

The Development of Jingdezhen in the View of Cultural Innovation

LI Songjie^{[a],*}; WANG Shujing^[b]; LI Xinghua^[c]

^[a] Senior Lecturer, Graduate School of Ceramic Aesthetics, Jingdezhen Ceramic Institute, China. Mainly engaged in History of culture and ceramic culture research.

^[b] Senior Lecturer, Graduate School of Ceramic Aesthetics, Jingdezhen Ceramic Institute, China. Mainly engaged in British and American Cultural Studies.

^[c] Professor, Graduate School of Ceramic Aesthetics, Jingdezhen Ceramic Institute, China. Mainly engaged in Study of local culture.

* Corresponding author.

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Abstract

Jingdezhen porcelain is famous all over the world. During the development of ceramics, with continuous cultural innovation and technological progress, it created the legends of the city development. But in modern times, the development of Jingdezhen was in trouble. How to reshape the glorious city and realize the sustainable development of the economy? This paper, from the perspective of cultural innovation, Jingdezhen in space, time, technology, brand many dimensions, Jingde town development and urban construction are put forward for sustainable development train of thought.

Key words: Cultural innovation; Jingdezhen; Ceramics; Urban development

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Culture is the identity of a nation, the blood vessel for continual development of a nation. The seventeenth

session of the Communist Party of China held in Beijing in October 2011, the Sixth Plenary Session passed the “CPC Central Committee decision” to deepen cultural restructuring, and promote socialist cultural development and prosperity of a number of major issues of scientific profiles and profoundly expounded the road of socialist cultural development, to deepen cultural restructuring and promoting the development of prosperity of socialist culture, and efforts to build a socialist culture power. The Chinese nation has a brilliant culture of the thousands of years, which is the pride of the Chinese nation, and also a valuable asset of national development. It can not only maintain the self-esteem and self-confidence of a country, but also is an important force to push forward the economic growth of a nation. Cultural industries and creative economy will be an important pillar of the economic development of mankind in the 21st century.

Jingdezhen, one of China’s first batch historical and cultural cities, is the representative of world-famous handicraft industry relying on ceramics. During the course of porcelain development of the more than 1,700 years, Jingdezhen has created the miracle of the development of cultural industries, and Jingdezhen porcelain has become a brand on behalf of the world of fine porcelain. The upper echelons of many European countries consider owning the Jingdezhen production of porcelain as a symbol of an honor and identity, In modern times, due to the influence of various factors, Jingdezhen Porcelain production goes into a predicament. In 2009, Jingdezhen City, the second batch as a national resource-exhausted city, again, witnesses the pressure of the development. How to promote the Jingdezhen Porcelain development and the city prosperity is an issue. The paper aims to expound the sustainable development of Jingdezhen Porcelain from the perspective of cultural innovation.

THE BASIS AND CONDITIONS OF MULTI-ANGLE DEVELOPMENT OF CULTURAL AND CREATIVE INDUSTRIES

Jingdezhen is the birthplace of the world's ceramic production, but also a symbol of the ceramics production throughout the world. In terms of Jingdezhen, there are three levels of meaning: First, Porcelain production under the geographical perspective; Second, Jingdezhen Porcelain production under the space-time mode in the development of thousands of years, Jingdezhen formed a deep historical heritage and Porcelain production advantages; Third, under the brand perspective, through the development of the thousands of years, Jingdezhen has become the most representative of China and the world Porcelain brand. The brand is also the most historic and valuable wealth of Jingdezhen Porcelain development. These are advantages of Jingdezhen Porcelain. But it is undeniable that the brand of abuse of Jingdezhen Porcelain will bring about an immeasurable loss. The renaissance of Porcelain and the development of cultural and creative industries need to make full use of these strengths to get rid of adverse factors to make the solid ceramic cultural heritage of Jingdezhen become source and favorable factors of cultural and creative development.

