

Information Transmission Design of Sign System in Xi'an New Tang-style Hotels Environment

—Take the Tang Hua Hotel in Xi'an as an Example

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Abstract: This paper starts from the research of the indoor environment of Xi'an new Tang-style hotels and takes the Tang Hua Hotel in Xi'an as an example, in order to study the style characteristics of the environment space of contemporary new Tang-style hotels and consider how to perfect the symbol information transmission design of spacial sign system. By furthering research and reorganization of collected first hand information as well as multi-dimensional, multi-angle research and demonstration, this paper integrates information symbol design of sign system with design styles of hotels and brings people highly identifiable, comfortable, safe and nice visual aesthetic experience and humanistic care through proper and reasonable design methods, so as to enhance the harmony and interaction between space environment of the new Tang-style architectures and the information delivery of matched visual symbol information as well as improving people's comfort level and the convenience of way finding in a strange environment.

1. The Environment Design of New Tang-style Hotels in Xi'an

The style of the environment design of New Tang-style hotels refers to use traditional decorative symbol language to design inside and outside the architectural environment, combine new materials and technologies with the correlation between " virtual and essence " and scale space in architectural environment and take advantage of artistic expression of view borrowing and scene moving, on the general premise of ensuring its function to be fully utilized, in order to achieve the environmental artistic expression of remote and elegant artistic conception.

1.1 The background of the origination of the environment design of New Tang-style in Xi'an

Xi'an was known as " Chang'an " in ancient times, which carried the rise and fall of the thirteen dynasties including Zhou, Qin, Han and Tang dynasties. Some scholars think that " Chang'an, was the capital of the most powerful dynasty in China, and was the birthplace of mainstream Chinese culture and art. " During the Han Dynasty, Chang'an was the starting point of the Silk Road which connected the economic and cultural exchanges between the East and the West. It was a political, economic and cultural center of the East, which continued until the Tang Dynasty. The Tang Dynasty was the heyday of China's rapid political, economic and cultural development. During this

period, the wooden architecture further matured and perfected, and had something of innovation and progress in urban planning, building structure, environmental decoration and construction technology than previous dynasties. Chang'an, capital of the Tang Dynasty, was an international metropolis at that time. Up to now, the architectural remains of the Tang Dynasty can still be seen in Xi'an. In spite of thousands of years of change in the times, here is still an indispensable center for the study of the architecture and decoration of the Tang Dynasty.

1.2 The new Tang-style

At the end of the 20th century, with the quickening pace of the reform and opening up, tourists from all over the world poured into the Xi'an, an ancient capital. In order to further promote the development of the market economy and to highlight the image of Xi'an as a famous historical and ancient city, the Xi'an municipal government has invited foreign investment to design and build the Tang Hua hotel, the Tang Dynasty Song and Dance Restaurant and the Tang Dynasty Art Museum on the East side of the Giant Wild Goose Pagoda scenic spot, which are the "Three Tang Engineering" built since 1949 and which is the first time that starting Chinese contemporary " new Tang-style " architectures.

"The new Tang-style advocates the organic combination of the traditional, national and regional architectural element symbols with modern and new materials and technologies, and it emphasizes the expression of tradition in terms of the scale and artistic conception of the environment, while highlighting the modern feeling in terms of functional materials and technologies. The new Tang-style is the respect and further utilization of some elements of the urban culture of Xi'an, the ancient capital. Meanwhile, it is also the reappearance and excavation of the traditional Chinese architectural culture and the regional characteristic architectural culture of Xi'an.

1.3 The environmental art of the new Tang-style hotels in Xi'an

The architectural and environmental design of the new Tang-style is not simply a retro design imitating the Tang Dynasty, but the reorganization of the rich cultural elements of the glorious age of Tang Dynasty into the deep modern architectural environment art through new materials, new process, new technology and so on. The overall design of the Tang Hua hotel in Xi'an is the most classic design with Tang style and charm among the new Tang-style hotels. The hotel is located on the southeast side of the " Giant Wild Goose Pagoda ", a brick-and-wood historic site of the Tang Dynasty. The overall architectural pattern adopts the Zigzag corridor form which is common in the Chinese ancient architecture. Each corridor corresponds to a landscape in the hotel garden, organically links the guest room and landscape, transiting naturally. The use of the Zigzag corridor makes visitors see the different scenery when they pass the corridor, with the movement of their paces. The rhythm of the architecture itself and the neat and uniform stand columns of the winding corridor complement each other, forming a sense of order of the overall architectural environment.

