

Beijing Qianmen Street night view lighting and advertising plaque environment enhancement

Project Statement

Qianmen Street is an important part of the central axis of Beijing. It is a century-old commercial street with a total length of about 800 meters and covers an area of about 20250 m². It is connected with many hutongs and residential houses, which contains the atmosphere of old Beijing. This project helps Beijing Central Axis to declare the World Cultural Heritage, and is a cultural tourism project that promotes cultural inheritance, stimulates cultural vitality at night and promotes economic growth. This design focuses on three aspects :

1. City light detection and reasonable update

Through light, roofing, advertising, facilities maintenance and other professional cooperation, contrast the axis brightness data, determine the direction of transformation.

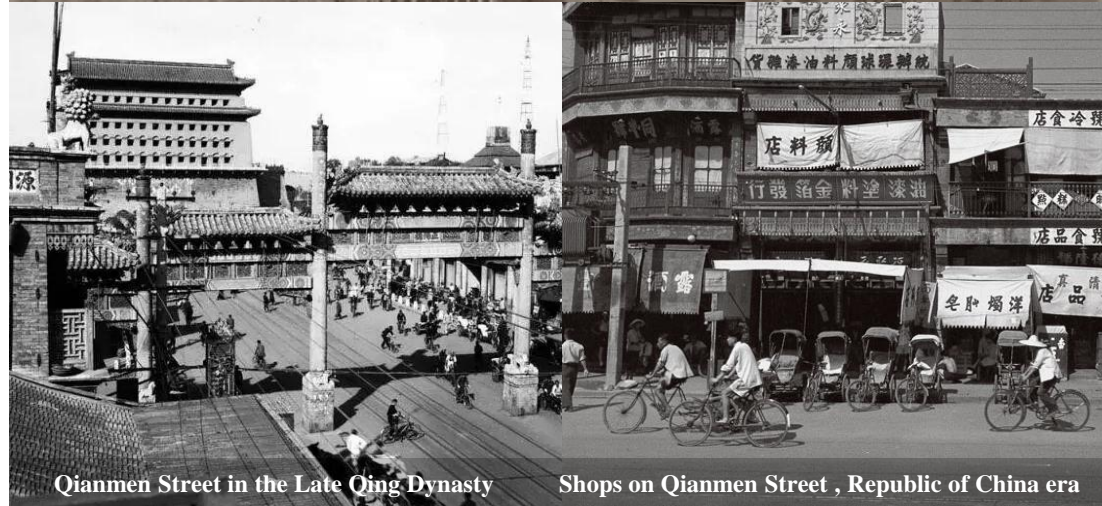
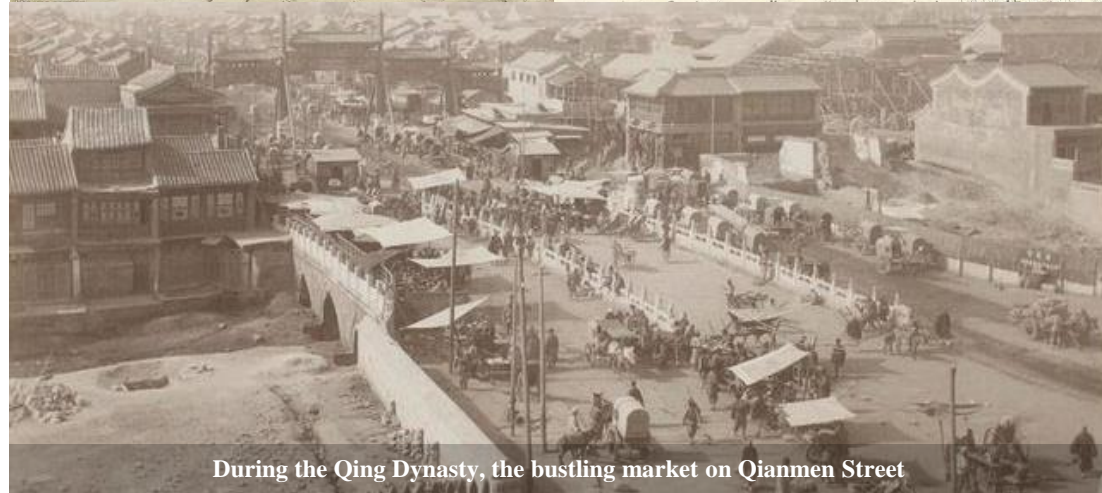
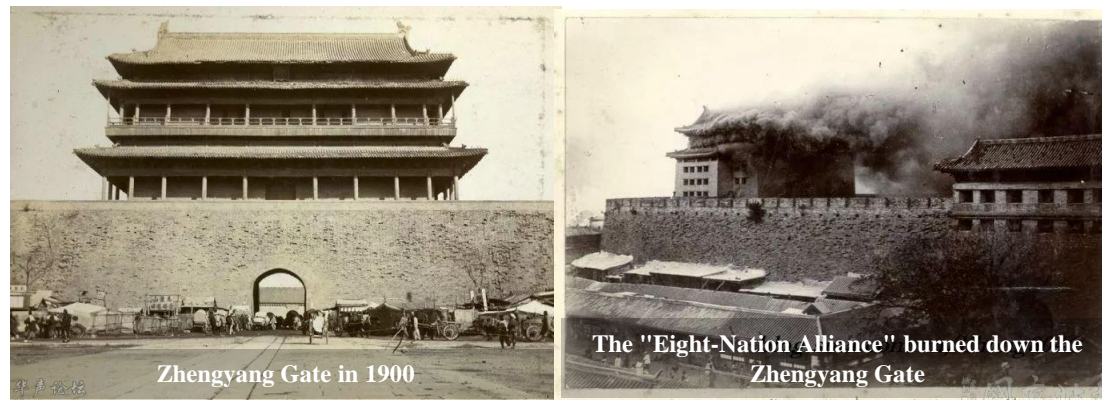
2. Protect and inherit traditional culture

