

Conservation of Famous Historic and Cultural Towns in the Process of Rapid Urbanization in China: A Case Study of Shanghai

中国快速城镇化进程中的历史文化名镇保护 ——以上海为例

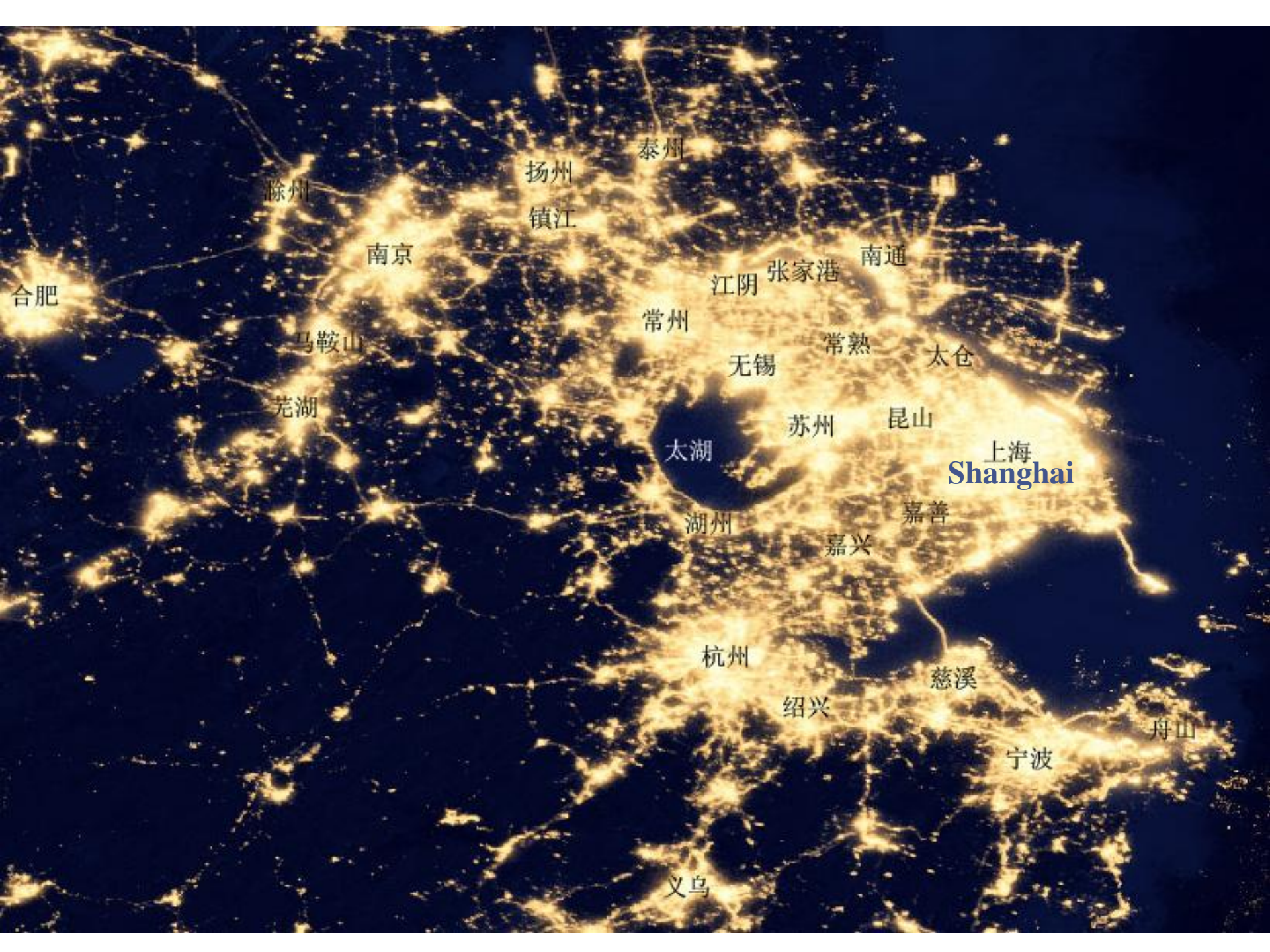
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Shanghai

泰州
扬州
镇江
南京
滁州
合肥
马鞍山
芜湖
常州
江阴
张家港
南通
常熟
太仓
无锡
苏州
昆山
太湖
上海
嘉善
嘉兴
湖州
杭州
绍兴
慈溪
宁波
舟山
义乌

The Predicament of Conservation of Famous Historical and Cultural Towns

历史文化名镇保护的困境

- In the developed coastal areas, famous historical and cultural towns have been gradually surrounded by cities. Affected by factors such as tourism development and migration of indigenous people, these towns are facing the dangers of the gradual disappearance of traditional culture.
- 在沿海发达地区，历史文化名镇逐渐被城市包围，受旅游开发、原住民外迁等因素影响，面临着**传统文化逐渐消失**的危险。
- At present, researches on famous historical and cultural towns in China are still partial to the material aspects, focus more on the spatial texture of the towns and architectures.
- 目前我国历史文化名镇的研究仍**侧重于物质层面的调查**，更多的关注城镇的空间肌理以及建筑本体。

The Predicament of Conservation of Famous Historical and Cultural Towns

历史文化名镇保护的困境

- The conservation method system of famous historical and cultural towns, which emphasis is placed on the planning of spatial texture and architectures restoration, does not has systematic method for culture conservation and core values presentation.
- 在历史文化名镇的保护方法体系中，侧重空间肌理的规划以及建筑单体的修缮，对于如何保护历史文化名镇的文化，如何展示历史文化名镇的核心价值并没有建立系统的方法。

