

Research on Cultural Empowerment in Commercial Spaces and Thematic Interior Design Strategies

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Abstract

Under the dual pressures of e-commerce disruption and competition within existing stock, commercial spaces need to transcend the traditional functional positioning of shopping and shift towards a core strategy driven by "cultural empowerment" and "themed" interior design. With "cultural empowerment - scene narration - themed design" as the main thread, the impact of cultural integration and theming on consumer duration of stay and consumption conversion rate should be tested. Cultural empowerment can effectively enhance the rental premium and asset valuation of commercial complexes, and immersive scenes increase the return visit rate of customers. The design of themed spaces can significantly increase consumer duration of stay, allowing the immersive effect in the scene to play a significant moderating role. Meanwhile, collaboration among policy makers, property owners, operators, designers, and consumers is key to the continuous renewal of culture. Themed design is an effective means of materializing cultural empowerment. This article takes the design process of "cultural empowerment" as the starting point for design, providing a replicable theoretical operational sample for the renewal of existing commercial stock and new development projects.

Keywords

Cultural empowerment; commercial space; cultural IP; themed design.

1. Introduction

Under the dual background of global consumption structure iteration and urban spatial reproduction, commercial space is undergoing a deep transformation from "incremental development" to "stock operation". On the one hand, the pursuit of the composite value of "experience emotion" by the new middle class has made commercial space no longer a simple shopping place, but a condensed social scene. On the other hand, urban construction has shifted from "large-scale demolition and construction" to micro renewal, enhancing the commercial value of space through content design and reconstruction. In this competitive landscape of internal competition, cultural empowerment has been proven to be the most sustainable path. It can not only reconstruct commercial memory through narrative, but also transform space into an iterative, participatory, and social cultural space through the continuous injection of cultural capital; Theme based interior design has also undergone a simultaneous change, evolving from emphasizing visual impact as a one-time "backdrop" in the early days to design guided by operational thinking, such as programmable narrative scripts, interactive digital media, and growable formats, making space a dynamic and sustainable cultural output platform. How commercial space design combines cultural empowerment core with theme based interior design methods has become the key to improving consumption upgrading and urban renewal.[1]

2. Analysis and Application of Cultural Empowerment in Commercial Space

In today's business environment, consumers have increasingly higher requirements for shopping environments. They are not only satisfied with a single shopping consumption, but also have a stronger desire to obtain cultural and spiritual satisfaction. Cultural empowerment has become the best way to break through the impasse, integrating regional culture, historical culture, and international popular culture into commerce, and creating a refreshing shopping environment for consumers.

2.1. Mining and Commercial Application of Regional Cultural Elements

Regional culture is not a static symbol, but a "dynamic river" that grows together with the city. In the modern development of commercial space, the first step to explore is to gradually strip away the deep narratives in urban history and find the most recognizable genetic elements. For example, the "water culture" fostered by Dujiangyan Irrigation Project water system translates the elements into representative business language. In the refining process, spiritual totem can be extracted first, and this character can be sublimated with humanized senses. Finally, commercial cultural scenes can be set up in combination with the moving line nodes in the commercial scene to form a scene type device, forming an independent theme, that is, themed interior design.

2.2. Deep excavation and application of historical and cultural inheritance

In recent years, commercial models that closely fit the local historical context have been increasingly used in commercial spaces. Scene based shopping models integrate spatial experience, role-playing, and cultural and artistic elements into commercial spaces. History and culture are the wisdom of our ancestors and the memory of the city. Integrating history and culture into commerce can give space a unique connotation, and also form an internal resonance with consumers. Entering it makes people involuntarily recall the good memories of the past. For example, Beijing Nanluogu Lane, with the help of the historical heritage of hutongs and quadrangles in the Ming and Qing dynasties, integrates commercial stores into the traditional pattern. Tourists seem to travel through the bustling city life, which has become one of the business cards of Beijing's successful business model. The same cases include the business street of the Old Town of Lijiang, the Republic of China Street in Shenyang, and the role playing model of Pingyao Ancient City, which are typical cases where commercial space closely fits in with the local history and culture.

The method of integrating history and culture into commerce can learn from architectural styles, such as the characteristics of Chinese ancient buildings, white walls and grey tiles of Anhui style, Roman columns and arch of wooden architecture; While emphasizing the characteristics of architectural construction, the selection of materials is also crucial. It is necessary to use raw materials with a sense of history, as they themselves represent the language of history. New materials cannot deeply express cultural connotations; Historical stories and legends are also key themes for in-depth exploration, and integrating them into commercial spaces can add a mysterious color to the space.

