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Design of a New Physical Bookstore with Intangible Cultural Heritage Paper Theme based on Cultural Experience

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Abstract: With the development of society, the traditional era of service economy is moving towards the era of experience economy. This has led to a higher pursuit of cultural added value in daily activity spaces. Traditional physical bookstores have a single and outdated cultural service function, and due to factors, such as electronic reading and online bookstores, it is difficult to meet people's higher consumption needs. The current operating situation of traditional physical bookstores is not optimistic, and there is an urgent need for transformation and upgrading. With the theme of intangible cultural heritage rice paper, this design plans to build a new physical bookstore in Jing County, Xuancheng, Anhui Province. Through the injection of functions, culture, digitalization, etc., it will create a place that can meet the diverse needs of consumers, and achieve one-stop experience of buying books, entertainment, leisure, and light food, so that it has both commercial value and intangible cultural characteristics. Forming a virtuous cycle of intangible cultural heritage driven bookstore transformation, and promoting the dissemination of intangible cultural heritage through bookstores.

Keywords: Cultural Experience; Xuan Paper Culture; New Physical Bookstore.

1. Overview of Xuan Paper

The so-called Xuan paper is a high-quality artistic paper produced by using the unique green sandalwood bark and sandy rice straw in and around Jingxian County, Anhui Province, without adding other materials, and utilizing the local mountain spring water of Jingxian County. Through special traditional craftsmanship and unique craft formulas, under strict technical supervision and control, it has unique properties such as ink moistening and durability. For example, use of books, calligraphy and painting, framing and other purposes.

2. The Artistic Characteristics of Rice Paper

2.1. Technical Culture

Due to strict requirements for material selection, water quality, and process, other papermaking technologies cannot compare with the production technology level of rice paper. Even today, modern automation technology is relatively advanced, and rice paper is still handmade, including hundreds of traditional processes such as raw material processing and paper salvage. For certain specific types of rice paper, the production time may even exceed one year. The production process of rice paper is complex and delicate. Due to its strict and complex production system, it has become an outstanding representative of traditional Chinese handicrafts.

2.2. Pattern Culture

During the long development history of Xuan Paper, due to continuous updates and improvements, in addition to its own historical culture, it has also formed its own unique pattern culture, mainly the paper curtain pattern. Paper curtains are an indispensable tool for fishing paper, and it is precisely because of the changes in the patterns on the paper curtains that rice paper can present a variety of patterns. At present, there are four representative paper curtain patterns: single silk, double silk, moire, and rib.

2.3. Color Features

White or yellow are the basic colors of rice paper, but processed rice paper can display multiple colors. Rice paper is divided into cooked rice paper, raw rice paper, and semi cooked rice paper. Life is as flawless as white jade. After complex processing, cooked rice can appear in red, yellow, blue, purple, cyan, and other colors.

2.4. Texture of Rice Paper

Xuan paper is divided into two sides, one side is smooth, and the other side is interwoven and has a regular texture due to the use of a paper fishing tool - bamboo curtain. The touch is delicate and smooth. Different bamboo curtains form different textures, and the rich texture forms bring different tactile experiences to people, creating a humanistic emotional experience and resonance between consumers and rice paper culture.

3. Cultural Experience

Cultural experience refers to the cultural added value and high-quality user experience provided by merchants to consumers in the Shangpin goods service, allowing consumers not only to use the product, but also to understand the cultural connotations behind it while using it.

3.1. Cultural Experience Content

At present, many scholars divide the content of cultural experience into: Material culture, behavioral culture and spiritual culture.

3.1.1. Material Culture

It refers to a real object that can be seen and touched. They can also be the materialization of knowledge, technology, and

ideas. The Material culture of rice paper can be clearly and intuitively displayed in front of us. For example, the color, texture, and size of paper.

3.1.2. Behavioral Culture

The technical behavior in the culture of rice paper behavior mainly includes the complex production techniques of rice paper. It is a purposeful and creative activity in people's work and life on rice paper. Technological behavior not only deepens behavioral memory, but also conveys behavioral culture to people.

3.1.3. Spiritual Culture

Spiritual culture is invisible and intangible, but it can be felt by people. The tranquility and craftsmanship spirit of Xuan paper are part of the spiritual culture of Xuan paper, it can be said that spiritual culture is the soul of Intangible cultural heritage.

