

Research on the Principles and Strategies of Spatial Design of Composite Bookstores

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Abstract. With the progress of society and the development of science and technology, traditional bookstores are facing great challenges. In order to survive in the fierce market competition, many bookstores begin to transform and upgrade to become composite bookstores. This study aims to explore the basic principles and methods of spatial design of composite bookstores, and provide guidance for the spatial design of bookstores. In order to solve the problems of new physical bookstores in terms of spatial organisation, functional configuration, environmental design and business concepts, we propose the design principles and design strategies of composite bookstore space from the perspective of spatial design through research and excellent case studies, aiming to build a comfortable and rich composite spiritual and cultural place for readers.

Keywords: Composite bookstore; space design; functionality; design principles.

1. Research Background

With the progress of society and the development of science and technology, traditional bookstores are facing great challenges. In order to survive in the fierce market competition, many bookstores begin to transform and upgrade to become composite bookstores. In addition to selling books, composite bookstores also provide a variety of services such as cafes, lecture areas, parent-child reading areas, etc., aiming to provide users with a better reading experience and more convenient services. However, how to reasonably design the bookstore space to improve the user experience, and maintain good spatial comfort and personalised features while meeting the functional diversity is an important issue facing the space design of composite bookstores.

2. Principles and strategies of composite bookstore design

2.1 The overall principle of space planning

Composite bookstore space planning needs to be based on the principle of wholeness, to ensure that all parts and elements of the bookstore can complement each other to form a unified whole. In space planning, the theme, style and characteristics of the bookstore need to be considered, and as a guide, the reasonable arrangement of space layout, furniture and decoration and other elements. Holistic space planning can not only improve the visual aesthetics of the bookstore, but also provide customers with a comfortable and harmonious shopping and leisure environment, so that they can immerse themselves in a rich cultural atmosphere. In addition, holistic spatial planning also helps to improve the customers' sense of experience, so that they can spend a pleasant time in the bookstore.

2.2 Principle of adaptability of place culture

Every bookstore has its unique place culture, which carries the characteristics of the bookstore in terms of history, region and social background. These place cultures play a pivotal role in the spatial design of composite bookstores. In order to create a more attractive bookstore space, the principle of appropriateness of place culture should be followed, and the cultural connotations embedded in the bookstore should be fully explored and shown through clever spatial layout, decoration and activities. In this way, the recognition and sense of belonging of the bookstore can be enhanced, attracting more customers and contributing to the development of urban culture.

2.3 Coordination principle of space scale

The spatial design of the composite bookstore needs to give full consideration to the needs of different functional areas to ensure the coordination of space size, furniture and decoration. In the spatial design of the bookstore, it is first necessary to determine the needs and characteristics of each functional area, and reasonably allocate the space size and layout, as well as the choice of furniture and decoration. This ensures that each area receives appropriate attention and resources to provide customers with a comfortable and convenient shopping experience. At the same time, the choice of furniture and décor needs to match the scale and function of the space in order to achieve co-ordination. For example, in order to create a comfortable and peaceful reading area, comfortable sofas and soft lighting can be selected; in order to create a stylish and modern coffee area, minimalist tables and chairs and modern style decorations can be selected. Through reasonable spatial design and coordinated furniture and decoration choices, composite bookstores can provide a more pleasant shopping environment and attract more customers.

2.4 Multi-level principle of spatial experience

The multi-level experience principle of composite bookstore space design, as the name suggests, is to create a multi-dimensional and multi-level spatial experience for customers with diversified design techniques and elements. The practice of this principle is not only limited to visual aesthetics, but also incorporates diversified sensory experience, so that customers can enjoy the pleasure of reading while also getting a rich and deep experience in the senses.

In the specific design, visual experience is one of the core of composite bookstore design. Through exquisite display, vivid colours and comfortable lighting, it creates a unique visual enjoyment for customers. At the same time, soft lighting, comfortable seats, elegant music and other elements create a warm, comfortable reading environment for customers, as if they were in an independent spiritual home. In addition to the visual experience, sensory experiences such as hearing, smell and touch should not be ignored. Soft music ringing in the ears, the faint aroma of coffee in the air, the sound of fingers gently sliding over the pages, these subtle details can cause people's emotional resonance, so that people are more engaged in enjoying the fun of reading. In addition to the basic sensory experience, deep-level cultural exchange and interactive experience is equally important. Composite bookstores can provide customers with an open and shared cultural exchange platform by setting up interactive experience areas and cultural salons. Here, customers can immerse themselves in the sea of knowledge, share each other's reading experience and insights, and can also learn more about the cultural connotations and stories behind the books through various cultural activities and lectures.

