

# Hangzhou, UNESCO City of Crafts and Folk Art

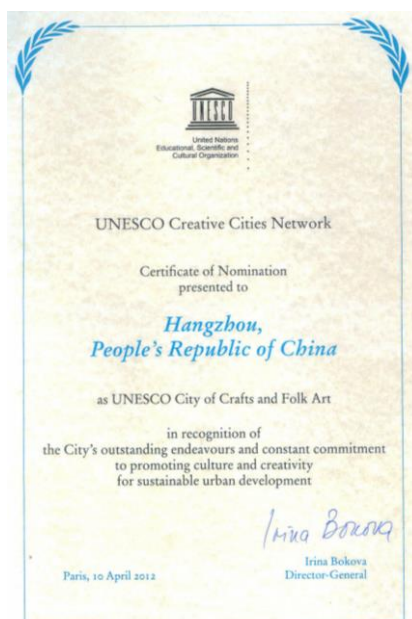
## 2012-2017 Membership Monitoring Report

(22/11/2017)

### I. Executive Summary

#### 1. Background

On April 10, 2012, Hangzhou joined the Creative Cities Network (UCCN) of the United Nations Educational, Scientific, and Cultural Organization (UNESCO) officially, and became the first city in China conferred the title of “City of Crafts and Folk Art”. Hereafter, Hangzhou takes the opportunity of joining the UCCN and relies on the cultural and creative industry to give full play to the basis and advantages in crafts and folk art and take it as a major strategy to speed up the construction of a national center of culture and creativity.



(On April 2012, Irina Bokova, Director-General of the UNESCO at that time signed the appointment of Hangzhou as an UNESCO City of Crafts and Folk Art.)

