

Study on the Space Design of Cafe from the Perspective of Regional Culture

-- Taking the space design of Jingmu Cafe as an example

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Abstract: With the development of the times, people's desire for income and consumption is growing. With the gradual expansion of people's consumption field, people's material demand and consumption demand have also been improved, which is not only reflected in food, clothing, housing and transportation, but also in consumption quality and consumption feelings ... Nowadays, many people go to cafes not only for tasting a cup of coffee, but also for paying attention to the atmosphere in cafes. In the decoration style of coffee shop, a novel, creative and effective decoration style can not only attract consumers to spend and enjoy the comfortable feeling brought by the environment, but also publicize the brand and spread its brand culture. In this paper, the coffee shop with antique Chinese style is mainly expounded, and it is extended in different fields such as material, layout, greening, environment and so on. Nowadays, many foreign cultures have been continuously integrated into China's local culture, which has made modern people's taste and aesthetics higher. For this phenomenon, we should use more creative and design-oriented quality space to respond to consumers' consumption demand. Therefore, the coffee shop style in this paper is defined as a combination of antique Chinese style and wooden structure decoration style.

Keywords: Space Display Design, User Experience, Emotionalization, Antique Chinese Elements.

1. Introduction

1.1. The Background of the Selected Topic

In the historical background, China's coffee is imported from the West. The rise of western coffee culture was probably at the late 1990s, and in the 21st century, the accompanying "coffee culture" gradually merged into every moment of people's lives. Nowadays, this kind of coffee culture has been closely linked with fashion and modern life. With the acceleration of urbanization, the vigorous development of different industries and the improvement of people's consumption level, many consumption facilities are also increasing. Now many industries are integrated with life, such as food, entertainment, etc ... Among them, the coffee shop industry has become an indispensable part of modern life, adapting to people of all ages and different fields of work.

1.2. Research Purpose and Significance

With the development of modern urbanization, coffee has been closely related to people's lives, and its development is the result of the continuous enrichment of society and people's pursuit of material and spiritual civilization. However, with the development of the information age, the internet has reduced the simplest communication between young people. The emergence of Chacha Cafe makes it a place where people can relax, work and communicate face to face. Coffee shop will become the first place people consider going, not only because people like drinking coffee and come to the coffee shop, but more importantly, people pay more attention to the enjoyment brought by its environment and atmosphere. The significance of going to the coffee shop is that its environment is quieter than other places, and you can communicate and work with dignity.

1.3. Environmental Analysis and Design

Whether it is an entertainment place or an office dining place, the design of its space environment is the beginning of whether people have a good impression of the space at first sight. Therefore, more attention and ideas should be focused on the layout of the environmental atmosphere in the design to meet the aesthetic appetite of different consumers. The environmental layout of domestic coffee shops may not be applicable in foreign countries, and conversely, the design style of foreign coffee shops may not be applicable in China, so the inheritance of domestic and foreign cultures should be emphasized in the design process.

The design of a coffee shop should have its attractive style, and consumers can be attracted by different methods, such as using the combination of reality and reality to block consumers' sight, thus showing mysterious effect. Uses: screens, venetian blinds, fences, handrails, stairs, etc ..., or connected by the twists and turns of the passage. Proper use can make people see the end of the space at a glance, and reasonable use can also satisfy some consumers' psychology of not wanting to be disturbed. It is a release for modern people to go to cafes in their spare time, stay away from the traffic and noise of the city for a while, and forget the troubles at work for a while. The design should also conform to the trend of modern style, with simple and generous space and not too many fancy decorations. Everything is based on its own functionality and practicality to create a spatial atmosphere and cultural atmosphere. No matter what style the design is, it should be customer-oriented, with clear design ideas and accurate information transmission.

