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Color Analysis of New-tro Style in Complex Cultural Spaces Repurposed from Idle Industrial Facilities

Wang Xinlei*, Guan Linsong
School of Photography, Communication University of China, Nanjing
***Corresponding author, E-mail: wangxinlei1995@163.com**

Abstract:
Amidst global trends in urban regeneration and growing environmental awareness, the adaptive reuse of idle industrial facilities into New-tro style complex cultural spaces has emerged as a key strategy for balancing historical preservation, sustainable development, and the reconstruction of cultural identity. This study systematically investigates the color characteristics of such spaces, which merge retro cultural elements with contemporary design approaches. Employing a mixed-methods research design, we first conducted a systematic literature review to clarify the conceptual frameworks of "New-tro style" and "complex cultural spaces." Next, five representative cases were selected for empirical analysis—three from South Korea (Cheonggun Complex Cultural Space, Art Bunker B39, Palbok Art Factory) and two from China (Idea Pod, Xianfeng Bookstore). Color data were extracted and quantified using the Korean Standard Color Analysis Program (KSCA), followed by thematic analysis of the derived color palettes, supplemented by assessments with the I.R.I. (Institute of Color Research) image scales. Results indicate that dominant color families across all cases include brown (notably cloudy yellowish brown, grayish brown, and dark brown), grayish brown, and gray, collectively evoking feelings of warmth, belonging, and trust. Secondary colors, mainly from the orange, green, and yellow families, are strategically applied to introduce vibrancy without disrupting overall harmony. On the I.R.I. scales, monochromatic palettes exhibit "hard" and "static" qualities, while complementary combinations convey elegance, dignity, and subtlety. These findings highlight how the deliberate application of color in New-tro style cultural spaces strengthens their distinct aesthetic identity and enhances user experience, offering actionable insights for the sustainable design and regeneration of similar spaces.

Keywords:
New-tro Style; Complex Cultural Space; Color Analysis; KSCA

1. Introduction

1.1 Research Background and Objectives

In the context of rapid modern societal development, the abundance and diversity of material wealth have become defining characteristics of contemporary life. This phenomenon has fostered a cultural climate in which individuals increasingly seek meaningful connections amid the proliferation of novel experiences, cre-

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ating fertile ground for the emergence of the New-tro trend. [1] A city's distinctive identity and competitive edge are deeply rooted in its natural landscapes, historical and cultural heritage, and social context. Yet, under the pressures of accelerated urbanization, many cities have witnessed a dilution of their unique characteristics and a consequent decline in inter-urban differentiatio. [2]

At the same time, heightened environmental awareness has brought issues such as pollution and resource depletion to the forefront, positioning environmental protection as a critical priority for sustainable social developmen. [3] In response, urban design and planning practices have shifted away from the traditional paradigm of complete demolition and reconstruction of aging facilities toward strategies emphasizing selective renovation and preservation. This approach not only leverages latent historical, cultural, and spatial resources but also reinvigorates urban imagery and community identity. [4] Within this context, New-tro style complex cultural spaces exemplify this design philosophy by integrating legacy architectural structures and historical cultural motifs with contemporary spatial aesthetics, thereby embodying a dialogue between tradition and modernity.

As a central expression of urban regeneration, complex cultural spaces reinterpret spatial elements through innovative design methodologies while remaining anchored in historical and cultural foundations. By incorporating New-tro elements and sustainable material strategies, these spaces reduce resource consumption, strengthen local cultural narratives, and foster community engagement. Building on this foundation, the present study first reviews relevant literature to clarify the theoretical underpinnings of the New-tro trend and complex cultural spaces, and then conducts an in-depth analysis of the color characteristics employed in representative New-tro style projects.

