



Cultural Industrialization: A Value Realizing Path for Industrial Heritage

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Abstract

In accordance with the definitions in and out of China and current status of exploitation and utilization of industrial heritage, values of industrial heritage can be summarized as historical, artistic, scientific and economic values. Succession, transmission and innovation of these values through careful plain and scientific management of cultural industries not only coincide with the trend of industrial integration, reflecting the new requirement of the development in cultural industries, and but also serve as communication platform for interactive development of industrial heritage and cultural industries. The paths of cultural industrialization for realizing values of industrial heritage consists of tourist economic model, conference and exhibition model, art and creative economic assembling model, and urban cultural remodeling.

Key words: Industrial heritage; Cultural Industrialization; Model

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INTRODUCTION

As defined in the Nizhny Targil Charter for the Industrial Heritage proposed by TICCIH (the International Committee for the Conservation of the industrial heritage), “industrial heritage consists of remains of industrial culture which are of historical, technological, social, architectural and scientific value”.¹ Wuxi Proposition for Conservation of Industrial Heritage in China (in 2006) state that “industrial heritage refers to remains of industrial culture which are of historical, social, architectural and scientific value. The remains consist of such industrial architecture as factories, workshops, mills, warehouses and stores, mines, metallurgical plants places for energy production, transportation and utilization, communication facilities, and places for social activities related to industrial production, equipment, process, and material and non-material cultural heritage as data record and enterprise archives.”²

1. THE VALUE OF INDUSTRIAL HERITAGE

The definitions of industrial heritage show that the values are mainly presented in the areas of history, technology, social, architecture or scientific research. Furthermore, as a sort of resource, industrial heritage was not simply discarded or protected, but is being widely involved in modern economic activities and being combined with new economic form and highlight unnegligible financial value.

¹ In June of 2003, Russia formulated Nizhny Targil Charter for the Industrial heritage. The charter was drafted by TICCIH, submitted to ICOMOS and finally approve by UNESCO.

² On April 18, 2006, Wuxi Proposition for Conservation of Industrial heritage passed in The China 1st Tribune on protection of industrial heritage gave definitions on industrial heritage and become the first programmatic document for protection of industrial heritage in our country.

1.1 Historical Value

Industrial heritage is the witness of industrial development and daily life of human being and contains the information on human production activities for a certain period of time. From the timing perspective, the longer the history of an industry, the less the heritage it remains, and the higher its values. For example, ancient smelting sites and ceramic kiln sites have very high historical value. Even in the same time period, the classical heritage sites that present the characteristics of that age shows the highest value.

1.2 Artistic Value

The artistic value mainly means the aesthetic value presented by the industrial architecture itself (brought by the landscape feature mainly represented in the industrial architecture). In the aesthetic construction of cities, the artistic value is most evident. Industrial architectures like factories, workshops, mills, storehouses and stores constitute the main body of the material elements, spiritual elements and aesthetic elements of the cities.

1.3 Scientific Value

Scientific value is the core values of the industrial heritage. Studies indicated that 68% and 82% of the world industrial heritage are up to the registration standards in articles II and IV. The two standards show the status of technology value in the evaluation of heritage and that scientific value is essential connotation of industrial heritage. The scientific popularization and spiritual education values of industrial heritage are irreplaceable site-teaching materials in education of many disciplines. Many of the famous industrial heritage sites are being used as the education bases, thus harmoniously combines the protection of industrial heritage with publicity and education together.

1.4 Economic Value

The economic value of industrial heritage mainly assumes that the declination, weakening and disappearance of former economic value are followed by the new economic value resulting from its combination with new forms of industries. There are mainly four causes of industrial heritage: the outmoded technologies, outdated processes and old equipments have obsoleted due to innovations of technological processes and thus bears the qualities of industrial heritage; the updating and development of energies and raw materials led some enterprises using traditional energies and raw materials to step down from the stage of history; the restructuring of traditional industries in adjustment of industrial structures; adjustment of spacial distribution in urban planning and construction (LIU, 2010). Any way, the formation of industrial heritage attributes to the fact that the production forms has obsoleted as they cannot satisfy the new requirement of the development in productivity. The

declination or disappearance of its former economic value does not mean the complete disappearance of the values of industrial heritage. In the environment of structural transformation of global economic, the industrial heritage combines with such new forms of industries as cultural industries and realizes new economic values by innovating forms of industries. For instance, Rammelsberg Mine in north Germany was shut down in 1988 after over 1000 years of successive operation. Currently the site became a famous museum and tourism site in Germany. The ancient mining economy is now replaced by modern exhibition and tourism.

