

**Jingdezhen City (Porcelain Capital of China) -
Urban Planning Society of China – Tsinghua University
Symposium on Urban Revitalisation and Heritage Conservation
6 November 2015**

Conservation of urban heritage and
revitalisation of heritage city: special
reference to Europa Nostra's heritage 2015
Award for Middleport Pottery, Brussels'
Canal Development and Jingdezhen Ceramic
Art Avenue, China

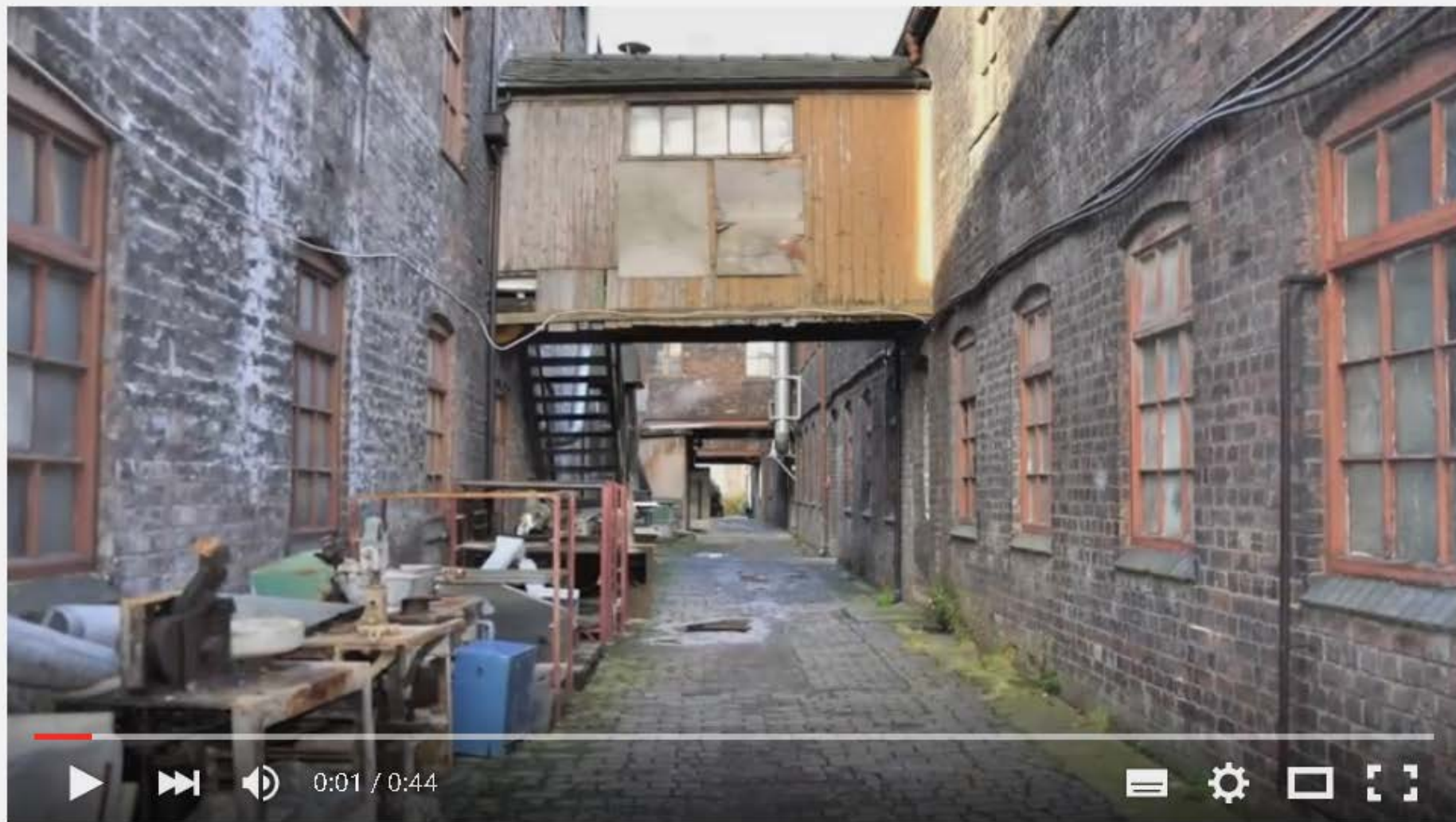
By Pierre LACONTE

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Committee, Europa Nostra

1. MIDDLEPORT POTTERY, UK

European Heritage Europa Nostra Awards 2015
included the revived Middleport Pottery in the UK

