

# Preserving the Past, Embracing the Future:

A Study of the Design Solutions for Fostering Tea Culture Space in Modern Cities for the Younger Generation in China



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Preserving the Past, Embracing the Future:  
A Study of the Design Solutions for Fostering Tea Culture  
Space in Modern Cities for the Younger Generation in  
China

by

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*A thesis submitted in partial fulfillment of the requirements for the degree of*

*Master of Design*  
**INDUSTRIAL DESIGN**

University of Alberta

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## Abstract

Tea culture in China has a rich history, with roots dating back thousands of years. Despite its cultural significance, there has been a decline in tea culture among the millennial generation in modern cities in China. In an effort to address this issue, this thesis explores the design solutions for fostering tea culture space in modern cities for the millennial generation.

The design of modern tea culture spaces in China's cities has the potential to play a crucial role in connecting millennials with the past, traditions, and cultural heritage. By incorporating historical elements and creating social and communal experiences, these spaces can serve as a bridge between the traditional and the contemporary, promoting a deeper connection to cultural identity and a sense of belonging within a rapidly changing society. While tea culture serves as the main subject of the thesis, the broader aim is to explore how design solutions can foster a renewed appreciation and understanding of cultural heritage among the younger generation.

The research question guiding the study is: ***How can the use of design solutions to promote tea culture among the millennial generation in modern cities in China serve as a means to connect people with the past, traditions, and cultural heritage?*** The study provides a historical overview of Chinese tea culture field study, and case studies on the subject. This thesis aims to provide a comprehensive approach to creating tea culture spaces in modern cities in China, going beyond design solutions. The final solution includes the development of a tea brand, the creation of visually appealing packaging, the design of physical spaces, and the use of various design disciplines, such as interior design, furniture and sculpture. Additionally, the research includes the utilization of social media and physical prototyping to inform the design process. The focus is on creating a holistic and immersive experience, rather than simply providing a design solution. The conclusion provides a summary of the research findings and recommendations for future research. The study contributes to the understanding of the role of design in promoting

cultural heritage and provides a framework for the development of tea culture spaces that appeal to the millennial generation in modern cities in China.

**Keywords:** tea culture, Chinese culture, design solution, modern cities, cultural heritage, brand creation, packaging design, physical space, furniture design, sculpture, sensory experiences

## Acknowledgments

I would like to express my heartfelt gratitude to my supervisor, Tim Antoniuk, for his unwavering support and guidance throughout the entire process of completing this thesis. His insightful comments and constructive criticism were essential in the development and improvement of my work. Tim's wealth of knowledge and experience in design and cultural studies has been an invaluable asset to this research project. He provided insightful feedback and suggestions that greatly improved the content and quality of this work. His enthusiasm, passion, and empathy for Chinese culture and design inspired me to delve deeper into the subject matter, and I am grateful for his guidance and support. I would also like to express my gratitude for Tim's flexible and supportive approach to supervision especially when our communication was mainly done remotely due to limitation of COVID 19.

I would also like to extend my sincere thanks to my committee members for participating in my defense remotely. This is unique and it certainly provides challenges. Thank-you for your flexibility and open-mindedness on how I can present my research.

I would like to express my heartfelt gratitude to:

Mengjiahao Co-founder: Minghui Xue (薛明辉)

Mengjiahao Graphic Design: Ting Zhou (周婷)

Mengjiahao Photography: Xiaoshizi (小狮子), Eno (一诺)

Mengjiahao Interior Design: Hongjie Chen (陈鸿杰)

Mengjiahao Interior Decoration Design: Lin Zhen (林珍)

Mengjiahao Sculpture Production: Huayu Sculpture (华宇雕塑)

Professor of Traditional Chinese Medicine: Jinsong Wu (吴劲松)

Lastly, I would like to express my deepest appreciation to my family, especially my dad for his encouragement and support. He always believed in me and provided me with the motivation I needed to persevere and complete this project.

This accomplishment would not have been possible without them.

Thank you all for your contributions to this journey and for helping me achieve this academic and life milestone.

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# Chapter 1 Introduction

## 1.1 Background and Context

Tea culture in China has a rich history, dating back thousands of years. Tea was not only consumed for its medicinal properties, but also played a significant role in social and cultural rituals. The tea-drinking ceremony was an opportunity for people to come together, engage in meaningful conversations, and share in the beauty and elegance of tea. Today, tea culture is an essential part of Chinese identity and heritage. The preservation and promotion of tea culture in modern Chinese cities is facing significant challenges. The closure of many traditional tea houses, the impact of Covid-19 and economic conditions, and the rapid modernization of China's urban landscape have all contributed to a decline in tea culture. Additionally, the rise of coffee culture and other fast drink shops, including milk tea shops, in China has impacted the demand for tea culture experiences. These challenges pose a significant obstacle for designers and tea enthusiasts who wish to create spaces that not only promote the enjoyment of tea but also foster a deeper appreciation and understanding of the cultural significance of tea culture for the younger generation.

Despite the challenges, tea culture has seen a resurgence in recent years, particularly among younger generations in China. This generation is characterized by fast-paced lifestyles. This resurgence has resulted in an increase in the number tea-themed cafes in modern cities, providing a relaxed setting for people to experience and enjoy tea. However, the preservation and promotion of tea culture in China is still facing challenges. The fast pace of modernization and urbanization has led to the decline of traditional tea culture and its associated rituals and practices, resulting in a disconnection between younger generations and their cultural heritage and a lack of understanding and appreciation for tea culture among the general public.



As a result, traditional tea-drinking practices are becoming less popular among younger people. This decline in tea culture threatens to erode this important cultural heritage and its significance in shaping the cultural identity of the country. This decline is more than just a loss of tea consumption; it represents a disconnection from an essential aspect of Chinese cultural heritage and its associated rituals and practices, resulting in a lack of understanding and appreciation for tea culture among the general public. As such, the design solutions must not only be innovative and engaging but also serve as a bridge between the traditional and the contemporary, promoting a deeper connection to cultural heritage and a sense of belonging within a rapidly changing society. This requires a creative and innovative solution that can appeal to the younger generation and make tea culture relevant and accessible to them. The design of tea culture spaces in modern cities must take into account the needs and preferences of the younger generation, while also preserving the traditional elements of tea culture. This thesis aims to explore the design solutions for fostering tea culture space in modern cities in China for the millennial generation, with a focus on preserving and promoting this important cultural heritage.

## **1.2 Research Question and Objectives**

The main research question of this thesis is: *How can the use of design solutions to promote tea culture among the millennial generation in modern cities in China serve as a means to connect people with the past, traditions, and cultural heritage?*

To answer this question, the following objectives have been identified:

1. Investigate the history of Chinese tea, its categories and its culture.
2. Analyze the challenges facing the preservation and promotion of tea culture in modern Chinese cities, including the impact of the rise of “new Chinese tea culture”.

3. Investigate the existing design solutions for fostering tea culture spaces in modern cities and their effectiveness in promoting a renewed appreciation and understanding of cultural heritage.
4. To develop a tea brand with the creation of visually appealing packaging that visually, and culturally appeal to the younger generation in modern cities.
5. Ensure the solution is more than a superficial packaging or branding exercise – it should provide a comprehensive and engaging sensory experiences that inspire curiosity and intrigue in visitors, encouraging them to explore and learn more about the history and significance of tea culture in China.

By addressing these objectives, ultimately, the goal is to create an experience that inspires curiosity and encourages visitors to learn more about the art of tea and its cultural heritage. The findings of this research will have important implications for the design of tea culture spaces in modern cities and provide valuable insights into how design can be used to promote cultural heritage among the younger generations.

### **1.3 Significance of the Study**

This research is significant for several reasons:

1. **Cultural Preservation:** Tea culture has been an important part of traditional Chinese culture for thousands of years, and its decline in modern cities represents a loss of cultural heritage. By developing design solutions that foster tea culture spaces, this research aims to preserve and promote this cultural heritage for future generations.
2. **Design Implications:** The findings of this research will provide valuable insights into how design can be used to promote cultural heritage and create attractive environments for the

- younger generations. This research will contribute to the broader design discourse on how design can be used to create meaningful experiences and foster cultural heritage.
3. **Business Opportunities:** With the growth of cities and the increasing demand for tea culture spaces, there is a significant business opportunity for entrepreneurs and designers to create successful tea culture spaces that appeal to the younger generation. This research will provide a roadmap for creating successful tea culture spaces in modern cities and help entrepreneurs and designers make informed decisions about the design and operation of these spaces.
  4. **Social Implications:** Tea culture spaces play an important role in bringing people together and fostering social connections. By creating design solutions that foster tea culture spaces in modern cities, this research aims to contribute to the creation of more meaningful and connected communities in these cities.
  5. **Millennial Generation:** This research focuses specifically on the needs and preferences of the millennial generation in relation to tea culture. By understanding the needs and preferences of this important demographic, this research will provide valuable insights into how tea culture can be made relevant and appealing to the younger generations in modern cities.

#### **1.4 Scope and Limitations**

This study focuses on the design of tea culture spaces in modern cities in China. The focus is on the millennial generation, as they are the target audience for the design solutions. The study does not explore tea culture in other countries or regions. The limitations of the study include the availability of data and the subjectivity of the design solutions proposed.

## Chapter 2 Literature Review

The literature review provides an overview of the existing research on classifications of Chinese tea and tea culture, the role of design in cultural heritage, and the design of tea culture spaces in modern cities. The purpose of the literature review is to identify the gaps in current knowledge and to provide a foundation for the research.

### 2.1 Chinese Tea Categories and its Culture

The history of Chinese tea can be traced back over two thousand years, and it has played an important role in Chinese culture and society. According to legend, tea was first discovered in 2737 BC by the Chinese Emperor Shennong, who was known for his interest in medicinal plants. The legend states that while he was boiling water under a tea tree, some leaves fell into the water and created a delicious aroma. Intrigued, he tasted the liquid and discovered that it had a refreshing flavor and provided many health benefits.

During the Tang and Song dynasties, tea-drinking became an important social and cultural pastime, with Emperor Huizong's "*Da Guan Cha Lun*" being the only known tea-related work written by an emperor in Chinese history. This book emphasized the importance of balance, harmony, and spirituality in tea preparation and consumption, and helped to elevate tea appreciation to a refined and elegant level. Tea ceremonies were an integral part of Chinese culture, and were held in specially-designed tea rooms that created a peaceful atmosphere for guests to appreciate the tea and its cultural significance. However, tea-making techniques eventually evolved to emphasize aesthetics over the natural essence of tea, with tea-makers competing to create the most elaborate and exquisite teas. Despite these changes, tea remains an important symbol of hospitality, respect, and social interaction in Chinese society, and it

continues to be a popular beverage in China and around the world. The cultural and social significance of tea highlights the importance of preserving and promoting this cultural heritage through design solutions for tea culture spaces in modern cities.

Chinese tea can be explained to people who are not Chinese by using the analogy of wine and cigars. Just as wine and cigars have distinct regional flavors, aromas, and histories, Chinese tea also has a rich cultural heritage and regional variations that make it unique.

Just as wine is typically categorized by the type of grape used, Chinese tea can be categorized by the type of tea leaf and the processing method. For example, green tea, black tea, and oolong tea are all different types of tea that are produced using different processing methods.

Just as cigars have a distinct flavor profile, Chinese tea also has its own flavor profile that is influenced by the type of tea leaf, the growing conditions, and the processing method. For example, green tea is typically characterized by a light, fresh, and grassy flavor, while black tea is typically characterized by a bold and robust flavor.

Just as wine and cigars are enjoyed in different cultural contexts, Chinese tea also has its own cultural context and rituals that make it unique. For example, Chinese tea is often enjoyed in the context of tea ceremonies, which are formal gatherings that are designed to promote relaxation, mindfulness, and social interaction.

In terms of classification, there are six main categories of tea in China: green tea, yellow tea, white tea, oolong tea, black tea, and dark tea. Each type of tea is characterized by its unique flavor profile, aroma, and appearance, as well as its processing method and the region in which it is grown.

Green tea is characterized by its fresh, vegetal flavor, and is the most commonly consumed tea in China. This type of tea is made from leaves that have undergone minimal oxidation and are typically steamed or pan-fried. Some of the most famous green teas in China include Longjing

(Dragonwell), Huoshan Yellow (Huoshan Yellow), Biluochun (Green Snail Spring), and Pu Er (raw/green Pu'er h) which is the main type of tea discussed in this study.