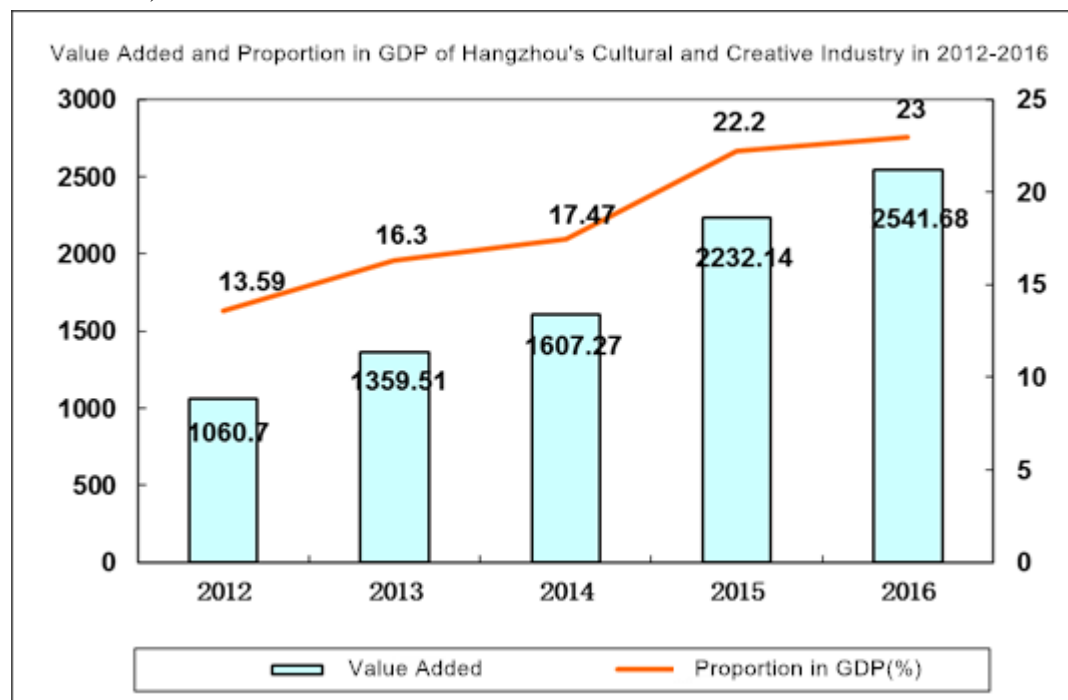
#### 2. Major Policies

To boost the construction of the city’s cultural and creative industry, Hangzhou has issued in recent years “The Twelfth Five-Year Plan of Hangzhou in Cultural and Creative Industry Development”, “Implementation Opinions on Accelerating the Talents Team Construction in Cultural and Creative Industry”, “Implementation Opinions on Further Promoting the Integrated Development of the Cultural Creative Industry and Relevant Industries” and “The Thirteenth Five-Year Plan of Hangzhou in Cultural and Creative Industry Development”. In 2012 in particular, Hangzhou issued the “Ten Measures to Promote the Construction of the City of Crafts and Folk Art”,

and designated ten bases of inheritance for the City of Crafts and Folk Art in documented form.

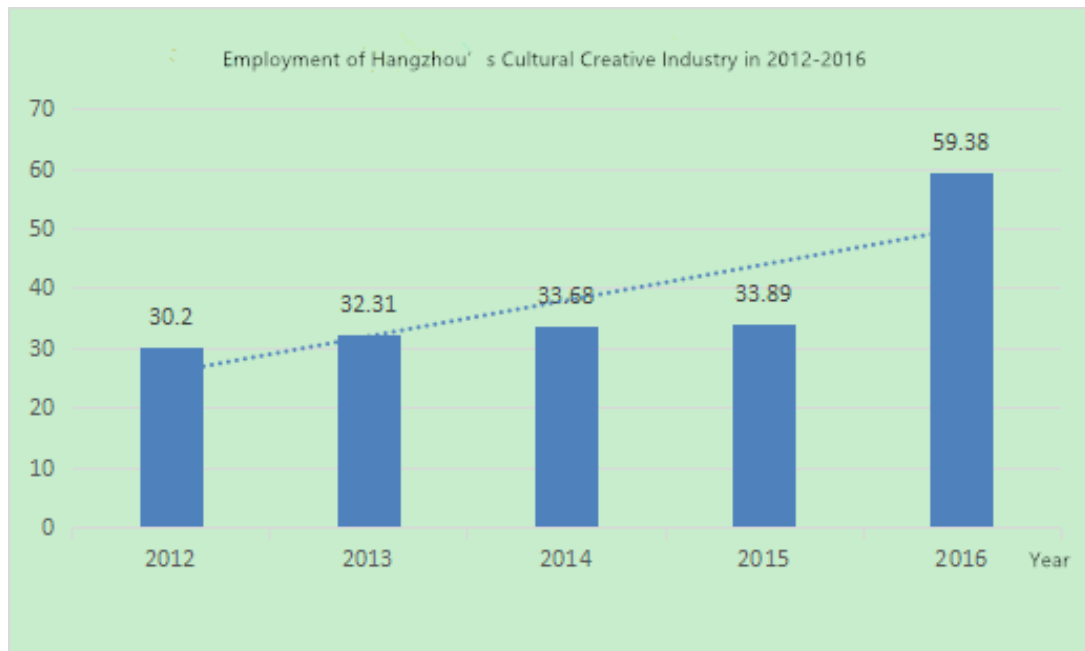
### 3. Major Outcomes

With the efforts of the UCCN and the steady improvement of Hangzhou's cultural and creative industry in recent years, the value added of the industry of Hangzhou reached 254.168 billion yuan by 2016, up by 21.2 percent according to the comparable price, 11.7 percentage points higher than the city's GDP growth, and accounting for 23.0 percent of the city's GDP. (Attached: The chart of changing trend 2012-2016)



(Source: Hangzhou Municipal Bureau of Statistics)

In terms of social benefits, the city's cultural and creative industry continues to expand its employment. The average annual growth rate of employees in the industry reached 18.4 percent between 2012 and 2016. The average annual employment by companies meeting the country's requirement on the company scale in the city's cultural and creative industry reached 593,800 people in 2016, a net increase of 291,800 than that of 2012. (As seen from the chart) From the perspective of different sectors, the designing service industry has come to play a main part in expanding the employment, and ranks the first among the eight major cultural and creative sectors of Hangzhou with an average annual employment of 133,600 people, accounting for 22.5 percent of the total employment by companies meeting the country's requirement on the company scale in the city's cultural and creative industry.



