



Creative Placemaking For City Vitality

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Introduction

Evolving cities in China
Challenge & Opportunity for
the 3rd-Tier Cities

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Opportunities

Six path to vibrant cities
Value of creative placemaking
Research question

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Methodology

UNSDG, Coursework
Case Studies, interview

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Pilot City Overview

Tangshan, a traditional industrial city in
urgent need of transition

04

Designed Solutions

Creative Placemaking Strategic Alliance
Collaborative Seminar &
Creative Placemaking Data Portal

05

Measuring Success

Strategic Planning & Scalability

06





01

INTRODUCTION

Evolving cities in China
Challenge & Opportunity for
the 3rd-Tier Cities

A Lens of Culture Community Commerce



COMMERCE

Real Estate Market

Gross Domestic Product
Population
Built Scale
Transportation
Trade

1990



CULTURE COMMUNITY COMMERCE

Concentration of commercial
resources
City's pivotability
Citizen vitality
Lifestyle diversity
Flexibility in the future

2020



CULTURE COMMUNITY COMMERCE

Livable City

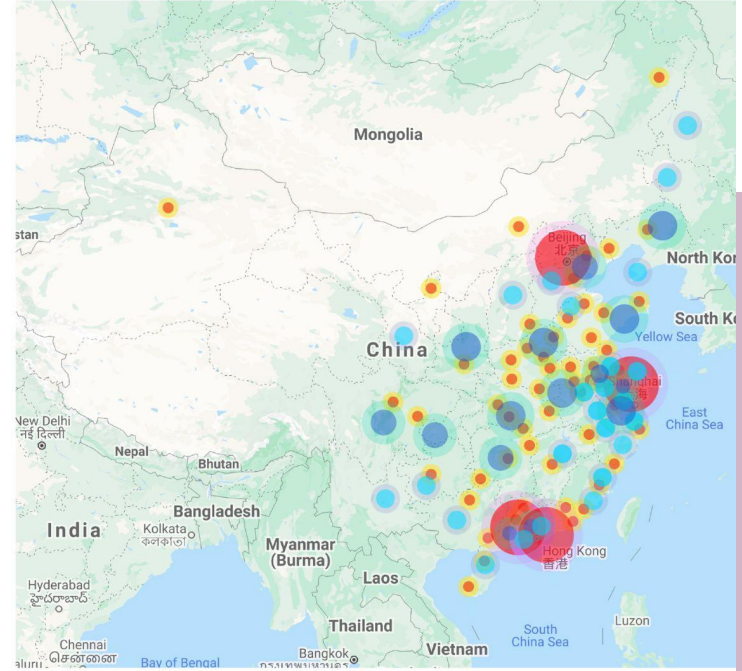
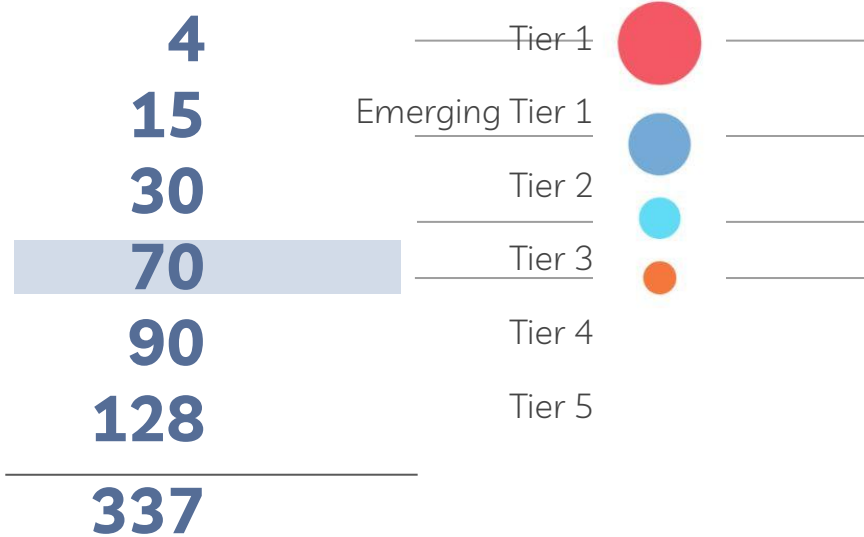
Smart City
Innovative City
Green City
Humanistic City
Compact City

2050

Third Tier City: How Are They Defined

“Ranking of City’s Business Attractiveness”

Yicai Global, 2020



Source: Team LinkArt

Third Tier City: How Are They Measured

“Ranking of City’s Business Attractiveness”

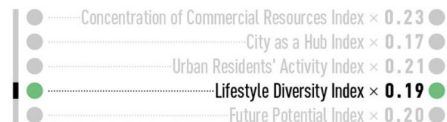
Yicai Global, 2020

- **Concentration of commercial resources** 0.22
- **City’s pivotability** 0.20
- **Citizen vitality** 0.18
- **Lifestyle diversity** 0.18
- **Flexibility in the future** 0.22

Significance

- Arts and Cultural **adding value** to increasing business attractiveness
- Use data of 18 internet companies

RANKING OF CITIES' BUSINESS ATTRACTIVENESS



Calculation Method

• • • • •



Calculation Content

Public Space Diversity Index

Restaurant Diversity; Sports Venues Diversity; Number of Museums; Number of Cafes; Number of Bookstores; Number of Cinemas; Punching Locations Diversity on Tik Tok

Consumption Diversity Index

Annual Total Payment on Xiami Music; Book Sales Revenue on JD.com ; Annual Online Movie Consumption per capita & Total Amount; Ctrip Consumption Per Capita & Total Amount; Online Consumption Diversity

Recreation Diversity Index

Book Sales Volume on JD.com; KEEP Annual Running Distance & Number of High-frequency Post-creators about Sports; Xiami Music Average Daily Playing Duration per capita & Diversity of Music ; Iqiyi Annual Video Playing Volume & Video Playing Duration per capita per day; Number of Ctrip Travel Destinations & High-end Orders & Niche Orders

Third Tier City: How Are They Measured

“Ranking of City’s Business Attractiveness”

Yicai Global, 2020

- **Concentration of commercial resources** 0.22
- **City’s pivotability** 0.20
- **Citizen vitality** 0.18
- **Lifestyle diversity** 0.18
- **Flexibility in the future** 0.22

Potential

- Designing thriving future cities that are culturally advanced and life-centered

