December 20, 2016, Clark’s comments

Kristin

You’ve obviously done a lot of important modelling but the paper lacks necessary context and sources of information. I quickly read and made many comments and suggestions about how you can quickly revise and resubmit the paper. Most of these are about your writing and can easily be addressed. You do not include much information about your sources of information about bridges and the town in general for relevant details used for accurate modeling that should be in the paper. I’ve provided may suggestions of avenues to take.

Revise and resubmit (add “b” to the end of the file name for the second draft).

File with Figures and Figure Captions: All the images provided are relevant to your project. Please see the Style Guide for American Antiquity for proper formatting of Figure numbers and Figure Captions. The Figure Captions should be in your own words. The sources of the images should be cited as directed in the Style Guide:

Example:

**Figure 1: A KFC at the entrance of the town (Lawrence 2013).**

You put the following long citation in the References Cited at the end of your Text file of your Final Project (but correct the formatting by using the Style Guide):

---Lawrence, Jeanne. "A Day in the Ancient Water Town of Zhujiajiao." Shanghai

Social Diary, www.newyorksocialdiary.com/across-the-nationacross-the-world/

2013/shanghai-social-diary-6. Accessed 19 Dec. 2016.

Thanks.

Clark

Kristin Chow

ANTH 258/CIS 106

Visualizing the Past/Peopling the Past

Final Project

18 December 2016

**Saving Culture from Tourism with Digital Media**

Virtual reality is a currently expanding field with seemingly unlimited potential. With VR, we can travel to distant lands without the inconvenience that comes with travel and imagine worlds that no longer exist. Visuals can tell a lot more than words can and so virtual reality allows for social and cultural learning through “a travel experience rather than just travel information” (Champion year:9). It is a platform for a novel way of learning that creates accessibility and accomplishes things that are impossible with conventional ways of learning. In Additional, virtual reality can help preserve local culture and protect the travel experience—OK, but how? Explain a bit. Champion explains how tourist sites are ironically threatened by tourism itself:

Tourism can destroy the local industry, and erode local culture. Businesses that have served the local populace for generations may have to move out of town because they are not believably ‘authentic’ or suitably ‘historic’ enough to be included in packaged tours. Tourism can even transform the urban fabric: the inner city may become crowded in summer and desolate in winter. ‘Experiences’ and ‘artifacts’ can be introduced that are actually not local at all; they just appear to be, and are easily placed in shopping bags and placed on mantelpieces. (Champion 6) for long quotes set apart with double indents, you do not need the quotation marks.

This is something that a historical river town in Shanghai, China faces. Zhujiajiao is packed with tourists who navigate and crowd the town daily. Tourist crowds populating and commercializing the space disrupt the travel experience and threaten the cultural integrity of the town. One solution to this problem could be virtual reality which can eliminate tourists from the sceneand protect towns from being overtaken by commercialism. Don’t you mean provide a rich experience to replicate or replace the need for tourists to physically visit the site.

Could the VR also be used to show a more accurate reconstruction of the cultural heritage site than what is represented physically today with the KFCs, McDonalds, and tour buses? I think that Champion discusses this and many other contributions of the digital to education about cultural heritage. You could take another look at his book (available as PDFs of each chapter).

Add here: a concise paragraph of your project, what you did and why you did it.

Zhujiajiao Town as Cultural Heritage

First, what is the geographic location? What type of site (city, town, port?) How big is it? What is unique and valuable as heritage?

If this town is a World Heritage Site, you can go to the UNESCO website and probably find many documents to download about development, conservation and management plans, and universal value as heritage.

Zhujiajiao was founded around 1700 years ago during the Qing dynasty, carved around a network of waterways (sources? Some info is “common knowedge, some info comes from scholarly works). It is characterized by East Asian architecture-vague and long winding streets connected by many bridges of different ages, designs, and materials. Zhujiajiao stands as an image of the past. Add a bit more about the town of the past here. Changes over time in size, architecture, population, styles, etc. Cite the sources that you read.

Today, the town claims to have preserved the town’s architecture from the era of its foundation and proudly proclaims itself an artifact of the past. There is a problem here though, however—it is impossible to ascertain the extent of true preservation of the town, as records of the past are not accessible to the public. reliable studies on Zhujiajiao’s past exist on Chinese databases that one must pay to access. Other information on the town’s culture and renovations can only be obtained by visiting the town and its museums—snippets of this information exist on travel websites and traveler’s blogs. in the past few decades, Zhujiajiao has gone through drastic changes and now modernism threatens its culture and integrity. The desire to capitalize on its historic beauty has overtaken the town. As original homes are replaced with shops, real estate firms take hold of property, and daily boat tours take over the waterways, the traditional culture of the town is gradually becoming forgotten.

We gather evidence of this tailoring to tourists from images of the town on travellers’ blogs. What about other published sources? The following are some of the instances of what?. A chain fast food, KFC, has plastered its name over a building at the entrance of the town. A Starbucks proudly stamps its name and logo over a building next to many shops along a main street. By the Lang Bridge, a chain café “illy” has set up shop. On the other side of the bridge, a balcony with tables and striped decorations has replaced a traditional building’s structure and windows which seems to have been converted into a restaurant. Commercialism has invaded even places with so much cultural importance and is constantly expanding as locals give up their homes to be used for commercial enterprises. Change is a constant in this town and construction, a common sight. To imagine the village as it once was, one must travel away from the main streets through the alleyways and to the residences to find people living as they may have before. Authenticity, ironically, is far from that.