(Source: Hangzhou Municipal Bureau of Statistics)

Meanwhile, Hangzhou gives accurate interpretations on the culture of life “with culture as the core” based on the innovative conservation and development of urban historical and cultural resources, and the successful convening of big events as well as conferences and festivals on urban tourism like the 2013 World Congress of Culture, the 2015 International Conference on “Culture for Sustainable Cities” and the First Members’ Meeting of the UNESCO Global Network of Learning Cities. On Sep. 21, 2017, Hangzhou received an official letter from the United Nations World Tourism Organization (UNWTO), congratulating Hangzhou on being selected as one of the 15 leading urban destinations worldwide with the best practices on tourism performance.



(The Certificate of Nomination as one of the 15 leading urban destinations worldwide with the best practices on tourism performance by UNWTO.)

## II. Basic Information

City: Hangzhou

Country: People’s Republic of China

Category: City of Crafts and Folk Art

Awarding Date: Apr. 10, 2012

Report Submission: Nov. 2017

Subject of Liability: Publicity Department of Hangzhou Municipal Party Committee (Cultural and Creative Industry Office)

Contact: Hangzhou Cultural and Creative Industry Office at (0086) 571 85252813

### **III. Engagement in Global Network Governance**

#### **1. Participation in Annual Meetings of the UCCN**

Since 2012, Hangzhou has participated in the following six annual meetings of the UCCN.

Montreal, Canada in May 2012;

Bologna, Italy in Sep. 2013;

Chengdu, China in Sep. 2014;

Kanazawa, Japan in May 2015;

Östersund, Sweden in Sep. 2016;

Enghien-Les-Bains, France in Jun. 2017.

#### **2. Participation in Sub-network Activities of the UCCN**

Between 2014 and 2017, Hangzhou has participated in the sub-network meetings held by the group members of the City of Crafts and Folk Art, including Fabriano, Italy in Jun. 2014, Icheon, ROK in May 2016, Paducah, U.S. in Sep. 2017.

**In April and December of 2015, Hangzhou successively undertook two annual work meetings for the Chinese cities in the UCCN and the Innovative and Cooperative Development Forum of Chinese Creative Cities and Finance hosted by China National Commission for UNESCO, to carry out discussions on the promotion of the UCCN in China as well as the practices and innovation models of integrating cultural creativity and finance.**



(The first working meeting of the UCCN in 2015 was convened in Hangzhou.)

#### **3. Participation in Candidate Selection for the UCCN**

Between 2014 and 2017, Hangzhou participated in assessing the following 15 candidates according to the requirements of the UCCN, and filled in and submitted the feedback on the basis of careful examination.

<b>Year</b>	<b>Country</b>	<b>City</b>
2014	Indonesia	Yogyakarta
		Pekalongan
		Denpasar
	Czech Republic	Uherske Hradiste
	China	Jingdezhen
		Suzhou
	Mexico	San Cristobal De Las Casas
	Bahamas	Nassau
	Austria	Linz
	Spain	Bilbao
	Germany	Berlin
	Norway	Bergen
	Israel	Tel Aviv-Yafo
2015	Saudi Arabia	Al-Ahsa
2017	Jordan	Madaba

#### **IV. Promotion and Innovation to Realize Goals of the UCCN**

##### **1. Issuing Policies and Plans**

Upon the basis of “The Twelfth Five-Year Plan of Hangzhou in Cultural and Creative Industry Development” and “Implementation Opinions on Accelerating the Talents Team Construction in Cultural Creative Industry”, Hangzhou also issued “Ten Measures to Promote the Construction of the City of Crafts and Folk Art”, and designated ten bases of inheritance for the City of Crafts and Folk Art in document form. Hereafter, Hangzhou also issued “Implementation Opinions on Further Promoting the Integrated Development of the Cultural and Creative Industry and Relevant Industries” (2015) and “The Twelfth Five-Year Plan of Hangzhou in Cultural and Creative Industry Development” (2016). In 2016, Hangzhou issued “The 2015 Whitepaper on Hangzhou’s Cultural and Creative Industry” and “Evaluation and Analysis Report on the Development of Hangzhou’s Cultural and Creative Industry (2007-2016)” together with the National Research Center of Cultural Industries of Tsinghua University.