1.2 Research Scope and Methods

This study examines the application of color strategies in complex cultural spaces designed under the influence of the New-tro trend. The empirical investigation focuses on five representative cultural spaces that have gained recognition in South Korea and China over the past decade. In South Korea, the selected cases include the Cheonggun Complex Cultural Space (Gyeongju), Art Bunker B39 (Bucheon), and Palbok Art Factory (Jeonju); in China, the study centers on Idea Pod (Beijing) and Xianfeng Bookstore (Nanjing).

A multi-stage research methodology is employed. First, a systematic review of scholarly literature is conducted to define and contextualize the concepts of "New-tro" and "complex cultural spaces," establishing a theoretical foundation for analysis. Second, visual data from the selected case studies are processed using the Korean Standard Color Analysis Program (KSCA), a tool designed to quantify and extract representative color palettes. Finally, the color palettes identified from each case are analyzed thematically to determine their distinctive characteristics, and design strategies are proposed to enhance the experiential and aesthetic quality of New-tro-inspired complex cultural spaces.

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2. Theoretical Review

2.1 Definition and Characteristics of Complex Cultural Spaces

The term complex cultural space is a compound concept integrating the notions of "complex" and "cultural space." The word complex is typically defined as "a combination of two or more entities under specific conditions"; in a spatial context, it refers to the integration of multiple facilities with distinct functions within a single built environment. By contrast, a cultural space is broadly understood as "an environment where diverse cultural and artistic practices are created, developed, and experienced. [5] Taken together, a complex cultural space can therefore be defined as a multifunctional venue where two or more facilities with cultural or artistic attributes coexist within a unified spatial domain.

Importantly, such spaces are not merely aggregations of independent functional units; rather, they represent cohesive environments in which organic relationships between constituent elements enhance spatial efficiency and user experience. [6] Through the clustering of cultural and artistic facilities, complex cultural spaces foster interaction and collaboration, elevate the cultural profile of their surrounding regions, and provide fertile ground for the cultivation and dissemination of diverse cultural content. Beyond addressing users' needs for culture, art, and education through varied facilities and programming, these spaces contribute to local economic and cultural revitalization by integrating commercial, promotional, and experiential functions, thereby improving the overall quality of life for residents. [7]

From the consumer perspective, complex cultural spaces serve as urban sanctuaries, offering individuals opportunities to step away from the demands of modern life and engage in hobbies, learning, entertainment, and relaxation. By consolidating multiple.cultural services within a single spatial framework, they meet users' multifaceted cultural needs while simultaneously functioning as hubs for cultural production, artistic exchange, and community engagemen. [8]

2.2 Definition of New-tro Style

New-tro is a portmanteau of "new" and "retro," representing an evolved cultural paradigm rooted in retro aesthetics yet distinguished by its emphasis on reinterpretation and innovation. Unlike the traditional retro movement—primarily embraced by middle-aged individuals (aged 40–50) as a means of nostalgic reflection—New-tro is characterized by its transformation of retro content through contemporary design sensibilities. Whereas retro culture tends to preserve and replicate original forms, New-tro deliberately reconfigures historical and cultural references, redefining the visual and aesthetic vocabulary of nostalgia through innovative design practices.

The New-tro design movement is largely driven by the MZ generation, encompassing Millennials (born in the early 1980s) and Generation Z (born in the early 1990s). Motivated by a desire to reconnect with cultural memories and reinforced by a growing sense of national identity, this demographic has spearheaded a revival of recent history and heritage. Through the integration of modern technologies and reinterpretations of traditional cultural elements, Millennials and Gen Z have fostered a new cultural phenomenon that bridges generational experiences, creating a contemporary reinterpretation of the past.

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2.3 Characteristics of New-tro Style

To identify the defining features of New-tro design within the context of complex cultural spaces, a thematic analysis of keywords extracted from prior academic research was conducted. This review revealed that New-tro design characteristics can be broadly classified into five dimensions: emotional characteristics, experiential characteristics, aesthetic characteristics, formal characteristics, and cultural characteristics. These categories encompass diverse spatial attributes, including sensory engagement, narrative symbolism, and design adaptability, which collectively inform the spatial identity of New-tro-inspired environments. Detailed associations between each category and its specific spatial features are summarized in Tables 1 and 2.

