Artistic Development of Commercial Space and Urban Cultural Economic Development: Take Shanghai as An Example

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### Urban commercial space:

The most important exhibition field of urban vitality

The place for commodity exchange and circulation



The composite multi-functional public space

# Shanghai :Artistic development of commercial space begun early in China



# Some Question:

- 1. How did the artistic development of commercial space affect the production of urban space?
- 2. How did the relationship between government and market change in the progress of artistic development of commercial?
- 3. How did the artistic development of commercial space affect urban lifestyles and cultural economy development?



01

Characteristics

02

03

04

Developing
Motivation and
Patterns

Government and
Business
Cooperation Model

Urban Cultural Economy Developing Model



### **Developing Motivation**

Industrial Upgrading



Commercial Transformation

# Shanghai commercial space artistic development patterns and developing motivation

Commercial Space Artistic Development Patterns		Starting Time	Representative Projects	Developing Motivation
Cultural and Creative Industrial	Old Factory Renovation	At the Beginning of the 21st Century	M50 Tianzi Fang	Industrial Upgrading
Parks	Cultural and Creative Street Development	2006	Tongle Square, Sea Town and Genesis World	Commercial Transformation
Artistic Mall		2013	Yuexing Global harbor K11	Commercial Transformation
Artistic Living Shops		2015	Eslite, Yanjiyou	Commercial Transformation

#### **Industrial Upgrading**

At the Beginning of the 21st Century

Cultural and Creative Industrial Parks

Old Factory Renovation

**M50** 







Tianzi Fang

# **Commercial Transformation**

2006

Cultural and Creative Industrial Parks

Cultural and Creative Street Development

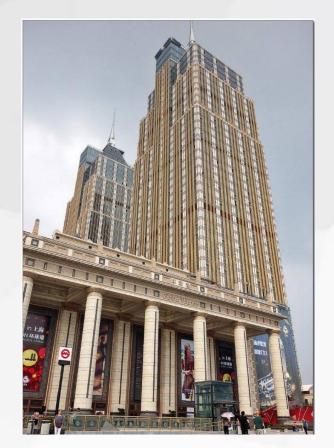


**Tongle Square** 

#### **Commercial Transformation**

2013

**Artistic Mall** 



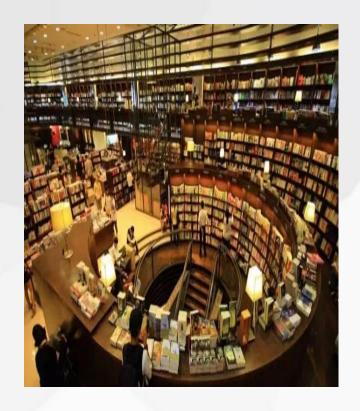


Yuexing Global harbor

# **Commercial Transformation**

2015

Artistic Living Shops





**Eslite** 



# Characteristics

### **Artistic Developmet Trend**

Production Space



Consumption Space

#### Cultural and Creative Industry Parks in Shanghai

The largest number of Cultural and Creative Industry Parks took industrial design and network information industry as leading industry, which accounted for 18% and 17%. Leisure and entertainment industry and software industry leading parks were least, accounting 6% and 7%. The proportion of media industry, art industry, fashion industry, architectural design, consulting services, advertising and exhibition industry oriented parks were about 10%.

The data came from Zheng Yaozong. *A Study on the Development of Shanghai Cultural and Creative Industry Parks* [J]. *Shanghai Economy*, 2015 (02/03) : 23.

#### An Investigation about Tianzi Fang

In 2015, Professor Yu Hai of the Department of Sociology at Fudan University led students to investigate 586 shops in Tianzi Fang.

The results showed that although more than half of them had been cultural and creative shops, but at the time of research, they only accounted for 2.08%, compared to the clothing store has become the bulk, accounting for 22.92%, followed by handicraft shops and restaurants.

