

Development Path of Urban Planning Exhibition Hall: From the Perspective of Knowledge Production

Wenting Wang^a, Rui Zhang^{b,*}

School of Business, Jiangnan University, Wuhan 430056, China

^a794626420@qq.com, ^blx_zr@163.com

*Corresponding author

Keywords: Knowledge production, Urban planning exhibition hall, Development path

Abstract: Urban planning has strong professionalism and independence in itself, and it is difficult for the public to get involved in it. However, the importance of public participation in urban planning is self-evident. Therefore, the urban planning exhibition hall serves as a bridge, providing the public with a better understanding of urban planning by establishing extensive contacts with the public while assuming a professional function. From the perspective of knowledge production, the current situation and problems in the development of urban planning exhibition halls are analyzed in this paper, and finally suggestions on the development of urban planning exhibition halls from four aspects are put forward: defining the purpose of knowledge production, improving the experience of knowledge dissemination, broadening knowledge marketing channels, and strengthening knowledge education planning.

1. Introduction

Most urban planning exhibition halls in China have been open for 5-10 years. As a kind of emerging exhibition hall, urban planning exhibition halls are faced with the transition from planning to urban exhibition.

In general, urban planning exhibition halls should have five major functions: planning research, exhibition, education, communication and service. Since the urban planning exhibition halls were built and opened, efforts have been made to explore a future-oriented development strategy. In this context, this paper discusses the development path of urban planning exhibition hall from the perspective of knowledge production.

2. The existing problems in development of urban planning exhibition hall

2.1 The lack of positioning in knowledge dissemination

The knowledge production has different requirements for the quality of producers from that of general commodities, and also has certain requirements for the quality of the receivers of knowledge, that is, the public. The public, including students, white collars, workers, foreigners, etc., have uneven understanding and comprehension of knowledge. The planning exhibition hall has a certain height on the professional level based on its academic research function. Therefore, it is hard to meet the differentiated needs of the public with different knowledge levels if the visitors are provided with unified, lofty and professional knowledge.

2.2 Strict screening of knowledge content

From the planning of the exhibition to the whole process of the exhibition, the planning of the exhibition hall needs to be reported to the superior departments layer by layer, and then approved by the superior departments layer by layer. The content of approval includes subject, text, pictures and potential risks of communication. The whole process is not only long, but also involves some degree of deletion or even refusal of examine and approval for content that does not meet the requirements of ideology.

This kind of exhibition system has certain restraint to the production and dissemination of knowledge. While the "correctness" of content is usually the most significant consideration, the innovation of knowledge production is affected to some extent.

2.3 The lack of interaction in public engagement

The urban planning exhibition hall usually displays the development and future planning of the city to the public, and undertakes the research of urban planning and the education towards the public. This is basically a one-way flow of information, but public opinions and two-way communications are often omitted.

Although the public lack professional planning knowledge and ability, the importance of public participation in promoting urban development is self-evident. Because urban planning enables citizens to have a better life---every city is owned by citizens, only when the public actively takes part in urban planning, can the results of urban planning be more conducive to the public's life, study and work.

2.4 Inadequate public education planning

At present, in terms of social and educational work of planning exhibition halls in various regions, they either only focus on the form and lack of concrete content to support, or invite external organizations to jointly hold activities, which makes people worry about the continuity of brand communication of planning and display, and the role of social and educational workers in exhibition halls is not fully played. As a planning exhibition hall, it lacks mature and standardized operation system and social education service system.

3. The development path of urban planning exhibition hall

Under the background that the planning exhibition hall is more inclined to pan-entertainment, it should not only undertake the historical responsibility of knowledge production, but also accomplish the new mission of disseminating knowledge to the public.

Urban planning exhibition hall is more like a place of "knowledge production". All activities and behaviors in the exhibition hall are carried out around knowledge production and dissemination. Therefore, the significance of planning exhibition hall lies in taking knowledge production as the starting point. From the perspective of knowledge production, the following Suggestions for the development of urban planning exhibition halls are put forward.

3.1 Clearing the purpose of knowledge production

Most of the urban planning exhibition halls in China are classified as public welfare undertakings, which show the results of urban planning in accordance with government requirements for both domestic and overseas citizens and professionals. Beyond that, the construction of urban planning exhibition hall can realize certain commercial value and promote the development of tourism, service industry and cultural industry.

At the same time, the urban planning exhibition hall can be built into a place to improve the cultural image of the city and the level of citizens' cultural life via the integration of capital, manpower and media power through the power of the government.

In addition to meeting the minimum requirements, from the perspective of knowledge production, every urban planning exhibition hall should make clear the what is the purpose of knowledge production, who is providing knowledge, what kind of knowledge they need, and what is the form carrier of knowledge.

The purpose of urban planning exhibition halls should be clear, and different urban planning exhibition halls should have their unique and differential positioning.

There can be many functions of the planning exhibition hall, but whether the focus is academic research on planning or knowledge dissemination to the public or other aspects, it should be clearly defined.

3.2 Promoting the experience of knowledge dissemination

Emotional experiences can leave a deeper impression on the participating public.

Therefore, strengthening the emotional connection between the urban planning exhibition hall and the audience, promoting the overall VI visual system of the exhibition hall to the public, cultural and creative products, the slogan and mascot of the exhibition hall, as well as setting up bookstores and cafes in the museum will enhance the visitors' visiting experience and accelerate the efficiency of knowledge dissemination.