Beijing

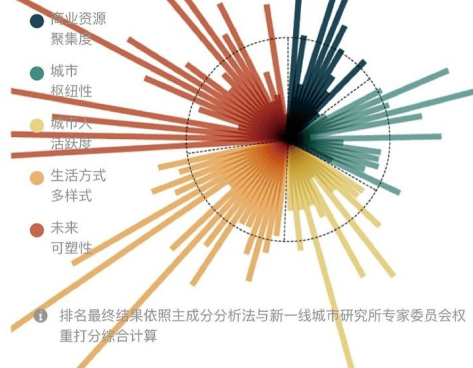
Tier 1

2020城市商业魅力排行榜

北京 { 一线城市 }

全国排名 NO.1 | 省内排名 NO.1 | 得分 174.45

新一线城市研究所



扫/码/查/询
更多城市数据

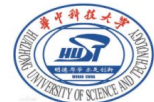


Placemaking Takes Roots in China

Wuhan Placemaking Week marked the beginning of the Chinese Placemaking Network, China became the latest to join the ranks of fast-growing placemaking groups in Europe, Latin America, and New Zealand.

Potential

- Introducing creative placemaking





Opportunity Statement

Third-tier cities in China have unlimited potential yet to be explored to transform to culturally advanced cities by 2030.

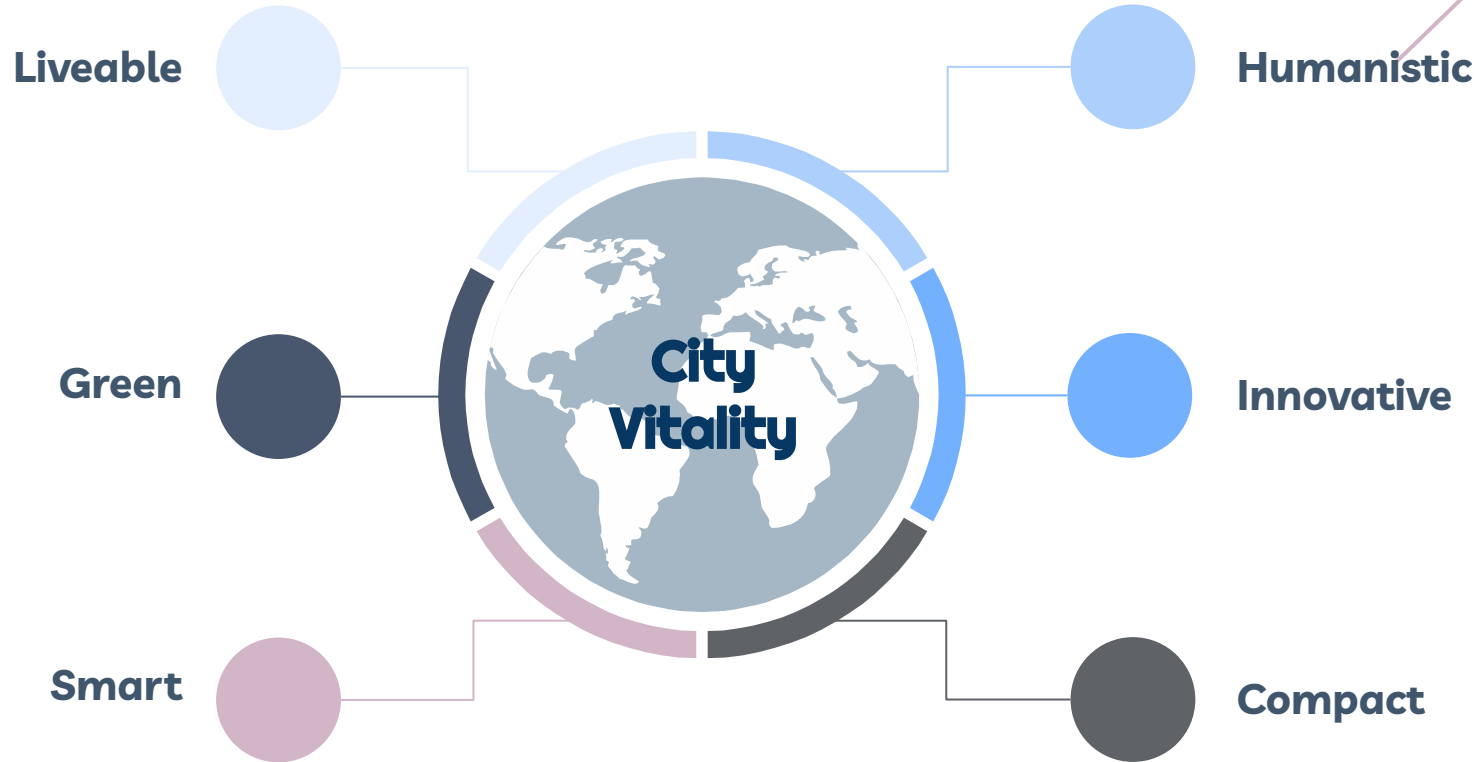


02

Opportunities

Six paths to vibrant cities
Value of creative placemaking

Six Dimensions to Increase the City Vitality



Definition of Six Dimension

A **Livable city** is a city with a **beautiful environment**, social **security**, **civilization** progress, comfortable life, **economic** harmony and high **reputation**.

Green city not only emphasizes **ecological balance and nature protection**, but also pays attention to **human health and cultural development**.

Smart city refers to the use of various **information technologies** or **innovative concepts** to connect and integrate urban systems and services.

Innovative city refers to a city that mainly relies on innovation factors such as **science** and **technology**, knowledge, manpower, culture and system to drive its development.

Humanistic cities pay attention to the ecological construction of historical and cultural deposits.

Compact city is to reduce the occupation and waste of resources by intensive land use, and at the same time, to realize the **mixed use of land functions**.



Evaluation Indicators of Six Dimensions



Livable City

1. Environmental health
2. Public safety
3. Life comfort & convenience
4. Social civilization
5. Economic affluence
6. Resource carrying capacity



Green City

1. Resource utilization
2. Environment management
3. Environment quality
4. Ecological environment protection
5. Social development growth
6. Green life
7. Public satisfaction



Smart City

1. Smart public management
2. Smart soft environment construction
3. Citizen literacy
4. Smart city infrastructure
5. Information service & economic development
6. Subjective perception of convenience

Source of Evaluation Indexes

Liveable City: China Society for Urban Studies, Department of Urban and regional Planning of Nanjing University, Urban Network and Beijing Zhongchen National Construction Consulting Co., Ltd.

