

## Planning and Thinking of Cultural and Creative Industry Park: Taking the Live SHOW Wonderland Park as an Example

WENG Deyang<sup>[a],\*</sup>

<sup>[a]</sup>School of Humanities & Communication, Xiamen University Tan Kah Kee College, Zhangzhou, China.

\*Corresponding author.

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### Abstract

In recent years, the research on cultural and creative parks has drawn more and more attention from scholars at home and abroad. This article will delineate the Fengze District of Quanzhou City in Fujian Province as the main research area, focusing on the study of the cultural industries centered around the Live SHOW Wonderland, and further discussing the development of the cultural creation park industrial park as the center of the development of cultural industries role.

**Key words:** Creation industrial park; the live SHOW; Cultural industry

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### 1. LIVE SHOW WONDERLAND CREATION INDUSTRIAL PARK

In recent years, with the further promotion of cultural studies in academia and promotion of cultural industries, the research on cultural and creative parks has drawn more and more attention from scholars at home and abroad. It is a series of geographical regions that are related to culture and where the industry is clustered, which also have a distinctive cultural image and have a certain attraction to the outside world. It is a multifunctional park integrating production, trade, leisure and living. In

view of the cultural difference and the influence of the growth in different cultural environments, this article will delineate the Fengze District of Quanzhou City in Fujian Province as the main research area, focusing on the study of the cultural industries centered around the Live SHOW Wonderland, and further discussing the development of the cultural creation park industrial park as the center of the development of cultural industries role. As the starting point of the ancient "Maritime Silk Road", Quanzhou was one of the first batch of 24 historical and cultural cities announced by the State Council. In 2010, Quanzhou began to implement the development strategy of "three old transformation" and "the optimal binary three", focusing on the development of top ten cultural industries, so as to form a pattern of linkage development of related industries with the emphasis of cultural industries as the leading factor. It is precisely under the active encouragement of this policy that the Live SHOW Wonderland, a world-class cultural and creative industrial park, was established. It is a transformation of a number of old resin workshops built in the 1980s and 1990s, without increasing an inch of land, the abandoned plant has become a new urban development aids through transformation. Live SHOW World Wonderland Park as a national advertising industry park, a state-level public space, Fujian Province Cultural Industry Demonstration Base, is the first ever transformation project supported by Quanzhou Fengze District Government (Zhou, 2012).

The park consists of cultural and creative industries, cultural tourism, art training base, the original designer district, and youth international apartment, which forms the industrial clusters and provides service to the city. Its cultural industrial park has attracted many enterprises in the field of advertising, culture, e-commerce, etc. The cultural tourism street is the first 3A-level cultural and creative scenic spot in Fujian Province. It has themed bars, art galleries and cultural squares; Q Cube committed to the comprehensive promotion of the "IQ, EQ, PQ" of

youth, to develop talent as well as to broad knowledge; and the Wonderful Street which contains the original concept products, souvenirs, art space allows people to enjoy modern art and creative performances in the public leisure; Youth International Apartment with personalized public services and entertainment facilities brings professionals together to be engaged in advertising design, cultural media and other industries, which has become a unique international multicultural family. These five functional areas together constitute the distinctive feature of the Live Show Park and become the best place for daily entertainment of people in Quanzhou.

Nowadays, as a window connecting the local community to the outside world, Live SHOW World has become the vane of local cultural creative workers and the best place for foreign tourists to feel the modern life style of Quanzhou.

## 2. THE COMPARISON AND ANALYSIS OF THE LIVE SHOW CREATIVE PARK AND SHANGHAI M50 CREATIVE PARK

In order to better show the characteristics and advantages and disadvantages of the Live SHOW World, this paper compares it with the M50 Creative Park in Shanghai to stimulate further thinking about the future direction of its development.

M50 Creative Park is located at No.50 Moganshan Road, Putuo District, Shanghai, the name is thus simplified from its address. M50 Creative Park, formerly known as Shanghai Chunming Woolen Factory, got transformed into a creative park in 2000. Both of it and Quanzhou Live SHOW Creative Park are good representatives of protection, development and utilization of the original industrial heritage. The transformations are the re-optimization, adjustment and reuse of resources, which are one of the common things they share. The first is the need to upgrade the urban industrial structure. In order to change the mode of economic development and economic development model, cities should transfer from quantitative change to qualitative change. With the technological progress and changes brought up by continuous economic development in Shanghai and Quanzhou, the city's economic center gradually shifted from the first and second industries to the tertiary industry, so as to meet the goal of achieving the manufacturing-industry-based, service-oriented diversified economy, among which Shanghai has also achieved the transformation from a manufacturing industry and a heavy industry base to a globalized city. Secondly, it is about the industrial layout of cities and the adjustment of urban land use structure. With the upgrading of urban industrial structure, it is necessary to plan urban industries, make overall arrangements and plans for the adjustment of

