

Interpretation, Inheritance and Development of Regional Cultural Landscapes

A Case of the New Hunan Provincial Museum



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

Wednesday, 6 July, 2016

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**.

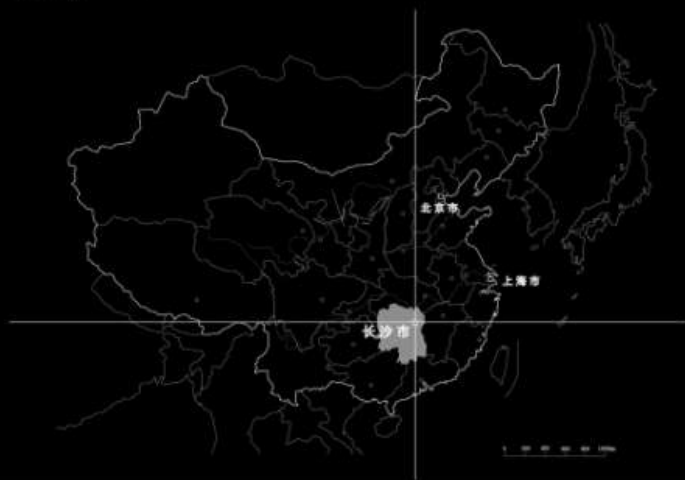
在西方,对于景观的辨别、描述和解释长期以来一直是地理学的一个主要工作。德国地理学家A.洪堡(A.Humboldt)在19世纪初曾提出应把景观作为地理学的中心问题,探讨由原始的自然景观变成文化景观的过程。另一位德国地理学家C.李特尔(C.Ritter)则在近代地理学中,最早阐述了人地关系和地理学的综合性、统一性,并奠定了人文地理学的基础。他主张地理学的研究对象是布满人的地表空间,人是整个地理研究的核心,“地球上,人类的每一个物质成就,不论是一间房屋、一个农庄或一个城镇,都代表着自然和人文因素的综合”,在组成地区特征的复合统一体中,自然和人文是不能分开的^[3]。李特尔在具体研究中偏重人文现象,把自然作为人文的基本因素,主张地理学必须与历史学携手前进。他的学术巨著《地学通论》(又名《地球科学与自然和人类历史》)一书,探讨了世界各地区的自然现象与人文现象,认为自然决定人类历史的发展。1859年,英国生物学家C.

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** jointly developed by the national and local government

■ 区域分析 / URBAN CONTEXT



湖南省博物馆景观概念设计

su csa design & construction co.,lld.

■ 区域分析 / URBAN CONTEXT



湖南省博物馆景观概念设计

su csa design & construction co.,lld.

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

湖南省博物馆

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

湖南省博物馆

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

2. The Unique Cultural Landscape of Hunan

湖南省博物馆

One World-Shocking Archaeological Discovery – Mawangdui

- 700 shiny lacquer vessels represented the highest achievement of ancient Chinese



- 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”



2. The Unique Cultural Landscape of Hunan

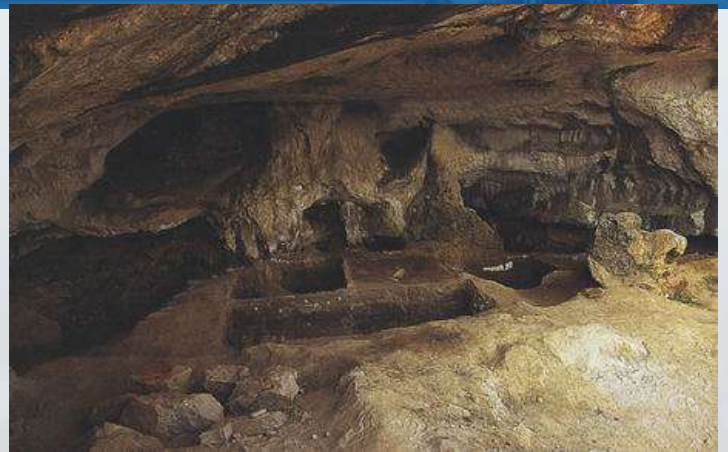
湖南省博物馆

The Origin of Rice Cultivation – Yuchanyan (Fu Yuliang)

Discovered in

1993

1995



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.



