

Emotional design of public space of physical bookstores in information environment

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Abstract: This paper takes the influential entity chain bookstore as an example, through on-the-spot investigation, analyzes the function of the main space extracted from its space system, such as external space, entrance space, display space, reading space, leisure space and traffic space, and summarizes the design methods of the more systematic space, aiming to create the internal space of the bookstore that meets the needs of consumers To achieve the agreement with readers' psychological expectations. At the same time, we should take a forward-looking view of the future development of physical bookstores, and try to design more abundant and reasonable space of bookstores, so as to provide scientific reference for the space design of physical bookstores in the future, and finally make them play an irreplaceable comprehensive potential.

1. Introduction

In recent years, with the rapid development of diversified new media, the advantages of E-reading, such as fast, convenient, large amount of information storage, are gradually popular. The change of readers' reading habits makes the demand of traditional paper books decrease year by year, which inevitably impacts the living space of physical bookstores. At the same time, the network sales channels are becoming more and more perfect, and the convenient online shopping has become a popular way of consumption. Today, with the rising rent of physical bookstores, the cost and price advantages of online bookstores are more prominent, which directly causes the market share of physical bookstores in the field of book sales to be greatly eroded, the status to be shaken, and the survival to be difficult. From the closing down of Beijing third pole bookstore in 2009 to the end of photosynthesis, the closure of private entity bookstores has continued to this day, while the opposite is the rapid rise of Dangdang, Amazon, Jingdong Mall and other online bookstores in recent years. So, in the face of the rise in store rents and the encroachment of online bookstores, what is the living space of private entity bookstores?

2. New pattern and advantages of physical bookstores

2.1. Characteristic service deeply rooted in people

At the time when many brand-new bookstores have fallen, a brand-new, tasteful, creative and multi-functional physical bookshop is inadvertently entering the public's field of vision. There is a private study like elegant environment, free wireless internet access, advisory accessible reading, humanized book rental, private book customization services, as well as private parties, theme activities, and provide intensive services Fragrant coffee, delicious meals and creative gifts, etc. This kind of multi-cultural consumption place derived from traditional bookstores makes people sigh that the original bookstores can survive in this form, which is the feeling that brings to the readers^[1].

2.2. Multiple reading experience and environment construction

In the space combination design, it breaks away from the traditional bookstore's single mode, divides the bookstore into the reading and reading area, the dining and leisure area, the creative gift area, the reader activity area, the VIP special area and so on, and the readers can feel the warm

environment of the bookstore, enjoy reading all kinds of books, and spend the leisure time in the relaxed atmosphere. This new experience is incomparable to online book sales, and experiential consumption is the internal driving force to promote the development of physical bookstores^[2].

3. Space design of physical Bookstore

3.1. External image design

The store door design of physical bookstore is the finishing touch of its external image, an important means to attract readers, and an external expression of the cultural connotation of a bookstore, so it has a very important landmark. Shop door design includes shop logo, entrance, exterior wall, display window, lighting design and local landscape design. Our store is marked with a unified corporate logo design, with colors corresponding to the interior design. The exterior wall adopts open or transparent design, which increases the contact and communication with readers. Readers can watch the layout of the interior furnishings from the outside. Because the vision is clear, the interior furnishings are the display windows, achieving an intuitive and attractive effect. When the outdoor space conditions allow, landscape sketches can also be designed to highlight the cultural atmosphere and extend the internal space to the outside^[3].

3.2. Entrance space design

The main points of entrance space design of physical bookstore are as follows: (1) guiding service function. The entrance space is the first stop for readers to enter the bookstore. The service desk (cashier's desk) should be located in an obvious position at the entrance, which is convenient for management, cash collection and consultation. The brief introduction and service description of the store are also requested here. The space should be located in an open view position to facilitate the observation of the whole store area. (2) Display and browse function bookstore. The portal is also a platform for information release. Some new book promotion, sales ranking, activity posters and other billboards should be set up so that readers can get to know the basic information of the store in the first time. (3) Highlight cultural characteristics. Generally, the entrance should consider the overall visual effect and spatial level, which is the best image display in the store. Container booth, furniture display, color lighting and other designs should be carefully considered. In order to let readers feel the uniqueness and characteristics of the bookstore, it is necessary to create a specific cultural atmosphere in the entrance space of the bookstore and improve the connotation and taste. The entrance space design of physical bookstores fully conforms to the above principles. The space is spacious enough, which is very suitable for holding book signing meetings. In addition, there are enough closed and semi closed spaces, which can meet the requirements of holding various lectures and reading salons^[4].

