

Discussion on Gathering of Cultural Industry and Art and Its Ecological Development

Taking Wuhan Tanhualin Art and Culture District as an Example

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Abstract—In recent years, with the transformation of national economic structure and policy support, cultural artistic districts with linkage development of cultural industry and art appear continuously and become fertile soil in cities to gather public art, regional culture and creative talents. It is of great significance in urban cultural exchange, spiritual connotation exertion, economic potential excavation, the maintenance of innovation power and sustainable development. This paper focuses on the theoretical basis on three layers of cultural artistic district development, analyzes advantages, characteristics and internal problems in integrating Wuhan Tanhualin cultural industry with art gathering and explores countermeasures and suggestions on ecological development of cultural artistic districts.

Keywords—cultural artistic district; cultural industry; ecological development; Tanhualin

I. INTRODUCTION

Cultural artistic districts refers to the urban area with public art and regional culture that integrates artistic creation, cultural transmission, leisure entertainment, tourism, manufacturing and consumption of creative products and provides conditions for art, culture, creativity and related talents to gather and exchange and collide, such as Soho Cultural District in America, Ruhr Region in Germany, Beijing 789 and Shanghai Tianzifang renowned at home and abroad. In the “knowledge economy” era, cultural artistic districts are important origin of force in cities to cultivate new economic growth impetus and construct culture soft power as well as one of the powers to improve competitiveness and radiating capacity of cities and innovative development of multiple structure. It gathers and attracts the most creative stratum, integrates creative concept and new technology as well as spreads diversified culture and artistic charm. Moreover, it has received the attention of all countries through low cost, less pollution, high economic returns and strong social effect. John Hawkins, the cultural industry research scientist, once said cities are magnet of culture and creation. In the new economic era, it means the industry does not become leading role in the story of grandiose narration. So it needs to innovate in coordination pattern derived on the basis of individuals and different ideas [1].

II. THEORY ON RESEARCH LEVEL OF CULTURAL ARTISTIC DISTRICT

Researches on cultural artistic district are often carried out on three levels. Firstly, research how to gather, develop and cultivate talents in cultural artistic districts and the relationship between it and the prosperity of culture and art. Secondly, summarize the experience related to basic conditions, cultural factors, prominent advantages and achievements of cultural artistic districts from basic level to various main levels. Thirdly, carry out favorable empirical analysis and research about the influence of macro policies and measures on formation and development of cultural artistic districts.

Therefore, researches on cultural artistic districts can be conducted from many aspects. As for the research taking related talents as the main level, “3T” principles for gathering of cultural creativity in Florida—Technology, Talent and Tolerance: the basic logic is to tolerate and attract talents to create technology. At the meantime, a district should accept different people, more important, actively embrace differences among these people, so that they will develop ability and create values. John Hawkins thinks people always find new name or label for a phenomenon in continuous changes of idea, information and knowledge relation. It is the original power of cultural anthropology on “significance” to call on people to pay attention to independent “individuals with thoughts”. Scholars of cultural economy think talent accumulation is a common exchange phenomenon to promote efficient flow of resources and elements, save cost of activities intensively and increase efficiency as well as benefits. Gathering of artists and personnel undertaking cultural industry is not only to communicate with each other but also to find inspiration, trace information and enlighten through interaction in artistic and cultural creation, so as to improve their development. Meanwhile, it can also bring scale effect and overall brand and then attract and bring in resources more effectively.

As for the summary and analysis through taking cultural artistic district as the main body, the original spatial aggregation of core-periphery model of Krugman belongs to overlapping elements and accident. The centripetal force and centrifugal force factors of this district determine aggregation and difference. Art and culture gather to the center to acquire

plentiful cultural resources and market and seek development. It will spread when the aggregation reaches certain degree. Most scholars think artists have high requirement for surrounding cultural and artistic environment. Moreover, they also believe atmosphere is important inspiration source for artists to create. Artists need to develop connotation and inspiration from cultural environment through deep ideological communication. Artistic creation advocates individuality and freedom. The tolerance and openness of social environment and fewer disturbances are important factors for its free growth. In order to develop in cultural artistic districts, it needs to depend on local culture and combine with local unique resources to become competitive, attractive and radiate. Li Wuwei thinks resources in cultural artistic districts can collaborate with its production and creation capacity and interact with functions through comprehensive operation to build successful social and market benefits [2]. Zhou Shangyi and Yang Hongyan believe the local formation mechanism of cultural artistic districts has an important significance on developing and keeping local culture [3].

