

Discussion on the Humanistic Landscape after the Transformation of Jingdezhen Old Porcelain Factory

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Abstract: History contains memories and homesickness. In urban development, we should innovate ideas, protect and make good use of them, integrate with the new pace of urban development and meet the growing cultural needs of the broad masses of the people. Jingdezhen Old Porcelain Factory, as a historic building, played an important role in the development of ceramic industrialization in the last century. How to effectively transform, present a suitable and livable cultural landscape, and make effective use of the left Industrial Relics is particularly important.

Keywords: Jingdezhen, Old porcelain factory, Landscape art, Living Environment.

1. Introduction

Humanistic landscape, also known as cultural landscape, refers to the common crystallization of nature and human creativity, which reflects the unique cultural connotation of the region, especially the unique landscape which is influenced by the environment and composed by the environment. The most important embodiment of cultural landscape is settlement, which also includes clothing, architecture, music and so on. The architectural features are reflected in castles, palaces and various religious architectural landscapes, which are historic. Including architecture, roads, cliff stone carvings, myths and legends, it is the product of society, art and history. [1] Such as classical garden landscape, religious cultural landscape, folk customs landscape, literature and art landscape, urban and industrial sightseeing landscape, etc. Urban and industrial sightseeing landscapes mainly include China's excellent tourist cities, national famous historical and cultural cities, characteristic small towns, modern urban scenery and industrial sightseeing landscapes. [2]

This paper focuses on the characteristic small towns in the urban and industrial sightseeing landscape. The natural landscapes such as rivers, mountains and rivers, trees are different, and the human landscape is dependent on people's spiritual pursuit and value, showing the active form of people's subjective initiative, with the characteristics of human history, culture and technology.

2. A New Landmark of Cultural Landscape after the Transformation of Jingdezhen Old Porcelain Factory

2.1. Tao Yangli

Royal kiln is a Royal Porcelain Kiln in Jingdezhen in the Ming and Qing Dynasties, which specially produces porcelain for the imperial palace of the Ming and Qing Dynasties. For more than 500 years, Jingdezhen imperial kiln has been undertaking the task of producing porcelain for the imperial palaces of the Ming and Qing Dynasties. Imperial kilns of the Ming and Qing Dynasties were distributed in the downtown center of Jingdezhen with Zhushan as the center. There is a record in Jingdezhen Taolu that during the Hongwu period in the early Ming Dynasty, "there were 20

green kilns, color kilns, air-fired kilns, box kilns and Lanhuang kilns, except Dalonggang kilns". Kangxi, Yongzheng and Qianlong dynasties were the heyday of Jingdezhen porcelain industry in Qing Dynasty. At the end of the Qing Dynasty and the beginning of the Republic of China, the northernmost part of Imperial Kiln Factory was transformed into the factory building and outlet of Jiangxi Porcelain Company, and then became the building of Jianguo Porcelain Factory, outlet and factory area. The original site of Royal Kiln Factory is almost completely occupied by contemporary buildings, but the historical environment pattern and style around Royal Kiln Factory are still basically preserved. The Imperial Kiln Factory is rich in underground relics, retaining most of the historical relics and relics. [2]

Jingdezhen has a strong playing culture, "China is the country of porcelain and the peak of porcelain industry". Since ancient times, Jingdezhen has built kilns along the river to become a city, and countless lanes extending in all directions along the river have formed the special urban layout of the old town of Jingdezhen, which has also led to a unique lane culture. This type of lane is long and narrow, and the lanes that are still named up to now are named according to regions, such as Fuzhou Lane and Hukou Lane. According to the industry name, such as firecracker lane, broom lane, pawnshop lane, soy sauce lane and straw sandals lane. But most of them are named after surnames. Many of Tao Yangli blocks are named after surnames, such as Zhan Jia Nong, Bi Jia Nong, Peng Jia Nong, Fang Jia Nong and so on. It can be described as "Thirteen Miles and One Hundred Eight Alleys in Tao Yang", and it can be seen that in the history, Zhushan street area formed a porcelain making industry with families as its settlement. "Nong" not only has the meaning of living, but also is the settlement of ceramic production sideline, forming a family community. [3]

