



JINGDEZHEN
City of Crafts
and Folk Art

景德鎮

Jingdezhen

中國

China

加入網絡

Year of designation

2014

City of Crafts and Folk Arts

手工藝與民間藝術之都

城市介紹 City Information

景德镇是享誉世界的千年瓷都，位于江西省东北部，辖乐平市、浮梁县、昌江区、珠山区、景德镇国家高新技术产业开发区和昌南新区。国土面积 5256 平方公里，总人口 163 万。

景德镇东晋设镇，始称新平。因在昌江之南，唐易名“昌南”。宋真宗赵恒景德元年（公元 1004 年）以年号赐名“景德镇”。1953 年 6 月政务院批准设立景德镇市，成为江西省辖市。昌南就是 china 的音译，小写是瓷器，大写就是中国。景德镇有 2000 多年的冶陶史，1000 多年的官窑史，600 多年的御窑史，“三面青山一面水，一城瓷器半城窑”，千年窑火至今不熄，创造了“工匠八方来，器成天下走”的繁荣景象。

丰富的陶瓷文化遗存是景德镇的最大财富。“新平冶陶，始于汉世”。元至元十五年（1278年）设浮梁瓷局，明洪武二年（1369年）设御器厂，清顺治十一年（1654年）改名御窑厂，成为宫廷御用瓷器的重要烧造地。景德镇瓷器以“白如玉、明如镜、薄如纸、声如磬”著称于世，建国后成为重要的国礼瓷和出口商品。1982年被列为首批全国24个历史文化名城之一。文化肌理保存完好，高岭古矿、湖田窑等瓷业遗址151处，以及108条老里弄，全国重点文物保护单位12处，非物质文化遗产保护名录26项。

景德镇是世界陶瓷圣地。陶瓷是中国文化、世界语言，讲述中国故事，是中国走向世界、世界认识中国的文化符号。英国李约瑟博士在《中国科技史》中认为“景德镇是全世界最早的工业城市”。美国历史学家罗伯特·芬雷在《青花瓷故事》一书中提出“第一次全球化来自16世纪的景德镇青花瓷”。日本陶瓷学家三上次男在《陶瓷之路》一书中，把“海上丝绸之路”称为“陶瓷之路”。宋代以来，景德镇的瓷器远销亚欧非50多个国家，一直被欧洲王室和贵族狂热追捧。十八世纪初，法国人殷弘绪在景德镇生活7年，把制瓷技术传到欧洲。十九世纪，德国地质学家、柏林大学校长李希霍芬把景德镇瓷土命名为“高岭土”（Kaolin）介绍给世界。景德镇荣膺“世界手工艺与民间艺术之都”，与世界72个国家180多个城市建立了友好关系。

景德镇陶瓷产业体系完整，有陶瓷企业8377家，陶瓷个体户9836家。陶瓷产品丰富，涵盖各领域，尤其是艺术瓷、高端日用瓷居世界领先水平。科研实力雄厚，拥有景德镇陶瓷大学等4所高等院校和一批科研机构，现有陶瓷行业从业人员十余万人。景德镇被誉为中国直升机的摇篮，拥有国内唯一的直升机研究机构602所，昌飞等整机生产企业3家，50余家直升机配套企业。航空小镇被列为全国首批26个通用航空产业示范区之

一。景德镇获批建设国家军民融合发展重点区域。北汽昌河计划投资 27 亿元（已到位 11 亿元），全力振兴景德镇传统主导产业。出台《景德镇市工业倍增三年行动计划（2021-2023 年）》，围绕“3+1+X”特色产业体系，实施“三个千亿”工程，即建设一个千亿园区（高新区），打造两个千亿产业（陶瓷、精细化工和医药）。

景德镇不仅有着独特的陶瓷文化魅力，更有着良好的生态条件，森林覆盖率达 66.7%。景德镇市空气质量、水质、生态环境综合指数等指标连续多年列江西省第一，成为全省唯一获评“国家生态文明建设示范市”称号的设区市。地处“六山两湖”（黄山、庐山、龙虎山、武夷山、三清山、九华山；鄱阳湖，千岛湖）和六大世界遗产（西递宏村、黄山、庐山、三清山、龙虎山、武夷山）中心，与周边地区有很强的互补性。景德镇是中国优秀旅游城市，全国文明城市，国家卫生城市，中国最值得外国人去的 50 个地方之一、向海外推出的 35 个王牌景点之一，拥有国家 5A 级旅游景区 1 个（景德镇古窑民俗博览区）和国家 4A 级旅游 8 个（高岭瑶里风景名胜区、浮梁古县衙等），景德镇市昌江区入选第二批国家全域旅游示范区。

