

Urban Cultural Excavation and Reconstruction in the Perspective of Cultural Interaction: An Example of Modern Counter-Industrial Development on the Suzhou Riverbank

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Urban culture, as the core force of urban development, has been explored more deeply in the process of modern urban transformation and construction. However, cities have their own unique memories, and cultural continuity and heritage require further innovation. The Suzhou River was the center of Shanghai's initial development and carries an important cultural heritage. In 1996, Shanghai launched the comprehensive environmental improvement of the Suzhou River, which has achieved the reverse industrialization of the Suzhou River through the fine management of the city, and has made a good achievement of urban management and a new culture of the Suzhou River. This paper takes, Shanghai, a maritime city, as the background, takes the management of Suzhou River as the entry point to explore the new path of building urban culture in the new era, and studies the cultural significance contained in the fine management of modern cities.

Keywords: urban culture, cultural reinvention, modern urban refinement governance

The Significance of the Times for Urban Culture Excavation and Construction

Culture is a spiritual force that can have a profound impact on social development; and for a city, culture is its soul and an inexhaustible source of charm and attraction, supporting the survival and development of the city. City culture is a spiritual pillar internally and a soul card externally; digging and constructing city culture well, and promoting the in-depth dissemination of city culture, play an important role in the construction of socialism with Chinese characteristics and the promotion of advanced culture of socialism with Chinese characteristics in the new era.

Throughout the changes in the development of urban culture, the main body, content, and channels of urban culture communication have transformed with the development of the technology of the times and changes in the communication pattern: from professional media dominating to the public being the producers and disseminators of urban culture, connecting individuals with urban culture, and sharing urban stories and urban spirit; from looking at the magnificent historical and cultural sources to focusing on tiny specific individuals, connecting

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culture with the land and “smoke and mirrors” to create a sense of the living atmosphere of urban culture; and from traditional media, such as television and radio to emerging media, contributing to the expansion of the scope and influence of urban culture propaganda. In the new era, urban culture is still in the stage of continuous development, improvement, and innovation, and should continue to adhere to the fundamental of cultural self-confidence, continuously excavate, build, and carry forward the advanced culture of socialism with Chinese characteristics, and promote the high-quality development of cities and the construction of socialism with Chinese characteristics.

Urban Transformation Guided by the Principle That Cities Should Be Built by the People and for the People

In the urban transformation of the people's needs in the first place, adhere to the people as the position, people as the center, the implementation of the “people's city people built, people's city for the people” is to meet the new situation of urban work, to adapt to the new requirements of reform and development, and to meet the people's new needs of the road.

Establish the Value Orientation of Urban Development for the People

Urban development and innovation should be based on the people. In the course of historical development, traditions and modern cultures, and Eastern and Western civilizations have constantly collided with each other. A hasty approach to transformation that puts the cart before the horse will only result in the alienation and loss of cultural uniqueness, the fragmentation of cultural and historical heritage, and the loss of people's sense of cultural identity and belonging. For this reason, it is more important to preserve the spirit of equality, diversity, and openness in the construction of the city, to implement differentiated planning and positioning for different areas, to integrate historical buildings with new technologies and concepts, and to give new connotations to the buildings on the basis of preserving the original historical style and resources, and to give new vitality to the buildings.

Clarify the Measurement Indicators of Urban Development Shared by the People

Taking people's needs as the starting and ending points of urban transformation and implementing the concept that the fruits of urban development are shared by the people will accelerate the transformation of the production rust belt into a living show belt and solve the problem of development vitality from the source. In the urban transformation, we should integrate diversified public culture and service supply, improve infrastructure construction, enhance the character of cultural and artistic environment, further enhance transportation convenience, improve scenic ornamental beauty, and promote functional diversity. In addition, the continuous integration of ecological civilization and intelligent technology should be strengthened, and technology should be used to boost the development and construction of ecological cities.

Analysis of Suzhou River Counter-Industrialization Measures

Development Into an Industrial Estate

Among the many measures to protect and redevelop industrial heritage, the measure of developing entrepreneurial parks stands out as the way out for most of them. Among them, including the Joint Savings Bank Warehouse with considerable revolutionary significance, the transformation is divided into two parts of entrepreneurial park, “creative warehouse” and “old four-line warehouse creative park”, mainly providing

services with new era atmosphere, such as fashion design, film and media, digital network, culture and art which has become a special industrial organization model.

This measure has significantly restructured the industrial structure along the Suzhou River from the former industrial to the new tertiary industry. Through the adjustment of the industrial structure, the development of modern service industries along the Suzhou River was opened, increasing the economic and ecological benefits, which is a significant measure for the development of the reverse industrialization process along the remarkable Suzhou River. The industrial parks along the Suzhou River are the source of modern industrial civilization in Shanghai and even in China, and are of great historical significance. Therefore, how to preserve the historical richness and flavor of the industrial heritage of the Suzhou River in the context of counter-industrialization is an important issue in the comprehensive management of the Suzhou River.

When dealing with industrial heritage, extra attention needs to be paid to the problems brought about by the transformation of industrial heritage. The project is time-consuming and requires certain professional heritage conservation techniques, while also paying attention to how to maximize the preservation of the original industrial heritage in the renovation and restore the characteristics of China's modern industrial civilization preserved in the business park. In the refined management, it's necessary to meet the requirements of the current urban planning, select the industrial relics that must be preserved, and turn the old into the new to serve today, but also meet the requirements of preserving the industrial relics and continue the unique cultural heritage of Suzhou River industrial heritage.

