



"Homesickness" in Modern China 中国人的 20 世纪 “乡愁之塔”

Yuerong Wang
Interior Design | Display platform
Royal College of Art

CONTENTS

01

Background Research

- Inspiration source
- Initial concept visual
- Existing building analysis
- Physical model develop

02

Spatial Concepts

- Memory research
- Concept sketch
- Visitor route overview
- Physical model develop

03

Content Structure &Detail design

- Content visual development
- Fictitious familiy story
- Overview section
- Storyboard
- Visitor route overview
- Plan technical
- Graphics technical
- Material palette

04

Technical Design

01

Background Research

- Inspiration source
- Initial concept visual
- Existing building analysis
- Physical model develop



Inspiration source, Living normally : where life comes before style, Naylor, Trevor.

Relive HOUSES memories——Living in life

Proposal:

From Shanghai to London, I have been searching for a place to belong, where exactly is my home?

The inner stability and emotional controllability gives me more opportunities to develop myself. In terms of social issues, young people who come alone from their hometowns to the big cities, while looking for their own development, are very homesick because they often have to move and do not have their own "little place".

Homesickness. What do you miss? The family? Pets? The bed? The desk? The food? The park around you? Even the smell of the furniture?

The exhibition focuses on the discovery of the visitor's own story, allowing them to become an immersive participant in the whole exhibition rather than a spectator.

Object collections:

- A display of unusual objects from everyday life
- Changes in the style of home interiors as the years go by
- Moments of domestic life, such as stacks of clothes, plants, dishes that have not yet been washed
- Historic furniture, soft furnishings, wallpaper materials, picture frames, etc...

Visitors:

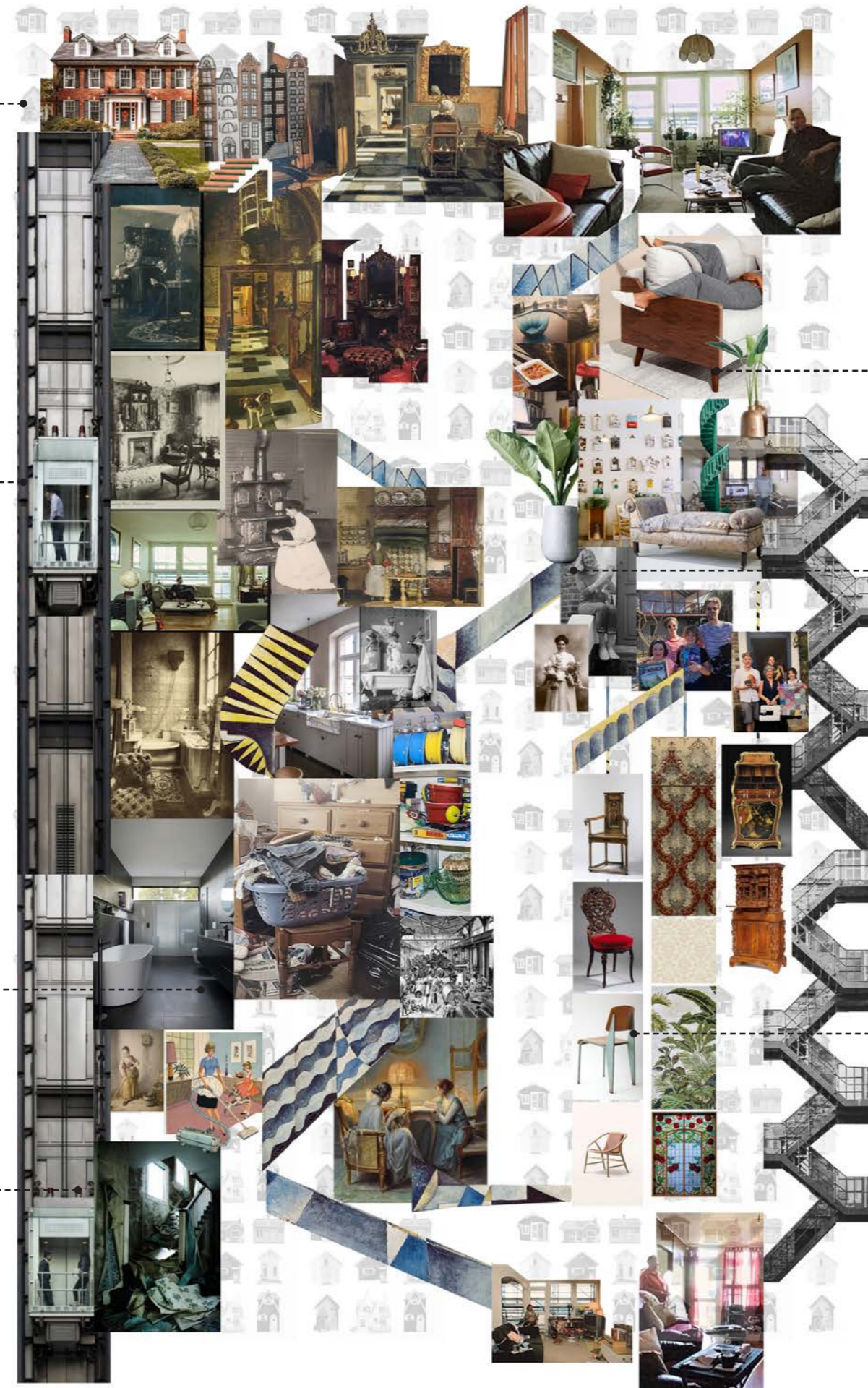
For all ages, but not for the youngest of audiences.

INTRODUCTION:
concept explore of "home"

COMPARISON:
how it develop?

LIFE COMES BEFORE STYLE
people live in their home

TECHNOLOGY DEVELOPMENT
clean is better for home...



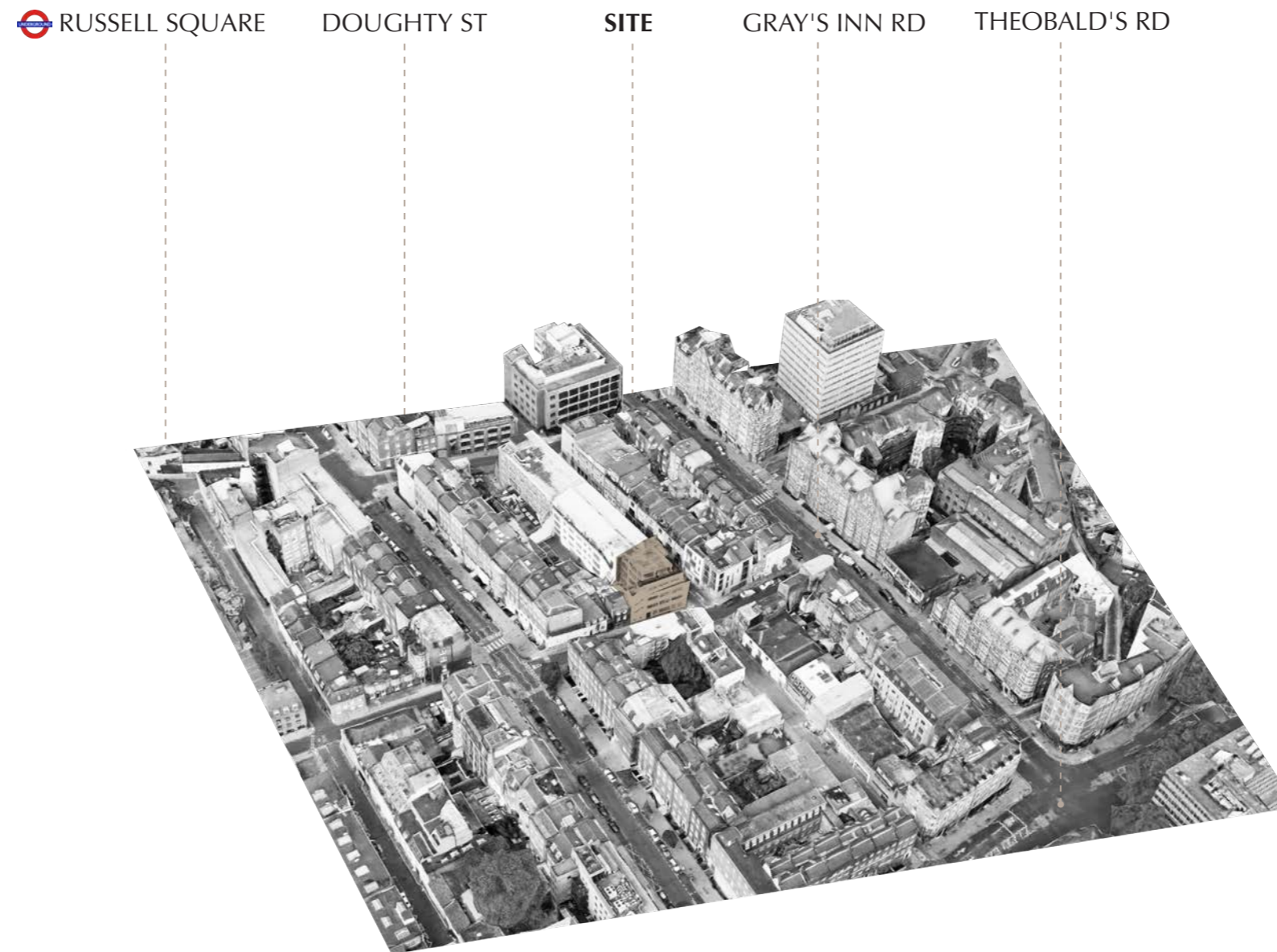
CHILL TIME
a comfortable moment

PLANTS
green in the home

LIBRARY OF HOME
display the interior elements

Initial concept visual, Autumn, 2021.

Existing Building Analysis



4 Northington Street, Bloomsbury, London, WC1N 2JG

Museum Building Collage



Existing building analysis, Faced & surrounding environment, Autumn, 2021.

Physical Existing Building Model

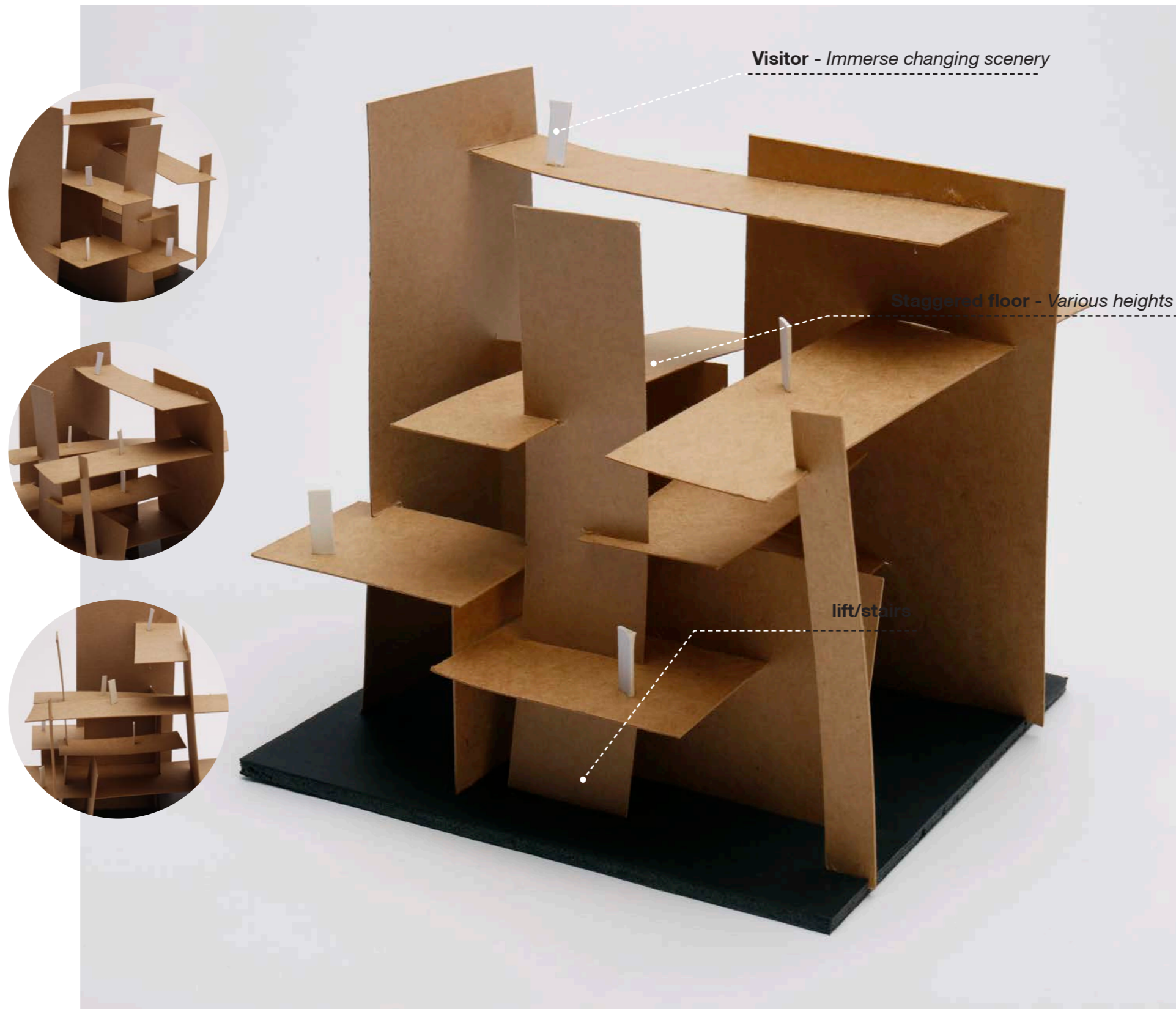


Physical model, building structure, front view, Autumn, 2021.



