

# Commercial Space Interior Design Expression in Commercial Block

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**Abstract:** In the overall design of urban design, the design of commercial space is also a key project, with the rapid development of the economy, the living conditions of the people are gradually getting better, the progress of science and technology and the development of the Internet make the content of the commercial space become particularly rich, in the fast-paced tired life, people's desire for shopping and entertainment is becoming stronger and stronger, how to attract the attention of customers in the commercial space, how to make the design of the commercial space satisfy the customer, how to meet the aesthetic and other requirements in the case of practicality, this is the current commercial space design should be considered, in the context of low-carbon life, the harmony between man and nature is a popular topic. This design is to create an atmosphere with the theme of "symbiosis" through the rational use of design elements related to "ecology" through the interior design of the commercial space, and strive to achieve the feeling of harmony between man and nature.

**Keywords:** Commercial Complex; Commercial Space; Interior Design; Design Vocabulary.

## 1. Introduction

From the beginning of the barter, commerce began to have a prototype, from the open place to the market, is the formation process of commercial space, in China, the commercial space was first recorded in the "Examination of the Gongji", which recorded in detail the early Western Zhou Dynasty in the city planning the scope of the city, and in the Tang Dynasty had two famous commercial blocks in the east and west, and in the Song Dynasty, there were commercial blocks in the front and back markets

In modern times, due to the impact of foreign culture, the commercial block is not only used as a place for commodity trading and exchange, but also contains a variety of functions such as restaurants, offices, and leisure, and has become a form of complex, the earliest is Tianjin Quanye Field (as shown in Figure 1) and then appeared in the more developed areas of modern China, such as Wuhan Quanye Field, Shanghai Quanye Field, etc., all of which appeared as the first batch of large-scale commercial complexes.



Figure 1. Tianjin Quanye Field

With the rapid development of China's economy and society after the reform and opening up, high-rise buildings are lined up, people's commercial space has been upgraded again, and the improvement of the quality of life of the people has promoted the more diversification of its own functions, fitness, education, leisure, catering, shopping and other functions can be met in a commercial complex.

In urban construction, the commercial complex is the main concentration place of commercial activities, often built in the core area of the city, the current commercial complex due to its complex supporting functions, large flow of people, wide range of influence area, so for this complex commercial complex, the study of the intricate indoor space that needs to meet the needs of all parties is very necessary for the efficient operation of the entire urban core area and the commercial complex, and for consumers, the interior design in the commercial complex is positively correlated with the degree of attraction of consumers. Therefore, the interior design of the entire commercial complex should be lively and eye-catching, so as to study the design vocabulary and expression form of a complex commercial complex and commercial space, which can increase the user stickiness of the commercial complex, which is excellent for businesses, if it can be made according to this organic combination with urban space planning and urban cultural attributes, it can meet the needs of use and the commercial complex with the spirit of the times.

## 2. An Overview of the Commercial Space in the Design Project Area

The coordinated development of urbanization and ecological environment is an important aspect affecting the sustainable development of the city, Zhuhai City is located at the mouth of the Pearl River Estuary, so the soil of the local map is mostly sandy soil and alluvial soil, etc., and the vegetation is more common in evergreen broad-leaved forest, which is a tree species with a large planting range in the forestry planting department in the city.

Zhuhai City has a low latitude, east of the South China Sea, belongs to the tropical monsoon oceanic climate of South Asia, the monsoon affects it frequently, so the humidity is high, the annual relative humidity is about 80%, and the temperature is also maintained in a high position in the country all year round. Because of the monsoon climate, the average annual precipitation can reach about 2,000 mm. The principle of adapting to urban conditions. The transformation

of a good business district is not achieved overnight, and we must take into account the economic strength and reality of the urban area, rather than trying to create a large integrated urban area. Nor should we try to create a high-quality boulevard and end up losing. Make full use of the support policies of the state in our city, give full play to the potential of enterprises in the area, and make use of the positive resources of existing enterprises. We also need to take proactive steps to mobilize local and foreign entrepreneurs and investors to attract more capital for construction. The principle of adapting measures to local conditions. The transformation of the commercial market in Hengqin, Zhuhai, must make full use of the original commercial characteristics, carry out a unified design for each batch, and apply it section by section. Depending on the characteristics of different plots, different planning strategies will be developed. Due to the current high-rise buildings in Hengqin Commercial Plaza in Zhuhai, it is not suitable to build high-rise buildings, and the existing high-rise buildings should be selectively demolished. The reconstruction of Zhuhai Hengqin Commercial Plaza should focus on the combination of architecture and landscape.

