional color and modern technology, using new technological pattern construction and display pattern to express the construction regular and way. This change is a new variant. Only grasp the profound understanding for the related elements of original city, it can create new color form based on this.

### D. Wuhan city color

#### 1) Current situation analysis.

Wuhan city is located in the middle reaches of the Changjiang River. The Changjiang River, Han River through the city, city appears three group pattern which are Hanyang Hankou, Wuchang. In recent years, with the development and construction of city, Wuhan city appearance change rapidly, city landscape color more diverse. However, because of our past city color study in city construction is not enough and resulting in a number of problems: Firstly, the tone of color is not uniform, resulting the confusion of urban color. Secondly, the visual of urban color is severely polluted. Thirdly, the logo of urban color is not strong, not easy to identify.

#### 2) Wuhan city color planning.

City color, especially the city building city color is an important content of environment landscape. Therefore, Wuhan city building base color planning and management, must be incorporated into the city overall category to consider, especially with the 2000 establishment of the Wuhan City create a landscape garden city environmental landscape planning phase matching. According to the landscape planning landscape classification principle, the Wuhan city building color is divided into five regional color partitions: A central zone, transition zone, diffusion zone, characteristic area, form area.

### 3) Recommended chromatography

Control and guide the technical framework of the Wuhan City section of architectural color landscape is an important task of management in Wuhan city color planning. Wuhan city is divided into primary and secondary 50 cities building color control area, color landscape nodes and city color interface control, and put forward the guiding city construction color management content. In order to better management of these color landscape distribution, only in these buildings were declared construction of time and reformation later, strictly in accordance with the recommended chromatography color scheme to implement, to achieve specific section of color and Wuhan city overall color, to have the unity and change principles in architecture color, city landscape, texture elements.

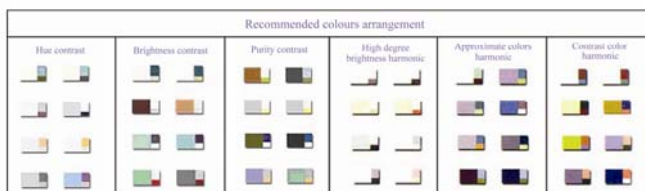


Figure 2: Recommended colors arrangement  
Resource: [7]

### III. CONCLUSIONS

Since 1970s, many foreign and domestic scholars and research institutions have done quite extensive and in-depth

research and practice about city color. In China, the color design has been seen as decoration by the majority of consumers and designers. Our research is based on western color system and is aimed at providing reference for theory. In last 20years, although we have certain breakthrough in the study of strength and depth of city color, we are just concentrated on the individual construction at the microscopic level, and lack the macroscopically system research from the angle of the city. Therefore, during the period of rapid expansion in modern China, from the visual angle of view, from the city view, from a macro point of view, we need control and guidance to the city color. In a certain range of guidance, the city color can achieve harmony, which from two levels represents the city style and features which consists of the visual aesthetic and regional culture.

### REFERENCES

- [1] Paul Chi Lansky, Mary Part Fisher, "Color Introduction," Shanghai: Shanghai People's Fine Arts Publishing House, 2004, pp.43-49
- [2] Jiaoyan, "The building surface color and design," Beijing: Technology industry Publishing. 2001
- [3] Yanshuxin, Zhengzheng, "The color guide of city design --- The studying of the city centre in Wenzhou," City planning review. 2003(4).pp.61-65
- [4] Jean-Philippe Lenclos, "The Geography of Colors," AIC Color .pp.97:887
- [5] "Word Architecture," Word Architecture Press, 2003 (9)
- [6] Gongxia Yang. "The visual and visual environment," Shanghai: Tongji University Press, 2002
- [7] Chenwen, Wangtao, Chonglei, "Creative "multi-harmony" city color environment," City planning review. 2004(12)