

Research on the ecological transformation and renovation of an old industrial district into a cultural and creative industry park in Dalian City, China

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Abstract

The integration of the cultural and creative industry with tourism has become an inevitable tendency of social and economic development in the new era. The core goal of current old industry park transformation is to optimize the industrial structure and transform land use. Based on a case study of the ecological renovation of the former Dalian Cement Plant, an old industrial district, into the 1983 Cultural and Creative Industry Park, this paper studies the transformation of its ecological function to make it a paragon of the combination of green arts with commercial economy so that it can spread the contemporary spirituality of urban cultural industries.

Keywords

Dalian, China, old industrial district, 1983 Cultural and Creative Industry Park, ecological transformation and renovation

1. Introduction

The cultural and creative industry park has become a creative industry related to urban development across the world. Ecological and brand-based development of the cultural and creative tourism industry, as one of the scientific research directions of urban cultural development, can not only promote urban economic development, but also create values for common people's material and cultural life.

Dalian City, China is a forward city for the revitalization of the old industrial base in northeast China. In recent years, Dalian has been advancing with the times and making many attempts to transform old industrial districts into cultural and creative industry parks by drawing on domestic and foreign successful experience. The "Dalian 1983 Cultural and Creative Industry" is one of the transformation projects. As an important breakthrough point for exploring the ecological development of cultural and creative industry parks in Dalian, the 1983 Cultural and Creative Industry is taken as a research object in this paper to study the path of its transformation and renovation. The study has an important application value for the progressive development of the cultural and creative industry in the old industrial base in northeast China.

2. Construction background of the Dalian 1983 cultural and creative industry

As is known to all, the old industry parks in lots of cities are precious but idle land resources, which also cause a gradual decline in the ecological environment. Like scars on the body of a city, the old industry parks hinder the construction of the urban ecosystem in the process of circulation and regeneration, thus probably restricting the social and economic development.

The concept of cultural creativity was first put forward in

the form of government documents in the UK [Su, 2016]. In the 1980s, the CIQ (Creative Industrial Park) was established in Sheffield UK, which was transformed on the basis of "old factory buildings"; the development of circular economy was taken as an important measure for industrial restructuring in the German Ruhr Industrial Region, which took on an entirely new look about 20 years later, becoming a wonderful destination for tourists and holiday makers.

In the 21st century, China's recycling of old industry parks has also attracted widespread attention from both home and abroad. The 798 Art District in Beijing, the Red Brickyard Cultural and Creative Industry Park in Guangzhou and the Overseas Chinese Town in Shenzhen are all booming cultural and creative industry parks transformed from old plants. Correspondingly, distinctive cultural and creative tourism brand bases have been established, making the cultural and creative industry an effective way to develop the local economy. The Dalian Bingshan Group has transformed its old factory into the

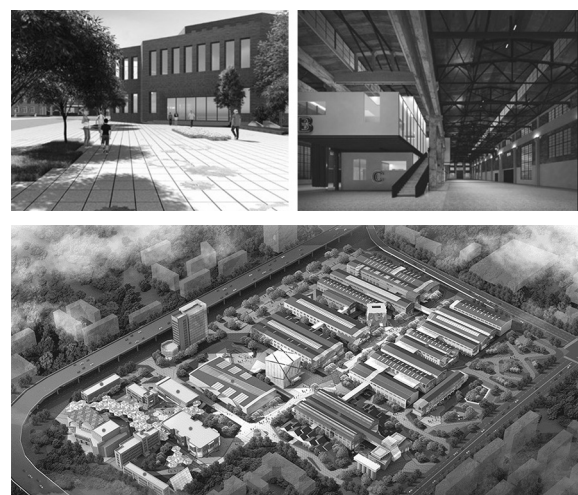


Figure 1: Planning map of Wisdom Park
Source: Website of Wisdom Park.

Dalian Bingshan Huigu Cultural and Creative Industry Park by reconstructing old plants and idle land into a cultural and artistic entrepreneurship park, inheriting the industrial civilization of Dalian. The park is honored as the “798” of Dalian. As shown in Figure 1.

