



Internet-famous Community Survey

Social Survey & Regeneration Model & Planning Path

A Group Project

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In the context of the Internet era and stock renewal, some communities have become "Internet-famous spots" for ticking off due to their vibrant lifestyle and accumulated cultural atmosphere.

Based on the "Internet-celebrity" trend in the historical and cultural block of Xinhpu in Guangzhou, this study explores the mechanism of multimedia communication on spatial renewal and summarizes the regeneration mode of Internet-famous communities. On this basis, a future planning path is proposed, guiding the sustainable development of these communities.

Individual contributions to the group project:

- Conducted field study in Guangzhou Xinhpu, a historical and cultural community; analyzed and visualized over 167 questionnaire results from different perspectives of merchants, residents and Internet celebrities
- Analyzed the mechanism of social media in reshaping space and conducted modelling for famous architectures and courtyards with SU; analyzed the contradiction of this mode and realistic demands; drew residential network and consumption network; completed 30% of drawing and layout of the final work

1. Introduction (Credit: Xinyi Tang)

1.1. Background
Social Background

Against the background of rapid urbanization, **urban renewal for stock optimization** has gradually become a new driving force and a new normal in China's urban development. As the carrier unit of urban residents' social life, the community has also been included as an important part of urban renewal and sustainable development.

In the era of the Internet and experiential economy, the term "**Internet Celebrity**" has begun to enter the spatial field, and Internet-famous spaces and communities are gradually becoming new growth points for the street economy and carriers of urban renewal vitality.

Theoretical Background

Spatial Production Theory	Lefebvre proposed, "Space is produced with intention and purpose, and can be both produced and consumed."
Place Theory	Places are closely related to the history, culture, and other aspects of a city. Only when a space is endowed with meaning in the cultural environment can it become a place that citizens love and cherish.

1.2. Research purpose and significance

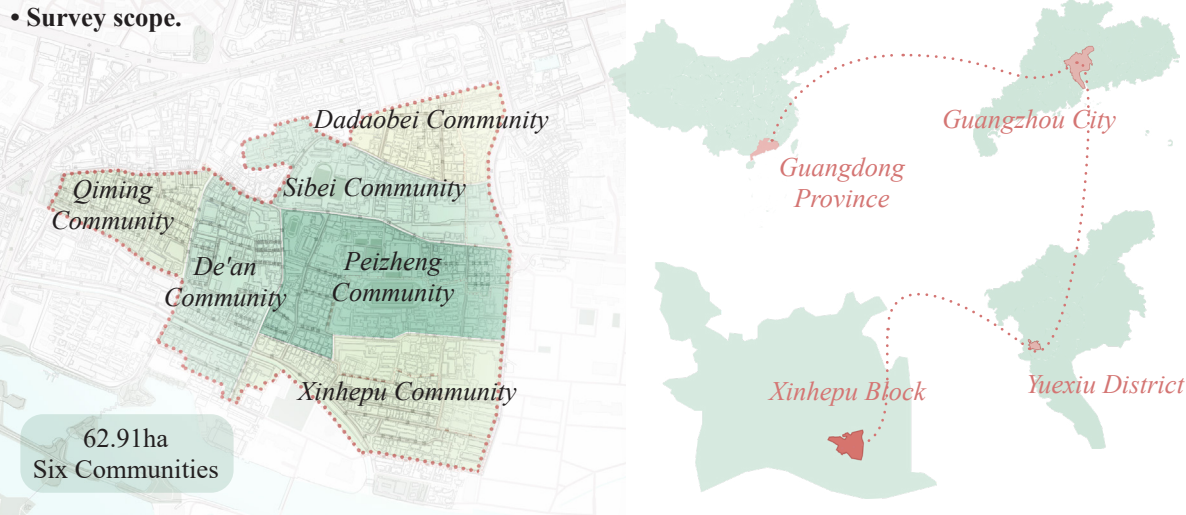
Research and summarize the regeneration situation and existing difficulties of Internet-famous communities, further explore their regeneration promotion models, in order to supplement relevant theories and provide practical references for future community regeneration and sustainable development.

1.3. Concept and definition

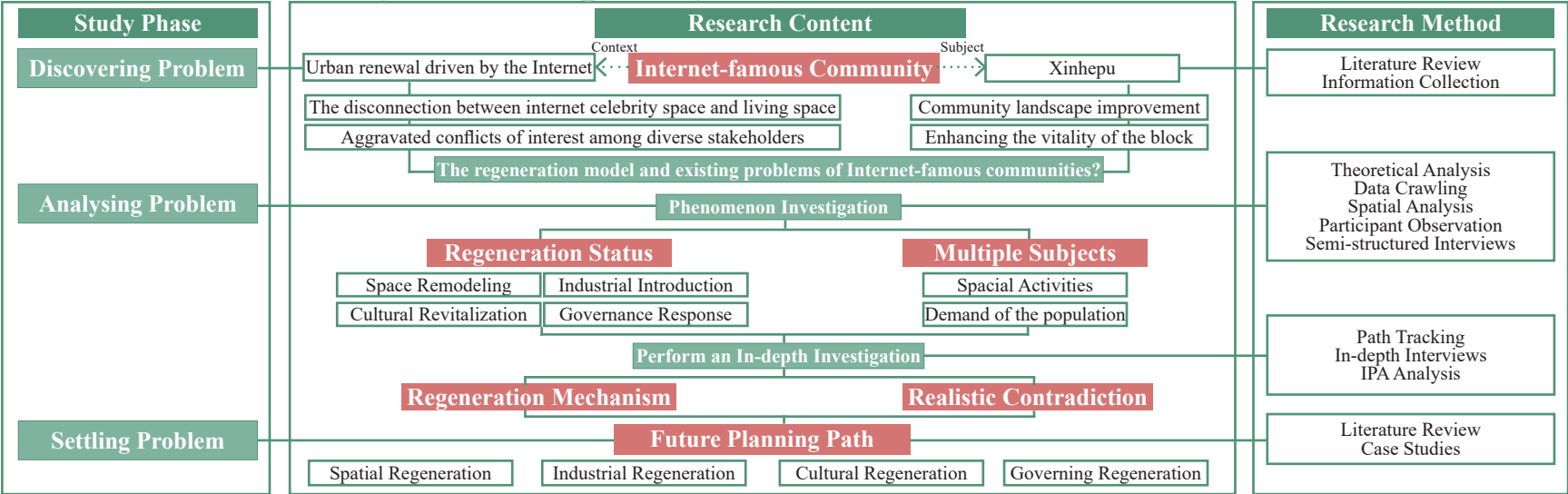
Internet-famous communities are a new phenomenon that has emerged with the development of new media and urban space, and their concept has not yet been strictly defined. Based on relevant references, this study defines the **Internet-famous community** as a social life community that has gained widespread attention and popularity on Internet platforms through the sharing and forwarding behavior of the public on social media, thanks to its unique and high-quality spatial elements.

