

Taoxichuan Ceramic Culture Industrial Park

In Jingdezhen, Jiangxi Province, China

Entry Category: Heritage Revival



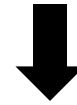
Aerial view of Taoxichuan Park, from the south

● Description

Jingdezhen, once the world's "Porcelain Capital," suffered a sharp decline after the 1990s industrial restructuring left many ceramic factories abandoned. Despite its global reputation attracting ceramics lovers, the derelict factories and poor infrastructure offered no suitable working spaces. **Taoxichuan Ceramic Cultural Industrial Park** adopted a heritage revival strategy by converting two historic factories into an open creative community for ceramic artists worldwide. Using an "Enabling and Evolving" approach, the project provided affordable areas for young artisans while renewing industrial structures with respect for their historical character. Over the past decade, continuous adjustments based on operational needs and community feedback have supported the area's steady regeneration, creating jobs for more than 20,000 young people and strengthening cultural identity. The site's transformation from a polluted industrial relic into a national cultural and creative district demonstrates how heritage revival can renew industrial heritage, foster cultural innovation, and support sustainable development in historic manufacturing cities.



A cluster of ceramic factories in Jingdezhen in the last century

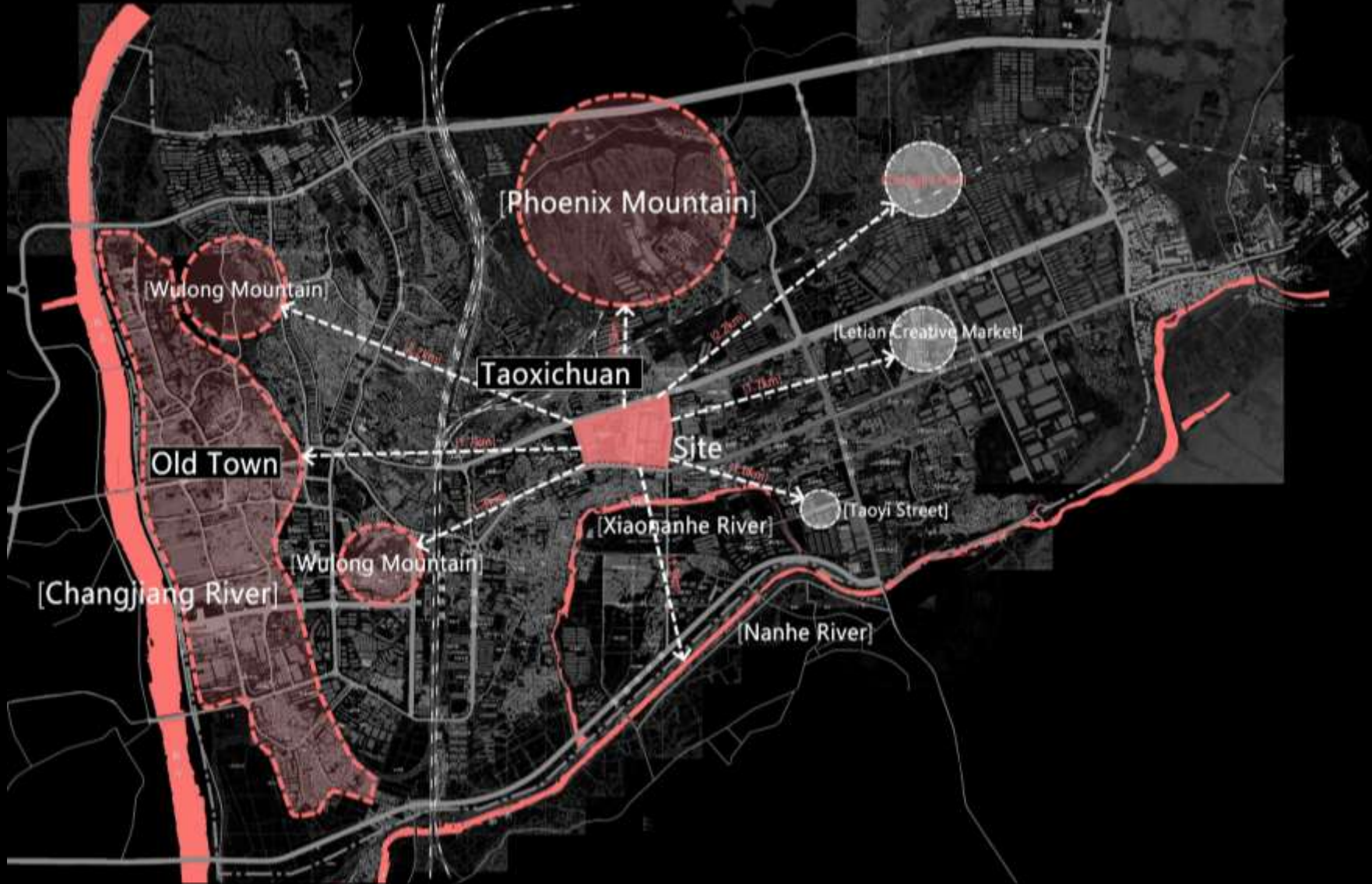


Taoxichuan Park, renewed from two abandoned factories



Aerial view of Taoxichuan Park, from the east

● Location



