

# RESEARCH OF BLUE AND WHITE PORCELAIN FOR THE RESTAURANT DESIGN

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## ABSTRACT

The purpose of this study is to skillfully apply blue and white porcelain art to restaurant space design, combining traditional blue and white porcelain art with modern restaurant space design to explore the feasibility and practical effects of using blue and white porcelain elements in restaurant design. The research collects relevant knowledge and understanding of the application methods of blue and white porcelain aesthetic elements, and verifies their practical effects through case analysis. Additionally, the research aims to deepen the understanding of traditional culture and incorporate scientific decoration techniques into modern restaurant space design, integrating blue and white art elements with space design to achieve innovative design of blue and white art in space design, thereby enhancing the level and connotation of modern space design. The research results are summarized as follows:

1) In restaurant design, skillful use of blue and white porcelain elements can effectively enhance the aesthetic value and cultural connotation of the restaurant, creating an elegant and refined atmosphere that brings customers a delightful and desirable dining experience.

2) The blue and white porcelain elements can also increase customer satisfaction and loyalty, attracting more

**Keywords:** restaurant design, blue and white porcelain, cultural connotation, aesthetic value, customer satisfaction.

## INTRODUCTION

Chinese culture has a long history dating back 5,000 years, and it has nurtured a rich and diverse culinary culture. With social progress, the catering industry has gradually transformed from simple dining places into places that also serve as leisure, entertainment, and social gathering venues. Therefore, the design styles have become increasingly personalized and diversified, and themed restaurants have become popular in this context. By incorporating Chinese traditional culture into the design of catering spaces, customers can deeply appreciate the cultural connotations, enhance the core competitiveness of catering businesses, and inject new elements into the diversity of catering space design. However, the market competition is intense, and there is an abundance of similar themed restaurants, leading to consumer aesthetic fatigue. As a representative of traditional Chinese culture, the use of blue and white porcelain in the design of catering spaces can not only reflect the important position of blue and white porcelain art in Chinese traditional culture but also inject unique and abundant elements, making important contributions to the inheritance of blue and white aesthetics culture.

### Research Objectives:

1. To understand the cultural connotations and aesthetic features of blue-and-white porcelain, as well as the spatial layout and decorative elements in restaurant design, the design of details such as tableware, lighting, and flooring.

2. To explore customers' reactions and evaluations of the incorporation of blue-and-white porcelain elements in restaurant design through case analysis and questionnaire surveys.

3. To summarize the effects and evaluations of blue-and-white porcelain elements in restaurant design, including the enhancement of restaurant aesthetics and the display of cultural connotations, as well as the feasibility and limitations of practical applications.

## METHODOLOGY

This research conducted an in-depth analysis of the aesthetic characteristics and cultural significance of blue and white porcelain. In addition, it explored the value of incorporating blue and white porcelain aesthetics into the design of themed restaurants, injecting new vitality into traditional culture. To achieve these research objectives, the following research methods were adopted:

