

Exploring the Development of Tianjin's Cultural Industry in Conjunction with the US Cultural Industry Parks—Taking Broadway and SOHO as Examples

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Abstract: Cultural industry park is an important carrier of cultural industry development. The development of the cultural industry should not neglect the study of the history and process of the construction of cultural industrial parks. This article tries to comb out the experience which can be used for reference through the history of the formation and development of the two major cultural industry parks in the United States. On the basis of the advantages of its own traditional culture, we should grasp the trend and frontier of the development of the world culture industry, absorb and learn from the successful experience of foreign countries, and constantly improve the development level of Tianjin culture industry.

Keywords: Cultural industry park, development history, experience for reference

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0. Introduction

Cultural industrial park is an important carrier of cultural industry development. The development of cultural industry can not ignore the history and process of the construction of cultural industrial parks. Broadway, the pioneer of American cultural industry, was a product of the early 19th century. Before the 1811 city plan for New York City, dozens of theaters had gathered near Times Square on 42nd Street, which was the embryonic form of the Cultural industrial park in the United States. Over the decades, Broadway opera has become one of the pillars of New York City's cultural industry. SOHO is a relatively popular new concept, is a new way of working, in the nature of the work is not restricted by time, space at the same time, the work content has a great space for development, freelancers can according to their own interests and hobbies free choice of work. SOHO in New York, the United States and even the world's famous cultural and creative industry park, can be called the true portrayal of this word.

1. The historical process of the formation of two industrial parks

1.1 Historical progress of Broadway Theater Cluster in New York, USA:

Broadway refers to Broadway, which is a 25 km long street. From south to north across Manhattan Island, is an important north-south road in New York City, Broadway street is distributed next to dozens of theaters, Broadway Street 44th street to 53rd Street theater is called inside Broadway, other known as off Broadway.

From 1860, after the Civil War to the first World War, a large number of concert halls and theaters were built. The New York Subway system was completed in 1904, the same year the New York Times moved there. In the era of reading newspapers as the main understanding of news and current affairs, attracted a large number of readers. As The United States became the richest country in the world after World War I, the theater industry became food for thought. From the 20th century to the end of the 20th century, drama industrial park was initially formed.

During the two world wars, Broadway's theater districts went from top to bottom. The year 1928 was the peak of Broadway theater, with 257 productions in 71 theaters and an audience of 20 million. In 1929, with the outbreak of the economic crisis, many theaters closed down or went bankrupt and were converted to other uses. With the outbreak of World War II and Europe and Asia as the main battlefields, talent and money from all over the world poured into the safety of the United States. New York soon became the entertainment center of the United States and the world, and the Broadway theater industry flourished again.

Broadway stage of construction and development in the 1980s, the city of regulation plays in the economic and social environment, promote the drama the revitalization of the drama and the healthy development of industry, large European musical is led to the Broadway industrial park, the longest Broadway theater performance record and the highest box office value, arouse the enthusiasm for American new creation. Broadway has become an industrial park after more than 100 years of changes in the 19th and 20th centuries, and the main part of the theater industrial park is the theater. There are now four different types of theaters in the Broadway Theater industry: Broadway Theaters, Off-Broadway theaters, Off-Broadway theaters, and other types of theaters. Only regular theaters with seats over 600 are eligible to be listed as Off-Broadway theaters. Seats between 600 and 100 count as off-Broadway theaters, and those with seats under 99 are off-Broadway theaters. "Broadway Theater group" has 39 theaters, which are accredited by the American theater industry trade organization and consist of theaters with more than 600 seats. These theaters belong to different American show business conglomerates. For example, the Schubert Group has 17 and the Nederland Group has 9. These groups have their own business capabilities in theatre management, drama creation, production and performance organization.

Broadway, the name of the main street, has become synonymous with American theatrical activities because of its representative commercial theatrical entertainment. Is the American modern song and dance art, American entertainment industry synonymous. Up to now, Broadway is no longer limited to the scope of Broadway, has slowly moved to the United States, tour the world. Sixty percent of Broadway audiences come from out of town and abroad; In most people's minds, the purpose of coming to New York City is to see Broadway operas.

