

INDIVIDUAZIONE, CONSERVAZIONE E VALORIZZAZIONE DELLE BOTTEGHE STORICHE, DEI LOCALI DI TRADIZIONE E RIFLESSIONI PER UN USO COMPATIBILE NEL TEMPO.

**SPERIMENTAZIONE E CASI STUDIO A GENOVA E SESTRI
LEVANTE.**

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Abstract.

Retail shops are undoubtedly a precious cultural heritage since they preserve old furniture and ancient memories of the past.

According to a memorandum of understanding of 2013 between Mibact (the Ministry of Cultural Heritage and Activities), the Municipality, the Chamber of Commerce, Confcommercio, Confesercenti, the Association of Craftmanship and Small Enterprises (Cna) and the institutions represented by the Commission, they have decided to “identify, preserve and value old retail shops, traditional places and historical places of business in Genoa municipality”.

In the last few years, this Heritage Department has provided a methodology based on specific criteria to identify any retail shop that has preserved the historical value of a craftmanship and protected their architectural elements and their typical original furniture.

Mibact together with other professionals have proposed the official recognition of Historical Shops and Traditional Places.

The methodology applied in Genoa Municipality was also adopted in Sestri Levante Municipality in order to test it in a different reality.

Our intent is to ponder on the results of such experience and the complexity of similar recognitions meant to preserve the intended use of all historical elements and places which have survived to this day.

Whenever a historical shop shut down, we considered whether it was more important to maintain its same intended use or rather to preserve its furniture and its sign for a different use which could be compatible with the original one.