“Yuchanyan ancient cultivated 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

湖南省博物馆

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.

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.

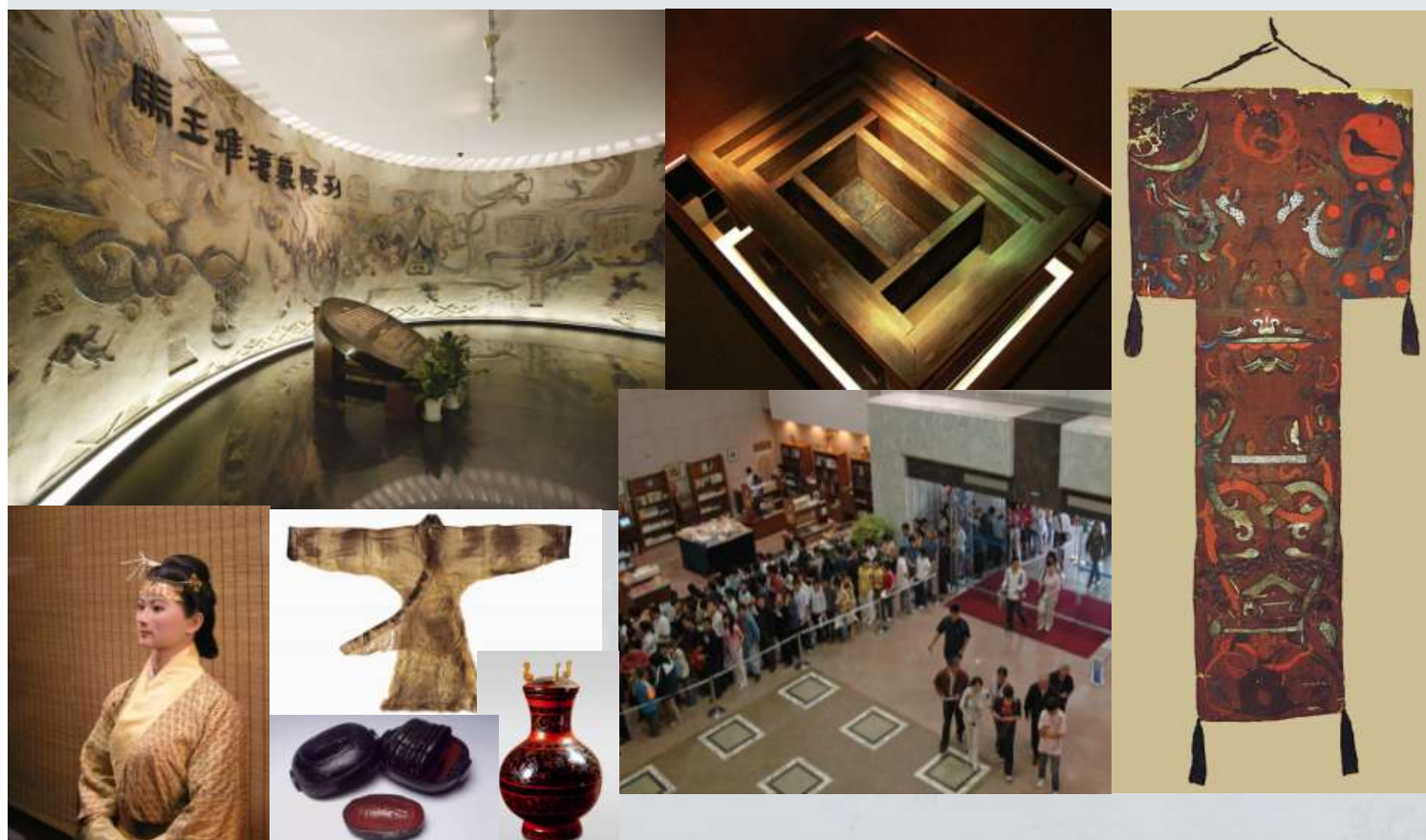


Future: 2017 continue to tell the story of this bronze to our generations



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 keeping 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



First Americans: Tribal Art from North America



Exhibition of European Glass Artworks



American Car Culture in Photography



Light and Shadows:
The Oil Painting of Tuscany, Italy 1850-1950



From the Academic to Impressionism:
Master Pieces of 19th Century European Paintings at the Pérez Simon Collection

4. The Wind Vane Leading City Culture



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 let 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 24,538m², 4 times enlarge!