Transformation Into an Industrial Museum

The transformation of industrial heritage into an industrial museum can preserve industrial civilization to the greatest extent possible in the context of counter-industrialization. The transformation of the industrial heritage along the Suzhou River into an industrial museum is inevitable, because the industrial park along the Suzhou River is an important symbol of the birthplace of industrial civilization in Shanghai and even in modern China. The Suzhou River is the birthplace of the industrial park and has given birth to the Shanghai Culture. It is a unique cultural style that has developed gradually by drawing on the strengths of all parties. The ancient town of Qinglong was the prototype of the Shanghai Culture, and then in the later years, when the tenancy was prevalent and Chinese and Western cultures collided, we saw the international and inclusive nature of the Shanghai Culture in the process of integrating foreign cultures, and finally in revitalizing the national enterprises to form their own cultural characteristics, and to promote the Shanghai Culture to the world with the help of geographical advantages. Many of the renovated industrial museums are open to visitors and citizens for free, and the rent of their premises, as well as the human and material resources need to carry out the operation of industrial museums and the regular maintenance costs need to bear certain expenses.

Transformation Into Public Open Space

In the refinement of management, the focus is on the development of waterfront public space. In the context of the reverse industrialization of the Suzhou River, a total of four phases of works have been carried out on both sides of the river. The project aims to create a world-class waterfront leisure and service area with the theme of the Huangpu River and Suzhou Creek project, to build an ecological corridor, to open up access to the river as a means to increase space, and to create a waterfront landscape and protect the ecological environment in line with the continuous restructuring of Shanghai's industry and urbanization.

The following projects have been specifically implemented on both sides of the Suzhou River with the aim of counter-industrialization (see Table 1):

Table 1

Specific Implementation Works on Both Sides of Suzhou River

Lot	Lot size/length	Implementation works
Qingpu section	101 hectares	Ecological Landscape Corridor
Jiading section	86 hectares	Ecological Landscape Corridor
Minhang section	84 hectares	Ecological Landscape Corridor
Changning section	10.00km	Slow Trail (east of Jiangsu Road Bridge pier to Outer Ring Road)
Putuo section	1.39km	Through project (North Zhenbei Road to Qianyang Road)
Jing'an section	4.70km	Cross-bank reconstruction project

The development of waterfront public space to increase the coverage of greenery area, reduce pollution, and purify the environment has the most direct impact on the ecological protection along the Suzhou River. From the 1950s, when the water of the Suzhou River could be used as domestic water for Shanghai residents, to the 1980s, when the river was heavily polluted with “no fish or shrimp”, to today’s “modern Suzhou River”, which is loved by everyone and provides high-quality services to the people of Shanghai. The river has witnessed the improvement of people’s livelihood against the industrialization process and reflected the changes of the times. Nowadays, the development of waterfront public space can bring people closer to the Suzhou River and revive the memories of the old generation of Shanghai people and the Suzhou River.

It is indisputable that the transformation of the industrial heritage on both sides of the Suzhou River into public open space in the context of the reverse industrialization of the river has contributed to the improvement of the urban environment to the greatest extent and to the environmental protection objectives of Shanghai.

However, this approach of Suzhou River industrial heritage redevelopment is the most unfavorable to the inheritance of Suzhou River industrial civilization and the preservation of Suzhou River industrial civilization among all the methods mentioned above, and it can even be said that this approach has completely abandoned the advantage of Suzhou River Industrial Park as the birthplace of Shanghai and even China’s modern industrial civilization, which most other industrial parks are also able to transform under certain conditions. To a certain extent, this approach has abandoned the special characteristics of Suzhou River Industrial Park, and instead it has been used as an urban planning site, a sacrifice of Shanghai to create a riverfront green space and adjust the industrial structure.

Conclusions

Heritage Redevelopment, “Integration of Old and New” to Form a New Industrial Organization Model

The industrial sites along the Suzhou River are the source of China’s modern industrial civilization, so in the protection and reopening of the Suzhou River industrial heritage, special attention should be paid to preserving its long and rich historical flavor. The development and transformation of these industrial heritage sites into business parks will not only preserve the characteristics of China’s modern industrial civilization to the

greatest extent, inherit and perpetuate the cultural core of the Suzhou River industrial heritage, but also adjust the industrial structure along the Suzhou River, transforming it from the original industry into a new tertiary industry, better serving today, increasing economic and ecological benefits, and achieving the “integration of the old and the new”.

Transforming the Nature of Space and Injecting New Functions Into Old Industrial Sites

In “The Production of Space”, Lefebvre emphasizes that social change must bring about changes in the nature of space. The transformation of industrial heritage into an industrial museum is inevitable in the reverse modernization of the Suzhou Riverbank. Shanghai’s shifting production methods have contributed to the changing needs of industrial development, and these shifting industrial needs suggest a new pursuit of Shanghai’s material space and spiritual and cultural dimensions. The transformation of industrial sites along the Suzhou River into industrial museums is the right choice for the preservation of the most original industrial civilization in the context of counter-industrialization, as well as for the development and promotion of the city’s culture and the enhancement of the comprehensive quality of Shanghai citizens.

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