

# EXCELLENT TEAM WORKS OF GRADUATION DESIGN:COLLISION AND INTERPRETATION-PEARL S. BUCK'S CULTURAL THEME ENVIRONMENT AND VISUAL ART INTEGRATION DESIGN.



## **Project background**

Topic: pearl buck culture theme exhibition hall

Architectural interface and display design

Thinking: the cultural heritage of historical celebrities is the embodiment of the spiritual civilization of a region and a precious cultural resource.

Memorial architectural heritage should not only stay in the preservation of materialization, but should be deeply explored and combined with The Times to adapt to urban development and meet people's needs through diversified design.

Choice: pearl buck memorial hall, runzhou district, zhenjiang city

Pearl buck is a precious cultural and historical resource in zhenjiang, but because of the single function of memorial hall, it has been unable to adapt to the development of The Times and people's needs.



Pearl S. Buck (June 26, 1892 -- March 6, 1973) was an American writer and activist for human rights and women's rights. Four months after his birth, he was brought to China by his parents, who were missionaries. He spent his childhood, youth and youth in Zhenjiang, which lasted for 18 years. Pearl buck, who has lived in China for nearly 40 years, calls Chinese her "first language" and Zhenjiang her "hometown of China". On the windmill hill in Zhenjiang, there was her former residence in Chongshi girls school which still exists today.



### **Design overview**

Title: collision and interpretation --

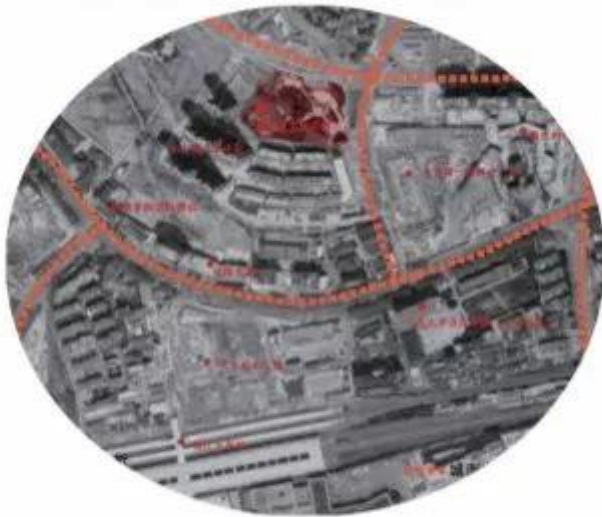
Pearl buck cultural theme environment and visual art integration design  
Through this design, the memorial hall is revitalized. Through the active experience of tourists, pearl buck will always exist in people's hearts.

Content: architectural transformation through the renovation of the original memorial building to make it have new functions, adapt to the development of the city.

Interior design: through the re-layout and transformation of the interior of the building to address more people's needs.



地址：江苏省镇江市润州  
区润州山路6号B幢



基地周边路网遍布，临近交通  
枢纽火车站，地理位置优越。

Pearl buck memorial is located in pearl buck cultural park in the core plot of taikoo mountain area, with dengyunshan road to the north and runzhou road to the east. Pearl buck cultural park covers an area of about 16,600 square meters.

## 建筑外部现状分析



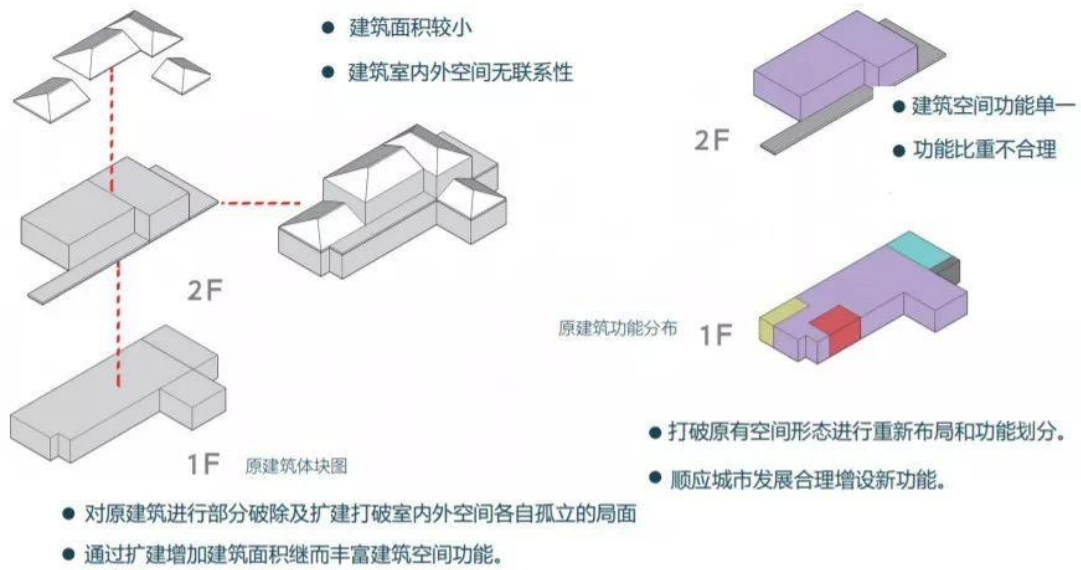
1. The building is located on the top of the hillside. Due to the terrain, the original building chose to sit in the west facing the east during the construction
2. New high-rise residential buildings around the building affect the lighting of the building.
3. Doors and Windows of the building are closed without lighting.
4. Waste of space in the rear of the building.
5. Lack of connection between indoor and outdoor space.

## 基地现状



1. Single architectural function and form  
Display and memorial functions only.
  2. Backward display techniques  
Mainly through text, video, items for display.
  3. The building area is too small to meet the functional requirements.
  4. No leisure facilities.
  5. The whole tour time is too short to make tourists gather
-

## Solution strategy



## Design ideas

### 一体化 多元化 复合空间 集聚地

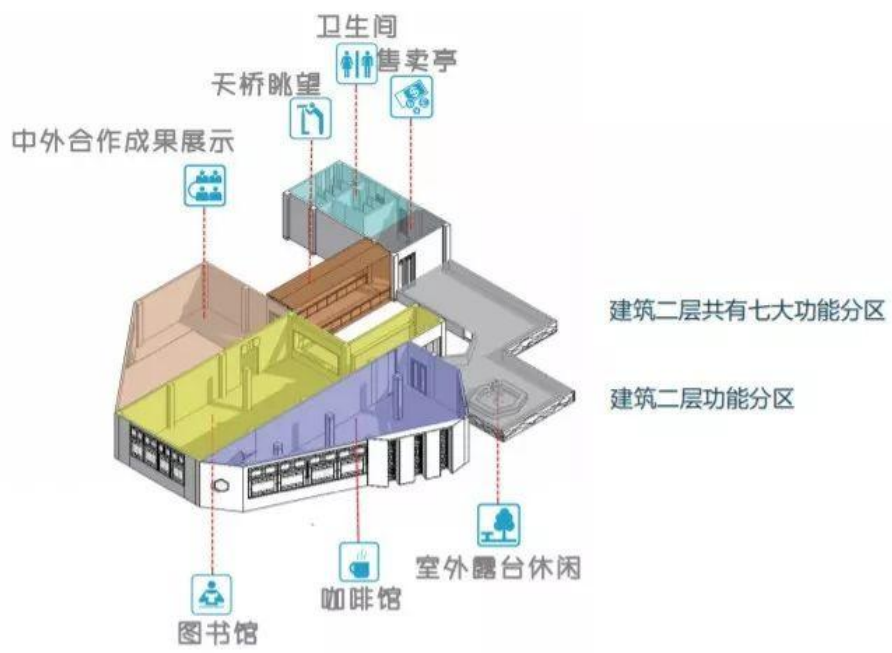
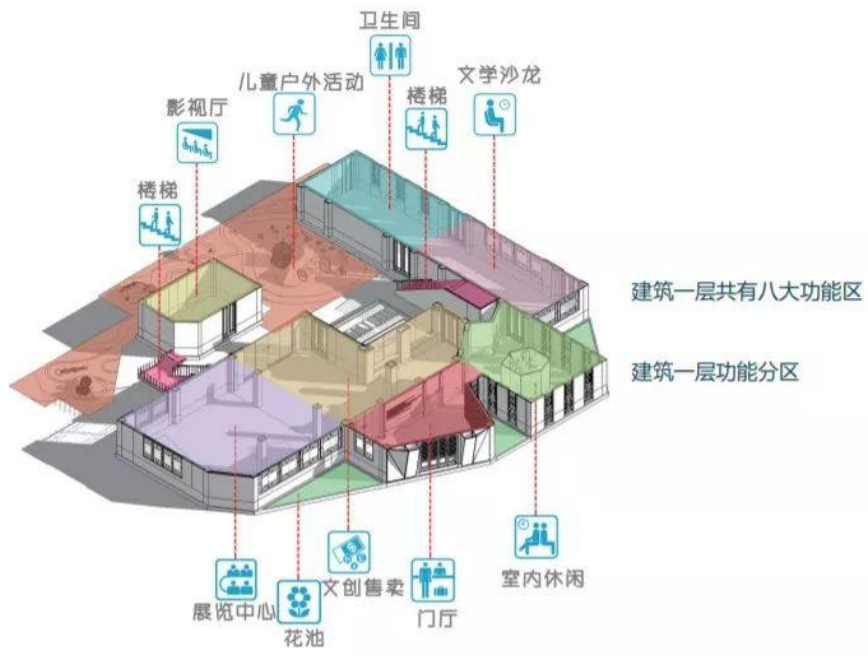
- 建筑室内外空间一体化设计
- 建筑功能多元化
- 建筑空间复合化
- 形成区域市民游客集聚地，重新焕发纪念馆活力。

