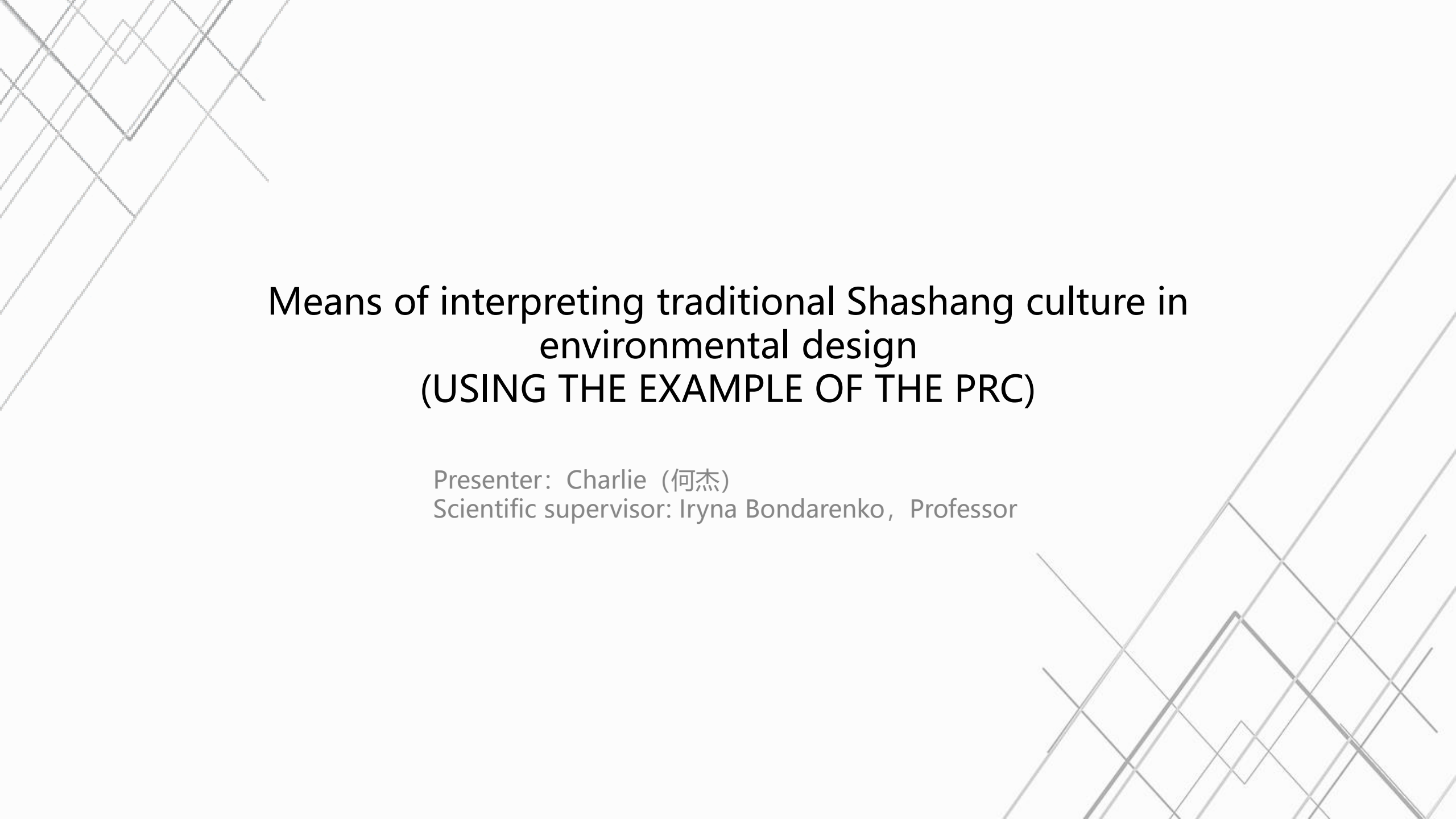


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Means of interpreting traditional Shashang culture in environmental design (USING THE EXAMPLE OF THE PRC)

Presenter: Charlie (何杰)

Scientific supervisor: Iryna Bondarenko, Professor

The background features abstract geometric patterns in the corners. The top-left corner has a dense network of thin, intersecting lines. The bottom-right corner has a similar pattern, but with a few lines being thicker and more prominent, creating a sense of depth and structure.

PART 01

Theoretical research

Research subjects, topics, tasks, and literature review

Topic

- to enrich the content and characteristics of Yangtze River Culture
- to provide a theoretical basis
- to inject Shashang cultural identity into the construction of the Yangtze River Culture National Parkto By implementing design practices to promote the culture of “shashang”.

The subject of the study

The subject of the research is means of interpreting traditional Shashang culture in Interior Design of the Exhibition Hall.

Object

Geographically speaking, the Xinbei District of Changzhou is located in the lower reaches of the Yangtze River, in the central part of Jiangsu Province, enjoying unparalleled transportation and geographical advantages.