Yellow tea is a lesser-known type of tea that is similar to green tea, but undergoes a slightly longer oxidation process, which gives it a unique flavor profile. Some of the most famous yellow teas in China include Junshan Yinzhen (Junshan Silver Needle) , Mengding Ganlu (Mengding Sweet Dew).

White tea is characterized by its delicate, floral flavor and is made from tea leaves that are harvested before they have fully matured. White tea is the least processed of all the tea types, and is typically minimally processed and dried under the sun. Some of the most famous white teas in China include Bai Hao Yinzhen (Silver Needle) and Bai Mudan (White Peony).

Oolong tea is characterized by its complex, fruity flavor, and is made from partially oxidized tea leaves. The oxidation process for oolong tea can last anywhere from several hours to several days, and the resulting tea is somewhere between green tea and black tea in terms of oxidation. Some of the most famous oolong teas in China include Tie Guan Yin (Iron Goddess) and Wuyi Yancha (Wuyi Rock Tea).

Black tea is characterized by its strong, robust flavor and is made from tea leaves that have undergone full oxidation. Black tea is the most processed of all the tea types, and is typically dried, rolled, and fermented. Some of the most famous black teas in China include Qi Men (Keemun) and Zheng Shan Xiao Zhong (Lapsang Souchong).

Dark tea is a type of tea that is aged and fermented over a period of several months or years, and is known for its strong, earthy flavor and aroma. Some of the most famous dark teas in China include Shu Pu Er (ripe Pu'er h) and Liubao (Liu Bao).

In conclusion, tea is an integral part of Chinese culture, and its history and classification are complex and fascinating. From green tea to black tea, each type of tea has its own unique flavor

profile and cultural significance, making it an important part of Chinese history and tradition. The traditional tea-making process involves several steps, including selecting high-quality tea leaves, warming the teapot, adding hot water, and brewing the tea to the desired strength. The process is not only about making a drink but also creating a calming and relaxing environment where people can enjoy each other's company and appreciate the beauty of the tea ceremony. One of the most common tea-drinking rituals is the Gong Fu tea ceremony, which is a highly ritualized process that involves using small teapots and cups to brew and serve tea. The ceremony emphasizes the importance of taking the time to appreciate and savour the tea, as well as the company of those who are sharing the experience. In today's fast-paced world, where people often prioritize speed and efficiency over quality and mindfulness, the Gong Fu tea ceremony offers an opportunity to slow down and appreciate the simple pleasures in life. By introducing millennials to this aspect of Chinese tea culture, we can promote the cultural heritage of Chinese tea and provide a way to connect with others while cultivating a sense of calm and tranquility. This aspect of Chinese tea culture could be appealing to millennials who are interested in exploring cultures and traditions. The importance of preserving and promoting this cultural heritage through design solutions for tea culture spaces in modern cities also provides an opportunity to blend traditional and modern design elements to create unique and immersive cultural experiences.

The significance of tea culture in China cannot be overstated. It is deeply rooted in Chinese cultural heritage and reflects the values, beliefs, and traditions of the people. Tea culture in China is an important part of people's daily lives and provides a sense of community and connection, as well as a source of comfort and relaxation.

## **2.2 The Current State of Tea Culture in Modern Cities in China**

In recent years, traditional Chinese culture related elements has experienced a gradual resurgence in popularity in China, particularly among the younger generation. This can be seen in the rise of Chinese traditional style designer shops and proliferation tea-themed cafes in modern cities.

These spaces provide an opportunity for people to experience and enjoy tea in a relaxed and comfortable setting, and to connect with others who share their interest in tea.

However, despite the growth of tea culture in modern cities, there are still many challenges facing the preservation and promotion of tea culture in China. The rapid pace of modernization and urbanization has led to the loss of traditional tea culture and its associated rituals and practices. This has resulted in a disconnection between the younger generation and their cultural heritage, as well as a lack of understanding and appreciation for tea culture among the wider public.

Furthermore, the design of tea culture spaces in modern cities has largely been driven by commercial considerations, such as maximizing revenue and appealing to a wider audience. This has resulted in a lack of authenticity and cultural significance in the design of these spaces.

In order to foster tea culture in modern cities in China for the younger generation, it is important to address these challenges and to provide spaces that promote the appreciation and preservation of tea culture and its associated heritage. Through an analysis of the current state of tea culture in modern cities in China, this chapter will provide an understanding of the challenges facing the preservation and promotion of tea culture in the country.

As a member of a family that has been immersed in traditional tea culture, I have experienced firsthand the rich cultural heritage that tea embodies. However, I have also seen the challenges and gaps in contemporary tea culture that are not resonating with younger generations. One of the gaps in contemporary tea culture is the lack of understanding and appreciation for the cultural



heritage of tea and its associated rituals and practices. Tea drinking has become a rigid "habit" performed by older generations, and there is a lack of respect for tea among the wider public. In the past, the packaging and spaces that tea was bought in were not focused on display or fashion. Today, Millennials are more focused on fashion, display, and social media, and are drawn to experiences that provide a sense of knowledge, image, wealth, and connection with timely items. Younger people in China have moved away from traditional tea culture due to a variety of factors, including the influence of western culture, the rise of coffee culture, and changes in social values and lifestyles. In recent years, the popularity of coffee culture in China has risen dramatically, with coffee becoming a fashionable beverage among consumers. According to a report by Ai Media Consulting, the market size of the coffee industry in China is expected to reach 381.7 billion yuan in 2021 and is predicted to reach 485.6 billion yuan in 2022, with an expected growth rate of 27.2%. The report also predicts that the market size of the coffee industry in China will reach 1 trillion yuan by 2025. (Ai Media Consulting, 2022) This rapid growth of the coffee industry in China highlights the need for the tea industry to adapt and appeal to younger generations by incorporating contemporary design elements and promoting the cultural heritage of tea.



**在上海，排队一小时才喝到这杯咖啡**

在遍地咖啡馆的上海，很难有哪一家精品咖啡馆能让人忍受排队一个小时。

但ops的的确确做到了，终于第10086次，我和朋友们还是一起来排了一次，喝了一杯。

说点什么...

274

174

20

*Figure. 1 Screenshot, Xiaohongshu*

The popularity of coffee among millennials in China can be seen through the popularity of specialty coffee shops in urban areas, as well as through social media platforms such as Xiaohongshu, the Little Redbook, which is a Chinese version of Instagram. As evidence, Figure 1 shows a post from Xiaohongshu featuring four people holding specialty coffee together. The caption reads, "In Shanghai, it's hard to find a specialty coffee shop that people can tolerate a one-hour queue, given the numerous coffee shops available. However, Ops has managed to do so. For the 10,086th time walking by, my friends and I queued up and finally got to drink a cup of coffee." This post demonstrates the popularity of coffee culture among millennials in China and the importance of social media in promoting trendy coffee experiences.



Figure. 2 Screenshot, Xiaohongshu

In addition to the popularity of coffee, the trend of 网红 (internet-famous) milk tea shops is also prevalent in China, particularly among the younger generation. As evidence, a post from Xiaohongshu titled "I want to expose this milk tea shop! It's so delicious that it makes me angry" shows a new milk tea shop in Wenhua Square that features a Chinese-inspired design with a simple and stylish interior and a bamboo-themed outdoor area. The packaging of the milk tea is designed to resemble a beer bottle, with Chinese calligraphy on the cup. While the post does not mention anything about tea culture, it is an example of how visually appealing designs and social media promotion can attract likes and attention from the younger generation.

In summary, the current state of tea culture in modern cities in China presents both challenges and opportunities. The loss of traditional tea culture and its associated rituals and practices has resulted in a disconnection between the younger generation and their cultural heritage.

Millennials are more focused on fashion, display, and social media, and are drawn to experiences that provide a sense of wealth, and connection with timely items, which has led to the increasing popularity of coffee and “internet-famous” milk tea shops. To address this challenge and appeal to the younger generation, it is crucial to create tea culture spaces that incorporate contemporary design elements that appeal to the current generation while still promoting the appreciation and preservation of tea culture. Design solutions for these challenges are explored in Chapter four.

### **2.3 Discussion of the Challenges Faced by Tea Culture**

Tea culture in modern cities in China is facing various challenges that require innovative solutions to foster its growth. Cultural challenges are the most prominent, with younger generations having limited interest in learning about tea culture, viewing it as old-fashioned and outdated. Social challenges are related to the changing lifestyle and pace of life in modern cities, with tea culture being viewed as a low priority due to busy schedules, resulting in a decline in traditional tea-drinking habits and rituals.

To overcome these challenges, a comprehensive and well-designed strategy is needed to promote tea culture and engage the younger generation in its appreciation and preservation.

Contemporary tea spaces must incorporate innovative design elements that capture the essence of traditional tea culture while appealing to modern consumers. The proposed solution in Chapter 4 aims to provide an immersive experience that engages senses of visitors, inspiring curiosity and intrigue, and encouraging them to explore and learn more about the significance of tea culture.

The solution does not aim to make tea culture a luxury item or a status symbol, but rather bridge the gap between traditional tea culture and contemporary culture, making it more accessible and appealing to the younger generation. Social media, such as Xiaohongshu, has played a significant role in promoting trendy coffee experiences and visually appealing milk tea shops, further contributing to the challenges faced by tea culture in modern cities. Therefore, incorporating innovative design elements and utilizing social media platforms to promote tea culture can help shift people's tastes and preferences, making it more popular and accessible to the younger generation.

To overcome these challenges, it is important to understand the current state of tea culture in modern cities in China and to find innovative solutions to foster its growth. A comprehensive and well-designed strategy is needed to promote tea culture and to engage the younger generation in its appreciation and preservation. The proposed solution to address the challenges faced by tea culture in modern cities in China is the creation of Mengjiahao Ancient Tea brand, which will serve as a vehicle for promoting the appreciation and preservation of tea culture to the younger generation. The design of tea culture spaces must be innovative and appealing, offering a unique and immersive experience. The solution proposed for fostering tea culture in modern cities in China is more than just packaging and branding; it provides a comprehensive and engaging sensory experience that inspires curiosity and intrigue in visitors, encouraging them to explore and learn more about the significance of tea culture.

This solution explored is supported by the challenges identified in the discussion of the current state of tea culture in modern cities in China, including the lack of understanding and knowledge about tea culture among the younger generation, and changing lifestyles and paces of life. By incorporating innovative design elements that appeal to modern consumers while still promoting

the appreciation and preservation of tea culture, the Mengjiahao Ancient Tea brand will address these challenges and create a unique and engaging experience for visitors.

Overall, the proposed solution is a comprehensive and well-designed strategy to promote tea culture and to engage the younger generation in its appreciation and preservation. It offers a new way to shift people's tastes and preferences by offering a unique and engaging experience that promotes the appreciation and preservation of tea culture. The Mengjiahao Ancient Tea brand provides a fresh and innovative approach to promoting traditional tea culture in modern cities in China, and it has the potential to create a significant impact in promoting the appreciation and preservation of tea culture to the younger generation.

In order to effectively address the challenges facing tea culture in modern cities in China, a comprehensive research methodology is employed in the next chapter to ensure the proposed solution is grounded in a deep understanding of the current state of tea culture and its associated challenges. With this, the proposed solution is informed by a comprehensive understanding of the challenges facing tea culture in modern cities in China, ensuring its potential for success.

## Chapter 3 Research Methodology

### **3.1 Description of the Research Methods Used in the Study**

This chapter outlines the research methods used to gather data and information for the study. The research design adopted for this study was a combination of a field study and case study as the main research methods. The results of this study provide valuable insights into the design of tea culture spaces that are relevant and appealing to the younger generation of tea drinkers in modern cities in China.

### 3.2 Field Study and Personal Reflection

A field research component was added to the case study approach to provide a more comprehensive understanding of tea culture, including visiting the place of origin of the tea to observe growing conditions and how the tea is made. The field study was conducted in *Mengku*, a town located in the *Yunnan Province* of China, which is considered the origin of Pu'er Tea. The unique characteristic of Pu'er tea is that it undergoes a fermentation process that can last for months or even years, during which time the tea is aged and develops a complex and earthy flavour profile. Pu'er tea can be found in both raw and ripe forms, and it is often compressed into various shapes, such as cakes, bricks, and little balls. Due to its distinct flavour and aging potential, Pu'er tea has gained a significant following among tea enthusiasts around the world.