1.4. Survey subject

The scope of this study is consistent with the protection scope of the **Xinhepu Historical and Cultural Block** and focuses on the area with high online and social discussion enthusiasm - **Dongshankou**.

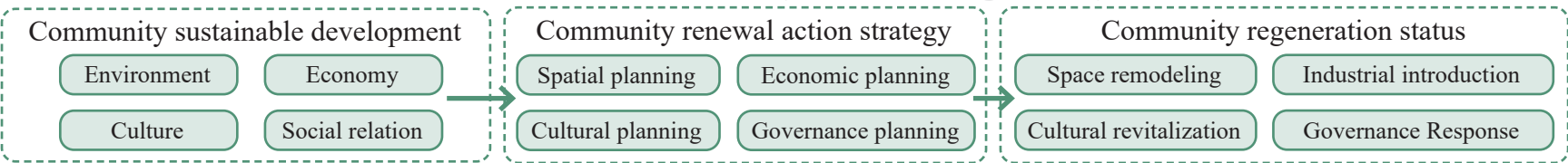


1.5. Research framework (Credit: Together)



2. Regeneration status

2.1. Hierarchical induction of the regeneration mode (Credit: Together)

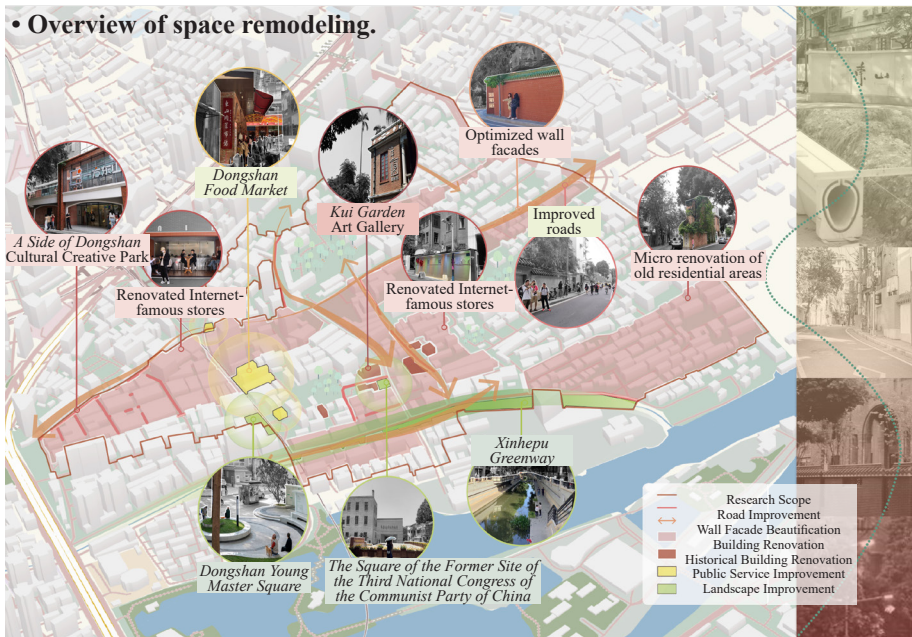


2.2. Space remodeling (Credit: Luming Xu & Ziqi Deng)

The Xinhepu district has undergone long-term and sustained spatial remodeling.

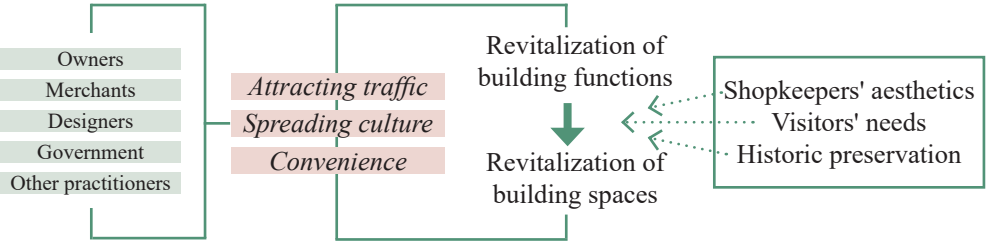
The community is implementing the *Xinhepu Historical and Cultural Block Renovation Project* - focusing on the protection of historical buildings, improvement of the living environment, and other aspects to revitalize the community as a whole, effectively enhancing the temperament and atmosphere of the block, with the characteristics of large-scale renewal and cluster distribution.

