Research on Development Mode of Ceramic Culture Creative Industry in Jingdezhen

HUA XU

ABSTRACT

Jingdezhen ceramic culture creative industry has high visibility and profound ceramic culture development advantages, jingdezhen ceramic culture creative industry should be innovative mode of industrial development, through the implementation of the new model, in order to strengthen the management of government ceramic culture creative industry agglomeration, perfect the industry chain, to increase the depth of the ceramic culture mining, expand the scale of industry, developing leading backbone enterprises, optimize the industrial structure, the government's macroeconomic policies to guide the benign development of the industry, to mobilize the social cognitive ability and the respect of ceramic culture creative industry awareness, reshape the jingdezhen ceramic creative and international brand image. By domestic experts and scholars on the study of the theory of the jingdezhen ceramic culture creative industry, the ecological circumstance of jingdezhen industry development present situation as well as industry, jingdezhen ceramic creative industry should choose "government guide, market as the guidance, the enterprise as the main body" the trinity "special resource intensive" development pattern.

KEYWORDS

Jingdezhen, ceramic culture creative industry, development mode.

THE ADVANTAGES OF THE DEVELOPMENT OF CERAMIC CULTURE CREATIVE INDUSTRY IN JINGDEZHEN

High visibility

Jingdezhen is a world-famous "porcelain capital", with a long history and splendid culture. The south of the Yangtze River, known as "jiangnan xiong zhen", is one of the first batch of 24 historical and cultural cities announced by the state council. In recent years, also focus on building economic center", tourist city, characteristics of the ceramic target, relying on the rich ceramic culture, is committed to build "the city of culture, art", change resource advantage into economic advantage. Jingdezhen has a unique all over the world ceramic culture and industrial advantages, ceramic culture creative industry development space is huge, through planning, integration of resources, construction of ceramic culture creative industry park, can give full play to the agglomeration effect of ceramic industry, ceramic culture creative industry bigger
and stronger constantly, developing creative industry is also the conscious pursuit and struggle direction.

**Profound ceramic culture accumulation**

Jingdezhen is "famous for porcelain, because of porcelain", has a long history and splendid culture. More than 1,700 years of porcelain history not only produced countless exquisite porcelain, but also formed a rich ceramic history and culture accumulation, leaving precious national cultural heritage.

The preservation of ancient porcelain relics in Jingdezhen and the rich cultural heritage formed on this basis are not only unique in China but also in the world. Former Director of State Administration of Cultural Heritage Museum Xian-min meng for evaluation of Jingdezhen status in the history of world civilization is: Jingdezhen is our country is the world's most famous ancient ceramics capital, occupies an important position in human civilization. Jingdezhen, the importance of cultural heritage is not only have been unearthed and still buried extremely rich ancient porcelain products, more rare is that it still remains a fairly complete complex ancient super-large scale, industry system, a large ceramics system is made up of raw material, traffic roads, wharf, workshop kilns, commercial port local-style dwelling houses, the city chief, skills of folk custom, etc, on the natural landscape, involving all aspects of the social economy and the humanities spirit, is the model of perfect combination of human and nature.

Jingdezhen porcelain began in the Han dynasty, and the Song dynasty became the world-famous kiln. In the long process of ceramic development, Jingdezhen carries and accumulates many unique cultural customs and porcelain skills. Mid-Autumn festival Taiping kiln, worship offering the wind the fire XianShi tradition, a lot of folk tales, porcelain fang song, handmade porcelain arts and traditional kiln workshop building techniques, but also become the wonderful work of the treasure house of Chinese intangible cultural heritage. Jingdezhen large and preserved cultural relics, the existing ground ceramic ruins more than 30, in which the world ceramic raw material of kaolin named up ancient mine sites, after 600 years of pearl mount royal plant sites, ancient Chinese porcelain making the largest lake in Tian Min kiln site, complete preservation of traditional handmade porcelain arts ancient kiln sites, etc., belong to a boutique level culture resources. Jingdezhen's porcelain variety is exquisite and exquisite. The wudai plain, the song dynasty's warm and fresh, the yuan dynasty rich MAO mei, the Ming dynasty exquisite work elegant, qing dynasty elegant and elegant, it is yao huang wei zi, each has a thousand autumn. The porcelain texture has a reputation of "white as jade, thin as paper, bright as mirror, sound like a chime". The four-traditional famous porcelain porcelain of Jingdezhen, which represents the highest artistic achievement made by porcelain in China's history. "Set dacheng, transfer the essence of skills everywhere of the world ancient jun", "craftsman square to, into the world", Jingdezhen ceramic production "line in the nine domains, and WaiYang", opens up the world blessed "Marine silk road", in order to master the material compatible and open mind, which become famous in the world.
TARGET OF CHOICE OF DEVELOPMENT MODE OF JINGDEZHEN CERAMIC CULTURE CREATIVE INDUSTRY

