

**INTERNATIONAL FORUM ON BUILDING A DYNAMIC SHANDONG
AND A CREATIVE QINGDAO
QINGDAO CONFERENCE ON ART, CULTURE AND FASHION
27-29 June 2019**

**ENHANCING THE TRANSITION FROM INDUSTRY
TO ART, CULTURE AND FASHION**

SOME EUROPEAN CASES OF POTENTIAL CONSEQUENCE TO ASIAN CITIES

by Pierre LACONTE - President Foundation for the Urban Environment – www.ffue.org

ABSTRACT

This presentation aims at illustrating the transition from industry to art, culture and fashion through some European examples:

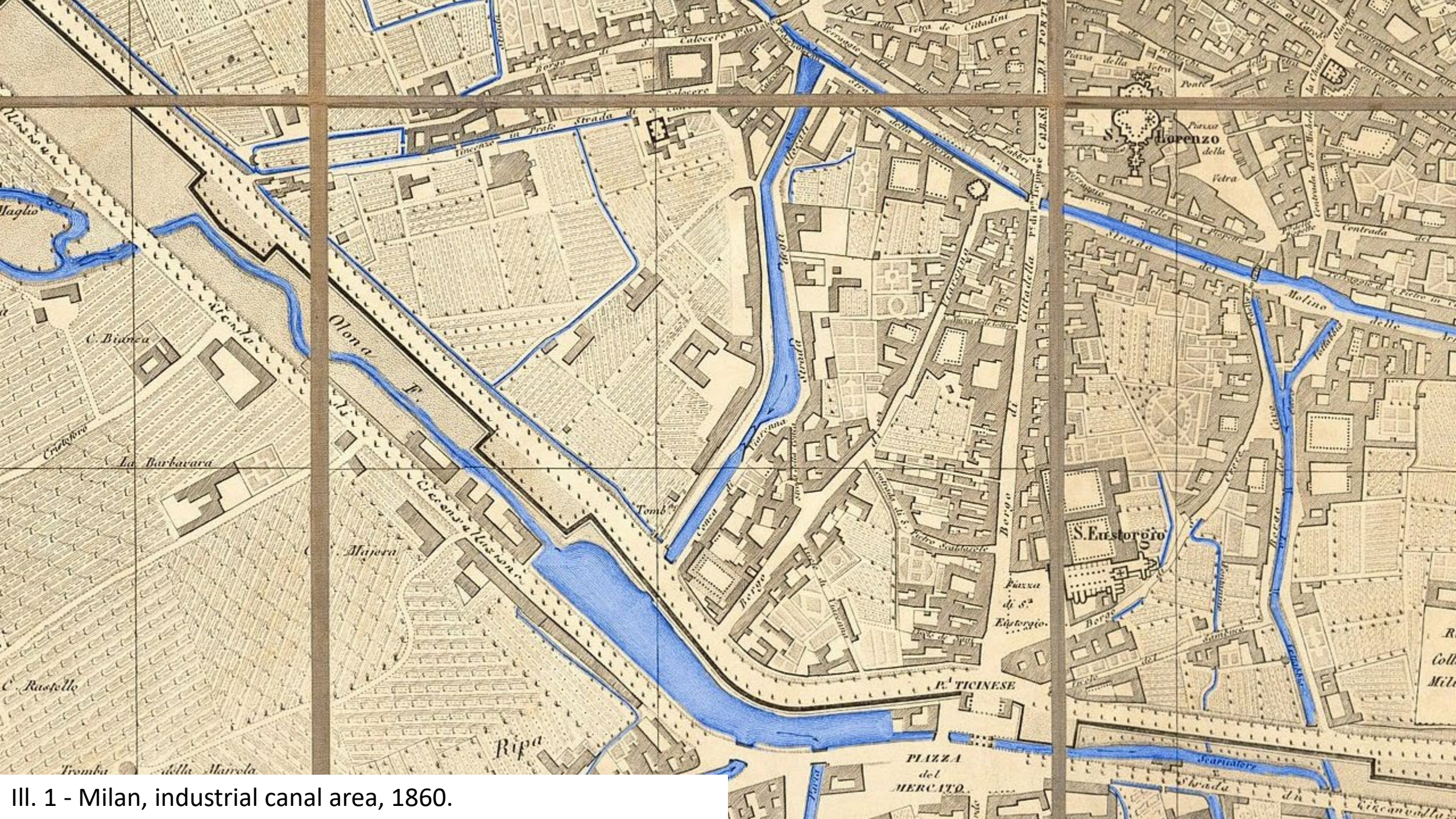
- **Milan (Italy):** Transformation of a former industrial area into a fashion enterprises and museums cluster ;
- **Bilbao (Spain):** Transformation of the steel industry area into a large cluster for cultural activities ;
- **Antwerp (Belgium):** The Academy of Fine Arts, trigger of a Fashion and Design cluster ;
- **Vendome (France):** Reconversion of a former convent area within in a declining small industrial city into a Louis Vuitton luxury manufacturing Centre.