Table 1. Analysis of New-tro Design Characteristics in Complex Cultural Spaces

Author (Year)	Title	Design Characteristics	Summary
Son Yeon-woo et al. (2022)	A Case Study on Remodeling Spaces into Retro Styles Targeting the MZ Generation	Emotional, Experiential, Aesthetic	Emotional, Experiential, Aesthetic, Formal, Cultural
Song Min-jin (2021),	A Study on the Expression Characteristics of Retro (New-tro) in Spaces for Urban Regeneration	Formal, Cultural, Aesthetic	
Lim Ju-young (2020)	A Study on the Retro Characteristics in Upcycling Spaces	Emotional, Experiential, Aesthetic	
So Jun-pang (2017)	A Study on the Retro Expressive Characteristics in Philip Stark's Interior Design	Formative, Emotional	
Lee Yoon-jeong (2019)	A Study on the Formal Characteristics of Packaging Design Reflecting Retro Design	Retro Syndrome, The Aesthetics of Imperfection	
Jeong Da-in et al. (2020)	A Study on the Characteristics of Retro Design through Spatial Upcycling	Material of Memories, Cultural Sensitivity, Capable of Storytelling	

Table 2. Overview of the Five New-tro Characteristics in Complex Cultural Spaces

Characteristics Classification	Concept Summary
Emotional	Drawing on spatial elements such as facilities and architectural structure, the space engages users through both direct and indirect sensory stimulation, thereby cultivating a distinctive sense of place.
Experiential	By offering a diverse range of experiential activities and content, the space transforms excitement into a structured and memorable experience.
Aesthetic	The space captivates users through its originality and distinctive design, encouraging them to appreciate the aesthetic qualities embedded in the environment.
Formal	By thoughtfully incorporating facilities that preserve the architectural character of aged spaces and reflect their historical and cultural context, while integrating contemporary elements, the design generates renewed cultural and aesthetic value.
Cultural	By addressing users' social, cultural, and artistic needs, the space becomes revitalized, fostering regional cultural development and reinforcing the site's local identity and context.

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3. Case Analysis

3.1 Criteria for Selection of Case Analysis Subjects

This study examines five well-established complex cultural spaces in South Korea and China that exemplify the New-tro design trend, with a particular emphasis on their color application strategies. The selected cases include three South Korean venues—Cheonggun Complex Cultural Space (Gyeongju), Art Bunker B39 (Bucheon), and Palbok Art Factory (Jeonju)—and two Chinese venues: Idea Pod (Beijing) and Xianfeng Bookstore (Nanjing). These sites were chosen for their cultural significance, architectural distinctiveness, and successful integration of New-tro aesthetics, making them representative exemplars of this design phenomenon.

The primary objective of the case analysis is to systematically investigate the color strategies employed within these spaces, identify recurring patterns and thematic tendencies, and highlight the ways in which New-tro palettes contribute to the experiential and cultural value of complex cultural spaces.

3.2 Case analysis

Table 3. Color Analysis of Cheon Gun Complex Cultural Space

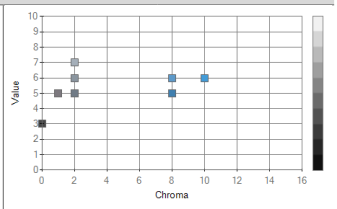
Case	Building area	Opening year	Architectural area	Location	Space type
01	Cheon Gun Complex Cultural Space	2022.06	3,304㎡	Gyeongju, Gyeongbuk	Complex Cultural Space