*Figure. 3 Ancient Tea Tree forest in Mengku, Yunnan Province*



During the field study, I had the opportunity to visit the ancient tea trees that have been growing in the region for centuries and to observe and experience the tea-making process. The splendid growing environment of the tea and the ancient tea trees were a fascinating sight to see. I learned about the various factors that contribute to the quality of the tea, including soil, weather conditions, and altitude.



*Figure. 4 Ancient Tea Tree in Mengku, Yunnan Province*

As I observed the splendid growing environment of the tea, I was struck by the realization that nature has nurtured the tea tree for hundreds of years, and the tea in turn nurtures us. This gave me a deeper appreciation for the cultural and historical significance of tea, as well as the importance of preserving its traditions and practices. Walking through the ancient tea tree forest, I was struck by the sheer beauty and magnificence of nature. The gnarled trunks of the trees



stood tall and proud, their branches reaching skyward. The tranquil surroundings, filled with the soothing sound of leaves rustling in the breeze, provided the perfect setting for reflecting on the importance of tea in Chinese culture. In this sacred place, I gained a newfound respect for the tea and its cultural significance. It was clear to me that the tea was not just a beverage, but a representation of the deep connection between human and nature.

During my field study in Mengku, I had the opportunity to learn the traditional process of making Pu'er tea:

- *鲜叶 (Fresh leaves)* - The process begins with hand-picking fresh tea leaves during the spring and autumn seasons.
- *摊晾 (Spread out to dry)* - The leaves are spread out to dry, allowing some of the water to evaporate.
- *杀青 (Heat to stop oxidation)* - The leaves are heated to stop oxidation and prevent spoilage. This is done using a traditional method of using a wood-fired iron pan. The high temperature also helps to weaken the enzymes in the leaves to prevent further oxidation.
- *揉捻 (Roll and twist)* - The leaves are rolled and twisted to break down the cell walls and allow the flavor to be released when brewed. The pressure and duration of rolling depend on the age and maturity of the leaves.
- *晾晒 (Air-dry)* - The leaves are dried in the sun to preserve the organic compounds and active ingredients.
- *晒青毛茶 (Sun-dried raw tea)* - The initial processing is completed with the sun-drying of the tea leaves to produce raw tea.

- *精加工 (Refinement)* - The raw tea is sorted, sifted, and separated from impurities such as twigs and stones. The good quality leaves are separated for loose-leaf tea.
- *蒸汽加湿 (Steam and add moisture)* - Compressed tea is steamed to add moisture before being packed into cloth bags and pressed into shape using stone molds.
- *压制 (Compression)* - The compressed tea is packed into cloth bags and pressed into shape using stone molds to create tea cakes, bricks, balls, or other forms.
- *干燥 (Air-dry)* - The compressed tea is air-dried on shelves in a storage room. If the weather is damp, the tea may be placed in a drying room with controlled humidity and temperature.
- *包装 (Packaging)* - The finished tea is packaged in containers that are designed to protect the tea from moisture and air, preserving its freshness and quality. The packaging can be in the form of boxes, bags, or foil pouches.



*Figure. 5 Puer tea Making: 鲜叶 (Fresh leaves), 杀青 (Heat to stop oxidation), 晒青毛茶 (Sun-dried raw tea)*

After going through the whole process of tea making, from hand-picking fresh tea leaves to packaging, I gained a profound respect for the traditional tea-making process and its cultural significance in Chinese society. This experience, combined with my practical training in tea

tasting and artistry, led me to establish the Mengjia Ancient Tree Pu'er tea brand, which will be discussed in subsequent chapter. The brand reflects my aspirations to create a young yet classic brand that honours the ancient tea trees and their cultural significance.



*Figure. 6 Step on the Ancient Tea Tree forest in Mengku, Yunnan Province*

In the words of a distiller quoted by Haruki Murakami in "If Our Language Were Whiskey", "*I love making whiskey because it's a romantic job...When the whiskey I make is out in the world, I might not be there anymore, but it's something I created. Isn't that wonderful?*" Similarly, creating tea from ancient tea trees felt like a romantic and noble endeavour, one that pays tribute to the history and cultural heritage of tea in China.

The sun-dried raw tea, which I referred to as "blood, sweat, and tears tea," was a humbling experience that deepened my appreciation for the effort and time that goes into producing each tea leaf. It gave me a newfound respect for the tea and its cultural significance. This emotional

and transformative experience informed my subsequent case studies and creation-reflection-based practice in finding the design solution, which aim to create a tea culture space that not only meet commercial considerations but also preserve and promote the cultural heritage of tea. Through these efforts, I hope to establish a young yet classic brand, the *Mengjiahao Ancient Tree Pu'er tea*, that honours the ancient tea trees and their cultural significance. Overall, the field study provided me with a perspective that is essential to understanding the challenges and opportunities in creating tea culture spaces in modern cities in China.

### **3.3 Case Studies and Analysis**

The case study approach was used to analyze the design of tea culture spaces in modern cities in China. A comprehensive analysis was conducted, including the design of tea culture spaces in modern tea-themed teahouses, and cafés that offer Chinese tea.

The case studies allowed for an examination of the different design elements that contribute to a successful tea culture space, including interior design, product design and presentation, and retail experiences.

Through the case studies, I also identified the challenges faced by tea culture, including the loss of traditional tea culture due to modernization and urbanization and the lack of authenticity and cultural significance in the design of tea culture spaces.

#### **tea'stone**

In 2018, tea'stone opened its first store in Shenzhen and now has five stores. By 2022, it expanded to Shanghai, Wuhan, and Chengdu. As a composite tea brand, tea'stone combines "creative tea drinks, social spaces, and innovative retail" to offer a new immersive retail experience for young consumers.



Tea'stone believes that tea is not only ancient and distant, but also interesting and fun. They refer to their tea product development process as "*innovation while preserving tradition.*" Tea'stone focuses on the essence of Chinese tea, using 108 pure teas from 18 core production areas across China.

By providing a range of products and breaking down the traditional image of tea, Tea'stone has successfully attracted younger consumers and made tea drinking a more approachable and enjoyable part of their daily lives. Tea'stone has demonstrated that innovation while preserving tradition may result in a successful business model. Tea'stone's success story highlights how Chinese tea culture can be revitalized and made more accessible to a younger generation through trendy interior aesthetics, creative product design, innovative packaging, and immersive retail experiences.



*Figure. 7 Tea'stone Storefront, in Shanghai*

The brand slogan of tea'stone is "Chinese tea, new style", so all aspects of its design closely follow this slogan, advocating a tea-drinking style that fits contemporary life scenarios, providing consumers with a fashionable and trendy new tea-drinking experience, and a brand new tea aesthetic lifestyle. In terms of space design style, tea'stone adopts a youthful and relaxed decoration style, using minimal straight lines to express space details. The youthful and relaxed decoration style used by tea'stone is an essential aspect of its design that contributes to the success of its tea culture space. The use of minimal straight lines to express space details creates a sense of simplicity and modernity that appeals to the younger generation. The clean lines also contribute to a sense of order and calm, creating an atmosphere that is conducive to relaxation and contemplation. Furthermore, the youthful and relaxed decoration style of tea'stone's tea culture space complements the brand's overall image and slogan of "Chinese tea, new style." By creating a space that feels modern, stylish, and approachable, tea'stone is challenging the traditional image of tea as old-fashioned and outdated. Instead, it presents tea culture as a fun and exciting part of contemporary life, making it more appealing to the younger generation. In contrast, other tea culture spaces may use more traditional decoration styles that are less attractive to the younger generation, contributing to the challenges faced by tea culture. By critiquing the design of tea culture spaces and identifying the strengths and weaknesses of each, it is possible to develop a more innovative and appealing approach to tea culture space design, as explored in the proposed solution in Chapter 4.



*Figure. 8 Tea' stone Decoration Wall, in Shanghai*

Each tea'stone store in every city has its own unique tea-themed decoration. For example, in Shanghai store, the tea is displayed on the wall, with many pointed utensils hanging on the wall, containing various characteristic teas or iconic soils to showcase the appearance of tea. Tea'stone uses a mix of natural materials such as wood, bamboo, combined with sleek metals and glass to create a modern and chic aesthetic. This combination of materials gives a sense of traditional Chinese culture while also appealing to a younger generation. Tea'stone uses a mix of neutral and muted colors with pops of bright hues to create a balance between calmness and vibrancy. The use of natural tones, such as beige and brown, gives the space a feeling of tranquility while also emphasizing the importance of tea culture. Overall, tea'stone is designed to be social and immersive. Some people may say that tea'stone is another Starbucks because of the similarities in

their interior design and focus on creating a unique and enjoyable customer experience. Both tea'stone and Starbucks have modern and trendy decor, offer comfortable seating and free Wi-Fi, and create a welcoming ambiance that encourages customers to spend time in their stores. The spaces are also flexible, offering various seating options for different group sizes and preferences. In terms of space design style, tea'stone adopts a youthful and relaxed decoration style, using minimal straight lines to express space details. However, this approach seems to lack the authenticity and cultural significance that should be present in tea culture spaces. The design elements used in tea'stone's spaces have been criticized for being too contemporary and westernized, with a focus on creating a trendy and stylish atmosphere that may appeal to younger consumers but may not fully capture the essence of traditional Chinese tea culture. The minimalist design may also lack the depth and richness that is often associated with traditional Chinese design elements, resulting in a space that feels too sterile and impersonal. While tea'stone has successfully attracted younger consumers, it remains to be seen whether the design elements used in their tea culture spaces truly promote the appreciation and preservation of Chinese tea culture.





*Figure. 9 Tea'stone Window, in Shenzhen, photo by Chao Zhang*

Another feature of tea'stone is its glass, which is covered with different graffiti and slogans, very much in line with the aesthetic of young people today, showcasing its own unique visual symbols. The placement of wooden chairs, booths, and other furniture indoors is similar to the layout of modern cafés, while the outdoor display stands are also very well-designed to cater to the taste of young consumers, allowing them to take very beautiful photos, taking advantage of the fact that contemporary young people love to take pictures and check-in on social media. This further demonstrates tea'stone's emphasis on creating a unique and enjoyable customer experience, through its visually appealing and trendy store design. It also shows the brand's understanding of the preferences and behavior of its target demographic, particularly the younger generation, and its efforts to cater to their aesthetic tastes and desire for social media-worthy experiences. Overall, tea'stone's glass and store design are evidence of the brand's focus on creating a modern and appealing tea culture for a younger audience. While tea'stone's graffiti-

covered glass and visually appealing store design cater to the preferences of younger consumers, there are some elements that may not align with the brand's emphasis on Chinese tea culture. For example, the use of English in the graffiti and store name may undermine the brand's promotion of traditional Chinese tea culture. Also, some argue that the brand's emphasis on modernization and westernization has led to a disregard for the cultural significance of traditional Chinese tea. For instance, the brand name "tea'stone" is in English, which is seen by some as a lack of attention to the Chinese cultural heritage that the brand is promoting. Additionally, the brand's focus on creating a trendy and contemporary image for tea has resulted in a loss of the essence and authenticity of traditional tea culture, such as the cultivation and consumption of ancient tea trees.

In regards to product design and presentation, tea'stone's innovation in tea drinking includes the incorporation of elements from Western wine culture, such as ice balls, dense bubbles, and salt rims, to create a "strange yet familiar" tea drinking experience. They also present tea in innovative forms, such as the "t'XO Masterpiece Iced-tea" series, which uses a pure tea iced brew method similar to that of XO wine.



*Figure. 10 the "t'XO Masterpiece Iced-tea" series, from tea'stone*

Tea'stone has actually achieved innovative consumption of pure tea products by innovating brewing methods, drinking methods, space design, and tea ware. By incorporating western mixology culture elements, tea'stone has transformed the traditional image of tea and given it a modern twist, making it more appealing to younger consumers. However, some critics argue that tea'stone's emphasis on innovation and modernization has led to a disregard for the cultural significance of ancient tea trees and the traditions surrounding their cultivation and consumption. The use of western mixology culture elements and trendy presentation, for example the glassware and the acrylic tray, may lead to confusion about the authenticity and traditional values of tea. The focus on creating a trendy and contemporary image for tea has resulted in a loss of the essence and authenticity of traditional tea culture. This raises questions about the

sustainability and long-term viability of tea'stone's business model and its impact on the preservation of traditional tea culture.

