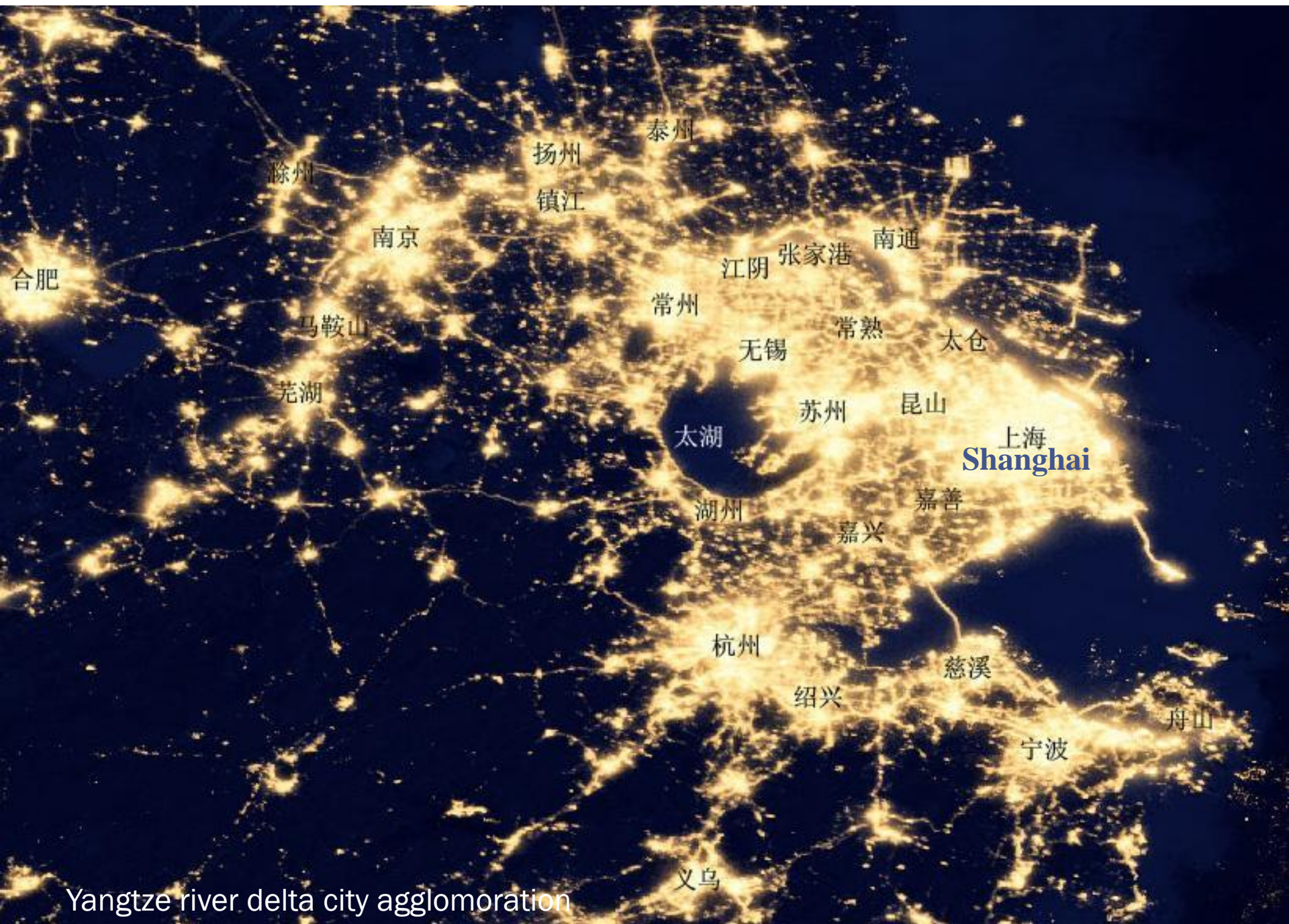


Conservation of Famous Historic and Cultural Towns in the Process of Rapid Urbanization in China: A Case Study of Shanghai

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Yangtze river delta city agglomeration

The Predicament of Conservation of Famous Historical and Cultural Towns

- In the developed coastal areas, famous historical and cultural towns have been gradually surrounded by cities. They are 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.
- 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.

The Predicament of Conservation of Famous Historical and Cultural Towns

- The conservation method system of famous historical and cultural towns, which emphasis on the planning of spatial texture and architectures restoration, does not has systematic method for culture conservation and core values presentation.

