

Designing ‘Culture and Heritage’ into the C1D1 District of Taipei City

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Abstract. This paper focuses on the development of C1D1 District of Taipei City, emphasizing its cultural perspective and oriental spirit. With the concept of the creative city, this study explores the cultural and industrial heritage of the Western District. To lead the C1D1 District to turn into a new core of Taipei City designated as the World Design Capital 2016, the concepts of Oriental Cloud Platform, City’s Living Room, 3D Catalog, and Cultural and Industrial Link are proposed as development guidelines.

Keywords: Culture and Heritage, Oriental Spirit, Creative City, Cultural Link.

1 Introduction

For the development of the Taipei Station and its surrounding area, the C1D1 District was designated as high-rise building block in 2011. Located on the main gate and core area of Taipei City, the C1D1 District was planned to develop shopping malls, offices for international headquarters, international hotels, and cultural and leisure facilities. The development of Taipei City originated from the Western District along the Dan-shui River. The Western District thus accumulated abundant cultural and industrial heritage within the areas of North Gate, Dadaocheng, Ximending, Chongcing Bookstore Street, Wholesale Industrial Zone, etc. With the passage of time, the Western District today comprises rich and multi-faceted cultural contents that interact to create a unique tapestry. The threads of this tapestry are political, cultural, transporting, and economic, which are sometimes in conflict, sometimes harmonious, and still sometimes chaotic.

During recent decades ‘the Creative City’ has turned into a clarion call for productive and imaginative action in urban development (Landry, 2008; 2012). The creative city became the new hot theme among urban policymakers, planners and economists. Various creative cities around the world reflect different inspirations for development in this regard (Andersson, Andrsson, and Mellander, 2013). The development of the creative city in advanced countries has been focusing on the characterized local culture and rich historical heritage. The re-organization and practice of the city has

regarded culture as the first priority and main consideration. Utilizing creative manpower and organization to deal with broad perspectives of cultural issues, a creative city environment and atmosphere is therefore possibly formulated, and developed as a center of creativity. Researchers assert that even although the 'cultural economy' and 'creative industry' are normally conflated perspectives and distinct segments of contemporary city economies, they actually may be connected to make great contribution to a city's character, attractiveness and competitiveness through thinking, planning and acting in addressing urban issues creatively (Cooke and Zazzeretti, 2007).

The main challenge of the development of the C1D1 District lies in how to reconnect the existing cultural and industrial heritages with the new creation. With the concepts of the creative city, this study explores the cultural and industrial heritage of the Western District and its surrounding areas. To create a new composition and structure, which contains rich cultural experiences and convenient living functions, the concepts including Oriental Cloud Platform, City's Living Room, 3D Catalog, and Cultural and Industrial Link are proposed.

1.1 The Great Future of Taipei City

An innovative design has proven to be a fundamental approach to reach the goal of rendering cities more livable, aesthetic, attractive, and competitive. The World Design Capital designation is held biennially to celebrate and present the success of cities that have applied design as a tool to improve general city life. Through showcasing a designated city and its design approaches of enhancing economic growth, innovation, quality of life and social interaction, an international network is created for sharing innovative design programs and strategies between developed countries and emerging economies.

In November 2013 Taipei City was announced as World Design Capital 2016 with the core concept of 'Adaptive City'. Taipei City will be the fifth Design Capital following Torino in Italy, Seoul in Korea, Helsinki in Finland, and Cape Town in South Africa. The theme 'Adaptive City – Design in Motion insists that Taipei City should become a city that applies design thinking to urban development with limited resources, and to continue to demonstrate innovative vitality. The theme also contains the core spirit of being people-oriented that aims to enable Taipei City to be a city of sustainable development with respect to life quality and health, ecological sustainability, smart living and urban regeneration (Wu, 2013). Reflecting the theme of Adaptive City and utilizing the approaches of reconnecting and representing culture and humanity, the development of the C1D1 District shows a significant and distinct opportunity to turn the Western District into a new city center of cultural, technological and industries innovation.

