

Research on Art Commercial Space Design Based on the Concept of Lifelong Learning

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ABSTRACT

The comprehensive development of adult quality plays a crucial role in both the realization of self-worth and the future education of the next generation. This article takes the comprehensive development of adults' overall quality as the starting point to explore the design possibilities in commercial space design that are conducive to the development of people's overall quality, in order to meet people's personal growth and spiritual consumption needs, and ultimately achieve the role of guiding adults' lifelong learning and continuous physical and mental growth, while striving to creatively transform and innovate the development of "excellent traditional Chinese culture".

Keywords: *Adult comprehensive quality expansion, Art commercial space, Excellent traditional Chinese culture, Creative transformation, Experience.*

1. INTRODUCTION

The industrial structure and economic level of modern society influence the transformation of people's consumption needs, and spiritual and cultural consumption under emotional choices has become an undeniable demand tendency. In the past, commercial and artistic spaces were divided into sales or exhibitions with a single spatial function, which could no longer meet people's comprehensive consumption needs. At the same time, pure emotional release under the main carrier mode of "pan-entertainment"¹ is no longer able to meet the spiritual needs of adults today. In the new social environment, people need to obtain spiritual satisfaction through the realization of self-worth. As Maslow mentioned in his research on the hierarchy of human needs, self-realization is the ultimate goal and pursuit of human beings. When people have a need for self-realization, art becomes the best medium. It can easily build emotional

connections between people for social entertainment, parent-child parenting, etc., and can also achieve self-worth and spiritual satisfaction through learning or creating art. It is also the most influential carrier of commercial activities.

2. THE CONCEPT OF ART COMMERCIAL SPACE

The scope of "art commercial space" is relatively broad, which literally includes not only commercial spaces specialized in selling art in traditional museums and exhibition halls, but also popular "buyer's shop" spaces among young people. It can also include the artistic design of commercial spaces in popular shopping centers and the design of specialized art commodity sales spaces. The "art commercial space" referred to in this study refers to the artistic design of commercial spaces in popular shopping centers and the design of specialized art commodity sales spaces.

1. The so-called "pan-entertainment" phenomenon refers to a cultural phenomenon that centers around consumerism and hedonism, using modern media (such as television, drama, the internet, movies, etc.) as the main carrier, and through shallow and hollow content, attempting to relax people's tense nerves and achieve pleasure through dramatic and promiscuous performances. (From Baidu Baike, <https://baike.baidu.com/item/泛娱乐化>).

3. THE HIERARCHY OF HUMAN NEEDS AND LEARNING MOTIVATION

3.1 Maslow's Research on the Hierarchy of Human Needs

Maslow's pyramid of needs ("Figure 1") shows that when humans have the basic conditions for survival, they will turn to pursue higher-level satisfaction. Eating is undoubtedly the most basic physiological need of human beings. Mr. Li Zehou once talked about the changes in Inner Mongolia when discussing the "philosophy of eating": nowadays, the herdsmen in Inner Mongolia are more willing to settle down compared to living in

Mongolian yurts and chasing after water and grass, and this process of change is the change of living needs. Living in a Mongolian yurt for migration is indeed a unique way of life, but its existence is still based on the most basic and passive material needs. The improvement of living standards not only ensures the basic livelihood of herdsmen, but also affects their needs to be transformed to higher levels, thus changing their own way of life for hundreds of years. It can be seen that human needs are constantly changing and developing. Nowadays, with the improvement of people's living conditions, they begin to pay more attention to their spiritual needs, empower themselves through continuous learning, and climb to higher levels of the Maslow pyramid of needs, ultimately achieving the realization of self-worth.