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

1. Jinze Town

2. Fengjing Town

3. Liantang Town

4. Zhujiajiao Town

5. Zhangyan Town

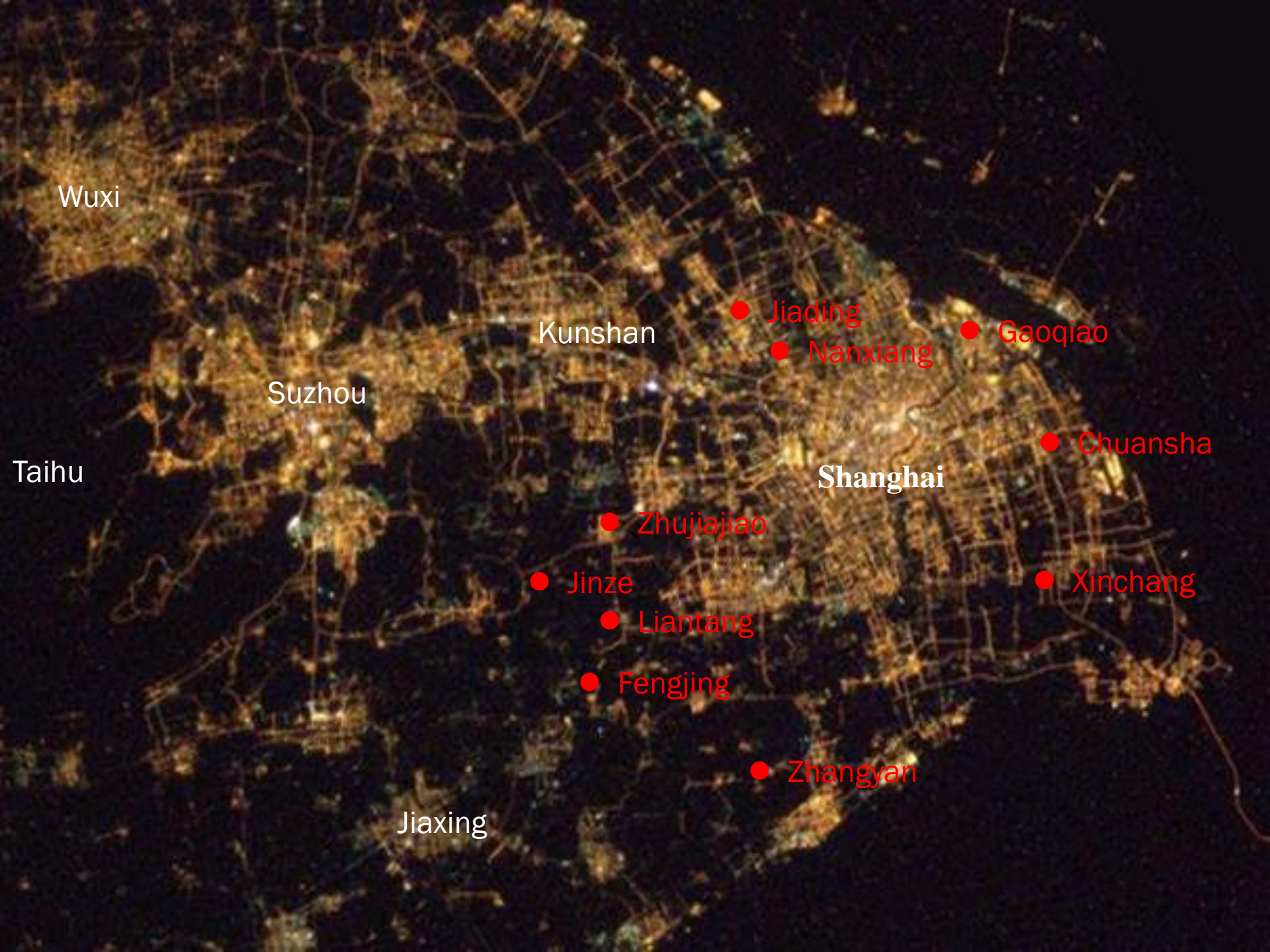
6. Jiading Town

7. Nanxiang Town

8. Xinchang Town

9. Chuansha Town

10. Gaoqiao Town



Wuxi

Suzhou

Kunshan

Taihu

Shanghai

Jiading

Nanxiang

Gaoqiao

Chuansha

Xinchang

Zhujiajiao

Jinze

Liantang

Fengjing

Zhangyan

Jiaxing



