

INTERNATIONAL SEMINAR

# Regional Development in Ceramic Production Areas

Sponsored by Ceramic Research Center of Saga University

Date and Time: **2022.09.27 (TUE) 13:00-16:00 (JST)**

Place: **Zoom online**

Contact: Dr. Dong HAO

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**This event is open to: Everyone.** [For registration, visit our website.](#)

## Program

Chair Prof. **Takafumi Arima**

Deputy Director of Ceramic Research Center of Saga University

- 13:00-13:05 Opening Remark  
By Prof. **Mitsunori Yada**  
Director of Ceramic Research Center of Saga University
- 13:05-13:45 *Strategic Positioning and Development of Jingdezhen Ceramic Industry*  
By Prof. **Hong Huang**  
School of Management and Economics, Jingdezhen Ceramics University
- 13:45-14:25 *Korea's Pottery Hub: City of Ceramic Art~Icheon*  
By Prof. **Chang Hyun Bang**  
College of Art & Design, Kyung Hee University
- 14:25-14:30 Break
- 14:30-15:10 *International Exhibitions and Industry- University-Research Ties Boosting Urban Developments in Jingdezhen*  
By Assoc. Prof. **Chao Li**  
School of Ceramic Art, Jingdezhen Ceramic University

15:10-15:40 *Industrial and Regional Development through Collaboration  
between the Ceramics and the Arts ~from the Example of ARITA  
×SOGETSU~*

By Assoc. Prof. **Tomoko Honda**

Ceramic Research Center of Saga University

15:40-15:45 Closing Remark

By Prof. **Takafumi Arima**

Deputy Director of Ceramic Research Center of Saga University

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# 2022 1st International Seminar Regional Development in Ceramic Production Areas

September 27, TUE, 13:00-16:00(JST), Zoom



## Invited Speaker



**Prof. Chang Hyun Bang**  
Kyung Hee University



**Assoc. Prof.  
Tomoko Honda**  
Saga University

**Prof. Hong Huang**  
Jingdezhen Ceramic  
University



**Assoc. Prof. Chao Li**  
Jingdezhen Ceramic  
University



Registration: Please scan the **QR code** or send your information to us by **mail**.



Organized by Ceramic Research Center of Saga University

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# Strategic Positioning and Development of Jingdezhen Ceramic Industry

Hong Huang

*School of Management and Economics, Jingdezhen Ceramics University, Jiangxi*

*Province333403, China*

*6307925@qq.com*

## 1. The background of Jingdezhen ceramic industry positioning

- (1) Strategic positioning of other ceramic producing areas in China
- (2) Jingdezhen Ceramic Industrial Basic

## 2. The connotation of Jingdezhen Ceramic Industry Strategic Positioning

### “Two places One center”

- (1) Building Ceramic Culture Inheritance and Innovation Base
- (2) World famous ceramic culture tourism destination
- (3) International Ceramics Cultural Exchange and Cooperation Trading Center

## 3. The practice of Jingdezhen Ceramic Industry Strategic Positioning

- (1) Protection and inheritance of ceramic culture
- (2) Ceramic cultural exchange and cooperation
- (3) Innovation and development of ceramic industry
- (4) Ceramic Industry Measures and Guarantee

## 4. International Cooperation Required by Jingdezhen Ceramic Industry Strategy

- (1) Cultural exchange and cooperation
- (2) Scientific and technological innovation cooperation
- (3) Personnel cultivation Cooperation
- (4) Ceramic Standards Cooperation

## Biography



Hong Huang, Doctor of Management, Professor, Master Supervisor. Professor Huang pays close attention to the development of domestic and foreign ceramic industry for a long time. He has presided over or participated in the completion of more than 20 ceramic industry development plans and strategic studies among the national ceramic production areas.

The textbooks edited by Professor Huang include *Marketing*, *Production Management*, *Introduction of Ceramic Development Economy* and so on. Meanwhile, he is writing a monograph on *Research on the Development Mode of Emerging Architectural Ceramics Industry*. Since 2017, Professor Huang has served as the editor-in-chief of *Domestic Ceramic Yearbook*. He has published more than 50 academic papers which formed a strong academic influence and leadership in the ceramic industry.

## **Korea's Pottery Hub: City of Ceramic Art, Icheon**

Chang-hyun Bang

*College of Art & Design, Kyung Hee University, Gyeonggi-do, 17104, Republic of Korea*

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Since its designation as UNESCO City of Crafts and Folk Art, Icheon has consolidated itself as a reference of the Korean crafts industry. Icheon plays a key role in developing modern ceramics and in handing down traditional Korean ceramics, an ancient art going back over 1,000 years, from one generation to the next.

Housing all of the necessary infrastructures in the ceramics process such as industrial enterprises, educational institutes and craft-related support facilities, Icheon has been designated as the only crafts specialized zone in Korea. The ceramic belt around Icheon accounts for 55% of the domestic ceramic industry. The 320 ceramic studios located in the area make Icheon Korea's largest center of the craft industry.

Events such as the Icheon Ceramic Festival, Icheon International Sculpture Symposium, and Gyeonggi International Ceramic Biennale illustrate the city's status as a place of exchange, mutual understanding and creative activities.

