

Development of Industrial Heritage Products under the Background of "Internet +"

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Keywords: Internet +; Industrial heritage; Cultural and creative products

Abstract: Industrial heritage is an important part of urban cultural heritage. In recent years, with the adjustment of urban industrial structure and the rapid development of urban construction, more and more industrial heritage with important historical, aesthetic and architectural value is rapidly disappearing from the city. Starting from the research background of industrial heritage in the context of "Internet +", the paper reviews relevant literature both at home and abroad and constructs the theoretical basis for the study. Based on the specific conditions of domestic old industrial cities, starting from the integrity of urban industrial heritage and systemic protection, the analytic hierarchy process is used to construct the industrial heritage cultural and creative industry evaluation index system, and the social questionnaire and expert scoring method are used to adjust the indicators and assign the index weights, identify the main factors affecting the development of industrial heritage cultural and creative industries and elaborate on them. The unique value of a typical park's industrial heritage can be condensed, transformed and utilized. Condensed and transformed industrial elements and industrial brands can guide the cultural and creative industry value chain of the park.

1. Introduction

For industrial heritage. There is no lack of elements to shape cultural and artistic characteristics, but the lack of clear cultural and creative purposes and elements to follow this purpose [1]. Industrial theme is a new development model for the design and construction of industrial heritage-type cultural and creative industrial park. It updates the capital of the creative industrial park, updates the environmental creative design of the park, and creates unique theme brand Park and creative ecological environment [2]. As a unique historical relic, industrial heritage records the great exploration of the Chinese Communist Party leading the whole nation to practice socialist industrialization, embodies the Chinese people's self-reliance and hard struggle spirit of entrepreneurship, and has important historical value [3]. This "Chinese spirit" is also worth protecting and inheriting. With the introduction of the ecological theory of urban historical environmental protection, the classification of old industrial buildings by the spatial characteristics of buildings, the evaluation of industrial heritage evaluation mechanisms, the classification of protection levels, the protection mode, and the reuse of industrial heritage values are widely recognized [4].

In the contemporary era, with the advent of the consumer society, the development of cultural globalization and the rise of symbolic consumption, the integration of culture and economy has become increasingly close, and the cultural and creative industry has become one of the most dynamic and promising modern industrial sectors [5]. Culture has become a commodity, and historical and cultural heritage has developed into a collection of history, culture, tradition and other cultural meanings, and through the imagination, memories, nostalgia, nostalgic feelings to build a super cultural goods, capital, business and culture History is organically blended together [6-7]. From the perspective of industrial development, these parks can be divided into creative design, exhibition trading, tourism and leisure, and process manufacturing. On the basis of literature research and theoretical construction at home and abroad, this paper evaluates the basic situation, development status, space-time distribution and potential of industrial heritage cultural and creative industries in industrial cities through literature collection and field investigation. Find out the

problems encountered in the development, and combined with the theoretical research model, from the perspective of the integrity and systematic protection of urban industrial heritage, put forward the effective path of optimizing the development of cultural and creative industries in old industrial cities [9].

2. Methodology

In the environmental design of industrial heritage-based cultural and creative industrial park, the involvement of industrial theme gives the driving force for the original design of cultural and creative design. Give the park creative environment to design positioning objectives. The Trinity environmental research model is an effective means to solve the convergence of the development of relevant parks in China. How to integrate smoothly into the large number of urban industrial heritage provided by the transformation of manufacturing industry is an urgent research topic. The research of industrial heritage-based cultural and creative industrial parks can promote the comprehensive and deep development of heritage resources and promote the sustainable development of cities. It is a breakthrough to solve the contradiction between heritage protection and utilization [10]. At present, the unique protection and utilization of industrial heritage in China's parks is complementary to the complementary activities and related activities of the park's related cultural and creative industries. The related park planning, furniture creative design and operation mode are highly homogenized, affecting the park's vitality and cultural tourism potential. . Among them, the cultural and creative industry park is one of the most common modes. As the metropolis changes from industrialization to post-industrialization, the cultural economy has developed rapidly, and the cultural and creative industries have become an important driving force for high value-added economic growth.

