

Unit 16
Reading C

When Commerce Kills Culture 《当商业扼杀文化》

1 While the country may claim the world's longest established living culture, visitors often search many of China's modern cities in vain for any trace of this millennia-long legacy. Much of China's architectural splendor has been lost to foreign invaders, civil war and more recently the iconoclastic Cultural Revolution. A traditional penchant for building in perishable wood also hasn't helped.

虽然中国可以宣称拥有世界上历史最悠久的现存文化,但游客们常常在许多中国现代城市中徒劳地寻找这延续了数千年的遗产的任何踪迹。中国的许多建筑辉煌已被外国侵略者、内战以及最近的具有破坏偶像性质的文化大革命所摧毁。传统上使用易腐木材进行建造的偏好也无济于事。

2 But, paradoxically, it is modern urban development, China's other pride and joy, that is now destroying countless historic buildings and a nation's cultural heritage alongside.

但矛盾的是,如今正是中国的另一项骄傲和喜悦——现代城市发展,正在摧毁无数历史建筑以及一个国家的文化遗产。

3 The late Liang Sicheng (1901-1972), who famously dissuaded allied commanders from bombing Japan's historical capital Kyoto during WW II, failed to convince his own country's leaders not to destroy their capital's ancient city wall in the 1950s. Liang has been co-opted as a figurehead for modern campaigners wishing to save China's retreating historic areas from the developer's wrecking ball, a position further cemented after the architect's former Beijing residence, despite being placed on a list of "irremovable cultural relics" under the protection of the city authorities, was covertly demolished by a local real estate developer in February 2012.

已故的梁思成(1901 - 1972)在二战期间曾著名地劝阻盟军指挥官不要轰炸日本的历史古都京都,但他在20世纪50年代却未能说服本国领导人不要拆除首都的古城墙。梁思成已被现代保护运动人士推举为精神领袖,他们希望从开发商的破坏球下拯救中国不断退缩的历史区域。2012年2月,这位建筑师在北京的旧居尽管被列入了由市政府保护的“不可移动文物”名单,但仍被当地一家房地产开发商偷偷拆除,这进一步巩固了他的这一地位。

4 That same month, one of former generalissimo Chiang Kai-shek's headquarters and residences in Chongqing were also demolished. Both buildings were leveled as part of advisers have termed "protective demolition," a claim which led to a considerable public outcry.

同一个月,蒋介石在重庆的一处旧总部和旧居也被拆除。这两处建筑都是在被顾问们称为“保护性拆除”的行动中被夷为平地的,这一说法引发了相当大的公众抗议。

5 The State Administration of Cultural Heritage (SACH) quickly condemned both demolitions, pointing out that the term "protective demolition" has no grounding in law, with the agency pledging to "punish guilty parties according to the law."

国家文物局迅速谴责了这两次拆除行为,指出“保护性拆除”这一说法在法律上没有依据,并承诺“依法惩处相关责任人”。

6 However, under China's Law on the Protection of Cultural Relics, the maximum punishment for the willful demolition of historic buildings is a 500, 000 yuan (US\$78, 600) fine, a negligible sum in comparison to the one million yuan plus price tag of the average city center apartment in China. Although the SACH also demands that real estate developers "restore" demolished buildings, few believe the company will oblige as the SACH has no legal power of enforcement.

然而，根据中国的《文物保护法》，对故意拆除历史建筑的最高处罚是 50 万元人民币（约合 78600 美元）的罚款，与中国市中心普通公寓一百多万元的价格标签相比，这是一个微不足道的数目。尽管国家文物局还要求房地产开发商“恢复”被拆除的建筑，但很少有人相信该公司会照办，因为国家文物局没有执法权。

7 According to preservationists, both weak government bodies and weak laws and regulations are hastening the eradication of China's tangible history despite consistent media exposure and public condemnation of such projects. There's simply nowhere for campaigners to turn.