[https://www.youtube.com/watch?v=-
2ADjiUlwkU&feature=youtu.be](https://www.youtube.com/watch?v=-2ADjiUlwkU&feature=youtu.be)



Middleport Pottery in Stoke-on-Trent, UNITED KINGDOM

THE REVIVAL OF MIDDLEPORT POTTERY



<https://www.youtube.com/watch?v=gzA7luPlaYk>

ABOUT MIDDLEPORT POTTERY

Middleport Pottery is located in Stoke on Trent, at the heart of the British ceramics industry. The Pottery was built in 1888 as a model factory for the production of what became the world-renowned “Burleigh” earthenware. In 2010 closure threatened, jeopardising 50 jobs, traditional skills, historic processes and unique collections of ceramics moulds and archives. So great was the cost of repairing the buildings that the site had no viable operational future.

But the business has been dramatically rescued by a UK heritage charity, The Prince's Regeneration Trust. Its many buildings are still home to Burleigh pottery, using traditional techniques, and also host a growing visitor destination with interpretation facilities, a gallery exhibiting historic examples of its products, educational and teaching space and a café.

Additionally, the historic machinery, artefacts and nationally important collections and archive have been saved for public viewing. The site also now houses three smaller specialist pottery businesses and has workshop space available for further creative businesses.

ABOUT THE EUROPA NOSTRA AWARD

The Jury were gratified to be able to recognize the rescue of this fine unit of production – both the industrial premises and its delightful product. Many such worthwhile ventures fall by the wayside through the absence of a new sponsor, and that is where the Prince's Regeneration Trust deserve thanks for facilitating the continuation in production of this attractive range of earthenware pottery. The factory too now has a secure future as one of the last surviving traditional potteries in the West Midlands of England, known as “The Potteries” and once characterized by its factory chimneys and distinctive bottle kilns. The techniques and skills of production have been revitalized and buildings and machinery carefully conserved to retain their unique atmosphere and spirit.

2. THURN & TAXIS WAREHOUSE AND BREWERY ALONG THE BRUSSELS' CANAL

ABOUT THURN & TAXIS WAREHOUSE

Formerly headquarters of the Charles V postal system, the Brussels international customs complex (rail, road and canal) became derelict after the introduction of the European common market, threatened of destruction and saved by a Europe-wide campaign, is now a thriving multi-functional complex of exhibitions, leisure, offices and residence. It will include a new public park in line with the leisure for all parks created by King Leopold II.











EUROPEAN MACHINERY FOR A EUROPEAN BEER MARKET

The brewery equipment of Wielemans-Ceuppens, a pioneer of large-scale beer production, composed of machinery coming from different European countries and aimed at export, in competition with similar breweries from other European countries, is to be restored for educational purposes. Preliminary study won a Europa Nostra Grand Prix in 2012.

Adresser marchandises:
RACCORDEMENT, BRUXELLES-MIDI

GRANDS PRIX :

PARIS 1889, BRUXELLES 1897,
ST. LOUIS 1904.

Hors Concours et Membre du Jury:
PARIS 1900, LIÈGE 1905, MILAN 1906.

