

创意 杭州 HANGZHOU

杭州文化创意 产业概览

中共杭州市委宣传部 编
杭州市文化创意产业办公室

杭州出版社

AN OVERVIEW OF HANGZHOU CULTURE
ORIGINALITY INDUSTRY

Creative
Hangzhou



创意杭州 CREATIVE HANGZHOU



杭州文化创意产业概览 OVERVIEW OF CULTURAL CREATIVE INDUSTRY OF HANGZHOU



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杭州市文化创意产业办公室 编

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创意杭州
Creative Hangzhou
杭州文化创意产业概览
Overview of Cultural Creative Industry of Hangzhou

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前言

Foreword

文化创意产业是21世纪的新兴朝阳产业，是城市经济发展的新形式、新载体、新动力。2007年，杭州市第十次党代会和市委十届二次全会提出打造全国文化创意产业中心的战略目标。2008年4月，全市打造全国文化创意产业中心大会再次明确提出，以信息服务业等八大行业为重点，以西湖创意谷等十大文化创意产业园为主平台，加快推动文化创意产业发展，到2015年，形成产业规模巨大、产业特色鲜明、创新能力强大、创业环境一流、专业人才集聚、知名品牌众多、产权保护严密、公共服务完善的文化创意产业集群，以文化、创业、环境高度融合为特色，把杭州打造成为国内领先、世界一流的全国文化创意产业中心。

为便于工作推广和交流，我们编辑出版《创意杭州——杭州文化创意产业概览》，该书着重介绍了杭州打造全国文化创意产业中心的目标、优势和相关扶持政策，以及八大重点行业、十大园区建设的基本情况，供读者参阅。

编者

2008年9月

Cultural Creative Industry is a newly emerging industry in the 21st century. It is the new form, new carrier and new driver for the development of urban economy. In 2007, the strategic target to build the center of Cultural Creative Industry in China was first brought forward on the 10th Hangzhou Municipal Congress of CPC and the second plenary session of the 10th municipal Committee of CPC. In Apr. 2008, such strategic target was promoted once again. Focusing on eight major industries of information service, taking the platform of ten cultural creative towns as West Lake Creative Valley, the city is aiming at boosting the development of cultural creative industry. By the year 2015, it will be a cluster of Cultural Creative Industry characterized by large scale, distinct industry feature, strong innovation ability, professional staff, well-known brands, strict regulation of property rights and well-developed service. It will be a center of cultural creative industry in China which is domestically advanced and of world first – class, featured by close amalgamation of culture, enterprise start-up and environment.

For better popularization and communication, we edited and published this *Creative Hangzhou-Overview of Cultural Creative Industry of Hangzhou*. This book emphasize the target, advantages and supporting policies concerning Hangzhou to be the center of cultural creative industry of China. It also includes brief introduction to the eight major industries and the construction of ten major towns. All the information is for reference only.