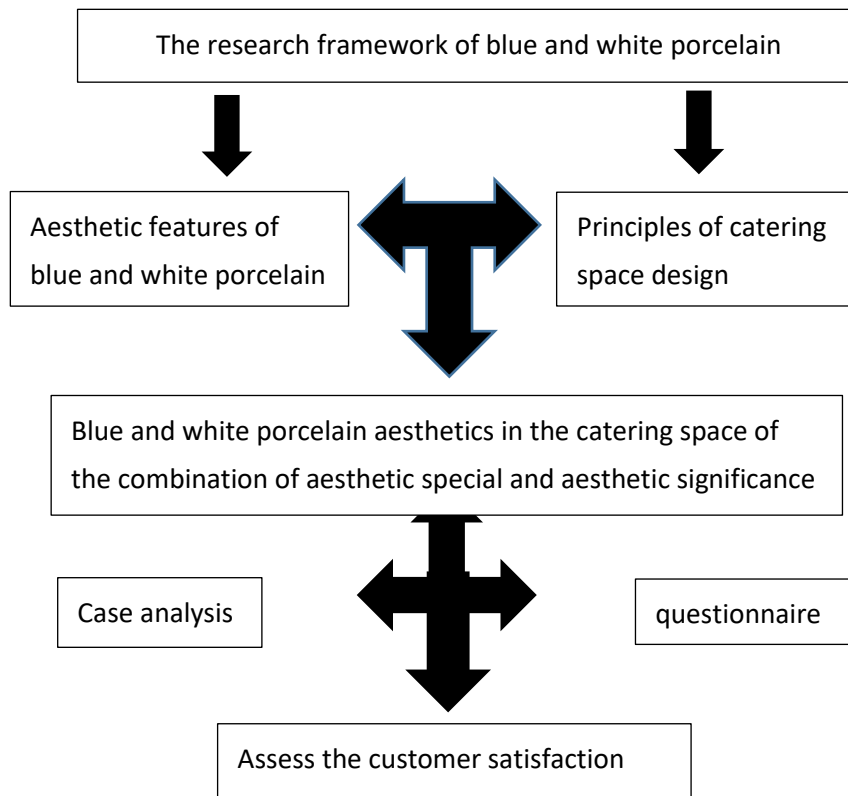
**Data collection:** To understand the production process of blue and white porcelain. This required collecting data through various means such as literature, physical samples, and surveys. During this process, had to carefully select and discern the reliability and authoritativeness of the information to ensure the collected data was highly accurate and practical. In addition to understanding the aesthetic features and cultural significance of blue and white porcelain, also needed to collect and analyze case studies of blue and white porcelain-themed restaurants. This required conducting systematic observation and comparison of blue and white porcelain aesthetics, themed restaurant decoration and color, as well as researching and analyzing relevant historical culture and art theory. In this process, needed subject knowledge, keen artistic insight, and high information integration and analysis abilities.

Data collection played a crucial role in the study of blue and white porcelain aesthetics. Through systematic scientific collection and organization of data, can achieve a deeper and more profound understanding and appreciation of the unique charm of blue and white porcelain, and provide powerful support for its inheritance and development.

After careful planning and meticulous arrangement, researchers conducted a study on the culture of blue and white porcelain in Jiujiang City, Jiangxi Province, China, combining qualitative and action research methods to collect primary data. To ensure the accuracy and comprehensiveness of the data, researchers also collected domestic books and literature on the culture of blue and white porcelain as secondary sources of data. They carried out literature searches on the internet and major journal indexes to understand the aesthetic concepts of blue and white porcelain and the design significance of themed restaurants. Among the residents of Jiujiang City, a total of 208 data objects were collected. After analyzing these samples, researchers found that the understanding of blue and white porcelain restaurants varied among individuals, but most people showed a strong interest in this cultural characteristic. At the same time, researchers also discovered that the majority of consumers were very willing to dine at blue and white porcelain themed restaurants to experience the unique charm of the culture. Through this survey, researchers have delved deep into the connotation of blue and white porcelain culture and the trends in the consumer market, providing valuable references and foundations for the development of related industries.

The main conceptual framework adopted in this study is as follows:

- 1) Conceptual framework for features and aesthetics.
- 2) Aesthetic conceptual framework integrated with dining space.
- 3) Survey on the recognition and preference of current residents towards themed restaurants.
- 4) Evaluation results.



## Research Methods

- 1) Record the aesthetic features and aesthetic value of blue and white porcelain.
- 2) Survey the user experience and preferences of local people in Jiujiang City, Jiangxi Province.
- 3) Study cultural literature on the production of blue and white porcelain, including pattern design, color, and production methods.
- 4) Collect literature and analyze cases to obtain design techniques and artistic features from others.
- 5) Introduce the data analysis results and research findings in descriptive research and conduct a satisfaction survey on the aesthetics of blue and white porcelain in catering engineering with the following methods:
  - a) The sample consists of 208 consumers who were intentionally selected from residents in Jiujiang City.
  - b) Action data analysis is conducted through workshops and seminar projects.
  - c) Data analysis.

### 1. Characteristics of Blue-and-White Porcelain

The characteristics of blue-and-white porcelain are mainly reflected in the porcelain body, glaze, and decoration aspects:

- (1) Porcelain Body: The porcelain body of blue-and-white porcelain is fine in texture, hard but not brittle, uniform in texture, and has a pure white color.
- (2) Glaze: The glaze of blue-and-white porcelain is as bright as a mirror, with a clear and bright glaze color, and full of charm.

(3) Decoration: The decoration of blue-and-white porcelain usually adopts blue-and-white colors, characterized by a deep, pure, and rich hue of blue, with a certain degree of transparency and stereoscopic effect.

(4) Color: Blue and white tones, with blue patterns on a white background, showing an elegant and beautiful style.