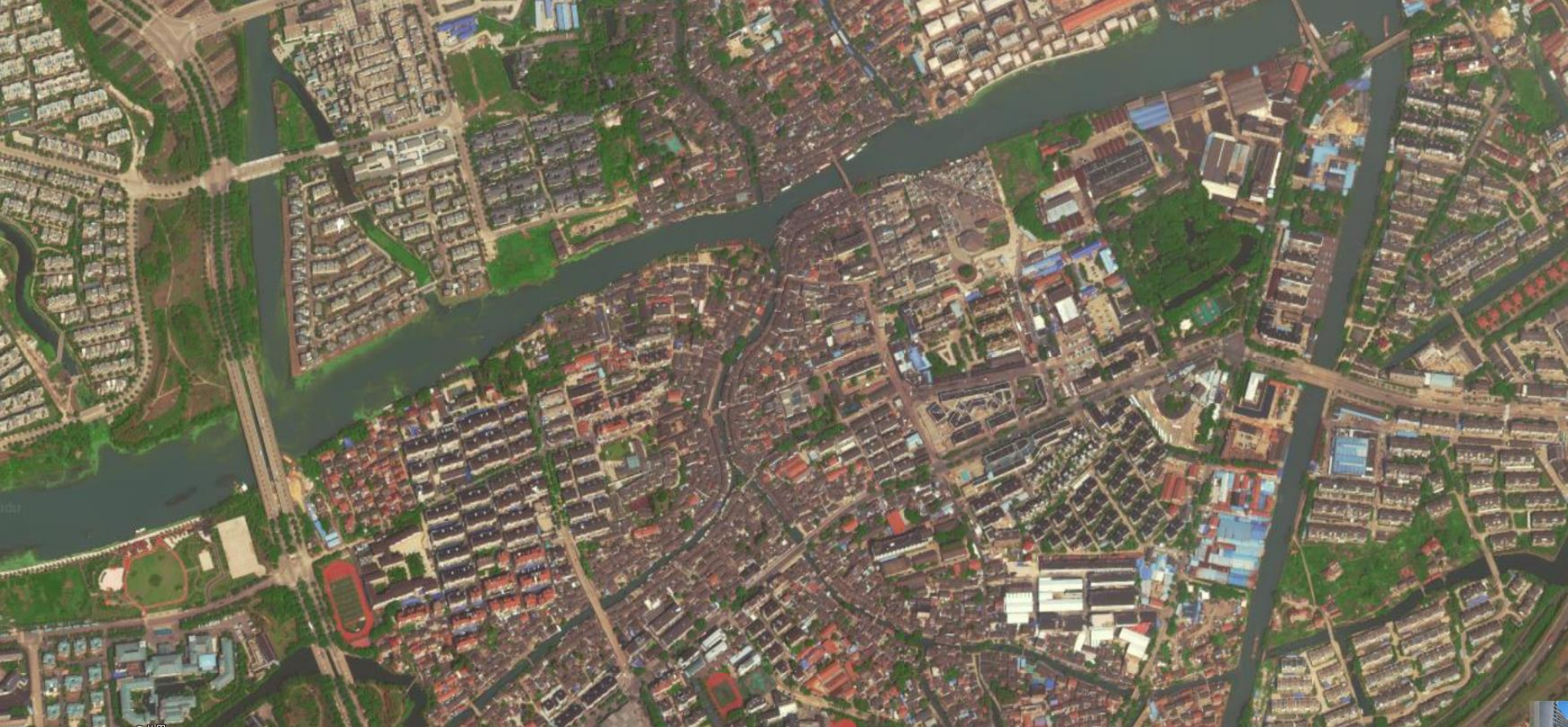
Jinze Town



Fengjing Town



Liantang Town



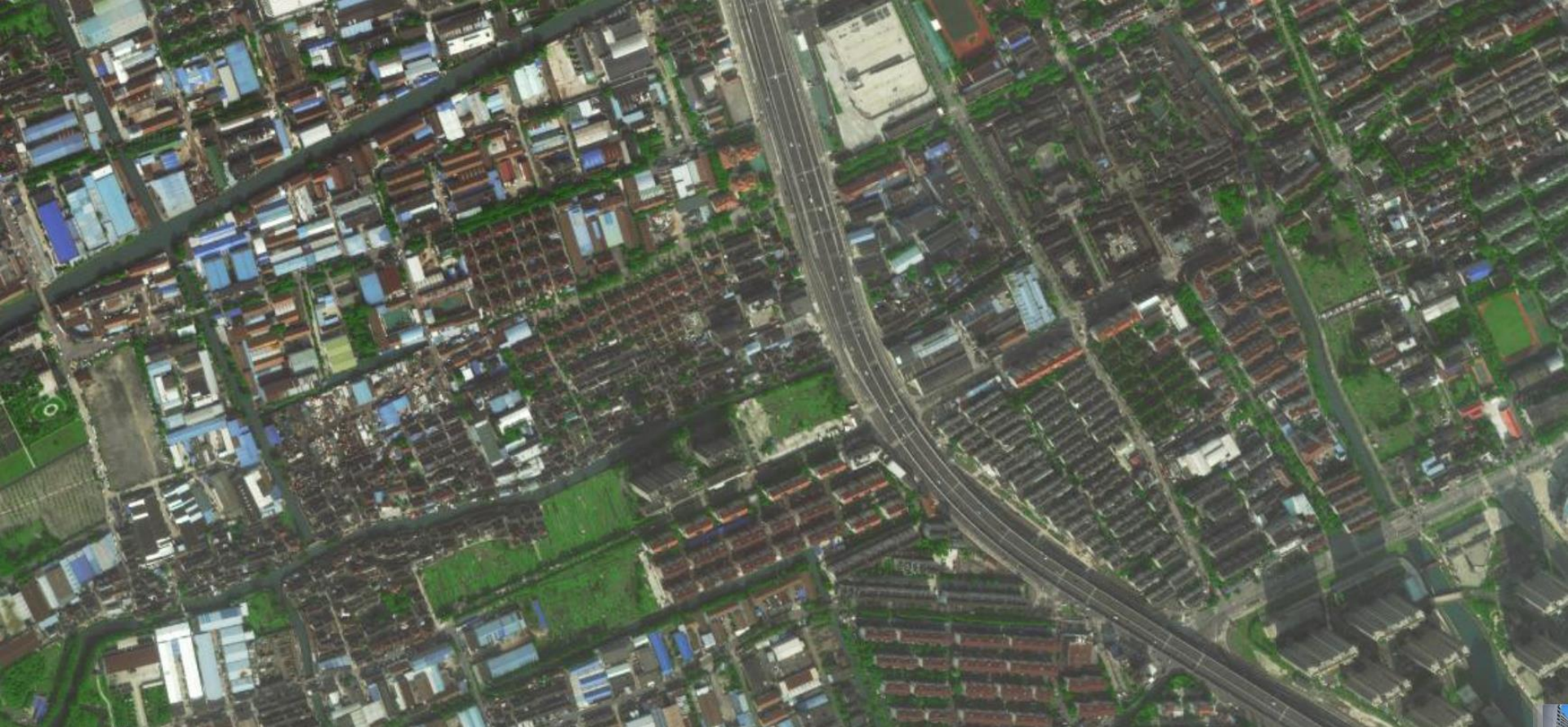
Zhujiajiao Town



Zhangyan Town



Jiading Town



Nanxiang Town



Xinchang Town



Chuansha Town



Gaoqiao Town

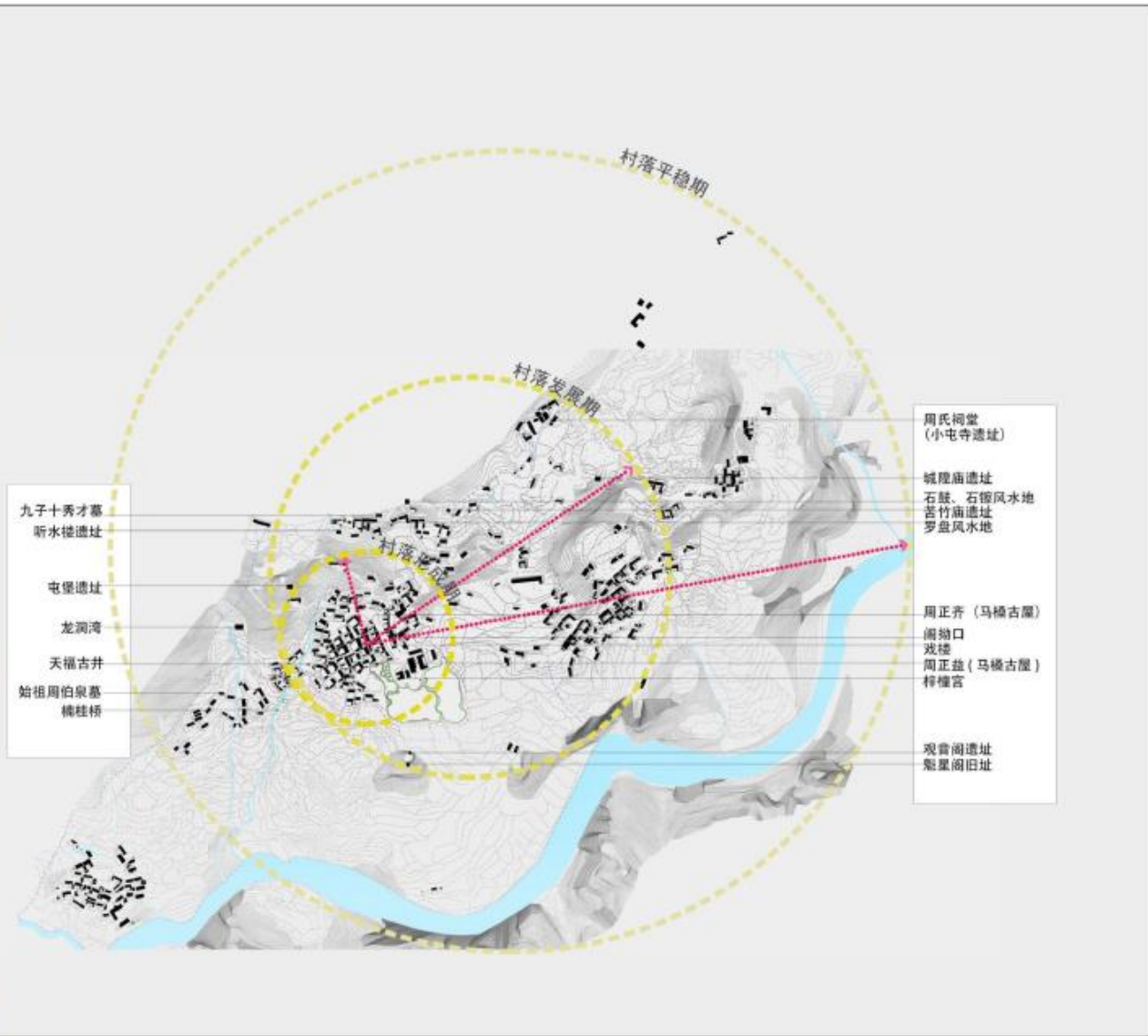
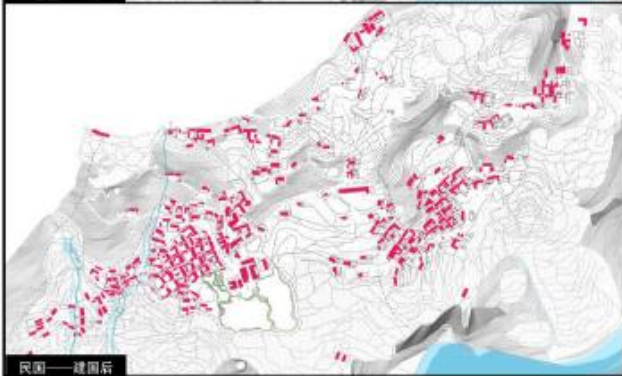
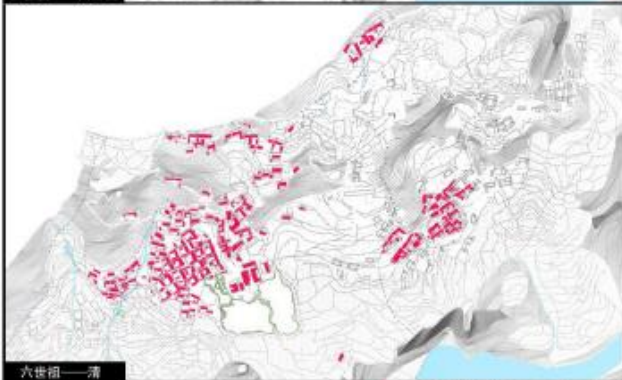
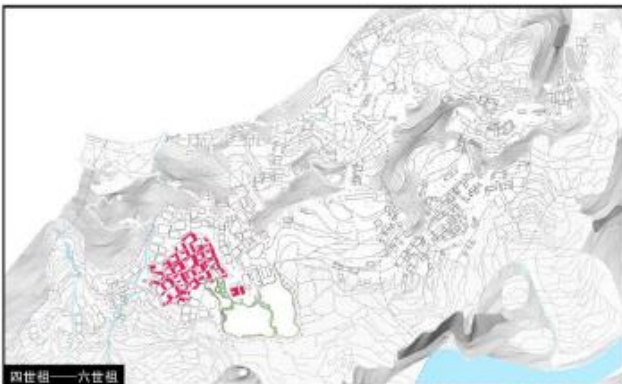
Reasons to Choose the Concept of Cultural Ecology