The imperial kiln factory, which has lasted for more than 600 years, has been transformed into a historical block and a tourist scenic spot. Tao Yangli imperial kiln scenic spot is located in the core of the old town of Jingdezhen. The scenic spot consists of the ruins of Imperial Kiln Factory, as well as the surrounding historical and cultural relics such as traditional streets, houses, halls, porcelain shops, kiln houses, workshops, red shops and modern industrial heritage. The scenic spot completely retains the spatial pattern of ceramic settlement of "front street plus back street" and the spatial

organization pattern of "kiln house-adobe house-folk house". The Imperial Kiln Museum displays the 1,000-year-old ceramic cultural relics, 600-year-old imperial kiln cultural relics and 70-year-old ceramic industrial relics, highlighting the historical features of ancient towns in the Millennium. Hubei Guild Hall has carved columns, painted buildings, cornices and upturned corners, antique and extraordinary charm. Pengjiashang lane, kiln brick houses, bluestone road, woodcarving window came into view.

2.2. Mingqing Park

Founded in 1956, the Sculpture Porcelain Factory mainly focuses on ceramic sculpture, supplemented by gardening porcelain, furnishings porcelain, industrial mold porcelain, etc., and also undertakes urban sculpture, garden sculpture and architectural sculpture. In the 20th century, in the reform of state-owned enterprises in Jingdezhen, the sculpture porcelain factory stopped production, leaving only a group of skilled porcelain technicians, outdated porcelain making equipment, old factory buildings and some collective land. The sculpture porcelain factory was forced to transform, relying on the transformation and lease of land and housing resources to survive. This phenomenon was very common in Jingdezhen at that time and even in the whole country. A large number of young ceramic artists left Jingdezhen for lack of livelihood, and the whole city lacked vitality and once fell into a trough. [4]

In 1992, it was transformed into Mingqing park. On the basis of the original garden-style factory, the first phase of "Ming Qing Garden" with strong local style in Ming and Qing Dynasties was developed. The dilapidated ancient buildings, Gu Men sculptures and old house frames scattered in local rural areas in Ming and Qing Dynasties were collected, and a group of ancient buildings integrating production, creation, display, reception, shopping, leisure and entertainment were built after careful repair and recombination. It retains the ancient buildings such as guanyin temple, Jingyitang, Sanxing Tablet Pavilion, tavern and tea house, and expands the international ceramics center, art ceramics exhibition center, celebrity workshop, ceramic shopping street and so on. In 2005, the Sculpture Porcelain Factory introduced Lotte Pottery Society, and used the abandoned factory building to set up a ceramic exchange art center, providing exhibition halls, design studios, experimental factories and many other contents. Every Friday night, Lotte Pottery Lecture is held, which provides ceramic artists with foreign ceramic art creation ideas, foreign porcelain making techniques and firewood kiln firing methods free of charge, which greatly stimulates the creative enthusiasm of Jingdezhen artists, especially "Jingpiao" personnel.

In addition, every Saturday's creative market in Mingqing park, ceramic artists spontaneously come here to set up stalls, sell and display their ceramic works, and also form a unique feature of Jingdezhen-the "weekend creative market".

2.3. Tao Xichuan

Cosmic Porcelain Factory, established in 1954, is located in the center of the city, with convenient transportation, Phoenix Mountain in the north and Xiaonan River in the south. It is rich in natural scenery resources. At the beginning of the factory, it mainly produced medical and sanitary porcelain, architectural porcelain, industrial porcelain, refractories, etc. After the 1960s, it began to produce fine porcelain, and then used high-grade overglaze decal porcelain. Since the late

1990s, the factory area has been abandoned and the buildings have been seriously damaged. A large number of factories are idle and abandoned, or dirty, or become temporary houses for people, or used by private porcelain merchants for shuttle kiln or rail kiln production. Unemployment of workers, decline of surrounding communities, loss of social vitality, and a series of sharp problems beyond the quality of material space emerge. [5]

Now Cosmic Porcelain Factory has become "Tao Xichuan". There are still old kiln houses, round kiln bags and tunnel kilns left over from that era. You can also see the production workshop of Bauhaus architectural style in Germany which was rebuilt after the initial construction of the factory, and the porcelain factory burning workshop transformed into a museum, etc.