Study on Cultural Ecology of Famous Historical and Cultural Towns in Shanghai

上海市历史文化名镇文化生态的调查研究

1. Jinze Town 金泽镇

2. Fengjing Town 枫泾镇

3. Liantang Town 练塘镇

4. Zhujiajiao Town 朱家角镇

5. Zhangyan Town 张堰镇

6. Jiading Town 嘉定镇

7. Nanxiang Town 南翔镇

8. Xinchang Town 新场镇

9. Chuansha Town 川沙镇

10. Gaoqiao Town 高桥镇



无锡

昆山

苏州

太湖

上海

Shanghai

嘉兴

嘉定

南翔

高桥

川沙

新场

张堰

朱家角

金泽

练塘

枫泾



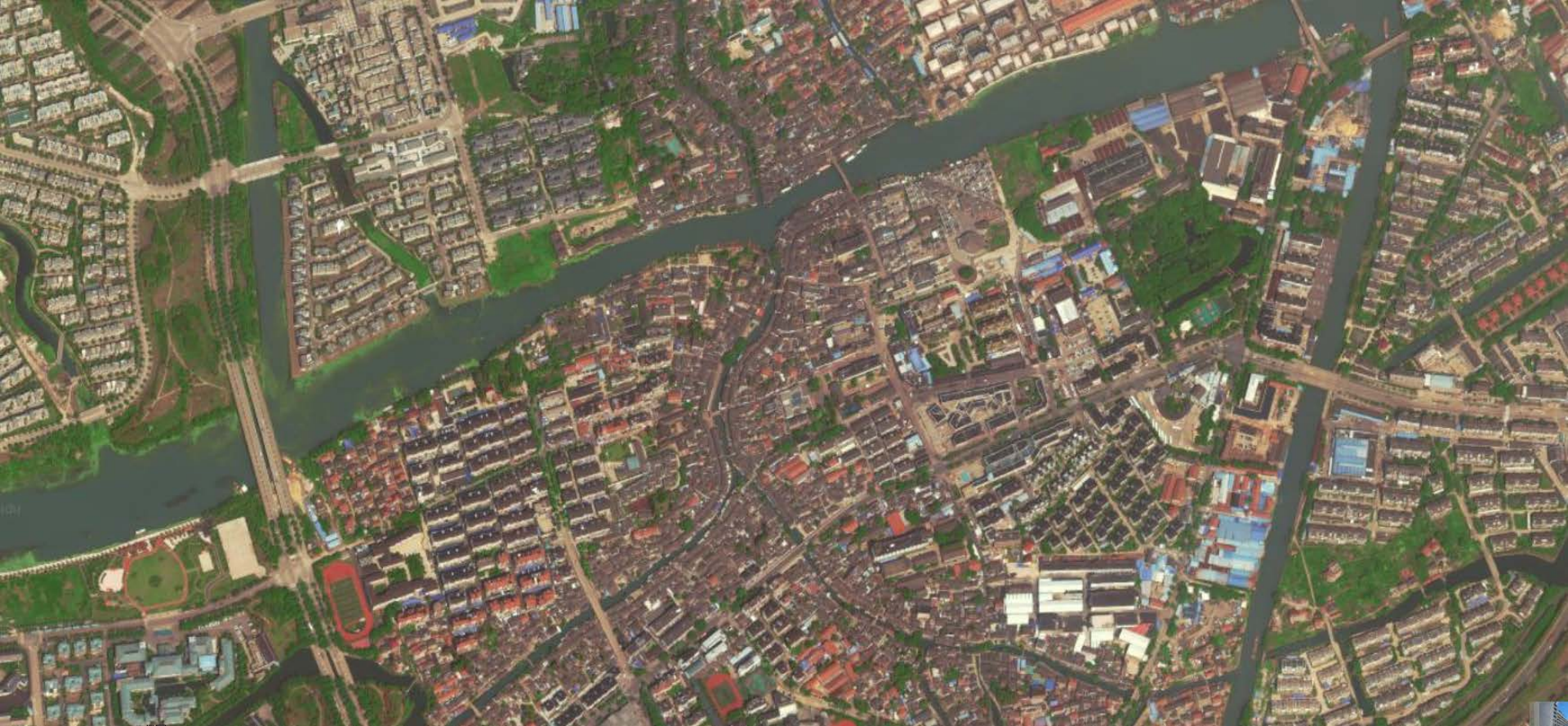
Jinze Town
金泽古镇



Fengjing Town
枫泾古镇



Liantang Town
练塘古镇



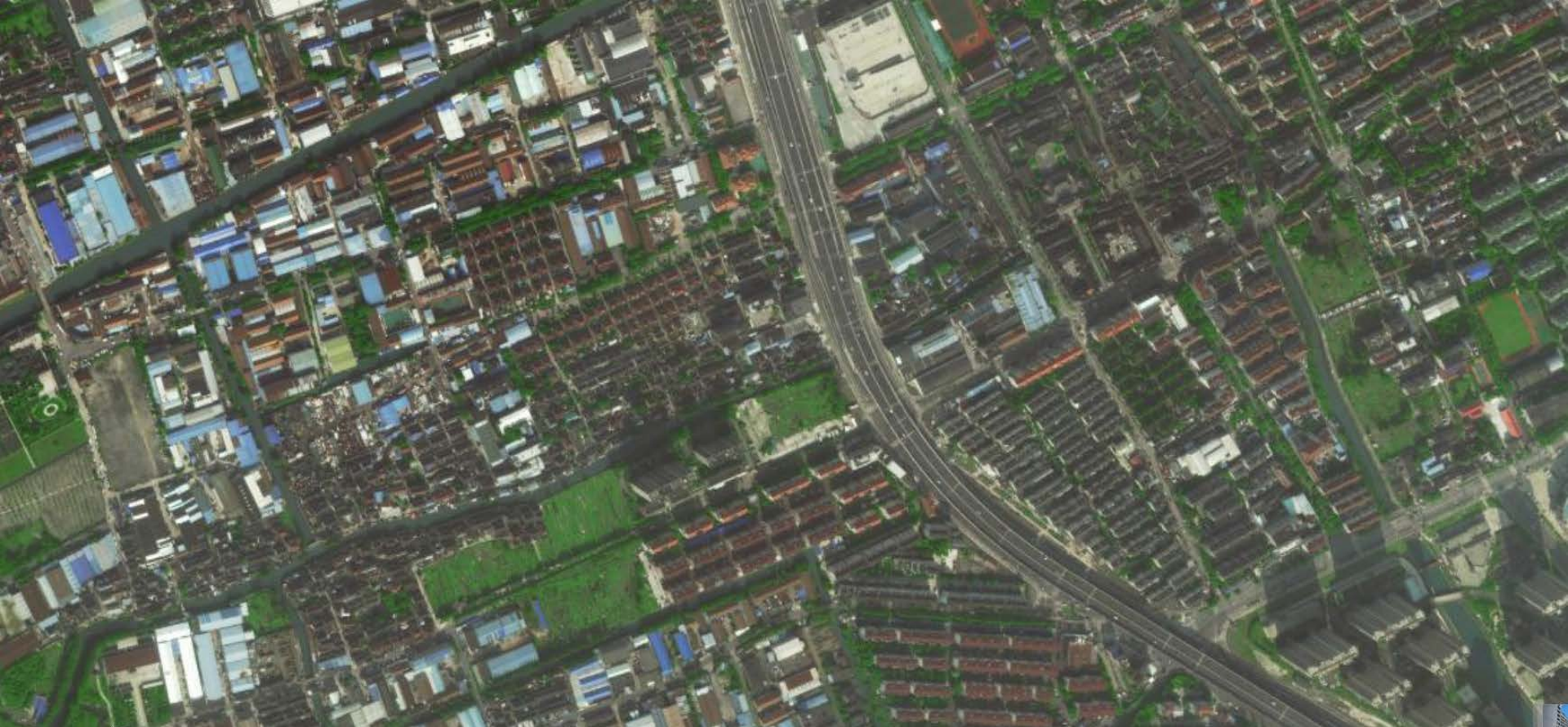
Zhujiajiao Town
朱家角古镇



Zhangyan Town
张堰古镇



Jiading Town
嘉定古镇



Nanxiang Town
南翔古镇



Xinchang Town
新场古镇



Chuansha Town
川沙古镇



Gaoqiao Town
高桥古镇

