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DESIGN STRATEGY OF URBAN HERITAGE TRAIL

WANG Kan^{1,2}, SHMELOVA-NESTERENKO Oleksandra²

¹Zhejiang Wanli University, Ningbo, China

²Kyiv National University of Technologies and Design, Kyiv, Ukraine
1203031654@qq.com, shmelova.oy@knuud.com.ua

From an international perspective, this article introduces the concept and content of urban historical and cultural path design in cultural heritage, and through the construction experience of Boston Freedom Trail and Hong Kong Historic Trail, summarizes and studies the series method of historical and cultural path to fragmented historical remains and the continuous narrative method of heritage space, and carries out a detailed analysis and summary.

Key words: *cultural heritage, heritage trail, planning strategy, spatial design, heritage interpretation.*

INTRODUCTION

After World War II, with the development of economic globalization and the wave of modernist architecture and urban design, the traditional settlement and street texture of many cities are disappearing at an accelerated pace. Old streets and buildings are gradually being replaced by new urban plans. Some important historical and cultural relics and public Spaces of historical value have been preserved, which are important gathering places of urban context and collective memory. However, these monumental places are separated in various corners of the city due to urban renewal, with a dotted distribution. This fragmentation of space has to some extent undermined the coherence of the city's context and the visibility of the city's image. For tourists and local residents, it is difficult to construct an identifiable and experiential cultural system. Therefore, many cities begin to attach importance to the narrative of context and introduce the design concept of heritage trail into the urban street space design method [1]. As the display interface of city image, heritage trail plays an increasingly important role in promoting city brand and regional development.

PURPOSE

The purpose of this study is to summarize the design strategies for urban historical and cultural trails. Through literature review and case analysis, the aim is to offer a range of design methods for connecting cultural relics in historical blocks, employing design thinking to depict the urban context and utilizing narrative techniques to create engaging street spaces. The ultimate goal is to enhance the quality of urban tourism spaces as well as residential and commercial areas.

RESULTS AND DISCUSSION

With regard to the planning and design methods of historical heritage trail, this article summarizes and analyzes the current research trends and cases of



different cities from the perspective of visual communication art and environmental art in the field of design, and proposes that the design methods of urban historical heritage routes have three main characteristics: theme unity, node diversity, and spatial interactivity.

1. Design method of theme unity

Historical culture has its unique and regional characteristics, and travelers have a new spatial perception of local history and culture experience. It is an important design method to select the theme suitable for the regional history and culture route to strengthen memory. The selection of themes often requires the following three characteristics: large audience and popularity, the correlation between historical stories and spatial narrative routes, and a considerable number of samples of historical sites under the main framework.

City Heritage Trail is a common linear landscape type in American cities with the main functions of historical heritage protection and sightseeing display [2]. Boston chose the War of Independence as the theme of its urban exploration and named it the Boston Freedom Trail. As an important landing point for European immigrants to the United States and the birthplace of the American Revolution, Boston is an important town of American culture. In 1958, the Boston government designed the walkway with red brick paving, connecting 16 Revolutionary War heritage sites. The entire path consists of red brick strips 20 centimeters wide on the ground and specially designed copper circular signs. It is about 4 kilometers long. These red professional routes are accompanied by the logo design of one heritage point, which constantly reminds tourists that the place they are in is a valuable historical space in the way of symbolic metaphor in space. Meanwhile, tourists can follow the metaphorical logo system to visit each related heritage point in turn without other auxiliary navigation information (fig. 1).



a



b

Fig. 1. a) Map of the Boston freedom trail; b) Unified guide system-red brick paving

2. Design method of node diversity

The historical development of urban communities is often not single linear, but often has different time and space and different fields of multi-dimensional



development veins. When designing the urban heritage trail, it is often necessary to pay attention to its diversity. The theme of each cultural heritage path is different, and the spatial experience created by different heritage points under the same path is also different.

The prosperity and opening up of Hong Kong has brought about the blending and collision of different cultures. The style diversity of Hong Kong's urban blocks and buildings reflects its development trajectory and is a very important cultural relic. In the Central district of Hong Kong Island, one of the most densely populated areas in the world, there is also the famous Central and Western Heritage Trail, comprising the Sheung Wan Route, Central Route and Western Route. The Western Route is dominated by British colonial architecture, which blends in with the modern architecture of the surrounding site. The Sheung Wan Route is located in a traditionally Chinese inhabited area, covering 35 typical traditional Chinese historical buildings and sites, including Sun Yat sen's Historical Trail. Sun Yat-sen is a famous statesman in Chinese history. The Sun Yat-sen Historical Trail was established by the Central and Western District Council of Hong Kong in 1996 and repaired in 2006 in conjunction with the completion of the Sun Yat-sen Memorial Hall. Following the characteristics of rich history and intensive heritage resources, it forms an urban heritage path connecting 15 heritage points [3]. Through cooperation with local designers, in addition to heritage points, a number of street public Spaces were shaped along the way, and public art with the theme of "ancient and modern" was implanted. Through the re-deconstruction of the design language, the designer shaped the 16 commemorative plaques on this walking trail. For example, the bronze installation art was used to rebuild the image of the martyr Yang Quyun, and a screen art was used to show the "Huangren Academy". The figure of Sun Yat-sen in his youth and the old site space of the academy were compared in time and space. It presents the Chinese revolution a century ago and the development history and cultural characteristics of Hong Kong (fig. 2).



a



b

Fig. 2. a) Map of the central route of HongKong heritage trail; b) One of a public space of Sun Yat Sen Historical Trail designed in 2012



3. Design method of space interaction

In the protection and renovation of historical blocks, it is necessary to consider not only architectural planning and environmental design, but also the creation of scenes in the space and the communication between people and the emotional environment. For instance, in the planning and design of Boston Freedom Trail managers planned many role-playing activities. Many interpreters or extra performers dressed in Revolutionary War-era costumes walk through heritage communities and brush past crowds at historic sites. This interactive scene increases the participation and enthusiasm of visitors. These scenes create emotional experiences that travel through time and space, make obscure historical stories vivid and easy to read, and at the same time revitalize historical heritage. This interactive experience is interpreted in another way in the planning of the Hong Kong Heritage Trail. They retain the style and operation of the vehicles of century ago, and still act as a common means of transport for residents and visitors in the community. For example, even after modernization, the red mountain top cable car still retains the shape of the steam age, and the double-decker tram (Ding Ding Car) of a hundred years ago shuttles through the city streets with high-rise buildings. These transportation vehicles are like moving history, which brings visitors to various cultural heritage, and are also cultural heritage in themselves.

CONCLUSIONS

Through case analysis and induction, it can be seen that the historical and cultural trail has the characteristics of fragmentation, decentralization, and diversification [4]. Therefore, when planning and designing historical and cultural paths, designers should not only consider the series of various cultural heritage points, but also consider the background of urban context and the arrangement of historical narratives. At the same time, in space design, a unified theme, multiple node design and interactive experience are commonly used methods to design a historical heritage trail.

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