Green City: National Development and Reform Commission and the National Bureau of Statistics of China.

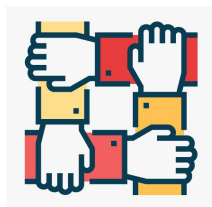
Smart City: Shanghai Pudong Smart City Research Institute

Evaluation Indicators of Six Dimensions



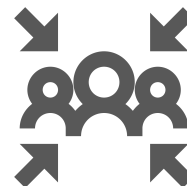
Innovative City

1. Innovation social conditions
2. Innovation input
3. Innovation performance
4. Innovation environment



Humanistic City

1. Regional sentiments
2. Humanistic knowledge
3. Cultural heritage
4. Morality
5. Attitude towards life
6. Interpersonal relations



Compact City

1. The economical intensive use of land resources
2. The centralized distribution of urban functional elements
3. The strengthening of urban spatial growth management
4. The promotion of urban land density and mixed use
5. The strengthening of urban planning management

Source of Evaluation Indexes

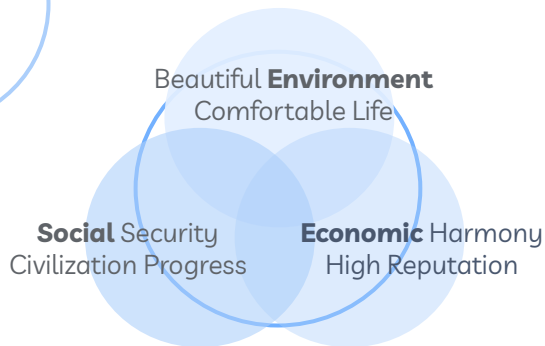
Innovative City: State Science & Technology Bureau

Humanistic City: School of Marxism Studies, Nanchang Hangkong University

Compact City: UCI Urban China Initiative and OECD

An Applied Example

Qing Dao: A liveable city & New 1st Tier City



- Pleasant climate
- GDP in 2020: 1.24 trillion yuan with an increase of 3.7%, ranking No. 13
- Good reputation

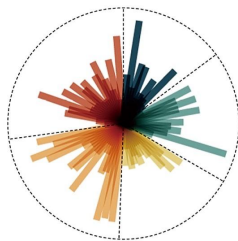
2020城市商业魅力排行榜

青岛 { 新一线城市 }

全国排名 **NO.17** | 省内排名 **NO.1** | 得分 **52.28**

新一线城市研究所

- 商业资源
聚集度
- 城市
枢纽性
- 城市人
活跃度
- 生活方式
多样性
- 未来
可塑性



① 排名最终结果依照主成分分析法与新一线城市研究所专家委员会权重打分综合计算



扫/码/查/询
更多城市数据

CITIES BEYOND DATA

QINGDAO

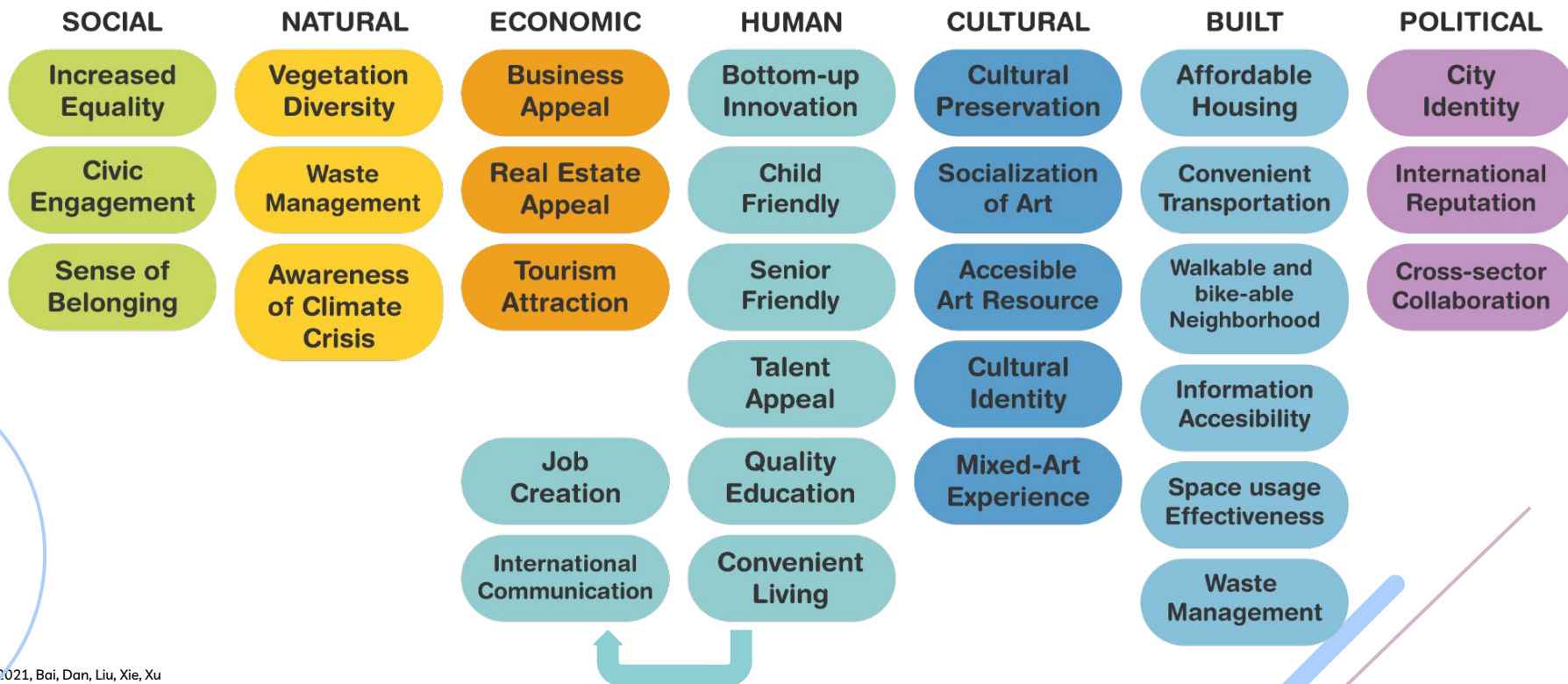
Creative Placemaking

A process where community members, artists, arts and culture organizations, community developers, and other stakeholders use **arts and cultural strategies** to implement **community-led changes**

