

Research article

A Case Study of Cultural Space to Revitalize Local Community

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Abstracts:

Recently, there is a growing interest in cultural spaces. More venues are used as cultural spaces, highlighting their distinctive locality and cultural values. A cultural space is a space constantly for cultural activities and can play a big role in revitalizing local culture. It is a living organism, whose characteristics change along with the changing times. For instance, Hongik University neighborhood ('Hongdae' area) used to be the streets for artist with the art School of Hongik University playing the focal point; now, with more publishing companies crowded in this space, it is flourishing again with a lot of book cafes run by the publishing companies. This study will look into how such cultural characteristics have influenced the revitalization of the local culture.

Other examples include: Potato Flower Studio in Gangwon-do; Gwangjang Market, Tongin Market and Samcheong-dong Streets in Jongno-gu, Seoul. These examples will help us understand how the tradition and history was turned into modern cultural spaces. Cases outside Korea will also be introduced: Tianzifang (or Tian Zi Fang) in Shanghai and 798 Art Zone in Beijing, China, and Bank Art Studio in Yokohama, Japan. This study will compare and analyze diverse success cases both in and outside Korea, to see how they were able to combine cultural characteristics, traditional features and almost-dead industrial spaces of one locality with new culture, eventually leading to the revitalization and restoration of the city. Copyright © www.acascipub.com, all rights reserved.

Keywords: Cultural space, rebirth of city, local community

1. Introduction

1.1 Background and objective of study

Recently, there is a growing interest in cultural spaces. More venues are used as cultural spaces, through studies of their distinctive locality and cultural values; this is happening both in and outside Korea.

A cultural space is recognized as a space or facility that can directly produce and educate some cultural products in everyday life or where citizens can come and appreciate arts and culture: it is not just a place but a space in which the locality and cultural activities are organically connected to constantly for the production and enjoyment of culture. Therefore, its role should inevitably change along with the change of times.

One example is the history of the Hongdae area.¹ In 1993, Hongik University students initiated ‘Street Arts Festival’ to transform the area into streets filled with arts. Since then, its unique cultural sensibility has been identified here. One culture works like a magnet that draws another; the neighborhood increasingly attracted young artists with their unique items and sensitivity. On the weekends, flea markets open and artists sell their hand-made goods; street performances are done by amateur bands; and the youth enjoy singing and dancing at clubs. They simply created their own culture here. Then publishing companies join the flow and they also started to book cafes in this area. So Hongdae streets changed its form from those of artists to those of the youth and again to those of literature, largely due to the book cafes established by publishers. This study will examine how such cultural features have influence to revitalize the local culture.

There are other examples in which regional cultural characteristics contributed to reenergizing local culture. First, Potato Flower Studio in Pyeongchang, Gangwon-do will show us how a region and a culture can have win-win existence. Second, Gwangjang Market and Tongin Market will provide an example of an economic community of market, which has been turned into a cultural space adorned by tradition, with merchants and the government working together. Third, ‘Samcheong-dong Streets’ will be presented to demonstrate how their historicity survived the modernity and how they were collectively turned into an artistic space with museums and galleries.

Still other examples are international. Sometimes, understanding of a certain region’s cultural characteristics led to a birth of new cultural spaces. Such examples are Tianzifang in Shanghai and 798 Art Zone in Beijing, China, and Bank Art Studio in Yokohama, Japan. Recently, Seogyo Arts Experiment Center opened in Hongdae area, and it is reportedly modeled after the Bank Art Studio.² This study will compare and analyze diverse success cases both in and outside Korea, to see how they were able to combine cultural characteristics, traditional features and almost-dead industrial spaces of one locality with new culture, eventually leading to the rebirth and revitalization of the city.

798 Art Zone is an art district located in Dashanzi, a district northeast to Beijing. With the government’s active support, cultural spaces for artists are thriving here. Tianzifang in Shanghai is a combination of arts and traditional crafts, which is now serving as a local community that changes the lives of local people. Bank Art Studio is an urban regeneration project that turned a historic building into a space for arts and culture. This study will compare and analyze diverse success cases both in and outside Korea, to see how they were able to combine cultural characteristics, traditional features and almost-dead industrial spaces of one locality with new culture, eventually leading to the revitalization and restoration of the city.

1.2 Previous studies

The theoretical scope of this study includes all academic studies regarding ‘cultural space,’ ‘local community,’ and ‘urban regeneration.’³

Cultural space is a concept which includes ‘cultural facilities’⁴ classified by legal standards and ‘potential spaces’⁵ which are not designated as cultural facilities by law but where cultural activities can be performed.

¹ Jung-Ran Shin, Chang-Gyu Choi, “Impacts of Human Factors on the Placeness in the Hongik University Area”, *Land Planning: Journal of Urban Planning* Vol 45, Issue 7 (2010). P. 6. Hongik University neighborhood has a complex culture based on painting, arts and club culture. This area is defined to have distinctive human base including artists, professionals, specialists in cultural business and foreigners.

² <http://cultureconomicsblog.seoul.go.kr/309>

³ According to Urban Regeneration Project Division of Korean Ministry of Land, Infrastructure and Transport (MOLIT), urban regeneration means economic, social and physical restoration of an existing city that is relatively backward amid the change of industrial structure (from machine to high-tech or IT) and the urban expansion focusing on new cities; this regeneration can happen by introducing and creating new functions.

⁴ According to Culture and Arts Promotion Act (2008), cultural facilities are classified into six; performance facilities, exhibition facilities, urban facilities, local culture and welfare facilities, initiated facilities of culture diffusion and other culture facilities.

