

Study on Design of Five-Star Hotel in Guangzhou in the Early Stage of Reform and Opening Up

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Abstract:

The early reform and opening up of China's economic development lags behind, the newborn, the national policy of reform and opening up to promote the overseas tourists came to China in succession, the business, politicians, as the forefront of reform and opening-up in Guangzhou, the hotel resources in short supply, and lack of international standard five-star hotel, under the background of market demand at that time, the state shall encourage overseas Chinese joint venture construction of five-star hotels, By analyzing the construction background of the first batch of five-star hotels in Guangzhou in the early stage of reform and opening up, the author understands the influence of the design requirements of hotels on the design concept, and through the case study of hotels, what design methods they used to integrate the design concept into the architectural design, interior design and cultural themes. Finally summarize and extract the culture and innovation is the hotel to maintain the vitality of the design principle.

Keywords:

Reform and Opening Up, Guangzhou, A Five-Star Hotel, Design Research

1. Background of Building the First Five-Star Hotels in Guangzhou At the Early Stage of Reform and Opening Up

In the context of the ten-year catastrophe, the thunder of reform and opening up rang out in the spring. In 1978, Deng Xiaoping, the chief designer of reform and opening up, put forward the national policies of reform and opening up, which attracted overseas Chinese to return to China for construction and investment, the development of tourism and commercial trade in China, and the more frequent exchanges of political affairs between various countries. In order to meet the needs of overseas Chinese who come to negotiate business and visit relatives, as well as business dignitaries and other people from all over the world [1], Guangzhou, as the frontline of reform and opening up, has high-class hotels and guest houses such as Oriental Hotel, Guangzhou Hotel and Friendship Hotel, but there are no five-star hotels that reach international standards yet, and more business and dignitaries from

the world and overseas Chinese will come to Guangzhou after the reform and opening up, and Guangzhou needs to The original foundation has a ladder of five-star hotels, the construction of five-star hotels to international standards to meet the tide of reform and opening up.

2. The Influence of Design Demand on Hotel Design Concept

This paper divides the development process of five-star hotel design in Guangzhou after the reform and opening up into four periods according to a 10-year cycle, and sets the research period of the early stage of reform and opening up as the Gregorian calendar from 1978 to 1988. At the early stage of reform and opening up, most of the tourists were overseas Chinese visiting relatives, negotiating business or foreign tourists, China's reform and opening-up policy, due to the lack of national economic strength at that time, national construction and economic development needs overseas Chinese, overseas Chinese from Taiwan, Hong Kong, Macau, Singapore, Malaysia and other places, many overseas Chinese doing business abroad have strong economic strength, the country has implemented various open policies to encourage them to Returning to invest in construction, we must have the attitude of building five-star hotels on behalf of the warmth of the motherland and the sentiment of the motherland. In addition there are overseas Chinese who return to visit their families, before the reform and opening up, due to the turbulent situation in the country, many relatives outside the country can not return to reunite with their relatives, after the reform and opening up more relatives can reunite, they also have enough economic strength to return to visit their relatives, for emotional needs, the hotel design process needs to meet the overseas Chinese miss their hometown, can evoke the scene of the past memories of time. The next largest source of tourists is Japan, the United States, West Germany, the United Kingdom is mainly middle-level administrative and technical personnel, they are mostly high income level or have a certain status of senior administrative and technical personnel and scholars, the business design of the middle and senior hotel rooms in high demand, the need for advanced equipment, modern design, comfortable design experience, and convenient transportation environment, etc., when the construction of five-star hotels Most of the five-star hotels built at that time were designed to meet these needs. The main task of the White Swan Hotel back then was to meet the needs of overseas Chinese returning to China for investment and family visits, followed by serving the growing number of foreign businessmen at the Canton Fair, as well as politicians from various countries. The Garden Hotel and China Hotel are located in the city center, the CBD formed by Guangzhou Hotel, CITIC Plaza and other buildings, close to the Canton Fair in Liuhua, as a city business hotel, also for the exhibition business people, as well as overseas Chinese returning to China for investment, although the design concept of each hotel is different, but the design needs are almost the same.

3. The First Batch of Guangzhou Five-Star Hotel Case Design Analysis

Through the above consumer demand can be understood, in the first batch of reform and opening up of the travelers, overseas Chinese is the most urgent mood. The first is the urgent desire to return to the embrace of the motherland, the second is the mood of seeing their relatives, and the third is to meet the foreign dignitaries business, tourists to understand the Chinese national culture.