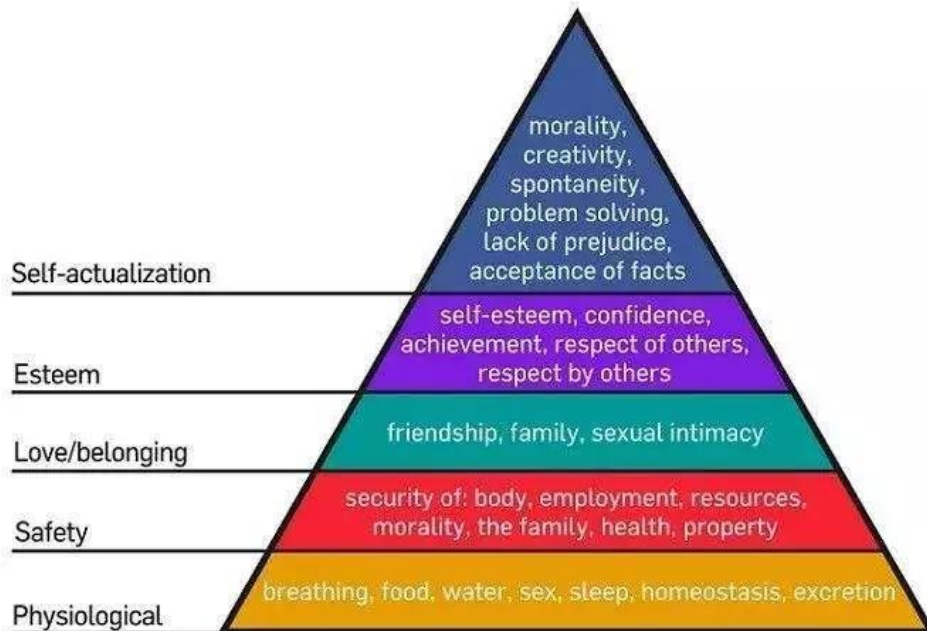


Figure 1 The Maslow pyramid of needs.

a Image source: <https://zhuanlan.zhihu.com/p/517173080>.

3.2 Potential Unconscious Learning of Individuals

The latent unconscious learning of individuals, also known as implicit learning in psychology[1], has been shown to allow individuals to acquire complex knowledge in their surrounding environment unconsciously. The factors that affect unconscious learning mainly include internal and external aspects. For individual unconscious learning, the external influencing factors of artistic commercial space mainly include subjective promotion, marketing, and the subjective style, decoration, and structure of the objective space

dominated by individuals; The internal influencing factors are mainly psychological. External influencing factors are indirectly reflected in the internal psychological level through communication media, which belong to the individual's facial senses, and form an abstract understanding based on the individual's original internal knowledge environment. This understanding process is the unconscious learning process, which has automatic and anti-interference properties. However, the knowledge understanding formed by the internalization of unconscious learning is still in a state of uncertainty. To transform it into an individual's subjective

consciousness, it is necessary to coordinate and integrate relevant theoretical knowledge learning, guide and teach individuals, and then transform them into conscious learning.

3.3 Individual Conscious Learning with Motivation

Individual conscious learning with motivation, also known as explicit learning, is a commonly used learning method in our daily lives, which emphasizes "defining first, then using". Individual conscious learning is more logical and scientific than unconscious learning. Through the sale of specialized art products in commercial space, interested individuals will gain knowledge and learn about the art-related knowledge they aspire to, internalizing it in their own learning literacy. When they are in an art commercial space specifically designed for an art education product, their internal knowledge environment about art commercial space is further elevated and improved, and their understanding of art commercial space becomes deeper and more comprehensive.

4. ART INTEGRATION IN EXISTING SHOPPING CENTER BUSINESS MODELS

With the complexity of social industries, people's work and life have become more diverse. Since 2001, the "Wanda" shopping centers have emerged, integrating entertainment, art, consumption and other functions, opening the door to China's commercial aggregation space. In addition to consumption, shopping centers also offer art exhibitions, various art training, and more. Different functions are interwoven and parallel to form a brand new environmental space. While

retaining the original spatial functions, it can integrate various functions to achieve complementarity in different consumer fields, and enhance the depth and breadth of other services to meet customers with different levels of needs.