This study adopted Lee Mu-yong's study (2006) as an evidential material for methods to utilize local communities. Lee suggested that the regional mix strategy is very important as a strategy to revitalize a local community, implementing a place marketing connecting spaces within a city or in different cities.

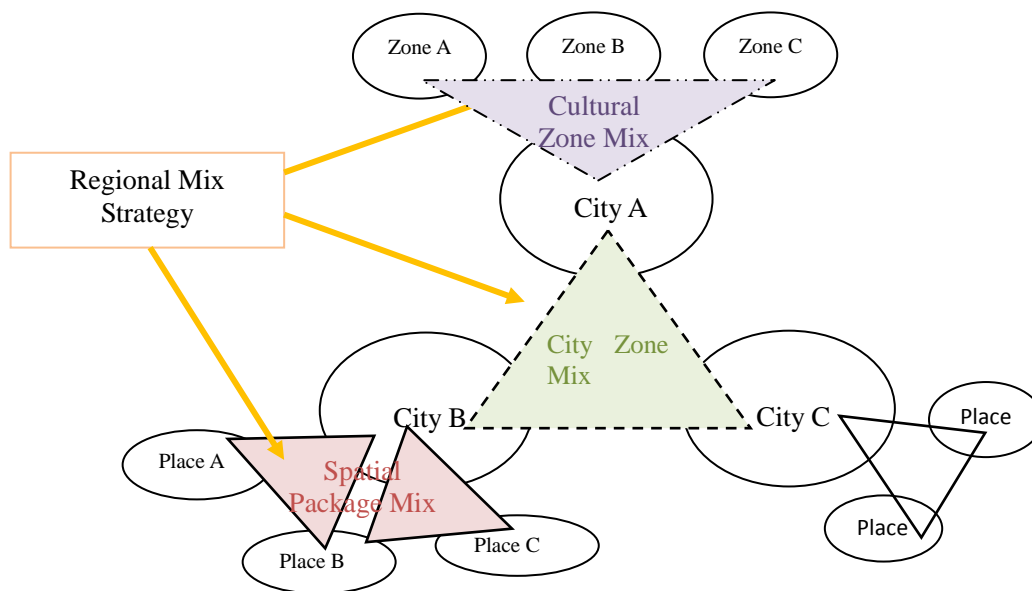


Figure 1: Regional Mix Strategy⁶

Among cultural characteristics of Hongdae area, book café is a case in point that represents this regional mix strategy. The strategy is a way to rejuvenate the inside of a region; it does not have to stay within the region, however, and go beyond it towards another region. According to Dong-Hoon Oh,⁷ a large scale urban regeneration projects began internationally after the 1980s, reusing deserted places as cultural ones, establishing big cultural facilities. Then from the 1990s, competitions among cities intensified with globalization. As ‘culture’ became new contents for the 21st century, many cities around the world are highly interested in a success case in urban regeneration through cultural spaces and consequent success in city marketing using the result.

Ki-hwang Jeong (2011) considers any urban regeneration based on ‘the place and the public nature’ is or should be closely related to the government, because it is about public welfare of the residents. The government’s role, however, is yet to be discussed. This discussion can be explained by a British, which practically started urban planning. Since the Industrial Revolution of the mid-18th century, London suffered a series of urban problems including hygiene or housing due to urbanization and industrialization. To resolve the issues, Housing and Town Planning was established in 1909. Early on, government style urban planning prevailed under the government’s leadership. By now, it has been transformed into governance style town-making.

⁵ Potential spaces means parks and squares located in central business district, public places and cafes such as specialized street formed in downtown, space for arts performance like clubs, or commercial districts linked closely to generation of culture and consumption.

⁶ Mu-Yong Lee, “A Study of the Cultural Concept and Methodology of the Place Marketing Strategy,” *Journal of the Korean Geographical Society*, Vol. 41, No. 1 (2006), pp. 39-57

⁷ Dong-Hoon Oh, “A Comparative Study on Successful Cases of the Advanced Urban Regeneration -Granville Island, Vancouver vs. KulturBrauerei, Berlin,” *The Journal of the Korean Urban Administration Association*, Vol. 23, No. 1 (2010), pp. 175-197.

