CIRCULAR MODELS LEVERAGING INVESTMENTS IN CULTURAL HERITAGE ADAPTIVE REUSE

Creative adaptive reuse of cultural heritage for urban regeneration

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1. Introduction
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Some experiences strongly fit with the European route in the field of cultural heritage and society, first of all with the Convention on the value of cultural heritage for society (Council of Europe, 2005) that defines cultural heritage the «[…] resources inherited from the past which people identify, independently of ownership, as a reflection and expression of their constantly evolving values, beliefs, knowledge and traditions» and promotes sharing responsibilities by undertaking to «[…] respect and encourage voluntary initiatives which complement the roles of public authorities» (articles 2 and 11 of the Convention).
1. Introduction

In Italy, many cases highlight these relationships among built heritage, cultural production and social innovation, evidencing the need of a systemic approach to adaptive reuse.

Some reflections are necessary about the arena of decision-making processes in adaptive reuse, considering the role of local social capital for enhancing tangible and intangible heritage through a place-based approach (Barca, 2009; Huggins & Clifton, 2011; Pugalis & Bentley, 2014).
2. Creative communities and innovative services for Cultural Heritage (CH)
2. Creative communities and innovative services for CH

The role of creative collaborative “design”

♦ In the European scenario, several creative experiences are increasing in order to valorise local culture for urban regeneration in an international framework.

♦ These experiments – that include both tangible and intangible heritage – highlight the role of creative collaborative “design” as powerful tool in which private (profit/no profit) and public organisations are able to cooperate for a common vision.
2. Creative communities and innovative services for CH

“Ex Matadero of Arganzuela”, Madrid (Spain)  
“Le Friche La Belle De Mai”, Marseille (France)
2. Creative communities and innovative services for CH

Farm Cultural Park (Favara, Italy)  
“Case di Quartiere” (Turin, Italy)
These Italian experiences are also supported by calls promoted by banking foundations and other institutions:

- “Funder 35” of ACRI – “Associazione di Fondazioni e Casse di Risparmio”;
- “Culturability” of Fondazione Unipolis;
- “Innovare in rete” of Banca Etica;
- “OPEN” calls of Compagnia di San Paolo;
- “Il bene torna comune ” of Fondazione con il Sud;
- Call of “cheFare ” - cultural transformation agency;
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2. Creative communities and innovative services for CH

The creative hub of “Case di Quartiere” (Neighbourhoods Houses) in Turin
2. Creative communities and innovative services for CH

A shared governance has been experimented during the early project “Di casa in casa” (form house to house), rewarded by “Che fare 2” call.
2. Creative communities and innovative services for CH
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Local Development Agency “San Salvario onlus”, with the financing support of Compagnia di San Paolo, City Council of Turin and Vodafone Italia Foundation
3. Creative adaptive reuse: some perspectives of analysis
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The role of the local community and/or creative enterprises in promoting a vision of building reuse, designing a system of services and economic activities

- Which are the more active and creative players?
- How can they drive innovation process, involving new partners and gathering financial resources?
- How can key players manage the innovation process, creating governance structures able to coordinate stakeholders opinions and interests?
- Which governance structure and business model can better compound public goals, social mission and economic sustainability?
- How can reuse initiatives generate positive impacts on the local context?

Cultural heritage reuse: key factors to investigate (elaboration of authors)
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THANKS FOR YOUR ATTENTION!!!

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