

Application of Regional Culture in Creative Product Design of Xi'an Metro

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Abstract

[Background]As the main means of transportation in the city, the subway is an indispensable part of people's daily life. As a living environment, the subway's indoor space bears the pressure of urban traffic. At the same time, its comfort and visual beauty are increasingly concerned by the public. **[Objective]**Through the design of cultural and creative products in subway stations, we develop cultural and creative products that meet the needs of the public and highlight the characteristics of urban areas. **[Methods]**The basic method of this study is literature analysis. **[Results]**It is particularly important to improve the comfort level of subway space, make full use of the cultural value of subway stations, enhance urban cultural publicity, create a city business card, and promote tourism development. **[Conclusion]**Through the development and production of cultural and creative products, it can bring economic benefits to relevant enterprises and create job opportunities for relevant employees.

Keywords

Local Context; Xi'an Metro Station;
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1 Introduction

Metro is an ideal mode of transportation in modern metropolis because of its fast and convenient characteristics. In recent years, the rapid development of urbanization, the ground traffic of large and medium-sized cities has become increasingly tense, and the subway, as a key index to measure the city's image, has been increasingly paid attention. Xi'an followed the wave of subway development and became the 17th city in China to have subway. With the increasing popularity of Xi'an tourism in recent years, Xi'an Metro, as a window for tourism image, not only bears the burden of urban people's life travel, but also bears the transportation of foreign tourists. In the early planning of Xi'an Metro, it attached great importance to logo design, font design, public art design, decoration design and so on. In 2011, the first set of mural design and logo design of Xi'an Metro was put into use with the opening of Metro Line 2, and since its opening, it has received widespread attention and praise from all walks of life. Therefore, Xi'an Metro has a good foundation for cultural development and promotes the production of cultural and creative products. However, with the rapid development of Xi'an Metro, the cultural construction form of Xi'an Metro has always been a reproduction of the model of the first line. It restricts the role of subway as a carrier of cultural dissemination of powerful business cards in urban tourism. Based on the perspective of regional culture, it is important to eliminate or weaken the negative psychological influence of closed subway space on passengers, such as monotony, wandering, depression and anxiety.

2 Definition of the concept of regional culture

Regional culture refers to the material and spiritual cultural characteristics of a region, which is the unique culture and material heritage left by the people in the region in the process of life. Over the course of thousands of years, China has spawned a large number of distinctive regional cultures, such as Guanzhong culture, Bashu culture, Jingchu culture, Lingnan culture, Qinghai-Tibet culture, etc. In the 1960s, Shi Jianya's study of the region provided us with a more systematic cultural perspective. Unlike community culture and regional culture, regional culture is an intuitive expression in the process of historical precipitation, with continuous spatial scope, relatively consistent natural environmental characteristics and the same or similar historical process.

3 Overview of Xi'an Regional Culture

Xi'an, known as Chang'an in history, is one of the famous ancient capitals in the history of our country and even the world. Chang'an City was raised and developed in the middle of the Guanzhong Plain, which is inseparable from its superior physical and geographical environment. Information shows that, "Guanzhong", between the four gates, or between the two gates, due to the uncertainty of the position of each gate, directly affects the size of the area of the gate, making it an indefinite geographical concept. And today we call the Guanzhong Plain, refers to the west Baoji Gorge, east to Tongguan Weihe middle and lower plains, known as 800 miles Qinchuan. The plain covers an area of about 34,000 square kilometers.

Xi'an is the capital of China's history of the most dynasties, the longest historical capital, has been built in Zhou, Qin, Han, Tang

