

DASHIBAN VILLAGE IN HAINAN TOWNSHIP, XICHANG CITY

CULTURAL AND TOURISM LANDSCAPE DESIGN

PROJECT INTRODUCTION

The project is located on the south shore of Qionghai Lake in Xichang City, Sichuan Province. Xichang is the economic and cultural center and transportation hub of Southwest Sichuan. It is developed around Qionghai Lake and attracts tourists from all over the country with abundant sunshine and comfortable natural environment.

This project focuses on the Qionghai Lake scenic route, excavates the natural and historical characteristics of the site, and tea-horse ancient road culture, and activates the village.

Protecting the natural environment, enhancing cultural output, introducing living formats, creating natural, cultural, and living experience spaces, improving the sense of happiness, and transforming regional living patterns. Building a tourist loop around Qionghai Lake as the core of the future city, and forming characteristic cultural tourism villages on the south side of the loop.



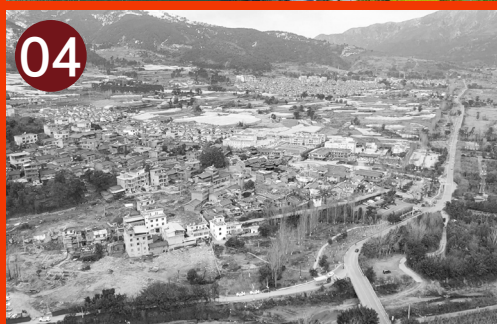
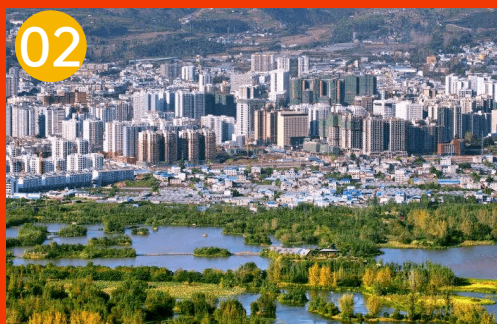
DASHIBAN VILLAGE, HAINAN TOWNSHIP,
XICHANG CITY, SICHUAN PROVINCE, CHINA

SITE LOCATION



·The original state of the site

Xichang started protecting the ecological resources of Qionghai, and fishing was banned. The traditional way of life in Dashiban Village, which relied on the mountains and the sea, gradually ended, and a tourism circular route centered around Qionghai began to form. However, the project suffered from population loss, and the village gradually declined and fell into disrepair. The internal space of the site was idle, the buildings were dilapidated, and the roads were muddy. The overall situation on site was poor.



CHALLENGE & CHANCE

Challenge: Disconnection of Qionghai Ring Road

Chance: Completion of the tourism experience



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CHALLENGE & CHANCE

01 Historical and cultural heritage urgently needs to be protected

Dashi Ban village used to have a rich historical and cultural heritage, with tea-horse trail postal stations and important towns along the Southern Silk Road. However, with the passage of time, this heritage has gradually disappeared. The protection and reconstruction of this cultural heritage is urgently needed.