Image

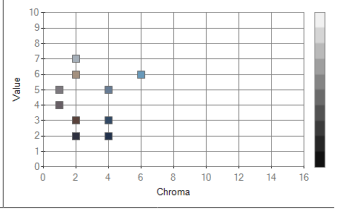


Color Distribution

Floor, Wall, Ceiling



Furniture



KSCA Color material Analysis

Color	Ratio (%)	KS	L*	a*	b*	R	G	B	C	M	Y	K	KS system color	KS standard color	Public design
	27.28	KS 5YR 4/1	40.7	3.62	5.12	105	94	88	0	10	16	59	Dark grayish-brown	-	-
	24.07	KS N8	80.52	0	0	200	200	200	0	0	0	22	-	-	-
	15.28	KS N7	70.85	0	0	173	173	173	0	0	0	32	Light gray	-	-
	14.63	KS 5GY 2/1	20.26	-2.27	3.38	48	50	44	4	0	12	80	Greenish black	-	-
	4.02	KS 5Y 3/1	30.38	-0.19	6.42	75	71	62	0	5	17	71	Dark grayish-brown	-	-

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In this space, KS 5YR 4/1 (dark grayish brown) is the most prevalent color, accounting for 27.28% of the total color composition. This is followed by KS N8, which represents 24.07%. The third most prominent color is KS 5GY 2/1 (greenish black) at 14.63%, while KS 5Y 3/1 (dark grayish brown) ranks fourth at 4.02%.

For the furniture palette, KS 5R 4/1 (dark reddish gray) is dominant, comprising 35.94% of the total. It is followed by KS 5RP 8/2 (light pinkish gray) at 23.05%, KS N2 at 22.19%, and KS 1.25R 5/4 at 5.22%.

Emotional	The white exterior walls of the building, alongside its exposed concrete interior walls and expansive glass façades, create a spatial atmosphere that is both visually open and invitingly comfortable.
Experiential	The facility offers a diverse range of experiential spaces, including galleries, cafés, studios, art shops, and concert halls, providing visitors with multiple opportunities for cultural engagement.
Aesthetic	The retained concrete roof is complemented by blue- and white-toned sofas and a curated selection of artistic and cultural facilities, together shaping an ambiance that encourages visitors to appreciate the spatial aesthetics.
Formal	The original structure of the previously vacant facility has been carefully preserved and paired with minimalist décor and furniture arrangements, emphasizing simplicity and authenticity.
Cultural	By preserving the architectural integrity of the original building and integrating it with surrounding historical and cultural landmarks, the design effectively underscores the heritage and cultural significance embedded in the site.

Table 4. Color Analysis of Art Bunker B39

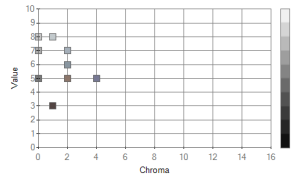
Case	Building area	Opening year	Architectural area	Location	Space type
02	Art Bunker B39	2022.06	1,275㎡	Bucheon, Gyeonggi Province	Complex Cultural Space

Image

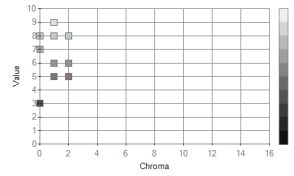


Color Distribution

Floor, Wall, Ceiling



Furniture



KSCA Color material Analysis

Color	Ratio (%))	KS	L*	a*	b*	R	G	B	C	M	Y	K	KS system color	KS standard color	Public design
	32.43	KS N9	90.17	0	0	227	227	227	0	0	0	11	-	-	-
	25.51	KS 10R 7/1	70.82	3.39	2.83	182	171	168	0	6	8	29	Pinkish gray	-	-
	15.37	KS N2	20.23	0	0	49	49	49	0	0	0	81	-	Charcoal color	-
	6.72	KS N4	40.73	0	0	96	96	96	0	0	0	62	-	-	-
	4.2	KS 3.75PB 7/2	70.88	-1.12	-6.26	165	175	185	11	5	0	27	-	-	-

Within this space, KS N9 emerges as the most dominant color, occupying 32.43% of the total surface area. This is followed by KS 10R 7/1 (pinkish gray) at 25.51%, KS N2 (charcoal) at 15.37%, and KS 8.75YR 6/2 at 3.59%.