and other 12 dynasties. From the slave society and feudal society to the present, more than 3,000 years of history have left rich cultural relics and monuments in various periods, including Zhou Fenghao, Qin Ah Fang Palace, Han Chang'an City, Tang Daming Palace 9 sites. The ancient city walls of the Ming Dynasty, the Tang Dynasty's Big and Small Wild Goose Pagoda, Xiangji Temple Pagoda, as well as the modern Xi'an Incident Memorial Hall and the Eighth Route Army Xi'an Office Memorial Hall, have formed the characteristics of the long history, continuity, and completeness of Xi'an, which can be regarded as a microcosm of Chinese history. In 1982, it was announced by the State Council as a national level historical and cultural city, and is known as the "natural museum" of Chinese history. In addition to the symbolic historical gifts such as the Bell and Drum Tower, the Big Wild Goose Pagoda and the Terra Cotta Warriors, the distinctive historical blocks and traditional alleys are also the concentrated embodiment of the city's culture, and they retain the memory of the city like a scroll. In the revision of urban planning, Xi'an is defined as a world cultural ancient capital and tourist city. A spatial layout model with nine palaces, prominent axes, and multiple centers in one city is constructed, based on the premise of exploring the urban connotation. Traditional blocks, buildings, urban sculptures, and landscape ornaments are designed to highlight the ancient city style and reflect the cultural characteristics of the city. While accelerating urban development, protecting these cultural relics, historical sites, and historic districts is to preserve the traditional and humanistic spirit of the city, and to preserve its cultural context.

3.1 Traditional Folk Crafts

Xi'an's intangible cultural heritage, such

as Xi'an embroidery and Xi'an drum music (shown in Figures 1 and 2), contains unique folk culture and handicrafts. In the process of creative product design in subway station area, we should pay attention to the innovative design of folk culture, so as to achieve better results.



Fig 1: West Qin embroidery
Image source: Network



Fig 2: Xi'an Ancient Music
Image source: Network

3.2 Landmark buildings

With its unique natural environment resources and profound traditional culture, Xi'an architectural style presents a magnificent atmosphere, which is breathtaking. In the process of creative product design in Xi'an metro station area, we should pay attention to the innovative design of folk culture, so as to achieve better results. Xi'an, known as Chang'an in ancient times, has been the location of the capital city of the Eight Chuan Diversion and the Emperor of Qin and Middle Ages. This is not only a depiction of ancient

Chang'an, but also a vivid portrayal of the city's natural characteristics. Since the Western Zhou Dynasty, Xi'an has become the capital of multiple dynasties due to its unique geographical location. In Xi'an, there are not only the world-renowned "eighth wonder of the world" - the Terra Cotta Warriors of the First Emperor of Qin Dynasty, but also the historic sites of many dynasties, such as the Big Wild Goose Pagoda, the Small Wild Goose Pagoda, the Bell and Drum Tower. These precious cultural resources not only add infinite charm to the city, but also provide designers with rich design materials. For example, in 2016, the author designed a one-day ticket for the Xi'an subway called "Camel Bell Ancient Road, Silk Road Chang'an". The design was mainly inspired by the iconic buildings of Xi'an city, with bell towers, TV towers, and modern architecture as the main body. The color scheme was mainly yellow, which integrated the entire building with the desert, echoing the historical position of Chang'an as the starting point of the Silk Road.(as shown in Figure 3).



Fig 3: Xi'an Metro One-day Pass
Image source: Authors

4 The Application Value of Regional Culture in Creative Product Design of Xi'an Metro Station Area

Regional culture is an important symbol of local development, and these cultural elements have strong characteristics and give people a sense of closeness. Integrating regional elements into the design of creative products in subway stations can have a good propaganda effect on the local culture.

Therefore, adding regional cultural elements to Xi'an Metro Station's creative products can help people understand Xi'an's regional culture and realize cultural inheritance and progress. Through the design, development and promotion of cultural creative products, it is of great significance to promote Xi'an city culture and subway culture. The cultural and creative products that combine station culture and subway culture are part of the complete subway experience, which can better serve the public and meet the needs of mass culture.

5 Analysis of the Application of Regional Culture in the Design of Creative Products in Xi'an Metro Station Area

As the capital city of Shaanxi Province, Xi'an shoulders the responsibility of spreading regional culture. Although Xi'an has a large number of regional cultural categories, due to severe homogenization and lack of personalized design, it cannot well reflect the city's cultural characteristics. Unable to meet the actual needs of local economic development.