The developing mode of culture creative industry there is no uniform standard, also is not invariable, development model itself has no, or but a region can exert its comparative advantage in a variety of constraints formed by the development model is a good development model. Jingdezhen ceramic culture creative industry in the initial acceleration phase, creative talent security system is not perfect enough, needs further optimization of industrial structure, the government is not enough to the attention of the cultural creative industries, the industrial development in urgent need of social capital support, cannot make full mining and utilization of cultural resources, industry chain without extension on the breadth and depth.

Jingdezhen ceramic culture creative industry development model selection is closely linked to jingdezhen ceramic culture creative industry development present situation and its own advantages, to determine the most suitable pattern of development of jingdezhen ceramic culture creative industry. Use of jingdezhen ceramics capital of the world famous, fully mobilize jingdezhen ceramic culture resources and the advantage of ceramic masters, avoid or eliminate the development of jingdezhen ceramic culture creative industry exist disadvantages and threats, and with the aid of national industrial structure upgrading and transformation of the consumption structure of machine, strengthen strategic innovation, technology innovation, system innovation, and create a ceramic culture creative products new consumption hotspot, foster the subject of ceramic culture creative product consumption or mining.

Through the implementation of the new model, in order to strengthen the management of government ceramic culture creative industry agglomeration, perfect the industry chain, to increase the depth of the ceramic culture mining, expand the scale of industry, developing leading backbone enterprises, optimize the industrial structure, the government's macroeconomic policies to guide the benign development of the industry, to mobilize the social cognitive ability and the respect of ceramic culture creative industry awareness, reshape the jingdezhen ceramic creative and international brand image.

ESTABLISH THE DEVELOPMENT MODE OF JINGDEZHEN CERAMIC CULTURE CREATIVE INDUSTRY

Jingdezhen ceramic creative industry should choose the "special resource intensive" development mode of "government guidance, market orientation and enterprise as the subject".

Government guidance

The new mode of jingdezhen is the first to establish the concept of "people-oriented". The creative industry of ceramic culture emphasizes the core role of human capital as an industrial element. Richard Florida, a prominent British scholar, argues for the importance of cultural creative human capital in his book the rise of the
creative class. He stressed that the most important driving force behind the rapid rise of the creative industry was the creativity of creative talent. For Jingdezhen Tao.

In the case of China's cultural and creative industry, the cultivation and input of highly dependent creative talents are the first problem to be solved. Considering the existing talent training situation, the government should be duty-bound to shoulder the important task of creative industry talents training, work out the policy of training scheme and planning books, through the special funds support, and all kinds of ceramic culture creative people go abroad for further study, and establish the talent incentive mechanism, to attract and encourage the creative talents and creative talents of his further study abroad to the development of our country. For creative talents to increase entrepreneurship projects, create a benign creative talent start-up industry environment, minimize the talent growth cycle and accelerate the productive efficiency of human capital.

Secondly, according to the reality of Jingdezhen ceramic culture creative industry development restriction factor, Jingdezhen government must strengthen the macro-control, to shape a sound policy environment and legal environment, to provide financial support to improve the industrial development of infrastructure, strengthen the industrial structure upgrade and optimization. The development concept is based on the government as the responsibility subject, and the improvement of the related industrial structure adjustment and system environment of the ceramic culture creative industry is the development goal. The industrial structure and institutional environment as important resources of the development of creative ceramic culture, on the one hand, the government should perfect relevant industry in the development of industry, on the other hand to purify the soft environment of cultural creative industry development.

Thirdly, the growth and growth of cultural and creative industries requires not only the investment of talent capital, structure and institutional capital, but also the input of social capital. An open, accommodative social environment and the social capital born here can better foster creative talent and optimize industrial structure. The government of Jingdezhen should play a leading role and demonstrate its role, fully mobilize all kinds of propaganda, and pay close attention to the influential social capital of the ceramic culture and creative industry. We should strengthen the trust between the social group and the public governance body and the mutual trust between groups, stimulate the value maximization of creative consciousness and increase the added value of creative products.

In the end, cultural capital and people in a certain area are closely related to the cultural, artistic and creative behaviors of the unprofitable. It is obvious that the development of Jingdezhen ceramic culture creative industry to increase spending on cultural capital, using a variety of media publicity, strengthen the social public recognition and praise highly of ceramic culture, guides them to the attention to ceramic culture creative achievement, promotion of ceramic culture creative product, stimulate consumer spending.