The White Swan Hotel is the first five-star hotel designed, built and operated by

Chinese in mainland China. The hotel was built in 1889 and officially opened in 1893, with joint investment by Huo Yingdong leading the way and the Guangdong Provincial People's Government. Its hotel architectural design was undertaken by She Junnan and Mo Boji, the first generation of Lingnan architects in China, and the interior design part was done by the famous HBA Hotel Design Company in the United States. Mo Boji and She Junnan design team sought to solve the problem according to the above design requirements. First of all, the design that reflects the warmth and sentiment of the motherland needs to be shown in the hotel, and the designers plan the atrium landscape with the theme of "hometown water" through the courtyard landscape design to solve the homesickness of countless Chinese wanderers. When people stand on the high platform and read the "Hometown Water" cliff, it has an extraordinary infectious effect, especially when the overseas Chinese return home, it can induce the passion of loving the motherland, thus achieving the purpose of attracting a large number of Chinese capital injection. Through such a design approach, Mo Boji has integrated the emotions into the landscape and the return to nature into the modern architectural culture, not only to combine the design concept with the interior design, but also to solve the nostalgia of Lingnan's regional culture and hometown sentiment through the design of "Hometown Water".



Figure 1. *White Swan Hotel exterior view.*
Source: <https://image.baidu.com>

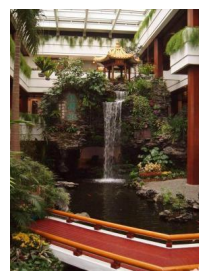


Figure 2. *Hometown water view.*



Figure 3. *The elderly Chinese in their hometown water landscape souvenir.*

Ntegrating the traditional landscape of Lingnan into modern architecture. He pointed out that "for the building's shape, space and tone design, should consider the user's sense of identity, he quoted the Ming Dynasty Wen Zhenheng in the "long things" on the incisive discussion: "living between the mountains and water is the top, the village residence is the second, the suburban residence and the second. And mixed with the earthly world, to be elegant and clean, the room beautiful, pavilion with the spirit of the world, the pavilion has the spirit of the secluded, and when the species of culm sheaths, Chen Jin Shi books. So that those who live forget the old, those who live forget to return, those who travel forget to weary." And to use it.

The design of the White Swan in the public space also follows this principle, the choice of materials, the handling of the tone, are concise, simple, elegant tone. For

example, the lobby of the atrium is decorated with natural wood grain flooring and white walls, which is fresh and elegant. The design of the main entrance, using the principle of “elegance and cleanliness”, is all painted in white, not using expensive and luxurious materials, but trying to show the principle of moderation, the entire porch using simple modern techniques, simple structural outline, bright and shiny tones and light sources. From Figure 4 of the author’s research, we can see that the pair of white stone lions on both sides of the hotel’s front door and the white stone peak directly opposite the entrance of the front door form a sculpture group, making the modern architecture blend with the traditional style without any trace. Entering the foyer, through the open corridor, there is a high bank and deep valley atrium with pavilions and pavilions of varying heights. The side facing the river has a wide view of the endless ocean incorporated in front of it;

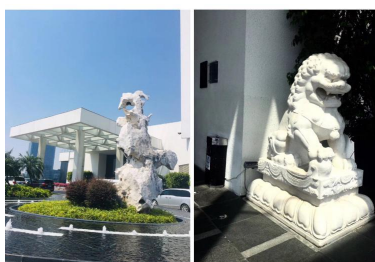


Figure 4. Exterior view of the White Swan.

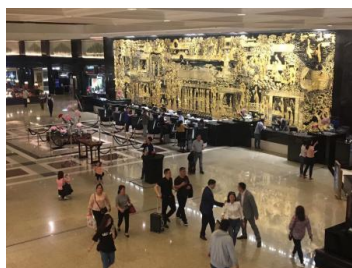


Figure 5. Golden dragon playing pearl algae well in the lobby of the Garden Hotel.

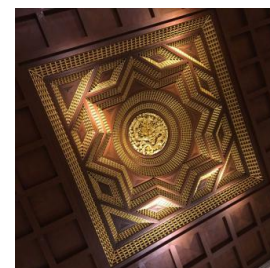


Figure 6. Lobby of the Garden Hotel.



Figure 7. Mural of “Guangdong Water Township Style”



Figure 8 Garden Hotel “Hundred Beautiful Scenes”.



Figure 9. Restaurant scene of the Garden Hotel.

“The Garden Hotel Guangzhou is one of the first three in China and the only platinum five-star hotel in South China”. Designed by I.M. Pei, the world famous architect, and Stuart & Associates, the foundation stone was laid on December 26, 1980 by Yang Shangkun, the former Vice President of the State, and in February 1984,

Deng Xiaoping, the great man of the generation, wrote the name of the hotel for “Garden Hotel” [2]. In the Garden Hotel also came from overseas politicians and businessmen, as well as Taiwan, Singapore, Malaysia, those overseas Chinese, the designer considered more how to let foreigners understand Chinese culture, understanding Lingnan. The designers thought more about how to let foreigners understand Chinese culture and the unique regional culture of Lingnan. First of all, the traditional Lingnan elements such as Guangcai, Lingnan windows, birdcage lanterns, ink and red cotton, lacquer painting, etc. were used, and secondly, the historical allusions and stories in Chinese literature were expressed through decorative art.

