

Try to Analyse Research on the Visual Image Design of Guangfu Culture in Guangzhou Subway Station Platform

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ABSTRACT. *This paper focuses on the thinking and research on the visual image design of Guangfu culture on the platform of Guangzhou subway station. Combined with theoretical practice, this paper briefly expounds the cultural characteristics of Guangfu, and analyzes the shortcomings of the current Guangfu culture in the visual image design of Guangzhou subway station platform and puts forward the design ideas, hope to improve the visual image of Guangzhou subway station platform has a certain help.*

KEYWORDS: *Guangfu culture, Guangzhou subway platform, Visual image*

1. Introduction

The subway is an underground mode of transportation. The subway line not only relieves the problem of traffic jams in the city, but also provides convenient conditions for people to travel. In first-tier cities such as Guangzhou, Beijing and Shanghai, the “crowded subway” has become a way of life for local residents. The subway station has a large space and a large flow of people. Only by presenting the unique culture and local characteristics of a city can it better show its charm. Therefore, local culture should be properly integrated into the visual image design of the subway platform, so as to design the subway space design with local cultural theme characteristics as a window to display the city image. Based on it, this paper combined with theoretical practice, Guangfu culture in Guangzhou subway station platform visual image design to do the following research.

2. The Characteristics of Guangfu Culture

Guangfu culture spanned two thousand years of wide area river, continuous deposition, spread, it has become a major charm of the Lingnan area. Guangfu culture includes Guangfu architecture, gardens, opera and music, painting, living customs, Cantonese culture, Guangfu food and so on, which are of great value to our current concept. Such cultural attributes and characteristics are different from those

of other regions: pragmatism is the essential characteristic of Guangfu culture and variability is its performance characteristic. Due to the influence of overseas cultural exchanges, Guangfu culture is also characterized by openness. It is easy to accept new things from abroad, dares to absorb western spiritual civilization and material civilization, and integrates traditional culture with foreign culture. Guangfu culture also has the fighting spirit of daring to explore, open-minded, wide sphere of vision, strong sense of goods and values.

Therefore, Guangfu culture is rich and colorful, with Guangzhou's urban heritage, characteristics and marks, which can show an important aspect of Guangzhou's urban image and need to be respected, spread and inherited better.

3. The Deficiency of Guangfu Culture in the Visual Image Design of Guangzhou Subway Station Platform at Present

By 2020, Guangzhou subway has 15 lines in operation, with a total length of 478 kilometers, 213 subway stations, and an average daily passenger flow of more than 8 million, surpassing Beijing to become the first in China. Guangzhou has a very deep history and rich folk culture. Integrating it into the visual image design of subway station platform will surely add luster and color to Guangzhou subway. However, there are still some problems to be solved in the design.

3.1 Lack of Awareness of the Visual Image of the Subway Platform

•Through the investigation of the visual images of 15 subway stations of Guangzhou Metro Line 1, Line 3, Line 5 and Line 6, it is found that there are some differences between different stations in design styles, but the colors of various signs are close to each other, which makes it easy for passengers to get confused. There is no profound visual image of subway. Subway stations are large and complex, some connected to train stations, airports, and other connected to buildings. If the design and planning of the guide signs are not unified, visual confusion will occur. For example: line 6 platform vision, the atmosphere of commercial advertising is too thick. Except for the visual design of the party history theme wall on the platform of Lung Kwong Sho Station of Line 1 and the theme wall of the platform Park of Hanxi Changlong Station of Line 3, the visual image design of other subway stations seldom incorporates Guangzhou elements. The form of subway visual image design is also relatively simple, which is not integrated with Guangzhou's regional characteristics and traditional culture, nor is it involved in the city's inclusiveness and cultural diversity[].