The case study of tea'stone is a valuable addition to the research on creating tea culture spaces in modern cities in China. It highlights the importance of innovation and modernization in attracting younger consumers and making tea drinking more accessible and enjoyable in today's society. The success of tea'stone's business model demonstrates that a balance between tradition and innovation can be achieved in the design of tea culture spaces.

However, the case study also raises important questions about the preservation of traditional tea culture and the impact of modernization on the authenticity of the tea experience. These questions must be considered in the creation of tea culture spaces to ensure that the cultural heritage of tea in China is preserved and promoted.

Overall, the case study of tea'stone contributes to a more comprehensive understanding of the challenges and opportunities in creating tea culture spaces in modern cities in China, and the importance of striking a balance between tradition and innovation in the design process. The case study also demonstrates how tea culture can be revitalized and made more accessible to younger generations through trendy interior design and innovative production presentation. However, the case study also highlights the potential risks and drawbacks of excessive modernization in tea culture and the need to ensure that the authenticity and cultural heritage of traditional tea culture are preserved.

### **hooooope, Community café in Fuqing, China**

Hooooope community café is a coffee and dessert shop that has recently expanded its menu to include tea, following the trend of the "new Chinese tea culture" popularized by tea'stone. The cafe serves tea copying tea'stone's tea ware, which some may view as soulless and purely

commercial. However, it is important to note that hooooope community café is operating in a competitive market and may be responding to consumer demand for a wider variety of beverage options. While it may be criticized for not staying true to the cultural heritage of tea, it may also be viewed as providing a more accessible and approachable way for younger generations to experience tea culture. It is important for businesses to strike a balance between commercial considerations and cultural preservation in the creation of tea culture spaces. While it is necessary to appeal to modern consumer tastes and preferences, it is also important to respect the traditions and authenticity of tea culture.



*Figure. 11 the Iced-tea series, from hooooope*

### **Analysis**

The case studies of tea'stone and hooooope community café provide valuable insights into the creation of tea culture spaces in modern cities in China. They demonstrate that the design and

development of such spaces must be approached with a delicate balance between innovation, tradition, and cultural preservation to appeal to modern consumers while maintaining the authenticity of traditional tea culture.

Tea'stone has innovated the brewing and drinking methods, space design, and tea ware of Chinese tea. This has resulted in an immersive and unique tea-drinking experience for younger consumers, showcasing the potential of tea culture in modern society. However, the success of Tea'stone raises concerns about the potential risks of excessive modernization, which may lead to the loss of authenticity and cultural heritage of traditional tea culture.

On the other hand, hooooope community café's approach is more commercial, lacking the authenticity and cultural significance of traditional tea culture. By copying the trend of Tea'stone without the same level of care and attention to cultural heritage, it fails to offer a true representation of tea culture.

These case studies emphasize the importance of balancing commercial considerations and cultural preservation in the creation of tea culture spaces. By carefully considering the design elements, product offerings, and cultural significance, businesses can effectively promote and preserve the cultural heritage of tea in China while appealing to modern consumers and ensuring the sustainability of tea culture in modern society.

In conclusion, the case studies of tea'stone and hooooope community café offer a valuable perspective on the challenges and opportunities in creating tea culture spaces in modern cities in China. They highlight the need for businesses to strike a delicate balance between innovation, tradition, and cultural preservation to promote and preserve the cultural heritage of tea in China, while also appealing to younger generations and ensuring the sustainability of tea culture in modern society.



### 3.4 Limitations and Conclusion

It is important to acknowledge the limitations of this field study and the two case studies. The field study was limited to a specific geographic area and focused mainly on pu'er tea, representing only a portion of the vast tea culture in China. The case studies of tea'stone and hooooope community café also represent only a small sample of the diverse range of tea culture spaces in China. Additionally, the case studies were conducted within a specific time frame and may not reflect changes or developments in the businesses since then.

Furthermore, while the case studies provide valuable insights into the design of tea culture spaces, they may not fully capture the complex social, cultural, and economic factors that influence the success of these spaces. It is important to consider these broader contextual factors when designing tea culture spaces that are both authentic and commercially viable.

Despite these limitations, the field study and case studies provide valuable insights into the challenges and opportunities of creating tea culture spaces in modern cities in China. They have inspired my design solution by highlighting the importance of striking a balance between tradition and innovation, promoting authenticity and cultural heritage, and considering broader contextual factors in the design process.

To summarize, the field study and case study provide a solid foundation for my design solution: I aim to create tea culture spaces that capture the essence of traditional tea culture while appealing to modern consumers. By developing a tea brand, creating visually appealing packaging, and designing physical spaces, my solution seeks to provide a harmonious and calming environment that encourages visitors to slow down and appreciate the beauty and significance of tea culture.

## Chapter 4 Design Solution

### 4.1 Overview of the Design Solution

After conducting research on the current state of tea culture in modern cities in China and analyzing case studies of successful tea culture spaces, a design solution was developed to address the challenges faced by tea culture and to promote its appreciation and preservation to the younger generation.

The proposed solution is the creation of Mengjiahao Ancient Tea brand, which will serve as a vehicle for promoting the appreciation and preservation of tea culture to the younger generation. The brand will focus on creating immersive tea spaces that capture the essence of traditional tea culture while appealing to modern consumers.

The design of tea culture spaces will incorporate design elements that provide visitors with a unique and engaging sensory experiences. The spaces will feature a minimalist, yet elegant interior design that creates a calming and authentic environment by using natural materials such as wood, stone, and metal. The use of traditional Chinese elements, such as bamboo and calligraphy, will also be incorporated to showcase the cultural significance of tea. In addition, the space will incorporate a juxtaposition of old and new elements, using modern materials such as resin and metal leather to create a unique blend of tradition and innovation. This approach will provide a fresh and contemporary aesthetic that appeals to the younger generation while still honouring the rich heritage of traditional Chinese tea culture. By creating a space that combines modern design elements with traditional Chinese cultural elements, the Mengjiahao Ancient Tea brand will create a distinctive and immersive experience for visitors.

In terms of product design and presentation, Mengjiahao Ancient Tea brand will emphasize the authenticity and cultural significance of Chinese tea. The brand will use high-quality, pure



ancient Pu'er tea from Yunnan Province, with a focus on preserving traditional production methods. The packaging will feature traditional Chinese designs and symbols, creating a sense of cultural connection and significance for the consumer. To promote the brand and tea culture to the younger generation, social media platforms will be utilized, with a focus on visual storytelling and experiential marketing.

Overall, the proposed design solution aims to bridge the gap between traditional tea culture and contemporary culture, making it more accessible and appealing to the younger generation. By creating a brand that emphasizes the cultural heritage and significance of tea, Mengjiahao Ancient Tea brand will provide a platform for engaging the younger generation in the appreciation and preservation of tea culture. The immersive and engaging sensory experiences offered by the tea culture spaces, combined with high-quality tea products and culturally significant packaging, will provide a comprehensive and well-designed strategy to promote tea culture and to shift people's tastes and preferences towards it.

#### **4.1 Development of Mengjiahao Ancient Tree Pu'er tea Brand**

The first aspect of the design solution is the development of the Mengjiahao Ancient Tree Pu'er tea brand. This brand aims to promote and preserve the cultural heritage of Chinese tea by highlighting the authenticity and quality of the tea produced from ancient tea trees. The tea brand will focus on offering high-quality, pure, and authentic Pu'er tea, sourced from ancient tea trees in Yunnan province, and processed using traditional methods. The packaging will showcase the natural beauty of the tea leaves and feature traditional Chinese motifs, such as auspicious animal, to emphasize the cultural significance of the tea. The tea brand's marketing strategy will also focus on educating consumers about the cultural heritage and significance of Pu'er tea.

To promote the Mengjiahao brand, social media will play a crucial role. The brand's story will be shared through various social media platforms such as WeChat and Little Redbook, which are popular among younger consumers. Through social media, the brand will showcase the traditional tea-making process and the cultural significance of pu'er tea, as well as the story of the brand. This will help to create a sense of authenticity and cultural value, which will appeal to consumers interested in traditional tea culture.

### **The story of the brand: Mengjia New Life - More than just Pu'er Tea**

#### *Heritage - Breaking free from time*

Time has brought out the beauty of Pu'er tea, with centuries-old tea trees growing naturally in the mountains. The generations of people who have protected and passed down this tradition have given Pu'er tea a deeper meaning - heritage. The passing of time has created not only the tea itself, but also a symbolic significance beyond it. It can represent identity and bear witness to the passage of time. A father who loved tea was deeply drawn to Pu'er, and established the Mengjia tea production facility. Passing on a leaf is not as significant as passing on a legacy. The story of Pu'er tea was then passed down to a young woman born in the 1990s.

#### *Competition - The Interplay between Tea and People*

"I knew nothing about tea, the only thing I knew was bubble tea." Yes, the vast majority of young people nowadays are only familiar with bubble tea and know almost nothing about the thousands of years of stories behind these leaves. Ancient tea trees have withstood the test of time and contributed to the beauty of the world. "Harvesting at the right time, processing it immediately, and tasting it in accordance with the seasons" - Pu'er tea has its own timeline. People must follow the laws of nature and keep up with the pace of time. Each leaf is a concentration of understanding and experience of the craft. If

the timing is off by even a fraction of a second, the taste will differ greatly. Plants and people grow together, connected and gentle yet steadfast. Seeing the towering tea trees on the edge of cliffs and in the depths of the mountains inspires respect for nature and tea.

*New Life - From Mengku to Mengjia New Life*

"Meng" is the essence of Pu'er, the Mengku tea mountain, the wild growth of ancient trees for hundreds of years, and the annular marks of life for thousands of years of Pu'er tea. "Jia" represents the present-day beauty, our high-quality pure ancient tree tea, the uncompromising tea space, the desire to provide high-quality service, and the conviction to strive for the best in everything. "Hao" represents the initial aspiration for the future, the pure and beautiful essence of Pu'er tea, the continuation of the legacy of love, and the reverence of young people for nature. The founder of Mengjia have meticulously crafted every detail of the brand. Although Mengjia is young, it already has the philosophy of two generations and the culture of Pu'er tea for thousands of years. This is the dream of Mengjia - to create a young and established brand.

The creation of the Mengjiahao Ancient Tree Pu'er tea brand serves as a vehicle for promoting the appreciation and preservation of tea culture to the younger generation. The brand's focus on creating immersive tea spaces that capture the essence of traditional tea culture while appealing to modern consumers is a crucial aspect of my design solution. Furthermore, the brand's dedication to sustainability and innovation reflects the importance of striking a balance between tradition and modernity, which is a key aspect of my design solution.

The marketing strategy of the Mengjiahao brand, which focuses on educating consumers about the cultural heritage and significance of Pu'er tea, also aligns with my design solution's goal of creating a comprehensive and engaging sensory experience that promotes the cultural significance and heritage of Chinese tea culture while also appealing to the younger generation.

Overall, the development of the Mengjiahao brand is a critical component of my design solution for creating tea culture spaces that capture the essence of traditional tea culture while appealing to modern consumers.



Figure. 12 The Story of Mengjiahao in Chinese Posted on Wechat

The use of social media is an important communication tool to reach millennials and younger generations. By showcasing the story of Mengjiahao, the traditional tea-making process and cultural significance of Pu'er tea through social media platforms such as WeChat and Little Redbook, the brand can build authenticity and cultural value that appeals to consumers interested in traditional tea culture. This approach blends the use of traditional brick-and-mortar storefronts with the importance of social media, recognizing the role of social media in building and legitimizing brands. In today's digital age, social media is a powerful tool that can help brands reach a wider audience and build a strong following. By utilizing social media platforms, the

Mengjiahao brand can communicate its cultural heritage and significance to a new generation of consumers, helping to promote and preserve the rich history of Chinese tea culture.

