# OPEN HERITAGE

# OBSERVATORY CASES

## The OC method

OPEN HERITAGE

People. Places. Potential.

# OBSERVATORY CASES

**Observatory Cases** are experiments in the adaptive re-use of heritage sites. They represent innovative prototypes in community and stakeholder involvement, resource integration, financial management, and area-based, territorial approach.

**Observatory Cases** are knowledge resources, linking analysis and practice. They inform

- scientific research,

- model-formation,

- tool development and

- implementation during the project.

# RESEARCH PERSPECTIVES

Anthropological analysis (Protagonists, motivations, story of the initiative)

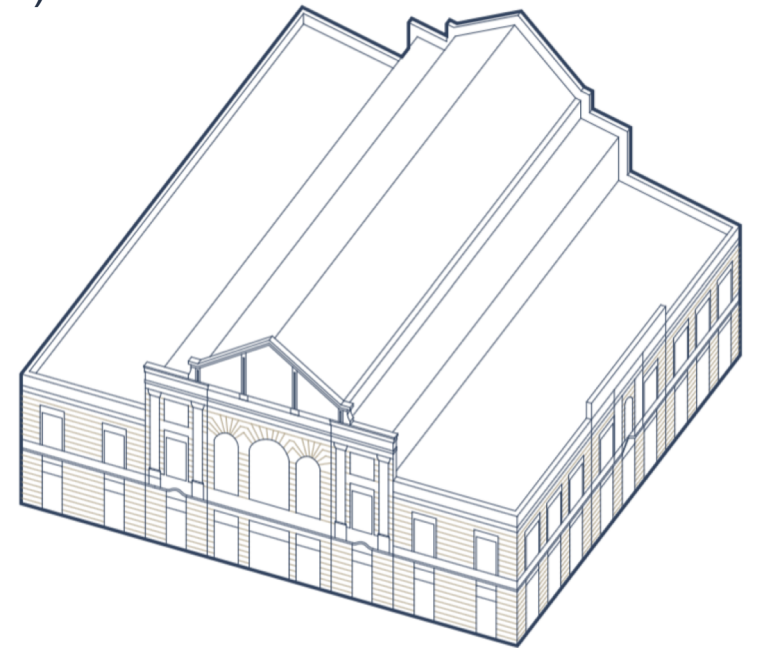Architectural analysis (heritage value, adaptive reuse)

Geographical and demographical analysis (social context)

Legal, administrative and policy analysis (regulations and policies)

Resource integration (financial and economic models)

Stakeholder analysis (community involvement and partners)

Impact (territorial, social, economic impact)



