Research on Urban Architectural Color Planning and Design Based on Historical and Cultural Background

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Abstract. The subject of city image has been the main research direction of urban building planning at home and abroad. With the emergence of the new intelligent era, the problem of urban image planning and design is also found. In fact, the content of urban image is very complex[1]. At present, it includes urban planning, color, landscape design and environmental design. In the process of studying the image of the city, the topic of urban architectural color planning and design based on historical culture is proposed by researchers. At present, it has become the main research goal of the color planning of urban buildings.

Keywords: Historical Culture, Urban Architecture, Color Planning

1. Introduction

According to our present situation, the development of urban culture in our country has tended to be gentle. Humanistic elements have been rooted in the concept of new urban landscape construction. Because the color planning of most buildings in many cities in China is still based on the early form, people are more willing to explore the appearance of the city. Many cities in the world have their own unique city cards. These phenomena have aroused the dissatisfaction of the art and architecture circles in our country[2]. Artists hope to be able to show the diversity of their city by using business cards of different city colors.

This concept has attracted the attention of many experts for a time. In fact, the concept of urban color was first proposed by western artists. After the transformation of some scholars in China, the concept of new urban color has been spread in the architectural circles of our country. At the same time, some scholars also put forward the idea that Chinese history and culture should be integrated into the design of architectural color. Therefore, the concept of urban architecture color planning based on historical culture has been formally proposed. I think we should absorb and learn from the more mature western concept of urban color design. According to the actual situation of each of our cities,
we can find a Chinese theory suitable for our own.

2. Overview of color theory of urban architecture

2.1. Basic meaning

Theoretically speaking, urban color refers to the sum of the external colors of all urban buildings that people can see in the public space of the city. The color of the external architecture does not include the color of the material underground and the color on the ground that is not in direct contact with human sight. The design of urban color can represent the humanistic quality of the city. The color design of a single building can also indicate the purpose of the building.

2.2. The concrete classification of urban architectural color

There are two kinds of colors in urban buildings. They include artificial colors and natural colors. Artificial color can also be called humanistic color or cultural color. It refers to the color with special meaning created by human daily life. Generally speaking, this color does not exist in nature. Natural color refers to the color of natural environment composed of land, climate, environment and humanity. This kind of color is commonly seen in nature (see Table 1).

| Color category     | Connotation                                                                 |
|--------------------|-----------------------------------------------------------------------------|
| Artificial color   | Some colors created by human beings that do not exist in nature              |
| Natural color      | A more common color in nature composed of the environment                    |

Table 1. Investigation on the specific classification of urban architecture color

2.3. Urban architectural color from the perspective of historical culture

The color of urban buildings is a large and complex design problem. In a broad sense, the color of urban buildings can be called the combination of artificial color and natural color. In a narrow sense, the color of urban architecture can be called the embodiment of urban humanistic quality and knowledge culture. However, from the perspective of history and culture, the color of urban buildings shows the cultural connotation of the city's long history[3]. It represents the age and experience of the city. Some experiences are painful, some are good. Each city has its own unique historical and cultural background and characteristics.

3. Based on the historical and cultural perspective of modern urban architectural color planning

History and culture are the characteristics of every city. However, many cities do not make good use of the soul of culture to plan the color of urban buildings. This situation leads to the lack of diversity of urban color. The city lacks its own unique color card. This phenomenon is not conducive to the development and progress of the city.
3.1. The disappearance of urban architectural features

Theoretically speaking, color is the life light of architecture. Buildings in different areas should have different forms. Cities in different regions should also have different color characteristics. Indeed, the rise of our cities is rapid. However, this rise is also out of control. Modern cities have brought the Chinese nation closer to the world\textsuperscript{[4]}\textsuperscript{[4]}. However, our city has lost its local historical and cultural characteristics. We will find that the color construction of our city is single. Without historical and cultural rendering, our city will lack its own architectural features. This is not an optimistic fact.

3.2. The color distribution of the city's architecture and the visual confusion

The development of science and technology in the new era is diverse. We can call it the progress of prosperity. We live in a space surrounded by buildings. In this space, various objects are more and more closely connected. The emergence of this situation makes people first think of not the unity of new building color and environment, but the innovative color design. Each building wants to attract people's attention through its own non mainstream color design. Many people think that this is a novel urban architectural color planning innovation. In fact, this situation will lead to the confusion of color distribution of urban buildings. The city has lost its historical and cultural control. There are more kinds of colors in cities. The city has become more prosperous. The visual aesthetic of the city is weakened.

3.3. The abuse of aesthetic ideas

Color is the life of a building. The architecture of a city without color planning has no vitality. It can feel abrupt and insecure. The colorful world is anxious and chaotic. The use of messy aesthetic concepts will also mask the harmonious charm of the city. The use of aesthetic ideas should be combined with the local historical and cultural background. However, contemporary designers only want to master people's attention. It's a very noisy design.

4. Research on the method of urban building color planning and design based on historical and cultural background

4.1. Analysis of the cultural influence factors of the city's historical and cultural regional color

Cities have very distinct historical and cultural characteristics. According to the sociological theory, the existence of City material can be regarded as the superposition of the dimensions of human activity space. Therefore, we can think that the color of urban buildings also has a very distinctive cultural characteristics. Historical and cultural characteristics are the main influencing factors of urban color (see Figure 1).
4.2. An analysis of the humanistic factors influencing the historical and cultural regional color of a city

In addition, the richness of city color carrier and color perception is a complex and open work of urban color planning. Therefore, we can also think that the city's human environment is the dominant factor affecting the color of the city's buildings. The influence of human environment is generally higher than that of natural geographical environment. This is the nature of human cognition. It is also an unalterable cognitive view of the habits of human life[5].

4.3. Color planning and design methods

According to the analysis of cultural factors and humanistic quality, we can think that historical culture not only shows the cultural background of a region, but also shows the network system of people's cognitive knowledge in this area. Therefore, designers should choose appropriate architectural color planning methods according to the local history and culture and people's cognition. Generally speaking, this way can be recognized by the local people.

5. Research on the method of architectural color planning based on historical culture

The color planning of buildings in historical and cultural areas should be close to people's color preferences. This is the designer's mastery of the historical context of a region. In the process of choosing the method of color planning, designers need to refine the color from the perspective of history and culture.

5.1. Establishment of standard color system

The construction of color system is the basic step of urban color research and planning. In the current situation, the color models in different fields are also different. Designers can generally use HSV color models. It is a uniform color space. This color model is also in line with the human eye's perception of color. Dark tones are recommended for old buildings. Light tones are recommended for new buildings.
5.2. Research area and basis

The characteristics of urban architecture belong to an important part of urban landscape. In order to properly control and plan the urban area studied, designers need to further divide the specific regional characteristics[6]. According to the characteristics of different historical cultures, designers can strictly control the colors introduced. Let the color be consistent with the surrounding environment. Secondly, designers should also pay attention to the refining of urban color in historical and cultural areas.

5.3. Analysis on the method of architectural color planning of historical culture

In order to find a suitable way of architectural color planning, designers need to investigate the historical resources on the spot. According to the refining of cultural background, designers should also choose different colors. According to the call of color, artificial color or natural color is selected to pre color the building. For different levels of urban color planning, designers can choose different color schemes.

6. Conclusion

Color is the life light of a building. History and culture are the soul of a city. There is no history of city culture that can't be recognized. Based on the historical and cultural background of urban building color planning is in line with the development of the times. It is worth studying and understanding.

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