



# 红 楼 梦 拙 政 园

企划

The Story of the Stone

主讲人 / MIAN





# Mian

舒适/享受/创新/生活

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## 【设计思路】

一

使用平面设计手法来传达黛玉的形象

二

结合拙政园的建筑风格

三

色彩符合夜景







壹

项目介绍

贰

可行性

叁

目标群体

肆

我们的优势





# 策划主要内容

**夜游拙政园：沉浸式体验大观园：曲桥重现黛玉葬花**

**这个系列企划的核心是红楼梦IP。在拙政园夜游中利用多媒体设备，如：LED灯，冰屏AR等，结合真人角色扮演互动，让游客在现代科技中体验传统文化。以越剧红楼梦的实拍场地“曲桥”为主，让游客以大观园“客人”的身份，沉浸式与家喻户晓的红楼梦角色进行互动。**





# 黛玉葬花系列

## 曲晏流光

但见落红携细流，  
涓涓相送伴同游；

主要观赏内容：  
游人们可以在曲桥岸边观赏  
由流水和花灯展现的葬花场景。  
同时，这个河中花灯可以贯穿全部夜游。



## 海棠春坞

侬今葬花人笑痴，  
他年葬侬知是谁？

NPC小短剧表演：  
黛玉不满河中的花瓣，嗔怪宝玉。  
二人便在那庭园里斗起嘴来。



## 互动光影

唯余暗香依旧在，  
