

Applied Research on cultural elements in Interior Design

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Abstract:

Culture is the soul of design, is the foundation of personality. Cultural bearing plant with a long history, blend in indoor design, evoke memories at the same time, appreciate the inheritance of culture. However, under the background of globalization, with the development of social economy and culture with local characteristics were destroyed gradually, interior design is losing its personality, lose their own cultural characteristics. This study first analyzes the characteristics of cultural elements; Then sort out the development of cultural elements; The last part in the design practice, the reasonable use. Through practical cases, it further explains the contemporary value and inevitable limitations of cultural elements in interior design.



Figure 1. Chinese cultural elements decorate the storefront wall (Source: Photographed by Jin He)

1. Introduction

For thousands of years, countries and between countries, regions and regions, different cultural ideas that makes different culture. Culture is like the "name card" of a region, showing the overall cultural and ecological environment of the region. With the improvement of people's requirements for living environment, the call of "reconstruction" and "beautification" rises one after another in modern interior design (see Figure 2). However, in the process of continuous reconstruction and beautification, part of the design with unique historical memory and local culture is constantly replaced. Those isolated design Spaces separated from local cultural elements are difficult to truly integrate into people's lives. In contrast, feelings in memory resonate in people's hearts. To ignore regional culture is to ignore the spiritual sustenance and cultural belonging of the region. When the sense of identity and belonging to regional culture is lost, there is no way to find cultural inheritance. Yu Kongjian wrote in *The City Needs a "Bigfoot Revolution"* that "A culture is the lower culture, full of local flavor, it is invisible and rarely seen in history textbooks, but it is they that understand the art of survival and create a real and vibrant real world (1). Interior design with regional cultural characteristics not only continues local culture, but also condenses the wisdom of local people in their long-term life and work. Space on modelling unique local characteristics, the use of the function is also more in keeping with the aesthetic need of locals (figure 1).

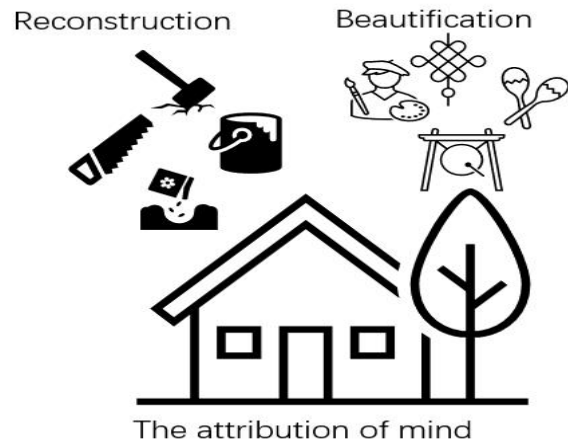


Figure 2. Analysis of human ecological environment (Source: Draw by Jin He)

1.1 Research purpose

For a long time, interior design is always around the "people-oriented" concept. From the beginning of the design, it gives consideration to functional comfort and convenience. But the function is all ready, convenient and quick, not in the core elements of people-oriented, in accord with basic needs at the same time, more should pay attention to humanistic care in the design. Humanistic care is the attention to culture. The design of the interior space is a display of cultural context. Follow the concept of cultural empathy, both need to conform to the function, and to be able to show distinctive cultural features, which combine together in material level and spiritual level, greatly optimize the experience (figure 3).

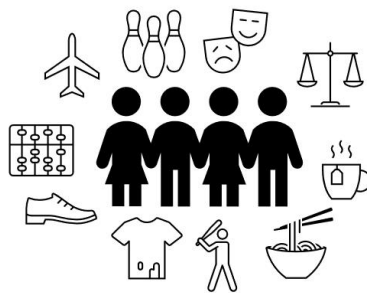


Figure 3. People-oriented concept sketch (Source: Photographed by Jin He)

1.2 Research significance

In February 2016, General Secretary Xi Jinping of the People's Republic of China, in his important instructions to further promote the construction of new urbanization, in addition to continuing to emphasize the development concept with five development concepts as the core, he also emphasized that "more attention should be paid to the livable environment and heritage

of historical culture, and more attention should be paid to improving people's sense of gain and happiness. We should follow scientific laws, strengthen top-level design, promote relevant supporting reforms as a whole, encourage local conditions, highlight characteristics, bold innovation, actively guide the participation of social capital, promote the communication of sustainable and healthy development of new-type urbanization with Chinese characteristics, and return to the essence of people-oriented issues "(2). How to retain cultural elements in the design and beautify the interior space while continuing the regional culture is the main problem discussed in this paper. "Thousands of cities are the same as each other" and the lack of cultural ecology of cities bring about the lack of cultural understanding and the lack of a sense of belonging to their homes. This deficiency also makes the designers' attention gradually shift from blindly chasing avant-garde style to how to construct the communication between modernity and history, as well as the communication between interior space and humanity (Figure 4).

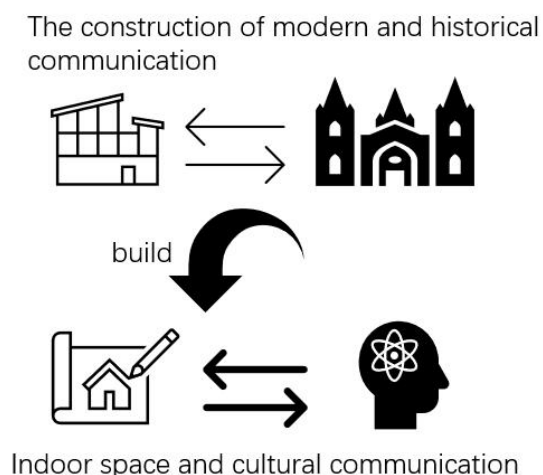


Figure 4. Communication between interior space and humanity(Source: Draw by Jin He)

1.3 The research status

For indoor beautification and reconstruction of the space, should be, in accordance with local cultural characteristics, fit human demands on the basis of. Taking the Suzhou Museum designed by leoh Ming Pei as an example, the collection blocks and surfaces in modern design connect the white walls and gray tiles of Hui-style architecture, which perfectly connect classical architecture and cutting-edge design (3). From the point of view of architectural design, Pei's design is also very controversial. For the application of regional culture, Wang Shuo takes the architectural texture of the city as the starting point (4). The interaction of traditional culture and modern design and connection, more reflected in the architectural design, interior space design is rarely toward cultural regression. Application of cultural elements, is a process of extraction,

divergence and creation. At present, in the interior space design form, add the regional culture elements, simply to the local traditional architecture and indoor space for grafting; The process of extracting cultural elements into application has not been studied (Figure 5).

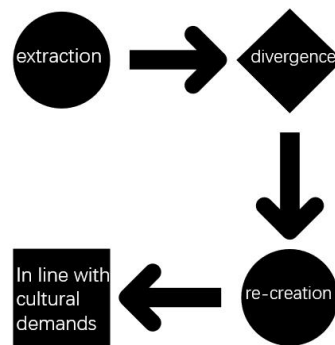


Figure 5. Cultural elements extraction process (Source: Draw by Jin He)

1.4 Research ideas and innovations

Research idea of this paper is to extract the cultural elements to the application process, the first is to interpret the development of the cultural elements. Which in turn is the anatomic reconstruction of cultural elements in interior design. Finally in the actual cases, the first to analyze the brand culture; Elements and elements of text culture, history and culture, fashion culture elements, graffiti culture elements to design; Finally in the case of the actual use of the corresponding cultural elements; And sums up the cultural elements and how to combine modern design concept. The purpose of this paper is to study the application of cultural elements in modern interior space, hoping to grope for to solve the current insufficient cultural elements extraction method of innovation development in interior design for emotion humanities concern.

2. Research on cultural elements

2.1 Types of culture

2.1.1 the characteristics of Chinese culture

- (1) Diversity. The material is extensive, the content is rich, the expression form is also diversified. Have taken from nature, such as chrysanthemum patterns, lotus, five hieroglyphics, etc; For example, living instruments, such as ink, paper and inkstone, Chinese knot and porcelain (Figure 6); In literary creation and present elements, such as dragon, phoenix, unicorns, etc.
- (2) Historicity. China has a history of five thousand years with a continuous culture. Cultural elements as a carrier, is the crystallization of the wisdom of the ancient people.



Figure 6 . 中国文化元素 (Source: Photographed and draw by Jin He)

Culture is a uniquely human phenomenon. The concept of culture. Academic circles have formed various understandings and interpretations over the years. Although different scholars stand in different positions, angles and academic horizons. There are different interpretations of the concept of culture, but basically a consensus has been formed on the concept of culture, that is, culture can be divided into a broad sense and a narrow sense. Culture in a broad sense refers to the sum of all spiritual and material products created by human beings. In the narrow sense, culture mainly refers to the condensation of human spiritual products. The culture we discuss mainly refers to culture in a narrow sense. By traditional Chinese culture, we mean the values, modes of thinking, aesthetic tastes, and codes of conduct with The characteristics of the Chinese nation formed in the course of historical development.

In the long history of the Chinese nation. With diligence and courage, the Chinese nation has created a splendid civilization. With "benevolence" as the core, the spirit of "humanist, caring for humanity" not only includes people's basic sympathy and care for the same kind of life. But all creatures of nature and all love; The ethics of "fairness and justice, sticking to principles" based

on the belief of "righteousness" is an appropriate and should moral code of conduct recognized by the society. To "ceremony" as the content of "respectful respect, etiquette civilization" etiquette norms, to maintain social order and stability. It plays a very important role in promoting people's respect and respect, harmonizing interpersonal relations and advocating civilized manners; The value orientation of "advocating knowledge and pursuing truth" with "wisdom" as the object reflects the respect for knowledge and wisdom and shines on the right path of social life. Guiding the way to truth; The basic morality of "loyalty to duty, honesty and trustworthiness" based on "trust" and the thought of Confucianism on honesty are the important moral resources that we can use to establish credit system, and we should cherish the increasingly scarce resources.

In addition, the harmonious thought of "harmony between man and nature", the way of life of the "golden mean", the spirit and mind of "unremitting self-improvement, social morality", "heaven gives birth to a gentleman, a gentleman manages heaven and earth; The gentleman, the reference of heaven and earth, "the spirit of self-improvement," the spiritual coordinates of "exploring the time of heaven and man, understanding the changes of ancient and modern", etc., constitute the core and essence of Chinese traditional culture. Along with the Chinese nation across the history of thousands of years, become a classic in the treasure house of The Chinese nation's thoughts.

2.1.2 Characteristics of Western culture

(1) From the perspective of artistic creation, they are breaking traditional aesthetics and habits, pursuing style innovation and originality. In addition, they are often highly subjective. They usually reflect the reality with their inner subjective feelings and combine personal subjective consciousness with reality (5).

(2) From the point of view of the objects of expression, it pays attention to the expression of the antagonistic relationship between man and society, nature and self, and highlights the characters and ideas with the works. There is still a certain "irrationality" in the thought, I hope the audience can think through the work, the pursuit of "simplification and simplicity, back to nature".

Since the industrial civilization of western countries began, the development of human society has been on the track of rapid development. The rapid advance of science and technology has brought about a series of profound social changes, and the re-examination of the relationship between man and nature and between man and man. The improvement and adjustment of the social system; The rapid development of productivity; The constant collision of social systems; The influence of different civilizations on each other, all these social and historical realities, have put forward a new era proposition for Chinese traditional culture. Only by standing on the tide of The Times, looking far and wide, and guiding our construction and development with a more advanced culture, can we better realize the reaction of social consciousness to social existence, and can our social development be guided by a scientific theory. Only then can we realize the modernity and times of Chinese traditional culture.

Human culture has always been diverse, and each nation has its own unique cultural form and content. It is the cultural diversity that constitutes the diversity of the world. Every culture

has its own good work to commend. However, due to the historical and limited nature of each nation, each culture has its own limitations. In the context of world integration and modernization. Every culture is inevitably impacted by foreign cultures. So mutual reference, mutual complement and mutual absorption are the only way to enrich and perfect our national culture, and also in line with the basic law of dialectical development of things.

2.1.3 The characteristics of trendy culture

(1) Originality: If trendy culture is the soul, then original creativity is the personality color in the soul, giving the soul more expressive and attractive. Trendy culture is often associated with material consumption. So, the products have fashion culture original qualities, is link and its design. Specifically, the unique and creative, is to become the first condition of fashion culture.

(2) Young attitude: Trend culture is also an attitude, a young attitude. Nowadays, more and more young people want to express their attitude towards life freedom. Trendy culture represents the spirit of young people.

(3) identification: fashion culture have obvious signs, the significant visual identification. People can quickly identify the trend culture of individuals through their costumes and accessories.

(4) short-term: the trend must not be long-term popular, long-term popular must not be a trend. A trend if accepted by the public to become widespread, has rejected its "original" sexual characteristics, become the object of imitation copy, so there will be a new trend. As a result, the trend gradually degenerates over time, and then new trends emerge (6).

Chinese traditional culture is in the process of modernization. The contradictions and perplexities in the following aspects have caused many people to worry and doubt about the modernization of Chinese traditional culture.

(1) The conflict between the economic policy of "emphasizing agriculture and suppressing commerce" as emphasized by Traditional Chinese culture and modernization. In the long feudal society, China formed a self-sufficient small-scale peasant economy based on natural economy and farming civilization. Marx said that the productive forces determine the relations of production, and the productive forces based on the use of iron tools and simple animal forces determine the unbreakable dependence of man on nature. The contradiction between man's limited ability to transform nature and what he needs for survival keeps him firmly fixed in agricultural production. At the same time, for the sake of the country's long-term peace, prosperity and well-being, the feudal ruling class also tried to develop agricultural production. "Food is the most important thing for the people" is an ancient Chinese proverb. It also reflects the absolute position of agricultural production in life. So. All economic components other than agriculture, such as industry and commerce and handicrafts, were rejected by successive rulers. But today's world is open. Economic globalization and the maturity of capital market determine that the industrial components in economic development not only include basic agricultural production, but also include industry, commerce, service industry, trade and other industrial components. The proportion of agriculture in a country's economic development is limited. There is a sharp contrast between the "self-sufficiency" and "small wealth" of small-scale peasant economy and the rapid development of commercial economy in the world today.

(2) The conflict between the value of "valuing justice over profit" in traditional Chinese culture and the maximization of profit under modern conditions. From Dong Zhongshu's "Dethroned hundreds. Only Confucianism "began, Confucianism began in China for more than two thousand years of ideological rule. Confucianism has its own understanding and dominance of "benefit" and "righteousness". The "elitism" advocated by Confucius, "the gentleman is compared to righteousness, while the meaner is compared to profit", has played a very important influence on the formation of Chinese people's values. People only talk about the "righteousness" of Kings, countries and friends, and turn a blind eye to and disregard the "benefit". The result of not talking about "profit" is that the society's material products are poor and limited, which hinders the development of material civilization. Of course, it also hindered the development of spiritual civilization. With the development of modern society, developing economy and creating more and better material products to meet the needs of the masses has become one of the important indicators in the development of various countries and regions. Enterprises and countries provide various material goods to society at the same time. Will also for their own economic interests and product benefits and continuous innovation.

(3) The traditional Chinese culture emphasizes the conflict between self-conscious morality and modernization. Morality is the sum total of the code of conduct that adjusts the relationship between people as well as between individuals and society. It is the spiritual force that relies on public opinion, people's beliefs, habits, traditions and education to function. The thoughts in Chinese traditional culture all emphasize human consciousness and morality. Hope to realize social peace and system stability through moral self-discipline. However, Chinese traditional moral concepts tightly bound people to the feudal ethics, "three cardinal principles and five constant", firmly imprisoned people's thoughts, but also brought up people's legal consciousness and national laws and regulations backward. In today's world and build the relationship between person and person specification, is firmly established in the basis of modern legal system, laws and regulations, it can be for people in the production, economy, family and so on various aspects problems reasonably and effectively restrain and specification, so that the whole society more reasonable and orderly.

(4) The conflict between inflexible ideology and modernization in traditional Chinese culture. Due to geographical factors and economic basis, the Chinese people have formed a firm consciousness over thousands of years. Following the ancient saying, they are content with the status quo, "work with the sun rising and rest with the sun setting", and rarely accept the culture and civilization of other nations and groups. The ruling class has always regarded itself as an "upper kingdom in Heaven", and all other nations are foreign nations. Always regard their own culture as a classic, foreign national culture contemptuous. The masses are used to having enough to eat and to eat. There will be no struggle or denial of the ruling class's power unless absolutely necessary. Serious complacency in the mind creates rigidity in the mind. Compared with the modern cultural movement that actively absorbed the excellent cultural achievements of other nations and eliminated the dregs of its own culture, the traditional cultural consciousness of The Chinese people seriously hindered the ideological liberation movement of the Chinese people.

2.2 The role of cultural elements

Van Watkins's geography and natural history, human history together are tested, by design, lead in planning history into the future, in the interaction of history and modern, building groups of cultural identity (7). Cultural elements in decorating pattern, is mostly made up of symbolic meaning symbols. Mascot form with pattern, design, and vivid, rich poetic, have the feeling of quiet and elegant, and auspicious implies happened to be in among them, thus expressed the people to the pursuit of beautiful and desire. Ingenious use of the design concepts and methods of "borrowing from each other due to the scenery" and "morphing" (Figure 7), through sorting out and abstracting unique modeling elements, can achieve flexible use of modeling elements in interior design works and naturally show their cultural nature. Cultural elements contained in the lucky implied meaning, the same applies to the modern interior design. It is suitable for conveying the design idea of modern people.

A pattern of cultural elements



Traditional elements such as window cuts, screens and partitions are combined with hollow-out carving techniques in modern interior design

Figure 7. "Form phenotype" (Source: Photographed and designed by Jin He)

In modern interior design, window cuts, screens and partitions are combined with hollow-out carving technology to form creative hollow-out carved flower components. As a display, TV setting wall, ceiling, floor adornment modelling of design elements, such as a large number of application in the modern interior design.

Extension through the history of interior design, we can see that interior design as a kind of cultural behavior, its itself is an open system, constantly updated by the impact of the new

concept of technology and development, its connotation and spirit is the results of the national long-term historical accumulation precipitation, is unique to the nation, is also the soul of national style.

2.3 The development of cultural elements

2.3.1 Trend

Cultural elements are the mother prototype of modern design and the most original art, which provides direct design inspiration for modern designers. Therefore, cultural elements are an inexhaustible source of modern design and a fertile soil that cannot be ignored (8).

Although the differences of local localization are gradually assimilated and narrowed, the gap still exists. Therefore, how to reflect the characteristics in their own design has become a difficulty that the design industry needs to face. In order to gain market share, many designs claim that their products are rich in "cultural characteristics" (Figure 8), so as to win praise from consumers. However, culture does not mechanically add elements to products.

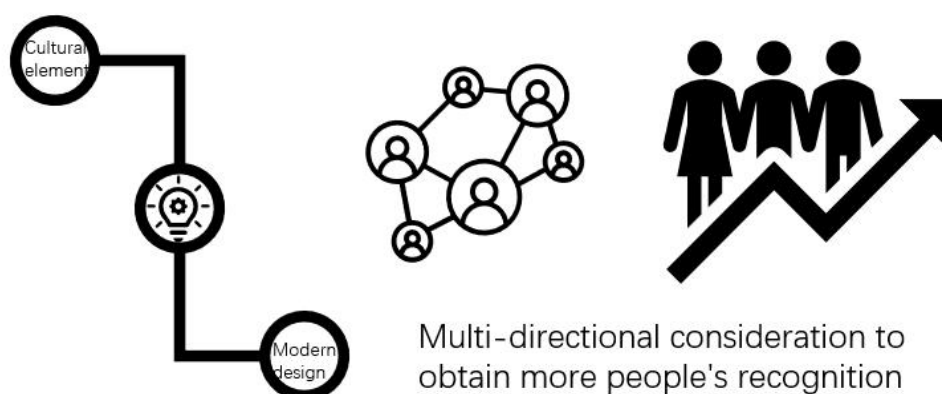


Figure 8. Cultural characteristics (Source: Draw by Jin He)

2.3.2 Current state

Nowadays society is in a transition stage from industrialization to informatization transformation (Figure 9), from the long-term interests to look after, the design must have their own characteristics and style. In order to stand in the fierce market competition in a prosperous position. The trend of art design identity nationalization, can reflect national culture requirements, is the identification of the national culture. To explore the connotation of national culture, national culture and the organic unity of interior design, eventually form their own unique design style, this is the design of the nation, is the current transition period, art design

course(9).

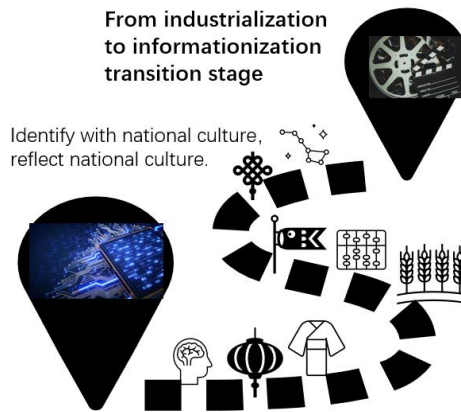


Figure 9. The transition stage of industrialization to informationization transformation (Source: Draw by Jin He)

2.3.3 The future development

Using the characteristic style of cultural elements, to set up the brand to the world, as if to dig a well is oasis. Today's art design should pay attention to long-term development, the development of the brand, this is the art and design development. Have their own style, have their own brands, to have their own characteristics, have their own style characteristic of the way, is the development of interior design (10). The development of Chinese interior design should not only be limited to imitating foreign styles, but should be independently researched and developed, analyzed and designed, and have its own independent cultural connotation, which is the way to long-term development (Figure 10).

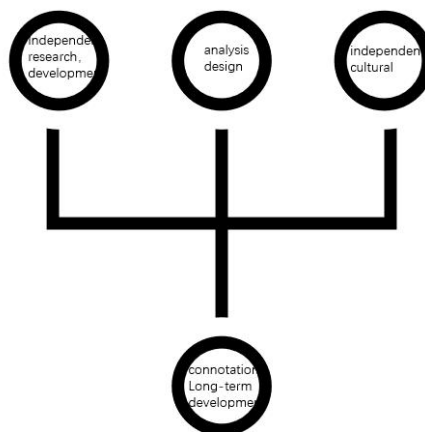


Figure 10. The road to long-term development (Source: Draw by Jin He)

2.4 Cultural elements in design

2.4.1 Classification

The so-called cultural element in art design refers to "the concept of extraction and application of basic cultural positioning and specific cultural symbols" in a specific case of interior design, that is, a simple, profound and representative symbol of cultural elements created after the extraction and concentration of a specific cultural element (11). Generally can be divided into three categories:

- (1) Considerable performing arts, such as dance, drama and various folk performances;
- (2) Considerable painting arts, such as painting, decorative patterns, calligraphy, folk paper-cutting, New Year paintings, facial makeup, etc.;
- (3) Traditional architecture, traditional sculpture and folk handicrafts.

