

## **Talking about the Evaluation of Cultural and Creative Industries Based on the Recycling of Industrial Sites**

**--Taking Xi'an "Dahua•1935" & "Banpo International Art Park" as an example**

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**Abstract:** This paper takes Xi'an as an example to analyze the positive effects of industrial relics recycling on the development of cultural and creative industries at different levels. Taking Xi'an "Dahua•1935" and "Banpo International Art Park" as examples, these two The background and operation of the industrial heritage project to create a cultural and creative industry project were analyzed, and finally the test evaluation was carried out.

### **1. Introduction**

At present, China's economy is still in rapid development. In order to effectively realize the optimization of industrial structure, the state has vigorously promoted the development of cultural and creative industries. In 2006, the State Administration of Cultural Heritage issued the "Notice on the Protection of Industrial Heritage". The notice emphasized the major strategic significance of industrial heritage protection and put forward specific requirements for continuing to implement the spirit of the "Notice of the State Council on Strengthening the Protection of Cultural Heritage." At the same time, the "low carbonization" design and "urban sustainable development" and other progressive design trends are deeply rooted in the hearts of the people, and further promote the development of the "industrial heritage" recycling industry. More and more industrial sites have been transformed into special tourist attractions or cultures. Creative Industry Park, etc. However, from the actual situation, the actual effect of many industrial site re-use projects is not satisfactory, and objectively lacks the necessary social and economic benefits. In order to further implement the spirit of the "Notice of the State Council on Strengthening the Protection of Cultural Heritage" and promote the healthy development of the recycling of industrial sites, it is necessary for the academic community to explore the establishment of a set of evaluation methods for the recycling of industrial sites, and to carry out existing projects. The scientific assessment escorts the long-term development of the industrial heritage recycling industry in China.

### **2. The positive effect of industrial site re-use on the development of cultural and creative industries**

The positive effects of the recycling of industrial sites on the development of cultural and creative industries are mainly reflected in the following three aspects:

#### **2.1 Creating a new growth point for the national economy and promoting a virtuous circle of cultural and creative industries**

The recycling of industrial sites can effectively launch new growth points in the national economy. Because when a new cultural and creative industry is born with the help of industrial sites, a new "supply and demand" relationship will emerge, which will lead to many new enterprises and form a new industrial chain. The formation of this industrial chain can counteract the cultural and creative industries and form a virtuous circle of industrial development. For example, some industrial sites in a city have been recycled and used to create new cultural and creative enterprises. The "supply and demand" of this enterprise has also led to the emergence and development of other enterprises,

thereby enhancing the local employment environment and making the original employers unemployed. The workers have gained new jobs.

## **2.2 Realize “low carbonization” design and save social and effective resources**

The reason why many industrial sites have been abandoned is that these architectural heritages have lost the housing function of the houses, but have not been used by those who really need them. From another point of view, although the industrial site construction is relatively old, as long as the interior and exterior of the building are renovated and the possible safety hazards are eliminated, in fact, the old factory building is almost identical to the new building in terms of perception and use. Since building renovation is much cheaper than new construction, the recycling of industrial sites can effectively protect the environment, achieve low-carbon design, and achieve maximum savings in social resources.

## **2.3 Promote the inheritance and development of urban historical context**

The reuse of industrial sites is of great significance to the inheritance and development of an urban historical context. We know that the context is the background of the city's survival and development, the natural extension of the urban cultural concept, and the deep memory of the city's history and uniqueness. Therefore, the construction and development of the city must be carried out in the context of its context. In this sense, the context of each city must be protected and inherited. The recycling of industrial sites is the best protection and inheritance of urban context. Of course, this protection and inheritance is not without development, but with the protection and inheritance of development, because “protection does not develop, protection lacks motivation; light development does not protect, so that historical features are gone” [1].

