

Design Method Analysis of Chinese Internet Celebrity Commercial Space

Jiaqi Li*

Stony brook university, School of engineering, Xiangyang, Hubei, Chia

*Corresponding author: 2009040121@st.btbu.edu.cn

Keywords: net-red stores, instagrammable spots, online celebrity, commercial space, scenes design

Abstract: In the era of social media, online celebrity communities are a window of beauty and an important element for a city to expand its communication power and influence. In recent years, with the help of a label as “Internet celebrity cities”, China’s cities, besides Beijing, Shanghai and Shenzhen, are also able to achieve more possibilities in terms of business vitality, lifestyle diversity, tourism, transportation, entertainment, information technology and other industries. It also boots a new trend of architectural design for commercial space --go all out to stimulate people's five senses to fit their imagination of “beauty”. Small commercial spaces, instead of the whole city image, begins to become the main purpose for people to remember the city and to come. For an Internet celebrity community to be exposed more on social internets, it requires the mutual coexistence and coexistence of merchants, media, and a fancy architectural design. This article focuses on analysis this trend and detail the design method through related articles and typical examples. By analyzing its evolution history and current design method, it is easier to forecast the future for commercial place’s architecture design, building a strong and healthy relationship between architecture design and business, and promoting a diversified and thriving city communities as a whole.

1. Introduction

Besides endowing the building, a good shape and easy use, architecture, as it runs with large capital, starts to be energized with more business properties. This trend is reinforced by many eye candy spots’ examples. For instance, the Guggenheim Museum Bilbao, designed by the famous architect Frank Gehry, saved Bilbao’s economy through the endless stream of visitors it attracts. In information age, cities are reshaped in public opinions, generating the concept of instagrammable spots which means the place that is famous on Instagram or other social networks. People not only get around the place in the physical world, but also extensively discuss it on the internet, sharing their feelings, photos taken nearby, or critics about the place. The interaction between online and offline combing with people’s physical travel again boots the city’s economy. While only buildings with a mass volume, such as the Guggenheim Museum Bilbao, can be noticed because of the expensive advertisement methods in the old days. More and more small eye candy stores come to the stage. People can get their information easily by one touch on their phones.

This paper will focus on small instagrammable spots, analyzing its design methods, from space design to scene design, and how the web celebrities reshaped it.

2. Mechanism

Before social media, a building can be introduced to more people must have an effective operation team and a great amount money - paying advertisement and operating the advertisements. As a result, famous space always comes from some major brands or big titles. Thanks to social media, smaller designers and their works are easier to create a presence. Noticing this change, the space owners start to intentionally learn how to make their spaces famous online to attract more people. Getting a widespread online becomes a new criterion for architecture design: not only it shows the successful of the design, but also satisfy the funders’ needs -- the coming people will consume. Today, the most

efficient tool to distribute online is through pictures and videos. Considering passing on more attractive information in one picture or a short video, one concept comes to people's mind, the scenes design.

The Scene design focus on the aesthetic meaning of a place [1]. Different places feel different [1]. Designers need to create an overall stylish atmosphere. For example, using a traditional classic style and elements to design the space so that people will feel they are in some ancient dynasty when they get into the space. Nowadays, building an amazing facade is not enough for grasp people's eyes. People eager to find a space that they feel involved, and the space can help them create a unique memory. What is more, the place better help them jump to another world, which can be zipped on a photo for sharing, showing special personality. Here, scene design for a building comes to the stage. Designers will use all methods, the architecture language, the furniture, the decoration, and the light to build a situation, a story that starts to write once you step in. By creating a situation, a related topic is easily built so that people can tag it in short words with the pictures and their critics online. On the one hand, people introduce their lifestyle and opinions to others, especially their friends; on the other hand, it helps the building itself easily and freely distribute to a wider range, becoming an instagrammable spot.

This trend also incubates a new career, people travel around the city, the country or even the world to visit and find more instagrammable spots. Then they make great videos, pictures, and post online. They build up their experience and analysis through the journey and receive more followers and influence them in return. These people are named as KOL, standing for key opinion leader. China's mobile social e-commerce enterprise are mostly not mature in supply chain management [2], thus leaving KOLs room to earn their lives. When they advocate a place, it is elevated in the eye of the consumer because of their expert opinion. Their popularity is since certain characteristics of their own are magnified under the influence of the Internet, and they are in line with the psychology of netizens' aesthetics, entertainment, stimulation, and spectators. They are sought after by the Internet world intentionally or unintentionally and become "Internet celebrities."