Editors

Sep. 2008

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杭州概况

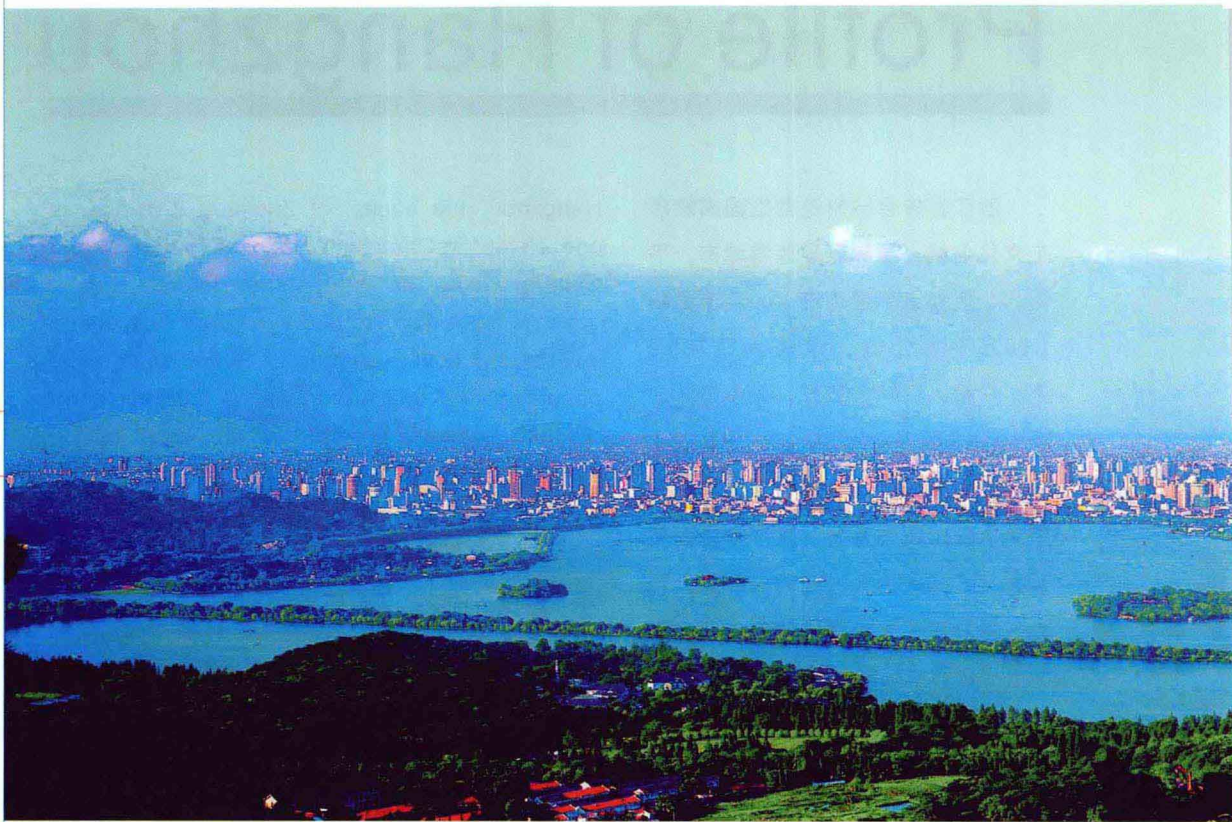
Profile of Hangzhou

浙江省省会杭州是首批国家级历史文化名城，国际风景旅游城市，下辖八个区和五个县（市），全市面积1.66万平方公里，常住人口786.2万，户籍人口672.35万，其中市区户籍人口419.5万。

作为中国七大古都之一，杭州在历史上就以风景秀美、物产丰饶而被誉为“人间天堂”，元朝时的意大利旅行家马可·波罗评价杭州是“世界上最华贵美丽的天城”。

Hangzhou – the capital of Zhejiang Province, is one of the first batch of National Historical and Cultural Cities, an international tourism city. It governs eight districts and five counties (county-level cities), covers an area of 16,600 sq.km. The population is 7.862 million with 6.7235 million of resident population, among which 4.195 million are from urban area.