Hangzhou has been increasing its support for key projects in the crafts and arts industry in recent years. According to statistics, the municipal fund for the cultural and creative industry has supported more than 200 projects on undertakings related to crafts and arts as well as projects on works of art with more than 32 million yuan since 2014.

## 2. Strengthening Industrial Development

### (1) Inheritance of Traditional Crafts and Development of Cultural Products

By Aug. 2017, Hangzhou has accommodated nearly 40 types of traditional arts and crafts, such as Xiaoshan Lace, Hangzhou Brocade, Hangzhou Embroidery, Hangzhou Folding Fans, Hangzhou Copper Carvings and Stone Carvings, and 113 masters of arts and crafts and over 700 companies of arts and crafts, which have laid a solid foundation for the development of Hangzhou's arts and crafts industry. For major crafts and folk arts techniques in Hangzhou like the silk manufacture, the green tea making and the firing of Kuan Yao porcelain of the Southern Song Dynasty, Hangzhou grants special support for their industrial development while carrying out conservation and inheritance. Take Wensli Group, one of the leading brands in the silk industry in Hangzhou as an example. Wensli has been listed in the top 500 private companies in China for five consecutive years since 2012. Its sales volume reached 16.647 billion yuan in 2016, the growth rate of its sales volume over the past five years reached 94.51 percent, and that of net profit 21.08 percent.



In addition, Hangzhou Silk and West Lake Longjing Tea have not only been presented as a national gift for heads of state for many times, but also become tourist souvenirs with the richest cultural flavor. Wang Xing Ji Fans, Zhang Xiao Quan Scissors, West Lake Silk Umbrellas and Tian Zhu Chopsticks are referred to as “four major tourism specialties of Hangzhou”. The multiple series of porcelain including “West Lake Charm”, “Prosperous Times” and “National Beauty and Heavenly Fragrance” designed by Ji Xigui, a national-level master of crafts and arts, received high praise from society during the G20 summit, and the “Prosperous Times” and “National Beauty and Heavenly Fragrance” series have been collected by the National Museum of China.



## (2) Conservation of Traditional Culture and its Organic Integration with Tourism

Under the close collaboration of the government and society, Hangzhou has combined the cultural heritage protection of urban historic blocks and the development of leisure cultural tourism, and built up a batch of cultural creative industry parks famous in China and abroad featuring crafts, history and culture, such as Qing He Fang historic and cultural blocks and Xiao He Zhi Jie historic and cultural blocks. While substantially showcasing the long history, profound culture and diverse techniques of Hangzhou, these historic and cultural blocks, by making its cultural tourism known through multiple activities and moves, have gradually developed into featured blocks for cultural creative tourism integrating sightseeing, culture-experiencing, participating and commercial functions. (Attached: International and Domestic Tourism of Hangzhou in 2012-2016)

International and Domestic Tourism of Hangzhou in 2012-2016				
Year	International Tourists (ten thousand times)	Domestic Tourists (hundred million people)	Total Tourists (hundred million people)	Total Tourism Revenue (hundred million yuan)
2012	331	0.82	0.85	1392.25
2013	316	0.94	0.97	1603.67
2014	326	1.06	1.09	1886.33
2015	342	1.2	1.23	2200.67
2016	363	1.37	1.41	2571.84

(Source: Hangzhou Tourism Committee)

Take the Qing He Fang crafts-featured blocks as an example. Located at the tourist resort West Lake, the Qing He Fang historic blocks boast the most complete preservation of historic relics in Hangzhou. Since 2001, Hangzhou municipal

government has invested several hundred million yuan in the conservation and organic renewal of the blocks, and taken the opportunity of connecting the crafts industry and the tourism market to vigorously promote the accumulation and integration of all kinds of crafts industry factors in multiple ways. At present, Qing He Fang and Nan Song Yu Jie featured blocks still accommodate 16 crafts and arts masters from all over the country, hundreds of folk artists, more than 30 time-honored shops, and nearly 400 featured stores. The Qing He Fang crafts-featured blocks received a total of 20.1 million Chinese and international tourists, and realized an operating income of 2.17 billion yuan and a tax revenue up to 160 million yuan in 2016.