With the needs of social development and urban construction, Dalian Municipal Government officially set up a project in 2014 to transform the Qiange Cement Factory, which was built in Ganjingzi District Dalian in 1983, into the 1983 Creative Industrial Park. The industrial park is located in Xinzhaizi Street, Ganjingzi District, Dalian at the intersection of the development axis of “Dalian Eco-tech Innovation City” in the main urban area, which is close to Metro Line 2. It only takes 15 minutes’ drive to Dalian International Airport and less than 20 minutes to Dalian North Station. The total planning area of the park is 1,200 mu (800,000 square meters) with a start-up area of 250 mu (166,667 square meters) in the first phase, including the new modern commodity logistics area [Xinzhaizi

Street, Ganjingzi District, Dalian, 2015].

It is also of great importance for reforming the internal structure of the city and enhancing the brand communication competitiveness of Dalian. The Graduate School of Communication University of China completed the planning map of the first phase of Cultural and Creative Industrial Park, and the park is establishing an ideal development space for Dalian cultural and creative industries by building the Comprehensive Service Center, Creative Design Area, Cultural Logistics Area, Leisure and Customs Area, as shown in Figure 2.

Personally speaking, after its update and reconstruction, the Dalian 1983 Cultural and Creative Industrial Park is likely to become the new landmark for cultural innovation and development of Dalian, and a new exemplar for utilization of inventory spaces in Liaoning Province. Therefore, in order that the Dalian 1983 Cultural and Creative Industrial Park can really exhibit its vigor and vitality in future construction and development, updates, reconstructions and brand building from the ecologi-



Figure 2: Original workshop and planning map of Dalian 1983 cultural and Creative Industrial Park
Source: Website and Sina Blog of Dalian 1983 Cultural and Creative Industrial Park.

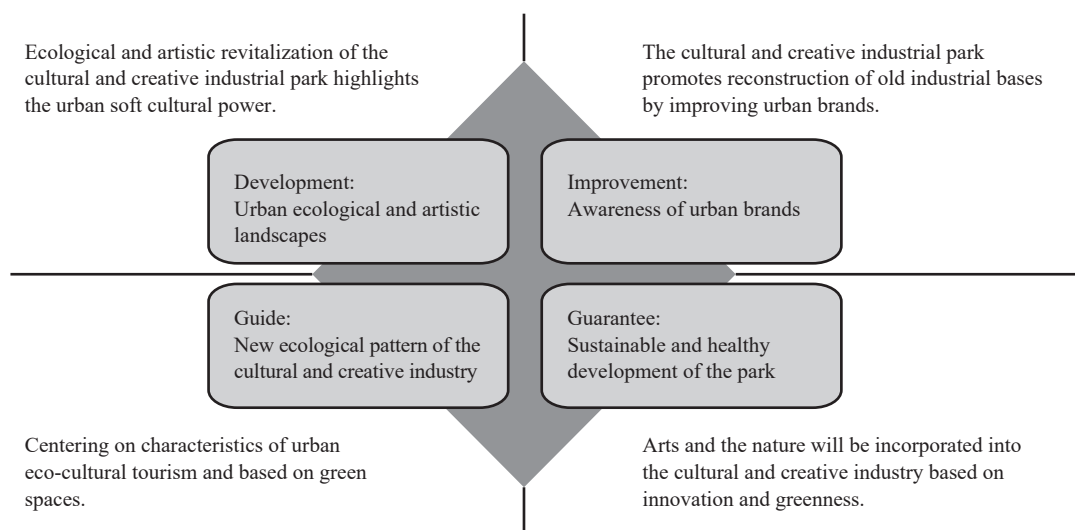


Figure 3: Development value of Dalian 1983 cultural and Creative Industrial Park

cal perspective will be necessary and inevitable, as shown in Figure 3.

3. Social significance of the ecological and healthy development of the Dalian 1983 Cultural and Creative Industry Park

According to China's overall layout, including economic construction, political construction, cultural construction, social construction and ecological civilization construction, an ecosystem and branding system need to be built to effectively promote the growth and development of the 1983 Cement Plant Cultural and Creative Industry Park. Considering that transformation and reconstruction of traditional industrial districts require continuous innovations, only by promptly adjusting and/or setting new phased ecological goals can an energetic and ever-growing economic development structure be formed [Chen, 2005].