Geography from the Perspective of Jingdezhen

The northeast of Jingdezhen is located in Jiangxi province, in the east longitude 116°57' 117°42', latitude 28°44' 29°56', and between the situation on the Anhui province Wuyuan, Xiuning and Dexing, south to Wanjian, Yiyang, west to Poyang, north and northeast to Qimen Anhui, Located in Huangshan, the Huaiyushan Mountains and the Poyang Lake Plain transition zone, is a typical southern red soil hilly region. Jingdezhen is 249 kilometers from the provincial capital city of Jiangxi Province, Nanchang, 140 kilometers from Jiujiang, 302 km from the coastline.

Compared with other cities, Jingdezhen has advantageous conditions. Jingdezhen is surrounded by mountains, which makes Jingdezhen form a typical basin structure. The mountains around provide a rich production of China clay and kiln wood, which ensures the most basic element of production and the most basic needs. Changjiang -- Jingdezhen's mother river provides the convenience for the life and the porcelain production. In addition, NaHe, Xihe form developed water system. The water system provides raw materials transportation convenience for the production of Jingdezhen ceramic, and the porcelain clay nearby, pine wood were shipped to Jingdezhen through the extensive water system to ensure the needs of the ceramic production, but at the same time, ceramic products shipped out the Jingdezhen.

The forest coverage of Jingdezhen reached 60%. Its previous possessions Fuliang County forest coverage reached 80%, and its surrounding counties such as Keemun, Wuyuan, Leping are rich in timber, the main

fuel for Porcelain. In addition to the nearby MaCangshan, kaolinite, Qimen abounds in chinastone, glaze, clay, kaolin, limestone; provide a wealth of raw materials for ceramics. The unique geographical environment is the important basis of the development of Jingdezhen ceramics.

The unique geographical environment is an important foundation for the development of ceramics in Jingdezhen. The natural conditions of the surrounding mountainous, making Jingdezhen in the ancient society not engage in agricultural production as the same as other areas, but suitable location behind the clay is just for porcelain production. Advanced water system ensures the needs of Porcelain production and transportation. Changjiang as the core, the hydraulic system of the East River, South River, a small Procyon and the North River was formed. Porcelain workers can be set up in a gentle flow of the Chung chinastone Shuidui, by a large water system to the transport of ceramic materials and porcelain, ancient social underdevelopment in the transport, water transport to ensure the exchange of Jingdezhen and the outside world. In addition, the relatively closed geographical environment also makes the Jingdezhen away from the political center and less interference by war. The development of industrial and commercial achieved Jingdezhen ceramics, to ensure Jingdezhen Millennium Porcelain forward.

But in modern times, with the high rate of technological development and the advancement of transportation technology, the geographical advantages of the Jingdezhen transformed into negative factors. Of traffic, the unfavorable location of the traffic impacts Porcelain production and the cultural and technical exchanges, and also affects the development of Jingdezhen. The relatively isolated environment, away from the center of the city of China and the world makes Jingdezhen geographical environment no longer be the best Porcelain innovative region with the high rate of technological development.

From the Perspective of Time and Space of Development

Jingdezhen ceramics production has a history of over 1000 years, which can be traced back to Tang dynasty, "AD 619, the locals offered to the emperor into very fine porcelain, Jingdezhen ceramics became very famous". The porcelain is very fine as a fake jade transported to Changan, which caused a sensation. To the Northern Song period (AD 1004-1007), Emperor Songzhengzong, the porcelain of Changnanzhen is very fine. Changnanzhen which is given names to Jingdezhen, is well-known for the porcelain production. The porcelain production also led to the glory of Jingdezhen. Ming and Qing Dynasty, Jingdezhen, as the royal porcelain production base, became the representative and symbol of the imperial power, but also showed that the Jingdezhen porcelain

production reached its peak, forming a perfect porcelain production system and the most complete mode of production on behalf of the Chinese porcelain.

Compared with other Porcelain Production, Jingdezhen continued for thousands of years with non-stop. In the Millennium Porcelain development process, Jingdezhen relying on the continuous developments accumulated a wealth of Porcelain production technology and talent, which is an important factor to ensure the Millennium Jingdezhen Porcelain production. In the Millennium Porcelain development process, Jingdezhen has left a lot of ground and underground cultural relics, and also formed a few large ceramic production sites, including the Royal porcelain Zhushan kiln factory sites, Hutian kilns sites -- China's largest ancient kilns production etc. These sites are the historical witnesses of the Millennium Porcelain production in Jingdezhen.