As the world's only few remaining historic commercial streets, through the lighting atmosphere and advertising plaque renovation to revive the former glory.

3. Tourist experience and commercial prosperity

Use lights to "tell the story of the century-old brand" to increase passenger flow through the interaction between the trolley and the scene, ground projection, window display and other methods.

Since its completion, the project has been so popular with tourists that it has become a landmark of Beijing's night-time economy.

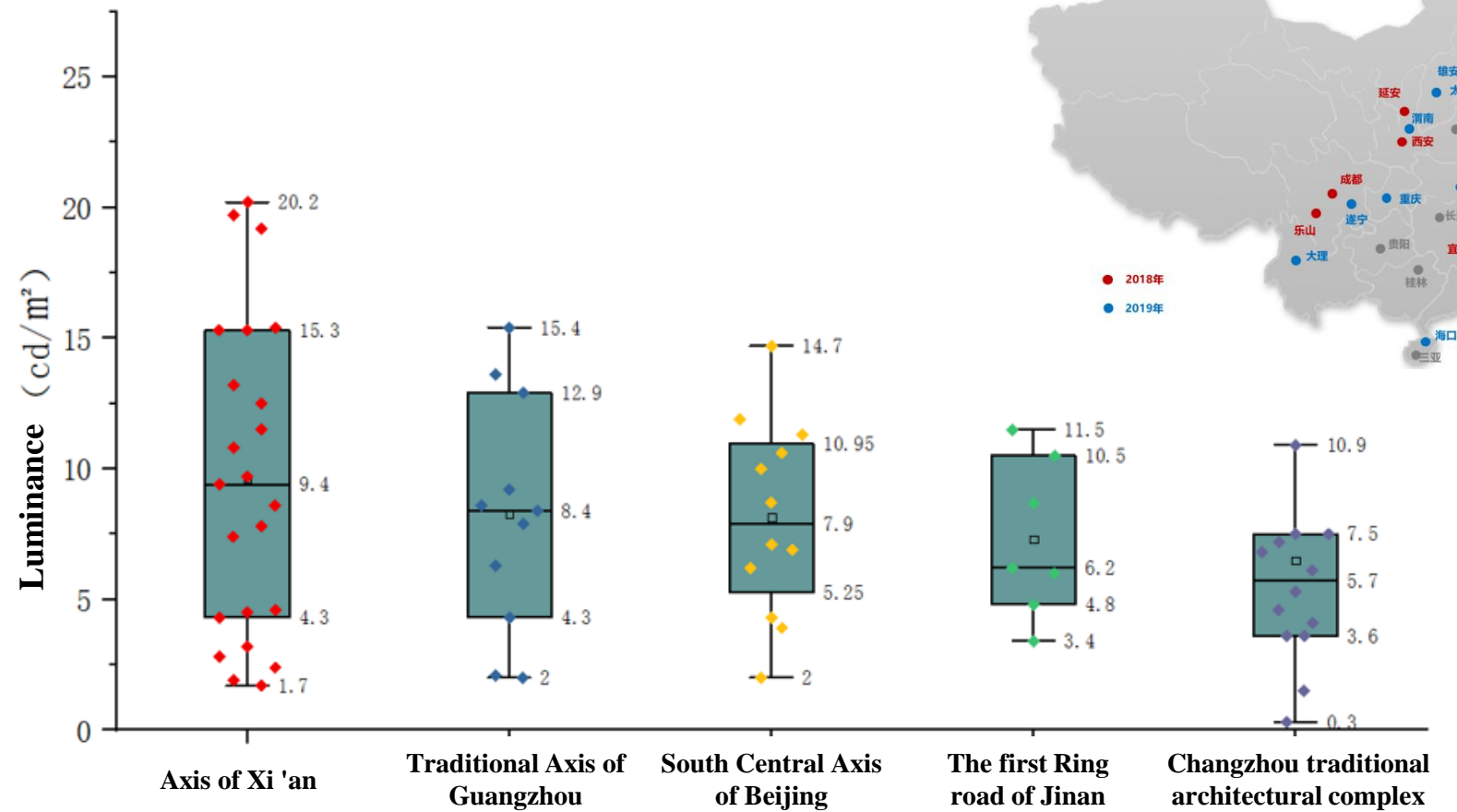
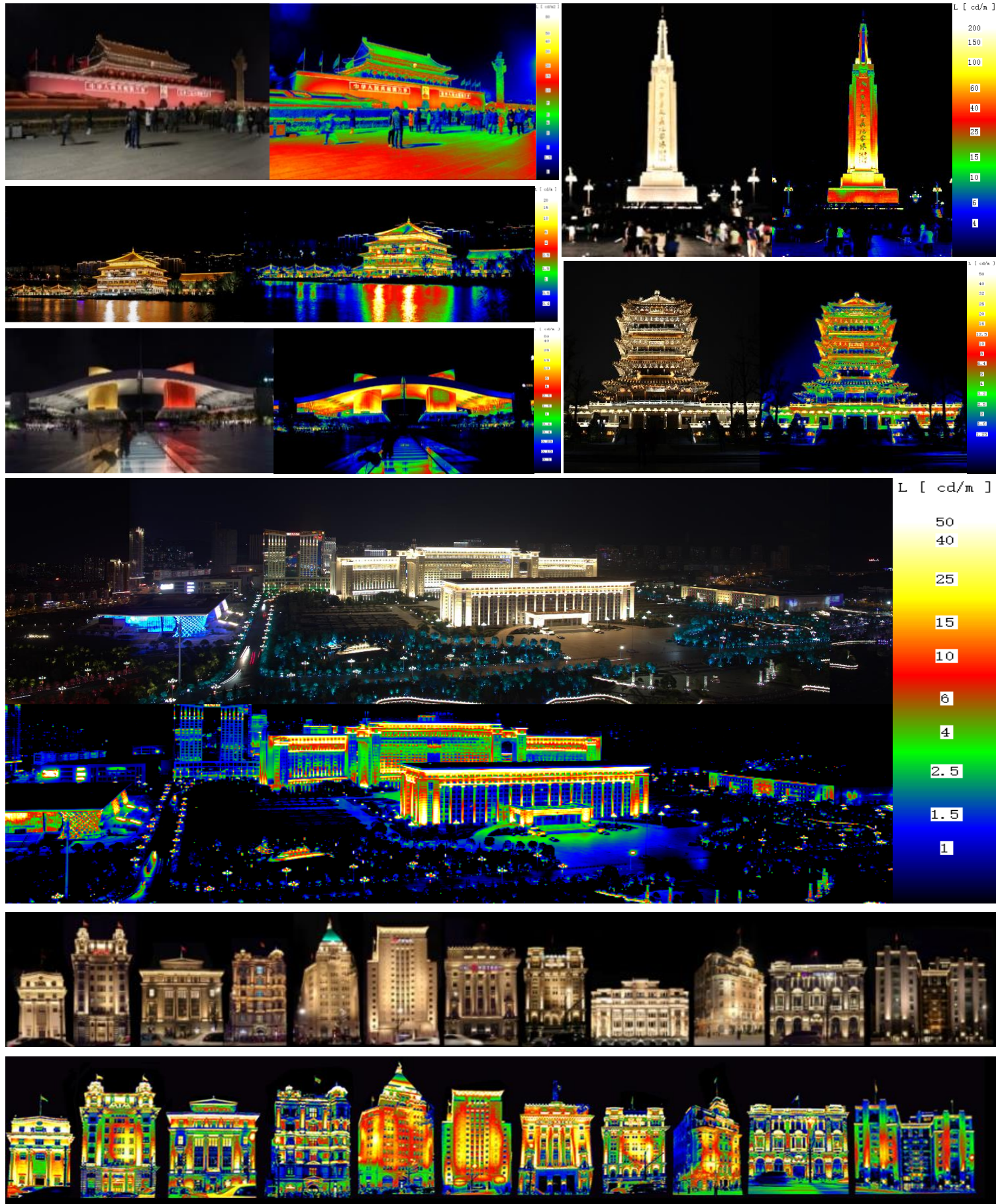


