

# BEYOND MUSEUM / NEW STRATEGIES OF PRESERVATION APPLIED TO OVERSIZED ARCHITECTURES

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## **Abstract.**

Memory and oblivion are the structure of our mind that continuously makes selections. We classify, we analyse, we count, we protect our heritage but when we have to design strategies for its “actualization” the practices are only related to its conservation and safeguard. Applying the same point of view to all the elements under protection by law is absurd. After the Great Recession Period the available resources for the conservation have decreased and nowadays “economical sustainability” and “management” items concerning the intervention of conservation on cultural heritage are more and more relevant and strategic. Cultural tourism can be the economic resource that completes the traditional public investment. Evaluating the “potential” of the cultural *non-performing Legacies* (npL) is the precondition to the definition of efficient strategies of intervention that should be more flexible and efficient. Thanks to two researches on oversized cultural non-performing legacy case studies, the Dipartimento Architettura e Design (DAD) of the Politecnico di Torino has experimented the application of a new concept of adaptive reuse developed starting from the cultural heritage capacity to generate new incomes.

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