industrial structures, coordinate the contradictions among various industries, and adjust their development in light of local conditions and policies so as to vigorously support the development of cultural and creative industries. For a densely populated city such as Shanghai, the adjustment of urban land use structure is even more important since the area occupied by the primary and secondary industries is too large and causes great pollution and noise. Therefore, Shanghai began to disperse industrial functions. The developing trend of Quanzhou has the characteristic of "going eastward". With the pace of "going eastward", the eastern section the crossing point of Citong South Road and Quanxiu Road has become one of the most active commercial areas in Quanzhou, which is also the future administrative and business center, where emerged the Live SHOW World. With the development of Quanzhou eastern area, a large number of immigrants moved eastward, the amount of middle class gradually increases, the consumption potential is also gradually escalated, the economic strength of Quanzhou continues to improve. Thirdly, with the development of culture brought by the continuous development of economy and politics, people are no longer satisfied with things on the material level, yet on the spiritual aspects. Therefore, the development of urban creative industries can bring new development to cities.

In addition to the above similarities, the spatial distribution of cultural resources in Shanghai and Quanzhou also has the characteristics of clustering and rooting. Both cities are national historical and cultural cities. Shanghai has a profound modern urban cultural heritage and numerous historical sites, which are both inclusive and pluralistic. While Quanzhou also enjoys a long history, it is the only starting point for the Maritime Silk Road, UNESCO also set the world's first "World Multicultural Exhibition Center" to Quanzhou. In addition, Quanzhou's religion is very diverse and its cultural resources are highly concentrated. In recent years, with the advent and popularization of the Internet, the cultural resources of the two cities have become more and more specialized and networked.

At the same time, the essence of the development of both M50 Creative Industry Park and the Live SHOW World Cultural and Creative Park is market-oriented, focusing on the improving cultural resources and making the original industrial sites attractive by means of production and processing, so as to achieve the activation of cultural resources. This makes cultural resources become cultural capital, and finally become the economic capital, in order to achieve the transformation of potential advantage to the actual advantages. In the process of development, both of them rely on the old industrial sites as a carrier for market-oriented development. The government also provided strong support and financial contribution to the policy. In the process of development, the government also upheld the principle of combining

development with protection, inheritance with innovation, integration of overall with key points, economic benefits with social benefits, localization and opening up. Both of them are market-oriented, but in the process of development, the Live SHOW World is mainly based on monomer development. Based on the original and comparatively independent cultural resource system in Quanzhou, such as the traditional neighborhoods, cultural traditions and eating customs, the direct development and capital transformation of typy and individual cultural resources were carried out. M50 is based on project development, through the cultural resources screening, integration and reorganization, to realize the capital conversion and value appreciation of the special cultural resources. However, since there are many related characteristics between these two, the pros and cons of the two comparative studies are more evidence-based and persuasive.

From the perspective of SWOT analysis, M50's growth and development have a strong dominant factor. The predecessor of M50 Creative Industry Park is the textile factory in Shanghai, and the creative industry is a new form of industry imported from the UK in the 1990s. In this respect, "Shanghai textile industry was in the forefront of the trend" and had the first batch of licenses in Shanghai creative industries gathering area. At the same time, its predecessor, Shanghai Chunming Woolen Mill, was rich in historical mineral resources available for mining. The creative textile industry in Shanghai, represented by M50 Creative Industry Park, was refined and created with cultural and creative scripts, and was fully demonstrated with visual, audible, diversified means of art—storytelling and telling legends are the accumulation of humanities, but also can be seen as a business operation, to promote the value of the park itself to visitors and tourists, while highlighting the image of the fashion brand. In addition, since its reform and opening up, Shanghai has witnessed rapid economic growth. In 2013, Shanghai achieved a GDP of 2,160.212 billion yuan, with an increase of 7.7% over the previous year, of which the added value of the tertiary industry was 1,344.507 billion yuan, with an increase of 8.8% and the added value of the tertiary industry accounted for 62.2% of Shanghai's GDP. In 2014, Shanghai's GDP was 2,356.094 billion yuan, of which the added value of the tertiary industry was 1,527.189 billion yuan, accounting for 64.8% of Shanghai's GDP. According to the sample survey, per capita disposable income of urban households in Shanghai and rural areas reached 31,838 yuan and 13,746 yuan respectively in 2010, while the per capita consumption expenditure of urban and rural households was 23,200 yuan and 10,225 yuan respectively, with the Engel's coefficient being 33.5% and 37.2%. The economic prosperity brought by the huge economic development and the higher and more diversified pursuit of spiritual level have provided a large audience and market for cultural and

