OpenHeritage

Organizing, Promoting and Enabling Heritage Re-use through Inclusion, Technology, Access, Governance, and Empowerment

Horizon2020 project, 2018–2022

What is OpenHeritage?

OpenHeritage works toward creating a sustainable management model of heritage assets.

It operates with an open definition of heritage, involving sites that are not listed or incorporated into the official heritage discourse. Rather, these buildings, complexes, and spaces have a symbolic or practical significance for local and trans-local communities.

The model is based on the recognition that heritage preservation and management efforts are often inefficient and unsustainable without the integrated application of interdisciplinary knowledge, multi-stakeholder cooperation, and community involvement.

What will we do?

The project will work on an inclusive governance and management model for adaptive heritage re-use and a supportive toolbox that is applicable under various institutional circumstances.

The project's activities will rely on three main pillars:

Community and stakeholders involvement - The concepts of heritage community and participatory culture are applied, identifying various approaches, and ensuring sustainable involvement.

Resource integration - Innovative financial and business solutions are tested to overcome resource scarcity, and to encourage the financial involvement of local stakeholders.

Regional embeddedness - The re-use processes are part of broader territorial development initiatives. They consider the regional social, environmental, administrative, and economic contexts of the heritage sites.
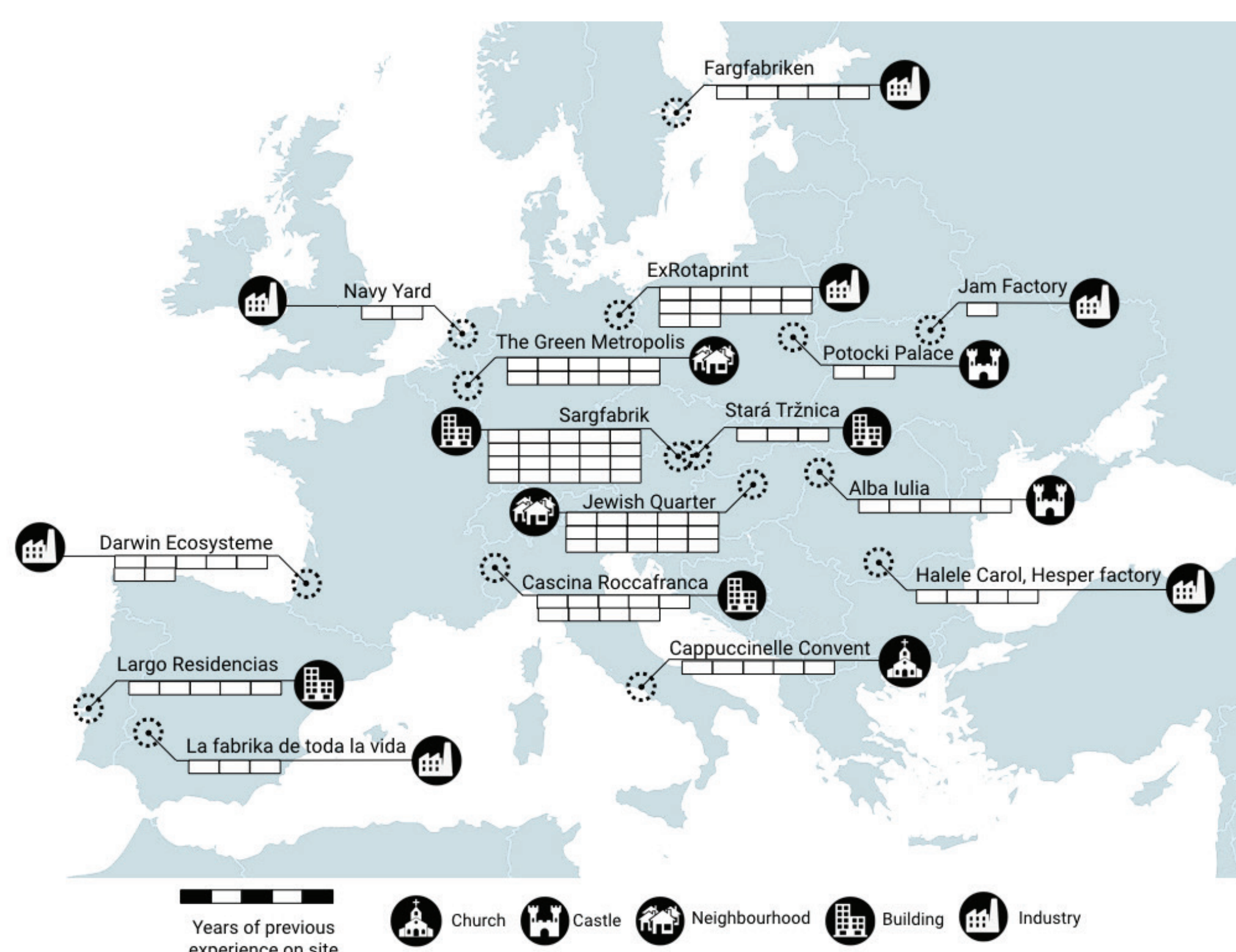
How we will do it?