Qianmen Street is located on the central axis of Beijing. As a commercial street of the Qing Dynasty 500 years ago, it is rich in traditional historical style.

This project helps Beijing Central Axis declare World Cultural Heritage, and is a cultural tourism project to build world-class cultural heritage, promote cultural inheritance, stimulate night humanistic vitality, and promote economic growth.

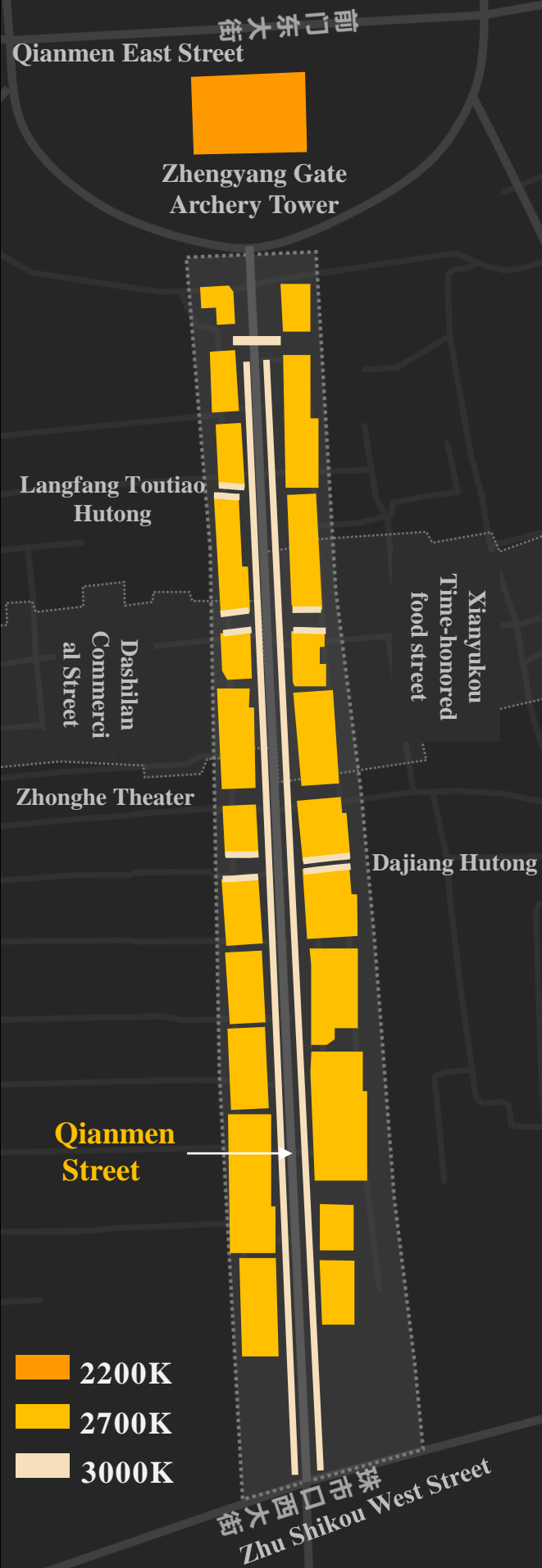


Before the transformation, the street lights were uneven, and the colors were confused.
The lamps were tied to the trees, and the characteristics of the architecture and landscape could not be effectively reflected.