Moreover, the community is constantly accepting spontaneous spatial renovation practices from residents, businesses, and others, presenting a diverse and interwoven form in multiple spatial elements such as buildings and walls, landscapes and open spaces, road traffic, and public service facilities - these spaces are mostly distributed along major roads, forming countless popular tick-off points.



Revitalization of buildings and optimization of wall facades

Driven by the cultural needs of young consumer groups and guided by urban renewal, the red brick buildings and old factories in Xinhepu have been revitalized in terms of building functions, and public spaces and facades have been optimized with the updates of businesses and governments, forming a distinctive Internet celebrity space.



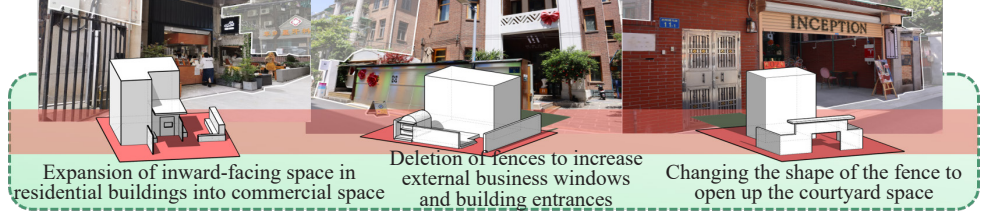
Functional revitalization of buildings



Communalization of architectural spaces



Externalization of courtyard space



Optimization of street facades



Humanization of landscape and open spaces

On the basis of maintaining the original spatial layout and traditional architectural forms, the texture of the block is sorted out to showcase the living and cultural style of the residents in the block. By incorporating cultural and aesthetic elements, public activity spaces are increased, making the landscape and open spaces more humanistic.



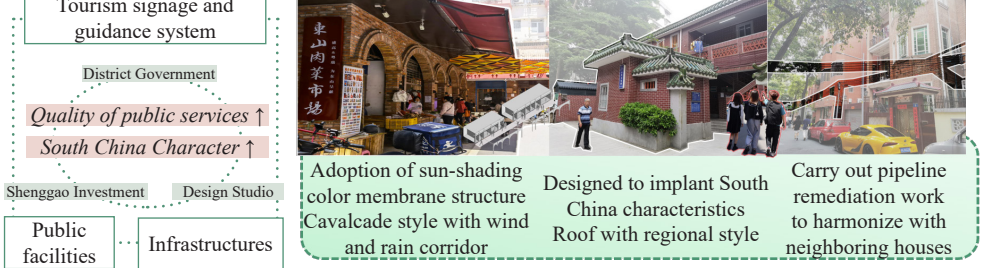
Ease of road transportation

Since 2019, the revitalization project of the Xinhepu area has been launched, along with the promotion of the greenway project and historical protection plan. The road pavement has been updated, the chaos of pedestrian-vehicle mixing has been improved, and the road comfort and safety factors have been improved, showcasing historical characteristics.



Convenience of public services and amenities

With the promotion of government departments and the participation of investment companies in the implementation, the quality of tourism signage and guidance systems, public service facilities, and infrastructure has been upgraded, and the introduction of a design team has enabled the public service facilities to display South China's characteristics.



The Western retro architectural style can meet the cultural and aesthetic needs of the clientele, and the personal characteristics of the store owners and the architectural style blend to form a unique spatial landscape.

The original supporting facilities of Xinhepu, such as the subway and the staggered street architecture, have paved the way for quality soil for cultural development, and it will take some time for the city to see a trend-oriented neighborhood in the true sense of the word.

The spatial remodeling consists of active renewal under government management and passive renewal under consumer behavior, focusing on community, ecology, and culture, taking into account the preservation of Dongshan's historical buildings and traditional community life, as well as the feasibility of market operation.

2.3. Industrial introduction (Credit: Rou Liang)

With its century-old history and the combination of Chinese and Western culture, Xinhepu has gradually attracted a large number of trendy brands and art creators. At present, there are various kinds of art spaces, galleries, cafes, B&Bs, and other new cultural and entrepreneurial businesses in Xinhepu, which have a positive effect on revitalizing the neighborhood economy, improving the quality of the space, and reshaping the culture of Dongshan.



Cultural and tourism industry

Xinhepu government has launched the renovation project, constructing Active Zone, Cultural Zone, and Creative Zone respectively, and creating cultural and creative parks such as A Side of Dongshan. It plans to integrate resources and strengthen the extension of historical and cultural values to social and economic values.

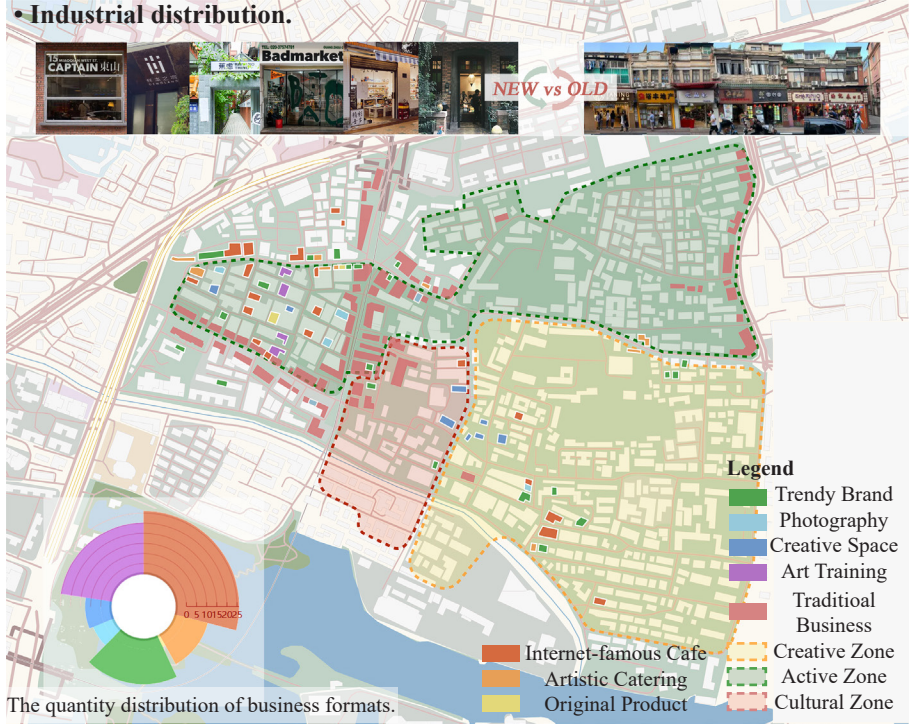
In addition, the government has introduced enterprises to participate in the construction of brand neighborhoods, while guiding the opening of public spaces and the renovation of old properties, making Xinhepu a representative historical and cultural landmark and a popular spot for modern urbanites.



