

Building a Free Trade Port Together, Finding the Beauty of Jiangdong

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Abstract: Hainan Island is a shining pearl in the South China Sea, blessed with unique natural resources and cultural heritage. In recent years, the Chinese government has proposed a strategy to create a free trade port, and Hainan has become one of the pilot areas for free trade ports. This measure will bring new opportunities and challenges to Hainan's development. Create a free trade port, discover the beauty of Jiangdong, the beauty of Hainan, and the beauty of history.

Keywords: Cultural Heritage; Creative Bazaar; Creative Industry; Cooperation

1. Overview of 898 Art Village

1.1 The geographical location and overview of 898 Art Village

Jiangdong is an area of Haikou City and one of the central areas of Hainan Island. The Jiangdong region is rich in tourism resources, and a large number of natural landscapes and historical sites can attract domestic and foreign tourists. The government can increase investment in scenic spots, ancient towns and leisure resorts, and improve the quality and level of tourism facilities and services.

Located on Baiju Avenue, Jiangdong New District, Haikou City, 898 Art Village is a small village full of artistic atmosphere and a place of creative art. There are galleries, museums, themed restaurants, and all kinds of artists. Out of the "898" Art District, walk along the road and soon come to the "898" Art Village, where there is a long, long road. Here, you can feel the heaviness of Hainan's history and culture, and at the same time, you can also feel its modern life.

1.2 The development process of planning and construction

898 Art Village is located in Jiangdong New District, Haikou City, Hainan Province, and is one of the important projects in the construction of the free trade port in Hainan Free Trade Zone. The village is a comprehensive cultural area with the theme of art and culture, aiming to promote the transformation and upgrading of the Jiangdong region and cultural innovation. At the beginning of 2016, the planning plan was officially released and construction began.

1.3 Tourism characteristics of 898 Art Village

898 Art Village is also called "Creative Market" and "Art Exhibition Creative Market", while the "Creative Market" in 898 Art Village is characterized by various galleries, galleries, etc., featuring different galleries. Here, there are various art exhibitions, many of which are made by the artists themselves. Handicrafts and works of art, which are also very diverse in style and form. In addition to exhibiting and selling art, 898 Art Village's Creative Bazaar regularly hosts a variety of themed events such as artist talks, workshops, concerts, etc., which aim to provide a platform for artists and art lovers to exchange and learn.

1.The custom of coffee In this "creative bazaar",

in addition to selling various creative goods, there is also something called coffee. Customers enjoy a wide variety of creative goods while enjoying strong coffee.

2.Cultural goods There are many exquisite and lovely cultural goods,

all of which come from our Hainan local. These goods are not only worth buying, but also bring us a unique cultural experience.

3.Music salon In a small alley of 898 Art Village,

there are many people who like music, and every weekend, whenever they have free time, they will come to this place and enjoy the fun of music to the fullest.

4. Flea Market When shopping at 898 Art Village,

many people go to the thrift market, where many artists are selling their works, and where they can find what they are looking for.

2. The Promoting Role of the Free Trade Port in the 898 Art Village

2.1 The background and strategic positioning of the construction of the free trade port

The free trade port is a platform set up by the state to open up to the outside world, providing enterprises with more flexible policies, investment and trade facilitation. The construction of the free trade port is another major measure of China's reform and opening up, and an important strategy to promote Hainan's comprehensive deepening of reform and expanding opening up. At present, China's Hainan Pilot Free Trade Zone (FTZ) has been upgraded to China Free Trade Port. As China's first free trade port, Hainan Free Trade Port has been given a high positioning. It aims to become an international tourism consumption center, an international shipping center and an international social security service center, while guiding Hainan's economy towards high quality and high level.

2.2 Explore the opportunities and challenges brought to the art village by the development of the free trade port

The construction of the free trade port has brought unprecedented opportunities and challenges to Haikou Jiangdong 898 Art Village

2.2.1 Opportunities

The introduction of the free trade port policy has made the development of Haikou Jiangdong District more rapid and efficient. For 898 Art Village, the free trade port policy provides it with better art resources and richer creative inspiration, and also brings more domestic and foreign artists, investors and other resources, further improving its international level and artistic influence. This will provide a broader development space and a richer cultural exchange platform for 898 Art Village.

