Innovation and Development of Individualized Ceramics in JingDezhen under the New Situations and Circumstances——Take The Pottery Workshop as an Example

Jianjian Xu and Hui Li
Jingdezhen Ceramic Institute, Academy of Science Technology

Keywords: JingDezhen; The Pottery Workshop; Innovation

Abstract: Porcelain has played an important role in people's daily life since ancient times, its firing technology has a history of thousands of years. Jingdezhen has always been famous for porcelain in the world, the ceramic culture is profound. People's living standards are improving day by day under the background of global economy. There are more pursuit for the shape of porcelain, calcination technology and painting methods, personalized products are becoming more and more popular. Creative ceramics industry has gradually formed a scale in this ancient city, the form is also improved constantly. The country fair, as an ancient trading model, performing a variety of bright light in this small town. In this paper, the The Pottery Workshop is taken as an example to discussed the development and innovation of the individualized ceramics in JingDezhen.

The history of the ceramic production of Jingdezhen can be retrospected to 1700 years ago. In the process of development, countless ceramic types, pictures, skills, classics and talents were emerged, it become the epitome of Chinese ceramics even of the world ceramics, which has accumulated extensive and profound, rich and colorful ceramic culture and historical resources. As a old town who are famous for ceramics, Jingdezhen has porcelain industry with a sense of history, relying on unique ceramic resources to build a branded ancient ceramic capital.

Under the background of new era, basing on the traditional industrial model of resource consumption, Jingdezhen gradually carries out industrial transformation and carries out the excavation and innovation of cultural industry vigorously. Jingdezhen, as an ancient town for thousands of years, is famous for its ceramics. How to combine the artistry with the development of the society and lining with the aesthetic trend of the masses is the key to the successful transformation for Jingdezhen.

1. The Present Situation of the Development of The Pottery Workshop

Up to now, the ceramic industry of the world has changed several times, and the rise of creative industry has also given new inspiration to this ancient town. How to continue to inherit the Millennium kiln fire? How to get a seat for ceramic making in the new era? This is a question that every craftsman needs to think about. In such an ancient town, which has a new trend of thought and a new vitality, while retaining a sense of history for a thousand years, creative ceramic bazaar is undoubtedly the most novel and informative existence. The Pottery Workshop is located in Jingdezhen Zhushan District, Xinchang East Road Sculpture porcelain Factory, it was originally a ceramic factory, founded in the 1950s, but now it refers to the surrounding sculpture porcelain factory. The gathering area of a factory building and studio. There are many old-fashioned ceramic factories, Huizhou architecture and new ceramic studio, it is said to be a local landmark tourist attraction in Jingdezhen. Many tourists will use the sculpture porcelain factory as a place to sign in, not only because there are many retro buildings, but also because of the Pottery Workshop every Saturday, which has multiple stalls, not only because there are many retro buildings in the sculpture factory, but also because of the The Pottery Workshop every Saturday. Handmade original ceramic works and various styles of art attract people from all over the world to visit here.
1.1. Room, board and transportation around

The Pottery Workshop has coffee shops, restaurants, a number of ceramic workshops, which can provide tourists, and stall owners with a more perfect work or leisure area, high-quality ceramic studios make the fair more literary. Restaurants and coffee shops solve the problem of eating and rest, entering the coffee shop on the way to the bazaar and sit down for a while to feel the comfortable and leisurely time in the bazaar. The Pottery Workshop Bazaar is located in an area that can link with all directions, it will take 15 minutes to drive from the prosperous urban area to there, and it is very convenient for foreign tourists to travel here. Sculpture porcelain factory close to the school around, the transportation is convenient, the catering and accommodation conditions are perfect. It is close to these popular attractions, such as Jingdezhen Ceramic Museum, Sanbao International Pottery Village, Fuliang Ancient County Ya and Taoxichuan Creative District, self-driving trips or public transport can be easily reached.

1.2. Talent advantage

The Pottery Workshop is adjacent to the old campus of Jingdezhen Ceramic Institute and it will take only 15 minutes' to drive to the new campus. Jingdezhen Ceramic Institute is the only university named for ceramics in China, which has a long history. It has developed into an important base for the exchange of ceramic culture and art, ceramic personnel training and scientific and technological innovation in the whole country and even in the world. It will transport a large number of professionals for the domestic and foreign ceramic market to every year. In the bazaar, there are many vendors from Jingdezhen Ceramic Institute. They have studied systematically in the school and have good professional qualities. At the same time, they have been influenced by the art atmosphere of Jingdezhen. The ceramic work has a unique advantage, which is also a major advantage of The Pottery Workshop to maintain its exuberant original vitality.