New retailing

Under the guidance of new retail concepts and the demands of new consumer groups, the scale of Xinhepu's hip and cutting-edge aesthetics system continues to expand, and more and more newborn businesses are derived and innovated here.

While Xinhepu originally focused on daily community stores and teahouses, the presence of brands such as Bad Market, Hope & Sesame, and Local Culture has given new life to the historic district, creating the trendy atmosphere of today, bringing up the unique street trend culture of South China, and attracting more tourists to come and visit the district.



In the neighborhood quality enhancement work, Xinhepu has identified the key to commercial development, including a complex business model of food, drink, and entertainment, accommodating different cultural themes, and becoming a gathering place for cultural and creative industries and a convergence of free thinking. However, there are also problems such as industrial gentrification and convergence of business models.

2.4. Cultural revitalization (Credit: Xinyi Tang)

In 2019, Yuexiu District of Guangzhou City released the "Quality Enhancement Plan for Dongshan Xinhepu All-Region Tourism and Cultural Experience Neighborhood", proposing to promote the continuous optimization and enhancement of the neighborhood's life based on the concept of all-region tourism development, and inheriting the cultural connotations of the historical evolution, so as to turn Dongshan Xinhepu Block into a model area of "artistic life community" and "high-quality living circle suitable for living, working, and traveling".

Cultural community development

Careful management by the government, residents, and social organizations not only beautifies and transforms the community, but also continuously enhances the artistic and cultural atmosphere through cultural conservation and art exchange activities.



Continuity of history and culture

The government of Yuexiu District respects the historical charm and functionality of the regional architecture and environment, with the theme of protecting the diverse cultural heritage and the background of the Republic of China's western-style building complex, to build the block into a world-class cultural tourism destination with a strong cultural atmosphere and harmonious community life.

Multicultural coexistence

In recent years, Xinhepu has continuously attracted more trendy cultures with its strong atmosphere of cultural integration between China and the West, making the district a spontaneous and multicultural inclusive field in Guangzhou.

Internet-famous spots for ticking off.



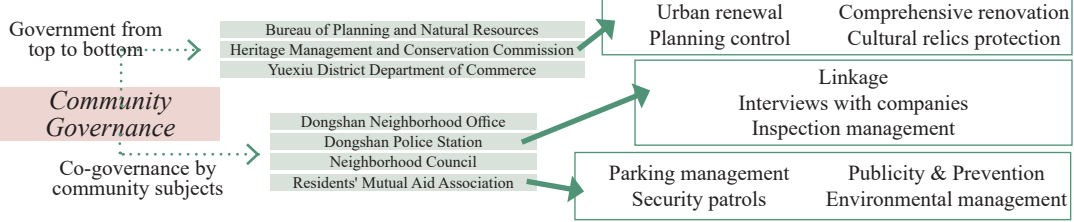
In terms of the strategy content and online popularity shared by *Little Red Book*, compared to the sharing of local city life in 2019, there has been a significant increase in content about trendy culture and internet celebrity check-in in recent years.

In the process of becoming popular on the internet, Xinhepu, which originally had a strong cultural heritage, has continuously embraced more diverse cultures and formed a unique cultural charm of the neighborhood. It has become a window for reflecting the collision of local culture, trendy culture, and other diverse cultures.

2.5. Governance Response

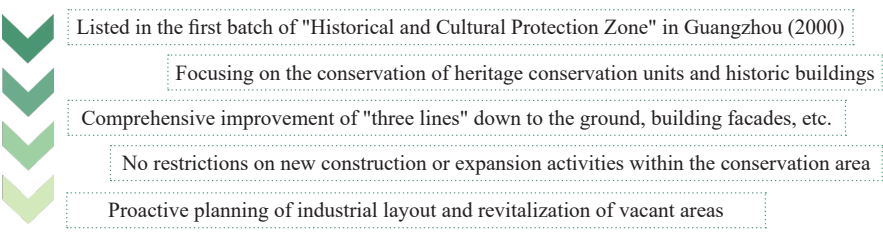
Overview

Relatively cautious top-down government forces and relatively calm bottom-up civil governance forces complement each other and jointly provide guarantees for the development of the community.



Leading innovation: top-down government policy governance

Since 2000, the Government has been playing a guiding role in community governance by providing macro-planning and top-level design as an important participant.



The government plays the role of guiding the innovation of strategy and management. However, in the process of renewal implementation, it is more of a bottom-up spontaneous force, with multiple subjects participating in the governance and improvement of the community.