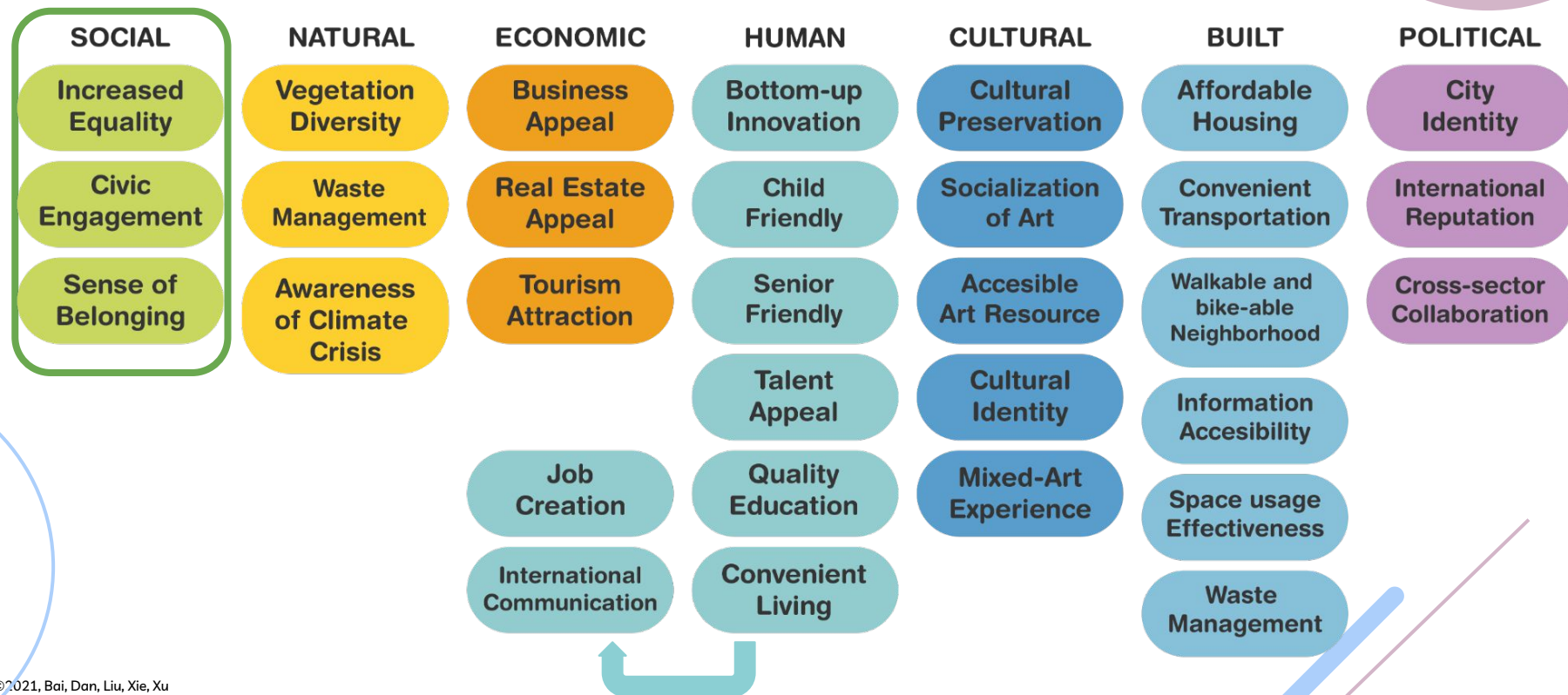
American Planning Association



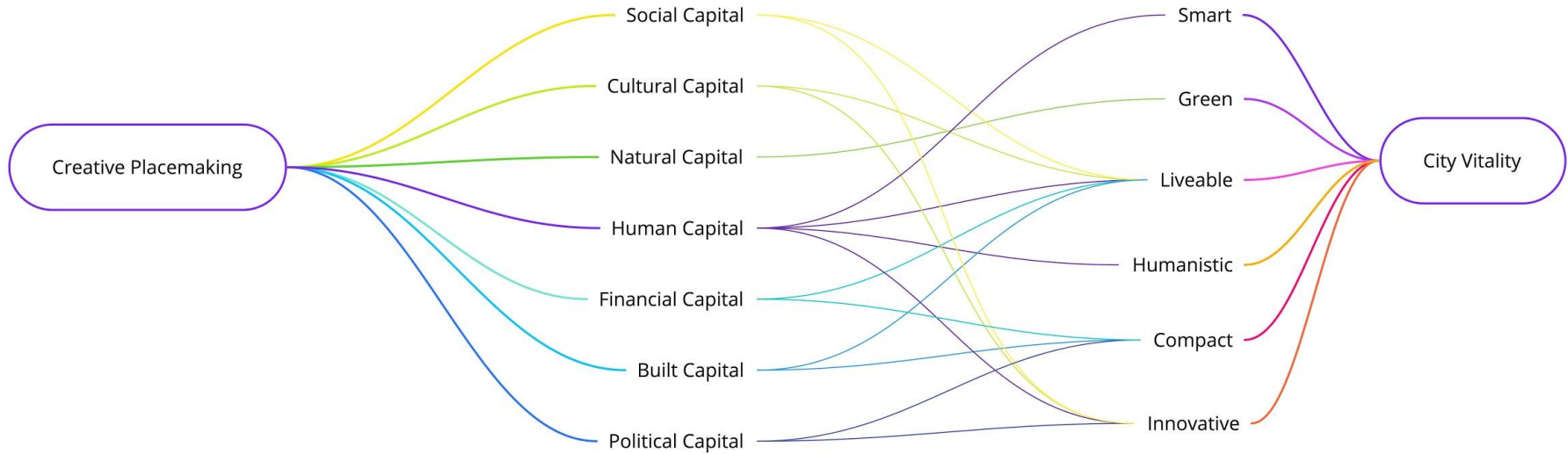
7 Types of Community Capital & Creative Placemaking



7 Types of Community Capital & Creative Placemaking



Creative Placemaking & City Vitality



Creative Placemaking & City Vitality

Whirligig Park, Wilson, North Carolina



Creative Placemaking & City Vitality



The background is a light blue color with several abstract geometric elements. In the top left, there are two parallel diagonal lines, one pink and one dark blue. In the top right, there is a large light blue circle with a dark blue outline. In the bottom left, there is a smaller light blue circle with a dark blue outline. The central focus is a large white circle containing the text.

