

FASHION CHINA



时尚中国

Creativity in China



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CHINA

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Creativity in China

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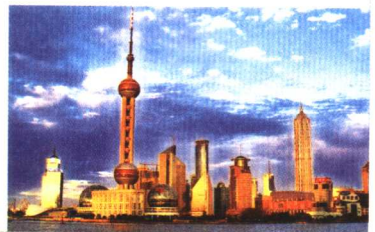
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Preface

It seems that gone are the days when everything was dominated by relying only on capital and technology and an era of creative ideas is approaching with the arrival of the new century, an epoch for creative industry to grow up vigorously. All of a sudden the status and effect of creative ideas in economic development and social life are more prominent with each passing day, particularly in the aspect of giving first importance to people and artistic design, which embodies the transition from technical innovation to humanistic innovation. In 2005, after surpassing the Great Britain, France and Italy in GDP, China became the fourth economic great power in the world while the manufacturing industry of China grew at an even higher speed than the range of the GDP and also became the fourth Great Power in the world ranking only after the United States, Japan and Germany. With the availability of quantitative change, China is deliberating a qualitative change. It was also in the year of 2005 that the Chinese government pointed out explicitly the importance of "independent and creative ability" and took it as one of the national targets in the following five years "to improve the ability of independent creativity and to build China into a creative country". The creative industry is steadily becoming a pillar industry to lead the economic take-off and social progress of China in an all-round way.

Historically, China showed no lack of creative ideas. In ancient China there were four great inventions: papermaking, compass, gunpowder and printing. Nowadays, the contemporary Chinese are still broadcasting the seeds of creative ideas in the stretch of ancient but fresh land. At present, China has just taken a first step in its creative industry. Compared with the average world GDP of 7%, the creative industry of China is still very low. However, in some cities, the speed of

developing creative industry is rather fast. For instance, the GDP proportion of the creative industry in Shanghai at the moment has reached about 7.5%, approaching the level of developed countries.

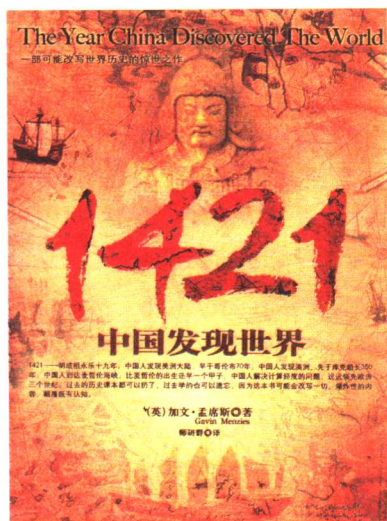
The space and potentialities for developing creative industry in China are huge:

First of all, various kinds of industries are upgrading. The transformation of economic growth mode has made the temperature of creative economy go up. Let's cite the manufacturing industry for example. China is transforming its old mode of depending on cheap labor and low-priced land resources into developing vigorously manufacturing industry and modern service industry with higher added values.

Secondly, the society needs creative industry badly. Take the TV broadcasting industry for instance. Now China has a gap of around six million hours of program annually. In other creative spheres, there are similar bad needs. By the end of 2005, the mobile phone subscribers in China had topped through 461 million, equaling the sum total of the United States, Japan and Germany. It also means that the prospect of creative industry such as multi-medial message service (MMS) and mobile-phone movie is immeasurable. In 2006, the actual sales income of nationwide network game in China reached RMB 6.54 billion yuan, an increase of 73.5% compared with that of 2005, and the number of network game players reached 31.12 million, an increase of 18.5% compared with that of 2005.

From "Made in China" to "Created in China", one of the major development targets of China.





