

Probe into the Renovation and Reconstruction of Historical Block from the Viewpoint of Macau Cultural Heritage and Consumption

Zhou Junling^{1,2,3}, Wang Pohsun^{2,*}, Wang Shuojia², Jian Zhiheng^{1,3}

¹College of Fine Arts, Guangdong Polytechnic Normal University, Guangzhou, 510665, China

²Faculty of Innovation and Design, City University of Macau, Macau, 999078, China

³State Key Lab of Subtropical Building Science, South China University of Technology, Guangzhou, 510640, China

*Corresponding author: phwang@cityu.mo

Abstract: In the course of global internationalization, considering the method to build the unique culture characteristics of urban historical blocks so as to attract the consumption of local and foreign tourists, in the meantime and stimulate the urban vitality, in the meantime, taking the preservation and sustainable development of cultural heritages for historical blocks into account, it has become the focus of urban planning and design. Geographical cultural features constitute the core representative of every city, while cultural heritage is its important developmental element. In this paper, the historical block of Macau Coloane was taken as an example to explore the method to seek balance between heritage preservation and reconstruction process from the perspective of reconstructing the cultural quality and consumption forms of Coloane historical block, so as to reinforce the urban sustainable development and stimulate vitality.

Keywords: Urban Historical Block; Historical Culture and Consumption; Heritage Preservation and Reconstruction; Historical and Cultural Features

1. Introduction

1.1. Research Background

The existence of cities signifies the human settlement culture typically, at present, the rapid development of urbanization and urban construction exert great influences on the resources of urban historical and cultural blocks, ranging from the layout and texture of cities to the historical architecture as well as old tree and famous wood species, a great deal of valuable historical heritage is constantly lost in the process of extensive urban construction. How to correctly explore and give full play to the unique historical and cultural heritage of the city, while maintaining the development of the times that the city should have, positively guiding the value of commercial intervention, and finally realizing the harmonious integration of cultural inheritance and commercial development is a problem worthy of in-depth discussion^[1].

1.2. Research Purpose and Significance

The deep historical and cultural accumulation coupled with the abundant historical architectural remains of historical blocks constitute the most outstanding representatives for the urban characteristic landscape. Currently, according to the findings in the process of preserving urban historical blocks and cultural relic architecture, it is difficult for people to have a profound feeling or impression for its historical values and significance simply by protecting cultural heritage buildings, and the overall landscape and architectural style protection and design should be carried out in combination with the environment of the historical block, so as to give people an overall sense of history^[2]. The process of urbanization makes modern cities more and more similar, so only by making the style of the historical block give the city the characteristics of the times and local characteristics, and the design of the landscape of the city historical block meets the aesthetic and use needs of contemporary people, the city's own traditional characteristics and regional culture can become the characteristic resources of the city and attract more tourists to come for sightseeing. Hence, it carries major implications for studying

the protective development of tourism resources for historical blocks at this moment.

2. Renovation and Reconstruction

2.1. *Mutually Beneficial Developmental Mode—The Long-Standing Policy Guidance of Macau*

Considering the development of historical blocks, it is not good enough to simply preserve the historical blocks, but be able to take advantage of the historical and cultural resources of blocks effectively, developing emerging business forms, and forming a development model of cultural, tourism and commercial cooperative development. The mutually beneficial developmental mode of Macau is undoubtedly worthy for reference. Because of its special historical status, Macau possesses multiple cultural relics, buildings and ruins with outstanding historical, archaeological, aesthetic, scientific, anthropological and artistic values. Since the successful nomination as a World Heritage Site of Macau, more and more people have begun to pay attention to its cultural heritage, and Macau has gradually formed a tourism image represented by cultural heritage^[3].