The Taoxichuan Park is located in the eastern part of the city of Jingdezhen, 1.7 kilometers from the traditional city center. It was once the city's most important ceramics industrial zone, home to many of China's leading ceramics companies. However, due to industrial transformation, a large number of factories were abandoned, and this original industrial heart gradually became a scar on the city.

● Overview: Regeneration via Enabling and Evolving

Site plan

- 1 Taoxichuan Ceramic Craft Hub Complex
- 2 Taoxichuan Ceramic Industry Museum
- 3 Taoxichuan Art Gallery
- 4 The Gymnasium for All
- 5 The Ball-Milling Gallery
- 6 The Molding Gallery
- 7 Glass Art Studio
- 8 Art Loft
- 9 Artist Studio
- 10 Multi-Functional Banquet Hall and Commercial Building
- 11 Chuanshangxing Hotel
- 12 School of Art
- 13 International Trade Hotel
- 14 Southeast Corner Commercial building
- 15 Cross-Border E-Commerce Promotion Center
- 16 Ceramic Art Mall
- 17 Fair for Young Ceramic Artists
- 18 Ceramic Studios
- 19 Ceramic Shops



- Sustainable Renovation
- Newly Green Building

• Indicators

Total site area: **22ha**

Total building area: **390,000m²**

Ground floor area: **246,000m²**

Retention and renovation area: **103,000m²**

Newly built area : **143,000m²**

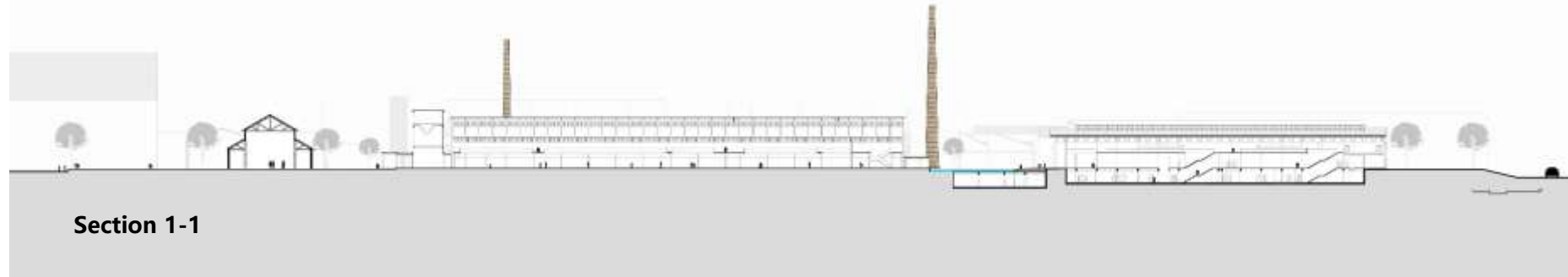
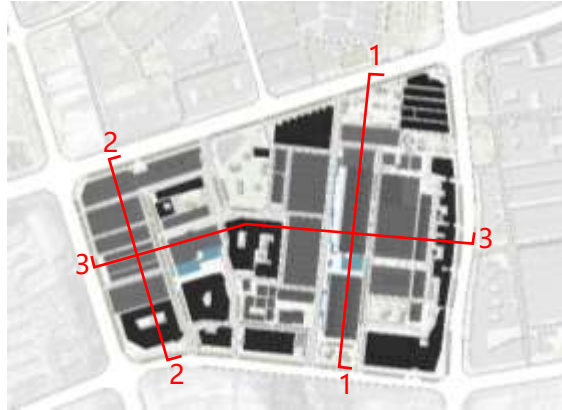
Retention and renovation ratio: **42%**

Green space rate: **18%**

Number of parking: **3100**

- Overview: **Regeneration** via **Enabling** and **Evolving**

Section View



● Concept

Taoxichuan Park follows two core principles in its heritage revival approach: Enabling Space and Enabling Facility.