In terms of furniture finishes, KS 10R 2/1 (dark brownish black) constitutes the largest proportion at 33.83%, followed by KS 5YR 7/1 (pinkish gray) at 29.89%, KS N8 at 18.30%, and KS 2.5YR 5/2 (grayish brown) at 5.24%.

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Emotional	The space retains a significant portion of its original concrete walls, integrating them with contemporary decorations and facilities to create a sensorially stimulating environment for users.
Experiential	It offers a diverse range of art exhibitions and leisure facilities, enhancing user engagement through active participation.
Aesthetic	The design maximizes the preservation of existing architectural elements while emphasizing the nostalgic beauty of the space through minimalistic decorative details.
Formal	Key industrial features, such as the central control room and crane operation room, are largely preserved, highlighting the site's historical character.
Cultural	By maintaining the architectural structure and original industrial facilities, the space effectively conveys the unique historical and cultural identity of the site.

Table 5. Color Analysis of Palbok Art Factory

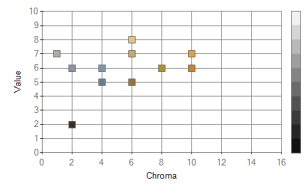
Case	Building area	Opening year	Architectural area	Location	Space type
03	Palbok Art Factory	2017.10	2,714㎡	Jeonju, Jeollabuk-do	Complex Cultural Space

Image

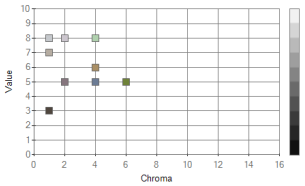


Color Distribution

Floor, Wall, Ceiling



Furniture



KSCA Color material Analysis

Color	Ratio (%))	KS	L*	a*	b*	R	G	B	C	M	Y	K	KS system color	KS standard color	Public design
	21.98	KS 5Y 4/1	40.74	-0.41	7.17	100	96	84	0	4	16	61	Dark grayish-brown	-	
	17.08	KS N7	70.85	0	0	173	173	173	0	0	0	32	Light gray	-	
	10.78	KS 10YR 6/4	60.98	5.93	24.95	172	142	103	0	17	40	33	Dull yellowish-brown	-	
	10.65	KS 6.25YR 7/8	70.69	19.58	42.77	228	158	95	0	31	58	11	-	-	-
	6.73	KS 10YR 2/1	20.22	2.1	5.37	55	47	41	0	15	25	78	Brownish-black	-	-

In this space, KS 5Y 4/1 (dark grayish brown) is the most prominent color, accounting for 21.98% of the overall palette. The second most prevalent color is KS N7 (light gray) at 17.08%, followed by KS 10YR 6/4 (cloudy yellowish brown) at 10.78%, and KS 6.25YR 7/8 at 10.65%.
Regarding furniture, KS 1.25GY 2/2 occupies the largest proportion at 23.32%, with KS 5GY 7/1 (light greenish gray) at 14.12%, KS 1.25Y 7/6 (dark blue) at 10.79%, and KS 10Y 4/1 (dark greenish gray) at 10.62%.

Emotional	The original building integrates structural elements with decorations in vibrant colors such as red, yellow, and blue, creating a strong visual impact for users.
Experiential	The space is designed as a multifunctional complex, incorporating a children's picture book hall, art exhibitions, a café, and other facilities, thereby offering visitors a diverse range of experiences.
Aesthetic	The combination of colorful walls, diverse graffiti, and various art exhibition spaces provides users with a rich aesthetic experience from multiple perspectives.
Formal	A significant portion of the original building, along with numerous disused industrial facilities both indoors and outdoors, has been carefully preserved.
Cultural	By reusing the original building, graffiti, and various idle facilities, the space effectively maximizes the preservation of its historical and cultural characteristics.