Tea-horse Culture

Meeting twice a month for
market day

Multi-ethnic

HISTORICAL AND CULTURAL FOUNDATION
DASHI BAN VILLAGE
TRADITIONAL WAY OF LIFE

Fishing

Residential

Relying on the mountains for food and on the sea for food

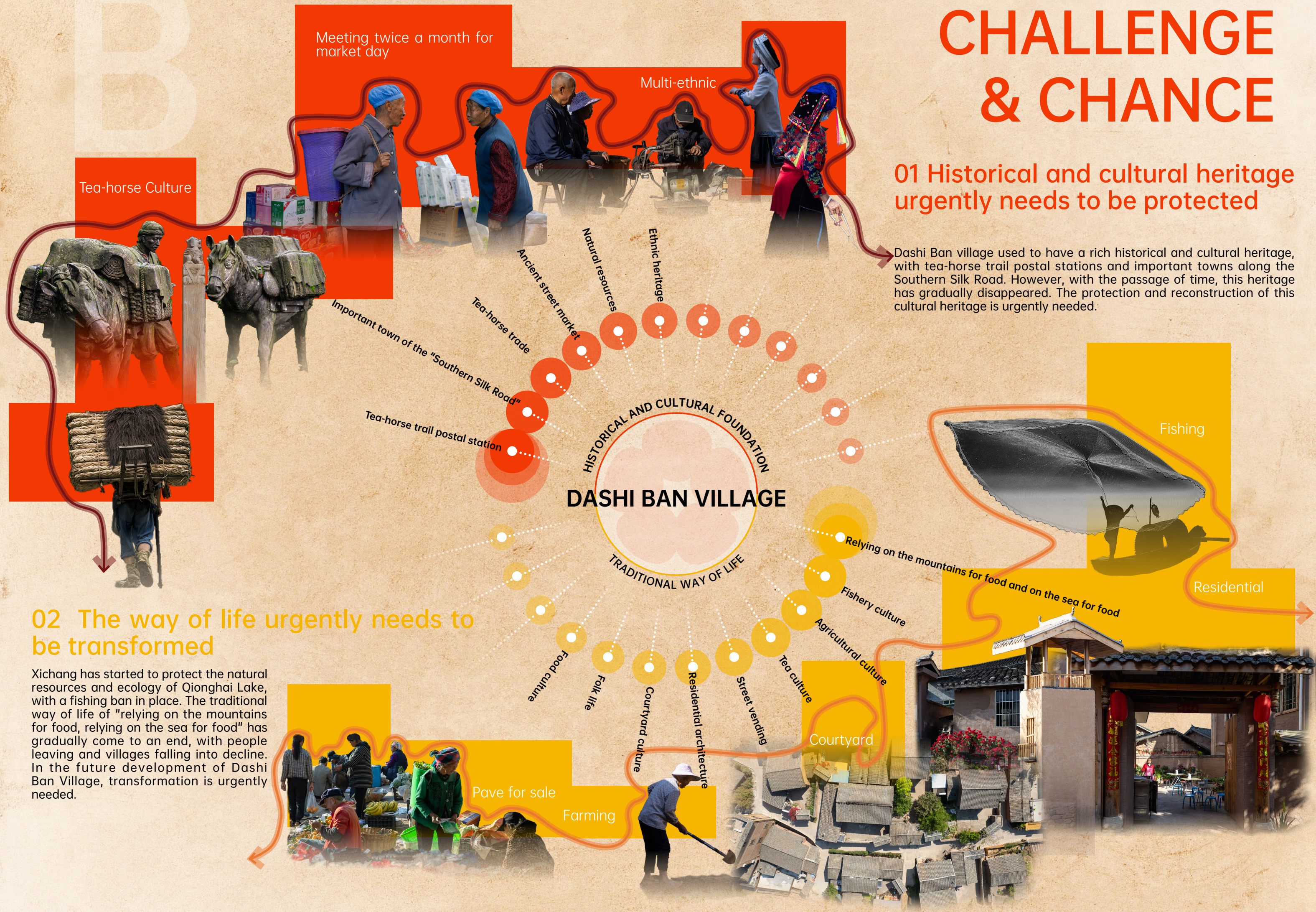
Courtyard

Pave for sale

Farming

02 The way of life urgently needs to be transformed

Xichang has started to protect the natural resources and ecology of Qionghai Lake, with a fishing ban in place. The traditional way of life of "relying on the mountains for food, relying on the sea for food" has gradually come to an end, with people leaving and villages falling into decline. In the future development of Dashi Ban Village, transformation is urgently needed.