2.4.2 The evolution

Visual elements as a form of art, is also a reflection of human thought and ideology, in the process of its development in general from the following three types of changes:

(1) Evolution of totems

Put some kind of animals, plants or some graphics as gods to worship, to seek the gods bless with supernatural powers, to them it is a totem. People worship totem, hoping to seek god's blessing with the help of totem, and believe that totem can bring good luck to themselves. Such as Chinese worship of "dragon" for thousands of years, in addition to worship of the phoenix, kirin, and other graphics.

(2) Auspicious graphics

Auspicious patterns is the folk proverbs, auspicious language and mythology as subjects, using animals and characters, flower-and-bird insect fish, mountains and lakes, etc. By analogy, a symbol of expression, created art form. Below the design from the Inner Mongolia baotou city planning exhibition hall engineering design (Figure 11), using the characteristics of China's Inner Mongolia region geographical elements, integrated into the design. The unique meteorites and trees in the pavilion are the objects of the exhibition.

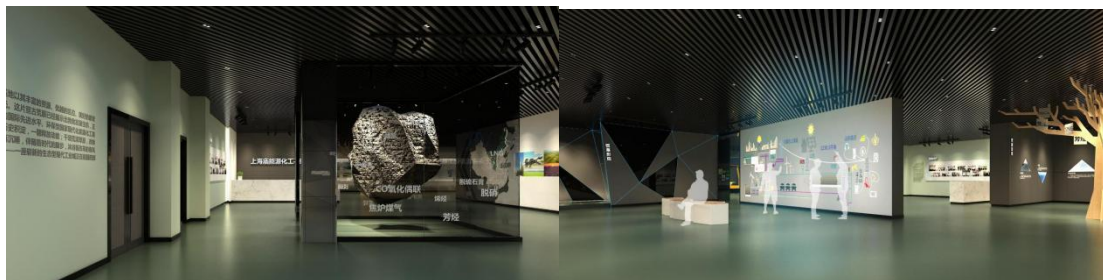


Figure 11. Inner Mongolia Baotou City planning exhibition Hall project (Source: Designed and photographed by Jin He)

(3) Auspicious words

Because the characters themselves are very decorative, the various varieties of characters with some decorative patterns are more interesting and full of connotations. For example, the common Chinese auspicious words are "fu, lu, longevity, xi" four words and with a variety of calligraphy or variant forms can be composed of "100 fu, 100 lu, 100 life, 100 xi" map, often combined with indoor art or screen carving, reflecting the corresponding national art and traditional culture. Folk and use "maxim" four words and graphic form of silver piece together. During festivals on the doors and Windows, to show his happiness and auspicious.

Image design of Beijing Olympic Games, for example, in order to "humanity, harmony, sharing" for the idea, build the artistic conception "XiangYunRuiCai, Shared harmony", the design element is derived from the Chinese culture and folk culture and regional culture in Beijing, constitute the image of Beijing Olympic Games landscape elements of the main body (12).

2.5 Summary

Cultural elements refer to thoughts, morals, customs and habits with certain characteristics handed down from generation to generation, which is a very broad concept. From a static point of view, cultural elements are the sum total of cultures in different periods of society; Dynamically, it also includes those habits, ethics, methods and cultural psychology inherited from the past that still exist in people's hearts and exert influence (13).

3. Cultural elements in interior design

3.1 Analyze

Due to the rapid development of economy and the internationalization of national consumption concept, modern interior design has experienced three changes from practicability, comfort and individuation. Interior design is recognized as an extension of architectural design, and interior design must obey architectural design language. Therefore, the three changes of interior design also reflect the process of continuous improvement and maturity of interior design. In particular, the advent of "personalized interior design era" has brought about great changes in the concept of interior design (14).

Only in the interior design, fully consider the use of cultural elements, can truly improve the concept of interior design. Culture is divided into material level and immaterial level. Material cultural elements, including spatial structure and spatial form, such as planning form, tone, composition texture, material and lighting, etc. (15); The intangible cultural elements include the customs, beliefs, preferences and conventions of the region. The surrounding residents, form the overall cultural forms. Based on cultural forms of interior design, is to extract the corresponding cultural elements, through the special ways and means, and apply it to the design. As shown in the figure below, the characteristic culture of Mongolian nationality is extracted in form and then applied to the design (16). In terms of color, prairie tones are also used (Figure 12).

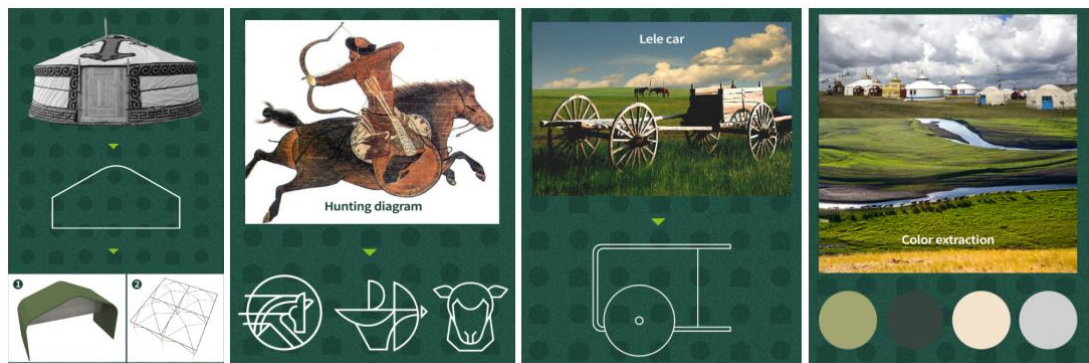


Figure 12. Inner Mongolia cultural characteristics design elements extraction (Source: Designed by Jin He)

3.2 Signified

Progress of human civilization, depends on the interaction of human outstanding culture, because Buddhism was introduced and the rise of the silk road, creating a large number of foreign cultural elements in Chinese painting history, religion, architecture, sculpture, blend and widespread application in the field of culture, such as far to the DunHuang frescoes, yungang grottoes near to Beijing ten buildings, such as sun Yat-sen's mausoleum in Nanjing and Shanghai urban construction, All of them are the crystallization of the integration of Chinese and Western

cultures (17). In fact, benevolence and intellectual, moral and science digest each other, cultural exchange between east and west is the basic point. Application of Chinese and western cultural elements in interior design, trying to find best integration of Chinese and western culture and cannot be copied and cloning of simplification. Chinese Mongolian culture as the design elements in the interior design case, is the traditional culture blends elements to use the best instance (Figure 13) success (18).



Figure 13. Inner Mongolia cultural elements design renderings (Source: Designed by Jin He)

3.3 Function and connotation

3.3.1 Function

Thomas Harding (19), and other people think, when the environment changes, culture will produce adaptability to change, adapt to the process has two characteristics: to create and maintain. This particular structure and mode, the former can make a culture or an organism the necessary adjustments to adapt to the environment. The latter as a stabilizing trend, that is, to keep the implemented suitable structure and mode. Type of the most advanced modern culture advantage scope expands unceasingly, has led to the diversity of the culture type greatly weakened. The spread of culture in space, and at the time of communication, is caused by the genetic mechanism, by adapting to cultural acculturation and cultural merge or old process, such as cultural differences reduce continuously, thus culture type widely convergence and homogeneity tendency (20). For example, in the design case of the Planning exhibition Hall of

Zhengpu Port New Area in Ma 'anshan city. At the invitation of Maanshan Municipal Government and The Management Committee of Maanshan Zhengpu Port New Area, the exhibition hall was firstly divided into a new area based on the integrated regional features of The Port City. Then, with the theme of "Waterfront City culture", the immersive digital exhibition hall was created through immersive cinema, VR experience, transparent LCD screen and other technologies. Visitors can feel the brand-new appearance of Ma 'anshan Zhengpu Port New Area (Figure 14).

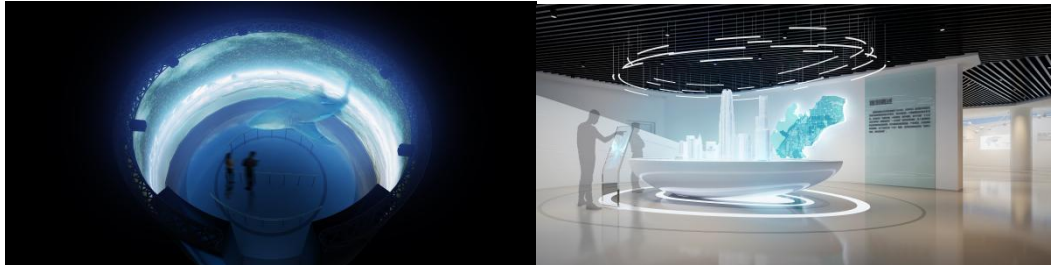


Figure 14. Ma 'anshan Zhengpugang New District planning exhibition Hall (Source: Designed by Jin He)

3.3.2 The connotation

In numerous cultural elements, reflect culture characteristic elements to extract, can grasp the essence of culture, retain verve. "Chengdu width alley", for example, what is the regional culture characteristic width alley? Why is it the "most Chengdu" business card (21)? What are the essential features of old Chengdu? This is the problem that the reformer should analyze and solve first. From the perspective of cultural connotation, Alley of Chengdu has soldier alley culture and old Chengdu culture. Representative cultural elements in catering are: Sichuan cuisine, hot pot, snacks, tea bowl, old tea house. Building has the typical cultural elements are: garden, patio, old neighborhood (22). Culture and art have representative cultural elements: shu embroidery, bamboo weaving, bark painting, lacquer, preface, Sichuan opera. In addition, there are some cultural elements that reflect Chengdu leisure culture and festival folk customs. To refine the culture and the choice of the sign, the difficult point is the historical and cultural protection and development, is also the interior design, the basis of the cultural elements (23).

3.4 Refactoring

3.4.1 Visual

In contemporary interior design, element symbols have symbolic and figurative meanings (24). Using these symbols as a decoration, in the modern indoor environment, is indispensable in the design elements. Modelling and color design, combined with the design concept of the Chinese national flag. The distinctive cultural elements, cleverly combined with interior design, which embody the advocating the concept of culture, and cultural blending. In this culture-filled exhibition space, a modern open space structure with a wooden and painted facade replaces a system of wooden rafters. Indoor decorative elements and the cultural atmosphere of the indoor

environment, presents the typical Chinese traditional flavor and flavor (Figure 15).

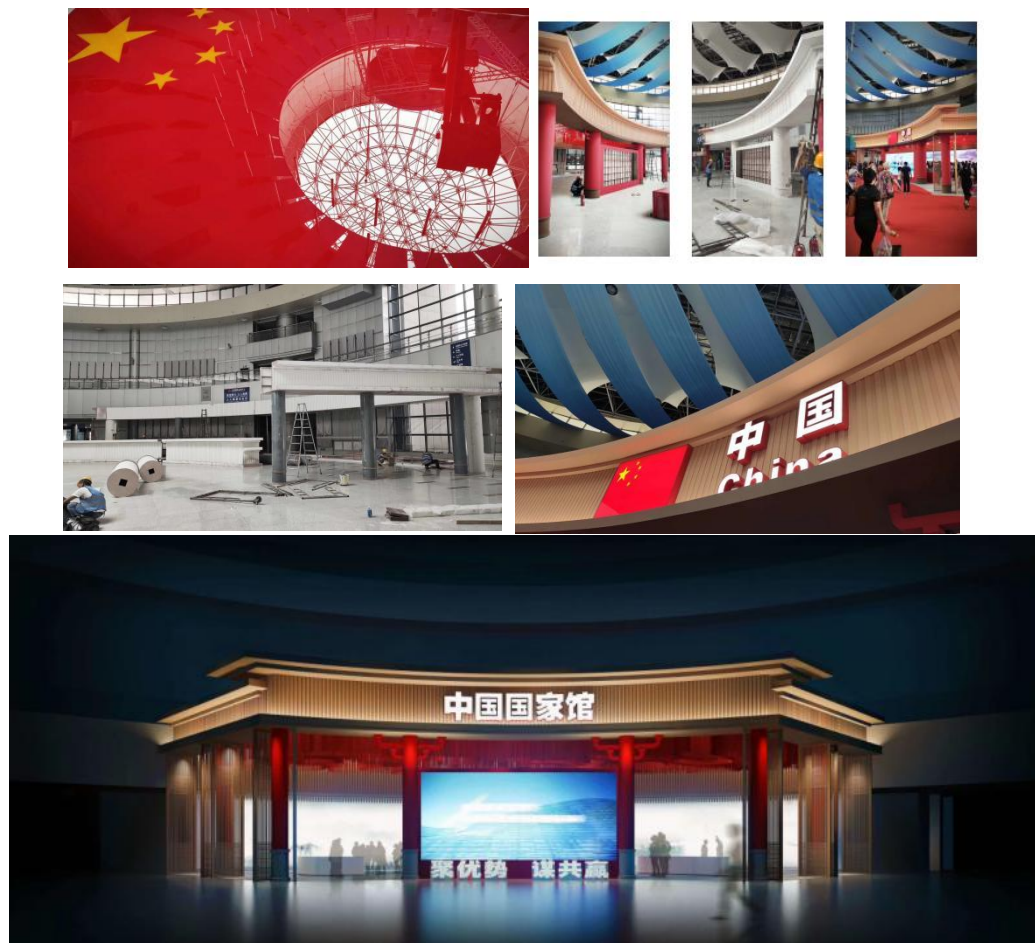


Figure 15. Pavilion designed by Chinese cultural elements (Source: Designed and photographed by Jin He)

3.4.2 Repeat

The Beamich Museum in northeast England (25) recreates operating coal mine cranes, street shops and trains, literally taking people to the physical reconstruction of those places of the past. For the elderly, entering a special room with a tin bath or a rolling machine for wringing clothes is a sure reminder of the culture they once lived in. Many visitors want to experience this sense of place and history, and release their emotions within their control. They also hope to participate in the training, watch the performances, to raise the cultural forms of many aspects. The sense of place is the unique characteristics and way of life of each community, as well as the interaction of local people, environment and history. This creates a local building style, traditional customs and so on. If the traditional charm in today is grinding to a unified customs passed down in the world, then this can reflect its uniqueness in economic and social.

3.4.3 Image

Ungers intends to coordinate and reshape the structural relations among various elements or fragments by giving them specific forms, so as to obtain a whole that can tolerate differences and diversity, so as to resist the disorder and chaos of contemporary cities. The whole, as a functioning system, is capable of creating, through the synergy of all parties, a strictly additional quality beyond the sum of its constituent parts (Figure 16) (26).

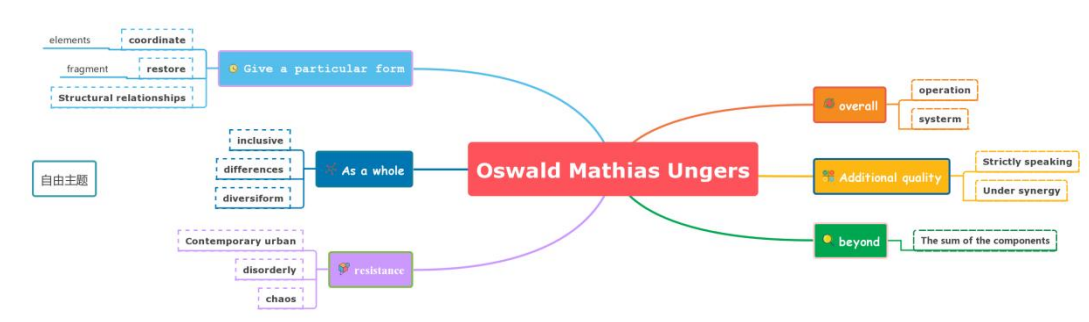


Figure 16. Ungers theory (Draw by Jin He)

Ungers regards structure and wholeness as the core of his thinking on macroform theory and realizes that these two principles are also reflected in image cognition. In his view, the perceptual activity of vision is still an important way to experience the world. Pictorial thinking, though, is sometimes thought to be too concrete to affect the universality of abstract thinking. But morphology-based criticism and selection can focus attention on the overall characteristics of things and ignore other details. It also helps people to capture the inner structure under the morphological representation through perceptual perception and approach the essence of things. Under the influence of gestalt theory, Ungers put the perceptive form reflected in the image as the center of the understanding of the world (Figure 17) (27). All things with form and form under the order of the principle to construct. It is similar to people's understanding of the starry sky. Before science was able to measure the orbit mass of stars at the speed of light and record relevant data, ancient people's understanding of the starry sky was mainly based on perceptual observation and imagination. Within the same constellation, they transform the relationships between the stars into easy-to-understand images, including animal vessels and gods from ancient legends. Some specific image, and become the perceptual knowledge in real project, help people establish the structure of consciousness, and seemingly randomly scattered star link. This reflects that everyone has a strong metaphysical desire to construct a reality through images, to make objects visually meaningful.

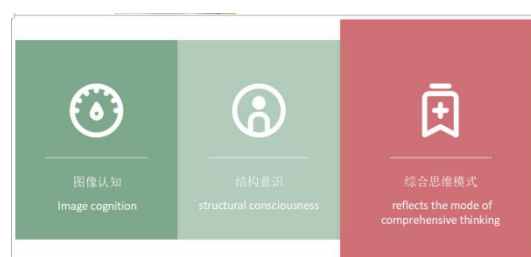


Figure 17. Internal mode of thinking (Source: Draw by Jin He)

In fact, image cognition not only contains structural consciousness, but also reflects the mode of comprehensive thinking. It is based on perceptual perception and focuses on holistic consciousness and global concept. In modern history, this mode of thinking has been underrated, quantitative and materialistic, and has taken hold (28). In reality, it is emphasized that analysis focuses on individual elements and isolated individuals and relies too much on quantifiable or verifiable facts, but excludes the complexity of human instinct perception and depth of thought in social life. Although quantitative analysis is important for understanding the real world, there is too much emphasis on analysis without a holistic view.

By contrast, he puts more emphasis on integrated thinking. The main concern is not reality per se, but to seek a comprehensive idea. A general, coherent idea, or a holistic concept that holds everything together. In image cognition, people do not pay too much attention to separated elements and isolated fragments, but seek a new whole from the original elements through perceptual composition. For example, a triangle is composed of three elements based on a specific structural relationship. As a whole, its unique attribute is large-scale quality, which is not equal to the sum of attributes of all elements. Under perceptual perception, the image, as a unique way of expression, presents numerous elements and fragments on the picture as a coordinated whole. The meaning contained in it can be directly constructed as a whole only under the comprehensive understanding of perception.

Therefore, with a clear sense of structure and a holistic understanding, image cognition effectively realizes the integration of elements, at least at the level of visual thinking (29). To create a whole in experience organized by perceptual activity. This is connected with the idea of large-scale, which introduces images into orth's contemporary urban studies and seeks to understand the urban form. Moreover, it provides a feasible technical path to realize the integration of urban fragments in a specific region (30).

3.4.4 Metaphor

Ungers and his students used to treat Berlin like a vast archaeological site, using criminal expertise and knowledge of history to unearth fragments of a tangled reality. A fan-shaped block was identified because of its resemblance to campo Plaza; A piece of abandoned land and surrounding settlements were preserved because the layout was reminiscent of Manhattan's Central Park and its surrounding landscape; A continuous zonal area is also extracted because its shape is close to Leonidov's planned city, Magnitogorsk (31). These pieces, carefully selected, are usually written at a particular time and have been preserved over the course of history, especially during wars. Mixed with ruins or fractures, the corresponding formal framework is still clearly recognizable. As for who they are in reality and what their role might be, Angles does not care. He only focuses on whether a shared formal framework can be obtained through the comparison of texture and graphics, so as to transform the real city casually.

The whole process was surreal. The formal framework obtained through perceptual perception, the comparison between reality and ideal, is derived from the current Berlin, as well as from the urban model of the past. It is both a concern for the present and a response to history. They transcend the boundaries of time and space, and become typified organizational

structures based on which they are modeled. The fragments of reality are constantly replenished and strengthened until they are alienated into islands on the free plain of the city, and inherit, improbably, the morphological features and place memories from other fragments of the city. Eventually the fan-shaped blocks, the remnants of the Colosseum, surrounded the settlements of the blank defunct emperors, became little Manhattan (32). The zone has become the Magnitogorsk city of Berlin. These alienated fragments are rooted in the present, but they can reflect the meaning and connotation across time and space through their internal formal framework, and realize the integration of many elements within a specific range, becoming a large-scale interwoven reality and ideal.

In other words, an island represents a reinvention of the colony. And maximizes its own characteristics in the land plane, the urban island is represented as a clear graphic patch, including the scale of the form, structural history and memory of various information. More than 50 such islands were preserved and transformed in the enclosed area enclosed by the Berlin Wall. Their respective forms have been fully perfected, and any single building has been absorbed into the urban fabric, and is no longer outstanding. The residual texture that surrounds the island is completely removed, creating a lot of empty space. The spatial orientation of these islands, even in the context of a grid, is not clear.

3.4.4 Relationship

Modern decorative display art, it is to point to in interior design, stylist according to different environment, function, aesthetic feeling, design a comfortable, high-grade environment attentively. For example, traditional exhibition hall interior decoration is characterized by solemn, elegant, colorful. By traditional tonal, classical air formed the style of historical culture. Taking the cultural elements of automobile modeling as the graphic modeling feature of interior space design reflects the implication of displaying automobile history. Interior furniture in the Ming and Qing Dynasties was the heyday of furniture manufacturing in ancient China. Furniture materials not only showed the beauty of color and texture, but also achieved a unified combination of modeling and structure (33). In modern times, traditional exhibition hall design can also be integrated with modern automobile modeling decorative elements (Figure 19). Because, the modern meaning of simple modeling elements are often the attention of designers, and applied to the exhibition hall interior decoration design. It not only meets people's psychological requirements of nostalgia for history and culture, but also closely combines traditional culture with modern aesthetic elements, making interior design further developed.



Figure 18. Pavilion design with automotive elements (Source: Draw by Jin He)

3.5 Relevance

3.5.1 The external transmission

The application of cultural elements is a process of extraction, divergence and re-creation. In the design of residential communities, the integration of cultural and material aspects is particularly important. To add cultural elements to the landscape and architectural composition of residential communities, we should not simply graft local traditional architecture with residential buildings or community landscape, but emphasize the preservation and inheritance of regional culture. The process from extraction of cultural elements to application should be an anatomic reconstruction of cultural elements (34). Leave the part that meets the aesthetic and functional needs of residents, leave the distinct cultural element symbol, and combine it with the modern design concept. Taking the museum designed below as an example, the collection surface in modern design connects the theme elements of humanity and history (35) (Figure 19), which is a good link between modern interior space and cutting-edge design.

