

Conservation / Creation

The Creative Act and the Conservation Process

Group members: Analu Cadore, Giorgio Danesi, Ersilia Fiore, Sara Mauri, Giulio Mirabella Roberti, Francesca Musanti, Lucina Napoleone, Martina Porcu, Miguel Calvo Salve, Maria Iulia Stanciu, Tarek Teba, Oana Țiganea



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The Creative Act, component part of Cultural Heritage

Creativity within the Setting

A case study, approached at different scales of interest, has already passed through several acts of creativity (“chain of creativity acts”): construction, use, transformation and destiny.

Creativity in its tangible manifestation of the built environment through construction materials and techniques that responded “creatively” to a specific environment and need (i.e., economic, social, cultural, political). Creativity in the built legacy’s transmission through use, reuse, adaptation, transformation, and preservation.

Circularity between Conservation and Creativity.

Circularity Creation / Conservation

Key-words



1. Conservation as a medium for creation (or an expression of creation)

2. Physical conservation as a condition for social and cultural vitality

3. Old and new as dimensions of the future: the embrace of hybridity

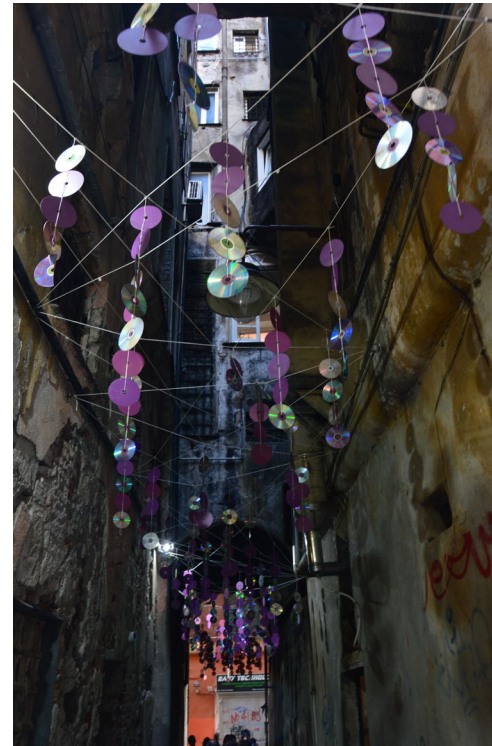
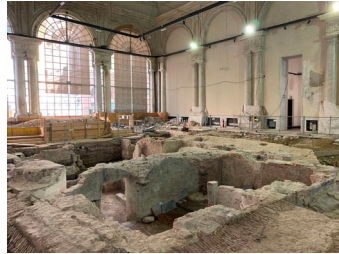
Limits and opportunities of the conservation that stimulate creativity

Historic City Centre of Genoa



Walking in Genoa, September 11th, 2024 @GroupPink.

Walking in Genoa and observing its Creativity



Walking in Genoa, September 11th, 2024
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Albergo dei Poveri

Opportunity or limitation of the conservation intervention as a creative act?

A step-by-step intervention approached simultaneously at urban and architectural scale.

Vague Space as an Opportunity.

The “Whole Building Approach”:

- Intervention is crucial in the creation of new spaces and meanings, because the details could change completely the implementation.
- Durability and compatibility of materials.
- Reversibility of the intervention.
- Attention to details.



Inner courtyard “Albergo dei Poveri” @Group Pink.

Albergo dei Poveri

Opportunity or limitation of
the conservation intervention
as a creative act?

