

Research on Urban Color Shaping Based on Qingdao Regional Cultural Identity and Emotional Guidance

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Abstract:

This article elaborates on the principles of urban color shaping, starting from the activation of intangible cultural heritage colors, deep exploration of marine cultural colors, emphasis on emotional guidance of colors, emphasis on “color democracy”, and dynamic color management and maintenance. It explores urban color shaping strategies based on Qingdao’s regional cultural identity and emotional guidance, in order to provide some useful references for color planning and shaping of coastal cities, shape unique urban styles, and enhance urban aesthetic quality.

Keywords:

Qingdao Regional Culture, Cultural Identity, Emotional Guidance, Urban Color Color Shaping

1. Introduction

In May 2023, the recommended national standard for “Urban Color Design Guidelines” (hereinafter referred to as the “Guidelines”) was officially released. The “Guidelines” provide a clear definition of “urban color”, which refers to the visual perception of the total color of natural and artificial environments. Urban color is still a key component of urban image, playing a crucial role in improving urban quality and shaping unique urban landscapes. At the same time, Qingdao has established the grand goal of building an international fashion city and actively promoted the implementation of the quality city construction plan. Improving the color quality of Qingdao city is an important aspect in this process. The quality of urban color is related to the shaping of urban color. By planning and shaping the urban color, not only can Qingdao’s profound historical and cultural heritage be reflected, but it can also express the city’s personality and charm to the outside world, and stimulate urban vitality. This article explores urban color shaping strategies based on Qingdao’s regional cultural identity and emotional guidance from multiple perspectives, hoping to provide useful references for innovative implementation of personalized planning and shaping of urban colors.

2. Principles for Shaping Urban Color

2.1. Adhere to the principle of regionalism

Urban color is an important component of a city's image. In the crucial process of shaping urban color, it is necessary to adhere to the principle of regionalism. Every city has its unique geographical location, climate conditions, and natural landscapes, which provide rich sources of inspiration for the selection of urban colors. For example, ocean culture is one of the distinctive regional cultures of the coastal city of Qingdao. In the shaping of urban colors, the use of blue tones can not only echo the vast ocean, but also highlight the regional cultural characteristics of Qingdao city.

2.2. Adhere to the principle of integrity

Adhering to the principle of integrity is the key and core of urban color shaping. When shaping the color of the city, relevant personnel should approach it from multiple perspectives, grasp the functional positioning of each area of the city, understand the historical and cultural background of the city, and master the existing natural resources. On this basis, relevant department personnel select color elements in a targeted manner to ensure that the selected colors can complement each other and form a harmonious and unified visual effect. By scientifically and reasonably matching the selected colors, not only can the overall aesthetic quality of the city be improved and the distinctive urban style be shaped, but also the sense of identity and belonging of urban residents to regional culture and the city can be enhanced. Therefore, in the process of shaping urban colors, it is necessary to approach from a comprehensive perspective, grasp and handle every color application well, and stimulate urban vitality.

2.3. Adhere to the principle of emotional guidance

The shaping of urban colors should also adhere to the principle of emotional guidance, aiming to guide people to maintain a good psychological state through scientific and reasonable color matching and application, thereby enhancing the livability and attractiveness of the city, and strengthening residents' cultural identity. The psychological effects of different colors also vary to some extent. For example, yellow represents warmth, optimism, and creativity; Green symbolizes nature, health, and relaxation; Blue symbolizes tranquility, trust, and safety; Red symbolizes enthusiasm, vitality, and celebration, and in some cases is also associated with safety warnings, such as red lights. By adopting different color combination schemes based on the functions of different places, it helps to exert the emotional guidance effect of colors. For example, in medical institutions, nursing homes, and other areas, personnel from relevant departments use low saturation blue and green tones to create a peaceful rehabilitation environment, guide patients and the elderly to maintain a calm and relaxed psychological state, and help patients recover their physical health as soon as possible, thereby improving the quality of life of the elderly.