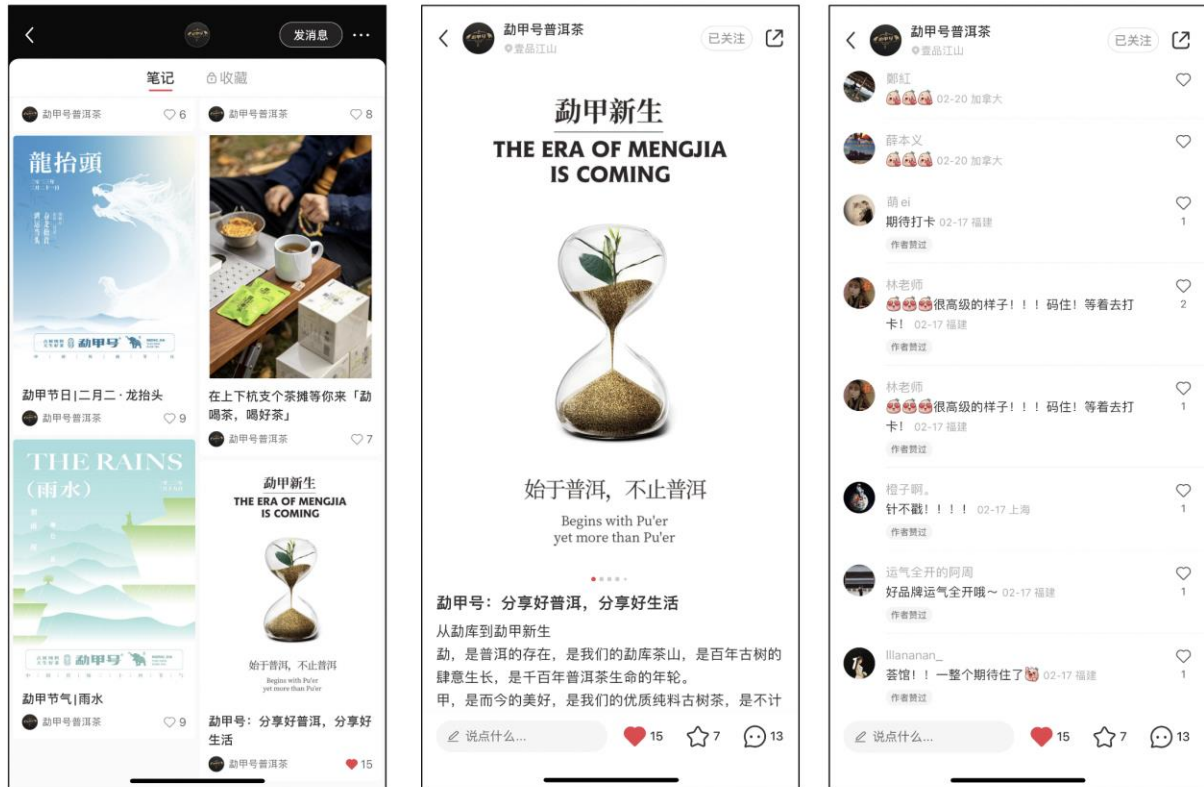


Figure. 13 Mengjiahao Official Account on the Little Redbook, the Posting of the Brand's Story, and the Comments

Figures 12 and 13 demonstrate the use of social media as a powerful tool for promoting and building the Mengjiahao brand. By sharing the story of the brand and its cultural significance on platforms such as Wechat and Little Redbook, the brand can reach a wider audience (2550 views for the WeChat post), especially among younger consumers who are more active on social media. These platforms allow the brand to showcase the traditional tea-making process and the cultural value of pu'er tea, which helps to create a sense of authenticity and cultural significance, appealing to consumers interested in traditional tea culture. The engagement and positive comments from the audience on Little Redbook further demonstrate the success of the brand's social media strategy.

## 4.2 Packaging Design

The visually appealing packaging of Mengjiahao Ancient Tree Pu'er tea brand plays a crucial role in promoting and preserving the cultural heritage of Chinese tea culture. As a designer, my goal was to simplify the packaging while retaining the elegance of pu'er tea and making it appealing to young consumers. In traditional Chinese tea packaging design, most present themselves as intricate, luxurious, and outdated.



*Figure. 14 Pu'er tea Cake and its Packaging, from Chenshenghao Pu'er tea*

To effectively pass on tea culture, it must first start with a love for drinking tea. This led to my thinking: what kind of packaging design can satisfy the needs of the gift market while also attracting and appealing to young generation, and ultimately make us fall in love with tea culture?



Based on Chapter 2 and 3, the understanding of the needs of younger generations, I developed a prototype for the packaging design of the Mengjiahao Ancient Tree Pu'er tea brand. Through reflecting on the traditional design, I identified several modifications that needed to be made to improve the design's accessibility for younger consumers.

One of the key modifications made was to the presentation of the tea. Traditional pu'er tea is usually presented in compressed cake form, typically reserved for collectors and with a high threshold for entry into the world of fine tea. The traditional compressed cake form of pu'er tea can be intimidating and challenging for younger consumers to navigate. To make it more accessible and easier for them to enjoy, I repackaged the tea as loose tea in tea bags, making it simpler and more convenient to prepare and fall in love with tea.



*Figure. 15 Pu'er tea Cake in Cake Form*



*Figure. 16 Pu'er tea Cake Broken Apart*

Moreover, the traditional gift packaging that requires additional tools such as a tea needle and weighing the tea can be time-consuming and intimidating for younger generations. By repackaging the tea in smaller, more manageable portions that do not require any additional tools, it creates a more convenient and approachable experience for the younger generation to try the tea.





*Figure. 17 Process Shot, Packaging Prototype*

The packaging design also takes into account the needs of the gift market while appealing to younger generations. The package contains three little boxes of tea, and each little box contains two portions of tea, making it easy to share with friends and family. This not only encourages socialization around tea but also adds a sense of inclusivity and community.



*Figure. 18 Packaging Design*

Overall, the intention of the design is to simplify the presentation and packaging of pu'er tea, making it more accessible and approachable for younger generations. By reducing the threshold for entry into the world of fine tea, it creates a more convenient and inclusive experience that encourages the younger generation to discover and fall in love with tea culture.

In terms of the visual elements, I simplified the packaging to retain the elegance of pu'er tea while still making it appealing to young consumers. I dug into Chinese mythology and used mythical creatures to create a strong visual impact, with the abstract dotted illustration of mountains to represent the tea's place of origin.



*Figure. 19 Packaging Design Rendering*



*Figure. 20 Packaging Design*

In the creation of the packaging, I incorporated elements of mythology by using animals from Chinese mystery, such as the dragon (龙), phoenix (凤凰), and qilin (麒麟). These creatures hold

significant cultural value and symbolism in Chinese mythology and were chosen to represent the tea's place of origin, where I have visited and gained my respect towards tea culture.

For instance, the dragon is a symbol of power, strength, and good luck in Chinese culture. In the Chinese legends, the dragon is described as a creature that "rules the clouds and rain" and "holds the wind and water in its claws." The phoenix, on the other hand, represents rebirth, renewal, and longevity. It is also known as the "king of birds" and has been a symbol of auspiciousness and good fortune since ancient times. The qilin, another mythical creature, represents peace, prosperity, and good omens. It is said to bring harmony and positive energy wherever it goes. The illustrations of these animals were created in a style that appeals to the younger generation while still retaining the elegance of pu'er tea. The design combines traditional Chinese elements with modern design to create a unique package that stands out on store shelves. This design element reinforces the idea of balance between the new and the old, and reflects the blending of traditional and modern elements in the design solution.

### **Goals of design: Formal Qualities**

The packaging design of Mengjiahao Ancient Tree Pu'er tea brand was designed to be visually appealing, with a focus on simplification and accessibility for younger consumers. The use of abstract dotted mountains in the packaging design reflects the tea's place of origin, adding to the cultural significance of the product. The use of traditional Chinese colour scheme and modern typography creates a contemporary look that is in line with the preferences of younger consumers. Additionally, the packaging design incorporates elements of mythology and unique illustrations of mythical creatures, which may resonate with younger consumers who are interested in fantasy and storytelling. The loose tea in tea bags format of packaging makes it more convenient and approachable for the younger generation, reducing the threshold for entry

into the world of fine tea. The smaller, more manageable portions of tea in each box make it easy to share and promote socialization around tea.

Overall, the formal qualities of the packaging design align with the goal of promoting and preserving the cultural heritage of Chinese tea culture while making it more accessible and appealing to millennials. It also aligns with their the busy and convenience-driven lifestyles.

### **4.3 Design of Physical Mengjiahao Tea Space**

In reflecting on my field study and case study, it became clear to me that to make traditional Chinese tea culture more accessible and appealing to young people, I needed a medium for it. This led to the design of the Mengjiahao Ancient Tree Pu'er Tea Space, which aimed to transmit and promote pu'er tea culture through space.

Culture requires contact to have a profound understanding and appreciation. When I first stepped into the forest in Yunnan and saw the ancient tea trees, I was struck by the beauty of nature. The Chinese character for "tea" can be broken down into "people among grass and trees." This reflects the importance of tea since the creation of Chinese character.

The Mengjiahao Ancient Tree Pu'er tea Space is designed to transmit and promote Pu'er tea culture through space. The overall design of the space is not as luxurious as traditional Chinese tea houses, which often cater to the business scene with seemingly luxurious design styles to highlight the consumer's status. Tea'stone, on the other hand, has been criticized for being too westernized and lacking in authenticity. By finding a balance between tradition and innovation, the Mengjiahao tea space design aims to create an immersive and engaging sensory experience that captures the essence of traditional tea culture while making it accessible and appealing to young people. The Mengjiahao Tea Space design focuses on creating a calm and authentic environment, using natural materials such as wood, stone, and metal with rusty finish to create a



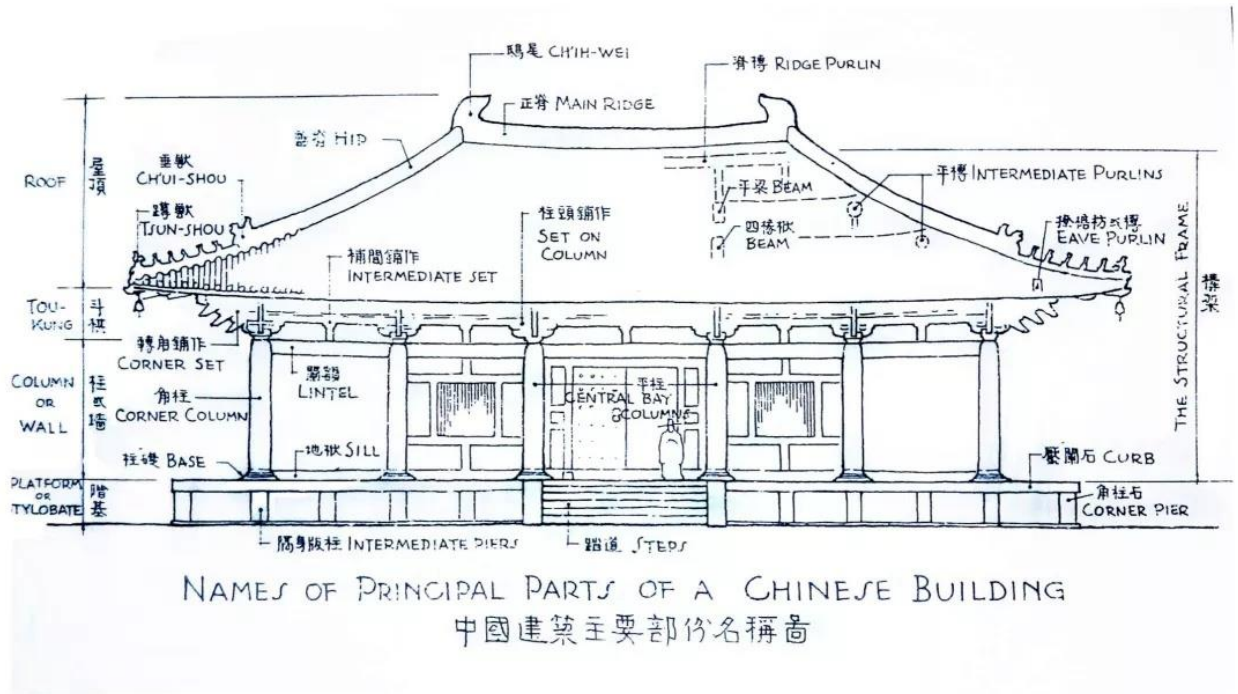
sense of primitiveness and a soothing atmosphere that showcases the cultural significance of tea. The space provides an immersive and engaging sensory experiences that capture the essence of traditional tea culture while making it accessible and appealing to young people.