## 2. Various shapes of blue and white porcelain.

Blue and white porcelain is a fascinating art form used both for everyday purposes and as decorative pieces. Its style is varied and diverse, depending on its intended use. Its beauty lies in the exquisite combination of shape and pattern, with blue flowers against a white background reflecting the wisdom and artistry of our ancestors. In this article, the author seeks to explore the cultural significance of blue and white porcelain, including its various shapes, patterns, and inscriptions. This will be achieved through field research, online searches, book reviews, and museum visits, aimed at collecting relevant materials and classifying them accordingly.

As time has passed, the types and styles of blue and white porcelain have become increasingly diverse. Based on their intended use, these porcelain pieces each have their unique characteristics. In terms of size, they can be divided into two categories: large blue and white porcelain, mainly used for commercial trade exports, and designed to cater to the lifestyle habits of foreign ethnic groups; and small blue and white porcelain, primarily used for local needs and ornamental purposes, with a focus on satisfying local customs and the burial needs of Southeast Asian people. Blue and white porcelain comes in a wide variety of styles, including bottles, pots, jars, boxes, bowls, plates, etc., with diverse shapes. (Figure 1)



Figure 1, Various types of blue and white porcelain plates  
Photo source : At the end of the net

## 3. Various patterns of blue and white porcelain.

As an indispensable part of blue and white porcelain art, blue and white porcelain patterns have profound aesthetic connotations and incomparable artistic value. It is not only a treasure in the history of ancient Chinese art, but also a unique flower in the world cultural treasures. In the early days, blue and white patterns were mainly fish patterns, small plum blossom patterns, and also included some basic geometric shapes such as diamonds, which were simple and exquisite. With the progress of the times and the improvement of aesthetic level, the style of blue and white patterns has been more widely developed, covering various aspects such as animals, figures, plants, and auxiliary elements, and a very small amount of poetic elements are also integrated, making it more rich and colorful. (Figure 2)

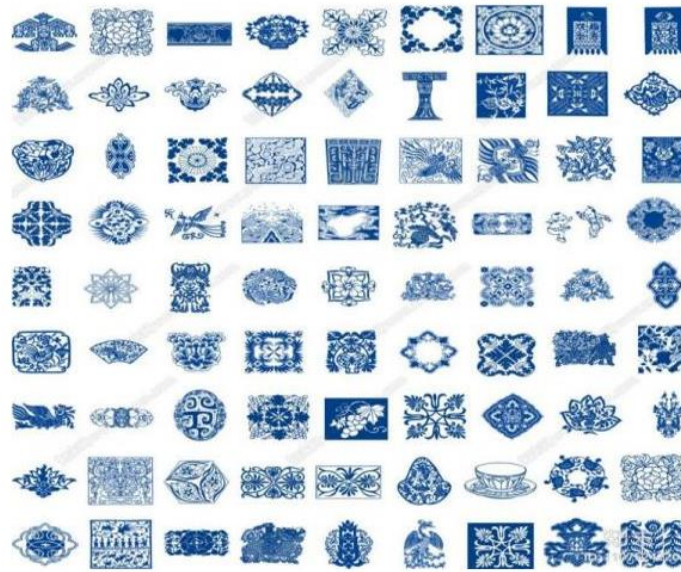


Figure 2, Various patterns of blue and white porcelain  
 Photo source : [www.baidu.com](http://www.baidu.com)

#### 4. The design of blue and white porcelain aesthetics in dining spaces.

The aesthetic elements of blue and white porcelain have significant aesthetic value in restaurant space design, including elements such as flowers, plants, birds, beasts, mountains, and waters. To understand these patterns, one needs to have a deep cultural literacy. In interior space design, it is necessary to understand the cultural connotation and combine it with modern styles to achieve better results. By using traditional Chinese cultural elements in space design, it is possible to create a space design that meets modern living and aesthetic needs. The aesthetic elements of blue and white porcelain are among the favorite and elegant elements for designers. When using traditional elements, it is necessary to carry out necessary artistic processing and treatment to create a beautiful, practical, economical, and comfortable indoor environment to meet various factors such as people's lifestyles, psychological needs, and behavioral ways.

