

Discussion on the Cultural Construction of the Old Ceramic Factory Transformation in Jingdezhen

-- A Case Study of Jingdezhen Taoxichuan Creative Culture Park

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Abstract

The ceramic industry in Jingdezhen has been developed for more than one thousand years, it passes the torch, and it is broad and profound. However, a large number of industrial abandoned lands appeared in Jingdezhen in the post-industrial era. On the basis of learning and absorbing domestic and foreign industrial remains protection experience, the transformation of the old ceramic factory in Jingdezhen upholds the characteristics which not only retain the historical style and features, but also present the current aesthetic style, it protects and continues the ceramic culture, transforms the old appearance to the new one, and reshapes the city's culture.

Keywords

Jingdezhen; Ceramic Culture; Taoxichuan.

1. Introduction

Industrial remains are the spiritual quality, cultural memory and historical essence of a city. At present, industrial remains are transforming, changing, upgrading, and coming into life, they underscore their special value and peculiar charm in refreshing new heritage formats, improving people's lives, and promoting urban development. Jingdezhen's ceramic industry has been dazzling in the long history, and the top ten ceramic factories have seen better days after the founding of the People's Republic of China. With the development of the times, where are the old ceramic factories that carry the roots of ceramic culture going?

2. Industrial Remains and Protection

British Watt invented the steam engine in the 1880s, Britain was the first to enter the era of industrialization, and Machine production replaced manual production, capitalism developed rapidly, and productivity increased significantly. However, since the development of industrialization consumes a lot of energy and the environment, over-exploitation of resources and environmental pollution caused tension in the relationship between man and the natural environment. The industrialization of China was later than that of the West; industrialization began after liberation in the real sense. The content core of the first five-year plan from 1953 to 1957 was the "one industrialization and three transformations", namely the socialist transformation of capitalist industry and commerce, agriculture and handicraft industry, and the building of the socialist industrialization foundation, this marked China's entry into the development way of industrialization. Since China's industrialization took the planned economy led by the government as background, especially the "Great Leap Forward" movement greatly exaggerated the role of subjective will and effort, high index, blind command, wind of boasting, which was a serious mistake in China's exploration road of building socialist, it

ignored the objective laws of economic development, resulting in the destruction of industrial and agricultural production and the disproportion of the national economy.

In allusion to the shortcomings brought about by the bound development in the industrial era, in the post-industrial era, with the decline of urban industrial centers, the remaining industrial areas, abandoned old factory building, and idle warehouses, due to their unique building qualities, these areas are the best witnesses of industrial civilization, and has been preserved as the cultural heritage. They happen to become the gathering place for artists spontaneously or organized, forming the cultural space for artistic creation and exchange. The collective creation of the artists can be traced back to the Barbizon school in Paris in the 1850s, the creation place is gathered at the forest edge of Fontainebleau in the outskirts of Paris, there are fertile land, large forests, gurgling water and various exotic flowers and grasses attracted a group of painters such as Henry Rousseau and Corot, they were neither organized nor issued the manifesto, the same circumstances and common artistic pursuits linked them together. These artists reflected on the mainstream culture and alienation condition of society, and created a large number of world-famous works. The Barbizon school is considered to be the best example where the artists choose a different place for creation. At present, in the post-industrial era, with the emergence of urban planning, governmental control, building removal, commercialization shock and other issues, some art districts that are used to be culturally innovative and vigorous have died out, some have gradually lost their vitality, many art districts have gradually declined, or are commercialized, they are in a precarious situation under the collision of artistic originality and diverse ideas, and the current situation has to content itself with hand-wringing. Industrial remains are the legacy of modern industrialization, since industrialized buildings are built with modern industrialized materials and structures; they have a long lifespan and great transformation value. The most famous abroad are the Soho art district in the United States, the Left Bank art district in France, and the South Bank art district in London. There are Beijing 798 art district, Shanghai M50 art district, [1] Songzhuang art district and Jingdezhen Taoxichuan creative culture park at home. These urban cultural relics are injected with new formats and new functions, they mainly have several forms: the creation of cultural and creative parks, heritage hotels, heritage museums, and shared office spaces, etc.

3. Ceramic Culture and Taoxichuan

Jingdezhen, Jiangxi Province, in 1004 AD, because the tribute ceramics produced here like jade, Zhao Heng, Song Zhenzon named the town with the year name "Jingde.", from then on, this southern town was brightly red on both sides of the bank, after thousands of years of kiln fire, it is famous all over the world for "white as jade, bright as mirror, thin as paper, and sound like chime" ceramics.