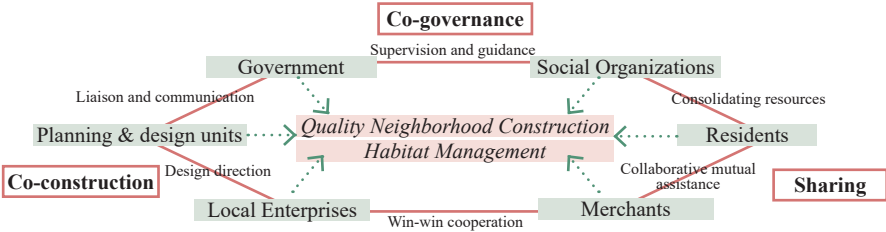
2.6. Problem Summary (Credit: Together)

Space The spatial remodeling brought about by internet celebrity objectively promotes the process of urban renewal in Xinhepu, and how should we protect the weakened original style in this process?

Culture How can Xinhepu, which is culturally inclusive, maintain its cultural foundation and avoid becoming a mere check-in point for internet celebrities while continuously absorbing diverse cultures for coexistence?

Pluralistic co-creation: relations between community subjects

Under the guidance of the government, more and more subjects are beginning to participate in the construction of Xinhepu Block, forming a network of harmonious relationships.



Industry The influx of trendy and internet celebrity industries like a tide has brought new strength to the renewal of the Xinhepu business model. How much impact and threat does this have on traditional industries?

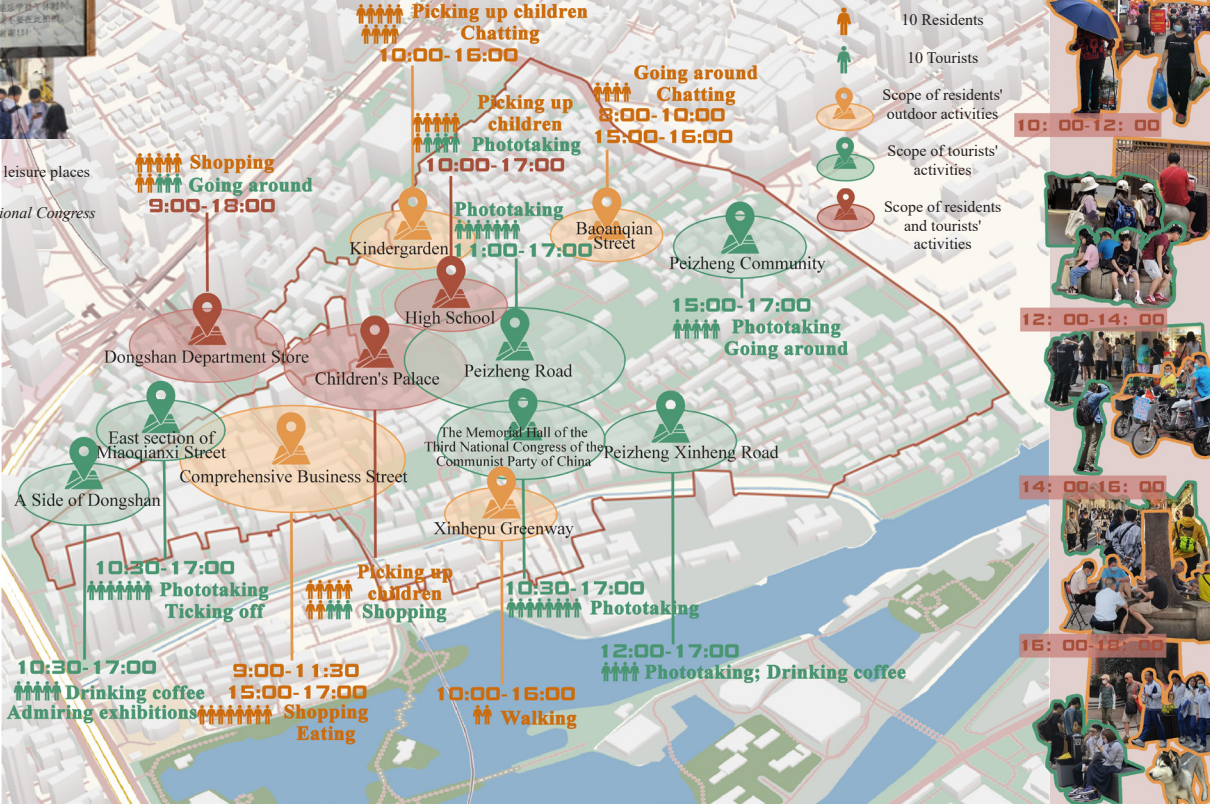
Governance Under the joint action of the government's innovative governance and diverse stakeholders, has the interests of multiple parties in Xinhepu been balanced, and what other voices need to be heard?

3. The realistic needs of multiple subjects

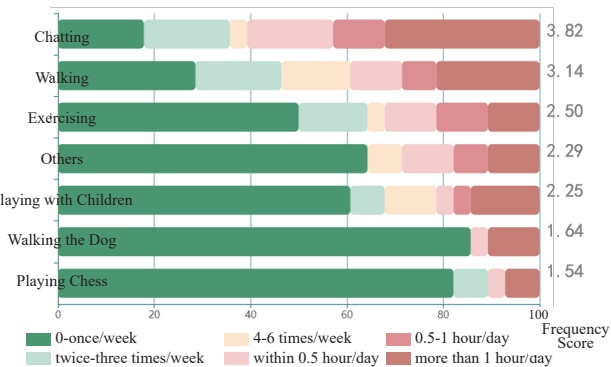
Travelers' destination preferences.



Crowd activity situation.



Types and frequency of daily activities for residents.



