

Research On Space Design Of Exhibition Architecture Entrance

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ABSTRACT. *The entrance to a building is equivalent to a business card and a face. In the design of entrance space, architects should choose a variety of elements to form a reasonable and refreshing entrance space. This paper discusses the design of the entrance space of exhibition buildings. Especially museums, as an important carrier of disseminating modern civilization and history and culture, play an important role in the modern knowledge dissemination system. Many museums still have problems in space design and exhibition of Museum buildings. Learning from advanced construction and exhibition experience is of great significance to improve the comprehensive service level of museums, and is also an important way to promote the construction of social spiritual civilization.*

KEYWORDS: *Exhibition architecture; museum; entrance space; architectural design*

1. Introduction

With the rapid development of social economy, the public's demand for history and culture is on the rise. The museum has also become an important building for many people to understand the history and knowledge of human civilization, as well as for leisure and relaxation. Although the entrance design is getting more and more attention and can be analyzed independently, its functional attributes and external performance are still an important part of urban planning and external space, so it cannot be designed alone.

2. Principles of exhibition architecture design

2.1 Service priority

The most important thing for the spatial layout and exhibition design of museum buildings is to serve the public, focus on exhibition services, and improve the scientificity and effectiveness. All the work should be aimed at serving the visitors of the expo exhibition hall, focusing on solving the current exhibition service quality, clarifying the order requirements of the exhibition hall, effectively ensuring the efficiency of cultural promotion and improving the work quality. To meet the diversified requirements of the public and improve the overall quality and standards of museum services.

2.2 Highlight the cultural features

In the spatial layout and exhibition design of the exhibition building, we should emphasize the characteristics of the exhibition hall. As a platform of historical civilization, the exhibition hall should highlight local cultural and environmental characteristics, so as to better serve the public, improve the level of comprehensive management and promote the development of exhibition buildings. By creating cultural platforms and brands, we can achieve the purpose of cultural export and improve the comprehensive service standards of the exhibition hall. At the same time, we should pay more attention to the integration of the exhibition hall with the local environment and historical traditions, pay attention to the locality of the site, represent the local spirit, and add the designer's own ideas.

2.2 Principle of safety and stability

Safety and stability is another key to the construction and exhibition design of the exhibition hall, which is an important channel to strengthen the standardized operation of the exhibition hall. In the process of exhibition service, we should constantly improve and improve the way, put safety, firmness and harmony in an important position, reasonably plan the relevant space and exhibition design, improve the standardization and rationality of the external service of the exhibition hall, and improve the level of standards and tasks from the design, consolidate the foundation of the exhibition hall.

3. The entrance design analysis

3.1 West Lake museum in hangzhou

The West Lake museum in hangzhou is the first lake museum in China. It is on the bank of the west lake. Its entrance space is underground, and requires a few tens of meters of wide, highly oriented steps to guide people into the building. The entrance is decorated with trees, shrubs, low flowers and trees of different levels of green space, and also equipped with different bonsai, which is in line with the characteristics of the west lake museum, not to mention the basic facilities of the nature of basic services such as garbage cans and toilets. In the entrance part, the glass curtain corridor bridge connects the main building with the site, making it a whole. Its most distinctive feature is its mossy, mottled masonry. Adopting local materials and using the technique of making old ones, it seems to be the same as the materials fished up from the bottom of the west lake, in line with the overall temperament of the building. The contrast between artificial materials and natural materials in color and texture makes the entrance subtly warped. In addition to the clear contrast with the natural materials, there is undoubtedly a large area of glass curtain wall at the entrance. The whole facade is almost entirely surrounded by glass curtain wall. Recessed entrance 3 to 5 m, gold stucco trim. Give two or three bonsai ornament again. After entering the entrance, there is a wide hall with a huge circular panoramic model of the west lake in the middle, which goes straight to the theme. The opening on the second floor allows for a panoramic view of the huge model of the west lake. Most of the building extends underground and blends into the surrounding lake landscape. The museum has four functions: displaying the culture and traditions of the west lake, relevant research on the west lake, west lake literature and tourism services. It is original and remarkable.

3.2 Silk museum

The Silk museum, also located by the west lake in hangzhou, zhejiang province, displays the history and culture of Chinese silk in an all-round way, and embodies China's 5,000 years of culture. Its whole is a few circle combination, intersperse, twist, fission. The entrance is set in a square fountain area, in sharp contrast to the curved building. Its entrance processing is concise and clear, to the point, the door is a comprehensive service hall. The strong contrast between wood and glass

highlights the aesthetic effect brought by the contrast of color and texture of different materials. Among them, the use of round Windows in ancient Chinese gardens is very flexible. The entrance, which connects two direct staircases in different directions, is very instructive.