Reasons to Choose the Concept of Cultural Ecology

为什么选择文化生态的理念？

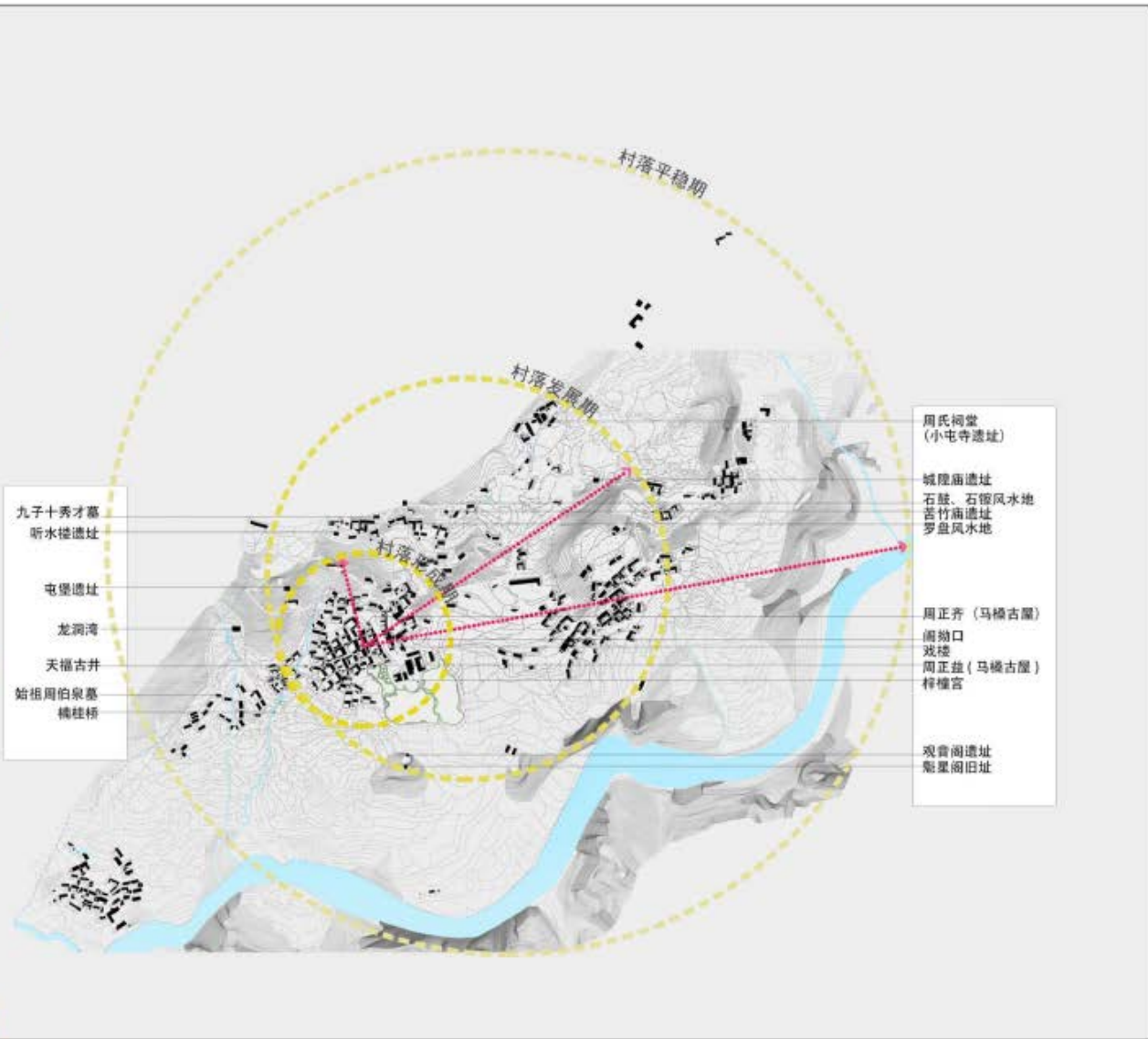
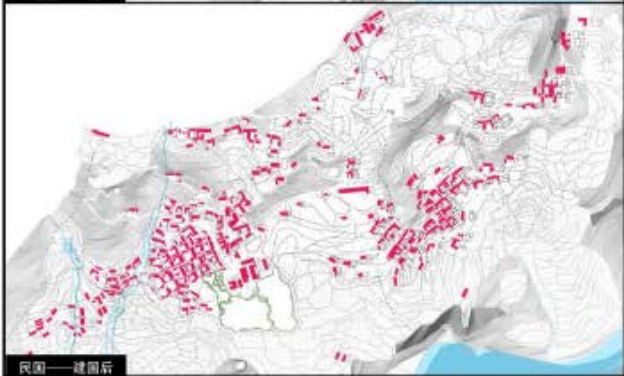
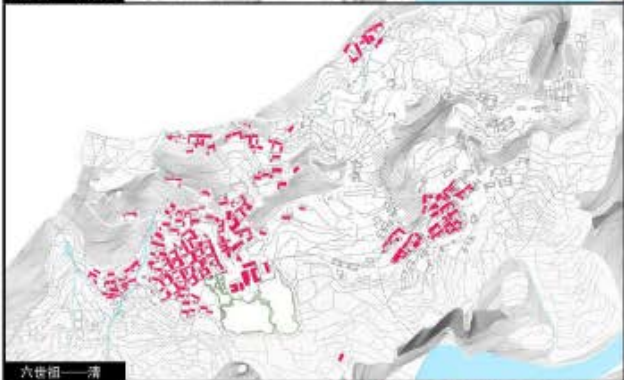
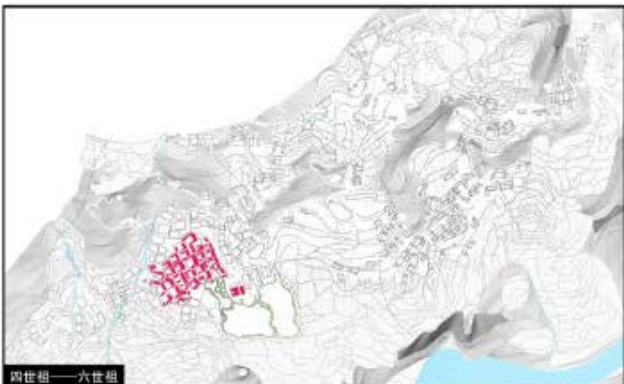
- Cultural ecology is the sum of all cultural achievements of a long process of civilization, that a nation has formed in different living environments and under a certain space condition, including natural cultural landscape, historical relics, cultural classics, religious culture, folk culture, folk art, celebrity culture and other cultural and ecological elements.
- 文化生态是一个国家和民族在漫长的文明进程中，在一定的空间条件下，在不同生存环境中形成的一切文化成果的总和。指自然人文景观、历史文物、文化典籍、宗教文化、民俗文化、民间艺术、名人文化等各种文化生态要素。