In summary, the principle of multi-level experience in the design of composite bookstore space is to create a space experience integrating reading, leisure and cultural exchange for customers from multiple sensory dimensions through diversified design techniques and elements. In the design, attention is paid to the processing of details and overall space planning, so that people can enjoy the pleasure of reading while also feeling the unique charm brought by space design.

3. Spatial Design Strategies for Composite Bookstores

3.1 Stimulate the functional configuration of space

The spatial design of the composite bookstore needs to realise diversified functional configuration as the core. In the planning process, the functional needs and positioning of the bookstore must be fully considered in order to reasonably divide each functional area. Ensure that the design of each area can fully demonstrate its role, whether it is a reading area, rest area or entertainment area, should be in their respective roles and mutual coordination. At the same time, pay attention to the connection and transition between different functional areas is extremely important, which allows customers to conveniently move in the space at the same time, but also feel

the sense of hierarchy and permeability of the space. In order to further stimulate the maximisation of spatial functions, we can introduce some new technologies and innovative ideas, such as intelligent equipment and Internet+. The application of these technologies can effectively enhance the functionality and service efficiency of the space, bringing customers a more convenient, efficient and interesting shopping and reading experience. At the same time, these technologies can also be used to realise the interaction between bookstores and customers, increasing customers' sense of participation and belonging.

3.2 Constructing Situational Place Experience

Scenario place experience is an indispensable part of composite bookstore space design. By skilfully constructing the scenario place, customers can be immersed in the atmosphere and cultural connotation of the bookstore. For example, we can incorporate plants into the bookstore to inject elements of nature into the reading space, so that readers can enjoy the pleasure of greenery while reading; in addition, artistic decoration is one of the important elements in the situational place experience, which can decorate the bookstore's space more artistically, so that readers can get a more enjoyable feeling during the reading process; at the same time, we can also incorporate different themes or festivals into the decoration, so that readers can enjoy the pleasure of reading while reading. decorations, so that readers can enjoy the pleasure of reading while better feeling the atmosphere of the festival.

3.3 Reasonable planning of human activity line

In the composite bookstore space design, human activity line planning undoubtedly occupies a pivotal position. Customers in the bookstore trajectory, that is, the human activity line, on their shopping and leisure experience has a direct impact. Therefore, in order to bring the best experience to customers, the space design of bookstore must fully consider the characteristics of human flow, and reasonably plan the human activity line.

First of all, we need to determine the location and size of different functional areas according to customers' needs and behaviour. Secondly, the smoothness and accessibility of the human activity line is an issue that must be considered in space design. The space layout should be simple and clear to avoid bringing unnecessary trouble to customers. At the same time, it is important to ensure that each area can be easily accessed by customers without any dead space. Finally, the safety and comfort of foot traffic is an essential concern in the design of the space. A bookstore should ensure that customers are free and relaxed to move around the shop without any safety hazards. In addition, bookstores also need to pay attention to environmental factors such as air quality, temperature and humidity to provide customers with a comfortable and pleasant shopping and leisure environment.

3.4 Create spatial environment atmosphere

In the design of composite bookstore space, it is crucial to create a good spatial environment atmosphere. In order to attract and retain customers, designers need to pay attention to a number of aspects, including the layout of the interior space, lighting, the use of colours and materials, and the arrangement of decorations and furnishings. Through careful spatial design, bookshops can provide a comfortable, pleasant and attractive environment in which people can immerse themselves and enjoy reading. At the same time, a good atmosphere can also bring more business opportunities and word of mouth for the bookstore and improve its market competitiveness. Therefore, one of the keys to the design of composite bookstore space is to create a pleasant and attractive spatial environment.

4. Summary

The design of a composite bookstore is a systematic project that requires comprehensive consideration from multiple functional design, aesthetics and practicality, focus on environmental

protection, humane layout, highlighting the characteristics, good accessibility, digital integration, creating a cultural atmosphere, taking into account the independence and connectivity, as well as conforming to local aesthetics and other aspects. Only in this way can we create attractive and competitive composite bookstores that provide readers with a quality reading experience and rich cultural activities.

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