

Research on the Path of Innovation and Development of Urban Cultural and Creative Industry--A Case Study of 1933 Cultural and Creative Industry Park

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Abstract. Innovative model is a neededly requirement for the development of cultural and creative industry at this stage. In regard to the innovation development of cultural and creative industry, on the one hand needs the developed material basis, multi-open social environment, on the other hand needs the cultural industry park plays the role of resource clustering. Furthermore the cultural and creative industry needs to be established an advanced innovative development model. This paper uses the method of case analysis to introduce the new innovation and business service platform that "Mass-innovation Space" into the study of innovation development of cultural and creative industry, and reaches the conclusion of "Mass-innovation Space + Creative Park" as the innovation mode of cultural and creative industry. Vividly, the integration of "cultural and creative industry" and "Mass-innovation Space" has some advantages in the fields of innovation and transmission, resource exchanging and industrial upgrading. That comes to a new development era of cultural and creative industry, and has a certain significance for the other cultural and creative industries' innovation development.

Introduction

With the introduction of cultural creative industries in China, the creative industries have also been favored by the Chinese government. Some big cities, as Beijing, Shanghai and Shenzhen, have positioned their future development aim as creative industry city or creative city. National and local governments have appropriately made a series of cultural and creative industry policies to support and promote the development of cultural and creative industry. Therefore, the cultural and creative industry is developing in full swing in our country. After several years of development, China's creative industry has different levels of development in different regions, but on the whole it gradually developed from point to line, and then to the plane. Continuously, Creative industries are growing strong, while they also bring some changes in the form of adjusting regional economic structure, reshaping the city's culture space, and also playing increasingly important role in the development of urban innovation and creativeness. Developing cultural and creative industry, building a sound bottom-up cultural and creative industry space system, and making constant contribution to urban innovation has been an important strategy of urban development.

The Foundation of the Development of Cultural and Creative Industry-Developed, Diversified and Open Urban Environment

The development of cultural and creative industry in the city is based on a certain amount of the economic, cultural and political resources. Firstly, the cultural and creative industry appears in more economically developed cities, where the huge economic entity is the material basis for the development of cultural and creative industry, and a high human-population density is also conducive to the formation of consumer market. In addition to economic factors, there are also three

other conditions that must be met for the development of cultural and creative industry. The first one is the diversity and openness of culture. The second one is that the city can provide adequate space for developing cultural and creative industry. The third one is that the city can provide a high-quality living environment to attract the creative class (Li, 2008). American economist Richard Florida (2006) also mentioned that the key element to build creative city is “3T” theory, which includes Technology, Talent and Tolerance. In order to attract creative talent, generate ideas and stimulate the development of economy, creative cities must be equipped with these three conditions simultaneously.

Shanghai, as the biggest city of China, has unique advantages in terms of economy, culture and technology. In the year of 2015, Shanghai economic output reached 2.5 trillion yuan and the comprehensive competitiveness ranked first in China. Its vast economic reserves and broad market capital provide an assurance to the development of cultural and creative industry. At the same time, Shanghai was one of the earlier opened commercial ports, so the economy and trade are prosperous all the time, and the external exchanges are comparatively frequent, thus forming an open, pluralistic and free, unique "Shanghai culture", which create a good social environment for the cultural and creative industry of this city. Besides, Shanghai, thanks to it served as an important industrial base in China and was especially prosperous in its textile industries in last century, owns a large number of industrial plants and construction sites, factories and old buildings. Those urban old spaces with milieus of special history-memory are significant for the growth of creative industries. Making use of old buildings to develop the cultural and creative industry is not creativity, and there were precedents in foreign countries earlier. UK, as the earliest country to develop creative industries, developed the creative industries through modern design and planning on the basis of making use of the country's basic industries construction sites, and its typical represent is the industrial city of Manchester. Some scholars also have clearly stated that “the old areas of the city are the best places for the establishment of the creative economy”. As these old plants buildings are generally located in the center of the city, occupying a privileged location, they will give a greater radiation effect on the surrounding, and make a great significance in the revitalization of the regional economic development. Creative industries are not just economic revitalization and transformation; they will also be developed into a unique space of art and culture, which will play important roles on urban innovation upgrading and image building.

