



上海文化发展系列蓝皮书

THE BLUE BOOK SERIES ON SHANGHAI CULTURAL DEVELOPMENT

上海文化产业发展报告 (2017)

建设现代文化产业体系

主编 / 荣跃明

执行主编 / 花建

ANNUAL REPORT ON CULTURAL INDUSTRY DEVELOPMENT OF SHANGHAI (2017)

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摘要

《上海文化产业发展报告(2017)》以“建设现代文化产业体系”为主题,积极贯彻党的十八届六中全会《建议》关于建设文化产业体系的要求,提出了上海在迈向全球文明城市的过程中,建立现代文化产业体系的战略目标、突破重点、主要任务和对策举措。

本书“总报告”全面研究了上海文化产业体系建设的任务,指出这是上海文化产业在“十三五”时期的重大任务。作为上海对于国家文化强国战略的历史性担当,上海文化产业体系应该体现如下的特点:它是符合知识经济发展规律的产业体系;它是文化产业与旅游、教育、体育、科技、金融、贸易等的融合发展、相互联动的产业体系;它是鼓励多元文化主体蓬勃发展,与国际广泛联接的体系;它是体现全球文化中心的文化生产力规模和能级,具有强大国内外辐射力的体系。在打造现代文化产业体系的路径方面,上海要把握好互联互通的时代趋势和竞争特点,积极打造创新生态,建设全球创意城市;适应国内外文化消费的新兴市场,不断推动产业升级;积极培育优秀文化企业,提升产业核心竞争力,大力发展对外文化贸易,提升上海在全球文化价值链中的地位。

本书栏目之“以创新为动力,探索文化产业新业态”,强调要以创新为强大引擎,不断探索上海的创意型、科技型、智慧型的文化产业新业态;分析了文化创意产业领域分享经济的产业价值,提出上海在文化产业领域发展分享经济项目的对策思路;结合研究 CCLF 的特色、运作和展望,提出打造上海自贸区文化授权交易的新型国际化平台;深入分析了上海具有澎湃活力的 UGC 网络电台,研究了上海发展互娱经济与网络电台的规律和路径;结合女性文化资源的开发,提出了建设上海国际女性艺术家新资源体与创意空间联盟的对策。

本书栏目之“突破重点领域,壮大优势产业”,结合上海建设国际文化大都市和具有全球影响力的科创中心的背景,提出要在一系列重点领域有所突破;结合国家鼓励发展文博创意产业的政策,研究了上海地区的博物馆开发文化创意产品的发展历程和突破重点;分析了上海在全国具有领先优势的音乐剧产业,指出了进一步迈向新高度的路径和举措;针对上海方兴未艾的特展业,提出充分发挥特展策展人的作用,精准把握上海和长三角特展策划的时间和空间要素;研究了上海演艺产业与国际文化大都市的品质需求,提出了打造国际演艺之都的规律和要点。

本书栏目之“推动产城融合,发挥联动效应”立足于深入的典型案例研究,探索了上海在城市和产业双转型的背景下,结合旧区改造发展文化创意产业的宝贵经验和路径;分析了具有百年历史的老城区黄浦区,从推动旧区改造到文化创意产业的可持续增长之规律;研究了号称“上海文化之根”的虹口区,把水系纵横的老街区,发展成为上海音乐谷“摩都水乡”,推动产业集聚区建设的路径。

本书栏目之“融入全球产业链,构建国际文化贸易新架构”,从全球文化贸易规则的变化和文化贸易结构的演进,提出了上海要大力发展对外文化贸易与现代知识产权体系的对策建议;分析了在数字贸易下扩大上海文化产业对外开放的要求,强调要适应全球服务贸易向更高自由化迈进的趋势,打造上海对外文化贸易的新优势。

本书栏目之“国际经验研究”中,西班牙学者的研究专稿深入研究了巴塞罗那文化创意产业的机遇和威胁,指出这座千年的历史名城,既要珍惜多个历史年代积累的多元文化资源,更要冷静地面对它所面对的一系列重大挑战,而韩国亚洲大学的学者研究了创意经济语境下的韩国创新平台,指出创意经济是引领韩国经济未来发展的新范式,强调以想象力、创造性和科学技术发展经济,发掘新的经济增长动力。

Abstract

The Annual Report on Culture Industry Development of Shanghai(2017) takes “building modern cultural industry system” as the theme and actively implements the requirements of constructing cultural industry system in Party’s Sixth Plenary Session of 18th “recommendations”. It proposes the strategic objectives, the breakthrough points, the main tasks and the countermeasures of setting up the modern cultural industry system in the process of Shanghai’s moving towards a global civilization city.

