

# Urban Cultural Space from The Perspective of Cultural and Creative Production

-- Production and Construction of City Brands

Peng Liu

School of Language and Culture, Graduate University of Mongolia, Ulaanbaatar, 11000, Mongolia

**Abstract:** As a part of human economic activities, cultural and creative production effectively brings sustainable development results to local economic development. At the same time, the creative transformation and innovative development of excellent traditional culture require the support of cultural and creative industries, and the re-creation of urban historical and cultural heritage creation is an effective way for creative cities to spread regional history and culture. By analyzing the renewal of the old industrial site of Minshan Factory in Tianshui, Gansu and the ancient Xiguan. the reproduction and utilization of the city's historical relics lead to the conclusion that the creation of urban cultural space and the transformation of ancient cities are a complex dynamic process, exploring the spiritual and cultural connotation of the ancient city, focusing on the creation of cultural space and creative production are effective ways to establish an urban cultural industry brand effective path.

**Keywords:** Cultural and creative production, Urban cultural space, Brand building.

## 1. The Concept of Cultural and Creative Production

The cultural industry is a concept first proposed by developed countries in the 1990s.

A new concept, after development and evolution, gradually formed a new concept, which believes that in the process of contemporary economic development, real wealth is Consciousness, including knowledge, thought, culture and creativity, etc., is the key to social development a new type of social wealth is derived from it, and it is to promote economic development important motivation.

Cultural and creative production is a manifestation of economic activities, cultural and creative production has become a part of human economic activities. Produced from cultural creativity from a perspective, culture is the embodiment of creative production. Through development, Culture is processed into products. Cultural and creative production relies on the emergence of the knowledge economy, and productivity changes. Moving to the knowledge economy, making cultural and creative production an independent field and promote economic development. For now, in the context of economic globalization In this context, cultural and creative production emphasizes regional cultural elements or folk culture. The elements rely on the team through technology, creativity and industrialization developed; the main areas involved include cultural and natural heritage (museums, cultural centers), radio, film and television, performances, festival celebrations animation, fine arts, handicraft sculptures, books and publications, audition media, Social networks, cultural and religious tourism, creative tourism, intangible culture Heritage etc.

In summary, cultural and creative production is considered an effective economic activities and, like other sectors of the economy, are included in "economic activities

"International Classification of All Sectors" that can contribute to local economic and social sustainable development in other areas.

## 2. The Production and Creation of Urban Cultural Space

The reuse and renovation of urban cultural space has become a local an important driving force for the government to develop tourism and expand the city's influence. Like nowadays, various cities are exploring regional historical and cultural heritage, and based on local characteristics create a spatial environment that maintains local cultural characteristics and effectively conveys. It spreads regional ethnic folk culture and forms a brand for urban cultural communication. In the process of economic development and spatial evolution of urban historic districts, The entry of creative industries provides opportunities for urban renewal and transformation of historical districts. According to a number of studies conducted by international organizations and researchers in recent years. The research results show that there are two paths for the development of creative cultural products: path a is space planning, b path is the production procedure. This article will detail the a path illustrate.

Tianshui City, Gansu Province, China, in the renovation of the old factory area and the renovation of the Xiguan ancient city block. In terms of construction, the community space has been reasonably transformed, and cultural. The local traditional folk customs are also introduced in the creative production, which is a historical. The transformation of ancient cities and old blocks has brought new vitality to production, thus promoting local economic development. The following is the transformation of the ancient city of Xiguan and the transformation of the old factory area as an example.

### 2.1. Xiguan Ancient City Renovation

Tianshui, Gansu Province is a shining pearl on the Silk Road. It is famous for its profound culture and long history. History, Culture and Nature The landscape merges here, giving birth to Tianshui's unique cultural memory. And build The Xiguan Ancient City, completed and opened to the public, is a great addition to the history and culture of Tianshui. The

famous city adds a touch of color. Beginning in 2018, the government began to control the ancient city of Xiguan. A series of renovations have been carried out, as follows:

The government's planning and renovation of Xiguan Ancient City is the regeneration of the ancient city's cultural space the beginning of production.

The ancient city of Xiguan in Tianshui is one of the largest and best preserved in the northwest region. A complete group of residential courtyards in the Ming and Qing Dynasties, Xiguan Ancient City is known as "One Street""Eleven Lanes" has 11 large and small streets and 229 courtyards. Far away, many ancient buildings and houses were damaged to varying degrees. For the sake of this historic district underwent timely rescue protection, starting in 2018.