2.3. Localization and Translation of Global Popular Culture

The introduction of global popular culture is an opportunity for local culture to integrate with the international community, which is often misunderstood as a 'take' approach. True localization translation should involve cultural absorption and transformation rather than direct use. It is necessary to promote cultural localization and secondary creation, collaborate with local artists and professional teams, create new business models suitable for local development, and develop new IP images. For example, Hangzhou's e-sports culture can be

combined with Song Yun aesthetics, allowing consumers to experience the new aesthetics of combining cutting-edge fashion and national quintessence.

2.4. Analysis and application of cultural empowerment of commercial value

The three dimensions of cultural empowerment of commercial value include: differentiated competitive advantage, experience premium capability, and community aggregation effect. In terms of differentiation, for example, Xi'an Datang Night City has formed a unique image completely different from traditional shopping centers through the deep creation of the theme of Tang Dynasty culture; In terms of experience premium, K11 transforms shopping centers into cultural museum like experience spaces through the integration of the three core concepts of "art, humanities, and nature", making consumers willing to pay higher prices for this high-quality experience; In terms of community aggregation, the "micro exhibition hall" of Chongqing Natural History Museum is combined with urban rail transit stations, which not only spreads cultural knowledge, but also forms a specific community of cultural enthusiasts. The combination of these three aspects has become the core focus of commercial space themed design positioning.[2]

3. Theme Based Commercial Interior Design Strategy System

Theme based commercial space design can effectively attract target customers and enhance commercial value and brand image by creating unique scenes. This requires designers to comprehensively consider multiple perspectives such as regional culture, experiential shaping, and emotional expression before conducting an overall design. Compared to cultural empowerment in commercial spaces, it is more within the scope of spatial expression and is a continuation of cultural empowerment concepts. Theme based design can fully express the spatial storytelling and make the space concrete through the expression of elements. Therefore, it is necessary to analyze the core elements, implementation strategies, and expression methods of theme based commercial space design.

3.1. Core elements of themed commercial space design

The core of themed commercial space design lies in how to enhance consumers' "immersive experience" and how to transform emotional value into commercial value. It is necessary to integrate theme narrative into space design with people as the core. This is no longer just a superficial design style, but to integrate a core expressed concept into every part of space design, such as the functionality of the space, the rationality of material selection, the atmosphere of lighting expression, and the integration of interactive experience. This ability to construct spatial narrative can provide consumers with a sense of experience, form deep memory points, stimulate sensory responses, and improve customer stay time; Theme based design also has a significant effect on improving brand recognition. The high requirement for the balance between spatial function and aesthetic effect has far exceeded the scope of traditional decorative design, allowing spatial design to present rich and colorful forms of expression, from natural healing and returning to nature to parameterized expression of future technology, from the primitive roughness of industrial art to the integration of humanistic art, all of which can provide customers with a warm spatial experience. Chengdu Yuanyang Taikoo Li Commercial Center integrates Western Sichuan residential and modern element design, forming a theme scene of "slow life", cleverly creating an invisible bond between spatial theme and consumers.

3.2. Implementation and expression of themed commercial space design

The implementation of themed design needs to be grasped from several aspects: firstly, the extraction of themes and precise positioning of concepts, clarifying the commercial attributes

of the space, combining commercial brand tone, regional culture, and popular trends, endowing the space with vivid thematic soul, and forming unique and differentiated competitiveness; The second is the planning of spatial functions and the design of commercial flow lines, which requires determining the direction of pedestrian flow to guide passenger flow, integrating immersive experience elements with "spatial nodes", and stimulating customers' interest in staying and observing the experience; The third is the comprehensive spatial application of theme elements, which requires the integration of various means such as color, lighting, materials, sound, smell, tactile senses, etc., to enhance the theme of spatial design and create a specific spatial atmosphere; The fourth is the innovative application of new technologies, the integration of technology and the empowerment of interactive experiences, the introduction of intelligent device means, the enhancement of spatial novelty, and the achievement of dynamic updates and adaptive spatial design through changing theme content and updating device design, maintaining the continuous freshness of spatial experience.