These examples are of potential consequence to cities all over the World that wish to broaden their visibility by adding new features to their traditional strong points.

1. MILAN FASHION ENTREPRISES AND NEW MUSEUM CLUSTER

1.1. The old industrial canal area

The old industrial canals (Navigli) were out of fashion since the end of the industrial age.



Ill. 1 - Milan, industrial canal area, 1860.



III. 2 - This is illustrated by a former barge left on the canal bottom (latter reconverted into a restaurant).



III. 3 - Thanks to low rents and picturesque corners the area regained interest (Naviglio Pavese).



III. 4 - Public investments enhanced the canal front public spaces and generated events in the area (Naviglio Grande).

1.2. Fashion and art cluster

The adjacent industrial area around Tortona street became a location for private investments by fashion firms (some 13.000 today), mainly Prada (Prada Museum) and the new MUDEC Museum.



Ill. 5 - Map of the area showing some of its new landmarks (Google Map).



III. 6 - Mudec - Museo delle culture, Milan. First floor.



Ill. 7 - Fondazione PRADA, Via Ripamonti - Largo Isarco area, Golden Tower Rem Koolhaas design.



III. 8 - Armani Teatro, Milano.



Ill. 9 - Ermenegildo Zegna showroom. Photo Diego Tintori, 03/2018.

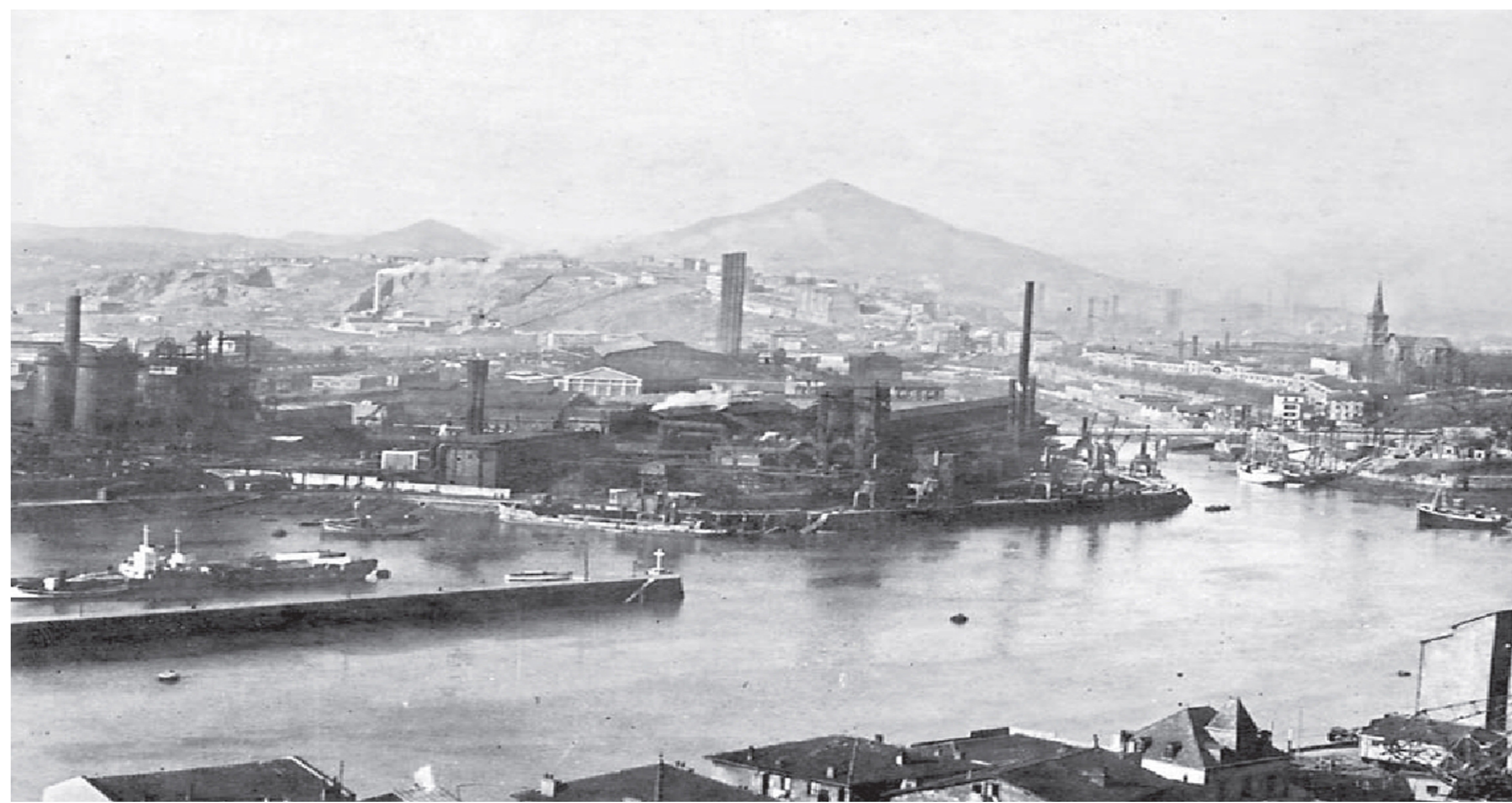
The future growth of the cluster will largely depend from an improved public transport access, presently very poor, as reported by the international association of Public transport UITP in 2015.