何处可寻故人踪。

装置展示：  
在桥面或者岸边安装投影互动装置。  
落花铺满桥面，若游人踩到落花投影周围，花瓣会“陷入”土里，为游人开路。





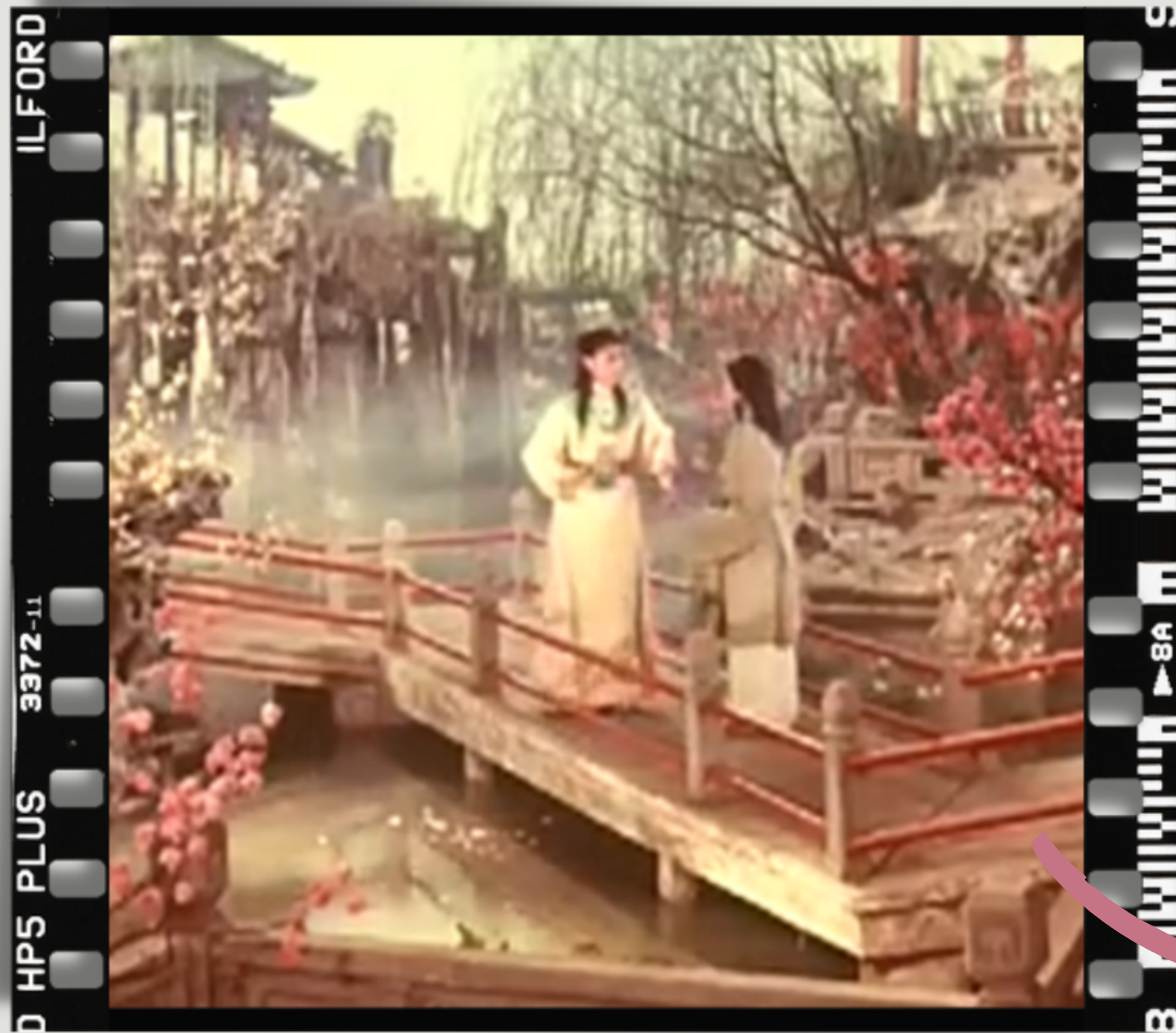
# 海棠春坞小剧场原文：

那林黛玉正自伤感，忽听山坡上也有悲声，心下想道：“人人都笑我有些痴病，难道还有一个痴子不成？”想着，抬头一看，见是宝玉。林黛玉看见，便道：“啐！我道是谁，原来是这个狠心短命的……刚说到‘短命’二字，又把口掩住，长叹了一声，自己抽身便走了。”

这里宝玉悲恸了一回，忽然抬头不见了黛玉，便知黛玉看见他躲开了，自己也觉无味，抖抖土起来，下山寻归旧路，往怡红院来。可巧看见林黛玉在前头走，连忙赶上去，说道：“你且站住。我知你不理我，我只说一句话，从今后摆开手。”林黛玉回头看见是宝玉，待要不理他，听他说“只说一句话，从此摆开手”，这话里有文章，少不得站住说道：“有一句话，请说来。”宝玉笑道：“两句话，说了你听不听？”黛玉听说，回头就走。宝玉在身后面叹道：“既有今日，何必当初！”林黛玉听见这话，由不得站住，回头道：“当初怎么样？今日怎么样？”



# 越剧红楼梦电影



曲桥：

取景地为拙政园





# 操作方法

## 设备

冰屏一幕  
感应器三台  
投影两台



## 注意点

设备的隐藏;  
移动电源的重要性;



