

A new idea of constructing public reading space from the perspective of national reading promotion

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Abstract: Based on the background of national reading promotion, this paper puts forward a new idea of building a new type of public reading space. It has three characteristics of publicity, public welfare and intelligence. This paper summarizes the concentration problems existing in the construction of public reading space, and puts forward the construction strategies of new public reading space: cross-border combined management, innovative cultural interaction; Rationally set partitions to optimize internal layout; Rely on indoor space to create, strengthen the sense of reading experience. Through the establishment of a diversified public service space system integrating reading, life and aesthetics, the enthusiasm of the whole people for reading is promoted.

1. Introduction

In December 2016, China promulgated the National Reading "13th Five-Year" Period Development Plan, aiming to promote the normalization and standardization of national reading activities, and jointly build a bookish society. The 2021 Government Work report once again discussed "promoting the integration of urban and rural public cultural service systems, innovating the implementation of cultural projects to benefit the people, and advocating nationwide reading." "National reading", alongside education, elderly care, employment and the environment, has become an important part of the modern construction of socialism with Chinese characteristics ^[1].

By the end of 2021, there are 3,215 public libraries set up by governments at or above the county level in China, with a total collection of more than 1.2 billion volumes. The actual number of licensed readers in public libraries exceeds 103 million throughout the year, and the national per capita book collection is 0.89 volumes ^[2]. With the emergence of new public cultural Spaces such as "urban study", "cultural station" and "community study", the new public reading space will become an important carrier of national reading promotion services and provide the public with a full range of reading services.

2. The concept of public reading space

Professor Wang Zizhou summarized the public reading space as: within a certain city, operated by the government or enterprises, social organizations or individuals, to provide knowledge services to

the public. While providing high-quality reading content, it is also a public cultural space for urban residents to read, communicate and participate in cultural activities^[3].

The public reading space takes books as the core and reading as the behavioral clue, combining various elements such as culture, thought, aesthetics, leisure, entertainment and catering. On the one hand, the use of modern scientific and technological means to provide public reading, circulation and borrowing, art appreciation and other public cultural services to the public. On the other hand, it is also a compound cultural place to carry out public cultural activities such as reading promotion, art exchange, education and training.

3. The characteristics of public reading space.

3.1. Publicity

The public reading space is mainly open to the general public, and provides public reading content, facilities and venues, and creates an immersive reading experience with the help of a more private reading space. For the new cultural complex space represented by independent bookstores, its publicity is not only reflected in the reading and sale of books, but also reflected in the cultural exchange of the public, so that reading is more three-dimensional into life.

3.2. Public welfare

Public reading Spaces dominated by government forces are generally free and open, such as Hangzhou "Yue LAN Tree" 24-hour bookstore, Shenzhen Central Book City 24-hour book bar, etc. At present, most large book stores and independent bookstores are actively exploring cross-border operations, integrating cultural and creative products, dramatic arts, cultural salons, dining and entertainment elements while managing books, and turning bookstores into urban public reading Spaces integrating cultural, creative, leisure and social functions. These bookstores have even become cultural landmarks of the city, in order to convey the cultural taste of the city.

3.3. Intellectuality

In 2022, the digital reading exposure rate of Chinese adults will be 80.1%. With the development and application of 5G, AI, AR, VR, big data, cloud computing and other technologies, seeking intelligent development on the basis of digital construction has become a new trend in the development of urban public reading space. In addition to maintaining basic functions such as borrowing and purchasing, the public reading space also adopts face recognition, voice interaction, book positioning, automatic book sales, automatic settlement and other technologies, and carries out online and offline linkage through wechat mini programs, wechat public accounts, etc., to provide readers with more humane services and create a new cultural consumption reading space with omni-channel services.

4. Problems existing in the construction of public reading space.

4.1. The mode of operation is single, and the form of cultural interaction is insufficient

The construction of urban reading space in China is mostly dominated by public libraries, which are public welfare public cultural units financed by the government. The public nature of public libraries restricts the holding of for-profit activities by public libraries, which to a certain extent affects the richness of urban reading space activities and the sustainability of space operations, and

restricts the development of urban reading space. In addition, the current pattern of cultural interaction in China's urban reading space is serious, usually in the form of concerts, salons, lectures, reading clubs, etc., which lacks novelty and is difficult to bring more diversified feelings to the public^[4].