DESIGN STRATEGY

FOCUS ON CULTURAL OUTPUT, CREATE SITE-SPECIFIC CULTURAL CHARACTERISTICS

CULTURAL CONTINUATION

NODE CONCATENATION

TRADING CULTURE ALONG ANCIENT ROUTES

CULTURAL INHERITANCE

LOVE STORIES ALONG ANCIENT ROUTES BREWING CULTURE

CULTURAL RESHAPING

INTEGRATION OF BUSINESS FORMATS

COMMUNITY ENGAGEMENT



Antique Shops Along Ancient Routes

Cultural Hub Streets

Tea Horse Road Inns

Selling Stalls

Antique Shops Along Ancient Routes

Selling Stalls

Wen Jun Instructing Art

(Note: Wen Jun was a famous poetess and artist in ancient China known for her skills in painting, calligraphy, and poetry.)

Halls of Five Provinces

(Note: This refers to buildings or meeting places established by people from the same province or region.)

Tea Horse Road Performance Stage

Antique Shops Along Ancient Routes

Cultural Hub Streets

Ancient Steles





DESIGN STRATEGY

RESPECT THE STYLE OF THE SITE, PRESERVE AND REBUILD THE STYLE OF THE RELICS

01 Preserve the residential buildings in good condition within the site, rebuild the buildings in their original locations if they are in ruins, build new supporting functional buildings based on the ancient paths, maintain consistency between the overall residential style and the original style, and control the overall architectural style.



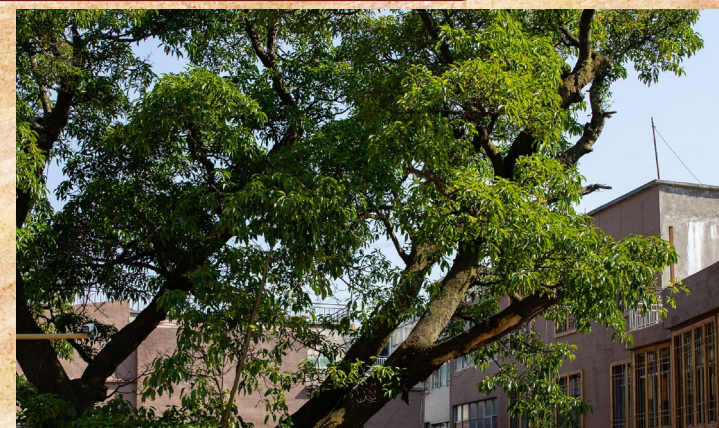
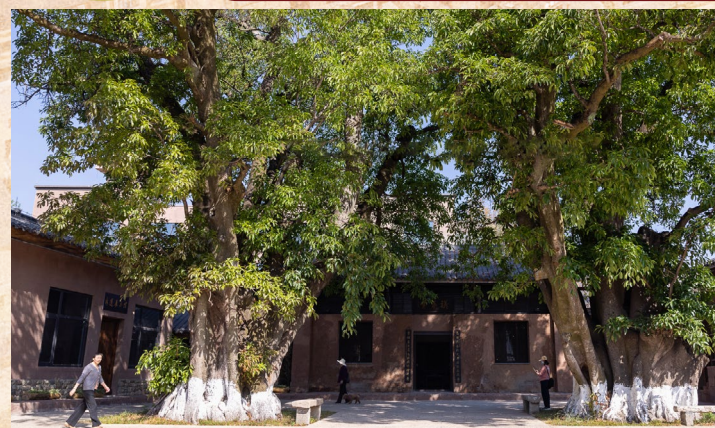
03 Respect the cultural heritage of the site, and preserve and protect ancient steles and wells as witnesses of the changes in the site.



02 Rebuild the ancient paths to create a lively scene of crowds coming and going, and bustling street markets, promoting tourism that follows the path.



04 There are 12 ancient trees scattered throughout the site, located at the corners of the buildings and along the streets. They will be preserved to match the architecture and reflect the quaint atmosphere of the village.