2. The sign system and symbol information transmission design of new Tang-style hotels

2.1 The sign system and information transmission

The so-called sign system design is an interdisciplinary subject between architectural design and visual information transmission design, and it is a functional two-dimensional visual symbol in environmental art design. Although it appears as a two-dimensional indicator, it reflects and guides the position and direction of three-dimensional space. The sign system, is an activity that guides people to have four-dimensional perception, vision and cognitive direction by using point, space

and time. The whole design process, is an information-oriented design through the subjective consciousness perceives, judges and simply and systematically combs the spatial location information of the objective environment, in order to help people quickly and easily identify the direction of progress, smoothly arrived at the destination in a strange public space through the plane symbol information.

2.2 The sign system settings of new Tang-style hotels

In an unfamiliar hotel spacial environment, an excellent sign system is like a moving map marker that can point people in the right direction at any time. In addition to the basic functions of guiding direction and definitely positioning, the sign system design of the new Tang-style hotels also needs the modeling design of cultural symbols which are unified with the architectural environment style. Through the in-depth investigation and understanding of the environment and the overall architectural layout; a careful analysis of the behavior of the architectural corner points; the identifiable cognition and study of the styles of symbols and characters; the combing of the overall layout set by the location of guiding points; the detailed scrutiny of the symbols and simple characters, we can deal with all kinds of perplexities in the real environment, which makes the design highly safe and comfortable, and brings people the way of information transmission of "moisten things and silently".

3. The hierarchical classification of the sign system information of hotels

The visual transmission information of the sign system is the space catalogue in the architectural environment of hotels. Simply speaking, the sign system of hotels, is mainly classified into four types of sign information. The first category is the Level 1 sign information from the external environment to the internal environment of hotels, such as road signs on the way to the hotel, parking instructions of hotels, the front door logos of hotels, etc. The second category is the Level 2 sign information for the classifications of different regional functions in the public areas of hotels, such as front desk of hotels, dining area, cultural and sports area, SPA area, guest room area, etc. The third category is the Level 3 sign information for guiding different regional destinations, such the names of the destination as directions to the bathroom, directions to the guest room, directions to the restaurant, etc.

4. The relations between symbol information transmission design and environment of the new Tang-style sign system

The culture of a region shows the characteristics of a region, and the cultural landscape and internal facilities of a region also reflect the cultural characteristics and details of the region. The new Tang-style symbol information transmission and the cultural harmony of the hotel architecture need to fully reflect the design's respect for culture and humanistic care.

Main performance

- 1) In the design of symbol modeling, it selects the graphic symbols related to the Tang culture;
- 2) In the choice of material, it uses the materials that have simple visual sense and mild feeling;
- 3) In terms of the formal expression of architectural and space environment, the "new Tang-style" pays more attention to the principle of balance and symmetry;
- 4) In the matching of colors, it chooses the neutral colors whose lightness and color concentration are lower as the main color, does different degrees of weakening to the colors, and uses elegant colors instead of gorgeous colors, highlighting its simple sense of elegance;
- 5) In the settings of lights, it chooses the low-energy and warm-color light source that is

compatible with the indoor environment;

6) The settings of information symbol location of the whole sign system should accord with the height and angle of Ergonomics.

In the environmental space of hotels, the design of the symbol information transmission of the sign system not only has a high degree of identification and is outstanding in the environment, but also can be integrated into a harmonious symbiosis with architectural style, cultural taste, color atmosphere of the new Tang-style hotels . In addition to meeting the complex requirements of multi-level, multi-shape and multi-space, it also meets the requirements of function, connotation and multi-aspect.

5. The efficiency of the information symbol design of the sign system of the new Tang-style hotels

The sign system design of the new Tang-style hotels is based on the in-depth study of culture, architecture, environment and human behavior. The sign system design in the hotel environment must grasp the accuracy, knowing, rationality and barrier-free. Sign identify, is designed to guide people to find the most convenient, or the best scenic route. At the same time, the exterior form of the sign identify, which needs to follow certain shape design, needs to pay attention to certain artistry, and these are the key points of the sign system planning.