III. Further Continuity and Creation of Cultural Landscape Shown by the New Museum

Exhibition Information List of the new museum

Name	Area (m ²)	Describe
Mawangdui Han Tombs	8266	The collection unearthed from Mawangdui Han Tombs and the civilization of Western Han Dynasty
Hunan People Exhibition	6370	Ancient Regional civilization of Hunan area
Bronze Exhibition	568	Ancient Bronze
Ceramic and Porcelain Exhibition	593	Culture of Ceramic and Porcelain
Painting Exhibition	1090	Ancient painting arts
Craftart Exhibition	734	Ancient Craft arts
Children's Museum	889	Let kids know about the world through discovering nature and life
Temporary Exhibition Hall	6028	Hold different kinds of temporary exhibition
Total area	24538	

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

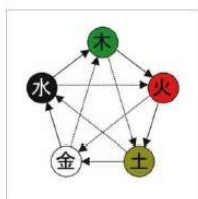
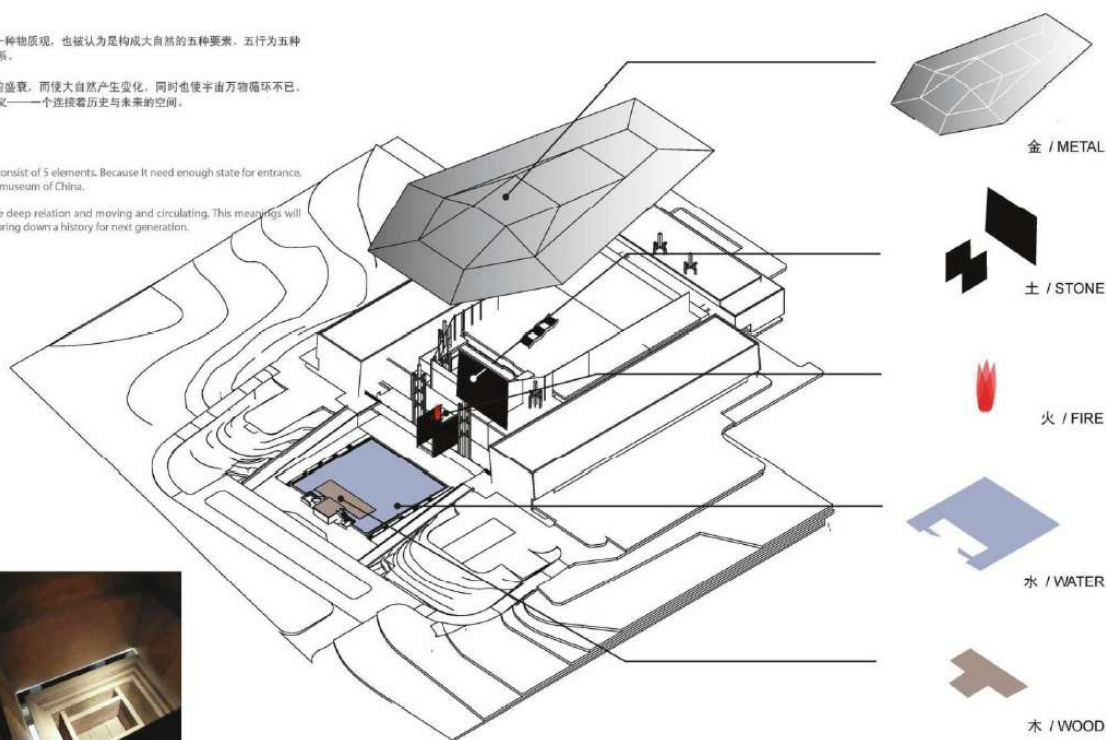
五行是指金、木、水、火、土，是中国古代的一种物质观，也被认为是构成大自然的五种要素。五行为五种基本的物质，这物质与入口的流线有着密切的关系。