Facilities for Creatives



Placemaking for Public

Enabling Heritage Revival



**Young craftsmen
in poverty before**



**Young craftsmen
with hope now**

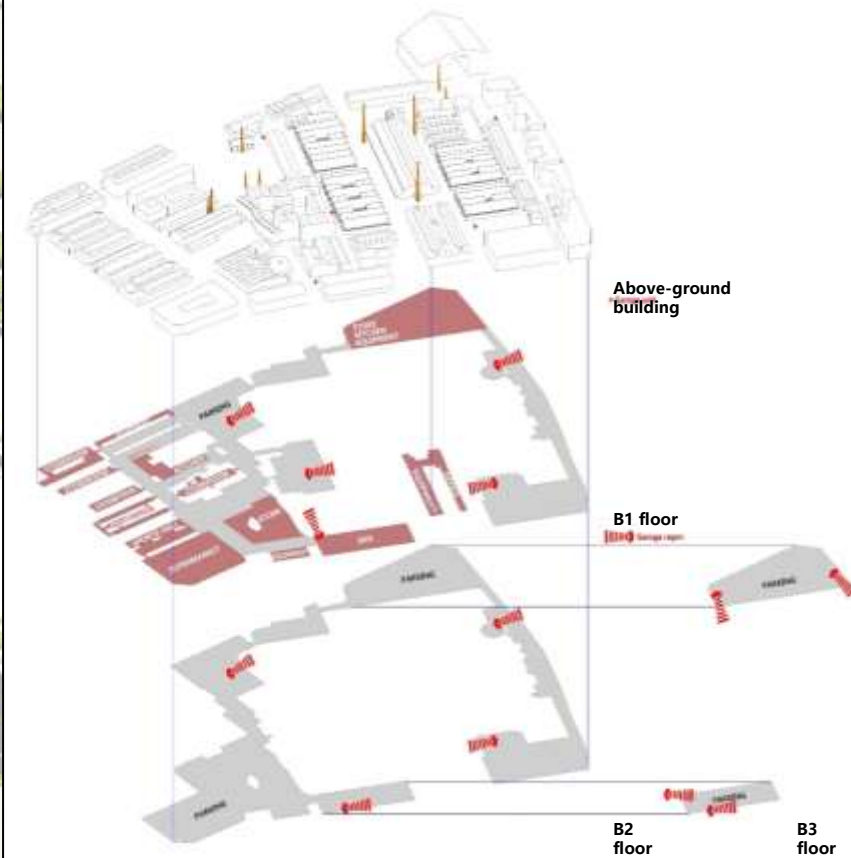
Evolving Creative Community

Brownfield Regeneration in SDGs

● Enabling Heritage Revival: Facilities for Creatives



Aerial view of public space in Taoxichuan Park

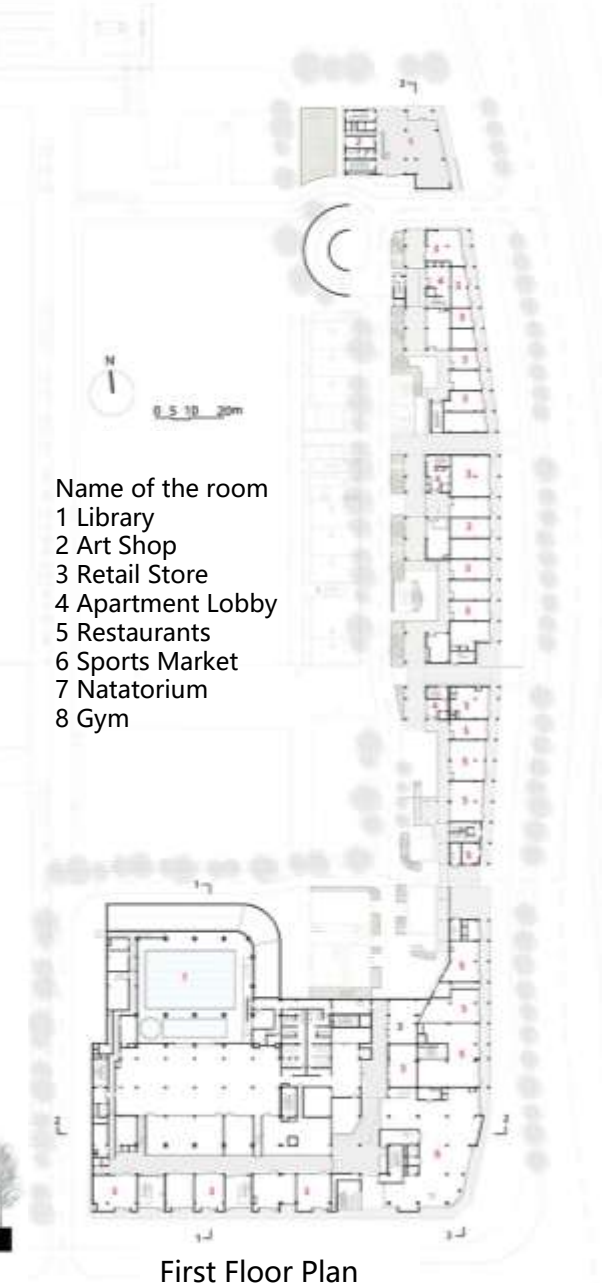


Axonometric map of Taoxichuan Park
above and below ground

For facility, Taoxichuan Park addressed the diverse needs of young artists by respecting their practical requirements. Although the park is being implemented in phases, an integrated heritage focused plan has been developed to link facilities above and below ground, allowing all underground walkways and parking areas to be fully connected.

