

# Study on the Design of Rural Country House under the Background of Regional Culture

-- A Case Study of Fenghuang Tea House in Nanchang City

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**Abstract.** This paper takes Nanchang Fenghuang Tea House as an example to study the soft decoration design of rural country house under the background of regional culture. By deeply exploring the background and regional cultural characteristics of Phoenix Tea House in Nanchang city, combined with the principles and elements of soft decoration design, this paper analyzes the role of soft decoration design in rural country house. This paper introduces in detail the outline of soft decoration design of Phoenix Tea House in Nanchang city, including design concept and style selection, soft decoration design elements and principles, as well as the integration of soft decoration design and regional culture. The paper further expounds the soft decoration design practice of Phoenix Tea House in Nanchang City, including space layout and functional zoning, the use of color and material, the selection of interior furniture and decorations, and the use of tea culture elements. Through the investigation of user experience and evaluation, this paper probes into the influence of soft outfit design on user experience, and puts forward some suggestions for improvement of soft outfit design in rural residential accommodation. This study provides practical experience and theoretical reference for the soft decoration design of rural country house under the background of regional culture.

**Keywords:** Rural Guest House; Soft Decoration Design; Regional Culture.

## 1. Introduction

With the increase of people's demand for leisure vacation and longing for rural life, rural country house as a unique way of tourist accommodation is favored by more and more people. The design of rural country house should not only consider comfort and functionality, but also fully integrate into the local regional cultural characteristics to provide unique experiences and cultural exchanges. As an important part of rural residential design, soft decoration design plays an important role in creating characteristic atmosphere and enhancing user experience. However, there is still a gap in the research of soft decoration design of rural country house under the background of regional culture. Therefore, this paper takes Fenghuang Tea House in Nanchang City as an example, aims to explore the soft decoration design of rural country house under the background of regional culture, and provides practical experience and theoretical guidance. This paper will start from the background and regional cultural characteristics of Nanchang Phoenix Tea House, analyze the role of soft decoration design in rural country house, and introduce the overview and practice of soft decoration design of Nanchang Phoenix Tea House in detail.

Promote the protection and inheritance of regional culture: By studying the soft decoration design of residential accommodation under the background of regional culture, a new perspective and method can be provided for the protection and inheritance of regional culture. Reasonable integration of regional cultural elements into the design of residential soft clothing will help inherit and promote local characteristics, promote cultural diversity and uniqueness.

To sum up, the purpose of studying the soft decoration design of residential accommodation under the background of regional culture is to deeply explore the influence of regional culture on design, and to discuss the role of soft decoration design in the inheritance of regional culture. The significance of this study is to promote the protection and inheritance of regional culture, enhance the market competitiveness of country house, and promote cross-cultural communication and understanding.

## **2. Regional Culture and Rural Country House Design**

### **2.1 The Influence of Regional Culture on Rural Country House**

Regional culture has exerted extensive and far-reaching influence on the design of rural country house. Several major influences on the design of rural country house:

**Design style and expression:** the uniqueness and characteristics of regional culture are reflected in the design of rural country house. The cultural background and customs of different regions have shaped the unique design style, such as traditional village, national style, local characteristics, etc. Through the use of local architectural styles, decorative elements and materials, rural country house is able to express regional character and harmonize with the surrounding environment.

**Color selection and emotional resonance:** Regional culture is often closely associated with specific colors. The design of rural country house can draw inspiration from regional culture and choose representative local colors. These colors can evoke emotional resonance in visitors, creating a unique atmosphere and experience.

**The use of regional elements and cultural symbols:** the design of rural country house under the background of regional culture often uses local elements and symbols to highlight regional characteristics and folk culture. These elements can include traditional handicrafts, local cultural symbols, ethnic traditional patterns, etc. By cleverly integrating these regional elements into the soft decoration design of rural country house, the unique cultural charm of the region can be displayed.

**Spatial layout and functional planning:** Regional culture also has an impact on the spatial layout and functional planning of rural country house. The cultural customs and lifestyle of different regions will affect the room layout, the design of public space and the choice of facilities and equipment in rural country house. Taking into account the characteristics of regional culture, reasonable spatial planning can enhance the comfort and experience value of rural country house.

