

# Place Spirit of Cultural Industrial Park Taking the 1736 Cultural Park of Zhunxing Building as an Example

Jieyi Chen<sup>1,\*</sup>

<sup>1</sup> Xiamen Academy of Arts and Design, Fuzhou University, Xiamen, Fujian, China

\* Corresponding author. Email: 845869131@qq.com

## ABSTRACT

The 1736 Cultural Park of Zhunxing Building is a cultural industrial park developed by Longyan City in recent years. It is restored and utilized relying on large square earth building, which is rarely found in urban areas. The Cultural Park is a new-type cultural industrial park of Longyan City. It consists of three parts: exhibition hall of intangible cultural heritage, creative cultural studio and cultural training base. Cultural activities will be held from time to time. The city's architecture in-situ is used to explore the spirit of traditional places, creatively form the spirit of new places featuring culture, enhance the sense of cultural identity of citizens, increase the sense of cultural park tourism experience, thus forming a cultural industrial base featuring western Fujian.

**Keywords:** Industrial park, Local culture, Place spirit.

## 1. INTRODUCTION

As the material carrier of regional culture, architecture in-situ integrates with regional culture and natural environment, and is a representative place based on regional ethnic culture and cultural features. Zhunxing Building is a large square earth building of quadrangle courtyard in the downtown area of Longyan. It is a traditional three-jin (old-style courtyard level) courtyard with two enclosed courtyards in Fujian. It has a history of 300 years and was first built in 1736 by Emperor Qianlong. The 1736 Cultural Park of Zhunxing Building will be restored and utilized on the basis of not destroying the whole structure of traditional earth buildings. ("Figure 1" and "Figure 2") Zhunxing Building is a cultural park model integrating folk culture display, creative commercial culture and cultural training base. The 51 single rooms on the outer ground floor of the earth building display more than 70 items of representative works of intangible cultural heritage of Longyan at various levels, including traditional folk customs, traditional fine arts, traditional dramas, entertainment and acrobatics, etc., which are displayed in real objects, pictures, audio and photoelectric multimedia technology. The two courtyards and the scattered single rooms on the

second floor are for creative cultural businesses and cultural training bases. The park makes use of the public areas with earth building characteristics to carry out cultural activities, such as Longyan Cultural and Creative Market, Xinluo Cultural and Creative Products Exhibition, Longyan City's First Lettering Art Exhibition, Mid-Autumn Festival Hanfu Collection, and adult ceremony. Calligraphy, lettering and other arts and culture training bases are also covered.

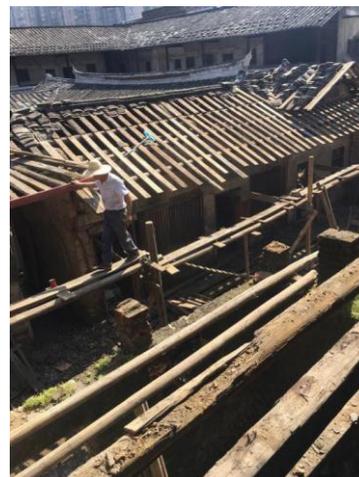


Figure 1 Zhunxing Building before restoration.

a Photo source: Shot by the staff.



Figure 2 The restored Zhunxing Building.

a Photo source: Shot by the author.

## 2. PLACE SPIRIT

Place spirit is a concept of architecture phenomenology put forward by Norberg Schultz. "The place is expressed as not only a material composition in harmony with the natural environment, but also a philosophical existence. It is a profound understanding of the materialization of architecture, space and design in people's life experience, cultural choices, value judgments, memories and emotions." <sup>1</sup>[1] Place spirit refers to the expression of the meaning of place or space, which is generated from different behaviors and activities and reflects the corresponding cultural core. It is related to the application of place, the way of human activities, the way of living and the value judgment. Similarly, the sociologist Bourdieu proposed the concept of "place". "From the perspective of analysis, a place can be defined as a network or a framework of objective relations between various positions." <sup>2</sup>[3] Bourdieu holds that the place is the social and cultural relation generated from a material space. The place spirits of different architectural sites vary with local climate, living habits, social activities, human emotions, etc.

