

The Role of Cultural Creative Industry in the Process of the City Development: The Case of Jingdezhen

LI Songjie^{1,*}; LI Xinghua¹

¹Graduate school of ceramic aesthetics, Jingdezhen ceramic institute, China.

*Corresponding author.
Email: Lisongjie218@sina.com

Supported by National Natural Science Fund Program of 2010, NO: 41061020.

Received 5 September 2011; accepted 2 November 2011

Abstract

Culture is a core factor of Soft power, and also important driving force in the process of urban economic development. This paper analyses the role of cultural creative industry during the development of economy and society, in order to explore cultural competitive power, influence and radiation, which drives regional urban economic progress, and forms the benign interaction of cultural and economic development.

Key words: Cultural creative industry; Development; Soft power; Jingdezhen

LI Songjie, LI Xinghua (2011). The Role of Cultural Creative Industry in the Process of the City Development: The Case of Jingdezhen. *Studies in Sociology of Science*, 2(2), 74-78. Available from: URL: <http://www.cscanada.net/index.php/sss/article/view/j.sss.1923018420110202.7z0036> DOI: <http://dx.doi.org/10.3968/j.sss.1923018420110202.7z0036>.

The establishment of cities results from the survival and development of human society; The city is the long-term survival of human society development product, is the symbol of human civilization and the carrier of culture. During the process of urban development, various city features and cultural phenomenon came into being as a result of geographical environment, climate conditions and natural resources. This kind of cultural phenomenon is the unique charm of a city, and is also an important distinguishing itself from other cities. Cultural accumulation and background formed in the historical development of every city is not only the embodiment

of the city in the past glorious history, but also the inevitable result of economic progress. Through cultural development of a city, we can draw the conclusion that cultural heritage and economic development is inseparable. In today's economic globalization society, the city should mold the individual character of city from its own culture. Otherwise it would be lose its attraction and become a one-size-fits-all urban development pattern.

1. THE FACTORS AND FOUNDATION TO DEVELOP CULTURAL CREATIVE INDUSTRY IN JINGDEZHEN

In modern society, There is a strong tendency to combine culture and economy. Culture not only becomes but also become a brand and symbol. The cultural industry is the external performance of culture, and but also the important driving force of economy. At present, Creative economy around the world creates \$22 billion every day, and increases at the rate of 5% year after year (LIANG Jun, 2010, p.52). When traditional industry encounters the dual pressure of environment and resources, Cultural and creative industries become an important engine of economic development. The course of urban development, with different historical and geographic factors, various city features of culture comes into being. Hence, any city has to develop itself in accordance with its own condition if bettering its culture industry. because the city in different historical geography, can form different city culture, this feature is the city history and reality of various factors, is also the Prerequisite of comprehensive development of creative industries. In the construction of creative cities, Landry (2000) thinks creative cities is based on the following factors : the personnel quality, will, leadership qualities, the diversity of all kinds of talents and human development opportunities, organizational culture, local identity, urban space and facilities, network

power relations. 2002 Florida summed up theory of the creative economy development “3 T”, namely Technology, Talent and Tolerance. He also thinks the creative class has the significant value and significance, and they will decide on the work place and even the city’s prosperity and failure (Roch, Zheng, 2008). In short, a creative city need to have the hard power of the development of creative industry (suitable environment that is fit for the cultural development) and soft power (culture heritage and the reality of culture, especially talents reserve).

Jingdezhen porcelain is famous all over the world, and also the ancient Chinese town, as Chinese culture is deep and the symbol of the glorious civilization. She made porcelain as early as the Han dynasty, the city is also one of the cities named by nianhao of the emperor. From then on, Jingdezhen started to produce the porcelain for the government, by the time of Ming dynasty, she was the producer of ceramics kiln products in a period of great prosperity. Owing to the driving force of the high-quality goods culture, the folk kiln had come into being which contributed to the future of Jingdezhen porcelain industry. From the Song dynasty, China had many famous kilns in decline. With the millennium development process of ancient Chinese society, only Jingdezhen Millennium kiln fire burned more brightly. The fundamental reason lies in the ideology of innovation.