creative parks like the M50. In the meantime, in recent years, the M50 has attracted more than 130 artists and galleries from 17 countries and regions including Britain, France, Switzerland and Norway, as well as more than 10 domestic provinces and cities, art forms including graphic design, film and television production, environmental art design, artwork design and so on. The presence of these artists and creative design institutes has created a strong cultural atmosphere along the banks of the Suzhou River, attracting a large number of domestic and foreign tourists. In terms of opportunities, Shanghai now has an ultra-large-scale integrated transportation network and has formed a three-dimensional urban transport network consisting of ground roads, elevated roads, cross-river tunnels and bridges, and subway and elevated rail transit. Due to the key development of Shanghai after the reform and opening up, the economy of Shanghai is advanced, the degree of regionalization, residents' income and total consumption level are very high, the infrastructure is perfect, and the government's investment in the cultural industry is large, preventing the development of creative industry park from too much resistance from the public and government levels, which provides a huge space and potential for its growth (Xie, Chen, & Deng, 2013).

However, the M50, which grew up in such a unique environment, still has shortcomings and potential threats. The lack of metal, stone, minerals and natural vegetation in Shanghai makes it difficult for to form the primary and secondary industries that mainly rely on raw materials and power-driven. Compared to other underdeveloped cities in China, Shanghai's labor costs are high, making it hard to form a labor-oriented industry. However, it is precisely such deficiencies that make Shanghai pay more attention to the development of science and technology, creativity and culture, and has gradually shifted to technology and export-oriented type, promoting various art districts, culture and creation parks. In terms of threats, according to the "2017-2022 China Cultural and Creative Industrial Park Industry Market Depth Investigation and Investment Prospects Analysis Report" released by China Institute of Consulting and Research, China cultural and creative industries park is mainly distributed in six major regions, thus forming China's six cultural and creative industries cluster: the Circum-Bohai Cultural and Creative Industries Cluster (Beijing), the Yangtze River Delta Cultural and Creative Industry Cluster (Shanghai, Nanjing, Hangzhou and Suzhou), the Pearl River Delta Cultural and Creative Industries Cluster (Guangzhou and Shenzhen), the Dianhai Cultural and Creative Industries Cluster (Kunming, Dali and Lijiang), Sichuan and Shaanxi Cultural and Creative Industries Cluster (Xi'an, Chengdu and Chongqing), and Central China Cultural and Creative Industry Cluster (Changsha), the Yangtze River Delta cultural and creative industries cluster includes Shanghai. Not only that, Suzhou and Nanjing, which are close to Shanghai, are also the major distribution areas of Creative Industries Park.

Therefore, the competitive environment of M50 Creative Industries Park is very harsh. Three places have attracted a great deal of creative industries park with their unique geographical and cultural advantages and characteristics. If the M50 is not good enough to attract customers, studios and galleries, it is difficult for it to stand out in the competition.

As for Quanzhou, is one of three major cities in Fujian with rich natural resources. Compared with Shanghai, mineral resources, forests and wildlife resources of Quanzhou are abundant and diverse, which has provided sufficient power and raw materials for the development of the primary and secondary industries and a solid foundation for the gradual transformation of the tertiary industry. In terms of opportunities, the total GDP of Quanzhou in 2012 reached 472.65 billion yuan, with an increase of 12.3%. The disposable income of urban residents was 32,283, with an increase of 12.5%. With the constant development of economy, the continuous increase of people's disposable income will bring about the gradual increase in demand to the spiritual level. In addition, according to the *2017-2022 China Cultural and Creative Industrial Park Industry Market Depth Investigation and Investment Prospects Analysis Report* issued by Zhi Yan Consulting, it is revealed that in addition to the six major cultural and creative industries, Fujian, Anhui and other places will be newly included, which will make the policy a great inclination to Creative Industries Park in Quanzhou of Fujian Province and constantly improve the region's investment in cultural and creative industries. Therefore, there will be tremendous development potential and development prospect in Live SHOW, and there will be no fierce competition between the newly developed parks for they can learn from each other and promote each other.