4.1 Product Sales Space Design That Integrates Art and Commerce

With the increasing level of consumer demand, people's demand for products sold in commercial spaces is becoming more and more diverse. While pursuing the usefulness of practical goods, they pay more attention to their aesthetics and also pursue the selectivity of products. Therefore, in modern commercial spaces, in addition to more aesthetically pleasing products, there are also numerous service-oriented products related to art.

4.1.1 Commercial Art Market Integrating Traditional Art

Art markets have also entered modern shopping and commercial spaces. Kunming Shuncheng Shopping Center is one of the commercial space with a large flow of people in Kunming. Located on the 5th floor of Kunming Shuncheng Shopping Center, Shicui Market ("Figure 2") gathers various local art and handicraft products in Yunnan, showcasing traditional handicrafts such as pottery, tie dye, brocade, bamboo weaving, as well as local specialties such as rice wine, roasted tofu, and Pu'er tea in the commercial space. The Shicui Market in Kunming Shuncheng Shopping Center effectively connects traditional art and cuisine with modern commercial space concepts in the form of a traditional market, providing a fertile ground for its growth in modern commercial spaces.



Figure 2 Kunming Shuncheng Shopping Center Shicui Market.

a Image source: author self-shoot.

4.1.2 Design of Art Commodity Experience Space for Children

In the current design of art commodity spaces in integrated shopping malls, art experiences are mainly focused on short-term learning and entertainment for children. Common experiences include various flat and three-dimensional coloring, Guka, pottery making, etc. The design of these art product experience spaces is often based on the

human scale of children. The Honey Country Children's Growth Center ("Figure 3") located in the colorful commercial space of Beijing provides children with various art experience spaces such as music, art, creativity, and non-fire cooking, integrating education with entertainment, allowing children to learn through experiential entertainment. The scale of space is generally based on the physiological scale of children, and adults may feel slightly cramped in it ("Figure 4").



Figure 3 Honey Country Children's Growth Center.

a Image source: <https://www.sohodd.com/archives/144803>



Figure 4 Cramped and compact space.

a Image source: <https://www.sohodd.com/archives/144803>

The sales space of art business integration products is created through overall planning and various forms of art marketing, such as shaping brand image through art activities, art advertising, and distinctive art exhibitions. The integration of artistic resources and commercial spaces not only affects brand communication, meets consumer shopping experience needs and spiritual and cultural consumption needs, but also enhances the visibility and economic benefits of commercial spaces, thereby achieving the ultimate marketing goals of businesses.

4.2 Public Space That Integrates Art and Commerce

In addition to the decoration and products in various brand stores, art in commercial space is also an indispensable component of paintings, posters, sculptures, photography works, public service advertisements, spatial atmosphere layout images and copywriting in commercial public space. Through various forms of brand marketing or display, a communication bridge has been built between businesses and audiences, narrowing the distance between each other. It also allows

audiences to receive advertising information while being emotionally infected and influenced by certain concepts in a subtle way, enabling them to engage in potential learning.

4.2.1 Commercialization of Art Exhibitions

In recent years, the functional attributes of commercial space have shifted from focusing on the sale of goods to an experiential consumption model, and have introduced a large number of cultural business types such as art and cultural creative stores, art exhibitions, and art markets. The Sky Art Museum located in Nanjing Jin'ao

Shopping Center ("Figure 5") integrates the viewing flow of art exhibitions into the shopping center, allowing people to smoothly appreciate the exhibits in the exhibition hall and the sculptures interspersed in the shopping center aisle, breaking the spatial limitations of traditional art exhibitions and promoting art works to a wider audience. Since the development of the times, art is no longer limited to hanging or displaying in art galleries and museums, and exhibitions are no longer limited to a single field and form. The commercialization trend of art exhibitions not only highlights the aesthetic characteristics of daily life, but also demonstrates the cultural tension in the consumer society. [2]



Figure 5 Sky Art Museum at Nanjing Jin'ao Shopping Center.

a Image source: author self-shoot.