4. Physical Bookstore

The term 'physical bookstore' is one of the top ten buzzwords in the 2018 People's Livelihood Special Topic. It is a term that stands opposite to online bookstores, referring to the spatial places for offline book transactions, as well as the terminals for book retail and distribution.

4.1. Difficulties Faced by Physical Bookstores

4.1.1. Rapid Development of Online Bookstores

With the rapid development of electronic information technology and the gradual maturity of e-commerce platforms, online bookstores such as Amazon and Dangdang have seriously threatened the dominant position of physical bookstores in the market with clear and clear retrieval methods, convenient and fast logistics services, low prices, and strong discounts.

4.1.2. Impact of Digital Reading

The existence of reading terminals such as mobile phones, iPads, and Kindles has promoted the popularity of e-books, and the emergence of audiobook platforms such as the Himalayas has also broken through the traditional visual field of reading. Reading has become an easy task that can be done anytime, anywhere, and can improve people's reading enthusiasm.

4.1.3. High Operating Costs

The operating costs of physical bookstores include multiple components such as manpower, water and electricity, rent, and taxes collected by the state. With the heating up of the real estate industry and the rapid development of China's economy, prices have skyrocketed, causing a significant increase in the operating costs of physical bookstores. In addition, low profits and other factors have increased the difficulty of survival for physical bookstores.

4.1.4. Single and Backward Cultural Service Functions

Nowadays, the country and the entire society prioritize cultural soft power, and consumers' demands for cultural service levels are constantly increasing. But currently, the spatial design of many physical bookstores still stays at the level of "book sales venues", and lacks the scene creation of a cultural and artistic atmosphere, which cannot provide consumers with a high-quality service experience.

4.2. Feasibility of Transforming Physical Bookstores into Experiential Bookstores

4.2.1. Unreplicable Experience

In the process of purchasing books in physical bookstores, consumers can see a neatly arranged array of books on the bookshelf, hear the rustling of paper flipping, smell the unique aroma generated by ink printing, touch the heavy weight of holding books in their hands, and fully experience the rich cultural atmosphere of the bookstore.

4.2.2. Irreplaceable Cultural Values

In people's perception, books are a symbol of cultural knowledge. In the two thousand years before the popularization of internet technology, physical bookstores were no longer just places to sell books, but also cultural landmarks carrying the historical imprints of soil and water cultural changes and cultural inheritance, becoming a difficult cultural symbol in the process of urban civilization development.

4.2.3. Real Communication Venues

Cultural exchange is an important way to promote cultural development and prosperity. Physical bookstores can provide consumers with a real face-to-face communication space. Physical bookstores can create the most suitable atmosphere for cultural exchange for consumers through various literary and artistic activities, increase the leisure and social attributes of the space, and promote the collision of ideas between people.

4.2.4. Policy Support

Since the 18th National Congress, China has advocated for nationwide reading activities to create a scholarly China. With the support of government departments, the attention and participation of the general public in reading have significantly increased. In October 2020, the Fifth Plenary Session of the 19th Central Committee of the Communist Party of China clearly proposed a specific timetable for building China into a cultural power by 2035, demonstrating the country's high importance to cultural construction.

4.3. Types of Experiential New Physical Bookstores

4.3.1. Bookstore+

The "bookstore+" model, as the name suggests, breaks the single function of traditional physical bookstores selling books, integrating multiple functions such as literature, aesthetics, catering, leisure, exhibition, etc., transforming bookstores from traditional buying and selling venues into a complex cultural experience space centered around books. The well-known Yan Ji You Bookstore, Fang Suo Bookstore, and Dazhong Bookstore are all representatives of the "bookstore+" model. Through a new business model that integrates multiple formats, physical bookstores have added many new profit opportunities on the basis of book sales, and consumers have also gained a series of leisure and cultural experiences through book reading.

4.3.2. Internet+

In 2015, Amazon, the world's largest e-commerce company, set up the first physical bookstore. Through the integration of online and offline advantages of digital technology, it reshaped the business model by using "Internet plus" to promote the development of the physical bookstore industry in the new retail direction. In the context of new retail, unmanned bookstores and shared bookstores have emerged.

In 2018, Zhida Bookstore, the first Tmall unmanned bookstore in China, opened in Shanghai, achieving another breakthrough in bookstore reform.