Physical model, building structure, right view, Autumn, 2021.

Physical Model Development



I hope that visitors can stand different platform, room or space and at the same time they can observe each other, then to compare the home memory in different function or era.

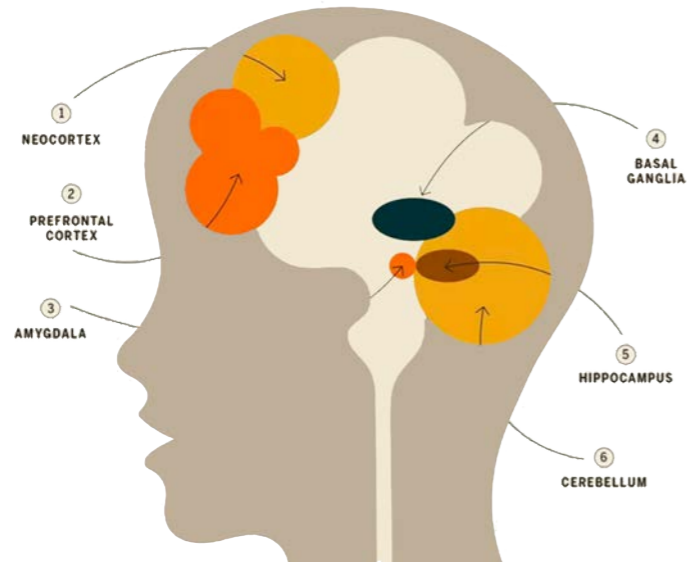
02

Spatial Concepts

- Memory research
- Concept sketch
- Visitor route overview
- Physical model develop

Recreating home memories

“Memory”



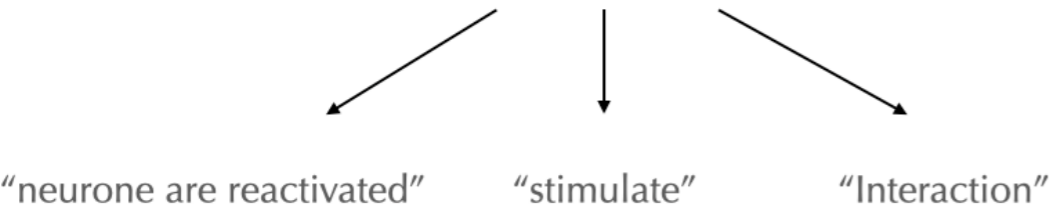
What is memory? It is a process



What constitutes memory?



What makes object a memory?



“Home Memories”

House

Habitable space, protection, can be anyone’s.

Family members

People who live in this home, and pets.

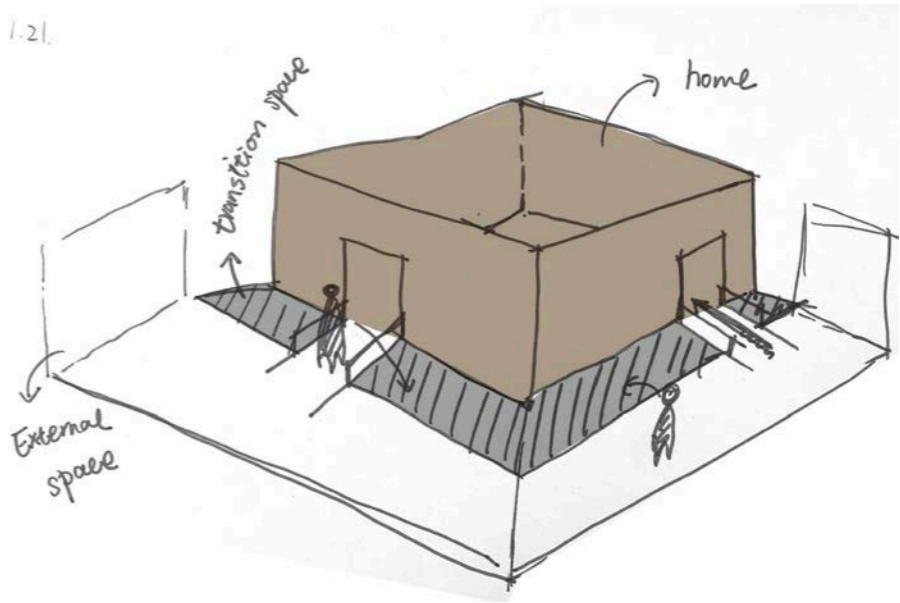
Object

Decorations, furnitures, soft things....

Spatial concept sketch

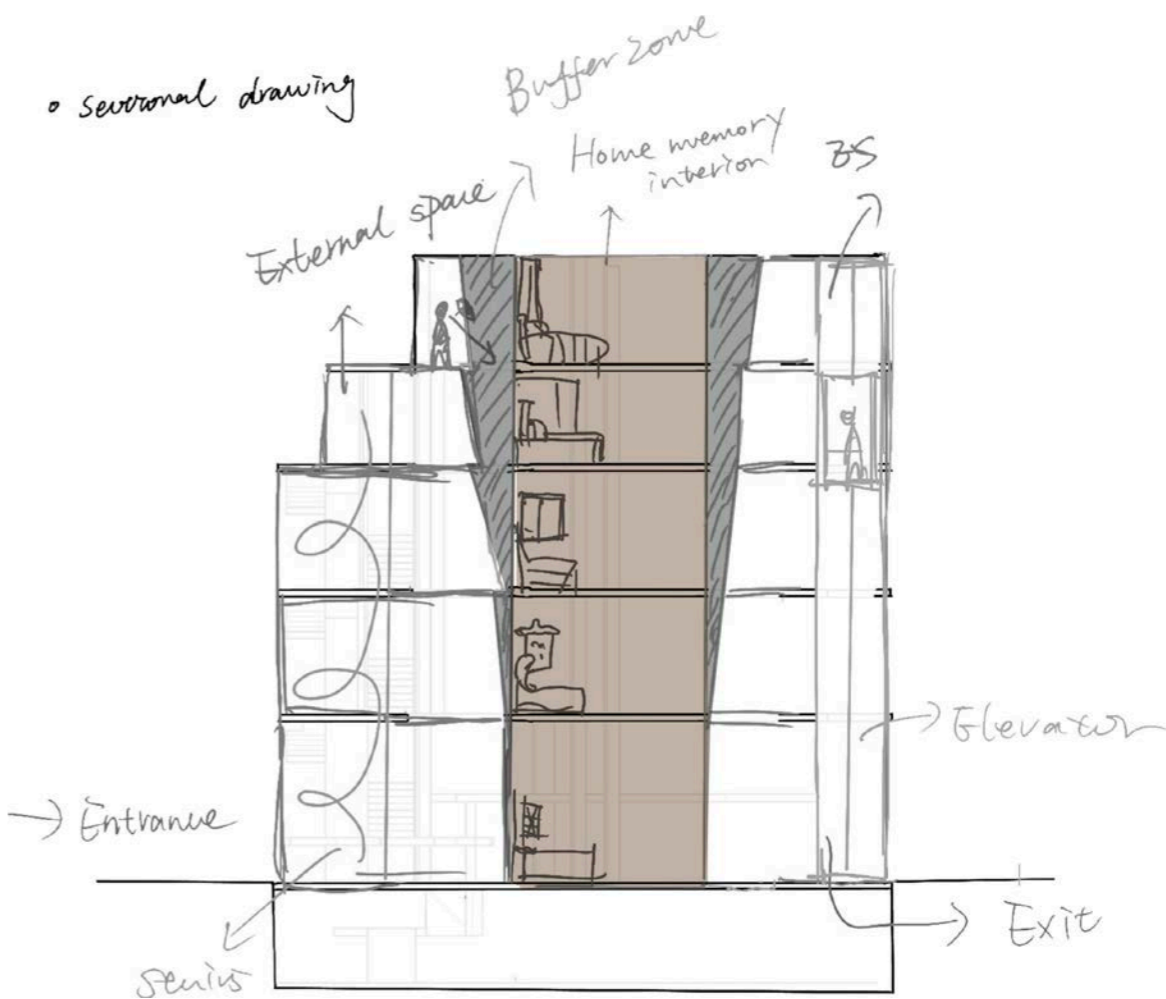
Absolutely private

Home interior



Junction

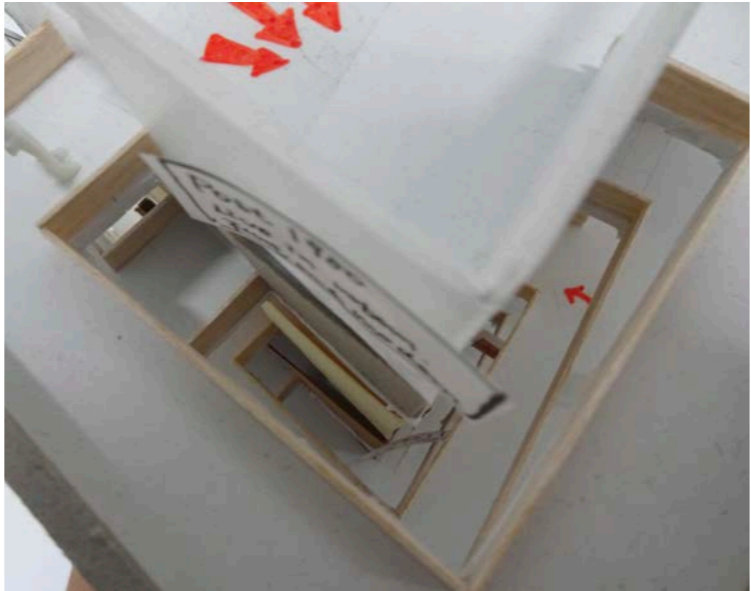
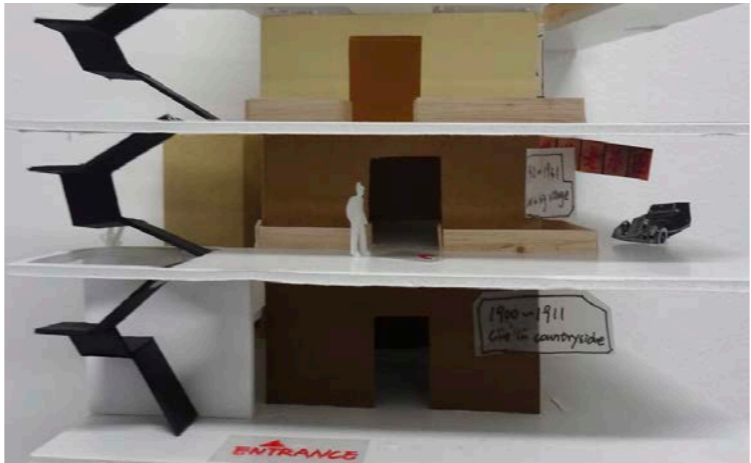
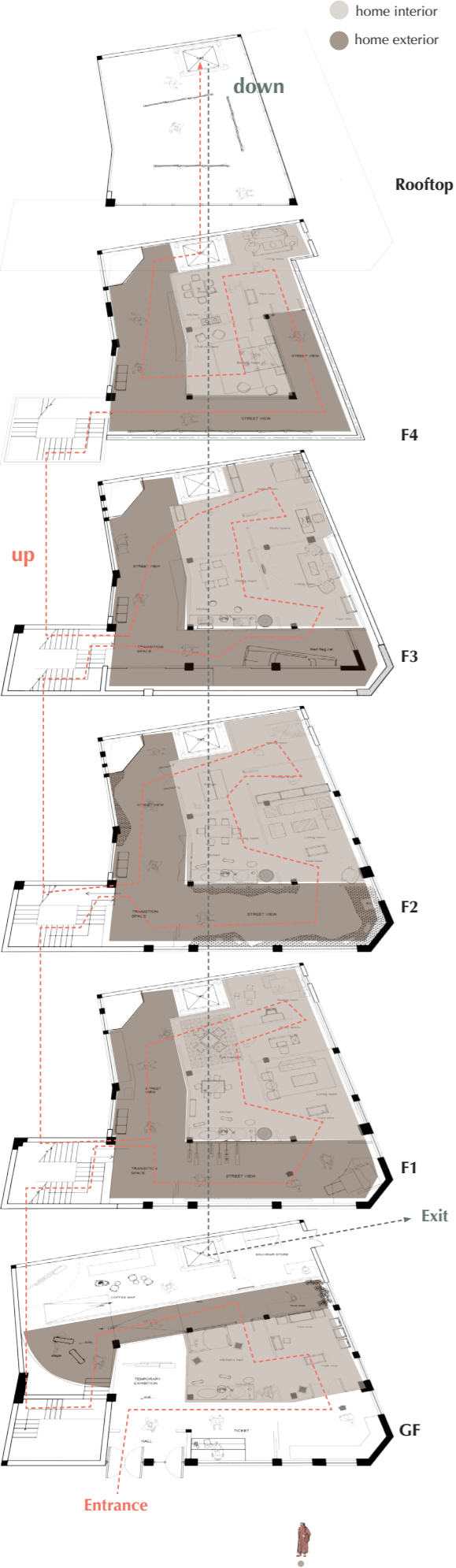
Transitional space



