

The Strategy of Urban Traditional Consumer Areas Adapting to Digital Logistics: A Case Study of Fengying Xili in Changsha

Authors : Mengjie Zhou

Abstract : Under the rapid promotion of digital logistics, the old consumption space in cities is undergoing profound transformation and reconstruction. This article systematically analyzes the impact of digital logistics on existing consumer spaces in cities and how these spaces can adapt to and lead this change through distinct 'spatial production' models. The digital transformation of the logistics industry has significantly improved logistics efficiency and service quality while also putting forward new requirements for the form and function of consumer space. In this process, the old consumption space in cities not only faces the trend of material consumption transforming into spiritual consumption but also needs to face profound changes in consumer behavior patterns. Taking Fengying Xili in Changsha as an empirical case, this article explores in detail how it successfully transformed from a traditional consumption space to a modern cultural consumption space by introducing new business formats, optimizing spatial layout, and improving service quality while preserving its historical heritage. This case not only provides valuable practical experience for the transformation of old urban consumption spaces but also demonstrates the feasibility and potential of the new model of 'spatial production'.

Keywords : digital logistics, urban consumption space, space production, urban renewal

Conference Title : ICUDD 2024 : International Conference on Urban Design and Development

Conference Location : Ottawa, Canada

Conference Dates : July 11-12, 2024