1.2 The historical process of SOHO Cultural and Creative Industry Park in New York, USA:

SOHO is a contraction of the English word South of

Houston, which means South of Houston Street. SOHO is located on Manhattan Island in New York City. It is not an independent community, but part of the second largest district of Manhattan Island.

Early history: The area was farmland as early as the 17th century during colonial times. It developed into a shopping and entertainment district in the 19th century, with large hotels, upscale malls and theaters, and hundreds of brothels. Before the Civil War, it was primarily a retreat for immigrants. After the American Civil War, the area became a solid warehouse, a processing center for industries like textiles. During World War II, artists who moved to New York from Europe to escape the flames of war took a fancy to the area and developed it into an artist colony. It is a processing plant and art exhibition area of international famous brands, with a large number of cast iron factories and cobbled streets. After 1930, after 30 years of uncertainty over plans to build an expressway, businesses moved out. At the time, the area was a sprawling wasteland of low-rise industrial buildings. By the 1950s, the warehouses had become storage Spaces or labor-exploiting sweatshops, and the neighborhood was in decline, nicknamed "Hell's Hundred Acres." In the late 1950s, artists began to move downtown.

The beginning of the cultural and creative industry cluster: The area's gradual transformation into an art district began in 1968, when a young woman named Paula Cooper opened the first major art gallery on Princes Street. In 1971, Leo Castelli, an upper East Side art dealer, and others opened branches at 420 West Broadway, now known as the SoHo Gallery Building. SOHO's cultural Renaissance began in 1971, when the New York City government, in an effort to promote the park, banned non-artists from entering. The city rezoned the site as a residential area for artists registered with the City's Department of Culture. In its heyday, more than 30% of the artists in New York lived in SOHO, which accounted for less than 1% of the urban area of New York. At this time, the identity of "art cluster" was initially reflected.

Art and commerce gradually converged in SOHO: in the 1980s, it became one of New York's major commercial centers, home to the city's most influential museums and home to many artists. Artists began organizing cooperatives to acquire the buildings. In 1977, a grocery store opened at the corner of Prince and Greene Streets. SOHO has become an integrated community of commerce and art. Collection of art, fashion, shopping, leisure in one, with fashion, personality, avant-garde urban culture characteristics. SOHO has nearly 600 department stores with distinctive clothing and accessories. PRADA, CHANEL and LOUISVETTON have already landed in this prime

shopping district. There are nearly 600 department stores with distinctive clothing and ornaments. On Broadway, there are more than 50 specialty stores and 100 fine dining theme restaurants.

2. The successful experience of the two industrial parks

2.1 Successful experience of Broadway Theater Industrial Park in New York:

2.1.1 Agglomeration development of theater

Broadway theater Parks do not exist in isolation. 39 Broadway theaters, along with more than 200 other off-Broadway, off-Broadway and some performing arts venues, interact with each other and inspire a cluster effect, which is the premise of Broadway's rapid development. For the vigorous development of a theater industrial park, the number of theaters should reach a certain scale, not one or two theaters alone. If the number of theaters is enough, it will be easy to integrate all kinds of resources, which is also beneficial to the development of the whole theater group. There are hundreds of theaters in the Broadway Theater Park, hundreds of theaters in New York City, and the survival and development of those theaters are closely related to the survival and development of theaters in the Broadway Theater Park.

2.1.2 Risky play investment

The development of the Cultural industry in the United States is based on the market, and the government has very little investment in the cultural industry, mainly relying on private capital investment. The cultural facilities of the Broadway Theater Park are funded by private capital. Even cultural projects funded by the government are organized by the board of directors in terms of decision-making, managed and operated by professionals hired by the board of directors. Daily funds are raised through various tickets, training income and social means. Investors are often involved in a play from the start.

2.1.3 Commercial operation mode of drama

The reason why Broadway can have such huge commercial sponsorship comes from its perfect commercial operation system. The commercial production mode and operation mode are the representatives of Broadway Theater Park. It is the production of plays to make commercial profits. The operation can be divided into for-profit drama and non-profit drama, which can accu-

mulate more customer groups and gain more popularity for the park. These people are potential consumer groups. After more than 100 years of development, Broadway now relies on large investment, large-scale, high-quality exquisite production can attract tourists willing to buy high ticket prices. You come to Broadway to see a play. It's tourism mode. So Broadway is no longer a theatrical art but a tourist commodity, an industry.

