

Urban Spatial Experience Construction Strategies Under the Intervention of Online Media: A Case Study of Liziba Light Rail Station in Chongqing

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Abstract : Today, social media deeply engages in urban spatial production in a 'Disembedding' form, allowing the public to 'foresight' physical spaces through online platforms and subsequently engage in corresponding 'sight' and visits, thus leading to the emergence of 'Internet Celebrity Spots'. This paper delves into the laws of action of online media, focusing on experiences. From the perspectives of the public, space, and media, it thoroughly analyzes the experiential design strategies of Chongqing's Liziba Light Rail Station, including the construction of the experiential mainline capturing the matrix of public behavior, the creation of experiential sidelines leveraging spatial advantages, and the deepening of experiential touchpoints to promote media resonance. This analysis aims to provide insights and references for similar urban spaces to transition from 'internet-famous' to 'real-famous' attractions.

Keywords : online media, urban space, disembedding, internet celebrity spots, experience design

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