The influence of regional culture on the design of rural country house makes rural country house its unique style and characteristics, which increases the cultural experience and sense of identity of tourists. At the same time, this design also provides a platform for the inheritance and development of regional culture, and promotes the sustainable development of rural tourism.

### **2.2 The Background and Regional Cultural Characteristics of Phoenix Tea House in Nanchang City**

Located in Jiangxi Province, China, Nanchang is the capital city of Jiangxi Province and has a rich historical and cultural heritage. As the political, economic and cultural center of Jiangxi Province, Nanchang city carries rich regional culture and traditional values. Nanchang Phoenix Tea House is a country house that integrates the characteristics of Nanchang regional culture and is a unique place that is committed to combining Nanchang regional culture with country house design.

**Historical and cultural heritage:** Nanchang has a long history and is one of the important birthplaces of the Chinese revolution. One of the characteristics of regional culture is the inheritance and commemoration of revolutionary culture, which is reflected in the architectural style, monuments and revolutionary historical sites of Nanchang City.

**Traditional crafts and folk culture:** Nanchang have inherited rich traditional crafts and folk culture. The famous Nanchang paper-cut, Nanchang ceramics, Nanchang embroidery and other handicrafts have a high visibility in the local. In addition, the folk culture of Nanchang, such as traditional festivals and folk-art performances, is also an important part of regional culture.

**Tea culture:** Nanchang is famous for its rich tea culture. Tea industry has an important position in the local, tea culture has become a unique symbol of Nanchang. Nanchang tea has a strong historical and cultural connotation, and tea art performances and tea tasting activities are common in Nanchang market.

By integrating the regional cultural characteristics of Nanchang, Phoenix Tea House combines history, traditional craftsmanship, tea culture and the customs of country house water towns to create a unique and Nanchang characteristic country house atmosphere. In the design, Phoenix Tea House

pays attention to the use of regional elements, such as the use of Nanchang traditional handicrafts decoration, tea culture theme design elements and experience activities, as well as country house water town style architecture and landscape layout, to bring guests a unique Nanchang regional cultural experience.



**Fig 1.** Phoenix Tea House two-room scene (Field shooting)

### **3. Overview of Soft Decoration Design of Nanchang Phoenix Tea House**

#### **3.1 Design Concept and Style Selection**

The design concept of Nanchang Phoenix Tea Residence is to combine Nanchang regional culture with comfortable and unique living experience. By blending the history of Nanchang, traditional craftsmanship, tea culture and the style of Jiangnan water village, a unique space is created that allows guests to feel the strong regional characteristics and provides a livable and pleasant environment.

In the design, traditional and modern fusion, nature and ecology, tea culture theme, other ideas and styles are used to create a pleasant villa.

#### **3.2 Wabi-Sabi Soft Wear Design Elements and Principles**

Wabi-sabi is a traditional Japanese style full of zen and natural simplicity, emphasizing simplicity, simplicity and natural beauty.

**Simple and plain materials:** Wabi-Sabi emphasizes the use of natural, plain materials such as wood, bamboo, twine, etc. These materials give the space a natural texture and warm atmosphere, emphasizing natural beauty and a simple design style.

**Natural colors:** Wabi-Sabi's soft wear designs usually use natural colors, such as light gray, beige, hazel, etc. These colors create a peaceful and harmonious atmosphere that blends with the natural environment and gives people a sense of natural peace and tranquility.

**Simple and comfortable furniture:** Wabi Sabi emphasizes the use of simple and comfortable furniture to create a relaxed and pleasant living experience. Furniture is often chosen in a low, simple design with an emphasis on comfort and practicality.

**Natural and flexible fabrics and textiles:** Fabrics and textiles in soft ware design play an important role in wabi Sabi. You can choose soft cotton and linen fabrics, handmade textiles or fabrics with natural patterns to create a warm and natural atmosphere.

**The use of natural elements:** Wabi-Sabi country house soft design often uses natural elements, such as branches, flowers, stones, etc., as well as decorative items related to nature. These elements

can be displayed in the form of flower arrangement, bonsai, stone decoration, etc., adding natural beauty and Zen atmosphere.