## **3. Evaluation of industrial site reuse for cultural and creative industries**

### **3.1 Overview of Xi'an Industrial Site Reuse Project**

#### **3.1.1 Xi'an “Dahua•1935”**

There are many industrial sites in Xi'an, but the most important and representative ones are Xi'an “Dahua•1935” and “Banpo International Art Park”. Xi'an “Dahua•1935” is a successful design case for the recycling of industrial sites in Xi'an Dahua Textile Factory. Xi'an Dahua Textile Factory is the largest national textile enterprise in the history of Northwest China. It was established in 1935. Due to complicated reasons such as history, geography and social development, the company declared bankruptcy in 2008. Xi'an “Dahua•1935” project is located in Taihua South Road, Xi'an, on the north side of Xi'an Railway Station, about 600 meters away from Xi'an City Wall. The project covers an area of about 140 acres and the construction area is about 87,000 square meters. The “Dahua • 1935” project was invested and constructed by Xi'an Qujiang Daming Palace Investment Co., Ltd. The project construction plan was designed by Cui Wei. The project combined the original architectural features with the modern urban functions to the greatest extent, and paid attention to the people in the public space of the building. The exchange of space with people, and the use of the original civil building materials and modern decoration materials, has created a large-scale comprehensive cultural center characterized by the integration of textile culture, boutique drama, art exhibition, urban fashion and leisure. Xi'an “Dahua•1935” not only expresses the textile industry culture in Xi'an in a specific historical period, but also inherits and develops the social value of the city history and context, and also promotes the further development of the local economy to a certain extent objectively.

#### **3.1.2 Xi'an Banpo International Art Park**

Originally known as Textile City Art District, Xi'an Banpo International Art Park is located at No. 238, West Street, Textile City, Yanqiao District, Xi'an. It borders Dahua International Commercial Street in the north, Guomian No. 3 Factory in the south, and Banpo Site Museum in the west. The

predecessor of Xi'an Banpo International Art Park was a group of artists formed by some local artists in Xi'an. Later, relying on the support of Shaanxi Fine Arts Association, Yanchiao District Committee, District Government and Textile City Comprehensive Development Office, in Shaanxi Under the background of the province's vigorous development of the cultural industry strategy, the comprehensive art park jointly created by the government and enterprises in accordance with the needs of economic and social development is also a useful exploration of the recycling of industrial sites. Xi'an Banpo International Art Park was established on the site of the former No. 1 Printing and Dyeing Plant in the northwest. The project covers an area of about 7 hectares. The basic policy of the overall planning of the park is to implement the principle of protective utilization, reconstruction and consolidation, and a small amount of supplementary construction. At the same time, large-scale, high-standard greening, landscape, waterscape, sculpture and relief construction will be implemented to create a historical collection. The comprehensive art park integrating pulse, contemporary art, cultural industry, architectural space and leisure life forms the most important artist creation base in Xi'an and the center of public participation in art and enjoyment of art. In 2007, Xi'an Banpo International Art Park was officially opened to the public, which not only attracted a large number of tourists, but also many cultural workers and artists. At present, Xi'an Banpo International Art Park plays an important role in the development of cultural and creative industries in Shaanxi Province, effectively promoting the development of local cultural and creative industries.

### **3.2 Evaluation of Reuse of Xi'an Industrial Site**

#### **3.2.1 Promoted the development of local economic and social**

The operation practices of "Dahua•1935" and "Xi'an Banpo International Art Park" have proved that the project has achieved certain success in promoting local economic and social development. Some studies believe that the "Dahua•1935" project has achieved positive results in terms of economic and social development. For example, it has attracted a large amount of commercial capital investment, formed an independent cultural and creative industry system, and improved the living standards of local residents to a certain extent. However, there are also some shortcomings, such as the low salary level of employees engaged in cultural and creative industries. The researchers used mathematical modeling to analyze the results of the questionnaire survey. They believed that the "Dahua•1935" project had less advertising and promotion, higher investment threshold, insufficient funds, and insufficient business team operation. Problems such as science, the existence of these problems make the overall efficiency of the company's operations low, leading to the problem of low salary of the practitioners [2].