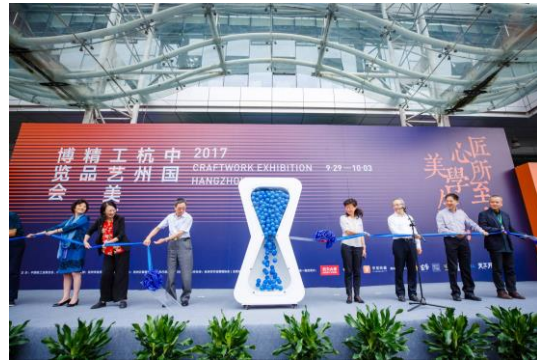
### **3. Enhancing Public Participation in Cultural Life and Cultural Consumption**

In recent years, Hangzhou takes full advantage of various large-scale activities and urban tourism conferences and festivals to give accurate interpretations of the social life “with culture as the core”, and at the same time, relies on venues and platforms like Hangzhou Arts and Crafts Museum and Museum of Living Handicraft to carry out diverse and colorful cultural and artistic activities facing the general public so as to conserve and develop the intangible cultural heritage of Hangzhou.

#### **(1) Craftwork Exhibition of China (Hangzhou)**

The city has successfully held six sessions of the Craftwork Exhibition of China (Hangzhou) since 2012, and continuously escalated the arts and crafts events with innovative mindset. In recent years, the Craftwork Exhibition of China (Hangzhou) has been actively exploring the relationship between handicraft and aesthetic life centering the theme of Crafted Life, so that the events can be more tailored to the general public and embraced in the everyday life. The 2017 exhibition displays more than 700 pieces of fine works of art from more than 300 exhibitors in four and a half days. The displaying items cover pottery, porcelain, jewelry and sculptures, as well as purple-clay, glass and crystal items. The exhibition welcomed more than 40,000 people and yielded a turnover of 43 million yuan.





## (2) Hangzhou Cultural and Creative Industry Expo

A total of 11 sessions of the Hangzhou Cultural and Creative Industry Expo have been successfully held since 2007, and an exhibition area themed crafts and folk arts has been set up every year during the exhibition. The 2017 Hangzhou Cultural and Creative Industry Expo titled “Fusion (transliterated as Rong): Life Innovations and World Connections” covered a total exhibition area of 120,000 square meters. There were 31 events organized around the four major sessions, exhibitions, forums, awards and activities, and more than 2,000 cultural and creative companies and organizations from more than 25 countries and regions participated in the event. A total of 168 projects signed contracts, and the value of deals clinched on the scene reached 3.86 billion yuan. The number of participants in the main exhibition and related events reached 259,000. The Expo gave full play to the role of cultural creativity and cultural exchange as a bond, set up “History and Contemporary: Central East Europe Cultural and Art Exchange Exhibition” specially to carry the Belt and Road Initiative forward, and displayed Hangzhou as a globally famous city with unique charm. The Exchange Exhibition also set up three major exhibition areas, the Theme Area, the Classic Art Area and the Featured Handicraft Area. These areas presented the most representative works of crafts from the 16 countries in Central and Eastern Europe through an artistic 3D map device and cultural components like camel humps, goods and old coins. The presentation of both eastern and western, both historical and contemporary factors in the Exchange Exhibition fully embodied the in-depth communication of countries along the Belt and Road in art and culture, which made it the most popular and the most acclaimed international exhibition in this Expo.





### **(3) The 1<sup>st</sup> Conference of International Traditional Craft Technology in China & The Exhibition of Celebrities' Products**

In 2014, Hangzhou held the 1<sup>st</sup> Conference of International Traditional Craft Technology in China & the Exhibition of Celebrities' Products with a theme of "revitalizing traditional crafts and developing national economy". With the Conference of International Traditional Craft Technology as a platform, the exhibition showcased fresh achievements in traditional craft technology made at home and abroad in modern times especially since 1949. It also presented popular Bian Lian (Face-Changing), magic craft show and other performances displaying the charm of traditional costumes, embroidery, Chinese paper cutting and calligraphy.