“General Report” takes a comprehensive study of the construction tasks of Shanghai cultural industry system, pointing out its significance if being the major task of Shanghai cultural industry in the “thirteen five” period. As the historical role of Shanghai in the strategy of strengthening the nation’s cultural power, the Shanghai cultural industry system should embody certain characteristics. It should be an industrial system which conforms to the law of the development of knowledge economy as well as an integration and mutual linkage of cultural industry and tourism, education, sports, science and technology, finance, trade and so on. It should be an industrial system which encourages the flourishing of multicultural main body and widely international connection. More of , it should also reflect the cultural productivity scale and the level of the global culture center with a strong radiation home and abroad. To create a modern cultural industry system, Shanghai should grasp the trend of interconnection and competitive characteristics, actively creating an innovative ecosystem and building the global creative city. Besides it is crucial to adapt to the new markets of cultural

consumption home and abroad, constantly promoting industrial upgrading, cultivating excellent cultural enterprises, enhancing the core competitiveness of the industry, developing foreign trade vigorously and improving the status of Shanghai in the global cultural value chain.

Titled as “ Powered by Innovation, Exploring New Forms of Cultural Industry”, section II emphasize innovation as a powerful engine, constantly exploring the new formats of cultural industry in terms of creativity, technology and intelligence in Shanghai. This section analyses the industrial value of share economy in creative cultural industries, proposing the development countermeasures for Shanghai to develop share economic projects in the field of cultural industry. By combining the research of CCLF’s characteristics, operation and outlook, it puts forward the building of a new international platform of culture authorized trade of Shanghai Free Trade Area. Through analyzing the surging Shanghai UGC network radio station, this section studies the laws and paths of developing inter-entertainment economy and internet radio station in Shanghai. By combining with the development of female’s cultural resources, it puts forward the countermeasures of constructing Shanghai new international body of female artists and alliance of creative space.

Section III is titled as “Breakthrough in key areas, strengthening advantageous industries”. Combining with Shanghai’s background of international culture city construction and science and creative center with global influence, section III puts forward to break through in a series of key areas. Combining with the state’s policy of encouraging the development of museum and creative culture industry, this section studies the development and breakthrough point of creative cultural product by museum in Shanghai. It also analyzes Shanghai’s musical industry which tops in the country, pointing out the path and measure to move it further towards a new height. For Shanghai’s burgeoning exhibition industry, it points out to give full play role of exhibition curator, accurately grasping time and space of special exhibition

planning in Shanghai and the Yangtze River Delta. It studies the quality demand of performing arts industry in Shanghai and international cultural metropolis and puts forward the regularity and key points of building the international performing arts capital.

Named as “Promoting the integration of industry and city, Fostering linkage effect”, section IV based on typical case studies, exploring the experience and path of developing creative cultural industry combining with the old district reconstruction under the background of double transformation in city and industry of Shanghai. This section analyzes the law of one hundred years old Huangpu district, from district reconstruction to sustainable growth of creative cultural industry. It studies the Hongkou district, known as the root of Shanghai culture, turning the old quarter into Shanghai Music Valley —“Water Town in Modern City as well as promoting the construction of industrial concentration area.

Section V, “Integration into the global industrial chain, building a new international cultural trade architecture”. This section studies the change of global culture trade rules and evolution of cultural trade structure, proposing the countermeasures and suggestions of the development of Foreign Cultural Trade and Construction of Modern Intellectual Property System for Shanghai. It analyzes the requirement of expanding the opening-up of Shanghai’s cultural industry under digital trade, emphasizing the point to adapt to the trend of expanding liberalization of global services trade, creating new advantages of Shanghai foreign culture trade.

In section VI “The International Experience Studies”, the Spanish scholars’ paper made in-depth studies about the opportunities and threats of Barcelona’s creative culture industry, pointing out the one thousand years old famous city should not only cherish the multiple resources accumulated through histories, but it should also face a series of major challenges calmly. The scholar from Ajou University studies the innovation platform in South Korea in the context of creative

economy, pointing out the creative economy as a new paradigm which is a leading force in the country's future economy development, emphasizing the importance of developing economy by imagination, creativity, science and technology, exploring new economic growth engine.

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总 报 告

1

推进上海文化产业体系建设

——前瞻视野与创新升级

花 建*

内容提要 推动上海文化产业体系建设,是上海文化产业在“十三五”时期的重大任务。上海要把握好互联互通的时代趋势和竞争特点,积极打造创新生态,建设全球创意城市;适应新兴市场,不断推动产业升级;培育优秀文化企业,提升产业核心竞争力,大力发展对外文化贸易,提升上海在全球文化价值链的地位。

关 键 词 文化产业体系 国家战略与上海使命 产业升级与创新驱动

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