#### Design in the interface of space

In the design of restaurant spaces, the segmented areas created by the ceiling, floor, walls, and partitions play a crucial role. Blue-and-white porcelain art patterns can serve as markers for area division and, when combined with wall design, enhance decoration and beauty. The design of walls and partitions should be tailored to different spatial needs, using straight or concave-convex shapes to create a more three-dimensional effect. Through the application of these techniques, restaurant spaces will become more vivid, comfortable, and three-dimensional. (Figure 3)



Figure 3, Design in the interface of space  
Photo source: Little Red Book



Figure 4, Soft furnishings and color design for blue and white porcelain dining space. Photo source: Little Red Book



Figure 5, Blue and white porcelain tableware Photo source : Little Red Book

### **Soft furnishings and color design for blue and white porcelain dining space.**

In the design of dining cultural spaces, furnishings are an essential component, covering a wide range of items, including tables and chairs, crafts, soft furnishings, tableware, lighting fixtures, and ornamental plants. Good furnishing design can directly enhance the quality of the entire space, so it is necessary to consider the different attributes of the space and coordinate with the entire cultural space to create a themed dining culture environment for the purpose of sublimating people's emotional experiences. Blue and white porcelain art patterns are a very suitable element for restaurant decoration, which can present a new appearance on carriers such as tableware, lighting fixtures, and decorative paintings, and can also be used to create a strong blue and white cultural atmosphere. In addition, the uniform and harmonious color tone of the space and the design of the dining service personnel's clothing are also essential and should be in line with the overall theme to enhance the atmosphere and theme presentation of the entire dining environment. The design of soft furnishings should be coordinated with the entire cultural space to create a themed dining culture environment. (Figure 4,5)

### **5. Quantitative Analysis**

The survey is conducted on approximately 730,000 permanent residents in the urban area of Jiujiang, Jiangxi Province. A total of 206 valid questionnaires were collected through a random questionnaire survey (using Questionnaire Star).

Analysis Conclusion: According to the data table, there were a total of 208 valid responses. Among them, 48.08% were male and 51.92% were female. It can be seen that the number of male and female respondents in this single-choice question is similar, presenting a relatively balanced gender distribution. (Figure 6)

## Sex

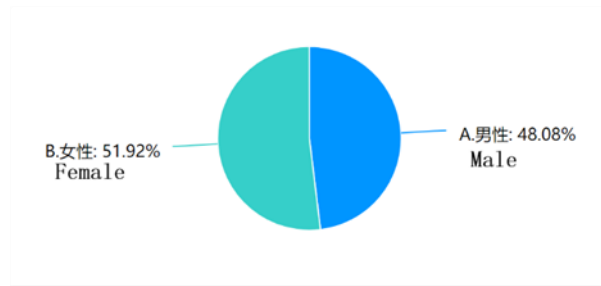


Figure 6, Photo source : [www.wjx.cn](http://www.wjx.cn)

Analysis conclusion: According to the data table, the number of valid responders for this multiple-choice question is 206. Among them, the age group of 18-25 has the highest number of people, accounting for 30.77%; followed by the age group of 25-35, accounting for 25%; the age groups of under 18, 35-45, and above 45 account for 14.9%, 17.31%, and 12.02%, respectively. It can be seen that the majority of the population who participated in this multiple-choice question are young people, with the age group of 18-35 accounting for as high as 55.77%. (Figure 7)

## Age

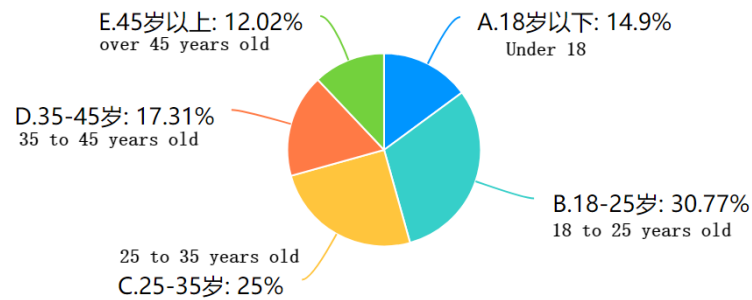


Figure 7, Photo source : [www.wjx.cn](http://www.wjx.cn)

Analysis conclusion: In this survey, the participants' occupations mainly focused on three groups: students, staff, and freelancers, with staff accounting for the highest proportion at 51.44%. Students ranked second, accounting for 25%, while freelancers accounted for 17.31%. Other occupational groups had a relatively small proportion, only 6.25%. (Figure 8)