The historic center of Macau preserves the historical essence of Macau's many years of cultural exchanges between China and the West, and is the oldest, largest, most complete and most concentrated historical urban area in China with Western-style buildings and Chinese and Western-style buildings reflecting each other, and is an important historical witness of the spread of Western religious culture in China and the Far East, and the crystallization of the complementary and diversified coexistence of Chinese and Western cultural exchanges over the years. At the same time, the World Heritage Sites represent the crystallization of human wisdom and the confirmation of human history, culture and art, and these high-quality tourism resources provide a multi-dimensional development space for Macau's tourism development, which has become the key to Macau's tourism that distinguishes it from anywhere else. In fact, more and more tourists are coming to Macau, no longer because of Macau's gaming and entertainment industry, but because of seeing the Macau World Heritage Site. Macau can transform its tourism image through the planning and promotion of local World Heritage sites. The rapid economic development of the mainland also provides a once-in-a-lifetime opportunity for Macau tourism. To promote the common development of tourism in Guangdong, Hong Kong and Macau, Guangdong Provincial Tourism Administration, Hong Kong Tourism Association and Macau Government Tourism Office have established the "Pearl River Delta Tourism Promotion Organization". The founding of the promotion agency and the opening of the online website have facilitated the promotion of tourism resources and products, the integration of tourism resources as well as the sharing of tourism markets in Guangdong, Hong Kong and Macau.

2.2. *Diversified Sharing Mode—Participatory and Objective Culture Fields*

As the local characteristic of the development for human life (Roberrson, 1992), culture belongs to a certain place and a certain nation, making it unique and can be discovered, described, recorded and displayed; In the face of the ravages of high-tech and global capital, large-scale, cross-space information systems continue to coordinate the relationship between people, making people's identities and regional identities more indirect. Therefore, the development of local culture forms a countervailing force, and in those regions and cities that still maintain cultural distinctiveness, people promote more close, humane, and localized cultural identities.



Figure 1: *The Council Square Christmas (Photographed by This Research)*

While striving to create a place of consumption to attract more businesses and consumers, while maintaining its uniqueness in the influx of outsiders, local culture is the core element to maintain this uniqueness and effectively promote consumption. Through tourism, the idea that regional and urban places have their “own” cultural identity is reinforced and promoted. Therefore, the exhibitions based on site highlight the “visitability and participation” of culture. Through “visitability” and “participation” to attract the attention of consumers and promote deeper consumption. For example, the Christmas light exhibition in front of the Council Hall Square. The starry sky is decorated with lights, combined with the historic building block, to create a dreamy space, attracting a large number of tourists. (Figure 1) Many places where culture is displayed are also places where goods are exchanged, and places with identities are promoted and marketed, and in a sense become commodities themselves. The building of context tends to view visitors as active consumers rather than passive recipients of authoritative knowledge. This means planning the exhibition, that is, transitioning to a more interactive and immersive experience, which means sharing the culture being exhibited with visitors.

2.3. Consumption-Oriented Cultural Carrier——“Retrospect to Memories”

Harvey argues (Harvey, 1989) that heritage is the desire to escape back to a mythical era of collectivity and solidarity, representing “the search for a safe haven in a changing world.” The legacy here is an escape from the insecurity created by a fluid, globalized, runaway world. In an age of identity requirements, where people began to see self-awareness as something that could be actively formed and constructed, rather than some kind of stable family or work role that was fixed and inherited, gaining knowledge of one’s past was an organic part of self-identity requirements, and historical and cultural heritage suddenly became ubiquitous through the investigation of pedigree, archaeology, and collecting. The urban experience of historical heritage culture is not only a route traveled by tourists through the exhibition, but also a symbolic or tangible experience and feeling formed by combining with local culture and urban history, combined with their own life stories. Tracing the memory of the past, through the reconstruction and renewal of the historical block, through the construction of space, the creation of new formats under the needs of the times, through appropriate commercial operations, attract the flow of people, and activate the spontaneous growth vitality of the site. The historical block provides a large number of excellent classic buildings, the city’s cultural history, folk customs and so on, representing the image of the city and carrying the historical memories of the people living here^[4].