据文物保护人士称，尽管媒体持续曝光且公众对这类项目予以谴责，但软弱的政府机构以及薄弱的法律法规正在加速中国有形历史的消亡。保护运动人士根本无处求助。

8 According to a SACH report, some 44, 000, or 8. 2 percent, of the nation's 536, 001 registered "untouchable cultural relics" had "disappeared" by the end of 2011. In Beijing, the nation's historic and cultural capital, the ratio stood at 25 percent, with 969 of 3, 840 registered cultural relics demolished in a single year.

根据国家文物局的一份报告，在全国 536001 处登记在册的“不可移动文物”中，约有 44000 处（占 8. 2%）在 2011 年底“消失”了。在北京，这个国家的历史文化之都，这一比例为 25%，在一年内有 3840 处登记在册的文物中有 969 处被拆除。

9 If nationally protected buildings are under threat, the situation for historic buildings not under any form of official protection is even more dire. In 2005, for example, the Beijing municipal government identified 308 former residences of important historical figures, of which only 119 were certified as cultural relics under government protection. By the end of 2011, 97 of the unprotected residences had been demolished.

如果国家级保护建筑都面临威胁，那么那些未受到任何形式官方保护的历史建筑的情况就更加严峻了。例如，2005 年，北京市政府确定了 308 处重要历史人物旧居，其中只有 119 处被认定为受政府保护的文物。到 2011 年底，未受保护的旧居中已有 97 处被拆除。

10 It is worth noting that Beijing is seen as a city which takes the preservation of historic buildings more seriously than most, which gives some indication of how much the destruction of China's architectural heritage has become. Many provinces simply have no idea how many historic buildings fall under their jurisdiction. For example, Guangdong, one of China's most prosperous provinces, has never kept a record of its historic buildings. As a result, the provincial government is rushing out a "list of irremovable relics" which it pledged to have completed by late March 2012.

值得注意的是，北京被视为一个在历史建筑保护方面比大多数城市都更认真的城市，这在一定程度上表明中国建筑遗产的破坏程度之深。许多省份根本不知道其管辖范围内有多少历史建筑。例如，中国最繁荣的省份之一广东从未对其历史建筑进行过记录。因此，广东省政府

正在匆忙制定一份“不可移动文物名录”，并承诺在 2012 年 3 月底前完成。

11 All these accounts have led to concerns that the already-rampant wave of demolitions cutting a swath through China's cultural heritage may be far more extensive than even the most pessimistic of observers have suggested.

所有这些事例都引发了人们的担忧，即已经在大肆破坏中国文化遗产的拆除浪潮可能比最悲观的观察家所认为的还要广泛得多。

12 According to Ruan Yisan, an expert on the preservation of historical architecture from Tongji University, China needs to legislate for the protection of historic buildings. "Currently, the law on the protection of cultural relics is the only law related to cultural conservation, and the result is no protection for buildings that do not obtain official certification, " said Ruan, "China needs to follow the example of other countries like France and the UK to universally place all historic buildings under State protection. "

据同济大学历史建筑保护专家阮仪三表示，中国需要为历史建筑保护立法。阮仪三说：“目前，文物保护法是唯一与文化保护相关的法律，结果是未获得官方认证的建筑得不到保护。中国需要效仿法国和英国等国家，将所有历史建筑普遍置于国家保护之下。”

Preserve or Profit?

13 However, Ruan did not comment on the fact that even official protection has failed to save historic buildings being flattened to make way for apartments or shopping malls.

然而，阮仪三没有对即便有官方保护却仍未能阻止历史建筑为给公寓或购物中心让路而被夷为平地这一事实发表评论。

14 Critics argue that the fundamental problem is a government specifically aligned to promote economic growth over everything else. Under such a power structure, the agencies can make money are given almost limitless power, assisting over agencies that are net spenders, including cultural conservation and the environmental protection departments, expensive agencies that do little to line the pockets of government.