3.3 Zhejiang art museum

Located on Nanshan road in Hangzhou city. However, as for the entrance space, it USES a large area of hard pavement, without setting a large area of landscape, greening and other infrastructure. The trees are also cypress trees with obvious artificial marks, and they are built in a strict way, reflecting the sense of majesty and silence. For the art museum, the individual feeling is too pursuing the sense of rationality and order, and less lively and dynamic. The entrance also USES material contrast, virtual and real contrast, virtual in the middle, solid on both sides, highlighting the main entrance position. It is a far - reaching canopy. Entering the interior, one is greeted by an open-air courtyard surrounded by a glass curtain, injecting a sense of liveliness into the reason. Its main exhibition hall, is also the use of a very directional direct staircase as a guide.

4. Entrance design of modern exhibition buildings

4.1 Holistic design

The internal and external relationship of the entrance space of the exhibition building reflects the close relationship between the whole environmental space and each part. With the progress of the society, the exhibition space becomes more and more complex and open, which is an organic combination of multiple elements. As a part of the whole environment space, the entrance space should be unified with the whole space environment in function and form to meet the various needs of tourists. The design of the entrance to the exhibition building includes the following three aspects:

4.2 Iconic design

The entrance to the exhibition building should first provide the most intense visual signal to identify the type and nature of the building. This is the iconic design of the entrance space. The designer's goal is to use a variety of methods to provide visitors with a strong sense of psychological activity, namely to use the iconic design to highlight the architectural characteristics. The shape, color and texture of the entrance interface form the visual center of the building. The presence of the entrance to the exhibition building can be enhanced by striking signs and detailed decorations, such as unique doors, awnings, pillars, and pillar foundations. It greatly enhances the symbolism of the entrance to the exhibition building.

4.3 Transitional design

Because the transition space contains many uncertainties, the entrance space of the exhibition building reflects its strong integration: it neither interrupts the adjacent area nor stands alone in the adjacent area, but is a media combination area of the two. The results show that the design of the entrance space of the exhibition building should be changed from closed to open, from clear to fuzzy, from single to comprehensive, to eliminate the boundary to a certain extent, and make the space as a whole coherent. In other words, modern architects generally advocate to provide more opportunities for people to observe each other, pay attention to each other and strengthen communication through the expression of open multifunctional space, so that the transition space can be recognized by people. Like the silk museum, its whole is a combination of several circles, interspersed, twisted and split.[4] The entrance is set in a square fountain area, in sharp contrast to the curved building. Its entrance processing is concise and clear, the door is integrated service hall. The strong contrast between wood and glass highlights the aesthetic effect brought by the contrast of color and texture of different materials. Among them, the use of round Windows in ancient Chinese gardens is very flexible.

4.4 Humanized design

The exhibition hall should fully embody the people-oriented concept of humanistic design.[5] So, it showed the spirit of beauty of a kind of human nature, it is the harmonious design of person and nature.

Modern exhibition architecture focuses less on material aspects and more on injecting human concerns into the design. The humanized design concept of modern exhibition hall creates more meaningful artificial environment for visitors and residents to meet their physiological and psychological needs, so that visitors can feel safe, healthy, comfortable and happy, and improve the quality of the visiting environment.

The large-scale treatment of the exhibition building entrance space should be coordinated with the human body, and the design should be people-oriented. For example, in the design of outdoor steps, attention should be paid to scale. Especially under the situation of children, must pay attention to the difference between the human body measure of children and adults.

Service functions and equipment need to create a modern living environment full of love and care, effectively ensuring the safety, convenience and comfort of citizens. Compared with developed countries, China's barrier-free facilities are still far behind.

4.5 Ecological design

Ecological design is a design method that USES ecological principles to coordinate human, nature and architecture. Ecological design is the integration of architecture and environment. It not only creates the environment of relaxed little space for people, still maintained the whole environment all round.

Conclusion

Through the study of the silk museum, west lake museum, and the entrance space of zhejiang art museum in hangzhou, we conclude that the importance of entrance space design, in the past decades, the entrance space of exhibition architecture has changed greatly. In the past people just regard it as brief transition space, already became the muti_function space that has a variety of diversiform functions now. The reason for this change is not only the progress and improvement of construction technology and building materials, but also the complexity and contradiction of architecture. Therefore, economic, cultural, social, even political and other factors should also be considered. Therefore, the research on entrance

space design is of great significance to the development of Chinese construction industry. Architectural design is to pay attention to every detail. In the later study of architecture, I will give full play to my ability to see the big from the small. So that our design, only through the treatment of the entrance, will reflect their own architectural literacy. Solid foundation will lead to a broader stage.

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