Sociable

Home exterior (surrounding environment)

Spatial concept model and visitor route



Spatial concept physical model test, Spring, 2022.

03

Content Structure &Detail design

- Content visual development
- Fictitious familiy story
- Overview section
- Storyboard
- Visitor route overview
- Plan technical
- Graphics technical
- Material palette

INITIAL CONCEPT DEVELOPMENT

Family Story



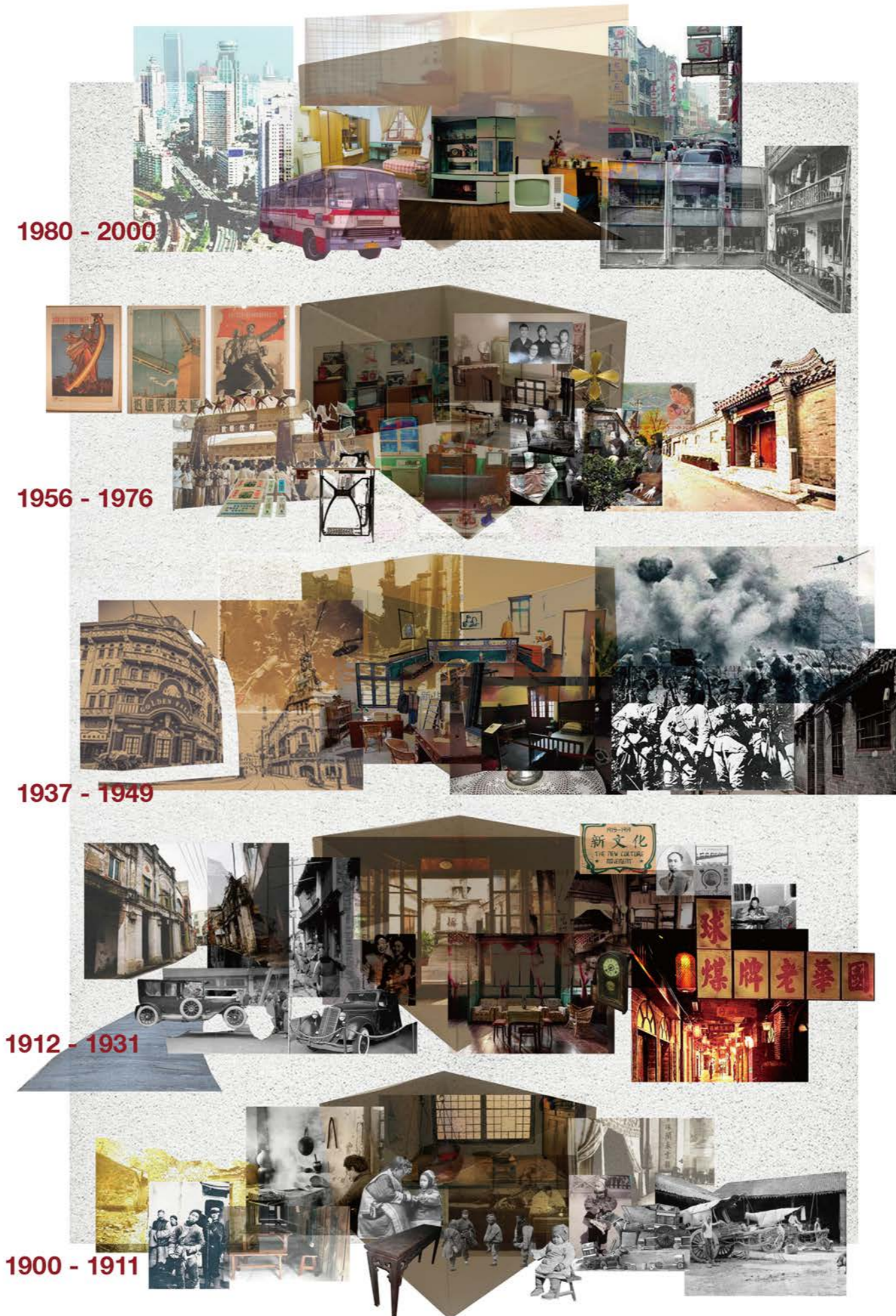
1900-1911
Turbulent family life

1912-1931
East-west blended family life

1937-1949
Second WW family life

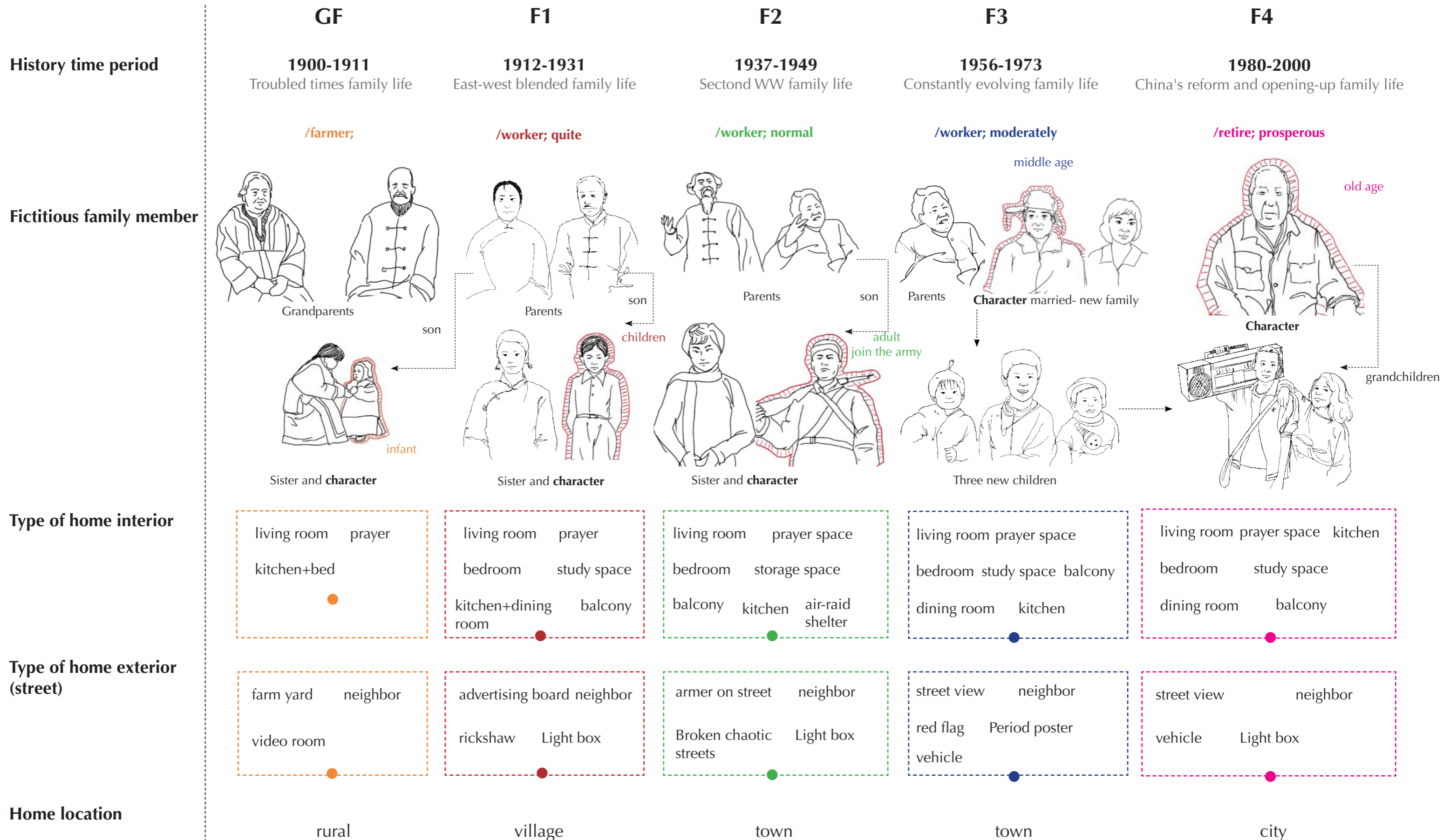
1956-1973
Constantly evolving family life