2.1.4 Attach importance to intellectual property protection

Broadway pays great attention to the protection of copyright, no matter the copyright of drama or musical is strictly protected, there is no piracy situation like that of film and TV series. Broadway opera plays are performed under a common rule: no audio, no video, no reporters. There is a surveillance system in the theater, which can automatically search out the location of the stealer, effectively preventing piracy. The copyright transaction of drama content is also carried out in accordance with strict legal procedures, and the insiders have reached a consensus that they cherish the protection of copyright.

2.2 Successful experience of SOHO district in New York:

Art came before commerce. Art brand first, after the operation of commercial capital. The buildings themselves are carriers of art, huge, empty buildings that seem to have been built for unconstrained artists. As a famous immigrant city, New York has a free and relaxed life for its citizens, and artists just need such a lifestyle and atmosphere, so a large number of artists are attracted to live here.

Loose artistic inclusion. For example: Color artists, often ignored by the mainstream art industry, are eagerly sought after by museums in his SOHO district, where they even have studios. Nowadays famous artists can often be seen in art galleries.

Product personality and artistic taste. Internationally renowned clothing stores also design special clothes for their specialty stores, which are different from those in department stores or stores. Soho, New York, has developed into a comprehensive community of residential, commercial and art, known as the "heaven for artists".

3. Tianjin cultural industry development can learn from experience

(1) Unique artistic deposits. Concert halls, theaters and the New York Times laid the foundation for Broadway theater. During the Second World War, the factory and

art exhibition area of international famous brands settled in SOHO. These abandoned dilapidated factory areas were selected for later artists to gather in this area, which provided space for later art museums, art dealers, gallery buildings. The artistic atmosphere created by artists here over the years has laid a strong artistic foundation.

(2) It has a unique artistic atmosphere. Each industrial park is unique. SOHO, for example, is unique in that it is different from the Fifth Avenue business district, Broadway famous for musical theater, and the museum district with sponsorship. Instead, it has developed artistic creativity and created the cultural and creative industry park today. Both artists and their works are invaluable, and commercial capital will come uninvited using their brand effect.

(3) Pay attention to the protection and inheritance of original art. Original art plays a core driving role in the development of the cultural and creative industry cluster. Therefore, the protection and inheritance of original art is the primary task for the development of the cluster.

(4) Cluster development of cultural parks. Unity is strength, and the organic combination of cultural enterprises to form a cluster can make the industry move forward in a better and stable way. Broadway is a model of a successful industrial park, which makes the culture and art of drama into an industry, forming industrial agglomeration and driving the regional economy.

(5) Continuous reform. Broadway theater parks, for example, have been constantly reformed through various challenges. The open introduction of new productions from other countries, such as European musicals, has allowed Broadway to maintain its former glory. The government of New York City has improved the economic and social environment of the theater district, which has promoted the healthy development of the theater district and the revitalization of the theater industry.

(6) Combination of culture and tourism. Sixty percent of Broadway audiences come from out of town and abroad; In most people's minds, the purpose of coming to

New York City is to see Broadway operas. Soho, with its specialty bars, high-end fashion stores, art galleries, personalized furniture and accessories stores, is an important fashion business district and tourist attraction that both fashionable youth and tourists are reluctant to let go.

4 conclusion

Although the construction of cultural industrial park is an effective mode and path for the development of cultural industry, it should not be restricted to the emergence of a certain mode. The evaluation of a country's local cultural industry not only depends on the size of the industry, the level of income, but also depends on the industrial chain and intensification degree. It is a strong support to realize the sustainable development of cultural industry to study the differences and unique laws of cultural industry park.

Most of the successful cultural parks abroad are not newly built and have historical accumulation, while Tianjin has unique historical and cultural advantages. However, whether it is tianjin in modern times or the World Museum of Architecture, some undesirable phenomena that only focus on growth and ignore quality have resulted in the development of the cultural industry stagnating. At present, there is an urgent need to abandon the noisy speculation, rough production and other problems, based on their own traditional cultural advantages, strive to grasp the trend and forefront of the world's cultural development, absorb and learn from the successful experience of foreign countries, and constantly improve the development level of Tianjin's cultural industry.

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