Reference: Cusinato, M. *et al.* “Milan Fashion Cluster”, Stockholm: Stockholm School of Economics, 2018.

2. BILBAO URBAN RENAISSANCE THROUGH ART AND CULTURE

Steel industry collapse in 1989 led to a new urban policy turning its back from its industrial image and promoting art and culture.

Reference: Laconte, P. (co-ed), *Sustainable cities. Assessing the Performance and Practice of Urban Environments*, I.B. TAURIS, London & NewYork, 2016.



III. 10 - View of Bilbao's Ria industrial landscape prior to the 1989 steel crisis.

The derelict industrial area along the Ría, owned by several public bodies, local & national, was unified by a public-public partnership embodied in a common public redevelopment corporation - Ría 2000. Ill. 11 – Area anchors



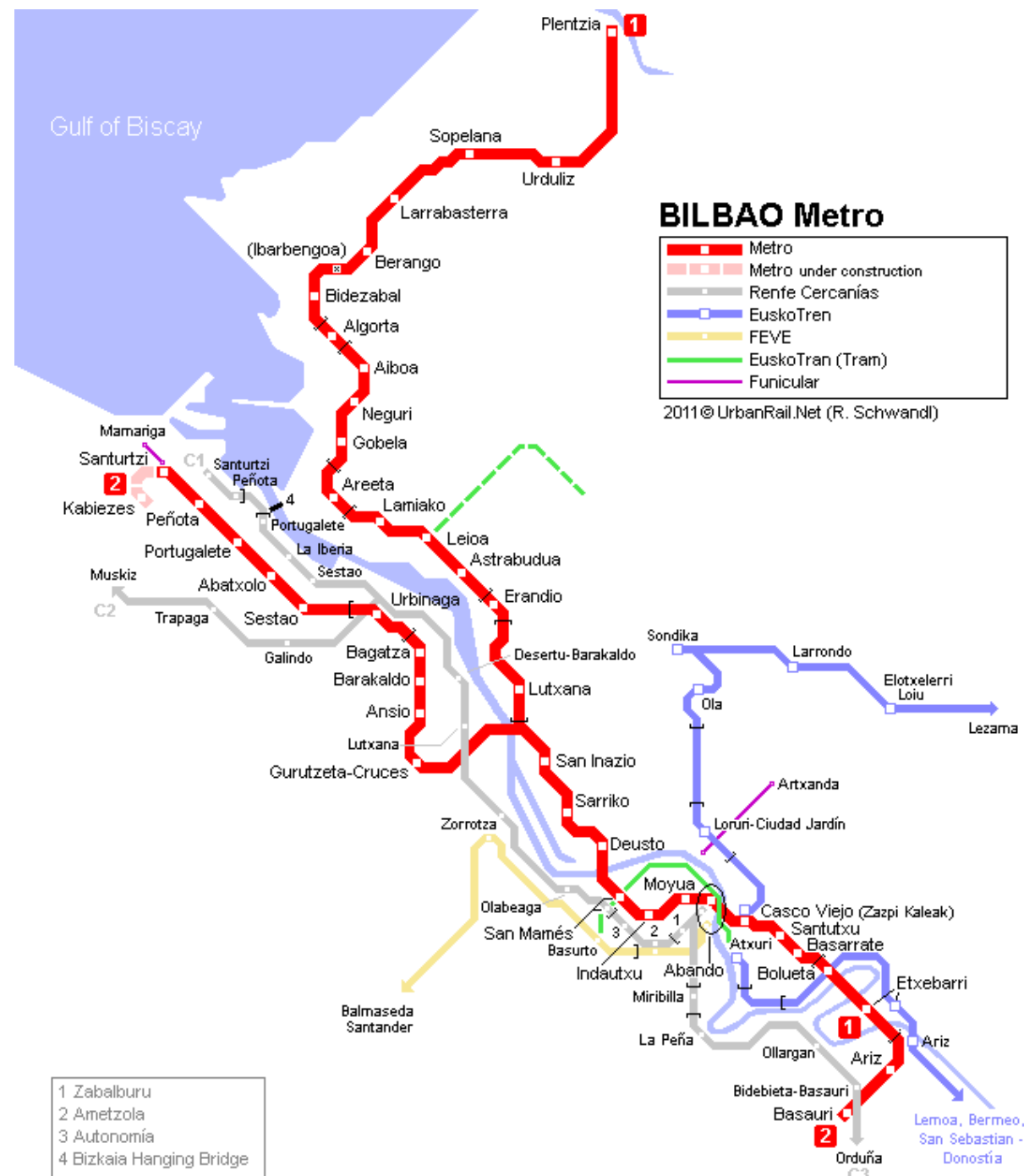
The huge surplus generated by the land sales was to be used exclusively to enhance connectivity and further urban regeneration. The plan's implementation. III. 12 – Area as completed (2011).





ILL. 13 - A new tram line serves the canal side in the urban centre, saving traffic and parking space and adding to the citizens' health and quality of life.

III. 14 - Partly new
(stations designed by
Norman Foster) and
partly reusing old
industrial railways,
Bilbao Metro
enhanced
connectivity
throughout the city
and its region and
attracted energy
saving public
transport.



3. ANTWERP FASHION AND DESIGN QUARTER

In different places of the city, mainly around the school of fine Arts, alumni of the school started small fashion firms and organised common marketing events.