1980-2000
China's reform and opening family life

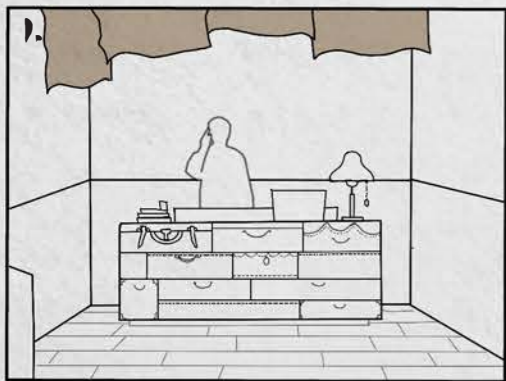


CONTENT STRUCTURE

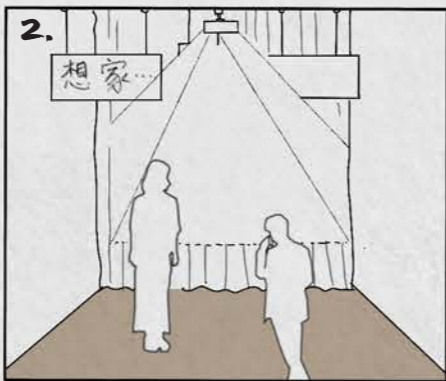
Family Story



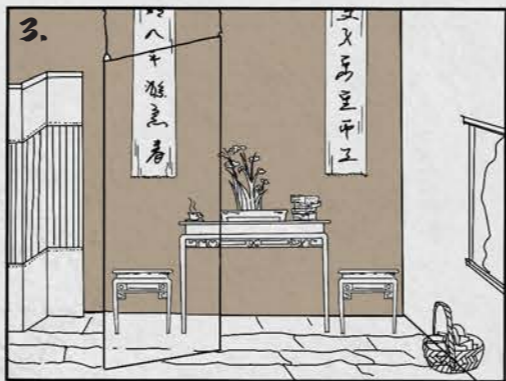
Storyboard Sequence



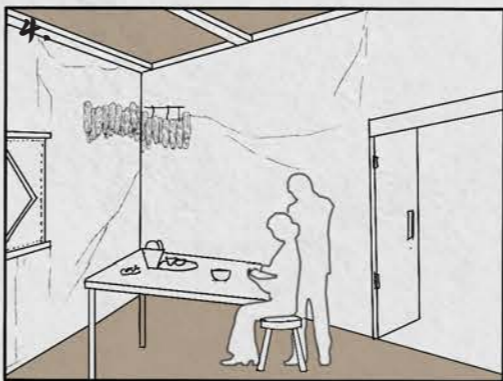
Ticket



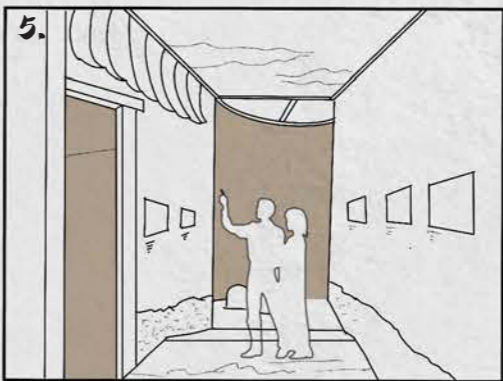
Homesickness hall



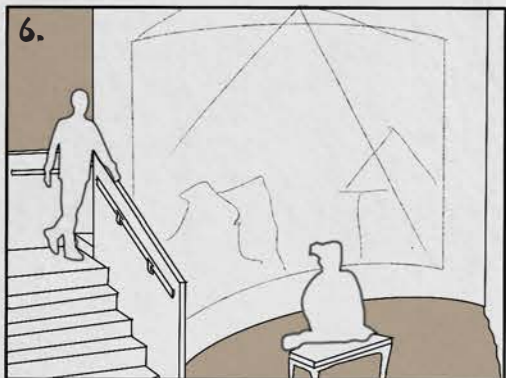
1900s living room



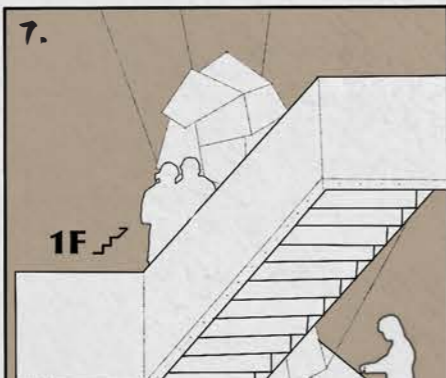
1900s dinner time



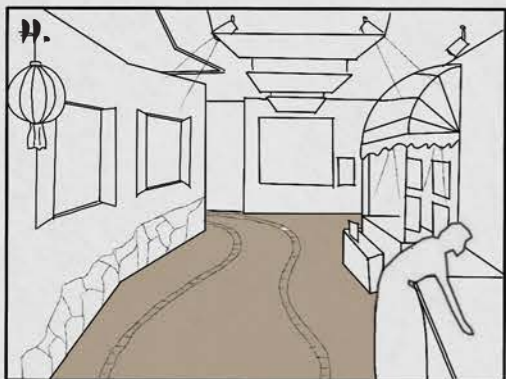
1900s countryside street



1900s film hall



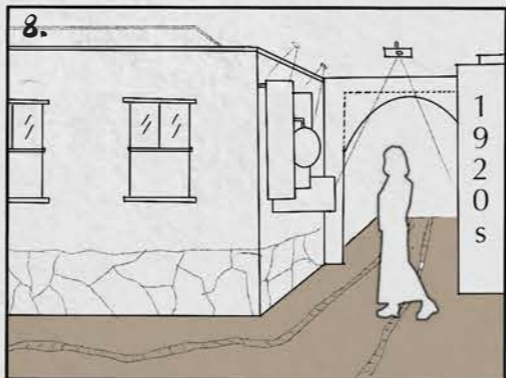
Staircase(GF-F4)



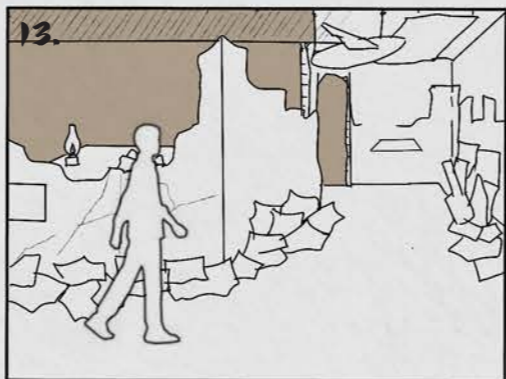
1920s town commercial



Rest area(GF-F4)



1920s town street



1940s city street



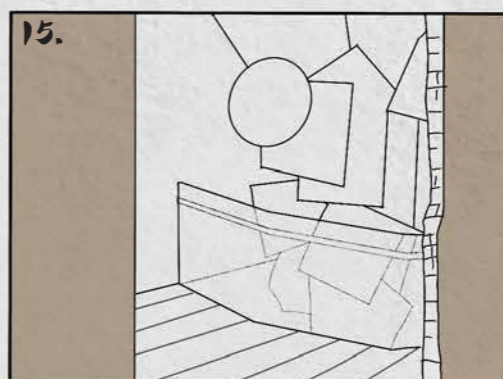
1920s lunch time



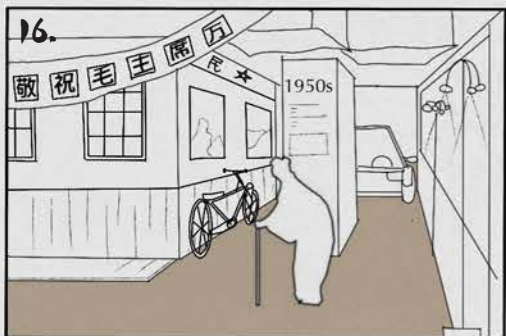
1940s tea time



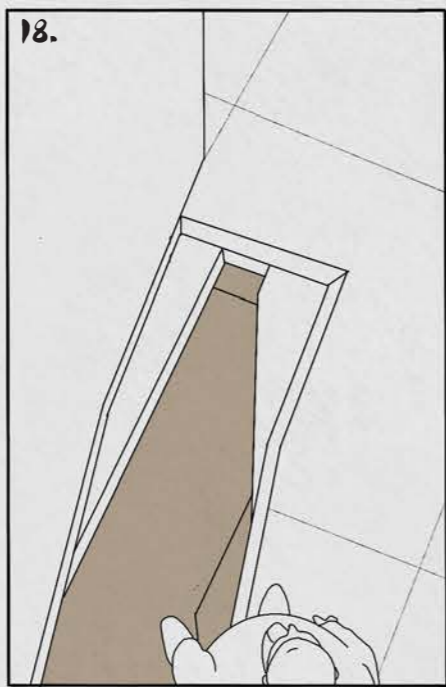
1920s bedroom



Family installation



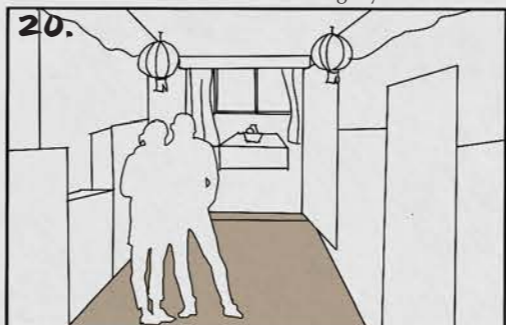
1970s city view



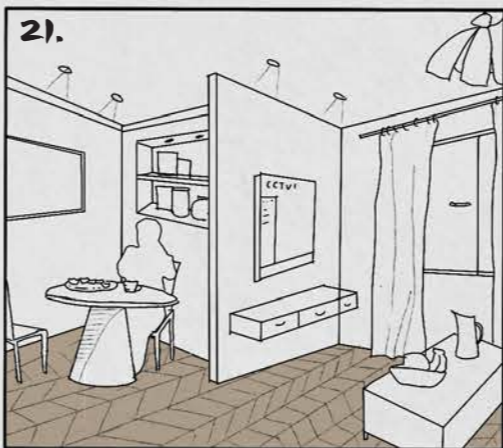
1970s leisure moment



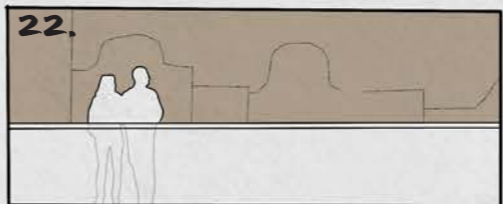
21s bigcity view



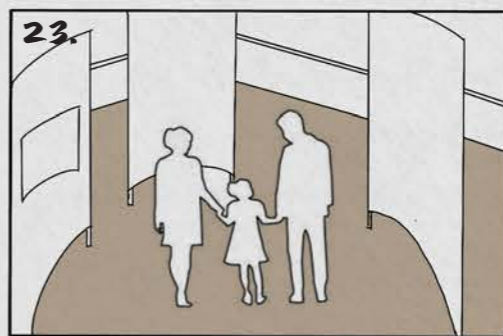
21s bigcity street view



21s spring festival



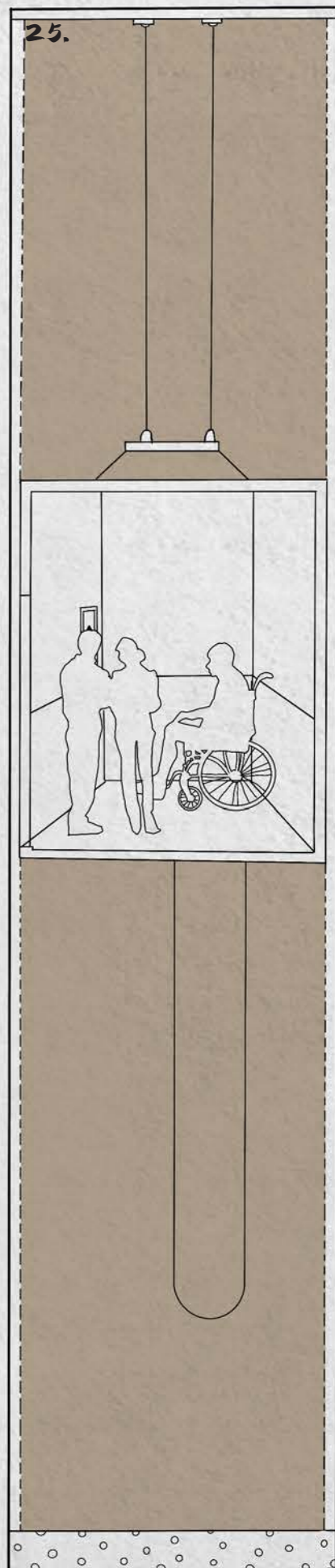
Rooftop



Rooftop temporary exhibition



Cafe



Lift



Section Drawing





"Homesickness"
in modern China
中国人的20世纪
"乡愁之路"
2022.05.25-2022.09.25

4 NORTHINGTON ST

NORTHINGTON STREET WOL

JACOBS
PLUMBING
MERCHANTS

Jacobs
plumbing
merchants
trade & retail
welcome

20

GROUND FLOOR

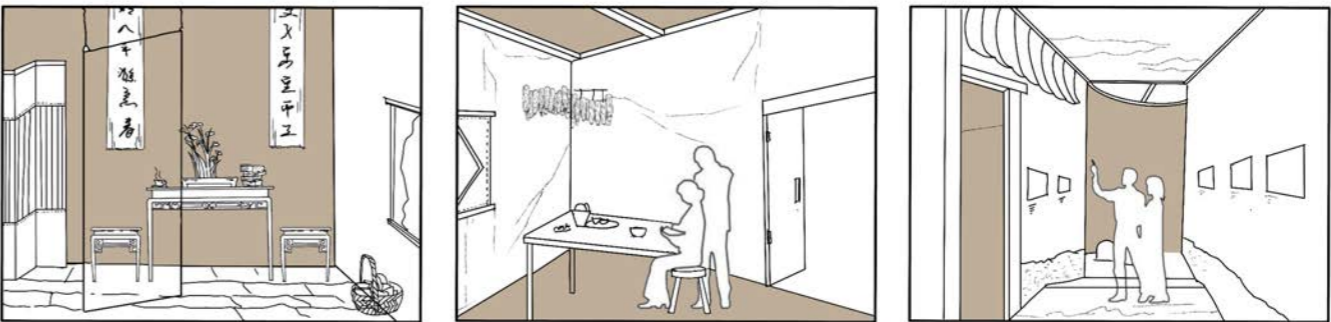
1900~1911

Turbulent family life in rural



1. Ticket
2. Homesickness Hall
3. Family member intro- hall
4. Living room in 1900s
5. Dining space
6. Street view AV
7. Video room
8. Meomory corner
9. Coffee bar
10. lift
11. Souvenir Shop
12. Stairs

Graphic design:



Visual collage:



Object:



"dou gui"_vintage furniture heirloom, like cabinet.