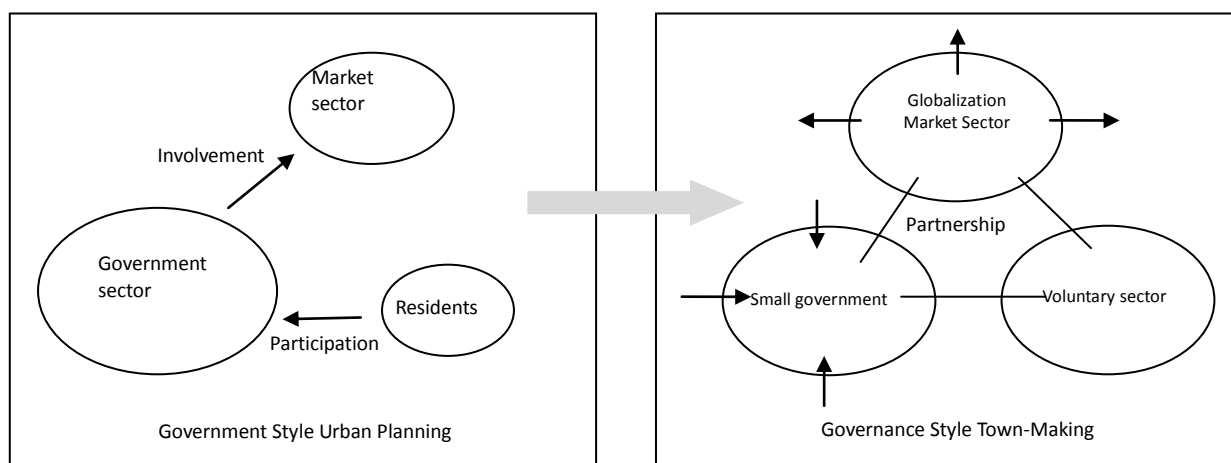


Figure 2: Government Style Urban Planning vs. Governance Style Town-Making⁸

Major elements in governance style town-making are: first, the leadership goes from the government to the private and the voluntary sector expands, as a representative of the private sector; and second, the expansion of the voluntary is supported institutionally by a ‘partnership policy.’ This means that governance style urban planning is to strengthen the ability for autonomy by individuals and the community by extending the civil sector. It is also about enriching the city by opening up possibilities to create diverse urban regeneration and spaces.

In Korea, studies in this regard started in the late 1990s and increased in the 2000s. Most of them focused on studies of overall urban regeneration including the recovery of downtown functions; or on urban regeneration cases overseas, with success cases using cultural spaces.

This study will introduce Hongdae book cafes, Samcheong-dong Streets Potato Flower Studio, Gwangjang Market and Tongin Market. International examples include 798 Art Zone in Beijing, Tianzifang in Shanghai and Bank Art Studio in Yokohama.

It will cover various cultural spaces which were either developed by the joint efforts of the private and the government, or by a local community. Looking through the preceding studies, this study will examine the impact of urban regeneration on regional development, as a cultural space connected to the local community.

2. Use of Cultural Spaces: Some Cases

2.1 Book Cafes in the Hongdae Area

In Hongdae area, known as an arts and culture district, Hongik University student union initiated Street Arts Festival in 1993 to transform the area into streets filled with arts and created unique cultural sensibility here. The area allowed a great access by large number of people with convenient transportation systems. In addition, the rent here is more reasonable, compared to that in the large sub-centers including Sinchon and the Idae area, a secondary center located outside the main business area of a large city (Yeongdeungpo and other areas in Seoul). As a result, much younger talents have flocked into the Hongdae area. On the weekends, flea markets open and artists sell their hand-made goods; street performances are done by amateur bands; and the youth enjoy singing and dancing at clubs. They simply created their own culture here.

Hongdae area has different atmosphere that is different from the uniform pattern of other university districts. People experienced diverse cultures and felt its unique ambience. This continued to attract visitors with free,

⁸ Ki-hwang Jeong, “Critical Study on the Approach to Place Industry of ‘Preservation (Regeneration) Policy for Traditional Culture District – Focusing on ‘Place’ and ‘Public Nature’ of Bukchon in Insa-dong and Seochon in Donam-dong, Seoul,” *Seoul Studies XLII* (2011)

liberal ways of thinking and enabled the area to be a cultural archetype or a mecca of street arts, club cultures and arts festivals. There have been large and small arts festivals held in the area: Seoul Fringe Festival,⁹ Korea Experimental Art Festival¹⁰, Hongdae Street Arts Festival, Arts Flea Market and Club Day.

There has been a gradual rise in foreign tourists visiting the Hongdae area since the Hongdae University Station was recently opened by the Airport Railroad. An increase in users of guest houses in front of, and near, Hongik University improved greater accessibility of foreigners to this area. Guest houses were opened in and around Jongno and Myeong-dong in Seoul, close to tourist attractions frequented by foreign tourists, between 1997 and 2000. However, the hub of guest houses started to be transferred to the Hongdae area due to its convenient transportation system and the increasing number of foreigners who want to enjoy its unique cultures, such as street culture or club culture¹¹.

This (that there are a multitude of characteristic shops with brilliant ideas and specialty and cafes created by various themes) is why young people gathered here. Now, the youth living outside Seoul as well as foreign tourists now explores the whole area.

With increasing popularity of the venue, any shop without competitiveness or uniqueness cannot survive now; the streets are developing to become more original and distinctive. This has a side effect of rising rent and consequent closedown of many shops; however, it also expanded the commercial district into neighboring areas, eventually enlarging the cultural space of Hongdae itself.

The free and artistic atmosphere of Hongik University created mainly by its College of Fine Arts motivated many professional workers in fields such as music, design, advertisement and publication to move to Hongdae. Publishing companies are playing a big part in forming a unique Hongdae culture. Together with Paju Publishing Complex, Hongdae serves as a quarter for publishing companies, which established themselves here since the 2000s and opened their own book cafes.

According to Mu-Yong Lee,¹² Hongdae neighborhood developed in different phases: a residential area in the 1950s and the 1960s; an arts district in the 1970s and 1980s; high-end cafes streets in the early 1990s; a club district in mid- and late 1990s; and an integrated cultural area with everything stratified. Among the indicators of diversity here, there are a dozen galleries and small theaters, about 30 art supply and craft shops; about 70 publishing companies; about 70 unique consumer-culture spaces; and about 50 clubs. The publishing companies expanded the business district further. This led to a new phenomenon that multitude of book cafes were opened at the same time.