Care / Respect

Discretion

Reversibility

Compatibility

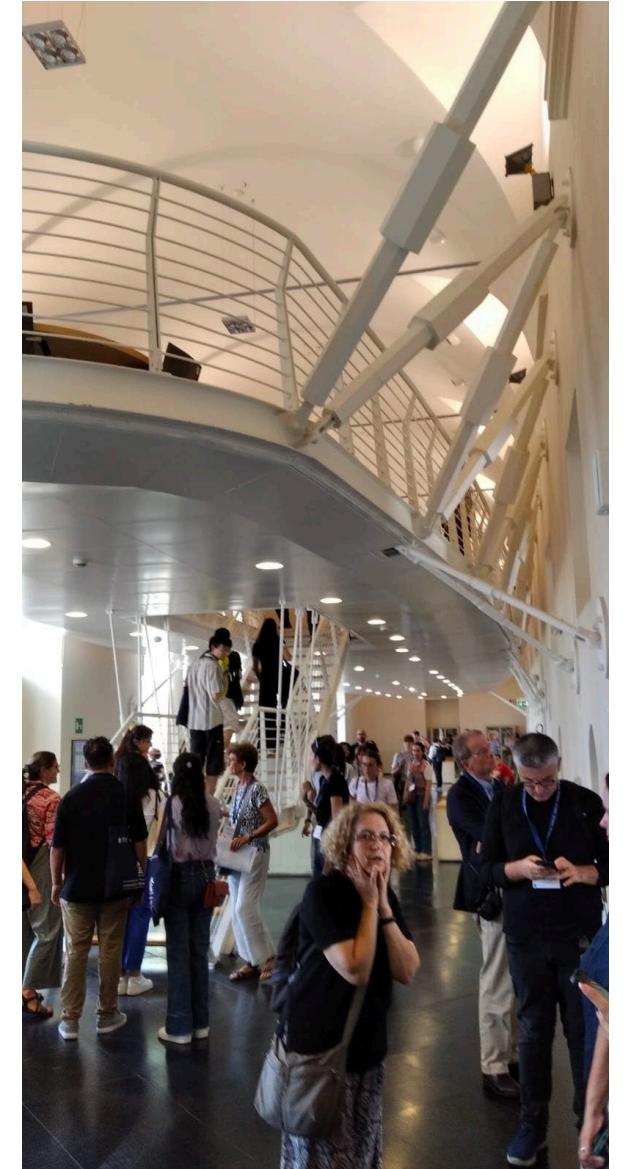
vs.

Invasiveness

“Creative ego”

Erasing the meaning

Loss of materiality



Interventions in “Albergo dei Poveri” @Group Pink.

How can a creative act from a conservation perspective relate to the tangible and intangible manifestations of a setting?

Does a creative act in conservation relate differently to the tangible and intangible aspects of a legacy?

Create *new* communities through preservation tools that we can embrace and implement rooted in knowledge and acknowledge of the built environment?

Does *new* communities imply *new* identities?

Co-creating the meanings with local communities and the difference from the creative act of the preserving process?

Creativity in translating the local population needs?

Stimulate through the intervention the appropriation of the existing built environment to local community.

Inform, educate, disseminate, involve.



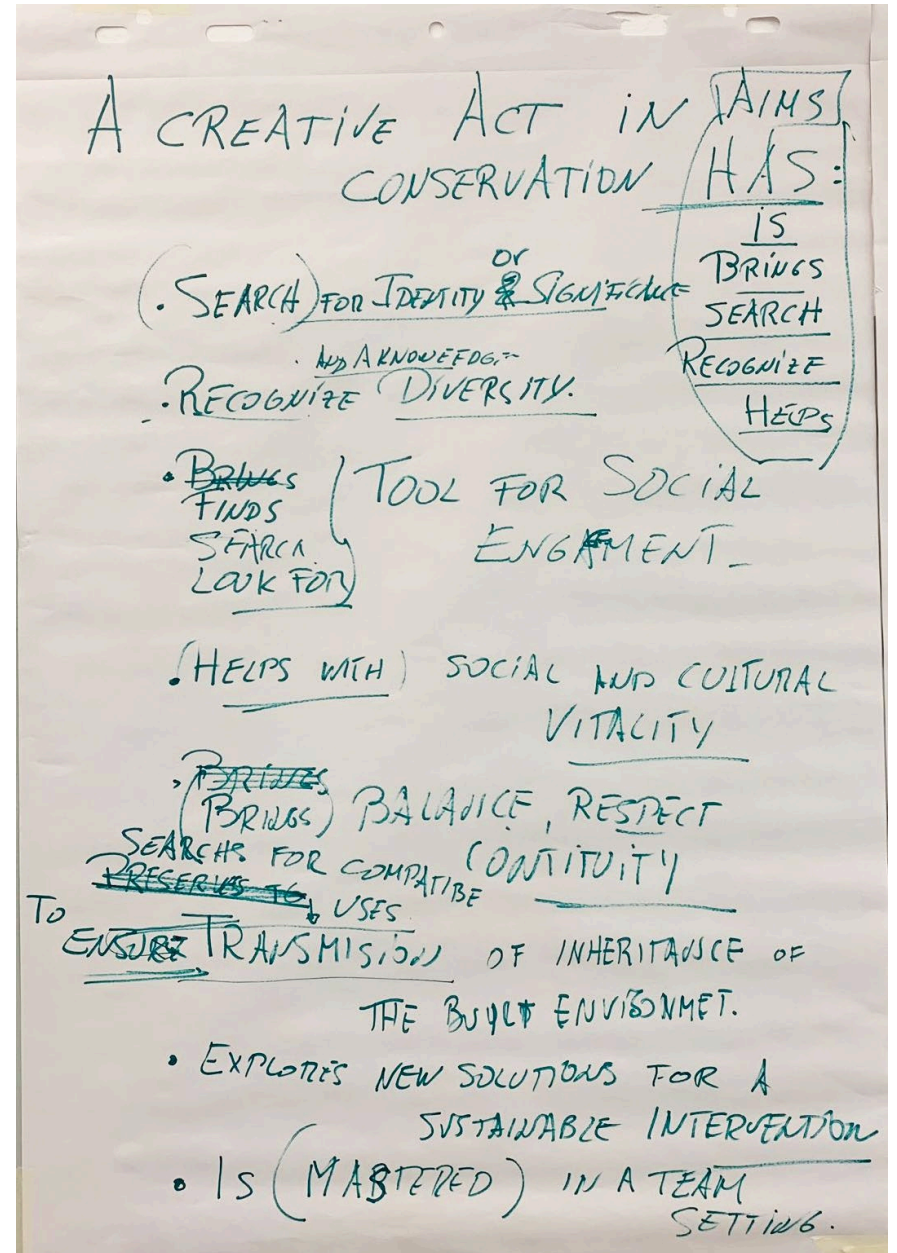
Piazza Don Andrea Gallo, September 12th 2024.