Incheon Ceramic Utopia – also known as Cerapia – is a family-friendly theme park. The main attraction, the Icheon World Ceramic Center, has a collection of over 2,000 contemporary ceramic works and exhibits ceramic pieces from all around the world. In addition, it is an integrated cultural space where visitors can observe, enjoy hands-on experiences, and communicate with artists directly.

Today the city of Icheon is developing creative policies and programs that are destined to put its people at the center of the city's transformation as a UNESCO Creative City. Icheon aims to preserve its creative and cultural resources and share these values with other cities around the world.

### **Biography**



Chang Hyun Bang is currently a professor and artist at Kyunghee University. He studied English literature and ceramic art at Kyunghee University, continued master's degree in ceramics from the State University of New York, New Paltz, and received his Ph.d in art criticism at Kyunghee University. He has written about 50 critical essays and articles that were published in the renowned journals and magazines such as Ceramic Art and Perception, Monthly Ceramic Art, and Journal of Korea Convergence Society. Recently his main concern is about Asakawa Takumi and Korean modern craft, the convergence between 3D printers and ceramic crafts, and Yanagi Muneyoshi and non-dualistic beauty.

## **International Exhibitions and Industry- University-Research Ties Boosting Urban Developments in Jingdezhen**

Chao Li

*School of Ceramic Art, Jingdezhen Ceramic University, Jiangxi Province 333403, China*

*3519116786@qq.com*

Jingdezhen, the centuries-old porcelain capital, not only has a long history of craft making and exhibitions but also rich in contemporary cultures and multi-media contemporary art events. The famed Jingdezhen Ceramic University is the only one in China that trained generations of ceramic professionals since it was first founded in 1910. In addition to the annual hosted Jingdezhen International Ceramics Fair, more and more contemporary art exhibitions have also emerged in Jingdezhen, attracting a large number of audiences and the attentions from both domestic and international art circles. These bizarre exhibitions appear alternately in Taocichuan Art Museum, Royal Kiln Museum, Jingdezhen Ceramic University Art Museum, Sanbao Art Museum, etc. and other landmark areas of the city, which greatly enriches the leisure life of citizens and greatly promotes urban taste and stimulates tourism consumptions. Improve the city image of Jingdezhen. The author starts from several major exhibitions he participated and helped recently, such as Art Fuliang and the Jingdezhen International Ceramics Biennale to introduce and lead you to explore a brand-new Jingdezhen.

### **Biography**



Li Chao, MA/Art History, West Virginia University, MFA/ Sculpture, Jingdezhen Ceramic University; Associate Professor of Art, MFA Supervisor, Secretary-general of the China Intangible Cultural Heritage Association Ceramics Branch; Director of the Jingdezhen Ceramic University Int'l Culture Exchange Center. Member of the China Academy of Sculpture. Art Curatorial team member of the 2021 Jingdezhen International Ceramic Art Biennale; Contract curator of Taikang Space for Contemporary Art; Contracted curator of North Carolina Potters Conference; Visiting Professor of Dickinson College.

Li Chao is an internationally well-recognized ceramic artist. His ceramic sculpture works have been exhibited both in China and internationally and were collected by many art museums, institutions, and individual collectors at home and abroad. He has published many professional papers in art magazines such as Literary and Art Contention, China Culture News, World Art, Ceramics Art & Perception. He has curated many international art exhibitions such as 2012' From the Dragon Fire - Chinese Contemporary Ceramic Art Invitational Exhibition, 2015' Pull Left- Chinese Contemporary Art Touring Exhibition in the United States and 2021' the Spirit of Ceramics—Jingdezhen International Ceramic Art Biennale. Chao has conducted many international workshops and guest teaching. As a professor, he is mainly engaged in the research and teaching of ceramic art, art history (graduate level), sculpture and curatorial practicing.

# Industrial and Regional Development through Collaboration between the Ceramics and the Arts

## ~from the Example of ARITA×SOGETSU~

Tomoko Honda

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In this research, we focus on the high-technological and artistic qualities features of Arita-yaki and aims to clarify what synergies can be generated through practical research, in which we not only use the conventional industrial promotion measures, but also use the new artistic creation, human resource development as the new foundation to conduct the practical collaboration between the ceramic industry (Arita-yaki) and the art field (Ikebana Sogetsu).

### Biography



Tomoko Honda is currently an associate professor at Ceramic Research Center of Saga University from May of 2020. Until now, she gained practical experience in product design and landscape design in non-government organizations and has been engaged in a wide range of operations from planning to sales.

Design is often regard in a narrow sense as the work of thinking about graphics and the shape of things. However, it is important to start by considering the role of the thing in society, and to work extensively, always keeping in mind how the final product will be accepted by human beings.

In addition, we carry out research activities every day, believing that design in the future will not only have a role in supporting economic activities, but will also be required to contribute to society and the community in a variety of ways.

Ceramic Research Center of Saga University, of which I belong, aims to revitalize the Hizen ceramic industry area, i.e., Saga and Nagasaki prefecture. Making use of my previous practical experience in design, I would like to collaborate with the local people, and to explore ways of promoting the industrial and regional development in Hizen area based on the historical local asset, *Yakimono*.