

The Impact of Fashion and Innovative Metropolitan Construction on Related Higher Education

Taking Shanghai Songjiang University Town as an Example

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Abstract—During the latest years, many fashion and innovative industrial parks were established to promote the industry, which is good resource to the related higher education. This paper took Shanghai Songjiang university town as an example, introduced the present situation of the fashion and innovative education in the university town. It elaborated that the university town was unable to share the urban resources of the fashion and innovative industry due to its remote geographical location. In addition, some suggestions were given on the fashion and innovative higher education of the university town.

Keywords—*fashion and innovation; industrial park; university town; resource sharing*

I. INTRODUCTION

Shanghai, as the oriental Paris, its fashion and innovative industries have developed very fast and it has a big advantage on this industry which other cities cannot rival with[1]. Especially, during the latest years the Shanghai Government vigorously supports the fashion and innovative industry. Many fashion and innovative industrial parks were established and those talents who started their business in these parks could get help from the government, for example, lower loan interest and cheaper office lease payments, etc. These policies have injected new vitality to the innovative and fashion higher education.

This paper will take the fashion and innovative education of Shanghai Songjiang University town as an example, analyze the existing problems and put forward some suggestions on it.

II. FASHION AND INNOVATIVE HIGHER EDUCATION IN SHANGHAI

Shanghai, as the leader of the fashion and creative industries, has strong educational resources in fashion and creative education. Donghua University (its former name is China Textile University), for example, is a professional textile and garment educational university, and it has been in the forefront of the country. Donghua University and Changning district government has jointly built the Donghua

Fashion Week which is a part of the annual theme activities of the Shanghai fashion week. The development of the regional economy and together with the fashion education created internationalization, industrialization and market perspective for the teachers and students.

Tongji University, with its architectural design as a unique advantage of the university, focus on building a Yangpu creative park which Tongji University is obviously the center of the park.

Shanghai Theater Academy, combined with the regional advantages of Jingan, creates a drama based fashion creative park. In addition, the Shanghai government took consideration of the various regional industrial advantages, focused on supporting a number of fashion creative parks, as shown in the "Table I" [2].

It can be seen from the "Table I" that the Shanghai government has established nearly 90 fashion creative industrial parks. Due to the geographical location and economic development, the fashion creative industrial parks are mainly concentrated in the urban areas of the Shanghai City. The creative parks located in the urban city takes a proportion of up to 87.6%, while those located in the suburbs accounts for only 12.4%.

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TABLE I. THE DISTRIBUTION OF THE FASHION AND INNOVATIVE INDUSTRIAL PARKS OF EACH DISTRICT IN SHANGHAI

District		Fashion and Innovative Industrial Parks	Total Number	Proportion (%)	Total Proportion (%)
Urban areas	Yangpu	Angli Design and Innovative Park, Innovative Union, Dongfang Valley, Shanghai International Design and Communication Center, Mingda Innovative Square, Central Binjiang 128, Tongji Design and Innovation Gathering Area*, Hi-Shanghai, Shanghai International Home Textile Industrial Park, Architectural Design Factory	10	11.6	87.6
	Hongkou	1933 Old Field Square*, Wisdom Bridge, Garden Terrace*, Ludi Sunny Park, Cambridge 69, Space 188, Emerging Port, Rainbow Rain, Youzu173, Tongli Park, Wuhua Park, Dabaishu Digital Design and Creative Industry Gathering Area	12	14.0	
	Zhabei	Creative Warehouse*, Peacock park, Laosihang, Industrial Design Park, Mingshi Street, Alloy Factory, New Wisdom Valley	7	8.1	
	Putuo	M50 Creative Park*, Chuangyi. Jinsha Valley, E Warehouse Creative Park, Jingyuan Fashion Industrial Park, Tiandi Software Park, Zhonghua 1912	6	7.0	
	Changning	Chuangyi River, Chuangyi Source, Hualian Creative Square, Juwei Park, Tianshan Software Park, Fashion Industrial Park, Fashion Brand Club*, Yingxiang Creative Factory, Husizhan Creative Park, Red Works *, Zhoujiaqiao Creative Industrial Gathering Park, Yuangong Art Creative Base, Fahua 525 Creative Woods	13	15.1	
	Jingan	3 Happy Space, Media Culture Park, 98 Creative Park, Fun Together Factory, Huizhi Creative Park, Jingan Modern Industrial Park, 800 Show*, Anken Green, Original Creative Park	9	10.4	
	Huangpu	Shanghai Band, Nansu River, Tourism Souvenir Design Park, Tianzi Fang*, 8 th Bridge*, Jiangnan Wisdom Creation, Zhuowei 700, Wisdom Creation Station	8	9.3	
	Xuhui	2577 Creative Compound*, Shangjie LOFT*, Design Factory, Wending Life Home Furnishing Creative Square, Creative Park in the West Bank, D1 International Creative Space, Hongqiao Software Park, Huifeng Creative Park, SVA Yuejie Creative Industrial Park, Leshan Software Park, X2 Creative Park, Digital Entertainment Building, Puyuan Science and Technology Park	13	15.1	
Suburb areas	Pudong	Xinling Creative Park, Zhangjiang Culture, Science and Technology Creative Industrial Base, Zhangjiang Creative Star Park	3	3.4	12.4
	Baoshan	Shanghai Animation Derivative Industry Park, Bandao 1919, Shanghai International Industrial Design Center	3	3.4	
	Jiading	Wisdom Jinsha 3131	1	1	
	Songjiang	Taiwushi Little Town, Chuangyi Factory, Fashion Valley and Creative Park	3	3.4	
	Minhang	Xijiao. Xinqiao	1	1	