Using the brightness survey data of nearly 1000 cities, the reasonable brightness index of Qianmen Street in Beijing is determined:

Plan the lighting distribution and divide it into four types: core landmarks, value carriers, atmosphere carriers, and other carriers. The illumination intensity and illumination technique are classified and processed. The overall brightness environment of the scenic spot is strictly controlled.



Zhengyang Gate Archery Tower
2200K



Architecture
2700K



Advertising plaque
3000K



Plant
3000K

Before



After



In terms of overall order, continuing the vein of Beijing's central axis, the central commercial street is dominated by warm light, and the surrounding residential areas maintain a dark environment, with Zhengyangmen 2200K as the core, 2500K buildings on both sides, and 3000K internal archways and street trees, forming a double U-shaped characteristic layout.

Before

The lighting highlights the entrance to welcome guests, and Wupai Lou have been the core, and the buildings on both sides form a visual extension, showing a prosperous scene.

After





Wupai Lou is the visual center and landmark of Qianmen Street. It is colorful and elegant.

Lighting design for the different parts of the archway color test for many times to determine the light color ratio.

The line lights in the Beam fang and dougong painted area are white (4000K) + blue (470nm).

Glazed green tile corrugated lamp with white (3000K) + Green (530nm).

Red column white (2700K)+ Red (625nm).

Through intelligent control system, the most accurate light color will be presented, and the lamps with appropriate color ratio can better highlight the architectural artistic characteristics.



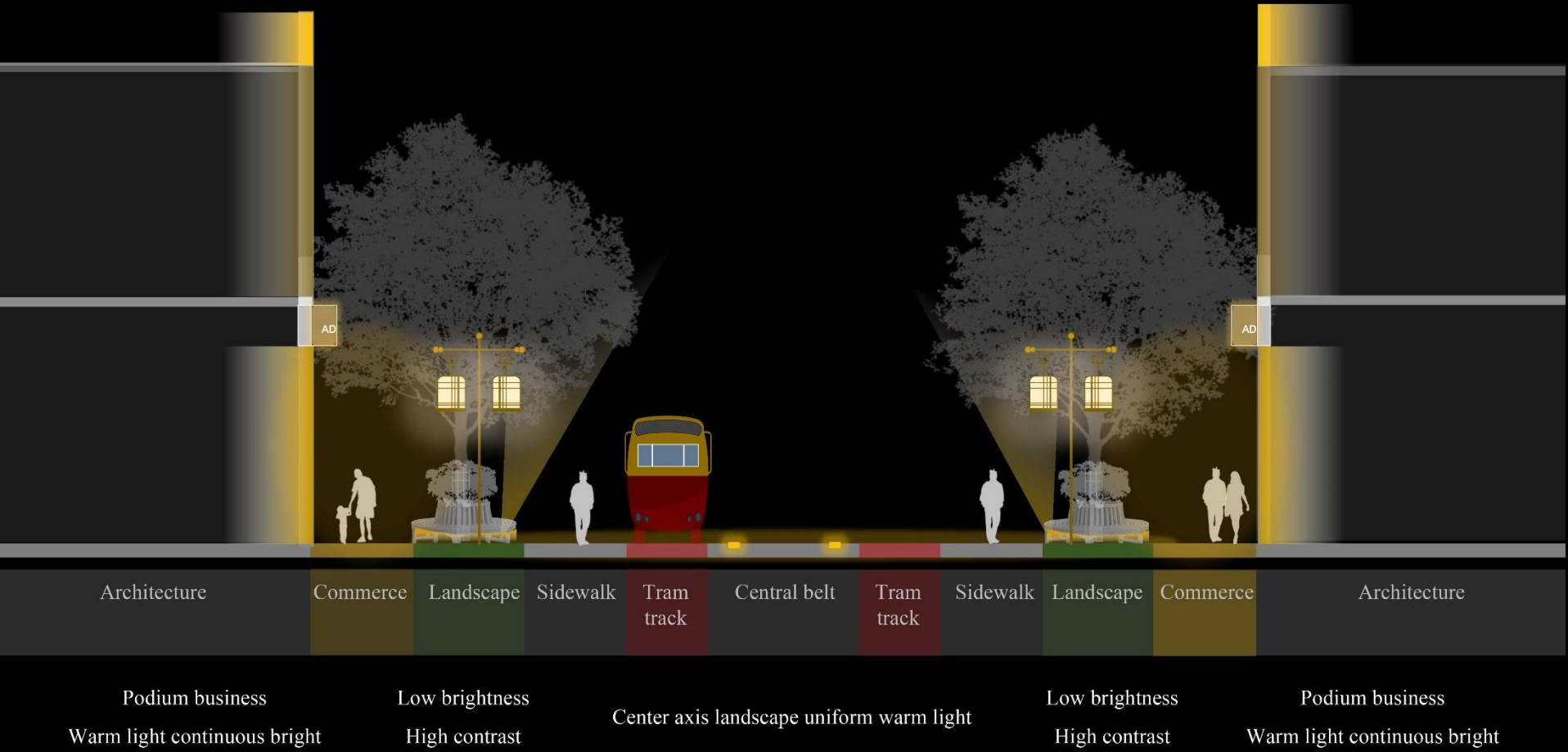
Looking back at Zhengyang Gate Archery Tower, the frame scene forms the most popular check-in photo spot.