### **3. Comfortable Color Matching and Tense Office Rhythm**

Zhuhai Hengqin Shopping Plaza is located next to Hengqin Port, so the daily flow of people is larger, for Zhuhai is a new central area, customs clearance port can be here before and after the rest and shopping as a souvenir. This plan will intercept part of the space and take the public space in the supermarket as the design positioning, creating a commercial interior space that meets the needs of commercial space and organically combines the theme of natural ecology.

In the design of themed interior commercial space, the harmony and integrity of colors play a very important role. In the interior commercial space environment, the relationship between harmony and contrast of color matching is one of the most basic relationships. The key to creating the atmosphere of an indoor commercial space is to properly manage the relationship between colors. This is the key to creating an atmosphere for an indoor commercial space. Following a harmonious and unified palette of colours, tones, lightness and purity, colours in a space can give a sense of balance and clutter. In the color matching design, we should not only avoid boredom and a single color combination, which makes people feel rigid and depressed, but also avoid the messy color feeling, which makes people feel messy and disorderly, and find the color matching that can best express the design idea in order and disorder. The harmony and unity of color matching is not only the collision of color and color, but also the relationship between the purity and brightness of chromaticity. In general: color contrast is the hue, brightness, purity and hue contrast of colors, and any subtle change in any of these three contrasting elements will give people a different feeling. But the pursuit of contrast can not be excessive, too much attention to the decoration into the multi-color contrast, will make people feel dizzy, restless, too strong, changeable, redundant contrast will greatly reduce the interior decoration to give people the aesthetic experience, bring visual fatigue. To sum up, the overall coordination and contrast relationship are particularly important for the color matching of space design. Therefore, in the design, we prefer to adopt more lively and light colors as the main color when

we combine it with green and low-carbon, and the whole space is matched with warm wood color, white, green green, dark gray and other scattered colors of soft decoration.

According to research, different colors can lead to different associations. Red has a significant visual impact on people, making them feel energized and uplifting. It can be used as a matching color because a large area of red can cause tension and visual fatigue. Orange also makes people feel excited and warm, but it does not have the strong visual stimulation of red, so it can be used extensively to create an atmosphere. Yellow gives people a lively and bouncing feeling, but it also makes people feel unstable. Green makes people feel comfortable visually, representing the colors of nature, making people feel relaxed and quiet. Usually, in the design of office spaces, people choose green plants as embellishments to bring vitality to the office space. Blue is a cooler color, and in a blue environment, people usually become calmer than before. Purple is mysterious and elegant. Black gives people a serious and down-to-earth feeling. The feeling of white is clean and pure. However, using white on a large scale can make people feel bored, so it is important to be good at using colors to create a good atmosphere in office spaces.

The use of colors in office spaces should be aimed at providing employees with a comfortable and efficient working environment, and enhancing their motivation. So the overall color of the employee office area should be light and elegant, which is conducive to creating a good atmosphere. In the selection of furnishings or decorations, there can be some changes in brightness or purity, so that the overall environment is not too monotonous. Using elegant colors helps employees focus on their work and improve work efficiency. The supervisor's office is relatively closed and has strong privacy. Using colors with lower purity but higher brightness can make people feel more dignified and visually spacious and comfortable. The application of colors in meeting rooms and reception rooms should be relatively lively and lively, allowing employees to speak freely without being so serious.