4.2. The proportion of reading area is small, and the space display is unreasonable

At present, the reading space takes the theme cultural experience as the drainage means, and the large area of scene space occupies the main node of the bookstore. Under the trend of diversified business expansion, the integration of excessive consumption areas inevitably reduces the proportion of reading space. The excessive proportion of commercial space violates the core concept of the bookstore to cultivate people's cultural life. In order to attract consumers to the maximum extent and create enough social media topics, there are many unreasonable places in the space display of independent bookstores. For example, too high a bookshelf cannot allow readers to use it normally, not only blocking the expansion of people's vision, but also weakening the reading experience of consumers.

4.3. The commercialization of space atmosphere causes dyslexia.

In the design style of interior space, many bookstores will stimulate consumers' visual senses with bright colors and strong light, which is easy to cause visual discomfort and reading obstacles for readers. For example, Hangzhou Zhongshuge uses a large number of mirrors, which causes visual confusion and weakens the reading experience. Dujiangyan Zhongshuge also uses mirror materials in the selection of spatial materials to set off the tower-like building structure under the glow of lights, but this also keeps the visual nerves in a state of excitement or tension, which fails to make readers focus their attention on the books and immerse themselves in reading and thinking^[5].

5. The construction strategy of new urban public reading space.

5.1. Cross-border portfolio management, innovative way of cultural interaction

In order to create a national reading atmosphere, the new public reading space has built a fourth-generation business model with "books + cultural diversity + space + knowledge service" as the core. For example, Hangzhou takes Hangzhou Library as the central library, and sets up a theme branch library under it. Through extensive cooperation with social forces, Hangzhou Library has built 28 themed branches by 2020, with services covering the whole city. For Hangzhou citizens to provide services involving life, music, film, science and technology, environmental protection, Buddhism, tourism, sports, art, tea culture, parent-child, financial business and other themes, forming a "space + reading + multicultural" service pattern, highlighting the characteristics of unique, mass, quality.

According to incomplete statistics, 3,557 Hangzhou study rooms have been built in Hangzhou's main urban area in 2022. These study rooms are equipped with sophisticated space design and hardware facilities, and some of them are jointly built with hotels, enterprises, private bookstores and cafes (as show in Figure 1), and constantly innovate ways of cultural interaction to form professional brands^[6]. On the one hand, activities such as "Hangzhou Study + Cultural Innovation", "Hangzhou Study + Salon", "Hangzhou Study + intangible Heritage" are carried out; On the other hand, it can strengthen cooperation with cultural centers, art galleries and creative industry parks (as show in Figure 2), organize cross-regional cultural interaction activities, provide the public with more abundant spiritual and cultural products, and enhance the public's sense of cultural participation.



Figure 1: Reading and cafe building.



Figure 2: The reading space collaborates with the Creative Industry Park.

5.2. Reasonably set partitions to optimize internal layout

Open reading space, its audience is more diverse, higher degree of openness. Readers can not only read quietly and comfortably in the quiet zone, but also participate in various activities and communicate in the active zone. The division of functional areas based on the principle of combination of dynamic and static can effectively avoid the mutual interference of each section, which is conducive to realizing the goal of rationalization and quality of urban reading space layout, and improving the overall cultural taste of urban reading space.

In terms of space shaping, readers need more elaborate design of space display. Most readers have clear reading needs and pursue a more comfortable and high-quality reading environment. Different types of bookstores should make different space furnishings according to the cultural theme or their own positioning, create personalized space interaction, take into account the aesthetic needs of readers, and give readers different sensory interaction and reading atmosphere.

5.3. Rely on indoor space to create, strengthen the sense of reading experience

The creation of space is the key to guide reading. On the one hand, the improvement of the sense of experience relies on space enclosing, opening, covering and other ways to create space changes. Multi-level and hierarchical design strengthens the space structure, grasping the rhythm of transitional space, and making readers feel safe, comfortable and pleasant atmosphere; On the other hand, it provides sufficient soft lighting, ergonomic seats, and a good soundproof environment to meet the basic reading needs, and creates a warm and comfortable reading atmosphere with furnishings.

In the room as far as possible to use bright and comfortable lighting or the introduction of light, soft colors, the clever placement of green plants, can bring readers psychological comfort and relaxation. Truly taking reading as the core of the space, the natural humanistic ring can more attract people to integrate into the reading atmosphere of the bookstore.

6. Conclusion

In the process of advocating nationwide reading and building a booklike society, it is necessary to constantly play the role of the position, platform and carrier of public reading space. The upgraded reading space design and innovative service functions can establish a diversified public service space system integrating reading, life and aesthetics for readers, and promote the enthusiasm of all people for reading.

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