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# Digital-Cultural Ecology and the Medium-Sized City

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## Abstract Submission Form

**1. Paper / Proposal Title:** A New model for creative cities: Sanbao, Jingdezhen, China

**2. Format:** *Written paper / verbal presentation with fieldwork photos*

**3. Author(s) Name:** Zhen CHEN

**4. Email contact details:** [zhen.chen@nottingham.edu.cn](mailto:zhen.chen@nottingham.edu.cn)

**5. University or Company Affiliation:** AHRC Centre for Digital Copyright and IP Research in China, The University of Nottingham, Ningbo China

### **6. Abstract (300 words):**

This paper develops a qualitative study of a small creative cluster based in Sanbao International Ceramic Art Village, Jingdezhen, a city known as the capital of Chinese porcelain and ceramics for over two thousand years. This global medium-sized city has a long history in developing networks between western countries with a focus on porcelain and ceramics. With the prevalence of digital technology and creative economy, Jingdezhen and the creative people within it are also looking for new ways to develop and prosper. It is also interesting to look at how creative craftspeople relate themselves with digital technologies and networks in a digital age.

This paper will draw upon multiple sources including responsive semi-structured interviews with artists, workers, managers, and mentors in the craft, ceramics and painting sectors in Sanbao. It analyses how locality, relationship and community networks work in maintaining and developing this rural based cultural and creative cluster while incorporating Sanbao into the wider Jingdezhen city. Policy implications will be discussed at the end of this paper to contribute to the 'new countryside construction' discourse of various cities across China.

In addition, work of other researchers, policy documents and media releases will be used to contribute to the analyses. Fieldwork and participatory observation within the

village will add some specificities and texture to the theoretical skeleton revealing some details and complexity on the evolving discourse on cultural and creative industries (CCIs) in China. Further, it enriches and contributes to the research on creative industries, given the dominant urban bias towards creative clusters research in CCIs.

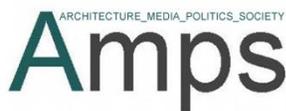
Given Sanbao's scale and organization structure, it is quite different from the dominant narratives of urban, often purpose-built creative clusters in China. This paper aims to extend the existing research on CCIs beyond metropolitan agglomeration and urban clustering.

## **7. Author(s) Biography (200 words each):**

Zhen Chen (Troy) is currently a fully-funded PhD student at AHRC Centre for Digital Copyright and IP Research in China at The University of Nottingham Ningbo China (UNNC). He is also a Postgraduate Research Fellow at the Institute of Asia and Pacific Studies, UNNC. His research project focuses on the practice and enforcement of the established IP and copyright system in the UK and its equivalent creative industries (CIs) in China by looking at new media companies in CIs, to discuss proper business model through which revenue can be generated and maintained.

Troy holds a MA International Communications degree from Nottingham University. He obtained a diploma of corporate communications at Sungkyunkwan University, South Korea with scholarship. He also studied business management, Korean and Japanese at Liaoning Normal University and graduated with a BSc Management degree in e-Commerce. His primary research interests are in cultural and creative industries, journalism and public relations.

Apart from research, he is an award-winning digital communications and marketing professional with experience of working in international higher education. He also has gained extensive multi-cultural business and media experience through working for Accenture, HP, Dalian TV and Broadcasting Centre and Dalian Publishing House.



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