

Design and Application of Intangible Cultural Elements in Themed Restaurants

Taking the Image of Wind Lion God in Southern Fujian Province as an Example

Danni Xu¹

¹ Xiamen Academy of Arts and Design, Fuzhou University, Xiamen, Fujian 361024, China

ABSTRACT

With the development of the times, attention has been paid to the publicity and protection of intangible cultural heritage, and people's consumption concept has also changed. People's consumption concept of restaurants has changed from simple demand for food to demand for restaurant space culture and dining atmosphere. The themed restaurant is designed with the theme of Wind Lion God, the intangible cultural heritage of southern Fujian. Through the concrete and abstract design and application of colors, materials, symbols and other elements, it is expected to meet the spiritual needs of people for restaurant consumption, promote specialty cuisine of southern Fujian and culture of Wind Lion God, play a role in protecting and inheriting cultural beliefs of Wind Lion God, and make the regional culture more distinctive and vital.

Keywords: *Intangible cultural heritage, Themed restaurant, Wind Lion God.*

1. INTRODUCTION

"Intangible cultural heritage" is a new cultural concept and academic term promoted to the world by UNESCO in the 21st century [1].

With the development of the times, the topic of "protecting intangible cultural heritage" has aroused widespread concern. However, the protection of intangible cultural heritage is faced with many challenges due to its diversity, complexity, epochal and regional characteristics. Therefore, scholars need to constantly make new thinking on the protection and inheritance of intangible cultural heritage. The current strategies of intangible cultural heritage protection in China include protection and rescue first, rational utilization, inheritance and development.

Intangible cultural heritage is an effective evidence to demonstrate the cultural confidence of the Chinese nation, and the protection of intangible cultural heritage is an important fuel to continue the Chinese culture. Recently, due to the rapid development of industrialization, urbanization and informatization, the development of traditional

culture and traditional skills has been greatly affected. Nowadays, the protection of intangible cultural heritage should be innovated in combination with the development of the times and integrated with modern culture.

2. CONCEPT OF THEMED RESTAURANT

With a specific theme meaning, the themed restaurant is to meet the function of the original restaurant, improve the dining environment, meet the spiritual and cultural pursuit of consumers, and create a unique space atmosphere. Themed restaurants generally have the following three characteristics:

- The theme is distinctive.

The first thing for a themed restaurant should do is to have a distinctive theme, which is reflected in the space decoration style and emphasizes the uniqueness and difference of the space. The theme design is generally realized through special material texture, bright color matching, unique shape and lighting design to set off the atmosphere.

- The cultural connotation is rich.

The basic function of themed restaurants is to provide food. In addition to meeting the basic functions, they pursue spiritual and cultural connotations and rich theme cultural features. Through the decoration of the dining environment, they reflect the unique theme and make consumers feel and have empathy.

- It is suggested to pay equal attention to food culture and entertainment economy.

The brand of themed restaurant is a brand with theme products as the carrier. The marketing mode of themed restaurants is not only the sales of food products, but also the establishment and development of themed brands.

3. CULTURE OF WIND LION GOD IN SOUTHERN FUJIAN PROVINCE

3.1 Historical Development

China has a long history of lion culture, which was introduced from India through the Western Regions during the Han Dynasty. Since then, the lion has become the patron saint of the royal palace and even ordinary people. The lion culture is often regarded as an aversion to evil spirits in southern Fujian culture, and the most common image is the Wind Lion God. At the end of the Ming Dynasty and the beginning of the Qing Dynasty, the belief of the Wind Lion God began to prevail in southern Fujian due to frequent natural disasters and environmental degradation.

There are many mountains and rocks in Fujian, and people living here worship stones very much. The lion is also the king among all animals. People in southern Fujian advocate the divine power of the lion. The coastal residents endow the lion with the magical power to prevent wind and sand, ward off evil spirits and pray for blessings. Influenced by the Taishan stone, people associate stone with lion and carve lion with stone to enhance the effect of house suppressing. Therefore, "Wind Lion God" is also called "Stone Lion".