Surveying

The project produces a macro-level overview and evaluation of current heritage re-use practices in Europe. The aim is to develop a state-of-the-art understanding and typology of the institutional and regulatory context, as well as of the funding and economic landscape of adaptive re-use practices.
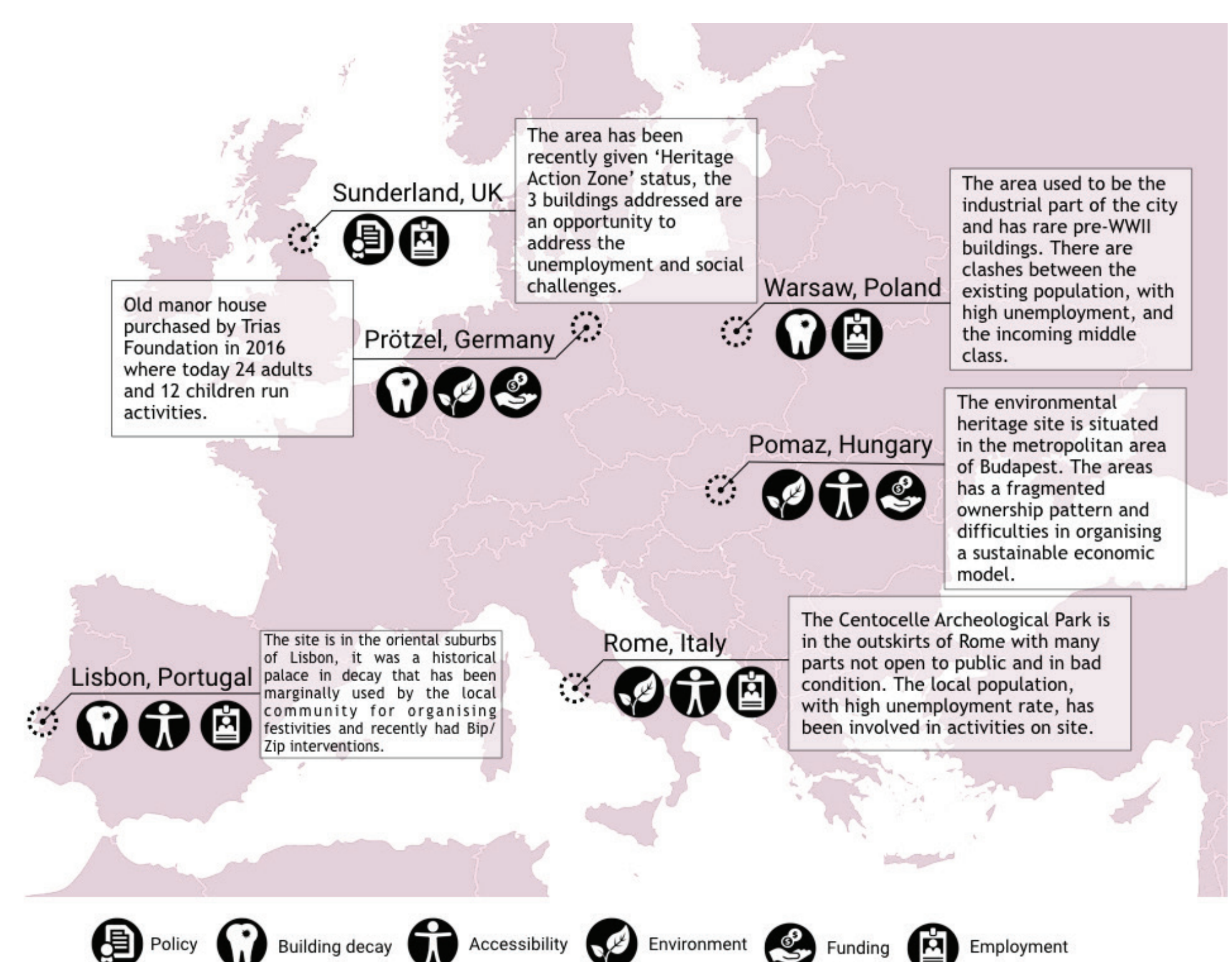
Analysing