3. Rebuilding the Construction Principle of Historical Block from the Viewpoint of Cultural Heritage and Site Consumption

3.1. Focusing on Humanistic Carrier

World cultural heritage primarily plays the role of cultural symbol and humanistic landscape, making human comprehend its historical and cultural connotation by means of appropriate exhibition, which manifests the historical, scientific, cultural and artistic values of world heritage^[5]. With the increase in consumption levels and the maturity of tourists, the preferences of tourists are constantly changing. More and more tourists hope to enjoy high-quality tourism, not only entertainment, but also food, accommodation, travel, travel, shopping and other activities functions, with a certain cultural taste enjoyment and experience. They pay more attention to the symbol of taste and meticulous service, and demand more tourism products and richer tourism functions in the same tourism market. The rational development of cultural resources and heritage tourism can not only enhance economic benefits and enhance the cultural taste of tourist destinations, but also enable residents of tourist places to deepen their awareness of local culture and cultural relics protection.

3.2. Reproducing Witnessing Memories

Ruan Yisan holds that the historical blocks possess the following several features, the historical block is a region with certain scale, has a relatively complete or remediable landscape style, has a certain proportion of real historical remains, carries real historical information, it should still play an important role in the urban and rural life, and it is a dynamic area with endless vitality. This also determines that the historical block not only records a large amount of written information about the city in the past, but also continues to record and continues to record a large amount of information about the development of the city today. The “red house” in the Coloane historical block has become a

love mecca for couples to take pictures. On the quiet afternoon, the red walls are marked with imprints and plaques of different stages, the previous function has long been replaced and faded, and this red building has become an iconic field node for the reproduction of memories here. (Figure 2)



Figure 2: Coloane Historical Block Red House (Photographed by This Research)

The historical block contains traces of traditional ideas, culture, and institutions, and mainly represents the various living circles that have been established now, that is, the way of life connected to the historical block by faith, ethnicity, and kinship. The historical block has a strong vitality, it continues to assume the function of the city, providing a place for the inhabitants of the city to live and has a modern life vitality.

3.3. Connection and Fusion Bond

Historical blocks are the spatial-temporal carriers of history and modernity, the link towards diversified integration, an important carrier that condenses people's emotions, an important part of urban culture, and great significance for the improvement of the connotation and charm of the entire city. In the process of urban renovation and reconstruction, the preservation and development of historical blocks can strengthen the recognizability of urban space, and endow people living in the city a unique sense of place and identity, and the cultural heritage of historical and cultural districts and the new business forms placed in the context of the new era constitute important elements of urban growth and influence. The suitable and moderate business has promoted the visitor volume, as well as the new development of this block, preventing from the gradual loss of protection and inheritance for the original historical and cultural space due to the decay of the old business form.

3.4. Reinforcing Organic Renovation

The theory of "organic renovation" was proposed by Professor Wu Liangpu on the basis of summarizing the history and planning theories of urban cultural development in China and the West as well as studying the planning and construction of the old city of Beijing and other cities in China^[6]. "Organic renovation" is a kind of renovation activity carried out from the original urban structure, through reasonable transformation, without harming the original organizational structure^[7]. Famous historical and cultural cities should maintain and carry forward local characteristics, and in terms of cultural inheritance and development, the development of tourism can not only promote the protection and development of local history and national culture, but also enrich and improve the content and form of local culture and enhance its vitality. In respect to urban environment, for the purpose of meeting the commercial demand of tourism development in historical and cultural cities, some historical buildings and historical blocks have been further restored and rectified, the natural environment has been protected and improved, and the living environment of local residents has been objectively improved. The historical and cultural city has shown distinctive characteristics because of its rich cultural heritage and excellent historical and cultural traditions, which has enhanced the city's tourism image and attracted more tourists to come for sightseeing^[8]. Developing and constructing the famous historical and cultural cities in the context of preservation is conducive to the healthy and orderly development of the city, improving the urban infrastructure continuously, beautifying the environment, then changing into the foundation and driving force for the development of tourism.

4. Development practice——Coloane Historical Block

4.1. Project Overview

Considering the renovations regarding the planning of Coloane: the three axes of the entire base are more obvious, which refer to the three important axes of the entire area, namely the Tan Gong Temple, St. Francis Church, the central transportation junction, and the customs wharf, which are also the main important historical nodes in the hearts of Coloane residents; The area refers to the coastal area, where the winding coastline provides residents and tourists with a wealth of recreational public spaces and service facilities, combined with the local Macau cuisine representative egg tart, which has become a must-have for a romantic getaway. The seven districts are based on the existing seven important historical and cultural relics buildings, forming their own different main characteristics. Including: Lingnan Architectural and Cultural District, Commercial Service Area, Comprehensive Residential Area, Historical and Cultural Building Area, and Coastal Landscape Area.