Blue and white porcelain jar



round-backed armchair



Kitchen tools



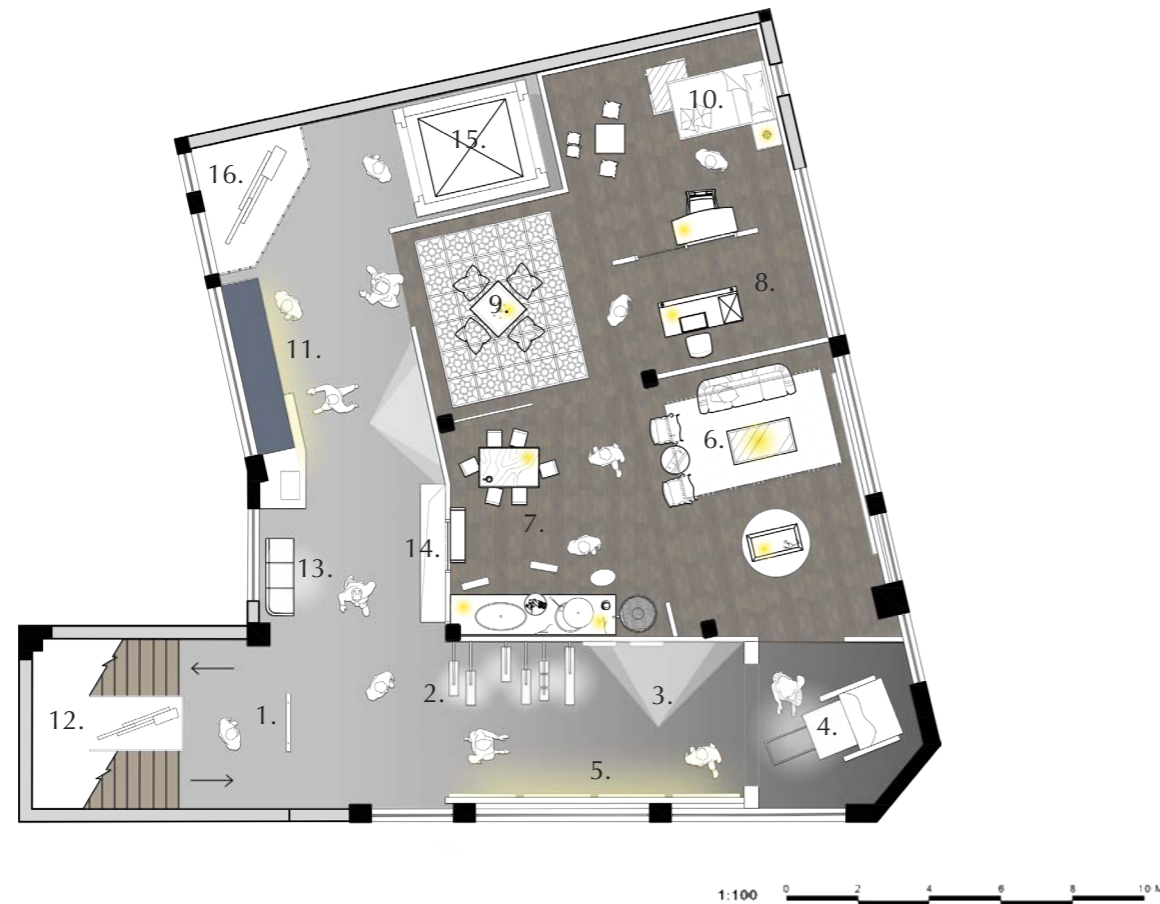
stone mill



FIRST FLOOR

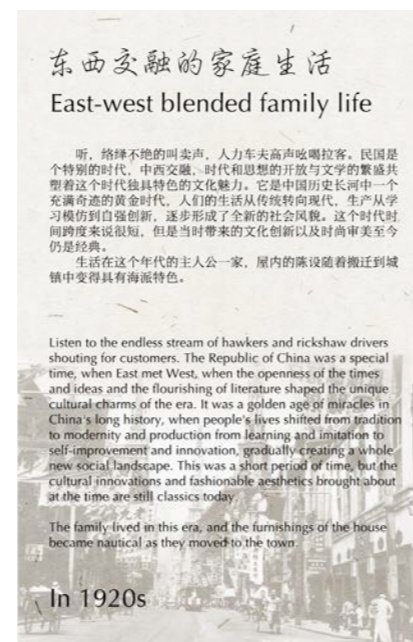
1912~1931

East-west blended family life in village



1. Exhibition hanging intro panel
2. Advertising lighting box
3. Advertising view projector
4. Vehicle (rickshaw)
5. Street view AV
6. Living room in 1920s
7. Dining room in 1920s
8. Study area in 1920s
9. Tea moment in 1920s
10. Bedroom in 1920s
11. Advertising showcase
12. lift
13. Rest area
14. Junction volum
15. Stairs
16. Memory cornor

Graphic design:



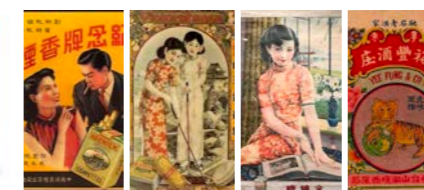
Visual collage:



Object:



Rosewood inlaid gall wood desk and square stool in ROC



AD Poster
1912-1931



Gift price vouchers



Mahogany chair in ROC
1912-1931

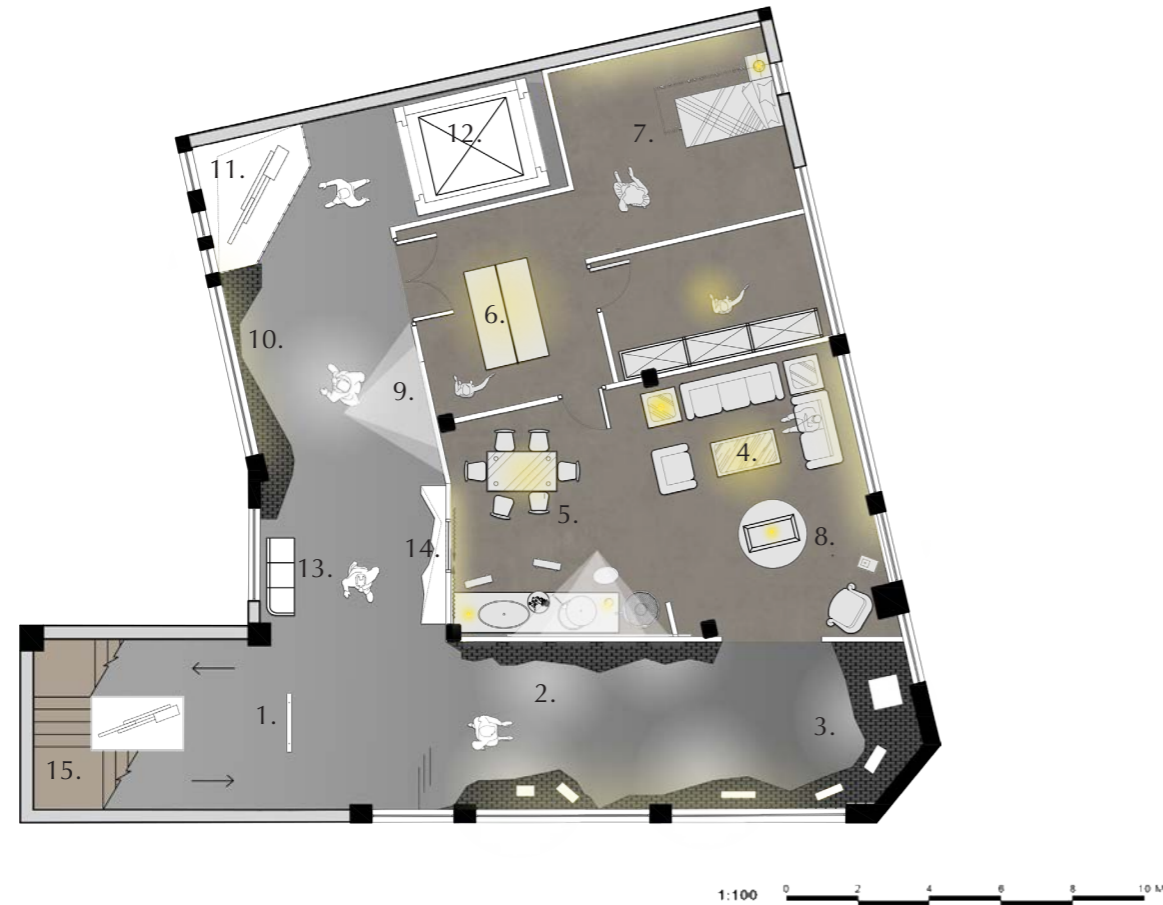


Riksha in ROC
1912-1931



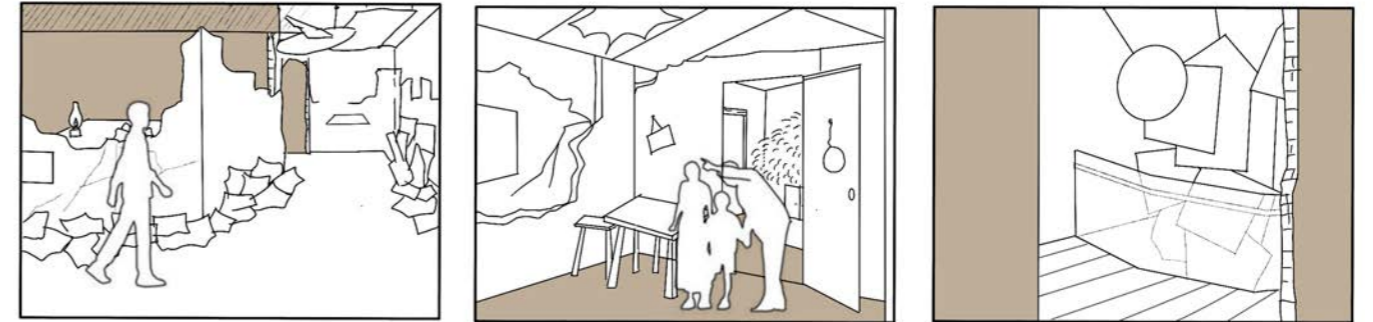
SECTOND FLOOR

1937~1949
Second WW family life in town



1. Force running through the street
2. Broken brick walls
3. Advertising view projector
4. Living room in 1940s
5. Dining room in 1940s
6. Bomb shelter in 1940s
7. Bedroom in 1940s
8. Prayer space
9. Vehicle(Vintage car)
10. Poster of Anti-Japanese War
11. Memory corn
12. lift
13. Rest area
14. Junction volum
15. Stairs

Graphic design:



Visual collage:



Object:



War Pictorial



uniform



letter



War-themed stamps



战争下艰难的家庭生活
Second WW family life

中国抗日战争时期，上海租界内，一个普通家庭的生活场景。1937年11月，上海沦陷，租界内居民生活陷入困境。图中展示的是一个家庭在战争期间的日常生活，包括家庭成员的互动、生活环境的艰苦以及战争对家庭的影响。