The sixteen Observatory Cases are good practices of adaptive re-use projects that will be studied and compared in-depth. They are innovative in terms of their community and stakeholder involvement, financial management, as well as their regional embeddedness. The selected sites vary in their original function (industrial, ecclesiastical, royal, administrative, military, residential, etc.), and they are dispersed all over Europe. The work done at the sites will be documented in written reports, video footages, and podcasts made accessible to a wider public.

Testing

The six Cooperative Heritage Labs are experimental sites where OpenHeritage tests tools and practices to promote the sustainable re-use of heritage assets. Each CHL is of important heritage value, but in need of an appropriate function, facing diverse problems of economic, social and environmental nature. Work in the CHLs promotes engaging citizens into the discussion about the future of the heritage assets, helping them understand and redefine the heritage value, and involving them into the long-term operation of the sites. A multi-purpose website will provide a forum for the activities, and serve as a surface for crowdfunding and crowdsourcing campaigns.

Sunderland, UK — The area has been recently given 'Heritage Action Zone' status, the 3 buildings addressed are an opportunity to address the unemployment and social challenges.

Prötzel, Germany — Old manor house purchased by Trias Foundation in 2016 where today 24 adults and 12 children run activities.

Warsaw, Poland — The area used to be the industrial part of the city and has rare pre-WWII buildings. There are clashes between the existing population, with high unemployment, and the incoming middle class.

Pomaz, Hungary — The environmental heritage site is situated in the metropolitan area of Budapest. The areas has a fragmented ownership pattern and difficulties in organising a sustainable economic model.

Lisbon, Portugal — The site is in the oriental suburbs of Lisbon, it was a historical palace in decay that has been marginally used by the local community for organising festivities and recently had Bip/Zip interventions.

Rome, Italy — The Centocelle Archeological Park is in the outskirts of Rome with many parts not open to public and in bad condition. The local population, with high unemployment rate, has been involved in activities on site.

Policy | Building decay | Accessibility | Environment | Funding | Employment

Fargfabriken · Navy Yard · ExRotaprint · Jam Factory · The Green Metropolis · Potocki Palace · Sargfabrik · Stará Tržnica · Darwin Ecosysteme · Jewish Quarter · Alba Iulia · Cascina Roccafranca · Halele Carol, Hesper factory · Largo Residencias · Cappuccinelle Convent · La fabrika de toda la vida

Years of previous experience on site

Church | Castle | Neighbourhood | Building | Industry

Ex-Rotaprint is an industrial site in Berlin (DE). The former printing machine factory is a 10 000 m2 complex now hosting a variety of cultural and social activities. It illustrates the efficient use of innovative financial tools applied in cultural heritage maintenance and management.

Nagykovácsi is situated in the Pilis Mountains, on the edge of Pomáz (HU), on a private bio-goat farm. The site displays medieval ruins of a monastic manorial complex, with traces of historical landscape cultivation. The aim is to find a complex and economically sustainable functionality for the site that promotes its heritage value, involves the local community, and integrates it into the surrounding National Park.

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