批评人士认为，根本问题在于政府明确以促进经济增长高于一切为导向。在这样一种权力结构下，能赚钱的机构被赋予几乎无限的权力，协助那些净支出的机构，包括文化保护和环境保护部门，这些都是花费高昂但对政府财政贡献甚微的机构。

15 "The fundamental reason is the overall policy in urban planning that champions GDP growth and profit maximization, under which the historical and cultural value of historic buildings tends to give way to profit, leading to their destruction, " commented an editorial in the People's Daily.

《人民日报》的一篇社论评论道：“根本原因在于城市规划的整体政策推崇国内生产总值增长和利润最大化，在这种政策下，历史建筑的历史文化价值往往让位于利润，从而导致它们被破坏。”

16 As the government as a whole tends to view historic buildings as obstructing financial gains, with any cultural aesthetic value largely irrelevant, efforts designed to preserve or renovate existing historic sites are often hijacked by profiteers seeking to turn them into money-spinning tourist attractions or commercial centers.

由于政府整体上倾向于将历史建筑视为阻碍经济收益的因素，而任何文化审美价值在很大程度上都被认为无关紧要，旨在保护或翻新现有历史遗迹的努力常常被唯利是图者劫持，他们试图将这些遗迹变成赚钱的旅游景点或商业中心。

17 The so-called "renovation" of Shanghai's 80-year-old Jianyeli community is a case in point. Identified as a city-level "historical and cultural zone" in 2009, the Shanghai government pledged to retain this old neighborhood's original style and preserve its "historical and cultural spirit." Now, as the project nears completion, it is apparent that the whole community has been turned into a high-end real estate property, with its 3, 000 original residents relocated, and many of its old buildings demolished and replaced with modern-style townhouses.

上海有着 80 年历史的建业里社区的所谓“改造”就是一个恰当的例子。2009 年，该社区被确定为市级“历史文化风貌区”，上海政府承诺保留这个老街区的原有风格并保护其“历史文化精神”。现在，随着项目接近完工，很明显整个社区已变成一个高端房地产项目，其 3000 名原居民被搬迁，许多老建筑被拆除，取而代之的是现代风格的联排别墅。

18 The local government has persisted in refusing to disclose information relating to the Jianyeli project. However, it is estimated that residential space will go on sale at 130, 000 yuan per square meter (US\$2, 270 per square foot). The same story has been repeated time and again throughout China—if historic communities aren't demolished outright, they are "renovated" beyond recognition, their original residents displaced to make room for China's top earners.

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New for Old

19 While existing historical buildings are being destroyed, many historic ruins are being rebuilt brick-for-brick. For example, the Nanjing city government has announced plans to reconstruct the Great Bao'en Temple in the city center. Once home to an immense Ming Dynasty (1368-1644) porcelain pagoda, the temple was razed to the ground during the Taiping rebellion in the mid-19th century, and has lain in ruins ever since.

在现存历史建筑遭到破坏的同时，许多历史遗迹正在一砖一瓦地被重建。例如，南京市政府已宣布计划在市中心重建大报恩寺。这座寺庙曾是一座巨大的明代（1368 - 1644）瓷塔的所在地，在 19 世纪中叶的太平天国运动中被夷为平地，此后一直处于废墟状态。

20 Now, the government and a local real estate company having 8 billion yuan (US\$1. 26 bn) into rebuilding the ruined temple, with its landmark tower rebuilt on a far bigger scale than in its heyday. The project, according to a government press release, is designed to "commemorate Nanjing's history." However, many locals are less than enthralled.

