

Cultural-Oriented Urban Renewal Taking the West Bund of Shanghai Huangpu River as an Example

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Abstract

Taking the West Bund of Xuhui District in Shanghai, China, as an example, this paper describes the transformation of Huangpu waterfront industrial sites from the scope of policy and culture, expounding the cultural-oriented urban renewal under the guidance of policy. Meanwhile, this paper argues how the renewal would affect the whole region, activating and changing people's way of life.

Policy

The Origin of West Bund Renewal

In 2002, Shanghai established the "Comprehensive Development on both sides of the Huangpu River", and took the 2010 Shanghai World Expo as an opportunity to improve the public space of the riverfront and re-create the reborn Riverside Industrial Site. According to the "13th Five-Year Plan for the development of the Huangpu River on both sides of the Huangpu River" (the 13th Five-Year Plan for Economic and Social Development of the People Republic of China) announced by Shanghai at the end of 2016, the central section (about 45 km of the riverfront on both sides from the Yangpu Bridge to Xupu Bridge) will be fully connected by the end of 2017. The entire riverside space of 45km is located in five districts including Pudong District, Huangpu District, Xuhui District, Hongkou District, and Yangpu District. Due to the pre-emptive navigable transport advantages, most of the factories are located on the waterfront in order to reduce logistics costs, formatting a unique urban pattern and cultural significance of the waterfront space

Shanghai West Bund refers to the area along the Huangpu River in the east of Xuhui District, a post-Expo waterfront attraction and a prominent landmark in the city, witnessing the development of Shanghai's century-old industry, which once gathered many industrial facilities including Longhua Airport, Shanghai Railway Nanpu Station, Shanghai Cement Factory, Beiqi Coal Truck Terminal, Aircraft Stamping Workshop, and many other industrial facilities. As an important national enterprise in Shanghai, the old industrial site in Xuhui District area bears the memory of Shanghai's industrial development and is the birthplace of the modern Chinese industry. The "West Bund", as a cultural brand of Xuhui District, is located on the Huangpu River in Xuhui District, Shanghai, with a shoreline of 11.4 kilometers, an area of 9.4 square kilometers, and total planning and development of 9.5 million square meters.

Culture

Cultural Events in the West Bund

The development of the West Bund revolves the central idea of "Planning-based, Culture-oriented, Eco-based and Technological-innovation-driven", with the main task of bringing together domestic and foreign cultural and artistic, information media, innovative finance, integrated commerce, aviation services and other industrial clusters, and striving to build a waterfront cultural and financial cluster with international influence. Focus on building the West Bund cultural corridor brand project, to promote the overall commercial development. Since 2008, the West Bund has launched the regional urban renewal with the 2010 Shanghai World Expo as an opportunity to initiate the transition from a production-oriented shoreline to a living shoreline and launched a series of important cultural-themed events and



Figure 1. West Bund Cultural Events location.

activities. These include the establishment of the West Bund Group in 2012 to develop and build the West Bund overall project, including the Long Museum, Yuz Museum, West Bund Arts Center, Oil Tank Arts Center and other cultural corridors, as well as the West Bund Music Festival, West Bund Architecture and Contemporary Art Biennale, The West Bund Art and Design Fair and other brand cultural activities have also been carried out, gradually with scale.

West Bund Cultural Corridor

West Bund is located in the Xuhui District, which has been a center of transportation, logistics, and production in China for over 100 years. The region sits on the bank of the Huangpu River and is characterized by vast open spaces and numerous water channels that have allowed such industrial centers and national enterprises as the Longhua Airport, Shanghai Nanpu Railway Station, Beipiao Coal Wharf, and Shanghai Cement Factory, just to name a few, to flourish.

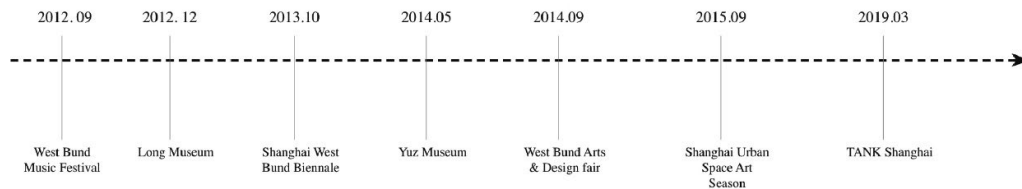
Long Art Museum was transformed from the former coal-loading terminal. Founded in 1929, Beipiao Terminal was once a dedicated terminal for the loading and unloading of coal in Shanghai Port, responsible for the loading and unloading and transit of some coal supplies in Shanghai Electric Power, Zhejiang, Jiangsu,

Fujian, and other provinces and cities, and is the energy center of East China after liberation. At the beginning of the design, the site was survived by a coal hopper unloading bridge built in the 1950s. Atelier Des Haus applies the "umbrella arch" suspension structure of the independent wall, and the shear wall is inserted into the original basement, becoming the exhibition space. Today, the Long Museum is a typical representative of the West Bund of Shanghai, as well as a new landmark of Shanghai's cultural tourism.