3. Urban Color Shaping Strategies Based on Qingdao's Regional Cultural Identity and Emotional Guidance

3.1. Revitalization of Intangible Cultural Heritage Colors and Continuation of Historical Context

The revitalization practice of intangible cultural heritage color lies in transforming the color system of traditional intangible cultural heritage techniques into the emotional language of modern urban space, forming a unique urban color narrative mode, continuing the historical context, highlighting the rich historical and cultural heritage of the city, expressing the city's personality and charm, and enhancing the city's quality. Qingdao has intangible cultural heritage projects such as Qin and Han wheat straw paintings, Boli red mats, and mother of pearl lacquerware, whose colors have distinct regional characteristics. For example, the warm yellow tone in wheat straw paintings is derived from natural wheat straw, conveying a simple and warm emotion; The Boli red mat is mainly in two colors, red and white, symbolizing the sense of order of traditional agricultural civilization; The mother of pearl lacquerware uses the iridescent luster of shells to simulate the flow and changes of the ocean, echoing the background color of Qingdao's "blue sea and blue sky". Relevant department personnel can integrate these colors into the design of urban public spaces, adopting different color design schemes according to the different functions of each public area. For example, incorporating warm yellow tones of straw paintings into bus stops can help alleviate people's visual fatigue and bring warm and optimistic psychological feelings, thereby guiding people to maintain a positive and optimistic attitude; Incorporating rainbow elements of mother of pearl lacquerware into building curtain walls or landscape lights can simulate tidal changes, highlight the cultural characteristics of Qingdao's intangible cultural heritage, and create a "city of marine intangible cultural heritage colors". By integrating intangible cultural heritage colors into urban public space design, it is beneficial to highlight the regional and cultural characteristics of urban colors, thereby shaping a unique urban image with distinct regional cultural features, and strengthening the sense of identification of Qingdao urban residents with local intangible cultural heritage culture. It should be noted that relevant department personnel should adhere to the basic principle of "harmony and coordination of color matching" when using intangible cultural heritage colors, that is, scientifically selecting and reasonably matching intangible cultural heritage colors while considering the compatibility between public area functions and color meanings, ensuring that different colors can complement each other, improving the coordination of color matching, and forming a harmonious and unified visual effect. At the same time, personnel from relevant departments should also take a holistic approach to ensure that the urban color is compatible with the surrounding natural environment, historical and cultural elements, in order to shape a harmonious and culturally distinctive urban landscape with intangible cultural heritage.

3.2. Deeply explore the color of marine culture and shape the characteristics of coastal areas

Urban color is the main constituent element of urban image, which needs to deeply reflect regional characteristics. Qingdao is a coastal city, and marine culture is the soul of its color shaping. The core concept of extracting and applying the colors of marine culture is to transform the visual symbols, historical memories, and emotional experiences of the ocean into a perceptible urban color language, and to construct a marine aesthetic system based on blues and diverse coexistence. The color of Qingdao's marine culture is not only reflected in the natural foundation of "blue sea and blue sky", but also permeates into the architectural texture, folk activities, and industrial forms. For example, the Wanguo architecture in the Badaguan block is mainly composed of low saturation colors such as beige, light gray, and dark green, aiming to simulate the texture of the beach after the tide recedes and form a unique

visual metaphor; In folk activities such as Fishermen's Day and Haiyuan'an Sugar Ball Club, the beige color woven from fishing nets and the amber color reflected by sugar balls are activated through intangible cultural heritage techniques to convey the warmth of marine culture. Therefore, personnel from relevant departments should accurately grasp the essence of Qingdao's marine culture colors, adhere to the principle of "harmony and coordination of color matching", and ensure that the city's colors are compatible with the surrounding natural environment, historical culture, etc. Based on the advantages of Qingdao's marine technology, dynamic color changing glass, LED lights and other materials are used in technology parks such as Blue Silicon Valley to simulate ocean phenomena such as tides and auroras through color changes, creating a "futuristic marine city" image and highlighting the characteristics of Qingdao's marine culture. At cultural venues such as ocean museums and aquariums, personnel from relevant departments can combine deep blue tones with projection technology to create a mysterious atmosphere of deep-sea exploration, enhance tourists' emotional experience, and shape coastal characteristics.