*Figure. 21 Mengjiahao Tea Space, Storefront*



*Figure. 22 Mengjiahao Tea Space, Storefront Altered*



知乎 @清兵卫

Figure. 23 Names of Principal Parts of A Chinese Building, <https://zhuatlan.zhihu.com/p/464194398>



*Figure. 24 Mengjiahao Tea Space with the Corner Column on the Right, Storefront Zoomed in*

The storefront of the Mengjiahao Tea Space is a crucial aspect of the design, as it serves as the first point of contact between the brand and the consumer. The original design featured a rusty metal façade that created a sense of primitiveness and was a modern interpretation of the abstract mountain that represents the origin of pu'er tea. The five posts were also incorporated into the design, representing the ancient tea trees and adding an architectural feel to the storefront.

Additionally, a modern interpretation of the "Corner Column" from the principle parts of a traditional Chinese building was added to showcase respect for Chinese culture.

However, due to regulations regarding the size of the storefront, the original design had to be altered. The revised design still maintained the use of natural materials such as wood and metal with a rusty finish, but with a more compact and streamlined design that adhered to regulations.

This alteration is a reflection of the creation process and the importance of adapting to constraints while still maintaining the essence of the design.

Overall, the storefront of the Mengjiahao tea space serves as a representation of the brand's values and cultural significance, with a modern and innovative interpretation of traditional elements. The alteration of the design demonstrates the importance of adaptability and flexibility in the design process while still maintaining the brand's core values.

The interior, sculptures, and furniture selection are all designed to create a calming and authentic atmosphere that promotes the cultural heritage and significance of Chinese tea culture while appealing to modern consumers, especially millennials. Through research, prototypes, and reflection, I aim to create a space that successfully transmits and promotes the essence of pu'er tea culture to a wider audience.





*Figure. 25 Rendering of Lobby, Mengjiahao Tea Space*



*Figure. 26 Rendering of Tea Room #1, Mengjiahao Tea Space*



*Figure. 27 Rendering of Tea Room #2 Zoomed-in, Mengjiahao Tea Space*

One of the primary visual attributes is the use of natural materials such as wood, stone, bamboo, also the plants. These materials not only reflect the natural environment in which pu'er tea is grown but also create a soothing and calming atmosphere. Millennials are often drawn to spaces that offer an escape from the hustle and bustle of everyday life, and the natural materials used in the Mengjiahao Tea Space design are perfect for this.

Furthermore, the use of traditional Chinese elements such as calligraphy and bamboo not only promotes the cultural heritage of Chinese tea culture but also appeals to millennials who appreciate authenticity and cultural significance. The calligraphy used in the Mengjiahao Tea Space design is written in Chinese, respecting and honouring Chinese culture. This approach

differs from tea'stone's calligraphy written in English, which could be seen as too westernized and lacking in cultural authenticity.

Another visual attribute is the use of simple lines and curves to create a minimalist and modern aesthetic. Millennials tend to appreciate clean and simple designs that are not overly cluttered or complicated. By incorporating minimalist design elements, the Mengjiahao Tea Space design appeals to millennials' sensibilities while still maintaining the cultural significance of pu'er tea.

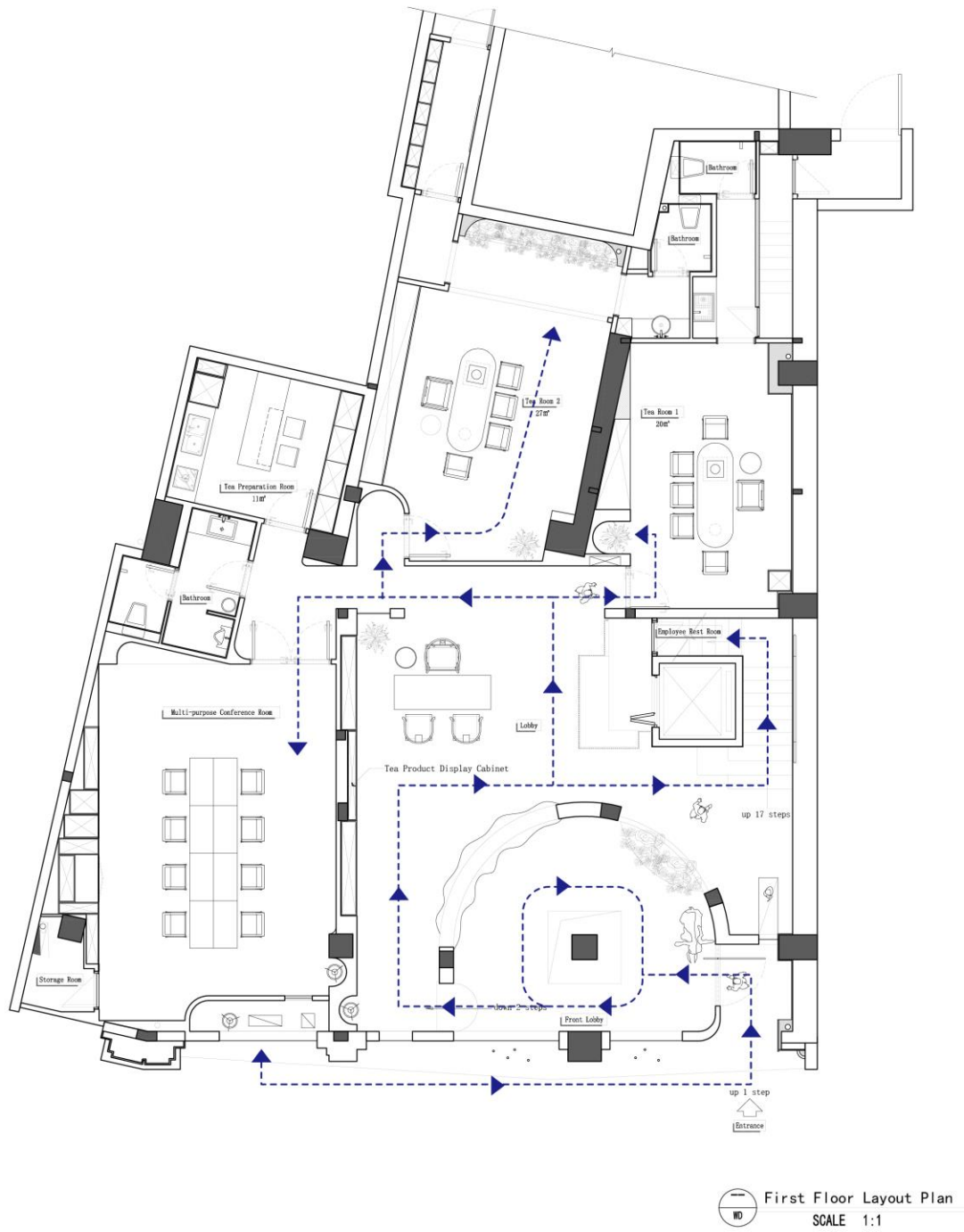
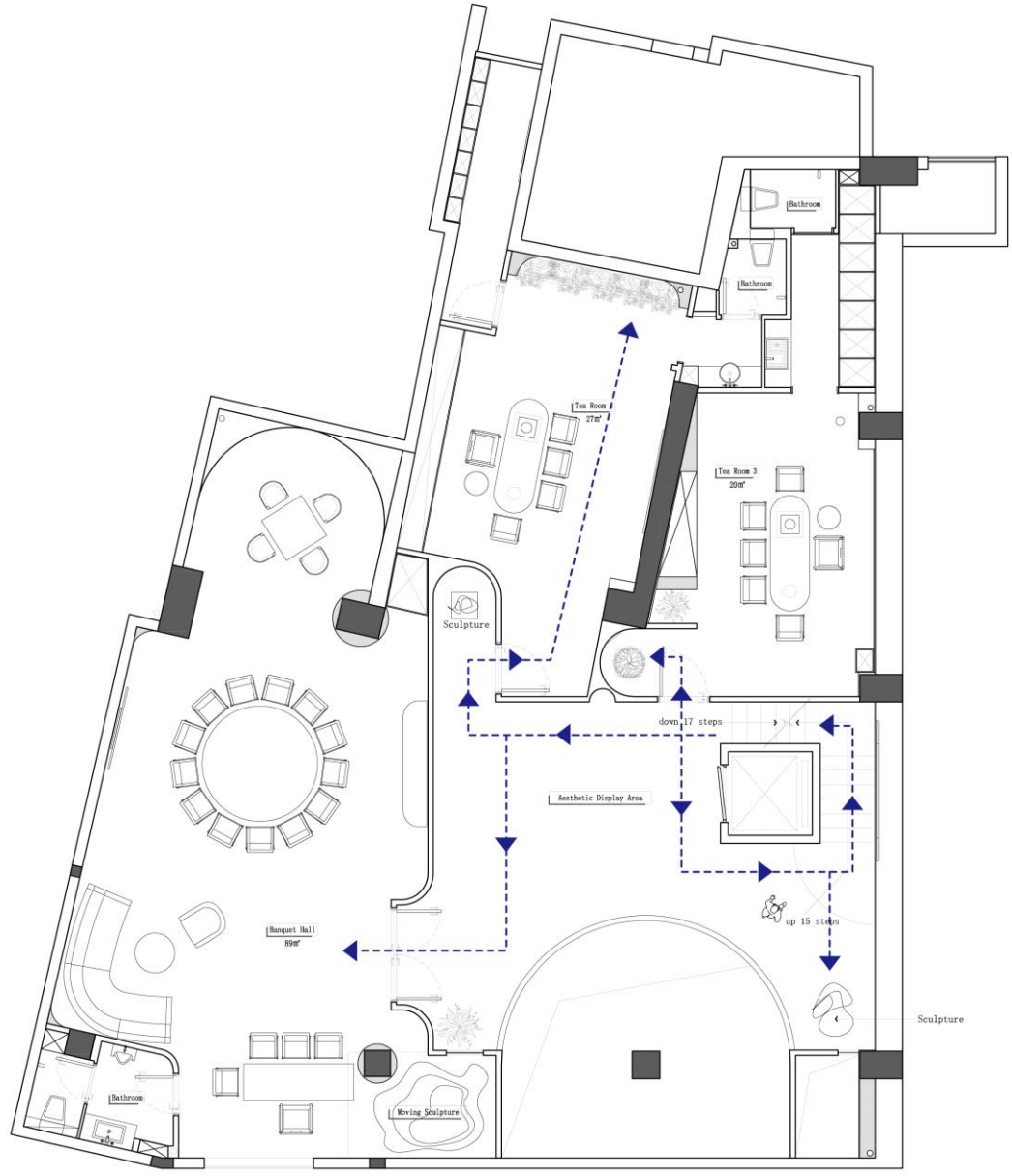


Figure. 28 Layout Plan of the First Floor, Mengjiahao Tea Space



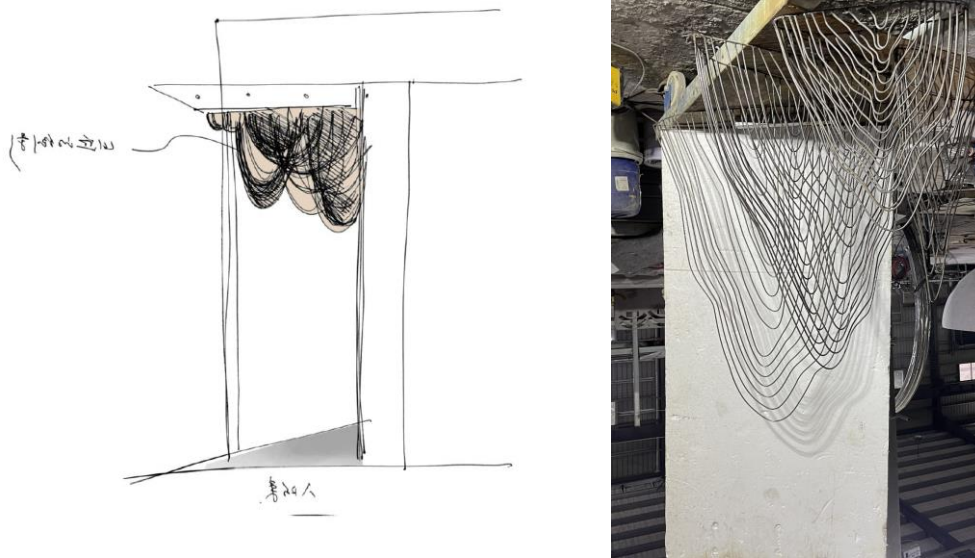
Second Floor Layout Plan  
SCALE 1:1

Figure. 29 Layout Plan of the Second Floor, Mengjiahao Tea Space

The floor plan of the Mengjiahao Tea Space is designed to provide visitors with a seamless and immersive sensory experiences. As visitors enter the space, they are welcomed into a calming atmosphere, preparing them for the tea culture tour ahead. The tour is designed to be a journey through the essence and beauty of Pu'er tea culture, which is conveyed through sculptures and other design elements placed throughout the space.