Balance and white space: Wabi-Sabi focuses on the principles of balance and white space, avoiding excessive decoration and crowded layouts. The layout and placement of the space should pay attention to simple and harmonious, maintain a sense of balance, and give appropriate white space to make people feel quiet and comfortable.

In summary, Wabi-Sabi's soft furnishings design focuses on simplicity, nature and comfort, creating a unique and zen atmosphere based on natural materials, natural colors, simple and comfortable furniture, the use of natural elements and the principle of balanced white space.

## 4. Soft Decoration Design Practice of Phoenix Tea House in Nanchang City

### 4.1 Spatial Layout and Functional Partition

The functional partition of Nanchang Fenghuang Gap homestay space is mainly divided into the following areas: The space is divided into several Spaces on the basis of large functions: entry area, leisure area, tea room, bar, kitchen, bedroom, toilet, terrace.

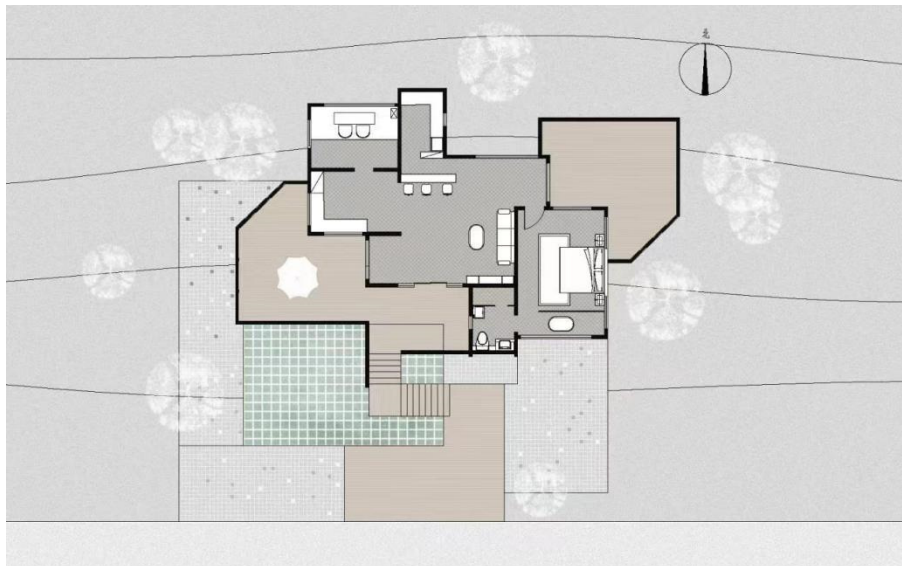


Fig 2. Design plan (Authorship)

### 4.2 Use of Color and Material



Fig 3. A rendering of the façade (Authorship)

The exterior wall is painted with white real stone, the top is roofed with tiles, and the anticorrosive wood floor is used to integrate the building into nature and create the Phoenix Gap Homestay with the theme of "melting".

The indoor floor is light yellow gray self-leveling, with white micro-cement. In the choice of soft decoration, beautifying board and wood are used to create a harmonious symbiosis between man and nature. The large area of floor-to-ceiling Windows and shutters make the scenery outside look like a shadow and a fairy, as if secluded and deep in the forest.



**Fig 4.** Living room renderings (Authorship)



**Fig 5.** Bedroom renderings (Authorship)

## 5. Summary

### 5.1 Summary of Main Research Findings

For homestays design in general, the main points of Nanchang Fenghuang gap homestays design can include the following aspects:

Local characteristics: Considering that Phoenix Tea House is located in Nanchang City, the design can incorporate local cultural characteristics and customs, such as the use of local traditional elements, colors or materials, to show local charm.

**Comfort and convenience:** Focus on providing comfortable and convenient living experience, including comfortable beds, sufficient storage space, reasonable layout, good lighting and ventilation. Guests have easy access to a variety of facilities and feel at home.

**Uniqueness and personalization:** Create a unique atmosphere and experience through unique design elements and personalized decorations. Consider using specialty furniture, art, decorations or local handicrafts to create a distinctive homestay style.

**Social space:** Provide common areas suitable for socializing and communication, such as comfortable living rooms or leisure areas, so that guests can interact with each other, relax, and connect with other guests.