5.1 Lack of regional cultural elements

The design sense of creative products in the Xi'an subway station area is insufficient. A large part of them directly reprint and apply various famous buildings or iconic historical and cultural story elements in Xi'an, which cannot well reflect cultural characteristics and cannot attract people's attention and memory. The design of creative products cannot condense the essence of culture, cannot establish an interactive relationship between urban culture and people, lacks local characteristics, and lacks creativity.

5.2 Too few categories, lack of overall series integrity

There are too few categories of creative products in the Xi'an subway station area. After investigation, the author found that creative products in the Xi'an subway station area mainly focus on the design of transportation cards, such as folding fan transportation cards, "Dugu Yinxin" transportation cards, etc. (as shown in Figures 4 and 5). After obtaining inspiration from historical culture, creative personnel select the features that best reflect Shaanxi's historical and cultural heritage, find suitable entry points and perspectives, and carry out secondary creation based on the "small and exquisite" characteristics of transportation cards. These transportation cards have brought Xi'an's cultural relics to life and played a good role in promoting the city's culture. Xi'an Metro should create and explore multiple product categories to enrich its complete series of products and better serve consumers, so that Xi'an's regional culture can be spread through subway and rail transit.



Fig 4: Passengers using folding fan transportation cards to take the subway
Image source: Online



Fig 5: "Dugu Xinyin" Traffic Card
Image source: Internet

6 The Application Principles of Regional Culture in Creative Product Design of Xi'an Metro Station Area

6.1 Outstanding principles of regional culture

In the process of modernization, every city now has its own distinct characteristics. Overall, different cities have different topographical and climatic features, and their historical conditions determine that the ideological concepts and living habits of the people who live in them are also very different. The formation of cities with unique characteristics is not only caused by their regional natural factors, but also by modern cities with their own personalities and characteristics. In addition to natural factors such as the formation of urban geographical features, as well as the research and development of urban design disciplines, cities are endowed with new meanings. The design of creative products in the subway station area should highlight the urban characteristics of the city's image. Each city has different historical backgrounds, terrains, and climates, and residents have different ideas and habits. The design of subway stations should fully reflect the personality of this city.

6.2 Principle of Putting People First

The creative product design of subway station area not only meets the basic functional requirements of the product, but also includes physical and mental needs. Putting people first "not only requires consideration of users' habits and physiological requirements, but also reflects in their spiritual care. Emphasize user experience and pay attention to people's usage habits in product design. Humanized design is a concept that aims to meet both people's psychological needs and their functional demands for design. In fact, whether a design has humanization depends largely on the audience. For example, for people who like to walk, a cobblestone path can provide some massage and health benefits. For this group, this design is very humanized, but for elderly people wearing high heels and leaning on crutches, it is extremely inconvenient for travel. Therefore, to truly achieve humanized design, it is necessary to understand the needs at all levels, conduct comprehensive research, and strive to meet the needs of the majority of users while ensuring its functionality, so that they can develop a favorable impression of it from the bottom of their hearts.

6.3 Principles of Inheritance and Innovation

The formation of modern subway stations represents a profound historical heritage and endows it with practical significance. History cannot be forgotten, and we must inherit and carry forward the history of the city. This will contribute to regional personality and historical inheritance, and enhance the sense of pride of urban residents. At the same time, the process of urban development is gradually advancing. In reality, cities have emerging

development zones and cities that are building and developing new beginnings, but they do not have a history that can be inherited, so they do not have historical significance. However, most cities have inherited their historical and cultural heritage, which is inseparable from traditional historical culture. In the hearts of urban residents, they are honored by the fragments, symbols, architectural expressions, and colors of this history. They have developed values that are in line with regional culture, grasped the local historical and cultural heritage, and affirmed and promoted it.

The practical significance of a subway station is to help urban residents feel a sense of belonging, and the history of a city needs to help the formation of local people, local figures, and historical continuity. The history and folk culture of a city appear in people's lives through architecture, materials, symbols, and other means. By combining creative products in the station area with regional culture, innovative product design, and aligning social values and cultural identity, it is easy to arouse public sympathy, evoke memories of the past, and generate cultural identity.