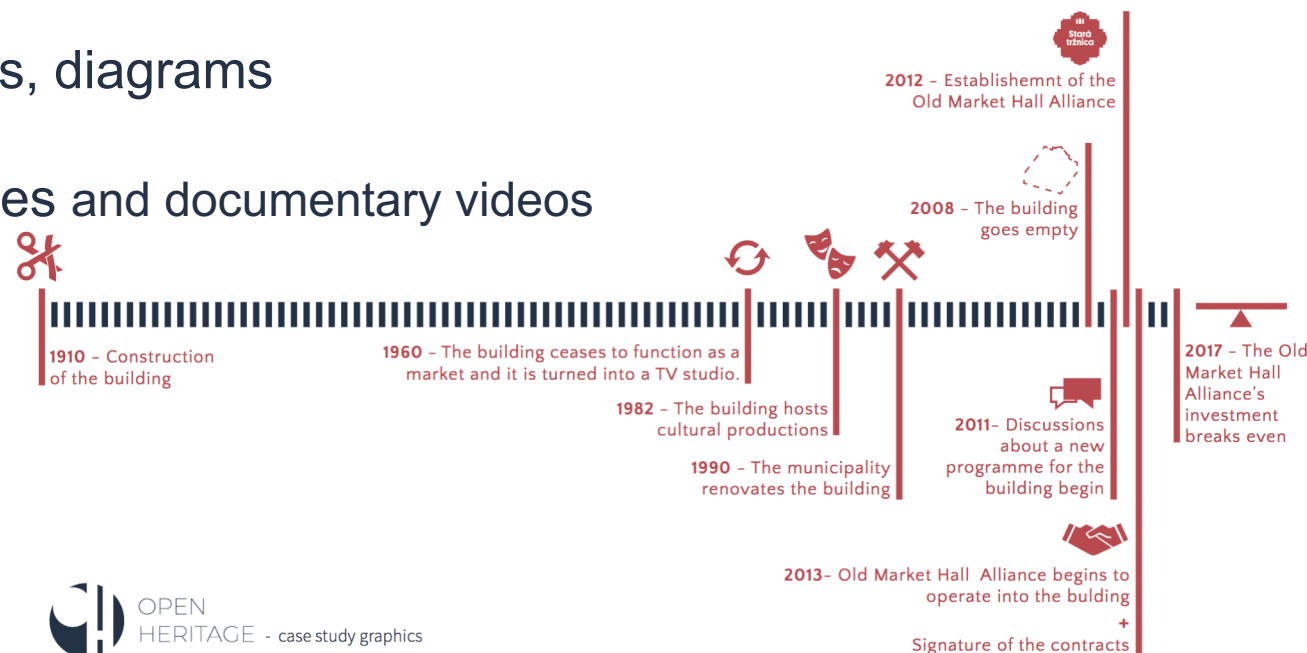Building: Stara Trznica – Old Market Hall

# OBSERVATORY CASE RESEARCH

**Observatory cases:** in-depth analysis of adaptive heritage reuse projects

**Research tools:** desk research, site visits, interviews

**Products:** audio and video recordings, diagrams

**Deliverables:** observatory case studies and documentary videos



2012 – Establishemnt of the Old Market Hall Alliance

2008 – The building goes empty

1910 – Construction of the building

1960 – The building ceases to function as a market and it is turned into a TV studio.

1982 – The building hosts cultural productions

2011– Discussions about a new programme for the building begin

2017 – The Old Market Hall Alliance's investment breaks even

1990 – The municipality renovates the building

2013– Old Market Hall Alliance begins to operate into the bulding

+

Signature of the contracts

OPEN HERITAGE - case study graphics

# OBSERVATORY CASE SELECTION

16 OCs have been selected to represent a variety of

- **regional experiences**

- **geographical positions** (urban, peri-urban and rural)

- **spatial types** – industrial, administrative, residential and commercial buildings, urban and rural sites;

- adaptive re-use **functions**, from cultural to community based, social and environmental;

- **financing and management models**;

- **governance** types (bottom-up, top-down, mixed).