3.2 Cultural Connotation

The "Wind Lion God" is an upright lion faced human figure, which is regarded as a god by people in southern Fujian, so it is respected as the "God". "God" has the meaning of respect in the language

of southern Fujian. Generally, "God" is added after the deity.

In Xiamen, Wind Lion God has a history of hundreds of years. Many wind lion gods are scattered in the streets and alleys. Stone lions can often be seen beside the road, in the magic lane, and under the wall. The body of the lion is usually hidden in the wall, exposing its head and chest. The carving is relatively simple and rough. People will place wind lion gods in the water flow, sharp objects, or other people's doors and windows to ward off evil spirits and avoid disasters.

3.3 Image Characteristics

The overall shape of Wind Lion God is that it stands with his hind legs and his trunk is vertical. The trunk is lengthened and the limbs are shorter, which is the main feature that distinguishes it from stone lions in other regions. The prominent features of its face include the large lion head, the flat face, the short mouth, the round and prominent eyes, the wide nose, and the large mouth that is even the same as the head. It is usually in the shape of a grin with sharp teeth exposed. Some models exaggerate the corners of the mouth to form two hollows. On the whole, the expression is rich. Previously, it was fierce, but later, it gradually developed into a cute image with a grin and childish face.

The gender symbol of Wind Lion God is obvious, and its characteristics are mostly expressed through gourds. Some Wind Lion Gods have "kings" carved on their foreheads to enhance their power to frighten off evil spirits.

Wind Lion Gods can be divided into Wen Lion and Wu Lion. Wen Lion is in the yellow and holds a seal bucket, a pen and a treasure book. Wu Lion wears the red and holds a sword, token, axe, bow and arrow and other weapons.

The accessories on the Wind Lion Gods are diversified. Due to the needs of the people's belief, the scope of the Wind Lion God's protection is becoming larger and larger. Therefore, the Wind Lion God is equipped with many treasures and magic weapons, which has become one of the highlights of the Wind Lion God. Most Wind Lion Gods have bells on their necks, and the more gorgeous ones are decorated with jade rings. Wind Lion God holds a triangular or square flag, a writing brush, a seal and other objects, sometimes with colored balls or beads, and the image of coins often appears on Wind Lion God.

4. MIN AN WU FU -- THE DESIGN AND APPLICATION OF THE IMAGE OF WIND LION GOD IN THE THEMED RESTAURANT

4.1 Design Concept

China's catering culture is extensive and profound. Since ancient times, it has been developing continuously, forming a different atmosphere and distinctive regional characteristics. Fujian cuisine is one of the eight major cuisines in China. It is fresh, fragrant, crisp, light, and sweet and sour. In the southern Fujian, there are many special snacks, such as noodles with satay sauce, oyster omelette, sea worm jelly, peanut soup, noodle paste, fried dates, meat dumplings, etc. With the improvement of material living standards, diet has far exceeded people's material survival needs, and has been sublimated to meet people's spiritual needs.

Nowadays, people not only go to scenic spots to watch and play, but also have an important activity to taste local specialties. Xiamen is a city with very developed tourism industry. Many tourists are attracted to Xiamen because of its various styles. The deepest memory of Xiamen is that it is a simple and authentic delicacy in the streets. In addition, many people from southern Fujian also like to go to a restaurant on a leisurely weekend to taste the "ancient early taste" of southern Fujian, eat traditional specialty food and recall the past.

This design combines the intangible cultural heritage of Wind Lion God with featured catering of southern Fujian. With the help of color, materials, symbols and other elements, it designs a themed catering space with featured food and folk culture of southern Fujian.

4.1.1 Design Positioning

In recent years, with the rapid development of economy, the consumption concept of the majority of people has gradually changed. Consumers are no longer satisfied with a single way of purchasing goods, but hope that consumption will bring both spiritual and material enjoyment. Therefore, more and more experience spaces appear.

The positioning of this design is the traditional food restaurant in southern Fujian with the theme of Wind Lion God, the intangible cultural heritage of southern Fujian. On the premise of satisfying people's "satiety", the restaurant seeks to satisfy

people's "eating well", so that consumers can actively understand the characteristics and cultural atmosphere of the restaurant while tasting traditional delicacies, so as to understand the culture of Wind Lion God.

