

ICOA783: THE RECONNECTIONS AND REBRANDINGS OF LIOUJIA IRRIGATION CULTURAL LANDSCAPE BY EDUCATIONAL APPLICATION IN HSINCHU, TAIWAN

Subtheme 01: Integrating Heritage and Sustainable Urban Development by engaging diverse Communities for Heritage Management

Session 2: Management, Documentation

Location: Stein Auditorium, India Habitat Centre

Time: December 13, 2017, 12:15 – 12:30

Author: Hsiao-Wei Lin

Hsiao-Wei Lin is an assistant professor in the Department of Architecture at the Chung Yuan Christian University, Taiwan. She holds an MLA and a PhD from the University of Edinburgh, UK. Her researches focused on the reuse of cultural heritage, cultural landscape and landscape planning. She has worked on the practical conservation works as well as research projects. She is a Board Member of The International Committee for the Conservation of the Industrial Heritage (TICCIH), and has been the chairman of Organizing Committee for the General Assembly of the XVth TICCIH Congress in Taiwan in 2012.

Abstract: Over the past 30 years, the conservation of cultural heritage in Taiwan has been through several stages, from the preservation of buildings, to the adoptive reuse of cultural heritage. However, the problem of evoking local identity in a drastically changing cityscape is still a challenge for conservationists and urban planners. Thus, this paper illustrates how we examine and interoperate with the Lioujia Irrigation Cultural Landscape and the surrounding preserved cultural heritage, then design and experiment with creative and innovative applications to build links with local schools and communities in order to reconnect people's identity to the cultural landscape. With our design of an educational information device through exhibitions and associated activities touring through local primary schools and cultural heritage sites, we evoke children's sense of place with the Lioujia Irrigation Cultural Landscape and reconnect people's identity to this area. The outcomes showed that this innovative application not only engaged people with their surroundings but also rebranded the cultural landscape of Lioujia. Moreover, our efforts enhanced the cultural economy and the local cultural heritage.

Key words: *cultural landscape, reconnection, community, identity*

Transformation of Cultural Landscape

The transformation of cultural landscape of Lioujia area is a unique process in Taiwan. This area had developed since 1731 and experienced the dramatic urbanization and transformed from a small agricultural village to a dense developed capitalized high-rise building jungles in the past decade. However, due to the effort of local people and cooperation of local government, the Lioujia irrigation system and some of the traditional family houses were kept by the support of the Urban Planning Act. From the historical maps in 1871 and 1898 showed the settlement and Lioujia irrigation system had constructed which transferred the original hunting ground into rich rice field. This Lioujia cultural landscape represents by the Lioujia irrigation system, rice field and reminds tradition family houses. They show a close relationship of natural environment, irrigation technology and the migrant family. Nevertheless, the most important landscape character of Lioujia irrigation system is not recognized as the source of the regional development. Thus, this paper based on a practical project, the Lioujia Irrigation Canal Educational Park, illustrates how we examine and interoperate with the Lioujia Irrigation Cultural Landscape and the surrounding preserved cultural heritage, then design and experiment with creative and innovative applications to build links with local schools and communities in order to reconnect people's identity to the cultural landscape. The major challenge is to evoke the local identity and reconnect people with irrigation cultural landscape and rebranding this area for cultural tourism development.



Fig.1- Drastic changed landscape of Lioujia area in 1990s and 2010s (Photo provided by Bo-Yen Lin, 2014)

Conservation of the Lioujia Irrigation Cultural Landscape

The contrasting landscape of Lioujia area is the result of urban planning in Taiwan High Speed Rail District of Hsinchu Station (Fig.1). The planning of Taiwan High Speed Rail Stations in Zhubei City was started in 1999, and has operated since 2006. The development of Zhubei district around the station has drastically changed the village of Lioujia community into an urbanized area in the past decade. People cannot recognize the area anymore except the irrigation canal, Hsinwawu and Liuzhangli area. In 2005, Hsinwawu was delimited as the first Hakka culture conservation area in Taiwan under the Urban Planning Act. Hsinwawu was the Lins' settlement which remains several periods of building styles in one place, dated from 18th century's earth wall houses, 1950s concrete buildings to 21st century. In addition, there

