Interpretation, Inheritance and Development of Regional Cultural Landscapes

A Case of the New Hunan Provincial Museum

ICR / CAMOC Joint Session, Brown 1 (South Wing)

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Jianming CHEN

Honorary Director of Hunan Provincial Museum
I. What are our cultural landscape

1. Concept and Scope of Cultural Landscape

Cultural landscape is a borrowed concept in China. Three elements: humans, time and space.

American geographer C.O. Sauer: “cultural landscape refers to the synthesis of natural and human elements formed in any specific period to constitute regional features. It constantly changes with the impact of human activities.”

The core of Human geographer is to interpret cultural landscape.
2. The Unique Cultural Landscape of Hunan

Hunan Provincial Museum

the most important art and history museum in Hunan area;
located in the center of Changsha, total area of 49118.4m². It borders the city central park
one of the eight national key museums jointed developed by the national and local government
2. The Unique Cultural Landscape of Hunan

First opened to the public in 1956

First rebuilding in 1999
2. The Unique Cultural Landscape of Hunan

Second expansion in 2017
2. The Unique Cultural Landscape of Hunan

One Lake —— the Dongting Lake

In the middle reach of the Yangtze River – fault depression of the Yanshan Orogeny in the Quaternary Period

the earliest place of human cultivation rice in the world, the “mother lake” of Hunan

3,879 square kilometers
22 billion cubic meters of water
11 cities in its periphery

8,000-7,000 years ago, created an early human civilization based on the growth of rice.

It formed the unique multi-ethnic culture of Hunan.
2. The Unique Cultural Landscape of Hunan

One World-Shocking Archaeological Discovery – Mawangdui

1972-1974  Changsha  3 Tombs

female corpse  3000 gorgeous funeral objects

win the title of “one of the major Chinese archaeological discoveries of the 20th century”

Tomb 2 Xin Zhui: licang’s wife

Tomb 3: licang’s son
One World-Shocking Archaeological Discovery – Mawangdui

- 700 shiny lacquer vessels represented the highest achievement of ancient Chinese craftsmanship.
- The seemingly newly-made dresses and embroidered fabrics proved that China was the “silk country.”
- The female corpse was a sheer archaeological miracle.
- 100 books copied on silk and bamboo slips on silk formed “underground library of 2,100 years ago.”
The Origin of Rice Cultivation – Yuchanyan (Fu Yuliang)

It is the most primitive ancient cultivated rice strain developed from wild rice in the sense that it has the comprehensive characteristics of wild rice, long-grained nonglutinous rice and round-grained nonglutinous rice.

These carbonized rice grains excavated from the Yuchanyan site in Dao County some 12,000 years ago are the earliest cultivated rice discovered in the whole world so far!!
2. The Unique Cultural Landscape of Hunan

The Odyssey of One Bronze – Square Bronze Lei Inscribed with Characters “Min”

Separated: 1919 the body and lid were separated for one century.

Traveled: 1956 The lid collected by our museum
          The body collected by Japanese and French collectors.

Bought: 2001 9.246 million US dollars at the New York Christie’s auction

Bought: 2014 raise fund from the whole country
The Odyssey of One Bronze – Square Bronze Lei Inscribed with Characters “Min”

Return: 2016.6.12 the handover ceremony was held at the Rockefeller Center of New York. Hunan TV Channel did a global live broadcast.

Future: 2017 continue to tell the story of this bronze to our generations
II. What we have done for Cultural Landscape before

1. Building the Brand of “Mawangdui”
2. **Major Regional Tourist Attraction:** as a Window into the Local Cultural Landscape

Have kept close cooperation with major travel agents.