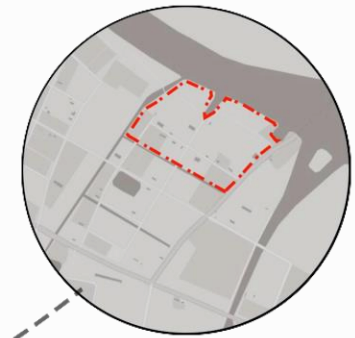
江苏省

常州市

新北区

新三圩

The exhibition hall is located within the Changjiang Culture Park Belt, at Huizhang Ferry Terminal in Xiangbei District of Changzhou, in the lower reaches of the Yangtze River, near the Shashang area.

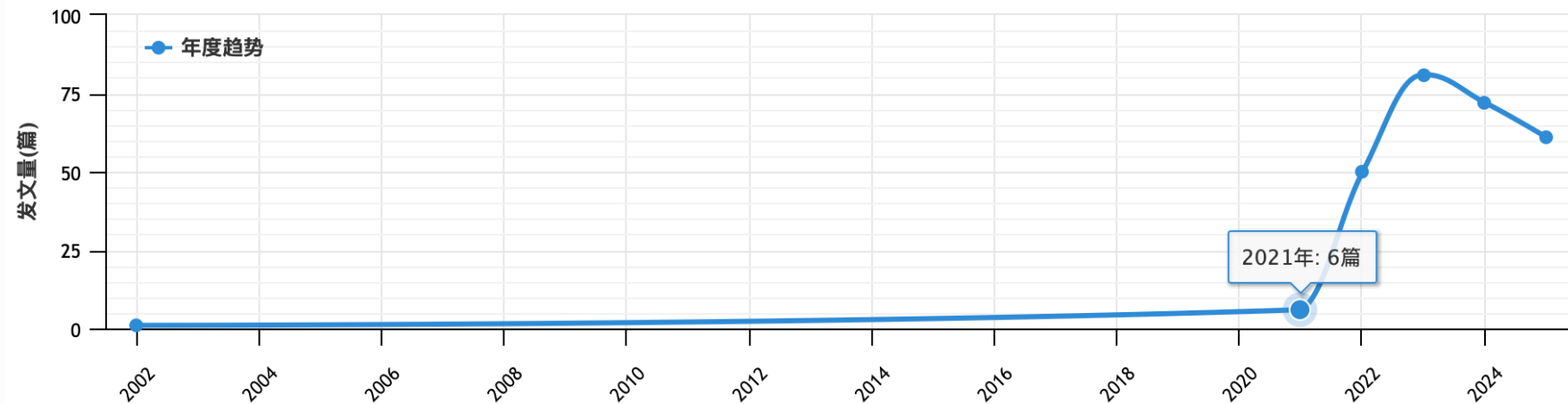


Literature Review

At present, research on "Shashang Culture" is quite inadequate, with the main researchers concentrated in non-university sectors such as community cadres, local Party history offices, local archives, local cultural centers, and local federations of literary and art circles.

With the rapid economic development of this region, the cultural status of Shashang Culture has gradually improved, and relevant research has gradually been put on the agenda. In 2013, Zhangjiagang City established the Shashang Culture Research Association and published nearly 20 books in the "Shashang Culture Series". However, research Shashang Culture in other cities is relatively backward, and there is an urgent need for rescue protection and professional research.