4.3.3. Theme Bookstore

Theme bookstores have a relatively stable customer base and strong service targeting. Compared to other bookstores, the book types and classification patterns of theme bookstores exhibit more refined characteristics, with content often concentrated in a specific field or discipline. The decorative style of the storefront also has a very clear directionality, highlighting the theme of the bookstore. For example, the reading room on the fourth floor of the Shanghai Construction Investment Book Company is themed with Harry Potter, and is called the Hogwarts School of Magic and Wizardry by Harry Potter fans.

5. Visualized Indoor Scene Design of Rice Paper based on Cultural Experience

5.1. Project Overview

5.1.1. Analysis of Location and Surrounding Environment

Chaji Ancient Village, Jingxian County, Anhui Province is located in the west of Jingxian County, Anhui Province. It is adjacent to Taiping Lake and Peach Blossom Pond in the southeast, Mount Huangshan Mountain in the southeast, and Mount Jiuhua in the north. Chaji is surrounded by famous mountains such as Danshan, Youshan, Bandi Mountain, and Bailing, with abundant tourism resources. There are four gates outside Chaji Village, symbolizing sanctity and defense. There are three streams in the village, Cenxi, Xuxi, and Shixi, which divide the ancient village into several areas, separated but not blocked, as if they were broken and connected. Chaji ancient dwellings, like most ancient villages in Huizhou, are coordinated with the surrounding environment and integrated with respect.

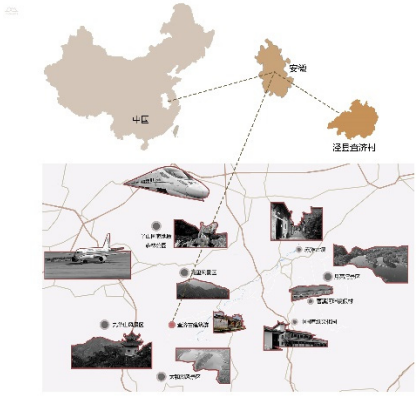


Figure 1. Location and Surrounding Environment

5.1.2. Current Situation Analysis

Today, the ancient village of Chaji, based on its unique natural, historical and Cultural resource management, has developed characteristic industries, such as farmhouse entertainment, characteristic homestays, and food, which have increased year by year. And every year, more than 200 universities and more than 20000 students come here for sketching. This has greatly promoted the development of the local economy, the income of villagers, and the improvement of infrastructure. It has also prompted many labor forces to stay and develop locally, forming a virtuous cycle.

5.1.3. Historical Evolution

According to records, Chaji Village was founded in the early Tang Dynasty and has a history of over 1400 years. The total area of the village is about 3000 hectares, thriving with the rise of Huizhou merchants. At its peak, during the Ming and Qing dynasties, there were as many as 100000 residents in Chaji Village. Today, there are more than 3000 villagers in the village, most of whom are surnamed Cha.

For more than a thousand years, there have been four gates, three towers, 108 bridges, 108 ancestral halls (halls), and 108 temples in the ancient village of Chaji. With the historical changes, there are still nearly 200 ancient folk houses from the Yuan Dynasty to the Qing Dynasty in Chaji. Ancient buildings include ancestral halls, folk houses, village gates, ancient towers, road pavilions, and memorial archway. Various styles reflect and complement each other, and the culture they contain is dazzling and has a long history. Although compared to famous ancient town attractions such as Xidi and Hongcun, Chaji Village does not show any signs of excessive commercial development. Due to generations of villagers living here, the ancient village is filled with smoke and fire.

5.2. Design Positioning

5.2.1. Design Positioning

Bookstores are not only the exhibition space of Urban culture, but also the experience space for customers to experience reading culture. This design is based on the theme of intangible cultural heritage rice paper culture, to create an experiential physical bookstore integrating books, exhibitions, coffee, handicrafts, digitization and other functions in Chaji Ancient Village, Taohuatan, Jing County, Xuancheng, Xuancheng, Anhui Province. Relying on the original historical and cultural temperament of Zhaji, historical symbols such as black brick, black tile, Stepped gable, and rich local tourism resources, it carries the intangible cultural heritage, integrates the culture and characteristics of rice paper into the space design, and thus promotes the inheritance of rice paper culture. Forming a small cultural gathering place with surrounding museums, ancient temples, former residences of celebrities, etc., can better stimulate the cultural vitality of southern Anhui and enrich people's cultural life. Revitalize local culture and architecture, and assist in rural revitalization. By injecting a strong cultural atmosphere and various functions into the bookstore, the Xuan Paper Cultural Theme Experience Bookstore has become a public cultural space in the city. Becoming a spiritual habitat for intangible cultural heritage inheritance, mental exercise, memory storage, and emotional comfort.