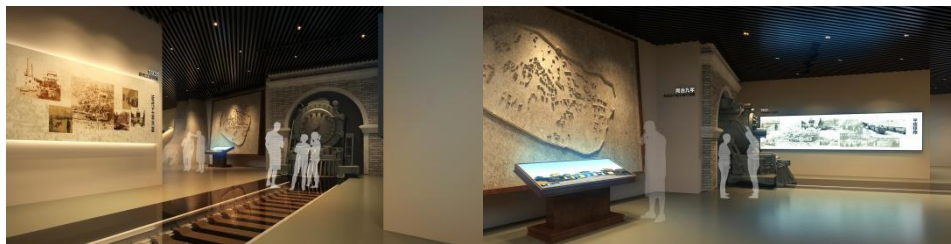


Figure 19. Humanities and History Exhibition Hall (Design by Jin He)

3.5.2 Internal connection

The significance of formal framework lies not only in synchronic form organization, but also in historical memory bearing. It intentionally introduces ideal graphics in history to compare with reality, hoping to build meaningful connections between ideal and reality, history and present by establishing a shared formal framework, so as to give design fragments in reality the dimension of historical thinking and the connotation of collective memory (36). Architecture is a man-made creation in the eyes of time, interwoven with historical changes, collective memories and individual imprints. The corresponding formal framework of each autonomous fragment in space is based on collective memory and is the product of collective collaboration over time. The human mind, combined with these autonomous fragments, forms a cognitive or intentional space. When the formal framework is removed from the original space and presented in a new place and time sequence, it can re-trigger people's minds and load the accumulated history and memory into reality, becoming a part of the present space (37). Therefore, whether a fragment will remain or not depends not only on whether its corresponding formal framework is clear and

sustainable, but also on whether it has special meaning and can be found in the past history(Figure 20).

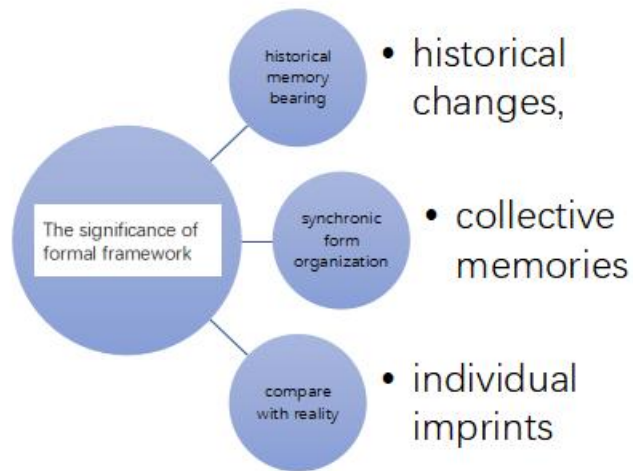


Figure 20. In the form of architecture (Source: Draw by Jin He)

3.5.3 The designer's subjectivity

The influence of traditional culture on design creativity is mainly reflected in the way of thinking of designers and the form system of design. Wright, the American modernist architect, absorbed the space concept in Laozi's Tao Te Ching and designed falling water Villa, which was integrated with nature and surrounded by mountains and rivers (38). For another example, the history exhibition hall in the figure below is integrated into the interior design of modern history exhibition hall by utilizing the characteristics of shape and the element concept of shape. Inject a lot of modern creativity and ideas into this type of pavilion (Figure 21). It shows the cultural sense of continuity between history and modernity. It not only shows history, but also rich in modern design elements.





Figure 21. Shape elements of the historical pavilion (Source:Designed by Jin He)

3.6 Conclusion

Personalized interior design, in addition to international interior design trend in line with, to meet the modern people's work and leisure physiological and psychological needs, another very important principle, is in specific case design must pay attention to the national culture, regional culture research and integration. And extract and look for a kind of most representative cultural element, to serve as the entry point of cultural element in interior design. Especially in recent years, as people at home and abroad re-understand and attach importance to traditional culture and regional culture, regional cultural elements are more widely used in interior design and other cultural fields. Nowadays, in the field of interior design, there is a popular saying "light decoration, heavy culture", which shows the status of cultural elements in interior design and is receiving increasing acceptance and attention from people (39).

4.Cultural Elements of Interior Design and their Application in engineering (modeling, color, material)

4.1 Extraction of cultural elements

Rosser Reeves developed the concept of unique selling points decades ago (40). The concept begins with the assumption that most similar products are so similar that consumers have little reason to choose one brand over the others. Therefore, Vans stores must identify and reinforce the unique qualities of culture in order to stand out from the competition. An important motivation of buyers to purchase destination is "seeking novelty" and "seeking difference" (41). In decorating a design indoors, want to seek the difference with other space, highlight his characteristic and individual character, ability is attractive, competitive ability and vitality. Blindly imitate and copy, will lose personality, lose charm.

4.1.1 Project introduction

VANS (Figure 22) is an original extreme sports brand, including skateboarding, surfing, skiing, BMX and other extreme sports. Rooted in extreme sports and infused with lifestyle, art, music and street fashion culture, Vans aesthetics is a unique symbol of youth culture.



Figure 22. Brand logo

Chinese cultural elements are integrated into VANS store design, and Chinese culture is taken as a unique design material and combined with the trend aesthetic connotation of VANS (Figure 23). The theme aesthetics advocated by the brand side and the design combined with local cultural elements are more easily accepted by the deeply rooted aesthetic concepts of the local people (42).



Figure 23. Brand aesthetic connotation (Source: Draw by Jin He)

When cultural elements are integrated into today's interior design, the unique design is reflected in interior design works from the aspects of psychology, emotion, implication and modeling, and the understanding of cultural elements is also reflected. The store design of Joy City this time is based on Beijing's unique cultural elements. Instead of blindly copying and copying, it absorbs the essence and creatively processes, changes and improves it. "Draw on" traditional forms and artistic essence to show the aesthetic trend of VANS brand (Figure. 24) (43).



Figure 24. "Reference" the traditional form of the change design (Source: Draw by Jin He)

4.1.2 Modelling

VANS is a street brand in The United States, and its vulcanized rubber shoes have become a culture (as shown in Figure 25), which are widely sought after by young people. Even with the continuous development of science and technology today, the basic craftsmanship of Vans still needs no change (44). As for Waffle shoes, they never use air bags. Vans started by selling skateboard shoes. The selling point of its products is not high-tech or new materials, but deep-rooted street culture. That is to say, Vans consumers pay more attention to the cultural concepts contained in Vans.



Figure 25. Brand core culture (Source: Photographed by Jin He)

In 1976, Tony Alva was THE first to slide out of a swimming pool and balance THE landing, later known as "OFF THE WALL". For Vans, it's also about being unique, having a personal style, and not being afraid to do things that no one else has done before. It expresses a spirit of innovation and self-promotion (45).

Both THE early Vans and THE current Vans have always carried out THE street culture and continuously invited more people to participate in Vans' iconic Slogan "OFF THE WALL" (Figure 26).



Figure 26. Slogan (Source:Draw by Jin He)

The interior design of VANS in China mainly reflects the integration of VANS with local culture and the spread of brand culture. In view of VANS 'individuality and pursuit of freedom and independence, the interior design of VANS focuses on Chinese culture so that consumers can understand the brand concept from the environment (46). In modern interior decoration design, Chinese culture is often applied mainly: Chinese calligraphy (Figure 27), Qin brick, Han tile, Chinese knot, peach blossom fan; Zhong Ding Wen, wood watermark, Han Dynasty bamboo slips, oracle; Calligraphy, paper, inkstone and other four treasures of the study, stilted buildings, gardens, temples, bell towers, pavilions, pavilions, palaces.



Figure 27. Chinese character elements design drawing (Source: Photographed by Jin He)

4.1.3 Color

In 2008, Vans officially introduced its youth trend culture into China and quickly became a brand favored by young people (47). The Vans brand range includes T-shirts, hoodies, and a wide range of trendy shoes. The design of each collection has its own distinctive style, using a variety of different styles, patterns and colorful color Mosaic, such as checkerboard, embroidery, panchromatic, art, metal and various graffiti combinations (Figure 28).



Figure 28. The store mainly displays goods (Source: Draw by Jin He)

China's traditional decorative colors are "five colors" corresponding to "black, red, yellow, blue and white". Therefore, the combination and use of traditional colors in display design should

be based on fitting the cultural connotation of Our country. During design, we should grasp the symbolic meaning of colors, pay attention to the visual beauty of colors, and increase the interest of space (Figure 29).

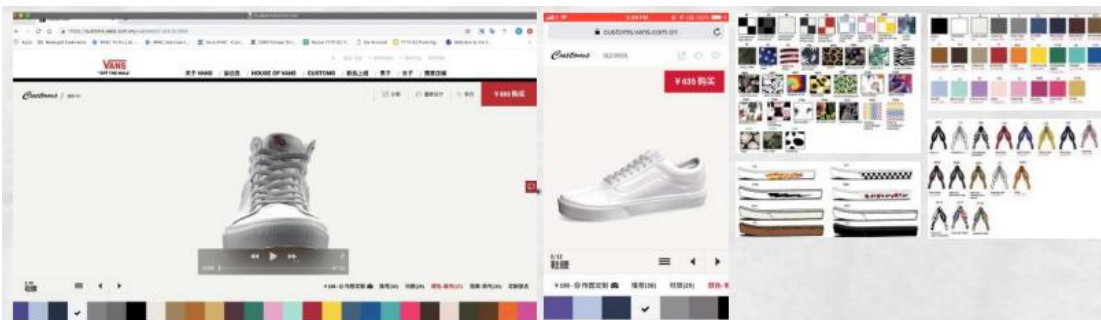


Figure 29. Color matching scheme (Source: Photographed by Jin He)

The colors with regional cultural characteristics are summarized into a number of color systems, and a number of color base collocation is planned on this basis (48). Through repetition, gradual change, contrast and other techniques, create a hierarchical, rhythmic space. It is worth noting that the importance of color relationship coordination, no matter what kind of color scheme is used, we must achieve a coordinated tone effect. To avoid stereotypical display ugly disease appears, can choose the design of original regional culture characteristic, or grain pattern its essence, and rich improve, become symbolic ground to try to use. Adopt the method of hint or metaphor, infiltrate the spirit of regional culture into the theme of interior design, and strive for development and innovation.

4.1.4 The material

Since its inception, Vans' Anaheim collection has adhered to the concept of recreating authentic beauty design and has gradually become one of the iconic products in the brand's history. In September 2021, Vans partnered with Pendleton, a century-old American wool brand, to combine Pendleton's wool fabric and checkered print design with Vans' classic shoe shapes by emphasizing high-texture fabrics and craftsmanship. Release the Pendleton collaboration from Vans Anaheim classic collection.



Figure 30. Wool fabric and checkered print design (Source: Photographed by Jin He)

Interior design relies on materials. As the main body of the interior space, materials not only have the function of protecting the original structure, but also play an important role in supporting various furniture. The texture thickness and grain direction of materials directly affect the psychological feelings of users, and the characteristic interior design is closely related to the choice of materials (Figure 31).



Figure 31. Wool fabric is applied to the material selection of interior design (Source: Photographed by Jin He)

Taiyuan area has formed a plurality of buildings, the interior material is mainly wood frame. The exterior decoration and interior floor are paved with blue brick (Figure 32). These materials reflect the unique local brick culture and aesthetic habits. At the same time, also mostly civil structure, the interior of the tulou is all made of Chinese fir bucket rod structure, which still exists today, and has become a world tourist attraction.



Figure 32. Architectural facade design effect drawing (Source: Designed by Jin He)

In the new period, fresh elements need to be injected into the interior design, and the design copied by other stores is old-fashioned and lacks new ideas. Regional materials, such as wood grain, wood primary colors, and brick colors, combine with cultural elements and are welcomed by local people. Add local decor and choose materials that can be recycled sustainably. Changing technology leads to a variety of materials emerge in an endless stream, using traditional materials while maintaining a unified image of the brand store. And the combination with modern crafts, rational use of cultural elements (49). In the characteristic commercial block of Taiyuan, the building facade combines modern decorative materials with local traditional elements, so that each material serves the regional culture and brand image (Figure 33 and 34).



Figure 33. Building facade material selection (Source: Photographed by Jin He)



Figure 34. Choice of interior decoration materials (Source: Photographed by Jin He)

4.2 The creation of cultural elements

4.2.1 The creation of text symbol elements

Chinese characters are one of the oldest characters in the world. They are written symbols to record events. Chinese characters are the treasure of Thousands of years of Chinese culture and the spiritual home of every Chinese. Chinese characters are also called "square characters", which can also be shown in the shape design of interior space through graphic design elements.

THE ARTIST

叶上达 ZEIT

时间, 日常的创作包括中国街头艺术与装置艺术。他通过联系中国传统书法与西方涂鸦字体的经验, 总结出一套属于自己的中文字体系统。在街头创作的同时, 收集与利用城市肌理以及图像碎片带给个人的体验, 并通过一系列现成品的重新组合, 产生出物品相互之间的误读。同时, 在已有的社会认知结构中, 探讨装置组合在艺术空间中产生的某种幽默。

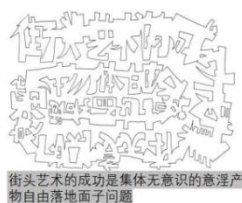


Figure 35. Chinese character elements are used for decorative design (Source: Photographed by Jin He)

The modelling function of Chinese character in interior design lies in pure decoration and ideogram. Implied characters can be used to express special cultural elements in interior decoration with modern technology. This is a combination of Chinese characters in interior space design (Figure 35 and 36) (50).

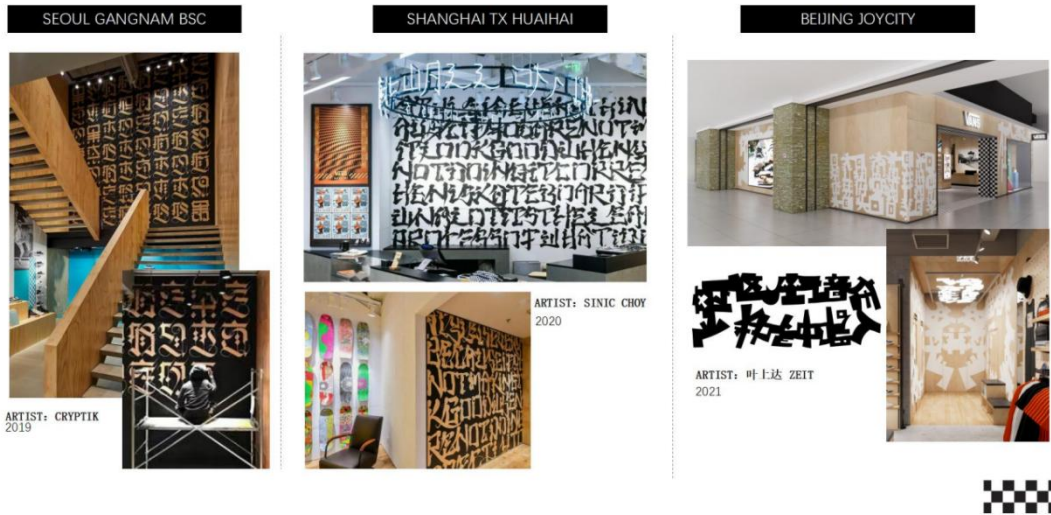


Figure 36. Interior design of Chinese character elements (Source: Designed by Jin He)

As one of the cultural elements of the picture, Chinese characters have the function of conveying feelings, so it must have visual beauty and give people a feeling of beauty. For example, the decorative form of Joy City chaoyang in Beijing is designed by the shape of Chinese characters. Through the creation of artists, the street culture advocated by VANS culture is retained while cultural elements are integrated into the interior space (Figure 37).

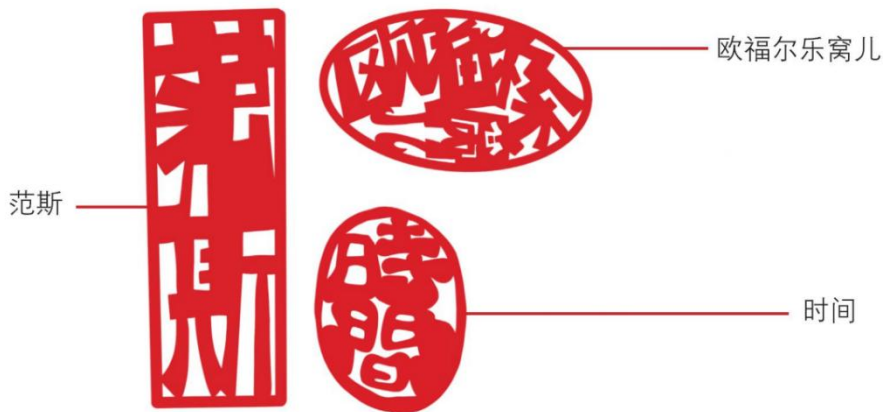


Figure 37. Chinese character Element Design (Source: Draw by Jin He)

4.2.2 The creation of historical and cultural elements

The conception and conception of modern interior design, the creation of interior style and environment atmosphere, need to focus on the overall environment, cultural characteristics and the functional characteristics of the building and other aspects of consideration. Modern interior

design, from the overall concept of understanding, should be regarded as the environmental design series of "a link in the chain".

Interior design "in", and "outside" of outdoor environment (including natural environment, cultural characteristics, location, etc.), can be said to be a pair of complementary the dialectical unity of contradiction, it is in order to further do a good job in interior design, the more need to understand and analysis of the environment as a whole have enough, set out to indoor, but focus on the "outside". One of the drawbacks of current interior design -- mutual similarity, little innovation and individuality, lack of necessary understanding and research on the environment as a whole, thus making the basis of design in general, the design concept is limited and closed. Look, ignore the analysis of the relation between environment and interior design, also be important reason one.

Modern interior design, or interior environment design, the "environment" here has two meanings:

Refers to a layer of meaning is the indoor environment including indoor space environment, visual environment, air environment quality, sound and light thermal physical environment and psychological environment and so on many aspects, such as, when be being designed indoors is need to attach importance to the design of the visual environment (otherwise will not interior design), but should not be limited to the visual environment, the indoor physical environment such as sound, light, heat, etc., Factors such as air quality environment and psychological environment should also be attached great importance, because people's feelings about whether the indoor environment is comfortable are always comprehensive. A stuffy room with a high noise background, even if it looks beautiful, is hardly pleasant to be in. Some of the complaints about foreign hotels are concentrated, often in the evening elevator, boiler room and low frequency noise in the toilet pipe cleaning noise, affecting rest. Many hotel lobby, purely based on visual perception, too much choose light hard adornment material, from the ground to the walls, the stairs, gallery over the mesa of column board to help Taiwan, counter, make the lobby in the reverberation time is too long, when speaking of clarity is very poor, of course, cost is high, the interior designer fisher visiting on law, Similar comments were made about a hotel where he stayed.

Another implication is that interior design is regarded as natural environment -- urban and rural environment (including historical context) -- community neighborhood, architectural outdoor environment -- indoor environment, which is an organic part of the environmental series. It is a "link in the chain", and there are many causes and consequences between them, or factors that restrict and prompt each other.

Indoor cultural elements should be highly harmonious with the design language of the building mother. In the design of VANS store on Zhonglou Street in Taiyuan, the concrete landmark buildings of Taiyuan region are used (Figure 38), which are abstractly applied to the interior decoration. There is no much restriction on the traditional pattern of concrete images in modeling. They can obey the visual sense of modeling and reflect the artistic beauty of abstract forms. In this project, local cultural elements are used to exaggerate, gradually change and overlap, which are abstractly applied to the interior space design.



Figure 38. Landmark building in Taiyuan area (Source: Photographed by Jin He)

The design with cultural elements forms its own unique artistic value after creation. In the process of interior space design, local cultural elements, as a kind of original expression, present a visual style in interior space design and enrich the cultural and artistic expression of public space (Figure 39) (51).



Figure 39. Extract the pattern form of the brand (Source: Draw by Jin He)

It innovates a visual communication picture of space. The wall of public space naturally becomes the carrier to express cultural elements, and also becomes a new language for interior wall decoration (Figure 40).

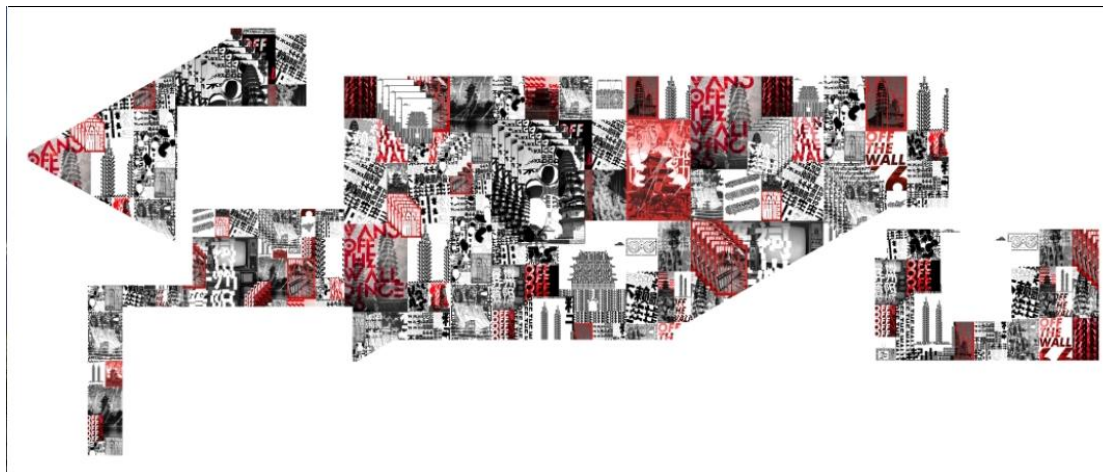
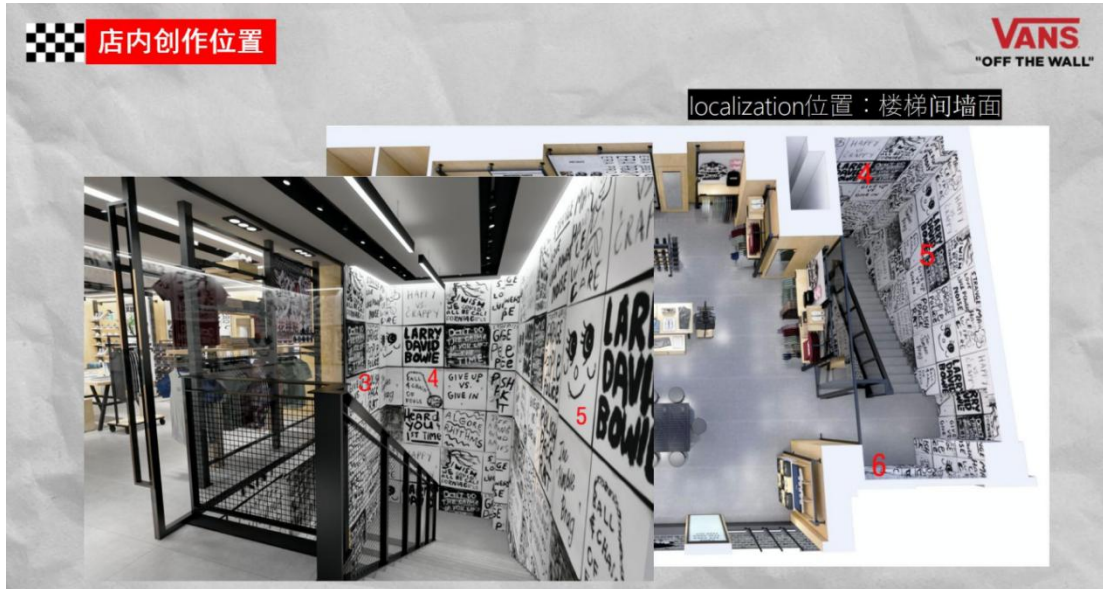


Figure 40. Stairwell design (Source: Designed by Jin He)

When the original social environment and natural environment have changed, it is not realistic to keep the original history and culture unchanged. However, if too many modern mass cultural elements are added to the store design of historical and cultural blocks, the historical and cultural blocks will eventually lose their charm due to the loss of traditional cultural characteristics, bringing irreparable losses to the historical and cultural blocks. Gilbert also suggests that "destinations should strive to become irreplaceable regions in order to enhance their image, visitor loyalty and economic return. High tourism revenue returns through differentiated products." For the historical and cultural blocks, only by constantly maintaining the uniqueness of the block's history and culture can the blocks always be hugely attractive and the industry of the blocks achieve sustainable development (53). The more realistic and feasible method is to extract the core elements of historical culture, and show these cultural elements in the historical and cultural blocks to promote them.