are several historical family houses in Liuzhangli settlements are designated as listed heritage in 2007. The management of Hsinwaw had transferred from the central government to local government, and currently operates with local artist shops, farm product stores, weekend farm markets and bookstores. The irrigation canal is nearly completely conserved as part of the green space system in the newly developed Zhubei district which is a precious historical remain and eco resources. It is also the common memory of old residents. Therefore, how to use these existing rich cultural heritage to reconnect the old and new residents, associate daily life with history and cultural heritage is an important issue (Fig.2). Can culture value as an identity for Lioujia people through the Lioujia Irrigation Cultural Landscape?



Fig.2- The irrigation canals and focuses area of Lioujia area (Project illustration provided by author, 2014)

Issue and Strategy

The aim of the project, the Lioujia Irrigation Canal Educational Park is to establish and reconnect people and the cultural landscape of this area. Many people here thought the canal is just the drainage of the city and do not recognize its important cultural and historical value. Therefore, how to reconnect people's identity to Lioujia irrigation cultural landscape and the surrounding preserved cultural heritage? How to rebrand Lioujia Irrigation Cultural Landscape as educational and tourism?

In fact, as culture is the core of development, it is about way of living with nature and together with other people. Thus, we decided not only to do the survey of history, heritage and environment, but also to interpret them into education program with a designated artistic mobile story car. It arranges workshops, exhibitions, and hands on activity along the schools and parks along cannal. We examine and interoperate with the Lioujia Irrigation Cultural Landscape, then design and experiment with creative and innovative applications to build links with local schools and communities. Our approach is set into 3 parts:

1. Connecting Concepts of Mobile Story Car

The connecting concept is applied by the mobile object to link waterway, heritage, people and memory. The functions of mobile story car are: (Fig.3)

- 1) Using workshops and exhibition to connecting historical landscape with local school and park for public participation. The story car is active to provide information.
- 2) Creative mobile and folding car to generate topic and curiosity for collecting stories of local people and agricultural knowledge:
- 3) Practice and design education pack for local schools and cooperate for graduation walk of irrigation system.

It had hosted 40 workshops, and more than 1500 people participated in the workshops at 3 primary schools and local parks. The director and teachers of three schools, Hsing Lung Primary School、 Lioujia Primary School and Dong Xing Primary School were very helpful and supportive for the operation during the workshops time. Some of them follow up our education pack and developed further in their own class, such as sustainable building issue. The design of mobile story car aims to illustrate the linkage between water, agriculture life and people's memory. It equips with a water pump which and pump water up to water the green roof of vegetable to evoke the past lifestyle. It can be fold and move along the irrigation canal to emphasize the importance of the waterway and enhance the identity of local people.



Fig.3- Display of mobile story car (Designed by Eric Chen, 2014)

2. Education Material

We designed an Education Guide book, teacher's manual, Cultural Exploring Map and Video for the workshops. They are the representation and interpretation of our research and survey work. These

education materials create a vivid link between visual landscape elements and the living experience of students, teachers, local residents, and tourists. The feedback from them is encouraging. For example, the Lioujia Primary School arranged their graduation ceremony with a canal tour along the irrigation canal and later created an animation book about the Lioujia irrigation cultural landscape. (Fig.4)



Fig.4- Workshop photos in Liujia Primary School and teaching material (Project illustration provided by author, 2014)

3. Public Forum and Media

Public awareness is important for reconnection with Lioujia and its rebranding. Therefore, different types of public forums were hosted to engage people's consciousness, and, further, the news and TV media was involved in the activities. In addition, the major Hsinwawu Hakka Culture Conservation Park has become popular with diverse cultural activities. A high technological mode of production and economic system enables people to have more time for consumption of recreational activity. People care more strongly about public spaces and events.