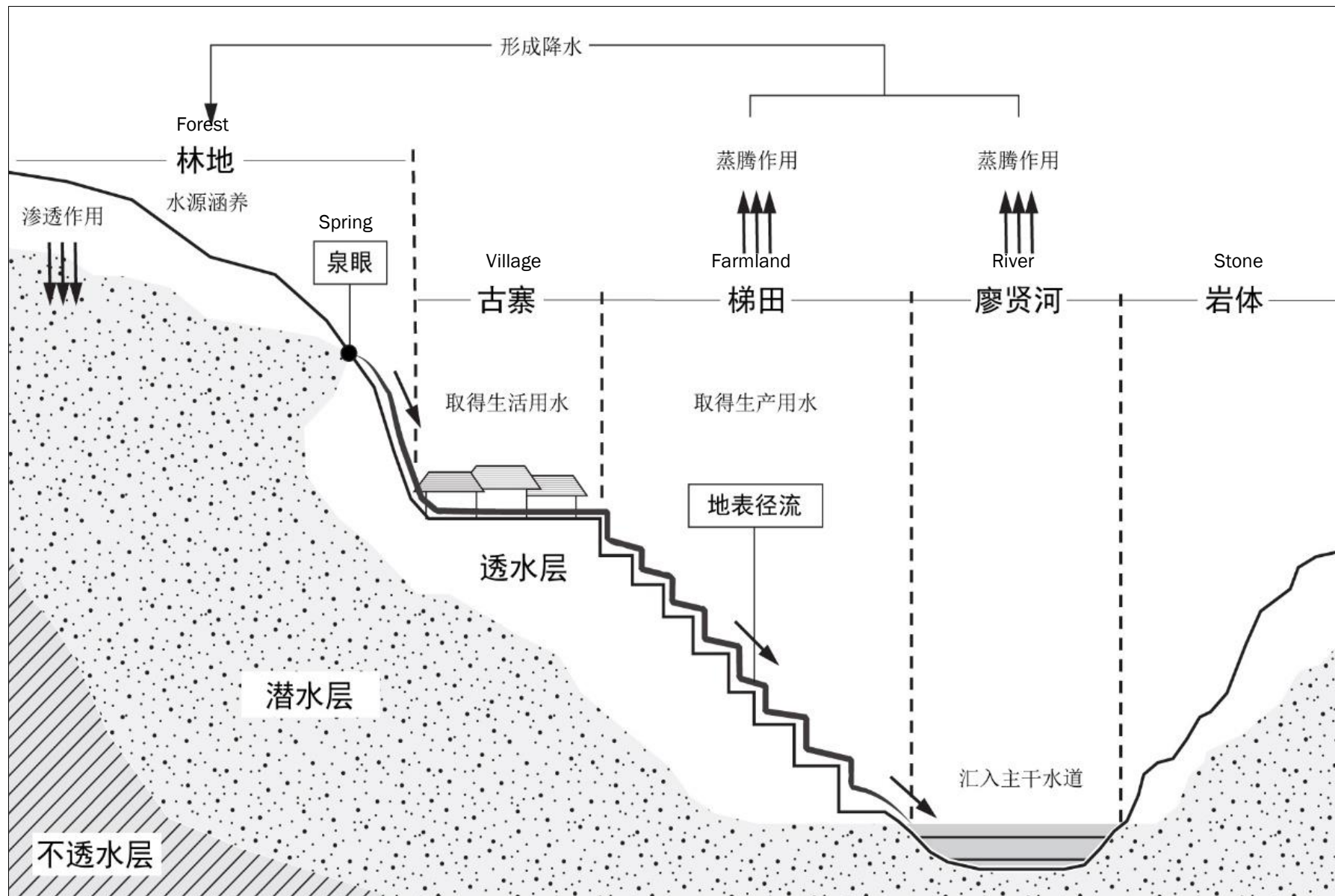
- Cultural ecology is the sum of all cultural achievements of a long process of civilization, that a nation has formed in different living environments and under a certain space condition, including natural cultural landscape, historical relics, cultural classics, religious culture, folk culture, folk art, celebrity culture and other cultural and ecological elements.