KOLs manage their social network's profiles, with their curated portrayals and photographic postings, are crafting and adapting themselves to the demands of various markets. They develop themselves as consumers, sellers, and entrepreneurs, as designers, stylists, and photographers. The photographic practices could be interpreted as narcissistic, vain, or frivolous the selfie phenomenon has been largely represented in this way be the mass media [3]. A celebrity who is similarity, familiarity and liking for target consumers is more effective and persuasive than a celebrity that is more expert. Moreover, positive feeling of consumers towards celebrity endorsed advertising do not necessarily translate into actual behavior or purchase intention [4].

Each type of "net celebrity" communicates its own status or attitudes about social events to fans in its own different fields, attracting audiences while acquiring their own psychological and material needs. Therefore, the emergence of Internet celebrities is not spontaneous, but is the result of the comprehensive effect of the community of interests such as Internet celebrities, network promoters, traditional media, and the psychological needs of the audience under the network media environment. It is a beautiful combination of technological inertia and customer inertia toward changes in the service integration design [5].

Combining these three points together, the building enterprises will hire an architect to help them build a more astonishing space look to possess consumers, not only through the appearance, but also the inner space, using scene design to create a story atmosphere. The KOLs get involved on finding more interesting instagrammable places and post their reviews online so their followers can keep up. With the information scattered, the instagrammable spot will be tagged with several short terms that generalized their unique style or overall building atmosphere. Then, with the Internet fast distribution, the building attracts more and more people come, and thus the architectural design finishes its mission.

3. Results

3.1 Instagrammable public building

One good example is the public seashore library created by SDX joint publishing company. The library is about 450 square meters, three stores. The big picture windows and step-type seats in the reading room enable people inside have an easy look to the sea. The building structure and the material use well fit the site atmosphere. Together they build an isolated feeling, which will be reinforced when you recall its functions as a library. The library is tagged as the most isolated library in the world on the internet. KOLs come first and post their pictures and reviews online. Then more and more visitors come to the place. The library is located far away from the city, not can be easily reached. Most visitors are not driving by the impulse to find a place to read, but driving by its name, desiring to get the experience of being in the most isolated place. From there, the building's look is more important than its function. In other words, the building design principle is not to serve a transitional need such as a good place to read in this example, but to create an overall attractive atmosphere - a scene for loneliness. The main purpose is to invite people to come to the place, what they do here and what the place can provide them to do things seems not that important.



Fig 1. The library overview

Sea, solitude, light and shadow, truth and mystery, these terms are the architectural image that impressed on viewers' mind. It creates a slow life utopia for city residents. To do so, the design well united the building, the nature, and the interior space to shape many building scenes. When you look towards the endless sandy beach and the sea horizon, the gray building will easily pop up, like a navigation mark. The building is organized simply by different sizes' boxes. The building uses the simplest language and material, wood, and concrete, to wave with the landscape. The large corridor and different sizes and shapes' French window not only invite natural light inside but also create a sharp sense of picture frame, enclosing people's view, and the sea. By using these specific design methods, architect presents people's romantic needs for this area.



Fig 2. The north side

The building is part of a real estate program. Even though it is advertised as a public library, as the overall real estate program is becoming mature, the library is also transforming into a community library. Tracing back, there is no doubt how important the library is to the whole program. At the beginning, the real estate company feel a large burden to run the whole program which is even hard to sell: no one desperate for it as a feature. However, an article named as Chinese Most Solitary Library changed the whole story. The article is posted on We Chat official account. We Chat is one of the Chinese largest social medias. Everyone, individuals, or institutions, can operate their own official account, and users can choose the ones they like, receiving their messages directly. After the article is posted, more and more people share the article to their moments so that their friends can see what they are reading and leave comments. On the other side, Chinese most solitary library becomes a hot topic on Sina Weibo, Chinese twitter. The topic gets a 127.5million reading in a short time. The abstract image of solitary suddenly has a poetic physical carrier and everyone eager to see it. The high attention of the building itself entrust the whole program a poetic culture image. Based on that, the real estate company discards the traditional sale mythology, they orient themselves as content servers as thus recreate an overall culture industry and events around the house community.