3.1. Research on Multiple Subjects

Portraits of people's activities

(Credit: Rou Liang)

The shaping of space, innovation in business formats, and cultural atmosphere have attracted a large number of tourists, and together with residents, they have drawn rich and diverse street activity portraits - residents either shop on commercial streets or take walks and chat on the roadside; Tourists can take photos and check in at *Miaoqianxi Street* and *Peizheng Road*, or leisurely experience the historical and cultural atmosphere of Xinhepu among the red brick villas. The influx of tourists has added a lively atmosphere to this historic district.

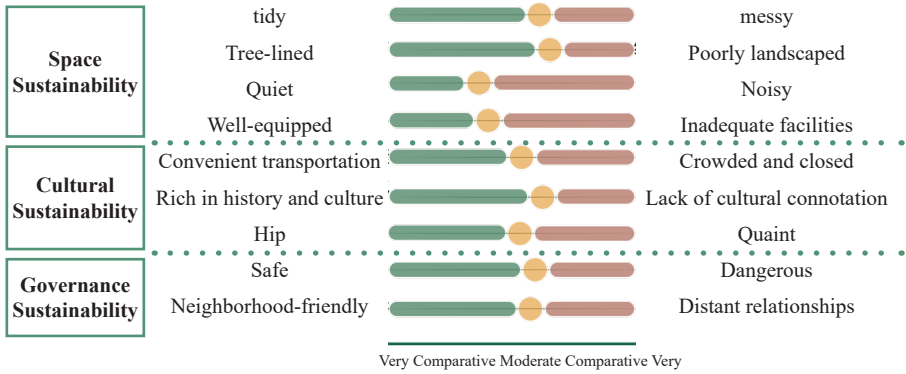
However, the gathering and activities of tourists have problems such as occupying public activity spaces in the community, loud noises, increased traffic pressure, and infringement of privacy by taking photos, which have brought negative impacts to residents' lives.

3.2. Needs of multiple subjects (Credit: Luming Xu & Rou Liang)

Sample overview and impressions of Xinhepu

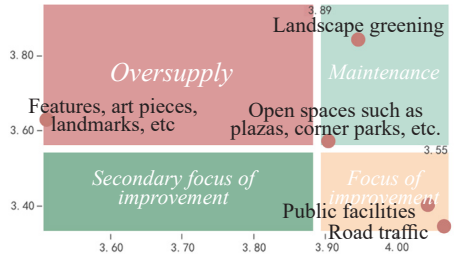
Through field research and online investigation, the community activity groups are mainly residents, merchants, tourists, and other practitioners. Offline interviews and questionnaire distribution were conducted, and online social media platforms (such as *Little Red Book*, *Bilibili*, *WeChat Moments*, etc.) were used to search for target audiences for questionnaire supplementation. A total of **167** valid questionnaires were collected, including 111 for tourists, 30 for residents, 11 for merchants, and 15 for other practitioners.

• Semantic difference scale for "Impressions of Xinhepu".



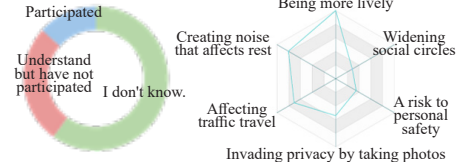
Analysis of the needs of residents

In terms of space demand, some residents believe that the popularity has increased the number of leisure places, but there are also problems with too many tourists affecting daily life and road traffic.



• IPA quadrant map of quality of living.

In terms of community governance, many residents know little about the related affairs. Others who participate in the renewal mainly join autonomous organizations and provide unilateral feedback.



• Community participation. • Relationship of residents & tourists.

In terms of community culture, some residents have engaged in relevant cultural activities. The Internet fame had little impact on neighborhood interactions, but locals rarely connect with visitors.

Analysis of the needs of merchants and other practitioners

The Internet-famous trend has brought more revenue to most stores, and merchants have strong social connections with residents.



• Pros and cons of the popularity for merchants.

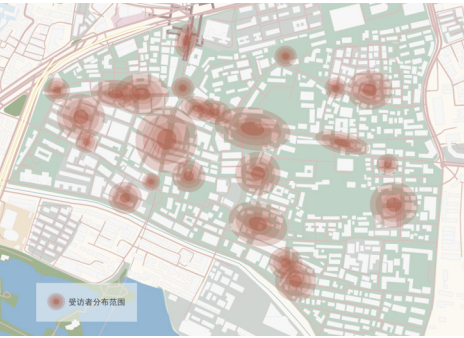
In order to cater to tourists, some businesses will purposefully shape their stores as "Instagram-Worthy Locations", combining the photostability of the store, the store's theme, and the architectural style of Xinhepu to promote consumption with the help of Dongshan sentiment.



• Revenue sources for merchants.

Other practitioners do not pay high attention to this trend, but have a high demand for landscape greening and traffic. The popularization of the community on the Internet has added convenience to office work to a certain extent, but the overall impact is relatively small.

• Distribution of respondents.



Most of the sample group felt the phenomenon of the "popularity" of Xinhepu in recent years. More than half of them expressed support for the online fame and believed that the combination of tradition and modernity has regenerated the old buildings and significantly increased the vitality of the community.

Analysis of the needs of tourists and Internet celebrities

Most tourists will pay special attention to the *five major overseas Chinese gardens*, as well as leisure places such as bars, cafes, and galleries. Tourists generally have higher expectations for historical and cultural buildings and unique streets. They also hope to admire art exhibitions and visit new and creative Internet-famous stores.



• Linkage of tourists' activities with destinations.