## Occupation

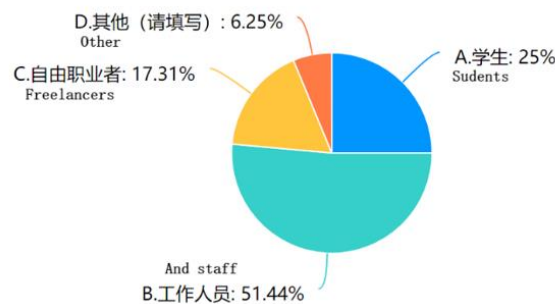


Figure 8, Occupation  
Photo source: [www.wjx.cn](http://www.wjx.cn)

Analysis conclusion: According to the data table, a total of 208 people participated in the study, of whom 75.48% had visited theme restaurants with blue-and-white aesthetics, while 24.52% had not. This result indicates that blue-and-white aesthetics have a high level of recognition and appeal in theme restaurant spaces, and also suggests that this art style has significant commercial value. (Figure 9)

### Dining situation at the blue and white porcelain-themed restaurant

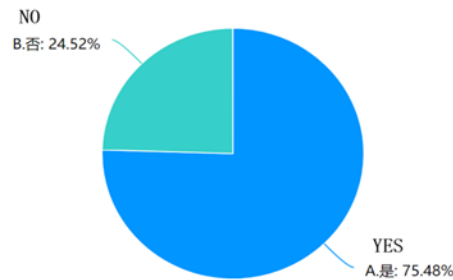


Figure 9, Photo source : [www.wjx.cn](http://www.wjx.cn)

Analysis conclusion: According to the data table, the number of valid responses for this question is 206, with the most popular option being "enhancing the charm of food", accounting for 71.63%. The second most popular option is "excellent visual effect", accounting for 47.6%. The "highly artistic" option has a percentage of 46.15%. In addition, only a few people chose the "other" option. (Figure 10)

### The blue and white porcelain aesthetics is brought to the restaurant

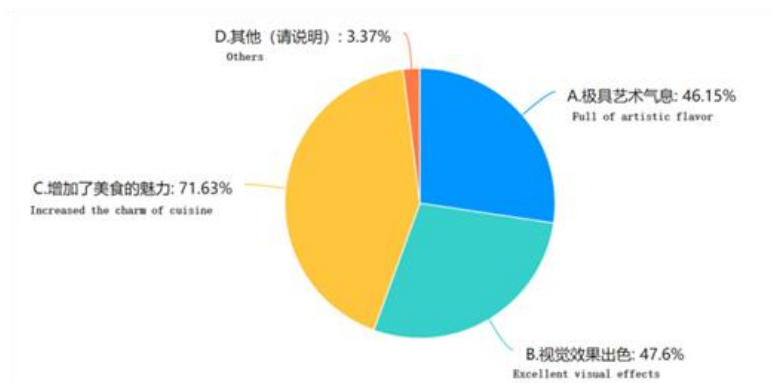


Figure 10, Photo source : [www.wjx.cn](http://www.wjx.cn)

Therefore, it can be concluded that most people believe that the combination of blue-and-white aesthetics, art, and themed dining space design can enhance the charm of food, and the visual effect is also excellent. At the same time, this design can also bring a certain artistic atmosphere.



## Effects and conclusions

The application trend of blue-and-white porcelain aesthetics in dining space design is becoming increasingly evident, reflecting people's urgent need for cultural heritage and innovation. As a representative of traditional Chinese culture, blue-and-white porcelain not only has a rich historical and cultural heritage, but also attracts attention because of its unique aesthetic charm. In modern dining space design, the use of blue-and-white porcelain can promote traditional Chinese culture and create an atmosphere of classical and modern fusion, which is highly favored. In addition, over 80% of respondents stated that the application of blue-and-white porcelain elements in dining space makes them feel more love and fashion, having significant aesthetic and cultural value in modern society. Although there are challenging requirements for the real-time application of blue-and-white porcelain aesthetics in dining space design, this will inevitably promote the continuous renewal and charm of traditional Chinese culture. In conclusion, the application of blue-and-white porcelain aesthetics in dining space design is a cultural and aesthetic inheritance that adds infinite artistic charm and historical value to our dining space.

## Suggestions:

1. In future research, it is recommended to further develop studies on traditional culture and spatial design to promote the inheritance and development of traditional culture.
2. The research findings should be presented at international seminars and forums.

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