### **Artistic Mall**



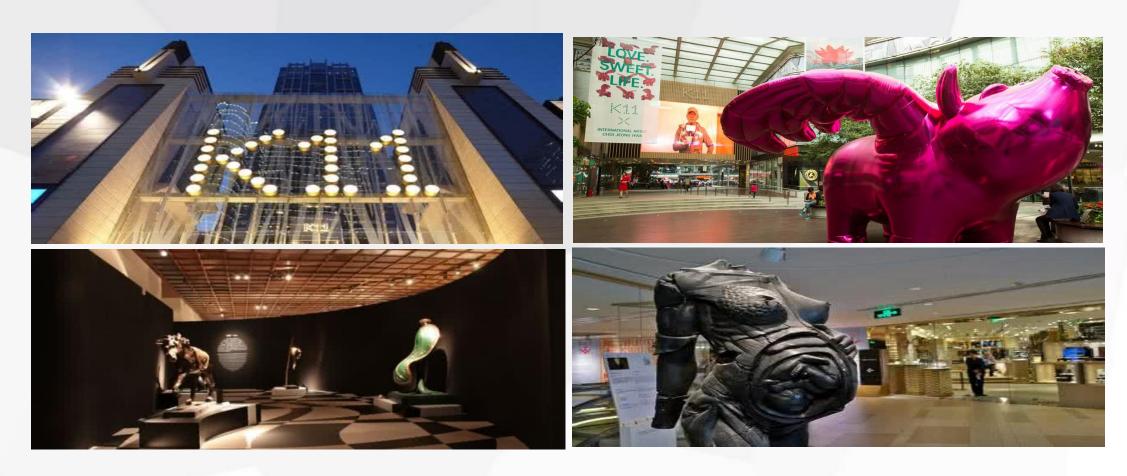






Yuexing Global harbor

### **Artistic Mall**



K 11



# **Leading force**

Government



Capital

**Cultural and Creative Industrial Parks** 

#### **Old Factory Renovation**

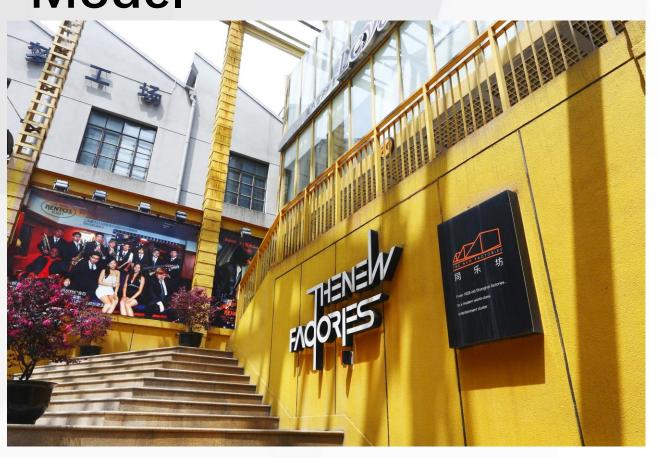
"government setting up a stage, enterprises singing opera" model



**Cultural and Creative Industrial Parks** 

Cultural and Creative Street Development

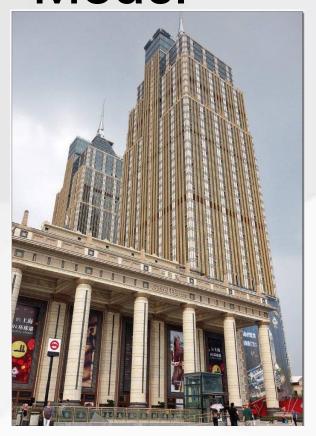
Cultural real estate development model

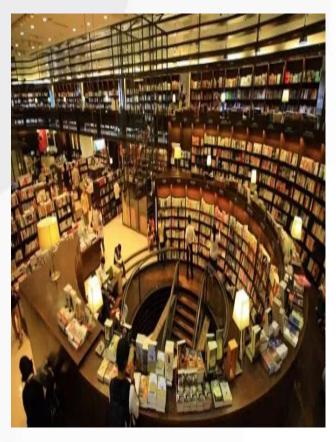


**Tongle Square** 

Artistic Mall & Artistic Living Shops

Cultural participation and cultural consumption Integration mode





Yuexing Global harbor & Eslite



# Urban Cultural Economy Developing Model

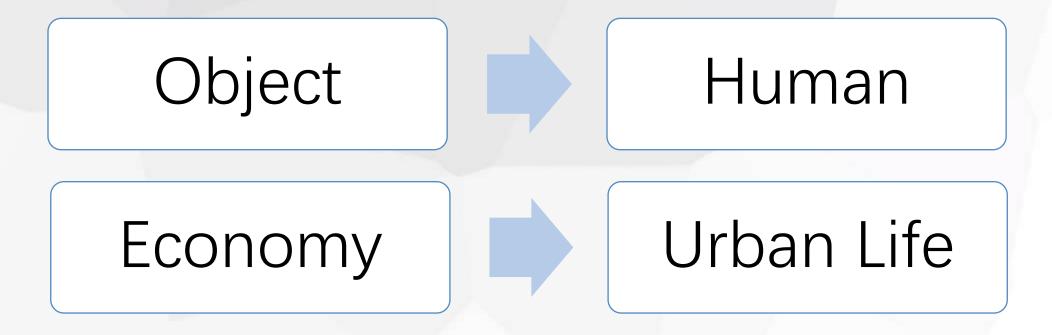
# Urban Cultural Economy Developing Model

Focus on cultural supply: cultural production



Focus on cultural needs: Lifestyle production

#### The essence of transformation



In the long run, this will promote the sustainable development of cultural economy through nourishing cultural consumption.



# Conclusion

# Shanghai commercial space artistic development patterns and characteristics

Commercial Space Artistic Development Patterns		Characteristics	Leading Force	Government and Business Cooperation Model	Urban Cultural Economy Developing Model
Cultural and Creative Industry Parks	Old factory renovation	The Culturalization of Social and Economic Production	Government	"government setting up a stage, enterprises singing opera" model	Focus on cultural supply: cultural production
	Cultural and creative street development			Cultural real estate development model	Focus on
Artistic Mall  Artistic Living Shops		The Culturalization of Social and Economic Circulation	Capital	Cultural participation and cultural consumption Integration mode	cultural needs: Lifestyle production

The evolution of different models not only reflects the deepening of urban cultural economic, but also shows the improvement of urban cultural economy development mechanism in the cycle of supply and demand. The government 's approach to promoting cultural economy is no longer merely formulating industrial policy or providing financial support and tax incentives. Carrying out public cultural activities in the commercial space not only enhance the participation of cultural activities, but also led to cultural consumption. In this mode, both the government and the enterprises enhance the effectiveness, and serve for the common interests of the public together.

