

Research on Loft Transformation of Old Industrial Buildings in Tianjin Oriented to Creative Industrial Park

Yanfei Lv

Tianjin University of Technology and Education, 300222, Tianjin, China.

996263459@qq.com

Abstract

In recent years, the rapid economic development of our country, in major cities of the industrial structure adjustment, a large number of industrial enterprises out of the city, many old industrial buildings have been idle for a long time, run the risk of demolition. These old industrial buildings are the memory carriers of China's industrialization process, which is engraved with the development process of industrial civilization. Therefore, the preservation of the historical value of the old industrial buildings and the sustainable development of them has become a common concern of the society. "Loft" culture, make the function of the old plant be positioned, produced a large number of cases of old factory building reconstruction, make the rejuvenated again once the decline of old workshop, has realized the conversion of the old factory to the creative industrial park.

Keywords

LOFT culture; renovation of old industrial buildings; sustainable development; creative industrial park.

1. Related Concepts and Theoretical Overview

1.1. Understanding of Creative Industry

1.1.1. Concept of Creative Industry

The concept of creative industries by the British government initially made in the UK creative industry path to the file, and the creative industry working group creativity industry is defined as "a through technical, creative and intelligent development to production and exchange of products and services with social culture connotation of emerging industries." It is produced under the background of economic globalization, and the new concept of adapting to industrial form developed on the basis of cultural industry. In general, we can divide creative industries into four categories: one is creative design, including graphic design, clothing design, product design, architectural design, etc. The second is cultural art, including visual arts, performing arts, music art and so on. Third, media industry, including film, camera, radio, television and so on; Fourth, software and computer services.

1.1.2. Characteristics of Creative Industries

First of all, high knowledge, conceptualization, specialization and artistry are the most outstanding characteristics of the creative industry. Nowadays, communication technology, information technology and automation technology are widely used in people's life and work, which undoubtedly provides good conditions for the development of creative industries. For example, the wide application of computer simulation technology, microelectronics technology, media and other technologies has greatly promoted the development of film and television. In addition, the creative industry also has high added value, which is the high-end segment of the industrial chain of technological innovation and research and development, which is highly permeable. Culture and technology play an important role in the value of creative products.

Third, the creative industry also has the very strong integration and radiation, it can not only promote the development of emerging industries and related industries, and can penetrate to the other side of the society, to improve people's cultural quality plays an important role.

1.1.3. The Integration of Creative Industry and Industrial Heritage

By comparing the characteristics of creative industry and industrial heritage, it is not hard to find that there are many links between the two. Old factory building space is large and open, has a good creative environment, very beneficial to the development of creative industry, and build a strong cultural atmosphere, these old building will be industrial perfectly preserved the original characteristics, those rusty pipes, gray concrete, bare brick wall, made a progressive and alternative artistic aesthetic feeling, largely promote the development of creative industry. At the same time, the creative industry can effectively promote and activate the old industrial zone. The replacement of this function not only effectively USES the old building resources, follows the concept of sustainable development, but also promotes the economic development of the surrounding area and promotes the recovery of the old industrial zone in the city.

1.2. The Historical Evolution of the Old Factory and the Creative Industry in the Form of LOFT

LOFT origins can be traced back to the 19th century Paris, in the 1940 s, some artists have tired of living in New York from noisy city, downtown and unable to pay high rents, gathered in the southwest of Manhattan to the old factory area, they used those abandoned old industrial buildings separated out of work, live, collection and other space, they create freely here, the exhibition works, construct their own unique way of life. Because the workshop space is too large, the artists have no extra money to decorate, so that the original appearance of these old factories is preserved, and the LOFT space can be formed under such circumstances. These avant-garde artists were the originators and practitioners of the space concept of LOFT. Because of the comfortable environment along with the gender, relaxed freedom, optional, and fashion goods and Windows form strong visual contrast, build give a kind of avant-garde and alternative artistic aesthetic feeling, this way of life is the young love. Starting in the 1990s, this LOFT lifestyle has gradually become a global trend.