4.2.3 The creation of trendy cultural elements

"Serving people is the cornerstone of the social function of interior design." The purpose of interior design is to serve people by creating interior space environment. Designers always need to put people's needs for interior environment, including material use and spirit, in the first place of design. Due to the complexity of contradictions and problems in the design process, designers need to clearly realize that people-oriented, service for people, in order to ensure people's safety and physical and mental well-being, to meet the needs of human and interpersonal activities as the core of the design. The ordinary truth of human service is often ignored intentionally or unintentionally due to a number of local factors in the design.

Modern interior design needs to meet people's physiological and psychological requirements, need to comprehensively deal with the relationship between people and the environment, interpersonal communication and so on, need to comprehensively solve the use function, economic benefits, comfortable appearance, environmental atmosphere and other requirements under the premise of serving people. Design and implementation of the process will also involve materials, equipment, norms and regulations as well as the coordination of construction management and many other problems. It can be considered that modern interior design is a highly comprehensive and systematic engineering, but the starting point and destination of modern interior design can only be people and interpersonal activities. Starting from the "functional cornerstone" of service for people, designers need to be meticulous and put themselves in people's shoes to create a beautiful indoor environment. Accordingly, contemporary interior design pays special attention to the research of the respect such as human body engineering, environment psychology, aesthetic psychology, in order to understand the respect such as people's physiology characteristic, behavior psychology and visual feeling scientifically, the design requirement of indoor environment. For different people, different objects of use, should be considered accordingly have different requirements.

In the organization of indoor space, color and lighting selection, as well as the corresponding use of the nature of indoor environment and atmosphere foil, need to study people's behavioral psychology, visual experience requirements. For example, the soaring interior space of the church has a sense of mystery, the formal interior space of the conference hall has a sense of solemnness, and the gorgeous colors and colorful flashing lighting of the entertainment place give people an exciting and lazy psychological feeling. We should make full use of the material and technical means available at present and the corresponding economic conditions to create the indoor artificial environment needed to meet the needs of human and interpersonal activities.

Window is the shop's eyes, is the shop goods "elite" gathering and demonstration platform, concentrated in the most sensitive information in the store. Especially for semi-open stores like VANS 'in Hesheng Hui mall, Windows are the most artistic structures and serve a function that cannot be replaced by other decorations.

The main functions are as follows:

First, to attract the attention of pedestrians with special modeling design (Figure 41);

LOCALIZATION

DESIGN PRINCIPLES

BRANDED

- BRAND RIGHT
- BRAND RECOGNIZABLE
- LINK TO THE PILLAR:
ART, MUSIC, ACTION
SPORTS, STREET
CULTURE

LOCAL RELEVANCE

- RELEVANT TO LOCAL ART/ MUSIC / ACTION SPORTS/ STREET COMMUNITY
- RELEVANT TO LOCAL CONSUMER INTEREST

IMPACTFUL

- VISUAL/SHAPE/COLOR IMPACT
- NOT BLOCKING
- SHARABLE

VANS

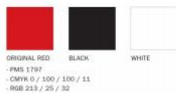
APAC CREATIVE

Figure 41. Design principle (Source: Draw by Jin He)

Reflect the style of the store (Figure 42):

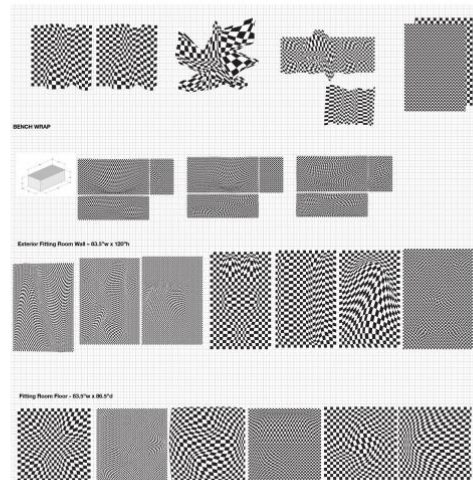
BRAND ELEMENTS

VANS
"OFF THE WALL"



**THIS IS
OFF THE
WALL.**

**OFF
THE
WALL.**



VANS

APAC CREATIVE

Figure 42. Printing pattern distortion design (Source: Draw by Jin He)

Guide the fashion trend and guide the consumption trend (Figure 43);

Reference:

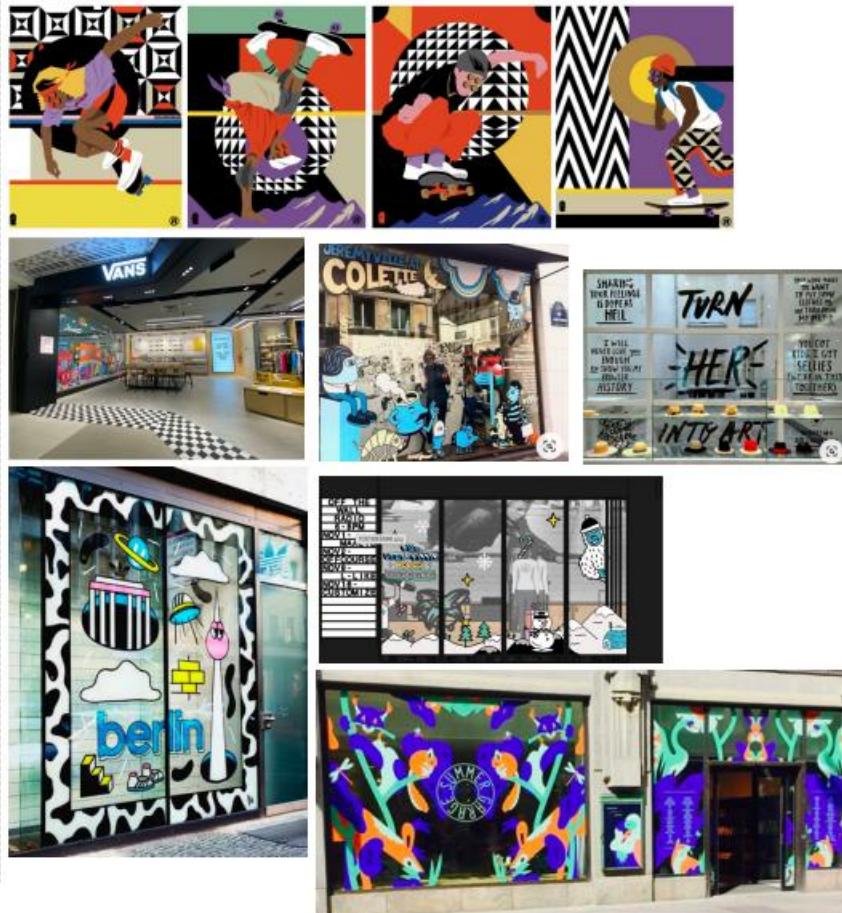


Figure 43. Other relevant trend elements (Source: Photographed by Jin He)

Provide new product information to customers; Translucent and embellished window decoration can well display the information of goods in the store (Figure 44).

Reference:



Figure 44. The application of trend elements(Source: Photographed by Jin He)

Summary: Window display is not only an important form of advertising, but also an important means of store decoration. In the design of this store, the shop window with novel conception, distinct theme, unique style, beautiful decoration and harmonious tone can beautify the store and the city appearance by forming a three-dimensional picture with the whole building structure and internal and external environment (Figure 45).

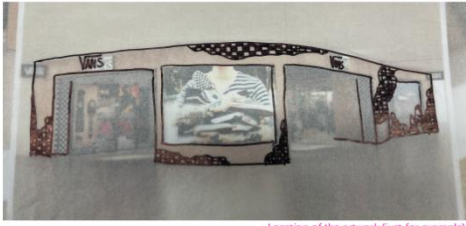


Figure 45. Trend Element design (Source: Designed by Jin He)

The window design across the center line, can be equal to the customer's eye level. In this way, the whole display of goods in the window is in the customer's view. In window design, it is also necessary to consider dust, heat, rain, sun protection, wind protection and theft prevention, and specific measures should be taken (Figure 46).

1 FAÇADE AND WINDOW

FAÇADE: to create a localized branded pattern in an abstract way to add brand visibility to the facade



Location of the artwork (just for example)



Figure 46. Facade and window (Source: Designed by Jin He)

4.2.4 The creation of graffiti cultural elements

In 2011, Vans teamed up with American Art and MOCA to launch a co-branded collection, so art was the key word of the campaign in China. As Pop art master Andy Warhol said, nowadays, art is not out of reach (54). Everyone has the opportunity to create art, and this is what StreetMarket needs to provide to the public (Figure 47).

OCT ACTIVATION PLAN

10.16/17 STREET MARKET
KV



Figure 47. Activity posters (Source: Designed by Jin He)

Booth2: Custom Record Production (Figure 48) :

In the interior design of this block, professional graffiti art has three main characteristics: color integration, graffiti art in this project, has become a commodity, it has a certain sense of painting. GORILLAVINYL, born in gusu, is a creative company focusing on the hi-fi system of vinyl and the sound space of vinyl records. Now there are "vinyl orangutan IP image series", "vinyl cartoon series *" vinyl calligraphy series ", "Garden suite" series. Since 2019, we have cooperated with lifestyle brands to plan the product design and space creation of "music and daily life". In 2021, the "Black Rubber Bili Forest Vinyl Shop" was officially opened in The Yellow Sea National Forest Park. At the booth, visitors will receive a raincoat and doodle to their liking. Artists from

the UAU Urban Art Alliance will also be invited to doodle on site. Pedestrians who want to collect a "vinyl album" of their own can scan the QR code to follow VANS official wechat and receive a 3-inch vinyl fridge sticker to experience the fun of customizing the album.



Figure 48. Custom record production area (Source: Photographed by Jin He)

Simple, compelling and clear content (Figure 49);

Each piece of the poster torn from the wall is a coupon that allows customers to redeem a free mystery gift when they enter the store with a small card. The goal is to maximize drainage into the store.

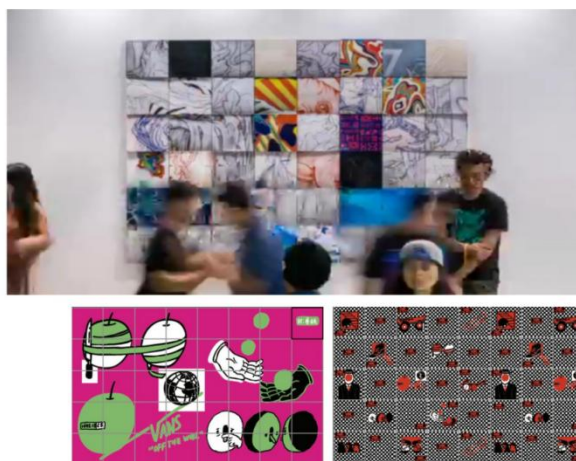


Figure 49.海报碎片区 (Source: Designed by Jin He)

Booth3: Wear the upper part of art (Figure 50)

Vans has teamed up with artists from around the world to create an art lab that invites everyone to experience the joy of making art. In October, we collaborated with MOCA, the Museum of Contemporary Art in Los Angeles, USA, to launch a new joint brand. Inspired by the museum's Logo and primary colors, we designed this course with Vans checkerboard elements. In the course, we will invite the artist teacher to guide you to create a contemporary art painting with unexpected materials. After experiencing this course, you will be surprised to find that

everyone is actually close to the art, can't you read contemporary art? Come and join our art lab, everyone can be a great artist! Clarity of purpose, it's no longer catharsis, it's a commodity, and its purpose is clearly visible. "Who says art is only good to look at? We want to get close to them. "Scan a ONE-DIMENSIONAL code and follow the VANS official account to get a limited edition raincoat. Guests can also improvise their own graffiti under the guidance of graffiti artists, who will be limited to 250 raincoats per day.



Figure 50. Art wearing (Source: Photographed by Jin He)

4.2.5 Overview

For VANS: The goal of this project is to promote the VANS brand culture and appeal to different age groups. Through different design concepts and activities, the public can identify with the values and brand concept of VANS. As a result, it reduces the resistance for VANS in the Chinese market.

For consumers: in order to gain consumer recognition, store design must attract their eyes, and then let them resonate in the visual experience, from the psychological recognition of it. The design needs to meet the domestic cultural soil and combine with the brand concept.

Interior design for China, is a new industry, the speed of its development and the maturity of the industry and developed countries also have a big gap. Most designers are still imitating western forms of design, so they do not take into account the differences brought by different cultures. Most of their works fail to arouse visitors' sense of cultural affinity and identity. Culture is the skeleton of a nation, but no matter how energetic culture, in the final if can only lock in the "glass" let people worship, then can make its deeply rooted among the national blood. Different cultural elements will be skillfully inherited into the interior design, so that it can be correctly displayed and reflected, and on the basis of modern society, the connotation and form of innovation transformation. Under the influence of cultural deposits, the works have considerable vitality and beauty, which make people spontaneously willing to understand, experience and even immerse themselves in. In this way, not only commercial benefits can be obtained, but also huge social and cultural benefits can be obtained, which is not only conducive to activating the vitality of China's exhibition space, so that the exhibition industry to the road of sustainable development (55).

4.3 Design of Beijing store -- Application of cultural elements in interior design

4.2.1 Store appearance design

This design is located in Beijing Chaoyang Hesheng Hui, which has the largest indoor theme block in Asia. "Block 21 Creative Block" is the largest online celebrity block in Beijing. The block adopts the content combination strategy: Curiosity, experience and sharing provide a brand new one-stop shopping experience living area for people pursuing high-quality life with story-themed activities (Figure 51).

The large shared space of 5000 square meters is a multi-functional space integrating sharing, business and entertainment. It holds various experience activities such as avant-garde art exhibition and black technology conference from time to time, and can accommodate more than 500 young and middle-aged customers.

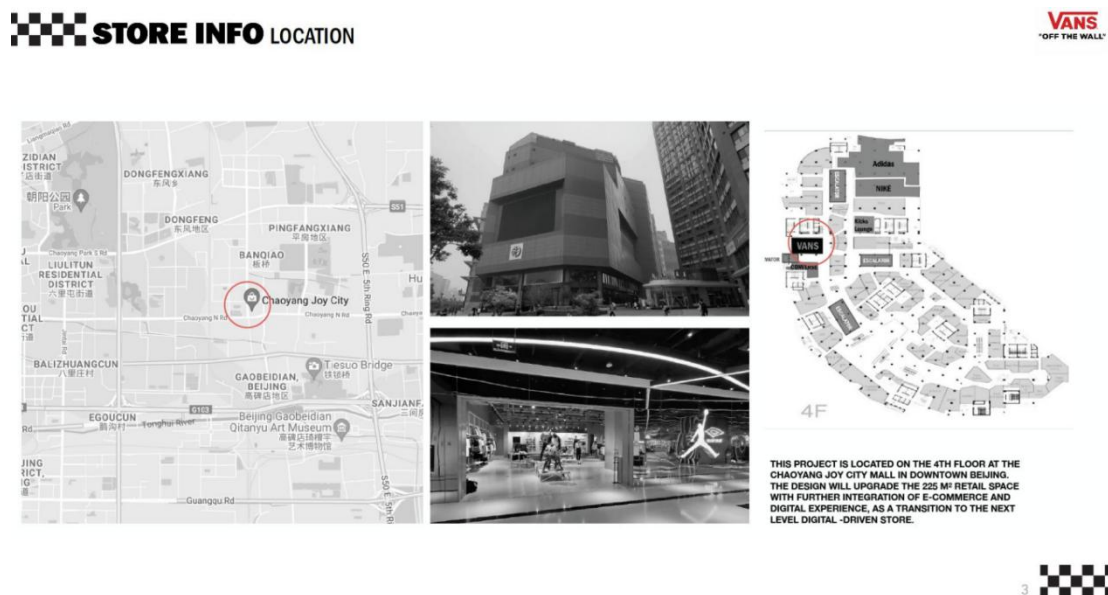


Figure 51. Store location (Source: Draw by Jin He)

1. The trademark

Signboards are the most representative exterior decoration, with the development of The Times, signboards also have the role of advertising.

The shop's signboard design has the following specificity:

First, the signboard should be placed at the Angle most easily seen by customers, and the size of the signboard should be determined by the position of customers' eyes (Figure 52).

FLOOR PLAN

LOCALIZATION TOUCHPOINTS

- ① FAÇADE WALLS
- ② FITTING ROOM WALLS
- ③ DWELL WALL

- ACTIVATION
- ① MALL FAÇADE
 - ② WINDOW SEASONAL INSTALLATION
 - ③ INITIATIVE ZONE SEASONAL COLLECTIONS / APP & FTW
 - ④ CUSTOMIZATION AREA WORKSHOP TABLE / STOOLS / ACC WALL
- PRODUCTS / BRAND
- ① APP WALL 1 M'S APP X 2 / PRIVATE WALL X 1
 - ② PRO-SKATE WALL APP & FTW X 2
 - ③ APP WALL 2 M'S APP X 2
 - ④ ACC WALL
 - ⑤ FTW WALL 1 M'S / M'S / CORE ANAHEIM X 1
 - ⑥ FTW WALL 2 SEASONAL COLLECTION / LCD SCREENS & FTW
 - ⑦ FTW WALL 3 CUSTOMS
 - ⑧ FLOOR DISPLAYS APP / FTW / ACC / MANNESBURG
 - ⑨ LOUNGE AREA BENCHES / ART WALL
 - ⑩ CASH REGISTER
- TOTAL 225 M² TOTAL FTW SKU 111
 TOTAL APP SKU 143

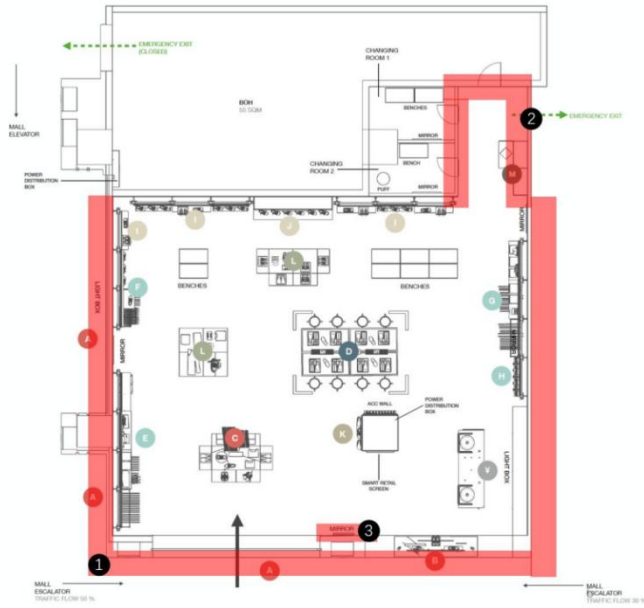


Figure 52. Floor plan (Source: Draw by Jin He)

The store name is presented in a unique and novel way (Figure 53).



Figure 53. Store Design Elements (Source: Draw by Jin He)

It is suitable for the design of cultural elements that the store needs to convey. The characteristics of graffiti art are adopted to break through the traditional way and create a new decoration mode instead of traditional wallpaper and other decoration materials (Figure 54). Let the original single material disappear from the personalized decoration, thus highlighting the alternative pursuit of the brand. In the multifarious shopping mall environment, a variety of materials are in full view, people increasingly feel customized, hand-painted way to create things

is a kind of confidence. It is a kind of satisfaction to the heart, a cry to the soul, and a self-transformation to the external environment. The immediacy of graffiti art satisfies every self-creator, allowing them to quickly find a design that expresses their inner voice.



Figure 54. Graffiti design (Source: Designed by Jin He)

The design and color are in line with the trend of The Times (Figure 55).

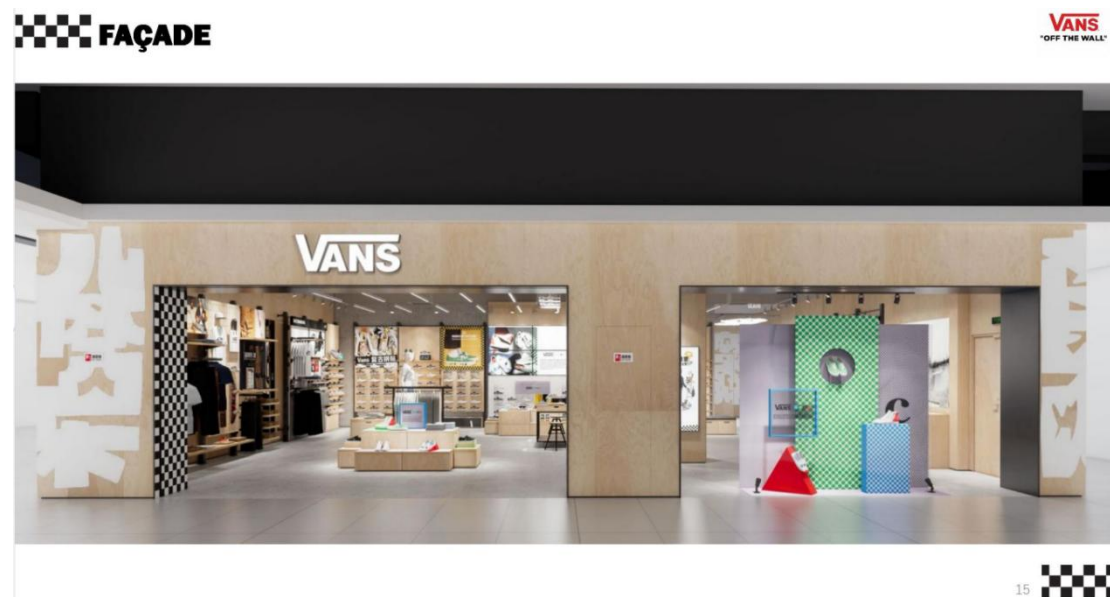


Figure 55. Stores elements (Source: Designed by Jin He)

2. Store openness

Store openness can be divided into open, semi-open, closed and other three forms. This design is a relatively open shop, which has the advantage of convenient access for customers, thus increasing the frequency and speed of purchase (Figure 56).