5.2.2. Theme Positioning

The combination of bookstore and intangible cultural heritage paper is chosen not only because the spirit of hard learning matches the spirit of making paper, but also because reading and paper belong to the cultural category, which can better create an immersive cultural experience and learning atmosphere.

The theme of this design is called "Hanmo Liulian", and because Xuan paper has been used for writing and painting since ancient times, the word "Hanmo" is chosen. Hanmo "often refers to brush and ink, used to describe articles, calligraphy and painting, and calligraphy. The word "Liulian" is one of the reasons why Xuan paper has been cherished and loved by literati, literati, calligraphers, and painters throughout history. After use, it makes people linger endlessly.

The second is the beautiful expectation that tourists will linger and forget to return after coming here.

5.3. Design Concept

5.3.1. Space Style

The theme of "lingering in calligraphy" gives people a kind of elegant scholar atmosphere at the beginning, which is consistent with the long history and culture of Chaji rice paper in Jingxian County. This design takes the original Hui Style architecture as the prototype, and carries out the overall spatial layout according to Functional requirement. To create a comfortable and natural feeling immersed in culture, Jingxian has been the hometown of rice paper since ancient times, with mountains and rivers connected, a strong cultural atmosphere, and a beautiful environment. There are more than 40 cultural landscapes in the county, earning the reputation of "clear and beautiful mountains and rivers, Jia Jiangnan". It is a slow-paced city.

In recent years, with the rise of experiential spaces, many functions other than reading have been added in bookstores, such as coffee desserts, digital interaction, and other functions, which are modern products. Therefore, we should make some cuts on the delicate and complex Hui Style architecture to link them with modernization. In terms of decoration style, people-oriented, highlighting the status of the reading subject, using fresh and concise techniques to create a gentle, comfortable, and slow-paced cultural reading space.



Figure 2. Wall derivation diagram

5.3.2. Element Extraction

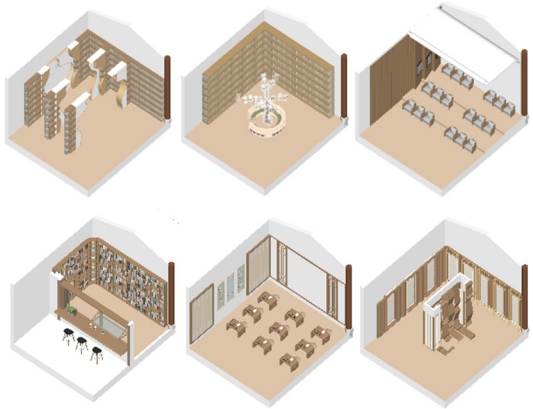


Figure 3. Expressions of Xuan Paper Culture

The experiential physical bookstore with the theme of rice paper culture undoubtedly integrates the elements of rice paper culture into its design. First of all, in architecture, this design wants to inject fresh vitality while preserving the imprint of history and culture, so it continues the style of Hui Style architecture in the design, extracts its foldable form from rice paper, and transforms the roof from the original square eaves to smooth curved eaves, which not only looks beautiful but also enhances the spatial vitality.

Secondly, in interior design, the culture of rice paper is presented directly and indirectly. Direct presentation, such as placing rosewood Tree model, rice paper products, and painting with rice paper texture on the wall. Indirect presentation methods, such as famous calligraphy and painting, sculpture, and text.

5.3.3. Color and Material Expression

The bookstore follows a mild and fresh design style in its design. It uses wood color as the main color to match with the color of "pink walls and black tiles" of Hui Style architecture. It is fresh, elegant, simple and generous, and uses green plants to decorate the spaces. It is natural and fresh, so as to weaken the interference of space environment on reading as much as possible, and uses curve elements to break the bondage brought by square space, so as to provide a comfortable and pure reading environment for readers, it is also more in line with the theme of "calligraphy flowing".