**Market orientation**

In fact, Jingdezhen ceramics creative industry market is still in the traditional model of development to survive, lack of the guiding role of the market, products of low degree of marketization, more creative work is derived from the famous
masterpieces. Modern consumers' demand for ceramic cultural and creative products is not only the purpose of collecting and preserving, but also improving the life taste through creative products and feeling the cultural connotation. This demand of consumers pointed out the direction of development of jingdezhen ceramic culture and creative industry, and also determined the development mode of the industry to a certain extent. Therefore, jingdezhen to timely understand ceramic culture creative industry market demand information, according to the needs of the consumers to make ceramic culture creative industry industrial policy and marketing strategy. In the increasingly fierce international competition, jingdezhen is going to the international community to extend the value chain of the ceramic culture creative industry to the global market, and master the market demand information of the international cultural and creative industry. Jingdezhen ceramic culture creative industry development pattern choice, not only should consider its forward-looking, think about its progressive, in the full understanding and master of jingdezhen ceramic culture creative industry, on the basis of the potential demand of the market, adjust measures to local conditions, practical development of ceramic culture creative industry.

Ceramic cultural and creative enterprises

Jingdezhen ceramic culture creative industry development to ceramic culture creative enterprises to participate in the main body, under the government guidance and market orientation, cultivate and promote the ceramic culture creative industry leading backbone enterprises, expand the jingdezhen existing family workshops and the size of the private enterprises to arouse the enthusiasm of small businesses, ceramic culture creative industry cluster effect, extends the industrial chain, improve the international competitiveness. For a long time, jingdezhen ceramic culture creative industry development main body, scientific research institution only responsible for science and technology research, is responsible for the production of the enterprise, to research whether don't ask, the government to coordinate between the two. Ceramic enterprises in the market, to fully understand the market changes and demand, the government should guide the creative talents, science and technology, scientific research funds and other innovative elements to the ceramic enterprises cluster, the science and technology innovation achievements into productivity, creative products and creative resources can be converted to form a kind of industry. Ceramic enterprises should improve their core competitiveness through market competition and form industrial agglomeration in the role of market mechanism. Government scientific planning ceramic creative industry park and concentrated area, mobilizing enterprises park and concentrated area, to achieve industrial concentration and cluster development, according to industry park characteristics, focus on the development of competitive industries, extends the industrial chain, to achieve intensive development.

Special resources

Just as Vienna is known as the capital of music, xishuangbanna is positioned as a tourist paradise with national characteristics, and jingdezhen has a large number of ceramic cultural heritage. In essence, these regional cultural and creative industries are based on specific industries or specialized resources. In our country, jingdezhen has become a good example of the domestic ceramic culture and creative industry because
of its deep cultural and cultural resources. This kind of special cultural resources can
be commercialized and industrialized in the breadth, and the commercialized and
industrialized ceramic cultural resources still have distinctive regional and cultural
connotation. Jingdezhen must exert its absolute superiority in ceramic culture
resources, and the development and protection of ceramic culture resources must
adhere to sustainable development path.

**Intensive development**

The concept of industry development is based on the cluster development
experience in cultural creative industry in developed areas of the world, through the
ceramic culture creative industry gathering area construction, improve the industrial
concentration, give play to the role of leading enterprises driving, extends the
industrial chain, achieve the goal of intensive development.

Government, market, and ceramic enterprises to form the integrated development
strategy, the government to the market to build Bridges and ceramic enterprises, to
create a good creative industry development environment, the market through the
adjustment of the price mechanism to make up for any deficiencies in the government,
to provide consumer demand for creative enterprises, ceramic culture creative
enterprises relying on the government's macro policy guidance, strengthen the
enterprise independent innovation ability, actively expand the scale of the enterprise.
Jingdezhen ceramic culture creative industry on the application of the new mode,
needs the government, enterprise and market coordination unification and the benign
interaction, so as to give full play to the advantage of the new mode, strengthen the
development of jingdezhen ceramic culture creative industry.

**ACKNOWLEDGEMENTS**

Jiangxi art and science planning project: YG2015223.

**REFERENCES**

1. Huang Jing. Research on the core competitiveness of Jingdezhen ceramic cultural and creative
2. Zhang Mei, Yin Yaoru, Li Shuai. The generation mode of local traditional cultural and Creative
   Industry Cluster -- Taking Jingdezhen ceramic culture and creative industry cluster as an example,
3. Wang Zhuoyu. The agglomeration effect of cultural and creative industry and the problems faced
4. Deng Baosheng. Thinking of promoting the development of ceramic cultural and creative industry
   Liaoning University, 2012.