



Urban Art Zone and Future City

Background

The origin of city means that ancient humans finished the primitive state and started the new stage of history of civilization, as indicated by relics of Egypt and Babylon; some cities have declined, maybe because some kind of disaster occurred, maybe because jobs disappeared and people left, such as the fictional Atlantis and today's rust belt; some cities have developed and become metropolis and urban clusters, which means the progress of human production modes and lifestyles, such as Tokyo Bay Area and the Guangdong-Hong Kong-Macao Greater Bay Area .

A city is a combination of people and business ecosystems, and different combinations form different communities and functional zones.

New York's SOHO district is one of the most well-known creative zones in the United States. It used to be an abandoned dilapidated area of factories. Due to its large number of empty houses and extremely low rents, it attracted some artists moving from Europe and developed into settlement for artists. The artists designed the large space or empty part of the building as a working area, and then built a loft in a certain part of the space for living. This is the prototype of LOFT. Artists transformed the ground-floor street-facing rooms of these buildings into shops and sold their works. As a result, the characteristics of the industrial building were fully exposed to the outside, creating a huge visual contrast between the building itself and the goods showcased in the window. This visual conflict produced an effect of curiosity. As more and more people lived in, the SOHO area was created.

Beijing's 798 Art Zone is located in the Dashanzi area of Jiuxianqiao Street, Chaoyang District, Beijing, so it is also known as Dashanzi Art District. It was originally the location of old electronics factories represented by the state-owned 798 Factory. It is famous for its contemporary art and 798 lifestyle. The 798 consensus was formed during the development of the 798 Art Zone. Therefore, 798 also refers to a cultural concept derived from this art district and the fashionable way of living and working like LOFT, forming the 798 lifestyle or the 798 way. After artists and cultural agencies moved in, they rented and renovated vacant factories on a large scale, and gradually developed into an aggregation of various spaces such as galleries, art centers, artist studios, design companies, restaurants and bars, forming an international SOHO- styled art settlement and LOFT lifestyle which have attracted considerable attention worldwide.

The West Kowloon Cultural District in Hong Kong aims to develop into one of the world's largest cultural quarters, blending art, education and public space. It ever invited proposals and operators from all over the world, trying to create the Oriental Pearl of creative industries and urban culture and entertainment.

Cities and its cultural zones interact to create the future. To study the different zones of the city is to study the future production and lifestyle of mankind.

Problem Context

The urban art zone is a representative of the creative industry district. It complements and coexists with the regional society. It influences regional development from economic, social, cultural and environmental aspects, and becomes a way of lifestyle. The evaluation of art zones or creative industry districts has also changed from a single economic perspective to a multi-dimensional and comprehensive system, from city and life influence, economic connectivity, community and regional integration and interaction, management and public services. The key factors affecting the zone

include public policy factors, economic factors, social factors and technological factors; it includes not only the policy incentives for start-up and investment from the government and zone operators, but also the urban hardware and software infrastructure, regional connectivity, and media attention, the characteristic IP (intellectual property) of the zone, scientific and technological copyright, talents resources, and industrial chain, etc., which are reported in literature.

Task

1. Construct an evaluation model for the art and cultural zone/creative industry district from multiple dimensions including economy, integration and interaction, management, service, and influence, etc., with reasonable indicators and supported by data. Through empirical analysis, make recommendations for the future planning of a specific art and culture zone or creative industry district (such as in the area where your team is located).
2. Mathematical models are also the underlying key construction for the creativity of science fiction such as Jules Verne's *From the Earth to the Moon* and Liu Cixin's *The Wandering Earth*. Your team has received an invitation to the Global Science Fiction Competition. With the theme of "Future City and Creative Life" and on the basis of your mathematical model of art zone and creative industry district, imagine and create a work to conceive and demonstrate for a specific city (for example, where your team is located) about its future development and lifestyle by the middle of the 21st century. The length and style of your work is not limited, and it can be in the form of science fiction short story, essay, art work, art review, song or musical work, etc.

Submission

Your solution paper should contain a 1-page Summary Sheet, and the body cannot exceed 20 pages for a maximum of 21 pages with the Summary Sheet. The appendices and references should appear at the end of the paper and do not count towards in the 21 page limit. The creative work is also not included in the 21 page limit (if submitted in multimedia format, the total compressed file submitted cannot exceed 17M).