4.2.2 Creating Memory Points in Art Space

The Yongshengli renovation project located in Jiading, Shanghai is a model of art-business integration space ("Figure 6"). The design team implanted runway elements at the riverside entrance of the project, providing merchants with

an opportunity to showcase their products while continuously injecting fun and vitality into the area. In addition, the Yongshengli project has created a joint IP with artists, and its artistic image appears at important nodes such as the entrance of the venue, enhancing the brand benefits of the project and strengthening spatial memory points.



Figure 6 The Yongshengli renovation project in Jiading, Shanghai.

a Image source: <https://zhuatlan.zhihu.com/p/151781765>

5. POSSIBLE DIRECTIONS FOR ART COMMERCIAL SPACE DESIGN BASED ON HUMAN DEVELOPMENT

The integration of art and commercial space is an inevitable trend. On the one hand, the artistic design of commercial public spaces can make commercial promotional information more widely conveyed, enhance the artistic atmosphere and sentiment of commercial places or brands, and make commercial spaces more attractive. This approach can allow more groups to be exposed to art extension, expand recipients, and is a meaningful breakthrough for both business and art. On the other hand, the humanization of space design for the sale of specialized art products can also promote the consumption of art products, giving different levels of people with relevant intentions the possibility to expand and innovate their own qualities, in order to seek continuous growth and achieve the goal of lifelong learning and development.

5.1 Public Art Commercial Space Design That Contributes to a Positive Emotional Experience

The artistic design of public commercial spaces can stimulate people's subconscious, such as good graphic advertising design, deeply rooted copywriting, good exhibition space design, etc. It can not only have a good product dissemination effect, but also bring people a good emotional experience. Public commercial spaces always inspire individuals to explore diverse forms of spatial effects in order to pursue their commercial value attributes and maximize output, and endowing them with artistic value is an indispensable method. Designers integrate subjective emotions and insights that belong to personal internalization into public commercial space, and public commercial space become the embodiment of designers' internal abstract space. The depth of individual designer's perception of design itself is always reflected in the design work or space, while users or customers can indirectly feel the designer's subjective understanding through the medium of the design work or space, that is, the artistic atmosphere in the space. The immersion effect of this artistic atmosphere directly affects the users or customers themselves, consciously or unconsciously creating an internal learning environment in their subjective feelings. They have

a unique personal understanding of what constitutes an artistic public commercial space, and when they come into contact with relevant theoretical touchpoints, they achieve a unity of internal and external learning environments, and have a certain understanding of the artistic space.

Zhongjun World City, located in Taizhou City, Jiangsu Province, frequently plans and designs large-scale flat posters for its commercial public space. The print advertising in commercial public space breaks away from the traditional function of promoting and selling goods in commercial spaces, and focuses more on creating an atmosphere for commercial space and presenting illustrations and texts that are in line with people's tastes. By periodically changing the print illustrations and texts, it attracts popularity and creates a sense of identification with the mall for the audience. At the same time, it creates an artistic spatial atmosphere that allows customers to experience the beauty of art, which is a model of integrating art into the design of public commercial space. (As shown in "Figure 7")



Figure 7 Print advertising in the public commercial space of Zhongjun World City.

a Image source: author self-shoot.

5.2 Design of Art Product Experience Space Suitable for All Ages

Art experience is based on the rise of experiential spaces. As a new economic form, it is an experiential space design that focuses on the psychological needs of the masses and emphasizes the firsthand experience of consumers. The experience economy has injected new lifestyles into the public and attracted people's attention to experiential space. Experience stores combine product experience with sales, providing customers

with an irresistible concept through experience, promoting product sales while also fostering audience self-growth.

The current art commercial space in the market is mostly aimed at young children or youth, with a focus on artistic enlightenment, lacking suitable art commercial space for adults. The main reason is that young people and below have ample time, and it is during the education stage that parents are willing to invest energy in cultivating their children's artistic literacy from multiple aspects;

Adults are relatively busy with work and their thinking is also relatively rigid, resulting in a slower acceptance of new things compared to children or young people. Therefore, there are relatively few art commercial space available for all age groups in the current market.