From the weight ranking of the factor level indicators in Table 1 and Figure 1, it can be seen that the three indicators of industrial field effect, industrial scale and industrial cultural identity have great weight, accounting for more than 70.33% of the total weight, while the other indicators are much less important.

Table 1 Factor layer index weighting

Factor Layer Index	Weight	Sort
Industrial Field Effect	0.34	3
Industry Scale Grade	0.17	6
Industrial Cultural Identity	0.22	5

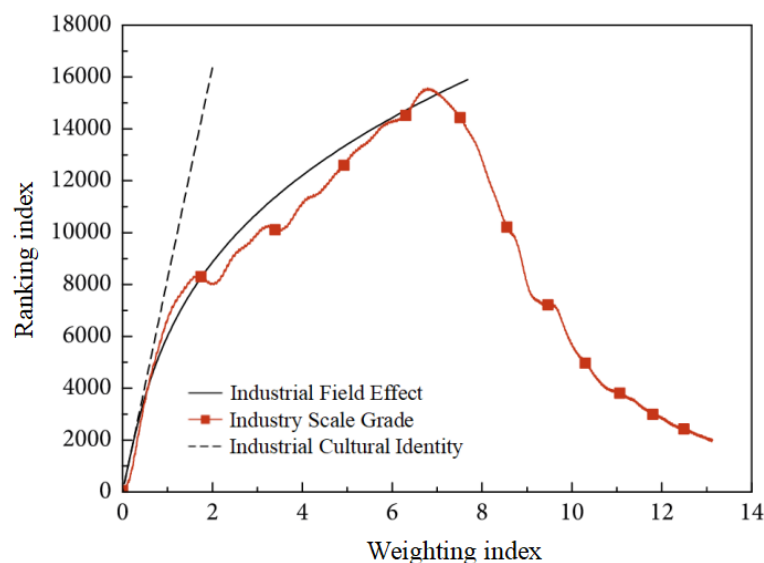


Fig.1. Factor layer index weighting

The protection of industrial heritage is not a rigid transformation and reuse of machinery. Under

the background of the rapid development of Internet industry, we need to constantly push through the old and bring forth new ideas. Without characteristics and creativity, it means submergence. The transformation of industrial heritage is not as simple as innovating a product. It only needs to transform a small function and change a new appearance. It needs to be integrated in a larger context in order to better reflect the industrial elements and awaken people's industrial memory of the struggle. This requires investigation and study of the city's cultural origin, urban status and development direction, environmental ecology and heritage protection, and then deeply analyzes the relationship between urban industrial heritage and cultural and creative industries, and industrial heritage in terms of necessity and feasibility. The construction of sexual culture and creative industrial parks provides theoretical support and near-term vision planning. Emphasize the overall relationship between cultural production and cultural consumption. It expands the new cultural landscape environment of urban development and shows the value of human identity and cultural identity. The value of the industrial creative environment reflects the value of local identity space, group belonging, and the common space created together.

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3. Result Analysis and Discussion

Macroscopically, it carries on the analysis of urban context continuity, that is, the study of the process of development and transition. The study of urban context continuity emphasizes the relationship between the individual and the whole park. The future depends on planning and design to maintain the existing traditions and shape new features. Keep the continuity of time and space. The dominant aspect proceeds from reality. They have historical, technological, social, architectural or scientific values. The transformation of urban industrial heritage is to carry out the construction and environmental transformation on the basic surface of the old industrial heritage of the city, in order to realize the transformation of functional space, so that the transformed space not only meets the requirements of the development of creative industrial clusters, but also protects the history of cultural value. Industrial architecture context. Transforming the competitive relationship of the park enterprises into the competition and cooperation superposition driven by the “industrial culture factor” of the park, satisfying the tourist experience, guiding the direction of cultural tourism and cultural marketing, and then exploring the creative expression and creativity under the “industrial culture factor” of the park. Serialization, creative extensibility, and creative added value.

The system produces continuous feedback throughout the design process. The model is designed to help the architectural design process become an integral part of the overall collaborative work environment. Different tools should be integrated in a modular and efficient environment. The intersection of these three multi-tool sets defines the integration environment (Figure 2).