In terms of display modes in current exhibition halls, most of them belong to the shelves and classical form, which are understandable, but beyond that, small immersive exhibitions can be arranged in limited space in the exhibition area, and small three-dimensional multimedia space for immersive experience can be set in the cinema and experience area by using new media art, such as photography, film and design.

Secondly, long-term and effective cooperation with universities and colleges can be established, selecting films made by college students majoring in planning, architecture and landscape design to show the spirit and attitude of contemporary youth towards urban culture. It is not merely a communication activity between the planning and the public (mainly young students). At the same time, many exhibition items can be appropriately added with some voice control devices. For example, the livable exhibition area can add the voice control equipment of birdsong and fragrance of flowers to enhance its scene-like experience.

In terms of the layout of the exhibition areas of major halls across the country, it is obvious that there is a lack of demonstration of the soft power of contemporary urban culture.

The streamline of the exhibition hall needs to be optimized to make the exhibition area more cultural, entertaining and planar, so as to avoid the fatigue and compulsion that the unified arrangement of exhibitions brings to visitors. This is what a city hall, a planning exhibition hall with knowledge production as its responsibility, should do.

3.3 Strengthening knowledge education planning

The social and educational activities in urban planning exhibition hall should have continuity, autonomy and certain social effect. In terms of education planning, long-term plans, medium-term plans and short-term plans can be made, from the near to the far, systematically for the public to export targeted, complete system knowledge. In the continuity of time, the knowledge output process should not be interrupted, and can form a complete knowledge system.

Secondly, different educational methods and contents should be adopted according to the objects of different cultural levels. For example, the student groups can be divided into primary school students, middle school students and college students. For younger students, the content of education should not be difficult to understand, on the contrary, should be easy to understand. In terms of educational means, experiential and interactive education can be adopted to make it easier for the audience to absorb knowledge. For college students, teaching and communicating approaches can be used more, due to their certain basic knowledge.

More than that, the public visiting the planning exhibition hall can be divided into retired people and office workers to output knowledge in different time periods through effective methods. In this way, the weekdays from Monday to Friday can be reserved for retirees to visit the exhibition. Most of them have witnessed the development of the city, they are familiar with the city they live in and have deep feelings for it. At the same time, retired people will have high expectations for the future development of the city. It is particularly important for the educators in planning exhibition halls to have patience and high professionalism.

Hence, by finding the characteristics and knowledge demands of the target group of visitors to the planning exhibition hall, differentiated education can be more targeted, and the effect will be more obvious. Secondly, the planning exhibition hall can cooperate with professional urban planning units to cultivate the professional knowledge and skills of exhibition hall service workers.

The service workers of the exhibition hall can independently undertake several small classes on different topics to meet the different needs of the public, and also ensure the professionalism and

continuity of the brand of social and educational activities.

3.4 Expanding marketing channels

The premise of production and dissemination of knowledge in the exhibition hall is to ensure a steady stream of audiences to learn knowledge through various marketing channels. Otherwise, the urban planning exhibition hall with no or little public participation will lose its significance.

The knowledge marketing produced by exhibition hall can be carried out through various channels. First of all, as a tourist spot, it is necessary to strengthen business ties with local annual tourist CARDS. Furthermore, part of the exhibition space can be reserved for the alliance with related majors of local universities and colleges, and those areas can be provided to students of universities and colleges for exhibition.

Urban planning is a comprehensive subject, and planning exhibition should break its boundary and scope, enter the field of sociology.

The selected university exhibitions can focus on a series of issues such as urban construction, the relationship between cities and citizens, and people's feelings living in cities, etc. Some architecture students even go deep into a community and a region to do architectural design, which inevitably has a close relationship with the environment and related regions. This kind of alliance can not only promote the popularity and reputation of the exhibition hall, but also complement the official standard exhibition. Besides, through the library's research results and related knowledge compilation, the publication of books or e-books, magazines and other forms can better meet the public's need for knowledge.

4. Conclusion

All in all, if urban planning exhibition hall wants to have certain social influence, academic research ability and systematically establishment of the brand of urban planning exhibition hall must be continuously improved.

To be specific, on the one hand, exhibitions and activities with high quality, academic weight and social effect should be organized to make the exhibition hall a place for knowledge production. On the other hand, doing dissemination work after knowledge production, changing the public's cold and professional old ideas and thinking on urban planning, make the public like the planning exhibition hall as well as the city they live in.

Acknowledgments

The authors would like to express their deep appreciation for to the organizers of this international conference. In addition, the corresponding author of this paper is Rui Zhang.

References

- [1] Lei Liangzhong, Visual Ethnography: Knowledge production process and practice of anthropology [J], *Journal of Southwest University for Nationalities(Humanities and Social Sciences)*, 2016 (11): 28-34
- [2] Guo Ruiying, The Transformation and Problems of Pedagogical Knowledge Production Mode [J], *Educational Theory and Practice*, 2014 (7): 12-16
- [3] Wen Maodong, Shen Wenqin, Model II of Knowledge Production and Educational Research: Case Study of School of Education, Peking University [J], *Peking University Education Review*, 2010 (4): 65-74
- [4] Zhen Hangsheng, Academic Discourse Power and The Development of Chinese Sociology [J], *Social Science in China*, 2011 (3): 27-34
- [5] An Tao, Zhou Jin, Han Xuejing, From Knowledge to Thinking: Disciplinary Turning of Educational Technology [J], *E-education Research*, 2018 (9): 17-21