The Dissemination of the Visual Image of Whuhan Tianhe Airport Terminal Under Urban Cultural

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Abstract

With the vigorous development of China's civil aviation industry and the advertising industry in recent years, airport image as a "commanding city height" has increasingly attracted attention of many as an ideal place for advertising and corporation image display. Airport advertising communication constitutes audience including government officials, high-level policy makers, corporate travel managers and travelers, in which high-income earners and foreign guests take a higher proportion. Airport advertising (on free media and aviation propaganda machine business supplies media) main involves two categories: outdoor advertising on the airport perimeter and expressway and advertising inside the terminal. In a broad sense, they all belong to the category of outdoor advertising.

Keywords: Urban culture, airport terminal advertising, dissemination of visual image

Introduction

The rapid development of the domestic advertising industry makes the whole aviation industry and advertising industry faced with change and restructuring, especially since last year, civil aviation airport advertising has undergone profound changes. Capital Airport Group has established, according to the principle of separation of major, professional advertising firms. Advertising resources has covered31 airports in Beijing, Tianjin, Chongqing, Hubei, Guizhou, Jiangxi, Jilin, Inner Mongolia and other provinces and cities; Shanghai Airport and the JCDecaux Momentum has established a joint venture company; Guangzhou Baiyun International Airport and Tianjun has founded the Guangdong Baiyun Tianjun advertising company; Kunming Airport and Yashi Wei set up a joint venture advertising company; Xi'an Xianyang International Airport advertising company has owned advertising resource development and management rights of eight civilian airports in Shaanxi, Ningxia, Qinghai provinces and thus has become a vital airport advertising force; Xiamen International Airport Advertising Co., Ltd., through resource integration with Fuzhou Changle International Airport advertising company has successfully established Fujian Airport Advertising Co., Ltd., hence has achieved a unified operation of advertising resources of the two biggest airports in the province.

The image of Guangzhou Baiyun Airport has been carefully designed from its logo to the visual image of the entire airport. The airport logo is a few blue arcs, like a bridge on the sea,

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a rainbow in the sky, or the routes radiating in all directions, symbolizing anything of rising, rhythmic motion and vigorous life.

Another example is the Beijing airport’s minority cultures exhibition and the Airport Museum at Shanghai Airport. State Bureau for External Cultural Relations under Ministry of Culture and State Bureau of Cultural Propaganda under National Ethnic Committee, co-sponsored the theme of "Chinese ethnic minority costumes and portrait exhibition" to domestic and foreign tourists, which vivid displays colorful Chinese minority cultures. The exhibition includes a total of 55 exquisite portraits for all ethnic minorities in China and 55 sets of ornate and colorful ethnic costumes.

Haikou Meilan Airport lounges are decorated with silverware, clothing, pottery, rattan, brocade, totem carving with distinctive Hainan local Miao, Li elements, highlighting the tropical island of Hainan, local customs and cultural characteristics of tourism; with large indigenous populations hunting, fishing, rice mortar and other life scene to decorate VIP access, giving a sense of order back to nature. Outdoor rainforest in Southeast Asia is full of garden-style landscape gardening, making guests feel impressive, unforgettable.

Airport construction in foreign countries has a history of a century. The airport terminal visual communication design in the United States, France, South Korea, Thailand has a very complete and systematic planning. Denver International Airport, for example, offers travelers an art exhibition in public areas. There is also a separate art museum; South Korea Incheon Airport is famous for the cultural street parade and field national culture, where visitors can find the beauty and quality of Korean traditional culture. Airport image construction in these countries, has combined the operation of the airport advertising with the building of local and urban culture. Their success stories has a high reference value on China's airport terminal visual communication design. There is a lot we can learn:

(I) Location: water, land and air. Art exhibition is common in the ground, on the floor, on the walls, in the air. Or otherwise open space, set up a museum or art exhibition.

(II) Forms: sculptures, graphics, LED, material objects, light and shadow, performances.

(III) Senses: sight, hearing.

(IV) External: to form an integrated interaction with related units near the airport, or/and a cultural circle within 15- minutes drive.