2. Application of Public Space Art in Interior Design

2.1. Public Space Art Related Concepts

Public space is a place where people are free. People can go in and out at will, and at the same time, they accept all kinds of people. It is open and local. Openness refers to the characteristics of public space to stimulate and cultivate the public's collective sense of honor and enthusiasm. Sense of place, good environment and place atmosphere can attract people's spiritual identity, and have a strong long-term influence, and the atmosphere can also increase people's sense of belonging. Public space play an important role in the development of modern cities. Public space not only promotes the urbanization of China and the construction of a harmonious society, but also promotes the construction of many industries, which is of great significance to social construction and development.

2.2. The Development Status and Problems of Public Space Art in Interior Design

2.2.1. Influencing Factors of Interior Design

Coffee shops are popular in China. As a service-oriented restaurant, the clarity of design style plays an important role, which will attract customers' consumption interest. Today, when the catering industry is so perfect, the coffee shop industry is slowly developing into a petty bourgeoisie life, which not only satisfies people's wishes to enjoy life, but also satisfies some people's needs to enjoy a good space environment.

2.2.2. Development Status of Interior Design

(1) pay attention to reducing the cost of interior design: In the design and construction of space, people will first pay attention to how to reduce the cost of space design, and then pay attention to the aesthetics of interior space design. However, the artistic form of interior design works are different from paintings and artworks, and they have their own expressive meanings and artistic form, and they all have time delays. Interior design is different from the above two aspects. The space created by interior design is effective and practical. It also has the nature of equivalent exchange like commodities and is closely related to the market.

(2) pay attention to improving the utilization rate of space: At present, China's population density is increasing, space resources are tight, and house prices are not directly proportional to per capita income, so people now often hope to change the increasingly crowded living environment through "design" so as to be fully relaxed and satisfied in space, so when designing, we should consider how to improve the utilization rate of space, such as using storage rooms, over-buffered porches, corridors, stairs, Slopes ... or columns, ceilings, doors, ground beams, windows, etc. In building structures are used to divide the pattern in staggered spaces, thus not only improving the utilization rate of indoor space but also improving the aesthetics of indoor space.

(3) pay attention to the interaction between people and space: In the design and implementation of indoor space, whether consumers can interact with space is also a crucial step in the design, making people more interactive and exploratory in the space, which can greatly enhance people's stay time and interest in space, rather than making the space fixed, rigid and crowded. For example, in the arrangement and allocation of seats, people are free to find their own

comfortable places to enjoy and make use of space.

2.2.3. Disadvantages in Interior Design

In interior decoration design, the reasonable use of color, material and light can create a space with a unique appreciation effect. From the macro environment, designers often ignore the use and collocation of various design elements in design, and simply use push-pull and repetition to create the layout effect in the space, thus neglecting the design style and cultural orientation of interior design. In the design of any indoor space, the basic practicability and functionality of different spaces should be satisfied first. However, in order to emphasize the individuality and prominence of the design style, some designers often overlook this point in their design. For example, in the interior design of houses, in order to highlight the privacy of women's rooms too much, some designers create a closed space, which leads to the lack of sunshine and air circulation in the space, while others pay more attention to the toughness and atmosphere of men. There are no walls or objects between the bedroom and the living room, which leads to the space being too empty and the indoor air convection being strong. These questions are too individualistic, and these details are often ignored.

3. The Design and General Situation of Jingmu Cafe

3.1. Elaboration of Jingmu Cafe Project

The name of the coffee shop project is "Mu Jing Coffee Shop" and the theme of the coffee shop is Chinese Style. Covering an area of about 274 square meters, it is divided into two floors and a balcony for people to enjoy indoor and outdoor landscapes. The main functions of the coffee shop are divided into: facade design, rest and dining area design, balcony design, bar design, architectural appearance design, staircase design, seating and dining table design in the rest area and other different areas.

