

Research on the Emotionalized Installation Design of Urban Commercial Spaces

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Abstract

With the sustained progress of society and the economy, installation design has gradually evolved into a pivotal artistic expression in urban commercial spaces, embodying the essential characteristics of contemporary public art. These characteristics encompass the ability to meet both the aesthetic and emotional needs of audiences. This study explores four primary dimensions: (1) the conceptual definitions of emotional design, installation design, and urban commercial spaces; (2) the investigation of emotional design within installation design; (3) the current state of research; and (4) the future trajectory of development. Emphasis is placed on the critical role of emotional design in installation design. By analyzing exemplary cases of emotional installation design and distilling their design essence, this research employs the concept of "emotional output" as a source of inspiration to craft emotional experiences in commercial spaces. Through comprehensive discussion and in-depth analysis, it seeks to provide innovative theoretical guidance and practical design references for the integration of emotional installation design within urban commercial spaces.

Keywords: Urban Commercial Spaces, Emotional Design, Installation Design

1. Introduction

In urban commercial spaces, a significant number of installation design works have emerged, integrating artistic approaches that imbue these spaces with a richer humanistic atmosphere while simultaneously enhancing the aesthetic appreciation of the public. For installation design, the distinctive characteristics of the site provide boundless possibilities for innovation, unleashing multidimensional creative thinking. Installation design transcends traditional artistic structures, granting artists greater freedom to select materials and venues for creation, thereby establishing an entirely new set of artistic norms. Through its unique visual expression, installation design enriches the diversity of commercial spaces, fostering intriguing interactions between the public and the artwork. These interactions not only encourage audiences to reassess the artworks but also stimulate deeper exploration of ideologies.

These designs amalgamate the emotions and perspectives of diverse individuals, injecting novel societal meanings and cultural significance into art, and exemplifying its democratic spirit and public attributes. Today, while the public's reasoning processes have become increasingly rational, there is a heightened anticipation for profound emotional experiences. Installation design creates new possibilities for interaction between the public and commercial

spaces, fostering a synthesis of thought and emotion that enhances the cultural sensibilities of urban life.

This study analyses the spatial and public characteristics of installation design works in urban commercial spaces by gathering extensive data on such designs. Furthermore, it examines aesthetic value and public attributes, taking into account factors such as material, color, texture, and tactility, aiming to elucidate the aesthetic significance and public engagement of installation art.

2. Review of Emotion-Oriented Installation Design in Commercial Urban Spaces

In the context of urban commercial spaces, installation design is unequivocally an essential constituent. Among the diverse array of public venues, it is widely perceived as one of the most readily accepted design elements. Furthermore, it represents a crucial domain for drawing substantial public attention. Various facets of everyday life, such as relaxation areas interspersed within urban alleys and streets, are intricately linked to installation design. The caliber of installation design profoundly affects the functionality and appeal of urban commercial districts. This study delves into urban commercial spaces where emotion-oriented installation design constitutes a fundamental objective, catering to urban inhabitants' recreational and social demands.

2.1 Conceptual Exploration of Emotion-Oriented Design

Susanne K. Langer, an American philosopher and semiotician, articulated that the nexus between emotion and art is indissoluble; this assertion is equally pertinent to the discipline of design (Langer, 1986). In recent years, with the progression of socio-economic and cultural development, the emphasis on user-centered and humanistic design principles has garnered increasing recognition across design disciplines. This shift has seen a burgeoning focus not only on satisfying material needs but also on addressing the burgeoning spiritual aspirations of individuals.

Design strategies eliciting emotional reactions are particularly immediate. Observers tend to evaluate installation designs within a brief temporal window. Simply stated, public perceptions of installations—including their form, color, and material composition—are informed by their direct sensory impressions. These intuitive designs readily seize attention, are highly conspicuous, and are easily comprehended by the general populace (Zhang, 2019). Emotional reactions are naturally elicited by sensory engagement with the installation, encompassing such elements as touch, sight, sound, and scent. Emotionally resonant designs often exhibit shared characteristics, including distinctive forms, engaging auditory effects, vibrant hues, and alluring fragrances. As art theorist Eaton posited, “The optical, electromagnetic, and chemical processes initiated within the eyes and mind often operate in parallel with psychological mechanisms” (Sun & He, 2010).