## **4. Building Innovative and Creative Platforms while Training Competent Professionals**

Since it was named as "City of Crafts and Folk Art" in May, 2012, Hangzhou has enhanced the protection, inheritance and innovation of traditional arts and crafts, and trained cultural and creative professionals through practical measures. Such platforms as Hangzhou Arts & Crafts Museum and Workmanship Demonstration Pavilion have been established to popularize arts and crafts. Major projects including "Masters' Apprentice" and "Discovering Young Designers" have been launched to build innovative and creative platforms, train professionals in arts and crafts as well as cultural and creative industries and develop cultural think tanks.

### **(1) Holding Art and Cultural Activities for the Public at such Venues as Hangzhou Arts & Crafts Museum, Workmanship Demonstration Pavilion**

As one of the first 10 inheritance bases since Hangzhou was named as "City of Crafts and Folk Art", Hangzhou Arts & Crafts Museum plays a crucial role in protecting and inheriting arts and crafts as well as intangible cultural heritage, promoting the arts and crafts industry, opening a window for the world into Hangzhou's arts and crafts and building platforms for exchanges and communication in this regard. The museum covers 47,309 square meters, with an exhibition area of 14,264 square meters. Since it opened to public in 2012, the museum has received about 1.1 million arrivals. It has hosted 1300 public service activities including Second Classroom Activities, Youth Creative Paper-cutting Competition and Arts and Crafts Lectures. It has been honored with many municipal titles such as Model Base for Second Classroom Teaching, Base for Youth Science Education and Model Institute of Protection and Management of Cultural Relics. In addition, important

leaders and guests from home and abroad have visited the museum including Irina Bokova, then director-general of UNESCO, Getachew Engida, deputy director general of UNESCO, Lima Hooja, expert with International Council on Monuments and Sites, Wu Bangguo, former chairman of the Standing Committee of the National People's Congress and Zeng Peiyan, former vice premier of the State Council.



## **(2) Inheritance of Arts and Crafts -- “Masters’ Apprentices”**

Hangzhou launched the project of “Masters’ Apprentices” in 2012. Each of the five national-level masters of arts and crafts in Hangzhou (Zhao Xixiang, master of Xiaoshan Lace, Wang Wenying, master of machine embroidery, Ji Xigui, master of ceramics, Chen Shuiqin, master of hand embroidery, Zhu Bingren, master of copper carvings) have taught skills to four or five apprentices and trained them to be leading professionals in the past five years. From Dec., 2012, to Aug., 2017, 6.8033 million yuan has been allotted from the special fund for the cultural and creative industry to subsidize the masters and their apprentices as well as the publicity, exhibitions and publication related to the project. Through joints efforts by the five masters and 24 apprentices, traditional crafts like Xiaoshan Lace, machine embroidery, ceramics, hand embroidery and copper carvings have been inherited and promoted. At present, Hangzhou has 22 inheritors of national intangible cultural heritage and 113 masters of arts and crafts, six of whom are national-level.