Modelling what? A subtitle here

Drawing upon Champion’s thoughts on the value of virtual reality in cultural heritage, we aim to educate and allow people to visualize the town in its past context, before tourists and Starbucks filled the streets. We will replace the modern institutions with the period accurate market-style village that once thrived with sellers, villagers, and craftsmen (OK, but what time period over the 1700 years of existence?). Due to time constraints and limited skills, we modeled only a small section of Zhujiajiao town and simulate the village? Village or town? Be consistent. in the context of its past culture as it is remembered today with the software program Maya. We focus on the Lang Bridge, the only currently standing wooden bridge in the town. [In addition to the bridge, we plan on modeling the river that runs beneath the bridge and the houses that form the characteristic “alleyways” of the town. 🡨If you haven’t done this, you should move this text to the end of the paper under “Future Directions” and expand on the ideas about what could be done in more detail.] As we are trying to recreate a scene in Zhujiajiao 1700 years ago (the moment when the town was founded? You probably would have little to model), we use Motion Capture to populate our town because the people are more important than the architecture of the town. Instead of crowds of wide-eyed tourists, the people in our model will be local inhabitants doing daily activities and the streets will be less crowded? Why?. Specifically, which people? Which activities? List them here. From rowing the boats to even painting? at the sides of the streets, we plan on emulating the everyday activities of the town. With this, we visualize the social context of Zhujiajiao. Rewrite the last two sentence. The above paragraph needs rewriting to be clear, concise, and direct about what you did and why you chose those specific objects, people, and activities for your project.

My contribution to this project is 3D modeling the Lang Bridge and the adjacent architecture during the Qing dynasty (dates here) in Maya. I began by collecting photographs (just photographs?) of the bridge from the past couple decades, but was unable to find relevant depictions of it from past eras (especially from the Qing dynasty when it was first built and used). This was our first mistake. To compensate for the lack of photographs, I searched for other typical architecture from the Qing dynasty and found photographs of bridges with the same stone tiled roofs and general structure of the beams. While I cannot model the bridge’s first design nor confirm any major reconstructions due to lack of imagery and construction history, [its resemblance to other Qing dynasty architecture confirms an extent of preservation. ?- I know what you are trying to say, but sentence is not clear.] Tell the reader about what you did find out about Qing Dynasty architecture that was relevant to the bridge here and where you obtained the information.

Describe the bridge in detail here using your sources. What are the individual parts or elements that make up the bridge? If you don’t know the formal architectural terms in English for the parts or elements of a Chinese bridge or a bridge in general, you might find some online. Otherwise, make up your own terms and provide a simple diagram with labels. The parts probably related in a linear and hierarchical way in terms of how the actual bridge would have been built (starting with X, then adding Y, etc.) which probably also guided your model building.

Modeling? I began by layout out? the larger forms? of the bridge first before diving into the details?. I had minimal knowledge of how to use the Maya software having been learned to creating basic forms and use a tiny fraction of the tools that Maya offers. I learned how to do modeling more efficiently as [I went and ran into many challenges? Rewrite], especially with the stairs?.

Describe the steps in detail of your modeling here of each major element. You have the “bridge” [the entire structure] with many component parts including a foundation structure, walking surface, railing, roof and surface decorations and maybe paint. These need to be introduced and discussed in order.

After I finally had the form of the bridge with the railing, stairs, and roof, I began to look for textures to do what?.you never told us the material that were used in the actual bridge and its decorations and paint. Add this info somewhere earlier. I found a wooden texture for [the bridge and am currently trying to figure out how to texture the roof? Isn’t the roof part of the bridge? I’m confused. The process of creating the bridge took total of twenty hours to complete because it was so complex [and because I had to backtrack so much as I learned-rewrite]. Tell us about some of the problems that you encounted and how you resolved them.

New paragraph After modeling the bridge, I moved on to the surrounding context. List the objects that you created, then discuss each in sequence in more detail. I created the raised streets? Explain “raised streets” to reader. that surround the river [and curved them to the river’s direction?]. needs more detail (see my comments about the bridge above for topics that you should consider covering in the discussion of the surroundings. How much of this did you actually complete? If you didn’t do this, then discuss what you want to do or need to do in the conclusions.

Conclusions and Future Directions

I am pleased with the modeling that closely resembles typical bridge architecture from the Qing Dynasty. Of course, there is still a long way to go. I must also recreate in the buildings and streets? a scene from this era. Most importantly, we must fill the space with people living and running the town as a period relevant place of residence and marketplacen. Expand a bit on this here. And so, Zhujiajiao shall live again.

End the conclusion by bringing the discussion back to higher level issues (at least a paragraph).

References Cited

See the style guide for American Antiquity again for proper formatting of the references cited.

Paths International Books from China. China Architecture and Building Press.

Zhujiajiao Shanghai. Shanghai : Shanghai gu ji chu ban she, 2003.

Lawrence, Jeanne. "A Day in the Ancient Water Town of Zhujiajiao." Shanghai   
     Social Diary, www.newyorksocialdiary.com/across-the-nationacross-the-world/   
     2013/shanghai-social-diary-6. Accessed 19 Dec. 2016.

"Visiting Zhujiajiao, Xintiandi, and Tongchuan Lu." The Travels of Four Couch   
     Potatoes, 4couchpotatoes.blogspot.com/2014/05/   
     snoozing-around-shanghai-visiting.html. Accessed 19 Dec. 2016.

"Zhujiajiao Water Village." China Vine, chinavine.org/subject/   
     zhujiajiao-water-village/. Accessed 19 Dec. 2016.