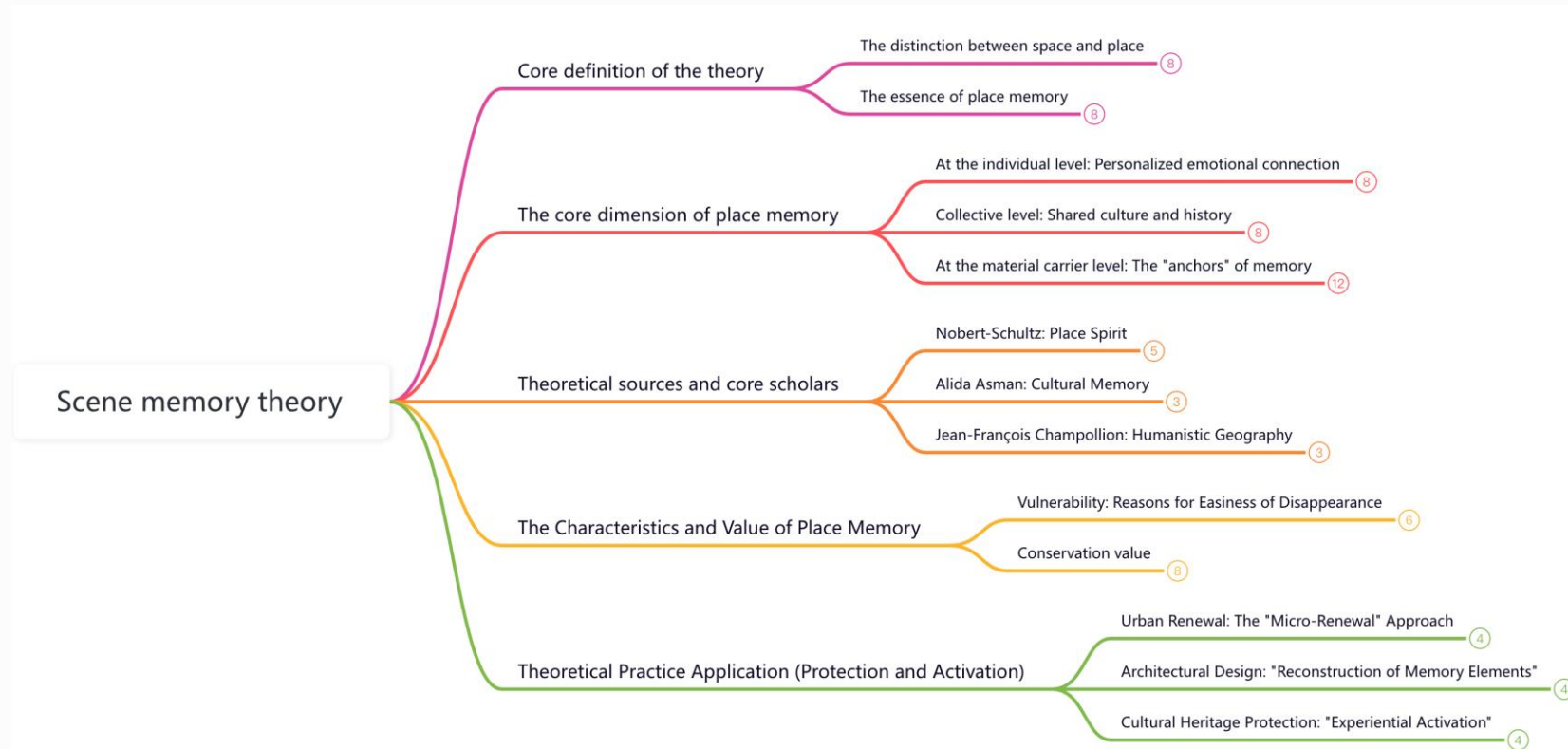
Furthermore, the research in Zhangjiagang City only regards "Shashang Culture" as one of the city's six major brands (on a par with Jiyang Culture, Heyang Culture, etc.), and fails to fully elevate the significance of "Shashang Culture" as a cultural brand of Jiangsu Province.



Place Memory Theory

The Episodic Memory Theory is a core theory in the field of cognitive psychology concerning memory classification and processing mechanisms. It was formally proposed by Canadian psychologist Endel Tulving in 1972.

This theory focuses on "how humans remember 'personal experiences that occurred at a specific time and place'". As a key framework for distinguishing between "memories of personal subjective experiences" and "memories of objective knowledge", it has exerted a profound impact on research into the nature of human memory, memory retrieval mechanisms, and the neuroscientific basis of memory.



Results and Significance:

1. The Implementation of Waterfront Geographical Characteristics in Design Establishes a Region-Specific Expression of Natural Context