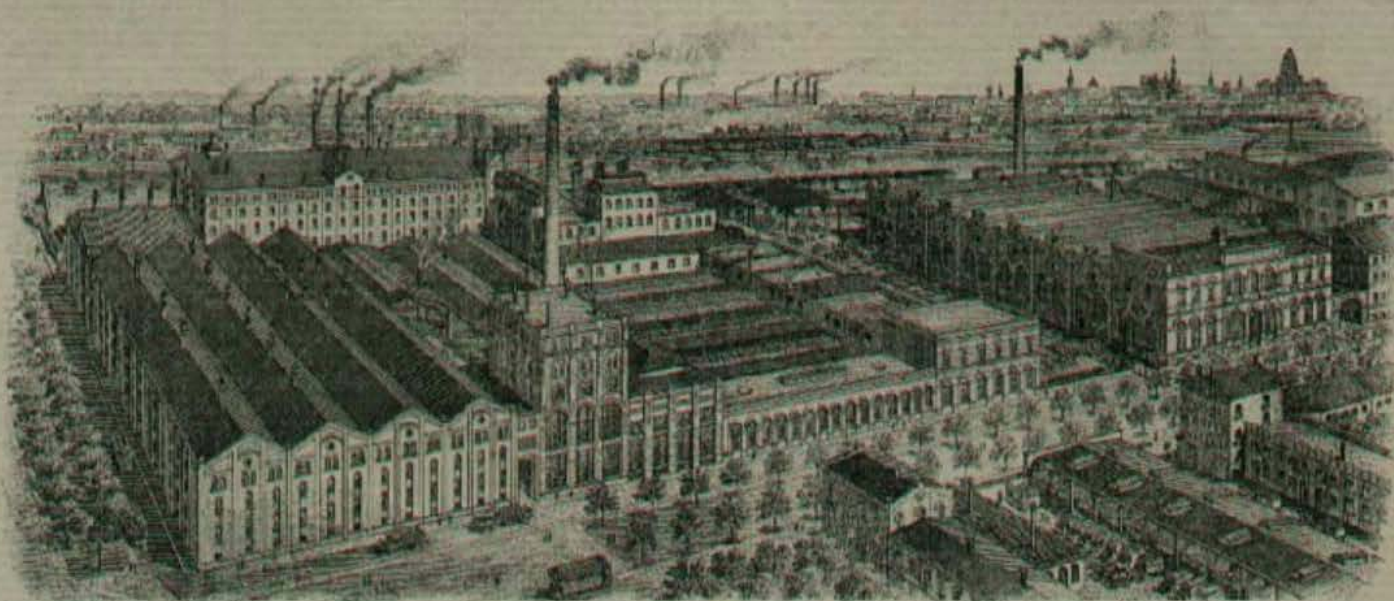
BRUXELLES 1910:
Hors Concours, Président du Jury.

Adresse télégraphique:
WIELCEUP-BRUXELLES

Téléphones:
B. 3836 B. 3838 B. 39