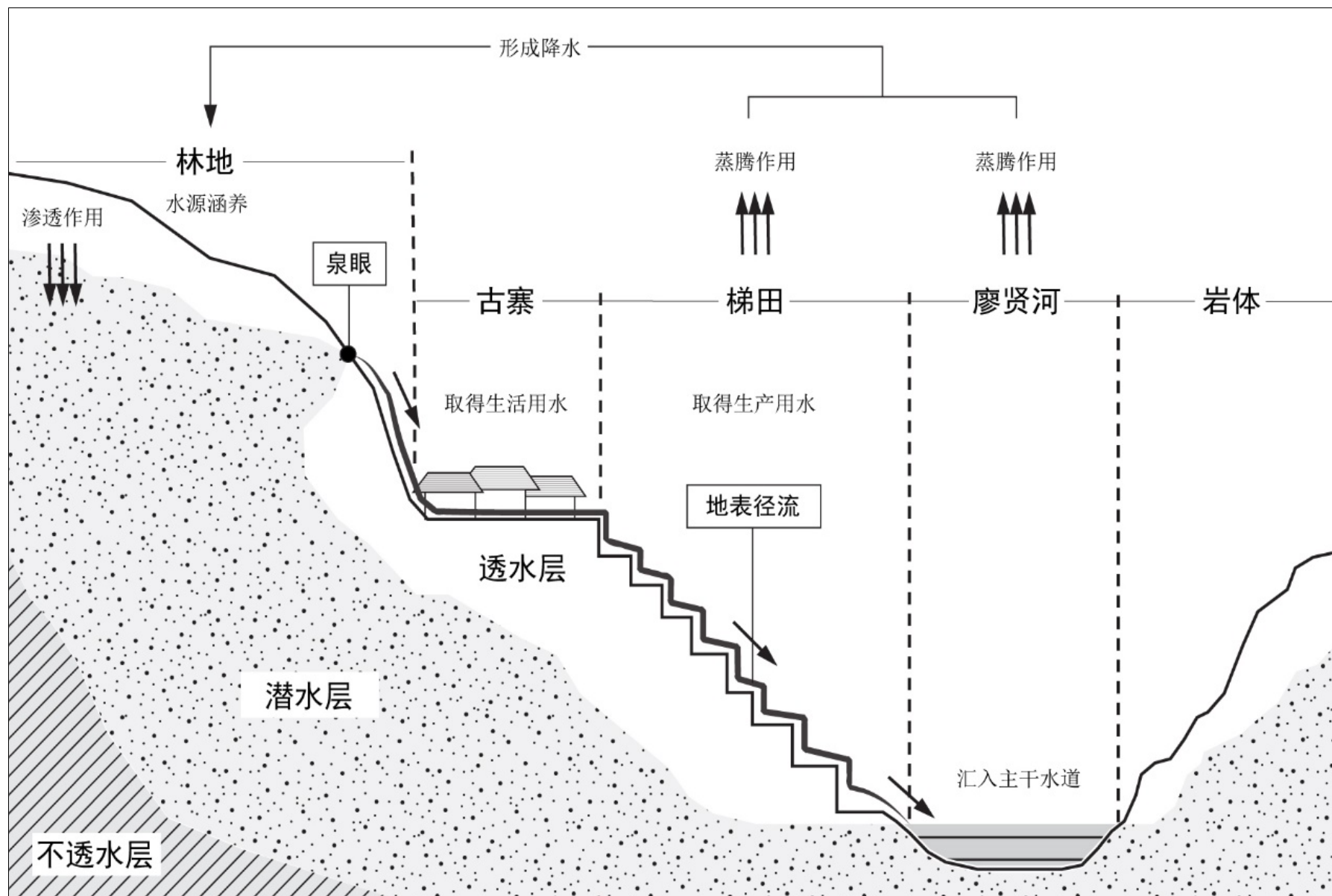
- Cultural ecology advocates studying the law of cultural production and development from the interactions among various variables of human, nature, society and culture, in order to seek the special appearance and patterns of cultural development in different regions -- cultural diversity.
- 文化生态学主张从人、自然、社会、文化的各种变量的交互作用中研究文化产生、发展的规律，用以寻求不同地域文化发展的特殊形貌和模式——文化多样性。
- In June 2007, the Ministry of Culture established the first National Cultural and Ecological Conservation Zone – the Min’nan Cultural and Ecological Conservation Experimental Zone. By 2014, 18 National Cultural and Ecological Conservation Experimental Zones have been established.
- 2007年6月，文化部设立第一个国家级文化生态保护区——闽南文化生态保护区，到2014年已设立了18个国家级文化生态保护区。