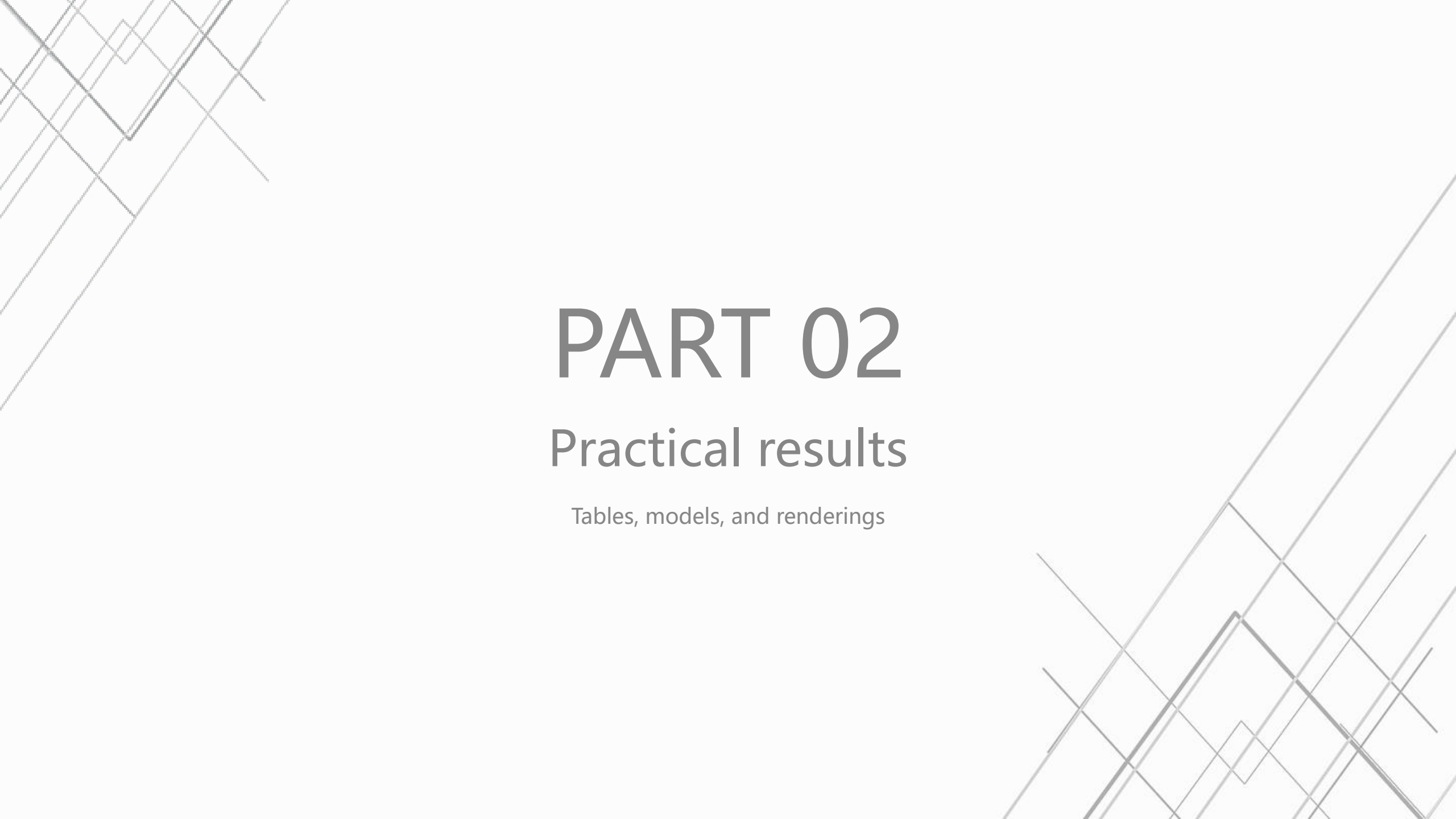
Centered on the "water-sand-village" spatial pattern formed by the alluviation of the Yangtze River, this design deeply transforms natural elements such as sandbar texture and tidal dynamics into spatial language. Through specific measures including terrain simulation, application of sand-like permeable materials, and creation of water-friendly spaces, it not only restores the ecological foundation of the Shashang area's coexistence with water but also extends waterfront characteristics from visual symbols to participatory and perceptible functional experiences. This design not only enhances the regional recognition of the space but also achieves the organic symbiosis between the natural environment and humanistic space, enabling the tangible presentation of Shashang's waterfront genes.

2. The Multi-Dimensional Translation of the Humanistic Spirit of Struggle Realizes the Dynamic Inheritance of Cultural Memory

Focusing on the historical heritage of the Shashang people—such as combating tides and floods, reclamation and migration, and adapting to social changes—the design converts the abstract "spirit of struggle" into tangible and relatable spatial carriers through diverse methods including scene restoration, symbol extraction, and interactive experience. The reconstruction of representative scenes like the Dragon King Temple and commune canteens, as well as the integration of symbolic elements such as dragon boat racing patterns and fishing net textures, visualize and experientially disseminate the core spirit of perseverance and coexistence in Shashang Culture. This effectively avoids the homogenization of cultural displays and realizes the dynamic inheritance and continuation of regional humanistic memory.

3. The Holistic Design with Interdisciplinary Integration Provides a Practical Paradigm for the Construction of Regional Cultural Spaces

