

Theme design and style features of interior decoration of cruise atrium

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Abstract: when analyzing the theme design and style characteristics of the interior decoration of the cruise ship atrium, it is mainly to analyze the space of the cruise ship atrium, pay attention to its theme design and scene, analyze the space form, decorative style and functional layout of the interior decoration of the cruise ship atrium, elaborate the theme design and style characteristics in combination with the research on the theme design of the interior decoration of the cruise ship atrium, and effectively obtain the optimization suggestions for the interior decoration of the cruise ship atrium.

1. Interior decoration theme of cruise atrium

The cruise atrium refers to the courtyard space connecting the main corridor, stairs, elevators and other spaces inside the cruise, which usually includes a large lobby with functions such as lobby, rest, reception, reception, registration, business and so on. Its functions mainly include satisfying passengers' boarding, handling relevant formalities and consulting services, providing a space for the cruise interior space to share the external environment, and providing tourists with a sense of direction. The atrium is usually located in the middle of the ship, with a height of about 2-3 floors. Although the atrium area accounts for 4%~8% of the total cruise public area, the passenger flow at the atrium accounts for about 60%~75% of the total passenger flow. Therefore, the design of the atrium is very important for the cruise ship experience. The design of cruise atrium should not only comprehensively consider the number of passengers getting on and off the ship, personnel flow, SOLAS and classification society related safety and fire protection regulations and supporting commercial service functions, but also the theme design of the atrium. The cruise theme design centers on a clear concept to plan the interior design, build a series of mutually coordinated space and element structure relationships, and build a cruise cultural atmosphere and business system with all-round differences around this theme[1]. That is to integrate the space atmosphere, style tendency, space arrangement, activity organization and operation strategy into its internal space, so as to create a different cruise leisure tourism experience. At present, there is still insufficient research on the theme design of the interior decoration of the cruise atrium at home and abroad, which needs further research and summary.

2. Style representation of interior decoration theme of cruise atrium

The cruise theme first appeared in the atrium in 1908, namely the RMS Olympic of the white

star line. The design of the Olympic atrium is very similar to that of the Titanic. Its design refers to the Ritz Hotel, a high-end hotel at that time. The overall design is in the charge of famous designers and craftsmen Harland, Wolff, etc. Its design theme is luxurious "art", which is interpreted as a gorgeous and diverse retro decorative style. The interior decoration style mainly includes the arts and crafts style of Louis XIV to XVI and the French imperial style. The atrium has a huge reception room, lounge, men's smoking room and reading and writing room in the style of Versailles. Every furniture, lamp, interior decoration and wood products in the atrium well reflect the French arts and crafts style, and one of the most prominent features is the grand staircase in the atrium space. The staircase has exquisitely carved panels, finishes and inlays, and is made of exotic imported wood.

2.1 Theme type of interior decoration in cruise atrium

Through data collection and cluster analysis of a large number of cases in the atrium of international representative cruise ships, it is found that the theme design of cruise ships is mainly determined according to the object attributes of cruise ships, the main needs of tourists and the environment of the times. Generally, the theme of cruise atrium can be divided into culture and nature, nostalgia, art and times. Among them, cultural themes include corporate brand culture and regional culture, art themes include classicism, Baroque, eclecticism and other styles, and nostalgia and culture and art themes are nested. The representative cruise ship with the theme of corporate brand culture is Disney fantasy. The magnificent atrium space of Disney fantasy is located in the middle of a three-story ship[2]. The plane is square and adopts a vertical enclosure, which is the design style of the new art school. Its interior theme design closely fits the theme of Disney's animation and film works: the rich gold, elegant sapphire blue and romantic pink make it a dream world; The colorful crystal chandeliers on the ceiling and the large carpet with Disney style patterns at the foot make guests feel like crossing the beautiful and fantastic Disneyland as soon as they board the cruise ship. The theme marketing demand of the cruise brand is stronger than that of the land hotel, mainly because the cruise itself has limited resources to attract tourists. Only by shaping its own theme can we continuously improve the attraction to tourists and enhance the fashion sense of the whole space. This kind of scenery experience is different from the fixed and local nature of land hotels, and has its unique charm.

2.2 Style representation of interior decoration theme of cruise atrium

Historically, the development of the theme and style of the cruise atrium is deeply influenced and inspired by the land hotel architecture. In the early and middle of the 20th century, the shape and theme design of the world's cruise atrium were basically synchronized with the development of the architectural atrium. In the late 20th century, the development of cruise atrium began to lag behind the rapid development of architectural atrium. At the beginning of the 21st century, cruise ship manufacturing has absorbed a large number of land construction technologies, and the development of the two is basically synchronized. In the future, the theme design of the cruise atrium is likely to help expand the theme of the building atrium. The original revivalism style refers to the design style popular in Europe and the United States after classical architecture, which is characterized by imitating the design forms and patterns in history. The broad sense of retro includes Renaissance, Baroque, neoclassicism, arts and crafts, etc. The typical application case of Renaissance style in the cruise atrium is the atrium of Carnival Cruise Jinghua. The atrium is located in the middle of a two-story ship. It is a balanced and symmetrical square plane. The ground is paved with marble and wood inlaid parquet floors. The ceiling is a rationally divided wooden frame flat roof. The lighting mode is rational and regular lamp strips and downlights. The whole atrium adopts elegant brown color. The wall decoration is rigorous in composition and proportion, with rich and delicate internal

