



# The Practice of Art Gallery Group in Contemporary Museums

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**Abstract:** Taking the protection and utilization of industrial remains of Hangzhou Arts and Crafts Museums as an example, this paper investigates and analyzes the measures and effects of Hangzhou Arts and Crafts Museums, expounds new ideas and strategies for the protection and reuse of industrial heritage in Hangzhou, and discusses how industrial remains are used in urbanization with the purpose of finding new positioning and value in the process as well as proposing an appropriate redevelopment direction and safeguard measures for the next development of Hangzhou Arts and Crafts Museum Group.

**Keywords:** Art Gallery Group, contemporary museums, aesthetics

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## 1. Introduction

The Hangzhou Arts and Crafts Museum community consists of five components: the Chinese Knife, Scissors and Swords Museum, the Chinese Umbrella Museum, the Chinese Fan Museum, the Hangzhou Arts and Crafts Museum, and the Hangzhou Arts and Crafts Living Exhibition Hall. They were rebuilt from the original West Bridge local specialty warehouse, the former site of Tongyi Gong Yarn Factory (Hangyi Cotton), and Honglei Silk Weaving Factory. The most notable feature of the museum group is the display and inheritance of "intangible cultural heritage". Based on the century-old traditional industries of Hangzhou, it has become an important place for the inheritance, promotion and popularization of intangible cultural heritage and an important part of canal tourism, and it also makes industrial relics radiate new life in the process of urban development, and create a Hangzhou model for the protection of urban industrial cultural relics. Analyzing and interpreting the renovation practice of Hangzhou Arts and Crafts Museum Group will not only help us to sum up our experience, but also provide some references and references for the renovation and utilization of industrial remains in the future.

## 2. The current situation of the renovation of Art Gallery Group

The Hangzhou Arts and Crafts Museum Group is transformed from the former site of Tongyi Gong Yarn Factory (Hangyi Cotton Factory), Hangzhou Honglei Silk Weaving Factory and Local Specialty Warehouse of West Bridge Street. These three relics of industrial buildings fully represent Hangzhou's industrial and commercial development level and lifestyle in different periods such as the late Qing Dynasty, the early Republic of China, and the founding of the People's Republic of China. The design of the entire museum group mainly adheres to the concept of maintaining its original industrial relic architectural style of the Republic of my country. Handicrafts, while taking into account the functions of display and collection, create a civilian-level national museum with professional, Hangzhou, and canal characteristics that integrates functions of collection, research, display, education, publicity, entertainment and shopping.

## 3. The social impact of building Art Gallery Group

The Hangzhou Arts and Crafts Museum Group has undergone a large-scale transformation in the form of a remnant building community, enabling the different remnants of industrial culture to achieve overall planning and connectivity within the region[1]. Prior to this, the use of historic sites museums in my country was mainly based on the single use of architectural relics, and the historical relic area was relatively separated from the urban living community. This is the first case in the country. The museum group inherits the canal culture, gives full play to the role of the center of industrial culture in the west of West Bridge Street, links the existing natural landscape, humanistic community life, cultural and creative industries, leisure tourism and recreation in the west of West Bridge Street, and becomes a leisure resort full of cultural charm along the ancient canal. What is particularly outstanding is that the museum group creatively introduces the display and inheritance of intangible cultural heritage in the theme of traditional handicraft industry, and organically combines the four of old factory buildings, time-honored brands, old heritage and old craftsmen, focusing on the integration and continuation of cultural relics in urban life[2].

#### **4. The remodeling of the environmental value of Art Gallery Group**

To protect the local cultural heritage, it is not only to protect it as a cultural relic, but also to transform the function, transform the environment, and reintegrate the once declining blocks into the process of urban construction and social development, making it a vibrant area in the city. The museum group transformed from the old factory building continues the life elements of the original Hangzhou people along the canal in the construction of the overall cultural landscape, enriches and expands the business content of West Bridge Street, and integrates it into the daily life scene of the community[3]. The natural link between life and work enhances the cultural awareness and cultural identity of community residents and establishes a sense of cultural attachment and pride, so that residents also begin to use their own strength to protect and develop culture, and promote the harmonious development between the social culture of the block and the ecological environment and social development.

#### **5. The inheritance of cultural values by museum groups**

Hangzhou has been a city of arts and crafts since ancient times. It stands out from the accumulation of history and has a nationally influential handicraft industry [4]. Many representative brands and their history and craftsmanship have emerged in Hangzhou, such as Zhang Xiaoquan, Wang Xingji, and West Lake Silk Umbrella. In the long-term manufacturing and use process, these crafts gradually accumulate the connotation of spiritual culture, become the cultural carrier that reflects the wisdom, emotion and aesthetics of the people of the past dynasties, and contain the life concepts and ways of the people of different ages. From the perspective of inheritance and protection of traditional craftsmanship, the museum group combines the advantages of Hangzhou's traditional industries, uses industrial heritage as a carrier, and relies on time-honored brands to understand and grasp intangible culture. On the other hand, for the content and elements of intangible culture, the museum group uses museum theories and methods to carry out museum processing, maintain its authenticity and sublime it, and give full play to the role of display, information dissemination and educational incentives.

#### **6. The improvement of the economic value of the museum group**

It is a historical and cultural tourism complex featuring three major historical and cultural tourism features: the on-site experience of the industrial sites of the Republic of China, the national intangible cultural heritage handicraft experience, and the handicraft production and sales experience. In the living exhibition hall, there are hand-made activities specially prepared for the visitors almost every day, and the intangible cultural heritage such as Zhang Xiaoquan's Shi Jinshui is the one who demonstrates for them. The live demonstrations of these handicrafts owned by the museum group are actually its most precious collections and industrial resources, which will drive the vigorous development of the industries around the canal and the tourism industry, and it also allows Hangzhou's arts and crafts production technology to be permanently inherited and developed in the future.

#### **7. Innovation of the Hangzhou Arts and Crafts Museum Group**

The art museum group emphasizes the harmony and reorganization of old and new buildings. It pays attention to the use of the roof style of the old buildings, as well as the shape features of traditional Hangzhou dwellings such as sloping roofs and colonnades, and traditional building materials such as blue bricks, gray tiles, and wood decoration. The use of modern building materials such as steel and glass enhances the reorganization of new and old buildings, and the lighting and ventilation functions of the building are better solved. While satisfying the display function, the building itself realizes a dialogue between history and modernity [5]. It saves construction funds, protects the surrounding environment of the canal, and preserves the historical features of the canal, so that future generations have the opportunity to experience the production and life of the ancestors [6].

#### **8. Summary**

Hangzhou Arts and Crafts Museum Group has evolved into a cultural concept, attracting all kinds of professionals and the general public, and has a strong presence in urban culture. The construction of this project can be described as a new and successful exploration. It can not only preserve the historical memory of the modern industrial era, explore the essential grasp of industrial civilization, but also allow people to enjoy modern culture and public services, rest and meditate in a beautiful space with characteristics of the industrial age, and reflect on the gains and losses of human culture in the age of industrial civilization.

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