Jingdezhen, in Chinese history, has two meanings, one meaning of Jingdezhen as a brand is the symbol of Chinese ceramics. Therefore, it is pointed out that China’s English translation of China is the English translation of porcelain, Jingdezhen ceramic culture become the symbol and representatives. During the development process in the Millennium Porcelain, Jingdezhen ceramics retain a large number of precious cultural resources. Jingdezhen is the most ancient cultural relics in Jiangxi province, According to relevant statistics, The city has more than 1,500 kinds of relics, of which 100 sites are protected above municipal level, 4 sites state-level cultural relics protection, and most of the artifacts or remains are related to ceramics. In many countries of the world, the museum has Jingdezhen porcelain, which is incomparable in any other countries. Jingdezhen not only has a number of the cultural relics, more importantly is that Jingdezhen retains inheritance of ceramic culture wealth, Which is the most important. Including Jingdezhen porcelain, Jingdezhen manual craft porcelain industry custom and plenty of other intangible cultural heritage, With deep accumulation of ceramic culture, the culture is a source of strength of cultural and creative industries.

Another aspect of Jingdezhen is a geographical sense of the Jingdezhen. Geographically, Jingdezhen is located in Jiangxi province, northeast of the east longitude 116°57'-117°42' north latitude 28°44'-29°56'. The average elevation 320 meters, is Basin structure surrounded by mountains. China is rich in natural resources, forest coverage rate is as high as above 70%, rich mineral

resources, especially the deposits of China clay in production. Thanks to Relatively closed environment, Jingdezhen ceramic production is less influenced by political change and war, and the rich resources ensured the Jingdezhen ceramic production can last for one thousand years, unique geographical advantage accomplished the Jingdezhen’s brilliant achievements. In the case of underdeveloped transportation, Jingdezhen shipped the porcelains to every corner of the world, becoming one of the four famous business towns in the Ming and Qing dynasties constructing global trade and cultural exchange pattern. Open culture and the unique natural conditions are precious resources in Jingdezhen, providing wisdom for the brilliance of Jingdezhen. Jingdezhen ceramic achievements made itself famous in the world and also created the world-famous ceramic culture. As for Jingdezhen, its unique natural advantages are the precious wealth.

The core element of the development of cultural industry is to realize innovation on the basis of the traditional culture. Accordingly to realize innovation needs various talents. Jingdezhen has obvious advantages of a large number of all kinds of ceramic art talents. At present, Jingdezhen ceramic art talents fall itself into two broad categories in accordance with the family inheritance and academic. Among them, Jingdezhen have all kinds of national master nearly 50 people at the provincial level, around 100 provincial masters, and thousands of all kinds of ceramic talents, and nearly of all kinds of art workers, become the important supportive strength of cultural and creative industries. In recent years, many of the famous artists at home and abroad come to Jingdezhen to be engaged in creation of ceramic art, at the same time provide the rich personnel resources. In addition, Jingdezhen ceramic culture development for academic provides a lot of theory and cultural creativity which is also a valuable cultural wealth.

2. THE DEVELOPMENT OF CULTURAL CREATIVE INDUSTRY, CONSTRUCTION OF THE ECONOMIC CIRCLE

Advantageous condition for the development of cultural industry, economy in Jingdezhen is a perfect opportunity, But at the same time is a kind of helpless choice. In 2008, the city was identified as the resources-exhausted city, which brought serious challenges to the economic development of the city. The development of urban economy could not rely on extensive business model. In addition, for Jingdezhen, Development of high-pollution construction ceramics and industrial ceramics is unrealistic, and also a huge waste of resources. At the same time, the development of the industry pattern will no longer have any attraction, the only way-out to the economic development is to firmly take the road of

development of creative industries meanwhile, in 2009, Poyang Lake Ecological Economic Zone rises to national strategy, which provides a great opportunity and historical significance for the economic development of Jingdezhen. In this case, Jingdezhen plays cultural superiority and develops creative industry economy, which is the only way for the development of future economy.