3.3. Emphasize the emotional guidance of color and activate the vitality of the city

Different colors have different effects on people's psychological feelings. For example, yellow can bring people a warm and optimistic psychological feeling; Green can bring people a natural and relaxing psychological feeling. For example, Nanjing strengthens emotional guidance through "color season": in the spring, the Plum Blossom Festival is held at the Ming Xiaoling Mausoleum, creating a romantic contrast between the pink flower sea and the white walls of Daiwa; During the summer season, fluorescent jellyfish installations will be deployed in Xuanwu Lake, with blue bioluminescence linked to urban light shows to create an immersive ocean experience; During the autumn season, golden fallen leaves are used to pave the cemetery trail, echoing the sunset glow of the Sun Yat sen Mausoleum. By adopting the design concept of "color is language", the urban color of Nanjing has been elevated from visual symbols to emotional symbols, continuing the historical context and stimulating urban vitality. In this regard, personnel from relevant departments in Qingdao should grasp the emotional guidance role of color and simulate dynamic color scenes to stimulate emotional resonance between urban residents and tourists.

To fully utilize the emotional guidance effect of color, it is necessary to consider factors such as "natural genes" and "human expression" from a holistic perspective. Personnel from relevant departments in Qingdao can dynamically use intangible cultural heritage colors such as mother of pearl rainbow, warm yellow wheat straw, and marine cultural colors to construct a seasonal color narrative mode of "spring blue (tide) - summer gold (beer) - autumn red (red mat) - winter white (snow scenery)". For example, the Fushan Bay Light Show in Qingdao takes the "blue gold red" three colors as its main theme. In spring, it simulates the light blue gradual colors of the waves to convey a sense of calm. In summer, it blends the golden luster of beer foam to enhance vitality; The guardrail of the coastal walkway is made of mother of pearl lacquer craftsmanship, and the iridescent luster of the shells changes with the angle of sunlight, presenting a color flow of "morning mist purple noon silver dusk gold"; In historical districts such as Bichaiyuan and Boluoyouzi, the green gray stone bricks of the seafood market and the amber lights of the beer house create a unique color narrative pattern, which not only restores the fireworks atmosphere of old Qingdao's "beer and clam eating", but also further strengthens the urban residents' sense of identity with Qingdao's marine culture. In addition, personnel from relevant

departments in Qingdao can learn from the trend of “dopamine tourism” and guide emotions through urban colors. For example, in leisure places such as parks and squares, relevant personnel can plant vegetation of different colors such as cherry blossom powder and ginkgo yellow. Pink and yellow complement each other, forming a seasonal color landscape, bringing people optimistic and warm psychological feelings, and relieving residents’ psychological pressure; Qingdao has set up “Rainbow Wall” and “Graffiti Lane” in the old city area, and decorated the streets and alleys with bright yellow, pink, grass green and other colors to convey vitality, nature, and relaxed emotions, attract young tourists to check in, and shape the label of “Vibrant Qingdao”.