2.2 Emotionalization in Device Design

2.2.1 Color and Emotion

Although color in itself lacks explicit emotional expression, it serves as an integrated medium, combining both visual perception and cognitive engagement. Through sustained human comprehension and acceptance, a nuanced emotional receptivity towards color has been cultivated. In other words, colors possess the capacity to elicit emotional and psychological transformations, thereby initiating a shift from observation to cognition. Simultaneously, they

provide a concrete manifestation of this transformative process. As illustrated in Table 1, color is not merely a physical phenomenon; rather, it constitutes an artistic element capable of profoundly influencing human emotions and psychological states.

Table 1

Artistic Effect from the Perspectives of Color Emotion Forms

Color Emotional Forms	Artistic effect
Psychological colors	Colors possess the inherent capability to reveal human emotional tendencies, evoking a wide spectrum of sentiments. Under the dual influence of physical and psychological attributes of color, emotions undergo various transformations. Human feelings such as excitement, calmness, joy, or sorrow may all be associated with colors. For instance, red often induces excitement, while green evokes tranquility, and other hues similarly stimulate diverse emotional responses. Additionally, factors such as brightness and saturation of colors further influence emotional reactions. Color perception refers to the experience of hues formed through the human visual sensory system. It represents a direct physiological reaction to external colors, wherein changes in the environment's light color provoke rapid bodily responses, subsequently leading to psychological alterations. For example, light blue can be used to regulate mood; red is capable of boosting morale; and transitioning from a melancholic state can be facilitated by altering environmental colors from cool to warm tones or adjusting brightness from dim to vibrant white.
Physiological Color	Colors possess the inherent capability to reveal human emotional tendencies, evoking a wide spectrum of sentiments. Under the dual influence of physical and psychological attributes of color, emotions undergo various transformations. Human feelings such as excitement, calmness, joy, or sorrow may all be associated with colors. For instance, red often induces excitement, while green evokes tranquility, and other hues similarly stimulate diverse emotional responses. Additionally, factors such as brightness and saturation of colors further influence emotional reactions. Color perception refers to the experience of hues formed through the human visual sensory system. It represents a direct physiological reaction to external colors, wherein changes in the environment's light color provoke rapid bodily responses, subsequently leading to psychological alterations. For example, light blue can be used to regulate mood; red is capable of boosting morale; and transitioning from a melancholic state can be facilitated by altering environmental colors from cool to warm tones or adjusting brightness from dim to vibrant white.

Color Emotional Forms	Artistic effect
Color Emotionally Speaking	Judgements regarding colors may vary due to external influences, including differences in environment, personality, mood, national, or cultural backgrounds. Thus, colors inherently serve a communicative function for emotions. Essentially, this reflects the transformation of a rich spectrum of feelings—such as joy, anger, sorrow, and happiness—through the lens of cultural and artistic interpretation. For instance, in opera, the color of a character's costume can convey the character's personality and comprehensive background.

**Note 1: Overview of Color Emotionalization Forms*

**Source: Compiled by the author; content adapted from Zhang (2019)*

Speaking of the pathways to emotional realization through colors, in the context of daily life, the colors of objects frequently engage in interactive dynamics with individuals. During the design process, emotional expression typically precedes the selection and arrangement of colors. Notably, there exist various options for colors capable of conveying analogous emotions. Emotional engagement within installation designs may be achieved through interactive activities (Wang, 2016). It is, however, imperative to consider factors such as the surrounding environment, the intended audience, and the contextual influences in undertaking a thorough assessment.

The human reliance on visual perception to comprehend the surrounding world is fundamental and intuitive, playing a crucial role in everyday life. This process often integrates psychological states with visual experiences. Everyday environments are ubiquitously filled with an array of colors that provide abundant visual gratification. Within the realm of installation design, the appropriate application of color ensures harmonious integration within the broader spatial framework and facilitates alignment with the audience's aesthetic criteria. Therefore, color planning represents a critical and non-negotiable aspect of installation design (Zhang, 2019). As demonstrated in Figure 1, the amalgamation of vividly colored floral motifs with prominently striking red high-heeled shoes illustrates a vivid and fashion-forward embodiment of emotional communication through color.