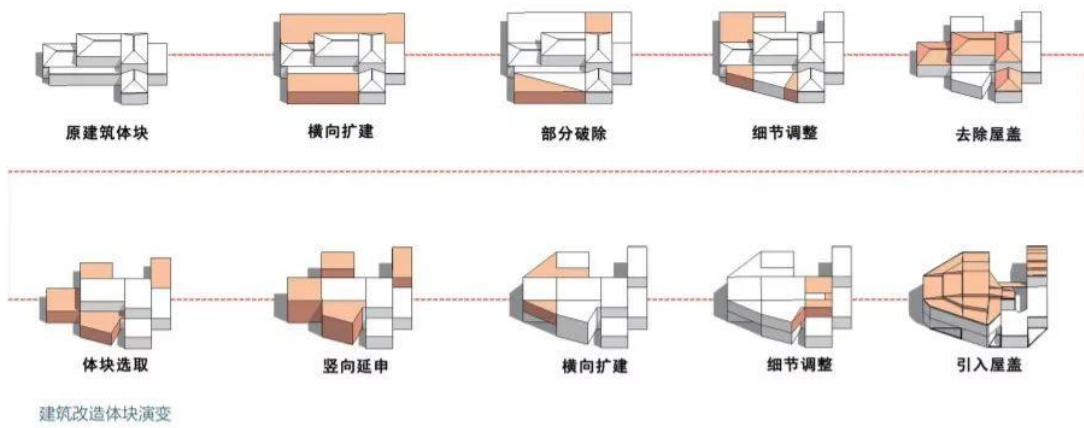
对现有建筑选择性的保留，新旧结合，功能置换，将纪念馆改造成为一个集休闲、商业、纪念、教育、娱乐、展示于一体的复合空间建筑。



