

The influence of regional culture on interior public design from the designer's perspective Taking the old brand "Zhang Fei beef" as an example

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Abstract

The time-honored brand is the memory of the city culture, the time-honored brand in Lang Zhong bears the arteries of the times of the Three Kingdoms Culture, is the characteristic embodiment of the regional culture, uses the qualitative research method, uses the field investigation, interviews and so on take the time-honored brand "Lang Zhong Zhang Fei beef" as an example, combing the existing problems of interior design, this paper puts forward the pattern reengineering design of the space layout of the old-style stores, so that the old-style stores in Lang Zhong can keep pace with the times and sell well both at home and abroad in the information age of rapid economic development, the design of the store is the inheritance, innovation and development of the old brand culture.

Keywords: regional culture, interior design, time-honored brands, Langzhong time-honored Brands

Introduction

"Time-honored brand" is after hundreds of years of competition precipitation survived, with a good reputation, exquisite craft, integrity of service intangible cultural heritage. In a sense, time-honored brands have strong regional cultural characteristics. Some people believe that time-honored brands are unique to Chinese commerce, a well-established concept, "A firm with many years of successful operation and a good reputation in a certain area" Liu haibing, Feng Wenjing & Zhang Wenli. (2019)

In April 2006, the Ministry of Commerce issued the Regulations for the recognition of "China Time-honored Brand"(for trial implementation), which were defined as: Having a distinct background of Chinese traditional culture, having the value of demonstrating the creativity of Chinese culture, and having outstanding technology, has a generation of unique technology or business characteristics, has been widely recognized by the community and good business reputation of the enterprise or product brand. Qi er na. (2015)

Popularly speaking, the time-honored brand is a kind of brand. Famous writer Mr. Feng Ji cai once said: "The 'time-honored brand' is a kind of heritage, remembering the history of the city vertically, displaying its wide and profound experience horizontally, and interweaving the unique personality and identity of each city in between."(Wang Yuanyuan. (2015)

The concept of “Time-honored brand” is itself a representative of Traditional Commercial Culture Ren Hui. (2021) In general, time-honored brand has the following characteristics: Long history, a good word-of-mouth, a local product with regional cultural characteristics

Lang Zhong is the country’s county-level city with the largest number of brand names of time-honored brands. As a Lang Zhong time-honored brand with strong national characteristics and distinct Sichuan regional cultural characteristics, Its storefront image is an attached form of precious cultural heritage, are Equally important and significant.

However, with the advent of the Internet and the era of big data, people’s consumption habits are changing as well as the business environment. While bringing market opportunities to brands, time-honored brands are also undergoing the baptism of commerce, leading to more intense commercial competition, with the rise of many brands, but also in the history of the wash, some have gradually lost their vitality, according to the survey, after founding ceremony of the People’s Republic of China, there are more than 10,000 old brands, and now, is operating less than a thousand.

In May 2012, it was jointly organized by the School of Economics of Peking University and the history of economic thought, in association with the Working Committee of the China Business Federation, the Beijing Association of time-honored Brands and the research base of time-honored brands of the Beijing Cadre Management College, at the first “China Time-honored Brand” development and Innovation Forum hosted by the Market Economy Research Center of Peking University, a group of surprising figures were announced: Since the founding of the People’s Republic of China, the number of time-honored enterprises in our country has dropped sharply from more than 16,000 to more than 2,000, Wang Tianyu. (2012)

In order to stimulate the vitality of time honored brands, relevant government departments have introduced relevant policies to support them:

In 2014, the Ministry of Commerce has set up a “China Time-honored Brand network” Uphold “Carry forward traditional culture, revitalize national brand” to guide the reorganization and protection of databases of old local brands. In 2017, the Ministry of Commerce and other 16 departments called for continuous supply-side structural reform to protect and optimize the environment for the development of time-honored brands so as to realize their innovative development. In December 2018, Tianjin promulgated the Work Plan for Revitalizing old-name brands in Tianjin (2018- 2020) .with a view to further bringing into play the advantages of old-name brands in terms of history, culture, business start-up and market accumulation, we will accelerate the innovative development and rejuvenation of time-honored brands.

But only by the government to promote, little effect, and the form of the storefront is the embodiment of its urban identity and physical form and external performance.