1.3. Competitive pressure

Compared with other creative ceramic bases in Jingdezhen, The Pottery Workshop has always adhered to the principle of originality first, providing a pure land for these young and talented artists to create, but in recent years, the external environment has been constantly changed, how to seek change in stability and how to adhere to the original while integrating a better business model are problems that The Pottery Workshop bazaar needs to face the in the future. In recent years, creative industry has been a relatively mature emerging industry, which is supported by a number of policies of government, creative ceramic industry is undoubtedly a very dazzling star in the creative industry, which has great development potential. Only seeking policy support can there be enough power to make a number of attempts and changes.

2. The Innovation and Development Thought of Individualized Creative Ceramics

2.1. Maintenance and development of original system in the market

To respect the originality is to respect the individual's work and the innovation spirit of the enterprise. Only by continuously improving the policy of protecting intellectual property rights, can the legitimate rights and interests of enterprises and individuals be guaranteed, and the phenomenon of copying cultural and creative industries can be suppressed effectively. Ceramic creative industry is different from other physical industries. Its core value is creative labor and achievement of ceramics. However, due to the restriction of traditional manual workshop concept, the application of intellectual property rights and system regulation are not up to the speed of the infringement of creative industry. Compared with other creative ceramics markets in Jingdezhen, The Pottery Workshop is characterized by its market access mechanism. Regarding originality as the first requirement, not only can this characteristic provides a benign promotion channel for the vendors in the bazaar, but also makes the works in the bazaar have a high quality and attracts consumers from all over the country to buy the ceramic works. It should be noted that when doing a good job of original originality protection, we should also improve the production technology, equipment type
and other details of the products in the bazaar. According to the investigation, it is found that most of the bazaar vendors are engaged in the art industry and have learned the relevant knowledge of ceramic design. With new ideas, we also need to pay attention to the production process of utensils, then to get a better balance between creativity and quality, and the market can have an innovative atmosphere, there are high quality products to support.

2.2. Maintenance of high quality tourist sources in the bazaar

Creative ceramic industry caters to modern consumer culture in its cultural nature, in order to promote the emergence of consumption process, in modern consumption, creative groups in the production process consider the needs of consumers and consumption experience more. The Pottery Workshop bazaar has a long history in Jingdezhen for many years, it has witnessed the transformation from traditional ceramics to creative ceramics Jingdezhen. These years, the bazaar has become more and more famous since the establishment of creative ceramic bazaar, The tourists, professional ceramic buyers or artists abroad will come to this small fair to search for their favorite utensils. A considerable part of the ceramic culture and creative industry is abroad. Artists and professionals trained in art colleges and universities are coincide with ceramic cultural and creative industries that encourage individualization and diversity of products. They adopt the way of small batch handmade, integrate traditional porcelain, making technology and modern design, enriching the content of creative products greatly, becoming the backbone of creative industry. Influenced by historical elements, bazaar has management model and location advantages. The Pottery Workshop has accumulated a lot of high-quality tourist sources, and they have a deeper understanding of ceramic works. There is also a high interest in creative works in the bazaar, which is the main sales channel of the works in the bazaar, and it is also related to the creative works. The stall owner open a studio at a later stage can operate normally. The organizers of the bazaar can act as middlemen, centralize the high-quality visitors in the bazaar, and regularly hold various exhibitions of excellent works, artists' lectures and other forms. The visitors can maintain a certain degree of activity, then good works have good audiences.

2.3. Finding a balance between creative works and business consciousness

Most of the stall owners in The Pottery Workshop are young people who are between the ages of 20 and 30. They have gotten higher education and systematic ceramic art. They have leapfrog thinking and creative design inspiration. This is undoubtedly that it is valuable for the creative ceramic industry. The emergence of creative industries, the integration of business and industry. With the continuous improvement of our life and material level, creative ceramics can be accepted and recognized by people because of its strong manual flavor and unique personality performance, people are willing to pay for personality. However, as far as the current situation, most of the stall owners in the bazaar adopt their own design, production, there is one person charging for this. In all processes, creativity is come to first. However, this model is relatively slow to promote the development of the whole creative ceramic industry. They should also take into account whether commercial production can be taken into account when designing, that excellent works can have the possibility of mass production. Only in this way can we make a reputation and make the shop develop by leaps and bounds. Looking for high quality tourists in the bazaar, coupled with excellent original works, after a large number of production to occupy a certain original ceramic market, this is to maximize the utility provided by The Pottery Workshop bazaar.