In 2011, visitors to our museum was **1.36 million**:

- 13.7% from abroad
- 61.9% from other provinces
- 24.4% from Hunan Province
3. Bringing exhibitions from home and abroad:

Improving public perception towards different regional cultural landscapes

Local Exhibition

2015 “Art Changsha”

The Beauty of Silver: Clothes of “Miao” nationality

Calligraphy world of Master He Shaoji

Phoenix Flying in the Sky: Cultural Relics of the Chu State
3. Bringing exhibitions from home and abroad:

Improving public perception towards different regional cultural landscapes

Global Exhibition
In the “Grand Ceremony of Fashion, Changsha, 2008” co-sponsored by main medias in Hunan, Hunan Provincial Museum was awarded “Special Contribution Prize of fashion, 2008”.

Awarded words:

“Hunan Provincial Museum is the leader and initiate of aesthetic taste in Changsha. She lets the normal citizens feel the beauty of the world closely. She is always the compass of the fashion, to the past and the future.”
III. Further Continuity and Creation of Cultural Landscape Shown by the New Museum
III. Further Continuity and Creation of Cultural Landscape Shown by the New Museum

1. The Orientation and Objective of the New Museum

- become a national key museum that represents China’s regional civilization
- a showcase of the history and culture of Hunan
- a public service center that provides elegant culture and art
- A cultural landmark of Changsha City
- the level of an international advanced museum

collection conservation, exhibition education will be radically improved

The annual visitor will rise from 1.4 million to 3 million

the area of exhibition will be 24,538㎡, 4 times enlarge!
### Exhibition Information List of the New Museum

<table>
<thead>
<tr>
<th>Name</th>
<th>Area (㎡)</th>
<th>Describe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mawangdui Han Tombs</td>
<td>8266</td>
<td>The collection unearthed from Mawangdui Han Tombs and the civilization of Western Han Dynasty</td>
</tr>
<tr>
<td>Hunan People Exhibition</td>
<td>6370</td>
<td>Ancient Regional civilization of Hunan area</td>
</tr>
<tr>
<td>Bronze Exhibition</td>
<td>568</td>
<td>Ancient Bronze</td>
</tr>
<tr>
<td>Ceramic and Porcelain Exhibition</td>
<td>593</td>
<td>Culture of Ceramic and Porcelain</td>
</tr>
<tr>
<td>Painting Exhibition</td>
<td>1090</td>
<td>Ancient painting arts</td>
</tr>
<tr>
<td>Craftart Exhibition</td>
<td>734</td>
<td>Ancient Craft arts</td>
</tr>
<tr>
<td>Children's Museum</td>
<td>889</td>
<td>Let kids know about the world through discovering nature and life</td>
</tr>
<tr>
<td>Temporary Exhibition Hall</td>
<td>6028</td>
<td>Hold different kinds of temporary exhibition</td>
</tr>
<tr>
<td>Total area</td>
<td>24538</td>
<td></td>
</tr>
</tbody>
</table>
2. The Design of the New Museum: Deliberately Incorporating the Concept of Cultural Landscape

- *ding* as the design element - we are both the display center and representative of Hunan culture;

- The top of the new museum is like the crystalline of water, symbolizing the solidification of water of the Dongting Lake as well as Hunan culture. It represents the dialogue between the Dongting Lake culture and the society;

- We hope it will become the cultural landmark of this city.
3. New Architecture: Showing the Cultural Landscape through Details

Landscape of Public Space: Design of Entrance Square (Five Chinese Elements Theory)

入口广场的设计理念 - 五行

五行是道家、法、兵、火、土，是中华民族文化的一种表现。五行认为物质构成的五种要素，五行相生相克，构成五行基本理论。

入口设计围绕和印证主题，从五个中国元素的角度，展示艺术的五感。同时，主体分为五个部分，

五行“五行”在罗神宗玄上也花了了赞的五义——一个设计要素在宇宙未在完成。

5 Element

The material of entrance circulation area is divided into 5 elements, Because it need enough space for entrance area that the entrance is most important area of China.

The meaning of 5 elements that each element have deep relation and moving and circulating. This meaning and close metaphor mean of entrance that collection bring down a history for next generation.
Landscape of Public Space: Design of Entrance Square

more friendly to communicate
Landscape of Public Space: Design of Waterscape and Sculpture

Local cultures of Hunan, means peace, harmony, reunion and safety.