**Facilities and equipment:** Provide the basic facilities and equipment required by guests, such as separate toilet, shower facilities, kitchen or kitchenette, wireless Internet, etc. Ensure the quality and availability of these facilities to meet the needs of guests.

**Security and privacy:** Pay attention to the safety and privacy of guests, including security equipment, good door locks, curtains or shading facilities, etc., to ensure the safety and privacy of guests in the home.

## 5.2 Existing Limitations and Future Research Directions

In the process of designing the residence of Nanchang Phoenix Tea, we also face the following limitations: **Space limitation:** The design of the homestay is limited by the available space. If the area is limited, it may not be possible to achieve complete independence of certain functional areas, or to provide enough space to meet the needs of guests. **Architectural structural restrictions:** The design of homestays may be limited by the architectural structure, such as fixed walls, columns, beams, etc., which may have certain restrictions on the layout of rooms and the arrangement of functional areas. **Equipment and Facility restrictions:** Certain special equipment and facilities may be limited by cost, installation and maintenance and therefore may not be available at the homestay. For example, if there is not enough budget or space, it may not be possible to install advanced equipment or facilities. **Laws and regulations:** The design of the homestay must comply with local laws and regulations. This may involve regulations on building safety, fire protection, hygiene, accessibility, etc. These requirements may create certain restrictions on the design and renovation scheme. **Sustainability considerations:** While sustainability is increasingly important in modern design, in some cases homestay owners may not be able to meet all sustainability standards and requirements due to cost or technical constraints. **Market demand and target customers:** The design of homestays needs to consider the needs and preferences of target customers. If the target customer is business travelers, the design may need to focus more on work areas and amenities; If you are a vacation traveler, the design may need to focus more on leisure and entertainment facilities.

The future research direction of homestay will continue to be explored, and the folk design research based on regional characteristics will also be further considered in the future.

Research on how to integrate local cultural elements into the design of homestay in order to display and inherit the unique culture of the region. This can include the integration of architectural styles, decorative arts, traditional crafts and more to provide guests with an immersive cultural experience. Also explore how sustainability principles can be incorporated into homestay design to reduce environmental impact and provide more sustainable accommodation options. This may involve research and practice in the use of environmentally friendly materials, energy conservation measures, water management, waste disposal, etc. **In nature, local ecology and natural landscapes:** Study how to maximize the conservation and presentation of local ecosystems and natural landscapes. Through reasonable planning of homestay layout, development of ecological recreation projects, providing nature education activities, etc., guests can get close to nature, learn environmental protection knowledge, and enhance the awareness of nature protection. In design, we continue to study how to use the latest technology and innovative applications to enhance the design and service of homestays. For example, intelligent control systems, virtual reality technology, online booking and experience platforms can provide guests with a more convenient, personalized and interactive stay experience.

### 5.3 Summary

First of all, the importance of soft decoration design in rural homestays has been highlighted. Based on its unique regional culture, Phoenix Tea House successfully creates a strong local characteristics and unique atmosphere of Nanchang city through ingenious soft decoration design. By incorporating regional cultural elements such as traditional handicrafts, local art and decorations, guests are able to experience the local history and culture.

In addition, soft design also plays a positive role in enhancing customer experience and satisfaction. The soft decoration design of Phoenix Tea House aims to create a comfortable, warm and pleasant living environment. Guests are able to enjoy a high-quality stay by properly arranging furniture, providing comfortable beds and chairs, and taking into account their needs and preferences.

However, some limitations were found in the study. As Phoenix Tea House is an isolated case, its design cannot be applied to all rural homestays. In addition, the success of soft design is also inseparable from the support of other factors, such as hard design, facilities and equipment and service quality.

To sum up, this study takes Fenghuang Tea House in Nanchang City as an example to conduct an in-depth study on the soft decoration design of rural homestays under the background of regional culture. The research results show that soft decoration design plays a key role in rural homestays, which can highlight regional cultural characteristics, promote cultural inheritance, and improve customer experience and satisfaction. However, further research and practice are needed to promote the development of soft decoration design in rural homesays and adapt to the characteristics and needs of different regions.

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