

URBAN

URBAN HISTORIC
AND CULTURAL SPACE
QINGDAO MUSEUM

刘 庆 著

城市历史文化空间

青岛地区博物馆

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社会科学文献出版社
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青岛统一战线智库 2018 年度立项课题

前 言

众所周知，青岛有着古老的青岛地区和年轻的青岛城市之分。古老的青岛地区见证了东夷文化和海洋文化的久远。年轻的青岛城市伴随着中国近代化的进程而跌宕起伏。就文化遗产而言，前者以传统文化遗产为主，折射着农业社会的演进。后者以现代城市文化遗产为主，综合反映着青岛由传统社会向现代社会的急剧转化。得益于丰厚的文化遗产，青岛荣升为国家历史文化名城。

需要指出的是，青岛文化遗产资源主要相对集中在老城区。截至2019年11月，在老城区6.9平方公里的范围内，聚集着全国重点文物保护单位4处（其中青岛德国建筑包括25个单体建筑，八大关近代建筑包括236个单体建筑），省级文物保护单位18处（其中馆陶路近代建筑10个单体建筑，中山路近代建筑12个单体建筑），市级文物保护单位45处，区（市）级文物保护单位73处。第三次全国文物普查新发现不可移动文物612处，历史优秀建筑313处，名人故居50处，还有八大关和小鱼山两个国家历史文化街区。这些资源形成了融汇中西方文化和建筑艺术的万国建筑博览群，是“红瓦绿树，碧海蓝天”城市风貌的根基，也是开展青岛老城区申报世界文化遗产的基础。

博物馆无疑是保护、展示、研究文化遗产的绝佳场所。青岛市委市政府高度重视博物馆在经济文化社会建设方面的地位和作用，规划、实施了青岛博物馆城的城市发展战略，并将其作为国际时尚城建

设的重要内容，助推“开放、现代、活力、时尚”的国际化大都市建设。自2011年起，青岛市文旅主管部门聚焦历史文化资源整合，发动社会力量参与，在调查、登记、研究、保护与利用文化遗产的基础上，创建了门类齐全、数量众多、布局合理、效益良好的博物馆群，全市博物馆总数达到100家，位居全国同类城市第四，博物馆藏品总数达30万件/套，年参观服务观众近1000万人次，各项工作均位居全国同类城市前列。

青岛博物馆城建设的创新性经验主要表现为如下几点。其一，在政府扶持方面，为促进青岛地区非国有博物馆规范健康发展，自2014年起，青岛市与各区市出台系列扶持文件，将更多博物馆纳入财政奖励补助体系，鼓励和推动博物馆提升建馆水平，提高服务质量。其二，在社会力量参与方面，鼓励和支持众多企业、社团、个人积极提供资金、场地与实物，筹建博物馆，目前，青岛地区非国有博物馆总数达70家。博物馆志愿者活动有声有色，积极推动全社会参与博物馆发挥公共文化服务职能。密切联系青岛市博物馆学会等通过专家论证、出版论文集等方式，为博物馆城建设提供智力支持。其三，在科技手段方面，积极践行“互联网+中华文明”，青岛市文旅局开发运行了“博联青岛”互联网智慧服务平台，推动博物馆微信公众号全覆盖，实现了博物馆展览、活动第一时间发布，推动文物数字化展示、预防性保护，以及文创产品在线售卖等新兴业态。

青岛博物馆城建设的科学性主要表现为：青岛博物馆城建设实现了以青岛可移动文化遗产为保护性利用对象，以博物馆为载体，政府主导与扶持、社会力量积极参与、科技手段配合和社会应用之间的良性互动。

青岛博物馆城建设的实践性主要表现为：截至2019年6月，青

岛地区博物馆形成了“以国有博物馆为主体、非国有博物馆为补充”的格局，其中，国家一级馆1家；二级馆3家；三级馆4家，涵括军事、海洋、工业遗产、农业遗产、民俗文化、名人故居、红色遗产、自然科学等。同时38家博物馆分别选入中小學生“社会课堂”、科普教育基地和爱国主义教育基地。博物馆结合自身主题，开展了内容丰富、形式多样的研学活动，受到社会赞誉。同时青岛地区博物馆积极服务青岛市大局。上合青岛峰会期间，多国领导参观康有为故居纪念馆、德国总督楼旧址博物馆、青岛啤酒博物馆。青岛市博物馆在中国海军建军70周年之际，接待多国海军代表团团长夫人。青岛一九零七电影博物馆为青岛市跻身“联合国电影之都”做出贡献。青岛地区博物馆为青岛老城区申报世界文化遗产奠定了坚实基础。

青岛博物馆城建设的有效性主要表现为：2011年至今，青岛博物馆城建设已经连续实施八年，青岛市民、外地游客直接受益，有填补山东省内空白的价值。青岛地区博物馆提升了自身服务社会能力，生成了有影响力的科研成果。市民、游客、学生的自然社会科学知识得以丰富。