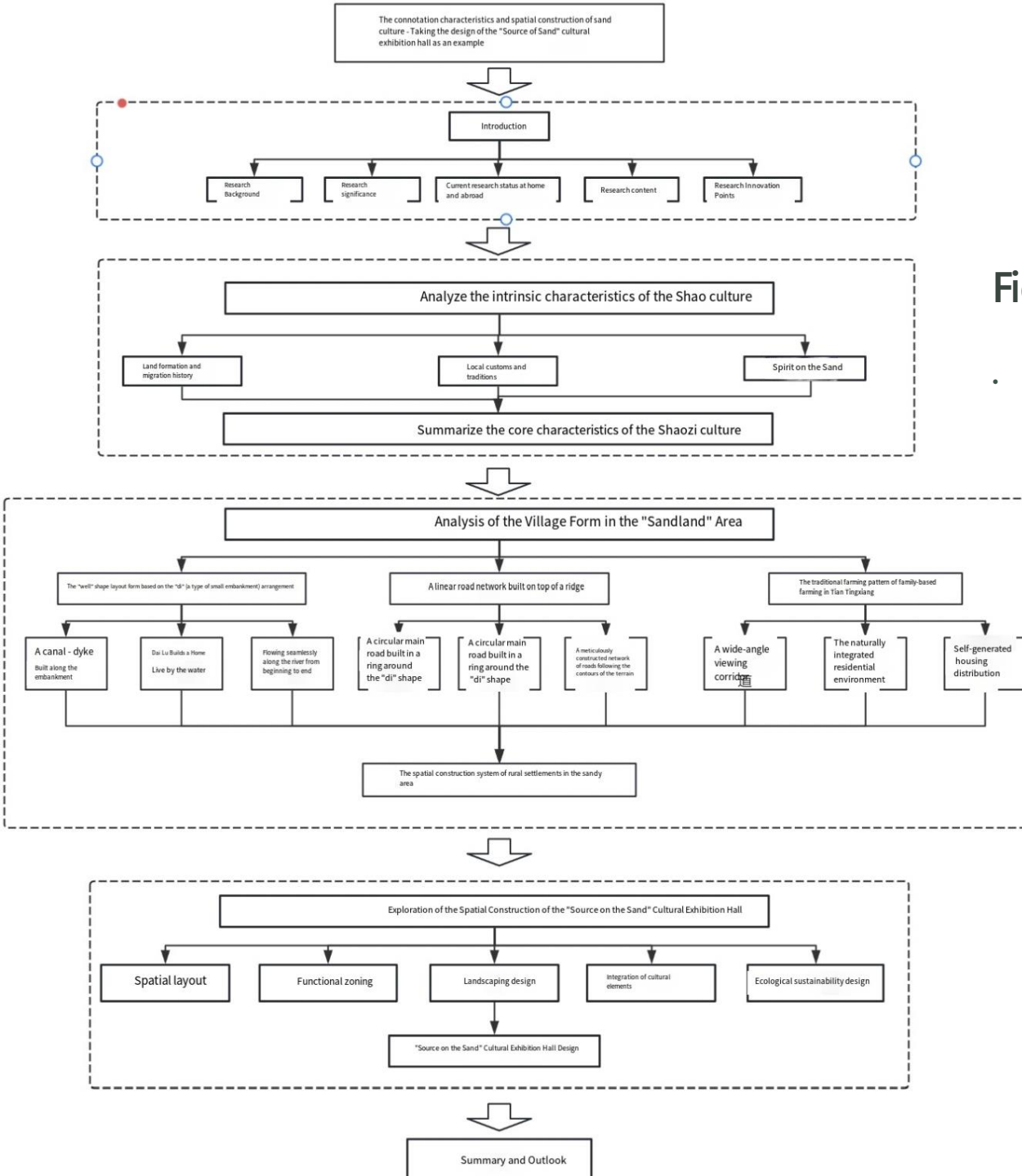
Integrating theories and methods from interdisciplinary fields such as architecture, geography, folklore, and ecological restoration, this design is rooted in the natural endowments and cultural characteristics of the Shashang area, achieving the dual implementation of waterfront geographical characteristics and the humanistic spirit of struggle. The final design outcome not only takes root in the local context and carries regional memory but also provides a referable paradigm of "extraction of natural genes—translation of cultural spirit—integration of spatial functions" for the design of similar alluvial plain areas or characteristic regional cultural spaces. It contributes to the inheritance and prominence of Shashang Culture within the Yangtze River cultural system.

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PART 02

Practical results

Tables, models, and renderings



Methodology

Field investigation method

- First, a field investigation was conducted in the Sha Shang area of Changzhou City. Some valuable residential buildings were selected from the research subjects for inspection and photography records. The current architectural situation, settlement morphology of the Sha Shang area were examined, and the existing problems were analyzed, thus obtaining relatively comprehensive and objective first-hand data.

2. Literature Research Method

- Collect historical materials from various libraries, local history museums, and museums, including township chronicles, village chronicles, family genealogies, water conservancy archives, and intangible cultural heritage lists, etc. This research project will achieve comprehensive and in-depth coverage and possession of the basic literature and foundational data required for this research. It can also conduct scientific and in-depth studies by integrating the comprehensive context of Jiangsu's intangible culture. Overall, it will achieve a good connection, in-depth research, and vivid presentation from basic data, original documents to comprehensive refinement, and countermeasure suggestions.