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Table 6. Color Analysis of Idea Pod

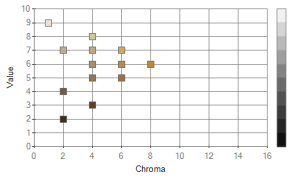
Case	Building area	Opening year	Architectural area	Location	Space type
04	idea Pod	2016.11	1,500㎡	Beijing, China	Complex Cultural Space

Image

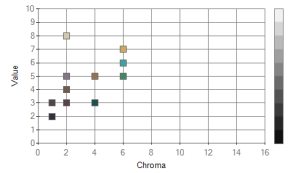


Color Distribution

Floor, Wall, Ceiling



Furniture



KSCA Color material Analysis

Color	Ratio (%))	KS	L*	a*	b*	R	G	B	C	M	Y	K	KS system color	KS standard color	Public design
	24.26	KS 10YR 2/2	20.2	4.12	10.86	60	46	33	0	23	45	76	Dark brownish-black	sepia	-
	12.32	KS 2.5Y 7/4	70.82	2.12	27.37	195	170	124	0	13	36	24	Dull yellowish-brown	-	-
	12.21	KS 10YR 3/4	30.31	7.51	23.62	93	66	34	0	29	63	64	Dark brown	-	-
	10.54	KS 6.25YR 2/4	20.12	12.77	19.43	73	41	20	0	44	73	71	-	-	-
	8.21	KS 5YR 9/1	90.16	2.07	4.52	235	225	218	0	4	7	8	Pinkish white	-	-

In this space, KS 10Y 2/2 (dark brown) constitutes the highest proportion of the overall color palette at 24.26%, followed by KS 2.5Y 7/4 (cloudy yellowish brown) at 12.32%. The third most prominent color is KS 6.25YR 2/4 at 10.54%, while KS 5YR 9/1 (pinkish white) ranks fourth at 8.21%.
For the furniture, KS 2.5Y 8/2 (grayish yellow) dominates with 38.45%, followed by KS 10YR 2/1 (brownish black) at 17.03% and KS 2.5Y 7/6 (light yellowish brown) at 16.96%. Finally, KS 7.5YR 5/4 (cloudy brown) accounts for 10.36%.

Emotional	The combination of wood and steel with a green plant wall on the façade creates a cozy atmosphere, providing a sense of detachment from the bustle of the city.
Experiential	The space integrates galleries, cafés, and lecture halls, offering users a distinctive and multifaceted cultural experience.
Aesthetic	Abundant trees and greenery throughout the space contribute to a comfortable and warm aesthetic environment.
Formal	The original building structure and facilities have been carefully preserved, maintaining the site's architectural integrity.
Cultural	Existing idle facilities are retained and repurposed, transforming the area into a tranquil urban cultural space.

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Table 7. Color Analysis of Xianfen Bookstore

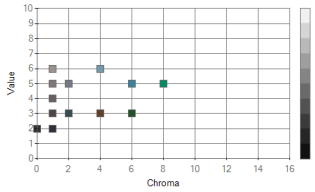
Case	Building area	Opening year	Architectural area	Location	Space type
05	Xianfen Bookstore	2021	1,318㎡	Nanjing, China	Complex Cultural Space

Image

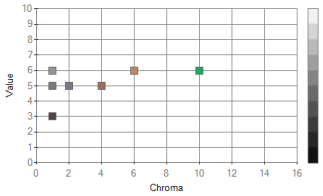


Color Distribution

Floor, Wall, Ceiling



Furniture



KSCA Color material Analysis

Color	Ratio (%)	KS	L*	a*	b*	R	G	B	C	M	Y	K	KS system color	KS standard color	Public design
	36.8	KS N2	20.23	0	0	49	49	49	0	0	0	81	-	Charcoal color	-
	26.12	KS 10PB 4/1	40.74	2.29	-4.56	96	95	103	7	8	0	60	Dark purplish gray	-	-
	12.68	KS 3.75YR 5/6	50.84	19.99	28.19	166	107	74	0	36	55	35	-	-	-
	5.42	KS 3.75PB 5/4	51.05	-1.59	-15.48	103	124	148	30	16	0	42	-	-	-
	4.47	KS 5YR 2/4	20.11	14.25	17.77	74	40	23	0	46	69	71	Dark brown	-	-