3.3. The design of book display and reading space

The book display and reading space is located near the entrance, which is the primary demand level for readers to step into the bookstore. Therefore, all kinds of books should be placed in different categories, bookshelves and indoor furniture should be divided into different individual spaces to create a strong atmosphere of books; reading seats should be placed nearby, close to the coffee bar, to drive relevant consumer activities. The book selection area between the book stand and the bookshelf has frequent people flow activities, which belongs to the dynamic area of the bookstore. The reading seat should choose a quiet and well lit corner, which belongs to the static area of the bookstore. The dynamic and static area can improve the readers' reading comfort. According to different reading habits, it can be divided into the following two forms: ① centralized reading space: reading seats are arranged in a relatively quiet space near the book display area, which is convenient for reading books at the same time, with high space utilization rate, and readers can feel the atmosphere of the bookstore more. ② Decentralized reading space: its spatial arrangement is more flexible, allowing readers to enjoy a relatively independent and private reading space^[5].

3.4. Leisure and communication space design

Leisure space is not only a service space for bookstores to attract readers to stay, but also a symbol space for bookstores' cultural quality, and also a social evaluation space for bookstores to enhance their own added value. According to the different business model and nature of bookstores, the main leisure space includes: catering space, communication space and leisure space. In order to attract more consumers, we can provide children's entertainment space to solve their parents' worries. In addition, we can also provide comfortable seats for the readers to alleviate the fatigue of book purchasing, and free internet access to increase the readers Exchange opportunities. In a word, the leisure space has a high demand for privacy. It is relatively independent in spatial layout. The traffic flow line is unobstructed. The leisure area and the reading area are both separated and combined, and partially overlapped with the reading space in spatial layout^[6].

3.5. Creative gift sales area design

Creative gift area reflects the diversity of goods, which belongs to the sales area in type, so it is adjacent to the book display area and also close to the cashier's desk. The gift display cabinet should be staggered with the book stand, on the one hand, it can eliminate the monotony of books and enrich the visual effect; on the other hand, it also increases the contact opportunities between readers and commodities to promote the sales of commodities.

3.6. Streamline design of interior space

The bookstore space is composed of multiple areas, which are connected through the traffic flow line. As streamline affects the shape of the whole space, it is necessary to make a reasonable spatial planning, set the dynamic and static areas according to the frequency of people flow, design the trend of dynamic lines, improve the efficiency and comfort of use, and handle the spatial scale, spatial change and spatial transition. The space streamline of bookstores must meet the needs of readers to walk, stay, rest or purchase in this space, and create more opportunities for readers to contact with commodities, form a circular network route, and avoid dead space.

4. Interior environment design of physical Bookstore

4.1. Decoration and placement of indoor green plants

The fast-paced urban life brings people more noise, impetuosity and pollution, but people are eager to get a quiet, fresh and natural "green world". Physical bookstore is a space for people to relax, experience culture and think comfortably. By using the vigorous green plants to beautify and decorate the interior space, it can effectively realize the function of space organization, space layout adjustment and enriching the interior space level. Therefore, in the space design of bookstores, green plants should be arranged according to the principles of rationality, culture and artistry, and the harmony between man and nature, tradition and modernity, city and culture should be unified to meet the readers' pursuit of green nature to the greatest extent^[7].

4.2. Interior decoration style

Each bookstore has its own interior decoration style. The physical bookstore needs to make timely and reasonable adjustments according to the changing composition of readers and their cultural needs, so as to build a bookstore space that meets the needs of readers and guide readers to feel the cultural quality and artistic conception created by the space with their hearts. The main visual experience that can bring to readers is lighting, color and material. Physical bookstores emphasize on the construction of space with fresh and elegant overall color and appropriate lighting brightness. The material selection of bookshelves and tables and chairs is mainly wood, supplemented by the main color of bright color -- green, which gives people a sense of vitality and intimacy. However, in the construction of children's reading space, the author thinks that children's psychological and age characteristics are not well understood, and the color of furniture is too single. The tone is dull, and the spatial form changes monotonously, so the operators should pay enough

attention to it. Children's reading space should choose bright colors, and the material should be safe and soft, rich in color and light, visual and auditory experience, which can bring children three-dimensional and fun space experience, and undoubtedly stimulate their curiosity and exploration desire^[8].

5. Conclusion

Chen Haiyan, chairman of Phoenix publishing and media group, said that the chain bookstore positioned itself as a multi-cultural space "integrating books, audio and video, leisure, and integrating with creative products and cultural salons", striving to build a simple style and comfortable urban cultural leisure experience center. In the future, the development mode of physical bookstores will have higher requirements for their spatial layout, functional zoning, interior decoration and furniture functions. As an important form of space closely related to people's cultural life, physical bookstores exist. Rich and reasonable space design and its content are the soul of bookstores. The "experiential design method" is brought into the space of bookstores for further design. Through the capture of readers' sight, hearing, touch and emotional psychology, it can be found among aesthetics, comfort, rationality and interactivity Balance, to provide readers with a space form full of taste and psychological needs, physical bookstores can find their own positioning and survival and development space, in order to truly provide a spiritual home full of vitality for modern urbanites.

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