3.2. Design Ideas of Jingmu Cafe

3.2.1. Characteristics of Chinese Elements and Their Application in Cafes

There are two kinds of China elements now: one is modern China elements, and the other is traditional China. China elements was discovered in the process of absorbing the essence of China's history and culture and discarding its dross. Today, it can be seen that China elements is not only a kind of design element, but also have the spiritual pursuit and cultural heritage of traditional culture. It is characterized by emphasizing the inheritance and admiration of China's traditional culture, and increasing people's sense of belonging and pride in the country.

Based on China's long history and culture, China element has been closely linked with China's history and culture, which has artistic attraction and profound meaning different from other design style elements. In ancient times, people's material pursuit and aesthetic concern for life were constantly improved and adjusted from their own homes to their own clothes. At first, it was just whether people were beautiful or not. Later, people also had a new pursuit for the living environment. Looking back on the development of civilization before modern times, China elements have appeared in various fields, such as indoor, clothing, architecture, and even works of art and ceramics.

Chinese elements in interior design, the rational use of elements will attract people's attention, such as the use of

Chinese-style furniture, Chinese - style decorations will play an active atmosphere and embellishment role. In the design, we should first understand the concept of China's element design, and combine it with the shaping of its coffee shop environment and atmosphere. Early people's understanding of the elements of China mainly came from the use of traditional patterns, each of which has its own different meanings. Nowadays, there are their figures in the room, whether in the window, on the door, on the wall, etc. And the patterns are mostly the splicing of geometric figures and the overlapping combination of moire patterns, as well as patterns such as birds, fish and flowers to increase their richness. Chinese-style furniture is beautiful in shape, reasonable in mechanical structure, and very strict and elegant in color and texture, so it will be loved by many people. Some Chinese-style furniture will be matched with jade carvings and wood carvings, which will play a finishing touch on furniture.

3.2.2. Indoor and Outdoor Design Ideas

In the architectural appearance of the coffee shop, the design styles of Shanghai World Expo Exhibition Hall and Hangzhou Waterfront Mountain Residence Hotel was used for reference, and more inspiration comes from the combination design of beams and natural battens of Hangzhou Waterfront Mountain Residence Hotel. Its cross beam structure is a wooden structure with wooden planks staggered. From the perspective of a single structure, the battens seem simple, but they are not combined as previously thought. On the whole, they not only have the aesthetic feeling of staggered wood strips, but also accord with the natural position of the building. Together with the roof composed of tile covers, they look like a landscape painting in the distance.

Another inspiration comes from the external design of the Shanghai World Expo pavilion. Through the ingenious combination of giant columns and bucket arches, it looks like a big tripod from a distance, symbolizing the beautiful and atmospheric design concept of "China is the crown of the East, and the granaries in the world is rich in people". In the external structure of the coffee shop, it draws lessons from the criss-crossing way of the elbow bars of the World Expo Pavilion. The key point is that the appearance of coffee shops mostly adopts the way of overlapping wooden strips to present the desired effect.

4. Jingmu Cafe Space Creation and Production

4.1. Functional Division of Jingmu Cafe

In this project, the whole space is divided into two floors, the second floor has a balcony for people to enjoy the outdoor scenery. At the entrance to the first floor, the rest area is on the left, a bar and a rest area are on the right, and in front of it is a winding staircase leading to the second floor. The stairs are designed with traditional structure, and there are different kinds of seats in the rest area for people to choose comfortable positions and enjoy the relaxed atmosphere brought by the space. On the side near the rest area of French window, there is a lamp with China elements, which can be used as decoration during the day and have enough light at night, and there is a screen between the rest area and the rest area. The placement of the screen in the space has the characteristics of dividing the space and making it more layered. In the layout of the second floor, the space area of the second floor is about half the space area of the first floor. Seen from the top view,

there is an empty area on the right. In Chinese painting, there is a kind of "blank" painting method, which makes the painting have an effect of making something out of nothing. This technique is also used when returning to the space, so that the pattern in the space is not crowded, and a long corridor is designed near the outer wall. The function of the corridor is located in the rest area. While drinking coffee, you can see the overall effect of indoor space design.