Let us look into several book cafes which started to show their unique characteristics in these backgrounds. The book cafe 'Cafe Comma', run by the publisher Munhakdongne, is frequently used as a place where authors of the publisher meet or for its literary event (for instance, meeting with readers held by Dongsuh Coffee Literary Award). The 15 layer bookshelf on one wall into which two stories was converted creates an atmosphere of luxury and improves the dignity of the event. This book cafe was used not only as a background for the commercial film of Maxim where Yu-Na Kim appeared but also as an interview venue for magazines and newspapers recently; so, the cafe became one of the famous places in Hongdae area where famous actors or actresses can be frequently seen. Drinking a cup of coffee, the customers can read books published by Munhakdongne and purchase these books at 50% discount in the book cafe. Its second branch opened recently

⁹ It is a festival where independent artists gather together to meet each other and share their works, getting the energy to create new works of art. Asian artists from various fields such as the theater, dance, mime, performance, music and arts join the occasion, as well as various organizations. This is a festival for non-mainstream, alternative culture that opens in August every year. The venues include mall theaters near Hongik University, exhibition halls, the Hongdae Park and the streets.

¹⁰ A comprehensive arts festival where approximately 100 Korean and international teams offer experimental performances of different genres, including performance, dance, mime, music (both traditional and contemporary), land art and multimedia art. It opens annually from August to November, at various Hongdae performance theaters and exhibition halls, in the park and on the street.

¹¹ There is no accurate statistics about the guest houses in the Hongdae area, but according to the article of the *Financial News* in February 2012, the number of the guest houses in this area sharply increased near Hongdae station and Yeonnam-dong. At that time, the news broadcasted, the number reached at 50 although there were only 1 or 2 guest houses in the area. The News referred to Wang who run his own guest house.

¹² Mu-Yong Lee, "Cultural Politics of Club Culture in Hong-Dae Area in Seoul," *Proceedings of Annual Meeting of the Korean Geographical Society*, (Spring, 2005) p. 18.

supplies a desk to study like a library to become a working space as well as a meeting place for young cultured people.

Changbi Publisher's 'Humanities Cafe Changbi' holds two cultural events mainly on books published by it two or more per week. An average of 80 readers is invited to the event where drinks are offered free to them. Actually, the book cafe was opened not to generate revenue but to offer a service for readers. 'KAMA' is a book cafe operated by the Moonji Publishing Company. The company opened a book cafe in the archive of interdisciplinary art¹³ in October in 2011. The book cafe exhibits works of art experts in all sorts of fields, 50 research materials of performances, 1,000 books published by Moonji Publishing Company, collaboration exhibits of writers, critics and painters. Further, the cafe holds five to six events of interdisciplinary art in a variety ways every year.

There is a unique type of book cafe. 'Book Cafe Humanitas' is famous as a book cafe in which a publishing company is located. If a customer enters the book cafe, he or she can find employees of the company. This company notifies a reading party on a new book on its web site, when it is published. Also, it holds frequently a meeting with the author.

Book cafe refers to a coffee shop with books as interior decorations where a customer reads books and drinks a cup of tea. At first the book cafe was not connected with a publishing company. With the special nature of the Hongdae area (i.e. concentrated with publishers), the concept of book cafe extended to 'book and store' operated by a publishing company, that is, the place where books published by them are read or purchased. Now, a book cafe developed into a unique cultural space to promote books of its publisher and to directly connect books, readers and writers.

Book cafes are not recent phenomena. Publishing companies have run their book cafes since the early 2000s, although some of them are closed by now. Near the playground in the Hongdae area, there was 'Cafe Libro', which was operated by 'Sigongsa'. A cafe and a bookstore, a music store, and 'Artinus', an art bookstore, were opened in the first floor, the second floor, and the basement, respectively.

As mentioned above, a book cafe managed by the publisher has three purposes: (1) a place promoting a new book; (2) a place attracting devoted readers; and (3) a place meeting its editors and authors. Readers have a lot of advantages here: they can find a famous writer sitting at the table next to them; they can purchase returned books at a substantial discount; and they can also participate in an author's readings or book concert held by the book cafe through the web site of publishers. It is also a free communication channel with readers for the publisher, without having to rely on bookstores or media. Book concerts, readings and other events are PR marketing strategies.

Besides book cafes, there are other cultural complexes that hold diverse cultural events in Hongdae area. Sangsangmadang is used as both a gallery and a stage. Cafe Yri is a book café specialized in art and offers rare books in Korea on design, photography and fine arts. Also, it holds all sorts of cultural events, such as play, performance or exhibition. 'Annyeong Bada' is an advocate of indie cafe, and it is loved as an alternative space where people can enjoy independent cultures in the Hongdae area that disappeared in the face of commercial viability. It holds free performances by indie bands every weekend and opens art exhibitions for independent artists.

Seogyo Experiment Arts Center (SEAC), a relatively new venue in Korea, demonstrates how a cultural space of Hongdae is developing. The Center opened in 2009 and it is often compared against Bank Art Studio in Yokohama. Both projects are plans implemented to create a city of culture and similarities are found in many aspects: for instance, both are former government office buildings metamorphosed into a space for arts.

One of the characteristics of SEAC is that it offers programs to produce and enjoy culture, which embrace local residents. It acts like a resident's center for arts, generating programs that can communicate with local people. Another example is Seoul Art Space Yeonhui, established at a former Seoul City History Compilation Committee Building as a venue to help authors focus on 'writing.' In addition to their professional activities in arts, the resident authors here make various efforts to reach out to Hongdae people. At the basement, a small room is prepared to be used for workshop presentations or rehearsals. The first floor is a café style gallery, used as an exhibition room or a book café. The second floor is a workplace by the resident authors of various art

¹³ Interdisciplinary art is a combination of various art forms such as music, painting and literature.

forms, with a media art webzine *AliceOn*, a group of directors called Directing Studio and an indie label called Cabaret Sound.

2.2 Potato Flower Studio

Potato Flower Studio, located in Pyeongchang, Gangwon-do, is a cultural space as which a closed school in a rural village was reused and it has led various a variety of activities of cultural art and education and cultural events for the last 10 years. This studio was opened by CEO Sun-Chul Lee, who organized performances and albums in the Hongdae area. In 2004, Lee purchased a closed school to remodel it into a new complex cultural space.