2. The Analysis of the Specific Causes of the Old Factory District's Transformation Into Loft Creative Industry Park

2.1. Reasons for Economic Resources

First of all, the old factory building is reinforced concrete frame structure, the more they are strong enough, strong durability, and to modify its more safe and reliable, it is irreplaceable by other buildings. The reuse of these old buildings can save the cost of demolishing old buildings to a great extent, saving the upfront cost and thus achieving good economic benefits. Secondly, most of these old factories have excellent geographical location, which brings together a large number of people and logistics, making them have great market potential and become their hidden economic value. Third, the general old residential areas always cause a series of problems and contradictions because of demolition, these problems and contradictions even become the development resistance. However, the innovation of old industrial buildings avoids the problem of resettling residents, and the prelude of reconstruction is relatively simple. Fourth, compared with the civil construction, industrial building usually displacement bigger, electricity and gas power consumption is also more serious, so in carries on the transformation of without too many changes to meet the requirements, thereby significantly reducing the cost of investors and the government.

2.2. Historical and Cultural Reasons

These old industrial buildings are the cultural carriers of certain industrial times, bearing the historical context and have important historical value. They retain the original look of the industrial buildings, the rusting pipes, the gray concrete, the bare brick walls, the scars of the vicissitudes of history. These old buildings have a very important historical value. It not only conveys the historical information of the industry, but also carries the emotional belonging of people who grew up during that period. Therefore, the transformation of the industrial park on the basis of these old buildings is a good inheritance of industrial information and the best memory for the unique development period of the city.

2.3. Social Cognition Reasons

With the rapid development of the world economy, people's material life has been greatly enriched and the cognitive level of society has changed dramatically. When people meet basic material needs, they will have a spiritual pursuit. As an emerging industry with creativity as its core, the creative industry has greatly satisfied people's pursuit of spiritual and cultural level. How to develop the cultural value of old industrial buildings to meet the needs of people's spiritual culture has attracted more and more public attention. Thus we can conclude that the improvement of social cognition for the formation and development of creative industry have laid a solid mass foundation, the creative industrial park is the people's growing spiritual and cultural demand the product of mental stimulation.

3. The Application of the Loft Creative Industry in the Renovation of Old Industrial Buildings in Tianjin

3.1. Opportunities for Renovation of Old Industrial Buildings in Tianjin

3.1.1. Rich Old Industrial Heritage Resources Provide A Material Carrier for the Development of Creative Industrial Parks

Tianjin is one of the cradles of modern industry. Due to its special industrial development history, it still retains a large number of old industrial heritages. At the end of last century, as Tianjin completed its 600th anniversary, Tianjin began to implement the old city reform plan, the industrial enterprise strategy moved east, the high-rise buildings were built up and the humble bungalow ceased to exist. The rapid development of the city and the transformation of industry greatly promoted the development of Tianjin economy, and also resulted in the large number of modern industrial heritage abandoned and the danger of being demolished.

In recent years, Tianjin's economy has been developing rapidly and the industrial structure has been adjusted continuously, and the creative industry has gradually developed into one of the pillar industries of Tianjin's economic development. Creative industry demand for space increased, but the development of the city space is very limited, can't satisfy the demand of the creative industry, and old factory building huge, open space on the can provide the creation of good environment for the development of creative industry, and build a strong cultural and artistic atmosphere, so as to promote the development of creative industry.

3.1.2. Tianjin Has A Profound Cultural Background, Rich Science and Education Resources and Talent Reserve

The city of Tianjin has been built for more than 600 years and accumulated deep historical deposits. It is one of the birthplace of modern industry. Here has a profound cultural background, the professional art and technical talents, rich cultural resources, for the development of creative industry provides a rich material and the huge development space, very easily into the LOFT culture industry advantage. At present, Tianjin has 42 institutions of higher learning. There are 12 comprehensive universities, 2 normal universities, 4 art colleges and 1 sports colleges. The Tianjin academy of fine arts is more prominent, the college has five

departments, respectively is comprehensive painting department, public art, multimedia art, digital photography art, etc., are in the domestic leading position. Additionally there are digital institute of Nankai university, Tianjin University of science and technology, Tianjin institute of arts and crafts, Tianjin normal university and other colleges and universities in the painting, computer science, animation software, etc, has a professional discipline, has trained a large number of professional talents.

