

A study on the influence of theme park color design on tourists' emotion based on color psychology

Zihan Meng*

*Department of Storytelling, Dong-Eui University, Busan, Korea¹

Cheeyong Kim**

**Department of Game Animation Engineering, Dong-Eui University, Busan, Korea²

Abstract

Color psychology can be applied to many aspects of human life, and it also plays an important role in theme park design. This significance is not only commercial, but also an important part of shaping the overall image of the theme park. This paper will take Shanghai Disneyland as an example to analyze the color psychology used in Shanghai Disneyland and its influence on visitors' emotions.

Keywords: *Color Psychology, Theme Park Design, Shanghai Disneyland*

1 The emotional impact of color on people

Color and people's psychology are closely linked, psychologists believe that the first feeling of the person is vision, and the most influential to the vision is color. Vittorio Storaro once said: "Color is part of the language of film. We use color to express different emotions and feelings, just like light and shadow to symbolize the conflict between life and death.I

1 Zihan Meng is a PhD candidate at Dong-Eui University, Email: meng_maomao@163.com

2 Cheeyong Kim is a Professor at Dong-Eui University, Email: kimchee@deu.ac.kr

believe that different colors mean different things and that people from different cultures interpret colors differently." The great photographer also spent a lot of time studying the effects of color on people's visual and psychological levels, in order to explore how color embodies human emotions and emotions. Finally, he found that a person in blue or dark environments was likely to feel calm or tired, while a person in bright colors was aroused and energized.

The use of such colors and emotions is of great significance not only in movies, but also in many aspects of human life. For example, when some devices are turned on, the "ON" button is often green, while the "OFF" button is mostly red. This is because green gives people the sense that it represents access and permission, while red implies denial and error. This is shown in the Figure 1.



Figure 1. Off and on button
(<https://huaban.com/pins/512385332/>)

Therefore, such color use is often used in the fields of architectural design, landscape design and so on.

2. Color design of Shanghai Disneyland

As the most successful theme park in the world, Disneyland is worthy of learning from the application of color in its design. When it was designed, it fully considered the influence of color on human emotions.

Let's use the flat map of Shanghai Disneyland to explain more clearly the importance of color in theme park design. As shown in Figure 2, Shanghai Disneyland is divided into seven parts. The entrance is called "Mickey Street", which is next to the "Disneytown" on the left. The two parts are mainly in light brick red, which is full of life atmosphere and creates an atmosphere of walking in a small town. Vibrant reds give people a sense of alarm, while lighter brick reds give people a sense of enthusiasm and energy. The headquarters of Disney is in the United States, and the small towns of the American West are famous all over the world. This place allows visitors to immerse themselves in the small town culture of the United States immediately.



Figure 2. Shanghai Disneyland

(<http://www.askququ.com/ent/xingzuo/14099.html>)

Then continue walking will arrive at the middle part of the 'garden', There are seven gardens with different styles, presenting the themes of family, friendship and joy respectively. The overall color is light green, giving a fresh, safe, calm and comfortable feeling. Above the garden is 'Fantasyland', 'Enchanted Storybook Castle' is located in this area. As it is built in the Disneyland in China, in addition to the blue and pink design symbolizing hope and dream, the

castle also adds Chinese elements. The top of the castle spire is a golden peony, a famous Chinese flower. Tourists often come here to relax at a time when other parks are tired, so the color here is as dreamy as the name suggests, using a lot of pink and green naturally brought by vegetation. This color can calm people down in a state of constant excitement, feel the comfort of the fairy kingdom, and give visitors a gentle rhythm of the play area.

Then the park on the far left of the map is 'Tomorrowland'. The overall color is mainly grey and blue, bringing people a sense of mystery in the future, which is very consistent with the future style of the whole park. The rides here also use plenty of neon lights to lift the spirits to the top, and this is often the first area for tourists to visit.

On the far right is 'Treasure Cove', which is connected with 'Adventure Isle' by a lake. Yellow and brown are used in color design. The use of these two colors and a large number of imitation wood buildings give people the feeling of being in the tropics. This section and 'Tomorrowland' are the two areas closest to the gate, designed to get visitors excited in the first place.

3. Result

The design of the whole Disneyland uses color, which cleverly influences the emotions of visitors through color psychology. From the beginning of entering the park, visitors are immediately immersed in the whole park through the hint of color. In particular, each area is color-coded according to the story and cultural background, so that visitors can experience a different temperament and atmosphere throughout the park, rather than a single amusement park. Moreover, the use of bright colors in the overall style also makes tourists feel physically tired in the park, but still full of vitality in spirit, which is the reason why Disney park makes tourists linger on.

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