SWOT ANALYSIS

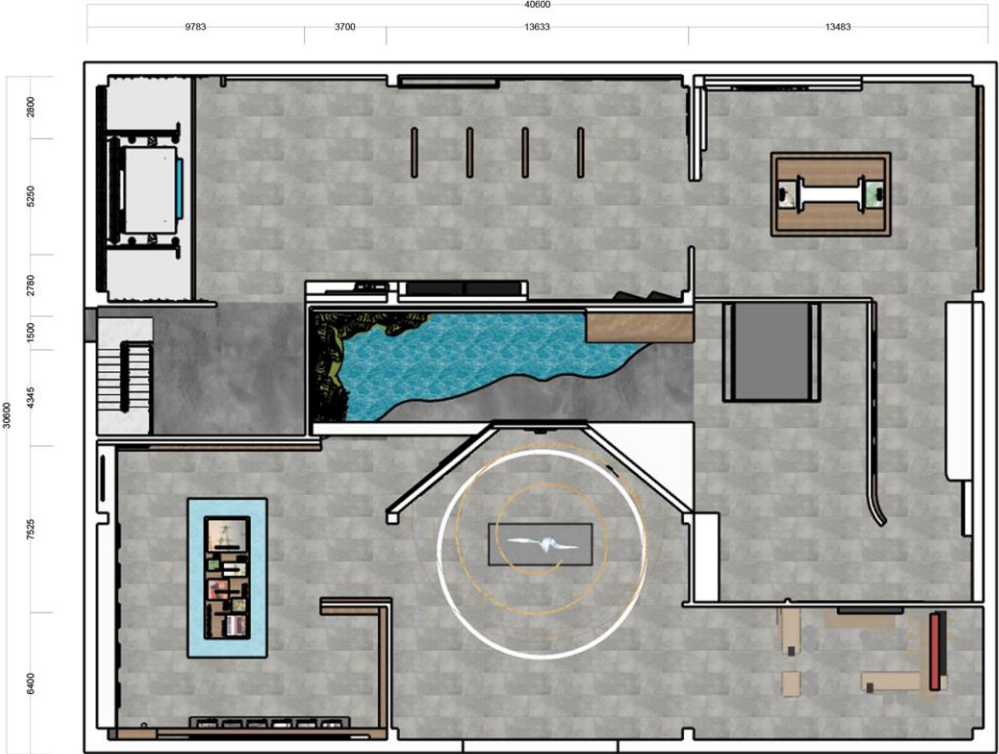
Dimension	SWOT Summary	Detailed analysis
S	The cultural foundation is profound and the policy support is strong, and the ecological and cultural tourism resources have strong interconnection.	1. The culture of Shasha is rich in connotations. 2. It is located in the core area of the Changjiang National Cultural Park in Changzhou. 3. The ecological restoration of the Yangtze River has achieved remarkable results. 4. The local residents have a strong sense of identification with the culture of Shasha.
W	There is a lack of dynamic cultural inheritance, the display methods are monotonous, and the professional support needs to be strengthened.	1. The existing cultural resources on the sand are scarce, and the historical development area needs to make up for the cultural dissemination gap through the integration of graphics and text. 2. The traditional folk customs and Xiqu opera in the region present a relatively static state. 3. Some cultural scenes lack examples of physical restoration. 4. The younger generation has a relatively shallow understanding of the sand culture.
O	The trend of cultural and tourism integration is evident. With the empowerment of digital technology, there is a vast space for regional collaboration.	1. The Newbei District is promoting the integration of agriculture, tourism and culture. 2. The policies for the protection of the Yangtze River and cultural inheritance continue to be strengthened. 3. The application of digital technology has become mature. 4. Shaoshan culture, as a niche regional culture, has obvious differentiation advantages.
T	The surrounding cultural and tourism projects are highly competitive, and it is difficult to strike a balance between ecological protection and development.	1. Changzhou should highlight its unique culture through a dedicated exhibition area to avoid homogeneous competition. 2. The ecological control of the Yangtze River shoreline is strict. The design of the water body models and plant landscapes in the exhibition hall should comply with ecological protection requirements to avoid excessive development and environmental conflicts. 3. The cultural resources within the region are scattered. The core mainline of the sand art culture needs to be strengthened. 4. The equipment maintenance and cultural content updates of the immersive exhibition area require long-term investment.

Category	Design Module	Core Design Elements	Cultural Connection
Ways of Composing Interior Elements	Extraction of Core Elements	Natural foundations: Water, sand, wood Cultural symbols: Fishing, farming, folk customs, opera	Directly rooted in the natural environment and cultural connotations of Shashang Culture, highlighting its unique "nature + culture" dual attributes
	Combination of Interactive and Static Elements	Static elements: Sculptures, graphics & texts, models, tools Dynamic elements: Flowing water, interactive sand tables, scene restoration	Static elements lay a solid cultural foundation; dynamic elements enhance immersion, guiding viewers from "observing" to "feeling" and then to "comprehending" Shashang Culture

Category	Design Module	Core Design Elements	Cultural Connection
Color Scheme	Base Colors	Dominant colors: Black, white, gray, wood tone	Echoes the natural background of Shashang Culture (tidal flats, river water, land), reflecting the simplicity and depth of the culture
	Accent Colors	Rich colors of folk custom pictures, inherent colors of Xiju Opera costumes and props	Serves as visual anchors of cultural vitality, highlighting the life enthusiasm of Shashang people