现在，政府和一家当地房地产公司投入 80 亿元人民币（12.6 亿美元）重建这座被毁坏的寺庙，其标志性的塔将以比其全盛时期大得多的规模重建。根据政府的新闻稿，该项目旨在“纪念南京的历史”。然而，许多当地人并不那么兴奋。

21 It is no secret that the Great Bao'en Temple project is actually aimed at profiting from China's

soaring domestic tourism industry. The phenomenon of rebuilding long-lost historic sites takes its model from the reconstructed Chongsheng Temple of the ancient Nanzhao Kingdom (738-902) in present-day Yunnan. A 150 million yuan (US\$23.6 m) investment this ruined temple complex was rebuilt in 2004. The attraction now generates more than 100 million yuan per year. Few tour guides take the trouble to mention that this "historic site" is built almost entirely from modern materials, making its impressive architecture in effect less than ten years old.

大报恩寺项目实际上旨在从中国蓬勃发展的国内旅游业中获利，这已不是什么秘密。重建早已消失的历史遗迹的现象以现今云南的古南诏国（738 - 902）重建的崇圣寺为范例。2004年，这座破败的寺庙建筑群在1.5亿元人民币（2360万美元）的投资下得以重建。如今这个景点每年产生超过1亿元的收入。很少有导游会费心提及这个“历史遗迹”几乎完全是用现代材料建造的，这使得其令人印象深刻的建筑实际上还不到十年。

22 Now, local governments across China are looking to cash in on similar schemes—reconstructing long-destroyed or ruined buildings and marketing them as originals. This could serve to make preservationists reluctant to flag up buildings threatened by urban development, for fear that they may be rebuilt as tourist traps.

现在，中国各地的地方政府都希望从类似的计划中获利——重建早已被摧毁或沦为废墟的建筑，并将其作为原始建筑进行营销。这可能会让保护主义者不愿指出那些受到城市发展威胁的建筑，因为他们担心这些建筑可能会被重建为旅游陷阱。

23 Shortly after the demolition of Liang Sicheng's residence, the Beijing government announced on February 23 a project to "renovate 100 historical and cultural relics" and to "restore certain historical landmarks of imperial Beijing." This announcement has alarmed historians and preservationists, disturbed at the prospect of reconstructed, photogenic replicas of the city's Ming Dynasty gatehouses and towers, most of which were destroyed during the Mao era, which gutted Beijing's ancient city, flattened its city walls to make way for its first ring road, and even at one point threatened to demolish the Forbidden City.

在梁思成故居被拆除后不久，北京政府于2月23日宣布了一个“修缮100处历史文化遗迹”以及“恢复北京古都的某些历史地标”的项目。这一宣布令历史学家和文物保护人士感到震惊，他们对重建那些适合拍照的北京明代城楼和塔楼的仿制品的前景感到不安。这些城楼和塔楼大部分在毛泽东时代被摧毁，那个时期北京的古城被大规模改造，城墙被拆除以给北京的第一条环路让路，甚至在某个时候故宫都面临被拆除的威胁。

24 "Ancient buildings embody an invaluable cultural heritage. Without culture, 'restored' architectural landmarks are worthless piles of bricks," said Fang Zhenning, a well-known art critic.

著名艺术评论家方振宁说：“古建筑体现了一种无价的文化遗产。没有文化，‘修复’后的建筑地标只是毫无价值的一堆砖头。”

25 "Instead of replicating a destroyed ancient landmark, the government should overhaul its approach to urban planning to respect China's historical and cultural heritage," commented architect Wang Gang.

建筑师王刚评论道：“政府不应复制已被破坏的古代地标，而应全面改革其城市规划方法，以尊重中国的历史文化遗产。”

26 For Wang and his fellow architects, if preservation and culture continue to simply act as a front for commerce, with value attached to historical preservation for its own sake, China's tangible cultural heritage will simply become an indispensable replica of the products of a civilization that existed as the envy of the world.

对于王刚和他的建筑师同行们来说，如果保护和文化继续仅作为商业的幌子，而不是为了历史保护本身的价值，那么中国有形的文化遗产将仅仅成为一个曾经作为世界羡慕对象的文明产物的可有可无的复制品。