五行被认为能影响人的命运，随着这五个要素的盛衰，而使大自然产生变化，同时也使宇宙万物循环不已。万物“循环”在某种意义上也传达了博物馆的定义——一个连接着历史与未来的空间。

5 Element

The material of Entrance circulation for visitor had consist of 5 elements. Because It need enough state for entrance, reason why that this museum is one of importance museum of China.

The meaning of 5 element that each element have deep relation and moving and circulating. This meanings will close existential reason of museum that collection bring down a history for next generation.



■ 五行 / 5 ELEMENT



■ 与马王堆墓

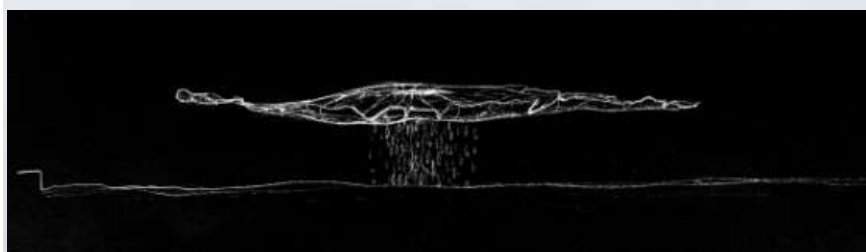
Landscape of Public Space: Design of Entrance Square



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.



Landscape of Public Space: rest platform



The restaurant can overlook the beautiful natural landscape in Central Park



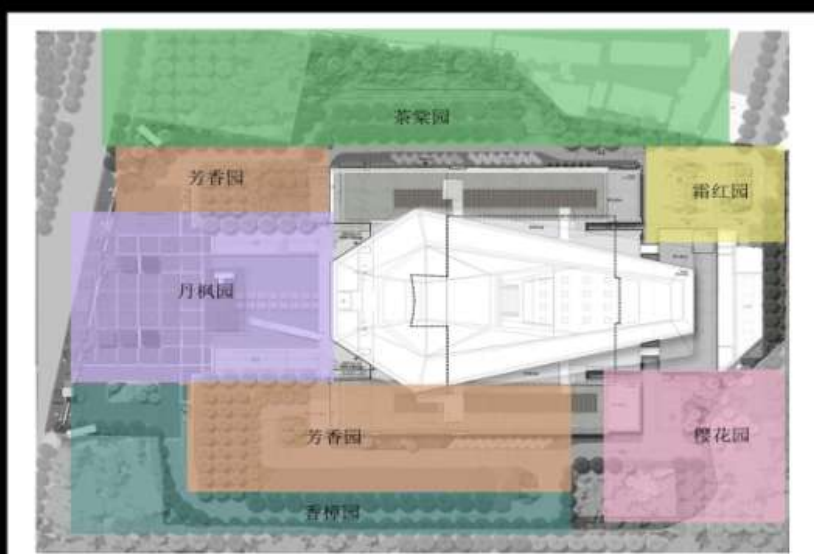
Natural Landscape in Museum



With different themes, audience will walk in a wide public space while experiencing the natural landscape of Hunan.

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

■ 植物种植主题 / Plant theme



■ 丹枫园

枫香树干高干直，树冠宽阔，气势雄伟，深秋叶色红艳，美丽壮观，是南方著名的秋色叶树种。倘与常绿树丛配合种植，秋季红绿相衬，会显得格外美丽。陆游即有“数树丹枫映苍松”的诗句。枫叶象征着对往事的回忆、人生的沉淀、情感的永恒及岁月的轮回，跟博物馆所体现相同的气质。

■ 霜红园

以金黄色叶为主题，秋季的漫山金叶红叶的相争艳为博物馆增添一份层林尽染，葛绍体《晨兴书所见》等闲日月任西东，不管霜风著鬓蓬。满地翻黄银杏叶，忽惊天地告成功。杜牧于长沙岳麓山曰：“停车坐爱枫林晚，霜叶红于二月花”突显出美丽的秋景。