The Cultural Ecology of Loushang Village in Guizhou Province

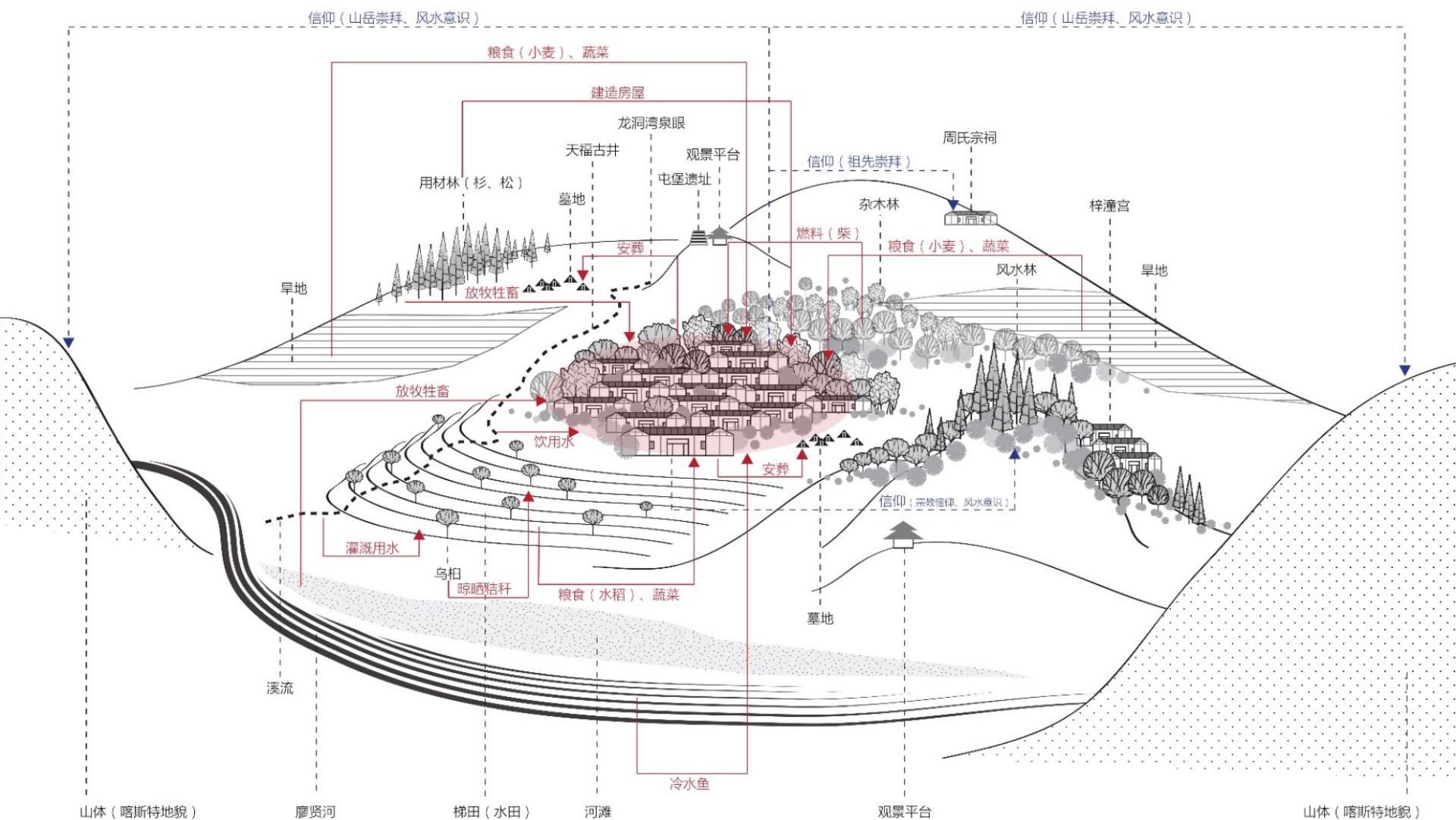
贵州楼上村文化生态



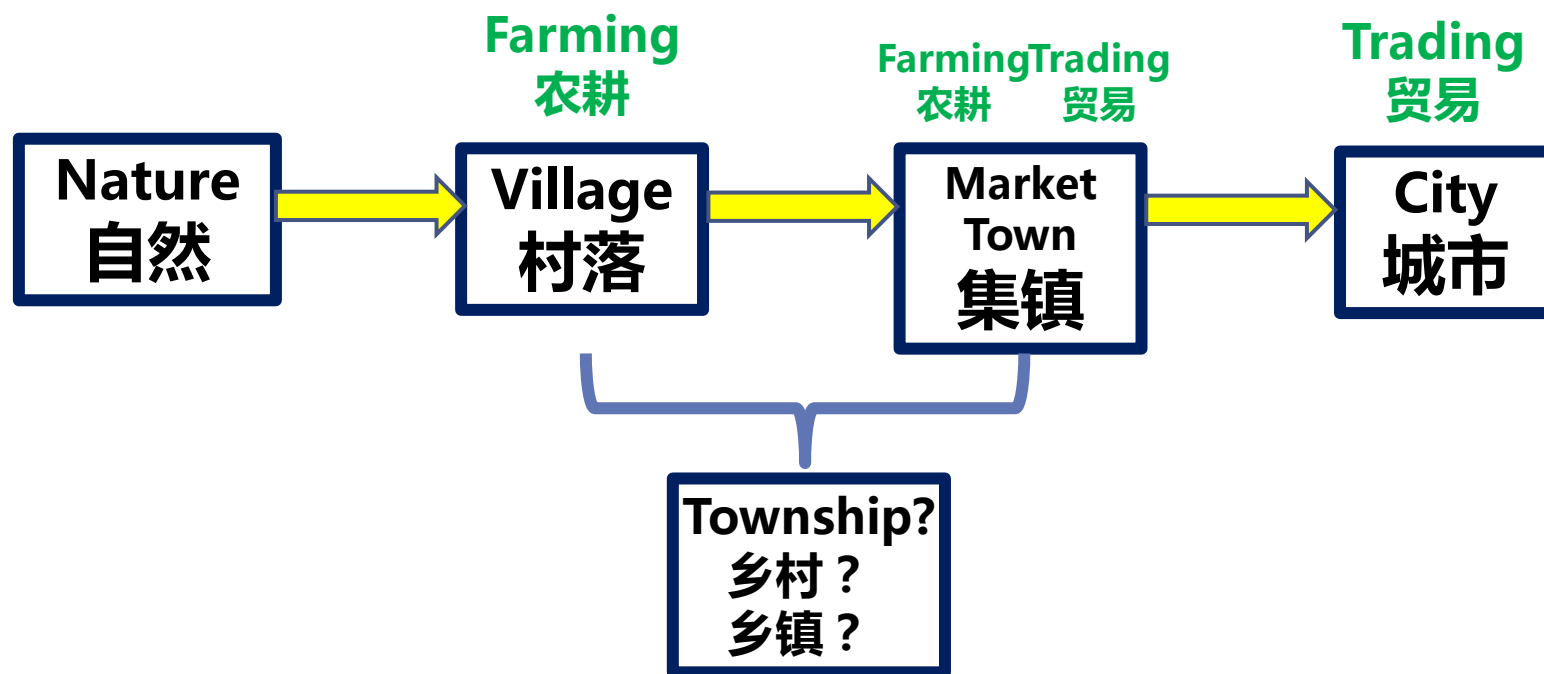




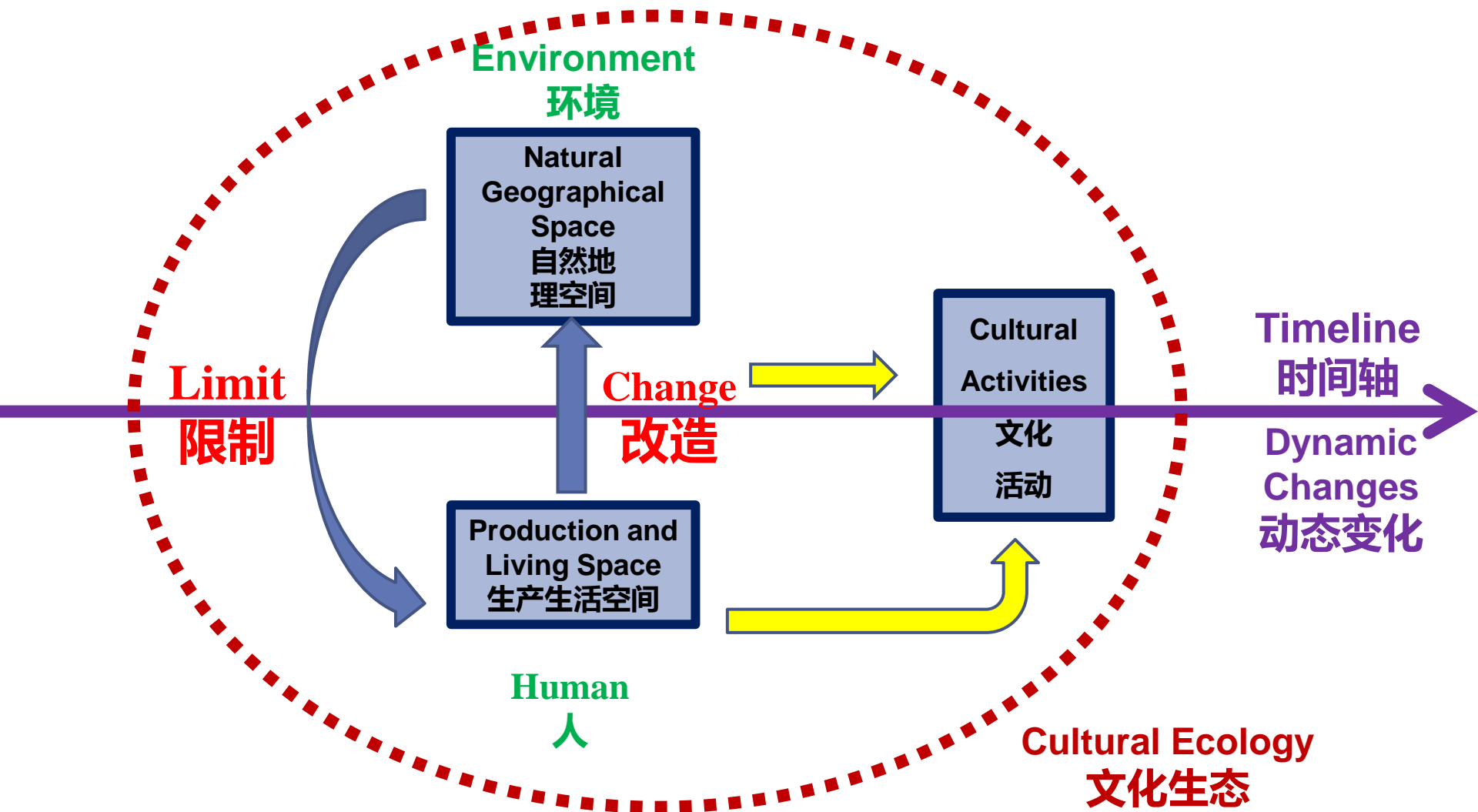
Water Circulation Model of Loushang village
楼上村水循环模型