青岛地区博物馆配合并推动了青岛经济社会的发展。青岛地区博物馆不忘初心，牢记使命，坚持立足本职岗位，倡导博物馆免费开放，迄今共有85家博物馆对外免费开放，努力“使文物保护成果更多惠及人民群众”，“让文化遗产都活起来”。博物馆率先推出“进学校、进社区、进农村、进军警营、进企事业”的“五进”活动，扩展博物馆服务外延。组织倡导青岛地区博物馆夜晚延时开放，创新推出讲座、演出、答题、小型音乐会等形式多样的活动，丰富岛城文化夜生活，深受观众的喜爱。青岛地区博物馆打造了多条旅游线路，形成了“形式多种、特色鲜明、富有创意、竞争力强”的文化创意产

品体系。青岛地区博物馆参加“2017 中国青岛国际文创产品博览周”与 2019 中国（青岛）工艺美术博览会暨文化旅游商品交易会，推动了青岛文化消费升级。

青岛博物馆城建设的示范性主要表现为：2019 年 6 月，国家文物局、山东省文物局领导在青岛市建成百座博物馆仪式上，对青岛市政府制定实施针对非国有博物馆扶持政策与积极运用科技手段、博物馆创新服务方式与研发销售文创产品、社会力量积极参与博物馆建设等方面做法予以积极肯定。国内同类城市博物馆同仁纷纷前来调研取经。

笔者有幸工作生活在伟大的时代里与欧风美韵的城市中，恰逢青岛地区博物馆事业蓬勃发展时机，尤其是有着众多领导、老师、同事、朋友的鼎力相助，自然有义务开展青岛地区博物馆的综合研究。

陪伴青岛文化遗产走过了近 20 年的光阴，笔者从中获得了无穷的快乐。感谢时光，感谢青岛。当然我还要继续快乐地游荡在这座美丽的城市里。

Preface

It is well-known that Qingdao has two appearances, the old town and the young modern city. The ancient area of Qingdao has witnessed the distant memory of dong-yi culture and marine culture. The ups and downs of the young urban area of Qingdao are accompanied by the process of Chinese modernization. In terms of cultural heritages, the former gives priority to traditional cultural heritages, which has reflected the evolution of agricultural society. The latter is very much a modern city of urban cultural heritages. They all reflect the rapid transformation of Qingdao from a traditional society to a modern society. Thanks to splendid cultural heritages, Qingdao has been promoted to become a historically and culturally famous city in China.

What needs to be focused on is that, Qingdao's cultural heritages are mainly concentrated on the old town. By November 2019, within the scope of 6.9 square kilometers of the old town, there is a cluster of famous buildings including 4 national key cultural relic protected sites (there are 25 single buildings among German buildings, and 236 single buildings among Eight Great Passes early modern buildings), 18 provincial-level cultural relics protected sites (there are 10 single buildings among Guantao Road early modern buildings, 12 single buildings among Zhongshan Road early modern buildings), 45 municipal-level cultural relics protected sites, 73 district (municipal) – level cultural relics protected sites. In the third national heritage sites survey and inventory, new discoveries include 612 unmovable heritage sites, 313 outstanding historical buildings, 50 former residence of celebrities, as well as two national historical and cultural street

of Eight Great Passes and The Yu Hill. These resources have contributed to the exotic building clusters that integrating Chinese, Western culture and the art of architecture. They are the foundation of urban appearance which is known as “red tiles and green trees, blue sea and clear sky”, also act as the basis of Qingdao’s old town to apply for the world cultural heritage.

It is undoubted that museum is a superlative way to protect, present and study cultural heritages. Hence, attaching great importance to the status and effect of museum on economic and cultural society construction, municipal committee and government of Qingdao have planned and implemented the urban development strategy of Qingdao museums, taking it as the significant content of establishing Qingdao as an international fashionable city in order to promote its transformation to a “open, modern, vigorous and fashionable” metropolis in the world. Since 2011, Qingdao administrative departments of culture and tourism have focused on the integration of historical and cultural resources, mobilized the society to participate in, and set up museum clusters with full categories, numerous quantities, reasonable layout and sound benefits based on investigation, registration, research, protection and utilization of cultural heritages. The total number of museums in the whole city has reached 100, which ranks the fourth in other cities of the same category in China. Besides, the museum has a collection of 300000 pieces/set in total, nearly 10 million visitors per year, and each aspect of it comes out in front compared with other cities of the same category in China.

The innovative experience of establishing Qingdao museums town mainly includes several points as following. First, the support from government. With an aim of advancing the standardized and healthy development of non-state owned museums in Qingdao, Qingdao and other districts, cities have put forward with a series of government supporting documents since 2014 to incorporate an increasing number of museums into the financial reward and subsidy system so as to encourage and accelerate museums to improve the level of operation as well as service quality.