4.1.2 Design Principles

- Market-oriented principle.

The design of themed catering space must cater to the market. The design of themed restaurants should first be market-oriented, and the theme content should be selected according to the market demand, so as to serve customers and conform to the market economy. Restaurants are profitable. If people want to develop for a long time, they should start from consumers' preferences and needs, pay attention to market demand and operate properly. Therefore, in addition to highlighting the theme of Wind Lion God, the design of the restaurant should start from the operation of the restaurant itself.

- Paying attention to the principle of artistry and applicability.

The design of themed catering space should meet the set theme culture and be artistic to a certain extent. The decoration should not be themed for the theme, but should be aesthetic and easily accepted by the public. In addition, its basic function should not be ignored, that is, the principle of applicability should be met. As some space themes are special and different from conventional restaurants, consumers' physiological safety and psychological acceptance should be considered in the design. For example, the restaurant of "Min An Wu Fu" takes the image of the Wind Lion God as the theme. The image of Wind Lion God is the belief of suppressing evil spirits. Most of the images are ferocious and terrible, and the color is bright. It is not particularly suitable for the restaurant. Therefore, the image of Wind Lion God is appropriately cartoonized and lovable in the design to become an image with high public acceptance. The original bright color is retained in the use of color, and simple stone is used for wall decoration to neutralize the impact of color, so that consumers can eat more comfortably.

- Highlighting the principles of theme, culture and flexibility.

The design and decoration of the themed restaurant space should highlight the theme, reflect the cultural connotation, and be flexible in setting. Many of the existing themed restaurants have some common problems, such as lack of personality style,

connotation and culture, so the market competitiveness is low and it is difficult to develop for a long time. In the decoration design of the themed restaurant space, designers should not blindly pursue high-end materials and redundant decorative effects, but ignore the expression of the theme and the creation of the atmosphere. Instead, they should pay attention to the theme characteristics and artistic personality of the space. The complexity should be moderate, and consumers should be the main body. At the same time, designers should flexibly use materials, colors, lights and other decorative elements on the theme and serve the theme.

- Multidimensional design principles.

According to the multi-dimensional design principle, it is required that the themed dining space should be designed with consideration of plane and three-dimensional elements, atmosphere, artistic conception and other factors to serve different themes. For floor layout, wall design, furniture placement, ceiling, lighting design and other contents, the space is well arranged through the selection of different materials, color matching and modeling design to create a comprehensive space that provides consumers with a variety of services, creates a relaxed and comfortable dining environment, and meets the spiritual and cultural needs of consumers.

4.1.3 Design Theme

The idiom "民安物阜" (Min An Wu Fu) means that people live in peace and stability and resources are rich. It mainly describes the scene of social stability and happiness and economic prosperity. The homophonic "民安物阜" (Min An Wu Fu) is from "闽安物阜" (Min An Wu Fu) as the name of the restaurant. Min is the abbreviation of Fujian. "闽安物阜" (Min An Wu Fu) refers to the peace and prosperity of Fujian, which not only reflects the regional character, but also expresses a good moral.

The biggest feature of "Min An Wu Fu" themed restaurant is that it has a clear theme. All the shapes, colors and other decorations in the whole space are closely around the theme of Wind Lion God, making it more attractive to customers and enhancing market competitiveness.

4.1.4 Color Selection

Considering their respect for the Wind Lion God or the protection of the Wind Lion God, it is suggested to paint the Wind Lion God. The painted stone lions are all from goodwill, showing the respect for gods and the importance of traditional customs. Wind Lion God is usually painted in the red, yellow, green and blue, which are bright and eye-catching, playing a certain role in deterring.

The green Wind Lion God is usually a symbol of peace, the red one is a symbol of good luck, the sky blue one is a symbol of wealth, the yellow one is a symbol of nobility, and the dark blue one is a symbol of blessing.

The design of "Min An Wu Fu" themed restaurant is mainly green, supplemented by red, yellow and blue, so that the whole space conforms to the theme and is rich and varied.