OPEN HERITAGE

Fargfabriken

ExRotaprint

Jam Factory

Navy Yard

The Green Metropolis

Potocki Palace

Sargfabrik

Stará Tržnica

Jewish Quarter

Alba Iulia

Darwin Ecosysteme

Cascina Roccafranca

Halele Carol, Hesper factory

Cappuccinelle Convent

Largo Residencias

La fabrika de toda la vida

Years of previous experience on site

Church    Castle    Neighbourhood    Building    Industry

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HERITAGE

STEFANIA DE MASI
Socio-cultural Operator
Cascina Roccafranca

we talk about Cascina Roccafranca

**Observatory Case videos** are conceived to accompany and support the Observatory Case studies in a format that is more accessible and can reach a broader audience. They tell the story of each initiative through testimonies of their protagonists, highlighting the importance of both individual engagement and community spirit. The OC videos had been produced in the first 24 months of the OpenHeritage project and will be featured in exhibitions, presentations and screenings. You can ready about the making of the videos here and watch the videos in the individual case pages below, or at the project's Vimeo channel.
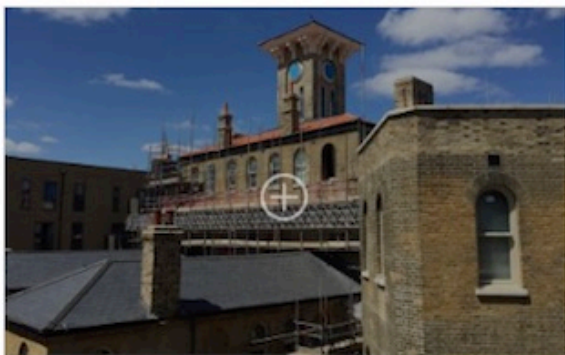


### LONDON CLT

London CLT is London's first Community Land Trust established in the former psychiatric hospital of St Clements, in the Mile End area. The CLT provides affordable housing, allowing long-term residents who would be priced out to stay in the area, countering the...

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### SARGFABRIK

The Sargfabrik, a transformed former coffin factory has been one of the most important adaptive reuse projects with an innovative housing aim

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### CASCINA ROCCAFRANCA

Cascina Roccafranca is a public social and cultural centre operating in a large former farm house and its courtyard on the periphery of Turin

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# Open Heritage Documentaries

Share

**London CLT: Creating comm...**
The Open Heritage Project
London CLT is London's first Community Land Trust established in the former psychiatric hospital of St...

**ExRotaprint: From industrial ...**
The Open Heritage Project
ExRotaprint was founded in 2007 by tenants of the former Rotaprint industrial complex located in...

**Stará Tržnica: Breathing life i...**
The Open Heritage Project
Stará Tržnica (Old Market Hall) is a historical building in the centre of Bratislava. The building closed dow...

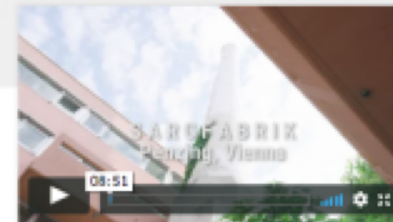**Largo Residências: Transfor...**
The Open Heritage Project
Largo Residências is a hostel, hotel, artist-in-residence and café in Lisbon's fast-changing...

**Färgfabriken: From producin...**
The Open Heritage Project
Färgfabriken is a platform and exhibition venue for contemporary cultural expressions, with an emphasi...

**Sargfabrik**
The Open Heritage Project
The Sargfabrik, a transformed former coffin factory has been one of the most important adaptive reuse...

**Cascina Roccafranca: The jo...**
The Open Heritage Project
Cascina Roccafranca is a multi-functional community centre located in a former farmstead in Turin's...

**The Convento delle Cappucc...**
The Open Heritage Project
The former church complex Convento delle Cappuccinelle, situated in a very dense neighborho...

**Szimpla Kert & The Jewish D...**
The Open Heritage Project
The so-called Jewish District is a historical neighborhood in the center of Budapest. Recently it...

**La Fábrika detodalavida**
The Open Heritage Project
La Fábrika detodalavida (The Factory of a Lifetime) is a participatory cultural space located in an...

**Halele Carol**
The Open Heritage Project
Halele Carol represents one of the most well-known adaptive re-use projects in Bucharest. The former...

**The Potocki Palace**
The Open Heritage Project
The revitalization project of the Potocki Palace, a Rococo residence in a county town called Radzyń...

# PARTNERSHIPS IN ADAPTIVE HERITAGE REUSE

When various stakeholders are involved, such as NGOs, local communities, different public bodies, private investors, and heritage professionals, it is not that easy to reach consensus or even regulate the decision-making process.

How to build **partnerships** where NGOs, municipalities, private companies and knowledge institutions all have a voice in the adaptive reuse of heritage spaces? How can municipalities work together with civic initiatives in supporting the community-led reuse of heritage spaces? How can built heritage be an asset for the cities, and how can public-private-people partnerships benefit heritage? What is the potential of historical buildings to be more than just monuments to preserve?