

## Urban Development from the Perspective of Scene Theory-Jingdezhen Post-industrial Era

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**Abstract.** In the 1970s, Daniel Bell predicted that "the central position of theoretical knowledge will be the source of social innovation and policy formation." With the transformation of urban form, the diversification of urban composition, leading to that the traditional theory interpreting social development has been challenged. This paper will treat the "scene" as the base point, take the "scene theory" as the starting point, thinking development model and motivation of Jingdezhen in the post-industrial era, combining with "Taoxichuan" to do a case study for exploring the development model of Jingdezhen in the future.

"Scene" is a combination of urban facilities, the function contains a series of abstract symbols, the culture and values passed to the audience. Advanced human capital in the same culture and values of the trend gathered in the scene, gave birth to a number of emerging industries, promoters of the city's upgrading and modernization.

### "Scene" and "Scene Theory"

The term "Scene" is translated from "Scene" and is generally used for film and drama, including the information of venues, props, dialogue, clothing and actors. Each element exists in the form of organic interconnection, the layout of homogeneous and heterogeneous elements are expressing a certain idea. Terry Clark introduced the concept of "Scene" into the urban development of the post-industrial era. In the concept of the city, the "Scene" is a combination of a series of living entertainment facilities, adapt to a certain class, race, gender and other social status, reflect cultural facilities with a certain values, revealing the symbolic significance of various practical activities.

The scene consists of five elements: (1) Neighborhood; (2) Physical structure; (3) Persons labeled class, gender, education, etc.; (4) Combinations of these and activities; (5) Cultural values (Legitimacy, Theatricality and Authenticity); (6) Publicness. It can be seen that the "Scene" is a social space full of meaning, the consumer ideology in this space is controlled by the implied meaning of the chain and symbol. "Scene" is not only a work life scene, but also to promote the production of the new consumer place under a certain value dimension.

With the advent of the late 1980s and the coming of post-industrialization era, the traditional manufacturing industry evacuated from the city center, the influx of a large number of leisure and entertainment, cultural creativity and high-tech industries, urban form transfer from the initial production to consumer-oriented. At the same time, the theory of production-oriented can no longer explain the new trend of urban development, in this background of era, "Scene Theory" came into being, the study of theory is consumer behavior-oriented, remodeling the new path of urban development in the times of post-industry. The "Scene Theory" proposed by the Chicago School is a new paradigm for the study of urban development, taking urban space from natural and social development to regional culture, transforming from a simple concept of geographical space into the integrated concept of a sociological and public policy vision, and closely linked to the development of post-industrial society.

The emergence of "Scene Theory" brings a new perspective to the understanding of urban form. In the post-industrial society, introduce the scholar to shift the view from production to consumption, and organize consumption into meaningful social form. From the perspective of regional development, "Scene Theory" has important guiding significance and social value, because urban facilities existing in the cultural form can become an important driving force for regional economic development, from the side perspective, it also confirmed the social function and cultural

significance of "Scene Theory".

### **The Mode of Driving Urban Development**

The analysis of the force of urban development requires interdisciplinary considerations involving economics, sociology, and geography. Foreign social science literature has three main explanations for driving the development of the city:

The traditional model, with the help of traditional productivity factors to study consumption and residence. The traditional model emphasizes land, capital, labor and management, etc., promote economic growth and population movements, affect consumer behavior and living patterns, play a fundamental role in urban development. The stage of this pattern is in the industrial age, the representative scholar is Adam Smith, Karl Marx and Alfred Marshall.

Human capital model, from the perspective of human capital to analyze job and employment. On the basis of explaining the traditional mode of urban development, this model emphasizes the important role of excellent human resources in scientific and technological innovation and economic development. When the city has reached a certain stage of development, the input of traditional elements may gradually appear the phenomenon of diminishing marginal utility. At this time, the government will obtain the driving force of economic growth through the promotion of education, training and health care, etc., the emergence of this model is in the period between industrial backward industry transition, the representative scholars are Ociado Schultz, James Coleman, Robert Lucas.

Life culture facilities model, its core is treating "human capital model" as the intermediary to achieve the connection of "traditional model", from the perspective of life and cultural facilities to explore population migration and economic growth. A large number of industrial manufacturing evacuate from the city, a series of emerging industries occupying the city center, the city's competitive advantage will be reflected in the degree of high-level human capital attraction. The impact of the choice of residence and space migration on this group is that the values highlighted by the city coincide with the value of senior human capital. Those who hold this view are Edward Glazer, Richard Florida and Daniel Silver.

The cultural scene model put forward is the inheritance and innovation for the above three kinds of urban development mode, the core elements are cultural capital, community, life culture facilities and diversity of people and so on. "Cultural scene model" not only attaches importance to the role of knowledge economy on urban development, but also focus on how to attract outstanding human resources, as well as the organization power behind the cultural organization. The "culture" here does not refer to the concept of ambiguity, abstraction, but the living culture facilities life-related, the scene constructed by diversity of people and organizations and cultural practice. The representative of the city's research theory is Terry Clarke, the University of Chicago, who sees the "cultural scene" as the new helmsman for urban development, new drivers of economic growth and population movements.