5.1 The summarization of the relations between architectural environment around hotels and cultural elements of the hotels architecture

The exterior of the architectural complex of the Tang Hua Hotel gives full consideration to the harmony between the hotel and the Cien Temple. The interior of the hotel is decorated with the theme of the Tang Culture of the Giant Wild Goose Pagoda scenic area, and the organized space meets the requirements of a modern hotel. Combined with landscape garden, it sets public activity area with more complex functions, more technical facilities in the south of the relative concentration, and sets the auxiliary housing in the east. The guestrooms, which have simple functions, uniform facilities and the largest construction volume, are split-up and divided into five small buildings of different heights and shapes, crisscrossed according to the space height difference and the layout of gardens. Then connecting with single-storey, two-storey, closed, open and other different corridors, they respectively constitute a landscape of different courtyards.

In the overall planning, the architects draw lessons from the free layout of the ancient Chinese gardens, including symmetry in asymmetry, virtual-real comparison, scale contrast, dynamic space, view borrowing and other traditional techniques. " The more hidden the scenery, the larger the scenery ". A pair of rectangular coupling plane shape is applied in the main courtyard, mountain and pool, the surrounding guest rooms are encircled and well-arranged, freely and flexibly. When visitors put themselves in the courtyard and the architecture, it presents the multi-level landscape with the shift of view. The space flows, the scenery is rich. The soothing shape of the roof is crowned by a folk and hand-made green-tile roof and coupled with a blue-stone base, milky-white facing tiles, and tawny wood-imitation doors and windows. All these make the architecture unified in a gray, white, tawny tone, solemn and elegant.

5.2 Further refining of the new Tang-style architectures and symbols of decorated elements

In the design of identifies, shapes and graphics, the Tang decorative patterns and symbols of architectural elements are applied; in the choice and matching of colors, we generally respect the architecture, adapt to the environment, try to take the color design in harmony with the overall

environment. In the " new Tang-style " hotels, the oriented designs are always in accordance with the cultural theme of the hotel, using the same design context and culture to achieve unity and bring people gentle humanistic care in the atmosphere of traditional culture. It's a respect for tradition, meanwhile, it is also a new requirement of architectural space environment design in the new era.

5.3 The attention to the location of sign information symbol settings and people's visual cognitive scale

The sign system in the environment is not only a common symbol or mark, but also a design behavior that the designer classifies and integrates the sign information in turn under the complete control of the hierarchical relationship of the architectural space environment, and then he layouts them. The symbol marks which are easy to be recognized are set up and the materials and the craft performance which are coordinated with the space environment are applied and arranged in the suitable node position. The whole layout process should follow the 16-word principle of " definite sign, eye-catching location, reasonable distribution, clear hierarchy ". The optimal position of the sign system should be the "point " before the confusion of positioning or the more forward " point ". The judge of the location of the " point " should be closely related to the human visual cognitive habits as well as the proportion and size of the body.

5.4 The study of the cultural difference and the habits of cognitive behavior of hotel guests

Excellent sign system design, will not interrupt the prompt of the information before arriving at the destination. The space layout of the hotel seems simple, but in the actual operation process, we need to consider the positioning of hotel guests, and the impact of the hotel on sales. To keep the information concise and to the point, progressive, whether the elderly, children, the disabled or international friends, can correctly and quickly understand and feel the direction of guidance, thus obtain the warm and concern from the architectural environment design.

6. Conclusions

The sign information transmission design in the new Tang-style hotel environment in Xi'an is based on the rational use of the design elements of "new Tang-style" , which is integrated into the details of the hotel environment design. It can not only realize the definiteness of direction guidance, but also weaken the abrupt appearance of the guidance system. Combined with the new Tang-style architectural style, the guidance of the harmonious and unified design form and style is naturally integrated into the space environment. Therefore, it organically combines with the regional environment, creates a "new Tang-style" with Xi'an characteristics and adds new highlights for the overall design aesthetic of new Tang-style hotels in Xi'an.

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