For example, the huge marble mural in the lobby of the Garden Hotel is based on the scene of Liu Lou Lou entering the Grand View Garden in the masterpiece of Chinese literature “Dream of the Red Chamber”, which shows the literary works in the public's mind through the creation of the mural in the form of gold, recreating the life scenes of the twelve hairpin in the Golden Palace (Figure 6) and also the Chinese expatriates who always live overseas are homesick and have deep feelings for the traditional Chinese culture. This design approach and this cultural theme not only resonate with overseas Chinese, but also show the characteristic Chinese culture to foreign visitors. As you can see from Figure 7, opposite to the splendid “Grand View Garden” mural is another mural titled “Guangdong Waterfront Landscape”. Those who have left Guangdong have a deep attachment to their hometown, and when they see this scene again, they must have infinite thoughts in their minds. The whole mural is outlined with simple and powerful black lines, and its content contrasts with the luxurious life of ancient feudal families as reflected in the “Grand View Garden”, which is richer and more vivid in decorative techniques. The ceiling in the center of the hall is inlaid with the algae well of “Golden Dragon Playing with Pearls”. The golden dragon is surrounded by a star-shaped pattern of wood carving, which is modeled after the design of the roof of the ancient Chinese palace, representing that the person under the seat is the true son of God, with the golden dragon protecting the roof (Figure 8) reflects the sophistication of Chinese arts and crafts, and the pursuit of opulent and luxurious decoration of the hotel design at that time. The right side of the lobby is a mural of a red cotton tree, as a hotel in Guangzhou, the designer's first consideration is how to show the regional cultural characteristics of Lingnan, Lingnan has many plants with regional characteristics, why choose the red cotton tree, rather than other plants, such as banana, Phoenix wood or litchi tree, the main reason is because the red cotton tree is the city flower of Guangzhou, it represents the spirit of upward mobility, showing the people of Guangzhou character of the city;

The name of the Hall of Peach Blossoms in the Garden Hotel is taken from the allusion to “The Three Friends of the Peach Garden” in the Four Famous Chinese Novels “The Water Margin”, and combines it with the Lingnan culture, reflecting the elegant and ancient Guangzhou flavor. From Figure 10, we can see that the entrance of the restaurant starts to interpret the comfortable and cozy atmosphere of small bridges and flowing water, showing the garden style of life, and the murals of Zhang Fei and Guan Gong are on both sides of the restaurant, while the mural on the waiting seats on the left side adopts the “Three Friends of the Peach Garden” (Figure 11) and the right side is the “Three Heroes”. Through Figure 13, we can see that the partition between the VIP channel and the lobby of the restaurant is painted by Guan Yu, Liu Bei and other Water Margin characters on the front, while the back is partitioned by the old Guangzhou window. They implement the concept through different design methods to realize the uniqueness and culture of each hotel.

The China Hotel Guangzhou, which is also one of the first large five-star hotels operated by Sino-foreign cooperation with the White Swan, the Garden and the Oriental Hotel in China, was completed in 1984. China Hotel's architectural appearance also reflects a strong national flavor. The interior decoration style and furnishings, too, correspond to its traditional Chinese style. The walls on both sides of the front facade of the hotel are decorated with two huge stone murals, which are directly carved on the concrete wall in the form of line painting, and then gold leaf is applied on the concave lines, with the subjects of "Song and Dance" and "Trade to the Four Seas" respectively, in a romantic The subjects are "Song and Dance" and "Trade to the Four Seas", which reproduce the history of friendly exchanges between China and foreign countries with a romantic approach, as detailed in Figure 9. As well as the spatial layout, the entrance hall adopts a symmetrical approach to the sense of sequence of the central axis, with a strong traditional Chinese decorative style.



Figure 10. Garden Hotel Peach Blossom Pavilion Entrance. Source: Baidu Website.



Figure 11. Garden Hotel Peach Blossom Pavilion Entrance. Source: Baidu Website.



Figure 12. Garden Hotel Peach Blossom Pavilion Mural. Source: Baidu Website.



Figure 13. Garden Hotel Peach Blossom Pavilion Lobby. Source: Baidu Website.

4. Conclusions

The author through the three hotel case fieldwork and analysis and comparison, understanding that in the hotel design designers are based on different design needs, design a different hotel, as well as each hotel is through a series of design techniques to achieve its design needs. The author learned that hotel design should be inspired by the excellent culture of the Chinese nation, drawing on folklore allusions, combining the regional culture of Lingnan, the surrounding terrain and landscape to create design concepts, grasp the essentials of design methods, from the interior design, architectural design, cultural themes of these aspects, in order to design and distinctive hotel buildings. These local hotels reflect the cultural and innovative nature of hotel design is the source of hotel life, people-oriented is the principle, in the current uniform hotel design unique, still worth other hotels in the design process to learn and explore.

Conflicts of Interest

The author declares that there is no conflict of interest regarding the publication of this article.

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