

Artistic Practice of Urban Renewal

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Abstract. With the acceleration of urbanization, the transformation and regeneration of old industrial areas have become an important issue in urban renewal. As a typical project in this context, the renovation of Taizhou Fanxing Sports Science and Technology Park is not only to rebuild the environmental landscape of the old factory, but also to comprehensively improve the urban function, spatial layout, ecological environment and regional cultural connotation. The purpose of this paper is to elaborate three innovative strategies in the transformation of Taizhou Fanxing Sports Science and Technology Park, namely, the use of design color and landscape integration, the multifunctional utilization of internal space, and the promotion and operation of industrial park design IP, in order to provide useful reference and inspiration for the practice of similar projects.

Keywords: Old industrial buildings, sports venues, innovation strategy.

1. Introduction

In recent years, with the continuous advancement of urbanization, traditional industrial buildings have gradually lost their original production functions and become a burden for urban development. However, these buildings often carry a wealth of historical and cultural value, and their sturdy structures and unique spatial forms offer the possibility of reuse. The issue of disposing of idle industrial spaces is an important problem faced in the process of industrial structure upgrading, and it is also an important factor to be considered in urban planning (1). Old factory buildings belong to urban stock industrial land and are an important part of urban renewal and transformation. Exploring effective mechanisms for its renovation planning and fine management is an important measure to adapt to the trend of normalization of urban renewal (2). At the same time, the vigorous development of sports industry and the improvement of people's fitness demand make the construction of urban sports facilities become particularly urgent. Therefore, the transformation of old industrial buildings into sports venues can not only effectively solve the problem of insufficient sports facilities in the city, but also realize the rational use of resources and promote the sustainable development of the city.

2. Innovative Art Practice

Adjust the internal space of the old factory, optimize the current property tax and urban land use tax policies, and formulate the operation guide for the renovation of sports facilities in the old factory (3). Through the function conversion of the original old factory, the development of urban emerging industries, promote the upgrading of industrial structure (4). People's pursuit of healthy life has also promoted the development of urban sports space. Therefore, on the basis of the research on the development of old industrial buildings, this paper organically combines the sports function space with the regeneration of old industrial buildings (5).

2.1. Internal Space Replacement

The interior space of old industrial buildings often has a large scale and regular layout, which provides a good basis for the design of sports venues. In the planning and design of Taizhou Fanxing Sports Science and Technology Park, we first carried out a comprehensive evaluation of the internal space of the old factory building, and realized the replacement of spatial functions by means of addition, division and re-division. For example, sports venues such as badminton court, basketball court and gym are added in the plant, and corresponding auxiliary space and traffic space are equipped to meet the needs of different sports projects. At the same time, the spectator stands and rest areas are added to enhance the enjoyment and comfort of the venue.

2.2. Color Recognition and Application

Color is an indispensable element in environmental art design, which can directly affect people's psychology and behavior. In the renovation of Taizhou Fanxing Sports Science Park, we boldly used bright and lively colors, such as red, blue and yellow, to emphasize the sports atmosphere and make the venue full of vitality and dynamic. These colors not only enhance the visual effect of the venue, but also stimulate people's enthusiasm for sports and enhance the sports experience.

2.3. Design IP to Improve Site Identification

IP design is an important means to enhance site identification and cultural connotation. In the planning and design of Taizhou Fanxing Sports Science and Technology Park, we combined the local history and culture and sportsmanship to create a series of unique design elements and symbols, such as iconic architectural appearance, unique landscape pieces and sculptures. These design ips not only enhance the overall image of the site, but also enhance the sense of belonging and identity of the citizens.

3. Overview of Innovation Strategy and Its Application in Taizhou Fanxing Sports Science and Technology Park

In today's era of rapid development, innovation has become a key factor to promote the transformation and upgrading of industrial parks to enhance competitiveness Taizhou Fanxing Sports Science and Technology Park as a comprehensive park integrating sports science and technology innovation, its planning and design fully integrated with the concept of innovation, aiming to create a dynamic, efficient, convenient and distinctive modern industrial park This old factory will inject new vitality and enhance its unique position in urban renewal. The following will explain the innovation strategy from three aspects: the integration of color and landscape, the multifunctional utilization of internal space and the promotion and operation of design IP, and discuss its specific application in Taizhou Fan Xing Sports Science and Technology Park.

3.1. Color Use and Landscape Integration

In the renovation of Taizhou Fanxing Sports Park, we pay special attention to the harmonious symbiosis of color and landscape. Through carefully selected color combinations, such as bright running tracks and fitness equipment, which contrast with the surrounding green landscape, not only enhance the visual impact of the venue, but also enhance the overall beauty. This use of color is not limited to the ground facilities, but also extends to the exterior and interior decoration of the building, so that the entire park visually forms a unified and vibrant style, providing a pleasant and comfortable sports environment for the citizens. Color plays a crucial role in environmental design, which can not only affect people's emotions and behaviors, but also create a unique space atmosphere. In the renovation of Taizhou Fanxing Sports Science and Technology Park, the principle of color psychology is fully used, and a pleasant and comfortable sports environment is provided for citizens through carefully selected color matching. Bright and vibrant colors, such as red, blue and yellow, are used in the design to emphasize the sports atmosphere and make the venue full of movement and vitality. These colors not only enhance the visual effect of the venue, but also stimulate people's enthusiasm for sports and enhance the sports experience. At the same time, we also pay attention to the harmonious symbiosis of color and the surrounding environment, the overall harmony, to ensure that the color style of the entire park is unified and rich in layers. In the renovation of Taizhou Fanxing Sports Science and Technology Park, attention is paid to the integration of landscape and color. Through the clever landscape design, we integrate the color elements into every corner of the park, so that the color and the landscape form a perfect unity. For example, the installation of colorful plastic running tracks and fitness equipment in the venue, these colorful facilities form a sharp contrast with the surrounding green landscape, not only enhance the visual impact of the venue, but also enhance the overall beauty. In addition, the use of color to divide different functional areas, such