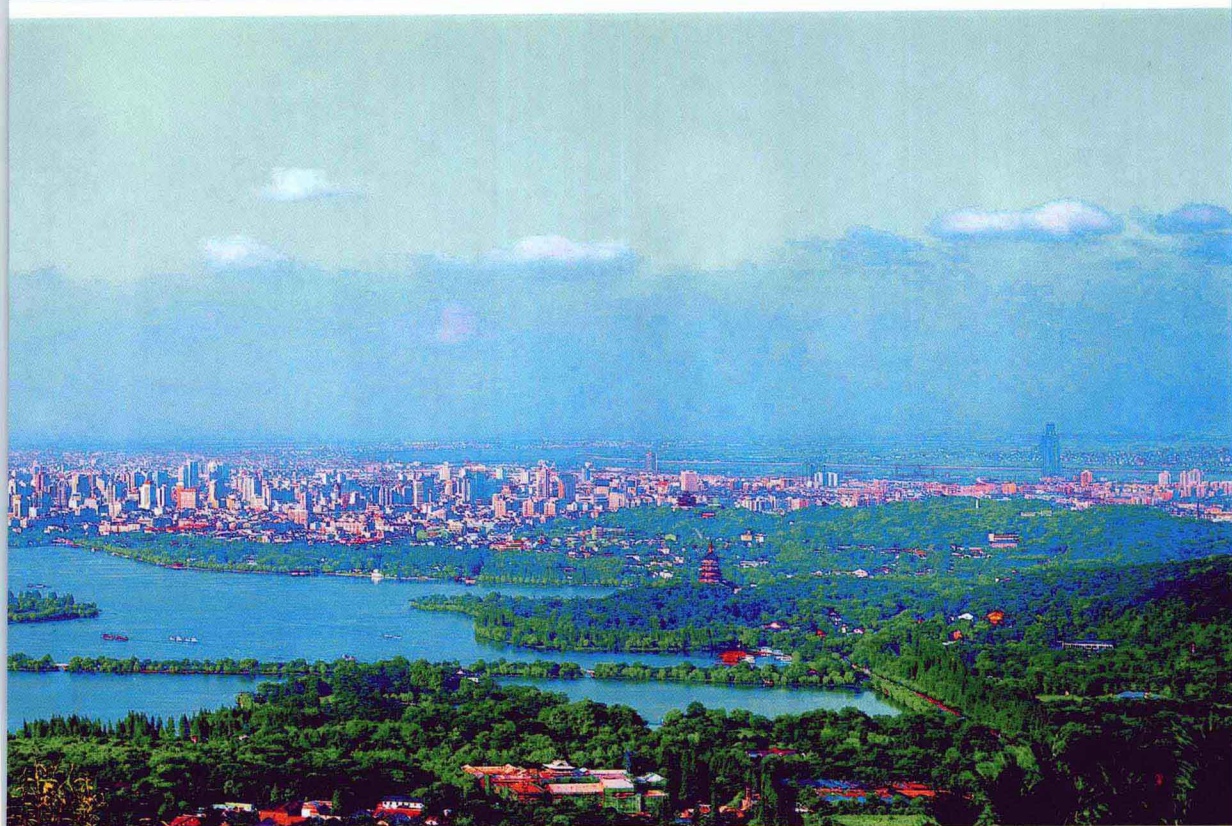
As one of the seven ancient capitals of China, Hangzhou was called the “Earthly Paradise” since the ancient time due to its beautiful landscape and abundant products. In Yuan Dynasty (A.D.1271 –A.D.1368), when the Italian traveler Marco Polo came to the city, he described Hangzhou “the world’s most beautiful heavenly city”.



城市综合实力

改革开放以来，杭州城市建设日新月异，经济社会迅猛发展，连续17年GDP保持两位数增长，经济总量位居全国省会城市第二位、副省级城市第三位、大中城市第八位。2007年，杭州国内生产总值（GDP）达4103.89亿元，比上年增长14.6%，人均GDP达到8063美元。杭州始终坚持“政府营造环境、企业创造财富”的理念，着力改善创业环境，已连续4年被世界银行组织评为“中国城市总体投资环境最佳城市”第一名，连续4年被美国《福布斯》杂志评为“中国大陆最佳商业城市”第一名，连续4年被新华社《瞭望东方周刊》评为“中国最具幸福感城市”第一名，打响了“经济强市、文化名城、旅游胜地、天堂硅谷”四张“金名片”。

和谐的杭州 
Harmonious Hangzhou



Comprehensive Power

With the reform and opening up policies urban construction of Hangzhou has been improving day by day. Economic society is developing vigorously. For successive 17 years, the GDP increased by double-digit. The economic total amount ranks the second among all the capital cities, the third among provincial cities, and the eighth among all the large and medium sized cities in China. In 2007, GDP of Hangzhou reached 410.389 billion RMB which increased by 14.6% compared with previous year. GDP per capita reached 8,063 USD. Sticking to concept of "Government builds environment and enterprises create fortune", Hangzhou has

made great efforts to improve environment for enterprise start-up. For successive 4 years, the World Bank has recognized Hangzhou as "City with Best Overall Investment Climate in China". *Forbes* has recognized Hangzhou as the best Chinese city for commerce for the past successive 4 years. *The Oriental Weekly of the Outlook Magazine* of Xinhua News Agency recognizes Hangzhou where people can obtain the utmost sense of happiness. It is now equipped with four "Golden Titles" of "economically powerful city", "culturally famous city", "holy land for travel" and "paradise silicon valley".