3. The Beauty of Cultural Landscape after the Transformation of Jingdezhen Traditional Porcelain Factory

3.1. Retain the Classical Beauty of Industrial Culture

Jingdezhen has a long history of construction. As an important market town for traditional manual work, Jingdezhen has a strong cultural flavor and profound history. It is a place for the inheritance of Millennium ancient porcelain technology. Since China's industrialization process was late in the west, China has made every effort to build an industrialized socialist country since the s of last century. It is in this wave that Jingdezhen established the "top ten porcelain factories". The roar of machines, the bustling scene of workers wearing uniform work clothes to work, large factories and equipment and industrialized buildings have all become the marks of that era. With the advent of the post industrial era, how can old porcelain factories change themselves? Is this a completely destroyed new building, or a new one? After nearly 20 years of thinking and learning from the experience of western industrial heritage, Jingdezhen old porcelain factory is not what it used to be. The old factory buildings that survived in the industrial age, since they belong to the unique style of the city, bear the memory of struggle for more than half a century. There are 10 old factories in Tao Xichuan, Jingdezhen, and the slogans such as "Learn from Wang Jinxi, hold the Daqing flag in the factory" and "Carry out revolutionary competition, do great socialism" still remain on the outer walls of the factories, all of which were written in 1950s, 1960s and 1970s. Tao Xichuan's pavement is an old brick from the workshop of the porcelain factory that year to be recycled. The chimney that stands high in the center of the square also has the slogan "Every Communist should know this truth, and political power comes out of the barrel of a gun", which is very eye-catching. The original packaging workshop and kiln workshop have become ceramic studios and ceramic shops, as well as cafes, hotels, bars and Japanese food shops.

3.2. The Beauty of Life Integrated Into the Taste of Citizens

Around Universe Porcelain Factory, there are more than 10 supporting units of industrial manufacturing, such as folk porcelain factory, grain depot, salt company and ceramic instrument factory, and more than 30,000 workers of related

industries are gathered. Most of these people have entered middle and old age. Every evening or weekend, Tao Xichuan becomes a good place for these people to take a leisurely walk after dinner. On the basis of the old industrial heritage, the population is replaced again, and a large number of scenic drifters reside in Jingdezhen. Among them, there are newly graduated college students and foreign ceramists. In short, they are a group of energetic and passionate young people from other places. Jingdezhen has a long history of ceramics and unique geographical environment, which naturally attracts young and educated foreigners to come to Jingdezhen to realize their dreams. In the industrial era, industrial design products were all manufactured according to standardization and simplification, Jingdezhen pottery still retained the ancient hand-making, and injected emotion into the links of blank drawing and glaze blowing. Each work is unique, full of temperature and human touch. In addition, the characteristic bar after the transformation of the old factory, the warm and stylish bookstore, and the creative ceramic works set up on weekends are full of life everywhere.

3.3. Artistic Beauty of Living Space Structure

In the past, the architectural style often hides the materials, structures and so on, and adds decoration with luxury decoration. With the development of society and the change of aesthetics, the architectural space structure is paying more and more attention to environmental protection, structural integrity and overall coordination. When industrialization in other places is in full swing, a large number of old historical buildings are destroyed and demolished, and tall buildings are springing up instead. Jingdezhen, the Millennium porcelain capital, is slow in this movement. Just because of the slow development, Jingdezhen was reborn. Architecture is the collective memory of human beings, a precious non-renewable cultural resource, and the historical root of inheriting and carrying forward excellent traditional culture.

Looking for new life for historic buildings. As a result, some historical buildings have been repaired and conserved, and new functions have been added on the basis of the original functions, which not only ensures the inheritance of historical context, but also embeds modern life and is recognized by the public. Some of them have become new specimens of local cultural heritage protection, such as Mingqing park, Tao Xichuan and Tao Yangli. Jingdezhen transformed the old porcelain factory into a museum, exhibition hall, ceramic shop, bookstore and other public cultural spaces. For example, Tao Xichuan, with the former universe porcelain factory as the core, has become a sample of the successful

transformation of industrial heritage and the development and upgrading of cultural and creative industries through structural transformation and vitality reconstruction, integrating tradition + time return + Art + high technology. Tao Xichuan cultural and creative block integrates commercial trade, hotel catering, cultural creativity, art exchange, exhibition and Expo, cultural tourism, leisure and entertainment and other functional formats. Tao Xichuan retains the old factory buildings and tall chimneys in Bao Hao's style, which are the marks of the times. The Nordic style design museum reveals literary and artistic atmosphere everywhere.

Industrial art and public culture are interdependent, and industrial memory is integrated with urban development. To build industrial survival, we need to closely follow the urban strategic positioning, grasp the general trend of urban development, cultivate new driving forces of innovation and development, fully tap the cultural connotation and make it glow with new vitality.

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