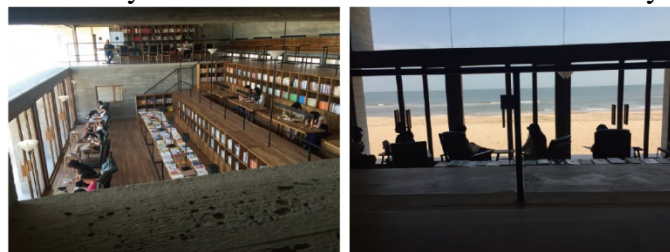


Fig 3. The French window and its outside view

Despite the library function, the building’s design focus more on guide people to find their inner peace and jump out from the tedious everyday life. High focus on providing emotional and spiritual values helped it win a big success.

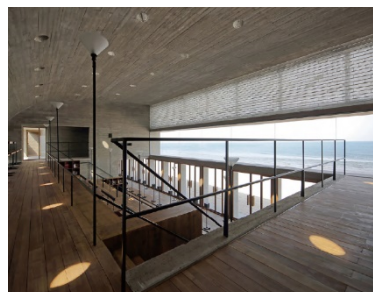


Fig 4. The interior

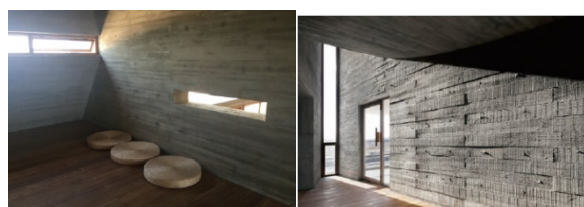


Fig 5. The interior

3.2 Instagrammable independent stores

A more common type is independent instagrammable stores. In China, they have an easy-remember name, net-red shops. It is because when a topic is discussed hot on social media, the software interaction design will change the topic into red on the illustration. Net-red stores can be easily noticed because of its space design. label and space design are bonded together to create a unique store atmosphere. Net-red stores are usually drinking shops, bookstores, restaurants, and home-stay hotels that provides limited function and do not need a large fund. For this reason, individuals can easily step

into this business even if they did not dive into the industry for long [6]. Also, because only one or two people can run the store, they have a large freedom on how to design the space, leaving a great possibility for the space characteristics.

In recent years, net-red shops have long been nothing new, and there are always so many in every city. Or the decoration is ingenious, or the product is novel and unique, or there have been celebrities to go for consumption, attracting waves of netizens who are keen to chase trends. After arriving at the store, costumers will posture and pose for selfies, find the angle, and adjust the filter to take pictures after the dishes are on the table. It takes ten minutes to retouch the picture, accompanied by three or two soft texts to the social medias. Then, the costumer just sits and wait for the likes and comments. As for the taste of the dishes, it is no longer important. The design style and the scene it builds that will show directly on the pictures, on the other hand, becomes the most important thing.



Fig 6. A typical celebrity shop design style

Because of the limited space, color choices are important for the whole design. Taking drinking stores for instance, the interior color uses is richer and bolder. One trend is to use colors that have sharp contract, while another one focus more on the color coordination. The visual impact generates different atmosphere: the combination of pink, yellow, and blue make people feels cute and young, while a more coordination color choices make the space more comfortable. The color choices set the whole keynote, then the furniture and decorations help the store to build the store line [7]. Usually, every wall sets as a story board, using light and decorations to rich the content; every furniture set a situation that full of imagination. For example, a small table is for one girl to set and read alone while a large table is for a group of friends to hang out there. To reinforce this kind of imagination, lights and small items takes a great credit [8].



Fig 7. Color matches for typical celebrity shops



Fig 8. The chase of aesthetic sense seems lead to another excessive end

These net-red stores are good places to take photos. Benefits from the internet and social media, people will come to the store just derived by an image they saw online -- eager to be the person on it and get a similar picture. The trend of net-red stores further strengthens the important of space atmosphere of the building. Many online celebrity stores only pay attention to the superficial current traffic, and do not really clarify their own characteristics and customer groups. Most of them follow the trend. There are indeed many customers who like online celebrity stores. Therefore, restaurants, dessert coffee shops, and bookstores on the street have intentionally or unintentionally added too many online celebrity features. Some of them creates a somehow superficial feeling.