● **Enabling Heritage Revival: Facilities for Creatives**

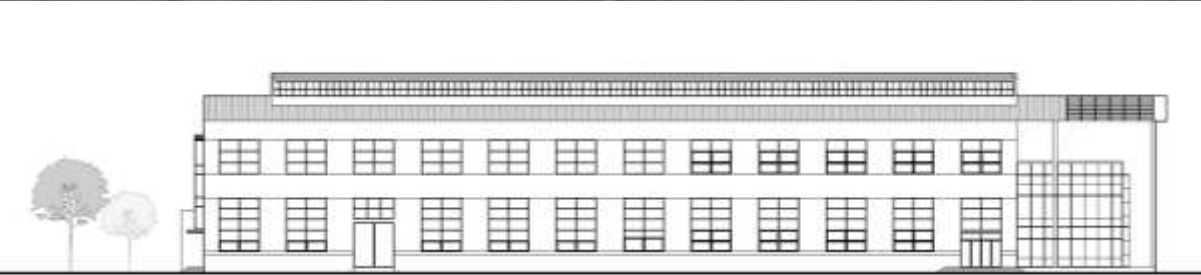
Taoxichuan Ceramic Craft Hub Complex



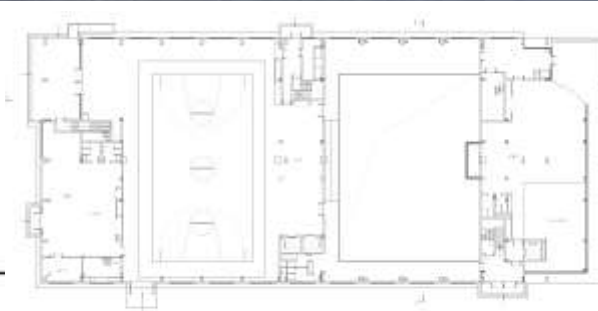
East Elevation 0 5 10 20m

- **Enabling Heritage Revival: Facilities for Creatives**

- **The Gymnasium for All**



South Elevation

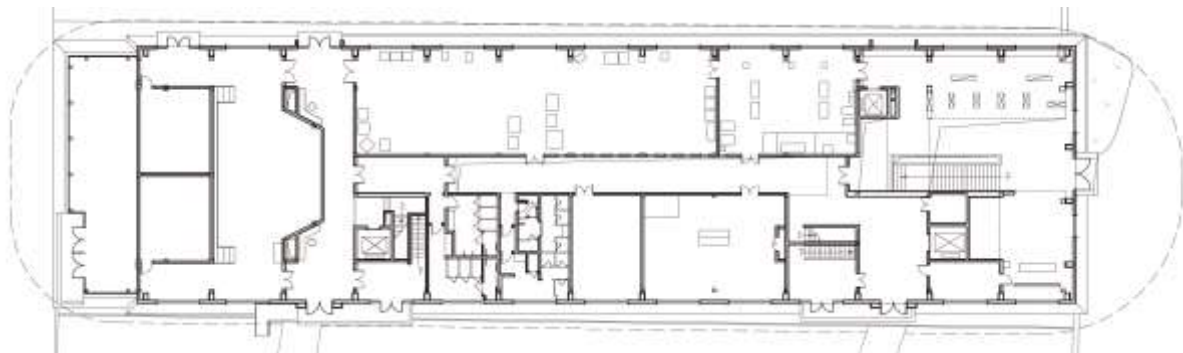


First Floor Plan

- **Enabling Heritage Revival: Facilities for Creatives**



- **Glass Art Studio**



First Floor Plan



- **Enabling Heritage Revival: Placemaking for Public**



- **Industrial Landscape**



Maximize the preservation of the industrial heritage landscape of the original ceramic factory area and integrate traditional industrial memory with the modern creative industrial park through locally recognized industrial culture.