### **(3) Discovering Young Designers**

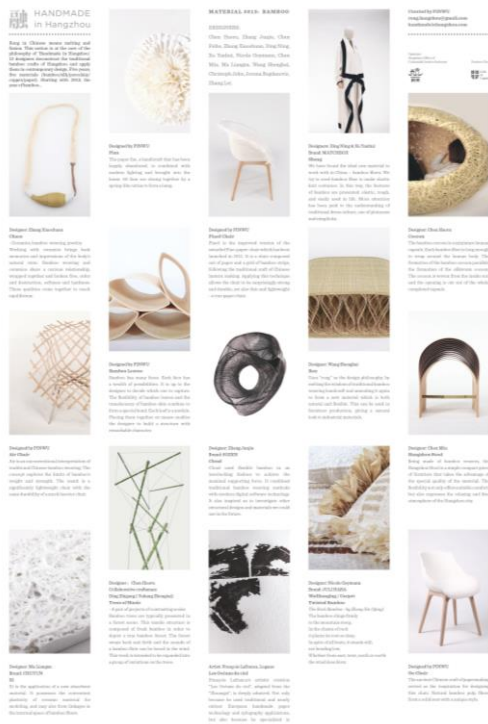
To nurture more skilled design professionals and promote the integrated development of cultural and creative industry, design services with relevant industries, Hangzhou launched the project of “Discovering Young Designers” to discover and train professionals in industrial design, construction engineering and advertising design. The project has contributed to the integrated development of the cultural and creative industry with relevant industries, economic restructuring and upgrading, mass entrepreneurship and innovation in Hangzhou as well as its endeavor to develop into a national center of culture and creativity. Since the launch of the project in 2012, Hangzhou has allotted 11.548 million yuan from the special fund to elect and train young creative design professionals, hold exhibitions of their works as well as finance publicity, exhibitions and publication related to the project. By the end of Oct., 2017, Hangzhou has funded the training of over 320 young talented designers, 233 of whom have studied abroad.

## **5. Increasing the Identity of UCCN and Conducting Researches on the Roles of the Cultural and Creative Industry in Promoting Sustainable Urban Development**

### **(1) “Fusion—Hand Made In Hangzhou” Reconstruction of Traditional Crafts Design**

“Fusion—Hand Made In Hangzhou Design Exhibition” is a redesign program of high-end traditional crafts initiated by 16 designers in Hangzhou in 2013. Based on five traditional materials (bamboo, silk, mud, copper and paper), the five-year-long

program is aimed at deconstructing traditional crafts and applying them into contemporary design. An exhibition was held each year during 2013-2017 to present the outcomes of the researches on the deconstruction of traditional crafts and materials. In the past five years, the team of the program hosted activities in 15 cities of eight countries and areas including Italy, Switzerland, France, Greece, Hong Kong and Taiwan. Reconstruction design works of 40 traditional materials and crafts such as cast copper, bamboo crafts, paper umbrella, metal braiding and plant dyeing created by 55 designers including industrial designer Liu Chuankai, jewelry designer Zhang Xiaochuan, product designer Zhang Lei and interior designer Chris have been displayed in five world-famous exhibitions such as Milan Design Week, MASON OBJECT PARIS and Hong Kong Business of Design Week, winning high praises from other designers. By combining design with travelling exhibition, the program has spread the concept of “Fusion”, presented the outcomes of Hangzhou’s researches on traditional crafts and materials and contributed to the building of the city’s cultural brand.



## (2) “Xinhangxian” Platform and Serial Exhibitions

Focusing on the theme of “Fusion—Craft, Design, Life”, Hangzhou Creative Design Center has organized cultural and creative companies to participate in major domestic and foreign exhibitions since 2014 including Milan Design Week, Inauguration Ceremony of China Culture Center in Copenhagen, China (Shenzhen) International Cultural Industry Fair, Suzhou Creative & Design Cultural Industry Expo, Macau Lohas Expo, Creative Expo Taiwan, London Show and Ireland Show, promoting Hangzhou’s cultural and creative brands. These efforts have helped Hangzhou establish the reputation as “City of Crafts and Folk Art” and “a national center of culture and creativity”, elevated the profile and influence of Hangzhou’s cultural and creative industry and enhanced exchanges and cooperation between Hangzhou’s cultural and creative companies and their counterparts at home and abroad. A platform named “Xinhangxian” was built, aiming to promote local young designers’ brands by participating in international exhibitions and hosting exchange activities. Many designers have conducted cooperation with cultural and creative organizations, achieving the commercialization of their works. For example, the products of Chengshe, a Hangzhou brand, have entered Amazon’s American warehouse and are planned to enter its European warehouse by the end of 2017. The sales the products reached 1.5 million yuan in the first month they were sold on Amazon.