3.2 Lack of Distinct Guangfu Cultural Characteristics

The specific characteristics of Guangfu culture, including immigration, compatibility and development, are formed by a combination of various cultures. For example, lettuce club, dragon dance, lion dance, Borneo and so on can represent

the folk culture of Guangzhou. Subway station is surrounded by major transportation hubs in Guangzhou. Applying Guangfu culture to the visual image design of subway station platform is of great significance to the construction of urban intention. Subway is the main means of transportation, and the subway station space has the responsibility of spreading the urban culture. However, as far as the visual image of Guangzhou subway station platform is concerned, the content of integrating Guangfu culture is still relatively small, and it has not played its due role in spreading and carrying forward Guangfu culture in subway platform space.

4. Reflections on the Visual Image Design of Guangfu Culture in Guangzhou Subway Station Platform

4.1 Media Convergence Innovation, the Realization of Traditional Reappearance

Traditional reappearance is not blindly complex and copies the traditional culture, but through high-tech technology and reasonable way, deeply dig the cultural memory elements of Guangzhou city, and into the subway visual image design. It can not only enrich the visual image of Guangzhou subway station platform, but also express the city's cultural memory more intuitively and clearly. Passengers can better feel the history and culture of Guangzhou by borrowing the forms, symbols and materials of Guangfu culture, integrating media changes, internet of things technology and optical interaction technology into the visual image design of subway, and transforming it into urban memory in a multi-dimensional form of time and space. We can draw lessons from the experience of visual image design of the platform subway at Optical Valley Plaza Station of Wuhan Line 2, as shown in Figure 1:



Fig.1 Optical Valley Plaza Station of Wuhan Line 2 (Corner)

As shown in Figure 2, a 25-meter-long laser-carved wall with light and painting dancing together extends citizens' imagination of the future world. The wall, with a hollow pattern, looks a little bizarre and motley. On the wall, you can clearly see ice cream, tribal totem of Chu State, flowers, grass, sea creatures and so on, creating a future full of imagination. Like a group of Chu national music people “crossing” to the present, let the subway passengers of Line 2 have a kind of history, future and modern interaction. This method can also be used in the visual image design of Guangzhou metro to vividly display the various contents of Guangfu culture on the wall of the subway station and passengers can experience the legend and charm of Guangfu culture more closely, which is also an effective way to publicize and carry forward Guangfu culture.

4.2 One-Line One-Color, Avoid Repetition

In the visual image design of Guangzhou subway station platform, the visual image design of the entire subway system can be carried out comprehensively, or the design of each line platform can be carried out separately. All subway lines in Guangzhou should be analyzed systematically before design, there are 15 subway lines in Guangzhou currently. Passengers only recognize the color of each subway line on the subway bus, but in the subway station space, the line color does not correspond one to one. It is difficult to have a good experience docking in the subway station space, which leads to the frequent occurrence of passengers taking the wrong train because they are in a hurry. Therefore, in the visual image design of Guangzhou subway, it is necessary to start from the entrance and exit of the station, and the color of all the equipment involved in dissemination and identification should be uniformly designed in order to better distinguish the lines.

In terms of Guangzhou metro line 1, Through the place there are: Flower Bay Station, Wong Sha Station, Chen Clan Temple, West Gate, etc., involving with the the Arcade building with the most Lingnan characteristics, exotic Nordic architecture, Folk Art rooms with Guangfu culture and so on, each subway station can be attached to the typical architecture, special culture, classic food and other exclusive special objects, integrated into the visual image design of the subway, so as to achieve the integration of Guangfu culture. While Line 2 mainly passes through many places of historic interest and historical culture, which can be integrated into the visual image design of subway, so that passengers can better appreciate the historical and cultural deposits of the city[].

In short, in the visual image design of Guangzhou subway station platform, it is necessary to fully integrate the unique geographical environment, history and culture, places of interest, humanistic feelings, traditional culture and other contents of Guangzhou. The standard color and auxiliary color corresponding to the subway line are established through the design idea of one-line one-color. In the subway visual image design must strictly follow systematic normalization, whether it is the subway delivery diagram, sign diagram, or a variety of transportation facilities, service system, in the design must form a system of ideas and systems. By distinguishing the colors of the design method, it can not only improve the recognizability of

subway station, but also fully display the content and image of Guangfu culture to urge passengers to identify the location of an outbound line through the visual image of the subway.