Jingdezhen porcelain is one of the important cradles with a rich cultural heritage. In the past 2000 years, Jingdezhen has formed its own unique cultural characteristics. Since 1000 years, porcelain tea culture system has become the soul of a city, and the symbol of the city and pride as well, and won the reputation of "float saddle, smell the Ming in the world; the porcelain, jade-like stone float saddle YuShuiYu". This historic heritage of the cultural characteristics of the city's modern development has played an extremely important guiding role. Cultural heritage of ceramics plays an irreplaceable role in the process of the city modernization, shaping the city's image, and enhancing the quality of urban culture. Jingdezhen is a national, and even world recognized city, and achieves so high profile, the core factor is unique cultural characteristics. Therefore, To develop creative economy, we must integrate cultural resources to stimulate a large cultural potential, attracting the world's creative talents to come to Jingdezhen for development.

First of all, Enhance the management of urban construction, and create a hard environment to support creative soft environment. As a three-class city Jingdezhen's development has his own limitation, and it can't have the talents and resources as many as economic developed area. Therefore, urban construction and cultural heritage protection must apply the concept of innovation. Jingdezhen has unique cultural sites, such as the Yuyao plant, Hutian kiln site, etc. In addition, there are a lot of intangible cultural heritage of the industry, including manual porcelain making technology, traditional color and production technology, traditional porcelain manufacture technology, the traditional production technology, such as sculpture porcelain for the cultural heritage of planning and protection should be brought into the cultural ecology, under the philosophy of protection, instead of static protection. Ceramics culture is the soul of the city, losing tradition means losing the special features of city, and losing city development of the most fundamental things. Soft environment protection to city level, the more important is macroscopic protection. Jingdezhen porcelain is as a symbol of high-quality goods, in China and the world but now Jingdezhen's stall porcelain production is everywhere, there is no protection and utilization measures. Therefore, to enhance the brand protection consciousness is very important. The cultural construction of soft environment is also taken on a variety of cultural and creative industries policy support and nurture, including introduction of talents, policy support and protection of intellectual property, etc., to attract a variety

of talents to the development of Jingdezhen.

Usage of resources and urban cultural integration is also reflected in building a sound industrial and cultural space. At present, Jingdezhen ceramic culture resources are limited to simple ceramic imitations, some high-end production is certain artists' art, but this kind of works of art creation is far from formation industry group mode. Therefore, the construction of the city includes establishment of creative theme park, industrial clustering, theme parks, ceramic experience garden, ceramic network operation platform, innovation incubators, ceramic and other creative markets, dedicated to the ceramic core of the urban culture and creative development mode, the whole city around the creative development ceramics industry.

Secondly, the integration of cultural resources, creating a "porcelain culture" as the leader of the great cultural framework to develop the unique porcelain culture tourism, Jingdezhen is a Jiangnan mountain city, and has the beautiful scenery and profound cultural background. In 1982, it is listed as the first history and culture city, in 1997 National Tourism Administration recommended it as 35 trump cards overseas attractions, the tourist resources are rich, but at present there is no realization of system planning. There are more than 100 culture tourism landscape in jingdezhen city, however, due to the lack of scientific planning, scattered sites, it is difficult to form the spots joint effort to realize economic efficiency. In addition, due to the relatively isolated tourist attraction, there is no cohesion, there is a lack of tourist appeal. More prominent is that some archaeological value and culture attractions lack market penetration value, there is no attraction, for tourists, there would be no tourism market. Thus, in the process of building the core city, to exert its cultural advantage to porcelain-based, porcelain tea interaction paradigm, finishing excavations for the cultural resources of the system, a system of history and culture. Built in Jingdezhen axis, radiation Fuliang, Wuyuan, Poyang, Chang and other tourist areas are to ensure that visitors can return to Jingdezhen travel routes. In the development of tourist routes to explore official kilns and folk kilns. The culture of official kilns and folk kilns in the Ming and Qing dynasty is the representative and the symbol of the traditional Chinese high-quality goods, Still no bright spots, visitors can experience this culture charm in a short time and the contrast between the large tourist expectations, resulting in negative impact on tourism. This situation is even worse in folk kilns, folk kilns culture is the millennium brilliant support, but basically the development of the tourism is on a blank stage. For a large number of ceramic "fans", they hope to experience the charm of ceramic culture rather than simply buy some low-end imitation porcelain. Therefore, in the Exploration of the folk kilns culture, we can develop the following route: Yaoli---xianghu ---NaShi street---Sanbao ---li Yang. So that tourists can feel all the original ecological