Human Transformation Process of Natural Geographical Space 人对自然地理空间的改造过程



Cultural Ecology System 文化生态的系统





无锡

苏州

昆山

嘉定

南翔

高桥

上海

Shanghai

川沙

新场

朱家角

金泽

练塘

枫泾

张堰

嘉兴

太湖

Cultural Ecology of Xinchang Town

新场镇的文化生态





The Historical Evolution and Industrial Change of Xinchang Town

新场的历史沿革与产业变化

- In the Tang Dynasty, when Xinchang was a seaside resort, it was popularly called “Shisuntan” and later called “Shisunli”. At the end of the Tang Dynasty, Xinchang began to produced salt and became a “town”, so it started to collect taxes.
- 唐代，新场滨海时，俗呼“石笋滩”，后称“石笋里”。唐末开始晒盐，成为“里镇”，就开始征收税负。
- After the Five Dynasties, salt production was the individual behavior of salt producer, the formal saltern has not been formed yet.
- 五代时期起，制盐还是盐户的个体行为，尚未形成正式的盐场。

➤ During the Ganyou Period of the late Han Dynasty, official saltern began to appear in Xinchang.

➤ 后汉干佑年间，新场开始出现官办盐场。

➤ During the Jianyan Period of Song Dynasty, the official saltern called “Xiasha Saltern” was set 10 kilometers north of the Xinchang. As the south field of the saltern, Xinchang became a salt distribution center. Merchants settled in, and the market flourished. The “*Salt System of China* ” recorded the related situation of salt production in Xinchang.

➤ 宋建炎年间，官方在新场以北10公里处设置盐监，名为“下砂盐场”，新场则是该盐场的南场，新场成为盐的集散地，商贾入驻、市面繁荣。《中国盐法制》中记载了新场镇制盐的相关情况。

- In the early Yuan Dynasty, because of the migration of Headquarters of Xiasha Saltern, Shisunli became the new saltern, named “Xinchang”(which means “new saltern” in Chinese). At that time, blooming economy and increasing revenue made Xinchang officially become an administrative town.
- 元代初年，下砂盐场总部迁移十里，石笋里也就成为新的盐场所在地，于是有了“**新场**”之名。此时经济繁荣、税赋激增，新场正式成为镇一级行政单位。
- According to “*Shanghai County Records*”, Xinchang was “even more prosperous than county” and “the first town of eighteen towns in Pudong”.
- 明弘治年间的《上海县志》记载，新场的市面“县犹未及，有浦东十八镇新场第一镇”的说法。



- In the Jiajing Period of Ming Dynasty, because of the harassing of Japanese pirates, originally bustling Xinchang town was significantly affected.
- 明嘉靖年间，倭寇袭扰，原本繁华的新场镇，受到重大影响。
- In the late Ming Dynasty, as the estuary of Yangtze River narrowed, silt deposited in the estuary, and the land expanded, salt water gradually decreased.
- 到了明末，由于长江口变窄，河口泥沙淤积，陆地扩张，盐水就逐渐变少。



➤ In the Daoguang Period of Qing Dynasty, the mainland gradually extended to the sea. The distance from Xinchang Town to the sea has reached 30 Li. As the salt output dropped significantly, it was no longer suitable as a saltern.

➤ 清道光年间，大陆逐渐向海延伸，新场镇离海距离已达三十里，盐产量大幅下降，已不再适宜设为盐场，盐业风光不再。

➤ Residents in Xinchang Town grew cotton and rice in the original reed fields. Men Grew cotton while women wove cloth, and the industry has gradually shifted its focus to grain, cotton, mulberry and the handicraft industry. Traditional craftsmanship such as weaving and embroidering have been preserved to this day. With the rise of agriculture and textile industry, Xinchang Town, which no longer produced salt, kept developing in both aspects of economy and culture.

➤ 新场百姓就把芦苇田改种棉花、水稻，男种棉、女织布，产业逐渐转向以粮棉桑麻为主，兼有家庭手工业，织布、绣花等传统手工艺保存至今。农业、纺织业的兴起，使得不再产盐之后的新场镇未衰落，经济文化继续发展。





2013年前（左）与2017年（右）的千秋桥(Qianqiu Bridge)



2013年前（左）与2017年（右）的马鞍水桥(Ma'an Bridge)与石驳岸(Shibo Bank)

Important Places of Daily Life and Landscape Nodes 日常生活重要场所及景观节点



青龙桥头的居民纳凉

Residents enjoyed the cool beside the Qinglong Bridge

Preservation of Intangible Cultural Heritage

非物质文化遗产保存

Table of Intangible Cultural Heritage Rank and Directory in Xinchang Town
新场非物质文化遗产等级与名录统计表

非物质文化遗产等级(Levels)	Intangible Cultural Heritage 非物质文化遗产名录
National 国家级	锣鼓书、江南丝竹、琵琶艺术浦东派
Municipal-level 市级	卖盐茶（舞蹈）、灶花
District-level 区级	土布编织技艺、浦东三角粽制作技艺、凤露水蜜桃栽培技术、浦东木雕



浦东派琵琶培训班（左）与锣鼓书表演（右）



Daily Rehearsal Activities of Traditional Sizu Opera in Xinchang Town
新场古镇丝竹戏曲沙龙日常排练活动及排练场地



新场文化艺术活动中心

文化助活力 古镇万象新
2017新场镇文化艺术节广场天天演

浦东新区新场镇第三社区居委会主办

演出单位：浦东新区新场镇第三社区居委会



Religious Belief of Residents

民间信仰情况



南山寺老照片（左）与2017年正在修的南山寺正殿（右）



东岳观



耶稣堂

Survey on Interpersonal Relationship

人际关系调查

- To sum up, Xinchang Town has good interpersonal relationship. ① Local residents have a close relationship with each other, and a stable network of relationships has formed by long-term mutual helpfulness; ②Incomers universally accept the concept of “slow life”, thus quickly adapt to the lives in Xinchang Town and build a deep relationship with their neighbors.
- 总体而言，新场居民的人际关系良好，主要体现在：①本地常住居民之间关系亲近，长期以来的互帮互助形成了稳定的关系网；②外来业者在“慢生活”的生活理念上有一致性，很快融入到新场的环境中，与周围邻居交往颇深。