According to researches and empirical analysis on related policies, most scholars think related environment and policies develop into society and cluster with the development of knowledge economy. They emphasize policies should be implemented to support investment in building cultural and artistic infrastructure and improving related education systems to release the creativity of people. Policies of western countries pay more attention to artistic education, popularization and artistic creation support and increase the attraction of culture and art for public participation and emphasize the protection of cultural intellectual property [4]. Some scholars research from ecological perspective to emphasize the relation between the main body and environment and relations of mechanisms in ecological system and community.

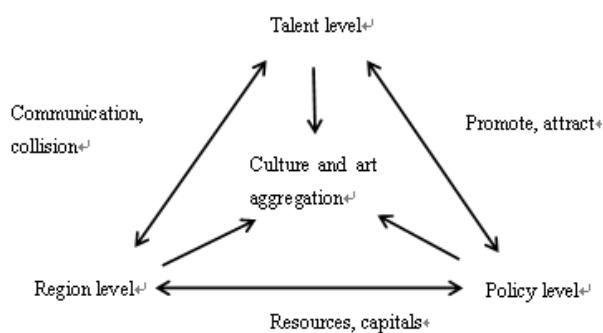


Fig. 1. Guide figure of structures and relations on three levels

In conclusion, empirical analysis and theoretical analysis based on various levels have significance on the aggregation and development of cultural artistic districts. Close relations and cooperation of three levels form basic direction of culture and art aggregation. This paper attaches importance to comparing development and current situation of two cultural artistic districts in Wuhan. On one hand, the analysis of Tanhualin and Hanyang-made on three levels discusses theoretical suggestions on aggregation and sustainable development of cultural artistic districts; on the other hand, it

deepens the understanding for actual situation of culture and art to provide acting point in constructing urban culture. "Fig.1"

III. ADVANTAGES AND PROBLEMS OF TANHUALIN CULTURAL ARTISTIC DISTRICT

Wuhan is a famous historic and cultural city located in the center of Yangtze River Economic Zone. During "the 12th Five-Year Plan" period, it vigorously implements the strategy of strengthening the city by culture, bases on the action plan of using "the city of five cultures" to build "culture plus" and invests more in public culture construction, continuously releases the radiating capacity of regional culture and promotes the integration and development of culture in different regions of the city. Many urban spatial patterns with cultural and artistic functions have occurred, such as Tanhualin Cultural District with mature development. Tanhualin gathers culture and art and integrates historical deposits with dynamic elements in the era. Besides, it inherits local historical context and deeply develops related resources to cultivate market system to realize organic combination of tradition and modernism, space and culture. It has become the name card and window for cultural and artistic communication in this city through promoting transformation and renovation of old liberated area.

Tanhualin of Wuhan City is an old street with a long history and total length of 1,500 meters. Religious buildings, revolutionary historical monuments and former residences of celebrities are located here and endow it with profound cultural background and historical value. Historical buildings in modern China and western style religious buildings form the overall architectural style of Tanhualin Street and present the characteristics of Sino-West blend. Strong historical and cultural atmosphere and low living cost attract artists to gather here spontaneously for free creation. Quantities of artists undertaking painting, handcraft, design, performance and creativity open studio, hold exhibitions and art salon here. Tanhualin begins to form unique artistic and cultural market and rises to fame. Art lovers are attracted to visit. Industries and derivative economy matched with it develop accordingly. The production and sales of related artistic products continuously prolong the cultural and artistic industry chain, accompanying by the maturation of relevant business model. Cultural and creative goods shop and coffee houses strive to be the first to rent the place and seize the market with characteristics. Injected with vigor, the historical old street has shown new appearance and gradually become urban artistic cultural district.

The formation is similar to most cultural artistic districts in the world. Related talents and employees gather spontaneously or under the guidance of relevant organs. After having influences, it attracts relevant organizations, professional talents and fans to enter and then gradually promotes the occurrence of services, tourism and consumption matched with it and the development of surrounding industries as well as continuously brings in more resources and capitals to form mature and sound industry chain [5]. According to forming characteristics of Tanhualin, the formation of cultural artistic districts needs three basic conditions: firstly, it can accept and

tolerate various talents and has infrastructure for them to give play to creativity in the relatively open space in the city; secondly, it has platforms for efficient development of cultural and artistic career and the aggregation, exchange and flow of information, service, knowledge and capital; thirdly, it meets the requirements of social activities, faces and serves spiritual and cultural needs of the masses without threshold.

It should have diversified and tolerant organizational forms. From internal level, it is the place for various talents to carry out cultural activities, artistic creation and related industries. From external level, it has the atmosphere to allow free creation, exchange, collision and development of different cultures, sciences, arts and talents. The two levels influence each other to promote the integration of culture, art and space. On one hand, good environment and space provide stages for proper and diversified creation of culture and art, accompanying with extra property and business value. On the other hand, culture and art involve in corresponding spaces, adds humanistic connotation and beneficially integrate the form of original space structure.