IM²C 2021 中华赛 B 题（秋季赛）(English 简体 繁體)

都市艺术区与未来城市

背景

最初的城市，意味着人离开原始状态，进入文明形态，比如古埃及、古巴比伦的伟大遗迹；有的城市衰落了，也许是某种灾难发生，也许因为工作消失了，人们离开了，比如传说中的亚特兰蒂斯，比如今天的铁锈地带；有的城市发展了，成为巨大的都市与都市群，这意味着人类生产方式与生活方式的进步，比如东京湾，比如粤港澳大湾区。

城市是人群与业态的聚集，不同的聚集形成不同的社群与园区。

纽约 SOHO 区是美国最知名的创意园区之一，它曾是一个被废弃的破旧工厂区，因有大量闲置房屋且租金极其低廉，被一些从欧洲移居纽约的艺术家看中，发展成一个艺术家聚集区。这些艺术家把建筑里大开间或者挑空的部分设计成工作的区域，然后在空间中的某一局部搭建出阁楼用以居住，这就是 LOFT 的雏形。艺术家们把这些建筑的一层临街的房间改造成商店，出售自己的作品。于是这种工业建筑本身的特征被充分地裸露在外面，与橱窗和商品之间产生了巨大的视觉反差，这种视觉矛盾产生了令人好奇的效果。随着越来越多的人住到这里，SOHO 区形成了。

北京的 798 艺术区位于北京朝阳区酒仙桥街道大山子地区，故又称大山子艺术区，原为国营 798 厂等电子工业的老工厂所在地，因当代艺术和 798 生活方式闻名于世。在 798 艺术区的发展过程中形成了 798 共识，因此，798 也指这一艺术区引申出的一种文化概念，以及 LOFT 这种时尚的居住与工作方式，简称 798 生活方式或 798 方式。艺术家和文化机构进驻后，成规模地租用和改造空置厂房，逐渐发展成为画廊、艺术中心、艺术家工作室、设计公司、餐饮酒吧等各种空间的聚合，形成了具有国际化色彩的“SOHO 式艺术聚落”和“LOFT 生活方式”，引起世界范围相当程度的关注。

香港的西九文化区，目标是发展为全球其中一个最大型的文化区，集艺术、教育及公共空间于一身。它曾经面向全球征集方案与经营者，试图打造创意产业与都市文娱的东方之珠。

城市与园区，交互作用，拓展未来。研究都市的不同园区，就是研究人类未来的生产生活方式。

问题情境

都市艺术区是文化创意产业园区的代表，与区域社会相辅相成，融合共生，从经济、社会、文化、环境等各方面影响区域发展，更成为一种生活方式。对艺术区或文化创意产业园区的评价也从单一的经济指标，变为从城市与生活影响力、经济链接性、社群与区域融合互动、管理与公共服务等多维度的综合评估体系。影响园区的关键因素包括公共政策因素、经济因素、社会因素和科技因素；既包含来自政府与园区运营者积极的政策吸引与招商影响，更包括城市软硬件基础设施、区域的关联性、媒体关注度、园区的特征 IP（知识产权）、科技版权与人才资源、产业链因素等等见之于公开文献的多种因素组合。

任务

1. 通过合理地选取指标与数据，从经济、园区与城市的融合互动、管理、服务和影响力等多维度构建文化创意产业园区的评价模型。通过对历史数据的实证分析，对特定的艺术或文化创意园区（例如你团队所在的区域）未来规划做出建议。
2. 数学模型也是科幻创意的关键架构，例如儒勒·凡尔纳的《从地球到月球》，刘慈欣的《流浪地球》。你的团队收到永生奖全球科幻大赛的邀请，以“未来城市与创意生活”为主题，基于你的数学模型，展开合理想象，创作一件创意作品，构想特定城市（例如你团队所在地方）在本世纪中叶的未来发展和生活方式。作品的字数、体例不限，可以是科幻短篇小说、论说文、美术作品、艺术评论、歌曲或音乐作品等形式。

提交

你的团队提交的论文应包含 1 页“总结摘要”，其正文不可超过 20 页（总页数限于 21 页以内）。论文的附录和参考文献应置于正文之后，不计入 21 页之限。创意作品亦不计入 21 页之限（如以多媒体形式提交，则提交的总压缩文件不可超过 17M）。