as blue to mark the swimming pool area, red to mark the basketball court area, so that citizens can find the required functional areas at a glance. The building facade is an important part of the visual image of the park. In the renovation of Taizhou Fanxing Sports Park, we pay special attention to the color and shape design of the building facade, so that it is in harmony with the style of the whole park, while highlighting the dynamic and vitality. The color of the building facade is chosen to echo the ground facilities in bright colors, such as red, blue, etc., so that the overall tone is more unified. In the shape design, hollow steel plate splicing technique is used, which not only makes the building appearance more unique, but also can pass at night

3.2. Multifunctional Use of the Interior Space

In the renovation of Taizhou Fanxing Sports Science and Technology Park, we pay attention to the functional division and integration of internal space. Through reasonable functional layout and flexible space design, the effective connection and interaction between different functional areas are realized. The design clearly divides different functional areas such as sports venues, theme dining areas, leisure and entertainment areas, and connects them through reasonable traffic flow lines. This division of functional areas not only improves the utilization rate of the site, but also provides citizens with more diverse choices. At the same time, we also pay attention to the integration and collaboration between functional areas to ensure that each area can form a good interaction and complementary relationship. In order to meet the possible expansion needs in the future, the flexible space layout was adopted in the renovation of Taizhou Fanxing Sports Science and Innovation Park. By reserving adjustable Spaces and facilities, flexible adjustment and optimization can be made according to the changes of future functions and the needs of citizens. In terms of themed dining areas and leisure and entertainment areas, sufficient space and facilities have been reserved for future expansion and upgrading according to the needs of citizens. This flexible space layout not only improves the adaptability of the site, but also provides a more convenient and comfortable use experience for the public. In the transformation of Taizhou Fanxing Sports Science and Technology Park, we pay attention to the improvement of intelligence and convenience. Through the introduction of advanced intelligent technology and equipment, it provides citizens with more convenient and efficient services. The use of intelligent access control system and intelligent parking system and other technical means, so that citizens can more easily enter and exit the park and park vehicles. At the same time, it also provides intelligent sports monitoring and fitness guidance and other services, so that citizens can carry out sports exercise and health management more scientifically. The application of these intelligent technologies not only improves the service quality and efficiency of the park, but also provides citizens with a more comfortable and convenient experience.

3.3 Design IP promotion and operation: Enhance brand influence

3.3. Design IP Promotion and Operation

Designing IP is the key to increasing the visibility and influence of the venue. In the renovation of Taizhou Fanxing Sports Science and Technology Park, we pay attention to creating unique and recognizable design elements and symbols to form a unique design IP. Specifically, we have combined the regional culture and sportsmanship of Taizhou to extract a series of representative and recognizable design elements and symbols, using unique and lovely landscape sketches and sculptures in the shape of sports bears. These design elements and symbols not only enhance the overall image of the site, but also enhance the sense of belonging and identity of the citizens. At the same time, focus on design IP continuity and scalability, to ensure that they can continue to play a role in future development. The building facade is not only the visual focus of the park, but also an important carrier to display the design IP. In the renovation of Taizhou Fanxing Sports Science and Technology Park, we pay special attention to the integration of building facade and design IP, so that it becomes a unique landscape of the park. The elements and symbols in the design IP are integrated into the building facade by using the technique of hollow steel plate splicing, so that it forms a perfect unity with the building appearance. These elements and symbols not only increase the sense of art

and hierarchy of the building facade, but also let the viewer feel the cultural connotation and unique charm of the park. In order to enhance the popularity and influence of Taizhou Fanxing Sports Science and Technology Park, we pay attention to diversified activity planning and promotion. By holding various sports events, cultural activities and fitness classes, it has attracted a large number of citizens' attention and participation. Sports events such as basketball and badminton competitions are held regularly, as well as fitness activities such as fitness lectures and yoga classes, providing citizens with a wealth of sports and entertainment options. At the same time, it also uses social media and online platforms and other channels to conduct extensive publicity and promotion to improve the visibility and influence of the venue. The planning and promotion of these activities not only enriched the cultural life of the citizens, but also enhanced the brand value and influence of the venue.

4. Conclusion

The renovation project of Taizhou Fanxing Sports Science and Technology Park is a successful urban renewal practice. Through the implementation of three innovative strategies: color application and landscape integration, multi-functional utilization of interior space and promotion and operation of design IP, we provide a pleasant, comfortable, convenient and diversified sports environment for the public. At the same time, through the planning and design of the building facade, we added a unique visual image and artistic atmosphere to the park. These innovative strategies not only enhance the overall image and value of the site, but also provide citizens with a richer cultural life and healthy choices. In the future, we will continue to deepen the application and practice of these innovative strategies to provide more experience and inspiration for urban renewal and the transformation of old industrial areas.

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