"1421, the year China Discovered the World" by Gavin Menzies

Finally, China is available with rich resources for developing creating industry. China has plenty of excellent traditional culture and the world market of creative industry pins great hopes on its further increase. *The Romance of the Three Kingdoms*, a well-known classical fiction, has been programmed into a very popular video game by Japan and the R.O.K. *Mulan*, an American animation rearranged on the basis of a Chinese folktale the Story of Hua

Mulan, has also been highly praised by worldwide network players. The story of the Expedition of Zheng He's Fleet to the Western World has been written into a book entitled *1421, the Year China Discovered the World* by Gavin Menzies, a retired British royal naval officer. Though his conclusion has not been accepted by the academic circles, the book has caused strong repercussions among many people in the world. By 2006, this book had been sold over one million copies in sixty-six countries, China included. Possibly Hollywood will make a screen version of it. Anyhow, the rich cultural resources of China should be developed creatively by the Chinese themselves.

Now the Chinese government has provided favorable circumstances for "Creative China". Since 2005, the Chinese government has unveiled a series of policies and measures in the reform of cultural systems as well as a series of documents to lay emphasis on "promoting an all-round innovation in systems and mechanisms for emancipating and developing cultural productivity". The cultural system reform of China is facing the issue of raising its speed on an unprecedented scale in the

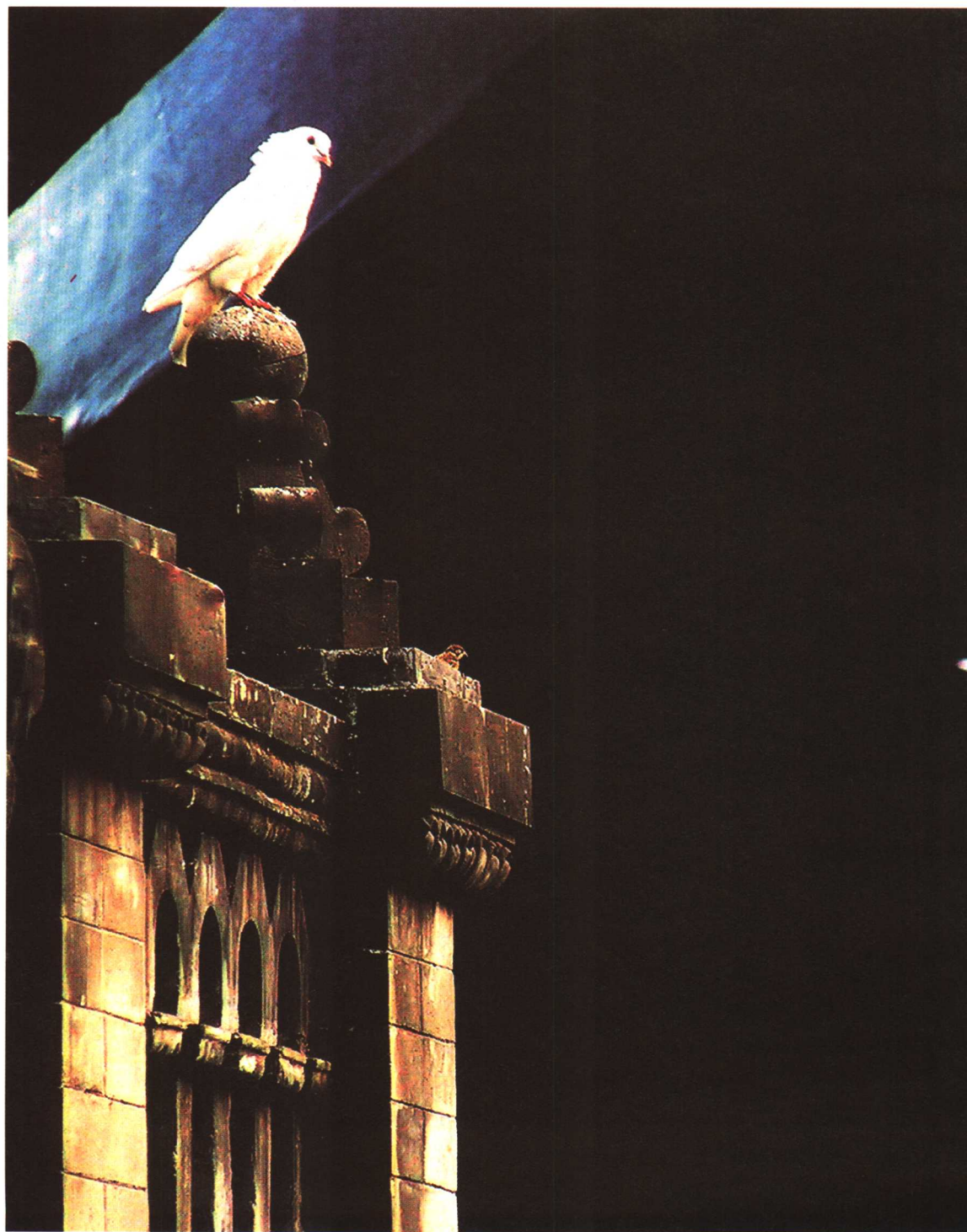
recent fifty years or so to open its gate for funds, domestic and foreign, to enter the domain of creative industry of China. It can be predicted that in the near future China will move from a cultural state to a creative nation.