## The design process

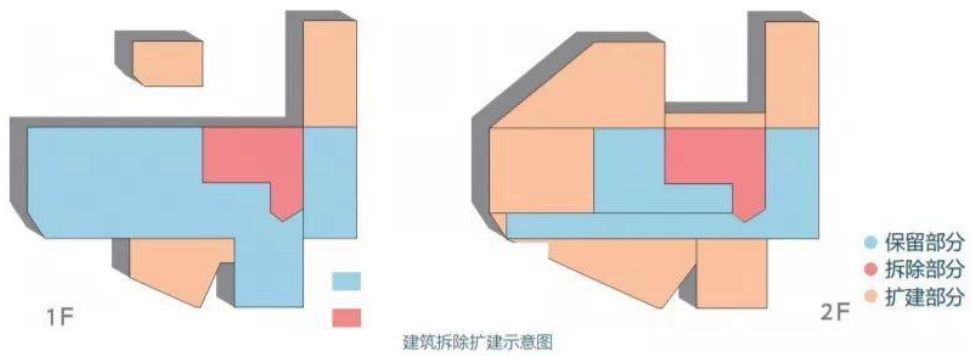






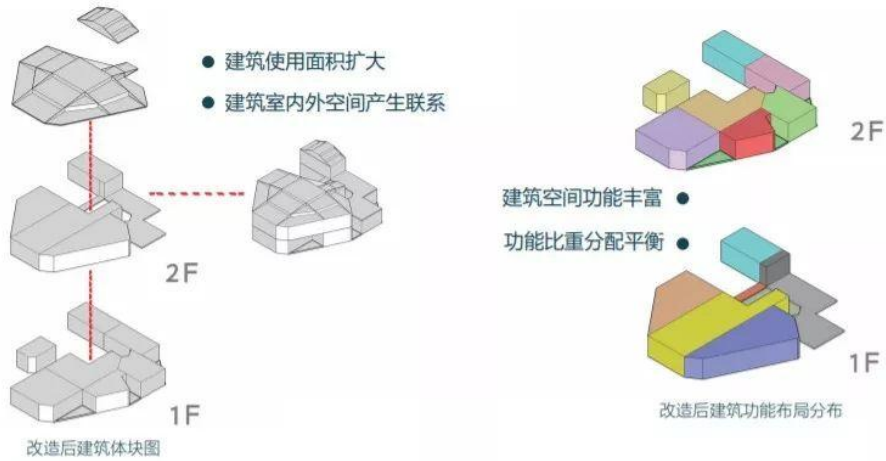
通过对原纪念馆建筑体块的破除及扩建演变，确定新纪念馆的建筑体块。

The design process

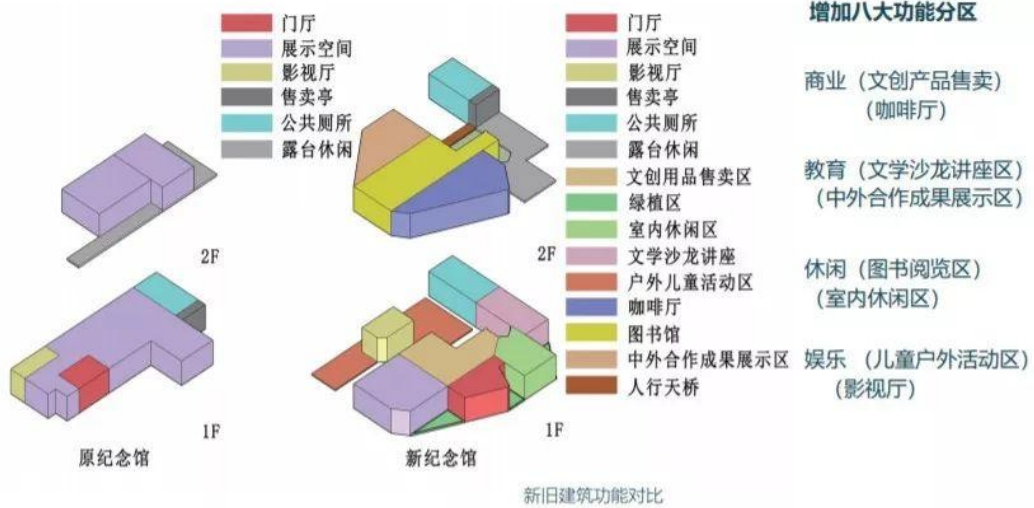


通过拆除扩建之后，整个建筑内外空间形成了一个有机整体，彼此产生了联系。





根据各年龄段不同需求对功能进行合理配置，增强空间体验性  
 通过建筑体块之间穿插，丰富了建筑整体空间氛围



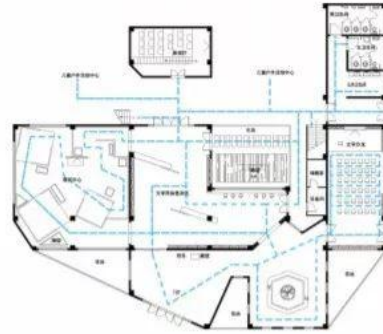
The floor plan



建筑一层平面图

各个功能空间流线互为贯通，形成联系。  
人流动线设置多个出入口，方便游客进出。

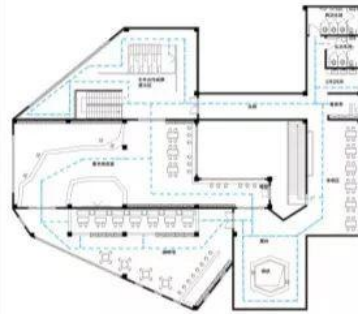
### 一层交通流线分析



一层交通流线分析



建筑二层平面图



一层交通流线分析

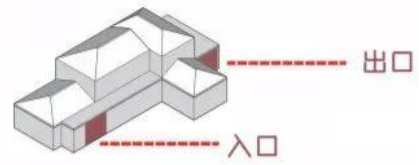
- 二层设置两个楼梯，形成环形动线。
- 各个功能空间流线贯通，方便游览



改造后建筑出入口与道路的关系

- 建筑主入口
- 建筑次入口

### 原纪念馆出入口分析



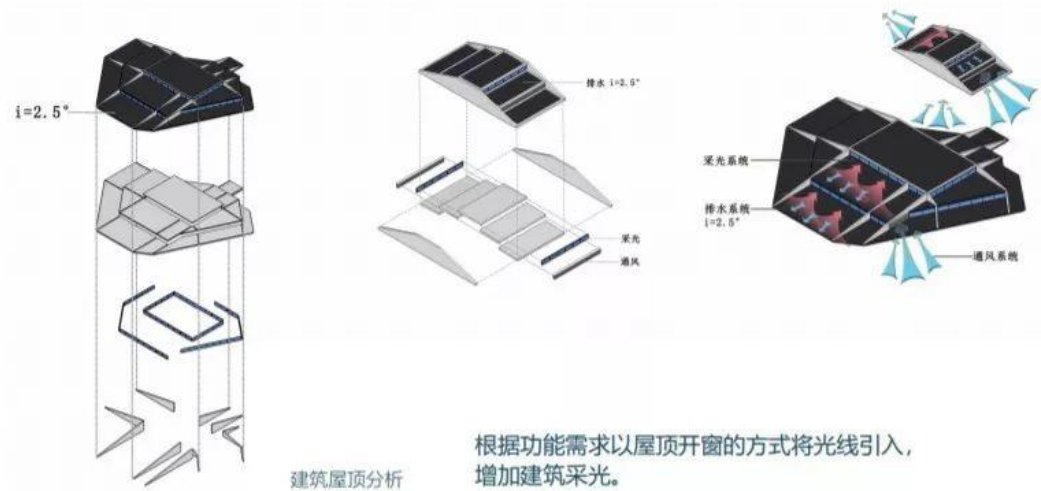
仅在建筑正面设置两个出入口，导致建筑后部空间与建筑内部空间无任何联系，造成空间浪费。

改造后增加多个出入口，使建筑室内外空间形成一体化，方便游客从多个方向进出建筑。

The roof of the building adopts lighting and ventilation roof to maximize the light into the building.



Building explosion analysis diagram

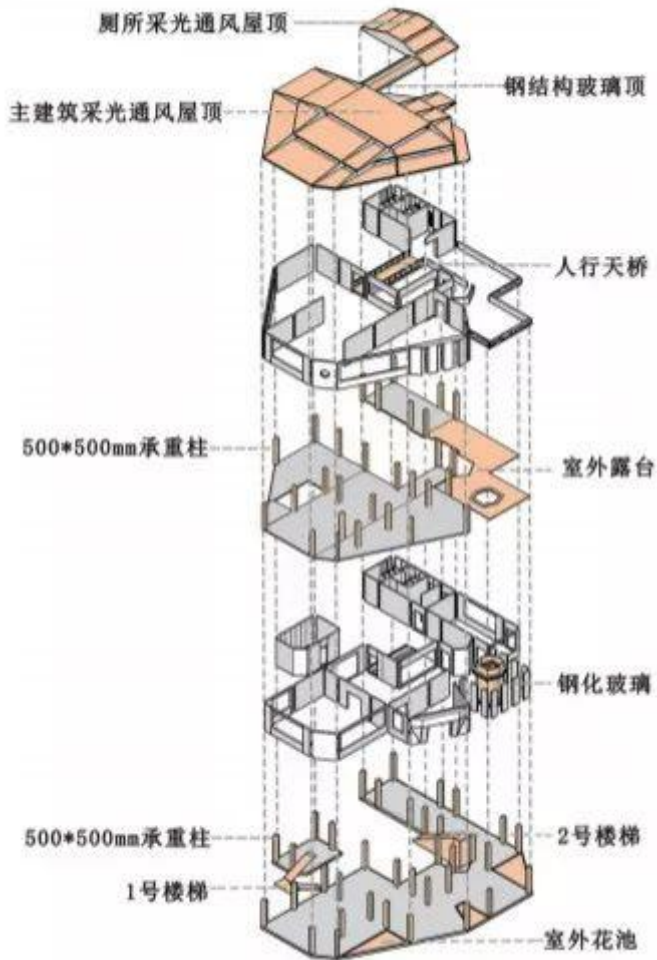


建筑屋顶分析

根据功能需求以屋顶开窗的方式将光线引入，增加建筑采光。

屋顶设计通风功能

屋面设计2.5°的坡度排雨水



Rendering

1



设计元素提取



窗棂



粉墙



黛瓦



几何



三山

中国传统元素与现代建筑设计结合  
古建筑门窗与现代建筑材料结合

2



室内契合建筑以白灰色调为主  
运用鲜艳的单色突出主题标识

3





展示台运用西方几何元素

室内门提取中国传统拱门元素

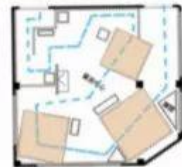
将文学主题融入售卖区

4



以山、水、人、梦为设计元素

整个空间用纯白表现赛珍珠内心的纯净



5



将赛珍珠喜爱的中西茶点进行结合售卖，增加体验性。

将文学主题融入咖啡馆

6



以白灰色调为主，以原木色点缀

电子阅览和纸质阅览相结合

提供看书和学习的功能

室内门和坐凳采用不规则几何形状





建筑东立面



建筑西立面



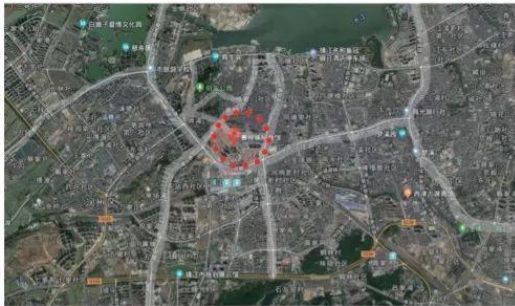
建筑南立面



建筑北立面

## PART 2: Analysis of the situation

### 现状分析·原交通流线分析



赛珍珠文化纪念公园位于太谷山一带的中心位置，交通比较便利，汽车站、高铁站距离较近，能够带来更多的游客与市民。

## 现状分析 · 区域历史文化分析



金山风景区是以“京口三山”之首，位于镇江市区西北部，北回归线以北。有44米高，520米周长。



北固山是长江边的“京口三山”之一，位于另两座金山和焦山中间，海拔55.2米。

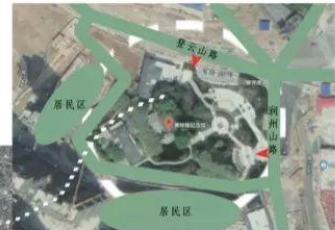
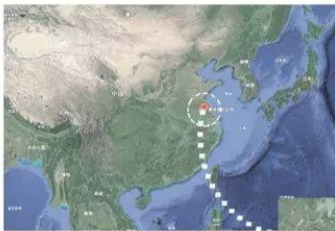