2019 年 5 月，习近平总书记时隔三年再次视察江西，殷殷嘱托我们“要建好景德镇国家陶瓷文化传承创新试验区，打造对外文化交流新平台”，为景德镇发展标定了历史方位、擘画了美好蓝图。2019 年 7 月，国务院正式批复了《景德镇国家陶瓷文化传承创新试验区实施方案》。2019 年 11 月，李克强总理到景德镇视察指导，明确表示全力支持国家试验区建设，期待我们把千年瓷都打造成国际瓷都。千年古镇迎来了千载难逢的历史机遇，世界瓷都开启了对话世界的崭新篇章。奋进“十四五”、阔步新征程，我们一定要牢

记习近平总书记殷殷嘱托，建好景德镇国家陶瓷文化传承创新试验区，打造对外文化交流新平台，为打造与世界对话的国际瓷都接续奋斗。

Jingdezhen City is a well-known millennial porcelain capital, located in the northeast of Jiangxi Province. It governs Leping county-level City, Fuliang County, Changjiang District, Zhushan District and National Jingdezhen High-tech Industrial Development Zone and Changnan New District. It covers an area of 5256 square kilometers, with the population of 1.68million.

Jingdezhen was established to be a town in the Eastern Jin Dynasty, originally called Xiping town. As it was located to the south of Changjiang River, Jingdezhen was renamed as Changnan in the Tang Dynasty. Emperor Song Zhenzong Zhao Heng granted the reign title to this town as its name in the first year of Jingde period (1004AD), thereafter called “Jingde Town”. In June 1953, the Government Administration Council , the predecessor of the State Council, approved the establishment of Jingdezhen City, directly under the Jiangxi Province. Changnan is the transliteration of “china”. When the first letter “c” is written in lowercase, it means porcelain. When the first letter “c” is written in uppercase, it means our country China. Jingdezhen has a history of making pottery for more than 2000 years, including making ceramics for official use for over 1000 years and for imperial use for over 600 years. Jingdezhen is surrounded by hills on three sides and river on one side. Porcelains and kilns are distributed in the whole city. The kiln have been firing for more than thousand years, which create the prosperous scene of “Craftsmen gather here from all directions and porcelains produced here are shipped to the world ”

Abundant ceramic culture remains are the largest wealth of Jingdezhen. Jingdezhen, originally called Xingping, started to make pottery from Han Dynasty. Fuliang Porcelain Bureau was set up in the fifth Year of Zhiyuan Period(1278) of Yuan Dynasty. Yuqichang was established in the second year of Hongwu Period (1369) of Ming Dynasty, later it changed its name to Yuyaochang(Imperial Kiln Factory) in the eleventh year of Shunzhi Period(1654) of Qing Dynasty, which has been the important firing place of imperial porcelain. Jingdezhen porcelain owns worldwide reputation with the characteristics of “as white as jade, as bright as mirror, as thin as paper, as resonant as chime”, which has become the important national gift and export commodity since the foundation of the People's Republic of China. In 1982, Jingdezhen was listed as one of the first batch of 24 national historical and cultural cities. The cultural texture is well-preserved here. There are 151 porcelain industry sites such as Kaolin ancient mine, Hutian kiln and so on, as well as 108 old lanes, 12 National Key Cultural Heritage Sites, 26 Intangible Cultural Heritage Protection Lists. Jingdezhen is the Holyland of world ceramics. Ceramics is Chinese culture, as well as the world's language, it can be used to tell Chinese story, which is the cultural symbol for China entering into the world and for world to understand Chinese. Jingdezhen was referred as "the earliest industrial city in the world" in the book of Science and Civilization in China which written by English scholar, Dr. Joseph Needham. In the American historian Robert Finlay's book—The Pilgrim Art Culture of Porcelain in World History, it pointed out “The first globalization from Jingdezhen's blue and white porcelain in 16 century”. In the book of Ceramic Road written by Japanese Ceramic expert Mikami Tsugio, “maritime silk road” was called “ceramic road”. Since the Song Dynasty, Jingdezhen's porcelain has been sold to

more than 50 countries in Asia, Europe and Africa, and has been enthusiastically pursued by European royal household and aristocrats. At the beginning of the eighteenth century, French missionary Francois-Xavierd'Entrccolles (Chinese name is Yin Hongxu lived in Jingdezhen for 7 years and spread porcelain making technology to Europe. In the 19th century, German geologist and Berlin University's president Richthofen named "Kaolin" for the Jingdezhen porcelain clay and introduced to the world. Jingdezhen is honored as " City of Crafts and Folk Art", and has established friendly relations with more than 180 cities in 72 countries.