4.1.5 Material Selection

Different materials will bring people different visual, tactile and emotional experiences. In terms of the design of the restaurant, the utilization rate of stone is relatively high. On the one hand, the traditional Wind Lion God is mostly carved with stone, with a unique texture and traces of time after long-term outdoor experience of wind and rain. Therefore, when it is used in the restaurant, it can show the ancient style, which is consistent with the cultural tone of the overall restaurant. On the other hand, Xiamen has the title of "the capital of stone in the world", is the largest import and export port worldwide and the center of technological innovation and productivity innovation in the world stone industry. It is rich in stone.

Wood is also used in the design of the restaurant. The color and texture of wood itself can enrich the space color and neutralize the cold feeling of stone, making the space more soft and warm.

4.1.6 Symbol Extraction

The representative mane patterns in the image of Wind Lion God are extracted, integrated and deformed to form symbols that are simple and suitable for use in space design, and then combined by means of repetition and arrangement (as shown in "Figure 1") to make the space and theme more distinctive.



Figure 1 Pattern reconstruction of the Wind Lion God (source: self-made by the author).

4.2 Design Practice

The restaurant covers 545 square meters. The whole restaurant is divided into seven functional areas (as shown in "Figure 2"), including waiting

area, warehouse, kitchen, free seating area, private room, outdoor dining area and washroom. The washroom includes the toilet and make-up room, and women customers can use it, meeting the needs of customers in many ways.

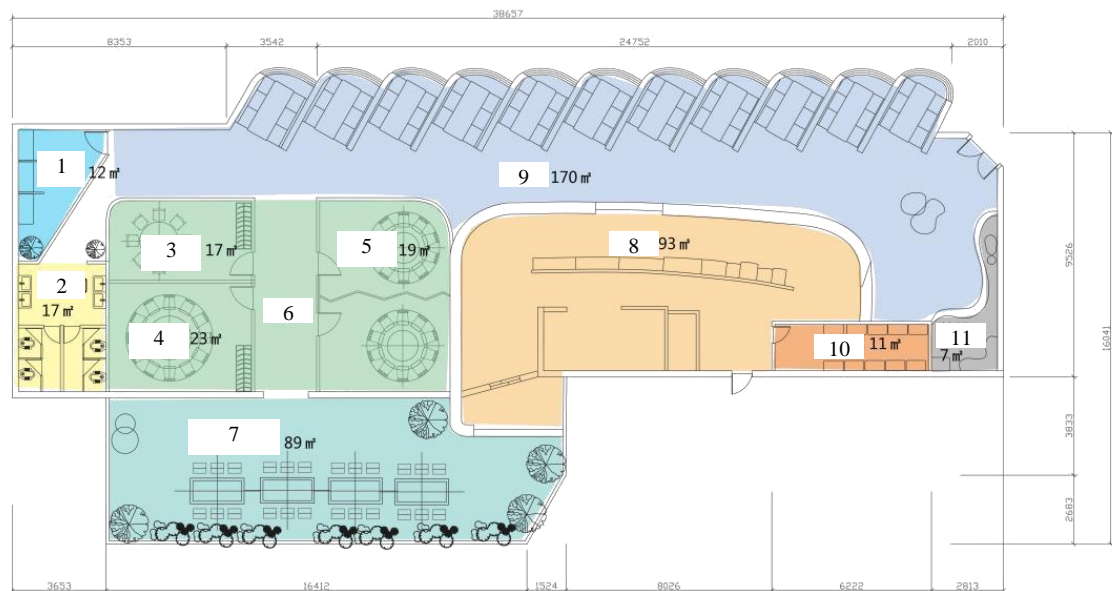


Figure 2 Functional zoning map of the restaurant (source: self-made by the author).

- a 1. makeup room; 2 toilet; 3. small-scale private room; 4. large-scale private room; 5. middle-sized private room; 6. private room; 7. Outdoor dining area; 8. kitchen; 9. irregular passenger; 10. warehouse; 11 waiting area.