Research Question

To what extent can creative
placemaking help third-tier cities in
China advance city vitality?



03

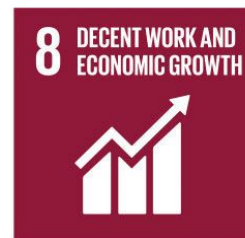
Methodology

UNSDG, Course, Case Study,
Database, Interview

DATABASES



UNSDG



Methodology

Literature Review

- Creative Placemaking
- Community Capital
- Thriving Cities

Case Study

- News of creative placemaking
- Impact Evaluation

ACM Courses

- Art in Urban Environment
- Cultural Policy

Toolkits

- Asset Mapping
- Seven Community Capitals
- For-Benefit Collaboration

Program Philosophy

- 3C-Culture, Commerce, Community
- TBLD+C

Interview

- City planner, artists, museum director, art educator, young professional, museum curator, student

Video



An aerial night photograph of a complex, multi-level highway interchange. The roads are illuminated by streetlights, and numerous vehicles are visible traveling along the various ramps and overpasses. In the lower right foreground, a modern skyscraper with a distinctive, illuminated glass facade stands out against the dark sky. The overall scene conveys a sense of urban infrastructure and modern development.

04

Pilot City Overview

Tangshan, a traditional industrial city in urgent need of transition

Creative Placemaking Attempts-Tangshan



Coal Mining Subsidence Area



South Lake Park

covering an area of 13 square kilometers, equivalent to four times the size of Central Park, NYC.

Creative Placemaking Attempts-Tangshan



**The earliest mine in China
(now discontinued)**

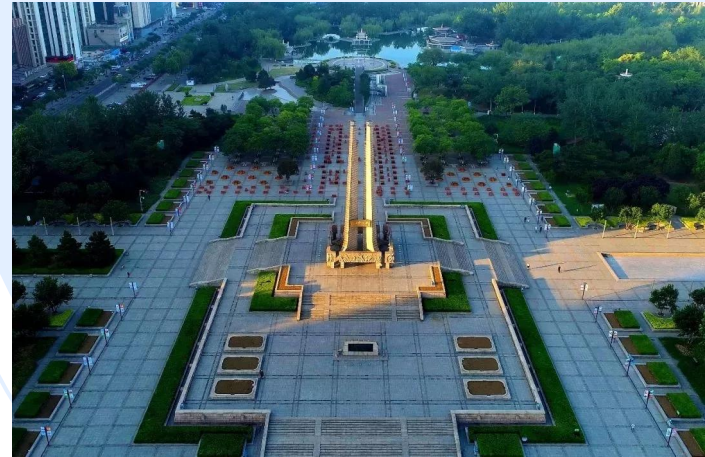


Mine Museum after renovation

Creative Placemaking Attempts-Tangshan



Ruins caused by the Tangshan earthquake (picture from China National Geographic)



Tangshan Earthquake Monument/
Tangshan Earthquake Relic Park/
Earthquake Museum

A Comparison Case Study



Mine Museum (Tangshan)

The Key Lessons Tangshan Can Learn

- Employment opportunities
- Numbers of engaging events
- Integrated connection with the whole City
- The relationship between Citizens and the place



High Line (NYC)

Different perspectives for measuring the success of city development

- 6 city dimensions
- 7 community capitals



05

Designed Solutions

Creative Placemaking Strategic Alliance
Collaborative Seminar
Creative Placemaking Data Portal

Creative Placemaking Strategic Alliance

MISSION

- Facilitate **cross-sector collaboration** and data informed decision making in creative placemaking
- Share **best practices** of strategic creative placemaking

VISION

Become the world leading creative placemaking network

Creative Placemaking Strategic Alliance



Collaborative Seminar

A shared learning action lab
host by 3rd-tier cities



Data Portal

China's first Creative Asset Data
Portal designed for urban
planners

Collaborative Seminar-Participants



City Planner



Urban Designer



Art Organization



Creative Agency



**Educational
Institute**



Artists

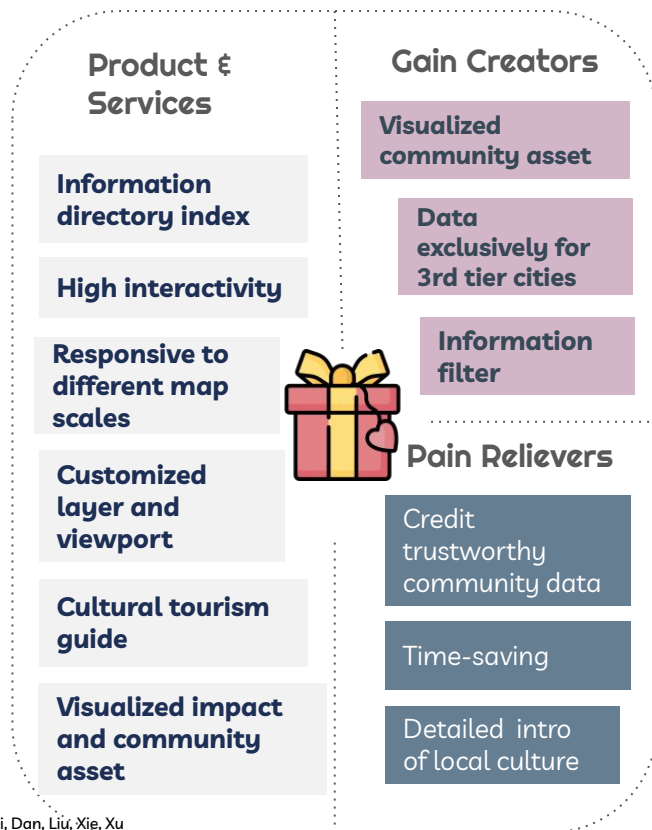
Collaborative Seminar-Action Learning Lab