Potato Flower Studio shows its philosophical direction clearly from its architecture, in that this old building was not destroyed to build a new one but rather it was reused. On the first floor of Potato Flower Studio, there is a small classroom where the closed school was reproduced. This classroom exhibits old items showing the history of the school and the annual local calendar which contains the landscape of the area.

Potato Flower Studio performs two types of projects: internal and external ones. First of all, its internal projects include seasonal programs (spring excursion, summer camp, fall field day and winter Christmas drama). The four programs are created in collaboration with local residents; for the programs they use performances of activities of education and culture or contents obtained from those performances. Then, its external projects are auxiliary ones which are carried forward by outside institutions.

One outstanding example is the 'Munjeonseongsi' project, a Korean abbreviation for Traditional Market Revitalization Project through the Culture. This project is subsidized by the Korean Ministry of Culture, Sports and Tourism. The contents of these projects differ but they have two similarities: one is that they are based on the region; the other is that they revitalize the economy of the area through culture. Hence local residents actively participate in all projects. When Lee visited here for the first time, there were hardly any young and middle-aged adults except the pastor of the local church. This motivated Lee to start teaching music to middle and high school students. In turn, the music lessons established a circulation system in which the students grew up and then come back home to serve their communities in educational cultural activities.

Potato Flower Studio has grown with local residents by involving local people in various activities of education and culture. This enabled it to play an important role in reviving its local economy. Therefore, it is the chief element of its success that it did not change the area by forcing local residents to have a certain characteristic or forcefully planting it among them.

2.3 Samscheong-dong Culture Streets

Samcheong-dong, Jongno-gu in Seoul consists of streets with long history, where traditional culture and modern arts exist together. Samcheong-dong Culture Streets is a name for the 3-kilometer route that starts from stone wall road to the Board of Audit and Inspection. Galleries, museums, historic places with nice cafés are everywhere in these streets of tradition – a space in Gangbuk area where people can come and feel nostalgic. The name Samcheong (三清) means that three things are clean: water, mountain and people's hearts.

In the old times, the area was very close to the royal palaces and commanded a beautiful natural scene, which made it a place preferred by government officials and the powerful and there are many sites of residence remain of famous people of our history: Seong Sam-mun residence (the neighborhood of 23 Hwa-dong); Gamgodang for the home of Queen Inhyeon (37 Anguk-dong, near Duksung Girls' middle and high school); and Kim Ok-gyun residence (1 Hwadong, the site for Jeongdok Library).

Samcheong-dong is also called "museum streets" and diverse museums are located on both sides of the road. Museums of all sizes are here: the Tibet Museum with Tibetan traditional outfits and goods for religious rites; the World Jewelry Museum with jewelry made of all kinds of gems, including crystal, gold and silver; the Owl Museum that offers anything and everything related to owls; the ToyKino Museum full of robots and toys reminiscent of everyone's childhood; Asian Art Museum; and Bukchon Museum of Old Fragrance. Visitors can buy a ticket for each museum but there is also a single admission for multiple museums to attract more visitors and provide greater convenience for them.

Galleries are plenty here. Starting with Art Seonjae Museum at the mouth, the streets are lined with many galleries: Dam, Biim, Miangheon and Young. There are exhibitions all around the year and people can visit anywhere to enjoy their favorite piece of arts.

The streets can be also called café district, with so many cafes and gourmet restaurants. Jinseon Book Café, a two-story building, is located at the entrance of Samcheong-dong. It was originally for Jinseon publishing company building but the company moved out and renovated the building as a book café.

Samcheong-dong offer relaxed and comfortable atmosphere for visitors who want to move away from the bustling of the city. The streets are relatively well preserved, and the narrow alleys are points of interest in themselves. This area has a great wealth of culture and historical environments and its cultural characteristics were used to create a new, differentiated culture, eventually revitalizing the area.

2.4 Gwangjang Market and Tongin Market

Recently, Gwangjang Market has emerged as a ‘hot place’ among foreign tourists, beating the downtown shopping center of Myeong-dong and splendid department stores.

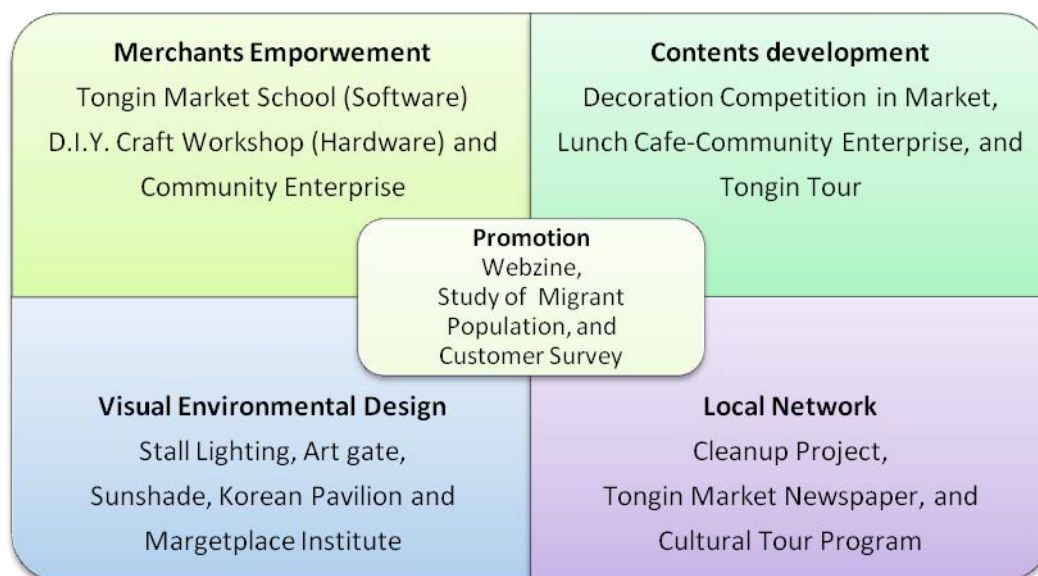
It is located at Yeji-dong, Jongno-gu, Seoul and has a history of 107 years – the oldest market in Korea. In 1905, it opened by the permission of Hanseongbu in the Korean Empire. It was located between Gwang-gyo and Jang-gyo and consequently named after both, taking the first letter of each.