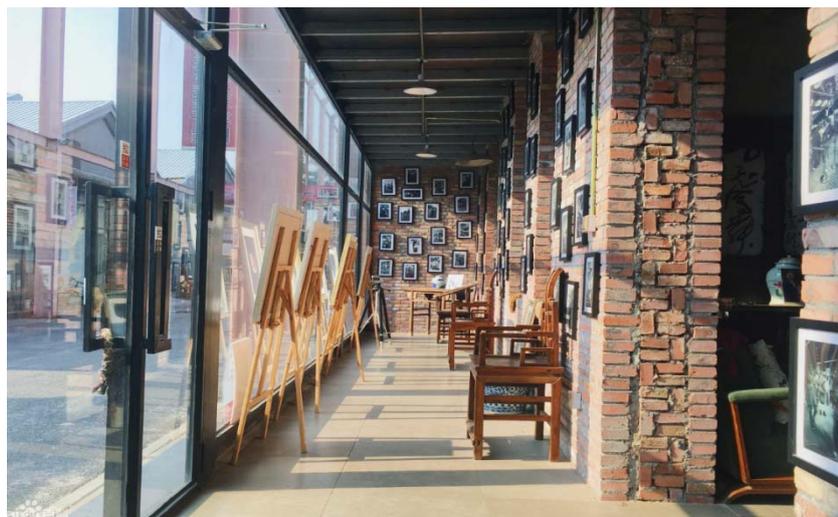
3.2. Specific Case Analysis of Tianjin LOFT Creative Industrial Park

3.2.1. Creative Industrial Park in 1946

The predecessor of the creative industrial park in 1946 was the Tianjin textile machinery factory, which was founded in 1946. The project was started in March 2010 and covers an area of about 92,000 square meters. In prime locations, it is located in the Tianjin east to Wanliu village street, west the Beijing-Tianjin highway Shen, Jin Zhonghe street in the south, north depends on former ZhongFang street, is extremely advantageous geographical location, convenient traffic routes, has irreplaceable transportation and location advantages. In addition, the industrial planning of the park is perfect, integrating catering, leisure, tourism and medical treatment as one of the diversified industries, which provides great convenience for the life of nearby residents.

The reform and utilization of the park is based on the concept of urban renewal, and the original features of the old factory are retained and new fashion elements are added. Today, the 1946 creative industrial park has developed into a diversified industrial park integrating entertainment, business, film and television, real estate and tourism. The layout of the park is divided into four areas: cultural exhibition area, creative office area, fashion leisure area and creative hatchery area.

Cultural display space shows creative design results through the combination of exhibitions and cultural activities. As shown in the figure below, the red brick wall engraved with the stamp of the vicissitudes of life, fashion art exhibition with brick wall to form strong visual impact, combined with modern glass window, tradition and fashion the perfect collision, build a fashionable and alternative aesthetic feeling. At the same time, the park also actively introduced the outstanding exhibition works outside the park to make the interaction inside and outside the park.



As the dominant creative office space to the film and television industry, including fashion design, AD design, photography, film and television late, etc., reconstruction of the park in the very great degree to retain the original feature of the industrial and spatial pattern, and on the basis of the LOFT office space transformation, create a creative office space. As shown in the figure below, gray brick wall engraved with the history and vicissitudes of life waste tires with black wooden fence together, forming a perfect perfect work of art, modern glass door with

these traditional elements together, no sudden move, it presents a progressive and alternative artistic aesthetic feeling of space. Working in such an environment, there is no serious atmosphere of business office building, but it is full of warmth and comfort.