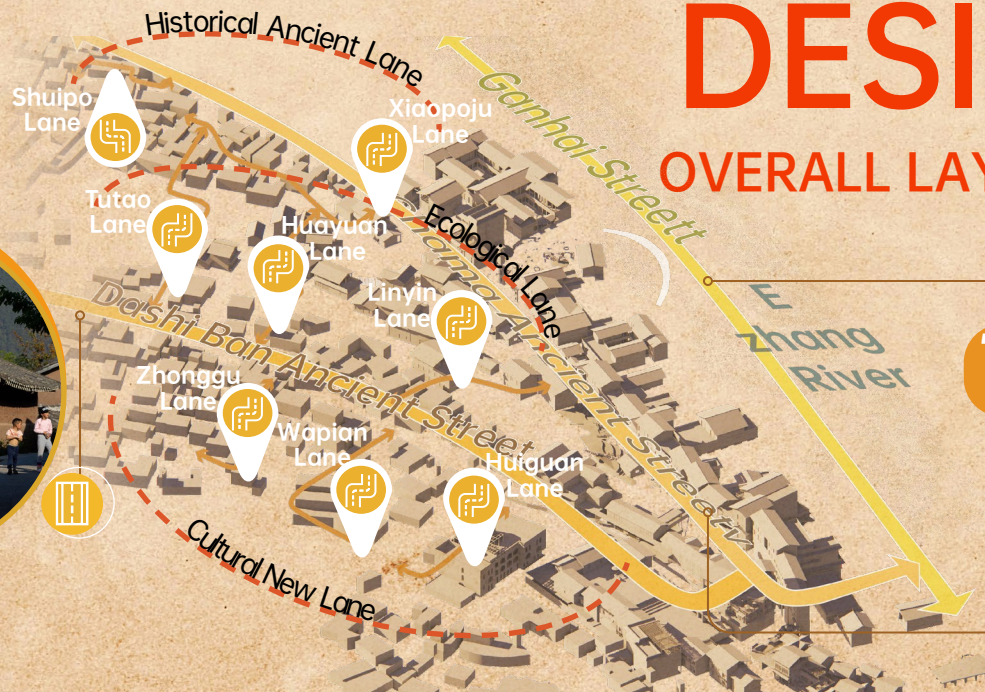


01 Relying on the terrain of the venue and preserving relics, a reasonable transportation system is planned.

"Three Street"
Dashi Ban Ancient Street
Chama Ancient Street
Ganhai Street

"Eight Lanes Courtyards"
Historical Ancient Lane:
Shuipo Lane Xiaopoju Lane
Ecological Lane:
Tutao Lane Huayuan Lane Linyin Lane
Cultural New Lane:
Zhonggu Lane Wapian Lane Huiguan Lane

"Three Street"
Dashi Ban Ancient Trail



"Three Street"
Chama Ancient Street



"Three Street"
Ganhai Road



02 Control the layout of residential buildings and incorporate business forms such as food, lodging, and tourism.

Courtyard style

Using 3-4 buildings to enclose a small courtyard, forming functional spaces for rest, communication, and more



Catering

Catering

Catering

Catering

Entertainment

Entertainment

Homestay

Homestay

Detached style

A building with 1 unit and 2-3 floors, offering commercial, dining, accommodation, and other formats.

Featuring the local architectural style, the mud-wall and black tiled buildings represent the typical style of Xichang's local architecture

Characteristics of folk houses



03 Optimize the overall landscape atmosphere, create an atmosphere experience space where flowers can be seen everywhere, and stimulate the vitality of the venue.

The water wheels and water play areas are excellent destinations for sightseeing and taking pictures.



Yingyue Pool

Starry Flower Sea

The flower sea is mainly composed of roses, blue snowflakes, and thousand bird flowers.



Water Play Space

Ezhang River flower sea

Fragrant Terrace

The jetty provides visitors with a breathtaking view of the vast and beautiful flower sea, as well as the flowing river which is teeming with vibrant wildlife and natural beauty.



Flower Sea Train

A sightseeing shuttle connecting scenic spots and a paradise of joy for children to play in.