- **Enabling Heritage Revival: Placemaking for Public**



- **Walkable Street**

Transportation plan of Taoxichuan Park



Walking environment in the park at night



Improve the original industrial roads to create a comfortable pedestrian scale and environment.

- **Enabling Heritage Revival: Placemaking for Public**

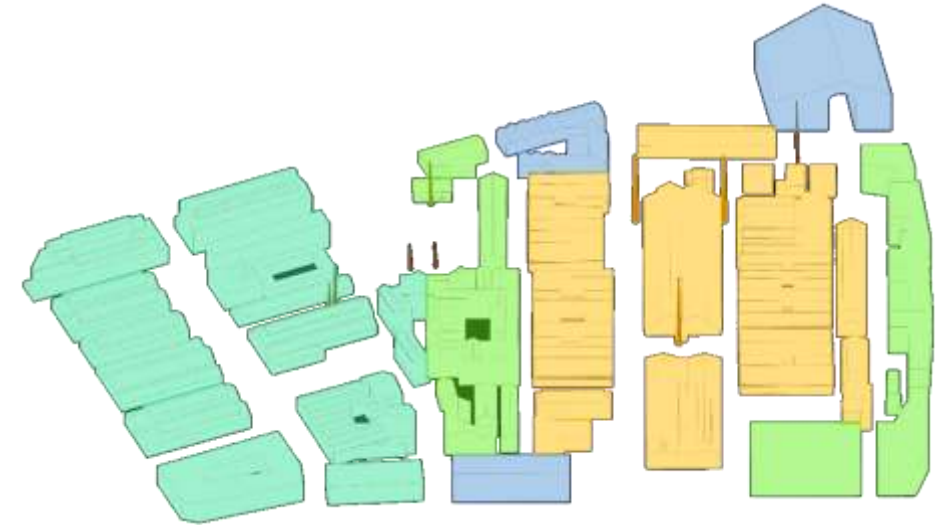
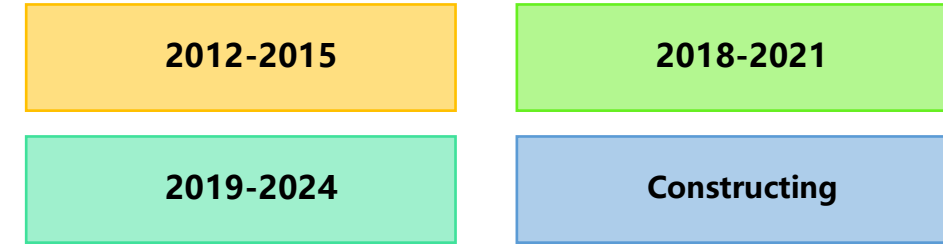


- **Exhibition Space**



The creative renovation of old factory buildings at low cost provides affordable and accessible exhibition spaces for young artists, as well as a free and open cultural center for the public.