效果理想图 ↑



# 设备布置示意图

- 冰屏：布置于潭水左侧山坡上，用于展示黛玉葬花的AR内容

\*位置如图所示，图片左侧黄色星星图案处

- 投影仪1：布置于前太平天国官员书房二楼，用于给布置在小山上的冰屏提供AR投影内容

\*位置如图示，二楼左侧红圈

- 投影仪2：布置于前太平天国官员书房二楼，用于给布置在曲桥桥面上的互动投影提供内容

\*位置如图示，二楼右侧红圈

- 感应器（三个）：布置于曲桥矮护栏下，用于检测游客是否走过这一个区域。

\*位置如图示，3个蓝色圆形

\*\*若测试失败，可以和投影2 一同直接移动至岸边竹高架





# 其他项目

## 泪洒潇湘

在竹林小路上，利用已有的设备  
设计思路，将绿色激光灯改为白  
色，并加以背景故事作为支撑。降  
低成本，改善效果。

## 宝钗扑蝶

在假山上，运用全息投影技术，利  
用已有的设备再现典故。在山林中  
嬉戏，宜喜宜嗔的灵动之美。



## 南柯梦

利用已有的打光布点和人力资源，  
表演清虚观里演出的第三场剧目。  
于观众而言，书里到园里的一游，  
都只是一场高楼上的梦。

## 光影互动

表演有声剧，与光影配合。山上会  
站着NPC，对着游客互动。NPC之  
间也会有符合原著的对话，以此表  
演剧情。



# 目标群体

/WHO



## 红楼梦爱好者

- 人尽皆知
- 年轻粉丝
- 尊重原著



## 拍照打卡爱好者

- 小红书上分享生活
- 设置专门的拍照点
- 宣传



## 传统文化爱好者

- 中国传统园林
- Dresscode



# 面向群体



## 全年龄观览

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- 未成年人
- 老人

## 无障碍设施

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- 设备
- 团队





# 红楼IP 的选择

## 联系紧密

拙政园与曹雪芹和他的家族有着十分紧密的联系。

有部分观点表示，大观园的原型便是拙政园，并且无论是87版还是越剧版的《红楼梦》其景观设计都有参考拙政园。



## 知名度高

曹雪芹倾尽一生心血的作品《红楼梦》在国内有着相当普及的知名度，无人不知无人不晓。

是无可置疑的文化精华。



## 粉丝量大

红楼梦是有着基数相当庞大的粉丝群体，不分老幼，稳定性也很高。

无论国内外，人们对优秀作品报以极高热诚的，所以也能吸引对中国文化感兴趣的国外游客。





# why-盈利模式



## 门票收入



这是景点最主要的收入，门票的具体价格可以参考市面上相似的产品进行制定。（eg. 不眠之夜票价700-900r）

## 文创产品



拙政园内设有一些商店和摊位，可以销售与红楼梦以及拙政园相关的特色商品。

## 合作与赞助



与一些企业、政府机构建立合作关系，进行品牌合作、赞助活动等。通过与合作伙伴的合作，可以获取一定的经济支持。








# 感谢观看

THANKS FOR WATCHING







# *The Humble Administrator's Garden*

Dream of Red Mansion

Present / MIAN





# Mian

Comfort / Enjoyment / Innovation / Living



**CEO**

**Ruishan  
Dong**



**CEO  
Vice**

**Zhe  
Wang**



**CFO**

**Yike  
Xie**



**COO**

**Qinyao  
Shen**



**CTO**

**Yuting  
Wu**



**CMO**

**Yahan  
Lai**







## Design methodology

1

Use graphic design to deliver the characteristic of Daiyu.

2

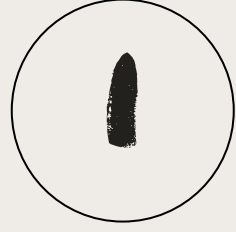
Combine the HAG architecture style with window elements.

3

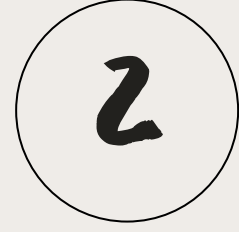
Point out the night theme by color platte.



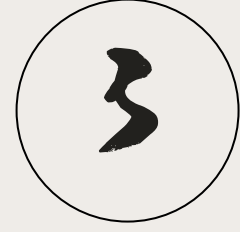




WHAT



HOW



WHO



WHY





# What: Major Project

IP:

the Dream of the Red Mansion

Multimedia :

LED lights, ice screen AR, etc.,

Interactive:

real-life role-play interaction;  
immersive experience traditional culture.

- Night tour of the Humble Administrator's Garden;
- Immersive experience of the Da Guan Garden;
- Quqiao showing Daiyu burying flowers.





# Daiyu Buried Flowers Series

## Flower Lanterns in the River

Fallen petals swim, tourist roam,  
river flow;  
Carried feelings sinking.

Visitors can watch the buried flower  
scenes presented by flowing water and  
lanterns on the banks of Qu Bridge.  
Also, this river lantern can be seen  
throughout the night tour.