Prière d'adresser les correspondances
WIELEMANS-CEUPPENS
Bruxelles
Av. Vanvoixem 366.

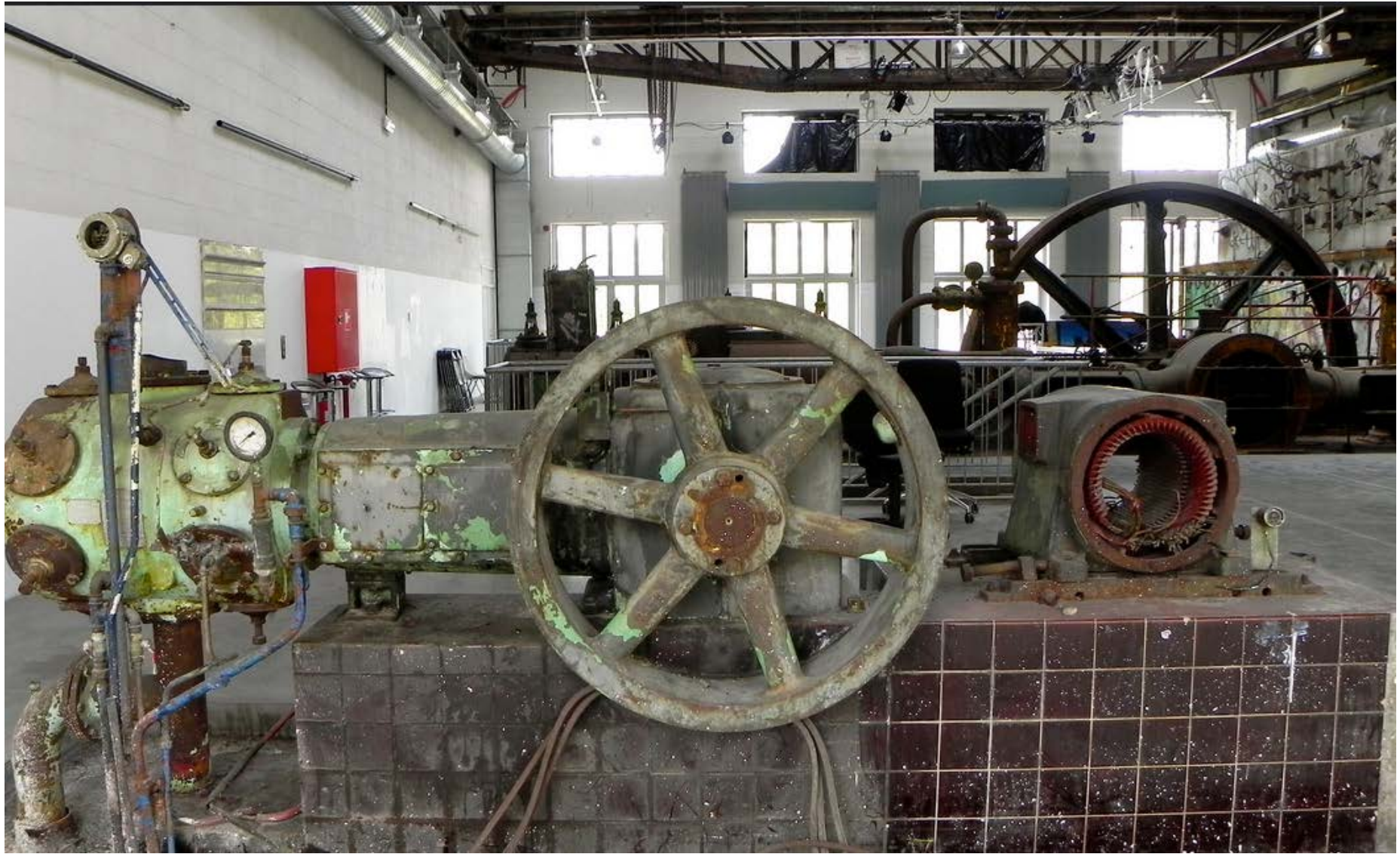
BANQUIER: S^{te} GENERALE C^{te} N^o 130012
COMPTE CHEQUES POSTAUX N^o 13503



