

## THE CREATION OF A PUBLIC SPACE WITHIN A PRIVATE COMMISSION: THE CASE OF THE *FONDACO DEI TEDESCHI* IN VENICE AND ITS CHANGE OF USE

CRISTINA BONIOTTI\*, RENATA CODELLO\*\*, STEFANO DELLA TORRE\*

\* Politecnico di Milano, Dipartimento di Architettura, Ingegneria delle Costruzioni e Ambiente Costruito

cristina.boniotti@polimi.it; stefano.dellatorre@polimi.it

\*\* Fondazione Cini, Venezia      renata.codello@cini.it

### **Abstract.**

This paper is aimed at eliciting some reflections as to the concept of reuse, a pivotal issue when it comes to the fruition of a built cultural heritage site, and that of public interest, a key factor in the choice of a building's use when a piece of public property is acquired by private investors while still yielding benefits of a public nature.

For the purpose of this analysis, the *Fondaco dei Tedeschi* is a masterpiece example of a commercial space opened within a listed building sold by a public entity to a private holding by means of an auction sale. One of the main politically charged issues emerging from this pursuit was consistent with the building's original public nature.

As some well-consolidated doctoral opinions view the conservation and valorization of public cultural heritage as pertaining to the purview of Governments, the case study at issue is very likely to beget a lively debate on divestiture operations and the subsequent involvement of private-sector bodies in heritage management. Public-private partnerships, for instance, might well be one of the institutional options best suited to ensure continuity and long-term planning in conservation activities whilst at the same time preventing the occurrence of casual, non-virtuous projects and privatization programs.

**Keywords:** *Management, Reuse, Public Interest, Fondaco dei Tedeschi, Public-Private Partnership.*