FITTING ROOM WALLS

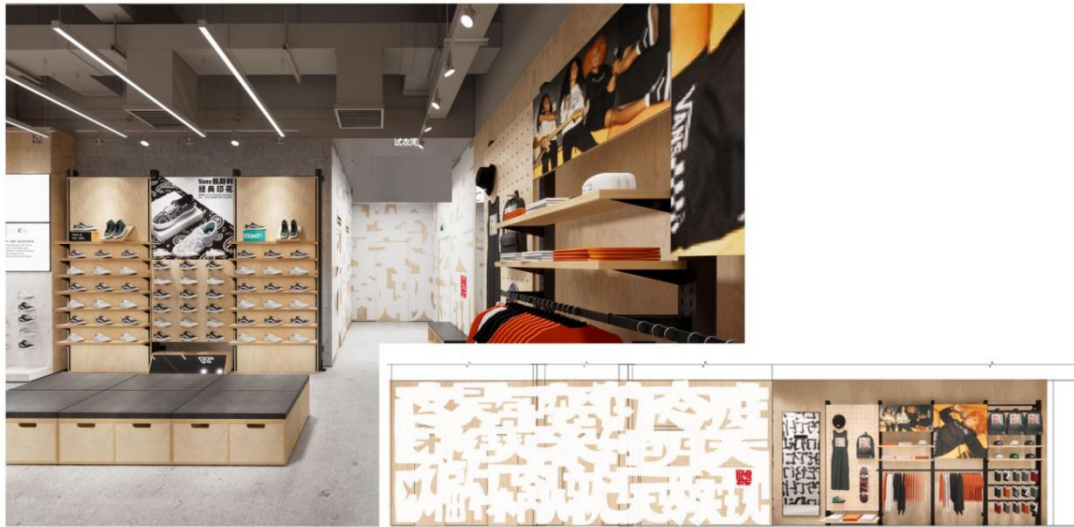


Figure 56. Fitting room walls (Source: Designed by Jin He)

Potential consumers are more open in ideology and culture, and have a strong ability to accept new things. This brand culture in the shopping malls of downtown Beijing has a wide propagation speed and intensity of culture, and has a great influence (Figure 57).

DWELL WALL



Figure 57. Interior decoration elements (Source: Designed by Jin He)

4.2.2 Goods on display

The main product is the target product that the customer comes to the store to buy, so it must be placed at the entrance of the store or the front of the store first, so that the customer can see clearly that the store does sell the goods he needs; Start from the entrance of the whole store or two stores (Figure 58).

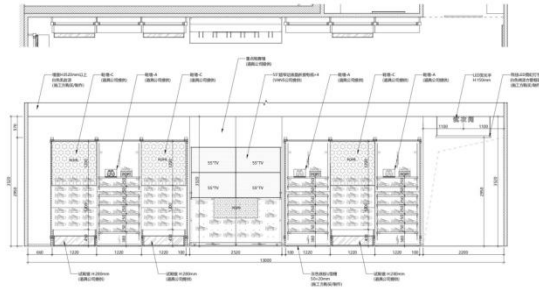


Figure 58. 立面设计图与实景照片 (Source: Designed and Photographed by Jin He)

其次，即使为了吸引顾客入店购物，也必须先将顾客吸引到店门口来。店面的 logo 设计就很关键（如图 59）。

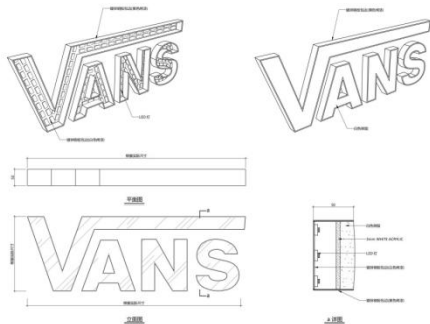


Figure 59. Store Design Elements (Source: Designed and Photographed by Jin He)

After customers come to the door, most of them go to the main shopping mall, at this time, the road is the main channel, that is, the walking line when customers shop. If the main products are continuously arranged along the line, the customers will walk along the main channel and eventually enter the deep part of the store, and also visit the auxiliary stores on the way back, so as to induce the visitors to fully patron the stores (Figure 60).

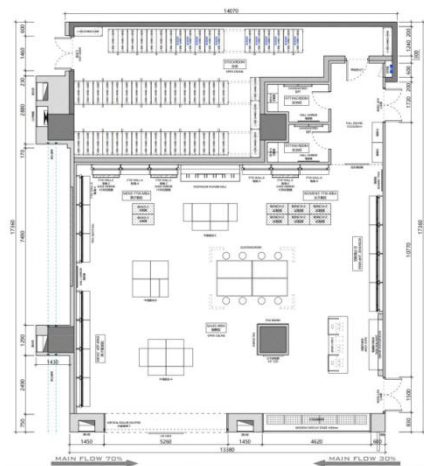


Figure 60. Floor plan(Source: Designed by Jin He)

Auxiliary goods are the first time visitors see, temporary rise to buy goods. Based on the above understanding and design, auxiliary goods stores should be arranged in the return channel after customers buy the main goods. Of course, auxiliary goods should be seen by many

customers to the store as far as possible, such as around or near the cashier account table, which has become the basic principle of auxiliary goods store configuration.

4.2.3 The decor

The difference of the texture of decorative materials will make the shop decoration produce different effects. Smooth materials reflect light, rough materials absorb it; Large space stores should be based on coarse texture materials, and small space in the appropriate use of smooth texture materials; Large area of wall can be thicker, the key decoration of the wall should be more delicate, in order to achieve a comparative effect (Figure 61).

1. The ceiling

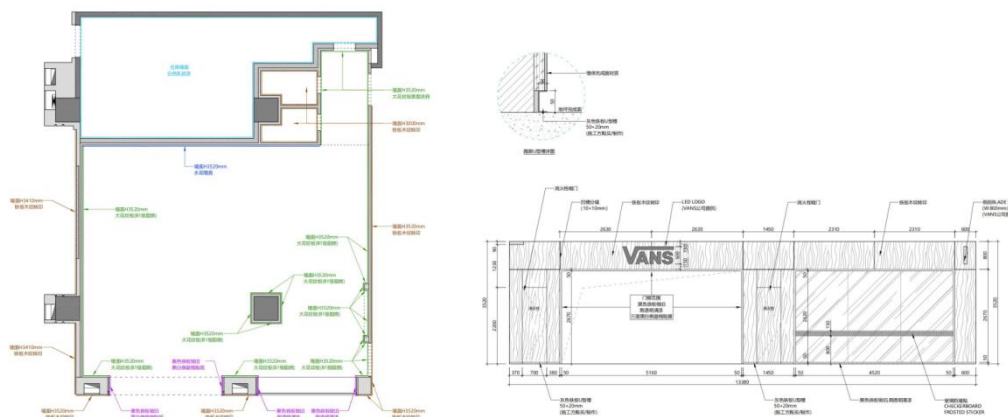


Figure 61. Material design (Source: Designed by Jin He)

The function of the ceiling is not only to cover up some unsightly parts of the top of the building, but also to form a beautiful shopping environment and specific style in coordination with the space design and lighting.

The ceiling is much with plane, still should cooperate with photograph of illum equipment. Or decorated with chandeliers and exposed lamps, or placed in the ceiling with fluorescent lights, with opalescent plastic or cellular ventilation window cover, make it smooth ceiling.

The selection of ceiling materials should not only consider economy and processability, but also consider the requirements of fire prevention, noise cancellation and durability according to the characteristics of the shop (Figure 62).

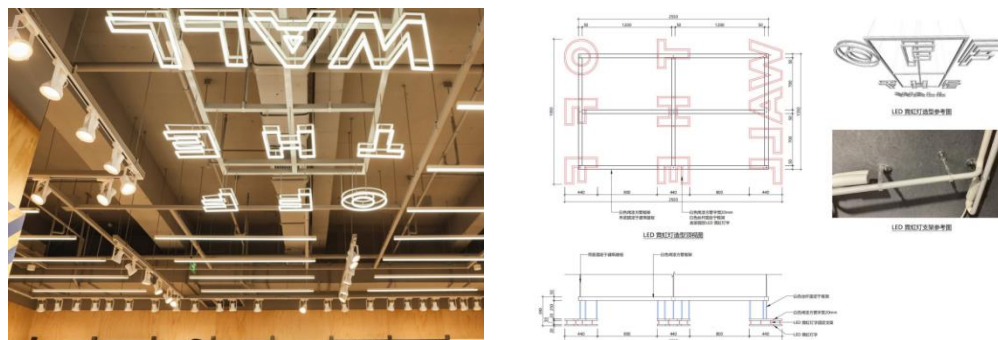


Figure 62. Ceiling lighting design (Source: Designed by Jin He)

2. The wall

A display stand is installed on the wall as a place to display goods (Figure 63).



Figure 63. Online interactive design on the wall (Source: Designed by Jin He)

Do simple equipment on the wall, in order to hang goods, layout display;

Do some simple equipment on the wall, for decoration;

The material of the wall surface is printed flower finish pasted on the fiberboard, which also has the advantages of convenient disassembly and assembly (Figure 64).



Figure 64. Exterior design(Source: Designed by Jin He)

3. The floor

In the graphic design of the ground, patterns characterized by the combination of squares, rectangles, polygons and other straight lines are masculine and suitable for shops dominated by male consumers (Figure 65).

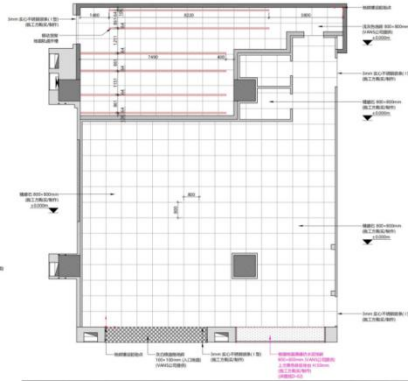


Figure 65. Store design (Source: Designed by Jin He)

4.2.4 Construction process and photos

The design and construction process of wall decoration board not only introduces the design idea of the whole store, but also pastes two-dimensional code in the lower left corner to facilitate online interaction (Figure 66).



Figure 66. Wall decoration design and construction (Source: Designed and photographed by Jin He)

Spray painting of store exterior walls (Figure 67) :

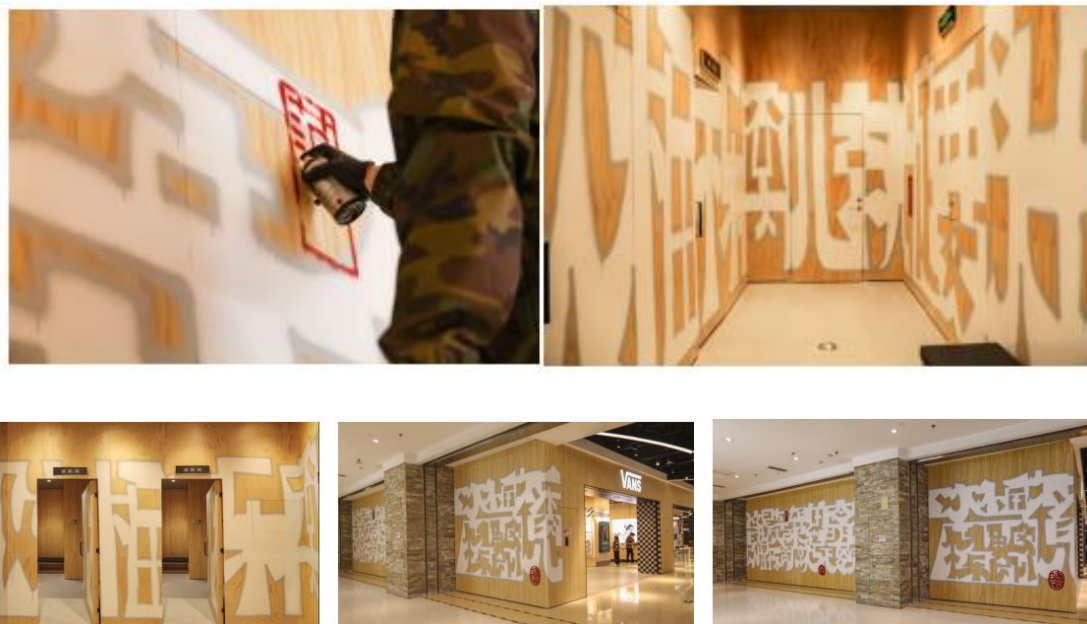


Figure 67. Exterior wall construction (Source: photographed by Jin He)

Online Interaction Design (Figure 68) :



Figure 68. Online and offline interaction design (Source: Designed and photographed by Jin He)

Local consumers participated in the design courses and used the finished products for wall decoration, making the finished products part of the cultural elements of the city (Figure 69) :



Figure 69. Interactive wall decoration activities (Source: photographed by Jin He)

4.3 Taiyuan Design -- The application of cultural elements in interior design

4.3.1 The interior and exterior are designed in harmony

Historical culture based on social and natural values, as a necessary cultural element, is integrated into modern interior design. The interior and exterior colors are consistent, and the design style is consistent(Figure 70).



Figure 70. Indoor and outdoor design (Source: Designed by Jin He)

4.3.2 The store design

Store guidelines should make it easy for customers to see what is being sold at a distance. Set a symbol above the head to give instructions. Product description shows commodity

knowledge such as material, structure, use and usage (Figure 71).

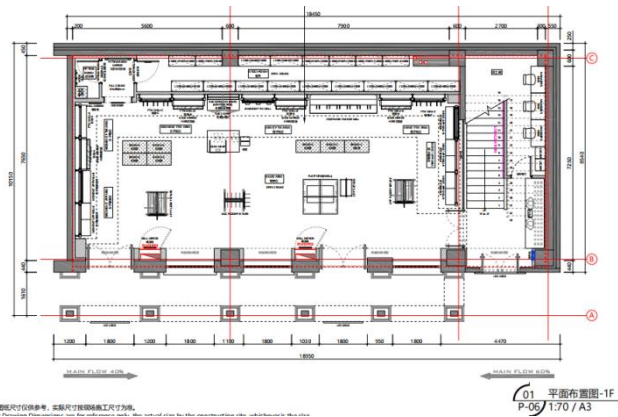


Figure 71. Store graphic planning and design (Source: Designed by Jin He)

The design of the brand logo wall is the policy and motto of the store to serve customers, and even the promise of the design to highlight the brand culture (Figure 72).

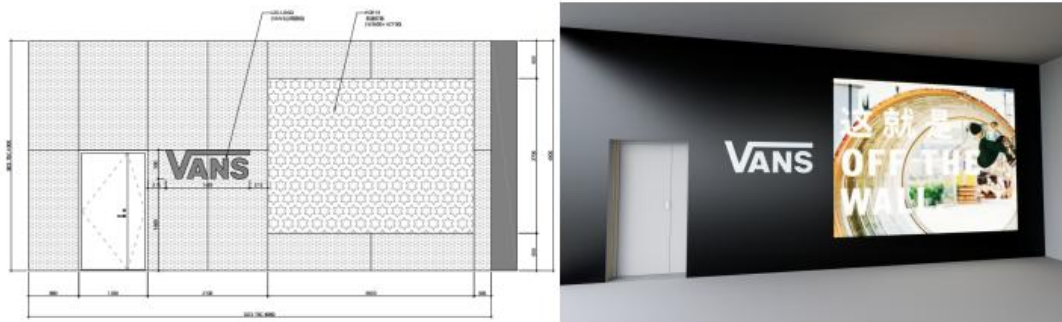


Figure 72. Sign Wall design (Source: Designed by Jin He)

The goods in the shop can be divided into three types: trading goods display, sample display and reserve goods display. Display of trading commodities refers to the commodities placed and displayed in counters, shelves and containers for direct trading on the spot. This display mode has the characteristics of fast flow and frequent replacement (Figure 73).

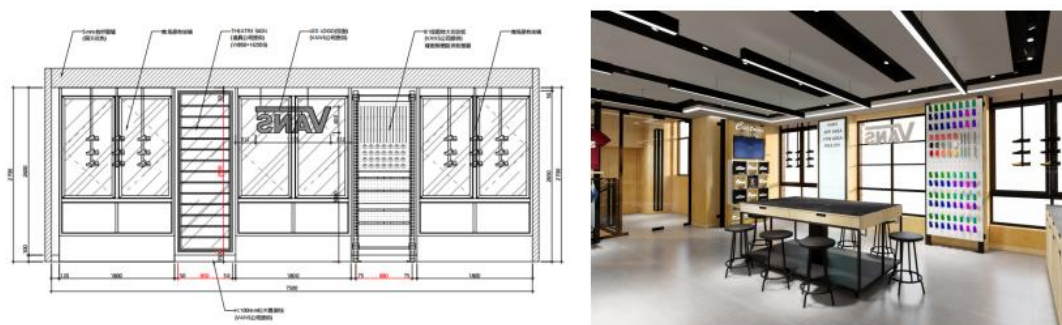


Figure 73. DIY wall layout design in the store (Source: Designed by Jin He)

The display of reserve goods refers to the goods ready for sale on the spot. It is mainly placed in places that are convenient for sales and do not affect on-site sales or people's walking. It also has certain significance for commodity display, but it is not the main body of display. More reserved commodities should be stored in the warehouse of the store (Figure 74).



Figure 74. Store goods placement design (Source: Designed by Jin He)

Combination display method: it can be purchased as a set or individually. This combination of legal, in fact, is also a reminder and psychological hint to customers, so that customers at a glance, aftertaste whether they have any shortcomings, in order to increase their purchase and consumption desire.

4.3.3 Decorative materials

The architectural space is enclosed by all sides. General store interior space is mostly hexahedral, composed of ceiling, ground and wall, handling these three parts helps to strengthen the integrity and unity of the store space.

1. The canopy

Shops usually use wooden ceiling, plasterboard ceiling, metal ceiling, asbestos ceiling, glass fiber ceiling, etc.

Ceiling of metal plate condole top -- it is a kind of luxuriant adornment material, modelling is diversity form, breed is various, but the price is more expensive.

3. Wall

As the side of the space, the wall appears in a vertical form, which has a great impact on people's vision. Therefore, it is one of the important factors that constitute the store space. Accordingly, in processing, should make it and door window, lamps and lanterns even ventilated hole union rise, in order to obtain complete effect. Among wall materials, coatings, paints, wood wall materials and wallpaper are mainly used (Figure 75).

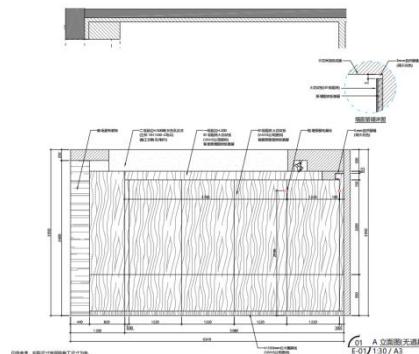


Figure 75. 墙面材质说明 (Source: Designed by Jin He)

Wood wall material - can be divided into synthetic board, fiberboard, board. Synthetic board namely plywood, it abounds natural colour, the surface feels better, it is advanced metope

decorates material.

3. The ground

As the bottom surface of the space, different materials can be used in the treatment, such as ceramic tile, stone, wood, plastic floor, carpet, etc. (Figure 76).

Ceramic tile -- extremely durable material, colour is richer also.

Plank -- give priority to with woodiness material, have the advantage such as heat preservation, flexibility is appropriate, grain quality excellent beauty, at the same time wooden floor has solid wood and aggrandizement cent.

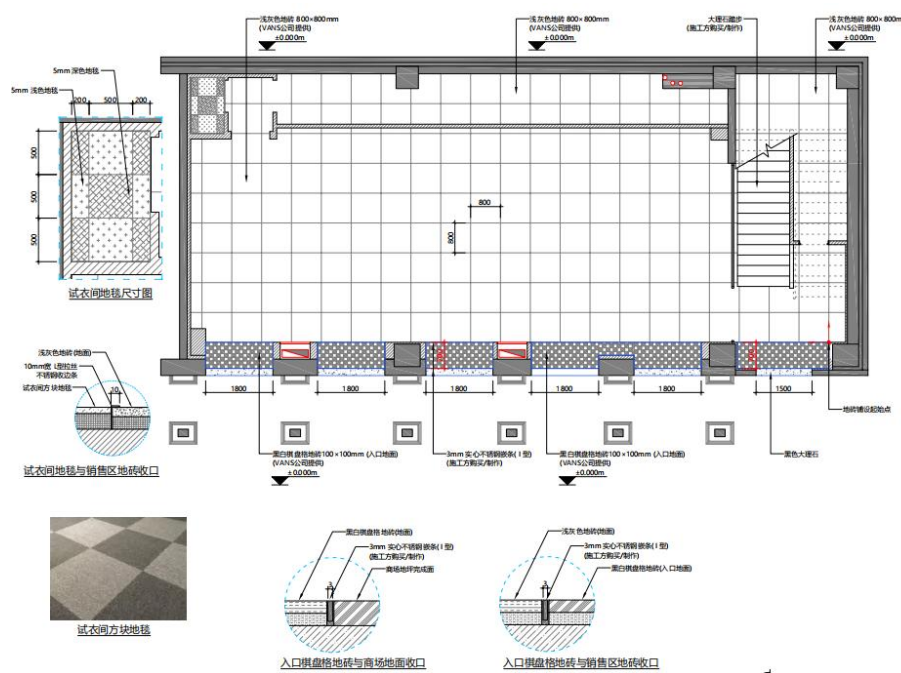


Figure 76. Design of the ground (Source: Designed by Jin He)

4.3.4 The design



Figure 77. Layout design (Source: Designed by Jin He)