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► Floor plan

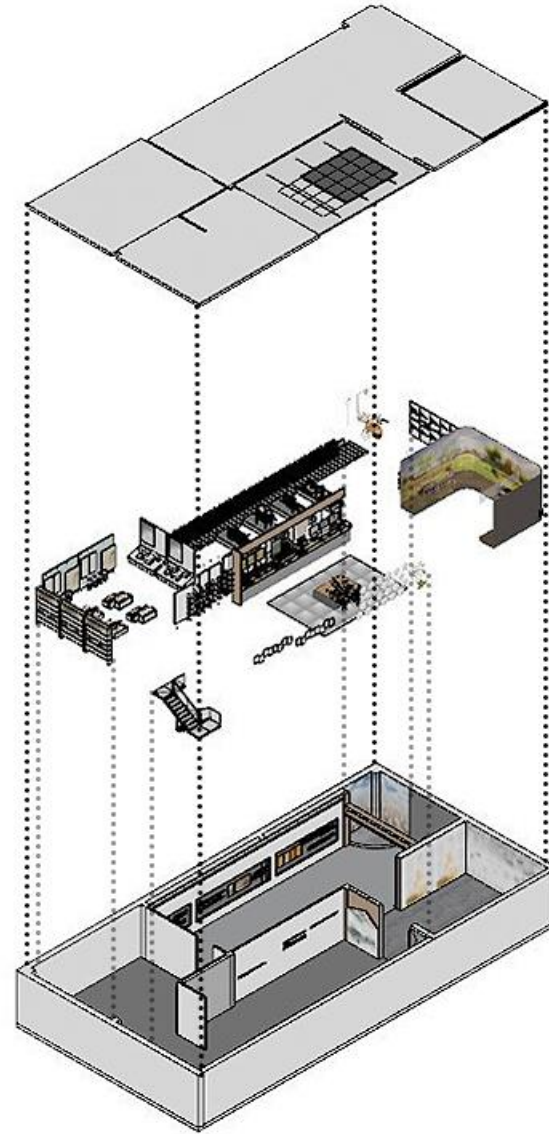


First Floor Plan

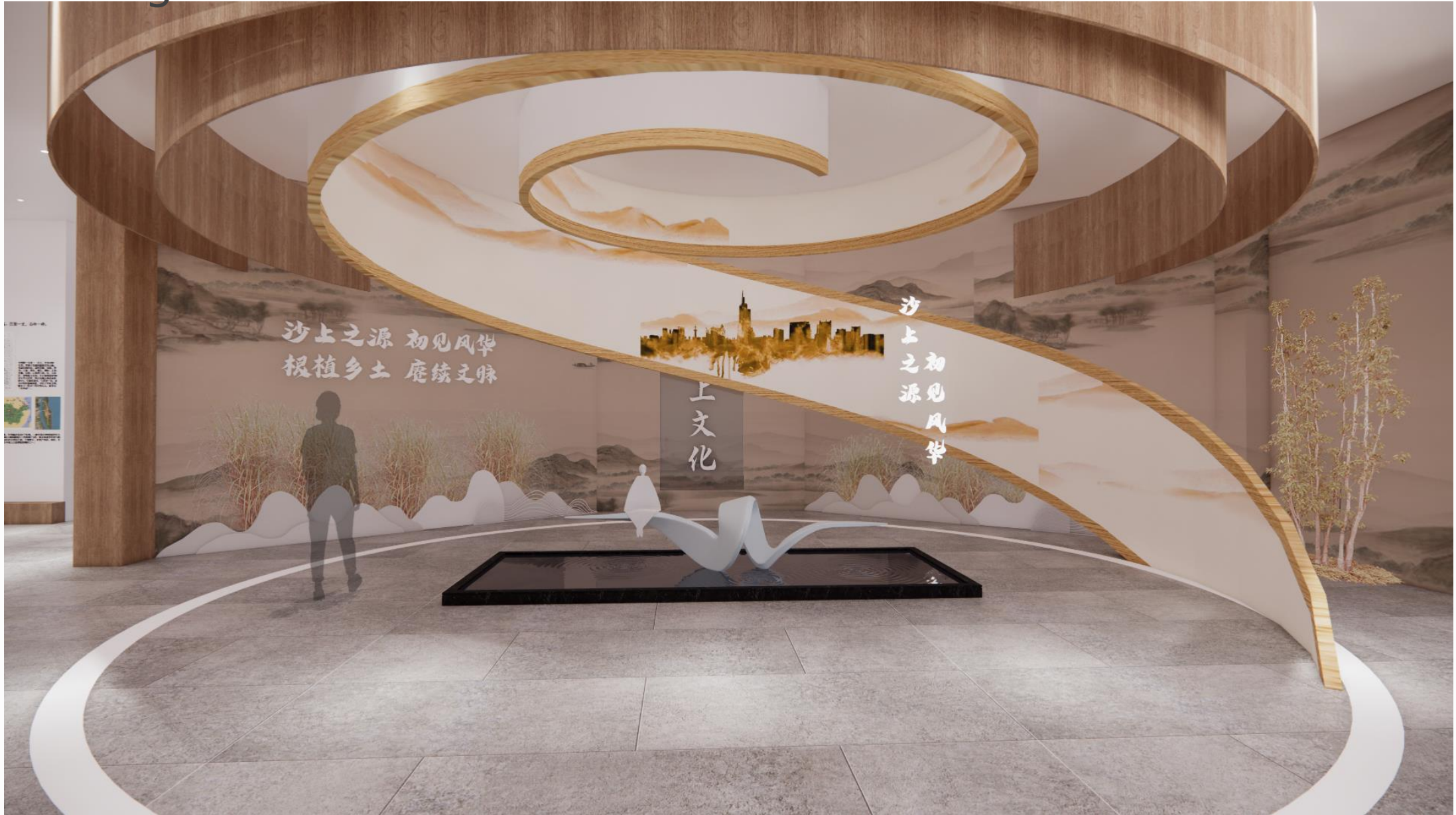


Second Floor Plan

► Spatial Explosion Diagram



► Existing achievements



► Existing achievements



► Existing achievements