Longhua Airport (1917-2008) was built in 1917 by Beiyang Government, becoming the birthplace of the Civil Aviation of China as well as the first large-scale airport in China. In 1922 it was known as the "Longhua Flight Port", where the headquarters of "China Airlines" and "Eurasian Airlines" are located. Longhua Airport was the largest international airport in East Asia in the 1940s, and it was once the gateway to PRC (People's Republic of China). Yuz Museum is renovated from the former Shanghai Longhua Airport aircraft warehouse. The main exhibition has an area of 3000 square meters, while the total construction area is about 9000 square meters. In this project, Japanese architect Sou Fujimoto continues his interest on nature, dividing the entire pavilion into public space and private exhibition. The public space is wrapped with transparent glass curtain walls

Table 1. West Bund Cultural Events timeline.

Before	Now
Longhua Airport (1917-2008)	Yuz Museum (2014-)
Beipiao Coal Wharf (1929-2009)	Long Museum (2012-)
Shanghai Cement Factory (1920-2009)	Dream EGG (under construction)
The Shanghai Aircraft Factory (1950-2009)	West Bund Art Center (2014-)
Shanghai Nanpu Railway Station (1907-2009)	Star Museum (under construction)
Abandoned parking lot	Artists' Studio (2015-)
Oil Tank (1917)	TANK Shanghai (2019)



while the exhibition zone of the pavilion is painted in red in order to keep the museum running.

The West Bund Art Center is the birthplace of China's first self-developed and self-built jumbo jet transportation plant, which was transformed from the factory building of the stamping workshop of the Shanghai Aircraft Manufacturing Plant. The workshop is 120 meters long and 15 meters high, with a span of 24 meters. Its large-span space is very suitable for exhibition purposes, the design retains the integrity of the original plant large-span space, bringing the memory of the original space, highlighting the time imprint of the new and old. In addition, Atelier Des Haus distinguished two warehouses by transparent and oblique façade. The transparent volume with the layout of exhibits inside, becoming an urban showroom.

Shanghai Nanpu Railway Station (1907-2009) was built in the Qing Dynasty, and it used to be one of the land and water terminals of the nation. Star Museum takes historical dredging of contemporary art as its mission, takes the Course of Chinese Objective and True

Contemporary Art as the starting point for research, and neglects and discovers the clues and material evidence of closely indivisible international contemporary art. At the same time, it provides experimental scenes for contemporary art production with a free and open position.

The TANK Shanghai, consist of five different tanks, is connected by a super-surface, together with urban forest to create an industrial park with an industrial memory. OPEN retains five industrial tanks as containers and replaces them with different programs - what used to be a container for aviation oil, now becomes the container obtaining programs, events, and activities, weaving the history and the future closely together. The five tanks that have been retained have different programs, the fourth tank is given traditional display space and function—exhibition downstairs, and office upper level. The third tank is a hollowed gallery which retains the original interior space, and thus be able to provide large installation and display. And the roof communicates with nature when the rain comes into the gallery through the skylight, eliminating the boundary between the

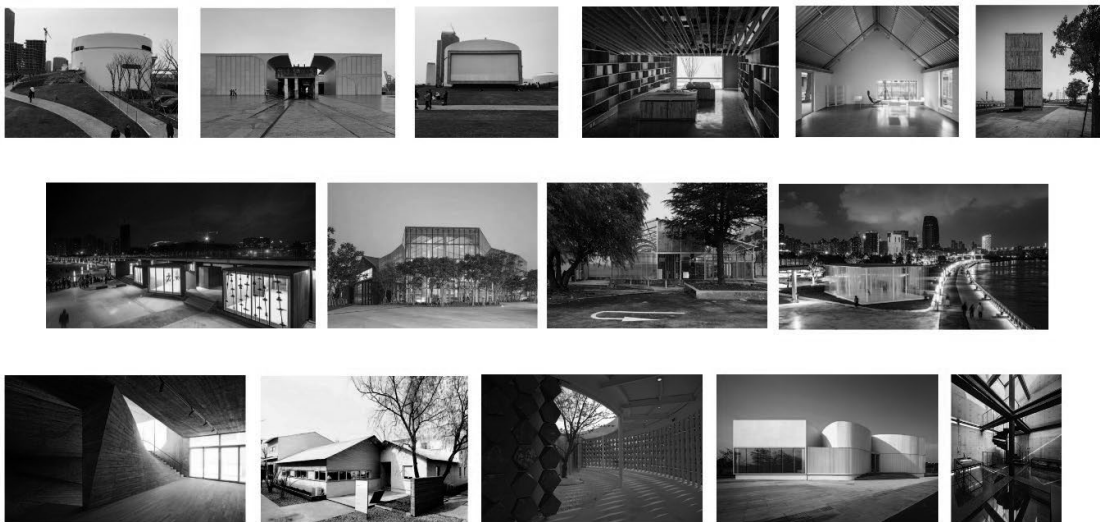


Figure 3. West Bund Cultural Corridor. photo collage, resourceimages from Internet.



Figure 4. Artists' Studio, photo collage, resource images from Internet.