- 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.
- 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.

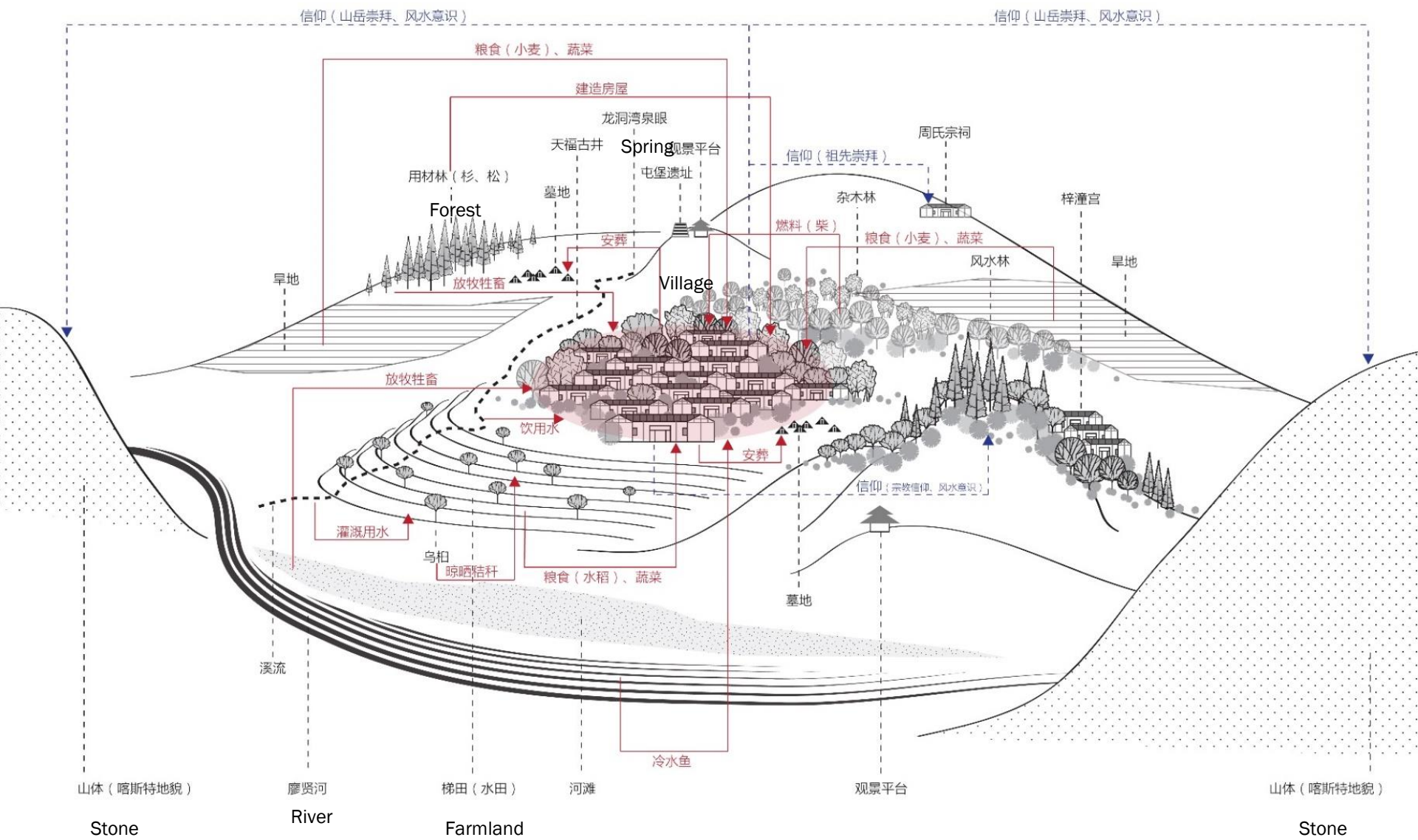
The Cultural Ecology of Loushang Village in Guizhou Province