The chase of aesthetic sense seems lead to another excessive end. The space's functions are further weakening in the users' eyes. During the design period, the owners focus on building several corners that are good for taking photos; when the store is ready to use, most users are looking for corners for taking photos. The closed serving circle is good to utilize for running a business, but it is not healthy for the society's aesthetic education. As another way of baroque style, the space chase to impress people at the first sight, regarding being taken into a picture as a success rather than providing people a good use. The ill-conditioned space mission largely shortens the space's lifetime. It is also because the gene of contemporary architecture in China has been dominated by imitation, are detailing, and superficiality [9]. Another side of the information age's convenience is the quick iteration of social hot spots, same thing for the design style. Because the construction period for these stores is short, usually one or two months, the designer must follow the Internet's trend -- what people currently like. Moreover, the design is mainly focus on decoration side rather than some deeper space analysis such as finding the best space combination for use. In this way the store will be out of date after two or three years, because the atmosphere it builds up is no longer popular and besides the atmosphere the space is normal to be forgot.



Fig 9. Celebrity shops mainly focus on decoration side

3.3 Net-red shops clusters

George Bernard Shaw, a master of English literature, came to Wukang Road in 1933 and wrote a paragraph: Walking into Wukang Road, people who cannot write poetry want to write poems, people who cannot paint want to paint, and people who cannot sing. I want to sing, it feels wonderful. After 88 years, no matter what you can or cannot do, when you walk on Wukang Road, you will only want to take pictures, mark on social media, and eat ice cream. Wukang Road becomes the typical representation of net-red stores cluster. A business model different from traditional pedestrian streets and large shopping malls is incubating. A set of building scene connects and become a net celebrity community. The walls of living quarters, commercial areas, and tourist attractions are broken. The history, culture, aborigines and foreign traffic, information, and new media are colliding with each other. At the same time, the gravitational force generated by this collision has also brought many new contradictions and problems.



Fig 10. Wukang Road

The realization of net-red stores is not blurred. It is the time for real estate developers to encircle the area to find chain fast-moving consumer and catering brands in large shopping malls. Most of the brands you can buy at Tianhuan Plaza in Guangzhou are also available at TaiKoo Hui, which is 900 meters away. There is only a crossroad between the two shopping malls. It is a pedestrian street outside the shopping mall, which was supposed to be an important exhibition venue for local culture and characteristic folklore, but it became a time for outsiders to offer it exclusively. At this time, only those spots that are pinned with “niche”, “super-looking” tags can attract the residents’ souls.

The quiet but smoky old streets of the city welcomed these people again. In 1977, the American literary geographer Yi-FuTuan proposed that space could be transformed into a place by living, engaging in regular activities, continuously stimulating intimacy and memory, giving meaning, and establishing real experiences and emotions and identity. To put it bluntly, the place is the basic unit that carries the relationship between people and land. An ordinary living area and office area is a point on the map, and to make this point the center of meaning and value, people are the variable.

The first step to make Wukang Road go online is the “remediation” led by people. In 2003, the Xuhui District Government launched the “Renovation Project for the Core Conservation Area of Hengshan Road Historic District”. Wukang Road, which is full of history, was included in the first batch of rectification lists and became the first to start the demolition of illegal constructions, road repairs, and destruction. The “model road” through the wall. Using the method of “revitalizing” old buildings and repairing the old as before, the surrounding walls along Wukang Road have been restored to their appearance in the 1930s. The densely packed electric wires in the air were buried underground, and the disrepair roofs and sanitary problems in the buildings were also solved. With the basic guarantee of life, Wukang Route has become a place that more people yearn for. I would like to ask, who would not want to have a dialogue with Zhang Ailing here that spans time and space, who would not want to move to an exquisite Artdeco-style small building or a garden house for a time? At a time when the homogenization of the city is becoming more and more serious, creating a sense of place is to unlock the hidden code of memories and to show the positive aspects of the future. After

the transformation, Wukang Road has become a link of collective memories and an intersection of Internet celebrity. It is an outsider who makes Wukang Road a traffic destination in Shanghai and can compete with Nanjing Road and the Oriental Pearl Tower. In 2012, Frenchman Franck Pecol opened a bakery called Farine on Wukang Road. The refreshing French storefront, “imported flour”, “handmade bread” and other fresh and attractive words, “opened a precedent for punching in Wukang Road. “.



Fig 11. Wukang road

The famous American sociologist Sharon Zukin once pointed out in some issues of the revival of the old city that some gentry traditionally viewed the dilapidated built environment of urban terroir from the aesthetic and historical perspectives of viewing the landscape, and they focused on the culture. Instead of economic value, the old buildings are retained, thereby establishing a market for selling local characteristics. This characteristic of gentrification has brought “middle class aesthetics” and “net celebrity aesthetics” to urban spaces. The most concentrated areas of “net celebrity shops” also reflect people’s consumption preferences and recognized patterns to a certain extent—naturally growing communities, independent brands with different styles, business models that are closely integrated with social networks, and Passion for what you do. “This may be the primary aspect of the commercial form of Chinese cities in the future.” The “Wukang Roads” that have appeared all over the country, like Shamian and Dongshankou in Guangzhou, Daijiaxiang and Huangjueping in Chongqing, Huaxiba in Chengdu, and Ligeruqiao Road in Hangzhou, all follow similar patterns.