The free trade port can also bring more funds, markets, talents and policy support to the 898 Art Village, accelerate the operation and development of the art village, and improve its resource integration ability and market adaptability. At the same time, the continuous development of commerce, tourism and culture industries promoted by the free trade port provides the art village with a broader market and business opportunities, as well as a better guarantee of passenger flow.

2.2.2 Challenges

However, the construction of the free trade port will also bring challenges to the 898 Art Village. First, the influx of people and people may exacerbate local environmental pressures and social tensions. As policies and resources are tilted, competition will also intensify. Secondly, the construction of the free trade port may bring changes to the local cultural industry, and 898 Art Village needs to actively respond to these changes to better adapt to market demand. The free trade port itself also needs to be continuously improved and improved, and the communication and exchange mechanism should be optimized in order to better provide support and services for various creative enterprises such as 898 Art Village.

2.3 How to use the opportunity of the free trade port to promote the development of art and culture in 898 Art Village

In the context of the free trade port, 898 Art Village can promote the development of art and culture through the following points:

1. Actively cooperate with Hainan Free Trade Port, and attract more domestic and foreign cultural and art institutions and projects to settle in 898 Art Village with the help of the free trade port's platform;

2. Strengthen talent training and cultural innovation, improve the attractiveness and market competitiveness of 898 Art Village by enhancing the influence, popularity and quality of 898 Art Village, and further promote the development of local culture and art industry;

3. Relying on the policies, funds and taxes of the free trade port, provide a better development and investment environment for

898 Art Village, and accelerate the influence and cultural exchange ability of 898 Art Village at home and abroad. In short, under the background of the construction of the free trade port, 898 Art Village should actively seize the opportunity, quickly adapt to market demand, give full play to its own advantages, innovate and develop, continuously enhance its competitiveness and influence in the field of culture and art, and make greater contributions to the prosperity and development of the free trade port.

3. The Cultural Connotation and Integration of 898 Art Village

3.1 Analysis of regional culture and history and culture in Jiangdong District

Jiangdong District is a gathering place for the history and culture of Haikou City, covering a variety of regional cultures such as Qiong culture, Haisi culture and coastal culture. Jiangdong District has preserved a large number of historical and cultural relics, such as Haikou Old Street, Qiong Cultural Square, Hai Museum, Nanyang Customs Garden, etc., which show the long history and rich cultural connotation of Haikou City.

3.2 The coexistence of art and culture in 898 Art Village 898 Art Village focuses on contemporary art

While integrating local cultural elements from Hainan, integrating multicultural factors. Based on the uniqueness of its own culture, 898 Art Village absorbs a wide range of domestic and foreign cultures, and constantly explores and inherits the diversity and commonality of culture.

1. Art Market: The beauty of Jiangdong nurtured in Hainan Commissary And Hainan's art was born from these commissaries. Art and business are two completely different worlds, but here art is a world where business coexists. Artists also need to have such a market in order to realize their creative aspirations and realize their artistic ideals.

2. Koto Museum of Art: The perfect combination of art and business Artists will hold their own exhibitions, lectures, workshops here. Of course, there are also quite a few works of art here. They must have a special identity in order to be recognized by others, to get the attention of others, and to better sell their works. So, after you're here, don't miss out on some interesting and meaningful activities. Here you will find many wonderful exhibitions, many wonderful activities, and each time, you will be surprised and moved. Here, art and trade coexist.

International contemporary art and exchanges and cooperation with 898 Art Village 898 Art Village strengthens international cultural and economic ties through exchanges with artists and institutions from countries around the world. The construction of the art village and the exchange and cooperation between domestic and foreign cultural institutions have further promoted the development of Hainan and Haikou in the cultural field.

4. Jointly build free trade ports to protect and inherit cultural heritage

4.1 The importance of jointly building a free trade port

With the rapid development of China's economy, Hainan Island has gradually emerged and become a more open topic in China. General Secretary Xi Jinping said at the "Two Sessions" in 2018 that he would build a pilot free trade zone in Hainan and gradually develop it into a Hainan free trade port in the future. The construction of the free trade port is inseparable from the excavation and inheritance of Hainan's local culture, and the comprehensive development of Hainan's cultural resources is an inevitable choice for the construction of Hainan free trade port.

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