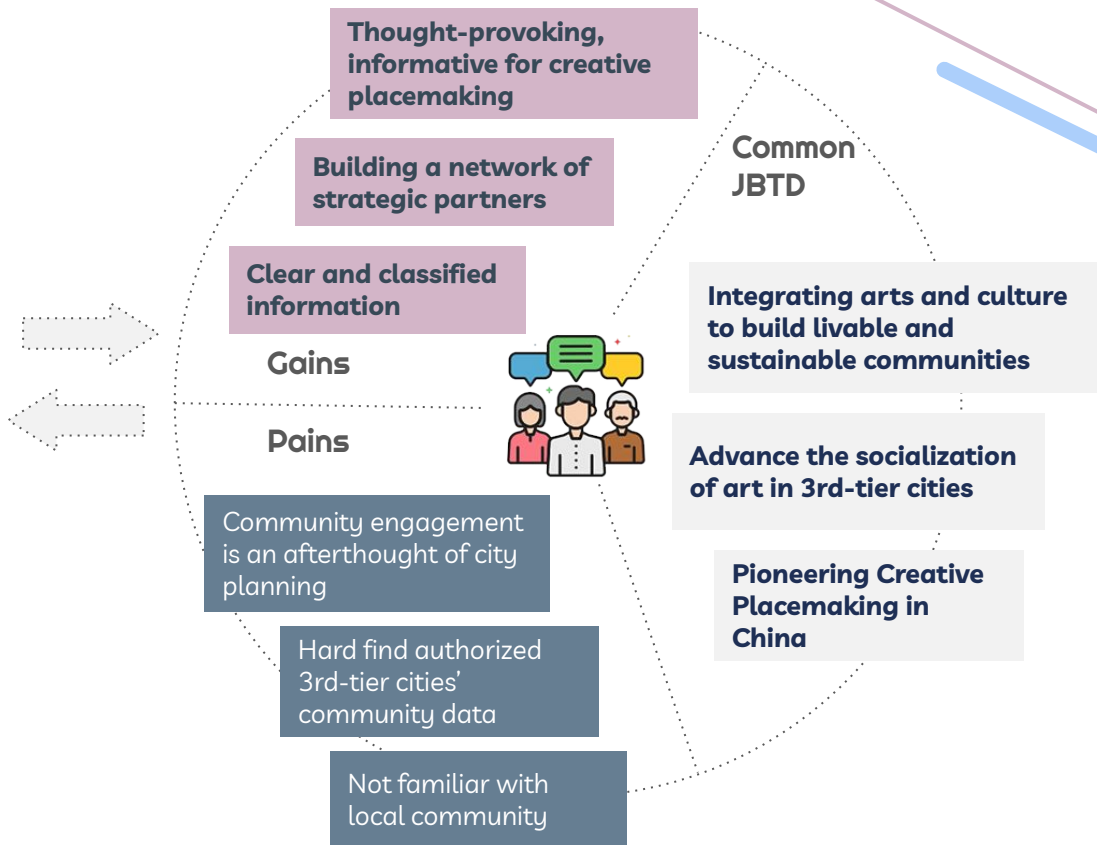
The slide features a light blue background with abstract geometric shapes. A large white circle is centered, containing the title. In the top-left corner, there are two parallel diagonal lines, one pink and one dark blue. In the top-right corner, there is a partial view of a blue circle with a black outline. In the bottom-left corner, there is a partial view of a light blue circle outline.