DESIGN STRATEGY

FOCUS ON AUDIENCE EXPERIENCE, ACTIVATE SITE VITALITY



NATURAL SPACE EXPERIENCE

The murmuring stream showcases the comfort of the Dashiban Village, while the night pier gives a sense of tranquility on summer evenings. The two ancient trees outside the ancient monument and the Five Provincial Assembly Halls seem to be telling stories of the past.



CULTURAL EXPERIENCE

The local cultural atmosphere is rich and diverse. Besides the prominent Tea Horse culture, one can also experience the agricultural, fishing and white wax printing cultures.

LIFE EXPERIENCE

Experience the peace and harmony of ancient villages. Experience the liveliness and history of ancient street markets. Indulge in the exoticism and charm of the beautiful flower city.



Star Flower Sea



Flower Sea Pier



Murmuring stream



Street and alleyway greenery

Centennial ancient tree



Reflecting Moon Pond

Star Flower Sea

Yi ethnic culture

Tea Horse culture

Flower Sea Pier

Flower sea train

Fishing culture

Murmuring stream

Tea Horse culture

Centennial ancient tree

White wax printing cultures exhibition hall

Ancient monument

Ancient street markets

Flower sea train

Yi ethnic culture

Folk life

Ancient street markets

White wax printing cultures exhibition hall

Tea culture

Horse Team

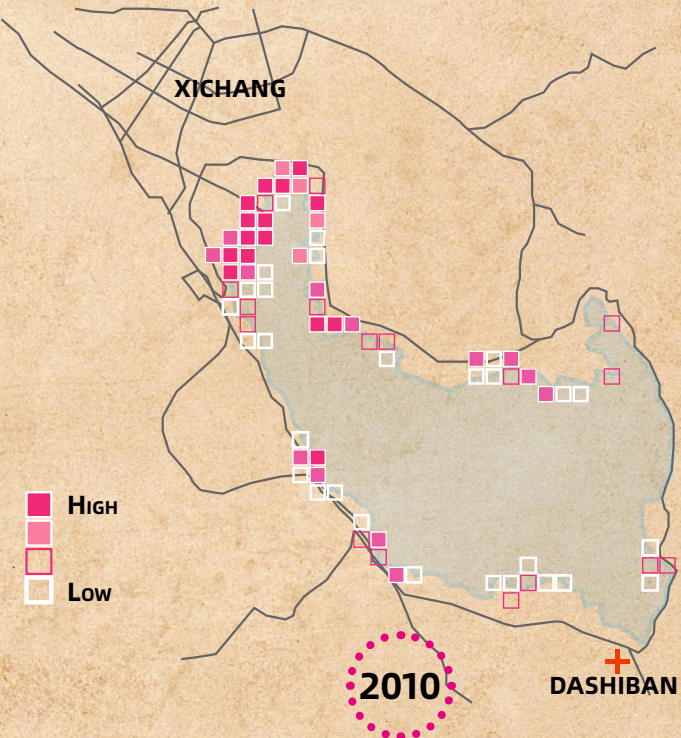
Agricultural

Fishing culture

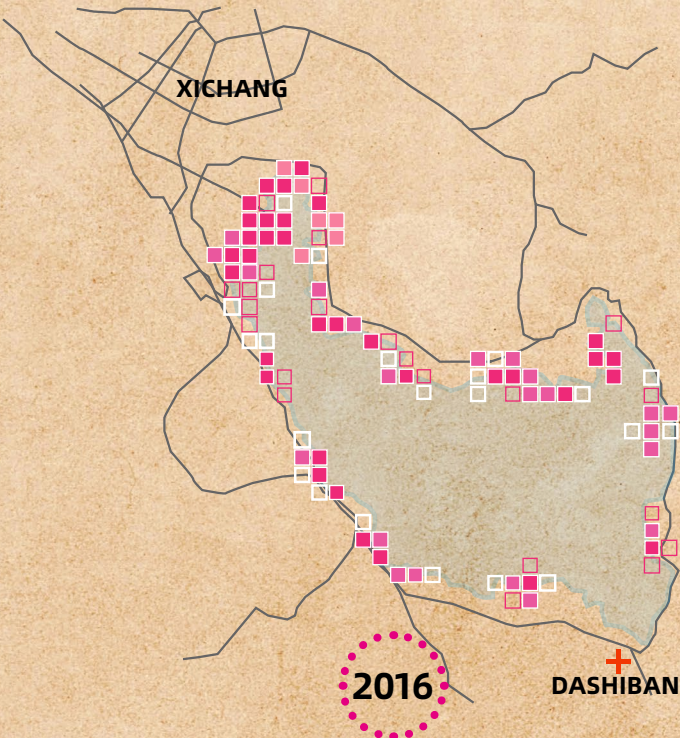
渔宴

THE VALUE OF THE PROJECT

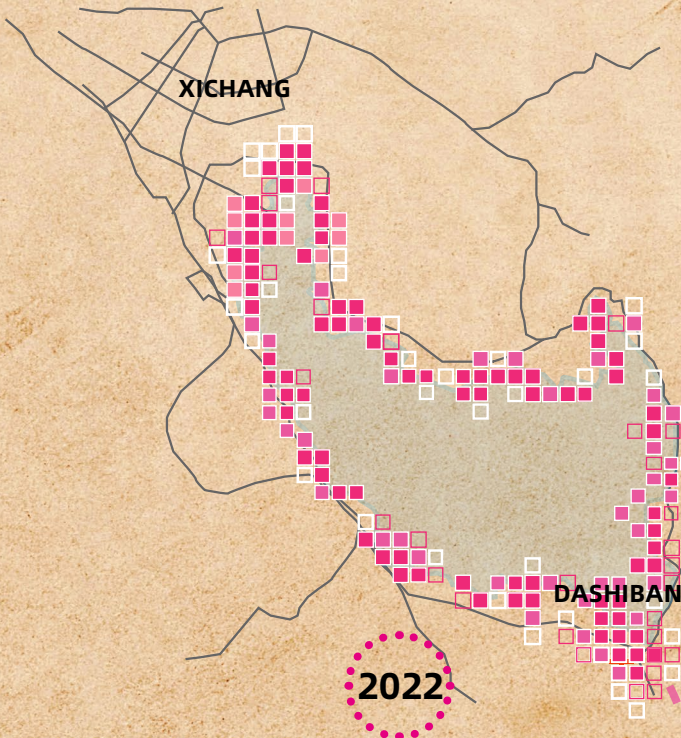
Through the design of the project, attract tourists, enhance the tea horse culture experience, activate culture, achieve cultural output; at the same time, increase regional employment opportunities, improve people's income, and drive the economic growth of the Xichang region



The supporting hotels, homestays, restaurants, and other facilities are mainly concentrated on the northwest side of Qionghai.

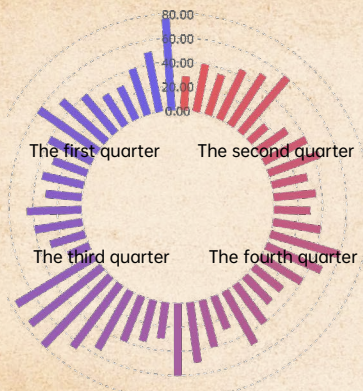


Supporting facilities on the east and south sides of Qionghai have started to increase.



The Qionghai tourist loop is complete, and Dashiban has become one of the main tourist destinations for visitors.

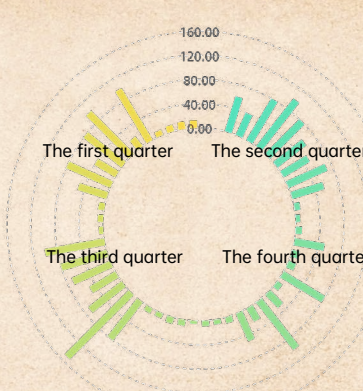
With the formation of the tourist loop and the increase in tourist numbers, there has been an accompanying growth in economic data.