The Core of Urban Cultural and Creative Industry - Cultural and Creative Industrial Park

Cultural and Creative Industry Park is a gathered geographical space of many cultural and creative industries and the industries that related to cultural and creative industries. Cultural and Creative Industry Park is the advanced development form of cultural and creative industry, it is also a joint collaboration with the commerce trade, information exchange, scientific research and production innovation (Ma, 2007). Cultural and Creative Industry Park is important for the development of regional economic. Above all, Cultural and Creative Industry Park, as an industries gathering space, has an advantage in the formation of the cultural and creative industry resources agglomeration, and the resources including corporation, financial, personnel and so on. These resources not only include those of the cultural and creative fields, but also contribute to the inflow of other resources of related fields, thus to provide human and material resources to support the development of cultural and creative industry. Secondly, Cultural and Creative Industry Park cannot only absorb resources but can also integrate the related resources through mutual exchanges and cooperation between enterprises. In this way, it can reduce costs, stimulate innovation, improve efficiency, establish superiority and enhance the competitiveness of the entire region. Finally, the cultural and creative industry cluster favors the formation of a relatively complete industrial chain, formatting a top-down industrial park system and increasing the business content of the park, which is benefit for the park's sustainable development. Considering all the functions stated above, the advantage of Creative Industries Park in the cultural and creative industry is more and more obvious.

In addition, Cultural and Creative Industry Park offers new opportunities for urban development. it not only changes the structure of regional economic, transforms the urban economy from industries

to the service sector and creative industries, increases the industries added value, but also changes the shape of urban space, integrates creative ideas in urban development and changes the ecological environment and human environment of the city. It is an important measure of urban transformation and upgrading. It has become the best place to develop the city's cultural and creative industry, in which people can accumulate the resources for the cultural and creative industries, integrate and innovate, improve the industrial chain and provide competitiveness. In a word, it plays an important role in the development of cultural and creative industry.

A New Approach to the Development of Urban Cultural and Creative industry - Mass-innovation Space

With the development of cultural and creative industry since 2005, the carrier of cultural and creative industry parks-Cultural and Creative Industry Park, mushroomed. And they showed the "advanced" features that the park's development is faster than that of the industry's. In 2014, Cultural and Creative Industry Park sums to the highest in history, to 3500. However, in the wake of the reduction of market boom, policy promotion, financial support and other external effects, the development of cultural and creative industry shows a downward trend. Thereafter, the innovation efficiency of cultural and creative industry is low, and the industrial structure is homogenized and the downward trend of the market is obvious. Coincidentally, Since the "Innovation and entrepreneurship" movement in 2014, the "Mass-innovation space", as an entrepreneurial innovation service platform, has been embedded into the industries development automatically, playing an important function in innovating business transformation and enterprise incubation, and becoming the new engine in industries innovation and entrepreneurship (Horvath & Cameron, 2015). Facing the new forms of innovation, we should actively explore the new mode of "Cultural and Creative Industry Park + Mass-innovation Space", make use of the "Mass-innovation space" as the innovation engine in the field of cultural and creative industry, establish the innovation mechanism, and innovate Cultural and Creative Industry Park development path.

As a platform for innovation and entrepreneurship service, "Mass-innovation space" has a better advantage in technology, capital, talent and other aspects of resource. The combination "Mass-innovation space" and "Cultural Creativity Park" can make a new opportunity for the development of Creativity Park. Firstly, it will provide a new power source for the industry innovation. The "Mass-innovation space" aims to promote the concept of democratization, socialization and popularization in innovation (Wang & Ye, 2015), so the "Mass-innovation space" will absorb the massive entrepreneurs, then incubate the project which has a good market potential. The successfully incubated project or business can be settled in directly Cultural and Creative Industry Park, therefore the "Mass-innovation space" will be the power source of the Park, and can constantly enrich the size of the main business, and establish the innovation mechanism which provides a guarantee for the cultural and creative industry (Chen, 2015). Secondly, the interaction between the "Mass-innovation space" and the "Cultural Creativity Park" will be realized. The "Mass-innovation space" has a full element feature on the resource configuration and it is considered as a "resource pool" (Shao & Ni, 2016). At the same time, there are a large amount of talent, capital, technology and other resources within the park that can provide the chances for interactive use of the resource. On the one hand, the creative park makes full use of the innovative resources of the "Mass-innovation space" for industrial innovation and scale expansion, on the other hand, Creative Park has the advantages of talents and management experience, which can be used for the marketization and daily management of the "Mass-innovation space". Thirdly, it will accelerate the process of enterprises' development and promote industrial restructuring and upgrading. The presence of the "Mass-innovation space" can play the enterprises' "accelerator" function, majorly representing in the provision of technology, personnel, capital and management experience and other resources, which can help enterprises to develop business planning, innovating and upgrading the quality of product and changing the business development model, thus achieving innovation and upgrading of enterprises and to breaking the bottleneck cycles of enterprise development, and achieving the development of cultural enterprises by leaps and bounds.