2. CULTURAL INDUSTRIALIZATION IS THE PATH FOR REALIZING THE VALUES OF INDUSTRIAL HERITAGE

At present, world industrial heritage is mainly concentrated on such resource-intensive heavy industries as mining, manufacturing and transportation, among which mining is the most concentrated (CUI & GONG, 2011). Succession, transmission and innovation of values through careful plain and management of cultural industries oriented, is coincide with the general trends of industrial integration nowadays, satisfying the new requirement of the development in cultural industries, and serve as communication platform for interactive development of industrial heritage and cultural industries.

2.1 Tourism Economy Model

Tourism Economy Model is a comprehensive model of "heritage value plus contents", which treats industrial heritage as core resource and use six key elements of tourism. Under this model, the value of industrial heritage and that of tourism industry are integrated into one unity which not only bring into full play the value orientation of heritage but also make use of experience in tourism industry, thus realizing the growth of values. Heavy industries account for a high percentage of industrial heritage. They are resource-intensive and typical of mass machine manufacturing in size, scale and structure (architecture). There is wide room for creativity and use for tourism development. The value of industrial heritage is presented in tourism so as to fully realize its financial value and further protect the resources.

The development of industrial heritage is a process of transforming trash into treasure, and an avenue of exploration of economic transformation and industry adjustment. This happens to coincides with the perspective of new resource in tourism. Industrial heritage is both a part of cultural heritage tourism and an important content of industrial tourism, and has some mutually complementary relationship with other tourism resources (TONG & HAN, 2010). Therefore, developing industrial heritage tourism by turning industrial heritage into the

sites of tourism or joints of some hot lines of tourism through rational planning and design and realizing the multiplier effect through developing tourism industries, is an important way of realizing the economic, social, historical and scientific values of industrial heritage. Ruhr area in Germany has obtained some successful experience in this aspect. The district management council of this area has draw a line of industrial heritage tourism, including 19 sites for industrial heritage tourism, 6 national museum for industrial technology and social history, 12 typical clusters, and 9 watchtowers converted from wasted industrial facilities (LIU & LI, 2007). There are over 1400 industrial heritage projects in France, including heritage museums and industrial bases. These projects attracts 20 million passengers annually (CHEN, 2012).

According to general features and classification methods of tourism products, industrial tourism products can be divided into five categories: products for sight-seeing, for leisure, for scientific education, for experiencing and for shopping (WANG & TIAN, 2008). Therefore, under the guidance of tourism economy model, industrial heritage tourism becomes the most direct way of realizing values of industrial heritage. Currently the most common forms of tourism exploitation of industrial heritage include heritage museum, galleries and industrial heritage parks. Typical examples of industrial heritage tourism are Ironbridge Gorge industrial Heritage Museum, Chinese Museum for National Industries and Commerce, Tsingtao Beer Museum, Zhongshan Qijiang Park, etc..

2.2 Conference and Exhibition Economy Model

In agreement with the diverse economic development in China (conference and exhibition economy has gradually become an important driving force in Economy. It has also become a new growing point of economy under the driving force of its strong economic benefit with 20% of average annual growth). The number and the scales of conferences and exhibitions are rising rapidly every year (annually) and they have developed some industrial economic benefit. The conference and exhibition economy model is a model of scale of industrial heritage plus scope of conference and exhibition. The advantage of this model lies in the fact it combines the landscape advantage of large size, large scale with the industrial features of conference and exhibition like large scope, many peculiarities and great influence and that it integrates the concentration advantage of industrial heritage and the driving advantage of conference and exhibition industry so as to realize their economic win-win effect.