Before



After





In the approachable scale space, there is a long scroll of “Riverside Scene during Qingming Festival” in the window, and birdcage shaped courtyard lights on the street, which add innovation to cultural inheritance.



The light illuminates the arches, stone carvings, and columns, which constitute an elegant and antique nighttime streetscape and effectively reflect the historic atmosphere of Qianmen Street.

The lighting is matched to the architectural features, highlighting the beauty of the sculptural details and hiding the lamps so that people can not see the light.



As the sightseeing car walks, the color of the roofs of the 18 characteristic buildings along the street will change accordingly.



Before



After



Use lamplight, tells the story of the old.

For example, the sculpture Du Yichu , engraved by Emperor Qianlong in the Qing Dynasty, uses a cast light at the entrance to project verses onto the ground to promote tourists to take photos and spread culture.



Another example is “Two Countries Head”, in which the story of “civil officials get off the sedan chair, military officers get off the horse” is shown and emphasized by ground projection.



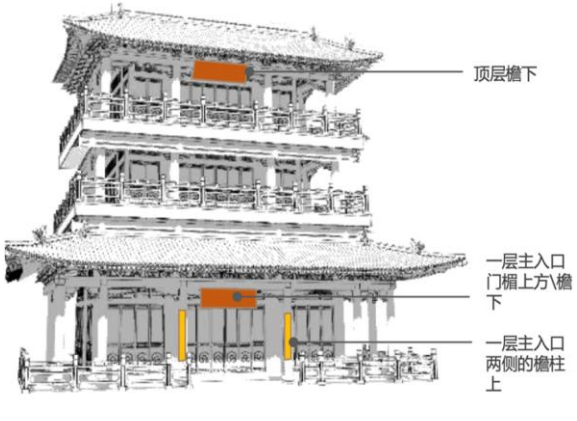
In order to guide tourists into the characteristic hutongs on both sides of Qianmen Street and increase passenger flow, The light tells the historical story of Qianmen Street at the entrance of the hutong, and the scene is displayed with abstract elements.



In cooperation with window designers, create exquisite commercial Windows and cultural creative goods, making Qianmen Street a one-stop cultural experience platform for traditional business, opening up a sustainable development road for the vitality of traditional cultural business.