## Short play performance

Today I am burying the dropped  
blossoms,  
Tomorrow who is going to bury me?

Daiyu was not happy with the  
flower in the river and blamed  
Baoyu.  
Two of them then argued in that  
garden.



## Interactive light

Only the lingering fragrance is still  
there, where can I find the trace of my  
past friend.

An interactive projection is  
installed on the bridge or on  
the bank.





# Yue Opera : Dream of Red Mansion



Qu Bridge :  
INSIDE the  
Humble Administration  
Garden



# How to operate

## Equipment

Transparent Led :  
one

Sensors: Three

Projection: Two



## Attention

- Hidden devices.
- The importance of mobile power;



Ideal picture of the effect ↑

Falling flowers cover the bridge and if visitors step around the projection, the flower petals will "sink" into the earth clearing the way for visitors.



# Equipment layout

-Ice screen: arranged on the hillside to the left of the pool, used to display the AR content of Daiyu's buried flowers. \*Located as shown in the picture, at the yellow star pattern on the left side of the picture.

-Projector 1: Positioned on the first floor of the former Taiping officials', used to provide AR projection content for the ice screens arranged on the hill. \*Located as shown, left red circle on the first floor.

-Projector 2: Located on the first floor of the former Taiping officials' , used to provide content for the interactive projections arranged on the bridge. \*Located as shown, first floor, right-hand red circle.

-Sensors (three): Arranged under the short guardrail of the curved bridge to detect if visitors have walked through this area. \*Located as shown, 3 blue circles. \*\*If the test fails, they can be moved directly to the bamboo stile on the shore near projection 2.





# Other projects

## Tears in Xiaoxiang

Using existing equipment and design ideas on the bamboo path, the green laser light was changed to white and supported by a background story. Reducing costs and improving the effect.

## Baochai catching butterfly

On the rockery, projections are used to recreate the story. We can use the equipment already available. It shows a playful, joyful and spiritual beauty in the mountains and forests.



## A Dream of Mansion

The third performance of the play in the Qingxuguan was performed using the existing lighting set and human resources. In audience's view, a trip from the book to the garden just like a dream on a great mansion.

## Light Interactive

An audio drama is performed to accompany the light. There will be NPC standing on the mountain, interacting with visitors, and dialogue between the NPC in keeping with the original story.



# Target Visitors

/WHO



Fans of The Dream  
of Red Mansion

- Everyone knows
- Young fans
- Respect for the original



Fans of taking  
photos

- Share life on Little Red Book
- Set up specific photo spots
- Promote



Fans of traditional  
Chinese culture:

- Traditional Chinese Gardens
- Dresscode



# Visitor



## All-age viewings

- Minors
- Elderly

## Accessibility

- Equipment
- Team





# Why we choose this IP

## Close links

The Humble Administrator's Garden has strong links with Cao Xueqin and his family. Some have pointed out that the Da Guan Garden was based on the Humble Administrator's Garden, and that the landscape design of both the 87th and the Yue Opera versions of Dream of the Red Chamber has references to the Humble Administrator's Garden.



## High popularity

Cao Xueqin's lifelong work, Dream of the Red Mansions, has become quite popular in China and is well-known to everyone. It is the treasure of Chinese culture.



## Fan base

Dream of the Red Mansion is has a rather large base of fans, cover all ages, and has a high stability. Both at home and abroad, people report a very high level of enthusiasm for the good works, so they can also attract foreign visitors interested in Chinese culture.





# why-Profit model



## **Ticketing revenue**

➤ This is the main source of income for the attraction and the exact price of the tickets can be set with reference to similar products on the market.

## **Cultural Products**

➤ In the Humble Administrator's Garden there are a number of shops and stalls selling special items related to the Dream of the Red Mansion and the Humble Administrator's Garden.

## **Cooperation and sponsorship**

➤ Establish partnerships with a number of companies and government agencies for branding and sponsorship activities. Through cooperation with partners, can obtain certain financial support.





*Thanks for  
Watching*

