
Economics of Uniqueness Cultural Heritage Assets and Historic Cities as Public Goods

Cultural Heritage: A Unifying Perspective

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Agenda

- **Unifying perspective and Integrated conservation:we should invest in relations**
- Integrated conservation as interpretation of “relational principle” ,for Local economic development
- The HUL approach towards an unifying perspective
- Linking conservation project/plans to management
- Towards Integrated evaluations
- Conclusions



**Our cities are suspended between
evolution and decline, wealth and
poverty...**

**But, the more insidious form of
poverty is the poverty of
relationships : between men and
nature,
the self and the others,
in the self (in the way of thinking...)**


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**The crisis of the city as a cultural
crisis: the triumph of culture of “the
self” without “the others”, of particular
interest without general
interests (common good)**


**Can conservation of cultural heritage
represent an investment to promote a
“culture of relationality”? Why?
At which conditions?**

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The educational/formative potential of cultural heritage, as a common good(intermediate between private and public ones):to put in relations the past with the present with the future,the particular and the universal,the permanence and the change...

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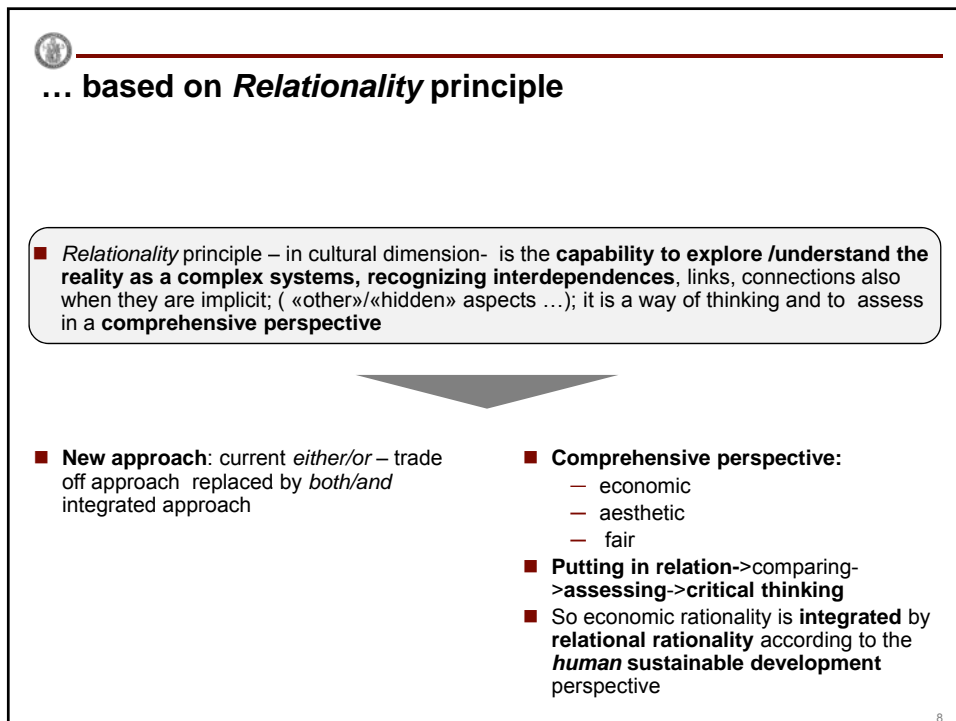
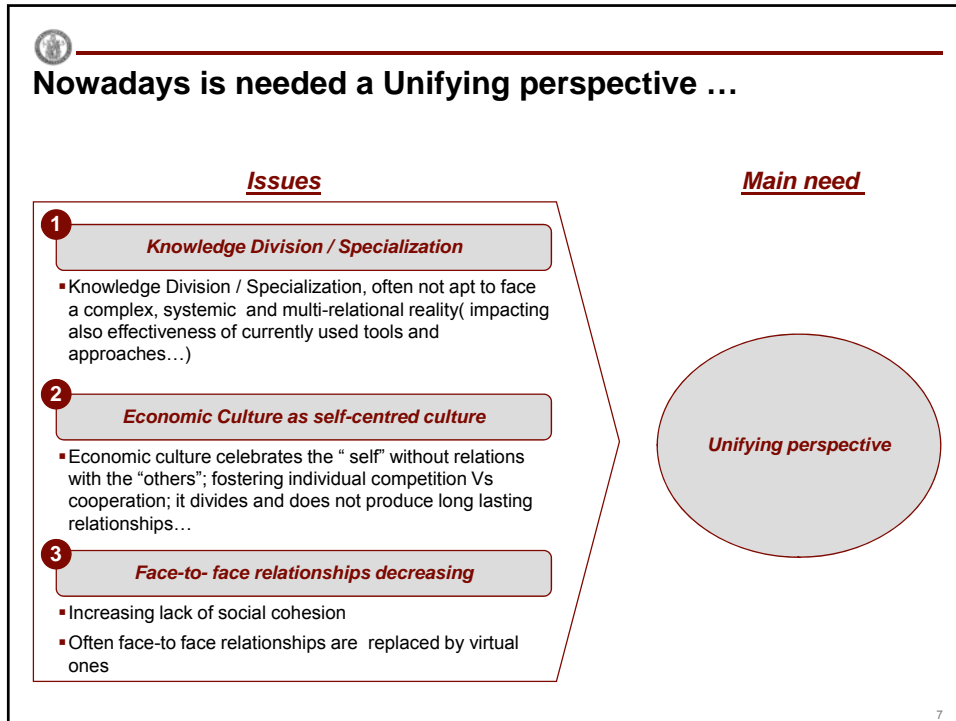