■ 芳香园

植物结合马王堆出土的“芳香”植物，如桂花、辛夷等作为文化的延伸。

①桂：叶、树皮及嫩枝均富香气，可长成高大的乔木，自古即为香料。

《九歌·湘君》“苗桂，君不行兮夷犹，蹇谁留兮中洲；美要眇兮宜修，沛吾乘兮桂舟；令沅湘兮无波，使江水平兮安流；望夫君兮未来，吹参差兮谁思？”

②辛夷或作“新夷”有名的药用植物和香花植物。屈原《涉江》“鸾鸟凤凰，日以远兮，燕雀乌鹊，巢堂坛兮，露申辛夷，死林薄兮，腥臊并御，芳不得兮，阴阳易位，时不当兮，怀信侘傺，忽忽吾将行兮。”

③“松、柏植物体内均含有树脂，全株具芳香味”，又“经冬不凋”，受到历代文人的推举。屈原《山鬼》篇，“山中人兮芳杜若，饮石泉兮荫松柏，君思我兮然疑作。雷填填兮雨冥冥，猿啾啾兮夜夜鸣。风飒飒兮木萧萧，思公子兮徒离忧。”以山神自述的方式称自己犹如芬芳的杜若。

④柑橘是中国原产的水果，歌咏橘类最早的诗文即为屈平的《九章·橘颂》。屈原以橘“受命不迁”、“深固难徙”的特征来表达自己的虽遭谗谤仍矢志不移的情操。《七谏·自悲》中，以种植柚橘和辛夷、花椒等佳木或香木，写出作者坚定执着的心志。由此可知在楚辞各篇章中，橘和柚均为忠贞的象征。

Different Trees and Flowers

■ 乔木意向 / Arbor intention



银杏



柚子树



杜英



榆树



多头香樟



雪松



樱花



桂花



五角枫



马褂木



白玉兰



水杉



合欢



乐昌含笑



尖叶杜英



枫香

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

湖南省博物馆

"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

first person narrative

interaction between humans and nature

history and culture in Hunan

regional civilization development



4. New Permanent Exhibitions

湖南省博物馆

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

Homeland:

What kind of place is it?

Where I came from:

What is the origin of Hunan people?

A place of Fish and Rice:

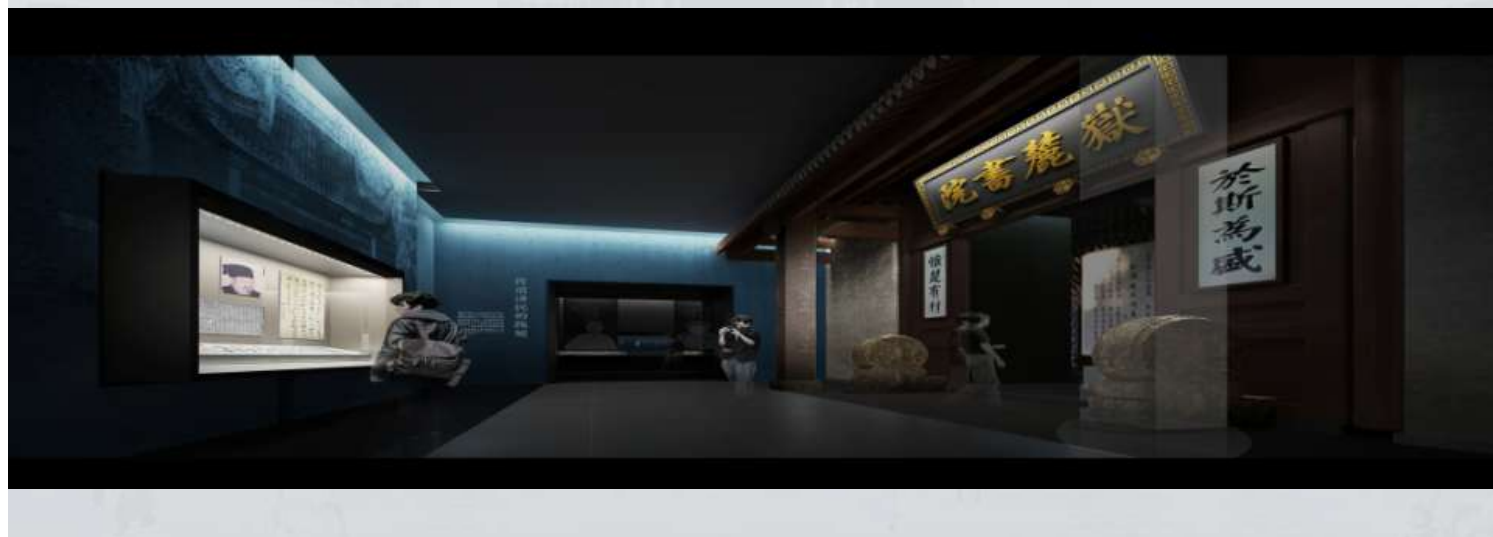
How do they acquire the living resource?