4.3.5 The construction process

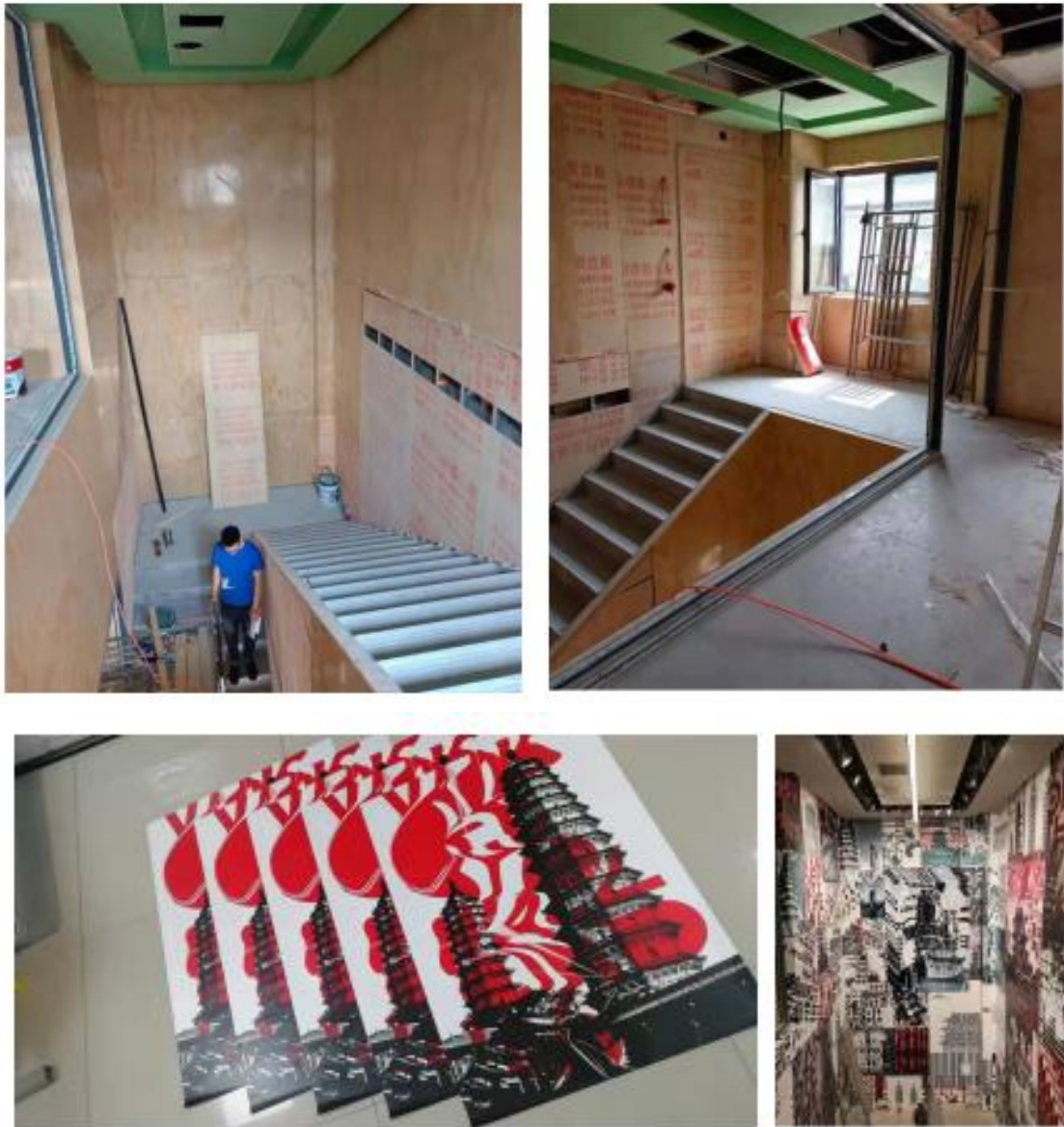


Figure 78. The construction process (Source: Photographed by Jin He)

4.3.6 Completion photos

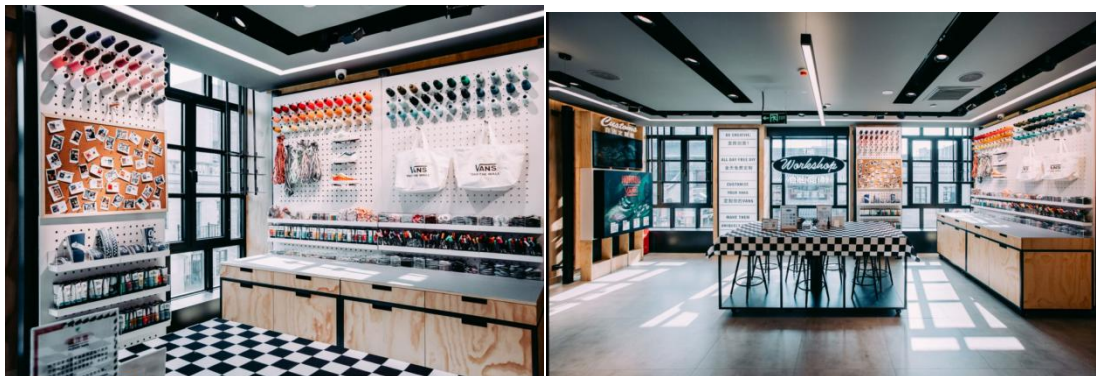
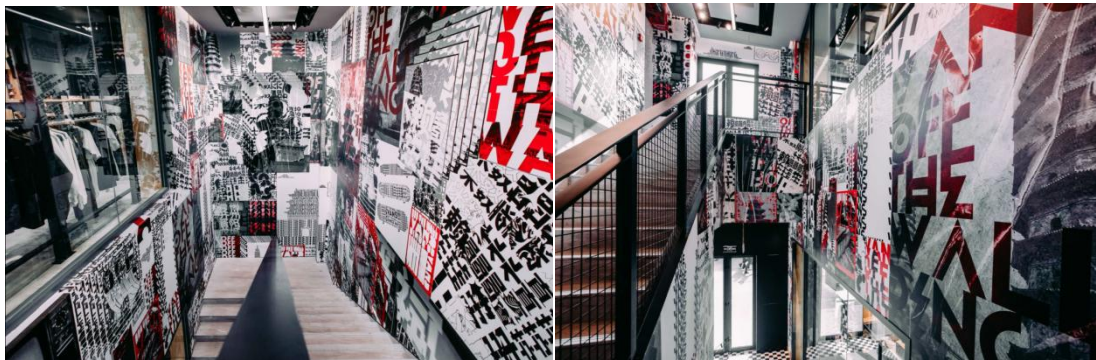




Figure 79. Completion photos (Source: Photographed by Jin He)

4.4 Street layout -- the application of cultural elements in the construction

Centering on the Era Museum exhibition space and the "Interactive Experience" to express their creativity, this exhibition brings Vans fans back to the 1970s and recreates the Era classic wave, from skateboarding culture to extreme sports, music, art and street culture, and expresses Vans' strong support for youth culture. Deliver THE brand spirit of OFF THE WALL (56).

4.4.1 Overall arrangement

The layout of this block is combined and changed with the change of weather and pedestrian flow during holidays (Figure 80).

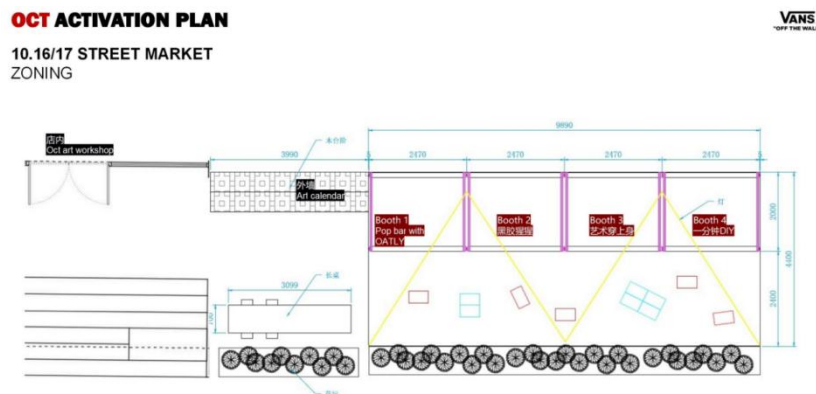


Figure 80. Layout design (Source: Designed by Jin He)

4.4.2 Combine brand elements with beverage culture

OATLY- a global oat plant base from northern Europe (Figure 81). OATLY strives to bring healthier lifestyles to consumers and a lower burden on the planet behind its three core values of trust and openness, nutritious taste and sustainability.

In this interior layout, brand elements are integrated, combined with the unique selling points of the beverage brand. Integrate more popular elements into the interior design.

OCT ACTIVATION PLAN

10.16/17 STREET MARKET
Booth 1
POP BAR WITH OATLY

好友OATLY特别支持免费的饮料体验

- OCT 16 13:00–21:00
- OCT 17 13:00–21:00
- MECHANISM:TBD

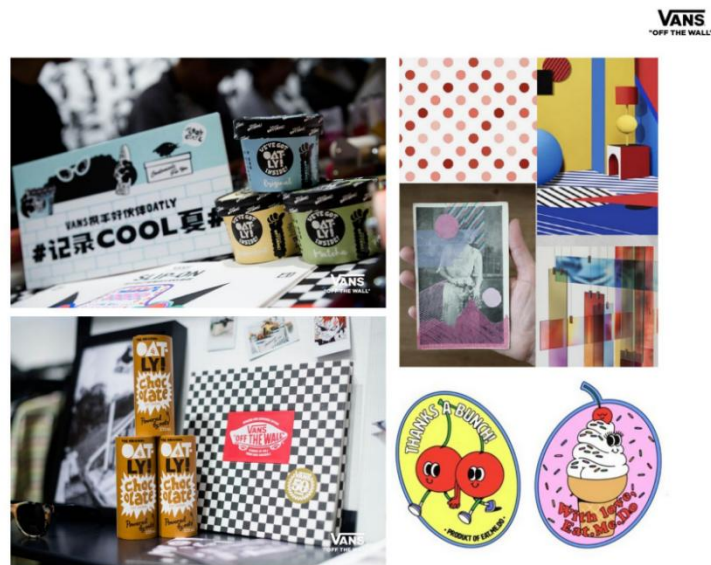


Figure 81. Sponsorship drinks (Source: Photographed by Jin He)

4.4.3 Brand elements are combined with music culture

The brand GORILLAVINYL was born in Gusu. It focuses on the hi-Fi system of vinyl and the sound space of vinyl records. It is also a creative company based on vinyl culture.

At the booth, visitors will receive a raincoat and doodle to their liking. Artists from the UAU Urban Art Alliance will also be invited to doodle on site.

Pedestrians who want to collect a "vinyl album" of their own can scan the QR code to follow VANS official wechat and receive a 3-inch vinyl fridge sticker so that they can feel the fun of customized albums (Figure 82).

OCT ACTIVATION PLAN



10.16/17 STREET MARKET

Booth 2

黑胶猩猩

1. 黑胶唱机 (效果图、设计图)



尺寸: 33*23.5cm

2. 黑胶唱片概念封面



尺寸: 31*31cm

3. 瓶子制作文件



4. 现场布置效果图



OCT ACTIVATION PLAN



10.16/17 STREET MARKET

Booth 2

黑胶猩猩

现场展示不同设计风格的唱片封面, 并放置Vans特色的黑胶唱片机不间断播放音乐, 参观者还可以自行DIY冰箱贴

- OCT 16 13:00-21:00
- OCT 17 13:00-21:00

MECHANISM:

- 想收藏一张属于你的“黑胶唱片”吗?
- 扫描二维码关注VANS官方微信, 即可领取一张3寸黑胶冰箱贴, 可以感受定制“唱片”的乐趣。



Figure 82. Layout of brand elements in interior design (Source: Designed and photographed by Jin He)

4.4.4 Brand elements are combined with graffiti culture

While graffiti art has gradually become interior decoration, people have come to accept the world of blur. Elegance, grace and reserve are not necessary, but personal style must be expressed. Designers use the strong visual language and passion of graffiti art in interior design, adding a new direction to the expression form of modern interior design and providing a brand new mode for decorative space.

The Shanghai event, titled "Who says art is only for viewing? We want to get close to them," reads the slogan, and visitors can get a limited edition raincoat by scanning a QR code and following the VANS official account. Graffiti artists will spray paint on the spot for guests, and

guests can also improvise their graffiti works under the guidance of the artist. The custom raincoat is limited to 250 pieces per day (Figure 83).

OCT ACTIVATION PLAN



10.16/17 STREET MARKET

Booth 3

艺术穿上身 with UAU城市艺术联盟

在这个booth, 参观者可收到一件雨衣, 并涂鸦定制成自己想要的样式。同时还会邀请UAU城市艺术联盟的艺术家来现场涂鸦

- OCT 16 13:00-21:00
- OCT 17 13:00-21:00

MECHANISM:

- 谁说艺术品只适合观赏? 我们偏要和它们亲密接触。
- 扫描二维码关注VANS官方账号, 即可获得限量雨衣一件, UAU涂鸦艺术家会为你现场喷绘, 当然你也可以在艺术家的指导下, 即兴创作自己的涂鸦作品。
- *定制雨衣每天限量250件。

UAU城市艺术联盟艺术家

中国跨界街头艺术家 HL

长达12+年涂鸦创作经验, 其作品被入选上海双年展、上海美术馆《城市中的剧场》等国内外知名美术馆/艺术展, 并多次参与中国涂鸦文化纪录片的制作。其作品多次受邀国内外媒体报道, 包括: 澳大利亚abc电视台、ICS上海外语频道、《上海一周》等。

拥有丰富的国际品牌跨界经验, 包括Jaguar, Chevrolet, Moleskin, Under Amour, Nike Jordan, Absolut等

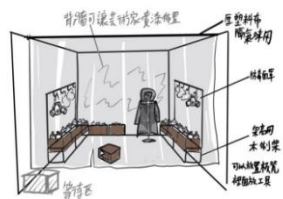


Figure 83. Graffiti and interior design (Source: Designed and photographed by Jin He)

4.4.5 Combine brand elements with DIY culture

"One minute to complete a creative people belong to you. Super easy, super fun!" (Figure 84)

Of the CCD camera take pictures at the scene, the city only by means of simple to line tools like creation, even the people passing by, can also be no pressure to spend 1 minutes, customize a guest own creative portraits

Step1: take a beautiful picture with the fast imaging camera provided on site

Step2: Creative time! Don't be afraid to add illustrations or collage effects to make your photos stand out

Step 3: immediate encapsulation and bring home a work of art

OCT ACTIVATION PLAN



10.16/17 STREET MARKET

Booth 4

一分钟DIY

现场提供的ccd相机拍照, 再利用简单绘图工具进行图像创作, 即使是路过的人群, 也可以毫无压力花费1分钟的时间, 定制一个属于自己的创意人像

- OCT 16 13:00-21:00
- OCT 17 13:00-21:00

MECHANISM:

- 1分钟完成一张属于你的创意人像, 超简单, 超好玩。

Step 1: 用现场提供的ccd相机拍一张照片

Step 2: 创作时间! 大胆加入插画元素或者拼贴效果, 让你的照片与众不同吧

Step 3: 即刻塑封并把你的艺术作品带回家吧

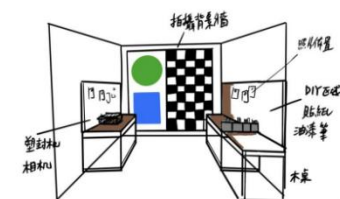


Figure 84. DIY interior design in a minute (Source: Designed and photographed by Jin He)

4.4.6 Color is light

The main points of shop color must take into account changes in walls, floors and weather. Can form the element of colour effect, it is the harmony of commodity color and wall color. For example, if the wall with yellow background displays yellow goods of the same color, it will not only look strange, but also easily lose value. It can be seen that when displaying contrasting colors of opposite colors, such as juxtaposing black and white products, the products will be more distinctive and attract consumers' attention (57).

The lighting design of the store mainly relies on artificial light sources. Artificial light source has two of the most basic effects: one is directly used for the external lighting of the shop, to illuminate the shop front and shop before the environment and installation, with practical as the basic requirements; The second is to set up a variety of decorative lights for the atmosphere of the shop, the environment, the purpose is to increase the formal beauty of the shop front, among which neon lights and window lights are most commonly used.

Decorative foil light source is shop or foil commodity mainly, concurrently serves as local illumination light source, mainly beautifies the store environment, propagandizes the commodity, creates the shopping atmosphere function. Generally divided into two categories: one is the light source that decorates the interior environment of the whole shop, such as colored lights, string lights, palace lights, etc., generally installed in the container or close to the goods, this kind of light source has a strong impact on the vision of customers. Therefore, the most important attention to brightness and lamp color of the environment and commodities foil and damage. Attention should be paid to specific use (Figure 85).

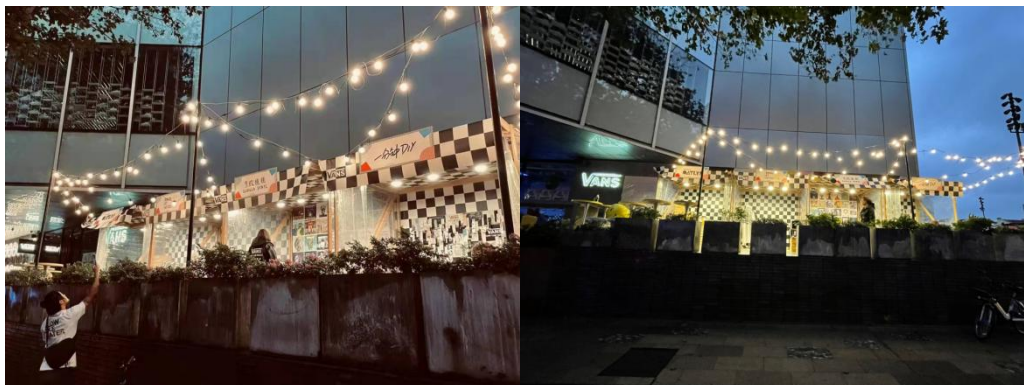


Figure 85. Spot lighting arrangement (Source: Photographed by Jin He)

4.4.7 Construction process



Figure 86. Construction process (Source: Photographed by Jin He)

4.4.8 Photos



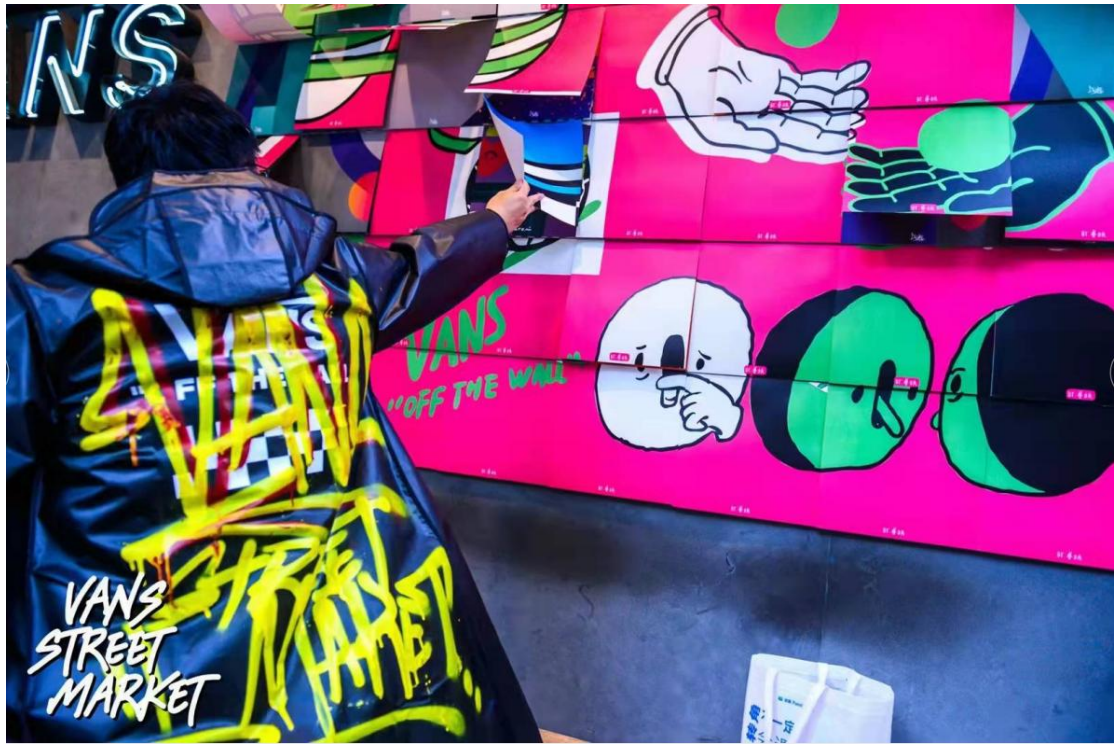




Figure 87. Photos (Source: Photographed by Jin He)

4.5 Summary

(1) In the face of the ever-changing social and cultural environment, the general public has increasingly strict requirements on cities. This is mainly caused by people's strong demand for culture under the background of economic development in the new era. Exploring and recognizing the cultural characteristics contained in urban architecture is only the first step for contemporary human beings to improve their living environment. As a qualified contemporary designer, we should base on this series of scientific exploration and research results, realize the innovation of urban construction, especially urban cultural construction, strive to create a high-grade, high-quality, high-grade urban living environment, and strive to realize the harmonious and scientific development of human society. Conform to the trend of The Times and innovate the connotation of space (58).

(2) A good interior space design is a demonstration of the core charm of the brand. At the same time, it is also the interpretation of a regional culture. Venice, a famous town, enjoys a high reputation because it makes full use of water and creates indoor and outdoor space by combining water culture elements, highlighting the characteristics and charm of the city. This is a successful case worthy of reference for interior space design all over the world in the use of cultural elements. Contemporary China wants to build a country with "Chinese characteristics", it is undoubtedly a feasible way to give prominence to unique cultural elements in interior space design. Therefore, we should mainly start from the following two aspects:

1) According to the cultural characteristics of different places, it is prominently used in interior design to form regional national design logos. For example, the stores in Beijing and Taiyuan are designed with different cultural elements combined with the actual situation of the stores.

2) Adhere to the style and cultural elements, and realize the independent innovation of our nation in interior space. Stop blindly follow the fashion and imitate foreign design. The development of distinctive urban space design can be ensured by vigorously training local design talents, holding high-end interior space design exchange meetings or competitions, etc.

(3) Science and technology is the first productive force. The application of contemporary science and technology in interior space can not only highlight the avant-garde of design, but also improve the practical effect. For example: in the store design of Beijing, the introduction of advanced online customization, interactive design, to achieve the innovation of space modeling, function and use value; Through the application of some specialized science and technology, the combination of science and culture and interior space is realized.

5. Application method and construction principle

5.1 The technique of expression

(1) means of expression of implied meaning

Cultural elements are mostly based on animals, plants, stars, moon, flowing water and clouds. Later, influenced by Taoism and Buddhism, themes are increasingly rich and designs are increasingly exquisite. Modern cultural elements but also use the figures, animals, birds and flowers, artifacts and some auspicious words, such as with mr.putin story as the background, through the analogy, quasiphysical, metaphor, harmonics, etc. The technique of expression, constitute "a moral pattern" form of expression, give the auspicious happiness and a stable and peaceful, reposing people desire happy happy life, health, etc.

(2) The application of abstraction of representational things

Animals and plants in our daily life become the main themes in interior space design. There is no much restriction on the traditional pattern of concrete images in modeling. They can obey the visual sense of modeling and reflect the artistic beauty of abstract forms. You can also use the elements in nature for exaggeration, gradual change, symbolism and other artistic techniques, and apply them abstractly to the design.

(3) The composition of cultural elements

The design of cultural elements is usually used for the Central Line or central point, and the design of the same color, shape, volume, or different color, shape, but the same volume, or similar elements, above and below, around and around it (three, four, and many sides). This form of composition is called the equalization and symmetry method of composition. Among them, symmetry is generated according to the change in space position, reflecting the layout of the element organization; And the average and the average refers to each part of the distribution in space, it decides the aesthetic feeling of cultural elements, with an average symmetrical composition technique of expression, elements in the design reflects the general pattern that the visual effect, more organized, this is the cultural elements in interior space decoration design and decoration properties of important premise.

5.2 Signature step

In order to effectively apply a variety of cultural elements in the actual work of interior space designers, they must update the design concept, integrate different humanistic concepts in different cultural elements, and infiltrate the concept of "unity of nature and man" to ensure the effective development of design work. On the one hand, during the interior space design, the natural and social environment can be fully integrated according to the content of cultural elements. For example, in the specific design work, you can combine the humanistic elements and connotations of different regions to set up fresh elements, which can not only enhance the charm of space decoration, but also break the limitations of traditional design work, and

integrate cultural elements with modern environment. On the other hand, in the design work, it is necessary to strengthen the dissemination of various cultural elements. In particular, the application of regional culture in design work can highlight the traditional culture of a city and promote the sound development and progress of the industry (59).