Christian Ost :the holistic approach...considering many correlations,...tangibles and intangibles;

Francesca Medda:relations between natural and man made capitals; brownfield and historic districts;...

Christer Gustafsson : the trading zone to put in relation values with business,costruction sector with conservation sector,.... to produce synergies and win –win projects

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Urban development assumes a unifying perspective: ‘*integrated conservation*’. It assumes the principle of relationality. The historic district as part of a wider urban complex system (see also Washington Charter)

■ Main **relationships to be considered** according to the *integrated conservation* approach:

- Conservation and development
- Ancient and new values
- Old technologies and new technologies
- Tangible capital and intangible capital
- Man-made capital and natural capital
- Economic values and ecological values
- Economic values and ethical values
- Wealth production and wealth distribution
- Private interests and public/general interest
- ...

All the relationships must be considered **NOT only within the conservation project/plan but also within the management plan/program**

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Some audacious example.....

■ The relational principle interpreted: old and new architecture (Hafencity, Hamburg)



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Increasing attention on new development strategies based on local resources should be leveraged on integrated conservation, avoiding 'touristification' risks

New development strategies based on Local Resources

- After the 2008 crisis, Countries are generally poorer, with **decreasing amount of public resources coming from national level to face, on local bases,:**
 - Economic decline (low investments, unemployment,...)
 - Social decline (aged population, increasing poverty, marginalization processes...)
 - Ecological decay (pollution...)

1

Tourism is very important, but

- Tourism is one of the main levers. But it includes also some important risks to be addressed ("touristification")

2

Need of integrated conservation aimed to invest also in the 'economy of relations'

- Integrated conservation should be implemented through investments in the 'economy of relations'

3

... using 'places' as entrance points ...