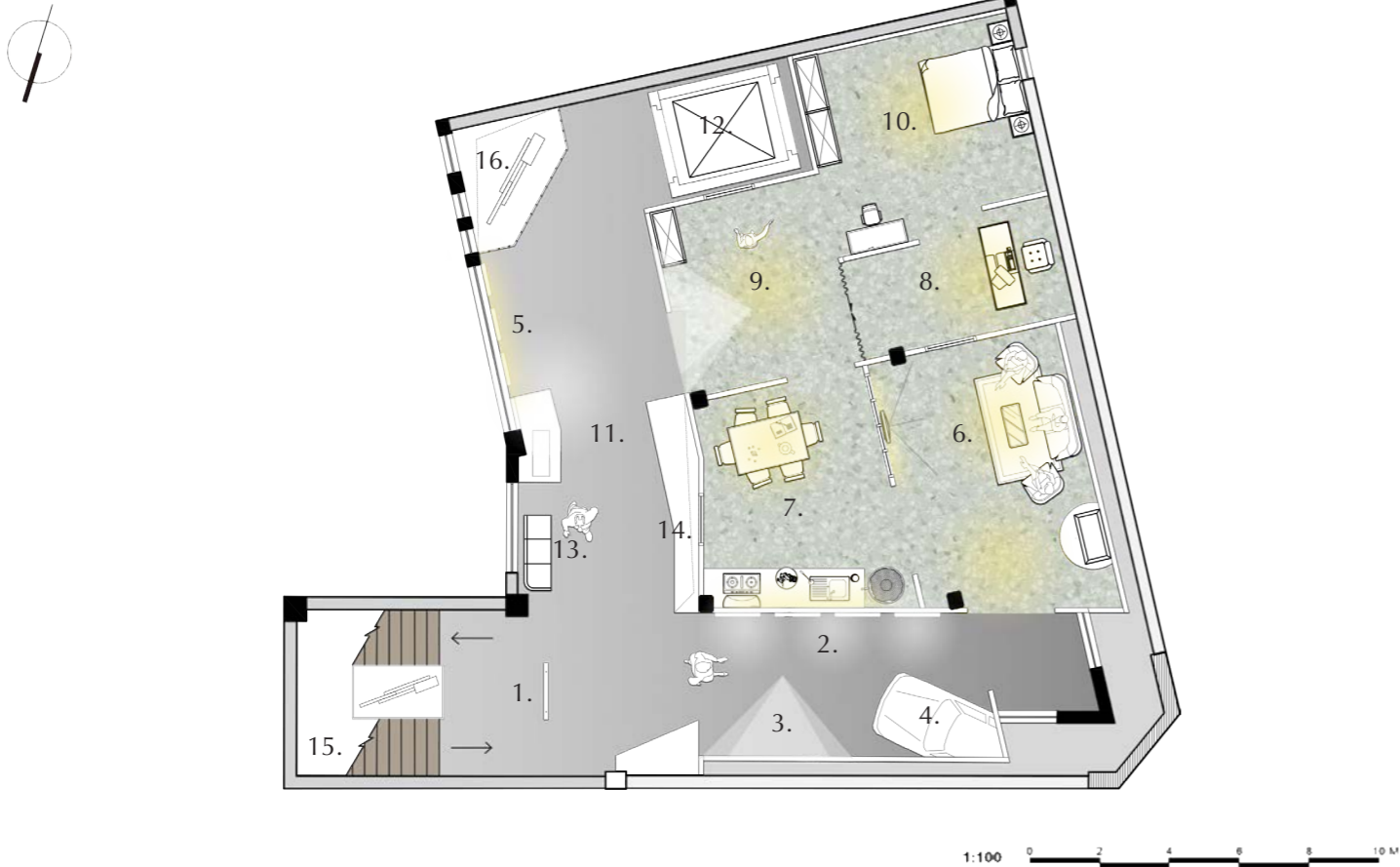
The picture of the Chinese revolution and the situation of people in China in the past. In 1937, Shanghai was the period of the Second Sino-Japanese War, which began on 7 July 1937 when the Japanese started a full-scale invasion of China. The Chinese people fought hard. The war was very long, and the Chinese people suffered a lot. The war was very hard for the people living in the area. The war was very hard for the people living in the area. The war was very hard for the people living in the area.

In 1940s

THIRD FLOOR

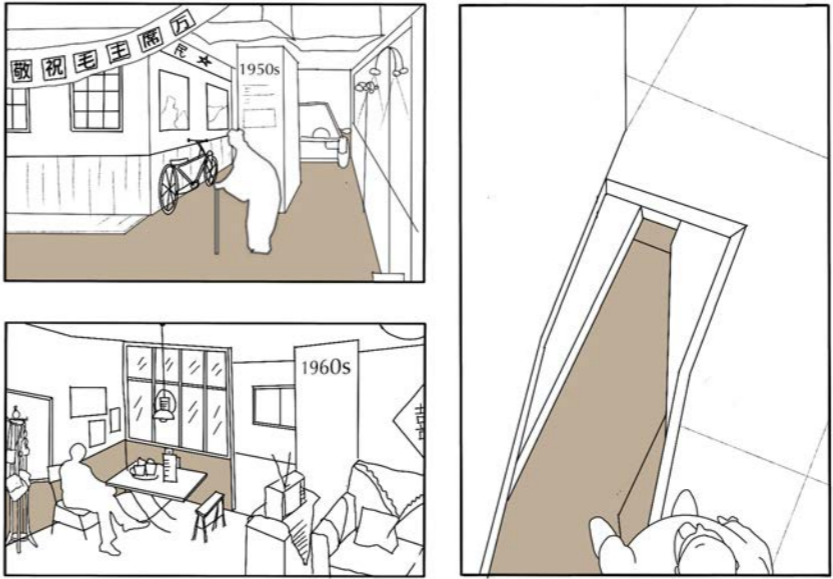
1956~1973

Constantly evolving family life in city



- 1. Exhibition hanging intro panel
- 2. Poster with big words
- 3. Street view projector
- 4. Vehicle (red flag car)
- 5. Street view AV
- 6. Living room in 1960s
- 7. Dining room in 1960s
- 8. Study area in 1960s
- 9. Activity moment in 1960s
- 10. Bedroom in 1960s
- 11. Street decoration
- 12.lift
- 13.Rest area
- 14.Junction volum
- 15.Stairs
- 16. Memory corn

Graphic design:



Visual collage:



Object:





FOURTH FLOOR

1980~2000

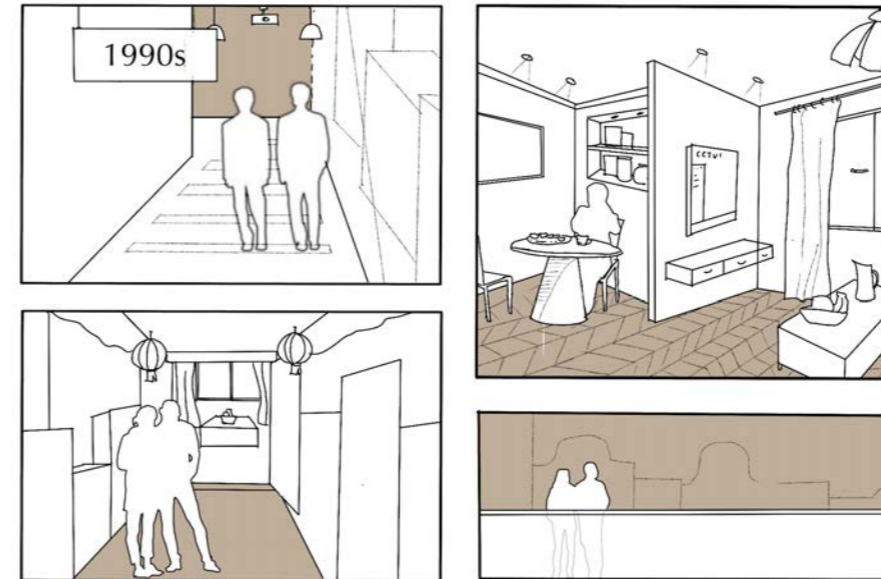
China's reform and opening-up family life in big city



1:100 0 2 4 6 8 10 M

1. Exhibition hanging intro panel
2. Deformable display panel
3. Street view projector
4. Living room in 1990s
5. Dining room in 1990s (spring festival scene)
6. Bedroom in 1990s
7. Street decoration
8. lift
9. Rest area
10. Junction volum
11. Stairs

Graphic design:



Visual collage:



Object:



colorful TV



fridge



washing machine



video space



1. Fulei home letter

1

2. Father's letter

2

3. Wen Yiduo home letter

3

1. Fulei home letter
On May 7, 1920, Chen Duxiu sent a letter to Hu Shi and Li Duxian.

2. Father's letter
This letter from Mr. Wang was written on 1916 to tell his family members his new job in city.

3. Wen Yiduo home letter
This letter from Wen Yiduo was written shortly after the May Fourth Movement. On May 17, 1919, he wrote a letter to his parents, in which he expressed his attitude towards the incident and described the demonstration and strikes of Peking students at that time.

Graphic Design System

中国家庭记忆 前言 Chinese Domestic Life

二十世纪是中国社会发生翻天覆地的变革的时代。延续了二千余年而未发生实质性变化的中国传统家庭也在二十世纪有了根本性的剧变。1840年鸦片战争后，传统的封建家庭制度和观念已经开始改变，随着历史和社会的不断发展，中国人的家庭生活也发生了巨变。

本次展览将跨越五个历史时间段，通过还原居住内部的陈设和周围街道环境，邀请来自世界各地的人，特别是中国人，对比或找回家庭生活的记忆。

The twentieth century was an era of earth-shaking changes in Chinese society, and the traditional Chinese family, which lasted for more than 2,000 years without substantial changes, also underwent fundamental upheavals in the 20th century. After the Opium War in 1840, the traditional feudal family system and concepts had begun to change, and with the continuous development of history and society, the family life of Chinese had also undergone great changes.

Spanning five historical time periods, the exhibition will invite people from all over the world, especially Chinese, to compare or retrieve memories of family life by restoring the furnishings of the interior of the residence and the surrounding street environment.



动荡变革的家庭生活 Troubled times family life

“如果我们不能领悟大的历史进程对个人生活的影响，我们就不能充分理解这些历史进程。反之亦然”。

当你走进这个时代，将一秒把你带回一百多年前的晚清中国百姓生活。是清朝统治的晚期，也是中国近代史的开端。在1900年到1911年间，我们的虚拟主人公出生不久，他生活在农村和他的父母还有祖父母，这是一个稍显贫困的家庭，你可以感受到这里浓厚的乡村气息。

"If we cannot appreciate the impact of larger historical processes on individual lives, we cannot fully understand them. And vice versa".

When you step into this era, it will take you back in a second to the life of the people of late Qing China more than a hundred years ago. It was the late period of the Qing Dynasty's rule and the beginning of modern Chinese history. Between 1900 and 1911, shortly after our virtual protagonist was born, he lived in the countryside with his parents and grandparents, a slightly impoverished family, and you can feel the strong rural atmosphere here.

In 1900s



东西交融的家庭生活 East-west blended family life

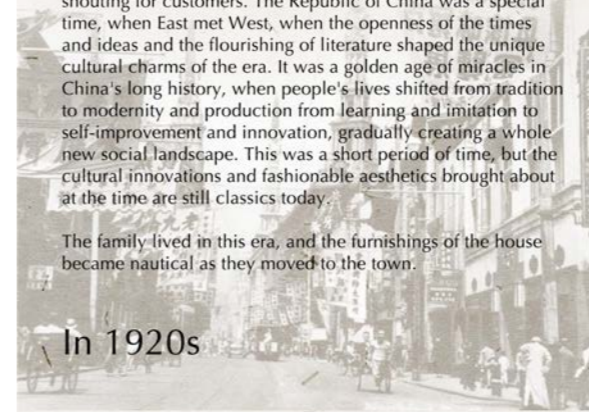
听，络绎不绝的叫卖声，人力车夫高声吆喝拉客。民国是个特别的时代，中西交融、时代和思想的开放与文学的繁盛共塑着这个时代独具特色的文化魅力。它是中国历史长河中一个充满奇迹的黄金时代，人们的生活从传统转向现代，生产从学习模仿到自强创新，逐步形成了全新的社会风貌。这个时代时间跨度来说很短，但是当时带来的文化创新以及时尚审美至今仍是经典。

生活在这个年代的主人公一家，屋内的陈设随着搬迁到城镇中变得具有海派特色。

Listen to the endless stream of hawkers and rickshaw drivers shouting for customers. The Republic of China was a special time, when East met West, when the openness of the times and ideas and the flourishing of literature shaped the unique cultural charms of the era. It was a golden age of miracles in China's long history, when people's lives shifted from tradition to modernity and production from learning and imitation to self-improvement and innovation, gradually creating a whole new social landscape. This was a short period of time, but the cultural innovations and fashionable aesthetics brought about at the time are still classics today.