7 Design Ideas of Regional Culture in Creative Product Design of Xi'an Metro Station Area

7.1 Emphasize the basic ideas of design aesthetics

Aesthetic design philosophy is a design concept that pursues beauty and aesthetic value. It emphasizes the unity of form, function, and content, pursuing the creation of attractive and artistic products. The aesthetic design concept not only focuses on the aesthetic appearance, but also pays attention to the internal ideas and significance of the

design. It also includes the selection and combination of elements such as product proportion, shape, color, material, and texture. In the design of creative products in the Xi'an subway station area, the combination of formal beauty and artistic conception beauty should be pursued, using formal beauty to solve the surface problems involved, so as to capture people's attention, and then achieve artistic conception beauty through infiltration of essence and soul. Although there have been significant differences in people's aesthetic concepts due to different times, regions, cultures, and ethnic customs, the standard of beauty is the same, which is diversity and unity. This requires grasping balance and stability, rhythm and cadence, contrast and difference, emphasis and generality, and seeking change in unity and unity in change.

7.2 Achieving Diversified Design Innovation

The current sales of cultural and creative products in China mainly focus on flat products, such as paper tape, notebooks, decorative paintings, postcards and other printed materials. Although such products can to some extent reflect the cultural characteristics of the region and play a role in the inheritance of regional culture, they are limited by their forms of expression. Relying solely on the single structure of flat products is too narrow for the audience to choose from, and it is difficult to meet the rapidly changing multi consumption concepts of the audience. Diversified design requires comprehensive exploration and development to enrich the forms of cultural and creative products. Firstly, innovate in product types. Expand design ideas, break through the limitations of single flat products such as laptops and postcards, combine Xi'an regional cultural elements with various aspects of daily life, and inherit culture in daily use. Second, innovate the

product materials. Not limited to paper media materials, the use of materials such as wood, metal, plastic, etc. all have a certain degree of plasticity and can be attempted for product manufacturing. Finally, innovative design forms. The birth of a good product is not enough to rely solely on designers, but also requires the participation of users, so user experience research needs to be conducted.

7.3 Conducting Series Product Design

Series design is the most basic requirement for enhancing cultural brands, and it is also the key to reflecting whether cultural and creative design is systematic. Cultural and creative products should follow the development concept of serialization to strengthen the connection between subway stations, highlight the important position of subway connecting urban culture, and emphasize the development value of subway cultural and creative products. Based on summarizing and refining design elements, carry out planned and purposeful serialization development. Developing a series of products first showcases visual elements of the same theme on multiple products with different functions, creating a visual impact and deepening the audience's impression. For example, adding a unified visual identity for Xi'an Metro cultural and creative products of various functions and types can enhance and amplify the promotional effect; Secondly, for serialized products of the same category, design them with the same artistic style, such as setting three series of creative products based on behavioral culture, information culture, and achievement culture, and expressing them in three different artistic styles; Thirdly, products with similar functions are classified into the same series, such as creative cultural supplies series, creative daily necessities series, creative decorations series, characteristic cultural heritage series, etc. By enriching the variety of products, ideas can be

activated.

7.4 Conveying Education through Historical Context

The inheritance of cultural traditions has become a social problem. For example, people know that the Terra Cotta Warriors of the First Emperor of Qin is a famous scenic spot in Xi'an, but they do not know much about their historical knowledge and cultural connotation. Therefore, urban residents and foreign tourists need to have a deep understanding of urban culture, so they should pay more attention to products related to culture. It is possible to incorporate some domain knowledge and traditional culture into the product, combining education with entertainment. In order to establish the national confidence of urban residents and cultivate their patriotism.

8 Conclusion

The emergence of the subway aims to solve the transportation problems in cities, and as a national public welfare undertaking, the subway has always been in a negative profit state. In order to better achieve the goal of "ten years of subway and hundred years of operation", necessary economic guarantees are essential. This study can not only generate revenue for Xi'an Metro to a certain extent. Moreover, through the development and production of subway cultural and creative products, it can bring economic benefits to related enterprises, create job opportunities for relevant practitioners, and to a certain extent promote the promotion of Xi'an urban culture and subway culture.

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