1, design preparation stage Design preparation stage is mainly to accept the commission letter, sign a contract, or participate in the bidding according to the requirements of the tender; Make clear the design deadline and make the design schedule, consider the cooperation and coordination of various related work types; Clear design tasks and requirements, such as the nature of the use of interior design tasks, functional characteristics, design scale, grade standards, total cost, according to the nature of the task to create indoor environment, cultural connotation or artistic style; Familiar with design related norms and norm standards, collect and analyze necessary data and information, including on-site investigation and visits to similar examples, etc. When signing a contract or formulating tender documents, it also includes the design schedule and the design rate standard, that is, the interior design fee charged by the owner accounts for the percentage of the total investment in interior decoration.

2, program design stage Program design stage is on the basis of the design preparation stage, further collect, analyze, use and design task related information and information, conception, preliminary program design, in-depth design, program analysis and comparison. Confirm preliminary design scheme and provide design documents. The documents of the preliminary indoor plan usually include: 1. The plan, the commonly used ratio 1:50, 1:100; 2, indoor elevation expansion, commonly used ratio 1:20, 1:50; 3, flat top map or elevation map, commonly used ratio 1:50, 1:100; 4. Indoor perspective view; 5, interior decoration material sample layout; 6. Description of design intention and cost estimate; The preliminary design scheme shall be approved before construction drawing design.

3, construction drawing design stage construction drawing design stage needs to supplement the necessary construction of the plane layout, indoor elevation and flat roof drawings, but also need to include detailed structural nodes, details of large sample drawing and equipment pipeline diagram, construction instructions and cost budget.

4, design and implementation stage Design and implementation stage is the construction stage of the project. Before the construction of interior engineering, designers should explain the design intention and technical disclosure of drawings to the construction unit; During the construction of the project, it is necessary to check the actual construction according to the requirements of the drawings, and sometimes it is necessary to propose local modification or supplement to the drawings according to the actual situation of the site; At the end of construction, the project shall be checked and accepted jointly by the quality inspection department and the construction unit. In order to make the design to achieve the desired effect, interior designers must pay special attention to every stage of the design link, full attention many aspects, such as design, construction, materials, equipment, and familiar with, value and the original architectural design of buildings and facilities design of cohesion, but also must coordinate well with the relationship between the construction unit and construction unit, communication and consensus in design intention and conception, In order to obtain the ideal design engineering results.

Two, the method of interior design interior design method, here focus on the thinking method from the designer to analyze, mainly have the following points: 1, focus on the big, small, overall and detailed in-depth review of the big, that is, as described in the first chapter, interior design should consider several basic points of view. In this way, the starting point of thinking and designing is

high and there is a global concept of design. Fine place begins is to point to when undertaking a design specifically, must use property according to indoor, thorough investigation, collect information, master necessary data and data, from the dimensions such as line of flow of the most basic human body measure, person, mobile scope and characteristic, furniture and equipment and use the space that they must wait. Architect A Ikonikov once said: "Any architectural creation should be the result of the interaction between internal elements and external connections, that is, 'from inside to outside', 'from outside to inside'. The "inside" of the indoor environment, and other indoor environments connected with this indoor environment, as well as the "outside" of the outdoor environment of the building, are closely related to each other, and the design needs to be coordinated repeatedly from inside to outside, so as to make it more perfect and reasonable. The indoor environment needs to be coordinated with the nature, standard and style of the building as a whole and with the outdoor environment. 3, intended to pen or first calligraphic style synchronization, conception and expression and to pen the first refers to create paintings must have conception, namely, thoughtful, with the pen, again after the "idea" that is, the conception, design conception is critical to studying to say, a design, no conception is the "soul", the difficulty of design also tend to have a good idea. Specific design to pen first is good, but one of the more mature idea, often need enough information, discussing and thinking of the time, so also can write while idea, the so-called calligraphic style synchronization, in the early stage of the design and the solutions in the process of the conception, design gradually clear, but the key is still to be a good idea. To interior design, correct, complete, expressive ground expresses the conception that gives indoor environment design and intention again, make builder and review personnel can wait through drawing, model, explanation, understand design intention comprehensively, also be very important. In the design bidding competition, the quality of drawings is complete, accurate, beautiful is the first key, because in the design, image is after all a very important aspect, and the expression of drawings is the language of designers, the connotation and expression of an excellent interior design should also be unified.

5.2.1 Extracting elements

Innovation is always the source of power for technological development. Different cultures around the world are the products of historical development, which have been polished by time and witnessed by history, and have integrated various design elements. Face the new situation of modern design development, and art creators need to update ideas actively, set up the correct design idea, in pay attention to carry forward the excellent culture at the same time, strengthen the design of system innovation, culture design elements and social development of the situation fully mix, realize the innovation of the cultural elements and upgrade, promote the sustainable development of modern interior decoration design.

5.2.2 Reasonable application of color elements

In the current interior space design process, people gradually show diversified design needs, traditional single color space design can not meet people's new needs for innovative design. In the design process, designers need to adjust the application mode of color elements in

combination with the different visual needs of the audience and the hidden cultural needs. Under the effect of color matching, the interior space can complete the communication of different visual information and meet the emotional needs of the audience. At the same time, give them beautiful enjoyment. In this sense, color elements play an irreplaceable role in interior space design. Color is also the most intuitive way to convey information in design. Based on different cultural perspectives, color is endowed with different meanings.

5.2.3 Rational use of graphic elements

In the field of interior design, graphic elements in culture can be applied to obtain rich materials, such as dragon graphics, phoenix graphics, tai chi graphics, which contains rich cultural thoughts and implications, with a good implication of eliminating disasters, happiness and health. The application of graphic elements in modern architectural design can not only satisfy people's spiritual needs, but also reveal the advantages and positive effects of traditional cultural elements. Therefore, in the process of interior space design, we should pay attention to the application of cultural graphic elements, according to the spiritual needs of modern people and aesthetic characteristics, do a good job in the extraction of graphic elements, integration and innovative design work. This can not only maintain the characteristics of graphic elements, but also form a modern design mode, constantly enhance the rationality of interior design, enrich the design elements and content, so as to create an interior space with cultural charm.

1. traditional Chinese style

The elements:: (1) furniture is mainly the Ming and qing dynasties furniture style, this kind of furniture modelling concise, give priority to with line, USES the mortise structure, between the span of the larger local, laced with tooth plate mouth, teeth, mouth, stamps, old, overlord Cheng, an Cheng, clip, etc., adornment gimmick has carved, ornamental, embedded, tracing, material is very wide also, enamel, screw survey, bamboo, teeth, jade, stone, etc., little pile, Not qu meaning carving, is according to the overall requirements, in the local position for a small area of carving or Mosaic, with wide wood, red sandalwood, flower pear, chicken wing wood, iron wood, rosewood, ebony, nanmu, wood texture, natural beauty. (2) Interface and components: Metope: the walls mostly use the primary color of building materials, and the wood will be painted and painted to decorate. The upper half of the beam and column is mostly green, while the lower half is mainly red. Smallpox: multi-purpose ceiling of sunk panel, build in the central place of housetop commonly, caliber is bigger, administrative levels are a lot of, structure is complex, as flower cover umbrella is general. The structure of caisson has always adopted the practice of erasing Angle and overlapping wood, which contains the five elements to fight fire with water and prevent fire. They are usually on the Buddha pedestal in temples or above the throne in palaces. It is the concave part of the flat top, which is square, hexagonal, octagonal or round. It is carved or painted. The common one is "Double dragons playing with pearls ". Caisson is a unique form of Chinese architecture. Its practice and painting represent the characteristics and essence of traditional Chinese architecture. Turquoise, stone green, gold and bright red and green color and the radius of the caisson alternate. Caisson is one of the interior eaves decoration of ancient Chinese architecture. Have important adornment effect to receive fall dust on the top and adjust indoor temperature effect concurrently, have a kind of view, make sunk panel is to prevent fire.

The pattern when sunk in caisson Ming and Qing dynasties, colour increases, carve inlay coloured act the role ofing more luxurious, increased the atmosphere of indoor magnificence. These full-body gold ornaments, gorgeous and spectacular caisson, show the high skill of Chinese decorative craft. Also known as inserting horn or holding wood, there are dragon, phoenix, crane, flower and bird, flower basket, golden toad and other forms, carving rules are round, relief, through carving. The nearly triangular wood carving components located at the intersection of beams and columns or hanging flowers and longevity beams have three functions: 1. Shorten the length of beam span by 2. Reduce shear force at the junction of beam and column 3. Prevent the inclination of Angle between horizontal and vertical construction materials. From a mechanical component, the substitution gradually developed into an aesthetic component, just like a pair of wings extending from the upper part of the column to both sides. A vivid form changed with the frame between the columns. The outline changed from straight line to soft curve, and from square to interesting, richer and more free polygon. There are even dragons, phoenixes, turtle fish, cranes, flowers and birds, flower baskets, golden toads and other forms of bird replacement Lattice fan: is generally referred to as the middle Mosaic lattice door, composed of a door frame, straight side, horizontal called wipe head. It is divided into three parts: the installation of transparent lattice called lattice eye or flower center, the lower half of the solid wood lattice called skirt board, between the flower center and skirt board called ring board. Often seen on either side of a shrine. The themes of auspicious patterns are mostly taken from Chinese myths and historical stories, and their patterns include animals, plants, nature, characters, figures and utensils, etc., which can be represented by a single theme or a combination of various themes to convey complete meanings. Pillars, often carved with animal patterns and generally in vermilion: (3) Decoration: The interior furnishings include Chinese calligraphy and painting, plaque, hanging screen, bonsai, porcelain, antiques, etc.(4) Patterns: patterns of dragons, phoenixes, turtles, lions and so on. (5) Lanterns: they are usually made of paper, and some are painted with various colors.

2. European style

Features: interesting curves, asymmetric rules, soft and gorgeous colors, advocating nature. There is elegance ancient time style, fine in Europe type the mediaeval style that sends, rich Renaissance style, romantic baroque, rococo style, arrive Pompeii type, the new classic style of emperor government type all the time.

The elements: Furniture: classical bent leg type, mostly with patterns, carvings, gold, especially flowers and trees and other patterns of decoration, beautiful lines.Gorgeous curtains, matching paintings, embroidered cloth decoration are also selected. Between sitting room and dining room yi Ke is choicingly chair of a noble concubine, line is elegant, modelling is perfect and delicate, hold costly trait concurrently, golden chair face and the main tone of the sitting room bring out the best in each other. Pillars: mainly used ancient Greek Doric column, ancient Greek Ionic column and ancient Greek Corinthian column, Roman Doric column, Roman Ionic column, Roman Cochrin column. Doors and Windows: usually combined with arch and column modeling. Colour: general Ou shi is classical style, be good at applying aureate and argent most the air that presents a bedroom and lasting appeal restoring ancient ways.

lamps and lanterns: crystal lamp decoration is a good way of expression of European style, it shows noble and elegant, flowing light overflow, can set off the brilliant atmosphere.

3. Ancient Greek style

Characteristics: Harmonious and perfect

Examples: Acropolis in Athens, Parthenon, Apia, Ethion, The Altar of Zeus in Pergamon, the Memorial Pavilion of Leshograde

The elements:

(1) column type: there are three main types: Ancient Greek Doric column, ancient Greek Ionic column and Ancient Greek Corinthian column: the pursuit of building eaves (including tiebeam, eave wall, cornice) and columns (column base, column body, column head) of strict harmonious proportion and artificial scale modeling format. Greek architecture is based on the principle of composition of the three columns;

(2) Furniture: the home has a seat, a couch, an altar table and a three-legged table. The legs of the furniture are often shaped in architectural column style, forming the chair legs and the back of the chair with curves. The background is often blue, and the surface is painted with honeysuckle, laurel, grapes and other patterns, and inlaid with ivory, tortoise, gold and silver.

(3) Decoration: pediment, scroll, creephouse leaf ornament, harp vase, laurel wreath, garland, relief, Caryatian Athena.

4. Roman style

Features: firm thick dignified.

The elements:

(1) Dome structure: the arch structure is formed by round arches and domes to obtain a wide internal space;

(2) the difference between the pull rod and the pressure rod of wood truss in wood structure;

(3) Column type: there are mainly Roman Doric column, Roman Ionic column and Roman Coqlin column, which developed the ancient Greek column composition and created the combination of column type and arch coupon, that is, the coupon column type and continuous coupon as both structure and decoration.

(4). Furniture: mainly bronze and marble furniture, wood furniture, stocky beast foot shape legs, rotating wooden leg chair, deck chair, table, chair, wooden furniture started using Angle birch box panel structure, and with inlaid, common patterns: the eagle, the winged lion, goddess of victory, crown, honeysuckle, palm, grass, lion claw shape, face a lion shape, Gen trumpet creeper;

(5). Typical practice: columnar atrium, with two courtyards in front and back, reception room with large skylight in the center of the atrium, each room for family members in the back courtyard, and the host reception room in the middle for offering sacrifices to ancestors and household gods

5. Gothic style

Examples: Notre Dame Cathedral, Amiens Cathedral, Reims Cathedral, Chartres Cathedral, Beauvais Cathedral;

The elements:

(1) Minarets, pointy arch Windows, stained glass panes, vaults, flying buttresses (issued by the piers outside the side hall to balance the side thrust of the arch foot of the central hall),

pointy arches, pointy arches, beam columns, fan arches, flame pattern gallery.

(2) Furniture: decorated with spires, pointed arches, thin columns, pendant covers, shallow or translucent panels, almost every plane of the furniture is regularly drawn into a rectangle, which is full of vines, flowers and leaves, roots and geometric patterns of relief, often embedded with metal and additional rivets.

(3) Indoor from the vertical column and column between the pointed upward fine lattice arch hole, the upper part of the window flame-shaped line decoration, roll, linen, spiral and other pattern decoration.

(4) Structure: composed of stone skeleton coupons and flying buttonholes, the basic unit is in a square or rectangular plane on the four corners of the column do double center skeleton tip coupons, four sides and diagonal each, roof stone frame on the coupon, forming the vault.

(5) British layout: the middle hall is low and deep, with a side hall on both sides, and the transverse wing is more prominent, and there is a short rear transverse wing.

(6) The British half wood construction style residence with wooden columns and wooden rails as the framework, plus decorative patterns, dark wood beams and columns and white walls alternate.

(7) The side hall of the German Central Hall has the same height, with no side Windows or flying buttresses. It is completely lit by the thin Windows of the outer wall of the side hall. An overall steep slope roof is added on the vault, and a multi-column hall is inside.

(8) Shape: Latin cross is commonly used.

6. Baroque style

Features: luxurious, gorgeous and thick

Elements:

(1) wall: in the indoor painting, sculpture, technology focus on decoration and display art, mostly using marble, plaster plaster or carved wall panels, decorated with gorgeous fabric, exquisite oil painting, colorful French tapestry; There are also dark maroon wood wallboards with blue and dark green fabric finishes.

(2) Flower board: decorated with exquisite models, full of carvings.

(3) the ground: luxurious carpet.

(4) Furniture: materials with walnut, pear wood and other hardwoods, the use of large area of carving, various decorative patterns, gold foil veneer, gold paint, and a large number of applications in the sitting and lying furniture covered with fabrics, chairs are decorated with swirls, with beautiful bent legs, seat back with luxurious brocade and other fabrics.

(5) Sanitary ware: Liyihua series of Kohler sanitary ware products: 6-liter split Liyihua toilet (with oak as cover plate), cast iron platform basin and column basin. Five, modeling: a large number of use of curved surface, circle, oval, quincunx, disc shape, etc.

(6) Technique: the front door above the stratified eaves and mountain flowers made of overlapping arc and triangle, the door on both sides of the column and the flat pilaster, the upper elevation on both sides of the two pairs of large vortex, the column is generally thick, and the classical pilaster and mountain flower connection.

7. Rococo style (Louis 14)

Features: bright, delicate, gentle and charming

The elements:

(1) Wall: a large number of mirrors, panels, wandingboards sometimes with wood, sometimes as a frame, the frame around the circle of lace, lined with light Oriental brocade in the middle, wall painting love with light green, pink, rose and other bright light colors, with gold.

(2) ceiling: sky blue, painting white clouds, flashing luster, ceiling and wall surface sometimes connected with arc, corner cloth mural.

(3) carving: brightly colored bas-reliefs, thin threads and carvings.

(4) Decorations: candlestick (installed in front of a large mirror), fireplace (using polished marble), China.

(5) Furniture: Is given priority to with walnut, the commonly used cyclotron tortuous scalloped curve and are characterized by fine fine vulture act the role ofing, leg with s-shaped curved legs, use less cross braces, design adornment theme of seashells, ovate, leaves, fruits, ribbons, vortex and angel, seat of fabric patterns washed for rust with velvet or satin, coating color have black, red, green, white, gold all.

(6) Shape: no square corner, like round, oval, long circle or rounded polygon.

8. Mediterranean style

Characteristics: Romantic, pure and natural

The elements:

(1) Home design elements: white plaster walls, continuous arcades and arches, ceramic tiles, ceramic POTS, sea blue tiles and Windows and doors pink bougainia, dark red geranium, mysterious glassware; The Mediterranean style features arches and semi-arches with horseshoe-shaped doors and Windows. The circular arch and cloister in the building are usually connected or vertically connected, which gives an extended sense of perspective in walking and viewing. In addition, the metope in the home is in (should not be load-bearing wall only), all can use the means of half piercing chisel or whole piercing chisel to model the window in indoor scene. The semi-arched door is a distinctive feature of the Mediterranean style.

(2) Pure and beautiful color scheme: blue and white: this is a typical Mediterranean color collocation. The coast of Spain and Morocco extends to Greece on the eastern shore of the Mediterranean Sea. Greece's white villages and beach and blue sea, blue sky, even the doors, Windows, chair surface is the color of blue and white, and mixed with the metope of shells, sand, pebbles, collage iron metal Mosaic, gold and silver vessels, the blue and white contrast and combination of different level to the limit. Yellow, blue, purple and green: The lavender field of the sunflower of south Italy, south law, the flowers of golden yellow and blue violet and green leaf set each other off, form the colour combination that does not have emotional appeal, have natural aesthetic feeling very. Earth huang reaches red brown: this is the natural landscape color such as the desert with peculiar North Africa, rock, mud, sand, again complementary the deep red of north Africa native plant, indigo, add brass, bring the vast feeling like a kind of earth.

(3) Unkempt lines: lines are the foundation of structural forms, so it is a very important design element at home. Mediterranean coast for houses or furniture lines are not straight, appear more natural, so whether furniture or architecture, have formed a unique round shape. The result of the white wall is also a special irregular surface.

(4) Unique decoration: furniture should be made of wood furniture with low chroma, simple lines and rounded edges. The ground is paved terra-cotta or SLATE. Mosaic enchase, collage is

stuck in Mediterranean style calculate relatively luxuriant adornment. Mainly use small stones, ceramic tiles, shellfish, glass pieces, glass beads and other materials, cut and then creative combination. In the interior, curtains, tablecloths, sofa covers, lampshades and so on are mainly low color tones and cotton fabrics. Simple but elegant small fine stripe grid design is the main style. Interior decoration to cotton products, seashells mainly decorated with cast iron, ceramic tiles, Mosaic, weaving and other decorative arts.

(5) Unique wrought iron furniture is also a unique aesthetic product of Mediterranean style. In the meantime, the household of Mediterranean style pays attention to afforest even, climbing vine kind plant is common plant that occupy the home, cabinet lovely green potted also often sees

8. Japanese and chamber style

Features: Elegant and soft

The elements: Room decoration products and supporting products, including: tatami, camphor door, camphor window, painted door, sky bag, ground bag, sky column, niche, roof paper, wallpaper, chute, etc.

(1) tatami: public places with blue trim, home decoration with purplish red or emerald green trim, is made of pure natural plants straw and rush mat processing, mat as the surface, laid when the keel, spread the big core board and then tatami, the method is spread into the field font, well font and symmetrical type.

(2)Fushima: also known as ukiyo-e, one side is paper and one side is cotton, cloth with hand-drawn patterns, used to make sliding door material.

(3) Shoji paper: special wire made by Japanese traditional technology, generally used for lattice doors, Windows and Japanese paper lamps, both sides made of wood fiber.

(4)electric lifting table: the premise of use is to make the wooden floor into a sandwich, lifting base is installed among them, when not in use, the table and the ground tightly combined.

(5)sliding door: mostly made of hinoki wood, can be hand-painted Fushima, also can be used in wood frame shoji paper, sliding door must be installed in the upper and lower chute special sliding belt, in addition to the room door is also used for wardrobe door, in addition to folding door, rolling curtain.

(6)bag, bag: in the wardrobe (bag) or under (bag) with small cabinet storage, but also make a piece of space, concave to a piece, set up a baffle, dedicated to hanging calligraphy and painting or put large ornaments, this space called bed.

(7)smallpox: useful solid wood laying, but also in the roof and the top surface of the joint place set a fine grid baffle.

(8)Japanese paper lamp: spherical or cylindrical lampshade.

(9)Lattice doors and Windows.

(10) sand wall or cypress.

(11)furniture: a few or low table, bed, low cabinet, bookcase, legless chair, commonly used beech, birch, cypress, cedar, pine, walnut, rosewood, mahogany core wood, incense branch wood.

(12)decorations: cushion, or Japanese figure, sword warrior, a traditional lady painting, fan painting, a flower, a column of incense, niche (used for axis painting or ornaments or for Buddha), hearth.

(13)the floor: laid with gold sandalwood.

(14) decorative materials: multi-purpose logs, bamboo, bark, grass, soil, stone

9. Islamic elements:

Dome: double circular apex arch, apex arch, apex dome, four center arch, dome, horseshoe coupon, scallop coupon, flame coupon, and petal coupon.

walls: indoor often built into all kinds of patterns or plaster relief, outdoor commonly used flat relief type painting and glass brick, painted with dark blue, light blu.

doors, Windows and surface: commonly used carved wood and marble.

Pattern:

A. Geometric patterns: round, polygon, zigzag, lattice, wave, swastika.

B. Plant pattern: the main part is the trailing pattern, and the center is the grapevine curve. The branches in the opposite direction of the curve are extended at the inverted curve point, and flowers, leaves or grapes are decorated at the branch tips.

C, writing: Nashi style is the best, with simple Kufik style, leaf Kufik style, flowery Kufik style and so on.

D. Pattern: large area color, mainly flowers (rose, hyacinth, tulip, calamus, etc.) as the theme or decorated with Koran verses.