Figure 5. West Bund cultural activities, photo collage, resource images from Internet.

interior and exterior. The No. 5 tank and its inserted white box provide a space for performance, and can also be flexibly used as a theatre or multi-media room. The inserted volume is given a variety of functions in different scenes - the portion facing the sunken square on the west side is used as the forecourt of the theater, while the body on the other side could be turned into a backstage. OPEN regards architecture as a mini-city, and the TANK Shanghai is a crossroads that connects different sectors of society.

West Bund Cultural Brands

Among the cultural brands that have evolved in the West Bund, including the West Bund Music Festival in Shanghai, the West Bund Architecture and Contemporary Art Biennale, the West Bund Art and Design Expo, and the 2015 Shanghai Urban Space Art Season, the West Bund cultural community is beginning to take shape. For example, the 2013 West Bund Biennale and the 2015 Shanghai Urban Space Art Season are both the establishment of the West Bund cultural brand, accompanied by the improvement of the cultural corridor.

West Bund Music Festival in Shanghai has been held for the first time in 2012, becoming the first large-scale outdoor music festival in Shanghai. Following Xuhui District policy of "retaining the legacy of industrial history" and the positioning of "shaping the international high-end creative culture and art industry cluster area", Shanghai West Coast Music Festival has been in Xuhui District for many years set off a wave of music about the dream, but also the performance place into a new landmark of Puxi culture, becoming a typical case that the event contributes to surrounding community.

The 2013 West Bund Biennale consists of two sections, the first of which is held outdoors, with the theme of "Fabbrica", inviting contemporary architects and artists from domestic and abroad to participate in the construction of the West Bund's cultural frontiers along the 4.5 km shoreline, combining experimental architecture with contemporary art. Another section is an indoor themed exhibition, with the theme of "Reflecta", which combines the cultural expression of architecture and contemporary art, integrating sound, imagery, space, installations, performances, etc., to promote the city's newness through spatial creation and diverse

artistic presentation. Creating the concept of "Pre-fab and Made", which brings together Yung Ho Chang, Wang Wei, Johnston Marklee of the United States, Ensemble Studio of Spain, Zeng Qun and Wang Fangji, and SHL with experimental architecture to the city space to initiate the positive response to the micro-angle of urban space. Yung Ho Chang's vertical glass residence starts from the material, he uses prefabricated glass plate and directly assembles them on-site, and thus creates an inward concrete house. In addition, Johnston Marklee applies a combination of six horseshoe-shaped volumes, with three inward mass bodies forming triangular courtyards, while these three individuals are outward-looking, with a unique vision known as the "Six View Pavilion".

During the 2015 Shanghai Urban Space Art Season, the artist's studio was moved in and remodeled. On the block next to the West Bund Arts Center, there is an abandoned parking lot, where five architects, Liu Yichun, Zhang Bin, Tong Ming, Zhang Jiajing and Yuan Yan, transformed the abandoned space into their own studios. Liu Yichun retained three trees on the site, cleverly incorporating them into the design and becoming part of the courtyard. The building is divided into two floors, the lower level applies the brick wall as its structure, and the second floor uses light steel structures with skylight. Zhang Bin's studio sill is a brick mixed structure, the window sill is above the light steel structure, and the whole studio is surrounded by courtyards on three sides, forming an "introverted" gathering force. With undulating wooden ceiling slings and bookshelves to express the concept of the original and original architecture, Zhang Jiajing takes "recycling" as his keyword, finding cheap lamps, used materials, recycling and other materials as structure and furniture elements. He responds to the old objects in a modern way. Philip. Yuan applies digital design in the architectural form, which is reduced to the most basic structure, using clear concrete to create the maximum space with minimal material. This way of gathering from the bottom up in a self-directed way brings diversity and vitality to the renewal of cultural orientation in West Bund.

Status

Today, the West Bund, as a cultural landmark in Shanghai, has its own cultural brand since 2012 and carries out more than 100 art events each year. Among them, the continued holding of the

West Bund Art Fair, so that the West Bund gathered plenty of galleries from 30 to 110, becoming the first choice for abroad art institutes. The launch of the regional cultural brand "Art West Bund" in 2016 contains art, design, music, food, performing arts, with hundreds of activities, serving as a playground for citizens. Meanwhile, the Ontime West Side, together with 300 designer brands as well as over ten thousand buyers, applying fashion impact, installation art and music, and other elements, create China's largest professional ordering of designer brands. In recent years, the West Bund has established cultural cooperation and exchanges with the Pompidou Center in France and the West Kowloon Cultural District of Hong Kong and has gradually become an international cultural brand gathering place and cultural landmark. The gradual renewal and transformation of the West Bund since 2009 are based on a multi-factor intersection. Whether it is the repositioning of the urban center of gravity under policy guidance or the refocusing of the urban focus under the guidance of culture, the West Bund is now an indispensable factor in its success as a new cultural landmark. Besides, the event and interaction of a large number of people to promote the convergence and migration of the population, which will bring a positive impact in terms of diversity and vitality on the surrounding industries and communities in the Xuhui District.

Endnotes

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