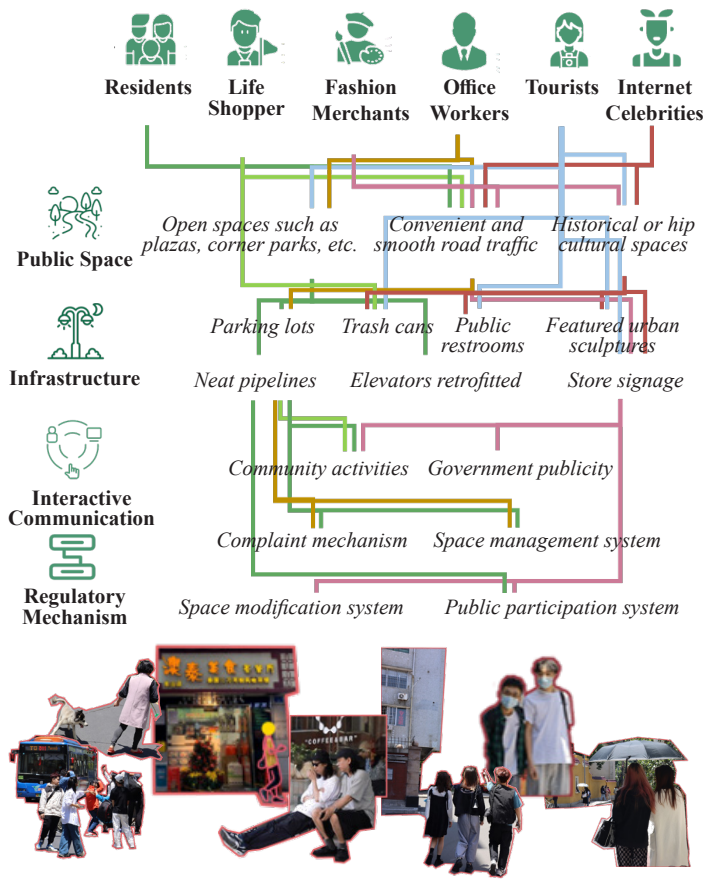
In terms of tourism experience, the actual feeling is more in line with expectations, but the difference between virtual and physical space has disappointed some of them.



• Tourist consumption situation.

The influencers' activities are mainly photo-taking and live broadcasting, with demands for artistic creativity, and historical and trendy elements in physical spaces.

3.3. Summary of population needs (Credit: Luming Xu)



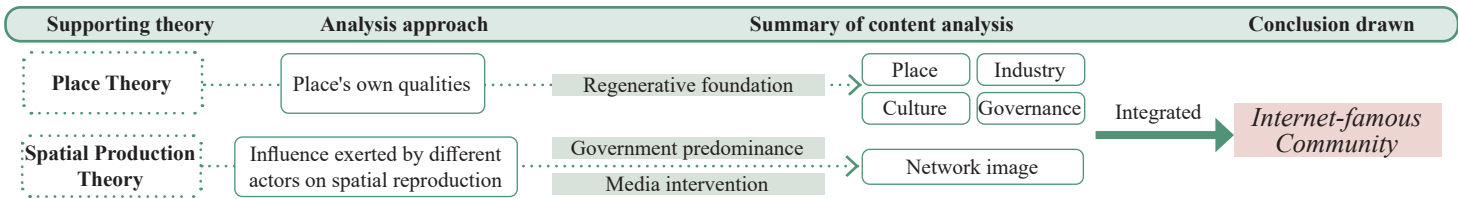
The development of Internet-famous communities ultimately returns to the development of people. In the process of regeneration of these communities, there are differences in the actual needs of different subjects. *Residents* are more concerned about the improvement of daily life facilities, *merchants* mostly focus on revenue and consumer spending and *tourists* pay more attention to the cultural landscape and play experience. Hence, there should be a targeted approach to meet the needs of the different subjects of the development of life.

At the same time, people's demand for **public space and infrastructure optimization** is highly uniform, especially for road traffic and facilities such as trash cans. The development of Internet-famous communities must pay close attention to the improvement of both. More importantly, it is necessary to further strengthen the interaction and communication among diverse subjects, organize inclusive and diverse community activities, provide platforms for different groups to fully express their own needs, and on this basis, improve the community management mechanism to ensure the satisfaction of diverse needs.

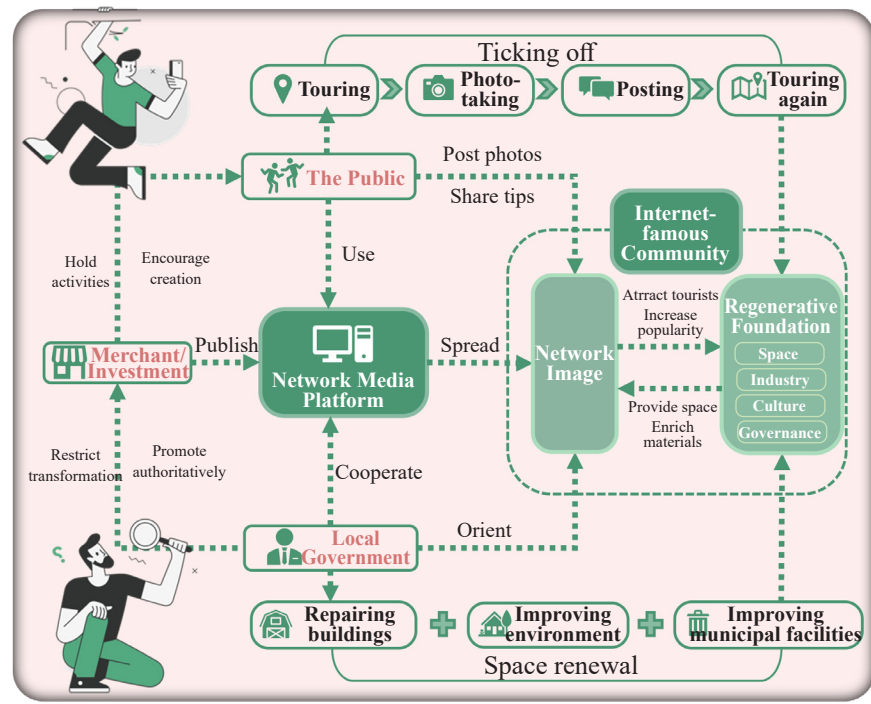
4. Regeneration mechanism research and problem analysis