Gwangjang Market did not come into being spontaneously. This market has a great historical significance: it was a market permanently established by Emperor Kojong so that he could revive the declining economy of Korea at the time of Japan-Korea Treaty of 1905. It was created to protect Jongno (the last business district of Korea then) when Japan’s business district extended into Namdaemun in 1905, just before Japan’s occupation. Korea was colonized by Japan in 1910 but Gwangjang Market around Jongno and Dongdaemun stood fast against Honmachi (Japanese Street) in Myeong-dong.

Gwangjang Market was recreated as a cultural space by a combination of such history, foods and a traditional market’s unique warmth. In 2012, Director Tim Burton repeatedly exclaimed “Wonderful!” drinking ‘makgeolli (fermented Korean rice wine)’ with ‘bindaettok (Korean mungbean pancake)’ when he visited this market. He even left small graffiti on the wall of the market: which made the place even more visited by Koreans or foreigners to seen the graffiti.

Another hot place might be Tongin Market, located at Ogin-dong, Jongno-gu, emerging as a cultural space together with its sister, Gwangjang. Tongin Market is famous for ‘Lunch Box Cafe’ or a kind of its distinct ‘buffet in the market,’ where customers can enjoy foods as they have chosen, visiting different side dish shops within the market for their lunch boxes. The change was made for one year since April last year, as Tongin Market was chosen to be a ‘culture market’ by the Project to Create Seoul Culture Market. The project aims to revive the economy of traditional markets through various cultural programs; it was recreated as a cultural space in collaboration with local residents. The success case of Tongin Market can be explained in the chart below.¹⁴

¹⁴ Incheon Foundation for Arts and Culture, “Culture Revives the City,” Proceedings of the 41st Thursday Forum (2013), p. 62



Giving cultural values to a space of market adding a storytelling, the project revived the economy of traditional markets that were gradually losing competitiveness – it is indeed a part of urban regeneration project that combined economy with culture. All these were done with local residents (i.e. merchants), giving a role of a ‘tourist culture spot’ to the markets that had been a mere base for economic activities. All these helped revitalizing the economy of the local community.

The paradigm of cultural space is changing. A simple artificial change in space cannot lead to revitalization of the area. Adding contents and cultural values onto the area will truly enable it to be reborn as a cultural space.

3. A Case Study of Cultural Characteristics and Spaces outside Korea

3.1 Tianzifang

Tianzifang in Shanghai is one of the most outstanding and successful example of urban regeneration in China: a transformation of closed down factory site or old streets into a new space with arts and culture. Tianzifang or Taikang Lu is a case selected here to examine how cultural spaces are used in Shanghai.

Tianzifang is located at old French Concession, where factories and residential areas existed together in the early 20th century, or a modern industrial period in Shanghai. Flavors from the past still remain there, consisting of Xinhua Art College established in 1937; an eclectic housing complex with both Chinese and Western cultures; and six factory alleys that helped modern industry flourish. In 1988, the area was appointed as a District for Creative Industry and since then changed its face to be a place with diverse things to see and eat, or one of the best tourist spots in Shanghai, where the early modern and the contemporary live and breathe together.¹⁵

In this old factory and residence district, a poor artist started up a crafts shop in December 1998. Then young artists swarmed from diverse fields: porcelain, sculpture, painting, photography and fashion. The youth started to create their works, hold exhibitions and even do sales, making this zone an arts complex. With cafes and shops coming to the place, there is now a growing attention to this zone as a complex for arts and culture.

Here is a brief history of Tianzifang. After China’s liberation, there were five factories including Shanghai Food Industry Plant at Lane 210 Taikang Lu, Shikumen District, which were very typical examples of the 1950s. However, since 1980s, China’s industrial structure changed and manufacturing factories lost competitiveness in

¹⁵ Yoo-Kyung Chang, Kwang-Suk Oh & Jae-Woo Yoo, “A Study on Tianzifang, Shanghai: Its Creation and Adaptation of Space,” *Journal of the Architectural Institute of Korea (Architecture & Design)* Vol. 29, No. 2, (2013), p. 68

the market, eventually closing down – the area was on the road to decline, accordingly. In early 1998, a famous artist, Chen Yifei, set up a studio; then Luwan District Office supported the development of Puqiao road, which influenced the old factories at Lane 210 Taikang Lu to be redeveloped into workshops and cultural spaces for artists. In the end, it became a successful case of urban regeneration and made the venue a new landmark of Shanghai.

By July 2009, Tianzifang have renovated 20,000 square meters of old factories and had 40 studios, 8 galleries and 30 architecture firms. With advancing cultural industry, the place itself has become famous and more people are visiting it. Many handicraft shops have a space in which works of art are exhibited or sold. The area has been reenergized, as residents are either rent their buildings or run small stores.