1.2 The C1D1 District as the New Core of Taipei City

The C1D1 District is located on the main Gate to Taipei City, as well as in the central part of the Western District, which was the origin of Taipei City (Fig. 1). This area

has accumulated the most abundant historical and cultural heritage of Taipei. However, as the focus of city development transferred to the Eastern District, the Western District has declined for 30 years. For the development of the Taipei Station and its surrounding area, the C1D1 District was designated as high-rise building block in 2011. It was planned to develop shopping malls, offices for international headquarters, international hotels, as well as other cultural and leisure facilities. The main challenge of the development of the C1D1 District lies in how to reconnect the existing cultural and industrial heritages with the new creation to recall the memories of the Western District, and to lead the C1D1 District to turn into a new core of Taipei City.

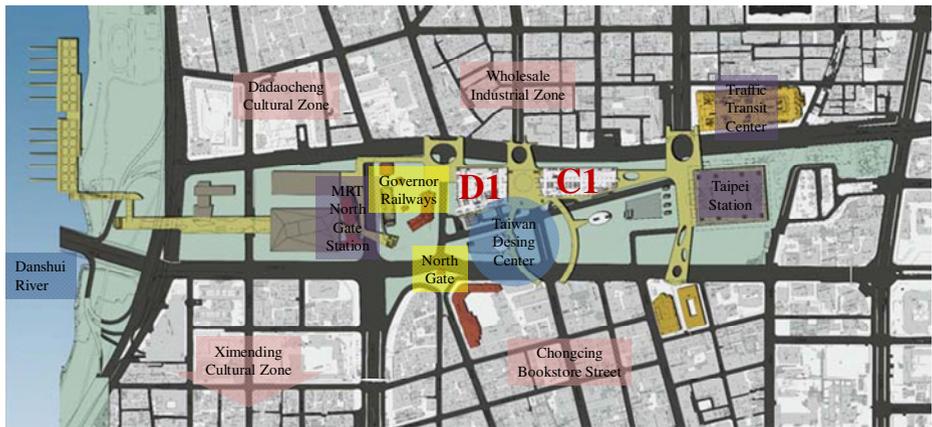


Fig. 1. The C1D1 District and its surrounding area

2 Exploring Heritage for City Innovation

2.1 Heritage and Memories from a City

The term 'heritage' contains many complex implications. It originally was applied to the aspect of the preservation of monuments and historical buildings. In the cultural arena, heritage is used in describing material forms such as monuments, historical or architectural remains and objects on display in museums; or immaterial forms such as a philosophy, traditions and art in their manifestations, the celebration of great events or personalities in history, distinct ways of life, and education as expressed through literature and folklore (Herbert, 1989: 10-11, Nuryanti, 1996: 251, Zepple and Hall, 1992). Heritage is a mode of cultural production in the present that has resource to the past, as well as a specific way interpreting and utilizing bygone times that link individuals to a larger collective (Kirshenblatt-Gimblett, 1998: 7). In this sense heritage is what we select in the present for contemporary purposes and it helps define the meanings of culture.

Through heritage of a place, people's memories are aroused and mediated presentations that utilize a variety of media including tangible or intangible cultural forms.

As peoples' memories are organized around objects and particular spaces, through the process of perceiving and remembering, people perceive the world they live in, shape their comprehension and knowledge about the world and transfer to the following generations. The collective memory theory by Halbwachs (1992) provides insight into how people create expressions of collective meanings when encounter with particular objects through common experiences. As collective memories plays as the basis for all memories, people's reconstruction of the past must launch from the shared content of collective memory (Crane, 2006: 104). These notions illustrate the close interrelations between heritage, collective meanings and memories of a city. Therefore before carrying out the development project for the C1D1 District, it is crucial to explore the heritage and culture of the Western District in order to develop creative guidelines for the project.

2.2 Cultural and Industrial Heritage of the Western District

Taipei City as one of the oldest cities in Taiwan has experienced and witnessed flourishing and prosperous development. Since three centuries ago, Taipei City has developed from a rural to an international metropolis. Taipei City started to develop when the Qing Empire occupied Taiwan in 1709. In the end of the 19th century, following traditional Chinese urban format, Taipei City developed with a north-south axis in the square shape. Taipei City encompassed four key categories of urban development including temples for god worship, schools and colleges for education, administrative offices for political control, and street and industrial areas extended from five gates of the city (Fig. 2). From 1895 until 1945, Taiwan was occupied by Japan. Taipei City thus experienced another stage of modern development under the attempt of Japanese colonization (Fig. 3).