● Evolving Creative Community

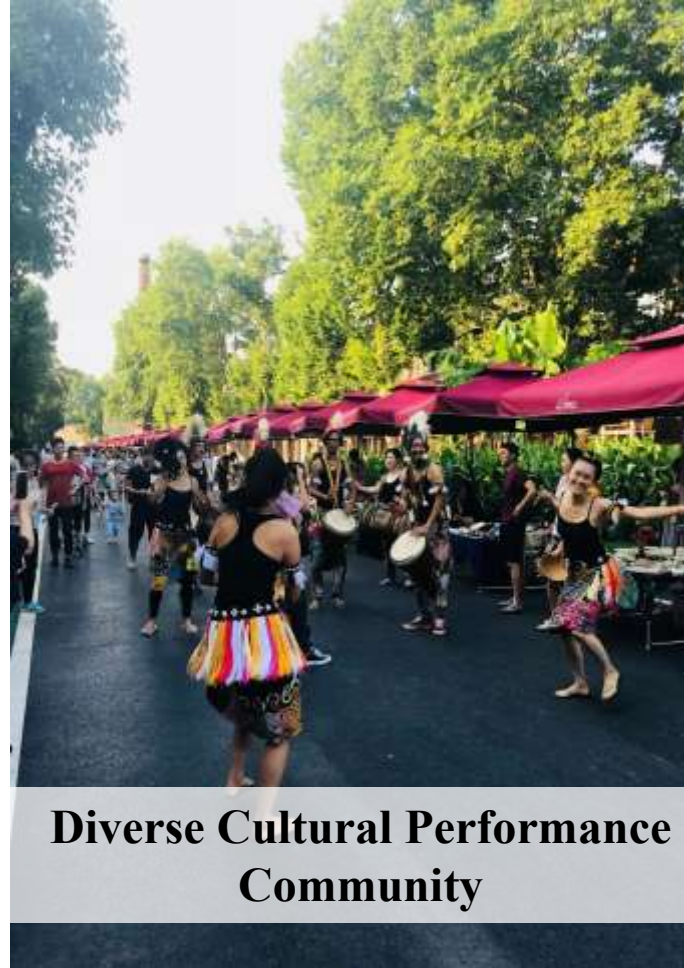


From the very beginning of the planning of the Taoxichuan Park, the intention was for the entire site to remain evolvable. Through a heritage revival oriented adaptive approach, the functional layout of the park has been continuously refined in response to the needs of different creative groups and visitors. Since 2012, the park has been developed in phases over ten years, with each abandoned factory and vacant plot transformed as appropriately as possible according to investment capacity and evolving heritage revival needs.

● Evolving Creative Community



Worldwide Ceramic Creative Group



Diverse Cultural Performance Community



Other Creative Groups Led by Glass Art

The first phase of the Park focused on revitalizing ceramic heritage by bringing together creative ceramic artists from around the world. The second phase enhanced the park's vitality through large scale bazaars and exhibitions, and the introduction of a diverse group of cultural performers. Currently, Taoxichuan has become a major center for handmade artwork in China, with glass art emerging as a new driving force and an increasing number of artisans moving into the park as part of its ongoing heritage revival.

- **Evolving Creative Community**



- **Taoxichuan Universe Plaza**



The core plaza developed in the first phase of the park provides a venue for street performers and hosts scheduled fairs.

● Evolving Creative Community



● Taoxichuan Taoran Plaza



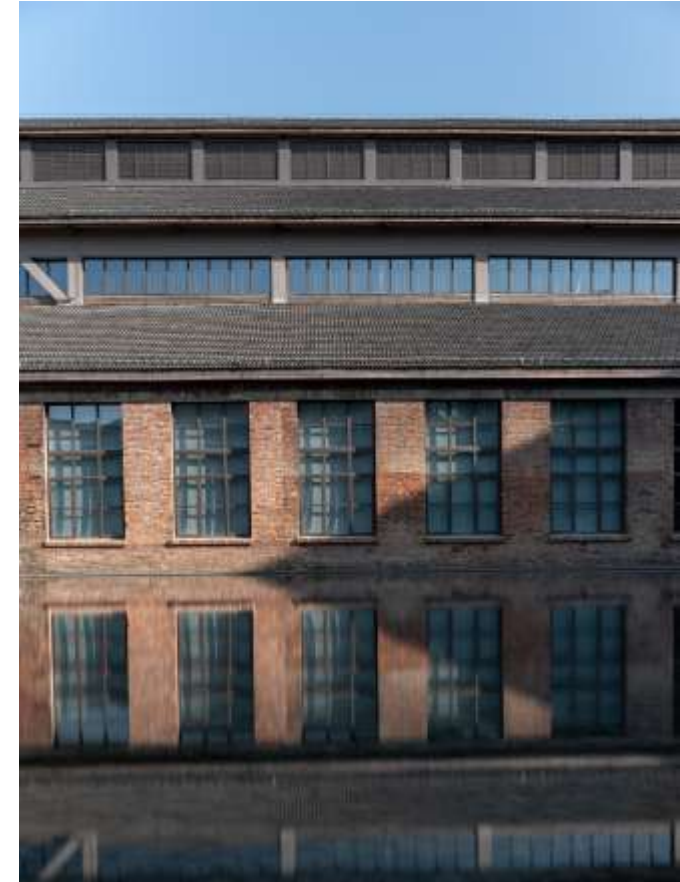
The main public space developed in the second phase of the park now provides venues for large scale performances, fairs, and exhibitions.

