

# Research on the Expression of Regional Cultural Elements in the Design of Museum Exhibition Space

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**ABSTRACT.** Museum is an important spiritual wealth and cultural carrier of human civilization. As a landmark building of national culture, it is not only a symbol of national civilization, but also a highlight of urban culture. The rich collection resources of museums should be fully utilized to give full play to its cultural value. This article briefly expounds the status quo of expression of regional culture in the design of museum exhibition space, and focuses on the expression methods of regional cultural elements in the design process, in order to better promote the development of museum culture.

**KEYWORDS:** Museum, Exhibition space design, Regional cultural elements

## 1. Introduction

Museums are an important part of my country's cultural industry, as well as important venues for the country to keep and collect cultural and precious historical relics. In order to promote the prosperity and development of my country's cultural industry, it is necessary to pay attention to the degree of popularization of museum culture for people, increase the research on the expression of regional cultural elements in museum display design, so as to cultivate people's understanding and love of national culture. Make good contributions to the development of my country's cultural undertakings.

## 2. The Status Quo of Regional Cultural Expression in the Museum Display Space Design

With the continuous development of the economy and the progress of the times, the number of city museums has increased year by year, and museum buildings of various design styles have emerged in an endless stream. The design concepts of museum buildings have gradually diversified. Among them, modernism, nationality and regionality are the most popular, the appearance of these design styles plays a

key role in the design and development of modern museum exhibition spaces. Culture is unique in the historical development of the city. The cultural inheritance and development of the city museum's profound soul also reflects the city's unique spiritual outlook. The design and establishment of the museum can best reflect the city's profound cultural heritage. Regional culture is gradually formed under the combined effect of many factors, including: natural geographic environment, immigration and social reasons, etc. Regional culture has its historical, inclusive and regional characteristics.

At present, in the process of designing the exhibition space of the museum, the regional cultural elements cannot be organically combined with the design concept, and the expression and cultural dissemination of regional cultural elements cannot be achieved. Designers' design concepts and schemes have to undergo continuous research and exploration. In this design process, the following problems often arise, such as paying attention to formalism and caring too much about appearance; copying and imitating, lacking the ability of technological innovation. Now in a society of economic globalization and information globalization, cross-border cultural exchanges have already been realized. Chinese designers need to draw on foreign cultures appropriately, and at the same time enhance their confidence in regional cultures, in the process of museum design. In, appropriate reference to foreign cultures, continuously improve their design level and ability, and better express regional cultural elements in the space design of the museum.

### **3. The Expression Method of Regional Cultural Elements in the Museum Display Space Design**

#### ***3.1 Expression of Material Elements***

The application and selection of materials occupies an important position in the design of the museum's exhibition space. Materials are very sensitive, and different materials bring different intuitive feelings to visitors. For example, the natural freshness and warmth of wood materials; glass makes people feel transparent and pure; rocks make people feel thick and steady, and so on. The human sensory nervous system is very developed, and has the most intuitive feeling and experience of what you see and touch, so people have their own unique insights on the content expressed by the materials <sup>[1]</sup>. When designing the space of the museum, the designer can fully explain the traditional culture based on the materials, and use these unique regional cultural material elements to express the regional characteristics more effectively, and better show the rich connotation of the regional characteristic culture to tourists, while giving the museum newer content in line with the development of the times. When designing the exhibition space of the museum, the designer can organically combine traditional building materials with new and regionally characteristic materials and include them in the building process of the museum. Designers especially need to pay attention to the fact that they should connect with actual conditions, analyze specific issues, and

select materials that can be used to build museums according to local conditions, in order to better promote the application of regional cultural elements in museum design.

### ***3.2 Expression of Color Elements***

In the design process of the museum's display space, attention should be paid to the use of regional and cultural elements in color matching. Color matching plays an important role in the design of the museum. Reasonable color matching in the museum's space design can make visitors feel refreshed and bright. Visitors can better experience the unique museum atmosphere rendered by color. Color elements can better reflect the characteristics of regional culture and fully create space design. Color is of great significance in museum design<sup>[2]</sup>. At this stage, because of the unreasonable combination of colors in the exhibition space design of the museum, tourists lack interest in museum visits and leave in a hurry, reducing their understanding of history and culture, and hindering the inheritance and development of regional culture. Therefore, under the influence of regional culture, designers pay more and more attention to the matching and conversion of colors. In order to make the color matching more diversified and highlight the beauty, designers often use this method to match, in the large part of the museum. Try to choose the same color to show its characteristics for the design of the plan as much as possible, and then select a small number of colors that can fully represent the regional culture for embellishment, so that the interspersed design is more acceptable to tourists, such as the Suzhou Garden Museum.