4. The Combination Mode of Commercial Space Culture Empowerment and Themed Design

4.1. The combination mode of commercial design culture empowerment and thematic design

The combination of cultural empowerment and themed interior design is becoming the core strategy for breaking through homogeneous competition and creating differentiated experiences in the field of commercial design. Cultural empowerment of commercial spaces is not simply about stacking cultural elements or displaying artworks, but rather a systematic strategy for reconstructing spatial value, with the core being the transformation of cultural resources into competitive advantages for commercial spaces. To achieve effective cultural empowerment, it is necessary to start from the source of commercial positioning and integrate cultural genes into the overall positioning of the project. The basic principles of cultural empowerment in commercial space are the precision of cultural selection, the completeness of design expression, and the feasibility of commercial operation. As a core means of cultural empowerment of commercial spaces, the successful implementation of themed interior design relies on systematic strategic planning and professional design execution. Unlike ordinary decorative design, themed design requires the construction of a complete cultural narrative framework, and the multi-level construction of spatial narrative is the challenge of themed design. Transforming abstract cultural concepts into perceivable spatial experiences while balancing commercial functional needs and operational efficiency requires designers to not only possess spatial shaping abilities, but also deep cultural understanding and business insight. Looking at those successful business cases that have formed differentiated competitive advantages in the market and maintained long-term vitality, none of them are not examples of combining cultural empowerment and themed design. Xi'an Datang Night City deeply empowers regional culture, with the theme of prosperous Tang culture. Through the unified planning of architectural landscape, performing arts activities, lighting installations, and merchant images, it reproduces the bustling scene of "Chang'an Twelve Hours", not only attracting a large number of tourists, but also driving a significant increase in surrounding commercial value. It successfully captures this highly recognized and emotionally resonant historical segment of the prosperous Tang Dynasty and transforms it into a modern commercial form that can be experienced and consumed.

4.2. Multi modal cross-border integration model of cultural empowerment in commercial design

The theme based development of cultural empowerment in commercial design is advancing in multiple aspects, showing obvious cross disciplinary trends. The prominent feature is the breaking down of industry barriers and the continuous innovation of cultural expression and commercial integration, such as the combination of curation and commerce. A typical representative is the Beijing K11 Commercial Center, which maintains the freshness and topicality of the space through continuous updating of exhibition themes; The combination model of cultural and creative retail and lifestyle, for example, the cultural and creative space in Wuhan combines clothing, home furnishings, books, painting, clay sculpture, sets up experiential workshops and cultural lectures, actively participates in increasing consumer desire, integrates cultural and creative product design into cultural elements and space design, and forms an experiential shopping model; Other models include the museum model, which combines non-profit museums with commercial activities. We believe that the development of multimodality will effectively break through traditional business models.[3]

5. The Future Development Trend of Cultural Empowerment in Commercial Space Design

5.1. Multi sensory experience theme design for commercial spaces empowered by culture driven by digitization

In the future, businesses will create more immersive spaces, integrate VR/AR technology to expand experience boundaries, and theme blocks will become more realistic. Consumers will not only shop, but also participate in an adventure that transcends time and space, combining reality and virtuality, deeply binding emotions and consumer memories. The ultimate goal is to enable consumers to complete a deep reading of local culture during their travels, transforming urban cultural memories into emotional assets that can be experienced, shared, and recreated, thereby feeding back differentiated competition and sustainable operation of commercial entities. By leveraging the Internet of Things, big data, and artificial intelligence technologies, a fully digital space is achieved, with intelligent lighting that moves with people and automatic temperature control adjustment. Precise marketing recommendations are tailored to individual needs, and consumers' mobile phones are interconnected with commercial systems to plan shopping routes and schedule services in advance. Merchants accurately capture consumer preferences and optimize product display and promotion strategies.

5.2. Application of Green Sustainability and Prefabricated Methods

With the deepening of green environmental awareness, commercial space design should also practice the principles of green and sustainable design. The use of environmentally friendly and recyclable materials, optimization of natural lighting and ventilation systems, and adoption of energy-saving lighting equipment not only reduce operating costs, but also actively respond to social environmental responsibility. Sustainable design also aligns with current consumers' pursuit of a healthy and green lifestyle. A typical case of green sustainability in the environment is the Marina Bay Sands shopping center in Singapore, where a huge indoor waterfall cascades down and is surrounded by green plants, creating a tropical rainforest like fantasy landscape. The spatial layout is spacious and atmospheric, with excellent views of the main stores and diverse retail streets. The lighting simulates the alternation of day and night according to natural time, and coupled with an intelligent shopping guide system, it perfectly combines business and sightseeing, attracting tourists from all over the world. In the future commercial space design, indoor air quality monitoring and purification systems will become standard, the application scope of environmentally friendly materials will continue to expand, natural

lighting and ventilation will be maximized, creating a green and healthy consumption environment, leading the trend of sustainable living. At the same time, in order to save costs, the space design will adopt a large number of prefabricated combination modes, using theme props for cyclic installation. Through modular components, movable partitions, and multifunctional furniture, dynamic spaces that can "breathe" and "grow" will be created.

6. Conclusion

Cultural empowerment and themed design have become the core strategies for breaking through business competition and creating unique experiences. This design concept not only injects soul into commercial spaces, but also reshapes the relationship between people, space, and business through immersive experiences, emotional connections, and cultural resonance. Successful commercial space designs often have clear cultural empowering thematic narratives and flexible adaptability to future needs. The future of commercial space design belongs to design solutions that can balance culture, art, and commerce, innovation and practicality, individuality and inclusiveness. Therefore, excellent designers should not only master systematic methodologies, but also maintain sharp trend insights, create meaningful dialogue between people and space, in order to continuously produce valuable thematic space designs in the constantly changing market environment.

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