There are also various sports halls, coffee shops and dining and entertainment resorts. The park has formed a unique landscape of cultural creativity and perfect integration of leisure and entertainment. Below is a very creative little restaurant. Red brick wall is built in the front desk, the table is decorated with logs, full of natural freshness. The mesa of the original wood color, wine ark, balustrade, the three USES the same material, the distance echoes, comfortable nature, is full of vogue natural appeal. The foreground of bare red brick wall and red brick is built in bright contrast with log structure, but the feeling that does not have abrupt again at all. Creative design allows the whole space to leap the notes of art.



Creative incubator is the cradle of cultivating professional talents, shoulders on the responsibility for the sustainable development of talents in the future, not only have advanced talents incubation base, has a strong faculty and supporting policies of the country, incubation of talents and incubation project. The following picture is the library of the park, which is jointly with the base to train the industry talents. Bare steel frame structure, wooden ceiling, gray cement floor are the unique mark of the era. Extremely creative grid is decorated in moppet, fresh and natural wood desk and chair and greenery create a kind of comfortable warmth atmosphere.



3.2.2. Creative Industrial Park, No. 6

No.6 creative industrial park is one of the earliest creative industrial parks in Tianjin and one of the most influential creative industrial parks. It is in the district of He-ping district, no. 6, and hence its name. Built in 1921, it covers an area of about 10,000 square meters. At the beginning of 2000, professor deng guoyuan of the Tianjin academy of fine arts rented 400 square meters of space as a studio here. Since then, a number of artists and designers have entered the park. In 2007, the park on a large scale infrastructure, costs nearly ten million yuan, the successful transformation from the traditional service industry as the creative industry, which has attracted a group of highly innovative ability and good prospects for development of enterprise and project, more and more enterprises and talents into the park, anime, art and design become the three formats. There are abundant exhibitions and cultural exchange activities, which involve many fields, such as animation, calligraphy, oil painting, sculpture, architectural design, etc., which greatly promote the development of Tianjin creative industry.

There are a lot of high-end enterprises and talents. More representative, Tianjin's most dynamic professional exhibition hall - 6 yuan art museum, the stage of young and middle-aged artists - jar-dine gallery, domestic the first private museum of painted pottery - hall, etc have park, with the doctrine of the formation of strong culture creative atmosphere, make a unique creative park.

Tianjin's most dynamic professional exhibition hall - no. 6 institute of art. It has a 600 - square - meter tall building space, exhibition and cultural activities is very rich, in 2008, the museum has held more than 20 times of all kinds of art exhibits extremely rich content, including calligraphy, Chinese painting, animation, design, etc., the first-class pavilion, decorate meticulously, let you is like walking in the sea of art.



Jar-dine gallery is named for its history of jar-dine and yang-shop warehouses, and it has a pleasant harmony. Jar-dine gallery covers an area of more than 400 square meters and is the stage for young and middle-aged artists. The gallery contains a variety of art categories, including art, paintings, paintings, etc. In addition, it also aims to promote the demonetization of art and undertake various arts and cultural activities. The gallery has a high level of operation, constantly innovating its business model and combining art with creative home life, which opens up a new model of art democratization.



San pin tang pottery museum is the first private colored pottery museum in China. The museum is open free of charge, the collection is very rich, from the new Stone Age of the horse home painted pottery kiln to each historical period of the tang dynasty more than hundreds of pieces of ancient pottery, which is given priority to with the Yellow River basin of painted pottery, reflects the achievements of China's ancient painted pottery culture and art, also reflected the ancient working people's wisdom and achievements. Among the exhibits is a treasure of the town hall - the dance person's colored pottery basin, which has a history of more than 5,000 years. It is the earliest object in China that has been found to be the object of painting, and is called the ancestor of the figure painting. There are only three in the world. The other two are in the Qinghai museum and the national museum.