Creative Community Data Portal

Value Proposition



Customer Profile



Data Selection

Directory Index Criteria: Relevant, Measurable, Visualization ready



City Attractiveness Indicators

Ranking of City's Business Attractiveness by Yicai Global



Urban Planning Indicators

Demographics, zoning,



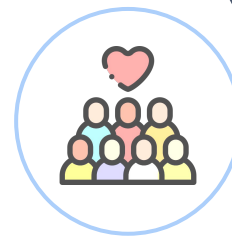
Creative Placemaking Indicators

How to measure the success of creative placemaking



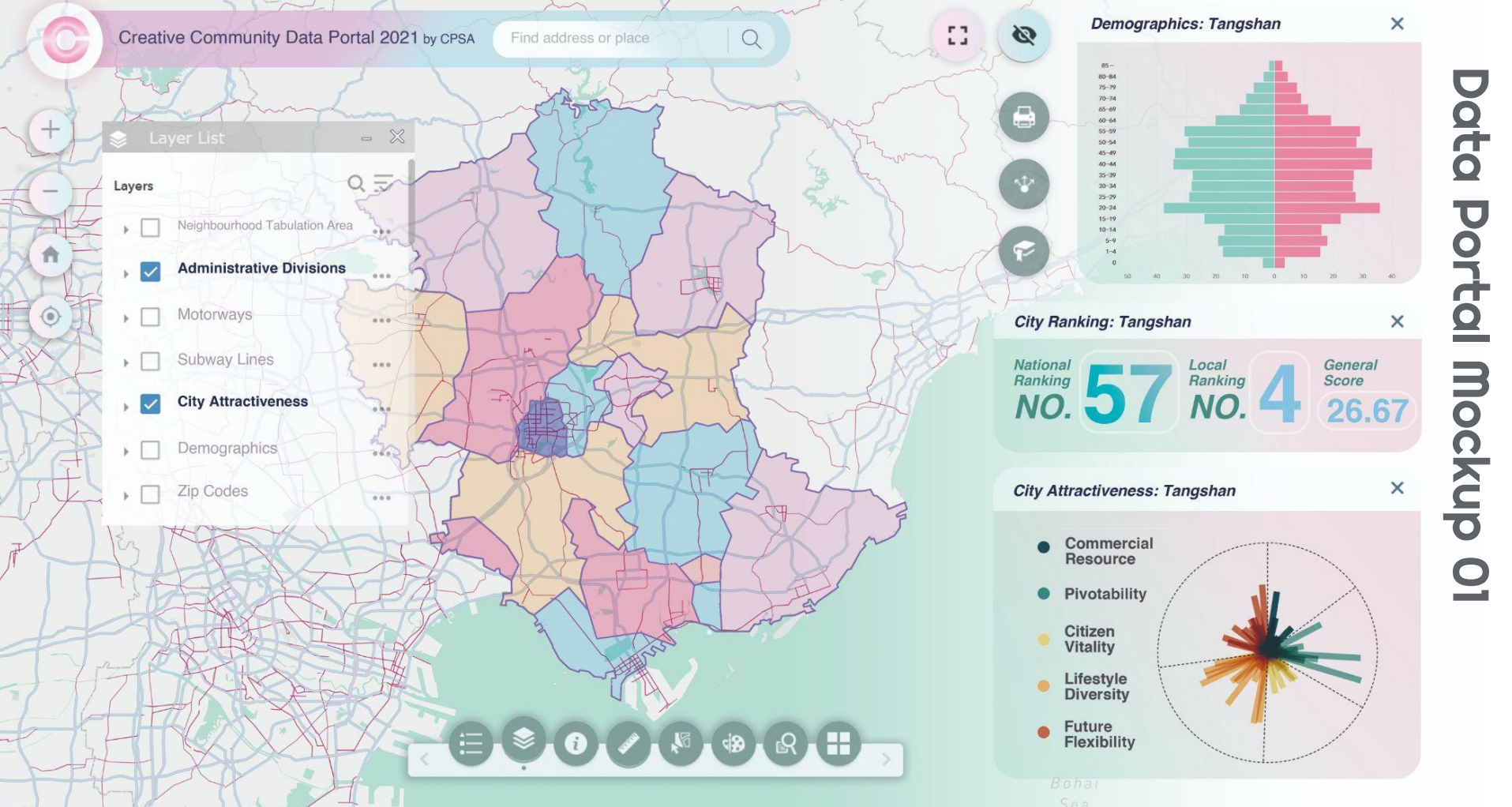
City Vitality Indicators

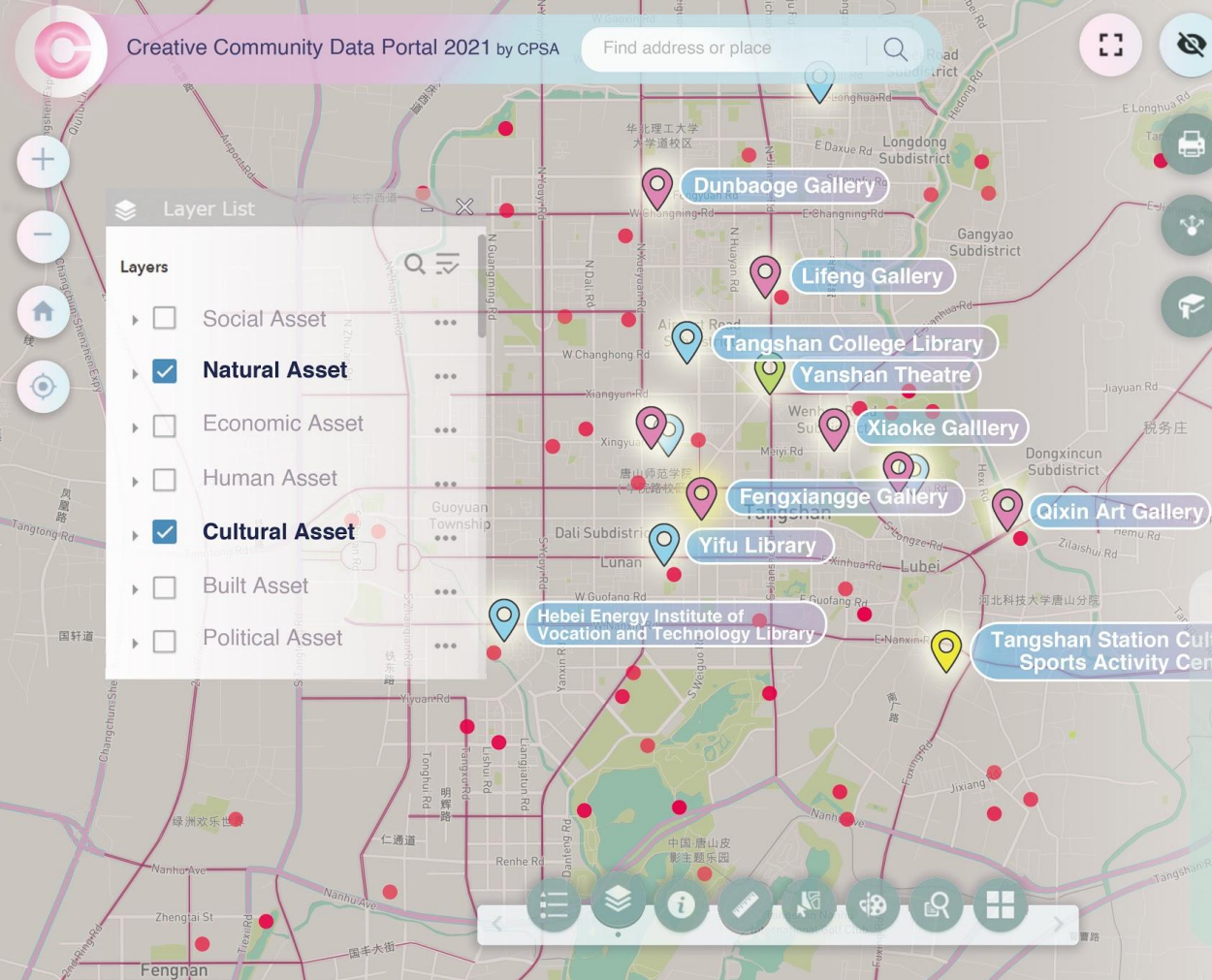
Liveable
Green
Smart
Humanistic
Innovative
Compact



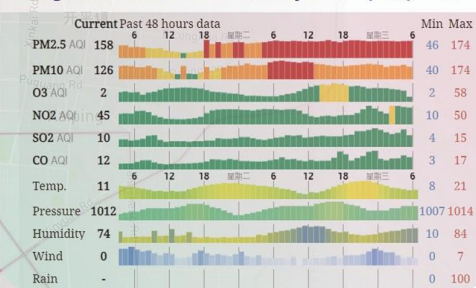
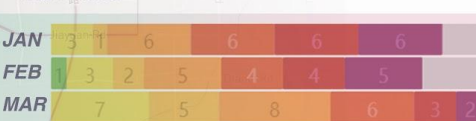
Community Capitals

Social Natural
Economic Human
Cultural
Built Political.