Compared with the Dahua 1953 project, the management and operation of Xi'an Banpo International Art Park is more mature and effective. Due to the long existence of Xi'an Banpo International Art Park, many artists have gained a certain popularity in this long-term creation and exhibition. Since the official establishment of the art park and its opening to the outside world, the park has increased its efforts in publicity. With the constant presence of artists, it has also attracted a large number of art lovers, art dealers and tourists to achieve a virtuous circle of exhibitions, sales and tourism of art works. Whether it is the artist or management staff of the park, they can pass through themselves. Labor gets a good income. Of course, the Banpo International Art Park also has fewer jobs created, fewer visitors to the park, increased employment and expanded consumption, and there are still some problems to be improved [3].

#### **3.2.2 Inherited and developed the ancient city of Xi'an**

Xi'an has a long history and unique industrial culture. The birth of "Dahua•1935" and "Banpo International Art Park" project played an exemplary role in protecting and inheriting the unique industrial context of Xi'an. For example, the Dahua Museum of the "Dahua•1935" project, which focuses on the development history and corporate culture of Changan Dahua Textile Factory, and the "Establishment of Entrepreneurship" by Dahua Textile Factory The contents of "new development" and "reinventing nirvana" fully demonstrate the historical evolution and humanistic features of the

Dahua Textile Factory, a pioneer of the modern textile industry in the northwest, so that visiting tourists can vividly and vividly through the collection of historical documents such as cultural relics and pictures. The understanding of the past and the glorious history of industrial development in this city has played a major role in protecting, declaring and inheriting the industrial heritage of Xi'an; Dahua's small theater cluster has "One", "Nine", "Three", The four theaters of "Wu" can perform a variety of stage plays and movies, as well as visual arts such as video art and performance art. Since its operation, it has successfully held various performances and large-scale events, and contributed to the development and progress of Xi'an New City Culture with new cultural and creative works of art. "Banpo International Art Park" was also established on the site of the printing and dyeing factory. Since the overall design of the park was implemented in accordance with the principle of "protection and utilization, renovation and consolidation, and a small amount of new construction", it came to Visitors to the park are still able to see the design art of Soviet-style architecture through the facades of the original factory buildings, the modern sculptures of textile machinery components and the steam trains that remain on the open space between the factories. The style, as if listening to the sound of the shuttle shuttle and the whistle of the train whistle! At the same time, we can also appreciate the style of contemporary art and the trend of the times by visiting the artists' modern art exhibitions. In other words, Xi'an Banpo International Art District is not only the memory of the past era, but also the birthplace of contemporary avant-garde art in the Northwest. It can be said to be the best interpretation of the protection, inheritance and development of the ancient city of Xi'an [4].

### **3.2.3 Promoted a virtuous cycle of the ecological environment**

Xi'an "Banpo International Art Park" and "Dahua•1935 Project" all have a common feature, that is, the recycling of industrial building sites. Due to the reuse of old buildings, energy is saved, carbon emissions are reduced, green and low-carbon design are realized, and a virtuous cycle of the ecological environment is promoted. In addition, the "Dahua•1935 Project" and the "Banpo International Art Park" have implemented a good greening design in the park. These landscapes have definitely played a role in improving the local landscape and the "microclimate" environment. The positive role has been well received by the local people.

## **4. Conclusion**

The use of industrial sites in the city to develop cultural and creative industries is in response to the general trend of urban construction strategies such as resource conservation, environmental protection, and circular development. It is of great significance to the development of regional cultural and creative industries. In recent years, although Xi'an has vigorously promoted the development of industrial site utilization projects, the academic evaluation of the recycling of industrial sites has not kept pace with the times. This paper selects two samples of Xi'an "Dahua•1935 Project" and "Banpo International Art Park", and analyzes the three aspects of social economic development, historical context and ecological environment protection. And evaluation, summed up the achievements and lessons learned from the Xi'an Industrial Site Recycling Project, and provided reference for the development of Xi'an City's future use of industrial sites to create cultural and creative industry projects [5].

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