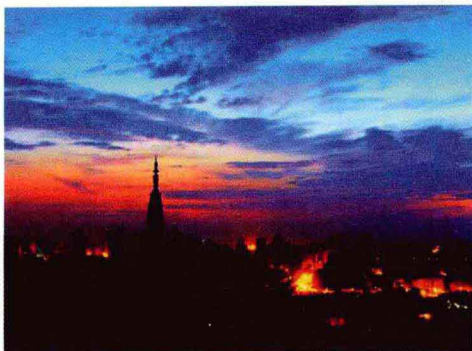


城市发展战略

2008年，杭州市在新一轮解放思想大行动中提出了“城市国际化”、“工业兴市”、“服务业优先”、“软实力提升”、“环境立市”、“民主民生”六大战略，涵盖了经济、政治、文化、社会“四大建设”，经济生活品质、文化生活品质、政治生活品质、社会生活品质、环境生活品质“五大品质”，城市、产业、文化、环境、民主、民生“六大领域”。同时提出要建立制造与创造相互促进，制造业与服务业相互配套，工业化与信息化相互融合，科技、文化、人才互为支撑，以创新性、知识性、开放性、融合性、集聚性、可持续为主要特征的“3+1”现代产业体系，“3”就是一、二、三次产业，“1”就是文化创意产业。通过五至十年的努力，把杭州打造成为国内领先、世界一流的文化创意产业中心。

烟花盛会

Fireworks Celebration 

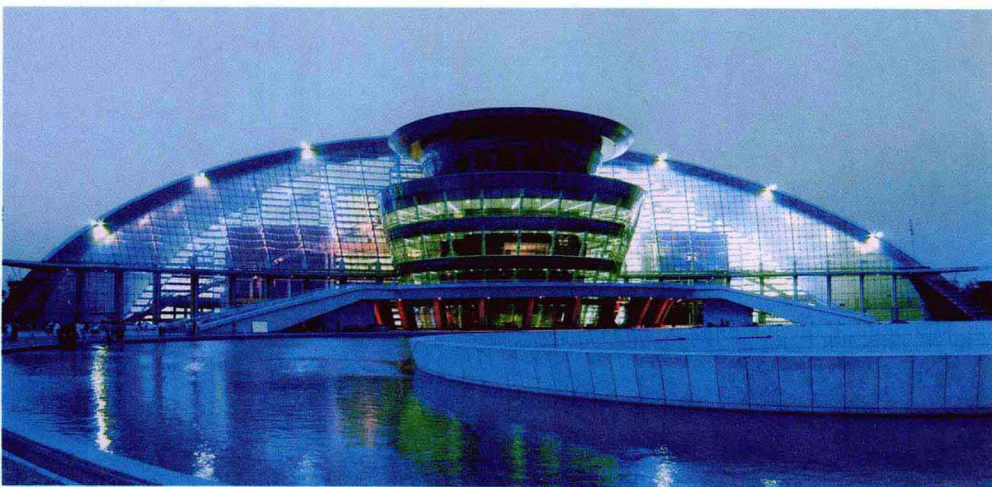


宝石流霞
Rosy Clouds of Baoshi Hill 

杭州大剧院
Hangzhou Grand Theatre 

Development Strategy

In 2008, in the new round of mind emancipation, Hangzhou put forward six strategies of "internationalization of city", "prospering the city through industry", "service industry first", "upgrade soft-power", "regard environment protection as the root" and "democracy and people's livelihood", covering "four constructions" of economy, politics, culture and society, "five qualities" of economic life quality, cultural life quality, political life quality, social life quality and environmental life quality, and "six fields" of city, industry, culture, environment, democracy and people's livelihood. Meanwhile, it also aims at building a modern industrial system, in which manufacturing and creation are inter-promoting, manufacturing industry and service industry are inter-matchable, industrialization and informationalization are inter-melted and science, culture and talent are inter-supportive. Such modern industrial system is a "3+1" system featured by its nature of innovation, knowledge, opening, amalgamation, convergence and sustainability. "3" refers to primary, secondary and tertiary industry while "1" refers to cultural creative industry. After fifty years' endeavor, Hangzhou will be made the center of cultural creative center that is domestically advanced and of world class.