- Places can be seen as the 'spirit of the city'

4

... also to attract creative activities/talents

- Integrated conservation to attract creative activities and talents leveraging on the high quality of physical space, environment

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1 Tourism produces wealth, but can also destroy it, in the medium-long term



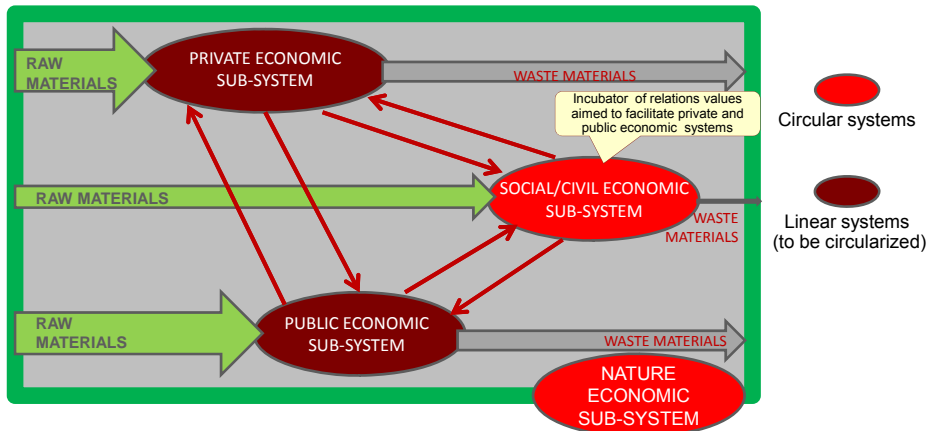
- Castelsardo (Sardinia, Italy) was one of the most interesting and well conserved ancient medieval villages
- Lot of tourists were attracted by its unique landscape....

- Since '90 the real estate investments have been heavily impacting landscape
- ... so, in the future, which landscape will be able to further attract tourists ??

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2 Integrated conservation should be implemented through investments in the 'economy of relations'



- Urban economy –made up of 3 subsystems- is fully based on natural economic (ecological) system
- Integrated conservation should be focused not only on private and public systems, **but on all the four Subsystems, stimulating circularization processes of private and public**
- Civil economy produces relational values through services/goods production

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3 Places as entrance points for urban regeneration

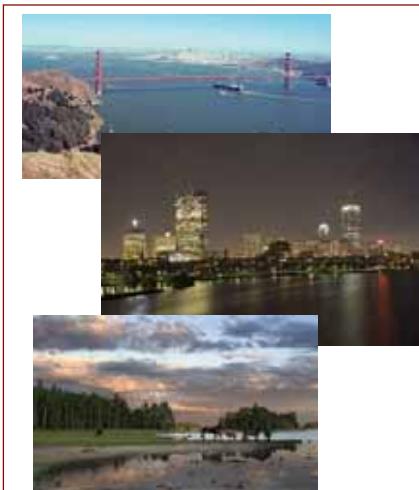


- *Places* can be seen as the ‘spirit of the city’
- *Places* are spaces where the **economy of relation is more dense**, due to their unique combination of tangible and intangible values
- The particular atmosphere of places is due to **the particular combination of the above four sub-systems**

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4 Integrated conservation to attract creative activities and talents leveraging on the high quality of physical space environment



- On-going researches seem to confirm **the integrated conservation capability to attract creative activities and talents**
- Empirically, **most creative activities areas** (Boston, Silicon Valley, Japan, Israel, Sweden, Shanghai area...) are **located in high quality physical and landscape space**

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Historic Urban Landscape (HUL) category includes also the *relationality* principle ...

Relationality principle

- Relationality principle is the capability to recognize **interdependences, links, connections** also when they are implicit; («other»/«hidden» aspects of an issue)
- ... by a **Multidimensional perspective** (economic, aesthetic, fair ...)