4.2. The Use of Color in the Jingmu Coffee Shop

The rational use of color in the space design of coffee shop is like the melody of music rhythm, which will attract consumers' hearts invisibly. In the color collocation of space, the atmosphere should be avoided to be too dull and monotonous, so in the color collocation, it should be more manifested as the contrast between the warm color of color and the brightness and purity of color. Using different colors in space can produce different atmosphere effects: for example, using colors with higher brightness will make people feel a radiant atmosphere in space, using colors with lower brightness will make people feel a comfortable and warm atmosphere, using colors with higher brightness will make people feel happy, and using colors with lower purity will bring people a calm and comfortable atmosphere in space. In a word, the use of different colors in interior space design will bring different moods and feelings to people.

4.3. The Idea of Using Materials in the Jingmu Coffee Shop

The decoration materials in the coffee shop are mainly dark brown wooden walls and gray cement walls, with beige tiles on the ground and natural wood materials splicing the ceiling. On the material of the bar, the dry wall composed of dark brown wooden boards and red bricks is full of natural retro feeling. In the space, the interior wall is divided into two parts, the upper part is dark brown wooden board and the lower part is dark gray cement wall, and a layer of varnish is polished to prevent the cement wall from being damaged and cracked. The combination of wood board wall and cement wall is full of modern life and natural fresh elements, and Chinese-style decorative paintings and other materials are applied to the wall, bringing a nostalgic aesthetic feeling. In the material of tables and chairs, the combination of natural wood and rattan is used. It adds the atmosphere of harmony between man and nature to the indoor effect of the coffee shop.

4.4. Combination of Decorations in Jingmu Cafe

The combination of decorations is a very important link in the interior space design. When designing, we should not only consider the needs of consumers, the positioning and design style of the space atmosphere, but also consider the functions and functions in the indoor space. Decorative art, as one of the most basic modeling methods, usually uses a series of decorative objects such as oil paintings, murals and sculptures to create a magnificent atmosphere. In Baroque architecture, murals and sculptures are used as decorations, with exaggerated styles to reflect the supreme authority and position of the monarch. Nowadays, in decoration, large French windows, stainless steel and wooden ornaments are used to create a more rational space, or a series of soft packages such as wallpaper are used to create a warm and comfortable space, and some cement, concrete, steel bars and

iron plates are used to create a tough atmosphere. Therefore, different decorative materials can create different decorative effects, and the choice of decorative materials should also follow the principle of sustainability and recycling.

5. Conclusion

This paper mainly expounds the café with the style of "Mu Jing", and based on this, it has been extended in different fields such as material, layout and environment. Through these hours, I have continuously increased my understanding and knowledge of public space and strengthened my ability to use software. When writing and sorting out the paper, I found that coffee shops can create coffee shops with different design effects through different indoor layout, indoor color matching, indoor decoration materials and indoor decorations.

In terms of layout, using screens, stairs, walls and other barriers can make the space feel mysterious and attractive. In the collocation and application of colors, the rational use of colors, like the melody of music rhythm, will attract consumers' hearts invisibly. And in the color collocation of space, we should avoid the atmosphere being too dull and monotonous, so in the color collocation, we should show more the contrast between the warm color tone and the purity of color brightness. Using different colors in space can produce different atmosphere effects: for example, using colors with higher brightness will make people feel a radiant atmosphere in space, using colors with lower brightness will make people feel a comfortable and warm atmosphere, using colors with higher brightness will make people feel happy, and using colors with lower purity will bring people a calm and comfortable atmosphere in space. In the collocation of indoor materials and decorations, large French windows, stainless steel and wooden ornaments can create a more rational space, or a series of soft packages such as wallpaper can create a warm and comfortable space, and some cement,

concrete, steel bars and iron plates can create a tough atmosphere. Therefore, different decorative materials can create different decorative effects, and the choice of decorative materials should also follow the principle of sustainability and recycling.

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