Since 2007, restaurants, cafes and bars started to open at Tianzifang and neighboring Lanes 247 and 248 of Taikang Lu, forming a food alley and extending Tianzifang to go beyond Lane 210. The business district is centered on Tianzifang and leads the activities of artists, culture, lives of local residents and overall atmosphere of local economy.

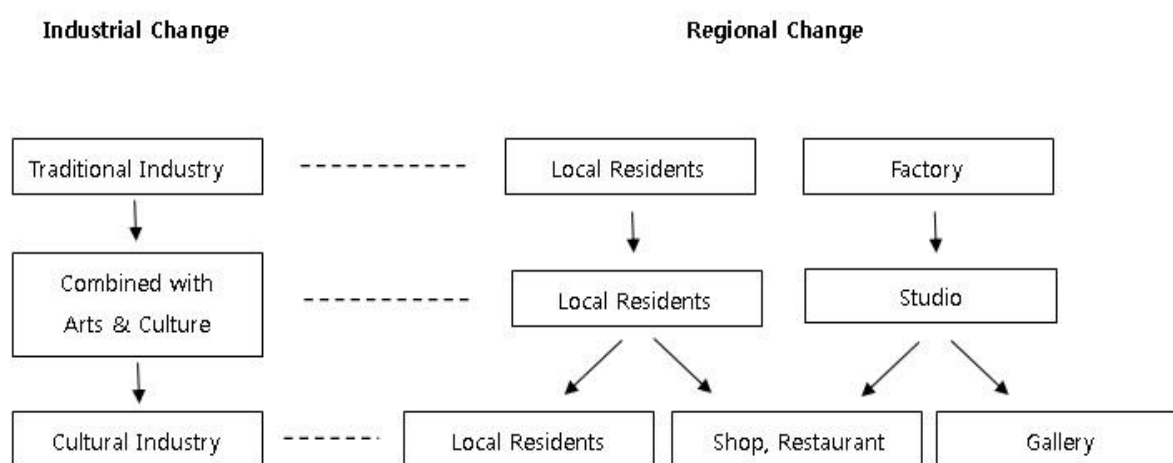


Figure 3: Industrial and Regional Change in Tianzifang¹⁶

3.2 798 Art Zone in Beijing

At Dashanzi, a district 20 kilometers northeast from Tiananmen, Beijing, there is 798 Art Zone, also called Dashanzi Art District. Yet its original name was 718 Joint Factory, indicating a plant site where many state factories were crowded.

The unique name 798 originated from an old security practice in the early People's Republic of China: as it was a war military zone, numbers such as 798, 797, 718, 707 and 706 were used instead of actual name of the place. This site was a symbol of Chinese socialism from the 1950s to 1980s, being the place of cutting-edge technology for core parts of E-bomb or satellite or electric/electronic parts. Yet with the advent of reform and opening policy in the late 1980s, the area gradually declined and factories closed down. After being neglected for a long time in ruins, the site was selected as a candidate for large new apartment complex in the 1990s, facing demolition.

Then young artists noticed the old plant site on the verge of disappearance as they were looking for adequate place to work – they considered it as an attractive site for creative activities. The factories were uniquely German, designed in Bauhaus style: Germans designed the buildings and facilities, giving a foreign ambience to the area. As the Bauhaus style seeks simple and natural designs focusing on functions, the factories are well-lighted and did not have many pillars. The space is in general very open, almost ideal for artists to work in. A

¹⁶ 孔翔, 钱俊杰, 「浅析文化创意产业发展与上海田子坊地区的空间重塑」, 人文地理 第3期总第119期, 2011, p. 48.

vast space with foreign flavor, historic remnants and enormous industrial debris stimulated the sensibility of young artists, inducing greater needs for creation and inspiration.

In 1995, Department of Sculpture in Central Academy of Fine Arts in Beijing rented a warehouse as a temporary studio. This was a turning point for factory 798 to become an art zone. In 2000, Professor Sui Jianguo of the academy rented a warehouse, too, and more artists followed suit. In 2002, Robert Bernell, an American who actively promoted contemporary Chinese arts to the world, started Timezone 8 Art Books, an arts related bookstore and publishing company here. Artists who visit this bookstore naturally formed a young and passionate group in Beijing, with their passion for art.

In the end, the extraordinary insights of artists eventually made the place. They did not destroy the original space but created their own atmosphere through remodeling. Splendid and unique works and Bauhaus style factories together create peculiar ambience here.

There are about 400 galleries, studios, design firms and art cafes in 798 Art Zone now. It is the primary arts village in Beijing and established itself as the icon of modern Chinese culture and arts.

All the year round, arts exhibitions and events are happening and international celebrities constantly visit here. Like Forbidden City and the Great Wall of China, it has become a must-see tourist spot in Beijing – that is why the city government officially appointed it as Special Zone for Cultural and Creative Industry. Urban regeneration as a cultural space has now promoted an old factory site to a cultural heritage that must be preserved.

Creative city is currently the best model for urban values and development. Combining the creativity of arts and culture to urban regeneration may be a start of such city. If that is the case, Dashanzi is a typical model in this regard and it is developing aspects of a creative city with its own strengths – self-generation based on spontaneous energy. Since it has power to advance itself, its future transformation is very much looked for.

3.3 Bank Art Studio in Yokohama

May Nakata Hiroshi of Yokohama was the first person in Japan to implement the idea of creative city. His city was suffering from issues such as slow economic growth and a decreasing and aging population, just like any other cities around the world. Yokohama was considered as a satellite to Tokyo and an old port. The mayor launched this project to give new energy to the city, which is now turned into a best cultural and tourist city in Japan.