Every day, people are agitated by these high-definition, fresh, and other people's lives, and they have become a member of the clock. Every time, some netizens will post their confusion and disgust about “net celebrities” and “punch cards” on the Internet.

In a carnival in the name of “net celebrities,” people's thinking about why they came, why they punched in, and why they spread became black under the light. The loss of the meaning behind this behavior is precisely the main reason for the intensification of the contradiction in values between people.

The term “landscape society” was first proposed by the French sociologist Gedberg. He believes that the construction of modern social economy and cultural life can follow a logic of guiding mass production, circulation and consumption through continuous production and reproduction of visually impactful, dramatic, attractive, or sensational landscape phenomena.

The landscape is a commodity, and the visual stimulation on the surface can bring consumption. Checking in is only to record behavior and does not have to involve attitude. Businesses only need to work hard on pictures, videos, and copywriting, and they can quickly occupy the minds of the public, creating the illusion that “you will regret your whole life if you don't check in again”. The media has also become the driving force behind the false prosperity of Internet celebrities.

In the end, the meaning and value construction of this Internet celebrity land becomes more and more visual and symbolic. People are lost from the dominant position of this place.

At that time, could this place only be left with a flimsy, one-time sense of punch-in ritual? Will there be a group of Internet celebrity stores that are overwhelmed by the rising rents, and chain stores that rely on strong capital have waited for the opportunity to harvest traffic. Whether the Internet celebrity districts that people choose because of their unique personality will eventually become the

same. What needs to be noticed is that for the people who originally lived in this community, their lives have also undergone irreversible changes in this online celebrity campaign.

4. Conclusion

Many questions have no standard answers, but we can see that people have joined this life experiment. In Shanghai, some people have begun to explore the management of online celebrity check-in points, such as re-expanding the layout of the road opposite the Wukang Building; or using technology to reduce the frequency of pedestrian crossing signal lights and increase the length of travel; or to give an image Internet celebrity shops such as Xiong Claw Coffee have set up a photo-taking area, and sent people to the scene to guide them to ensure order. In the Shanghai Public Account, some netizens put forward suggestions such as charging for taking photos. People who come to mark the place need to register for appointments, organize upstairs regularly, limit shooting time, and charge a certain fee to feed back the community. In different cities, “net celebrity communities” are bustling in different forms such as warmth, literature, and art, and sometimes they show chaos and cruelty. There are the possibilities of intermedial action in order to counter balance the continuation of depersonalized and residential zed urbanity and stand against the excesses of consumer culture and consumer capitalism [10].

But as the subject of this place, we can decide in what form it is beautiful—whether it is suspended in refined filters or truly settled in life.

Internet celebrity shops and mark on social media are not a phenomenon, but a certain time, whether at the marketing level or the expression level, a matter arouses topicality and forms a commonality. But it cannot be used as an answer or evaluation criterion to measure design. Designers’ goal should not only be to create an online celebrity shop. Designers’ job is to realize commercial value.

The word Urbanity in English also has the meaning of urban style, elegance, and politeness. Whether our urban style is elegant and whether everyone living in it can be respected, this problem can be solved from the Internet celebrity community. Urban life suggests meetings, the confrontation of differences, reciprocal knowledge, and acknowledgement (including ideological and political confrontation), ways of living, “patterns” which coexist in the city [11].

The direct manifestation of consumption upgrade is that consumers' consumption psychology has changed from a relatively simple product function demand to a variety of needs such as product quality, shopping efficiency, and shopping experience. The core logic is that the understanding of the behavior of “consumption” for modern people has changed a lot. It is no longer as simple as purchasing goods, but more of a way of socializing, a way of life, through consumption. Complete personal values and emotional expression. Such a consumer psychology with multiple needs will inevitably require corresponding changes in the commercial space.

It is difficult for a coffee shop that can only drink coffee to be commercially competitive. The space often needs to incorporate multiple functional forms such as small meetings, derivative product sales, etc., and may even need to face the rapid transformation from a coffee shop to a small live venue or small-scale live venue. Temporary functional requirements of different spaces such as art exhibition halls. Therefore, the modern commercial space creates a rich and variable space experience by blurring the space function setting, making the space more flexible.