Conclusion

The lineal irrigation canal is a continuous link between present day living experience and memory of the past. The perspective of Lioujia Cultural Landscape Educational Park is toward developing an Eco museum with walking tours and an education resource platform. The reconnecting and rebranding are actions for social and living needs, and lead to adaptive reuse of historical building in the area. It is using the concept of transferring learning which is a process of shaping or integrating into a new prospective of people. During the process, through a series of workshops awake inner thoughts of an individual on the

aspects of changing landscape. This project is a systematic exploration of the developmental process of transferring theory of cultural landscape, the source of thinking, and its important contents. It presents the methods about how to promote cultural landscape through transferring learning.

Cultural value is attractive to the economy because it is entwined with the tourism industry. Tourism today ranges from a short excursion to an around the world trip. It expands even more by improved education cultural heritage which can provide cultural and educational purposes as well as fun things to do. Therefore, policy and planning for conservation development has widely been formulated and best-practices can be observed in historic cities, all over the world. For Lioujia Irrigation Cultural Landscape, our project creates a different prospective to intertwine with people and place with fun. It leaves a deep impression and sensory experience for people who join the workshops and public forums. It is helpful to fill the gap between traditional culture and innovative culture, and the different expectations among old residents, new residents, and literary and historical workers. Gradually, local children as well the residents in the community have developed an autonomous way to operate the conservation area and built up their own identity.



Fig.5 The connecting concept of Liujia Irrigation Education Park (Project illustration provided by author, 2014)

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ICOA783: PROJET ÉDUCATIF VISANT À REVALORISER L'IMAGE DU PAYSAGE CULTUREL DU RÉSEAU D'IRRIGATION À LIUJIA DANS LE COMTÉ DE HSINCHU À TAÏWAN ET À RECRÉER DES LIENS AVEC LA COMMUNAUTÉ LOCALE

Sous-thème 01: Intégrer le patrimoine et le développement urbain durable en engageant Diverses communautés pour la gestion du patrimoine

Session 2: Le management, documentation

Lieu: Stein Auditorium, India Habitat Centre

Date et heure: 13 Décembre, 2017, 12:15 – 12:30

Auteur: Hsiao-Wei Lin

Hsiao-Wei Lin est maître de conférence au Département d'architecture de la « Chung Yuan Christian University » à Taïwan. Elle détient

une maîtrise en architecture du paysage (MLA) et un doctorat de l'Université d'Édimbourg, GB. Ses recherches concernent la réutilisation du patrimoine culturel, les paysages culturels et l'aménagement du territoire. Son expérience pratique en conservation se

complète par ses projets de recherche. Elle est membre du Comité international pour la conservation du patrimoine industriel (TICCIH) et, en 2012, a présidé le Comité d'organisation de la XV^e Assemblée générale du TICCIH à Taïwan.

Résumé: Ces trente dernières années ont vu l'attitude envers la conservation du patrimoine culturel à Taïwan passer par plusieurs stades, allant de la préservation des édifices à la réutilisation après adaptation. Cependant, le problème de l'évocation de l'identité locale dans un paysage urbain profondément changeant est toujours un défi pour les écologistes et les urbanistes. Cet article présente la manière dont nous avons étudié le paysage culturel du réseau d'irrigation de Liujia et le patrimoine culturel environnant conservé ainsi que leur interaction, pour ensuite concevoir et tester des méthodes créatives et innovantes afin de créer des liens avec les écoles et les communautés locales et renouer le contact entre paysage culturel et identité locale. Grâce à des tournées d'expositions et d'activités associées dans les écoles primaires et les sites patrimoniaux locaux, notre projet éducatif vise à susciter, chez les enfants, un sentiment d'appartenance au paysage culturel du réseau d'irrigation de Liujia et à rétablir un lien entre l'identité des habitants et cette zone. Les résultats montrent que cette expérience innovante, non seulement a engagé la population envers son environnement mais a aussi modifié l'image du paysage culturel de Liujia. En outre, nos efforts permettent également le développement de l'économie et la mise en valeur du patrimoine culturel local.

Mots-clés: *paysage culturel, rétablissement des liens, communauté, identité*