The breakthrough point for adults to come into contact with art often lies in children. Parents often spare no effort in cultivating their children's comprehensive qualities and are willing to spend money and energy. If parent-child interaction is integrated into the art commercial space, allowing children and parents to create a work through the process of interaction, parents will indirectly immerse themselves in artistic literacy through the intermediary of children. While accompanying children, they will also achieve self spiritual satisfaction to some extent.

The commercial space of DIY workshops in the current market has subtly extended emotional communication channels between individuals on the basis of their commercial value, mainly targeting couples, parents and children. Through the cooperation and communication carried out by customers during the DIY handmade production process, products that belong to material existence have the need for subjective emotional intervention, and their value and significance are endowed beyond their existence itself, becoming a symbolic emotional carrier. And customers achieve emotional integration and spiritual satisfaction throughout the entire creative process, and their potential thinking generates a preliminary understanding of art, expanding their basic qualities.

The Creation Laboratory located in Beijing is a DIY workshop that includes various DIY handmade creation techniques and allows for petting cats. The 300 m² super large business space can also meet the needs of team building and provide a richer offline social way. Its main DIY forms include calligraphy and painting, plaster painting, pottery, bean art, fluid sculpture, mosaic glass collage, felt, vinyl dolls, cream glue creations (mirrors, phone cases, pendants, parking signs, hair accessories), hand molds, handmade carpets, fabric embroidery, gold and silver jewelry, etc. These DIY handmade creation techniques are suitable for all ages and offer popular experiences such as "petting cats", making them one of the most popular social and entertainment activities among young people today. It also covers other popular DIY creative forms in the market that are suitable

for all age groups, such as creating various daily necessities with cream glue.

Therefore, in the future design of art commercial space, multiple choices can be integrated into the space to attract people of all ages. On the basis of self-experience in existing art DIY commercial space, professional technical guidance can also be provided. Even if there is no professional learning in the past, it is possible to quickly learn and create high-quality works, creating a good art experience space for consumers. This also breaks through the limitations of the audience in the art experience space, expands the audience, attracts more diverse groups to join the experience, and expands the universality of the art space.

When people complete a work, the realization of their self-worth will become the driving force for the development of the management concept of art commodity experience space. The collection and use of handmade crafts by people, or as gifts to express sincere emotions, is a unique personal experience and growth for creators. The works created not only have artistic value but also high emotional value.

5.3 Design of Art Commodity Experience Space That Facilitates the "Loading" of Individual Abilities Through Diverse Fusion

According to the "2019 Analysis Report on the Status and Trends of China's Art Education Market", the market size of China's art education was about 126 billion yuan in 2019, of which the general art education market, which does not focus on art exams, has a market size of about 113 billion yuan, accounting for over 89% of the entire art education market. Although teenagers and children are the main body of art education, accounting for over 80% of the entire art education market, there is still a lot of market space to explore in the development of adult art education due to its large user base, high unit price, ability to build experiential learning scenarios, and contribution to career development. According to iResearch's statistics and calculations, the market size of vocational skills training in art and design in China reached 11.38 billion yuan in 2019, a year-on-year increase of 15.1%. The market is expected to continue to grow at a rate of around 13% in the coming years, and is expected to exceed 16 billion yuan by 2022 [3]

With the development of society and the dramatic increase in industry types, we can no longer cope with the current complex world with the single ability cultivation of the past. To adapt to this changing era, people must constantly “load” in order to constantly develop in the competitive environment of new and frequent scenarios. Adults need to play different roles and assume different responsibilities in different identity transitions in different environments. Therefore, adults have diverse needs for art education, such as personal interests and hobbies, future career development, family education, etc. They are also more willing to learn art through universal and efficient media such as art exhibitions, art speeches, art courses, etc. Therefore, commercial space design that is compatible with these art forms is particularly important.