Mr. Feng Jicai said: “The ‘time-honored brand’ is a kind of heritage, vertically memorizing the history and evolution of the city, horizontally displaying its wide and deep experience, and interweaving the unique individuality and identity of each city in between.” Or for the extension of traditional culture, the form of store design is the city personality, external material form of strong embodiment. Sun Haode. (2018)

Therefore, the study of the Interior Design of the old-style stores in Lang Zhong, it is beneficial to promote the research on the store design of Sichuan local culture and to promote the economic benefit and cultural value of old-name enterprises from the perspective of enterprise image.

The study on the interior design of the old brand stores in Lang Zhong is of great significance to the development of store design and the inheritance of national culture in Lang Zhong, Sichuan. It has had a profound impact on the tourism development of the ancient city of Lang Zhong, the upgrading of its products and the expansion of its market influence.

Literature Review

In foreign countries like Louis Vuitton, Adidas and other “Time-honored” vibrant. Their store image can be seen everywhere around us, they not only attract people’s attention, but also show a new and youthful atmosphere, become a brand image that affects the world. By contrast, China’s “Time-honored brands”, some of which retain only one name, others are unrecognisable. Xie Jinye. (2022)

Through the whole domestic academic forum, most of the articles on the study of time-honored brands are from the economic, consumption, tourism and other angles to study, but less from the design angle to study. But in the design, although the article which the storefront design is many, but the research time-honored brand storefront design is few, the research Lang Zhong time-honored brand storefront is few. This article mainly studies the Development and innovation of the interior design of the old brand stores in Lang Zhong from the angle of art design, so as to promote the publicity, promotion and brand development of the old brand in Lang Zhong. My City, Nanchong, 40 minutes by car from Lang Zhong, also facilitates the study.

In the fast-paced life of today, traditional culture has gradually faded out of people’s sight, followed by the pursuit of foreign fresh and stimulating culture, in the protection of traditional regional culture, the old brand has inherited Chinese culture for thousands of years, it records the vicissitudes of ancient civilization, is the unit carrier of prosperity and prosperity, it is a part of the regional culture with unique characteristics, it is the embodiment of an ethnic culture’s aesthetic understanding, consumption concept, local characteristics, and brand awareness, the research on the design of old-style stores is to adapt to the market demand and changes in the development of the times, is to provide a new route of development and innovation for old-style stores.

Research Methodology

The research of this article mainly adopts the qualitative research method, qualitative research, also called qualitative research, is a basic research paradigm in the field of social science and an important step and method in Scientific Research . Qualitative research includes a simple definition of the nature of things. Designers can organize roles, facilities and props by means of questionnaires, user interviews, field surveys, service blueprints, etc. to investigate the actions of clients, to analyze and solve problems.

Therefore, this paper focuses on the study of Zhang Fei beef in Lang Zhong, Sichuan Province, using on-the-spot investigation and user interviews, through interviews with local tourists and local residents, and a field trip to Zhang Fei’s beef emporium in Lang Zhong, to

analyze existing interior design issues and conduct research accordingly.

Research scope: Zhang Fei's beef shop in Lang Zhong ancient city, Nanchong, Sichuan Province. There are 26 shops with the long-established brand "Zhang Fei's beef".