details and decorative treatment, such as classical religious murals and carvings. Different from the stylized pattern of Renaissance style, Baroque style advocates the use of complex geometric shapes, ovals and ellipses to express people's pursuit of freedom. Different from the land hotel space, the interior design materials of the cruise atrium are limited by fire prevention, safety, weight and other aspects, and the dimension, strength and means of theme representation are limited. The typical application case of neoclassicism in the cruise atrium is the atrium located in the 5th floor of the American pride of Norwegian Cruise ship. The plane of the atrium is a balanced and symmetrical square, the color is pure white, and the ground is paved with off white marble. The ceiling of the atrium is a huge dome, which originated from the Pantheon architecture in ancient Rome. Warm and soft yellow lights poured down from the dome, giving the atrium space it covers centripetality. In terms of decorative art, the sculptural form of ancient Greek architecture is adopted, such as the Corinthian column on both sides of the atrium. The column head is decorated with acanthus leaves, just like a vase full of flowers. The typical cruise ship atrium in the style of Arts and crafts is the atrium located in the 4-storey ship of jingzuan cruise ship exploration. It adopts the form of square plane and vertical enclosure. It advocates imitating nature in terms of decoration style, adopts simple black-and-white style in terms of color, and uses simple white downlights for lighting. Similar to the representative stairs designed by Victor Horta in the style of Arts and crafts, the metal carved stairs in the atrium and the niches on the wall have obviously got rid of the decorative effect of pursuing flashy and beautiful in the Baroque period in terms of modeling design and production decoration, but presented exquisite, elegant, solemn and implicit technological characteristics. In addition to advocating "restoring the tradition of handicrafts" and "the true unity of form and function", the arts and crafts style of the cruise atrium also presents the decorative characteristics of the Oriental style, such as the light colored carpet with rolled grass and flower decorative patterns in the paving form of the atrium. Compared with the eclecticism of architecture, the eclecticism of the interior decoration of the cruise atrium is more complex and secular. The typical "modernist" cruise ship atrium is the atrium of the Royal Caribbean International cruise ship ocean splendor, which is located in the middle of the five deck. A large number of natural wood colors are used in the color, and the ceiling is in an open form. It adopts curved plane and three-dimensional modeling, highlighting the openness and transparency of the interior space of the atrium. In terms of indoor furnishings, the concept of emphasizing decoration in the past is abandoned, and light decorations with simple geometry and modern technology are adopted to create a simple, efficient and comfortable atrium environment[3]. Due to the influence of construction technology and cost, the cruise atrium adopts more modernist styles. The design advocates to abandon the redundant pattern decoration in the interior design of the atrium and emphasize functionalism and practical value. In addition, the modernist design in the industrial era is also convenient for the renovation of the cruise interior interface and the renewal and iteration of components in the future. With the prevalence of modernism, new regionalism emerged as a contemporary creative school, enriching the theme style of the cruise atrium[4]. In the art decoration of the atrium, a large number of Asian regional style sculpture works are used to create a rich Asian diversified regional style. With the advent of the era of globalization, the boundary between architecture and cruise design has become more blurred, and the design of cruise atrium has become more and more closely communicated with the outside world. The natural theme and decorative style of the interior decoration of the building have gradually penetrated into the theme design schools of the cruise atrium.

Throughout the changes of the theme and style representation of the atrium of representative cruise ships at home and abroad, there are specific rules of design. Generally speaking, the theme design includes internal and external levels, which is divided into three operation stages: theme positioning, decoration style and operation strategy. The theme positioning in the first stage refers to determining a unique, cultural and experiential concept positioning for specific cruise lines in

combination with the cruise brand's own business philosophy and core competitiveness, and condensing it into a unique concept or slogan. Centering on the theme positioning and design concept, a variety of atrium interior decoration styles and their performance strategies are derived by referring to the architectural decoration styles and according to the different aesthetic preferences of different cruise brands and designers[5] . No matter what theme style, it can be analyzed and studied in detail from the decorative elements such as ground, wall, ceiling, color, lamps, structures, etc. At the same time, it is necessary to plan a personalized operation mode, so as to meet the spiritual needs of tourists in the limited space and enrich the sailing life. At present, there is insufficient research on the internalization of the theme design, the cultural concept and theme positioning of the first stage, the function planning and operation management of the third stage.

3. Conclusion

The theme design of the cruise atrium is to build an appealing place. In the spatial structure and arrangement, the theme, plot and their deep experience framework are introduced. At the same time, a series of organizational arrangements are made for the public space of relevant themes by using narrative art techniques and combining theme positioning, spatial form, decorative style and functional arrangement, so as to interpret the significance of the cruise theme and enhance the spatial experience. Of course, different from the atrium of land hotels, the interior decoration theme design of the cruise atrium should also fully consider the particularity of the cruise ship and the relevant regulations of the classification society, so as to maximize the space function of the atrium and meet the needs of passengers' experience and exploration, and ensure the safety and comfort of tourists when traveling at sea.

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