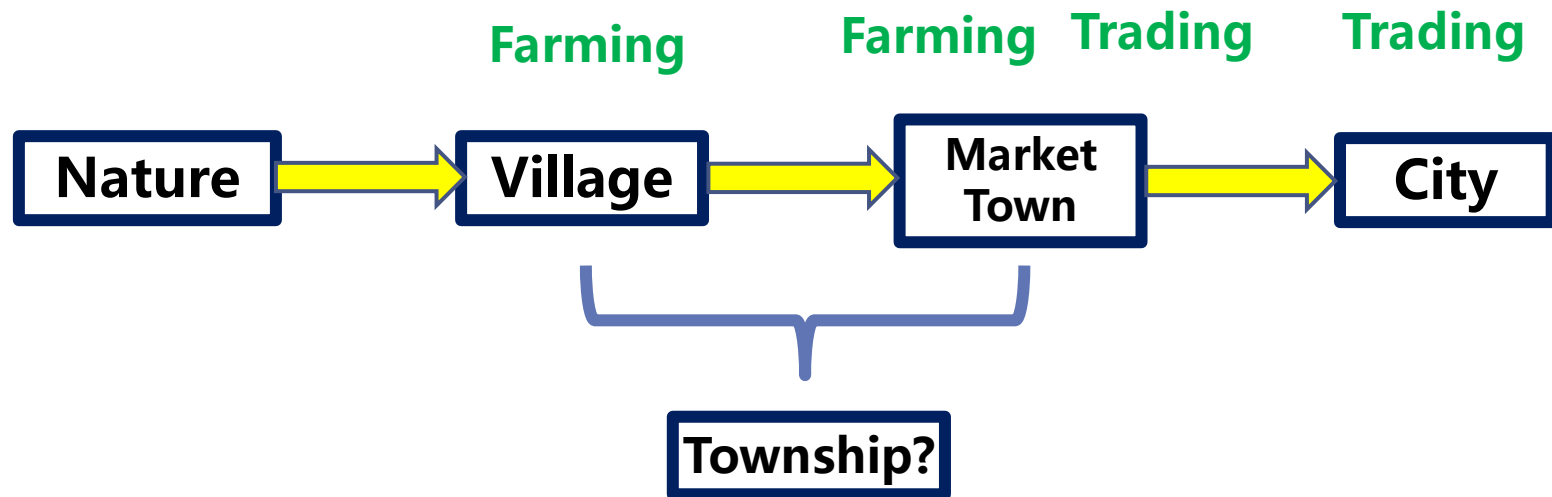




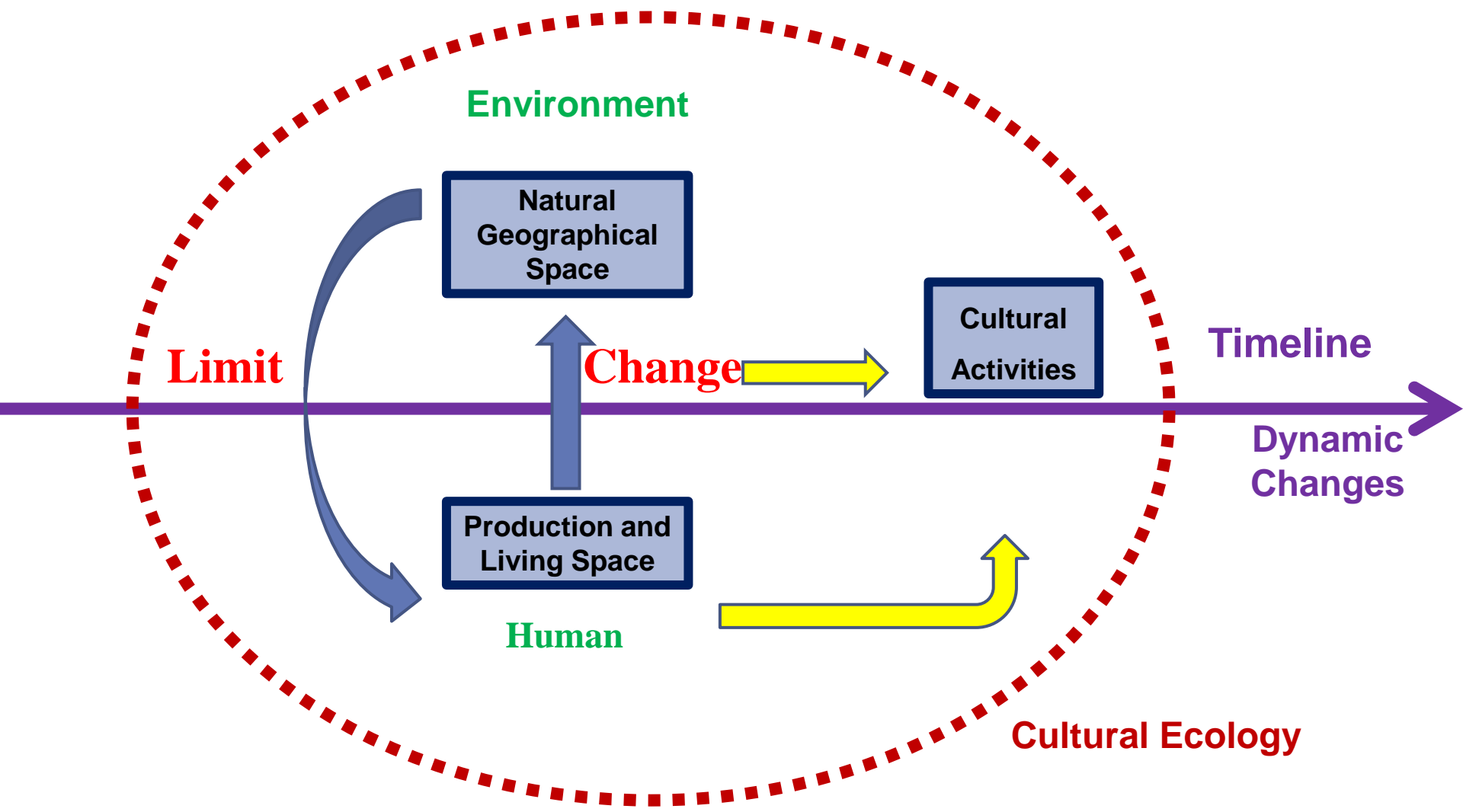
Water Circulation Model of Loushang Village