Figure1 Zhang Fei's beef shop in Lang Zhong1 Noted: shot myself

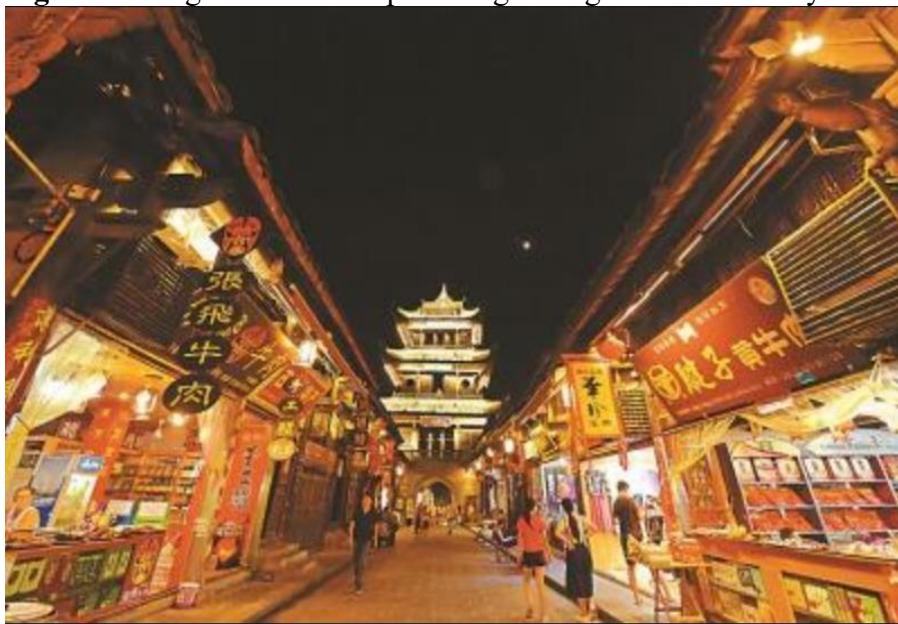


Figure2 Zhang Fei's beef shop in Lang Zhong2 Noted: shot myself



Interviews: storekeepers, and tourists

Interviews with storekeepers around the store's furnishings, such as: How long has Zhang Fei's beef shop been in business? Have you considered interior design? What is more important in terms of interior furnishings?

According to interviews with tourists who come to buy Zhang Fei's beef. The questions revolved around: Have you ever heard of Zhang Fei's beef? What was your biggest impression of this specialty store? What do you feel is lacking?

Research Results

From the field research found: Now some of the Zhang Fei beef shop is sold as one of the specialties, storefront indoor can be described as a son, everything, Zhang Fei beef is just as a front of the closing stall, and the new Zhang Fei beef shop is also mainly to display specialty goods, the average indoor area of AH 200 ~ 50 square meters, interior display more is the boss in the door to display finished beef, as well as taste the furnishings.

Figure3 Zhang Fei's beef shop in Lang Zhong 3 Noted: shot myself



Figure4 Zhang Fei's beef shop in Lang Zhong 4 Noted: shot myself



The result of the interview found that the boss did not attach importance to the interior design, what he saw was: as long as there was some display at the door, more stalls appeared, there was no in-depth elaboration on the characteristic culture of introducing Zhang Fei meat, and the interior of the storefront took into account the economic cost, i don't want to get too involved

Figure5 Interview the boss Noted: shot myself



In a random interview with tourists in the ancient town of Lang Zhong, we found that we had heard that Zhang Fei beef was an old brand, but we didn't know the specific culture and history, and we were not too impressed by the concept of an old brand storefront, which we felt was too common, does not reflect the characteristics of old brands, does not make people feel the precipitation of history and culture, more is that taste good, buy a little taste. Conclusion: In the field visits and interviews found:

- 1 Tourists only know that Zhang Fei beef is a specialty, and for the local cultural characteristics are unknown at all
- 2 Zhang Fei beef old-brand stores did not feel the flavor of old-brand, just a booth showing up.
- 3 The new Zhang Fei beef store, more of a modern renovation style, does not feel Lao Tzu's long history.

Discussions

Whether in the layout of store space design, or in the store decorative elements and materials, most of the old-brand store design obsolescence, manifested in the following aspects:

Storefront building Sameness, with the advent of the market economy, all over the world, storefronts are designed in much the same way, especially those designed by time-honored brands, most of which adopt the architectural style of Chinese style, with yellow signs hanging at the entrance and plaques as signboards at the entrance, the interior decoration design uses the conservative counter pattern, the product is scattered the pile-up place. It's a far cry from modern fashion.

The materials used in storefront decoration are monotonous and old. The society is

advancing. The economy is developing. The decorative elements, techniques and materials are also developing with the development of the Times, the shop decoration of Lang Zhong's time-honored brands is too old to complement their "Old" character. New Materials, new processes, new methods used little to bring the consumer's feeling is old and monotonous, out of touch with the Times. In the storefront almost no carefully planned design of the decoration, only for people to buy and sell the products of the old shop is just a space trading place, does not reflect the unique brand culture.

Conclusion

Space layout.

