

# Research on the Design of Jingdezhen Ceramic Industry Heritage Space Based on Recreation Experience

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**Abstract:** This article explores the necessity of studying the recreational experience of Jingdezhen ceramic industry heritage. Through in-depth analysis of tourist group characteristics and recreational preferences, ceramic culture experience needs, and spatial interaction and emotional connection needs, a spatial design strategy for Jingdezhen ceramic industry heritage based on recreational experience is proposed. The strategy covers aspects such as spatial narrative and ceramic culture inheritance, functional diversification and optimization of recreational flow lines, creative integration and interactive experience design. Combining the practical case of Jingdezhen ceramic industry heritage space design, the innovative points and practical application effects of the design scheme were demonstrated, and useful insights were provided for the future space design of Jingdezhen ceramic industry heritage. This study aims to promote the protection and revitalization of Jingdezhen's ceramic industry heritage, enhance tourists' recreational experience, and contribute to the inheritance and development of ceramic culture.

**Keywords:** Ceramic Industry Heritage; Recreational Experience; Space Design

## Introduction

Jingdezhen's ceramic industry heritage, as a precious cultural heritage of the Chinese nation, carries a profound cultural heritage of ceramics. However, in the context of rapid urbanization, these heritages face dual challenges of protection and utilization. With the rise of tourism, recreational experiences have become an important link between history and modernity, culture and tourists. Therefore, conducting in-depth research on the recreational experience of Jingdezhen ceramic industry heritage not only helps to protect and inherit ceramic culture, but also enhances tourist satisfaction and loyalty, and promotes local economic development. This article aims to analyze the needs of tourists, propose practical and feasible spatial design strategies, and provide new ideas for the protection and revitalization of Jingdezhen ceramic industry heritage.

## 1. The Necessity of Studying the Recreational Experience of Jingdezhen Ceramic Industry Heritage

Jingdezhen, as a world-renowned ceramic capital, its ceramic industry heritage is not only a witness to history, but also an important carrier of cultural heritage. In the process of rapid urbanization, how to protect and utilize these precious industrial heritages has become an urgent problem to be solved. As an important bridge connecting cultural heritage and modern life, recreational experience is of great significance for the revitalization and utilization of Jingdezhen ceramic industry heritage.<sup>[1]</sup> By studying recreational experiences, we can gain a deeper understanding of tourists' needs and preferences, which can guide the optimization of space design and enhance tourists' satisfaction and loyalty. Research on recreational experiences can also promote the dissemination and innovation of ceramic culture, providing new ideas and methods for the protection and revitalization of Jingdezhen's ceramic industry heritage. Therefore, in-depth research on the recreational experience of Jingdezhen ceramic industry heritage is the key to achieving a win-win situation for cultural heritage protection and urban development. Conducting research on the recreational experience of Jingdezhen ceramic industry heritage has important practical significance for promoting local economic development, inheriting ceramic culture, and enhancing urban image.

## 2. Analysis of the Demand for Recreational Experience of Jingdezhen Ceramic Industry Heritage

### 2.1 Characteristics of tourist groups and recreational preferences

The tourist group of Jingdezhen ceramic industry heritage presents diverse characteristics, mainly including ceramic culture enthusiasts, historical relic explorers, family and child tour groups, and young tourists seeking unique experiences. Ceramic culture enthusiasts usually have a strong interest in the history, craftsmanship, and artistic value of ceramics. They tend to explore in depth, hoping to gain a deeper un-

derstanding of the ceramic production process, appreciate ceramic artworks, and have the opportunity to personally experience ceramic production. Historical relic explorers pay more attention to the historical background and cultural connotations of ceramic industry heritage. They enjoy exploring ancient porcelain workshops, kilns, and other sites to feel the weight and vicissitudes of history. Family parent-child travel groups pay more attention to the fun and educational nature of activities when choosing recreational projects. They hope that children can learn ceramic knowledge and cultivate an interest in traditional culture while playing. Young tourists seeking unique experiences are more inclined to participate in creative and interactive activities, such as ceramic DIY and art installation creation, to meet their pursuit of new things. The recreational experience design of Jingdezhen ceramic industry heritage should fully consider the characteristics and preferences of different tourist groups, provide diverse recreational projects and activities to meet the diverse needs of tourists.<sup>[2]</sup>

## 2.2 Analysis of ceramic culture experience needs

Ceramic culture, as the core value of Jingdezhen's ceramic industry heritage, has great appeal to tourists. During the visit, tourists not only hope to appreciate exquisite ceramic artworks, but also hope to deeply experience the charm of ceramic culture through firsthand experience of ceramic production techniques and understanding the development process of ceramic culture. In the design of recreational experiences, attention should be paid to the display and inheritance of ceramic culture. Through interactive experiences and cultural explanations, visitors can appreciate the unique charm of ceramic culture in a relaxed and pleasant atmosphere.