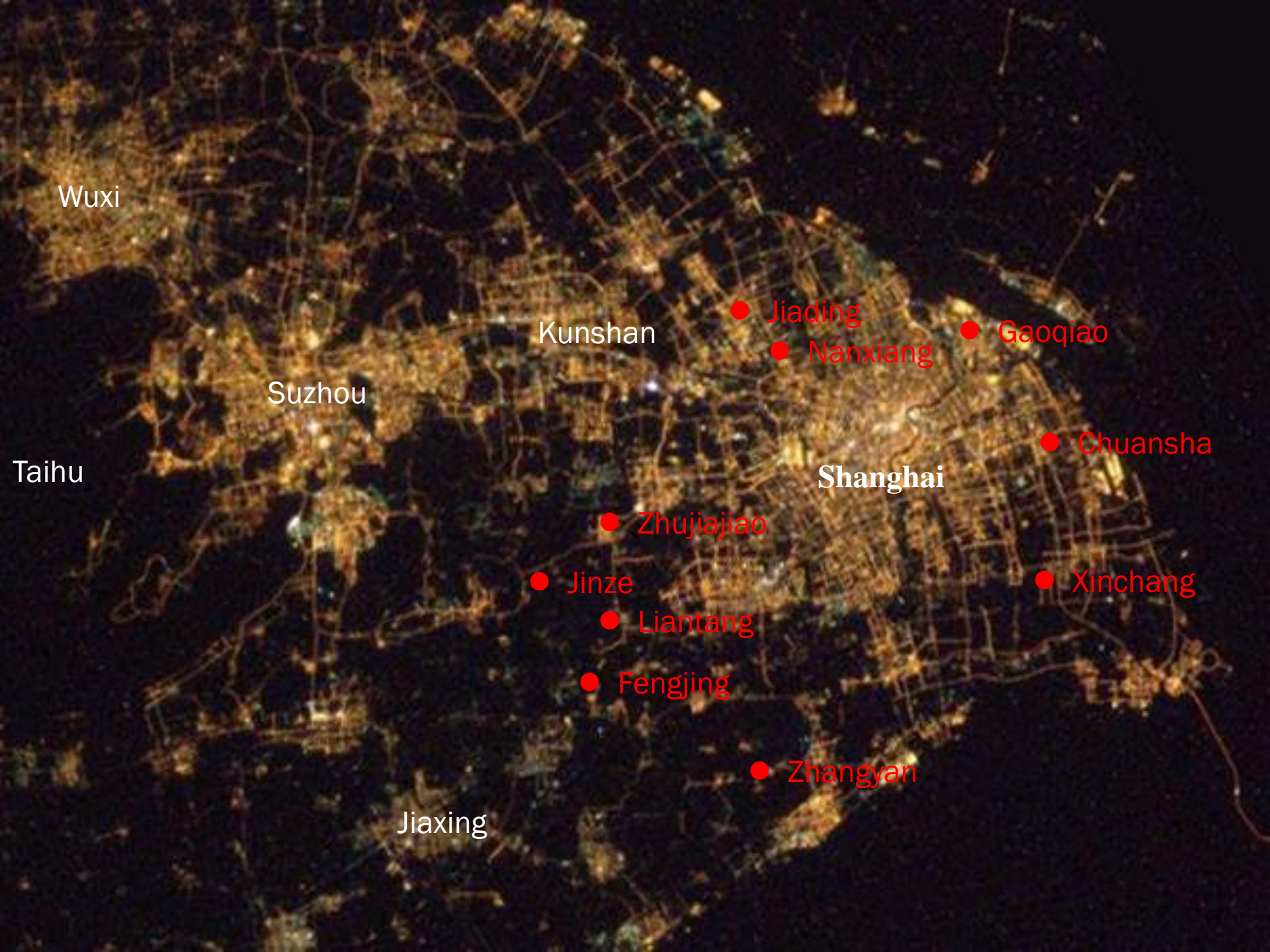


Human Transformation Process of Natural Geographical Space



Cultural Ecology System





Wuxi

Suzhou

Kunshan

Taihu

Shanghai

Jiaxing

Jiading

Nanxiang

Gaoqiao

Chuansha

Xinchang

Zhujiatiao

Jinze

Liantang

Fengjing

Zhangyan

Cultural Ecology of Xinchang Town





The Historical Evolution and Industrial Change of Xinchang Town

- 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 produce salt and became a “town”, so it started to collect taxes.
- After the Five Dynasties, salt production was the individual behavior of salt producer, the formal saltern has not been formed yet.

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

- 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.
- According to “*Shanghai County Records*”, Xinchang was “even more prosperous than county” and “the first town of eighteen towns in Pudong”.



- In the Jiajing Period of Ming Dynasty, because of the harassing of Japanese pirates, originally bustling Xinchang town was significantly affected.
- 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.



➤ 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.

➤ 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.





Qianqiu Bridge: before 2013 (left)



in 2017 (right)



Ma'an Bridge and Shibo Bank: before 2013 (left)



In 2017 (right)

Important Places of Daily Life and Landscape Nodes



Residents enjoyed the cool beside the Qinglong Bridge

Preservation of Intangible Cultural Heritage

Table: Intangible Cultural Heritage Rank and Directory in Xinchang Town

Levels	Intangible Cultural Heritage
National-level	Luogushu, Jiangnan Sizhu-music、 Lute (Pudong style)
Municipal-level	Salt selling (dance), Range of flowers
District-level	Homemade cloth craft, the technique of warping trangled-zongzi (Pudong) , cultivation of Fenglu prunus persica, Wood carving (Pudong)



Lute training course of Pudong style



Performance of Luogushu



Daily Rehearsal Activities of Traditional Sizu Opera in Xinchang Town



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

协办单位：浦东新区新场镇第三社区居委会

演出单位：浦东新区新场镇第三社区居委会

演出时间：2017年8月12日

演出地点：浦东新区新场镇第三社区居委会

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Religious Belief of Residents



Nanshan Temple



Nanshan Temple under construction (2017)



Dongyue Temple



Jesus Chapel

Survey on Interpersonal Relationship

- 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;
- ② Incomers universally accept the concept of “slow life”, thus quickly adapt to the lives in Xinchang Town and build a deep relationship with their neighbors.