millennium porcelain culture, and it also can play a good role in the protection of the kilns sites. The construction of the ceramic culture space will go some way to achieve the ecologic protection of ceramic culture resources, and can promote culture identity of the people in Jingdezhen to reflect public ceramic culture accumulation.

Again, building ceramic culture landscape space and realizing ceramic culture identity. Ceramic culture landscape is based on the market demand, through the creative use of design and management wisdom, finally to serve society with creative experience, cultural production consumption, and thus win the market-oriented economic and social development of the cultural industry ceramic platform (LIANG, 2010). The specific practices basically are: first, the use of ceramic culture landscape to build the city space symbols. Through the square, station, promotional windows, schools, and other cultural space, to put the ceramic culture organically into the city of culture, and apply the modern means and forms to show the tourists and the public. Second, digging the history cultural heritage and cultural landscape is to form the ecology of culture development concept. Through the development and protection of the official kiln and the folk kiln cultural relics, and the development and remodeling of water transport dock, workshop of kiln, as well as on "the kiln", "open the red", "open", "the black ZhongYuanJie", "buy" pole the intangible cultural heritage of the mining, management and ecological reproducibility, reflect Jingdezhen's profound cultural heritage, and on the basis of new city space building Jingdezhen and landscape mode. For this city is not a very big scale jingdezhen town of small and medium-sized cities in the urban cultural landscape, according to a pattern integration, is completely feasible. The core purpose of building cultural landscape is the development of cultural entertainment, including ceramics and cultural background of movies and TV series, the theme of the development of ceramic porcelain music and dance, constructing a ceramic core cultural development.

Taking advantage of cultural superiority to develop modern industry. The rich intangible cultural heritage is a precious wealth of the city, and is also a kind of pride. But the development of the cultural and creative industries does not just rely on the traditional culture. Culture is a kind of creation and innovation in essence. As for Jingdezhen, it should make full use of the present resources to develop and heritage the ancient culture on the basis of the traditional culture, and form the unique culture industry with the culture and creative industry. Exploring cultural resources does not mean the simple cleaning, but absorbing advanced experience of the countries all over the world Is to create a famous city of culture and creation. Take Jingdezhen ceramic trade as an example, Jingdezhen porcelain in the ancient time is the symbol of wealth and status, and China trade spreads in every corner of the world, but in terms of how

to use the resource, Jingdezhen is not successful. The author thinks that the development of cultural industry, Jingdezhen in succession, on the basis of innovation, the most feasible way is to take animation and other art forms to show mankind the Jingdezhen ceramic trade with culture creative and transformed into economic value. At the same time, the increase of the depth development of ceramic products meets the different consumer needs. At present, Jingdezhen ceramic market there are two extremes, one kind is all kinds of works, regardless of the quality, the price is very high. the average consumers can't afford; The other is the low end ceramic imitations without any art value, so consumers are reluctant to buy. Give the situation, we should develop the different level ceramic products to meet consumer's needs. So, the future ceramics in Jingdezhen in terms of the culture and creative industry should be Aimed at the medium products rather than high energy consumption and high pollution products.