Historic Urban Landscape (HUL)

- Historic Urban Landscape (HUL) developed by UNESCO in 2010/11 suggests a **integrated approach**...
- ... it proposes an **anthropocentric and multi-dimensional category** (way to look reality and to propose actions on it)
- ... **linking historic district to the broader urban context** ...
- ... **Built and natural environment** ...
- ...**economic processes and intangible values**...
- It is based on relationality principle

The HUL approach promotes a unifying perspective introducing *relationality* principle

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... strongly supporting creative re-generation of historic district

Historic Urban Landscape (HUL) stresses **innovation in conservation...**

- ... introducing **changes in conservation ...**
- ... **opposing standardization ...**
- ... focusing on **creative conservation for effective development** (not just linked to tourism) ...
- ... stimulating **new synergies** (e.g. between ancient and new, economy and history ...) ...: a catalist of synergies to produce added value...
- ... also suggesting **sustainable management**


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The central role of management project/plan in conservation

- **Management** plan as a tool to:
 - **Reduce conflicts** of involved interests to acceptable levels
 - Improve institutional organization, creating a **favorable environment for stakeholders coordination**
 - Stimulate **inhabitants participation** to public choices regarding common goods
 - **Promote people participation** to celebration of cultural collective memory, and transmission from a generation to other generations(:not only experts...)
 - Stimulate the exercise of **critical judgment** (distinguishing the essential from less relevant items)
 - Educate to culture of **common goods care** (to responsibility, to citizenship...)
 - Spread the “**culture of relationality**”, because cultural heritage bridges ancient and new, particular and general, permanence and change...
 - Cultivate **creativity and innovation**
 - Improve **city resilience**

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The experiment of Management plan focused on community empowerment: not only experts but people,III sector,civil economy...

	AS-IS	TO-BE (proposal)
Main Focus	• Conservation Plan	• Management plan
Approach	• Top-down / Government	• Bottom-up / Community
Community role	• Marginal community role • Main involvement for technicians	• Community primary role (strongly involved in management) • Self-government / circularization between cultural heritage (as common goods) and community
Production	• Conservation of existing values	• Support for spreading the production of new values (fixing collective memory to increase identity, reacting to fragmentation) • Synergies
Partecipation Tools	• Participatory budget?	• Participatory budget


Relationality principle links also conservations projects/plans to management

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 **Integrated conservation needs unified evaluations ...**