In this space, KS N2 (charcoal gray) is the most prominent color, accounting for 36.8% of the overall palette. This is followed by KS 10PB 4/1 at 26.12%, KS 3.75YR 5/6 at 12.68%, and KS 5YR 2/4 at 4.47%. Regarding furniture finishes, KS N3 (dark gray) dominates with 44.83%, followed by KS 10P 7/1 (light grayish pink) at 36.46%, KS 5YR 5/4 (cloudy brown) at 8.88%, and KS 5YR 6/4 (dull orange) at 5.28%.

Emotional	The space is primarily constructed with red brick walls and a concrete roof, creating a visually cohesive and unified environment.
Experiential	It integrates multiple functions, including reading areas, art exhibitions, cafés, and lecture halls, providing users with a rich and multifaceted cultural experience.
Aesthetic	Situated within a natural theme park, the interplay of architectural curves, extensive red brick surfaces, and the surrounding natural landscapes offers a diverse range of aesthetic experiences.
Formal	Developed from the original brick factory, the building has been expanded while preserving its historic red brick walls, resulting in the current multifunctional cultural space.
Cultural	By maintaining the original brick factory structure and incorporating numerous reading and art facilities, the space effectively cultivates a vibrant cultural atmosphere.

3.3 Analysis Results of Image Scale for Each Case

The findings of the image scale analysis for the five selected cases are summarized as follows:

For Case 01, KS 5YR 4/1 (dark grayish brown) was the dominant color, comprising 27.28% of the palette, followed by KS N8 (24.07%). KS 5GY 2/1 (blackish green) ranked third (14.63%), and KS 5Y 3/1 (dark grayish brown) fourth (4.02%). Overall, Case 01 exhibited an elegant and dignified color scheme.

For Case 02, KS 5Y 4/1 (dark grayish brown) held the highest proportion (30.16%), followed by KS N7 (light gray) (17.08%). KS 10YR 6/4 (cloudy yellowish brown) ranked third (10.78%), with KS 6.25YR 7/8 in fourth place (6.73%). The color palette of Case 02 conveyed a subtle and refined aesthetic.

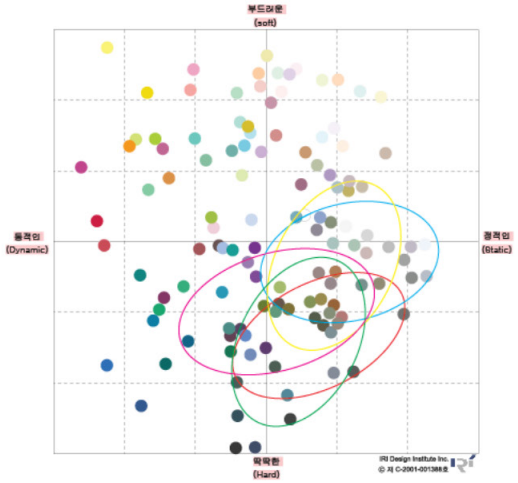
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For Case 03, KS 5Y 4/1 (dark grayish brown) again dominated (21.98%), followed by KS N7 (17.08%) and KS 10YR 6/4 (10.78%). KS 6.25YR 7/8 ranked fourth (10.65%). Similar to Case 02, Case 03 presented a subtle and sophisticated color impression.