3. "BIG REGIONAL" HORIZON CREATIVE CULTURE DEVELOPMENT

In 2009, Poyang lake ecological economic zone rised to national strategy, Jingdezhen as one of poyang lake three core cities, must break the bondage of the traditional mode if it's willing to develop the economy. Jingdezhen covers the area of 5428 square kilometers, accounting for 3.14% of the total area of Jiangxi province and it is a relatively small city in Jingxi province. In 2007, the GDP of Jingdezhen was 27.01 billion yuan, accounting for 8.1% of the whole poyang lake urban agglomeration proportion. It has a population 1.544 million, accounting for 7% of the total 6 big cities. The comprehensive index, we found that, The proportion of Jingdezhen in Poyang lake ecological economic zone is not great, so to construct the core city, we must expand horizons, and form a "big regional" under the principle of the city development idea.

Jingdezhen as the core, building the development idea has a long history tradition. As the Millennium porcelain, Jingdezhen ceramics glory is to rely on the surrounding urban and rural support, and forms the country's trade chain model. From space Jingdezhen ranges from the inner core region including Fuliang county, Gaoling, Yaoli, Sanbao, Xianghu and the northern towns of in Fuliang. These areas supplied human and material resources for the early development of Jingdezhen. The second core region includes seven counties and the Huizhou in shexian county, Xiuning and Jiangxi province government, Nanchang mansion, Jiujiang, these states of Jingdezhen porcelain provided all kinds of supports for the tea and porcelain trade of Jingdezhen. Peripheral area includes Hubei province, Anhui province, the merchants all over the country ensure the Jingdezhen porcelain trade flowing is carried to every corner of the world.

From the geographical advantage in Jingdezhen, near the Yangtze river delta, Zhejiang province is WanGan three border areas of the city center, the geographical position and traffic conditions has the advantage of communication link between north and south, the east China area is in the major cities. Jingdezhen is located in the national tourism hotline, and “six mountain” traveling hotline is the same in the central region, extremely the development potential. Therefore, no matter what history and geography advantage in Jingdezhen, with building “big regional” basis. From creative construction of city, as the core city must have any core geographical advantage and the foundation. Jingdezhen will create regional transportation hub, and speed up the development of the railroad industry, mine ChangJiang water transportation communication advantage, and play Regional traffic core role. In the development of creative industries, Jingdezhen should form regional radiation and division of work force. expand the city circle including Po Yang, Wuyuan, Fuliang, Leping, Qimen, and form the division of labor and cooperation in the circle. Jingdezhen play a key role in guiding industry, to develop Culture and creativity, to promote the development of productive forces, the surrounding counties and cities support the development of relevant industries, and form a rational division of labor to avoid waste of resources.

4. EPILOGUE

Culture is an important national symbol of survival and continuity, and a national identity ,also a mark of the city different from the others. Different culture is to become the symbol of the city, because the long-term process of

development in the city, the economic effects of culture and the city’s main way of life of each person. Jingdezhen, the millennium city’s economic development relies mainly on the related ceramic industry. Today, along with the development of modernization, traditional ceramics production no longer meets the needs of the modernization of production, ceramic production must be Restructured, but the city still closely related to the ceramics. Jingdezhen has a population of about 500000 people, of whom 100000 people are engaged in the industry related to the ceramic production Every corner of the city is marked with the ceramic brand. Jingdezhen relying on the cultural advantage, changes the ideas of development, and develops the cultural and creative industries to create the creative capital. Through this means Jingdezhen is to achieve the rapid sustainable economic development, which is the necessary requirement.

REFERENCES

- LIANG Jun (2010). The Demand and the Function of Government-Jingdezhen Development of Cultural and Creative Industries Route Choice. *The Jingdezhen culture industry development report (2010)*. The Chinese Book Publishing Group. In October 2010 the first edition.
- Roch c. Zheng Xiaodong (2008). The Creative Cities Route Choice. *Shanghai Academy of Paper, dr*. In 2008, 8-nine pages.
- The Cultural Strength: The City Modernization Accelerator-in Nanjing City as an Example of the Cultural Development of the Social Science. Nanjing, In 2003, p 438, special.
- The Ecological Jiangxi, Green Rise-Poyang Lake Ecological Civilization, Line. *Jiangxi Education*, In 2010, p44 Supplement.