There have been some design practices in the experience space design of diverse and integrated art products. Kunming Latuwa Gallery (“Figure 8”) is located on the 2nd floor of Caiyunli, Shulin Street, Kunming. It perfectly integrates functions such as art exhibitions, art experience, dining space, leisure space, and adult art education. There are two levels of space inside. The first level is mainly used for art exhibitions, with the entrance serving as a

sales outlet for art derivatives. There is a kitchen and bar in the middle for the production and sales of desserts and specialty coffee. The back space is equipped with tables and chairs for customers to relax and entertain. Art exhibitions run through the entire process. The second floor is partially used for exhibitions of art works, while another part of the space is dedicated to teaching art courses and artistic creation. The gallery periodically invites teachers from Yunnan Academy of Arts to give lectures on professional courses such as art history and design history, as well as courses on various artistic creation techniques such as printmaking, oil painting, watercolor painting, and oil painting sticks, and provides creative experiences. This is mainly aimed at adults who are very interested in art, as well as some young children for art enlightenment. The overall spatial design of Kunming Latuwa Gallery is reasonable, with complete functions. The quality of each exhibition of art works is very high, and special coffee and other beverages are very unique to Yunnan. As a whole, it provides customers with a leisure and entertainment space with a more artistic atmosphere, and is a gallery that integrates art, commerce, education, and experience to expand people's comprehensive qualities.

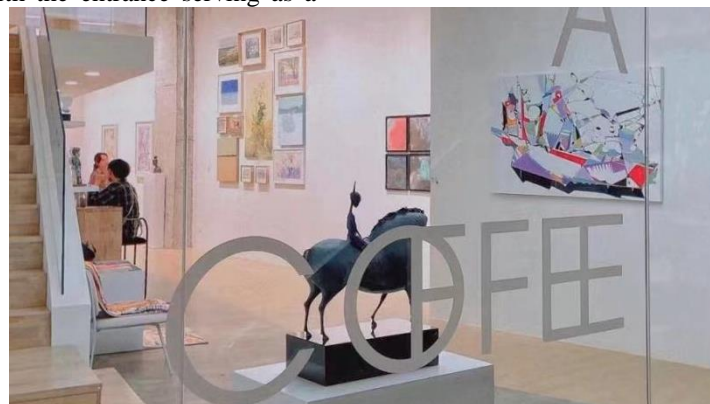


Figure 8 Kunming Latuwa Gallery.

a Image source: <https://www.mafengwo.cn/photo/poi/90945976.html>

Diversified and integrated experiential projects can provide customers with richer choices and better experiences, and offer experiential choices for different interests of multiple peers. In recent years, a plethora of DIY art creation forms have emerged, providing a universal soil for the inheritance of intangible cultural heritage and promoting emotional communication between people. Tie dyeing, batik, silverware, tian-tsui, paper cuttings, bamboo weaving and other traditional folk handicrafts in China exist in modern

commercial centers in the form of DIY workshops, which not only guarantees the business vitality and anti-risk ability of stores, but also provides a good opportunity for people to contact and carry forward these traditional cultures.

6. CONCLUSION

In short, the design of art commercial space is still a path that needs continuous exploration. This article mainly explores the value and methods of integrating art and commerce in product sales

spaces and public space design for expanding the comprehensive quality of adults. As the main function of managing the entire space, artistic experience has the most comprehensive and practical social and entertainment attributes. Through the extension of artistic experience, it provides possibilities for explicit and implicit education of adults in art, helping to expand their comprehensive quality.

Taking art as the foundation to create a space for expanding the comprehensive quality of adults has certain limitations and ideals. However, people cannot ignore the economic trend of integrating art with multiple commercial elements, nor can they ignore the demand of adults for comprehensive quality expansion in today's complex world. It is a must to grasp this trend, meet the spiritual consumption needs of adults, and make certain overall coordination in the commercial art space based on the expansion of adult comprehensive quality. It is necessary to integrate design possibilities that are conducive to the development of people's comprehensive quality into the design of commercial space, so as to meet people's personal growth and spiritual consumption needs, and ultimately achieve the role of guiding adults' lifelong learning and personal physical and mental growth, while also striving to explore more possibilities for the "creative transformation and innovative development of excellent traditional Chinese culture".

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