## 3. Design Strategy for Jingdezhen Ceramic Industry Heritage Space Based on Recreation Experience

### 3.1 Spatial narrative and inheritance of ceramic culture

The spatial design of Jingdezhen's ceramic industry heritage primarily aims to inherit and promote ceramic culture through spatial narrative. Design should deeply explore the history of ceramics, integrate the evolution process, technological characteristics, artistic achievements, etc. of ceramics into spatial layout and landscape shaping, and form a clear cultural memory corridor. In terms of spatial narrative, a timeline layout can be used to arrange ceramic works and crafts from different historical periods in chronological order, allowing visitors to intuitively feel the historical context of ceramic culture during their travels. By restoring ancient porcelain workshops and showcasing traditional porcelain making techniques, visitors can experience the entire process of ceramic production firsthand, deepening their understanding and recognition of ceramic culture. Modern technological means such as digital displays and virtual reality can also be utilized to present the essence of ceramic culture to tourists in a more vivid and intuitive way, allowing them to experience the unique charm of ceramic culture through interactive experiences. Through these design strategies, the space of Jingdezhen's ceramic industry heritage will become an important carrier for inheriting and promoting ceramic culture, providing visitors with an unforgettable cultural journey.<sup>[3]</sup>

### 3.2 Diversification of functions and optimization of recreational flow lines

The spatial design of Jingdezhen ceramic industry heritage, with its diversified functions and optimized recreational flow, is the key to enhancing the tourist experience. In terms of functional layout, not only should the traditional ceramic culture exhibition area be preserved, but also multifunctional areas such as educational research, leisure and entertainment, creative workshops, specialty catering, and shopping should be integrated to form a comprehensive space that integrates cultural experience, knowledge learning, and leisure and entertainment. This design not only meets the diverse needs of different tourist groups, but also promotes the deep dissemination and innovative development of ceramic culture. In terms of optimizing the recreational flow line, it is necessary to carefully plan the travel path, ensure smooth connections between various functional areas, reduce the walking burden of tourists, and improve the efficiency of tourism. Through reasonable spatial layout and streamlined design, guide tourists to gradually explore ceramic culture in a relaxed and pleasant atmosphere. Set up clear guide signs and convenient transportation facilities, such as sightseeing buses, pedestrian walkways, etc., to provide tourists with a comfortable travel experience. Considering the staying needs of tourists, sufficient rest spaces and public facilities such as seats, drinking water points, toilets, etc. should be set up in various functional areas to ensure that tourists can enjoy cultural experiences while also receiving sufficient rest and convenience. Through the diversification of functions and optimization of recreational flow lines, the spatial design of Jingdezhen ceramic industry heritage will become a comprehensive and multi-dimensional cultural experience space, providing tourists with a richer and more in-depth ceramic cultural journey.<sup>[4]</sup>

## 4. Innovation points and practical application effects of design schemes

Taoxichuan, as a model of Jingdezhen ceramic industry heritage space design, has demonstrated significant characteristics in both innovative points and practical application effects in its design scheme. In terms of design innovation, the Taoxichuan project adheres to the principle of "protecting historical heritage, inheriting historical context, and highlighting historical characteristics", and has renovated the core

area of the original Universe Porcelain Factory. During the renovation process, not only were 22 old factory buildings with different styles and numerous industrial facilities preserved in their original form, but modern fashion elements were also cleverly integrated to create a comprehensive space that integrates functions such as a living museum, traditional porcelain making process display, art exhibition, and ceramic culture experience. This design concept of "old bottled new wine" not only safeguards the historical heritage, but also gives new life to the old factory building. In practical application, the Taoxichuan project has achieved significant results. The renovated Taoxichuan Park has not only become a new landmark of Jingdezhen, but also attracted a large number of domestic and foreign tourists to visit and experience it. The diversified commercial formats within the park, such as book bars, cafes, bars, etc., provide tourists with rich leisure choices. Taoxichuan actively introduces emerging industries such as cultural creativity and e-commerce, promoting the transformation and upgrading of the local economy. Taoxichuan also regularly holds various art exhibitions and cultural exchange activities, providing a platform for artists, designers and other creative talents to showcase their talents, further promoting the dissemination and innovation of Jingdezhen ceramic culture. The Taoxichuan project has shown outstanding innovation in both design and practical application effects, successfully preserving the ceramic industry heritage of Jingdezhen and injecting new vitality and charm into it, becoming a new highlight of Jingdezhen's cultural tourism.<sup>[5]</sup>

## 5. Conclusions

Through the study of the recreational experience of Jingdezhen ceramic industry heritage, the importance of spatial design in protection and revitalization has been recognized. The scientifically reasonable spatial design strategy not only focuses on the inheritance and innovation of ceramic culture, but also emphasizes functional diversification, optimization of recreational flow lines, and integration of creativity and interactive experiences. Corresponding practical cases fully demonstrate the feasibility and effectiveness of these strategies in practical applications. Looking ahead to the future, we hope that Jingdezhen's ceramic industry heritage can achieve greater success in protection and revitalization, becoming a model that connects the past and the future, inheritance and innovation. At the same time, it is hoped that this study can provide useful references for the protection and revitalization of industrial heritage in other regions.

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