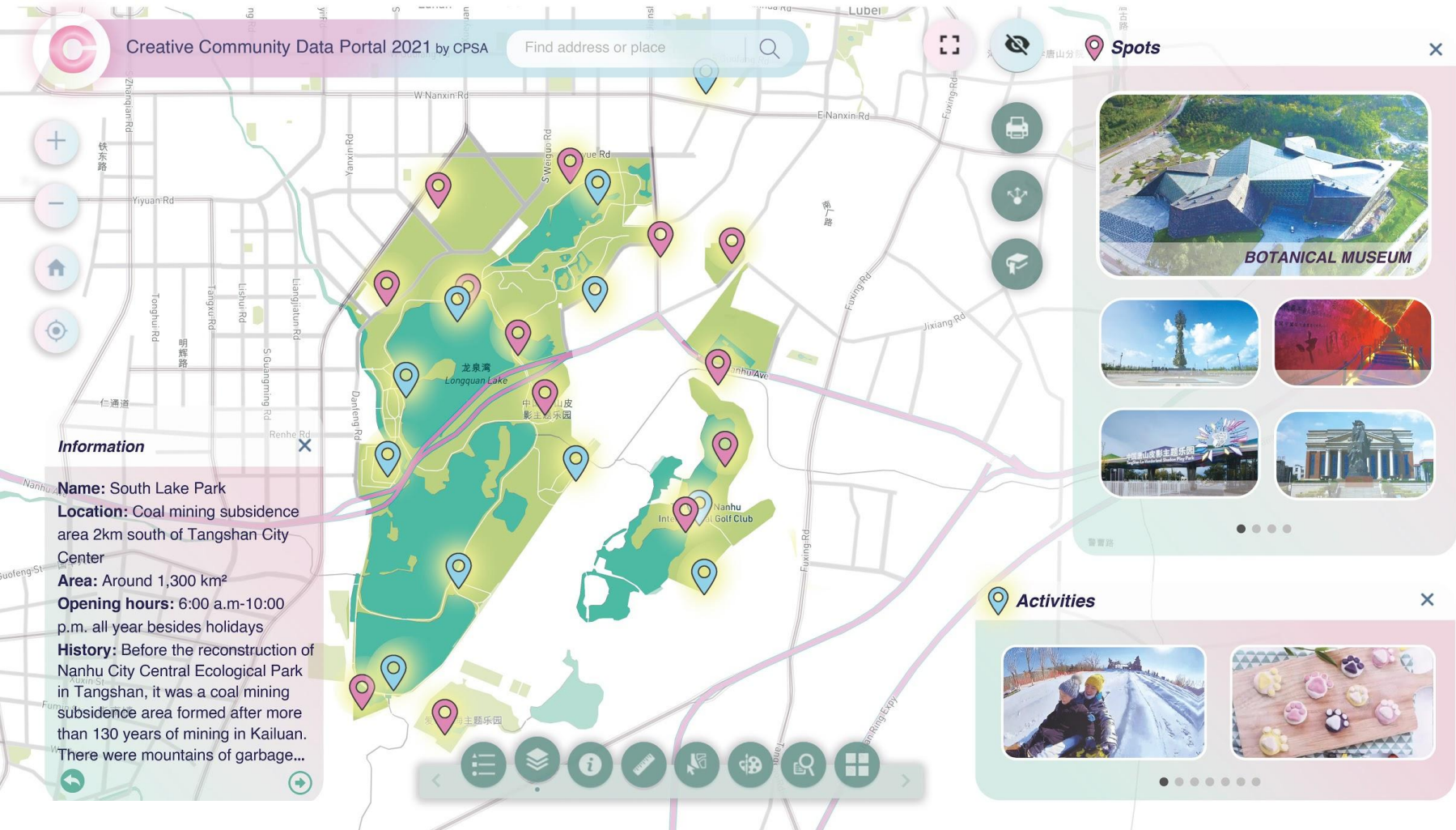


Tangshan Real-time Air Quality Index (AQI) ✕

AQI: PM2.5 ×

Cultural Asset: Tangshan





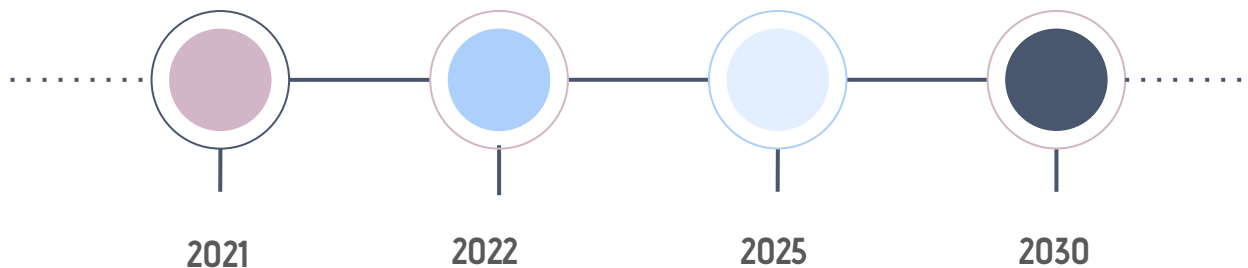
A woman with long dark hair, wearing a vibrant red dress, stands on a balcony with a metal railing, looking out over a bustling city street. The street is filled with cars, including several orange taxis, and is lined with tall buildings and various commercial signs. A large, light blue circular graphic on the right side of the image contains the title and subtitle. A smaller, light pink circular graphic is visible in the top left corner.

06

Measuring Success

Strategic planning & scalability

Project Planning & Key Success Indicators



Stage 1

- Starting with **existing** data points in one **pilot city**
- Creating Interest among cornerstone **sponsors and partners**
- Financing Data Portal

Stage 2

- Launch **version Beta**
- Hosting collaborative **seminar** in Tangshan with 150 attendees

Stage 3

- Scaling the solution to **5-10 cities** to increase visibility
- Collecting more relevant data

Stage 4

- Serving as the one-stop solution of Creative Placemaking **in all 70 3rd Tier Cities by 2030**

Scalability-Critical Role of 3rd Tier Cities

Critical Role-Developing culturally advanced cities in all round manners

28%

Population

Third Tier Cities: 387,571
China Total: 1,400,050

22%

GDP

Third Tier Cities: ¥ 21,658 bn
China Total: ¥ 99,490 bn

10%

Geographic Area

Third Tier Cities: 915,985 km
China Total: 9,600,000 km



Thank you!

Let us have a conversation and collaborate!

Contact us: CPSAChina@gmail.com

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<https://www.yicaiglobal.com/news/chengdu-hangzhou-remain-as-china-most-attractive-emerging-first-tier-cities>

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<https://www.yicai.com/news/100651087.html>