Fig. 2. Taipei City in the Qing Dynasty

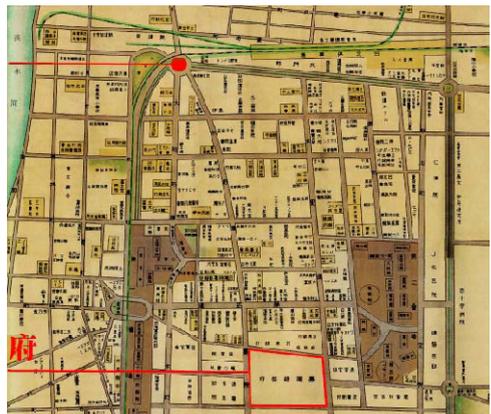


Fig. 3. Taipei City during 1895 and 1945

During the period of Japanese colonization in the Western District Japanese government constructed a large number of classic western-style buildings including the Office of the President and other administrative offices, theaters, hospitals, bank and post office, etc. These became the most important cultural and industrial heritage of the Western District, such as the Taiwan Governor Railways Buildings and the Taipei Post Office (Fig. 4), the North Gate (Fig. 5), Dadaocheng, etc. The facades of these buildings and the human-scale open spaces created classic and historical atmosphere of the Western District and formed a unique image of the core area of Taipei City.

In 1945, Taiwan was taken over by China, when the Qing Dynasty was overthrown and the Republic of China was established. From the 40s to the 60s, the Western District played the role as the Central Business District (CBD) of Taipei City. As the most bustling and flourishing area of the Western District, the Ximending was the first pedestrian precinct in Taipei City (Fig. 6). Chongcing Bookstore Street was an important showcase for Taiwan's publishing industry (Fig. 7). The bookstores also fulfilled the needs for people's cultural lives and leisure activities. The Wholesale Industrial Zone playing as a wholesale distribution center of Taipei City also presents a unique type of industrial heritage (Fig. 8).



Fig. 4. Taipei Post Office



Fig. 5. The North Gate



Fig. 6. Ximending in the 1950s



Fig. 7. Chongcing Bookstore Street



Fig. 8. Wholesale Industrial Zone

2.3 Loss of Memories of the Western District

From the 70s, the CBD of Taipei City transferred from the Western district to the Eastern District due to the establishment of the new Taipei City Hall, 101 Tower, and several Cultural and Creative Industrial Parks. Even though the Western District still played an important role with respect to traffic function, its prosperity declined owing to the absence of an appropriate and effective development plan. During the past decades Western District lost the image inspired from cultural and industrial heritage due to two main reasons. On the one hand the development of subway and underground shopping malls led people to travel around Western District through moving from one functional point to the other by capturing traffic signal and modern commercial information without sensing the image and characteristics of the place. On the other hand certain historical architecture and open space were turned down for urban renewal. As a result people gradually lost the memories of the Western District.

3 Concepts for Developing the C1D1 District

From the perspectives of global competition, the most powerful competitive strength of an international city comes from its unique value of historical and cultural resources driven from land use and people's living content. In this sense, the living memory, cultural, and industrial heritage altogether formulate the unique cultural authenticity and identity of a city. These are the most crucial and significant conditions for becoming a great city. To reconnect cultural and industrial heritage with the development of the C1D1 District, four concepts are proposed as follows.

3.1 Oriental Cloud Platform

Chinese culture as one of the oldest cultures in the world plays a significant role among oriental cultures including Chinese culture, Japanese culture, Indian culture, and other cultures of Asian countries. The most significant philosophy and connotations of oriental culture are integration, multiplication, complexity, harmony and interweaving. As we try to apply these implications on urban planning, it is crucial to

integrate and locate physical construction with virtual space implying humanity and cultural meanings. In oriental architecture, intermediary space such as entrance, lobby, porch, corridor and yard all play the role as space intermediate to harmoniously connect variant practical structures and functional spaces. Based on this oriental space philosophy, architecture is integrated into environment and nature with harmony, coherence and flexibility. Cloud as a mega natural body with Oriental cultural significations implies future anticipation and imagination. The Oriental Cloud Platform as the core concept for the development of the CID1 District aims to integrate variant architecture, traffic zones and open space, and to fulfill multiple urban functions through an intermediary space.