4.1. Induction of regeneration mechanism model (Credit: Xinyi Tang)

Analytical framework



Induction of regeneration mechanism



Regeneration process

A unique sense of place is the basis for the regeneration of Internet-famous spaces.

Spatial reproduction brought about by the renewal process fuels the regeneration of Internet-famous spaces.

The generation of the online image realizes a mutation in the regeneration of Internet-famous spaces.

Impact of different subjects

The public use online media platforms such as *Little Red Book* to promote the production of Xinhepu's online image in the form of touring-photographing-posting-and-touring again.

The local government conducts environmental improvement and other spatial updates in Xinhepu based on the background of urban renewal, providing richer and better spatial materials for the production of network image.

Merchants and capital carry out Internet-famous construction of the space under government control and regulation, and leverage the internet to promote themselves, while promoting the production of the Xinhepu network image.

4.2. The contradiction between the regeneration model and the real needs (Credit: Luming Xu)



- The juxtaposition of multiple functional spaces gives the neighborhood interface a strong sense of collage.
- Visitors and residents share the public space of the community and there is a competing relationship of time and space.

Space

- The distribution of Internet-famous consumption spaces along the main roads is interrupted by streets and patches of residential areas.
- Net-commerce and convenience businesses compete for economic location and business space.

Industry

- The popularity mainly stems from the autonomous renewal, and the government has not formulated a perfect management mechanism.
- There is a lack of effective channels for complaints and management of conflicts between multiple subjects.

Governance

Xinhepu has become popular on the Internet with the name "Dongshankou" and the image of "Hayao Miyazaki's Anime World," but there is a contradiction between the cultural image as perceived by tourists and indigenous people.

Culture

4.3. Summary of the Internet-famous regeneration model (Credit: Luming Xu)

The street space is interspersed with various spatial nodes and tourists who want to experience Dongshan's ecological life, providing an invisible "capillary" transition to the external commercial street, linking different types of spaces and creating a connection between the lives of local residents and tourists.

The interaction between the virtual and the real penetrates every corner of the community, allowing these "capillaries" to be discovered and making the urban experience more dynamic beyond the physical dimension of traditional consumption.

How to maintain the coherence and vitality between visitors' visits and residents' lives within the neighborhoods, i.e., how to transition between commercial and business, and commercial and residential spaces, requires our attention.

5. Future development path of Internet-famous communities

5.2. A picture of the future development of the Internet-famous communities (Credit: Ziqi Deng)



In the future, through the continuous optimization and evolution of the regeneration model of Internet-famous communities, we sincerely hope that the communities in the Xinhepu area, and even more communities like these, can gradually evolve from being "attracted by the tide" to "leading the trend of Internet celebrities", achieve the coexistence and coordinated development of traditional living and Internet-famous forms, and nurture a positive new urban form, to submit a groundbreaking answer sheet for community development in the context of the new era.

5.1. Planning suggestions for the Internet-famous communities (Credit: Together)

- **Update from point to area:** Use Internet-famous spaces to shape and drive the renewal of surrounding areas, serving multiple subjects.
- **Building shared spaces:** Create flexible boundaries in areas with high public availability, promoting resource sharing and diverse activities.
- **Strengthening spatial guidance:** Through restructuring the layout, technological empowerment, and establishing rules, both local residents and outsiders can be accommodated in the right place.

Space

- **Organic integration of new and old industries:** Be wary of the industrial gentrification, and constrain newly entered industries through naturally formed or artificially established entry barriers, creating a harmonious coexistence between new and old industries.
- **Positive guidance of industries:** Based on local characteristics, formulate appropriate industry positioning and goals, actively promote industrial transformation and upgrading, and adjust business formats.

Industry

- **Continuation of community culture:** Respect the originality and locality of community culture, dynamically excavate, preserve and continue the history and culture through art exhibitions, cultural bazaars, community activities, and other means.
- **Seeking cultural innovation:** Based on the existing cultural accumulation, carry out cultural innovation and development, and shape the cultural symbols and brands with community characteristics.

Culture

- **Cultivating creative communities:** Introduce innovative talents and support creative groups, leverage the group's independent updating ability and influence, and promote the sustainable development of Internet-famous communities.
- **Promoting collaborative creation:** Encourage planners, residents, social organizations, and local enterprises to participate in community governance and renewal, and jointly develop action plans.

Governance

5.3. Conclusion and prospects (Credit: Ziqi Deng)

The wave of Internet celebrities is growing, drawing urban communities into an irresistible new vortex of development.

In Guangzhou's Xinhepu Historical and Cultural Block, a group of communities have experienced the baptism of time in material decline, maintenance, and gradual replacement of owners and reconstruction of the population. They have also been driven by the careful management of the government, residents, merchants, and social organizations, promoting the continuous improvement of space, gradual updating of industries, long-term cultivation of culture, and continuous improvement of governance - gradually achieving community regeneration under the wave of Internet celebrities. Although there are still many conflicts and contradictions to be resolved, it cannot be denied that this new community renewal model still brings us many inspirations about urban and community development.