

# Research on Design Methods and Design Trends of Indoor Public Rest Areas in the Retail Space Environment

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**Abstract.** In modern cities, shopping environment is varied which includes shopping malls, shopping centers, supermarkets and other mushrooming. People's consumption concepts and patterns are also changing. With the improved consumption level, the design of rest areas in shopping environment has been paid more and more attention. This paper discusses the design methods of lobby, atrium and passage in commercial shopping space, and gives the design trends of indoor public rest areas in commercial shopping space to provide some references for the relative researchers.

## Introduction

Commercial shopping space is a space, is an environment, it is not a flat object, it contains three-dimensional space and time factors. Of the commercial space complex, species diversity. From the perspective of the large commercial space customer types, different types of shopping space for different consumer groups, shopping characteristics and needs of different occupation, different for the customer, each commercial space planning management direction matching, has its own unique selling point. From the size of commercial shopping space volume, there is a business area of thousands of square meters of shopping malls, commercial complex, there are dozens of square meters of brand stores. The rest of this concept can be understood from different angles. It can be understood as an act. As a state, rest is the cessation of activities and learning. Rest as a kind of behavior, it refers to people's physical and mental recovery behavior. The mountain on people's behavior can be divided into inaction and, accordingly we can rest will be divided into positive and negative rest two forms: the mountain in the rest including physical and mental recovery, we can put the rest into the physical and mental rest. Active rest is referring to the people in a certain physical or mental, through tourism, leisure and entertainment etc., actively participate in various activities, for their physical functions and mental condition adjustment so that its currency, physical and mental condition to achieve the best level of behavior. Passive rest refers to people in a certain physical or mental, through the rest, so that their physiological and mental condition is automatically restored to the optimal level of behavior.

## Design Methods of Indoor Public Rest Areas in the Retail Space Environment

**Design Methods of Lobby.** The dominant space of shopping space in the lobby is equivalent to the centralized and radial space in combination. Interior public space in high building industry, with inward and closed space, defined more clearly, to give people a sense of enclosure, is a mountain within the building and the wall, and the top song and out of the enclosed space form. Puma school and Hall Building Public Space Mountain evolution of this type of traditional architecture and, with new development and changes in the new industrial technology background, developed into today's lobby, atrium and courtyard space form. Indoor public space belonging to courtyard nature. After the general entrance is located in the main entrance and lobby, also have the form, the main role is the aggregation and diversion of the lobby groups, while also providing a short rest and wait for the area into the internal shopping space, the lobby is taking the first non-customers into the public space after the door of shopping space, the interior space is the guide is to give the customer into the store

shopping, the first impression of the place, the design must be style positioning and shopping space. When dating, people are used to place a hit place in a landmark location, such as the lobby of a shopping mall. We can often see in the lobby, there are a lot of people waiting to reside, most of home and not for these et al customers, set up temporary Rest Area or waiting area, causing the customer did not begin shopping had physical consumption results, will shorten the time of shopping. Therefore, in the lobby center, the need to set landscape elements, such as fountains, and its space matching human type plants and representative sculpture. To not damage the lobby, we use the method of combination of centralized space, will be waiting for the surrounding area or is arranged between the transition space and into the hall on both sides, to beautify the environment, highlighting the characteristics of the purpose of shopping space. This method can meet the needs of customers, create humanized space comfortable, suitable communication.

**Design Methods of Atrium.** The atrium is usually used as the core activity place and the main transportation hub in the commercial building, so the rationality, practicability and beauty of the atrium become the key to the success of the commercial real estate. As the upstairs said, people walk in the building will produce emotions, that is, the usual sense of experience, and determine the sense of experience is the appropriate scale, proportion. For commercial atrium, the scale is too large, will give people warm feeling, so that the overall commercial atmosphere is depressed; and if the space is too narrow, although the commercial atmosphere together, but also give people a sense of oppression. So, it should be combined with the relationship between buildings and people with appropriate scale. Please contact the author authorized commercial, non-commercial please indicate the source. With the improvement of modern architectural technology level, the interior courtyard space in modern architecture inherits the characteristics of traditional Italian courtyard and leads to greater development, and becomes the most dynamic public space in commercial shopping space. The atrium is in the interior of the building, surrounded by various spaces or channels, forming a closed space with centripetal and closed senses. The atrium is a roofed courtyard, is the form of outdoor indoor space. The main function is to provide a public rest space for the shopping space, and form a strong contrast with the private space. At the same time, through setting up the fixed landscape, create comfortable people's communication space. Because the building structure, the general area is not large. Due to space constraints, and the landscape design of the atrium is relatively simple, mainly rely on plants, water or small carved building hard lines to be softened, add a space activity: at the same time through the flat curved space segmentation, penetration, make the space full of changes to increase sense of song from the space level, make the person also can feel the natural indoor space.