4.2. Renovation and Implementation of Project

For one thing, taking full advantage of the original Chinese public resources such as St. Francis Church, Tan Gong Temple, Tian Hou Temple, and shrimp sauce factory, which can contribute to inheritance and prevent from blind demolition. As for the shrimp sauce factory on the October Fifth historical block of Coloane, because this industry has shrunk and has long ceased to make shrimp sauce, the original building has been vacant and idle, in the design plan, it will be transformed into a fishery industry history museum, you can visit and experience the process of making shrimp sauce, and at the same time combine with service spaces such as restaurants and homestays, so that the historical building can be revitalized through the replacement of business formats (Figure 3); For another, facilitating the accessibility and patency of pedestrian traffic. In order to form a more complete field space, the coastal traffic was changed to internal traffic that only caters to pedestrians and bicycles. The original coastal vehicular road was turned into a coastal promenade, which expanded the spatial scope of walking and reduced the interference and impact of vehicular traffic on the site. It can also become an important link connecting various important areas, and bring about the beginning improvement and prosperity of commercial and public facilities in the surrounding areas. In the meantime, the seven districts in the planning structure will retain the original residential structure, combine the surrounding historical and cultural resources, locate the development focus, and pay attention to preserving and restoring the spatial characteristics in the context of daily life. It will continue the life trajectory of the original residents, encourage local residents to independently renew in combination with the characteristics of the district, replace business formats, diversify the development of economic models, and gradually stimulate the revival of the Coloane historical block.



Figure 3: Coloane Historical Block Old Site Reconstruction of Shrimp Sauce Factory (Photographed by This Research)

4.3. Project Preservation Strategies

The traditional alleys constitute the spatial texture of historical blocks, integrating the axis formed by the important historical buildings in the space to construct the planning layout, and the simple daily life gradually enriches the level and meaning of the Coloane area in the continuous change and change^[9]. Although Macau Coloane village is a fusion of Chinese and Portuguese cultural architecture, and most of the spatial characteristics of the village, it still retains the spatial pattern of the comb layout

of Lingnan villages, the buildings face the coastline, in an east-west layout, the alleys go deep into the neighborhood, the shape is different, the structure is free, some end-type alleys are only tens of meters short, and the compound alleys have branch alleys, and most of them are named “Li” and “enclosure”, and the houses in the lanes are arranged in an orderly manner, mostly are two-story and three-story Chinese-style houses. Some of the branch alleys are only one meter narrow, which takes on the function of traditional deserted alleys. In these intertwined networks of streets and alleys, public spaces form nodes that can stop and communicate, driving the penetration and communication of different areas. Taking traditional streets and alleys as the context, relying on public space, opening up pedestrian traffic, emptying density, and restoring ecology as a means, updating business formats, combing spatial structure, achieving the overall improvement of the living environment of historical areas, implanting art, culture and creativity, updating business formats, and providing good living space. Public space often exists in the form of “enclosure” and “square”. These public spaces of different shapes and sizes are generally relatively open, forming a cordial and comfortable communication space. For example, the small garden of the enclosed space of President Ennis Square forms a small quiet space in the midst of heavy traffic (Figure 4); Marques Square is located in the strong central axis of St. Francis Church, forming a tense public space square; The City Pavilion Square, Wharf Square, Tan Gong Temple Square, Tan Hou Temple Square, Water Spring Square, Dalan Square, Old People Enclosure, Garden Enclosure, Zuntou Enclosure, Sunshine Enclosure and so on, creating a variety of interesting spaces, so that people with different backgrounds and targets can have their own places, and promote the integration and communication of relationship networks through the carrier of public space.