### ***3.3 Symbols of Folk Culture***

From the perspective of historical development, culture is the sum of all material and non-material wealth created by mankind, and the use of symbols in folk culture perfectly reflects this. The symbols of folk culture are usually endowed with the symbolic meaning of spiritual totem and philosophical meaning, and are the most direct integration of regional cultural elements in the spiritual carrier of the museum display design. In the exhibition space design of the museum, designers can abstract these folk cultural symbols that represent regional elements, and fully display them in the space layout and space decoration, thereby giving the audience a more intuitive visual impact, deepen the impression of museum visits, and better promote the understanding of museum culture.

For example, the Hemudu Site Museum in Zhejiang Province, as an early new era site in southern my country, provides an important basis for the study of my country's historians and archaeology circles, and strongly proves that the Yangtze River Basin is one of the important birthplaces of Chinese civilization. The Hemudu site shows tourists the historical living conditions and conditions of the early tribal people. The museum includes a site hall and an exhibition hall. The designer of the museum incorporated the folk culture of the Hemudu people worshipping birds into the design of the exhibition hall, which is what tourists see

now the flying bird spreads its wings. The overall shape of the Hemudu Site Museum makes full use of the ancient architectural style of our country, reflecting the characteristics of dry fence architecture thousands of years ago, the wood-making technique of herringbone staggered, crimson terracotta, beige walls, supplemented by modernize lighting technology can make visitors immersive in an instant, and better appreciate the cultural shock brought by the Hemudu culture thousands of years ago.

### ***3.4 Reappearance of Historical Memory***

In the process of designing the exhibition space of the museum, one thing that cannot be ignored is the preservation and reproduction of historical scenes. The reproduction of historical scenes is to use special means to simulate and restore the historically significant cultural content in the museum to restore the historical scenes at that time as much as possible, and present the most intuitive visual impact to visitors who come to visit, as if they had experienced personally. When designing the exhibition space of the museum, the designer mostly guides visitors in the space design, and through the most intuitive experience of the visitors themselves, they can feel the regional cultural charm of the museum immersively<sup>[3]</sup>. The historical and cultural part of the museum can be recorded with documentary materials. Other parts that cannot be recorded by documentary materials test the designer's professional ability. Designers are required to have rich professional knowledge and life experience to stimulate their own imagination to create designs and expression. Design comes from life above life. Before designing, designers must have certain observations and accumulate experience of life, continue to study and explore, and finally design museum buildings that conform to regional cultural characteristics.

For example, in the design of the "Panjiayu Massacre" memorial hall, the designer used architectural language to tell the visitors the first tragedy during the Anti-Japanese War. The address of the memorial hall is on the side of the Pan family compound, trying to restore the most authentic historical relics. A dead tree is set in the center of the courtyard to create a visual impact that no grass grows, giving visitors a sad and desolate feeling. The pattern of the windows is a distorted "shame". The design atmosphere is solemn and exaggerates the heavy atmosphere, expressing that the tragedy caused by the war of aggression is a history that the Chinese people will never forget. It arouses the emotional resonance of visitors and reminds future generations patriotic feelings deep in the heart.

### ***3.5 The Rendering of Regional Spirit***

In the process of designing the exhibition space of the museum, professional designers always use the elements with suggestive effect to better express the regional culture. In the design process, the designer will use the legendary stories that best reflect the regional cultural elements to help visitors restore the storyline,

so that visitors can achieve spiritual communication, evoke the memory of this legend in their hearts, trigger associations to deepen their understanding and produce strong emotional resonance of the museum culture. Designers often use elements with a deep sense of identity and belonging to express regional culture. Through the reappearance of scenes, visitors can feel the unique cultural charm of the museum, and appreciate the significance of the existence of the museum and the valuable spirit conveyed by the museum culture.

For example: the Chinese Umbrella Museum in Hangzhou, the element of the umbrella symbolizes social identity in traditional Chinese culture. The twenty-eight umbrella ribs correspond to the twenty-eight stars in the sky, very cleverly suggesting the beautiful sustenance, the peaceful reunion, and everything went well of the ancients. Visitors who see the umbrella as a regional cultural element in the scenic Hangzhou will naturally think of the beauty of West Lake. The beautiful love story of Xu Xian and Bai Niangzi by borrowing the umbrella, combined with popular wax figures of characters, the more vivid atmosphere makes visitors fall into memories and thoughts. The rain and the umbrella are integrated. At this time, the use of modern technology supplemented by the sound of rain and fog will render the story scene of borrowing the umbrella more, which will better increase the viewing effect of tourists, and show the regional cultural characteristics while also better carry forward the local museum culture.

#### **4. Conclusion**

In summary, the use of regional cultural elements in the process of museum display space design can more effectively inherit and innovate regional culture, and better display historical culture in front of visitors. At the same time, the appropriate design of the museum's exhibition space can reflect the profound heritage of traditional culture on the one hand, and on the other hand, it can also advance with the times, innovate the design concept of the museum building, and organically integrate the architectural design with the human environment to promote the spread and development of the region culture.

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