Figure 1
The Beauty of the Phase

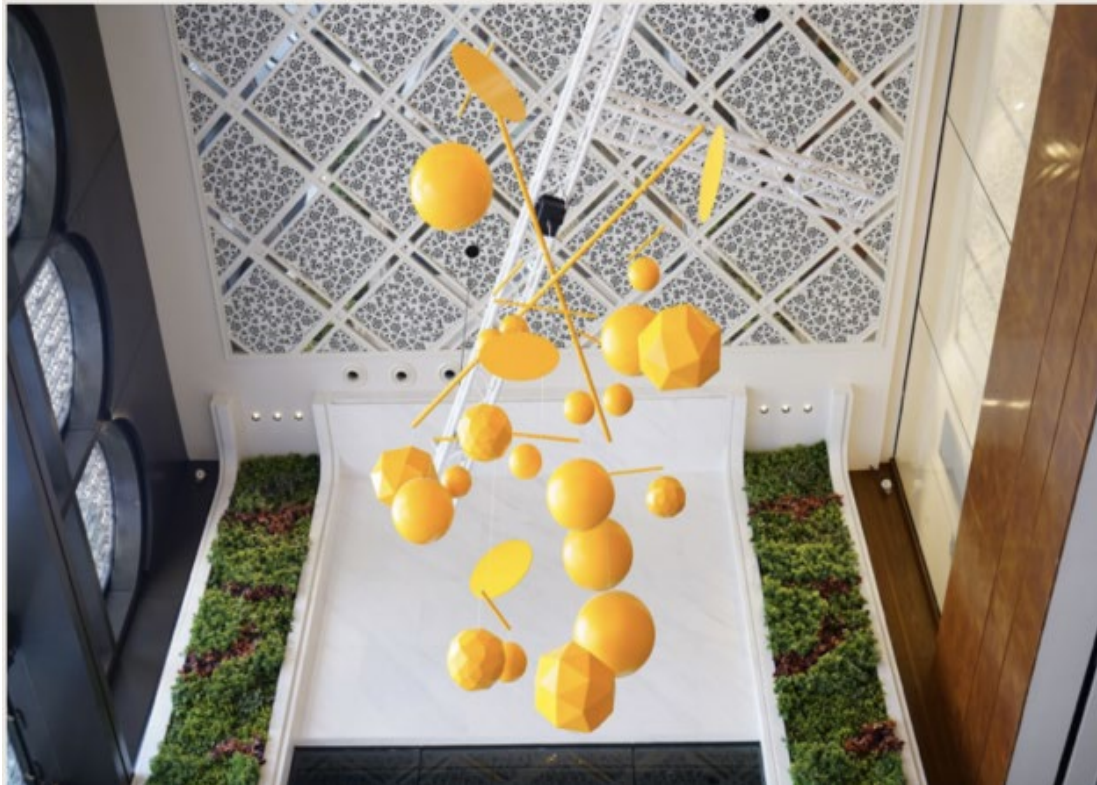


*Source: Self-photo for the study

2.3.2 Form and Emotion

In the realm of design, the visual form of an installation reflects the utilization of symbolic and visual language, which constitutes an external manifestation of art. This approach enhances the emotional engagement between the work and the public. An appealing design can evoke the curiosity of consumers, facilitating a cognitive and emotional interaction with the piece during the process of comprehension. Compared to the visual impact imparted by color, the form of an installation conveys the meaning of the work to the public through the most direct means. This three-dimensional and tactile communication enables the installation to be comprehensively understood and experienced by the audience. Every artistic form is constructed from a combination of points, lines, and planes (Kong, 2011). As illustrated in Figure 2, the primary task when designing and creating installation works is to investigate the rules governing the structural configuration of points, lines, and planes.