4.2.1 Lobby Design

The entrance gate consists of two doors of different sizes. The smaller door is for daily use, and the larger door provides a three-meter door for special activities. On the left wall of the entrance, there are different decorations according to different images of Wind Lion God. It abstracts and cartoons the image of the Wind Lion God, and highlights its lovely image and bright colors, which is more in line with the aesthetic appreciation of modern young people, thus expanding its popularity. The sofa seats for rest and waiting are set. The shape, color and background wall of the seats are

also closely around the theme. The pillows with bright colors and strong contrast are configured, which not only have artistic effects, but also echo the image of Wind Lion God. Customers can take photos here while waiting for seats. Warm lights are set to make the photos more vivid, reduce the boredom of waiting and enhance the publicity of the restaurant and cultural image (as shown in "Figure 3").



Figure 3 Rendering of the waiting area in the restaurant (source: self-made by the author).



Figure 4 Rendering of the cashier area of the restaurant (source: self-made by the author).

What opposite to the entrance is the cash register and open kitchen of the restaurant (as shown in "Figure 4"). Here, the restaurant's signboard is magnified to highlight the main cuisine of the restaurant, and "Min", and "An", "Wu" and "Fu" are included in Fujian, reflecting a sense of dependence and home and intending to give customers a sense of intimacy and belonging at home. The colors are red, yellow and green, which are the main colors of Wind Lion God, representing a good moral. At the same time, it is required to adjust the color area, so that the color is contrast and eye-catching, but not too strong for discomfort. The semi-open kitchen can be viewed by diners, increasing the ceremony and interest of dining, and forming an interactive relationship between the restaurant and consumers.

4.2.2 Design of Public Dining Area

On the right side of the free seating area, the pattern of "Wind Lion God" is used as the partition wall to separate the dining seats, so as to ensure relative privacy and take pictures as the background (as shown in "Figures 5"). The partition walls are in a certain order, enriching the space level, enhancing the aesthetic sense of form, and echoing with the left cash register to set off the space atmosphere. The whole space has a distinctive theme image from any angle, and the traditional color matching of red and green also adds a sense of festivity and traditional style.



Figure 5 Effect Picture of the Free seating Area of the Restaurant (Source: self-made by the author).

4.2.3 Private Room Design of Restaurant

There are four private rooms in the restaurant, which are independent and interconnected. They can be used according to different numbers of people to meet various needs and have high flexibility. Each private room is designed around the theme of Wind Lion God in different colors, which contains different good wishes such as peace, luck, wealth and happiness.

For one of the themed private rooms (as shown in "Figure 6"), the middle part can be connected with another compartment. The circular window on the partition wall is provided with a grating window, which serves as a partition when the private room is used alone. In terms of artistic effect, it also draws on the "framed landscape" and "borrowed landscape" in Chinese garden design techniques.



Figure 6 Design sketch of private room of the restaurant (source: self-made by the author).

The overall wall design is simple and modern, which conforms to the aesthetics of contemporary young people, and also offsets the "messy" sense brought by color, and makes the space rich and simple.

As one of the themed private rooms, the wall near the outside is set with glass, and small scenes such as green plants are placed outside the glass to make the private room transparent, ornamental and private (as shown in "Figure 7").



Figure 7 Rendering of private room of the restaurant (source: self-made by the author).

One of the private rooms (as shown in "Figure 8") is connected to the other side and separated by a screen. The common design method in the space is to integrate the art works with style and characteristics. On the screen, the decorative paintings of Wind Lion God with vivid images and bright colors are selected to set off the space theme. Borrowing the scenery and sunshine outside the window, people can enjoy the natural light and a variety of space atmosphere will be created.



Figure 8 Effect picture of the private room of the restaurant (Source: Self-made by the author).

5. CONCLUSION

With the rapid development of economy and culture, people's consumption concept of the restaurant has also changed from the demand for food to the demand for the culture and atmosphere of the restaurant space. There are also new countermeasures and thoughts on the protection and inheritance of intangible cultural heritage. In this study, the themed restaurant is designed based on the belief of Wind Lion God, the intangible cultural heritage of southern Fujian. Materials, symbols, colors and other elements are used to design through concrete and abstract techniques. It is expected to promote the characteristic cuisines and culture of southern Fujian while meeting people's spiritual needs, play a role in protecting and inheriting the belief of Wind Lion God, and make the regional culture more distinctive and vital.

AUTHORS' CONTRIBUTIONS

This paper is independently completed by Danni Xu.

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