As the product of Hakka culture, earth buildings themselves are the collection of feudal ethics of Hakka village residents in their historical and social

1. Hai Jun. the power of design [M]. Chongqing: Chongqing University Press, 2012: 117.

2. Pierre Bourdieu, translated by Li Meng. An Invitation to Reflexive Sociology [M], Beijing: Central Compilation and Translation Press, 1998: 133.

life, as well as the place symbol and spiritual expression of traditional residents. Earth buildings refer to a kind of gathering architecture produced in the agricultural civilization period. It has a specific social and cultural background, and is limited by technical factors, practical functions, aesthetic functions, environmental conditions in Fujian and Hakka cultural environment. All these determine the specific spirit of earth buildings. Zhunxing Building, which is also an earth building, used to be the residence of the Ni family, carrying the blood cohesion of the traditional clan and the traditional ethical culture of the three cardinal guides and five ethical norms. The overall architecture of the earth building shows the spirit of collective unity and cohesion. The halls, couplets and schools contained show the values of worshipping culture and emphasizing education. The enclosed building gives birth to the intimate and connected interpersonal relationship and living environment. [2]

## 3. THE EXPRESSION OF PLACE SPIRIT OF INDUSTRIAL PARK OF ZHUNXING BUILDING

### 3.1 Creation of Place

"The place is expressed as not only a material composition in harmony with the natural environment, but also a philosophical existence. It is a profound understanding of the materialization of architecture, space and design in people's life experience, cultural choices, value judgments, memories and emotions." <sup>3</sup> [1]The former place spirit of Zhunxing Building as a living place is the moral spirit of traditional ancient residents and the collective family blood connection. Now, as a cultural industrial park, Zhunxing Building is required to retain part of the core of place spirit, and convey the modern place spirit.

As for the redesign of Zhunxing Building, the shaping of the space culture is conducive to the construction of the overall place spirit. In the redesign and utilization of space, the basic structure of earth building should be retained, even in the cultural industrial park which is for commercialization. However, as for the enclosed building structure and the large public area, the old intimate intersection space is retained to form the intimate social relations and harmonious place

3. Hai Jun. The Power of Design [M]. Chongqing: Chongqing University Press, 2012: 117-118.

spirit. As for the detailed space design, the material and color of the wood structure ("Figure 3"), the white wall and the gray brick wall, the green design and other physical materials such as vision, touch and smell should be covered to form a place memory between the old and the new. The simplicity and sense of belonging of traditional dwellings can be highlighted, and the sense of tranquility hidden in the city reflected from new design and greening design. In addition, some of the physical design of specific places and spatial behaviors in the Zhunxing Building, such as the traditional wooden steep stairs, have been retained. When the visitor steps up the long-lost staircase again, their memory is awakened, resulting in the confusion of time and space. As a cultural industrial park transformed from a traditional urban architecture in-situ, the space of earth building mirrored the historical context, landform and cultural spirit of the city. The old architectural scene preserved in the redesign, including topography, physical elements and the overall closed atmosphere of the place, as well as the memory of the traditional dwellings, is more historical and thought-provoking in the background of the new high-rise dwellings around.



Figure 3 Wooden ladders in traditional homes.

a Photo source: shot by the author.

### 3.2 Memory and Local Culture

Specific objects and specific architectural space form a specific spiritual culture. All objects in the space together constitute the memory of the past, and different areas present a specific cultural spirit through the combination of different objects. [4]The traditional earth buildings, based on the

agricultural culture, constitute the social spirit of the agricultural civilization era, and also form the memory of the past life of urban residents.

Various old objects and decorations scattered in the earth building are also the continuation of the urban memory space. For example, the living utensils, blowers, graphite and wooden cabinets ("Figure 4") used in the Zhunxing Building reconstruct the agricultural culture and life spirit of the place. Traditional decorative elements can also be remade and decorated, and wood carvings from traditional buildings can also be used as window decorations. As for the greening design, the old pottery pots and wood used in the building can be redesigned and decorated to retain the traditional image of the courtyard. The interior design, including the individual space of each part, uses wood as the main body of the decoration design, echoing the exterior design, and continuing the urban geography culture together. Details of traditional elements decoration can be used to retain the original architectural memory of the building, causing resonance and identification of visitors. The spiritual sense of belonging of the traditional Zhunxing Building is preserved, as well as the structural situation and people's emotional needs. The original architectural structure and spatial pattern should be retained to the maximum extent and reinforced to continue the local architectural culture.