As visitors follow the blue arrow on the floor plan, they are guided through a series of spaces that showcase different aspects of tea culture. For example, the tea tasting area is the central space for experiencing pu'er tea culture, where visitors can appreciate the taste, aroma, and other sensory qualities of the tea. The sculpture installations are placed along the path, creating a sensory memory for the viewer and further enhancing the immersive experience.

The sculptures in the Mengjiahao Tea Space are an abstract way of replicating the natural environment of Yunnan and the physical quality of the tea. During the field research, I was struck by the beauty of the ancient tea trees and the stunning landscapes of Yunnan. I wanted to bring the sensory experiences to the urban environment and create a connection between the tea space and nature. By using natural materials and incorporating abstract sculptures inspired by the natural environment, visitors can immerse themselves in the sensory experiences of tea culture and appreciate the beauty of nature that is embodied in pu'er tea. The design of the space reflects a balance between tradition and modernity, and the sculptures are a reflection of this balance, connecting the cultural heritage of Chinese tea with the modern aesthetic preferences of millennials.



*Figure. 30 Entrance Sculpture: "At the End of the Mountain",*

*Left: Concept Sketch, Right: Sculpture In-progress*

The Entrance sculpture "At the End of the Mountain" is a unique and abstract representation of the natural environment of Yunnan, specifically the mountainous forests where pu'er tea is grown. The sculpture aims to create a connection between the tea space and nature, creating a memorable experience. The use of iron art decoration symbolizes the towering and continuous pu'er tea mountains, representing the stability, strength, and grandeur of Chinese culture. The sculpture also implies the traditional Chinese idiom 开门见山 "to see the mountain as soon as you open the door," which represents the idea of a broad future and pure expression. The purpose of this sculpture is to educate visitors about the difference between pu'er tea mountains and ordinary mountains, emphasizing the cultural significance of pu'er tea.



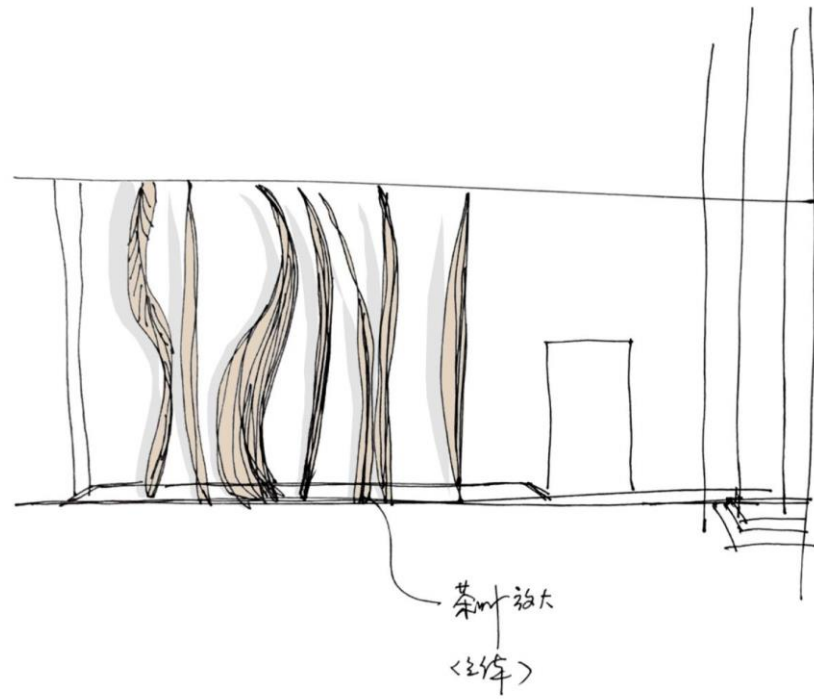


Figure. 31 Window Sculpture: "the Grand Tea Leaves", Concept Sketch



Figure. 32 Left: "the Grand Tea Leaves" In-progress (Clay),



*Right: Left: "the Grand Tea Leaves" Finished (Fiberglass)*

"The Grand Tea Leaves" enlarges the tea leaves of pu'er tea through sculpture. The difference between pu'er tea and other teas lies in the thick and long tea leaves. The sculpture showcases the shape and physical quality of the tea leaves before they are pressed into cakes. Through exaggerated presentation, the sculpture showcases the rolling form of tea leaves, highlighting their large and three-dimensional shape. This demonstrates the natural environment and ecological conditions where the tea grows, as well as the ancient trees and fertile land. It also reflects the quality of the tea leaves. The innovation of packaging is an important aspect of the Mengjiahao brand. As mentioned earlier, the brand aims to promote and preserve the cultural heritage of Chinese tea by highlighting the authenticity and quality of the tea produced from ancient tea trees. The "Grand Tea Leaves" sculpture is a representation of the physical quality of the tea leaves, and the packaging design is an extension of this representation. By showcasing the natural beauty of the tea leaves through sculpture and packaging design, the Mengjiahao brand is able to communicate its commitment to authenticity and quality to consumers. This creates a sense of trust and respect for the brand, as well as a curiosity and interest in traditional Chinese tea culture.



*Figure. 33 Showcase Window: "The Grand Tea Leaves" Placement, Storefront Zoomed in*

The placement of "the Grand Tea Leaves" sculpture in the showcase window of the Mengjiahao Tea Space not only adds to the aesthetics of the space but also has the potential to increase the brand's exposure to people passing by. The sculpture's large and three-dimensional shape makes it stand out and catches the attention of anyone walking by, creating a visual impact that is difficult to ignore. In today's digital age, the power of social media cannot be overlooked. As people take pictures and share them on social media platforms, the brand's exposure and reach can increase exponentially. The sculpture is a visual and unique element that visitors can capture in their photos, making it an ideal photo opportunity that can help promote the brand through user-generated content. By incorporating elements such as "the Grand Tea Leaves" sculpture into the design of the space and showcasing them in the storefront, Mengjiahao Tea Space can leverage the power of social media to increase brand awareness and exposure. This adds to the possibility of the brand being featured on social media platforms, as people share their experiences of the tea space, showcasing the brand to their followers and further expanding its reach.

The Mengjiahao Tea Space is designed to create a sense of anticipation and curiosity as visitors move through the space. The sculptures, natural materials, and design elements all work together to create a seamless sensory experience that gradually builds up to the climax of the tea tasting room.

As visitors move through the space, they are exposed to different aspects of tea culture, from the natural environment where the tea grows to the traditional tea-tasting process. The abstract sculptures inspired by the natural environment create a sense of wonder and curiosity, prompting visitors to question and explore the origins and cultural significance of pu'er tea.

The use of natural materials such as wood, stone, and metal with a rusty finish creates a sense of authenticity and primitiveness, helping visitors gain respect for the cultural heritage of Chinese tea. The design elements and sculptures work like a suspenseful buildup, leading visitors to the climax of the tea tasting room where all their senses are engaged in the traditional Kongfu tea ceremony.



*Figure. 34 Rehearsing Tea Ceremony for Mengjiahao Tea Tasting Room*



*Figure. 35 Rendering of Tea Room #2, Mengjiahao Tea Space*

In the tea tasting room, visitors can fully immerse themselves in the sensory experience of pu'er tea culture, appreciating the taste, aroma, and other qualities of the tea. The sensory experience created by the sculptures and design elements in the tea space helps visitors gain respect and appreciation for the beauty and significance of Chinese tea culture.

The furniture selection in the tea tasting room is also an important aspect of creating immersive sensory experiences for visitors. The furniture is designed to create a calming and authentic environment that complements the cultural heritage of Chinese tea. Natural materials such as wood, stone, and bamboo are used for the furniture, creating a soothing atmosphere that echoes with the overall interior design and reflects the authenticity of the tea culture. The seating arrangements are carefully selected to promote a sense of community and encourage social interaction among visitors. The lighting in the tea tasting room is also important in creating the right atmosphere. The use of ambient lighting creates a calming and inviting ambiance that promotes relaxation and enhances the sensory experience of the tea.

Overall, the furniture selection in the tea tasting room is designed to complement the sculptures and other design elements, creating a cohesive and immersive sensory experience that captures the essence of pu'er tea culture.



*Figure. 36 Rendering of Multi-purpose Conference Room, Mengjiahao Tea Space*



*Figure. 37 Modular Furniture Selection for Multi-purpose Conference Room, Mengjiahao Tea Space*

The Multi-purpose Conference Room is designed to be versatile and adaptable to a range of different events and purposes, from business conferences to artist talks and designer presentations. The furniture selection for this room reflects this versatility, with a focus on functionality and flexibility. The contemporary lifestyle is fast-paced and ever-changing, and people's needs and preferences are constantly evolving. The design of the Multi-purpose Conference Room reflects this reality, offering a space that can be adapted to a range of different



uses and events. The furniture is modular, allowing for easy rearrangement and customization depending on the needs of the event or the users.

Moreover, the Multi-purpose Conference Room also reflects the growing trend of remote work and online meetings, which have become more prevalent in recent years. The design of the room includes high-quality audio and video equipment, ensuring that remote participants can fully participate in meetings and events.



*Figure. 38 Rendering of The Sihe Chair*



*Figure. 39 Traditional Chinese Chairs from Ming dynasty*

Designing the Sihe Chair for the Multi-purpose Conference Room at Mengjiahao Tea Space has been a fulfilling experience for me. Originally created during my fourth year of undergrad studies, the design of this chair perfectly fits the overall concept of the Mengjiahao Tea Space interior and the purpose of this room. The Sihe Chair is a perfect example of the balance between tradition and innovation in the Mengjiahao Tea Space design.

On one hand, the chair takes inspiration from the traditional Chinese chairs from Ming Dynasty, which has a long history and is deeply rooted in Chinese culture. On the other hand, the Sihe chair also incorporates innovative elements that give it a modern and contemporary feel.

The chair's unique shape and lines create a minimalist and modern look that fits perfectly with the overall design of the tea space. Additionally, the use of leather for the seat provides comfort and durability, making it suitable for a variety of uses, including business conferences and artistic presentations. By balancing tradition and innovation, the Sihe chair appeals to modern consumers, especially millennials, who value authenticity and simplicity in design.

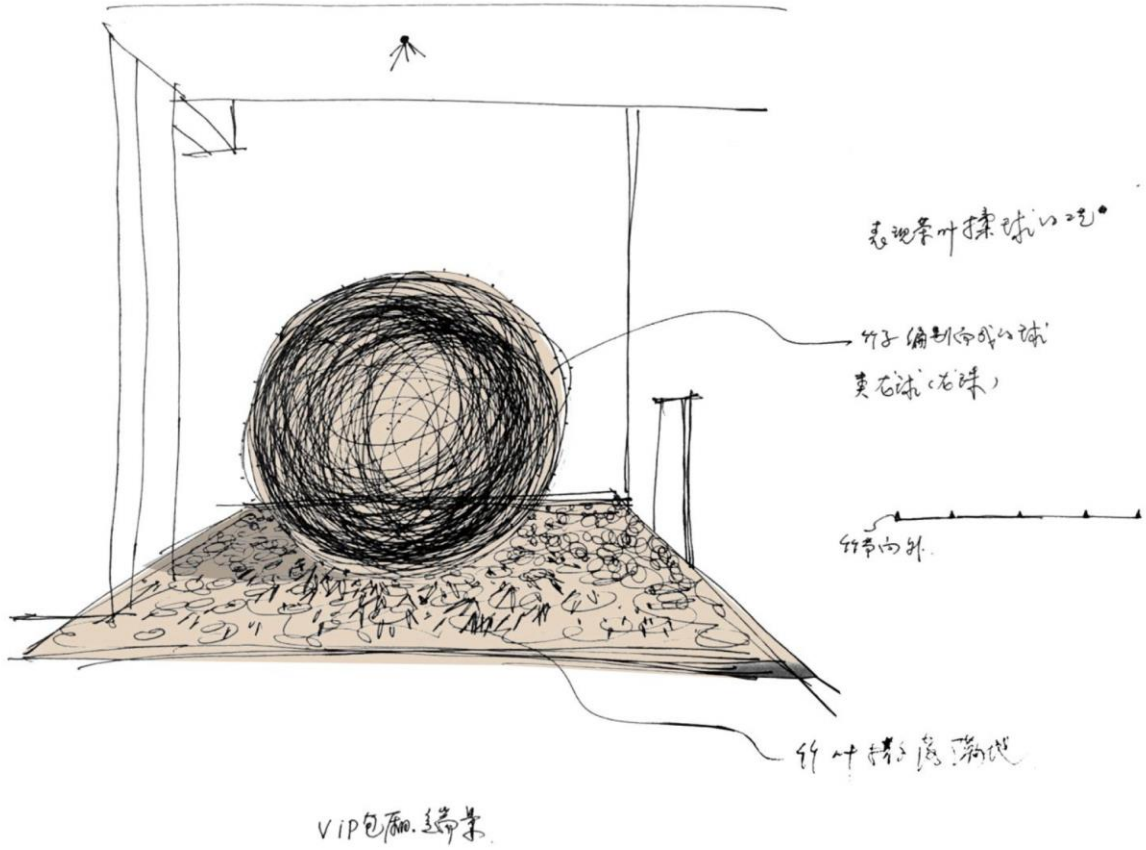


Figure. 40 Banquet Hall Sculpture: "Rotation", Concept Sketch





*Figure. 41 Banquet Hall Sculpture: "Rotation", Prototype In-Progress*



*Figure. 42 Inspiration of the Sculpture: "Rotation", Pu'er Tea Compressed in Ball form*