“一期一会” 郭女士



本地居民经营的“小幸运民宿”

Artist studios and practitioners in Xinchang Town

新场镇的艺术工作室与从业者



外来业者王金根先生讲解石雕艺术



“泥人王” 泥塑店

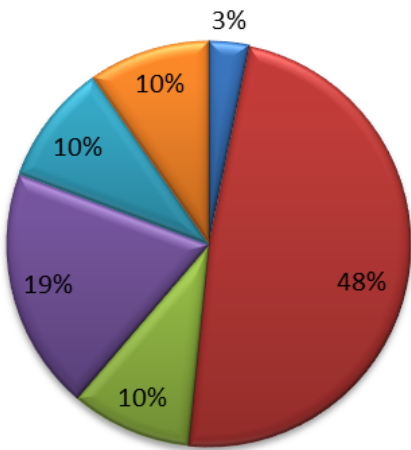


“慢时光” 首饰店与门口的小摊

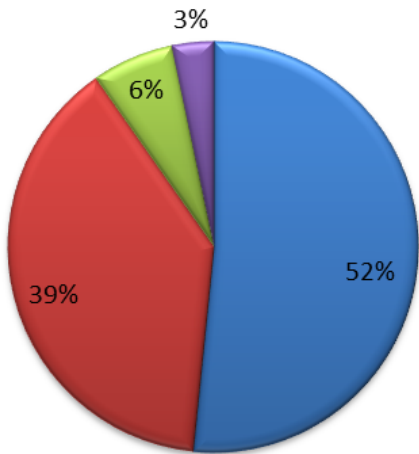
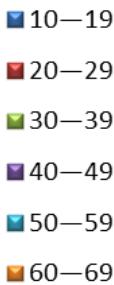
Tourist Survey

游客调查

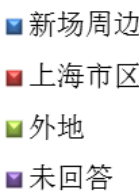
Background of Interviewees 受访者的背景情况



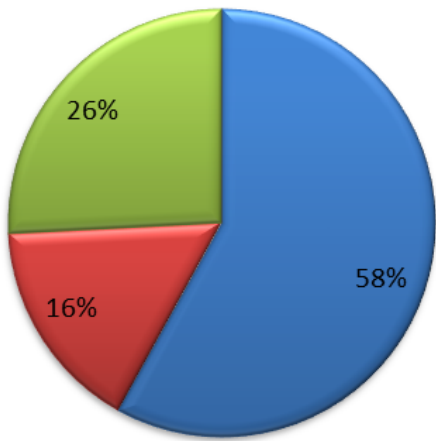
受访人员年龄段



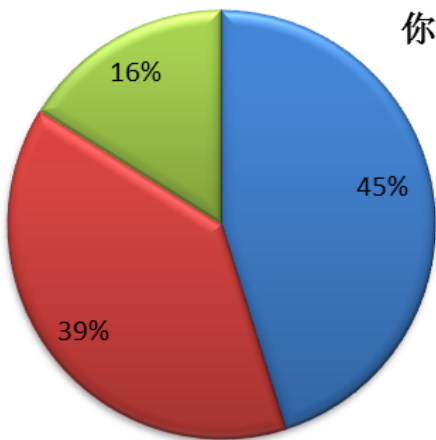
现在的居住地



Recognition of Xinchang Feature 受访者对新场特色的认知



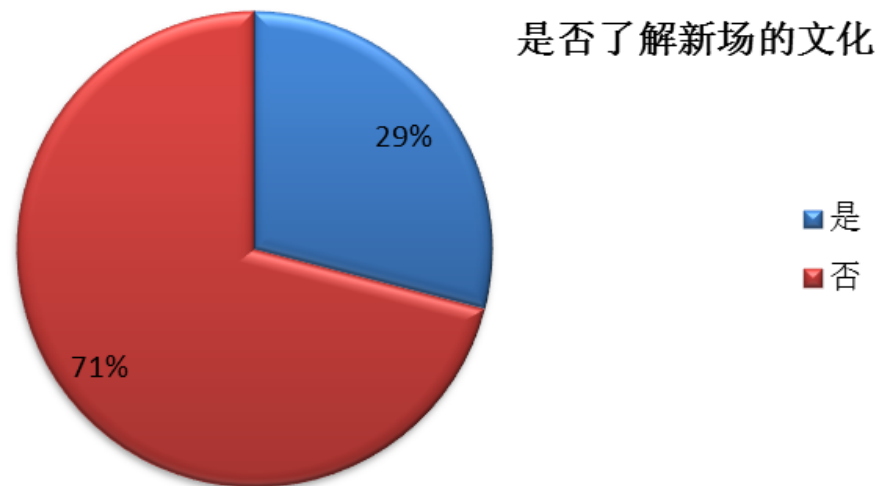
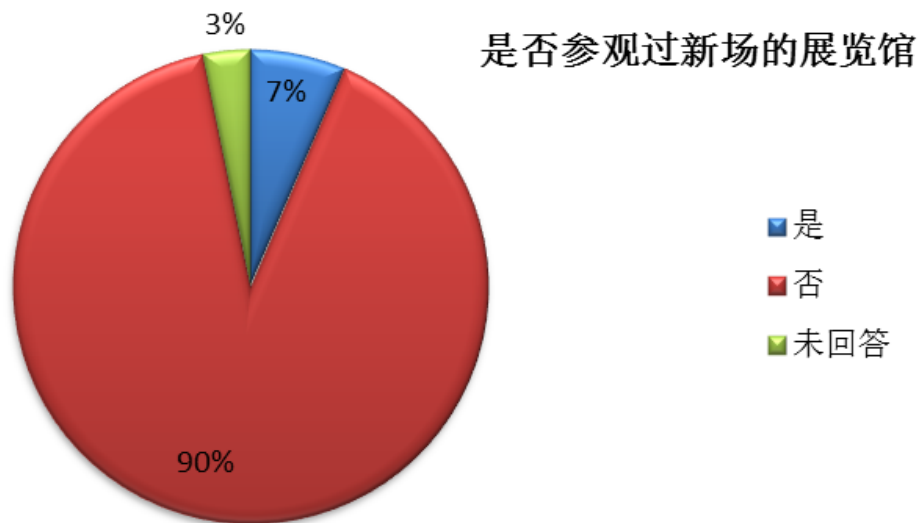
是否去过别的名镇