Now, no. 6 institute has gradually formed a set of artistic creation, display, sale, sale as one of the complete industrial chain, gradually establish their own "city card", create own brand influence, on the development of Tianjin creative culture and creative talent training plays a very important role, and lead the development of Tianjin high-end culture.

4. The Rationalization Proposal of Tianjin Loft Reform

4.1. Select Suitable Development Area and Old Building Carrier

When choosing a carrier old buildings, we should not only know the overall plan of Tianjin, it should also be more emphasis on cultural connotation of old buildings, historical value, architectural features, factors such as cultural atmosphere and traffic around, such not only can make the protection of the old industrial buildings of historical value, to the maximum extent and reusing, renovation of the old industrial buildings in compliance with the principles of sustainable development. Tianjin Haihe river area and the regional distribution of Tianjin academy of a lot of high historical value and construction of the value of industrial heritage, so suggested that Tianjin should vigorously develop the coastal river banded and clumps around Tianjin academy of region, and other ancillary areas dotted pattern of complement each other, and can take chance in Haihe river renovation, draw part of old industrial building re-use, along the river early can be based on the "6" near the surrounding development, contributed to the creative industry scale more easily and clustering. Art college of Tianjin area is close to the three branches of the old industrial agglomeration area, located in the area of the river north and the

industrial intersection of Hongqiao district, which has the advantages of resources. Other nearby suburbs also have resources that can be utilized, but it is recommended to develop these two regions when choosing, which is more likely to form the clustering effect and promote the revival of surrounding neighborhoods.

4.2. Identify Topics and Market Positioning

Before determining the project, we should do a good job in the relevant market research, master the development status of each type of creative industry, clear and accurate market positioning, which will make the development of the park more than twice the effort. Compared with spontaneously gathered into the park, planning more explicit sex theme park, investment of fixed target groups, can more quickly to form brand cluster effect and self-advantages, construction of atmosphere conducive to enclaves and various enterprises benign driven development, and makes the developers to obtain a good market returns. In the initial phase of the Tianjin partial reuse project, we have paid attention to the positioning of the development. "Flying pigeon - 88" cultural creative industrial park, for example, using idle old flying pigeon bicycle factory in Tianjin plant, the main development of industrial design, costume design, industrial art design, automobile modeling design and architectural design and other creative industries.

4.3. Supporting Original Works and Focusing on the Formation of A Complete Industrial Chain

"Original" is the soul of design, is the driving force to promote the development of creative industry, therefore we should vigorously promote good original products, encourage and support the creative outstanding enterprises and individuals, the key supporting the popular with the masses and artistic innovation of the original product. In addition, let original enterprises, professional art talents and sales promotion platform combined with each other, enhance the original enterprise innovation and development ability, cultivating excellent enterprises and professionals, and gradually formed a stable upstream and downstream industry chain, forming the unique characteristics of the Tianjin creative brand, set up their own "city card", enhance its international influence.

5. Conclusion

With the rapid economic development of Tianjin, the creative industry is in full swing. Tianjin city is developing the construction of the city in the meantime, a large number of old plants face the danger of being demolished, therefore, the protection and transformation of the old industrial heritage is particularly urgent and important. The outstanding old industrial heritage in modern times can best reflect the character of Tianjin, an important industrial city. Only to further strengthen the study of the field, can fully grasp the basic characteristics of modern industrial heritage in Tianjin, for its reasonable development, promote the Tianjin old industrial heritage protection and renovation of business development and updates.

Compared with developed countries, the loft and reform of our country industry is still in its infancy, so the loft culture has a huge development space and market potential, as well as the development of the city, the chance and motivation. At the same time for urban development, is also a big challenge, while maintaining the loft culture perspective of artistic quality and independence at the same time, also avoid the pure conspicuous consumption pattern of development. Only maintain loft culture advancement, truly advancing with The Times, absorb the advanced design idea and technology reform, and improve their cultural value, truly space, region, environment, city of four coordinate coexistence and development.

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