For Case 04, KS 10Y 2/2 (blackish brown) accounted for the largest proportion (24.26%), with KS 2.5Y 7/4 (cloudy yellowish brown) in second place (12.32%). KS 6.25YR 2/4 ranked third (10.54%), and KS 5YR 9/1 (pinkish white) fourth (8.21%). The overall image of Case 04 was elegant and dignified, consistent with the design intent.

For Case 05, KS N2 (charcoal black) dominated (36.80%), followed by KS 10PB 4/1 (26.12%), KS 3.75YR 5/6 (12.68%), and KS 5YR 2/4 (4.47%). Like Cases 01 and 04, Case 05 featured a refined and dignified palette emphasizing contrast and depth.

Figures 1 and 2 visualize the image scale results of the five cases. Each case's spatial color composition is represented by a distinct line: red for Case 01, blue for Case 02, yellow for Case 03, green for Case 04, and purple for Case 05. These visualizations clearly demonstrate recurring chromatic tendencies, such as the prevalence of dark neutral tones and muted earthy hues, which reinforce the New-tro aesthetic while emphasizing harmony and sophistication in spatial design.



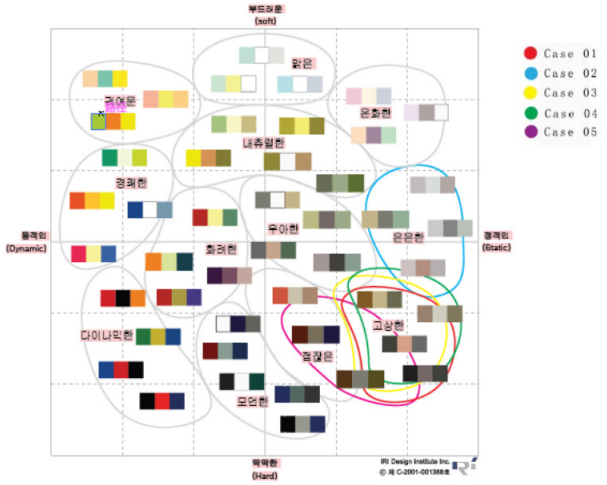


Figure 1. I.R.I monochrome IMAGE SCALE. Figure 2. I.R.I complementary IMAGE SCALE.

Across all cases, the dominant color families—occupying the largest spatial areas—primarily included hues from the brown family (cloudy yellowish brown, grayish brown, brownish black, dark brown, and dark grayish brown), the grayish-brown family (dark grayish brown), and the gray family (dark reddish gray, light gray, light grayish blue, and pinkish gray). Secondary colors incorporated into these palettes encompassed tones from the orange family (orange and light orange), the green family (dark greenish brown and dark green), and the yellow family (cloudy yellow and light yellowish gray).

From the perspective of the I.R.I. image scale, the analyzed color schemes exhibited a predominantly "hard" and "static" quality on the monochromatic image scale. Conversely, on the complementary color combination image scale, they consistently conveyed impressions of elegance, dignity, and subtle refinement, reinforcing the sophisticated character of these New-tro-inspired cultural spaces.

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4. Conclusion

New-tro–inspired cultural spaces make extensive use of symbolic materials such as concrete, wood, and brick. These material selections directly inform the predominant color palettes, which are characterized by tones from the brown, orange, and gray families. From a sensory and psychological perspective, these hues evoke warmth, comfort, and a sense of belonging, fostering user trust in the spatial environment while reinforcing distinctive experiential qualities that leave a lasting positive impression.

In contrast, secondary colors are deliberately chosen for their brightness and vibrancy, yet their application is carefully limited to specific spatial zones. Rather than disrupting the overall atmosphere of coziness, these accent hues introduce a sense of energy and relaxation, enriching the visual dynamics of the space. This strategic interplay of dominant and secondary colors not only highlights the unique aesthetic identity of New-tro-inspired environments but also enhances the multisensory and immersive qualities of user experiences within these spaces..

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