## V. Intercity Exchanges and Cooperation for Goals of UCCN

### (1) Participating in Exhibitions and Activities Held by Other Group Members

(2) From 2014 to 2017, Hangzhou has sent delegates to sub-network meetings and international activities held by other group members of the “City of Crafts and Folk Art” including Fabriano, Italy (June, 2014), Icheon, ROK (May, 2016) and Paducah, the U.S (Sep., 2017). Ji Xigui, a national-level master of crafts and arts from Hangzhou and two young teachers from China Academy of Art participated in Icheon Ceramics Exhibition and Handmade Works of Art Expo in Paducah. Their works won wide popularity among viewers and craftsmen from other group members.

### **(3) Establishing Hangzhou UK Creative Design Center**

Hangzhou has made great efforts in recent years to boost innovation while inheriting tradition and to increase its cultural soft power with culture and creativity as the focus of urban internationalization. These efforts are aimed at building Eastern cultural brands, deepening international cultural exchanges and cooperation as well as developing into a “major Eastern city for international cultural exchanges”. Based on in-depth communication with Nottingham City Council, Hangzhou Cultural Exhibition Co. Ltd established “Hangzhou UK Communication Center of Cultural and Creative Industry” in Creative Quarter Nottingham, a creative park in Nottingham in 2017. Both sides reached consensus on building long-term cooperation relationship and particularly enhancing cooperation in the cultural and creative industry to support each other and achieve mutual benefit.

## **VI. Action Plan (2018-2022)**

### **1. Local Projects and Activities for Goals of UCCN**

(1) **According continued importance to exhibitions** With “internationalization, specialization, branding, industrialization” as the goals, Hangzhou will continue to hold major exhibitions and activities such as China International Cartoon & Animation Festival, Hangzhou Cultural & Creative Expo, MIP China to build nationally first-class and world-famous platforms for exhibiting and trading cultural products. We will make “Fusion—Hand Made In Hangzhou” “Xinhangxian” and other exhibitions more impressive, and organize companies to participate in such exhibitions as Cross-strait Exhibition of Cultural & Creative Industries and Traditional Arts, China (Shenzhen) International Cultural Industry Fair and Hong Kong International Film & TV Market.

(2) **Pushing forward the project of “upgrading handicrafts”** Hangzhou will take the following measures: establish 10 inheritance bases while promoting the development of “City of Crafts and Folk Art” according to UCCN’s requirements; step up efforts to train more arts and crafts professionals; give full play to the role of folk craftsmen, masters of arts and crafts as well as cultural celebrities; elevate the profile of time-honored brands such as Hangzhou Folding Fan, Hangzhou Umbrella and Hangzhou Scissors; create high-quality works arts and crafts with modern features; promote the combination of local cultural elements, traditional crafts and intangible cultural heritage with creative design, modern technology and fashion elements; boost the development of creative living industry; improve the quality of the people’s cultural life.

## **2. International projects and activities for Goals of UCCN**

(1) In accordance with the requirements of UNESCO and China National Commission for UNESCO, Hangzhou will actively participate in UCCN Annual Meeting and sub-network meetings, strengthening exchanges and cooperation with other member cities.

(2) Hangzhou will continue to hold such as exhibition as “Fusion—Hand Made In Hangzhou” and “Xinhangxian”, and organize local companies to participate in international exhibitions including Milan Design Week and London Craft Week.

(3) Hangzhou will seize the opportunity of establishing “Hangzhou UK Communication Center of Cultural and Creative Industry” in The Creative Quarter Nottingham to enhance the strategic cooperation between the two cities in cultural and creative industries, especially industrial exchanges, professional training and participation in each other’s exhibitions.

## **3. Budgets for Planned Projects**

No less than 40 million yuan will be allotted from the municipal special fund for cultural and creative industry to develop arts and crafts from 2018 to 2022, excluding special funds for other departments.

## **4. Plans to Promote Publicity and Communication and to Increase Public Awareness**

We will publicize UCCN goals and elevate the influence of relevant activities through online platforms such as the official websites of Hangzhou Cultural and Creative Industry Office and Hangzhou Arts & Crafts Museum as well as offline platforms including Chinese and international cultural exhibitions and conferences.

Hangzhou Cultural and Creative Industry Office: <http://www.0571ci.gov.cn/>

Hangzhou Creative Design Center: <http://www.hcdc102.com/>

Hangzhou Arts & Crafts Museum: <http://www.zgdjss.com/>