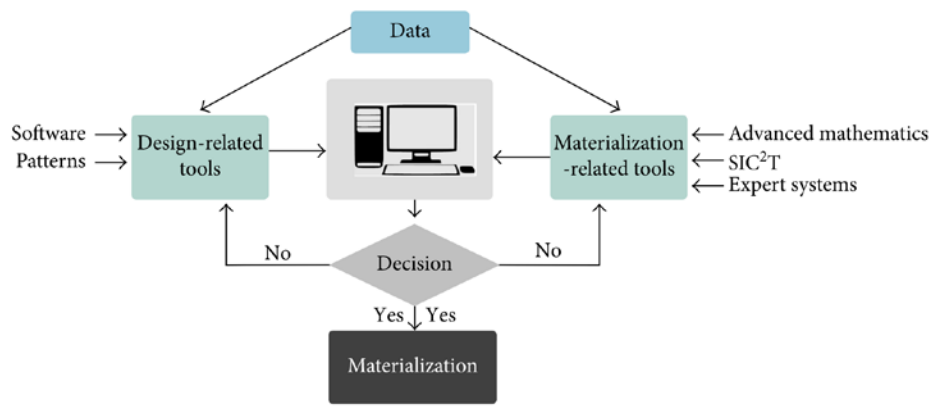


Fig.2. Solution work flow method model

Generally speaking, when planning and designing, the cultural and Creative Industrial Park fully excavates the spatial characteristics of the old buildings and combines them with the new buildings to meet the new functional requirements, achieves the overall harmony of the old and new buildings through ingenious design techniques, pays attention to the creation of the atmosphere of historical buildings, and promotes the humanistic value. The intensity of the overall impression of industrial culture is felt through the important elements of urban image such as roads, boundaries, nodes, regions and landmarks. The field effect is the most important manifestation of the image integrity of the city, which can largely reflect the feelings brought by the image. When placed in a creative industrial park with relatively intact industrial heritage, industrial markers and industrial products, the industrial atmosphere will be more intense, and the industrial culture felt will be even more shocking, indicating the cultural creativity of the industrial heritage. The industrial field effect of the industrial zone is strong, and vice versa.

As an industrial cultural heritage, the Creative Park should not only serve the enterprises and their employees who are stationed in the park, but also assume certain social functions. On the one hand, it should become an important industrial historical and cultural heritage display site for the citizens, and play the role of the museum; on the other hand, under the premise of maintaining the working environment of the R&D design area, it should also become a leisure and entertainment center for the surrounding citizens. The function of the park green space. Cultural and creative industry parks should aim at developing into cultural and creative industry agglomeration areas, and only when a large number of related creative enterprises enter the park and cooperate with each other, can they form specialized division of labor and cooperation and produce cluster effect. From the overall point of view, can people feel the shock of the past industry and the power brought by the industrial spirit? Combining the index of industrial field effect with the three indexes of industrial cultural identity, industrial cultural inheritance and industrial cultural integration, the paper evaluates whether the cultural and creative industries retain relatively complete industrial sense organs and urban image.

4. Conclusions

Industrial heritage is a part of urban history, which bears the historical, artistic, technological or scientific value of the industrial era. It is an important historical and cultural heritage. It not only contributes greatly to the development of urban economy and the formation of urban spatial texture, but also accumulates cultural context for the city, constitutes an important part of the collective memory of the city, and forms the basis of social identity and sense of belonging. It has a social impact that can not be ignored. Industrial culture is the soul of industrial cities. Industrial heritage is the main carrier of industrial culture and the witness of urban historical development. It condenses the spiritual imprints of generations and has important protection value. According to the evaluation of the value of industrial heritage in the context of "Internet +", the corresponding protection and reuse measures have become a widely recognized method at home and abroad. Renovation of industrial building heritage development Cultural and creative industries have received much

attention in recent years. Due to the praise of some creative culture parks and art districts, many cities have followed suit. Taking the industrial heritage of the park's unique value as the link, the park's creative groups will develop the space for future cooperation, form the closure effect of the park's value chain, and create the park's development and innovation needs.

Acknowledgement

Xijing College Research Project: Research on Innovative Thinking of Development of Industrial Heritage Type Cultural and Creative Products in Shaanxi Under The Background of "Internet +". Number: XJ180205.

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