焦山风景区位于中国历史文化名城镇江的东北面，是万里长江中唯一的一座四面环水，可供游人观光探幽的岛屿。



镇江西京渡位于镇江城西的云台山麓，是依附于破山栈道而建成的一处历史遗迹。

## 现状分析 · 原场地分析



赛珍珠文化公园处于镇江市润州区润州山路6号，赛珍珠文化园主要处于太古山一带的中心位置，它的北边是登云山路，东边是润州山路。

## 现状分析 . 区域水系分析



长江的支流流经镇江。

## 现状分析 . 公园现状分析



### 问题分析:

1. 公园残疾人通道设置不周全
2. 公园道路铺装上下不够协调
3. 公园植物配置高低层次不明显

## 现状分析 . 公园现状图



自然环境分析

赛珍珠文化纪念公园部分区域图





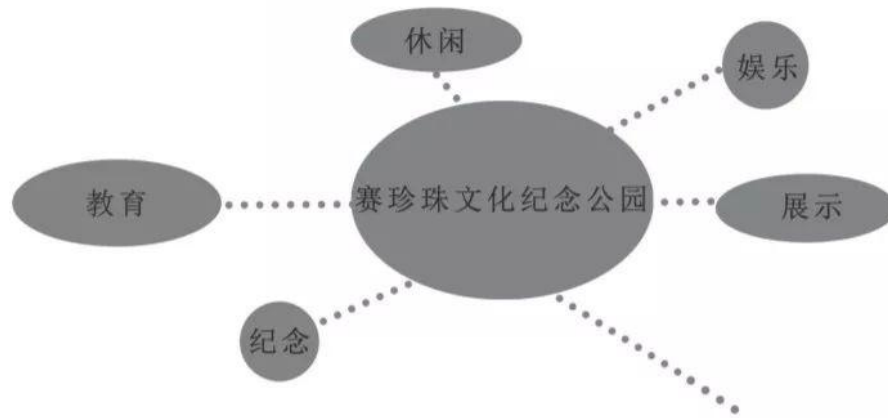
## Design concept

As a famous historical and cultural city, zhenjiangshan is rich in water resources, rich in cultural atmosphere and rich in objective tourism development and urban construction resources. As a theme cultural park, pearl buck park is not only a characteristic city card, but also an important base for foreign exchanges. It can be said that pearl buck is the successful disseminator of Chinese culture. She is zhenjiang's daughter and can become the cultural symbol of zhenjiang.

Officials from the pearl buck institute said that pearl buck is a memorable bridge between China and the United States, which has eternal value. These are very precious to zhenjiang and make zhenjiang unique. The construction of pearl buck cultural park is not only the protection of buildings, but also the inheritance and dissemination of culture.

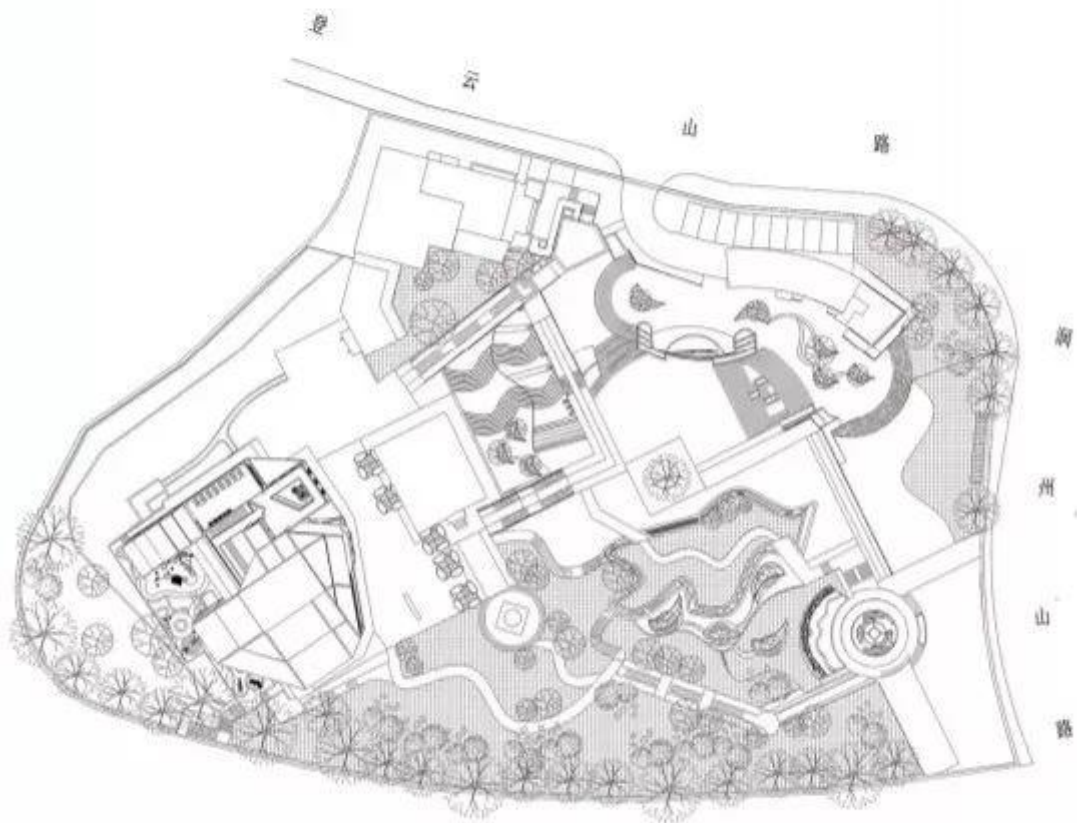
With the development of modern city, the construction of the memorial park is becoming more and more favored by more and more people, this is not just for the memory of the fallen, at the same time it also has a more rich activity space, we mainly from the culture of zhenjiang and buck, to design and build a set of historical and cultural education combined with entertainment multi-functional space. At the same time, it combines the elements and decorations in the interior and architecture, and then integrates the icon of visual communication into the ground pavement, making it a unified and harmonious whole.

## 设计理念 . 设计思路



Pearl buck cultural park will be built into a multi-functional space integrating historical and cultural education with leisure and entertainment, not only to let visitors feel the impact of beauty visually, but also to reflect its commemorative and functional nature. One aspect of this design is to consider the natural environment and resources near Runzhou mountain road, Runzhou district, Zhenjiang city. The other is to consider some characteristics of pearl buck herself, design from her own, and combine with Zhenjiang culture to integrate into the update.

# 设计理念 · 解决策略分析



1.

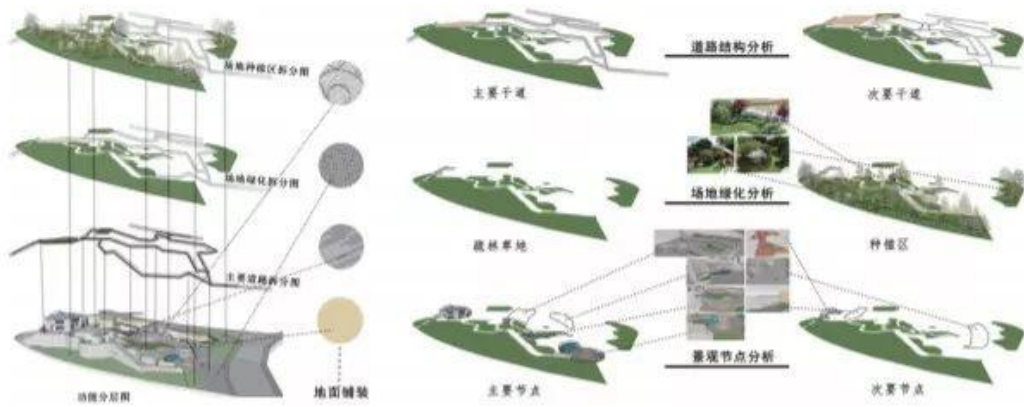
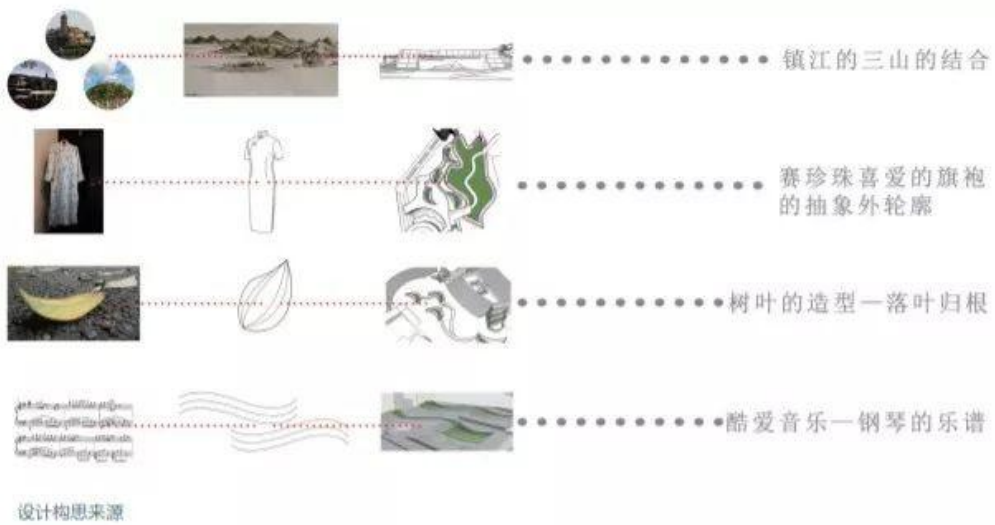
This design fully takes into account the needs of all kinds of people and people, the disabled access inside the comprehensive consideration, clear lines.