3.4. Emphasize “color democracy” and enhance regional cultural identity

The shaping of urban colors is closely related to every urban resident. In the process of shaping urban colors, Qingdao should emphasize the concept of “color democracy”, which means actively involving citizens in urban color planning, ensuring that the urban color planning scheme is consistent with the actual needs and aesthetic concepts of citizens, enhancing the effect of urban color shaping, and strengthening citizens’ sense of regional cultural identity. Firstly, relevant departments can establish a communication platform between citizens, planning departments, and experts, supporting citizens to communicate and exchange ideas with experts through online videos, feedback their suggestions and ideas, and provide reference for urban color planning and shaping. At the same time, relevant departments organize hearings, color workshops and other activities to encourage citizens to actively participate in the selection of main color tones and the design of signage systems, ensuring the rationality and scientificity of urban color planning and shaping schemes, and ensuring that urban colors are in line with the actual needs and aesthetic concepts of citizens. Secondly, in order to deeply implement the concept of “color democracy”, relevant departments in Qingdao can provide support at the institutional level, such as formulating the “Regulations on the Management of Urban Colors in Qingdao”, clarifying the citizens’ right to know, suggest, and supervise urban colors. In this way, not only can it stimulate citizens’ sense of identity with urban colors, but it can also strengthen regional cultural memory through the “co creation” of colors, integrate regional culture into daily urban activities, transform colors from visual symbols into emotional bonds, and enhance citizens’ sense of identity with regional culture. Thirdly, Qingdao has established a “Color Memory Bank” in historic districts, collecting color samples of buildings from old photos, and encouraging citizens to actively vote for the best restoration plan, strengthening their sense of identity with historical and cultural heritage. At the same time, Qingdao launched the “Qingdao Color Map” drawing activity, inviting citizens to mark their own “city representative colors” in their hearts, such as sunrise orange on Shilaoren Beach and grassland green on Maimai Island, providing reference for urban color planning. Qingdao can also develop the “Qingdao Color” APP, which integrates functions such as color data collection, citizen opinion collection, and policy publicity. In this way, citizens can independently upload photos or videos of inconsistent building colors, which will be followed up and rectified by urban management personnel, promoting the coordination and harmony of urban colors, enhancing the recognition and overall beauty of the city’s image.

3.5. Dynamic color management and maintenance to meet the needs of urban development

To ensure the smooth implementation of urban color planning and shaping, Qingdao needs to develop a comprehensive and detailed set of urban policies. Color management guidelines, strengthen dynamic color management and maintenance, ensure that the selected colors conform to the city's positioning and meet the needs of urban development. In the process of selecting urban colors, management guidelines should clarify the basic principles and standards for color selection, such as durability, environmental friendliness, and coordination with the surrounding environment. At the same time, management guidelines should clarify the color selection process, including the collection, comparison, screening, and final determination of color samples, to ensure that the selected colors not only conform to the city's positioning but also meet actual needs. In the color design process, management guidelines should emphasize the professionalism and innovation of color design; In the color maintenance process, management guidelines should clarify the responsible parties, maintenance cycles, and maintenance methods for color maintenance. Relevant departments or units should be required to inspect and maintain urban colors, identify technical problems and deficiencies, and solve them in a timely manner to ensure the harmony and unity of urban colors. Relevant departments apply advanced technologies such as artificial intelligence and big data to build urban color management systems, dynamically monitoring the color fading of historical buildings and the color mismatch in public places. The system intelligently analyzes existing problems and deficiencies based on collected urban color data, provides targeted handling suggestions, and then conducts intelligent warnings to remind relevant department personnel to rectify and maintain in a timely manner, achieving dynamic management of urban colors and ensuring long-term harmony and unity of urban colors. In addition, relevant department personnel should also dynamically adjust the urban color according to seasonal changes, such as adding warm color lights in coastal areas in winter, and configuring spray devices with light blue, mint green and other cold colors in summer to constantly meet the needs of urban development.

4. Conclusions

In summary, promoting the synergy of “regional cultural heritage as the foundation,” “emotional value empowerment as the path,” and “dynamic color management and maintenance as the guarantee” can help optimize the shaping of Qingdao's urban color and create a unique urban style. This article elaborates on the principles of urban color shaping and explores strategies for urban color shaping based on Qingdao's regional cultural identity and emotional guidance from multiple perspectives. In the future, we can continue to strengthen relevant theoretical research and explore the new model of “AI+urban color shaping” in practice, providing new ideas for the shaping and optimization of urban colors.

Conflicts of Interest

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

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