Form

Control the number and location of plaques



Material

Use eco-friendly materials and match the architectural style



Texture

Using traditional Chinese patterns to design the plaque



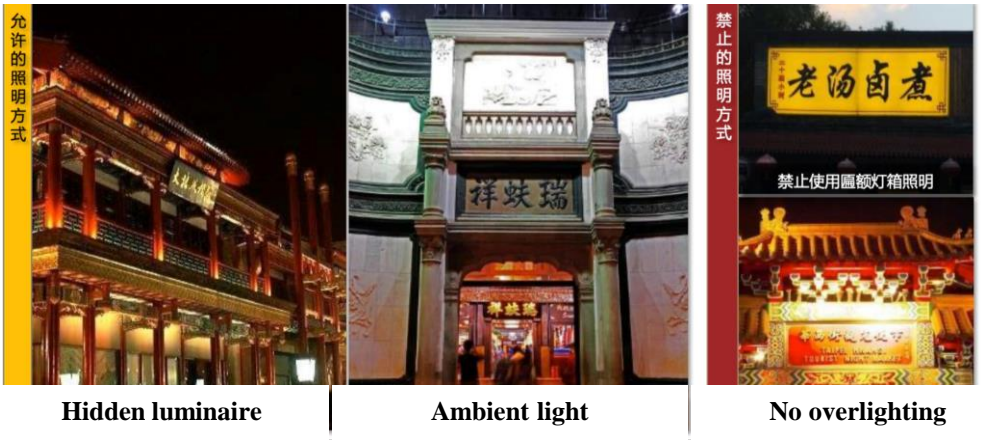
Color

The color of the advertising plaque harmonizes with the architectural style



Light

The brightness of the advertising plaque should be in harmony with the ambient brightness of the block,



Use mostly low saturation colors



Cooperate with advertising designers to transform billboards: design for different architectural styles from the aspects of shape, texture, material, color, lighting, etc.

For example, traditional style buildings are designed with ancient patterns, gold lettering wooden plaques and other traditional Chinese elements to enhance cultural experience.

Modern Republic of China style architecture, considering the use of "European" shape stone, plaque window and building combination, Depict the fusion culture of the Republic of China.