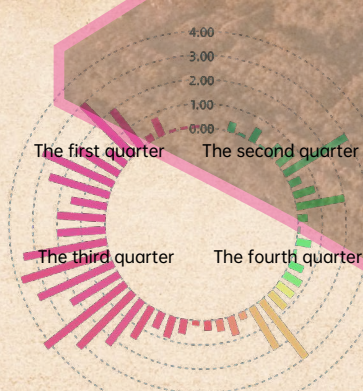
Air Quality Index (AQI)



Drinking water quality indicators



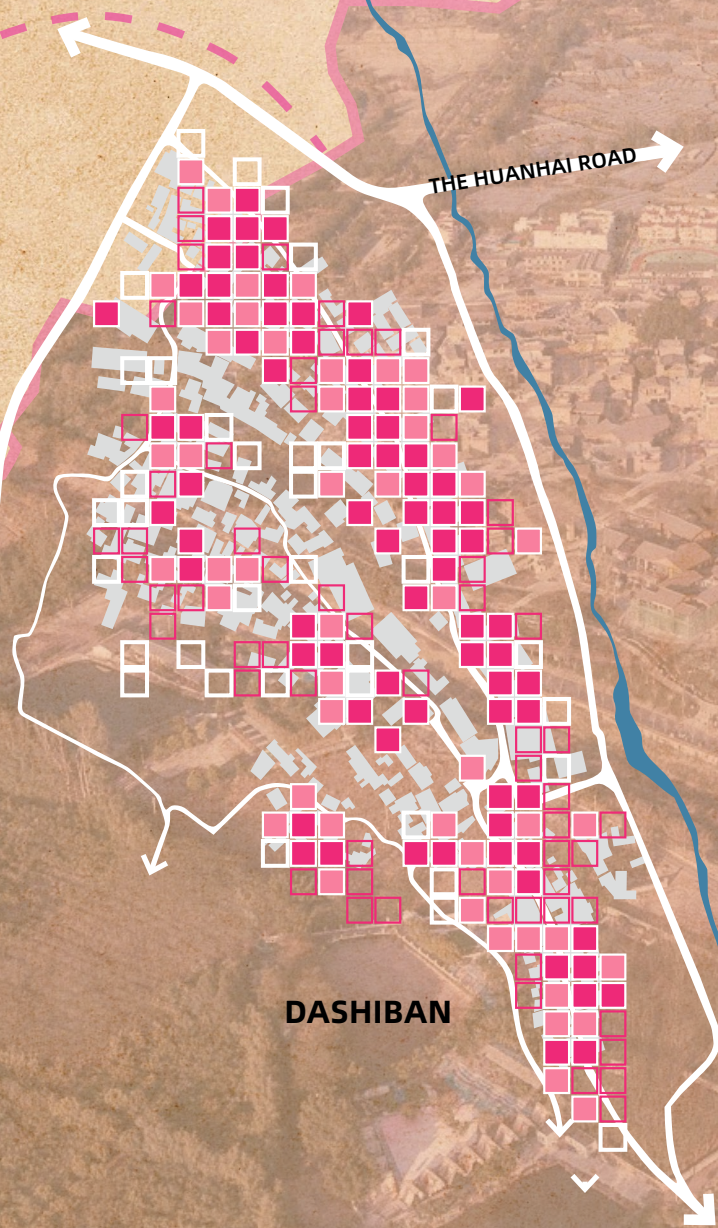
Air Anion Concentration



The comprehensive index of ambient air quality



Fine particulate matter





ACHIEVEMENT



RESTORATION OF THE ECOSYSTEM
EXPORT OF CULTURAL VALUE
PROMOTION OF SOCIO-ECONOMIC DEVELOPMENT