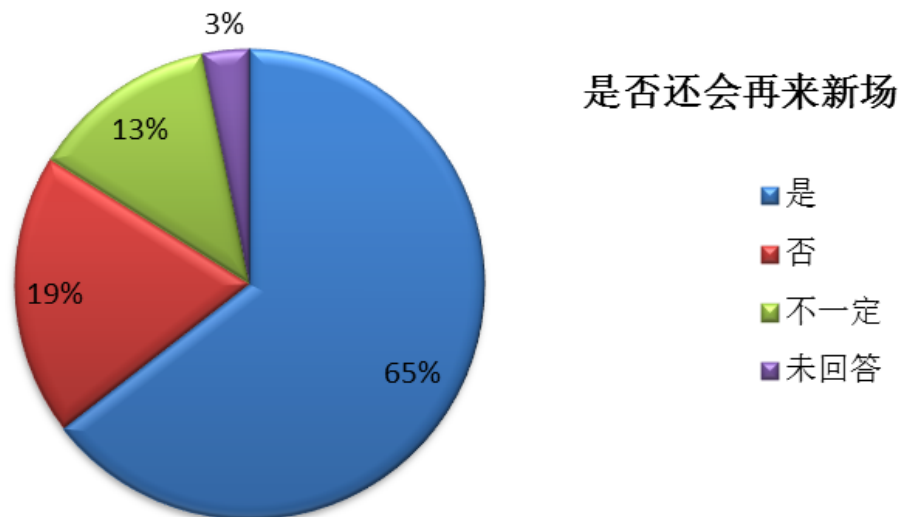
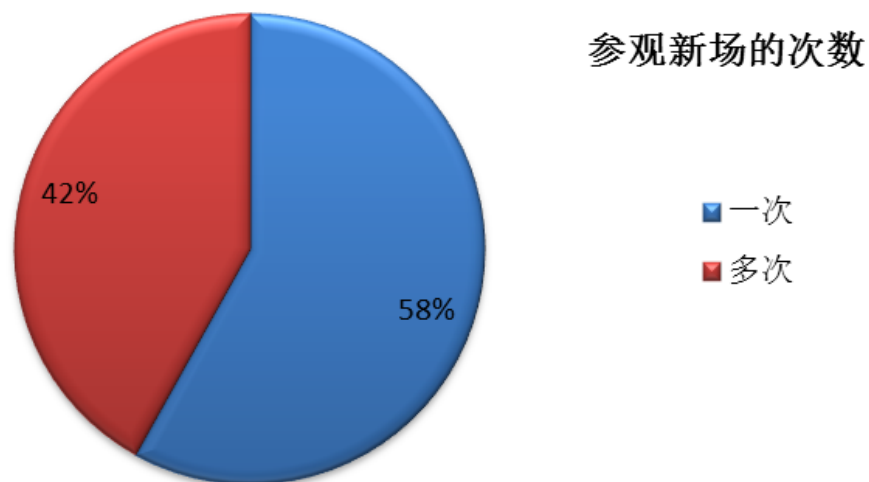
你认为新场是否有特色



Recognition of Xinchang Culture 关于新场文化的认知



Willingness to Visit Again 再次参观的意愿

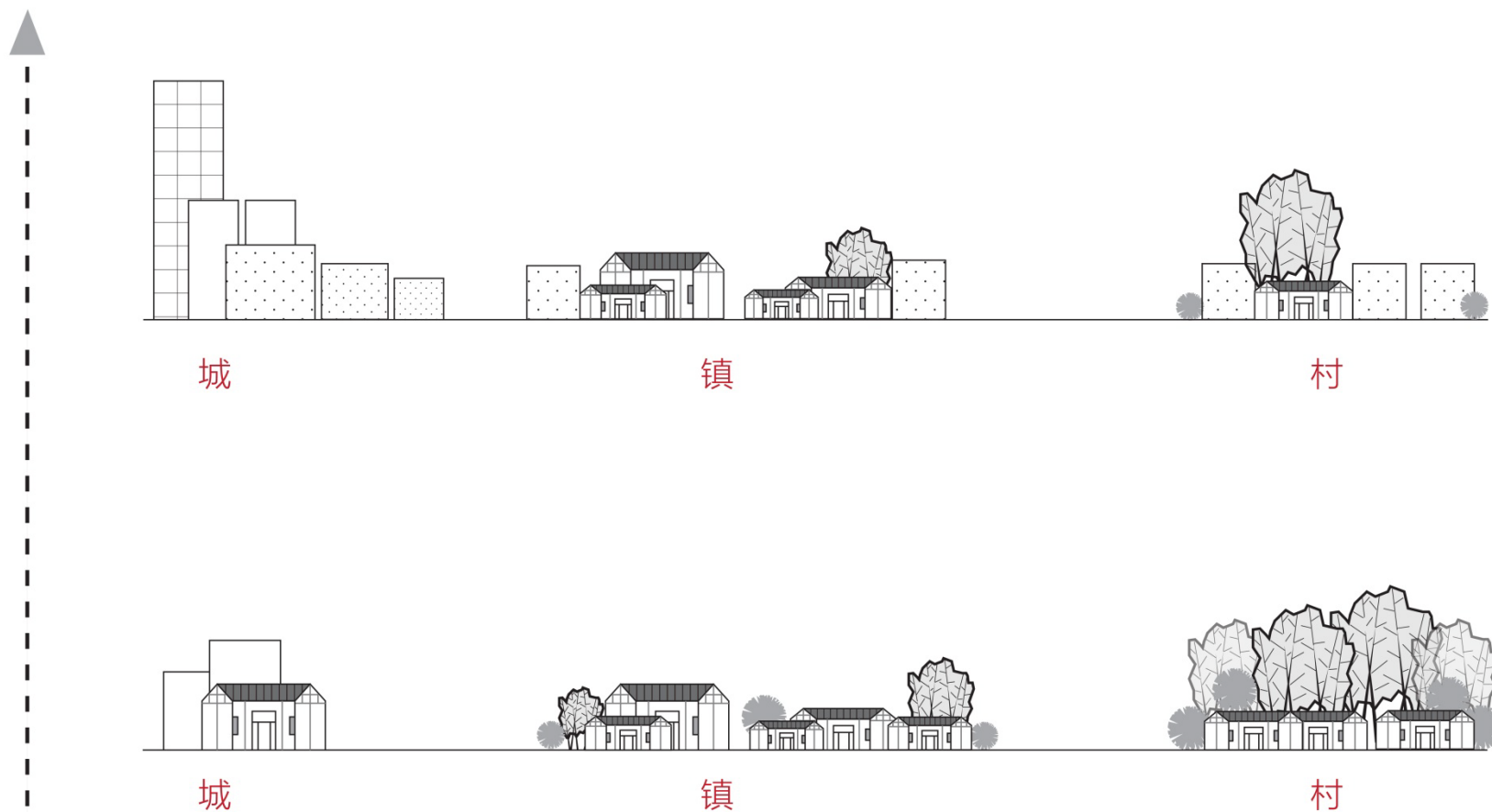


Problems Solved by the Study on Cultural Ecology of Historic towns

古镇文化生态研究解决的问题

□ Homogenization of City-Town-Village

□ 城—镇—村的同质化现象



Value Revaluation: Reevaluate the Core Value of Famous Historic and Cultural Towns

Xinchang Spirit—Pudong Spirit—Shanghai Spirt

价值重估：重新评估历史文化名镇的核心价值

新场精神----浦东精神----上海精神

Value Interpretation: Core Value Interpretation System of Famous Historic and Cultural Towns

价值阐释：历史文化名镇的核心价值阐释系统

Value Transfer: the Influence of Famous Historic and Cultural Towns on Future Life Pattern

价值传递：历史文化名镇对未来生活模式的影响