The local repair work has started, and more than 100 courtyards have been restored to the maximum extent. Repair and utilization, among which 55 cultural heritage courtyards have regained their "new life". By March 2021, the first phase of the ancient city project has been completed and opened to the public. It adds a beautiful scenery to Tianshui. Tianshui Ancient City. Around the overall image of "a thousand-year-old city, recreational Tianshui", through commercial the design and format of the business are fully implemented to create a market culture with a Qinfeng atmosphere Living space. From the statues on the street corners to the patterns on the pillars of the cloister, Then to the manhole cover engraved with Tianshui scenic spots and folk customs, it can be said that the ancient city Every plant, every tree, every brick and every tile can make people feel the charm of classical culture. Where the flavor lies.

The presence of cultural and creative enterprises creates new spatial subjects and has a negative impact on historical buildings.

The space has been updated and reconstructed to form an emerging cultural and creative space Tianshui Xiguan Ancient City establishes the ancient city's "cultural exhibition hall, performing arts theater, leisure Positioning the three major business formats of "leisure commerce" and sharing advanced operating concepts with Shanghai. Cooperate with the operating company, actively carry out work, and fully cooperate with Tianshui Municipal Government invited state-level media to broadcast the live broadcast of Tianshui Ancient City's opening to the outside world and publicity, and actively and orderly cultivate the ancient city brand. Cuijiexiang is an ancient . One of the many lanes in the city, and the center of the ancient city is on the west of this lane. Visitors to the ancient city can choose to enter from Cuijia Lane , After passing through the Antique City, Huayan Street, Sanxin Lane Square, and then come to Yisanguo. It was carved in the background of Zhuge Liang's "Six Out of Qishan" when he arrived in Tianshui during the period. Fengyun Sculpture, experience the long history and culture of Tianshui. At the same time, the ancient city attaches great importance to the investment and introduction of intangible cultural heritage projects. Among these shops along the street, Tianshui's unique cultural and creative products such as Guanxia bamboo weaving, Gangu hemp shoes are displayed one by one, and there are also Hanfu shops, cold drink shops, etc. Between. Tianshui silk blankets, Guanxia bamboo weaving, Tianshui carved lacquer and other intangible cultural heritage products are on supply While visitors appreciate it, they also display its delicate production craftsmanship. From the text When you come out of Chuang Street, you can enjoy the "Eight Scenes of Qinzhou" screen

wall at Xinmin Lane Square. Among the more famous ones are "Maiji Yanyu", "Fuxi Guatai" and "TianshuiYingchi". "Tianshui Yingchi" originated from the legend of Tianhe water injection, which is also the origin of the place name Tianshui. In addition, Zhang Jun's Mansion, Feijiang Square, Han Dynasty The General's Mansion has also been opened to the public. Through a certain business model, Xiguan Ancient City style, repositioning the historical and cultural background of the ancient city, which is a cultural reinvention of production.

All-media communication reproduces the information of Xiguan Ancient City and forms certain tourism brand benefits

In 2021, Tianshui Ancient City collaborated with CCTV party to make a surprise appearance at the Chinese Valentine's Day. The festival is based on "Under the ancient tree on Chinese Valentine's Day, people in the confession pavilion are in love without being together, music and painting" Promote deep love" is the communication slogan, which is perfectly integrated into the history and culture of Xiguan Ancient City. At the same time, CCTV conducted comprehensive reports and displays on the ancient city of Xiguan In November 2018, 2022, a large-scale program was launched by the Financial Program Center of China Central Radio and Television. Tianshui was also reported on by the integrated media event "Hundred Cities Over a Century". Tianshui chapter is published through CCTV financial client, video account, Weibo, etc. The station's full-media live broadcast provides a comprehensive understanding of Tianshui City's humanities, history, natural ecology, and new industries. Three-dimensional publicity and promotion of industry clusters and other industries were carried out, and Xiguan Ancient City also became a part of this promotion. Tianshui ranks among the likes with over 7.2 million likes ranked first in the rankings, becoming the "Hundred Cities in a Century and the Most Popular Cities", forming a certain brand benefit.

## 2.2. Design and Reconstruction of Minshan Factory

Urban Industrial Site Tianshui Minshan Plant was named Hongwen Garden after urban renewal. Hiroshi Before the renovation, Wenyuan was the former site of Tianshui Minshan Machinery Factory. During the change of Sang, Hongwen Garden was also known as Dongjiaochang, Tianshui Mint, Tianshui Mint, and Tianshui Mint. Shui Bu Xiao et al. In the reconstruction of the old factory in Minshan, the historical preservation valuable buildings, especially the Chinese First Infantry School (Xinzhong Before the founding of the People's Republic of China) had the most far-reaching historical influence. It has a history of 100 years before liberation. The ruins of the mint (Figure 2) have also been preserved, and through the donation of cultural relics has improved the collection of Tianshui Industrial Museum. Now Hongwen coin museum on the east side of the main gate of the garden is the former Longnan Machine Bureau and Tianshui Manufacturing Bureau. The former site of the coin factory. During Kong Fanjin's management of Longnan, on the one hand, he issued money indiscriminately.