Moving up to the second floor in the banquet room, the sculpture, called "Rotation," is designed to create a dynamic and engaging visual experience that complements the overall aesthetic of the Mengjiahao Tea Space. The sculpture's circular shape is suspended above abstract water ripples, creating a sense of movement and fluidity that reflects the natural environment and physical properties of pu'er tea.

The installation art is made of bamboo, which is shaved bamboo strips and woven into a large hollow sphere. The sphere is suspended above abstract water ripples, resembling the shape of pu'er tea compressed in ball form. The tea is soft in the water, like the conversion of Yin and Yang, which reflects the beauty of the East. The sculpture's circular shape and movement reflect the natural environment and ecological conditions where the tea grows, as well as the ancient trees, fertile land, and the traditional handmade process of the tea.

Overall, the sculpture installation in the banquet room creates a memorable sensory experience that captures the essence of pu'er tea culture and complements the overall design of the Mengjiahao Tea Space. Its dynamic movement and fluidity reflect the natural environment and physical properties of Pu'er tea, creating a sense of calm and relaxation that enhances the overall sensory experience of the space.

Culture starts with reverence. When you see and experience it, you are struck by its greatness. Tea is a magical creation of nature. Its first appearance was recorded when Shennong tasted various herbs. Tea trees absorb the essence and vitality of the heavens and earth, and the leaves they produce nourish humanity in return. It is an extremely romantic and magnificent thing. The sculpture is designed to create an immersive and engaging experience that captures the essence of pu'er tea culture while making it accessible and appealing to modern consumers, especially millennials. The sculpture's exaggerated presentation highlights the physical qualities and uniqueness of pu'er tea, arousing curiosity among visitors and encouraging them to learn more about the culture and history of this special tea.

Overall, the Mengjiahao Tea Space is a well-designed environment that effectively combines tradition and modernity to create an immersive experience for visitors. By incorporating sculptures, natural materials, and design elements, the space generates anticipation and curiosity, gradually building up to the climax of the tea tasting room. The abstract sculptures, inspired by the natural environment, prompt visitors to explore the origins and cultural significance of Pu'er tea, while the use of natural materials creates a sense of authenticity and reverence for the cultural heritage of Chinese tea.

The tea tasting room, with its carefully selected furniture and ambient lighting, offers a calming and authentic environment that fully immerses visitors in the sensory experience of pu'er tea culture. Meanwhile, the Multi-purpose Conference Room demonstrates versatility and

adaptability, catering to a range of events and incorporating modern trends, such as remote work and online meetings.

The Sihe Chair, with its balance of tradition and innovation, exemplifies the overall concept of the Mengjiahao Tea Space. Similarly, the "Rotation" sculpture in the banquet room creates a dynamic and engaging visual experience, reflecting the natural environment and physical properties of pu'er tea.

Ultimately, the Mengjiahao Tea Space successfully promotes the cultural heritage and significance of Chinese tea culture while appealing to modern consumers, particularly millennials. The immersive and engaging sensory experience captures the essence of traditional tea culture and makes it accessible and appealing to a younger generation, ensuring the preservation and appreciation of this rich cultural heritage.

### **Goals of design: Formal Qualities**

In terms of formal elements, the Mengjiahao Tea Space's architecture design uses a variety of shapes, including organic and geometric shapes, to create a dynamic and engaging visual experience. The use of different textures and materials, such as wood, stone, fiberglass and metal, creates a sense of tactile depth, adding to the overall sensory experience. Additionally, the use of abstract sculptures and natural materials adds to the overall composition and creates a harmonious balance between tradition and modernity.

The formal qualities of the architecture design appeal to younger people because it reflects the current design trends of minimalism and authenticity, as well as its connection to nature and cultural heritage. This design philosophy aligns with the current trend of Wabi-Sabi, which is popular in social media, especially among millennials. Wabi-Sabi is a Japanese aesthetic philosophy that celebrates imperfection, simplicity, and the beauty of nature. This philosophy is

reflected in the design of the Mengjiahao Tea Space, which uses natural materials and incorporates abstract sculptures inspired by the natural environment.

The modern lines and minimalistic design of the storefront and tea tasting room also create a contemporary edge that resonates with younger consumers. Furthermore, the immersive sensory experience created by the design is highly shareable on social media, making it an appealing destination for millennials who value experiences that can be shared with their social networks. Overall, the architecture design of the Mengjiahao Tea Space creates an immersive sensory experience that captures the essence of traditional tea culture while making it accessible and appealing to modern consumers, especially millennials. The formal qualities of the design, including the use of natural materials, abstract sculptures, and modern lines, align with current design trends and appeal to younger consumers. The shareability of the experience on social media adds to its appeal, making it a destination for those looking for unique and Instagram-worthy experiences.

## Chapter 5 Analysis of the Design Solution

### **5.1 Analysis of the Visual, Physical, and Cultural Elements of the Design Solution**

The Mengjiahao Ancient Tree Pu'er tea Space is designed to transmit and promote pu'er tea culture through space. The design solution focuses on providing an immersive and engaging sensory experience that captures the essence of traditional tea culture while appealing to modern consumers, especially millennials. The design solution consists of visual, physical, and cultural elements that work together to create a calm and authentic atmosphere that promotes the cultural heritage and significance of Chinese tea culture.

The visual elements of the design solution include the interior design, sculptures, and packaging. The floor plan is designed to provide visitors with a tour of tea culture, with different areas for different purposes. The sculptures, inspired by the natural environment of Yunnan and the ancient tea trees, are designed to arouse visitors' sensory feelings and create a connection between the tea space and nature. The packaging is designed to be simple and elegant, with a modern twist that appeals to younger generations.

The physical elements of the design solution include the furniture selection and the use of natural materials such as wood and stone. The furniture is made of natural materials such as wood and bamboo, reflecting the natural and authentic atmosphere of the space. The furniture is also designed to be flexible, allowing for different seating arrangements to accommodate different group sizes and activities. The use of natural materials such as wood and stone further enhances the sensory experience, creating a soothing and authentic atmosphere that complements the cultural heritage of Chinese tea.

The cultural elements of the design solution include the use of traditional Chinese elements such as calligraphy and bamboo, as well as the promotion of pu'er tea culture. The calligraphy and bamboo showcase the cultural significance of tea, while the promotion of pu'er tea culture highlights the importance of the tea in Chinese culture.

## **5.2 Evaluation of the Success of the Design**

The success of the design solution can be evaluated based on its ability to achieve the intended goals of transmitting and promoting pu'er tea culture through space. The design solution successfully creates a calming and authentic atmosphere that promotes the cultural heritage and significance of Chinese tea culture while appealing to modern consumers, especially millennials.

The floor plan, sculptures, and furniture selection are all designed to create an immersive and engaging sensory experiences that captures the essence of traditional tea culture.

The packaging design also successfully appeals to younger generations, with a modern twist on traditional elements. The use of natural materials such as wood and stone further enhances the sensory experience, creating a soothing and authentic atmosphere that complements the cultural heritage of Chinese tea.

Overall, the Mengjiahao Ancient Tree Pu'er tea Space design solution is a successful balance between tradition and modernity, promoting the cultural heritage and significance of Chinese tea culture while appealing to modern consumers. The design solution provides an immersive and engaging sensory experience that captures the essence of traditional tea culture while making it accessible and appealing to young people.

Through the creation of renders, models, and feasibility studies, I was able to refine the design of the Mengjiahao Ancient Tree Pu'er tea Space over time. This is a process of evolution, where I constantly reflect on the relative success of my work and make changes accordingly. In comparing my design solutions with teastone's, I was able to identify areas for improvement and make changes to better meet the needs of modern consumers, especially millennials.



*Figure. 43 Peaches at Construction Site, Mengjiahao Tea Space*



Overall, the design of the Mengjiahao Ancient Tree Pu'er tea Space reflects my research being "creation – reflection". Through my literature review and field study, I was able to respond to the need for a medium to make traditional Chinese tea culture more accessible to young people. Through prototypes such as renders and models, I reflected on the relative success of my work and made changes accordingly. Finally, through the creation of the actual space and artifacts, I am able to see the successes of my work and evolve the space and artifacts over time. I realize that in order to love tea, we must revere nature. Therefore, I hope to convey to young people through these sculpture that tea is not easy to come by and should not be wasted. These details are scattered throughout the space, and I hope that by guiding young friends through this space, they can gain a deeper understanding and appreciation of tea and tea culture.

## Chapter 6 Conclusion

### 6.1 Summary of the Research Findings

This study aimed to explore the design of tea culture spaces in modern cities, with a specific focus on the Mengjiahao Ancient Tree Pu'er tea Space. Through field research, case studies, and prototypes, this study aimed to create a design solution that successfully transmitted and promoted the essence of pu'er tea culture to a wider audience.

The field research revealed the significance of Chinese tea culture and the importance of creating a sensory experience that connects visitors with nature. The case studies highlighted the need to balance tradition and innovation in tea space design, and the importance of creating an immersive and engaging sensory experience.

The design solution for the Mengjiahao Ancient Tree Pu'er tea Space focused on creating a calming and authentic atmosphere that promotes the cultural heritage and significance of Chinese

tea culture while appealing to modern consumers, especially millennials. The floor plan, sculptures, and furniture selection were all designed to create a tour of tea culture that provides visitors with an immersive and engaging sensory experience.

## **6.2 Implications of the Study for the design of tea culture spaces in modern cities**

The findings of this study have implications for the design of tea culture spaces in modern cities. The design solution for the Mengjiahao Ancient Tree Pu'er tea Space demonstrates the importance of creating a sensory experience that connects visitors with nature and promotes the cultural heritage of Chinese tea culture. The study also highlights the need to balance tradition and innovation in tea space design and create an immersive and engaging sensory experience.

## **6.3 Recommendations for Future Research**

Future research in the design of tea culture spaces in modern cities should consider exploring the impact of cultural differences and their influence on design decisions. Designers can also examine the relationship between sensory experience and cultural transmission in tea culture spaces.

In addition, research can be done on the effectiveness of packaging design in promoting the cultural significance of tea and how it can contribute to the success of tea culture spaces in modern cities.

Overall, this study provides insights into the design of tea culture spaces in modern cities and highlights the importance of creating an immersive and engaging sensory experience that promotes the cultural heritage of Chinese tea culture while appealing to modern consumers.

## Epilogue

### **From Concept to Reality**

As a result, I am proud to announce that the Mengjiahao Tea Space will be opening its doors on April 30, 2023, for visitors to experience the beauty and significance of Pu'er tea culture. I am grateful for the opportunity to have gone beyond the conceptual prototype and to have created a full production model that embodies my design philosophy and vision. I am proud of the work that has been accomplished, and I believe that the Mengjiahao Tea Space will serve as a model for the fusion of traditional Chinese tea culture with modern design and aesthetics. It has been an honour to share this journey.

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