Choosing what style of hotel to stay in, or what style of restaurant to eat with friends is as important as what brand of clothes to wear. The basis for making decisions is not entirely based on wealth level, but the style and tone of the space are related to consumers. Whether the lifestyle and aesthetic habits match are also important decision-making factors. Modern excellent commercial space design strategy is to “attract the eyeballs you want to attract”, and the result of a space with an unclear personality “good old man” is likely to be unpleasant from all sides.

Design is only one link in the process of commercial space creation, but it is also a process in which the research results of each link are presented in a concentrated manner. There are often a lot of complicated and meticulous thinking behind successful business, such as location selection, product development, customer group analysis, market positioning, and financial model analysis, Supply

chain, etc. In addition to providing consumers with a beautiful visual experience, an excellent space design also has a lot of “unseen value”. For example, choosing relatively hard and narrow tables and chairs can increase the turnover rate of catering businesses; curved and changeable spatial movement lines can extend consumers' space stay time; the use of bright-colored metals or transparent materials can increase consumers' product materials The trustworthiness and so on.

Design is essentially a way of communication, through design to convey the scene experience or humanistic values created by the brand to consumers. Faced with the huge price difference between the same glass of water in Michelin restaurants and small street shops, few consumers will complain about Michelin restaurants driving up prices. Because the Michelin restaurant adds more sense of ceremony to the act of “drinking water” through a series of designs, elegant environment, decent waiters, exquisite containers... All these experiences are designed, and consumers are willing to do so. Part of the experience is paid, which is a value-added service designed to bring to the commercial space.

In this era, design is no longer a change of form, but the underlying driving force, including space design strategy, core sector definition, experience logic analysis, etc. Design participates in the whole process of commercial space construction; commercial space requires behavior to generate commercial value. Space, merchandise, content, etc. need to have a relationship with consumers through behavior, and design is the connection among them. Space does not aim at functional satisfaction, but with relational as its starting point. On the one hand, it is change; on the other hand, it is to restore the essence. The current commercial space pays more attention to the needs of consumers at different levels, such as experience, communication, display, or community, rather than just pure sales or brand exposure.

The simple and direct definition of certain design styles as “net celebrity style” labeling methods is simple but unhealthy, especially some spaces deliberately piling up various so-called “net celebrity materials” to become online celebrity shops. Behind this symbolic design technique is “design inertia”, trying to use the fastest and most convenient way to achieve the scene feeling, rather than based on the specific conditions of the space, brand conditions and other unique factors as the starting point of the design. Advancing the design concept, such a formal online celebrity store often fails because of the lack of self-consistent business logic. Popular commercial spaces should be able to provide a rich composite space experience. Therefore, the understanding of online celebrity stores should not be limited to the visual level and explore new types of online celebrity store spaces with deeper meanings. The Net-red stores will find its own way to represent Chinese postmodernism which is characterized by its spatial plurality, its hybridity, and its inclusiveness [12].

References

- [1] Scenescapes: how qualities of place shape social life, Buckley Geoffrey L.
- [2] Research on Social E-commerce Model and Its Typical Cases in the Age of Mobile Internet, Xiamen University Tan Kah Kee College, Zhangzhou 363105, China
- [3] ‘Today I dressed like this’: selling clothes and playing for celebrity, Self-representation and consumption on Facebook, BySara Pargana Mota
- [4] Effectiveness of Celebrity Endorsement Advertising in Chinese Marketplace, Wenqian Gan
- [5] Design Inertia: Designing for Life-Cycle Flexibility in Internet-Based Services, Roberto Verganti, Tommaso Buganza
- [6] Celebrity Cake Branding as the Initiators of Nowadays Cake, Rostika Yuliani, Susanne Dida, Nisa Eka Nastiti
- [7] Analysis and research on space colour matching of “net red” shop in modern city, Yubo Qiao, Yunxiang Zhou, Wei Wang

[8] 8 Research on Situational Design of Online Celebrity Dining Space Based on Nostalgia, Song Songmei

[9] In the Absence of Authenticity: An Interpretation of Contemporary Chinese Architecture, Pu Miao

[10] Intermediality, Architecture, and the Politics of Urbanity, Virgilio Tortosa Garrigós

[11] Supertanker: in search of urbanity, Jens Brandt, Martin Frandsen and Jan Lilliendahl Larsen

[12] Notes on Architecture and Postmodernism in China