5.4. Experience Elements

5.4.1. Space Experience

The bookstore has one floor and two entrances, with a total area of 533 square meters. The first entrance consists of a cash register area, a beverage area, an exhibition area, a courtyard area, and a multimedia area. The pedestrian flow is dense, the environment is noisy, and the overall spatial nature is divided into a "moving area". The second entrance is a calligraphy experience area and a reading area, both of which are static activities and relatively quiet, and is generally divided into a "quiet area". Tourists entering the bookstore, passing through the dynamic area and entering the quiet area, are also a process of inner sedimentation. The dynamic and static spatial layout allows tourists to better experience the cultural atmosphere and enter an immersive reading state. And by borrowing the ancient landscaping technique of obstructing scenery, landscape walls are set up indoors and between indoor and courtyard spaces, playing a role in spatial segmentation and blocking factors that affect reading, enabling people to enter the reading state better and faster. In addition, various spatial forms such as sunken space and elevated space within the bookstore enrich the spatial experience.

5.4.2. Emotional Experience

The overall color tone of the bookstore is gentle and elegant, natural and fresh, providing readers with a relaxing reading environment. In terms of decoration materials, products with sound absorption and noise reduction functions such as diatom mud and baking paint boards are also selected to minimize the noise generated during people's activities and create a comfortable auditory experience. A large number of materials such as wood, diatom mud, and fabric are used, and their warm texture gives people a soft and friendly tactile feeling. The cultural elements of rice paper, curve modeling and art installations enhance the interest of the bookstore and enhance the visual experience. In addition, the bookstore has various reading areas such as open and private, which meet the diverse reading needs of readers. The aroma of books, plants, and coffee blend together in the bookstore, creating a layered and rich olfactory experience. Cultural activities such as calligraphy experiences and rice paper art exhibitions have strengthened the deep interaction between people and space, enhancing tourists' emotional experience of rice paper culture.

5.4.3. Cultural Experience

The bookstore has multiple cultural spaces such as the rice paper culture exhibition hall, multifunctional hall, and calligraphy experience area, highlighting the theme of rice

paper culture and bringing people closer to rice paper culture. Promoted interaction and communication among fans of rice paper culture, promoted the dissemination of rice paper culture, and made the bookstore emit a strong cultural atmosphere, generate cultural resonance, and become a public cultural space.

5.4.4. Digital Service Experience Design

Analyze the activity needs of customers and bookstore managers respectively, integrate the needs on this basis, design the "Hanmo Liulian" APP and official account, integrate online and offline, and expand the strength and scope of intangible cultural heritage publicity. At the same time, big data is used to collect and analyze, and targeted information is pushed. Users can immediately learn about the upcoming rice paper cultural activities of the bookstore, increasing customer stickiness.

Customers can browse the bookstore information in advance from the official account, and then come to experience the Xuan paper culture themed bookstore together to find the fun of calligraphy and experience VR interaction. You can also have an afternoon tea after reading fatigue, take photos with cultural installations you are interested in, and take a stroll to relieve eye fatigue.



Figure 4. Experience Elements

5.5. "Hanmo Flowing" Spatial Structure

5.5.1. Plane Layout

Entering from the main entrance of the bookstore is the "moving area" consisting of the left newsstand on the street, multimedia, bathroom, right front desk, coffee area, and exhibition area. To enter the second courtyard, you need to pass through the courtyard. The calligraphy experience area on the left, the reading area on the right, and the reading area in front of the courtyard form a 'quiet area'. 1. The second entrance room is equipped with a bathroom, making its service function more convenient for radiating the "dynamic" space.

The exhibition area and reading area are the core areas of the bookstore, and are not divided into enclosed walls. Instead, they are divided into space through bookshelves, exhibition shelves, screens, etc. It can maintain a certain degree of independence while also being connected as a whole. Make the space more open and smoother. The reading area adopts a channel style spatial organization form, placing the recommended reading area in the center, with open and private reading areas distributed on both sides, providing readers with various reading environments such as open and private.

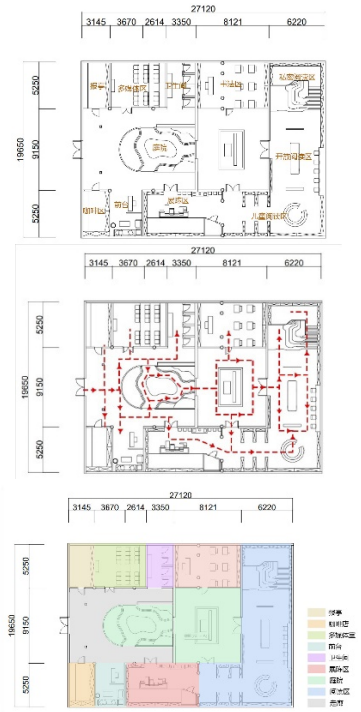


Figure 5. General layout, spatial streamline, and functional zoning map



Figure 6. Axonometric Drawing

5.5.2. Main Entrance Area

On the left side of the main entrance is a roadside newspaper booth, where people can stop and read magazines and exchange ideas with others. On the right is a coffee and dessert shop, where consumers can experience a different afternoon tea. Through visual and olfactory impact, it attracts consumers to experience and play in the store, playing a drainage role.