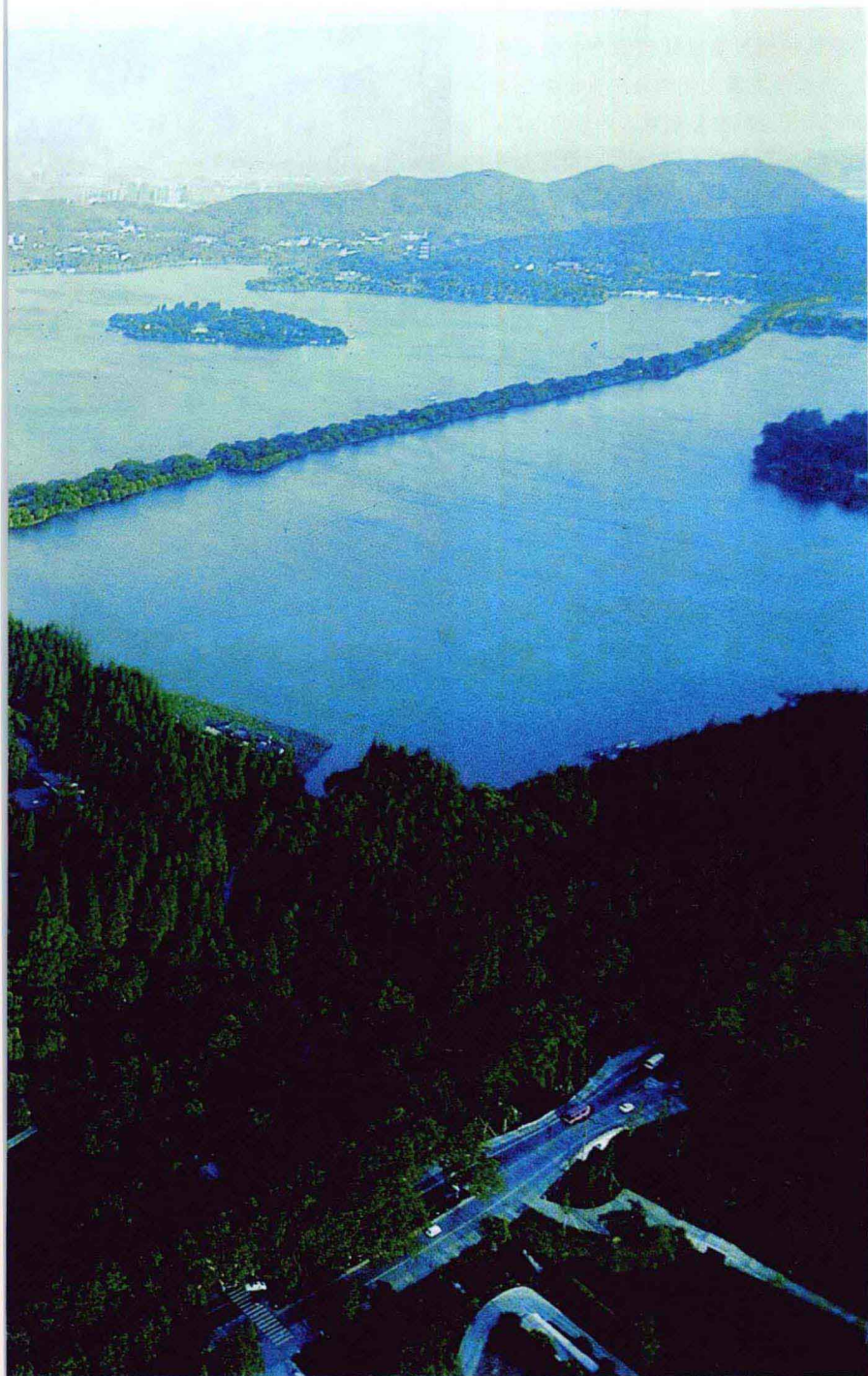


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文化创意产业发展优势

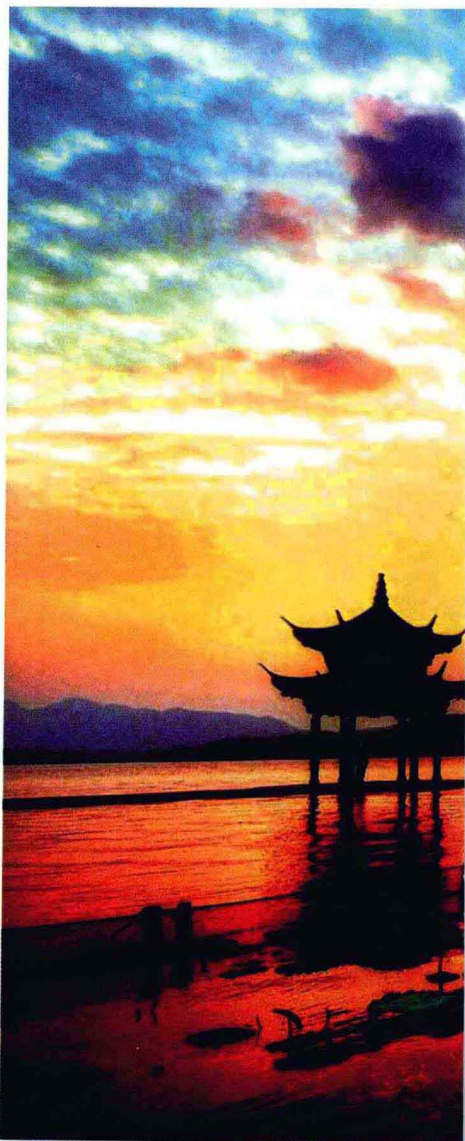
ADVANTAGES OF DEVELOPING
CULTURAL CREATIVE INDUSTRY

天上人间看杭州 
Bird's View of Hangzhou



文化创意产业发展优势

杭州发展文化创意产业具有五大优势：**一是人才优势。**杭州集聚了全省一半以上的高等院校、科研院所，拥有一大批与发展文化创意产业密切相关的高等学府。中国美术学院设计类学科占70%，在校大学生达4500多人；浙江大学、浙江传媒学院、浙江理工大学、浙江工商大学、杭州师范大学、浙江科技学院等高校也都设置了相关专业，他们都是杭州发展文化创意产业的人才库。据不完全统计，目前在杭高校与发展文化创意产业相关专业的在校大学生达12万人，仅2007年毕业的文化创意人才就超过1万人。**二是环境优势。**杭州是“国际花园城市”、联合国“最佳人居奖”获得者，是最适宜于人们居住和创业的城市。特别是杭州优美的自然景观，不仅为创意人才提供了得天独厚的生活环境，也为其创意提供了丰富的素材资源。杭州发展环境宽松，近年来，杭州市政府先后出台一系列支持文化创意产业发展的政策措施，服务环境得到不断优化。**三是文化优势。