5.3 Principles of application of cultural elements

In the field of culture, symbol element is a very important part, which can enhance the vitality of space, carry more cultural information, help people carry forward excellent cultural knowledge, and form emotional resonance in space design concept. Therefore, in the space design work, the relevant designers should actively use the relevant symbolic elements, while spreading the excellent culture, enhance the influence, and promote the interior space design work to achieve better development. For example, in the architectural design of brand exclusive stores, text symbols and city landmark buildings in traditional culture are used for ornament design (60). This can not only broaden the connotation of the architectural design, but also highlight the cultural style of the brand, create a unique interior architectural environment, so that the design concept and different Spaces, functions and so on fit each other. In the specific design work, traditional cultural font elements can also be applied to highlight its unique charm, especially calligraphy font, which contains the characteristics of weight, virtual reality, rhythm and rhythm, bearing the soul of various arts. Therefore, attention should be paid to the application of font elements in traditional culture in interior design. For example, according to the functional characteristics and design requirements of the architectural space, the use of pictographic elements, oracle bone script elements, song Style text elements, etc. Among them, oracle bones belong to the traditional cultural elements of the Chinese nation, and are part of the mutual integration of characters and graphics. Their application in architectural design can not only promote the history and traditional culture of the development of characters, but also improve the artistic sense of design.

1. Direct application. Cultural elements such as symbols, ethnic totems, patterns and utensil

forms extracted are directly used to retain the original cultural characteristics.

2. Evolve and reshape applications. The characteristic cultural elements are processed by exaggeration, simplification, abstraction, perspective, geometry and other techniques. Dissolve the original symbol, break the old constitutive relationship, and then generate a new order pattern or symbol through repetition, superposition, gradual change, etc. Make the design of new products received to break the convention, highlight the theme, enhance the visual effect

5.5 The construction principles of cultural elements

Theme is the core of interior design and the central idea of interior design activities. When the regional culture element permeates the interior design, the design theme must be clear, and the theme must be combined with the local regional culture. The application of regional culture in the theme is mainly manifested in four aspects: color, material, interior decoration and lighting. The choice of color is closely related to local regional culture. The change of color can reflect different themes of simplicity, elegance, luxury and magnificence. Therefore, local regional cultural elements determine the change of color. For example, dunhuang theme b&B should pay attention to the diversity and intensity of color, so that tourists can understand the spirit of Dunhuang in the visual sense. The key to the selection of decoration materials lies in the texture and material of materials. Due to different regional cultures, the property requirements of materials for interior decoration of homestay are also different, and the texture and material of materials can reflect the characteristics of local regional cultural elements. Gansu is located in the northwest region, the climatic conditions are relatively dry, so in the choice of home stay decoration materials, designers should consider the impact of the environment and climate on materials. The interior decoration can fully highlight the characteristics of local cultural elements. As far as possible to choose new energy-saving electrical appliances, such as the selection of new efficient light source and accessories (ballast, etc.). The first is to choose motors and transformers with energy-saving properties. The second is to reduce lighting consumption. In China, fluorescent high-efficiency energy-saving lamps have been popularized, but in other countries, LED light sources are more popular, which have higher energy saving efficiency, longer service life, and more selective light spectrum.

Designers should make full use of it in interior design. For example, when talking about Gansu, we will think of the lucky baby, camel, silk and Yellow River. Designers can use household accessories related to this to decorate the store, so that buyers feel intimate and comfortable. Because lighting can create different indoor visual effects, so designers in the design of lighting, to give play to the artistic effect of lighting, for the interior design of b&B to add a sense of mystery.

The design method of interior decoration structure will change the feeling of interior space to a certain extent. As a detailed design of interior architecture, it directly affects the decorative effect. If the construction method is not correct, it will make the whole interior design failure. Therefore, the effect after the completion should be expected in the construction of the structure. General indoor space is composed of the ground, metope, ceiling hexahedron, handle this hexahedron can not only make indoor space harmonious and unified, and can give space with personality, highlight a certain theme, achieve a certain artistic conception. Ceiling and ground

are the top interface of the space and the bottom interface respectively, metope is the side interface of the space, these three elements because of the position is different, so in color processing, material texture and texture use, block format, structure set seam and other aspects, will have a direct impact on the decorative effect. Only by mastering the construction method and understanding the final effect, can we obtain a good indoor space environment.

(1) Full use of color function.

Interior decoration often uses the influence of three elements of hue, lightness and chroma on people's vision to achieve a certain effect. There are mainly the following methods.

Use the temperature sense of color to create a specific indoor atmosphere. Red, orange and yellow on the color wheel are warm colors, while blue, blue and purple are cool colors. Warm colors and cool colors have different effects on people's psychology and vision. Generally speaking, psychologically warm colors can make people excited, warm feeling, and therefore suitable for entertainment, sports buildings. Cool color produces quiet and tastefully laid out, halcyon feeling, apply to bedroom, reading room, ward to wait.

The lightness and weight of colors are mainly affected by lightness. Generally, dark colors are heavy and bright colors are light. Correct use weight sense can make interior space achieves balance, stable effect. To maintain colour stability, lower appropriate is used darker colour. From top to bottom, the ceiling is the shallowest, the walls are a little deeper, and the skirting board and floor are the deepest. Dark floors stabilize the room and draw the eye down.

The use of color distance can change the scale, proportion and form of interior space. Distance is related to hue and lightness. The warm color of high brightness is the advanced color, which can shorten the distance between objects and people. The cool color of low lightness is fade, and it seems that the distance between objects and people increases. The same distance, warm color ceiling than cool color ceiling will make people feel closer; Same, warm color wall also can make the person feels close to than cool color wall. Red, orange and bright yellow almost seemed to jump out at you. To low condole top, appropriate uses fade.

The volume sense of color can change the interior space. The sense of volume is mainly related to lightness. The lower the lightness, the stronger the sense of contraction, and the higher the lightness, the stronger the sense of expansion. Dark pillars appear thin, light pillars thick. That's it. Any place deep color has the effect that reduce, so the room of same size, warm color attune is worn compared cool color attune feeling wants some smaller. What mentioned makes clear, the size of a room actual and space are fixed, can change the sense of length, width, height with colour however.

(2) strengthen the role of material texture.

Interior decoration structure is inseparable from materials, with the help of the contrast and change of material texture can achieve good decorative effect. The texture of materials is comprehensively expressed in form, color, luster, texture, thickness, transparency and so on. It can be summarized as rough and smooth, rough and delicate, vigorous and thin, hard and soft, transparent and opaque and other basic sensory forms. Clever use of material texture can play the following role.

The increase of space and attention to decoration. The lot that does not stay for a long time such as gallery inside narrow area before room, vestibular, hall, uses a surface smooth, intense glance, wait like glass, mirror, polished marble, polished granite, can make the person feels open

wide, expanded a space. Use the metallic material with smooth and clean degree tall, solid quality of a material, via polishing is used at local key adornment, can receive richly, brilliant adornment effect, be like the indoor stair armrest of stainless steel, handle of door of plated chromium, wait a moment.

Processing of physical effects. Material performance texture is different, physical effect is different, on sound, light, heat effect is different. Smooth surface has high reflection and low absorption capacity. Theater audiences often take advantage of this quality to deal with sound problems. Fabrics, leather, etc are often used on the floors and walls of radio studios, video studios, etc because of their texture. Many natural materials have excellent properties, strange and beautiful texture, but the price is often more expensive. In structural design, visual errors and associations are often used to make artificial imitation to achieve economic and practical effects.

Indoor different place like ground, metope, ceiling should be used according to use requirement to have different simple sense material. For example, furniture and equipment should be placed on the ground, and it is not easy to clean. Therefore, smooth, solid and wear-resistant materials should be used, such as terrazzo and marble. The floor needs to be flexible room can use wood flooring; The wall, especially the next part close at hand, people will go to touch, generally appropriate to use a delicate texture of the material; Ceiling people can not touch, relatively soft materials can be used, such as plastering ceiling, all kinds of plate ceiling.

(3) make full use of texture decoration.

Use natural material beautiful grain, can change indoor space form, foil some kind of atmosphere. Artificial adornment material often imitates the grain of natural material, also can achieve the same result. Of linear, curve, all sorts of widely different design presents rich subtle change, want reasonable only can enhance vivid adornment effect, can change dimensional visual dimension. The vertical grain that uses metope can increase the visual height of the room, use level grain to be able to increase the width feeling of the room, bold or the grain of big design will make the person feels indoor space to narrow, and the grain of fine small design can feel indoor space to increase.

Artificial materials can mimic the texture of the real thing, and cheaply. Such as artificial marble can use different particle size and color stone, gradation into different textures. Plastic veneers can be textured into wood. Many paint materials can not only make texture, but also have a three-dimensional sense through the elastic coating process.

(4) strengthening technical processing.

Large area decoration such as metope, ground, ceiling, etc., in order to facilitate construction, ensure uniform color, to prevent cracking caused by physical and mechanical effects, should be divided into blocks. Block scale, proportion should be well-proportioned and reasonable, block size is often proportional to the size of the interior space. In order to increase the sense of scale of a certain direction, the direction can be used as the direction of the partition to form a rectangular lattice. In order to increase depth, the long side of the rectangle can be consistent with the direction of depth. The construction of the requirements of the joint and line processing, such as done properly will make the space to obtain a good sense of scale and appear more symmetrical. The deformation joints (expansion joints, settlement joints, deformation joints)

required in the structure should be arranged in concealed parts.

The above is the general basic principle and method of interior structure design, we in the actual use, not mechanically mechanically, according to the specific situation, the appropriate use of some methods and materials, so as to make the best use of things, inexpensive and fine, for human life to add more beautiful brilliance.

5.6 Summary

Cultural elements are the source of modern design. In daily design practice, when designers are involved in design topics related to traditional cultural elements, they should first collect and consult a large number of relevant books and patterns, and sort out and analyze the first-hand information found in the process of daily in-depth life gathering, so as to absorb cultural understanding into modern design. Designers' understanding of culture has gradually risen from the initial perceptual understanding to the rational understanding. Through the re-creation of culture, the essence of culture is integrated with modern design, so that cultural elements and modern design language symbols communicate and complement each other, so as to achieve the design purpose of inheriting history and serving the society, and perfect combination of traditional cultural elements and modern design. Interior designer in the process of learning, need to constantly improve their ability to regional cultural and artistic appreciation, aesthetic vision, open when designing creative originality and transcend the traditional culture of the era of aesthetic value in modern design, communication of traditional culture and modern design, interactive, complementary and mutually melt (61).

The structure is handled well or badly to the interior design quality and the effect of the bad or bad has a vital impact, it will directly affect the use of indoor space and beautiful, but also has the decorative effect. Because designer aesthetic consciousness is different, can have different design to the construction of same place, create a different style, but tell generally should follow the following principle.

1. Meeting people's functional and spiritual needs.

Interior decoration structure design should meet the requirements of people's indoor production and life in the first place, to create a more efficient people's activities, more beautiful life environment. The surface must not focus purely on luxurious decoration to enjoy. The structural design of floor, wall, ceiling and other interior decoration should be aimed at creating an environment conducive to production and improving living standards. For example, the interior design of workshop should consider how to improve product quality and labor productivity, and how to ensure the production safety and health of workers. Otherwise, it is meaningless to decorate beautifully. Wooden floors, while comfortable and aesthetically pleasing, are not suitable. According to different requirements, interior structure design should also meet the physiological requirements of heat preservation, heat insulation, sound insulation, lighting, lighting, ventilation and so on. The details should be designed around this purpose, so that the internal environment is appropriate and scientific.

Interior decoration structure design should give people aesthetic feeling. Architectural space through interior design can form a certain atmosphere, or reflect a certain artistic conception, but also through the construction method, material color and texture, as well as clever artistic

treatment to change the sense of space, adjust and make up for the space defects provided by architectural design. The fusion of engineering and technology will be shown here. The room of different property and utility, the different atmosphere that forms through structure design and some kind of artistic conception that shows even, will affect the spiritual life of people with its strong artistic appeal.

2. Solid and scientific structure.

Interior decoration engineering such as wall, ground, roof and other materials and structures are required to have a certain strength and stiffness, in line with the calculation requirements. In particular, the nodes connected between components should be safe and reliable. Some key nodes, such as the intersection of horizontal plane and vertical plane change, the crossing of pipeline in the limited scope, the deformation of the ground, indoor wall, ceiling seam (sink seam, expansion seam, seismic seam), etc., should be carefully handled safely. The good indoor environment that interior design place creates, should be able to satisfy above all use a requirement. If the structure itself is not reasonable, material strength, stiffness can not meet the requirements of safety and durability, it loses the basis for the use of requirements. What is worth putting forward is, because interior structure design is to undertake in already decided building entity, because this ground, metope, ceiling and so on adornment project each part and the connection of main body structure also must be firm, reasonable.

3. Use and selection of materials.

Interior decoration materials are the material basis of interior decoration engineering. Different materials have different structures, which largely determines the quality, cost and decorative effect of decoration projects. Some natural materials such as wood, natural marble and so on have excellent quality and beautiful appearance, but because of lack of resources or expensive or inconvenient transportation and other reasons affect the use. Light weight, high strength, excellent performance and easy processing are the characteristics of ideal decorative materials. Today, many synthetic materials have excellent physical, chemical and mechanical properties, and are easy to paste, cut, weld, shape and other processing. They can make all sorts of beautiful adornment material, if plywood, fibreboard can replace board, all sorts of wallpaper, wall cloth, fabric, plank, face brick can replace traditional stone material. Wood can make the face of metope, ground, glass, organic glass, plastic is very good adornment material. All kinds of heat preservation, heat insulation and sound insulation materials caused by foaming and gas have very good performance. Various liquid coatings can be directly used for indoor spraying, and these materials have broad development prospects. However, due to the different processing properties of materials, the structural practices are also different. We should design detailed drawings of various structures according to the properties of the material itself.

4. Convenient for construction.

Interior decoration project, through construction, make the design into reality. All the ideas in the design must pass the test of construction practice eventually. Therefore, the structural design to strive for convenient construction, easy to make, which is of great significance to the quality of the project, time limit, cost. The designer should go into the field and design a structure that can be realized and applied to the use of advanced production technology.

5. Focusing on economy and practicality.

Interior decoration standard gap is very large, different nature, different uses of the building has different interior decoration standards. Ordinary residence and high-grade hotel decoration standards are very different. Want to decide according to property and utility interior adornment standard, do not raise standard blindly, pure pursuit artistic effect, cause economy to waste, also do not reduce standard one-sided and affect to use. It is important to achieve better decorative effect through clever structural design at different cost.

6. Conclusion

"National complex" and "cultural complex" are the most direct embodiment of the cultural spirit of visual elements. This kind of thing with the most characteristic of national culture can get the local people's identity most. It fully embodies the philosophical characteristics of "unity of nature and man". It represents the unique view of nature of local culture, that is, heaven, earth and man constitute a unified system, and the three interact with each other. First, it reflects a kind of "holistic view", pay attention to "coordination", "unity", and finally achieve the beauty of "harmony". On the basis of "beauty as a whole", the aesthetic thought of "harmony as beauty" was born. Secondly, the pursuit of artistic conception beauty, through the external representation of visual graphics, so that the audience experience the artistic conception, so that the audience experience the scenery in the painting, intended to the appeal of beauty outside the painting. Finally, it emphasizes the harmony and unity of human spirit and aesthetic things (62).

Different regions and different cultural atmosphere, give birth to different cultures. Culture embodies the living habits and aesthetic tastes of a nation (63). From the traditional visual elements, we can truly experience its inherent regional characteristics, cultural fashion and the concept of The Times, which reflects the cosmology, art and philosophy. People's yearning for beautiful things and pursuit of auspicious concepts reflect the cultural psychology of a region (64). People in production and life, those can reflect auspicious things, to distinguish and comb, to form a specific visual graphics. People believe that these figures can avoid disaster, luck, so as to obtain auspicious auspicious, safe and satisfactory ending.

As an important part of culture, cultural elements have played an important role in the course of historical development. It is also the inexhaustible source of our current artistic creation and design (65, 66). It should not disappear with the course of history, but should play its greater glory. So we need to do the following:

- (1) Excavate and sublimate the cultural connotation of the region;
- (2) Bold innovation adds more creativity to traditional visual elements and gives play to their originality;
- (3) Absorb the positive factors in the culture of various countries to enrich.

Only in this way can history continue, cultural spirit be reflected, regional vitality, cohesion and strong cultural vitality be enhanced.

7. Thesis

(1)

Since 2021, received the VANS company in China, designed for their stores in China. With clear requirements of the power of attorney helps VANS brand in interior design, and help them into the Chinese market, let more people understand the VANS brand culture. So, the interior design should not only conform to the dimensional function, and unique space form. After a series of investigations and studies, local cultural elements are integrated into the design scheme, which can not only bring a unique design sense to the space form, but also convey the humanization of the brand, which is easier to be accepted by local consumers. Therefore, the cultural elements in the application of interior design related research.

(2)

Culture has a long history, in practice, constantly forming essence. It is the crystallization of human wisdom in various periods and profoundly affects people's life, work and behavior. The cultural elements, it is human, social and natural together to form a kind of collective memory, also can saying is a summary of human life experience.

This study first of all, from the theoretical level unger is studied in theory, he intended to by giving specific forms, coordinate and reshape the numerous elements or fragments, the structure of the relationship between gain a difference that is both inclusive and diverse new overall, against disorder and chaos of the contemporary city. From the view of the design of the city, reflected the whole, as the running system, can under the synergy of the parties to create additional quality in a strict sense, beyond the sum of its parts. This study applies this theoretical model to the relationship between cultural elements and interior design, namely, coordination, remodeling and tolerance of differences as the main design method. In the project design of Baotou Planning Exhibition Hall in Inner Mongolia, the design concept and method of "borrowing from each other due to scenery" and "phenotypic by form" are used. The design of Mongolian characteristic restaurant reflects the extraction and application of ethnic cultural elements; Through sorting out and abstracting unique modeling elements, it is used to convey the design ideas of modern people.

(3)

Secondly discusses cultural connotation and denotation. On the role of cultural elements, development, and to analyze the classification of cultural elements in interior design, summed up the application of cultural elements. The aim is to find out the reasonable application method of cultural elements in modern interior space. First of all, from the regional characteristics, natural history, human history these three aspects put together comparative study. In the development of interior design, it is these cultural and environmental factors that guide the history to the future. At present the design of the China exists the phenomenon of "thousand city side", if you need to solve this problem, you need to expand for emotional humanities concern in interior design. At the same time, the integration of history and modernity displayed by cultural elements is also building the crowd's cultural identity. With the advent of "personalized interior design era", the concept of interior design has changed greatly. From the perspective of cultural elements of

classification, divided into material and non-material aspects. Material cultural elements include spatial structure and form, such as planning form, color, texture, material and lighting, etc. In the previous project of Baotou Planning Exhibition Hall in Inner Mongolia and the case of VANS in the later stage, intangible cultural elements are taken as one of the research directions of design. Non material cultural elements, including the regional customs, beliefs, preferences, practice, etc., these mainly reflected on the design idea. Both revolve around the local residents, forming the overall cultural form. Based on cultural forms of interior design, extract the corresponding cultural elements, through summarizing the methods and ways to the extraction of the cultural elements, apply it to the VANS in the project. In the project of Taiyuan area, the shop is located in the pedestrian street of traditional architectural form, and the shop facade is the facade of traditional Taiyuan area. As a result, the wooden materials chosen for the store blend with the traditional cultural elements of the exterior facade. Division also stressed the administrative levels feels, the design of light also is mainly in order to display goods. Another example is Beijing Chaoyang Hesheng Hui Shopping Mall, which has the largest indoor theme block in Asia. "Block 21 Creative Block" is the largest online celebrity block in Beijing. Mall blocks theme activities to the pursuit of high quality life, provide brand-new one-stop shopping experience living quarters. Store facade decoration, choose graffiti hand-painted ability, keeping pace with the need to convey the cultural elements of the design concept. In the design of space functions, more emphasis is placed on the display of the unique DIY custom area. The area near the window is the planning of the free custom area. These all reflect the material cultural elements in interior design.

At the same time, the expression of cultural elements can also be integrated through high-tech methods. Combined with the previous practice results, the actual case of the project in the planning exhibition hall of Nanchang Economic and Technological Development Zone is analyzed. In this plan, at the invitation of the Management Committee of Nanchang Economic Development Zone and in combination with the actual situation of investment attraction in the economic Development Zone, the exhibition hall is divided into new areas, the cultural image of each exhibition area is remodeled, and an immersive digital exhibition hall is created. Multiple new digital technologies are used to create a large folding cinema and a 360° circular cinema. Let visitors feel the cultural atmosphere and cultural outlook of Nanchang Economic development Zone. Through summarizing the case of cultural elements, the design method of the extraction, integrated into the high-tech brings after research thinking, sense of science and technology and culture will be the future trend of interior design, it also made accumulation to VANS project. Of VANS shops in Beijing, in order to highlight the goods digital future sense of design concept, in the decoration part adopts digital screens, online interactive mode.

(4)

Finally, in view of the above research on the reflection and summary. Taiyuan area has formed a plurality of buildings, the interior material is mainly wood frame. Building exterior decoration and indoor ground are decorated with blue bricks paving, these materials are reflected the unique masonry local cultural and aesthetic habits. So in the taiyuan shop project, we apply regional architectural culture elements in the interior decoration design, make indoor and outdoor good be in harmony are an organic whole. As the capital of China, Beijing needs to highlight the traditional Chinese character culture in this case. Because Chinese characters

themselves have the function of conveying feelings, they must have visual beauty and give people a feeling of beauty. In Beijing chaoyang Joy City adornment modelling, composed of the shape of a Chinese character design, through the creation of the artist, keep VANS culture advocated by the street culture at the same time, into the traditional region culture in interior space element. Around the localization difference while gradually assimilated and close the gap, but the gap is still there, so how to reflect on their own design characteristics, become design need to face the difficulties. A lot of design in order to fight for market share, each claim that their products full of "culture", thus obtain the approval of the consumers, but culture is not rigid practices to add elements on the product. Summarizes the cultural elements in the application of interior design methods. Through the analysis of VANS brand culture, the iconic cultural elements are extracted and integrated into different store design projects. Regional cultural elements are used to make the store design more integrated with local aesthetics.

(5)

The VANS design projects in China's innovative, is spread VANS brand culture at the same time, to attract more local people of different ages. This would require the brand culture combined with the characteristics of the local community memory element, through such resonate in local inner design and activities, make the public identity of VANS values and brand concept. Cultural elements are unique, and the sense of place is the aesthetic approach sought by each visitor, as well as the reflection of the interaction between local people, environment and history. This creates a local style, traditional customs and so on. If the traditional charm in today is grinding to a unified customs passed down in the world, so this design can reflect its uniqueness in economic and social. As a result, it reduces the resistance for VANS in the Chinese market. For consumers, in order to get consumer recognition, the design of the store must attract their attention, and then let them produce resonance in the visual experience, went up from the psychological acceptance of it. Design needs to achieve a satisfy domestic cultural soil, and combined with the brand concept.

Finally, this study proposes the application of cultural elements in interior design method and construction principle. Create cultural atmosphere, highlight cultural characteristics, reflect national spirit and thought. Through the application of different cultural elements in modern interior design, it is pointed out that the significance of such design is to meet high-level needs and further enhance the sense of belonging of customers. At the same time into the different cultural elements in modern interior design, also helps to promote the development of cultural diversity, not only make the local people more in-depth understanding of culture, and even let foreign tourists can experience the charm of local culture.

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