Footprints of life:

What are the features of their life and customs?

Spirit of Hunan:

What are their characteristics?



Homeland: Natural Environment



Where I came from?



Different Dialects



瑶族



苗族

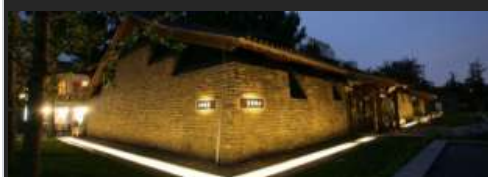
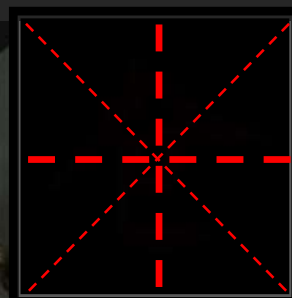


侗族



土家族

A place of Fish and Rice: The Origin of Rice Cultivation



**Footprints of life:
The Traditional Old House for their Clans Living**



Walking Path in 220 - 420 CE



Dinner in Chinese New Year

Traditional Opera Stage



Footprints of life: Custom

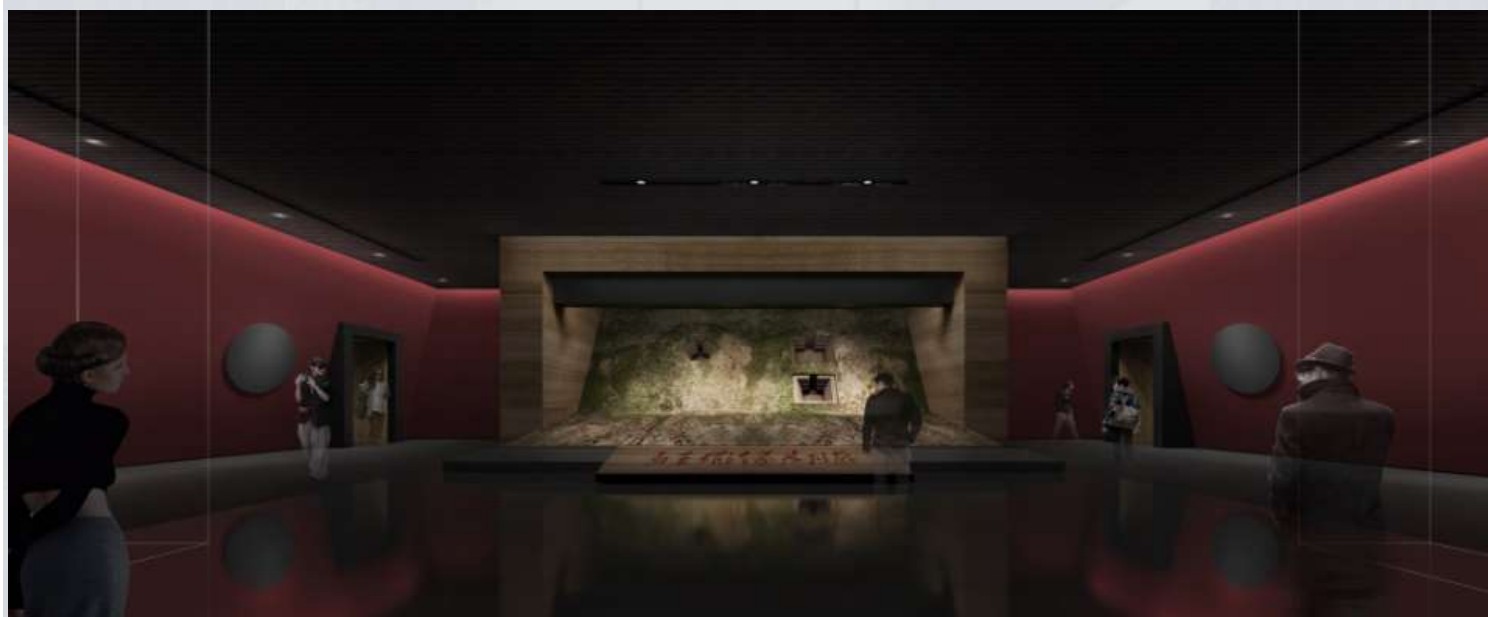
Wedding Room



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 collections is considered
in design process



