

LA CONSERVAZIONE DELLE FACCIATE NEI CENTRI STORICI: PERCHÈ, COME E PER CHI.

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ABSTRACT

The proposal is focused on the conservation of the façades in historic city centres which can be considered as the “public” side of private properties. What is relevant is to question about: why conservation of the façades of historic buildings can affect the urban quality and the attitude of people towards Cultural Heritage; how it can happen; who are the stakeholders.

The paper will analyse all these aspects from a theoretical point of view, but it will also investigate some case histories, including a study conducted thanks to a biennial experience with an international course of Architectural Preservation aimed at producing a knowledge path both for the conservation and valorisation design. The idea is to present the general frame in which the pure technical aspects of conservation of the surfaces of historic buildings are placed, highlighting the multidisciplinary features involved in the conservation process: cultural approaches, regulations about protected and not protected buildings, urban quality (regeneration?), urban planning, energy efficiency and fiscal incentives, and cost-benefit evaluation of the knowledge based approach. This latter aspect is the most important in order to pinpoint the impacts of conservation activities. It seems of some interest to deepen the reflection about the role of historic buildings, protected or not, and of their conservation in the development of the awareness of the set of cultural values that a community can share.

Key-words: Integrated Conservation, Historic Urban Landscape, Values, Community involvement