**杭州有8000年文明史、5000年建城史，有“精致和谐、大气开放”的城市人文精神，有“敢为人先、敢冒风险、敢争一流、宽容失败”的创业创新文化，有最适宜文化创意产业发展的人文土壤。以白居易、沈括、洪昇、李唐、龚自珍、丰子恺、黄宾虹等为代表，一大批文化名人都与杭州有着不解之缘。深厚的文化积淀和优秀的文化传统，是杭州发展文化创意产业所独有的宝贵财富与比较优势。**四是产业优势。**杭州文化创意产业具有一定的先发优势，已形成一批较为成熟的文化创意产业园区和文化创意企业，信息服务业、动漫游戏业、文化休闲旅游业、文化会展业等文化创意产业的发展已走在全国前列。2007年，全市文化创意产业实现增加值490.23亿元，按可比价计算，增长19.7%，占全市GDP比重达11.95%。2008年上半年，全市文化创意产业实现增加值257.18亿元，比上年同期增长16.5%。**五是市场优势。**杭州所处的长三角地区是当今中国经济最发达、人民生活水平最高的地区之一，有近1亿人口，有着旺盛的消费需求和强大的消费能力。杭州是“浙江民营经济第一大市”，有65家企业跻身2006年度全国民营企业500强，有着灵活的市场机制和充裕的民间资本，这些都为杭州发展文化创意产业提供了强大的市场支撑。文化创意产业必将成为杭州坚持先进制造业和现代服务业“两轮驱动”的最佳结合点，成为与大旅游产业并驾齐驱带动杭州现代服务业发展的龙头，成为杭州实施跨越式发展战略、率先迈入以高新技术产业为主导和以现代服务业为支撑的后工业化时代的“引擎”。



五彩西湖——湖滨
公园“亭湾骑射”
Pavonine west lake—Pavilion for Riding in
Lakeshore PARK