Second, participation of forces in society. A variety of enterprises, communities and individuals are encouraged and supported to provide funds, site and objects for the construction of museums. At present, the total number of non-state owned museums has reached 70 in Qingdao. In addition, volunteering activities at museums are vigorously carried out, which has actively driven the entire society to facilitate museums to develop the function of public cultural service. What's more, through specialists' demonstration and publication of collections of theses, Qingdao Association of Museum and other institutions are closely connected to provide intellectual support for setting up Qingdao museums town. The third point is scientific and technological means. Positively implementing "Internet + Chinese civilization", Qingdao Bureau of Culture and Tourism has developed and operated "Qingdao museums Alliance" – an Internet intellectual service platform, which has promoted the full coverage of museums' WeChat Subscription so as to release the exhibitions and activities of museums instantly, and speed up the digitalized presentation and preventive protection of heritage sites as well as the burgeoning industry of selling and purchasing cultural and creative products online.

Scientific construction of Qingdao museums town is mainly manifested on: with movable cultural heritage as protective utilized target, and museums as the carrier, Qingdao museums town has realized a sound interaction among the dominance and support of government, active participation of forces in society, coordination of scientific and technological means, and social application.

Practical construction of Qingdao museums town is mainly manifested on: by June 2019, Qingdao museums has formed a pattern that "takes state owned museums as the subject, and non-state owned ones as supplement". Among them, there are 1 national first-class museum; 3 second-class museums; 4 third-class museums, covering military affairs, marine, industrial heritage, agricultural heritage, folk culture, former residence of celebrities, red (the CPC) heritage, natural science and so on. At the

same time, 38 museums have been selected as the “social classroom”, science popularization and patriotism education base for primary and middle school students. Combined with themes of themselves, the museums have carried out research activities with rich contents and various forms that have been highly spoken by society. Meanwhile, Qingdao museums actively serve the overall situations of this city. During the period of the SCO Summit, the heads of multiple countries have visited Museum of Kang Youwei's Former Residence, Museum of the Former German Governor's House, Tsingtao Museum. Additionally, at the 70th anniversary of founding Chinese Marines, wives of marines delegations' heads of multiple countries have been accorded a cordial reception by Qingdao museums. Furthermore, Qingdao 1907 Film Museum has made contributions for Qingdao to striving for becoming “Film City of United Nations” . In a word, museums in Qingdao have laid a solid foundation for the old town to declare the world's cultural heritage.

The effective construction of museums in Qingdao is mainly manifested on: from 2011 until now, Qingdao museums town has been successively constructed for eight years, which directly benefits Qingdao citizens and tourists from other places so that it plays a role of filling in the blank within Shandong Province. More importantly, Qingdao museums has improved their abilities of serving the society and generated some influential research results. Therefore, citizens', tourists' and students' knowledge of natural society and science has been enriched.

Qingdao museums have coordinated and advanced the development of economic society in this city. Firmly keeping the original belief and mission, Qingdao museums adhere to apply themselves to their post, and advocate to open museum for free. Until now, 85 museums have been opened free of charge, exerting themselves to “make the results of heritage sites preservation benefit the masses more”, and “make heritage sites become vigorous” . For example, museums have pioneered the five entrance activities “entering schools, entering community, entering rural

areas, entering army and police camps, entering enterprises and institutions”, thus expanding the service scope of museums. Besides, they advocate and organize Qingdao museums to be opened longer in the evening, put forward a lot of new activities with numerous forms such as lectures, performances, questions answering, small-scale concerts to enrich the night life of the charming island, and the activities are widely popular with spectators. Beyond that, Qingdao museums have built multiple lines of tourism, and formed a system of cultural and creative products with “different forms, distinct features, full of innovative ideas, and strong competitiveness” . Qingdao museums have also motivated the upgrading of cultural consumption in Qingdao by participating in “2017 International Cultural and Creative Products Expo Week in Qingdao China” and 2019 China (Qingdao) Arts and Crafts Expo and Cultural Tourism Commodities Fair.

The demonstrative construction of Qingdao museums town is mainly manifested on: on the ceremony of completing 100 Qingdao museums’ construction in June 2019, leaders of National Cultural Heritage Administration and Shandong Cultural Heritage Administration positively supported actions of Qingdao municipal government. For instance, they have formulated and carried out the supporting policies directing at non-state owned museums, actively adopted scientific and technological means, created new service ways of museums, researched, developed and sold cultural and creative products, stimulated forces from the whole society to jointly establish museums. As a result, a majority of museums from domestic cities of the same category came for investigating and drawing experience.

It is indeed my commitment to launch a comprehensive research of Qingdao museums due to the fact that the author has the honor to live in the grand era, in the city with European charm, and at a delicate time for the burgeoning development of Qingdao museums career, especially with the kind help of so many leaders, teachers, colleagues and friends.

Accompanied by cultural heritages in Qingdao for nearly 20 years, from which the author has acquired endless fun. Be grateful to time, be grateful to Qingdao. Certainly the author will continue to walk through this beautiful city with a happy soul.

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