Tanhualin with strong tolerance enables different Chinese and Western cultures to gather and coexist here. Nowadays, it attracts cultural and artistic industries to take root, provides huge free space for artists and activates old urban area, historical and idle buildings through internal vitality of culture and art, and then attracts effective resources with aggregation effect of cultural and artistic industries in the region, promotes the update of old urban areas as well as create new appearance of them. Undoubtedly, it is good development pattern of cultural and artistic industries in city. The development and progress of city need continuous update and creation. Lewis Mumford thinks cities accumulate and contain cultural heritages and integrates cultural heritages of wider scope by some forms and degrees. It is the image guide of each city [6]. The aggregation of cultural and artistic industries can change the appearance of city. Meanwhile, the huge economic benefits brought by it also reshape cultural brand of the city. Comparing from three levels, it has advantages and disadvantages on personnel, area and policy.

People have the characteristics of aggregation, which is also the embodiment of human sociality. After the aggregation reaches some degrees, it has to accord with degree and direction of local social, economic and cultural development. By comparison, problems exist in talent level of Tanhualin artistic cultural district. Firstly, personnel structure is complicated. Local citizens and cultural and artistic personnel mix up with great differences. Artists are hard to integrate in local life and lose the sense of belonging. They have uneven artistic and cultural quality. Currently, the number of professional artists in Tanhualin becomes very limited. In terms of talent development and reserve, it has high quality talent resources, large number of art lovers and big tourist consumption market. However, it lacks some mechanisms to change artistic talents of universities and art lovers into resources of talent reserve construction in artistic districts. Reasonable guidance also lacks to broaden the gap between groups. "Table I"

TABLE I. COMPARISON IN TALENT LEVEL

Talent Level	Personnel Structure	Personnel Development	Talent Reserve
Tanhualin	Local citizens, artists, cultural employees, college students, art lovers, tourists and personnel of related industries	Cultural accomplishments of local and foreign personnel are different. The commercialized development degree elbows out artistic and cultural talents.	Near to Hubei Institute of Fine Arts, Wuhan Conservatory of Music and Hubei University of Chinese Medicine, with plentiful subsequent talent reserves.

Obvious deficiencies exist in Tanhualin on environment level, with limited space, poor expansibility and low availability. Streets and lanes intersperse. The layout of buildings is disordered. It is near to vegetable market, school and community. The carrying capacity of the district is limited. Located in the area with streets and lanes, the transportation is not very convenient. It has big resistance in extension. Because of limited environmental space, it seems the existing space is valuable and rare. Tanhualin is located in the second ring of Wuhan city. School district housing and commercial real estates gather in the prosperous district. The rental of houses is expensive. It cannot meet the requirements of low costs required by the existence of artistic and cultural districts. Besides, it influences living and production costs and hinder the existence and development of artists and organizations. "Table II"

TABLE II. COMPARISON OF ADVANTAGES AND DISADVANTAGES ON REGION LEVEL

Region Level	Regional Environment	Regional Development	Regional Superiority
Tanhualin	Located on Huayuan Mountain. The historical style of the one hundred years old street is well-preserved.	Hidden in the street with limited expansion. Poor road condition influences the development. Limited special scale.	Profound Chinese and Western cultural deposits, rich historical background, depending on talent resources from universities.

Some policies have established development strategy to take Tanhualin as urban cultural tourism cover and improve cultural radiation of Wuchang District through complementation of artistic and cultural industries and tourism economy. The pace of old city transformation increases. The involvement of many renowned developers changes the appearance of Tanhualin. New capitals and business are attracted, which will greatly develop tourist resources of Tanhualin and give play to its commercial value, accompanying with rise of rent in this district, which will go against artistic and cultural development. "Table III"

TABLE III. POLICY LEVEL

Policy Level	Related Policies	Influences
Tanhualin	“City of Five Cultures” City “Culture +” Tanhualin Art Village Development Planning	Use culture and art to drive rapid development of tourism industry in the district. The cultural influence is improved unprecedentedly. Commercial value is developed fast. The layout is further improved. Supporting industries and services mature rapidly.

IV. CONCEPTION OF ECOLOGICAL DEVELOPMENT COUNTERMEASURES

In recent years, under the leadership of national policies, local governments begin to vigorously support cultural creative industries. “Art Districts” that gathers talents of artistic and cultural industries in cities emerge in succession. Aggregation of culture and art becomes open, with great improvement of radiation range and further enhancement of environmental conditions. In reality, the establishment pattern of many cultural artistic districts is that the governments plan and organize in advance and bring in developers to build and attract investment. Therefore, the development directions of many districts tend to be the same. Use brands of artistic cultural districts to attract talents. The operation mode is highly commercialized, which violates its cultural and artistic nature, so it is difficult for cultures and artistic talents to continue. Suggestions are given to keep sustainable development of culture and art.

