

VALORIZZAZIONE DEL PATRIMONIO STORICO: ESPERIENZE DI COLLABORAZIONE PUBBLICO- PRIVATA NELLA GESTIONE DEL CASTELLO DI BRIVIO COME POLO ATTRATTIVO DEL SISTEMA CULTURALE DEL TERRITORIO LECCHESE

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Abstract.

Valorization of the historic heritage: collaboration experiences in the management of the Brivio castle as attractive pole of the cultural system of Lecco district

Despite the serious limitations imposed by the economic crisis started in 2008, the tourist sector connected to the cultural heritage industry in Lombardy Region recorded a positive trend in the last years. If the most incisive growth was observed in Lake Como and its cultural system, based on a huge environmental scenario hosting important historical buildings and specific activities, a short increment for the cultural demand occurred also the Brianza District. In this well-known productive area, where the cultural tourism was incentivised only in recent years, thanks to the valorisation of the Royal Villa in Monza and few other examples, the basis for its cultural empowerment came from a relative positive policy addressed to the protection of the environment and the valorisation of some local resources. Among them, this paper takes into account the recent relationships between public and private subjects for promoting the rediscovery and the further valorisation of a castle located in Brivio. Promoting cultural activities into the private spaces of the castle, a medieval complex deeply renewed in 19th century, the public administration created the conditions for a progressive rehabilitation of the building by the private owners, addressing a strategic introduction of new functions, compatible with the public destination for cultural events.

Keywords: *valorization, public-private partnership, Brivio Castle, industrial archaeology*