The family lived in this era, and the furnishings of the house became nautical as they moved to the town.

In 1920s



战争下艰难的家庭生活 Sectond WW family life

中国革命的胜利和中国和平的实现就在眼前！11937年7月至1945年8月，是抗日战争时期。1937年7月7日，日军进攻卢沟桥，中国军队奋起还击，全国抗日战争的序幕由此揭开。8月13日，日军进攻上海，国民政府被迫对日作战。9月下旬，国民党公布中国共产党提交的国共合作宣言，抗日民族统一战线正式形成，全民族的抗战开始。这个时期的百姓生活是极其艰难和困苦的，你可以看到建筑物因为炮轰而倒塌，天空中一架又一架的战斗机飞过。虚拟家庭的主人公也加入了军队，经过艰苦的斗争，伟大的中国人民取得了胜利，人民英雄永垂不朽！

The victory of the Chinese revolution and the realisation of peace in china are at hand. From July 1937 to August 1945 was the period of the Second Sino-Japanese War, which began on 7 July-1937 when the Japanese attacked Lugou Bridge and the Chinese army fought back. The war of resistance began. Life was extremely hard and difficult for the people during this period. You could see buildings collapsing from shelling and fighter planes flying in the sky one after another.

In 1940s



发展中的家庭生活 Constantly evolving family life

这一时期是中国人民建立政权、巩固政权、探索与发展中国，使中国走向富强、民主、自立的一段发展史。随着新中国的成立，人民的物质生活逐渐得到保障，社会实行社会主义的生产与活动，使用粮票置换食物和生活用品。生活在这个年代的主人公，步入中年而且结婚有了三个孩子，成为了一名在工厂工作的工人。

This period is a history of development in which the Chinese people established power, consolidated it, explored and developed China, and brought it to wealth, democracy and self-reliance. With the establishment of the new China, the material well-being of the people was gradually secured and socialist production and activities were practised, with food stamps being used to exchange for food and household items. The main character, who lives in this era, enters middle age and is married with three children, becoming a worker in a factory.

In 1970s



改革开放引领家庭生活 China's reform and opening-up family life

“我们每一个人都正在经历和感受着改革开放带来的变化与冲击，也分享着改革开放的成果”。随着人们生活水平的提高，对床上用品、家居饰品等需求也多了，小作坊生意越来越好。主人公已经步入老年，春节临近，节日的气氛越来越浓。这个春节注定不同以往，这不仅因为奥运会今年在中国举办，更因为改革开放30年来，经济发展迅猛，社会进步显著，人民生活大大改善……

"Every one of us is experiencing and feeling the changes and impact of reform and opening up, and sharing the fruits of reform and opening up". As people's living standards have improved, there is more demand for bedding and home accessories, and the small workshop is doing better and better.

The protagonist has reached old age, and as the Chinese New Year approaches, the festive atmosphere grows stronger. This Spring Festival is destined to be different, not only because the Olympic Games are being held in China this year, but also because of the rapid economic development and remarkable social progress over the past 30 years of reform and opening up, and the great improvement in people's lives ...

In 1990s ~ now



Home inside Material Palette

GF

1900-1911
Turbulent family life

F1

1912-1931
East-west blended family life

F2

1937-1949
Second WW family life

F3

1956-1973
Constantly evolving family life

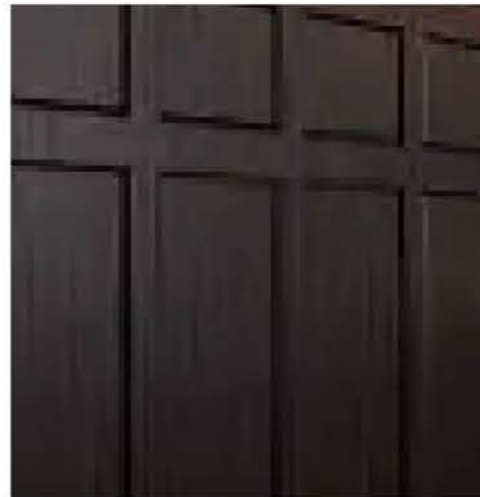
F4

1980-2000
China's reform and opening-up family

floor



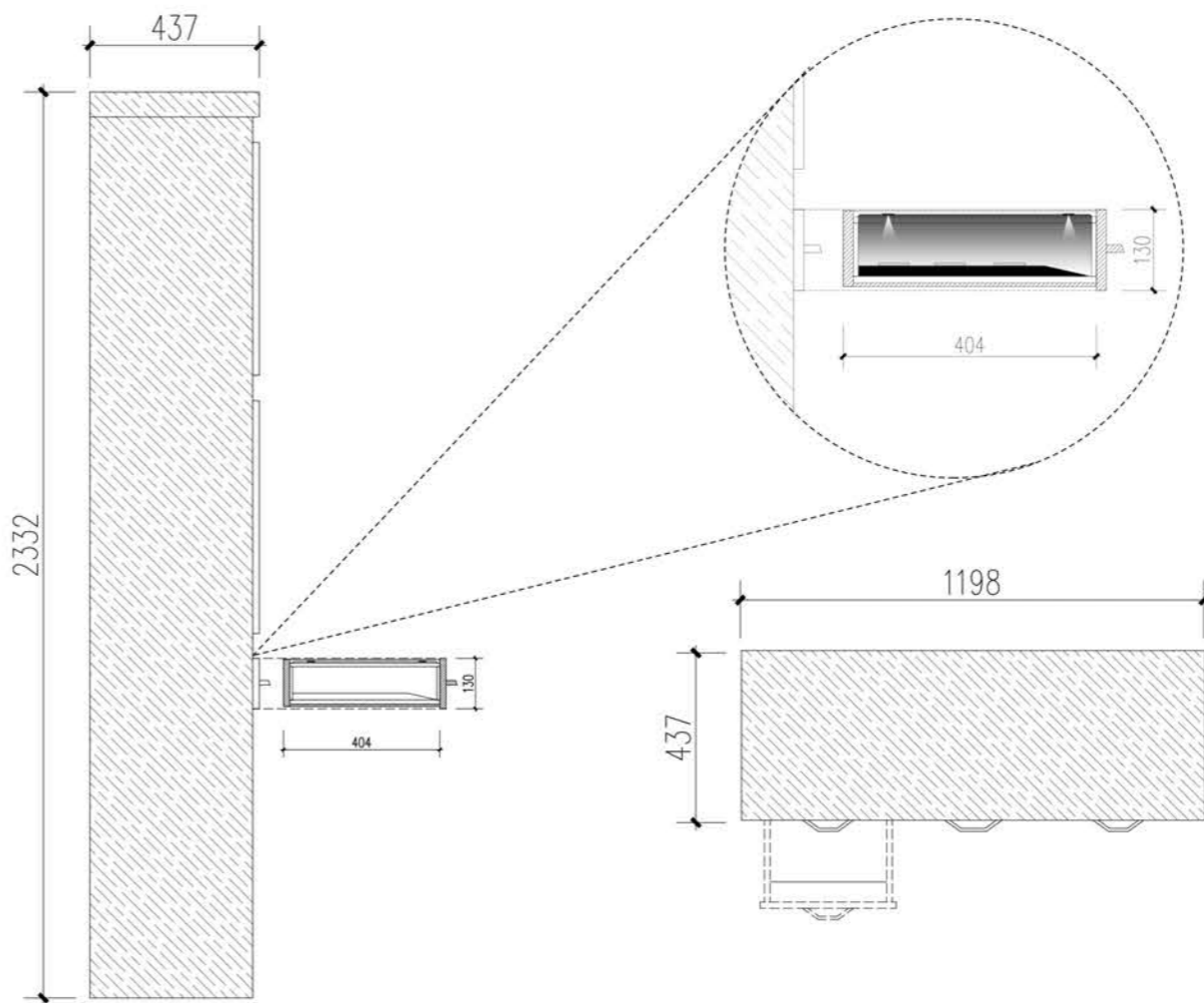
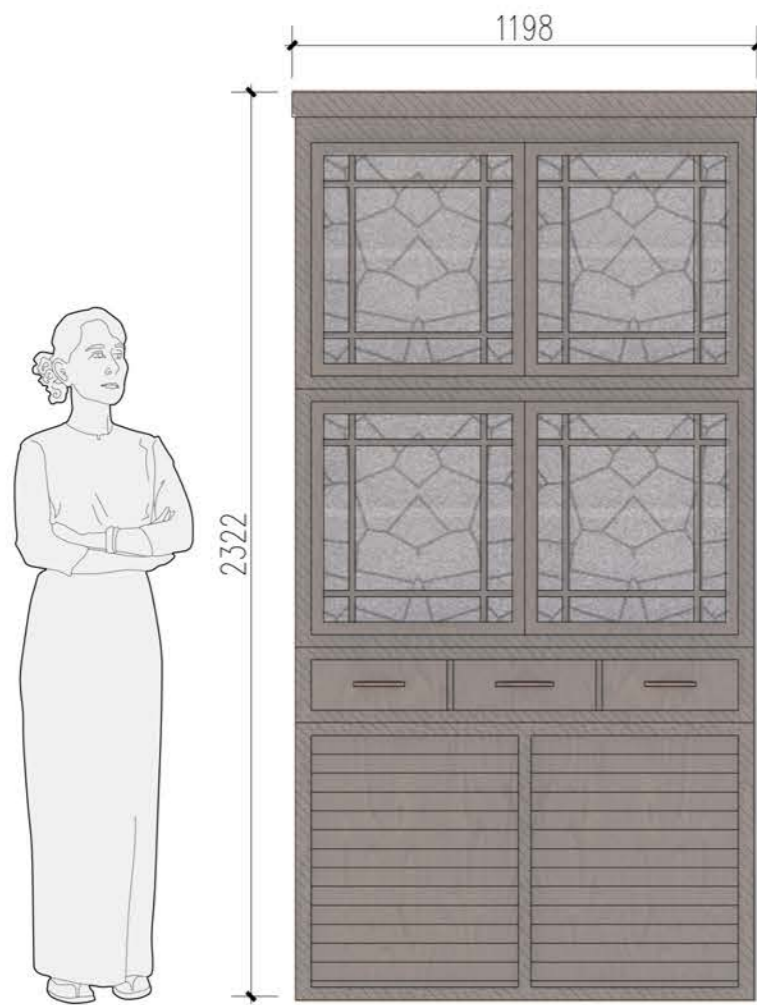
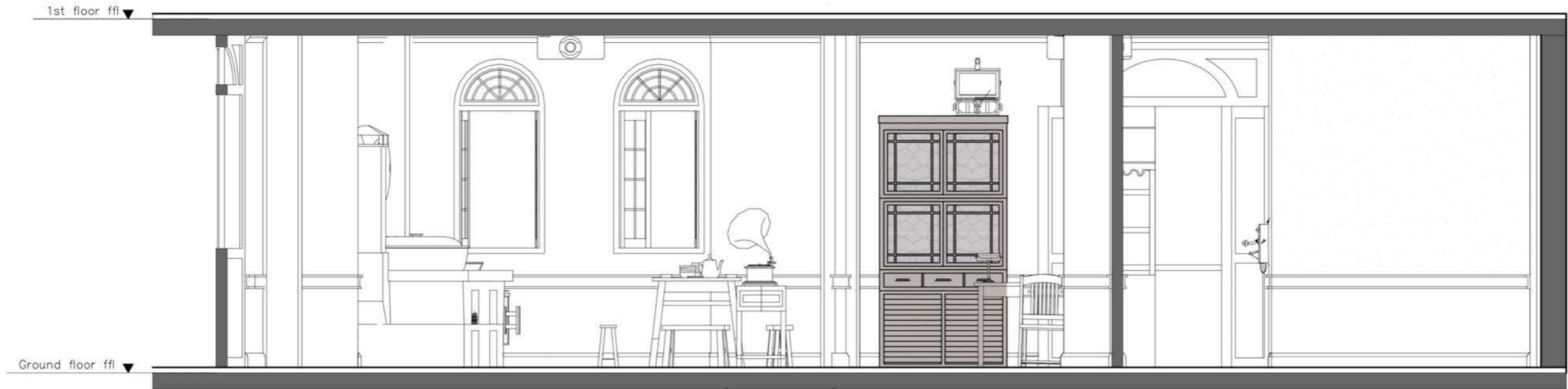
wall