2. The plant configuration in this space is relatively rich and diverse, with obvious seasonal changes. The plant configuration in this space has ups and downs, with an obvious sense of hierarchy.

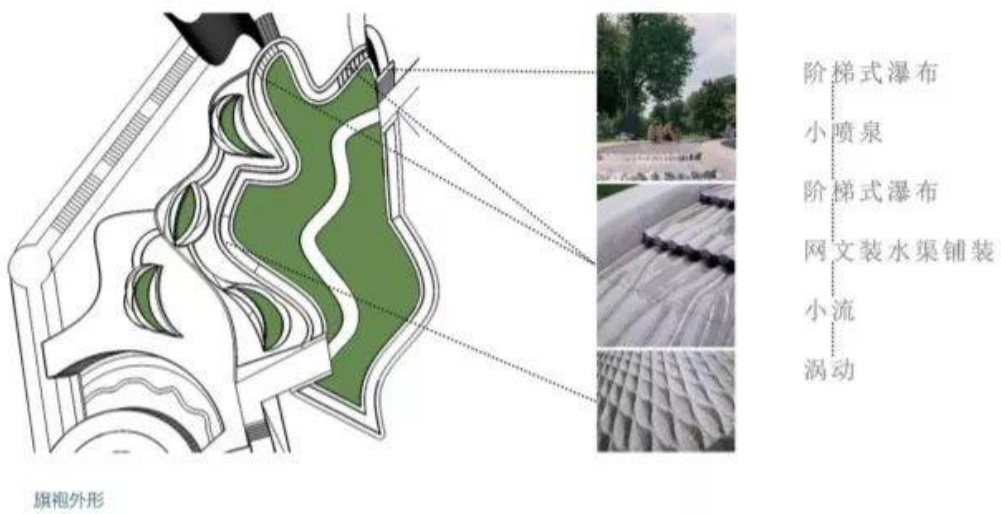
3. The concept of the park is clear, and its different landscape nodes are representative and symbolic.

4. The ground pavement of the site is integrated into the icon of pearl buck memorial hall, which echoes with it and forms a unified whole.

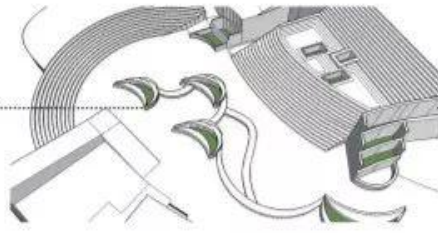
# The design process



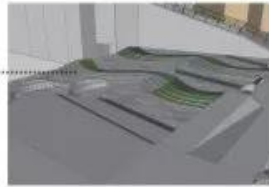
设计分析图







落叶的连接



钢琴的乐谱

旗袍外形

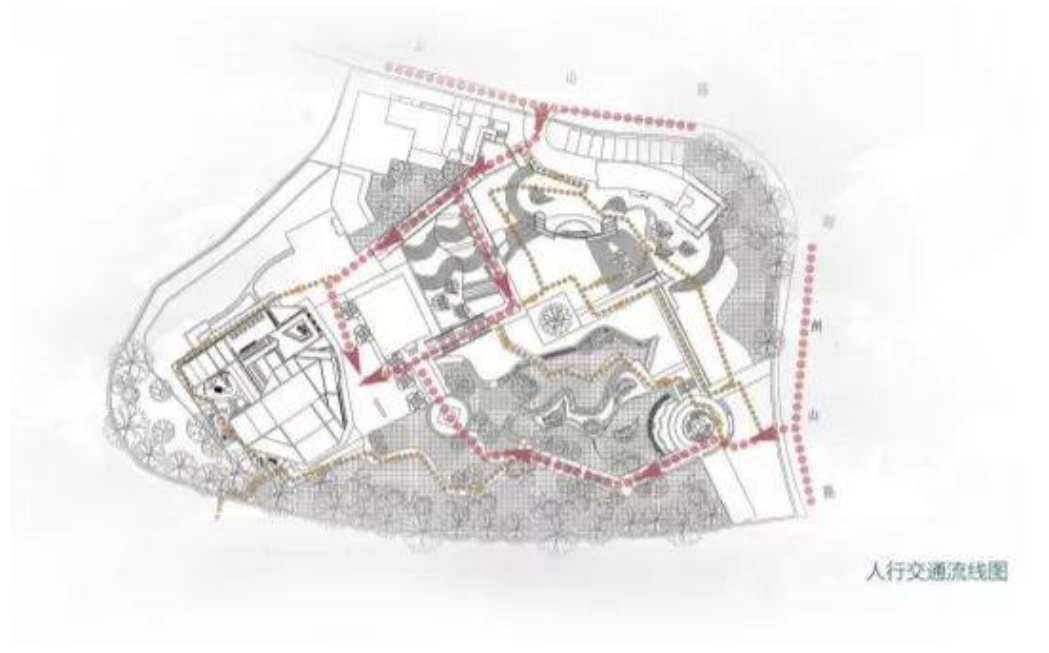


彩平面图

- 1. 主入口广场
- 2. 主入口广场
- 3. 建筑组团
- 4. 步行网络
- 5. 步行网络
- 6. 步行网络
- 7. 步行网络
- 8. 步行网络
- 9. 步行网络
- 10. 步行网络
- 11. 步行网络
- 12. 步行网络