Brasserie Wielemans Ceuppens, Bruxelles









3. JINGDEZHEN CERAMIC ART AVENUE, CHINA

Jingdezhen City is called the China Porcelain Capital and is well known for its Blue and White high price Porcelain, which was only used for royal activities from Song Dynasty. It was later exported all over the world as a major Chinese commodity in the Maritime Silk Road.

The City was named as a National Historic and Cultural City in 1984.

There are many old porcelain workshops in the old city, including an archaeological site of the royal workshop (National Monument) and large porcelain factories founded after 1950 and which were the centre of Chinese porcelain industry.

More recently many old workshops and factories were closed because of changes in the manufactory industry. On the other hand, they are undoubtedly an important porcelain heritage worldwide.

The authorities of the City and the Province initiated several conservation and revitalization projects on porcelain heritage. Including the conservation of archaeological sites and a large area of old workshops and deserted big factory buildings.

This large area, now called Ceramic Art Avenue, was rehabilitated as arts centre and high tech enterprise incubators. The buildings were carefully restored and in as much as possible the former machinery was used as symbol of the former activity.

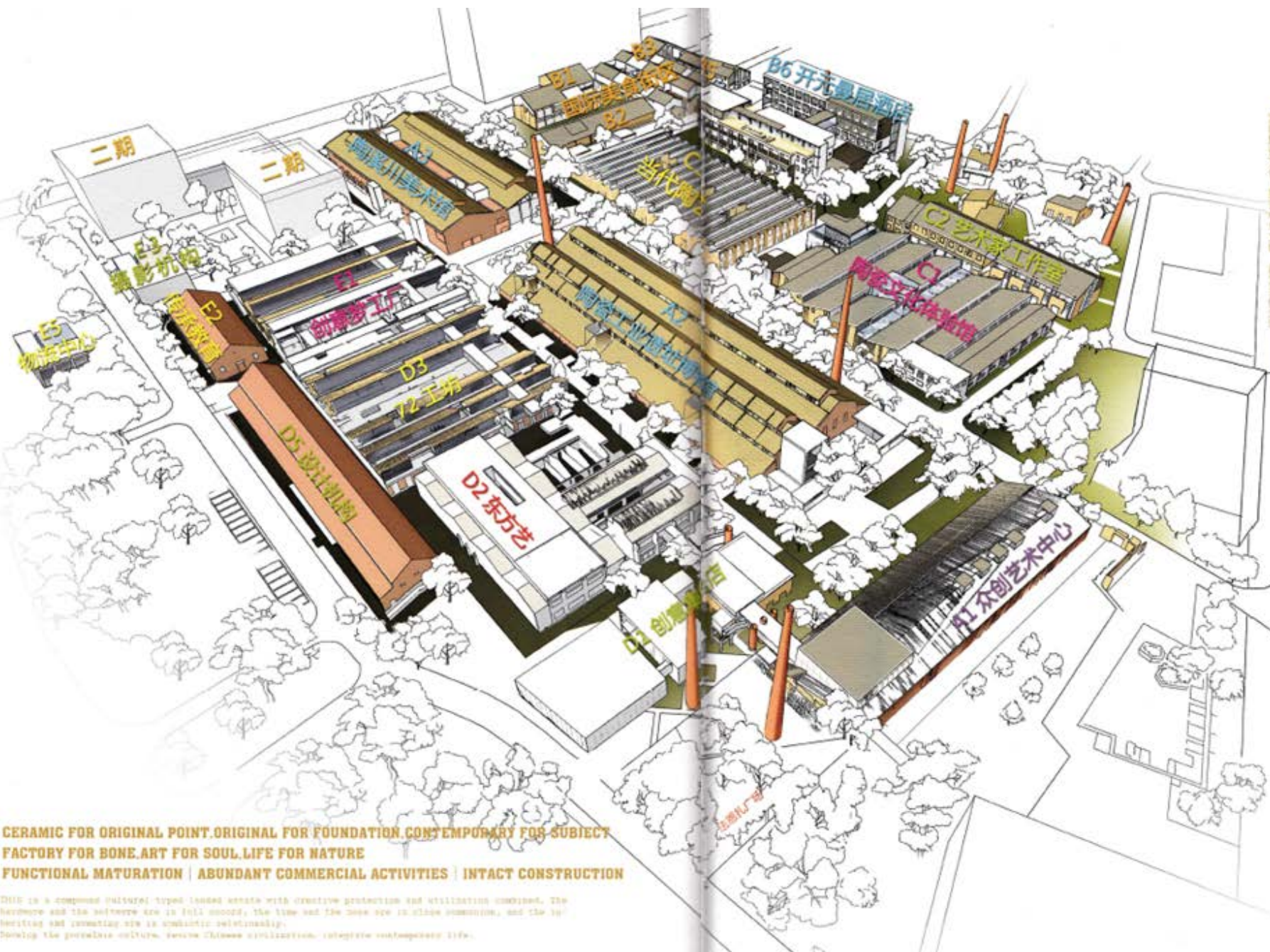
The whole project (180.000 sq. meters) was coordinated by Professor Zhang Jie of the Beijing Tsinghua Tongheng Urban Planning & Design Institute and convenor of the Jingdezhen Symposium.

The following views are showing different aspects of the renovation first phase:

- overall master plan
- view of the former kilns
- main factory building
- art gallery
- integration of old machinery
- views of the Ceramic Arts Avenue.

功能完善——业态丰富——结构完整

这是一个保留和再利用的文化创意产业园区，它不是一个简单的改造，而是一个完整的再造。它保留了原有的工业建筑，注入了新的文化业态，形成了一个完整的产业体系。它不是一个简单的改造，而是一个完整的再造。它保留了原有的工业建筑，注入了新的文化业态，形成了一个完整的产业体系。



CERAMIC FOR ORIGINAL POINT. ORIGINAL FOR FOUNDATION. CONTEMPORARY FOR SUBJECT.
 FACTORY FOR BONE. ART FOR SOUL. LIFE FOR NATURE.
 FUNCTIONAL MATURATION | ABUNDANT COMMERCIAL ACTIVITIES | INTACT CONSTRUCTION

This is a compound cultural types loaded assets with creative protection and utilization combined. The hardware and the software are in full accord, the time and the space are in close communion, and the inheriting and creating are in symbiotic relationship. Showing the porcelain culture, reviving Chinese civilization, integrating contemporary life.

[中华人民共和国外交部主管]