Industrial heritage provides stage for displaying the exhibits of conferences and exhibitions while conference and exhibition economy supplies efficient platform for protecting, utilizing and exploiting of industrial heritage. In 2012 Shanghai Expo, a tremendous amount of industrial heritage in the exhibition area are preserved and reformed or used. In the planning of the Expo, all the

old architectures to be preserved are integrated into the tourism sites of and are thus imbued with new functions on the basis of utmost protection. For example, some of the architectures on the tourism routes are transformed into national pavilions and some architectures in the catering area into restaurants (ZHOU & GONG, 2011). For another example, with the stimulus of The 4th Shanghai International Industry Week, (Bahaoqiao, Laosihang Warehouse, 1933 Laochangfang, Tonglefang, Clay Factory etc.), these old plants and factories are once again catching the eyes of the people. Laochangfang Creative Park in Hongkou District is frequently cooperate with (contacting) internationally named brands and is trying to host large activities. Many world top brands, like Ferrari, Porsche, BMW and Mercedes choose this area as their show stages. The creative park can host two or three large affairs per month and is fully scheduled (MA, 2009). Other industrial heritage sites (parks) are also attracting much attention and obtained great financial income by hosting various exhibitions, conferences and celebrations. They also showed different style and culture of industrial heritage and conferences and exhibitions.

2.3 Art and Creative Economy Assembling Model

On one hand, art and creative economy assembling model is the combination of the features and requirement of creative economy and the natural advantage of industrial heritage. The features of art and creative economy assembling model are: the size of enterprises and investment needed are usually small; its requirement for hardware facilities such as space and places is not very high; most industrial heritage are located in the center of cities and thus have natural coherence. With slight remodeling, the industrial heritage sites can become the bases for creative industry and cultural and art industry and can push social and economic transformation and development of the city. On the other hand, as one of the values of industrial heritage, artistic value mainly is embodied in the aesthetics of architectures and landscapes. Once combined with creativity, the artistic value then secured the assembling effect of economic development. Dominated by the model of "heritage and artistic creativity", the advantages of location, large space and scale of industrial heritage, imbued with unique, personalized and attractive creativity or creativity assembling, together with the plants and warehouse, and facilities and equipment, can become leader of that area and realize the effect of scale and assembling. In general, the creative base (park) is realizing its shift of industrial function, forming new industrial clusters, and gaining multiple benefits by relying on industrial resetting and adjustment, and by re-using the space of old industrial area. 798 Art Zone in Beijing, Hongfang International Cultural and Commercial Community in Shanghai are both successful examples of this model. The old industrial architectures transformed into Shanghai Creative and

Industrial Assembling Park, like Bahaoqiao, Laosihang Warehouse, 1933 Laochangfang, Tonglefang, Alloy Factory etc., are now becoming the new landmarks in Shanghai (MA, 2009).

2.4 Urban Cultural Remodeling

Industrial heritage is a record of a city's history and is also a cultural symbol of the city. As modern industrial machine itself is the cultural symbol of the cities, industrial heritage has become the cultural memory of the cities. Urban cultural remodeling is reforming the industrial heritage contents according to the requirement of new development plan, realizing these value via city plan, city functioning, city characteristics remodeling. Typical examples are forming of (This is most outstanding in) new down-towns, shopping zones, central business districts and special residential districts. The chocolate factories in Los Angels of USA and Oberhausen Central Shopping Zone in Ruhr industrial district in Germany are representative cases of this model (XIE & HUANG, 2011). Thanks to their special geographic location and convenient traffic infrastructures (transportation facilities), Centro and Gasometer of Oberhausen has become the birthplace of shopping culture of Ruhr District and is expected to become the new city center of the whole Ruhr (LI, 2002). In the course of urban redevelopment in China, Shanghai Far East No. 1 Slaughterhouse built in year 1933, while its former architectural style and structure are reserved and its bloody culture of slaughtering is discarded, has now become a city cultural landmark converging cutting-edge elements as world famous wines, leisure, fashion and vogues.

Transforming industrial heritage sites into city museums is also an important means of remodeling culture of a city. Museums present (embody) the culture and art of a city. The best means of spreading to the public the history and artistic value of industrial architecture is to convert the plants into museums. Museums where exhibits in old buildings enables the public to view modern art while personally experiencing shocking essence of industrial civilization conveyed through the high and magnificent buildings. BEWAG company and Vitra, a famous Germany furniture company, jointly modifies

Humboldt Transformer station designed by the famous architect Alexander Müller, into Vitra Designing Museum Berlin Branch. The museum attracts over 100 thousands visitors annually and bring into full play its function of public education.

As a part of city culture, industrial heritage plays a significant role in remodeling the culture of a city. Under the guidance of "heritage innovation plus cultural promotion plus city value", the city development after thematic construction will surely contribute to the realization and promotion of industrial heritage.

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