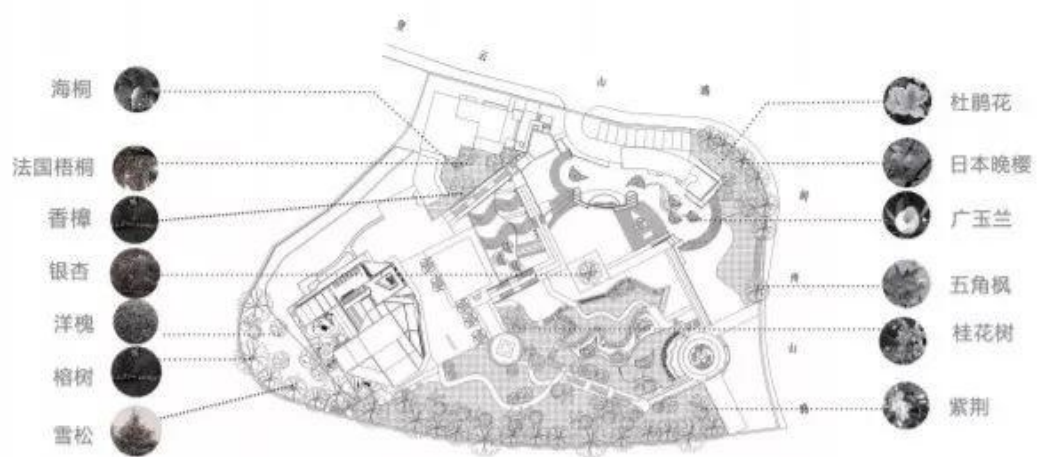


Design results

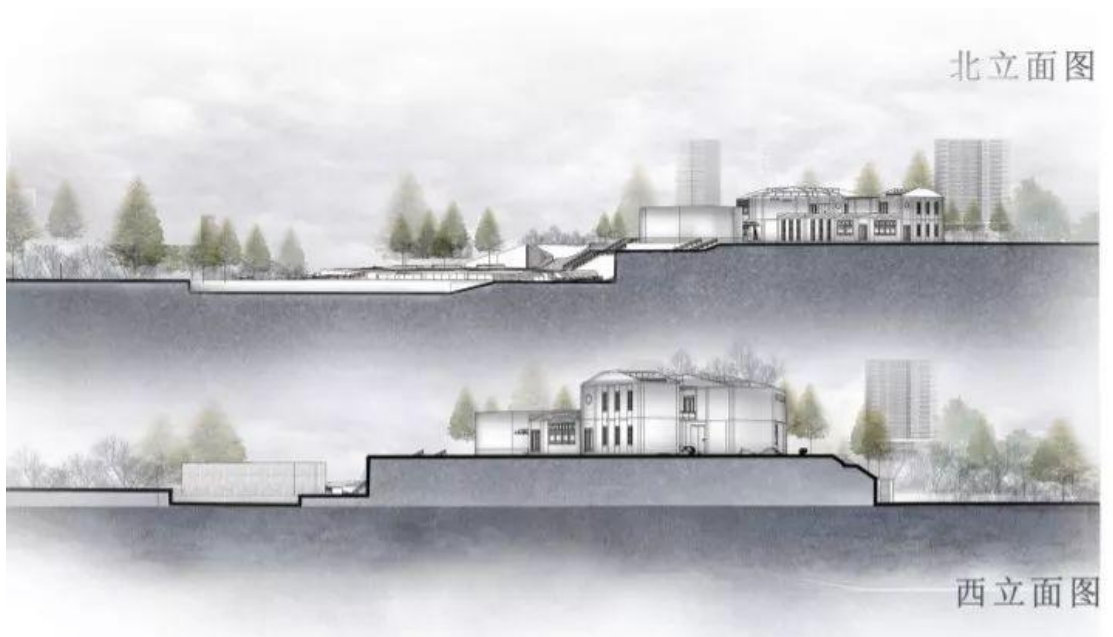
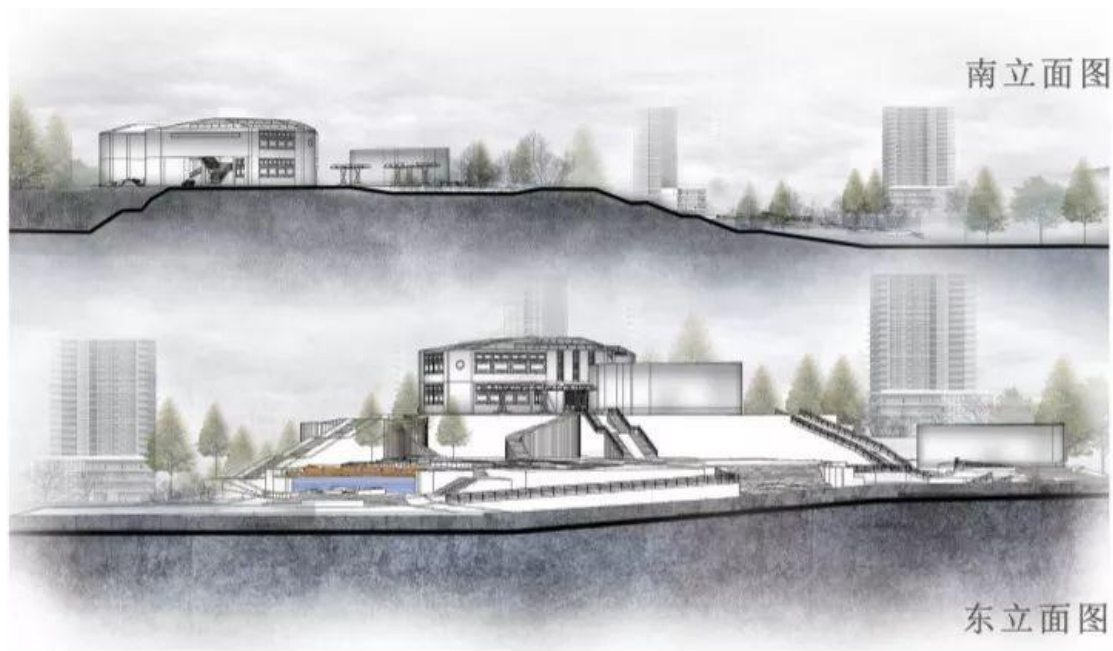