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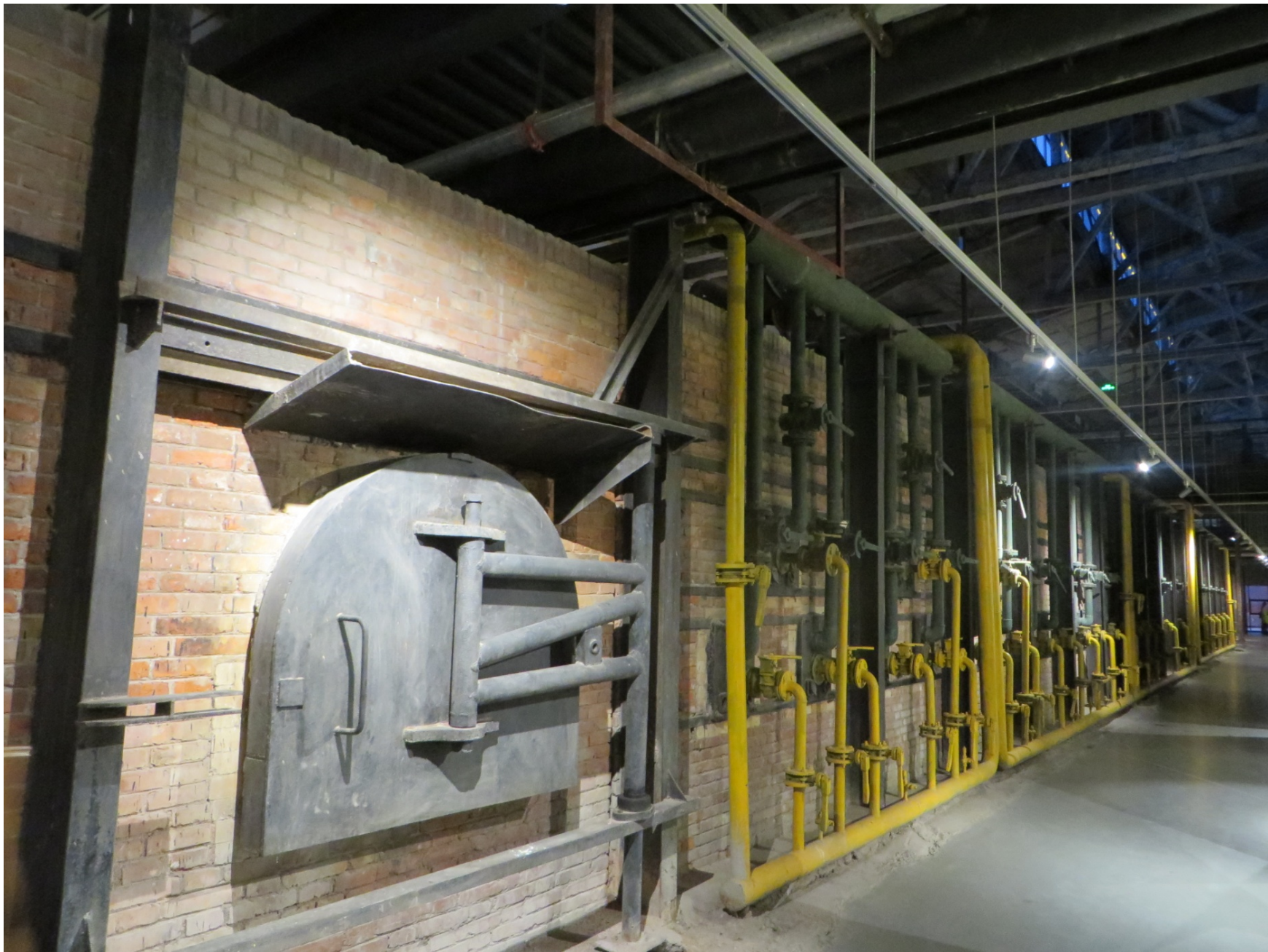


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CONCLUSION

Industrial and engineering heritage illustrates current challenges in defining new uses for heritage. The oversupply of abandoned industrial buildings and machinery raise questions about what needs to be preserved. There are no fixed rules, but the state of preservation of the building and machinery at the time when conservation is considered plays an important role.

The quality of the urban surroundings plays a key role in attracting new activities, as was shown in the Brussels canal case, which also indicates the importance of the architectural quality of the buildings (both outside and inside).

As to engineering heritage conservation, the value of the machinery in illustrating the history of technology is an important element in the restoration, as illustrated by the case of the unique machines at the Brussels' Wielemans-Ceuppens brewery.

With regard to the adaptive reuse of buildings and machinery, a recurrent issue is the interior conservation and restoration of abandoned buildings. New owners and their architects frequently wish to erase the memory of the defunct uses and users, in order to replace them with their own image and achievements, as was illustrated by the London Tate Modern Gallery case. An opposite example is the renovation of the Jingdezhen old Yu Zhou Ceramic Factory transformed as art exhibition centre and high tech enterprise incubators. The preserved industrial artefacts are an attraction in their own right.