Figure 4 Air blower, wooden cabinet and other decorations of old houses.

a Photo source: shot by the author.

## 4. THE INSPIRATION OF INDUSTRIAL PARK MODEL OF ZHUNXING BUILDING

### 4.1 Excavating the Place Spirit to Construct Culture

The change of place function inevitably leads to the disappearance of part of place spirit. The core

of place spirit is reflected in the re-positioning and re-design of cultural industrial park. The re-design and creation of the Zhunxing Building help to explore the spiritual core of Hakka culture in Longyan City and the survival of agricultural civilization in modern cities, and create a new cultural industry.

There is an exhibition hall of intangible cultural heritage in Zhunxing Building ("Figure 5"), which imparts urban culture in the traditional architectural space and deepens the participants' sense of involvement, as if they are in the ancient dwellings and are connected with the traditional culture in the emotional experience. Place spirit is employed to construct traditional spirit and facilitate the transmission and experience of spirit. The development of cultural and educational bases, including calligraphy and lettering training bases, as well as family training halls, are all built on the spirit of Zhunxing Building itself. As a traditional residence, Zhunxing Building embodies the local concept of respecting ancestors and treating people with etiquette in traditional culture. Couplets are used to imperceptibly educate posterity on morality and loyalty and filial piety, which together constitute the core ethical connotation of earth building culture. [6]The connotation of the title Zhunxing Building, the stories and life experience of the residents of all dynasties, and the activities of the Ni family all constitute the building's culture. On the basis of culture, the knowledge education of artistic calligraphy, lettering and even traditional family learning and traditional Chinese studies are carried out to form an impressive cultural education experience. Cultural consumption should not be limited to formal cultural consumption. With the sustainable development of cultural consumption as the goal, the construction of place spirit should realize the integration of modern culture and economic consumption forms on the basis of traditional culture, form the unique cultural spirit core of cultural parks, and then promote the effective circulation development of industrial parks.



Figure 5 Exhibition area of intangible cultural heritage.

a Photo source: shot by the staff of Zhunxing Building.

#### 4.2 The Reuse of Local Culture

In order to realize the transformation of Zhunxing Building from a traditional family gathering place to an urban cultural creation base, new design behavior and new behavior mode should be adopted to inject new cultural form and place spirit, and to find the traditional civilization lost by industrial city civilization. The transformation of architecture in-situ into industrial park is inseparable from the redevelopment of the early Hakka culture, and the creation of effective contemporary social and cultural patterns and social behaviors in Longyan City, which lacks cultural creation, so as to stimulate the cultural vitality of the city.

Zhunxing Building, as a residential building, is the representation of Longyan City's local culture and the image of the cultural park. Buildings are an important carrier of creative parks, not only important architectural style carrier of cultural parks, but also an important window of urban local culture. Traditional buildings have also witnessed the rise and decline of traditional culture in cities. The historical culture and legendary color of traditional dwellings can enhance the cultural value connotation and cultural spirit core of cultural park. [5] The development of traditional ancient building itself is the creative cultural and economic development, and the reuse of ancient dwellings can reduce the development and production costs of cultural park, as well as improve the economic value of traditional building. The development and transformation of traditional ancient dwellings into cultural industrial parks also reflects the role of creative culture. The preservation of ornamental value of architectural historical and cultural features is the premise of creative development. On this basis, modern decorative design culture is

integrated into traditional ancient dwellings. The practice can not only bridge the collision between traditional culture and modern culture, but also make traditional culture accepted by the public in a more modern way. The consumption of the repackaged traditional culture endows traditional culture with greater economic value.

## 5. CONCLUSION

Cultural and creative industry park refers to the economic value body with creative competitiveness with culture as the core of economic development. The development of urban cultural industrial parks should be targeted based on the city's own development status and conditions. Zhunxing Building is the first cultural industrial park in Longyan City, and a cultural industrial park specially excavating Longyan traditional culture. With architecture in-situ as the carrier, the place spirit of the architecture can be excavated. The place can be adopted to create traditional historical and cultural atmosphere, and the local culture can be reused to develop cultural industry, bridge the gap between traditional residential architecture culture and modern urban culture of Longyan, and clarify the positioning of Zhunxing Building cultural industrial park in Longyan City.

## AUTHORS' CONTRIBUTIONS

This paper is independently completed by Jieyi Chen.

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