^a * means demonstration gathering area

III. SHANGHAI SONGJIANG UNIVERSITY TOWN

In the last 90s, a large number of university towns were constructed in the national scope. For example, the Guangzhou university town, Xiasha higher education park in Hangzhou, Changping and Fangshan higher education park in Beijing, etc. In the case of Shanghai, those university towns already finished and those still during construction include Songjiang university town, Fengxian university town, Minhang university town, and Pudong Lingang university town etc.

Because of the limitation of land resources and the cost of construction, the university towns in the country are mostly built on the outskirts of the city. In most universities, lower grade students are arranged in the suburbs, and higher grade students, graduate students and those students who

receive continuing education are arranged in the urban area [3]. This to a certain extent, not only restricts the suburban university town students to enjoy the urban public facilities, but also brings pressure to teachers and students on transportation. As students who receive fashion and innovative education, it is beneficial to them to participate in this industry and learn from the practice.

Songjiang university town was constructed in the beginning of this century. It includes a total of 7 colleges and universities. It is the most concentrated area of colleges and universities in Shanghai. The 7 universities are Donghua University, Shanghai University of Engineering Science, East China University of Political Science and Law, Shanghai International Studies University, Shanghai College of Visual Arts, Shanghai University of International Business and Economics and Shanghai Lixin University of

Commerce [4]. After nearly 10 years development, the commercial, cultural and living facilities in the university town have been greatly improved, but compared with the urban areas, there is still a big gap.

The university town is located in the Songjiang district. Teachers and students come to the university town mainly by the subway of line 9 which was opened in 2007. It takes 1.5 hours to get to the university town from the city center by subway and bus. In addition, most teachers dwell in urban areas and in order to avoid the peak of the subway teachers often leave in a hurry after the completion of teaching activities. In this condition, teachers are faced by great pressure from the traffic, while the students are not able to enjoy the guidance of teachers.

IV. THE STATE OF FASHION AND INNOVATIVE EDUCATION IN SONGJIANG UNIVERSITY TOWN

In Songjiang university town, there are three universities having fashion and innovative education and they are: the College of Visual Arts, the Shanghai University of Engineering Science and the School of Art and Humanity, East China University of Political Science and Law. Among them, the Shanghai College of Visual Arts has a special fashion art education base. The university is in the forefront of other two universities in the exploration of fashion and innovative education. As belonging to the Shanghai SMG group, Shanghai College of Visual Arts has SMG group's strong support in the media industry. Teachers and students in the fashion and innovative education have a relatively larger resource. The other two universities have no such advantage. Therefore, students from the other two universities have obvious disadvantages in the internship, employment, and access to the resources of fashion and creative industries.

The teachers and students from fashion and innovative education field have to know about fashion trends from time to time and get the latest fashion information from the industry and market. In addition, these teachers and students need to get creative design inspirations from the museums, art galleries, the streets and other places. However, the university town located in a remote suburb, unfortunately, limit them get these resources from the geographical position.

V. CONCLUSION

In summary, Shanghai as an international fashion metropolitan, many fashion and creative industries gathered in this big city. However, the fashion and creative higher education in the university towns is in a certain extent hindered its development because of the remotely geographical location. Therefore, some precautions should be taken from the following points:

- Colleges of fashion and innovation should be moved to the city campus. Both the East China University of Political Science and Law and the Shanghai University of Engineering Science have a campus located in the city center. These two campuses are located in the Changning district. If these two

colleges are moved to the city campus, they can join in the industrial clusters which the Changning government is strongly promoted.

- Bases of university-industry cooperation should be established in the remote university town. Students can get internship opportunities easier if there are related industrial enterprises near their universities.
- The universities should help teachers to learn and practice in the industrial companies in the urban areas. If the teachers get such opportunities, the universities should help them from policy level, i.e. reducing their teaching and research work so that they can focus on the practice.
- The universities should help the students to get internship opportunities from industrial companies in the urban areas. Aforementioned, most of the fashion and innovative industries are assembled in the city center, therefore, it is of great help to the students if they can get support from their colleges when they compete an internship opportunity with students of the same background but from the urban campus.

ACKNOWLEDGMENT

The authors are grateful to the support of the Start Up Fund by Shanghai University of Engineering Science (No. 2015-69) and Young Teacher Training Program by Shanghai (No. ZZGCD15051).

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