

Research on the Protection of Industrial Heritage under the Cultural and Creative Industries

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Abstract. In the long river of history, the old industrial area unique architectural vocabulary carries unique brilliance of every city in the industrial age. In the respect of history industrial heritage should be better integrated into the development of the city at the same time, this is a problem that need to think about. From the point of development trend, combined with cultural creative industry is one of the more popular industrial heritage protection mode. Cultural creative industry is an important part of human culture, represents a kind of new thinking, new ideas and new ways of working, its own internal integration led to the creative industries and industrial heritage. Under the background of cultural creativity, this article will explore the relationship between industrial heritage and cultural creative industry, trying to find a suitable for the road of industrial heritage protection.

Introduction

Industrial heritage, the first in the industrial heritage research is based on "industrial archaeology," it began in the 1950 s. The sport gradually spread to open the America and Europe about 20 years later. Promulgated in 2003 of The Nizhny Tagil Charater clear the definition of the industrial heritage: "whoever made for industrial activity building and structure, this kind of buildings and structures contained in the process and tools, and this type of architecture and structure of urban and landscape, and the performance of all other material and non-material, all has the vital significance."^[1]

Industrial heritage is the marks of a city or regional history and culture, the more accurate heritage of architecture, aesthetics, and other cultural information, as well as witness of history in the industrial culture development of human social changing. Industrial heritage with its rich information and its own unique properties of bearing, make it shows the social civilization and the urban industrial history. Not only that, industrial heritage surrounding landscape also has a certain aesthetic value.

Industrial heritage shows the historical periods of cities unique style, is of great importance to the symbolic. Physical form is not just only keep industrial heritage buildings, industrial heritage has also become promote the main power of the development of economy, history and social change, meanwhile promoting the development of industrial heritage tourism. If the reasonable development and utilization of industrial heritage, can produce effect in all fields. The significance of industrial heritage in industrial heritage education is irreplaceable. It is the most intuitive experience learning spirit of industrial heritage.

General situation of international industrial heritage protection

From the study of the regional perspective, foreign industrial heritage research in Europe, America (mainly the United States, Canada), Oceania, Asia (mainly Japan) have developed. But it is mainly concentrated in the European region, involving the United Kingdom, Spain, France, Belgium, Sweden, Holland and other countries, including the British industrial heritage research is the most prominent, the number is the most, the content is also rich. In this regard, the British academic community is generally recognized that the world's greatest contribution to the world is not its

culture and other aspects, but the industrial revolution. Industrial heritage is the most direct result of the industrial revolution, so the research on it becomes the objective request of the history^[2].

A lot of research and thinking about the transformation of the old industrial heritage was in the foreign countries. It mainly includes the following important aspects: first, the high efficiency of the application and protection of industrial heritage. Other studies have analyzed the use of new values and objectives from the perspective of industrial heritage and explore how to reuse industrial heritage. Secondly, using industrial heritage protection methods and means to analyze the British Industrial heritage. The museum is the focus of the protection and utilization of industrial heritage, a large number of scientific research personnel, such as university professors, etc., have been engaged in this field. Through a series of methods and tools, industrial heritage has achieved remarkable results in foreign countries.

In China, the transformation of old industrial buildings and research originated in the last century 80's, such as the transformation of Beijing watch factory. However, due to the impact of the level of economic and technological strength, in the process of urban renewal, people for the industrial buildings are basically taken down or rebuilt the way. New ideas for the transformation of old industrial buildings in foreign countries have applied to domestic architecture. And the level is uneven, there is no system theory. In this period, the use of the old industrial buildings have a lot of temporary nature, low level of transformation, and even destroyed the unique cultural symbols of industrial heritage.

The development of cultural and creative industries

The formation and development of the concept of cultural industry is a historical process. In Europe in the early 20th century, the Frankfurt School of Adorno and Horkheimer published the dialectic of enlightenment, the book presents the concept of "cultural industry". "This term may be used in the book of the Enlightenment Dialectics," according to Adorno, "the culture industry's further thinking". Hawke Heimo and I were in Holland in 1947 Armstrong published the book." In 1980s, the Japanese scholars from the perspective of economic theory, defined the cultural industry: "the purpose of the culture industry is to create a cultural symbol, and then sell this cultural and cultural symbols". This definition not only reflects the combination of culture and economy, but also embodies the combination of philosophy, psychology and economics. In 1997, the cultural industry is defined as the meaning based production activities" in the final report of the cultural industry in Finland. It emphasizes content production, not to mention industrial standards, said the content industry, including architecture, art, books, newspapers, radio and television, photography, audio and video production distribution, games and health entertainment Services services, etc..

The creative industry is in the end of twentieth Century. Britain was the first country to name the "creative industries". But it is undoubtedly inspired by the Australian. In 1994, Australia put forward the slogan of "creative nation", and made the first cultural policy. Immediately after hearing the British sent a delegation to Australia to study. After the British Prime Minister Tony Blair in 1997 was elected, the New Labour government to revive a slowing of the UK economy, determined to develop knowledge economy, and in July of that year established the Department of culture, media and sport, Prime Minister Tony Blair Pro Ren "creative industries task group chairman, and in 1998 and 2001 put forward the Creative Industries Catalogue report". These two reports will be creative industries defined as "from the individual creativity, skills and talents, through the generation of intellectual property, and have the potential to create wealth and employment opportunities in the industry". Its scope includes advertising, architecture, art and antique market, craft, design, fashion, film and video, music, performing arts, publishing, software and computer services, television and radio, etc^[3].