都市藝術區與未來城市

背景

最初的城市，意味著人離開原始狀態，進入文明形態，比如古埃及、古巴比倫的偉大遺跡；有的城市衰落了，也許是某種災難發生，也許因為工作消失了，人們離開了，比如傳說中的亞特蘭蒂斯，比如今天的鐵銹地帶；有的城市發展了，成為巨大的都市與都市群，這意味著人類生產方式與生活方式的進步，比如東京灣，比如粵港澳大灣區。

城市是人群與業態的聚集，不同的聚集形成不同的社群與園區。

紐約 SOHO 區是美國最知名的創意園區之一，它曾是一個被廢棄的破舊工廠區，因有大量閑置房屋且租金極其低廉，被一些從歐洲移居紐約的藝術家看中，發展成一個藝術家聚集區。這些藝術家把建築裏大開間或者挑空的部分設計成工作的區域，然後在空間中的某一局部搭建出閣樓用以居住，這就是 LOFT 的雛形。藝術家們把這些建築的一層臨街的房間改造成商店，出售自己的作品。於是這種工業建築本身的特征被充分地裸露在外面，與櫥窗和商品之間產生了巨大的視覺反差，這種視覺矛盾產生了令人好奇的效果。隨著越來越多的人住到這裏，SOHO 區形成了。

北京的 798 藝術區位於北京朝陽區酒仙橋街道大山子地區，故又稱大山子藝術區，原為國營 798 廠等電子工業的老工廠所在地，因當代藝術和 798 生活方式聞名於世。在 798 藝術區的發展過程中形成了 798 共識，因此，798 也指這一藝術區引申出的一種文化概念，以及 LOFT 這種時尚的居住與工作方式，簡稱 798 生活方式或 798 方式。藝術家和文化機構進駐後，成規模地租用和改造空置廠房，逐漸發展成為畫廊、藝術中心、藝術家工作室、設計公司、餐飲酒吧等各種空間的聚合，形成了具有國際化色彩的“SOHO 式藝術聚落”和“LOFT 生活方式”，引起世界範圍相當程度的關注。

香港的西九文化區，目標是發展為全球其中一個最大型的文化區，集藝術、教育及公共空間於一身。它曾經面向全球征集方案與經營者，試圖打造創意產業與都市文娛的東方之珠。

城市與園區，交互作用，拓展未來。研究都市的不同園區，就是研究人類未來的生產生活方式。

問題情境

都市藝術區是文化創意產業園區的代表，與區域社會相輔相成，融合共生，從經濟、社會、文化、環境等各方面影響區域發展，更成為一種生活方式。對藝術區或文化創意產業園區的評價也從單一的經濟指標，變為從城市與生活影響力、經濟鏈接性、社群與區域融合互動、管理與公共服務等多維度的綜合評估體系。影響園區的關鍵因素包括公共政策因素、經濟因素、社會因素和科技因素；既包含來自政府與園區運營者積極的政策吸引與招商影響，更包括城市軟硬件基礎設施、區域的關聯性、媒體關注度、園區的特征 IP（知識產權）、科技版權與人才資源、產業鏈因素等等見之於公開文獻的多種因素組合。

任務

1. 通過合理地選取指標與數據，從經濟、園區與城市的融合互動、管理、服務和影響力等多維度構建文化創意產業園區的評價模型。通過對歷史數據的實證分析，對特定的藝術或文化創意園區（例如你團隊所在的區域）未來規劃做出建議。
2. 數學模型也是科幻創意的關鍵架構，例如儒勒·凡爾納的《從地球到月球》，劉慈欣的《流浪地球》。你的團隊收到永生獎全球科幻大賽的邀請，以“未來城市與創意生活”為主題，基於你的數學模型，展開合理想象，創作一件創意作品，構想特定城市（例如你團隊所在地方）在本世紀中葉的未來發展和生活方式。作品的字數、體例不限，可以是科幻短篇小說、論說文、美術作品、藝術評論、歌曲或音樂作品等形式。

提交

你的團隊提交的論文應包含 1 頁“總結摘要”，其正文不可超過 20 頁（總頁數限於 21 頁以內）。論文的附錄和參考文獻應置於正文之後，不計入 21 頁之限。創意作品亦不計入 21 頁之限（如以多媒體形式提交，則提交的總壓縮文件不可超過 17M）。