Before – daytime



Before – night



After – night



Before – daytime

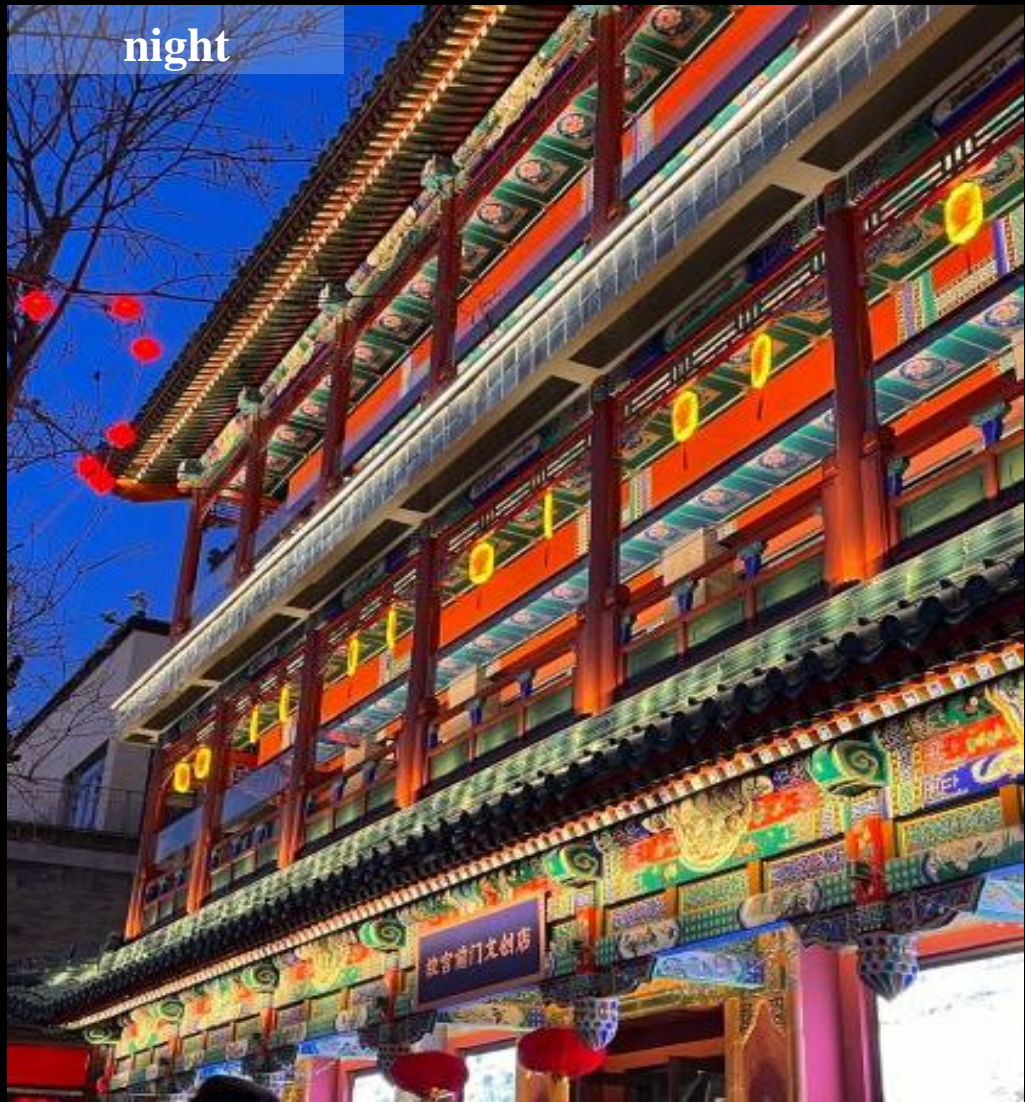


Before – night

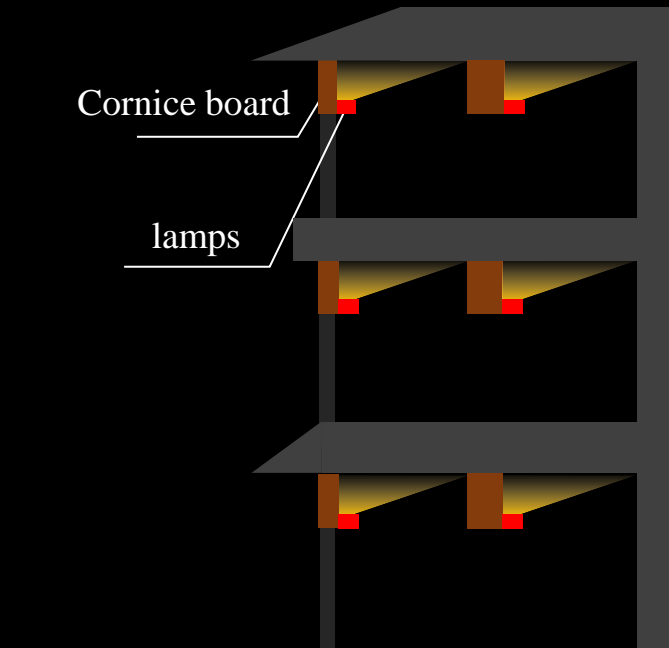


After – night

Multi – professional collaboration, Working with facade restoration engineers, they restore broken buildings.
The restored building combined with custom lighting enables the structure's colors to appear both day and night.



night



night



daytime



daytime



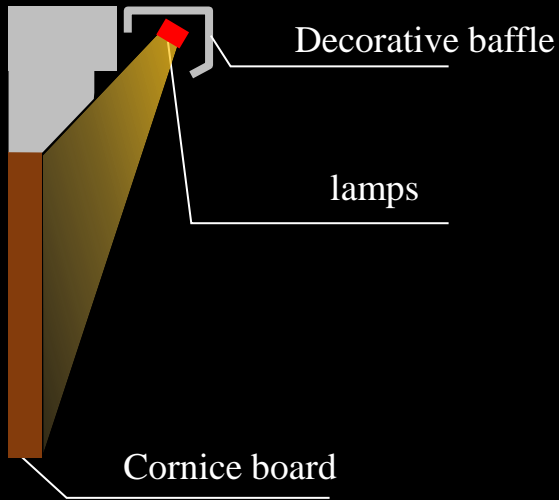
The lamps are small and can be effectively hidden during the day or at night, so that visitors can only see the light but not the lamps.



night



daytime



Before



After



Using the original lamp position and embedded pipe, replace the new lamps, they have better anti-glare effect, better color coordination and more energy saving. This is an effective way to avoid the destruction of cultural relics by secondary excavation.



春节七天假期内
游客接待量排名前十的是

Top 10 tourist receptions during the Spring Festival holiday

王府井143万人

前门大街景区90.8万人

南锣鼓巷40万人

颐和园37.9万人

北京蓝色港湾33.2万人

During the Spring Festival alone, the number of visitors to Qianmen Street reached 908,000, making it a popular night sightseeing spot in Beijing.