Mrs. Guo. and the community activities



A homestay run by the local people

Artist Studios and Practitioners in Xinchang Town



A stone carving shop



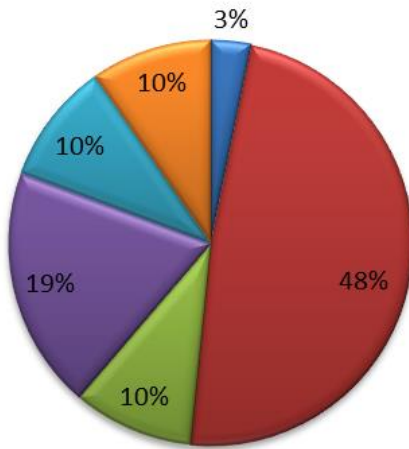
A clay shop



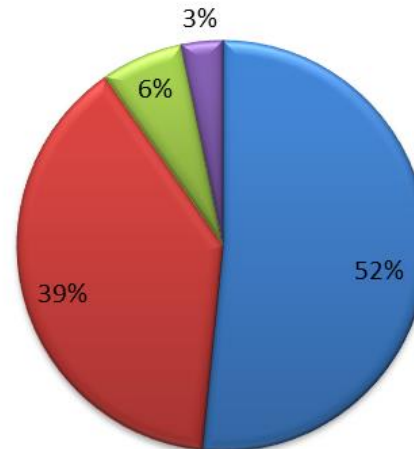
A jewelry shop and the booth

Tourist Survey

Background of Interviewees



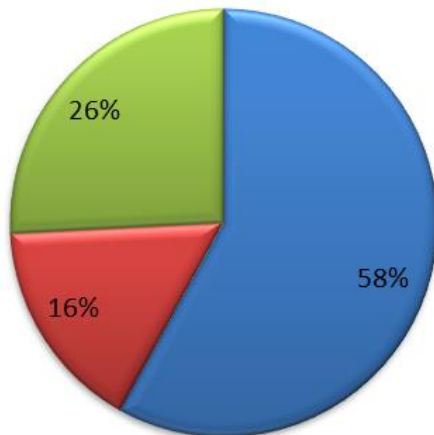
受访人员年龄段



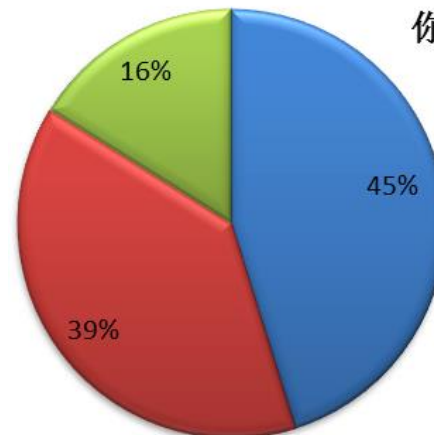
现在的居住地



➤ Recognition of Xinchang Feature



是否去过别的名镇

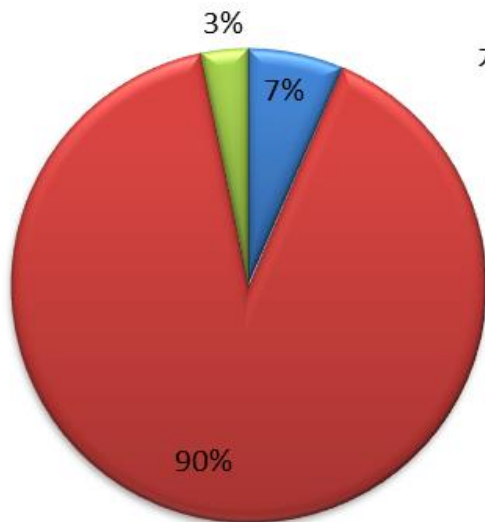


你认为新场是否有特色



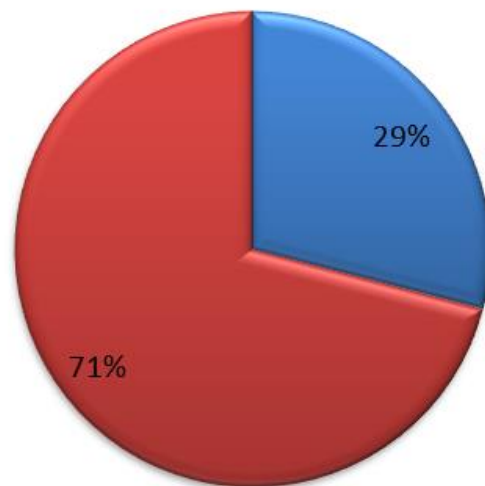
□ Recognition of Xinchang Culture

是否参观过新场的展览馆



■ 是
■ 否
■ 未回答

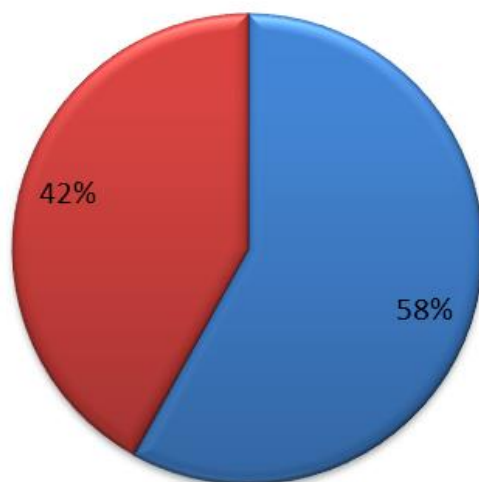
是否了解新场的文化



■ 是
■ 否

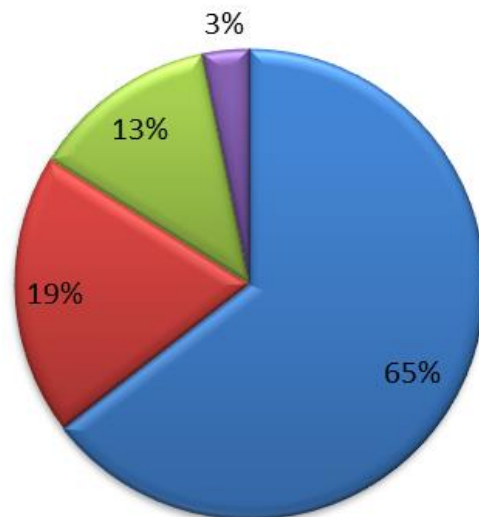
□ Willingness to Visit Again

参观新场的次数



■ 一次
■ 多次

是否还会再来新场



■ 是
■ 否
■ 不一定
■ 未回答

Problems Solved by the Study on Cultural Ecology of Historic Towns

□ Homogenization of City-Town-Village



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

Xinchang Spirit—Pudong Spirit—Shanghai Spirit

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

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