残疾人通道

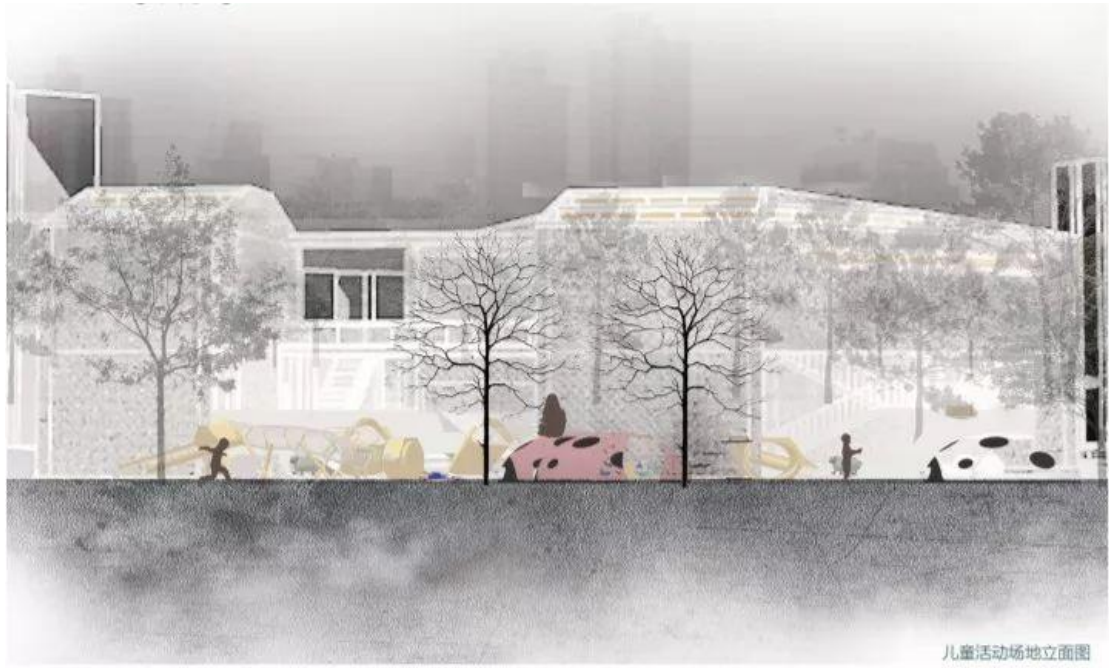


植物配置分析图

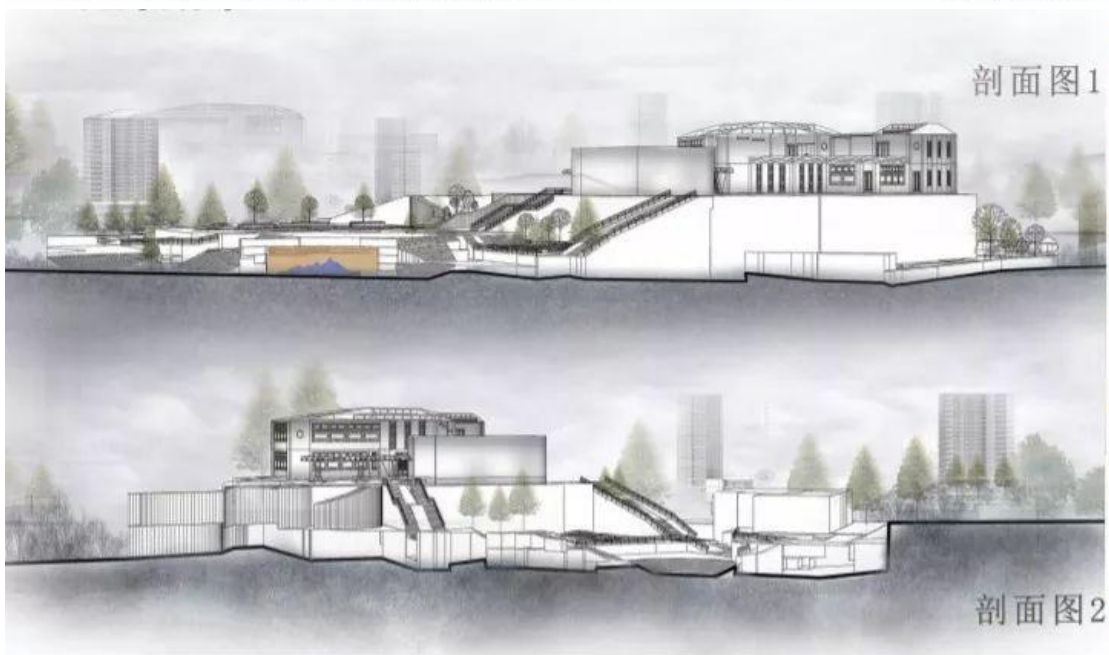


Elevation of children's activity area





儿童活动场地立面图



剖面图1

剖面图2

Profile



纪念馆门口效果图



儿童活动区效果图



钢琴广场效果图

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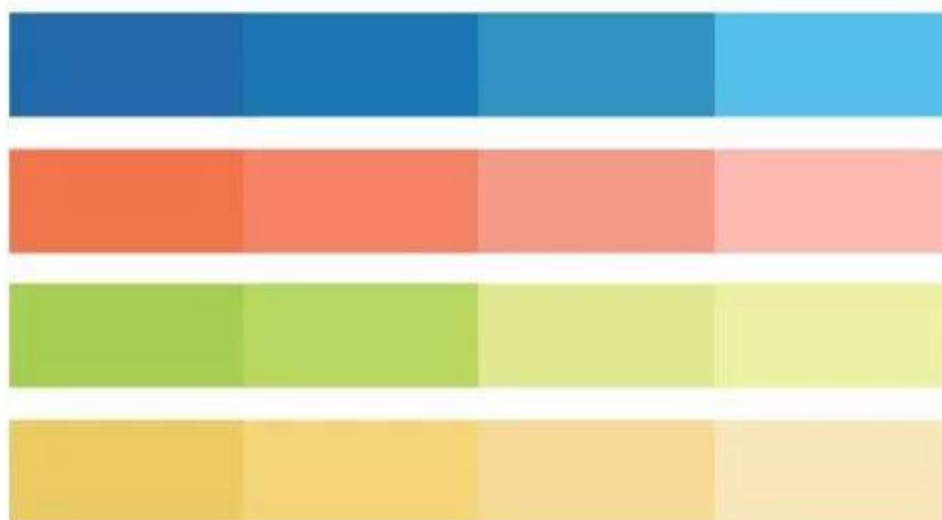


鸟瞰图

## Interpretation Signs

Logo interpretation logo design inspiration comes from the "pearl buck" "match" and combined with the pearl buck memorial door head design, but also retained some features of pearl buck's epitaph, the logo will be designed into a circular, meaning pearl buck culture globalization trend. The logo is made up of four colors: blue, orange, green and yellow. Blue is a symbol of eternity, meaning the enduring pearl buck culture; Orange is a bright and lively color, the warmest color in the warm color system. It represents firm belief and also means that the "welcome home" founded by pearl buck in her old age is a warm home. Green is a color full of vitality, which represents pearl buck's outstanding culture. Yellow represents buck's distinct personality because she is a feminist and human rights activist。

## Mark color and level



Standard color is an important factor symbolizing the spirit of pearl buck memorial hall and pearl buck culture. It conveys a strong impression to the public through visual perception to achieve visual emphasis. High purity color is used to show a strong visual impact, reflecting the cultural essence of pearl buck memorial museum, while showing the uniqueness of the memorial.



# 标志反白效果



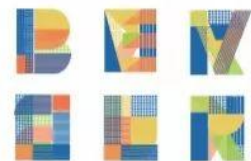
These colors are unique to the trademark and should not be used elsewhere in our communications. Barrier-free signs must always be well contrasted with the background to ensure maximum impact and accessibility. Signs can be expressed in Yin and Yang and can be expressed in different ways on different papers so that their existence is not ignored.

## Symbol combination

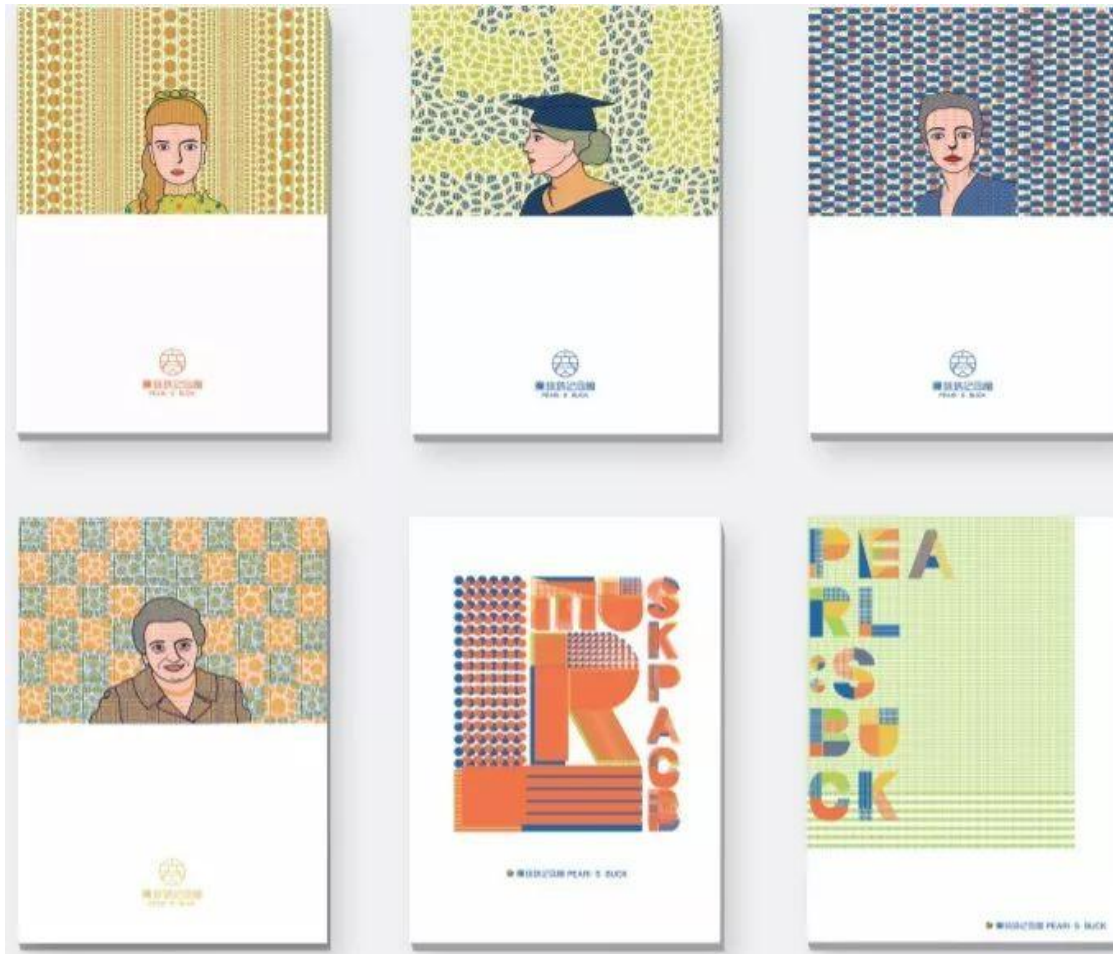
In order to set up the memorial hall unified image set standard logo and standard word between the various combination forms. For the museum of publicity and use of the necessary requirements. More conducive to the late publicity and use.