ceiling



Detail Drawing 1:20
Furniture Showcase in F1



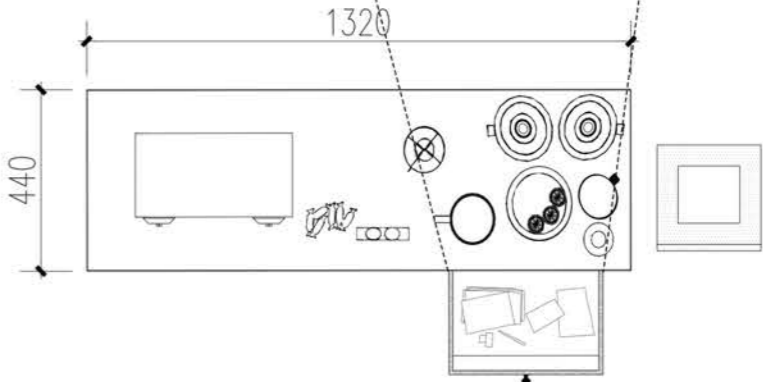
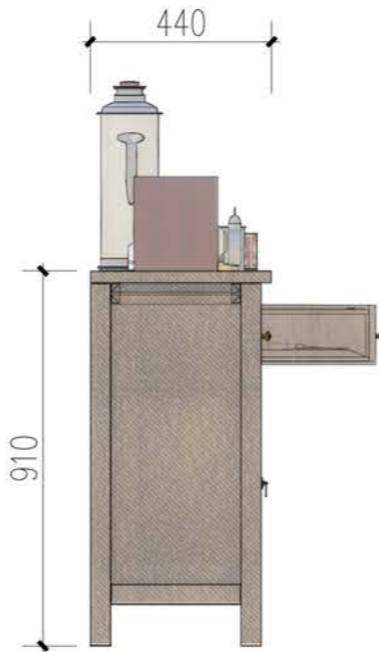
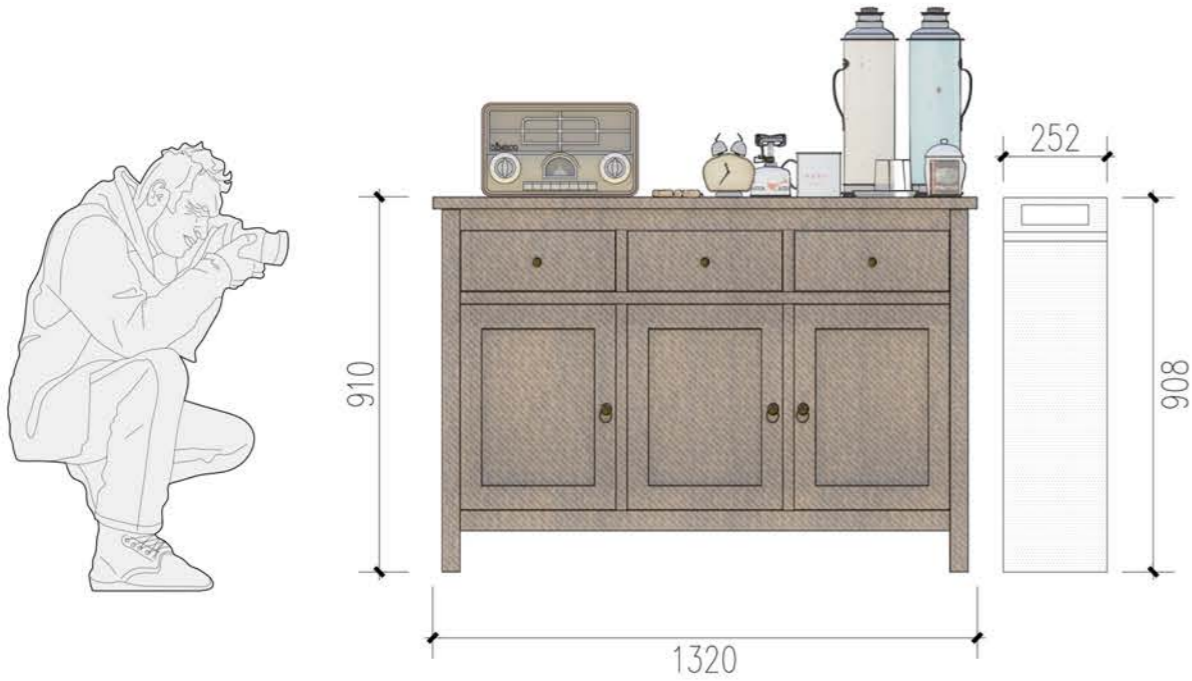
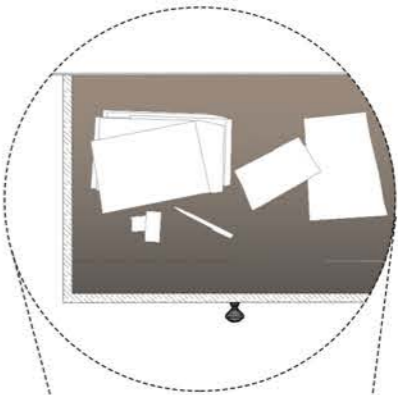
Object:
Siverdollar Yuan Datou, 1915~1923.



Detail Drawing 1:20
Furniture Showcase in F2

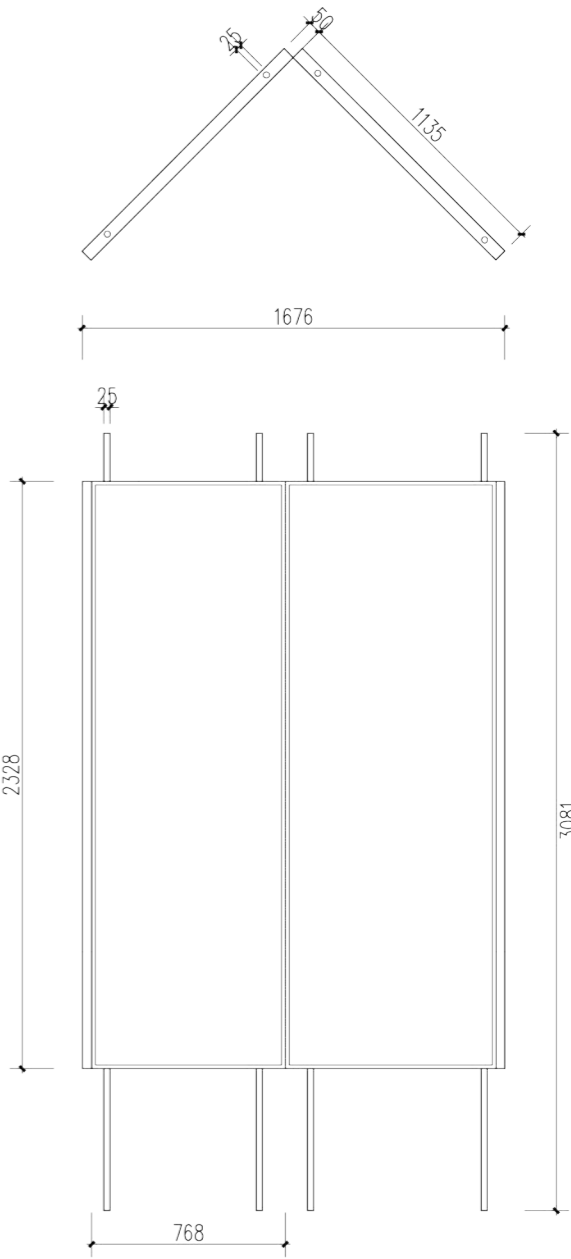
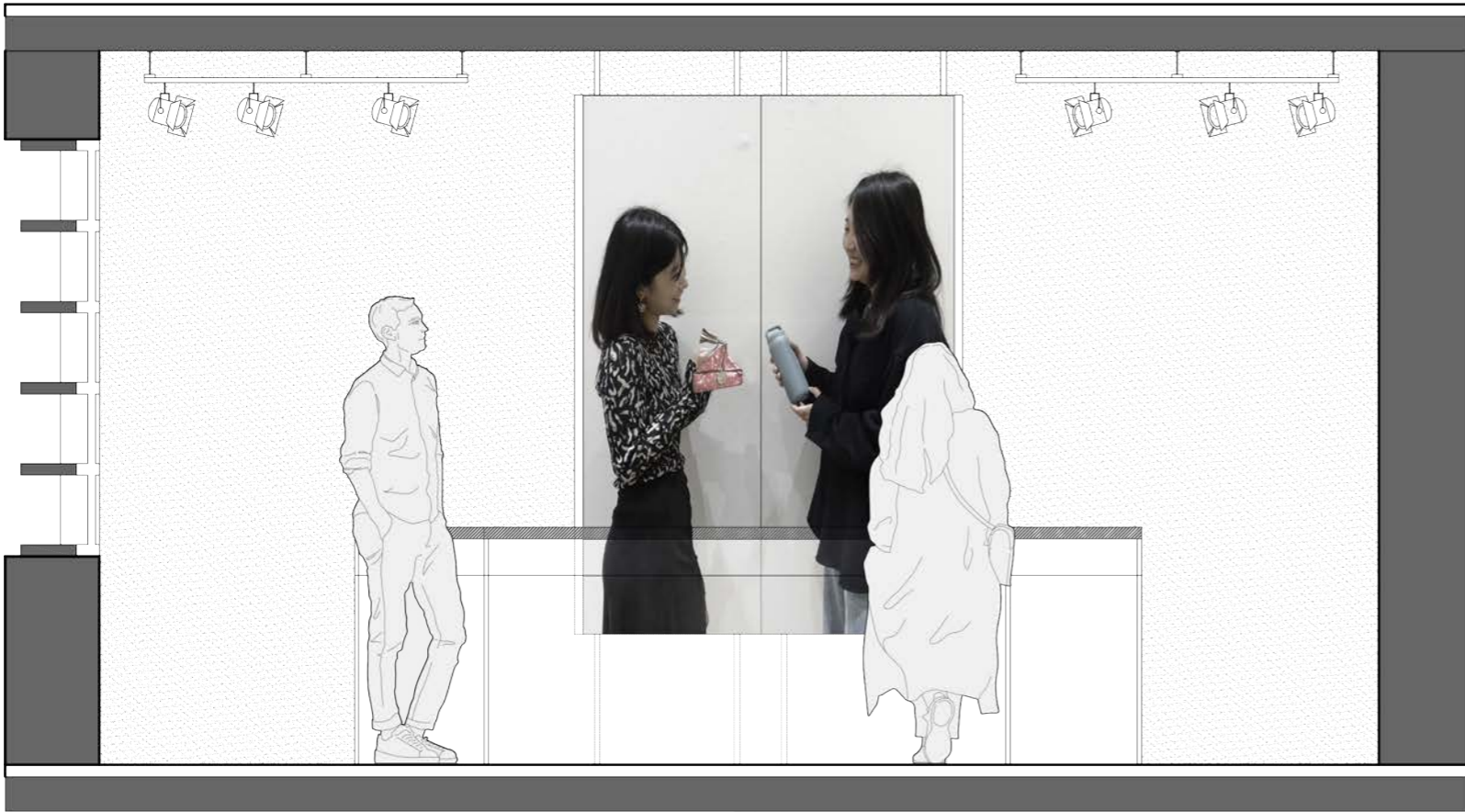


Object:
Home letter, 1964.



Detail Drawing 1:20

Conversation Corner



A photograph of a traditional Chinese kitchen. A man in a dark shirt is cooking at a large, built-in stove with a fire burning in the hearth. A woman and a young child are sitting on the floor nearby, preparing food. The room has arched windows with traditional lattice patterns. The text "Homesickness" in Modern China and its Chinese equivalent is overlaid on the image.

"Homesickness" in Modern China
中国人的 20 世纪 “乡愁之塔”

Thanks