**Design Methods of Passage.** Narrow channel or elevator, staircase is not enough will cause crowded, injured, etc., the corner of the goods counter is too sharp, will hurt customers and so on. Environmental design and planning, should avoid the customer psychological fear and insecurity, such as crowded entrance, ladder and channel edge, that they will be crushed, crowded in front of the counter will not lose my wallet. Space is an overall concept, is not simple addition of various elements, unity is very important. The layout, pavement design, channel style and commodity combination of each floor should be harmonious and unified. Of course, unity does not mean that the monotonous, simple repetition is not the same elements. The hierarchy of colors and the diversity of commodities do not affect the harmony and unity of commercial space style. On the contrary, it should be an essential element in space. Pattern design reasonable commercial space pattern design should be reasonable, in line with customer habits, conducive to customer purchase activities. For example, the vision should be broadened, the commodity classification should be reasonable, the channel width should be adequate, and the goods and berths cannot block the channel. Good pattern design should make the customer clear to the overall space, not confused, avoid customer waste of time and energy. Material selection is appropriate, although the material in the construction stage officially came into play, but in the design stage must do a good job of planning. A good commercial space design, including material selection should be. For material selection, safety should be the first, and safety work focuses on two aspects, one is fire protection, two is environmental protection. Fireproof material, no environmental pollution, which is the most basic requirements. To strengthen the guidance and publicity, the entrance of the business hall should be unified with advertising,

windows, lighting and facade modeling; the corridor should consider the requirements of insulation, heat insulation, rain and dust prevention in the construction and design of the building.

### **Design Trends of Indoor Public Rest Areas in the Retail Space Environment**

**Trend of Function Facility.** Functionality is the basis for rest facilities. Rest space facilities are used by consumers, so they must be practical. It requires facilities not only to have good performance in technology and manufacturing, but also to meet the needs of facilities and users in different physiological and psychological needs. The practicability of facilities in the resting space is not only for the users, but also for the shopping environment. Because of the setting of the rest facilities, the activities of the consumers in the shopping environment are more efficient, convenient, comfortable and orderly. Taking the seating arrangement as an example, the location and quantity of the rest seat and the change of the combination method are as important as the design of the seat itself. When we are in the shopping environment, often encounter many embarrassing things have happened. Such as: when the body tired cannot find a place to rest, even if there are also concentrated in the space to rest somewhere or a is full. In the shopping environment, the arrangement of the rest space is too scattered and centralized, which may cause unreasonable use and waste of resources, and reduce the efficiency of the original facilities. Therefore, when we set at rest facilities should also adjust related people, channels and other factors. A high quality of rest space, not only in the atmosphere to create something new, facilities of their own function is also very important. If set to rest seats, garbage cans, newspaper stand, telephone and other facilities. To satisfy people's requirements to rest at the same time, should also have such as storage, reading and other related functions. The rest of the space function tends to be reasonable and humanization. Especially in the modern society with rapid development of science and technology, the functions of the rest space facilities are more perfect in the indoor shopping environment.

**Trend of Ecological Environment.** Low carbon environmental protection has gradually become the key words in people's daily life, and sustainable development is the main direction of the design of rest space. On the one hand, we should pay attention to the protection of the ecological environment, as far as possible the use of natural green or synthetic environmental protection materials and recyclable materials. On the other hand, we should create a green landscape, improve indoor narrowness, and bring people the same feeling from vision and perception. More than half of the people believed that greenery should be planted next to the chairs, according to a survey conducted on the greening facilities at the rest of the pedestrian street in Beijing. Enough to see people desire for the ecological environment, especially in indoor green environment is not the case. Tired people can see green T-shirt when they rest, not only get some rest and relaxation in vision, but also get buffering in spirit. Green plants can effectively adjust the indoor air, absorb carbon dioxide and release oxygen, which can block the noise, so plants are the most powerful means to create the microclimate inside the space. There are two kinds of layout methods of green plants. The plants grown in the central rest facilities, pond edge as part of the seat, or in the manner of pot set. The second force method is broken as natural plants, separating the rest area. This form of dining space is the shopping center. The second is in the form of arrangement, with plants in an area as Rest Area. The enclosed space is not like the use of walls or other entities, the sales area and the rest area are not completely separated, so it will not give people a sense of closure and depression. This method can be used for strong privacy space, such as the nature of consumption of dining space.

**Trend of Innovative Form.** Rest space in the shopping environment is often relatively simple form, often set a few stools, people called space. Or they use Jianfengchazhen method, open free to set some rest, physiological and psychological feeling neglected form characteristic itself brings to the people. In the design of resting space form, how to use the existing limited space area and geographical location, design space style rich rest space, become designers face great challenge. Foreign designers have made a lot of new attempts in this area, bringing a new experience to people. A department store in Tokyo is designed for customers to use the toshimaku bed, replace the seat form the original traditional shopping malls, is made of high strength plastic wave shape, vivid and

full of childlike. Consumer centric, consumer services, is the core of the management of commercial retail enterprises. Therefore, the planning and design of commercial shopping space must have psychological characteristics of the customers, design and customer psychology to adapt, to provide the best environment for consumption conditions and the most convenient service facilities for them, so that consumers are willing to reach into the store and comfortable and convenient to visit to buy goods, and ultimately enable businesses to obtain better the economic benefit. Now the market is not the original design has been the simple building body and column two column to lie, but from the commercial positioning, business philosophy, management mode to the overall architectural design, environmental planning and interior design a set of careful thinking, planning, design, test, modify and process. We should establish the positioning of the main consumer based on the large market survey, and then determine the nature and scale of the business, and the spatial composition and environmental design of the F guided by the commodity marketing strategy. According to the commercial environment geography, humanities, the condition is different and carries on the thorough analysis to the customer psychology behavior, integrates the designer own to have the innovation and the unique design idea.

## **Conclusion**

Today's online shopping increasingly, the entity shop marketing pattern has a great impact, how to let consumers out of home shopping network to give up, give up virtual consumption patterns, to return to the store, become a business problem. At present, businesses must strive to meet all aspects of customer needs for marketing purposes, to create attractive, user-friendly shopping environment for the design principles. Only do these to please consumers out of the house, let them into the mall.

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