



PÉCSI TUDOMÁNYEGYETEM  
Műszaki és Informatikai Kar

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# Applied Research on cultural elements in Interior Design

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# Research on cultural elements

First of all, this study used Unger 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" is 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.



Fig.1



Fig.2



Fig.3

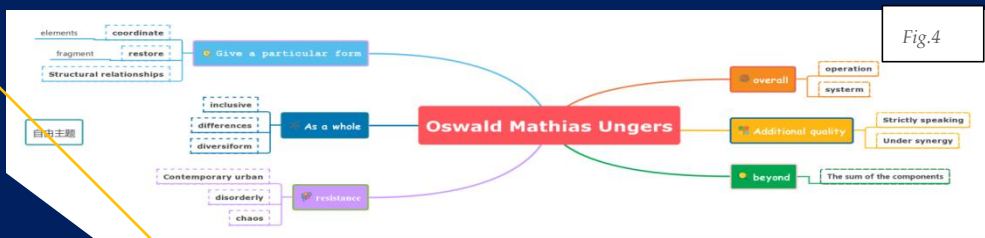


Fig.4



# The study of cultural elements

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.

## ● Coordinate or reshape multiple elements or segments

### 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.

## ● Structural differences are inclusive and pluralistic

### “borrowing from each other due to the scenery”

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.

## ● Create a new design whole

### “morphing”

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.

## ● More than the sum of its parts

### 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.

## APAC KEY STORES

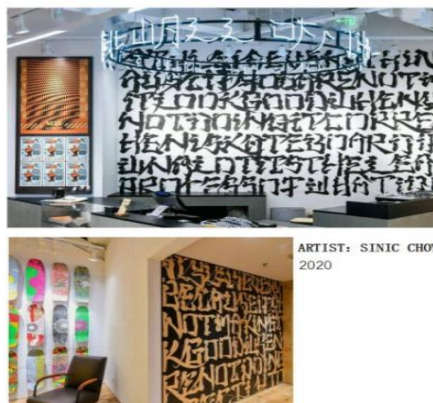


SEOUL GANGNAM BSC



ARTIST: CRYPTIK 2019

SHANGHAI TX HUAIHAI



ARTIST: SINIC CHOY 2020

BEIJING JOYCITY



ARTIST: 叶上达 ZEIT 2021

Fig.5



# ∨ The extraction process of cultural elements

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.

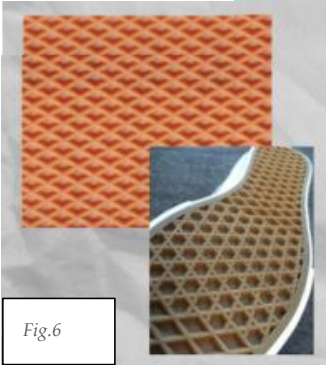


Fig.6



Fig.8

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.

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.



Fig.7

In the project design of Tai Yuan Vans program, the design concept and method of “borrowing from each other due to scenery” and “morphing 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.

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. 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.



Fig.9



# The extraction, reorganization and generation of cultural elements

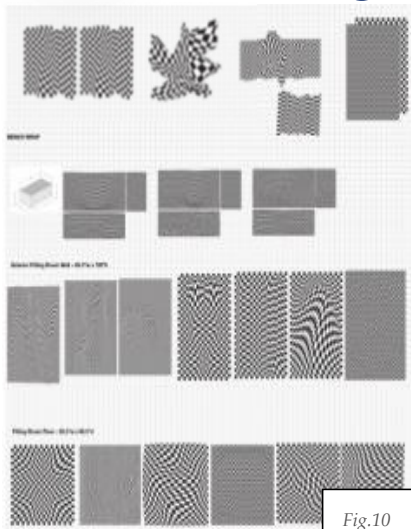


Fig.10

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. 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.

## Reference:



Fig.13



Fig.11

## BRAND ELEMENTS



# THIS IS OFF THE WALL.

# OFF THE WALL.



Fig.12

If trendy culture is the soul, then original creativity is the personality color in the soul, giving the soul more expressive and attractive.

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

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.

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.



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# Cultural elements in interior design

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.

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; 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.



# Display of cultural elements in interior design

Result of research on cultural elements display



Fig.15



Fig.16



Fig.17



Fig.18



Fig.19

## 1. Decorative wall

living instruments, such as ink, paper and stone, Chinese knot and porcelain; In literary creation and present elements, such as dragon, phoenix, unicorns, etc.

## 2. Element modelling

Cultural elements as a carrier, is the crystallization of the wisdom of the ancient people.

## 3. Cultural background wall

Although different scholars stand in different positions, angles and academic horizons.

## 4. Digital multimedia

By means of multimedia technology, the cultural elements of interior design can bring more diversified feelings

## 5. Free custom area planning

The planning of the free custom area reflects the local people's life and aesthetic habits, and combines cultural elements from the aspect of spatial structure.

## 6. Decorations

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.



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# Cultural Elements of Interior Design Application

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. 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, which is a good link between modern interior space and cutting-edge design.



# Application method

The difference of the texture of decorative materials

will make the shop decoration produce different effects.

## Extracting elements

From the regional characteristics, natural history, human history these three aspects of comparative study. In the development of interior design, it is these cultural and environmental factors that guide history to the future. At present, there is a phenomenon of "thousands of cities and one side" in Chinese design. If we want to solve this problem, we need to expand our attention to emotion and humanity in interior design. At the same time, the integration of history and modernity shown by cultural elements is also shaping the cultural identity of the crowd. With the advent of "personalized interior design era", the concept of interior design has undergone tremendous changes. From the point of view of cultural elements, it can be classified into material level and non-material level.

## Integrated into the design

Both material cultural elements and intangible cultural elements take local residents as the center and form the overall cultural form. According to the cultural form of interior design, extract the corresponding cultural elements, and apply them to VANS project by summarizing the extraction methods and approaches of cultural elements.

## The reasonable application

In the project of Taiyuan district, the shop is located in the pedestrian street of traditional architectural form, and the shop facade is the facade of the traditional Taiyuan district. As a result, the wooden materials chosen for the store blend with the traditional cultural elements of the facade. At the same time, layering is also emphasized, and lighting is mainly designed to display goods. Another example is Beijing Chaoyang and Shenghui Shopping Mall, which have the largest indoor theme block in Asia. "21 Creative Block" is the largest block of Internet celebrities in Beijing. Shopping mall block themed activities in pursuit of high quality of life, to provide a new one-stop shopping experience for residential communities. Store facade decoration, choose graffiti hand-painted ability, closely follow the need to convey cultural elements of the design concept. In the design of the space function, more attention is paid to show the unique DIY custom area. The area near the window is the plan for the bonded area. All of these reflect the material and cultural elements in interior design.



Fig.22



Fig.23

# 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.

Different regions and different cultural atmosphere, give birth to different cultures. Culture embodies the living habits and aesthetic tastes of a nation. 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. 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. It should not disappear with the course of history, but should play its greater glory.

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