The interior space accumulates and develops continuously in the specific region culture, layer upon layer urges the formation to have the profound culture attribute and the region characteristic cultural landscape. Indoor space is the most closely integrated carrier of People's life style and regional culture. Shen Ruigui & Chen Youxiang. (2022) . Different areas have different spatial layout, resulting in different architectural styles. good storefront design helps to improve the economic efficiency of enterprises and enhance the market competitiveness of enterprises. Today, with the decline of the old brands in the country, the old ones in Lang Zhong are facing the same danger.

The space layout is the design foundation, a good space layout has the vital function to the entire storefront design, the dynamic streamline of the space layout decides and guides the consumer's direction, the static display layout promotes the consumer's consumption motive and the consumption desire, the different product placement, will affect the product sales volume greatly. Zhang Lili & Li Jiao Jiao. (2022) In the design of time-honored stores, the combination of movement and static, tension and relaxation, can make people forget to return. At the same time, in the tasting product area, you can take the form of a cake room display, use a special tasting window, or use a special tasting product, first, clean health, second, the old brand to upgrade the cultural level, third, the number of staff mobility.

Design elements.

Each time-honored brand has its own cultural symbol, Langzhong time-honored brand is no exception, for example, "Zhang Fei beef" has chosen the facebook image as its symbol, the symbol culture can be detected except on the product packaging, the storefront doesn't show anything. Through various forms of partition screens, curtains, flying enclosures and other enclosures, the formation of static and dynamic unity, virtual and real life, flexible and highly decorative space atmosphere, resulting in "Separate and continuous, like non-separate" space interest.

"Zhang Fei beef", for example, can be designed in the storefront, select the pattern with the cultural symbols of the three countries as a carving to cut off processing, or use facebook patterns to space, for example: through the special material of transparent stone, the face pattern is projected to the ground in the mottled light, and the cultural elements of symbols are displayed through the new material; or in the ceiling ceiling ceiling design, the use of abstract face symbols; Or in the soft-fitting, the use of Sichuan Opera unique mask mold, create a cultural atmosphere with the three countries, reflect the old brand of regional culture.

Design colors.

Color has the greatest and strongest visual impact on people. In the traditional time-honored shops, due to the political influence at that time, the color is relatively limited. Most of the remaining time-honored shops are in the late Qing Dynasty, and the colors are mostly yellow, red and black. In the modern era, color plays an important role in the sales of time-honored products. Similarly, store design color can induce consumers to carry out reasonable consumption. Color brings people more psychological perception, so through color contrast, harmony, complementary to create a unique time-honored design culture.

Decorative materials.

In the choice of materials, first, choose low-carbon environmental materials, such as bamboo mats, Woven Mat handicrafts. Second, choose the material with regional culture, such as Sichuan lush bamboo. Third, create materials with a sense of history, such as old objects. Fourth, modern materials, such as glass, stainless steel, soft film and so on. Contrast, balance and other design techniques, with a reasonable and effective processing, the establishment of time-honored brand of the atmosphere.

Furnishings

Interior furnishings can be described as an art form, with foil interior space, shape regional characteristics, coordination of other design elements, is the most able to reflect the style of rhythm, as well as the most able to strengthen regional characteristics of the design elements. Display is the most can reflect the unique culture of old-brand decoration, store design display selection, is a powerful tool to create the atmosphere of the store, but also the foil of old-brand products.

In today's information modernization, adding high-tech design elements is also an important embodiment of the old brand in line with the times, and is also an embodiment of humanized design, such as the participation of electronic equipment, Chiang chi-kit. (2021) Pos machines, or it has a touch-screen computer or display, which enables consumers to quickly and intuitively understand in detail the processing and production processes of products, as well as propagandize and popularize the development history and regional culture of established brands, to the product category of the time-honored brand carries on the fast browsing and so on. If the area permits, showing the production process, and so on, in the consumer shopping consumption, but also visit, learn, exchange.

Suggestions

- 1 The paper only used qualitative research, follow-up research can be quantitative and qualitative combination, using mixed research methods, so that the study more in-depth, more comprehensive.
- 2 Cases can be more rich, the study of other places around the formation of a comparative study, more can see the impact of different regional culture on the design

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