## Auxiliary graph

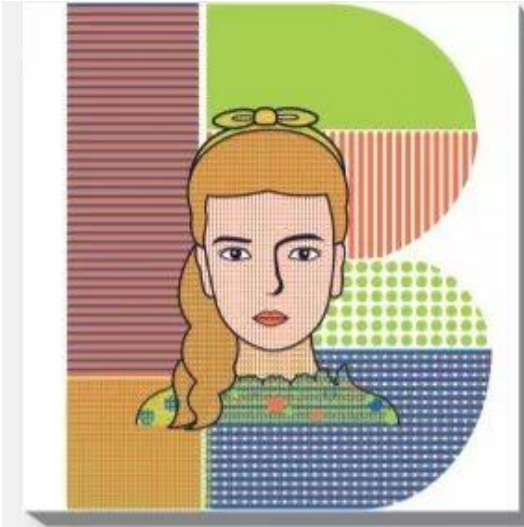
In order to enrich the image of the memorial hall and enrich the specific application of the logo, two sets of auxiliary graphics are designed on the basis of the overall visual requirements. The first set of auxiliary graphics was extracted from the images of pearl buck in four periods of her life, namely childhood, college, fame and old age. After the character image is extracted, the pop style is redesigned to make the character image younger and more modern. A second set of auxiliary graphic design from the English font graphical design of buck's English name, use the design in the form of point, line plane using the wave point, block surface, etc in the form of a grid on the font design again, and the rich variety of permutation and combination form, make its reach in the application of the visual effect of rich and unified visual image of the dual role.



### Application part



32 Open the notebook  
Square notebook

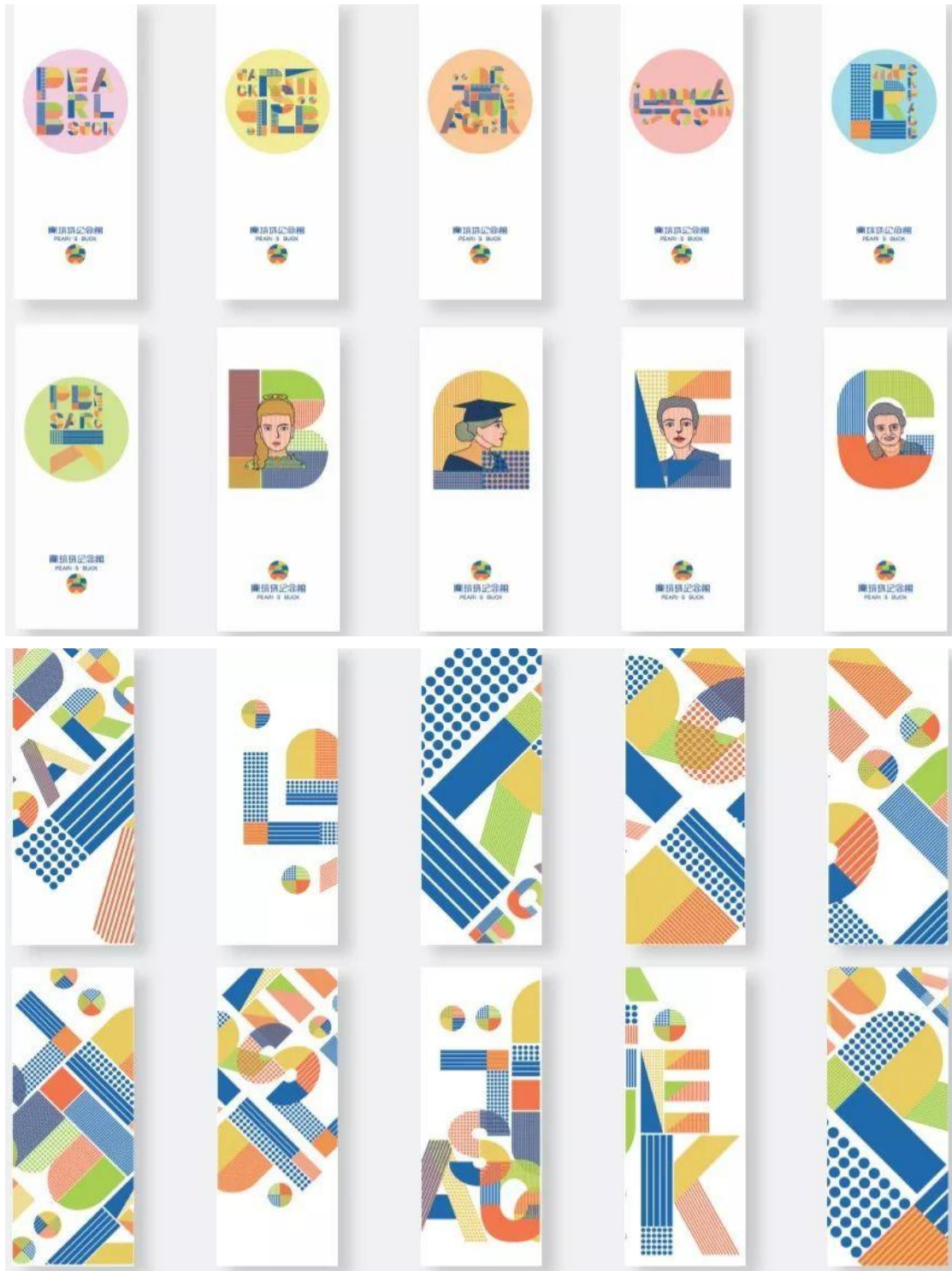




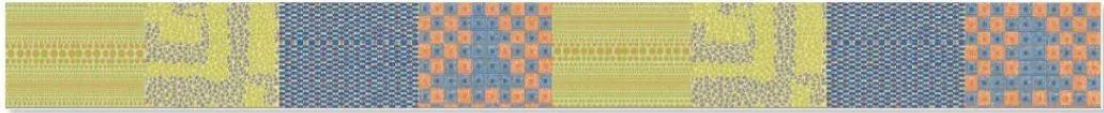
Envelope T-shirt







Bookmarks



Single shoulder bag





Mark cup

The paper tape

Business card





Fridge patch, brooch, cell phone ring holder



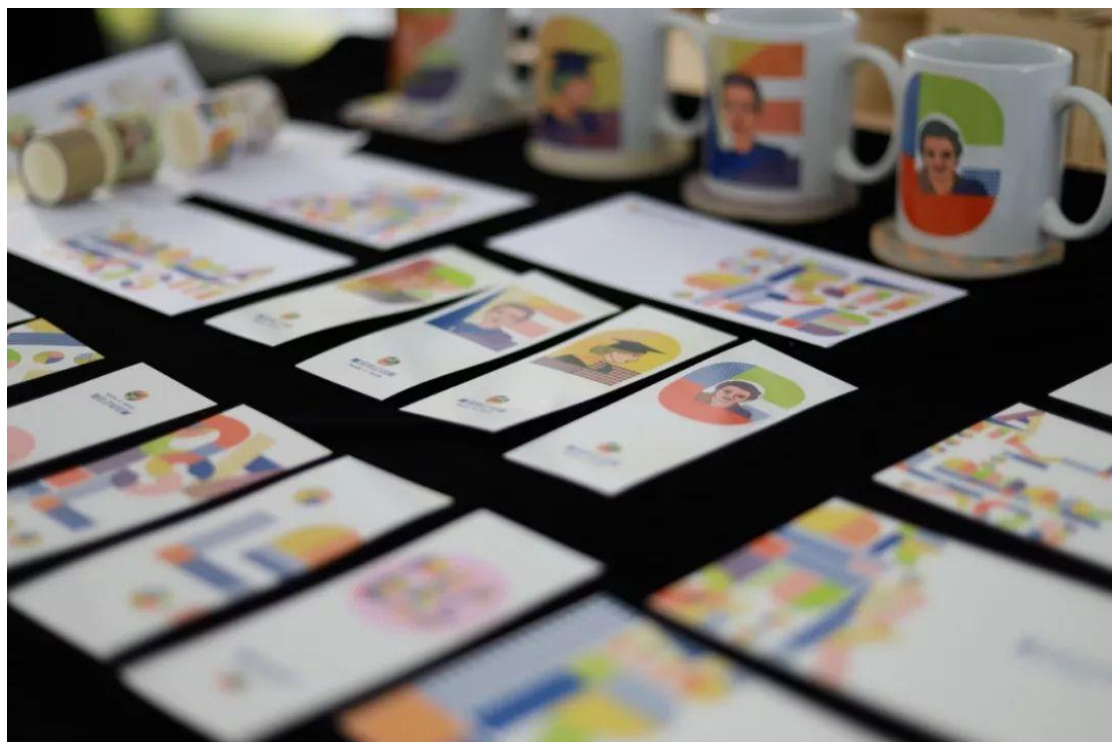
Hold pillow



Postcards



## The exhibition of live





Cooperation team

