

CENTRO STORICO? SOLO SE È “BRAND NEW”. IL CENTRO STORICO DI VIMERCATE TRA TUTELA E PIANIFICAZIONE

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ABSTRACT

The call for papers proposes a topic that opens huge fields for discussion and shifts by far the boundaries of the discipline, calling the experts to think in a multidisciplinary way and to consider restoration as the premise for the valorisation activities based on the relationships among object, context and people.

The other interesting food for thought is the widening to the stock of built heritage, independently from the legal protection, which invites to deepen the reflection about the definition of Cultural Heritage and about the role of Conservation of historic buildings in a socio-economic perspective.

There is a vast literature about the debate on the planning of historic centres and on the opportunity of adopting the conservation approach, since the 1960s documents published by ANCSA until the most recent researches about strategies of sustainable urban regeneration.

The range of the disciplines involved in the design of the conservation of historic centre is as much broad, and it becomes more challenging if the aim is to create policies and urban planning strategies focused on the valorisation of built cultural heritage.

The paper deals with a series of topics which usually are not connected, and, above all, are not deemed as synergistic and it has the objective of facing the topic from a methodological point of view, but given the richness of the subject, the development of the reasoning will be explained by means of a case study referred to the urban planning of a medium sized town.

The aim is to highlight the importance of a correct methodological approach in order to produce positive impacts from the cultural, social, environmental and economic point of view, settling the stakeholders' interests.

Parole chiave/Key-words: Centro storico, tutela, valorizzazione, Vimercate