The industries related to digital technology, such as animated cartoon and network games, will become a point of penetration for the creative industry of China and a breakthrough point for the various big cities of China to develop their respective creative industry as well. The media industry including movies, TV, broadcast and publication will also begin to have their respective new breakthroughs. The artistic activities such as theater, concert hall, art gallery and performance and the trades related to them such as trading, exhibition and tourism will also be full of vigor and become lively with each passing day. A number of new contingents have sprung up abruptly in the numerous spheres of technical R&D, ad planning and cultural performances. With their quick adaptation to the market and flexible strategy, they have become the main force for China to develop its creative industry. Beijing, Shanghai, Guangzhou and Hangzhou have rapidly developed their respective creative industry and taken the cultural and creative industries as the key points for developing their cities.

The Beijing Olympics 2008 and the World Expo Shanghai 2010 will be the important opportunities for developing creative industry in China. Hopefully China can make use of these opportunities to have a development by leaps and bounds, jumping from "Made in China" to "Created in China", and lead China's economy to have another take-off.



Ad of multimedia message service (MMS)





**An Imagination
with No
Boundary:
Creative
Industry in China**



There is no doubt that the present China under swift and violent development as well as changes at full speed will bring about a boundless space for developing creative industry. Flexible tactics and ability of adaptation to the market are necessary whether in the sphere of design and R&D, or in the field of architectural design, or in the domain of artistic diffusion and modern consumption closely related to digital technology, or in the various realms of implementation and planning. But what is absolutely indispensable is imagination. The life of creative industry lies in an imagination with no boundary.

Fitting “Chinese Chips” into Products

R&D and design are the soul of manufacturing industry and all designs are based on creative design. For adapting the needs of improving manufacturing industry, China has always been, in recent years, speeding up the growth of R&D and design industry and continuously improving the designing ability by keeping the initiative in our own hands. The breakthrough in some core technologies means to fit Chinese products with “Chinese Chips”.

In the past, the operation mode of Chinese manufacturing industry was basically to process raw materials on clients’ demands, to assemble parts for the clients and to process according to the clients’ samples; and to do compensation trade—no creation at all. However, after the access to the WTO, the rules of game have been changed. The local designs go beyond our territory and participate in the exhibitions held everywhere else in the world and in various designing contests. Considerable achievements have been made. With the popularization of international exchanges and network information, the barrier between China and other regions of the world disappears gradually and the contacts between the designing institutes and universities at home and abroad are becoming increasingly frequent. The domestic nourishment added with outside experiences has helped the R&D and design at home to walk onto a new route.

The R&D and design of automobiles have always been regarded as a high-tech. The achievements of independent innovation made by SAIC Chery



After importing autos for a long time, Chinese auto industry has at present entered into a stage of independent R&D and exporting autos.

Automobile Co., Ltd. in the recent years are universally recognized. Chery's A5 car recently pushed into the market has achieved 56 items of technical advance and 200-odd single-point improvements in seven major aspects. It has become a car representing the brand's high-tech with the initiative keep-