### **4. The Interior Space Form has been Renewed**

The movement line of indoor space refers to the route of activities in the space, and the movement trajectory formed in the process of moving people in the indoor space by the layout of the space, soft decoration layout and other factors. The design of the circulation line in the space seems simple, but it is not easy, it involves many factors, how to make the person who enters the space feel comfortable when moving, will not easily touch obstacles, and is not easy to get lost, this is actually a science. Each circulation line in the space should be convenient and unobstructed, self-contained, but also connected with each other in the appropriate position to form a complete circulation system. First of all, it is necessary to understand the basic situation of the space, the function of the area, the amount of people flow, and whether the circulation planning interferes with each other in the lighting and ventilation paths in the space. It is also necessary to take into account people's behavior and habits, so that people feel comfortable and unhindered when moving, and inadvertently guide people's routes. The larger the space area, the more people and things are involved, and the importance of smooth circulation is more obvious, especially in the overall space of commercial and multi-regional multi-functional, the public

area often needs an "island" as the center. In the plan, starting from regional import and export, it is connected to each subdivision through the central "island" to form an efficient and reasonable shopping process. Practice based on the integration of rigorous and relaxed office space design

#### 4.1. A Holistic Approach to Interior Space Design

The study of the architectural form of commercial blocks is of great practical significance for urban development. It plays a key role in urban renewal and economic development. The architectural design of a commercial complex should address not only the effective integration of complex systems, but also the interconnection between them. Also consider opportunities to create leading-edge urban spaces and explore energy efficiency and sustainability. Create more creative and humane urban spaces. This document discusses some of the design elements of commercial complexes. It can be summarized as follows: (1) Architecture and architecture, architecture and landscape need to be organically combined, as much as possible through the mutual echo between each other, to maintain the integrity of the design, and then through creativity, icing on the cake. (2) The design needs to be people-oriented, cannot be separated from people, empty talk about design, to combine the local humanities, feelings (3) to adapt measures to local conditions, to combine the local geographical location and climatic conditions, to make a suitable architectural design.



Figure 2. Interior renderings

#### 4.2. Comfortable Color Matching

The overall color scheme of the interior is mainly composed of elegant tones, which can create a suitable atmosphere for the office space. At the same time, in order to prevent the space from being too monotonous, decorative background walls, greenery, furnishings, and other embellishments will be used to increase the level of the space. *References*, see Figure 3.

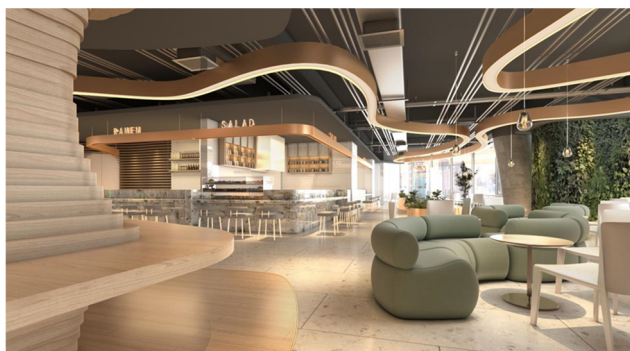


Figure 3. Interior renderings

#### 4.3. Soft Lighting

The lighting at the front desk has been styled, using light strips and down lights, combined with hardware and furnishings, to create a sense of the overall atmosphere of the company as soon as you enter. *References*, see Figure 4.

The lighting in the reading area can be flexibly adjusted using down lights and track lights to meet different usage needs. Glass partitions divide the space without appearing rigid, increasing the permeability of the space. *References*, see Figure 5.



Figure 4. Reception

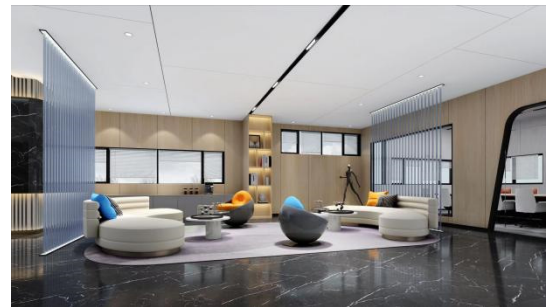


Figure 5. Reading area

### 5. Conclusion

In today's society, color matching plays a very important role in the design of interior commercial space. When designers design the color matching of the themed indoor commercial space, they should not only consider the function, theme positioning and color matching skills of the indoor commercial space, but also consider the basic attributes of color and the thematic positioning of the commercial space design. For the interior of the commercial complex, it is necessary not only to consider various glamorous decorations, ornaments, etc., but also to focus on low-carbon environmental protection, combined with landscape and architecture. The most important thing in the design is the people-oriented design, combined with the local humanistic feelings, geographical location, climate, etc., in order to make a good design according to local conditions.

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