Cultural and creative industries have set up two concepts of cultural industry and creative industry, which covers a broader cultural and economic activities. In the context of China has made up for the lack of the concept of cultural industry. This is the reason why the concept of cultural and creative industries is able to exist and popular. According to the Beijing Municipal Bureau of statistics on the

cultural and creative industries of the concept definition: the creation, creation, innovation as the fundamental means, the cultural content and creative achievements as the core value, to realize the intellectual property or consumption as the trading characteristics, for the public to provide a unique cultural experience of the industry cluster. The cultural and creative industries in Beijing include the following nine categories: culture, art, press and publication, radio and television, software and computer services, advertising and exhibition, art exchange, design services, tourism, leisure, entertainment and other ancillary services.

The relationship between the industrial heritage and cultural creative industry

Industrial heritage as a special form of cultural heritage has the uniqueness of promoting the development of creative cultural industry. It is the innovation source of creative industry, is the pursuit of creative industry more excellent platform. Creative industry is a history and culture as an innovation industry form of creation concept, it leads the new mode of thinking, new ways of working. To infiltrate the inspiration of the creative industries of industrial heritage, the government realized the importance of it to make it play the cutting edge exemplary role, has begun to turn personal spontaneous behavior as the lead and take the lead, had not only from the initial small area of change for large-scale commercial community and regional protection and development of the entire park transformation. Along Suzhou creek in Shanghai, for example, industrial heritage, with its distinctive architectural style and abundant history information, blend in contemporary culture. Unique style of architecture design become the region's art and culture creative communicating center, which brings together the love art artists from around the world, then there will be the base of development of cultural creative industry.

Nowadays, industrial heritage has become the most powerful strong point to promote cultural creative industry. All over the world many closed industrial heritage has been converted into different characteristics of cultural creative industry park. And industrial heritage in the building under the condition of give priority to in order to protect properly innovation transformation, brought new features to the industrial heritage and vibrant. In the industrial heritage into cultural creative industry, need to protect the industrial heritage of memory, concept and rich culture. At the same time also should combine nature, make get maximum development characteristic of industrial heritage. Gradually flourishing post-industrial era, a large number of industrial heritage in about culture creativity provides more broad stage. If the construction organization of data in the industrial heritage into library, it also can play a guidance and direction in various cultural and artistic product design and innovation. As a result, industrial heritage not only bring resources in terms of creative industry, but also bring huge economic benefits.

If saying the protection of industrial heritage is the innovation source of cultural creative industry, the cultural creative industry is the regeneration of industrial heritage. It is for the sustainable protection of industrial heritage. For creative cultural industry, it is the economic basis of industrial heritage protection and development, simultaneously is also the foundation of industrial heritage protection and development guarantee. Industrial heritage in protection must be used at the same time, so that the wider the significance of industrial heritage is be showed. Culture creative industry industrial heritage protection and development will be reborn, inheritance development history of industrial heritage new thinking, new ideas, further promoting the development of industrial heritage protection.

The trend of industrial heritage protection under Culture creative industry

This article will be based on the famous example of transformation, according to the use of different industrial heritage and positioning, summed up a variety of cultural and creative trends.

Exhibition development model. For example: Henry iron and steel plant in the industrial heritage protection is the most typical model of the museum. Henry steel plant, founded in 1854, closed in 1987, the factory has been the acquisition of Chinese steel mills. At present, the waste iron has become an open-air museum, it is now the biggest feature is the establishment of full attention to

child places. Here can be free to participate in various recreational activities, the old industrial factory, became a place of communication between parents and children. Aaron coal mining plant located in Dortmund City, it is of small size. Factory buildings are well preserved and the newly renovated buildings and the classical style of the office buildings are demonstrated^[4]. At present, the factory mainly to the indoor exhibition, at the same time, a variety of souvenirs are sold.

landscape creative development model. In compared with other industrial heritage, North Duisburg Landscape Park public games is the most representative of the transformation, The landscape park is located in Duisburg, the predecessor is a Steel Corp, that is a well-known large-scale industrial base. Now, it has become a large-scale landscape park with the integration of industrial heritage landscape. Huge derelict jar has transform it into a swimming pool, super large yard was transformed by children's playgrounds, old warehouses and factories are transformed into a popular disco dance halls and music hall. Taking a symphony concert is a good idea under the background of large iron and steel iron furnace. In addition to this, people who ride a bicycle can easily walk in a huge green park. The ecological enthusiasts are in all corners. In the region you can enjoy the unique plants and see a series of beautiful ecological landscape.

Integrated business development model of shopping tourism .This kind of mode is Oberhausen shopping district. Oberhausen is a once brilliant industrial city, the Ruhr region first cast iron factory built here. The rapid development of industrialization led to the collapse of a large number of factories, the number of unemployed also rose sharply, which need to find a way to revive the glorious^[5]. Here to build a concept factory with a shopping center as the theme, a large shopping center, bar, road, children's playground, tennis and Sports Center, multimedia and video entertainment center. It has become the birthplace of the Ruhr area shopping culture, and expected to become the new city center of city of Oberhausen, even a Europe's largest tourism shopping center. That will attract many vistors from neighboring countries to shopping and taking holiday.

Conclusion

With the rapid development of urbanization, the industrial heritage of the cultural and creative industries as an important part of the urban development has become the main factor driving the city competition and development. How to get into the right track so as to promote the development of urban economy has become the focus of social concern. From the conclusion of this paper, the industrial heritage and creative industry as a precious resource, its development and protection also need to improve. How to protect, how to develop, so that it can make the industrial heritage to play its greatest historical value, that requires the government, the public, people from all walks of life to work together.

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