3.1 Landscape restoration and reuse leading to the city's cultural appeal

As a concentrated place of cultural industry, Creative Industrial Park is the carrier and platform for the development of cultural industry [Yu, 2018]. Through scientific and orderly transformation and renewal of the old industrial zone, the old cement plant is endowed with ecological recreational places, green catering and entertainment, office culture and other practical functions, so as to shape the ecological environment with artistic expression of the Dalian 1983 Creative Industrial Park in China, sparkling the old industrial park with vitality of visual art and improving the cultural appeal of the city.

3.2 Build culture and tourism brand and establish sustainable development strategy

Ecological development is a main aspect that must be taken into consideration when a city develops its cultural and creative industry. An old industrial base is humanized in order to improve the quality of the living environment to promote the development of livelihood economy. As a cultural and creative industry park that is developed continuously at the present time, the Dalian 1983 Cultural and Creative Industry Park will not achieve better and healthier development unless it is operated from an ecological perspective.

3.3 Create green ecological consumption and enhance the brand value of culture and tourism

A post-industrial landscape park can be built in the Dalian 1983 Cultural and Creative Industry Park to make people healthier and happier, thus turning passive consumers into active ones. The ecological park can be endowed with artistic elements on the original landform to raise the public's cognition and involvement in the industrial history and culture so as to activate consumer groups and guide autonomous consumption for better economic development.

4. Formulation of a strategy to promote the recycling development of the cultural and creative tourism industry park

Considering the geographic location of the cement plant, the ecological transformation of the Dalian 1983 Cultural and Creative Industry Park is guided by communication of green ecology and aimed at promoting conventional cultural and creative tourism development. Both physical environments and cultural genes are taken into account. The idea of transformation is different from other cultural and creative industry parks in China.

4.1 Introduce "green space" to respect natural evolution process

The design and construction of the large-scale open space in the Dalian 1983 Cultural and Creative Industry Park into a post-industrial landscape park reflect the process of natural evolution. So, the landscape should be treated mechanically, but progressively like the process of natural evolution. In order that people can take a deeper part in the urban life, the original buildings in the old industrial base should not be kept away from people, but integrated into the social environment to make people relaxed and amused both spiritually and experientially [Liu et al., 2019]. Health is the most basic needs of people and the most important aspect of the people's livelihood. In the post-industrial era, the center has been diversified while eternity has given away to changeability, making people more conscious in seeking leisure in an aerobic environment to have their quality of life improved.

4.2 Improve the visual image of brand communication for Creative Industrial Park

Overall visual art planning and creation can be carried out to highlight the ecological protection and development of the cement plant cultural and creative industry park brand. To make up for the under-utilization of new media, insufficiency of brand building, lack of marketing for the industry park and shortage of network publicity, a brand team can be set up for the transformation of the old cement plant into the Dalian 1983 Cultural and Creative Industry Park.

4.3 Establish effective participation channels and operation mechanism

The cultural and creative industry has become a very active industry in the modern global economic system. The government needs to introduce effective policies as soon as possible to encourage all social entities to participate in the cultural and creative industry park and vigorously drive the fast growth of the industrial chain. While subsidizing the Dalian 1983 Cultural and Creative Industry Park, the government should strengthen investment attraction to enhance the involvement of business capital to offer higher policy support in overall planning, efficient path building, technical assistance and project driving. The government should also set up an idea of holistic tourism and make overall planning for the development of cultural and creative tourism to achieve the aim of building a

national model area for holistic tourism [Liu and Ying, 2017].

5. Summary

In conclusion, the transformation and revitalization of the old industrial base will not be accomplished overnight. The transformation experience of the old industrial base of Dalian Cement Plant shows that, only by transforming and innovating the traditional industrial district systematically from multi-dimensional perspectives including culture, ecology and landscape can the Dalian 1983 Cultural and Creative Industry Park achieve better ecological development.

Acknowledgements

An art project supported by the National Social Science Fund of China in 2019 (19BH152); a basic scientific research project of higher education in Liaoning Province of 2017 (2017J052); a basic scientific research project of higher education in Liaoning Province of 2019 (J2019041).

Thanks to the Editorial Board for their guidance and help at the preparatory stage.

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(Received March 16, 2020; accepted April 20, 2020)