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Explore the Role that Chinese Exhibition Designers Should Play in Exhibition Design

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Abstract

Purpose Under the background of the accelerating process of globalization and rapid economic development, my country's convention and exhibition industry has also shown a general trend towards international development, showing vigorous development worldwide. At the same time, we should re-understand the role of Chinese exhibition designers in exhibition design. Methods This article summarizes the development status of my country's exhibition industry and exhibition design industry, discovers the advantages and disadvantages of China's exhibition design concept, clarifies the role of Chinese exhibition designers in exhibition design, and adjusts the design ideas in time to advance with the times, and proposes himself Thoughts and suggestions. Conclusion In view of the problems in the development of my country's exhibition design industry, re-examine the role of exhibition designers in exhibition design, explore the unique cultural qualities of Chinese exhibition designers, and combine the international trend of Chinese exhibition designers to make exhibitions in China Under the leadership of the designer, China's exhibition design industry bursts with new life and vitality.

Keywords

Chinese exhibition designer; Exhibition design; Internationalization; Audi showroom.

1. The Development Status of the Exhibition Industry at Home and Abroad

The development of the exhibition industry originated from the first World Expo (Crystal Palace Expo) held in the United Kingdom in 1951. It has now developed into a "sunrise industry" with great development potential and development prospects. It has been well received in the process of social development at home and abroad. Pay attention. After years of development, Europe, the birthplace of the world's convention and exhibition industry, has developed into a mature industry and has always been in a leading position in the development of the convention and exhibition industry with its advantages in various aspects. However, the development of the domestic exhibition industry started relatively late. Starting in 2014, my country's exhibition industry has gradually entered the stage of marketization.

1.1. Development Status of Domestic Exhibition Industry

The domestic exhibition industry has experienced three stages of development from 1949 to 1978, the development phase from 1978 to 2004, and from 2004 to the present. The development status of the domestic exhibition industry is as follows:

(1) The exhibition industry has become an important platform for building a modern market system and an open economy;

(2) The development of the convention and exhibition industry has begun to take shape, and it has changed from a quantitative expansion type to a quality improvement type;

(3) The development scale of the exhibition industry continues to expand, and the output value of the exhibition economy continues to grow;

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(4) The exhibition industry has become an important pillar industry for the development of domestic first-tier cities;

(5) The market concentration of the exhibition industry is relatively low, and most exhibition units tend to be market-oriented;

Although the development of my country's convention and exhibition industry started late, it has developed rapidly. It is developing rapidly at an annual growth rate of 20%, showing a good development trend. At the same time, we must also recognize that the development of my country's exhibition industry is still in the initial stage of development, and there are still many problems that cannot be ignored in the development process.

1.2. The Development Status of Foreign Exhibition Industry

Europe is the birthplace of the convention and exhibition industry, and as a whole it has strong development strength and a relatively complete industry scale. At present, the exhibition industry in European and American countries has developed to a very high level, forming a set of exhibition industry system with complete infrastructure and professional service level. Among them, Germany, as a leading country in the development of the world's convention and exhibition industry, has taken the ride of the European and American convention and exhibition industry in its development process, while also driving the development of the entire European convention and exhibition industry. More than half of the world's top professional exhibitions are held in Germany, and four of the world's five largest exhibition centers are in Germany. Major cities in Germany know that the development of the exhibition industry can bring huge economic and social benefits to them, and they have established their own city exhibition halls. It has its own exhibition halls in more than 70 cities in Germany, and holds nearly 200 international trade fairs every year, attracting about 170,000 exhibitors. The development of the German exhibition industry has a long history and a profound cultural atmosphere, coupled with the combination of high-quality and professional design talents, making the title of Germany's "Exhibition Kingdom" well-deserved.

2. The International Trend of Chinese Exhibition Designers

2.1. The Unique Design Cultural Literacy Possessed by Chinese Exhibition Designers

As one of the birthplaces of world civilization, China has accumulated a wealth of experience in creation during the five thousand years of civilization history. The creation of human beings is actually the origin of human design activities. In the traditional creation design, what is emphasized is "things carry Tao", including the design culture thought derived from the thought system of the pre-Qin philosophers, and the time mentioned in the earliest surviving creation craft work "Kao Gong Ji" , Local atmosphere, beautiful materials, craftsmanship, etc., these traditional creation design concepts and design principles still have important reference value for the modern exhibition design of our Chinese exhibition designers. Always be alert to contemporary Chinese exhibition designers in exhibition design, not just simply pursuing prominent exhibition form or supremacy of functions, but also conveying the inner spirit of the exhibition brand culture and possessing certain cultural connotations. After five thousand years of historical accumulation, a large number of creation forms and methods have been summarized in human social practice. Behind these traditional creation design concepts and design principles are the unique rich cultural heritage and distinctive aesthetic pursuit of China. concise. This is the link between traditional Chinese culture and modern exhibition design, and it is the nourishment for the unique design culture of Chinese exhibition designers. With such a unique cultural background, Chinese exhibition designers should find ways to apply the traditional symbolic forms brought to us by Chinese traditional culture in exhibition design,

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enrich the expression form of modern exhibition design, and provide rich and cultural for exhibition design. Sexual design elements have injected new life and vitality into China's exhibition design industry.

2.2. Chinese Exhibition Designers are Becoming More and More Equipped with Their Own Conditions for Internationalization

Ni Wei, president of China Convention and Exhibition Magazine, said that the proposal of the "One Belt One Road" initiative has a profound impact on the development of China's exhibition industry. He believes: "With the continuous expansion of China's international influence and the successive holding of home diplomatic events, it has triggered the international community's discussion on China's convention and exhibition model." China's convention and exhibition industry has the courage to go abroad and actively participate in international market competition. Have a certain core competitiveness in the exhibition. At this time, Chinese exhibition designers also play their full personality in exhibition design, including spiritual and material levels, as well as psychological factors, ergonomics, spatial layout, streamline design, lighting arrangements, and color matching. The final effect and success of an exhibition design is a direct reflection of the overall personality of the exhibition designer. Under the influence of Chinese traditional culture and Chinese traditional virtues, China's outstanding exhibition designers have already possessed profound design culture, flexible creative thinking, and excellent design qualities. All these have determined that China's outstanding exhibition designers have a comprehensive and high-level personality. Therefore, Chinese convention and exhibition designers increasingly have their own conditions to go international.

3. Conclusion

As a "sunrise industry" in China's various industries, China's convention and exhibition industry has undergone a rapid growth phase. For a long period of time, China's convention and exhibition industry will need to make efforts to transform from a major convention and exhibition country to a powerful convention and exhibition country. The international and domestic situation is constantly changing, and the development of China's exhibition industry will also usher in greater opportunities and challenges. In order to cope with the problems and challenges brought about by the new situation, China's exhibition industry also needs to continuously improve its development mechanism and adjust its development mechanism. Develop strategies and expand its team of outstanding designers. China's convention and exhibition industry is still in the initial stage of development. In order to better play the important role of the convention and exhibition industry in social development, the most urgent task is to carefully analyze the development status of China's convention and exhibition industry, and grasp the problems in the development of China's convention and exhibition industry. The regular characteristics of the development of the industry, recognize the role setting of Chinese exhibition designers in exhibition design, explore the unique cultural qualities of Chinese exhibition designers, and combine with the international trend of Chinese exhibition designers to promote the development of China's exhibition design industry. New vitality.

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