Tradition is not only a kind of wealth, also may be a burden. During the porcelain production, official kiln played an important role in the brilliant of Jingdezhen and push the fork kiln forward to some degree. To modern times, Jingdezhen production was in trouble without the protection of the official kiln and the pressure from Japanese and European porcelain.

Under the Perspective of the Jingdezhen Brand Development

Jingdezhen is a symbol of ceramics all over the world and the representative of the porcelain production. It can be said, in a sense, Jingdezhen means porcelain. Domestically, anyone who refers to Jingdezhen means that it is the place to porcelain production. In comparison, the other Chinese porcelain producing areas did not receive this treatment. This means that, Jingdezhen stands for the porcelain, and even China. Therefore, scholars connect "China" with "china". China became the symbol of China, also became the symbol of porcelain products. If not by chance, the English translation of China and china are the completely same. Using a name of a country instead of a product is unique in the world. From this perspective, how to estimate the value of the brand of Jingdezhen can not be too much. Jingdezhen porcelain production development provides for the development of Jingdezhen infinite imaginary space and creative opportunities. But, in modern times, Jingdezhen ceramic production was in trouble. All kinds of negative effects of the production about Jingdezhen began to appear. Especially since the 1980s, Jingdezhen Porcelain production began to rise due to the revival of the kilns production, but the relative lag in brand development and protection, impacted the development of Jingdezhen Porcelain. The world-famous brand of Jingdezhen porcelain was abused and patterned which had a very bad effect, leading Jingdezhen Porcelain production into in the production of dilemma. According to the Xiamen evening news statistics: "in recent years, so-called authentic Jingdezhen porcelain exhibitions in various places from

time to time lead to some negative news. According to the national reports from the Associated Press: in Beijing, almost every month some businessmen held the pottery exhibition in the name of Jingdezhen banner at the art gallery, but prices are a mystery, the price is a mess. In Hefei, pottery exhibition also encounters "cold snap". Only few porcelains can be sold within several days' exhibition. In Chengdu, ceramics exhibition organizers roll money like evaporation, full "jump off a building" sale for 80% off. In Nanjing, Jingdezhen porcelain is almost an annual exhibition, but the market gradually fails, more than 20 days, less than the past 10 "holding the position". What is more, in October, this year, Jingdezhen in Jiangxi Province ushers in the construction of towns Millennium birthday, at the same time of organizing millennium celebrations in full swing in Jingdezhen, China Light Industry Association, China Ceramic Industry Association has recently awarded "porcelain capital" title to Chaozhou, a city in Guangdong Province. "This case happens everywhere, and some other places in China also borrow Jingdezhen porcelain name for China sales, even in Jingdezhen ceramic of porcelain is bought from other sales in the area. If for brand protection and development, cultural industry in the high-speed development of the new period, for the development of Jingdezhen, Jingdezhen has a very good opportunity, but also faces a serious situation. Jingdezhen porcelain of blue industry Co., Ltd. is currently Jingdezhen ceramic production creative enterprise representatives, but its product is counterfeited by Hong Kong, Chaozhou, and other city ceramic enterprise. Tort phenomenon is very serious.

CULTURAL INNOVATIONS FROM THE PERSPECTIVE OF JINGDEZHEN DEVELOPMENT

As is well-known, Jingdezhen was a place with a long glorious history in the past, but, today the development of Jingdezhen is in a relatively awkward condition. Let alone the status of Jingdezhen in the world ceramic market, even the domestic market Jingdezhen gradually lost. How to change this situation and how to promote the restoration and development of Jingdezhen porcelain, has an important significance to the revival of the economy of Jingdezhen.