### **Development Model Thinking based on the "scene" of Jingdezhen**

With the reform and opening up, when the time stepped into the 90s, the planned economy was replaced by the market economy, modern ceramic industry has become a capital-intensive, equipment-intensive industries. The product structure of ceramic industry has undergone tremendous changes, building ceramics and sanitary products become mainstream, location advantages become very important. Less than 10 years, the entire ceramic industry of Jingdezhen being received the extrusion of large production of porcelain in the coastal areas with regional advantages are all the collapse, in fact, industrial competition losers. After the collapse of the remains of state-owned porcelain factory, thousands of households opened a hand workshop.

The main body of Jingdezhen is "ceramic handicraft industry", must be seen placed in the context of global industrialization, because the whole world is the industrial system now. After the disintegration of the porcelain factory, because the ceramic industry tend to digestion, Jingdezhen

passed 10 years of pain, but in this painful 10 years, Jingdezhen rebuilt handmade porcelain industry system. Corresponding to the four modes of urban development, 1949-196 ten largest porcelain factories, 1996-2006 workshop and craft artist, 2006-2015 Lotte creative cluster, 2016 Taoxichuan, you can see the clear development context from the traditional model to the cultural scene model.

What kind of change will be happened of commercial real estate form in the future, the business model of the traditional treating commodity sales as the core will lead to failure due to the decline in the attractiveness of the material. With the scene and experience as the core business model, through the aggregation of people, organizational activities and experiential goods supply to enhance the city's vitality and development. From the traditional single real estate form, people, land, things, developing to the scene as the core, then radiation to the crowd, space, activities and commodities such multi-level real estate form will become the future of Jingdezhen.

The great improvement of e-commerce and modern logistics speed mainly based on internet, the world has been pressed a plane without a border by new technology and transnational capital. New ideas and the spread of information with the help of emerging media has become more "at your fingertips." the model of the Internet information spread has got subversiveness change, and this trend will continue to be strengthened in the next few decades. The future business promotion model will develop into a regional expansion model as the core, the local government provides policy support and space security, commercial enterprises carry out space operations and local investment, combining with the new media from the Internet to achieve the purpose of a series of O2O activity of gathering members, holding activities, pushing the product.

In the wave of industrial innovation and transformation, through the minority and consumer groups, through the connection of high-quality products industry belt, large V groups, all kinds of cultural and leisure activities will pooled into the most appropriate venue. Through an industry excellent hatching system, a fan crowd convergence system, a leisure space expansion system and high-quality activities operating system to create the new business model with all elements

### **"Taoxichuan" Scene Remodeling**

September 1, 1958, approved by the CPC Jingdezhen municipal Party Committee, the fourth porcelain factory and thirteenth porcelain factory in the old city would be incorporated into the new plant, setting up "Jingdezhen City Cosmic Porcelain Factory." The establishment of the cosmic porcelain provided a domestic model for large-scale production of Jingdezhen ceramics. In the half a century of history, the cosmic porcelain factory although went through several times of ups and downs, but its product quality has always been ranked first in the city's ceramic system, export first, awarded Quality Award First from the state, provincial, city, ceramic industry company. It has been known as "China's Jingdezhen Royal porcelain factory" by foreign, wrote a glorious chapter in the history of Jingdezhen ceramics.

Today, the cosmic porcelain factory has become "Taoxichuan". The cultural park is based on the old building of the cosmic porcelain factory, preserving the factory's original plant, the coal burning garden kiln bag and the tunnel kiln, and make the modernist style of transformation for part of the production plant. There are Jingdezhen Ceramic Industrial Heritage Museum, Taoxichuan Art Museum, Central Academy of Fine Arts Art Gallery, Scandinavian Exhibition Center, International Artist Studio and other space, as well as a series of catering, accommodation, leisure and other facilities. As a typical example of Jingdezhen's industrial transformation, the designers of Taoxichuan attach great importance to the shaping of "scenes" and look forward to the prospect of re-use of industrial sites, seeking to promote regional economic development and brand promotion through the "activation" of industrial heritage.

A state-owned porcelain factory remains in the government's investment to build into a vibrant, connecting things, across the era of physical space. "Taoxichuan" plan is the in-depth integration of the city, the ceramic industry and the text industry. It can be seen that in the era of post-industrial society and knowledge-based economy development, we should aim at attracting excellent human resources, such as capital, technology and management brought by excellent human resources, to

realize the goals of regional economic and social development and regional cultural development.

## **Conclusion**

Regional development thinking based on the "scene theory" is forward-looking and strategic, it has important implications for the regional development path selection, public policy innovation and cultural power construction. Jingdezhen treats Taoxichuan as a starting point, can also build Sanbao Porcelain Valley, Yuyao Kiln Lane, Mingfang Park, Sculpture Porcelain Factory, Jianguo Creative Park and a series of scenes, Jingdezhen is a big scene in the future.

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