After the founding of the People's Republic of China, There is so much to be done for Jingdezhen's ceramic industry, in order to focus on the development of the ceramic industry, a dozen large-scale state-owned ceramic factories were established and adjusted: Jianguo Ceramic Factory, Renmin Ceramic Factory, Art Ceramic Factory, Universe Ceramic Factory, Red Star Ceramic Factory, Red Flag Ceramic Factory, Dongfeng Ceramic Factory, Jingxing Ceramic Factory, Guangming Ceramic Factory and Weimin Ceramic Factory, they are what people often say the "Top Ten Ceramic Factories". Earthshaking changes occurred in 1995. Due to the economic system reform, the old ceramic factories were in trouble, and more one hundred thousand workers were out of work, the ceramic factories closed one after another and collapsed after one setback. The forerunner of Taoxichuan Ceramic Creative Park is Universe Ceramic Factory. After the collapse of the Universe Ceramic Factory, industrial factory buildings were left behind. In order to adapt to the development trend of the times, the Jingdezhen Municipal Party Committee and the Municipal Government integrated ceramic cultural

resources. Planning and construction began in 2012, in 2015, they learned from the development ideas of transforming old factories into cultural and creative districts, for example, Beijing 798 and Shanghai M50, completed the transformation of the original Universe Ceramic Factory, and renamed it "Taoxichuan Ceramic Creative Park".[2]

The protection of industrial heritage began in the middle of the 20th century, Western industrialized countries set up organizations, such as the First International Congress on the Conservation of Industrial Monuments (FICCM) in 1973, it developed relevant research on industrial archaeology and industrial monuments, paid more attention and attention to the issue of industrial heritage through field surveys, protection and reuse, etc. In 2003, the International Industrial Heritage Protection Committee held in Nizhny Tagil, Russia, defined the clearer concept for "Industrial Heritage": industrial Heritage is composed of industrial cultural remains with historical value, technical value, social value, architecture or scientific value. It includes buildings, mechanical equipment, production workshops, factories, mines and their processing and refining sites, storage houses, energy production, transmission and use sites, transportation and related infrastructure, as well as industry-related housing, religious worship, and education and other social event venues. "[3] Generally speaking, the transformation of city remains must preserve its history and context. Everything has its origin, but they all know keeps their roots. The distinctive personality and cultural characteristics of a city lie in the unique cultural stamp given by history. Ancient buildings and old streets and alleys preserve history and context, which are the soul of a city. In the process of protection, it is necessary to study the cultural characteristics and spiritual significance of ancient buildings and old streets and lanes, rather than simple repairs, planting flowers and trees, or even large renovations. The historical remains are non-renewable and cannot be copied, and once they are destroyed, they are irretrievable. The transformation of industrial heritage is generally based on the premise of maintaining the style of industrial heritage, the interior of the factory is transformed based on the current aesthetic principles to, forming the artistic creation area, concert hall, movie theater, cultural and creative shop, cafe, catering, accommodation and other cultural and creative districts. [4]

According to local ceramic culture characteristics, Taoxichuan Ceramic Creative Park covers traditional and handmade art district, museum, art exhibition hall, dining and entertainment district, international studio, youth hostel, bookstore, and opens ceramic workshop creative market on weekends. In recent years, "Jingdezhen drifter" personnel have brought new vitality, attracting ceramic and cultural and creative enthusiasts from all over the country. Tao Xichuan follows the idea of "factory transformation, cultural shaping, functional reconstruction, and environmental construction", and still retains the factory buildings, kilns, chimneys, and water towers of the Universe Ceramic Factory, and they stand in the art district as cultural heritage. The Ceramic Industry Heritage Museum retains the assembly line of the ceramic-making process, the physical appearance of the kiln, and attaches the detailed text introduction to show the process of industrialized mechanical production. The exterior walls of the factory buildings fully preserved the slogans of the 1950s and 1960s are on, which are full of sense of period. In the factory area of the Universe Ceramic Factory, telegraph poles, concrete pillars, floor coverings, and rough walls all are preserved, and even the old moss on the walls are completely protected. It has become a model of the successful transformation of industrial heritage, a model of the development and upgrading of cultural and creative industries, and the construction of new urbanization, and it retains the information and stamp of the times through structural transformation, environment creation, vitality reconstruction, and the integration of tradition + fashion + art + technology.

4. Historical Inheritance and Artistic Collision

From ancient times ceramics have been the objects that carried "craft" or "art" for the longest time. As a large development space, the old factory area of Jingdezhen is not an independent entity, and it is inseparable from the surrounding environment. Most of these buildings feature red bricks, gray tiles, brick-concrete structures and large-span steel beam structures, which reflect the development path of China's industrial buildings. Based on maintaining the old style and features of industrial production and social life, the construction of public service functions such as expo, tourism, and leisure were strengthened, etc., the historical space brought forth the new through the old, and the old industrial town was rejuvenated. Taoxichuan is a place that is traditional and fashionable, old and novel. For example, the Taoxichuan Art Museum set in the Taoxichuan cultural and creative district of Jingdezhen, the building shape and color are based on the principle of respecting the site, try to maintain the original flavor of the old building, the internal space adds new functional space based on the origin, it is flexibly set and re-integrates with the original space, it shapes the artistry of the space while meeting the functions. The ceramic art as the main research and display direction, it is committed to promoting the development of modern and contemporary excellent culture and art, every year, domestic and international large-scale exhibitions are held here. In 2021, large-scale exhibitions such as "Existence and Forgetting-Work Exhibition of 2 above Stone Power Painting Skills and Materials" and "Pop Image-Andy Warhol's 1962-1987" were held, attracting art lovers all over the country visit the exhibition. Taoxichuan's name is just like the confluence of trickling streams, the old ceramic factory transformed not only restores its former vitality and vigor, but also becomes a new landmark in Jingdezhen.

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