A. Build Good Ecological Environment of Culture and Art

The development of artistic cultural districts has relationships with social and living environment as well as macro-environment of the city. The paths to ensure sustainable development of culture and art include: create atmosphere favorable to its development, form suitable ecological atmosphere and promote the flow and update of culture and art. The primary task is to define the development and orientation to carry forward culture and art, show characteristic cultural connotation, popularize public participation and avoid the same development and add development vitality [7]. Create tolerable environment to accept the inflow and intersection of various cultures and arts and provide good platform for artistic creation and cultural diffusion. Actively create social and cultural atmosphere that respects knowledge, talents and creation, stimulates innovation energy and tolerates individuality and build proper value orientation.

B. Correct Deal with Relationship of Culture, Art and Business

Define the idea focusing on culture and art and business serves culture and art. The development, construction and support should center on the cause of art and culture. The essential difference between artistic districts and commercial district is that commercial district isn't the main body. Under this guiding thought, promote quality and contents of artistic creation and the development of cultural connotation, so that the commercial value can be exerted [8]. The district should improve the threshold for commercial organizations to enter,

assess strictly and persuade some organizations having no relationship with art to go as well as eliminate non cultural enterprises. Increase the proportion of artists and art institutions and encourage them to carry out artistic creation here, support diversified development of culture and art and provide policy support. Promote and create favorable conditions for the sales of artistic products, guide reasonable capital investment and maintain the ecological balance inside the cultural artistic district.

C. Strengthen Talent Cultivation and Activation Mechanism

Deeply analyze internal requirements and objective laws for the development of art and cultural talents and find out relations between elements. Explore mechanisms suitable for sustainable development of talents. Comprehensively evaluate the capacity and condition of an area to attract talents. Clearly know the actual situation, give play to local advantages and characteristics to attract talents, encourage the spirit of original creation, build platform for communication, improve the service network, promote associated industries and provide relaxed environment, analyze main contradictions that restrain talent development, take corresponding measures to make up for the deficiency and prevent from the outflow of cultural and artistic talents. Make the best of artistic talents of universities. Deep cooperation and interaction should be carried out between art and university talents, cultural artistic districts and universities to cultivate artistic and inter-disciplinary talents, build training and communication mechanisms as well as experimental creation bases. In addition, strengthen the use of new media to realize organic integration of new network and new technology with culture and art, and innovate in management, exchange and interaction of cultural artistic districts.

D. Brand Creation and Culture Soft Power Construction

As important link in cultural industry and art, the brand value of artistic district is not only a symbol of a district or city. Instead, it represents the soft power of a region even country. We should build the brand of artistic district systematically in the long run. Deeply excavate connotation and cultural stories of the district, create artistic atmosphere and take people first, respect artistic and creative activities to give artists more relaxed and freer creation environment. Provide more cultural experience for art lovers and tourists [9]. Pay attention to artistic brand creation, diversity development, advantageous and regional construction of culture to make colorful arts and cultures with different regions, characteristics and backgrounds.

E. Improve New Chain of Art, Culture and Technology

People's life style and production mode are inseparable from information and network technology. All industries expand space and form new chains with the help of information network technology. Under this trend, cultural and artistic industries also begin to evolve. Rapid integration of information technology and art, publishing, performance and mass media creates new pattern and value space. New industry chain system formed through innovation, production, promotion of culture and art greatly expand the depth and width of it. Focus on improving new chain of characteristics of

cultural artistic districts and technology of related industries, strengthen the relation between culture, art and technology, pay attention to the core development of innovation, and intensify research, development and interaction. Explore new organizational form and exchange way of industries. Form new type industry chain of art and culture as well as deepen sustainable and expansive space of cultural artistic district.

V. CONCLUSION

The prosperity of regions is often accompanied by the prosperity of culture, and the integration of cultural industry and the art promote the development of the city culture. As Lewis Mumford said the city is not only the focus of building and power, but a collection of culture. The method of people-oriented, respecting talents and stimulate innovation and creativity is very important to foster the sustainable development of the cultural industry and the ecological environment. It also requires protecting the personality and display of culture and art and includes different collisions of culture and art. Besides, it is vital for boosting the development of the city to encourage exploration and inspire creation supported by loose policies and maintain the vitality of the cultural industry and the arts.

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