2.4. Seek cooperation with surrounding schools

The forerunner of the development of cultural industry is creative talents. Although Jingdezhen a has rich ceramic painting talent resources, the development of creative ceramic industry has relative advantages. However, in the perspective of the development of creative industries, Jingdezhen is still facing the bottleneck of shortage of talents. The quality and quantity of talents are difficult to meet the requirements of rapid development of industry, nor can they meet the requirements of industrial scale and industrialization. The Pottery Workshop is located in Jingdezhen Sculpture porcelain Factory, adjacent to the old campus of Jingdezhen Ceramic Institute, the geographical
location is superior. Many stall owners are also students who graduated from Jingdezhen Ceramic Institute, but most of them are introduced by friends or other canals. And then asking for details such as the rules before they entering the bazaar to set up stalls, which has a lot of tedious process and uncertain factors. The Pottery Workshop should make good use of the talent advantages brought by geographical location, establish a cooperative relationship with Jingdezhen Ceramic Institute, setting up clear rules, regulations and access procedures for students, so as to bring more vitality and work content to the bazaar. It is also a good platform for students to combine theory knowledge with practical operation.

2.5. Improvement and optimization of infrastructure in bazaar

Through the analysis of the data of the questionnaire survey, it is found that there are some small opinions on the fees and infrastructure of the bazaar, and the threshold of charging for the development of the bazaar has been raised step by step, but most vendors say that they can accept and understand it. However, as the organizer of the bazaar, the stall owner should be provided with good stall environment and hardware support after charging the fee, which is not only conducive to maintaining the relationship between the two sides, but also can provides a better environment for consumers who come to shop. The bazaar should pay more attention to these details, such as the quality of the tables and chairs provided to the stall owners, whether it is easy to move, whether it is more supportive, and the need for water and eaves in the rainy day. The repairing and other issues should also be communicated with the person in charge of the park to ensure a concise, leisure and comfortable environment in the bazaar. Basing on the ceramic industry, we must give full play to the diffusion and halo effect, promoting the coordinated development of tourism, diet, entertainment and other peripheral related industries, and realize the extension of economies of scale and industrial chain. To quicken the integration and interaction between culture and tourism industry, putting Jingdezhen ceramic culture into more tourism activities, and guiding the tourists to feel a positive and substantial cultural atmosphere and creative cultural forms of relaxed entertainment in Jingdezhen. Then to achieve the dual effect of promoting the social and economic benefits of the city.

2.6. Changing of operation mode of self-media platform

At present, The Pottery Workshop bazaar has two self-media platforms, that are WeChat client and microblog, there are The Pottery Workshop Tao Society WeChat store and Taobao store on WeChat platform. The shop sells some ceramic works and pottery utensils of Zheng Yi, the head of The Pottery Workshop pottery society, as well as some works of other artists. The design sense and production technology of the works are elegant, the price is moderate, there are tea sets and furnishings and other types. These are the use of self-media platform for online marketing performance, but the poor operation of the self-media platform has resulted in unsatisfactory store sales. The organizers of the bazaar should keep their accounts in a more active state and update the information about the activities of the bazaar on a regular basis. Standing in an active position to operate accounts, taking advantage of the powerful diffusion of information ability in moments, so that more and more people will learn about The Pottery Workshop through WeChat moments and microblog channels. In addition, this is also a channel to push the bazaar stall owners to a larger platform, and the works of the bazaar vendors have been put on the shelves in the micro-stores, so that they have achieved the purpose of sales and made the individual design style of the vendors well known to more and more people.

2.7. Seek government policy support

The Pottery Workshop entered Jingdezhen Sculpture porcelain Factory in 2015, as a comprehensive ceramic experience organization, The Pottery Workshop combines Jingdezhen's traditional ceramic culture with new creative concepts, which provides Jingdezhen with a new creative ceramic fair. Letting Jingdezhen creative ceramics industry burst out a new vitality and luster. In recent years, creative industries have flourished all over the world, and the government has also issued a number of policies to help creative industries. Creative ceramics industry is an
important branch of creative industries. A large number of talents gather to pour out the flowers that belong to ceramics with creativity and art. The Pottery Workshop, as an excellent creative ceramic fair in Jingdezhen, has a large number of ceramics artists and designers in the industry, but relying on the bazaar booster ability solely is always limited, the size of the platform is also limited in many ways. The organizers of the bazaar should understand the relevant national policies in real time, seeking policy support for the stall owners in the bazaar actively, forming a chain of relations among the organizers, vendors and the government, and transmit information in a timely manner. The hardware infrastructure around the bazaar should also be actively reflected to provide a good external environment for the normal operation. Adopting to the development strategy of "introducing in" and "going out" to guide and encourage the territory to carry out various forms of talent cooperation and exchange with universities and scientific research institutes all over the world. Encouraging overseas to hold high-level ceramic art exhibitions, enhancing the opening-up level of creative industry territory comprehensively, and then to expanding the influence of the ceramic art of Jingdezhen in the world.

References