Figure 2
Night of the Sky Flare



*Source: Self-photographed for this study

2.3.3 Materials and Emotions

Under the impetus of industrialization, innovative materials and technologies have emerged prolifically, akin to the flourishing of bamboo shoots after a spring rain. The utilization of various decorative materials imbues artworks with distinctive stylistic characteristics. Due to the varying physical properties of materials—such as color, hardness, humidity, and elasticity—the emotional expressions conveyed through installations also differ significantly. For instance, the vibrant and colorful floral materials throughout their lifecycle evoke a sense of vigorous vitality. Consequently, the meanings transmitted by artworks to the public also vary accordingly. The same material, when subjected to different processing techniques, results in varied material properties, thereby endowing installation artworks with diverse temperaments (Zhang, 2019). Thus, the selection of materials and mastery over their production processes have become increasingly nuanced and complex. In response to different audiences, artists may opt for diverse materials to confer uniqueness to their installations, or alternatively, use the same material while altering its processing techniques. This enables the artwork's surface texture to convey distinct meanings. As illustrated in Figure 3, unconventional material usage is exemplified by employing paper materials to exhibit the volumetric presence and dynamism of whale sharks. This approach challenges conventional perceptions, generating an emotional disparity with the audience's cognitive expectations and thereby enhancing the visual impression (Zhang, 2019).

Figure 3
Whale



*Source: Self-photographed for this study

2.3.4 Analysis of the Commercial Space Environment in Installation Design

Within the context of commercial spatial environments, the establishment of installation design constitutes one of the most pivotal influencing factors in emotional aesthetics. When the public initially encounters art, they enter an artistic space, wherein their relationship with the environment can be perceived as mutually inclusive and interpenetrative. In the domain of installation design, the interaction and mutual influence between the public and the environment construct a "field," within which intricate and multidimensional connections are formed through mutual engagement. Emotional installation design manifests in various aspects of the creation of commercial spaces (Wang, 2020).

In commercial spatial environments, the appearance, dimensions, and location of installations significantly contribute to shaping the environment and eliciting emotional responses. From a psychological perspective, the environments constructed by installation design often transcend the experiential boundaries of physical reality, creating entirely new, non-realistic settings that offer the public distinctive exhibition experiences. In terms of the material environment, the spaces generated by installations govern public perception and exert a profound psychological influence. For instance, installation design frequently employs the creation of magnificent scenes to evoke emotional resonance among the public. By leveraging technological tools, artists can transform sensory experiences, immersing individuals in alternative realities that alleviate the pressures of daily life and delve into the core of human nature. Such design approaches establish expansive spaces that fully engage participants, thereby eliciting profound emotional resonance.

3. Case Analysis: Emotionalized Installation Design in Urban Commercial Spaces

The exploration of emotionalized installation design in urban commercial spaces is grounded in the framework of "Emotionalization" as a conceptual extension. Through its unique stylistic approaches, installation design achieves an evocative representation of "emotion." The thematic development of such designs is intrinsically linked to the "commercial environment," "emotional engagement," and the "full lifecycle" of the installations.

Furthermore, the spatial configuration, materiality, chromatic compositions, and interactive dimensions afford inexhaustible potential for the aesthetic and experiential manifestation of installation designs.

Figure 4

Analysis of Installation Artwork – "Unrestrained Growth Within the Frame"



**Source of Data: Photographed and compiled by the researcher as part of this study*

As illustrated in Figure 4, the installation utilizes floral plants as its medium, combining the linearity of flower stems, the punctuated elements of blossoms, and the planar presentation of the frame, accentuated by the impact of color. This combination underscores the spatial atmosphere of installation design, conveying an emotional expression of breaking free from constraints and growing uninhibitedly. The visual experience not only fosters public self-reflection but also elevates the design to the highest echelon of emotional engagement. Furthermore, based on the compositional principles of imagery, all artistic objects fundamentally arise from the combination of points, lines, and planes:

3.1 Dynamic "Point" Elements

Points are regarded as the fundamental components of an object, ubiquitous in its design and production. These points are intricately linked to the primary attributes of the object and the manufacturing techniques employed. Additionally, factors such as space, materials, and shaping tools influence their manifestation. In innovative design processes, the object's form,

color, dimensions, and texture are carefully observed to reveal its intrinsic presence. In this work, floral elements have been employed to shape the visual imagery. Although seemingly irregular, this distribution imbues the design with vivacity and rhythm. The integration of point elements in the modelling process introduces boundless expansion and dynamic tension. Under specific configurations, these points capture the public's attention, becoming focal points that serve as the "finishing touch."