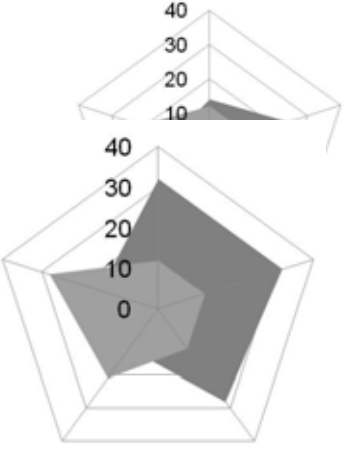
Unified evaluations

All stakeholders (Public, Private, Financial, 3° sector ...) to be involved

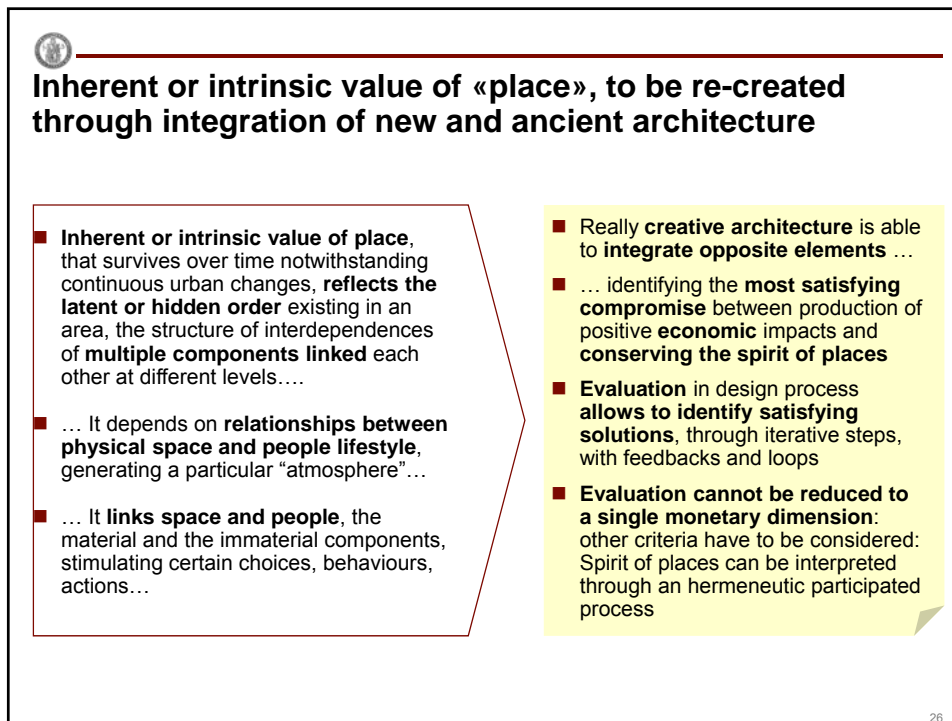
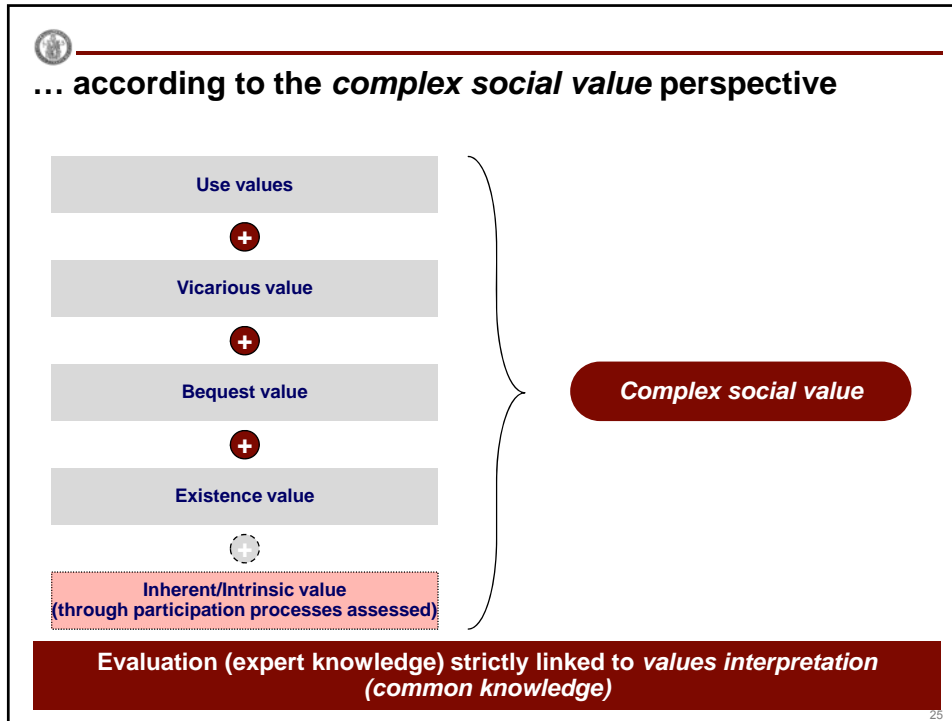
Criteria to be considered: economical, social, environmental, landscape, cultural

Both quantitative (€ ...) and qualitative impact to be assessed

Short and medium-long term perspective



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Conclusions: new research perspectives to produce useful knowledge to improve choices

Research focus

- Application of **unified evaluation** in ex-post best practices of cultural heritage city regeneration through integrated conservation (eg. Santiago de Compostela, Fez....)

Research main objectives

- Deduction of a comprehensive **practical / theoretical approach** to achieve economic objectives, together with cultural/environmental/aesthetic ones and the reduction of poverty: **for combating poverty through culture** (it is convenient to invest in relational perspective...)

Tools

- Proposal of new evaluation tools in design of conservation, able to help in identifying new relations between new and old values, economic and inherent values...utility, beauty and fairness...

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