A Creative Act in Conservation is not just an opportunity to be "Creative"

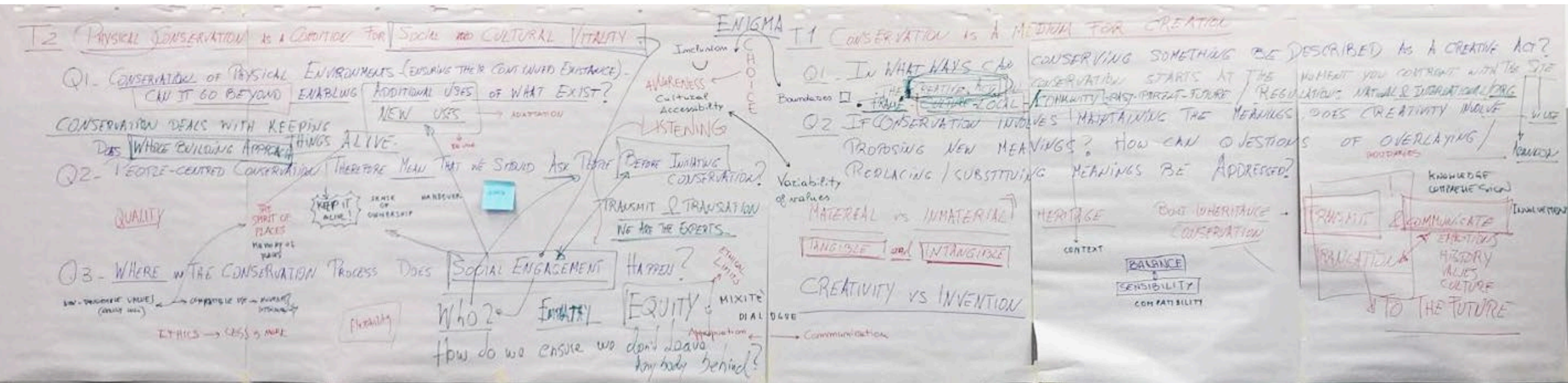
A Creative Act in Conservation should aim for:

- Transmitting and translating the inheritance of the built environment.
- Balance change and preservation.
- Respect and continuity.
- Recognizing and acknowledging diversity.
- Reinforce significances.
- New tools/ways for social engagement.
- Help with social and cultural vitality.
- Recognizable stages of intervention.
- Compatible uses for a sustainable interventions.
- Interdisciplinary approach for an optimal solution.

... ..



No solutions or recipes, but rather the creation of a “colour-pallet for the painters” which, based on the specific case study, could be mixed during the creative act of the conservation to achieve the transmitting of an inheritance to future generations.



Thank you!
Group Pink.



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