3.2 Fluid "Line" Elements

Countless points coalesce to form lines, whether curved or straight, which are perceptible from any perspective in installation design. These linear shapes provide structural support to the artwork's exterior. The harmonious interplay of curves and straight lines manifests the rhythmic beauty of the installation's form, underscoring the designer's skillful use of lines during creation. Yang (2004) emphasized that "the imaginative use of lines in motion creates the forms of surfaces and volumes through their dynamic interplay" (Yang, 2004).

3.3 Versatile "Plane" Elements

Planes predominantly composed of straight lines convey a sense of rationality or solemnity, while those shaped by curves appear more fluid and natural, evoking an impression of vitality and dynamism (Kong, 2011). For instance, the linear composition of frames in the artwork enriches its variability, and the blending of two distinct styles imparts an irregular or spontaneously natural appearance. Subjective interpretations, innovative alterations in the shape of planes, or creative manipulations such as flipping, displacement, superimposition, and compression can independently manifest diverse planar forms. These methods yield a multi-dimensional design effect, offering a comprehensive and enriched artistic expression.

Figure 5

Analysis of Installation Design Work – Autumn Rhythm



*Source: Photographed and documented for the present study

As illustrated in Figure 5, Autumn Rhythm represents a large-scale plant-based installation design. The primary structure employs the vibrant rainforest timber and the highly flexible hawthorn wood to create intricate and winding shapes. Integrating this design with urban commercial spaces, the installation, when viewed from a distance, resembles meandering vines. Through innovative approaches, soft and fragile flowers are intricately incorporated

into various parts of the installation, exuding a powerful vitality and filling the space with boundless autumnal reverie. Guided by the theory of "displacement," the artist draws public attention to the interplay between an individual element and its surrounding environment, introducing emotionally resonant design elements into the installation to elicit interaction and resonance between people and objects.

The application of installation design in commercial spaces has become an inevitable trajectory for their mutual advancement. By leveraging point, line, and plane structures, and reflecting on cultural, social, natural, and existential emotions, designers create visually striking experiences that captivate the public's attention. The progression of interactive installation design has even penetrated the domain of "emotionalized" creation. Contemporary manufacturers of interactive installation designs experience conflicting sentiments. On one hand, the individuality of artists necessitates the incorporation of personalized contemplation, innovative capabilities, and profound revelations into their creations. On the other hand, to meet the demands of the public and commercial settings, artists are often compelled to compromise their personal expressions to appeal to audiences influenced by global cultural trends (Du, 2019).

By analyzing how urban commercial spaces guide consumer behavior and emotions through emotionalized installation designs, the study explores how artistic expressions and interactive experiences collectively shape a modern urban environment imbued with profound emotional depth and social significance. Such designs direct public sentiment and effectively communicate the conceptual essence conveyed by the installations. This integrated design philosophy fosters the creation of more humane and sustainable urban spaces, serving as both a critical method for employing emotional design theory and a foundational principle for implicit psychological and visual design.

4. Conclusion and Discussion

The current research, by engaging in a profound examination of emotional design, seeks to address the emotional demands of urban commercial spaces, thereby enhancing the aesthetic quality of these environments while simultaneously cultivating an elevated sense of happiness, belonging, and security among individuals and within the urban fabric. The study articulates specific modalities for the application of emotional design in the context of urban commercial spaces. Moreover, it employs design concepts that holistically incorporate considerations of materials and color schemes to maximize the sustainable advancement of installation design. By embracing interdisciplinary methodologies and fostering cross-sector collaboration, this research achieves a comprehensive understanding and management of its environmental and societal impacts. These contributions provide a repository of valuable insights and experiences for the progression of future research and practical applications in analogous fields.

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