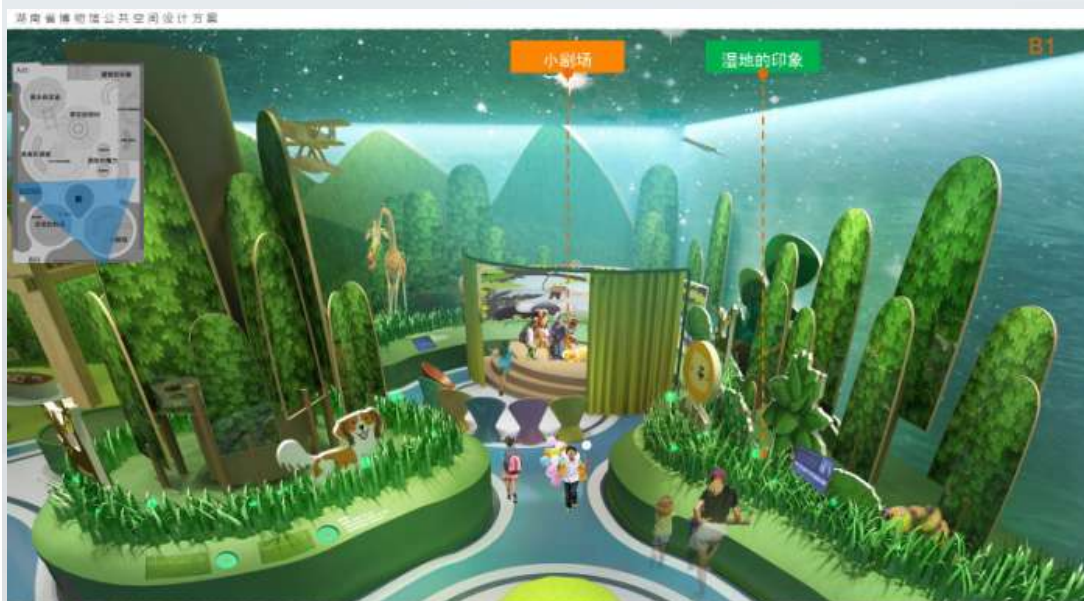
Multimedia is adopted to demonstrate how the ancients recorded precisely the motion of the galaxy



display excavated fragrance specimens and to engage audience to smell them.



5. Education: Promulgation of Regional Culture Starts from Children



Children's Museum

Let children to know their hometown:
nature, building, food...



模拟以洞庭湖湿地为背景的现实自然场景

结合湖南地域特点，儿童将在馆内获得视觉、听觉、触觉等多重感官体验

6. Public Service: to be a learning, Leisure, and Cultural Institution

B1——Museum Shop



B1——Book Bar



F2.5——Restaurant



B1—— 4D Theater



Zhang Jiajie National Forest Park:
a UNESCO World Heritage Site in
1992



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.