The mountain rock shape of lighting expresses the artifacts from the early ancient time.
The restaurant can overlook the beautiful natural landscape in Central Park.
With different themes, audience will walk in a wide public space while experiencing the natural landscape of Hunan.
**湖南省博物馆**

**Landscape Planting: Red Maple Garden, Fragrance Garden, Camphor Garden...**

### 植物种植主题 / Plant theme

#### 芳香园

植物组合以红色为主的“芳香”植物，以红花为主，意境深远。
1. 榕叶，树冠较大，花期长，花色鲜艳。
2. 紫薇，花期较短，花色丰富。
3. 鸡爪兰，花期较短，花色鲜艳。
4. 重瓣花，花期较长，花色丰富。

#### 丹枫园

秋天的丹枫，颜色鲜艳，气势雄伟。
1. 丹枫，颜色鲜艳，气势雄伟。
2. 红枫，颜色鲜艳，气势雄伟。

#### 霜红园

秋季霜叶红于二月花，景色优美，气势雄伟。
1. 霜叶红，颜色鲜艳，气势雄伟。
2. 红叶，颜色鲜艳，气势雄伟。
3. 红叶，颜色鲜艳，气势雄伟。
Different Trees and Flowers
Temporary Exhibition Hall

**Big Hall:** 1600m², with the height of 11m  
**Small Hall:** 1300m², with the height of 6.8m

There is no any column in the whole area, which can hold any exhibition of any types and size.
4. New Permanent Exhibitions

“Hunan People ”: Display of History and Cultures in Hunan Area

- the view of cultural anthropology
- Museological language
- organized by introducing Hunan people from past to now
- interaction between humans and nature
- history and culture in Hunan
- regional civilization development
4. New Permanent Exhibitions

“Hunan People”: Display of History and Cultures in Hunan Area

<table>
<thead>
<tr>
<th>Topic</th>
<th>Question</th>
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<tbody>
<tr>
<td>Homeland:</td>
<td>What kind of place is it?</td>
</tr>
<tr>
<td>Where I came from:</td>
<td>What is the origin of Hunan people?</td>
</tr>
<tr>
<td>A place of Fish and Rice:</td>
<td>How do they acquire the living resource?</td>
</tr>
<tr>
<td>Footprints of life:</td>
<td>What are the features of their life and customs?</td>
</tr>
<tr>
<td>Spirit of Hunan:</td>
<td>What are their characteristics?</td>
</tr>
</tbody>
</table>
Homeland: Natural Environment
Where I came from?

Different Dialects
A place of Fish and Rice: The Origin of Rice Cultivation
Footprints of life:
The Traditional Old House for their Clans Living

Water Well in Han Dynasty

Walking Path in 220 - 420 CE

Dinner in Chinese New Year

Traditional Opera Stage
Footprints of life: Custom

Wedding Room
Cultural Relics from the Mawangdui Han Tombs

our “Cultural Brand”: can be compared with the Tutankhamen Tomb in Egypt

We will renovate the whole display, including space expansion, content adjustment and updates in display methodology. Visitors will find new experiences here.
Each collection is considered in design process.
Multimedia is adopted to demonstrate how the ancients recorded precisely the motion of the galaxy. Display excavated fragrance specimens and to engage audience to smell them.
Let children to know their hometown: nature, building, food…
6. Public Service: to be a learning, Leisure, and Cultural Institution

B1——Museum Shop          B1——Book Bar

F2.5——Restaurant          B1——4D Theater

Yue Lu Academy: one of 4 Academies in Ancient China
IV. Future

To be a center to communicate various ideas

To sustainably develop the regional cultural landscape

No matter it is in the past or in the future, only when the museum bases itself on cultural inheritance, can it influence and change the society and act as a promoter of social development and creator of a new cultural landscape, where its significance and values lie.