Of course, compared to M50 Creative Industries Park, the Live SHOW Creative Park still has flaws and disadvantages. Compared with Shanghai, the development of Quanzhou is relatively late, the development is slow, and the economy is lagging behind. As a result, the regionalization level and the total consumption level of residents are relatively low, and the infrastructures are not perfect. At this time, the development of creative industries park is a bit difficult. Most of the people do not understand the meaning of cultural and creative industries, and are not very interested in creative products, coupled with the high prices of creative products, the volume of transactions is low, the resistance from civil society is larger; In terms of threats, duplication and homogenization are severe. As a rough estimate, at present, thousands of cultural and creative parks of all sizes have emerged all over China. Many of them are duplicated constructions and lack of self-contained systems. Such as the game animation industry, which owns animation bases in almost every region. So does the creative industries, which resulted in unnecessary waste of resources and the

formation of vicious competition. How to establish the self-contained system is the most important thing for Live SHOW Park. Secondly, there are still many phenomena of using the concept of creative industries to do real estate, which results in the homogenization. According to an industry resource who has been operating a cultural and creative industrial park for many years, a cultural and creative industrial park needs at least a three-year training period from initial planning to gradual development. In the three-year growth period, in order to survive in the market, most of the cultural industry park investors have to make the project launched in a hurry, hence the threshold is dropped lower and lower. With a short cultivation period and a lack of precedence and historical mineral resources like the M50 Creative Industries Park, some small and medium-sized enterprises in the Live SHOW Park have low barriers to entry. Finally, there are problems with the top-level planning and design of the park. For some creative industries parks, the lack of long-term planning, inadequate research on the market conditions and the surrounding environment, inaccurate positioning of the core cultural and creative industries in the park itself, will eventually result in little room for development and inefficient conversion of performance in the actual operation. Therefore, the Live SHOW Park needs to make an accurate positioning of its own market and orientation so as to avoid the situation that begins to decline after a period of development (Ma, 2017).

However, the difference between the Live SHOW and the M50 lies in that the former is a government-led mode of operation of the main business and the market. It covers such aspects as design, creation, production, value-added, output and circulation of cultural and creative industries, and finally flows to the industrial side and the consumer side for all, compared with the industrial side, it is from manufacturing to create the brand value-added process; relative to the consumer side, it is from participation to sharing process. The park adheres to the principle of combining government guidance with the main part of the enterprise. The government promotes and guides the development of the cultural and creative industries through unified planning, policy support and improvement of the public service system. The enterprises, guided by market demand and through market competition, grow and develop, and form the industrial clustering in the operation of the market. The latter is the main body of the enterprise, the mode of operation of the market. Through the presence of one or more leading enterprises in the industry, the other related enterprises have been brought in and developed one after another and the cultural and creative park finally formed. Therefore, as for the Live SHOW Park, the government will do a lot of policy slips and guidance on the road to development so as to prevent the newly-found cultural and creative industries park from falling into a serious loss of cultural and creative talent. Various gourmet restaurants have squeezed the

quagmire of the cultural and creative companies' living space. However, in terms of innovation capability and profitability model, it needs creative industries park itself to build a complete industrial chain, to provide a good incubation environment, and to give play to the industrial integration value of the park and try its best to avoid the decline of research and development vitality and output caused by the unreasonable industrial structure. After all, if they do not form their own pattern, it will be very difficult to form a sustainable development even with the support of government subsidies and policies.

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## CONCLUSION

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In spite of some shortcomings, the Live SHOW Creative Industries Park also pays attention to the combination of traditional culture with modern concepts. Taking Quanzhou local festivals as the carrier, through the excavation and integration of Quanzhou's folk resources, the new connotation of Quanzhou's cultural resources is endowed and the product development of regional cultural resources is realized. In the meantime, the Live SHOW has implanted the gene of "LOHAS" on the basis of creativity and derived the four innovative operation modes of "creative office, arts activities, personalized shopping and entertainment" with the idea of "creative + LOHAS", which sets the standard of Quanzhou's cultural and creative industries.

In addition, although the Live SHOW Park is in the downtown area next to famous enterprises, its internal resource allocation and supporting facilities construction is extremely "user-friendly", all of which are not available

or under-developed by the M50—in order to provide sufficient spaces for parking and even for bicycles and electric cars, it discarded the area above ground level to create a 13,000-square-meter indoor parking lot that can accommodate more than 500 cars, so that visitors do not need to worry about parking issues. Secondly, there are bus stops and taxi stands around the park, so tourists can easily grab the taxi. Finally, the "visitor service center" is also set up in the main area of the park to help tourists for more information.

As one of the 29 parks that have been qualified as "National Advertising Industry Pilot Park" granted by the State Administration for Industry and Commerce, the Live SHOW Park has been developed in the fastest way. With the policy of the government, old buildings and neighborhoods have been injected with innovation and creativity. Therefore, creative industries parks such as the Live SHOW Park have emerged, aiming to lead the new value-added thinking of literature and art, as well as the new trend of cultural tourism.

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