Charles de Gaulle Airport in Paris is worth mentioning. It is committed to passengers from China, especially in Paris and has dedicated a cultural corridor for tourists to experience an emotional and enjoyable journey. Let those passengers, newly arrive or about to leave, start of their new journey with a wonderful impression of France. In this new cultural territory - Charles de Gaulle Space Museum and Paris Airports will hold two theme exhibitions each year, displaying France's most outstanding artistic heritage. These exhibitions will be open to visitors free of charge. To celebrate the opening of the Paris airport Museum, there will be a cooperative exhibition with Rodin Museum. Numerous dramatic artworks of Auguste Rodin including "The Thinker," "The Kiss" and “the Bronze Age” are on display in the museum district together with a total of 50 other artists' original works.
The Dissemination of the Enterprise Culture at Tianhe Airport

Wuhan is a bright pearl on the Yangtze River, with pleasant scenery. It is the center of China geographically, and is the confluence of Yangtze River and Hanjiang. Domestic air lines are dense here developed to facilitate traffic. Wuhan is situated in the middle of 9 provinces with the most convenient traffic and sufficient locational advantages, which is beyond compare with other Chinese cities. Culture in each city should have its own unique content, through which the city can demonstrate the inherent charm, display the city's brand, and promote urban development. Nature bestows beautiful landscapes upon Wuhan, which locates in central China and reflects the central theme of the urban culture in Hubei Province.

The dissemination of corporate culture at Tianhe Airport, whose system stems from the Capital Airport Group corporate culture framework, based on the principle of "one main subject, multi-facet", could establish its own cultural system relying on Hubei humanism and Hubei economy, with the consideration of the actual work of Hubei Airport Group Company. This system aims to undertake and represent the cultural theme of "the route to heaven and earth, the gate to the great country," which involves and reflects the company's vision, mission and core values. The management philosophy of the company is to enrich and develop the urban cultural features under the guidance of the core cultural value and in combination with Hubei Airport Group Company management practices. In the context of the Wuhan city culture, the Tianhe Airport Terminal visual communication design research, recognizing the importance of regional, spiritual and cultural factors on city branding, city propaganda, rational use of cultural resources, exploring the airport cultural potential, transition of its spiritual core into a visual image, developing urban culture spirit, strengthening the awareness of urban culture transmission, all play an essential role in long-term economic growth in Wuhan.

Terminal Communication Design Through Symbol Innovations

Reasonable graphics and copywriting plans for outdoor advertising should comply with the aesthetic principles of graphic programs, using silent graphic symbols to show the sense of beauty and form the basic visual elements that have international recognition, so as to achieve communication with the audience, to convey to the audience the urban culture, and to effectively disseminate the River City Wuhan.

The design of graphical symbols can be combined with other forms of art and design. Graphic symbols with elements representing Wuhan history and culture can be chosen to display the image of “a land of rice and fish”. This will change the connotation of urban culture into a visual image. Another way of design is to integrate urban cultural elements with the airport perimeter products for effective propaganda, and to unify graphic symbols with cultural traditions, spirits and natural beauty. Publicity will be strengthened by peripheral products, such as sculpture, elevator, seat, boarding passes, etc. repeatedly conveyed.

Conclusions

The city of Wuhan has accumulated rich cultural heritage with a history of 3500 years. As the mega-city and the regional economic center in central China, the River City of Wuhan has a distinct cultural characteristics. Wuhan Tianhe International Airport has been identified
as one of the eight regional hub airports by the national public air transport system. But now, the city’s cultural orientation is not very clear. The development of urban culture resources is incomprehensive; the corresponding facilities incomplete. The city orientation is also a bit confusing. What’s more, publicity is done by various departments alone with the lack of overall planning or unifying power. Consequently, such landmark project as airport fails to reflect the city’s distinctive regional characteristics.

Visual communication designs in the airport terminal equipped with Wuhan urban culture and effective publicity serve as a bridge linking culture and art, with high artistic, ornamental and disseminating value. They have decisive significance for the dissemination of Wuhan inner spirit and cultural character. The following are their practical value:

(I) High efficiency, multi-variety, the maximum attraction to the audience

Airport advertising media compared with other media, its coverage, repetition rate, hit rate, gross sense point, the cumulative number of audio-visual, continuity, relevance, efficiency effects are much higher than other advertising media. It is the most promising advertising medium and has considerable influence on decision-making of business industry, fashion trend and consumption of luxury brands. The airport advertising media is the most valuable advertising media worth buying for brands wishing for the top line publicity and is their first and only choice.

(II) The repeated key message increasing the audience’s impression

In all types of communication mentioned above, the increase in the frequency of important cultural information can not only achieve systematic and unified visual design but also transform target information into common-sense information which can be easily accepted by the audience.

(III) Keep strengthening the study of the cultural market in Wuhan. Give full consideration to foreign audience’s cognitive style, appreciation habits and aesthetic inclination. Try to create marketable products and services around the airport culture, and actively carry out foreign cultural trade to achieve good economic and social benefits.

As the geographical and cultural propositions constantly being raised, cultural transmission of the River City Wuhan has also become a major concerned issue. This is our wish: as long as you get on board the plane in Wuhan, the dissemination of our city culture will be maximized to the world.

References