● Brownfield Regeneration in SDGs



The regeneration of Taoxichuan Park follows a heritage revival principle that prioritizes sustainability while preserving the original industrial buildings. A high proportion of discarded bricks and other historical materials from the site has been reused in the new construction.

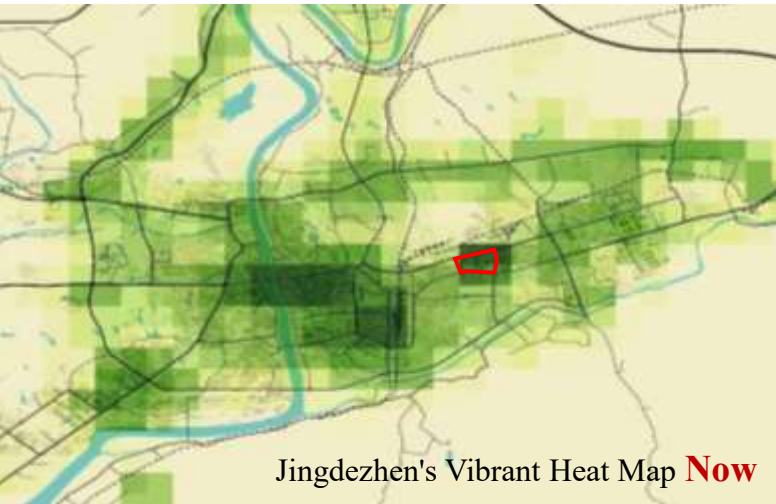
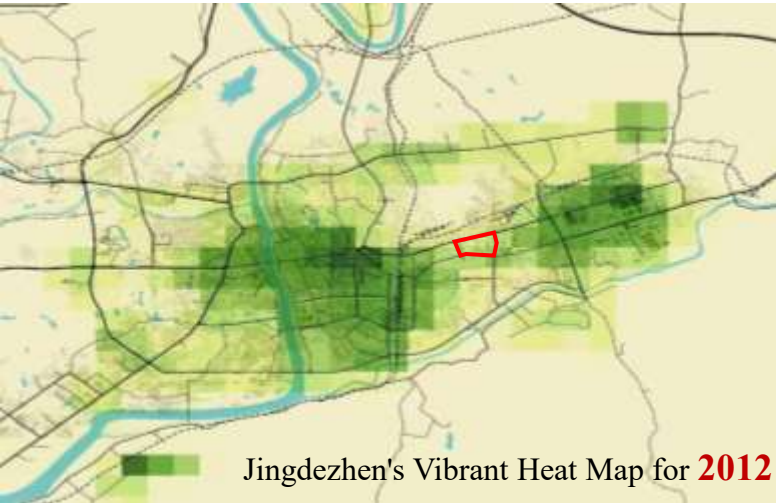
● Brownfield Regeneration in SDGs



Type of waste and carbon reduction	Amount (10,000 tons)
Construction waste	11.2
Carbon emissions from building demolition	0.043
Carbon emissions from reconstruction of buildings	9.537
Total carbon emission reductions	9.580

The heritage revival approach of Taoxichuan Park makes full use of discarded bricks and waste materials from ceramic production as much as possible. The overall transformation of the old industrial area has reduced Jingdezhen's carbon emissions by nearly 95,800 tons.

● Achievements



Years of heritage revival oriented adaptive work have transformed Taoxichuan Park from a declining industrial quarter into one of the most vibrant cultural and creative spaces in the city. In the past three years, the park's total revenue from cultural industries, tourism, and retail has exceeded 800 million dollars, driven citywide revitalization and demonstrating the impact of sustained heritage revival.