A Case Study of the Integration of the Mass-innovation Space and the Cultural Creative Park - 1933 Creative Park and Weiguo Space

1933 Creative Park is the first cultural and creative industry park in Shanghai, and its predecessor was a slaughter field which was built by Shanghai Labor Department in 1930s. Under the national creative industries development boom in 2006, Shanghai Creative Industries Investment co., LTD. and Shanghai Jin Jiang International Development co., LTD. jointly carry on the renovation of 1933. After that, 1933 creative park was made up with display, exhibition, design, tourism, consumption and other forms of activity, and positioned as a cultural and creative industry successfully. 1933 Forms a tertiary industry structure which takes cultural enterprises agglomeration development as the core, and the exhibition, design and performance as the main content of management, with tourism, catering, leisure as the auxiliary business. However, in recent years, the construction of Cultural and Creative Industry Park cools down, which results in the fact that the development of Cultural and Creative Industry Park is also facing larger issues, such as cultural enterprises continue to reduce the occupancy rate, and the benefits of market increasingly subsided. In order to improve management state of park, activate the vitality of cultural creative industries development, 1933 creative park actively obeys the call of country "Innovation and entrepreneurship" and makes full use of "public space" service platform for the innovation of developing cultural and creative industry. At present, the 1933 Creative Park has one Mass-innovation space named "Weiguo Space", which focuses on cultural creative industries, and the entering of "Weiguo Space" will help to build a new development model and business model for 1933 Creative Park. The "Weiguo Space" closes to the 1933 Creative Industry Park, is a subsidiary of Shanghai Sunpower Group, which providing all standardized products and services needed in the process of enterprise development, including personalized office space, integration service platform, intelligent technology center and investment and financial model. "Weiguo Space" will provide the appropriate plans and services on the different stages of business growth, including "lead system", "dream laboratory" and a series of innovative enterprise catalytic models, nurturing enterprise development chain. Its goal is to be a "manufacturing factory" in the "Mass Entrepreneurship and Innovation" era.

As the Integration of the "Mass-innovation Space" and the "Cultural Creative park", on the one hand, the "Weiguo Space" will provide a wide range of innovative projects or enterprise resources for the 1933 cultural and creative industry. Based on the strong incubation capability of the Shengbo Huakang, "Weiguo Space" will achieve the incubation of 300 "sanchuang" Small micro enterprises, a total of 1, 000 small and micro startups will be introduced, and the market target of 300 (30 percent) is in the incubation business palm for the next three years. Although the 1933 Creative Park within the space is only one of the "Weiguo Space" project, but it is enough to meet the expansion of 1933 Creative Park. In the future, there will be a large number of cultural enterprises or projects out of the "Weiguo Space" and independent growth, so the 1933 creative park should establish a strategic cooperation plan to achieve the innovation project or business resources docking and to achieve a zero distance transition from the mass-innovation space to the creative park. On the other hand, the Weiguo Space also facilitates the exchange of resources with 1933 Creative Park. The "Weiguo Space" has sufficient resources for innovative and entrepreneurial service, providing integrated services for enterprise development. The establishment of its intelligent service system also provides the technology and Information support. 1933 Creative Park should take the initiative to establish a resource exchange and sharing mechanism with "Weiguo Space". Between the two sides, it also aims to achieve a broad exchange in term of capital, technology, personnel, centralized advantages and to provide resource utilization efficiency. In addition, the combination of park and space can make use of "project cooperation" as a link to establish industrial relations of cooperation, clearly division of labor, open up the upstream and downstream industries chain, thus to achieve "Mass-innovation space + Cultural and Creative Industry Park " mutual benefit.

Conclusions

The development of cultural and creative industry should build up an innovation mechanism on the basis of the main force of cultural and creative industrial parks. We should make full use of "Mass-innovation space" as an innovation and entrepreneurship service platform form, realize the resources docking and industrial cooperation between park industry and the public space, give full play to the "Mass-innovation space" in the mobilization of social innovation and delivery of innovation source. Form a "Mass -innovation space + Cultural and Creative Industry Park" leading cultural and creative industry innovation and development system, improve the urban creative industries' ecology. At the same time, the Cultural and Creative Industry Park, as a kind industrial situation of knowledge-based, science-based and technology-led, should make full use of "Big data, cloud computing, platforms, mobile Internet" and other Internet technologies, set up a model of "Culture +" and "Internet +", and intelligently achieve the development of cultural creativity and creativity Park.

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