Figure 7. Main Entrance

5.5.3. Multimedia Audio and Video Area

This functional area is located on the left side of the courtyard, and the space mainly showcases rice paper culture in the most intuitive form through modern audio-visual equipment. In its interior design, the main color tone is wood, and there is not only a decorative wall formed by the uneven

texture of the green sandalwood tree, but also a scroll connecting the top surface and the ground, enriching the spatial hierarchy.

The multi-functional hall can accommodate 25 people and provides space for various small and medium-sized cultural activities such as cultural salons, lectures, and new book sales, enriching the cultural attributes of the bookstore.



Figure 8. Multimedia Space

5.5.4. Front Desk Area

Adjacent to the coffee beverage area, there is a built-in cash register and lounge area, separated by partitions. Consumers can enjoy the leisurely time of afternoon tea here after purchasing drinks or desserts.



Figure 9. Front desk and beverage area

5.5.5. Exhibition Area



Figure 10. Exhibition Area of Xuan Paper Culture

This functional area is mainly used to display Xuan paper handicrafts, calligraphy and paintings, and a VR experience area is set up to enable customers to experience Xuan paper culture through digital interaction during play. In addition to the suspended ceiling with rice paper umbrellas in the exhibition area of calligraphy and painting, the rest of the roofs retain the structure of Hui Style architecture, most of which are made of wood, giving people a sense of closeness.

5.5.6. Courtyard

There are two courtyards in this design. The first courtyard is mostly green and separated from the surrounding space through a glass curtain wall. This space mainly serves as a recreational function and alleviates reading fatigue. Its irregular space shape is consistent with the feature rich "dynamic area" attribute. The second entrance courtyard is mainly paved with hard materials, and the middle position highlights the cultural and artistic installation of rice paper by raising the ground and enclosing the water tank. The overall spatial nature, calligraphy area, and reading area together form a "quiet area" with a strong cultural atmosphere of rice paper.



Figure 11. First Entrance (Left), Second Entrance (Right)



Figure 12. Design of the first courtyard space

5.5.7. Calligraphy and Painting Area

This functional area is mainly used as a venue for customers to experience writing, calligraphy, and painting. In addition to the original building structure, the overall decoration style is concise and clear. The top adopts a curved ceiling that echoes calligraphy.



Figure 13. Calligraphy and Painting Area

5.5.8. Reading Area

a. Private Reading Area

There are two floors in total. The first floor is for staircase reading, and the second floor is for private reading attic. The walls of the second floor are made of semitransparent glass bricks to eliminate dullness and increase light and shadow effects. Combined with bookshelves, they create a dim light and shadow effect.



Figure 14. Private Reading Area

b. Open Reading Area



Figure 15. Open Reading Area

A recommended reading stand is placed in the middle to facilitate crowd diversion and guidance. To the left, enter the private reading area, and to the right is also the theme reading area of the green sandalwood tree. The space is equipped with built-in seats, making it more convenient for consumers to read and write.

c. Youth Reading Area

The irregular bookshelf not only serves as a frame view, but is also full of vitality, with comfortable seats more suitable for children and teenagers to read. The inspiration for the layered and irregular bookshelves comes from the ink moistening properties of rice paper. Writing ink on rice paper will form a gradual transition layer by layer. The line of sight fell through the layers of bookshelves onto the green sandalwood tree art installation, playing a finishing touch.



Figure 16. Youth Reading Area

6. Summary

Bookstores are a gathering place for the spiritual and cultural heritage of a city or region, as well as an important component of a nation's spiritual civilization. Since the 18th National Congress of the Communist Party of China, China has advocated for nationwide reading activities to create a bookish China. Over the years, multiple policies have been issued to support the development of physical bookstores, and the improvement of economic level has also made more and more people pay attention to spiritual and cultural needs. Intangible cultural heritage rice paper is an important cultural landmark in Jing County, Xuancheng, Anhui Province. The design of new physical bookstores based on intangible cultural heritage experience is of great significance to promote social development.

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