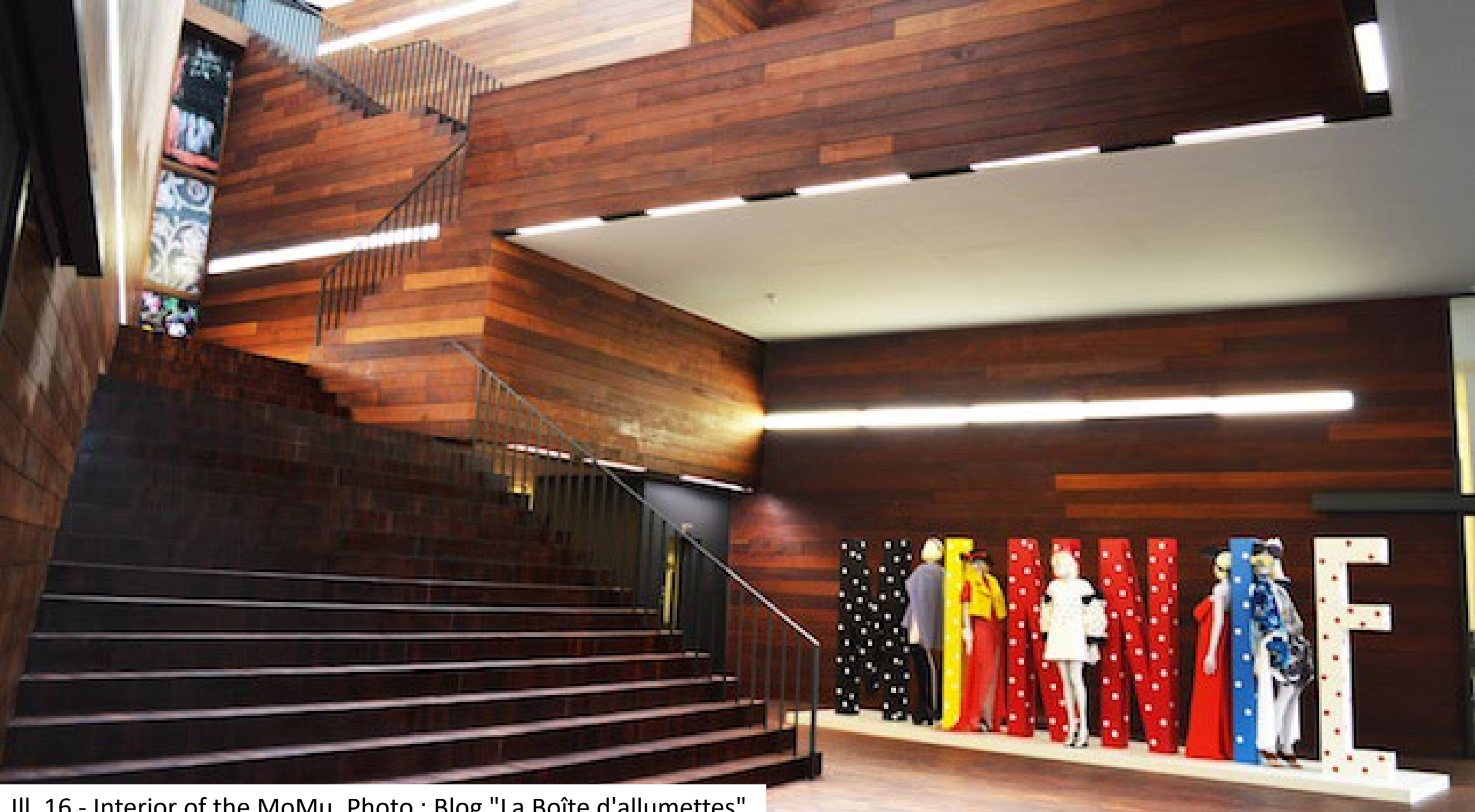
Reference: Van Godtsenhoven, Karen *et al.* "Fashion - Antwerp Academy 50" (EN), Antwerp: Lannoo 2013.



Ill. 15 - Antwerp, Academy School of Fine Arts, cradle of the fashion industry.



Ill. 15 - The Mode Museum (MoMu), opened in 2002 in a former storage hall. Photo : ModeNatie, (c) Antwerp, Toerisme.



Ill. 16 - Interior of the MoMu. Photo : Blog "La Boîte d'allumettes".

4. VENDOME EMERGING LUXURY MANUFACTURING IN A FORMER CONVENT AREA

The LVMH Group Louis Vuitton luxury brand is to open in 2020 a large new manufacturing workshop in the Vendome Rochambeau former convent quarter.

Vendome is the city that gave its name to the Paris Place Vendome, Fashion hub of the brand.

This operation will link the distribution hub of Place Vendome in Paris and the new manufacturing centre in the city of Vendome, with a specific brand.



III. 17 - Régence building. Photo: Blog "Fashion Network".



III. 18 – Regencebuilding - Photo : (c) Blog "La Nouvelle République.fr"



III. 19 - Place Vendôme, Paris (FR). Photo: Blog "Fashion United".

5. POSSIBLE IMPLICATIONS FOR QINGDAO THE BEER CAPITAL OF CHINA AND ITS ART INVESTMENT POLICY

Qingdao has a strong image related to its German past, its 1900 architectural icons, its workers' areas related to the beer industry and its Beer festivals, inspired by German Beer Festivals (e.g. Oktoberfest in Munich).

It constitutes a link with its past that could be preserved.

III. 20a – German workers' area ca. 1900.

III. 20b – German residential area ca. 1900.

The beer culture image might be further developed for international visibility (e.g. Guinness Storehouse in Dublin).



III. 20a – German workers' area ca. 1900.



III. 20b – German residential area ca. 1900.



Ill. 21 - The Oktoberfest, Munich, its top yearly event of this 1,5 M. inhabitants city. Qingdao has 10,5 M. (2019).

It may also take advantage of its futuristic image as Magnetic levitation train pioneer city.



Ill. 22 - A prototype magnetic levitation train with a top speed of 600 km/h is unveiled in Qingdao, Shandong province [Photo/Xinhua, China Daily, 24/05/2019].