But the problem is, in what manner to promote Jingdezhen Porcelain brilliant. Compared with the traditional Jingdezhen porcelain, classical Chinese is one of the most prosperous countries in the world. Such a brilliant position provides an opportunity for the development of Jingdezhen Porcelain. In modern times, the decline of Jingdezhen porcelain is formed along with the Chinese socio-economic backwardness. In other words, Jingdezhen Porcelain decline is a reflection of the modern Chinese society, and that means the conflict

of modern Western culture, technology, philosophy of centuries. In other words, modern ceramic production began to lag behind in the world, mainly reflected in the technology, philosophy and culture. Therefore, in order to achieve the restoration and development of Jingdezhen Porcelain and to realize the glory of Jingdezhen, Jingdezhen must be in accordance with the new rules of world development, take on new challenges, rather than in self-mode development in the case of a new historical opportunities. The challenge is mainly manifested in the following several aspects

System Innovation

In the process of the development of the Porcelain, Jingdezhen in ancient society form the strict industry production and division of labor system, the system of destruction, trade system, and so on. This system includes all levels of content, and even what to eat for every meal is clearly defined. The traditional system culture makes Jingdezhen Porcelain in a fixed pattern. But in modern times, such a system, to some extent, hindered the development of Jingdezhen Porcelain. Compared with the traditional society, in a new type of global market economic mode, ceramics production division of labor is no longer the original ceramics production. Clear division of the art ceramics and building ceramics provides Jingdezhen Porcelain production system with updated ideas. From which angle to engage in porcelain industry development is decided to take a different pattern, which means that have different development pattern behind. Porcelain production must have a system innovation which includes the modern enterprise management system, aspects of the effective protection of intellectual property rights, effective mechanism for the city trade, fair assessment mechanism and the implementation of efficient production. From the above perspective, about the Porcelain development of Jingdezhen, there are still many places in need of improvement. In 1980s after the disintegration of the state-owned porcelain, Porcelain production was into a chaotic situation, a wide range of size Porcelain production workshops are springing up. The development of this model on the one hand promoted Jingdezhen Porcelain, but it was inevitable that a small Porcelain production model lacked core factors (quality control and market planning) of modern production, this model to some extent also caused turmoil in the markets. Intellectual property protection is out of the question. Porcelain production of this "Warring States-style" chaotic situation caused "rush" phenomenon on the market. For example, antique porcelain can make money; the streets are lined with antique porcelain; pastel colors are pop, so the market will be full of pastel colors. The chaotic production also caused companies afraid to invest in innovation, let alone development. The whole market is into a production order.

A consequence of the disorderly market competition

is that Jingdezhen Porcelain practitioners are difficult to change the past mode of thinking. Porcelain production is still an inward-looking model. Therefore, building a new Porcelain production system has become the basis of rise of Jingdezhen. Compared with the traditional Porcelain production system, the new system, including the protection of intellectual property rights, establishes a sound porcelain production of intellectual property system, especially to increase the punishment for infringement of intellectual property system and to encourage the move of all intellectual property rights. Another perspective of institutional innovation is to build orderly market system integrity. An important prerequisite for the modern market system is the integrity of the market in Jingdezhen ceramics production process. Driven by interests, the producers produce low-end replica with Jingdezhen brand in order to achieve maximum benefits, but sold at high prices. Consequently it will harm the interests of consumers, but ultimately hurt the slow rise of the new Jingdezhen Porcelain market. Regulating the market trading platform to strengthen the protection of intellectual property rights, the relevant functional departments crack down on counterfeit and imitational behavior of Jingdezhen ceramics brand, standardize the market order, improve the protection of intellectual property rights of Jingdezhen Ceramic mechanism, and strengthen market supervision, emphasize on reputation in the market, create ideal system platform for the Jingdezhen ceramics culture development of creative industries.

Ceramics Production Concept Innovation

Compared with traditional Jingdezhen Porcelain production, modern Jingdezhen Porcelain production has lost the Porcelain protection mechanisms under the original concept. Benign interactive mode of production of the official-folk has been formed. In other words, the official kilns ensure the emergence and prosperity of the fine porcelain of Jingdezhen Porcelain production; however, folk kilns provide the labor force and convenience. But in modern times, Jingdezhen lost such an opportunity. The official production advantage is slowly disappearing. Jingdezhen Porcelain production lost the past means that it must face the new situation during the process of modern World Porcelain development. This new situation is that Jingdezhen porcelain production must face the technology innovation with the world's Porcelain high-speed development, especially the rapidly growing popularity of industrial porcelain and architectural porcelain, art porcelain rapid innovation, and therefore, Jingdezhen melt into the order of the whole world porcelain production, adopt advanced production methods and ideas to strengthen the transformation of production methods and means to promote the revitalization of the Jingdezhen porcelain.