4.3 A Station a Scene, Show Guangfu Culture

Each city has its own unique cultural background and historical significance, which requires unified planning and design to enhance passengers' sense of identity and belonging to the environment. Therefore, in the visual image design of subway, the design principles of systematization, standardization, regional culture and artistry must be strictly followed in order to create a more intuitive and novel visual image for passengers. In terms of Guangzhou's current 15 subway lines, each line passes through different regions. In the visual image design of the subway, different historical culture, folk customs and architectural landscape should be adopted, so as to realize one station one scene. With a history of more than 2200 years, Guangzhou is one of the famous cities in China the year before last []. Under the rendering of the unique geographical environment and historical culture of Lingnan, it gives rise to unique characteristics and in a class by itself with human ecosystem and cultural landscape. Before the visual image design of each subway station, the cultural elements on the ground need to be systematically analyzed with the characters, graphics, colors and shapes of cultural elements should be comprehensively summarized and analyzed to ensure that each subway station space has its own unique theme culture.



Fig.2 Cultural Wall of Shibi Station

For example, the platform of Line 7 fully embodies the water town culture of Guangfu culture. In the visual image design of subway, by means of blue and green represent water, while yellow represents rice. Then each station on line 7, according

to its unique culture to choose the corresponding pigment, thereby reflecting a different visual performance. Such as the cultural wall of Shibi Station is shown in Figure 2:

The cultural concept of Shibi Station Cultural Wall is “Trace “. Cultural wall in the form of “sandstone + glass”, blue painted glass to represent the water system, the use of sandstone Yin carving, yellow sandstone, Taiwan green marble and other materials of natural texture, stratification reflects the feeling of rock as steep as a wall. Through the white wrought iron plane carved boats to reproduce the development of water traffic, deduces belong to the stone wall unique water culture.

The visual image design concept of University Town South Station is “Wisdom•Island”, as shown in Figure 3 for details:



Fig.3 “Wisdom•Island” of University Town South Station

The design concept is “Wisdom• Island”, implying the confluence of wisdom like water, full of dynamic, youthful vitality. Cultural wall is in the form of “white marble carving smooth surface + rough surface”. Combined with the traditional Chinese reading book Di Zi GUI, we draw on the artistic technique of Chinese “movable type printing”. The idea of “inheritance” is presented in three dimensions on the cultural wall, which is rich in hierarchy and strong in recognition, and is consistent with the educational temperament of the school district[].

From this, it can be seen that whether it is Shibi station, or University Town South station all have widely applied Guangfu culture in the visual image design, greatly improving the identification of subway stations, also combining with the city's cultural deposits and historical and cultural development, fully demonstrating the cultural deposits of Guangzhou.

4.4 Based on Cultural Inheritance to Activate Urban Memory

Culture is the product of years of accumulation and innovation by the inhabitants of a region, demonstrating human wisdom. Through the visual image design can fully demonstrate the external form of a city culture, which will become the product of the city's history with the development of time. The subway station space is a relatively closed space, the visual image design is appropriate, can realize the cultural continuity development. Guangfu culture has many unique symbolic elements and symbols, such as Huanghuagang, Bell Tower, Huangfeihong, temple fair, Cantonese opera, Foshan ceramics, etc., any of them can represent the historical culture and humanistic feelings of Guangzhou[]. It provides rich and colorful materials for the visual image design of subway platform. In the design, it should be based on Guangfu culture and choose the local context as the design symbol, so as to present the historical sense of Guangfu for passengers, arouse people's memories, and actively participate in the protection and promotion of Guangfu culture.

5. Conclusion

To sum up, combined with theoretical practice, this paper studies the thinking on the visual image design of Guangfu culture on the platform of Guangzhou Subway station. The research results show that the involvement of Guangfu culture in the visual image design of Guangzhou Metro station platform can not only enrich the subway station space, create a ride environment full of cultural atmosphere for people, but also achieve the inheritance and promotion of Guangfu culture, achieve many things at one stroke, which is worth vigorously promoting and applying.

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