Jingdezhen has complete ceramic industrial system. There are 8377 ceramic companies and 9836 self-employed households. A large variety of ceramic products covering many fields, especially artistic porcelain and high-end daily porcelain which are in a world leading position. Jingdezhen has strong scientific research strength, with 4 colleges such as Jingdezhen Ceramic Institute and a batch of scientific research institutions. The number of existing ceramic industry employees reaches more than 100,000 people. Jingdezhen, known as the cradle of China's helicopters, it has the only domestic helicopter research institution, China Helicopter Research and Development Institute, three complete machine manufacturing companies including AVIC Changhe Aircraft Industry(Group)Corporation LTD and others, as well as over 50 helicopter supporting enterprises. Aviation town is listed as one of the first batch of 26 general aviation industry demonstration areas in China. Jingdezhen is approved to constructing Key Region for National Military and Civilian Integration Development. Beijing Changhe Automobile Company plans to invest 2.7 billion among which 1.1 billion was available, it would be use to fully revitalize Jingdezhen's traditional leading industry. Three-year Action Plan for Industrial Double-growth of

Jingdezhen City(2021-2023) has been carried out, which contain construction of three 100 billion projects centering on “3+1+X” distinctive industrial system. Three 100 billion projects aim to construct a one 100 billion National Jingdezhen High-tech Industrial Development Zone, as well as two 100 billion industries including ceramic industry, fine chemicals and medicine industry.

Jingdezhen not only has unique charm of ceramic culture, but also has good ecological conditions with 66.7% forest coverage rate. Jingdezhen City's air quality, water quality, ecological environment comprehensive index and other treatments have ranked first in Jiangxi Province for many consecutive years, becoming the only "National Ecological Civilization Construction Demonstration City" in the province. Jingdezhen is located in the center of six mountains (Huang Mountain, Lu Mountain, Longhu Mountain, Wuyi Mountain, Sanqing Mountain, Jiuhua Mountain), two lakes (Qiandao Lake and Poyang Lake) and six world heritages(Hong village of Xidi Town, Huang Mountain, Lu Mountain, Sanqing Mountain, Longhu Mountain, Wuyi Mountain), which can complemented with surrounding area. Jingdezhen is the Top Tourist City of China, National Civilized City, The National Health City, one of the 50 places that most worthy foreigners to visit in China and one of the 35 king scenic spots introduced to the overseas. Jingdezhen has one National 5A scenic spot Ancient Kiln Folk Custom Museum and eight National 4A scenic spots which include Gaoling-Yaoli Tourist Attraction, Fuliang County Ancient Government and so on. Changjiang District of Jingdezhen was selected as the second batch of the National All-for-One Tourism Demonstration Zone.

In May 2019, President Xi Jinping inspected Jiangxi again after three years, he also proposed the instruction of “Building the Jingdezhen National Ceramic Culture

Inheritance and Innovation Pilot Zone, Creating a New Platform for Foreign Cultural Exchange”, which set a historical orientation and a beautiful blueprint for the development of Jingdezhen. In July 2019, the State Council officially approved the “Implementation Plan for Jingdezhen National Ceramic Culture Inheritance and Innovation Pilot Zone”. In November 2019, Premier Li Keqiang conducted an inspection tour to Jingdezhen and made it clear that he fully supported the construction of the national pilot zone and expected us to build the millennial porcelain capital into an international porcelain capital. The millennial old town has ushered in a golden historical opportunity, and the world porcelain capital has opened a new chapter of dialogue with the world. Forging ahead for the "14th Five-Year Plan" and striding forward on a new journey, we must keep in mind the instructions of President Xi Jinping, build the Jingdezhen National Ceramic Culture Inheritance and Innovation Pilot Zone well, create a new platform for foreign cultural exchanges and continuously strive to build an international porcelain capital that dialogues with the world.