This innovation consists of two levels. The first is to strengthen the transformation of the concept of the

production; it is mainly for the market-axis, to strengthen the innovation of the production concept, culture Porcelain production staff and the establishment of the base of the ceramic arts and culture creative industries, large ideas, big operation Jingdezhen Porcelain development into the atmosphere of the world's Porcelain development, looking for a higher platform, and a unique perspective on the heritage and development of Jingdezhen Porcelain.

The second level is to strengthen the cultural and creative industries support and incentives; advanced production concept also reflects the emphasis on fostering personal and business for creative production, and we also consider cultural factors, including the excellent traditional cultural factors into the production, to create the cultural creative core Porcelain production, to form the ceramic cultural Exchange Center and Institute of ceramic culture, and strengthen the important role of culture and creativity in the production of Porcelain, build a creative center of Jingdezhen as the core of the Yangtze River Delta region as well as ceramic arts and culture. Modern technology, especially in network technology as an opportunity to foster a sound market transaction, e-commerce system, and strengthen the Jingdezhen Ceramic creative arts related sites, production of the concept of fully updated.

The Embodiment of Cultural Creativity in Product Innovation

As for Jingdezhen porcelain market, only a few famous Porcelain production master has an advantage in terms of pricing, most of the Porcelain product pricing in the low-end position, which showed the embarrassment of Jingdezhen Porcelain production. On the one hand, the high-end products are priced at hundreds of thousands or even millions. Most people can not afford them. On the other hand, most products do not meet the current consumption of the art market. For most of the middle class, they hope to satisfy their artistic needs. But Jingdezhen Ceramic production can not meet this need. Jingdezhen Ceramic market, most of the products are at the low end of imitation so that the price of porcelain ornaments for less than \$ 100. A 58-set tableware is a few hundred dollars, in the boutique only more than 1000 yuan. Same specifications will be sold at up to more than 50,000 yuan in the European market. This means that for the revival of Jingdezhen porcelain, the value of the product must be added. That is, we must strengthen the cultural and creative production in the embodiment of Jingdezhen under the condition of depletion of resources. We must vigorously develop the high-end products and improve the cultural value of porcelain production to realize the combination of culture and products to meet the demands of consumers at the same time, and reflect

the cultural charm as well. Modern production is more of the production of a culture than of products itself.

EPILOGUE

Cultural and creative industry is a complex operating system, including all levels of the factors of production, development and sales. As the Millennium porcelain capital, Jingdezhen has the basis of the development of cultural and creative industries in the long process of the Porcelain development. How to capitalize on these advantages to achieve sustainable economic development? Porcelain is an important factor during the process of the porcelain production and is also an important opportunity. In the economic development of Jingdezhen, Jingdezhen should take the Porcelain development as an opportunity to mobilize the various factors to promote the development of urban cultural industry.

Culture is a continuation of the blood of a nation. Cultural and creative industry of the new century is a sunrise industry, which draws more and more world attention. The influence of the United States on the world is realized to a large extent through culture and cultural industries. As a famous porcelain capital, Jingdezhen faced with the continuous depletion of the clay resources in the process of the renaissance of porcelain. To strengthen the status and cultural and creative role in the production of Porcelain is not just development needs but real needs. Ceramic cultural and creative industry is one of the most potential and promising emerging strategic industries in the economic development. Jingdezhen makes an effort to build the world's ceramic art culture city relying on the rich ceramic culture. Historical heritage and reality production advantages provide unique conditions for the cultural and creative industries. Relying on the market to develop cultural and creative industries, Jingdezhen build enterprise production and research platform to achieve system innovation and product innovation, and transform Jingdezhen from ceramics production into the cultural and creative, at the same time practice the advanced development of national culture to achieve a double revival of Jingdezhen industry and culture.

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