He started construction and amassed money crazily; on the other hand, he founded the Longnan Machinery Bureau and the Electric Lighting Bureau. Bureaus, textile mills, tanning and woolen weaving companies and other industries have made Tianshui a place close to Gansu Province. The place where foundry industry sets sail. "The round dome without

columns maintained and protected during the construction of Hongwen Garden. Large classrooms, barracks, twelve circular buildings and other buildings are all Tianshui buildings. The original building was designed and built by Soviet experts when the school was founded. "Designer in When renovating these buildings, through works such as installation art and light art, the art There are more ways to intervene in space. images, colors, art materials and old The combination of factories, streets, squares, gardens, playgrounds, trees, etc. Conveys The designer's attitude towards history. The renovation of the industrial site focuses on energy. The old buildings with the historical features of the original Mint, Infantry School and Minshan Factory have been renovated. The design and transformation of "repairing the old as before" makes them stand out in the new historical time and space. Rejuvenate. In addition, the designer also used highly visually impactful Colorful covered bridges connect the garden and the square, and on this basis, they are planned separately Tianshui Bu School Museum, Tianshui Coin Museum, Minshan Factory Museum, Tianshui The Water Farming Museum, the Li-Du Memorial Hall and the Qinqi Calligraphy and Painting Institute will finally bring this industrial site is named "Hongwen Garden".

As Henri Lefebvre, a master of modern French thought, pointed out, Art brings different production methods to the homogeneous spatial order. It uses stimulate the ideological vitality and creativity of the people belonging to the space area, and promote. Make space no longer passive production, but constantly self-renewing and reshaping Production. At present, the surrounding area of Hongwen Garden has become the core area of Tianshui New City's east expansion. Domain, the government has defined its function as fitness and entertainment, as well as the continuation of historical culture. The pulse of the ecological park, welcomed by the public. It can be seen that the cultural and creative industries are exactly the "old City Renewal" power, it makes good use of the old city's industrial buildings and endows. Its new life is a new motivating factor for the healthy development of the city.

Obvious See, "The huge cultural added value produced by the cultural industry and The driving effect has improved the investment environment of the city and promoted the prosperity of the city. Moreover, due to its cultural role, it plays an important role in improving the cultural quality and urban life of the city. The living environment has a more significant effect. "

### 3. Conclusion

Nowadays, cultural and creative production has become an independent field, which has great influence on the city. The development and promotion of the city's economy is huge. Cultural and creative production is urban quality. The foundation of brand construction, and the re-creation of urban historical and cultural relics is creativity. An effective way for cities to spread regional history and culture. But we also see, Building a city brand is a long-term and complex process. It not only reflects In terms of urban planning and construction and other hardware facilities, it is also reflected in the understanding of urban history. Excavation and protection of historical culture, regional natural features and urban cultural landscape inheritanc broadcasting, economic development, etc. Therefore, building culture based on national folk culture Gather together to develop creative cities, empower city brands with culture, and highlight core competitiveness It is particularly important to compete for value and distinctive personality. Updates on Tianshui Xiguan Ancient City. The renovation of Heminshanchang's urban industrial sites has brought us important inspirations: Cultural industry brand communication must have a clear positioning, creative elements full of personality. The themes and methods of communication are rich and diverse, and the top-level design of the brand communication strategy The plan is solid and powerful; to build Tianshui cultural industry brand, it is necessary to innovate and spread path, get out of the development dilemma of "a thousand cities, one side", and highlight Tianshui's most Connotation, elements with the most potential for development, excavating the spiritual culture of the ancient city Connotation, focusing on the material construction of cultural space and the perception and experience of citizens Strength improvement.

### References

- [1] Xi Jinping inspects Shanghai [N]. People's Daily, 2019-11-04(02).
- [2] Yan Ying. Research on the benign development path of China's cultural and creative industries [J]. Cultural Industry Industry, 2021(36):37-39.
- [3] Wang Ruobing. Tianshui Hongwen Garden [N]. Gansu Daily, 2020-04-29(10).
- [4] Ruan Yisan. On the urban foundation of cultural and creative industries[J]. 2005(01):39-41.