3.2 City's Living Room

The rapid tempo of contemporary city life makes it crucial to provide a space for people to calm down from tense city lives for contemplation. With the idea of regarding a city as a house, providing a living room for a city would be very crucial for people to interact and communicate within this public open space with the practical functions of transportation, shopping, and with cultural functions. Based on the concept of Oriental Cloud Platform, the concept of City's Living Room is a practical architectural approach to create a mega public space that allows citizens and international tourists to interact, communicate, and to be fulfilled with commercial functions by shopping spaces and facilities and with cultural facilities such as museums, theaters and other leisure facilities (Fig. 9, Fig. 10).



Fig. 9. The image of City's Living Room



Fig. 10. The open space of the CID1

3.3 3D Catalog

With the consideration that the CID1 District is located on the main Gate to the Taipei Station, the 3D Catalog is created to present a complete list of cultural, industrial, artistic, technological and living aesthetic content of the Western District and Taipei City. The practical forms of the 3D Catalog include exhibition in the public open spaces, digital signage, and characterized architectural elements, etc. More than

providing road signs, travel guide or city introduction, the 3D Catalog introduces the abundant cultural and industrial content of Taipei City through multiple forms. Particularly when being settled in the C1D1 District as the main gate to Taipei City, the 3D Catalog becomes a powerful instrument to reinforce international tourists' image of Taipei City. This will be an efficient approach to create the brand of Taipei City.

3.4 Cultural Link and Industrial Link

In order to connect the heritage of the Western District with the new creation of the C1D1 District, the concept of cultural link and industrial link is proposed (Fig. 11). Focusing on the Taiwan Governor Railways Buildings and the Taipei Post Office, the North Gate, the Dadaocheng Cultural Zone, and the Ximending Cultural Zone, the cultural link is based on the development of the Museum Cluster of the North Gate. In the west end of the Museum Cluster of the North Gate, the Cultural Corridor is created to connect with the Dadaocheng Cultural Zone (Fig. 12). Within the Museum Cluster of the North Gate, the Fashion and Digital Exhibition Hall is developed to connect with Ximending Cultural Zone and representing its cultural characteristic (Fig. 13). On the other hand, the industrial link is based on the development of the Taiwan Design Center. In the Center, the Cultural and Creative Industry Bookstore is created for gathering multiple shops on Chongcing Street. Moreover, the Museum of Crafts and Cultural Creative Industry is developed to facilitate the social and professional education on cultural and creative industries. The Cultural and Creative Workshop is developed as the incubators for assisting creative designers and business.

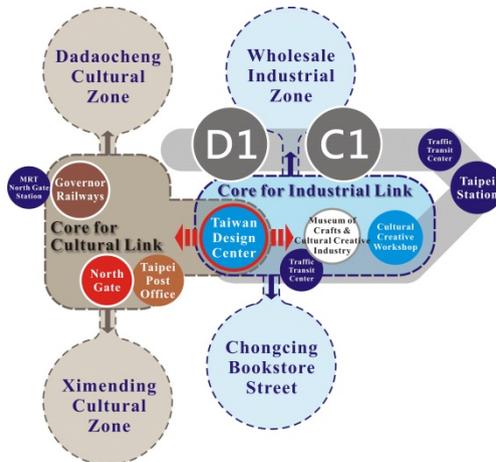


Fig. 11. Diagram of Cultural Link and Industrial Link



Fig. 12. The Cultural Corridor



Fig. 13. The Fashion and Digital Exhibition Hall

4 Conclusion

Creative design with culture and heritage has proven to be a fundamental approach to reach the goal of rendering cities more livable, aesthetic, attractive, and competitive. Characterized local culture and rich historical heritage have been regarded as the first priority and main consideration for city innovation. These notions reflect the close interrelations between heritage, collective meanings and memories of a city. The main challenge of the development of the CID1 District of Taipei City thus lies in how to reconnect the existing cultural and industrial heritages with the new creation via integrating urban space, place characteristics, cultural atmosphere and industrial potential. To respond to challenge successfully, it is crucial to re-explore the heritage and culture of the Western District with contemporary perspectives. The 'Oriental Spirit' is inspired from the re-examining and re-thinking the contemporary implications of the heritage of the Western District. Based on this core theme, the concept of Oriental Cloud Platform, City's Living Room, 3D Catalog, and Cultural Link and Industrial Link are proposed. These unique and innovative concepts provide guidelines for the CID1 District to develop into a new core of the Taipei City.

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