Figure 4: Coloane Historical Block President Ennis Square (Photographed by This Research)

4.4. Reconstruction and Development of Project

The coastal space mainly for reconstruction, with the October Fifth Street as the main axis of the area, runs through the entire Coloane village. Forming the costal space near the sea, which is not only the main traffic belt of the Coloane area, but also the main recreational public space of the coastal area. The existing traffic is still dominated by car driving, which only satisfies the behavior mode of driving cars instead of walking, cannot experience the sense of spatial experience and spatial memory resonance brought by the walking behavior mode. The coastal space landscape belt needs to be combined with the changes of existing functional forms:

Changing the existing traffic mode of car driving and replacing it with pedestrian traffic; Riding bikes for healthy and green trip. Increasing the opening of current coastal banks, developing the boundary into a permeable interface, through a number of small openings, can step down, forming a good experience and interaction with the natural landscape resources of the beach and coast. The axis of the opening position of the bank echoes the existing square and public space of Coloane village as much as possible, imagining it as a network-like link structure, driving each other and radiating the surrounding area.

4.5. Reconstruction of Architectural Space

In the historical blocks of Coloane, integrating the original mixed layout and features of medieval European cities and Lingnan villages, from the perspective of daily life, the original residential

architectural characteristics and climate adaptability are preserved, the coastal landscape area is transformed and updated, and the spatial continuity of commercial streets and surrounding residential buildings and seashores is enhanced to create a new planning space. There are two types of building renovation models in Coloane village. The first focuses on public buildings of historical value and runs through them with axes to reinforce the importance of the spatial pattern. For example, the Marques Square of St. Francis Church is the main axis of the entire historical area, radiating the surrounding area, creating a characteristic public space with the local style of the old city for the surrounding residents, and gradually improving the living environment of the whole district from the public environment. The second is to select the residential concentration area with historical value as the transformation object, and appropriately use the streets and alleys under the comb layout pattern of Lingnan villages as outdoor activity venues, and at the same time repair and transform valuable residential houses into characteristic theme homestays, enhance the possibility of tourism development, and form a spontaneous and sustainable historical block transformation model. Summarize the techniques of building space creation, influence and service daily life.

4.6. Creating Composite Ecology

Composite ecology is an aggregate concept that contains natural ecology, social ecology and economic ecology^[10]. Except for careful consideration in terms of economic function positioning, infrastructure supplementation, transportation system planning, and connection of various systems, the renovation of the historic area of Coloane also takes the restoration and expansion project of the coastal landscape area as an opportunity to highlight the natural ecology spontaneously formed by the existing residents. In the area where local residents of Macau Coloane are concentrated near Lovers Street, Sunshine Enclosure and Garden Enclosure, a lot of green vegetation is spontaneously planted, with tree shadows and flowers floating. It is like a paradise, depicting a tranquil street space. By increasing ecological design such as three-dimensional greening and hydroponic planting, combined with public space and existing residential buildings, a node-oriented open space is formed. The paving of public spaces mostly uses paving materials with good air permeability and permeability to absorb water and recharge groundwater, relieve drainage pressure, and improve the ecological environment of the entire area.

5. Conclusion

Integrating the analysis of planning ideas and process for Coloane historical blocks, as far as the launching and reconstruction of historical cities is concerned, the historical culture is fully implemented in construction and spatial environment, by means of exploring its historical context and cultural affairs to reconstruct the urban cultural landmarks, forming attractive cultural space, which can not only unite the urban cultural accumulations effectively, but also further promote the local consumption quality. The planning practice of Coloane historical blocks was considered in this regard, the heritage preservation was not regarded as static preservation for construction entity simply, but was considered from the dynamic perspective of urban development, integrating the traditional values of such historical heritage with modern values, by means of the protective development for Coloane historical blocks to reconstruct the display and consumption space of Macau urban culture, so that its unique competitiveness can be maintained in the context of new era. The internal force for urban renovation and development lies in adapting to the changes of time, urban renovation not only means to preserve the historical buildings, but also take the overall development of their related blocks into full consideration. Which can connect the traditional urban features and modern ones, and activate the block vitality through the implementation of modern business forms, so as to provide significant reference for stimulating and renovating the old town centers.

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