► Existing achievements



Existing achievements



► Existing achievements



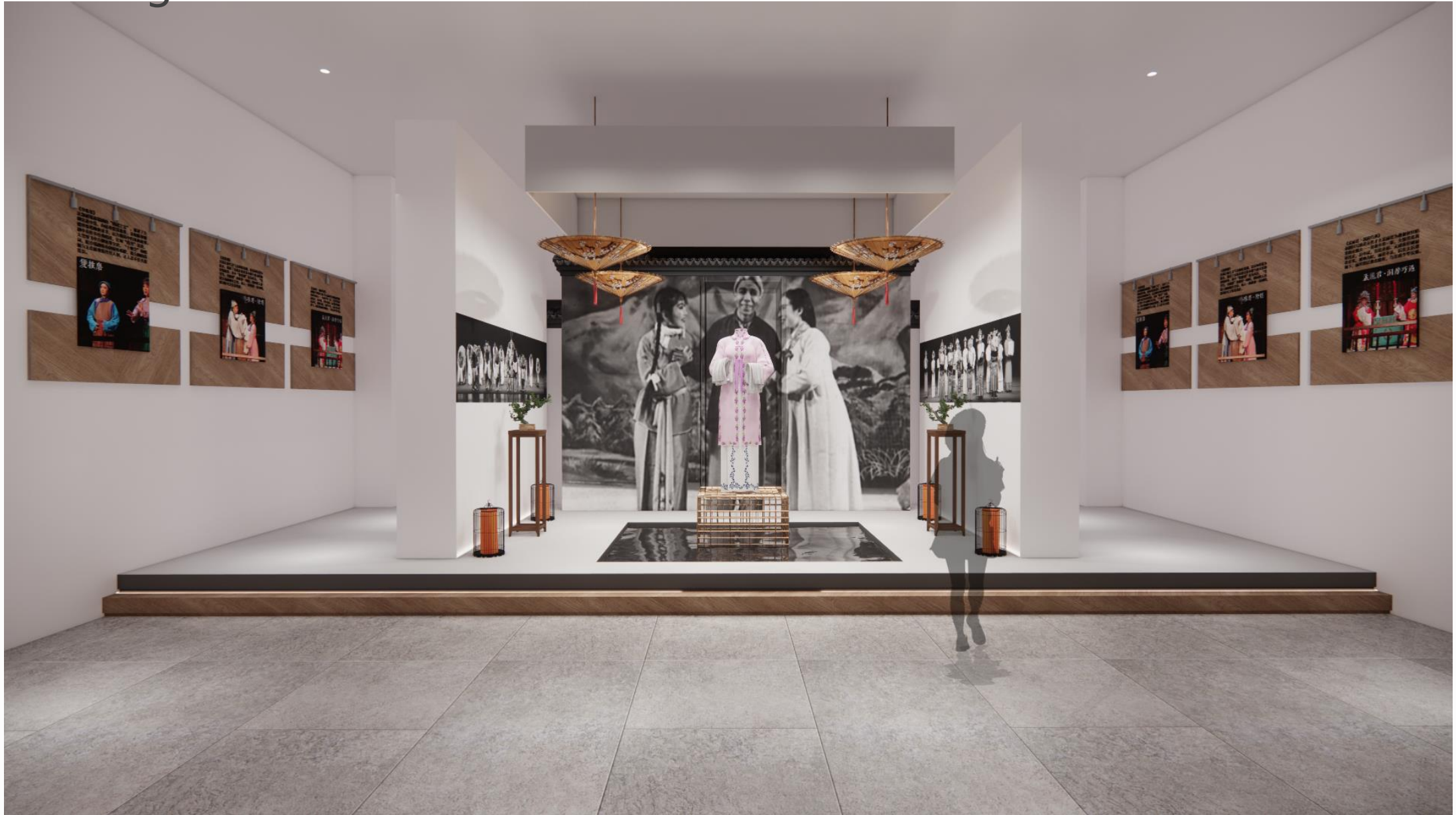
Existing achievements



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Existing achievements



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THANK YOU