With the change in industrial structure, creative cities are increasing as our society move from industrial to knowledge-based, and the value of arts and culture is perceived as one of the most important resource.¹⁷

In April 2004, Yokohama established a project headquarter to create a city of arts and culture and advocated creative city by implementing policies, becoming the first local government to do so. Bank Art Project was a part of building a creative city. It is an experimental project that uses historic buildings, port facilities or warehouse as a space for arts and culture that will also serve as the urban generation base.

The city publicly recruited the operators of this project in 2003 and they are now incorporated to be NPO Corporation and Bank Art 1929.¹⁸ Yokohama provides financial supports including rent, utilities, and consignment fees. NPO is delegated with management, in charge of exhibitions and public enterprises: it develops and hosts more than 600 arts and culture programs annually, including publication, training and consulting, to earn business profit. The profit does not go to the city government; it is reinvested into NPO as operating funds, to develop further programs.

For Bank Art Project, Yokohama provided facilities and the starting point; but the operation is private. Most importantly, top-down relationship between the administration and the private sector does not exist anymore; the network is more horizontal, with NPO and universities in charge of artistic activities or city creation. More dynamic and systematic relationship is built to offer a new model for private and public partnership.

¹⁷ In-Hyun Kim, "A Comparison of a Creative City of Yokohama and Kanazawa: A Proposition to a Creative City of Gwangju," *Japanese Cultural Studies*, Vol. 39, (2011), p. 125.

¹⁸ Bank Art 1929 has its origin in history. In 2006, when the project was fully implemented, Yokohama branches of old Daiichi Bank and old Fuji Bank were used as the base: these two buildings were built in 1929, a year when the Great Depression of the world started.

Bank Art Studio focuses on implementing projects based on proposals from citizens and artists; it consists of halls, galleries, cafes, bookstores and studios. Many projects reflect the characteristics of Yokohama as an open port.

An example is Joseon Delegation, a Korea-Japan exchange project implemented in the summer of 2010 and the spring of 2011. 20 artists from both countries travelled at sea for 20 days by a regular route, visiting Seoul, Busan, Tsushima, Hakata, Shimonoseki and Yokohama and experiencing local cultural facilities and festivals.

Yokohama Triennale first started in 2001 and is considered the biggest international arts event in Japan. Bank Art Studio NYK is the host venue of the event; this is an interesting place that used to be a waterfront warehouse now turned into a space for contemporary arts, retaining only its old framework. The building has a historical significance appropriate for a port city and has a distinctive feature. Exhibitions here can full use of the characteristics of the venue. Unlike the Yokohama Art Museum, this exposed, rough concrete structure facilitates installation works; hence most exhibitions in Bank Art Studio are dynamic installations using fresh materials like plants or sands.

The core of creative city built by Yokohama is that the city realigns and uses culture, history and port—in short, assets, and makes new values by utilizing its characteristics.

4. Conclusion

Recently, there is a growing interest in cultural spaces. More venues are used as cultural spaces, highlighting their distinctive locality and cultural values. A cultural space is a space constantly for cultural activities and can play a big role in revitalizing local culture. It is a living organism, whose characteristics change along with the changing times. For instance, Hongdae area used to be the streets for artist with the art school of Hongik University playing the focal point; now, with more publishing companies crowded in the space, it is flourishing again with the characteristics of book cafes run by the publishing companies. We have looked into how such cultural characteristics have influenced the revitalization of the local culture.

Other examples included Potato Flower Studio in Gangwon-do; Gwangjang Market, Tongin Market and Samcheong-dong Streets in Jongno-gu, Seoul. A review of them showed us how the tradition and history was turned into modern cultural spaces. Cases outside Korea will also be introduced: Tianzifang (or Tian Zi Fang) in Shanghai and 798 Art Zone in Beijing, China, and Bank Art Studio in Yokohama, Japan.

This study will compare and analyze diverse success cases both in and outside Korea, to see how they were able to combine cultural characteristics, traditional features and almost-dead industrial spaces of one locality with new culture.

Potato Flower Studio is a case that demonstrates how a region and culture exist together. A good neighborhood for residents should be made based on local community, for it is a fundamental spatial element for their daily lives. The studio has played a role of local community in this regard.

As the society becomes increasingly complex and advanced, the importance of a local community will grow further. In a hard, fragmented urban life, the local community is almost the only spatial unit in which individuals can feel that they belong and understand their identity. The 107-year-old Gwangjang Market, the oldest in Korea, is a living proof that shows what the impact can be when tradition is colored by a story.

Samcheong-dong streets showed us how to turn tradition and history into contemporary modern spaces.

All these cases mentioned above tell us one thing: if we reflect unique culture or characteristics of one region to create a new space for arts and culture, we will be able to provide an opportunity to revitalize the region and promote the quality of life for its residents.

There are many international examples for cultural spaces and local culture. The study introduced Tianzifang in Shanghai and 798 Art Zone in Beijing, China and Bank Art Studio in Yokohama, Japan.

798 Art Zone is an arts and culture district in Dashanzi, northeast to the downtown Beijing. Active government support fostered a lot of cultural spaces for artists here. Tianzihang combined traditional industry with arts and culture, creating a new cultural space: it also served as a local community where the residents' base of life is transformed. Bank Art Studio is a part of an urban regeneration project that made use of historic buildings as spaces for arts and culture.

Cultural spaces must change according to the needs of the times. It is even more important now to have a further

study on diverse method to develop them.

In the future, the study plans to extend its spatial scope to other places both in and outside Korea, to identify cases where cultural spaces have revitalized local cultures and communities.

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