

An alternative conservation model of the agroindustrial heritage

The aim of this poster is to present a case of study, developed by the Architectural School of Rosario, that promotes an alternative approach regarding agroindustrial conservation plans in the Rosario's Metropolitan Area.

The first priority should be to protect the remaining physical resources, thus preventing any further deterioration.

Only then we can wonder what to do with these buildings and begin to think about how to interpret them.

Reuse is critical many times because the resources are too vast and cannot be preserved by public initiatives alone.

As much as possible, reuse should be keyed to the ways in which the built resources can be used to tell the story of the place based on creative collaboration between the multiple actors involved in the management plan...

In the 21st century, the practice of built heritage conservation introduces new approaches in the discipline.

the actions on cultural heritage have move

from studying an isolated heritage	to a cultural landscape
from heritage conservation	to management of cultural resources
from public actions	to participative enterprises.

Aims of the project

- Preserve the material aspect of buildings and their intangible values.
- Develop the use of local culture to achieve economic development, at both city and regional scales.
- Involve citizens in the conservation program. Conserve the resources, including elements of the natural landscape.
- Create a partnership of public and private organizations.
- Focus actions both on the conservation of buildings and sustainable development.

After researching the metropolitan area of Rosario for the last four years we could define a cultural landscape according to the productive activities of the region.

Because of this, a large number of landmarks Wheat mills, railroads, storehouses and "estancias"- are still present in the flat land of the "pampa".

Development of the project

basis in Logical Framework Approach
 ■ **Analysis of the Context of the project**
 environmental/background information
 SWOT Analysis

■ Stakeholder Analysis.

Actors involved in the project

■ Problem analysis/Situation analysis

Survey-documentation-value

■ Activity plan

First approach and characterization of the object.

Re-definition of the limits of the object project.

Physical, social, economic survey and records of the complex and its context.

Identification of principal values.

Definition of values.

Analysis and reinforcement of the site values.

■ Design of the management project.

Conservation and development projects.

Identification of resources.

Documentation of resources.

Value.

Interpretation of the whole.

Project design

Analysis of the resource needed to develop the project

Indicators/Measurement of Objectives

Risk Analysis and Risk Management

Analysis of relevance, Feasibility and Sustainability

Preliminary conclusion

Based on recent actions, the inter-institutional coordination has been used in former rehabilitation and conservation projects with very satisfactory results that reinforce local identity.

The major benefit of these projects has been the raising of local citizens awareness on the preservation of historic buildings and how citizens can improve their living conditions by different local projects based on the heritage conservation.

Built Heritage conservation can be re-qualified and reached a new dimension in the context of opportunities and challenges of cultural diversity promotes and it appears as a resource to protect identity at the time to promote sustainable development.



Argentina
Santa Fe Province



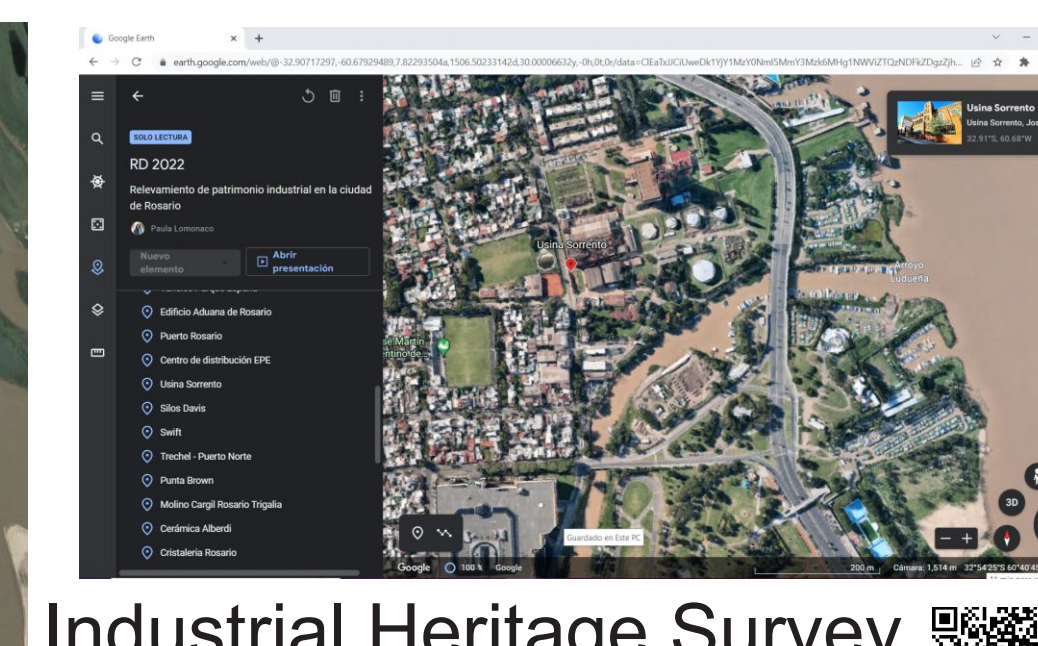
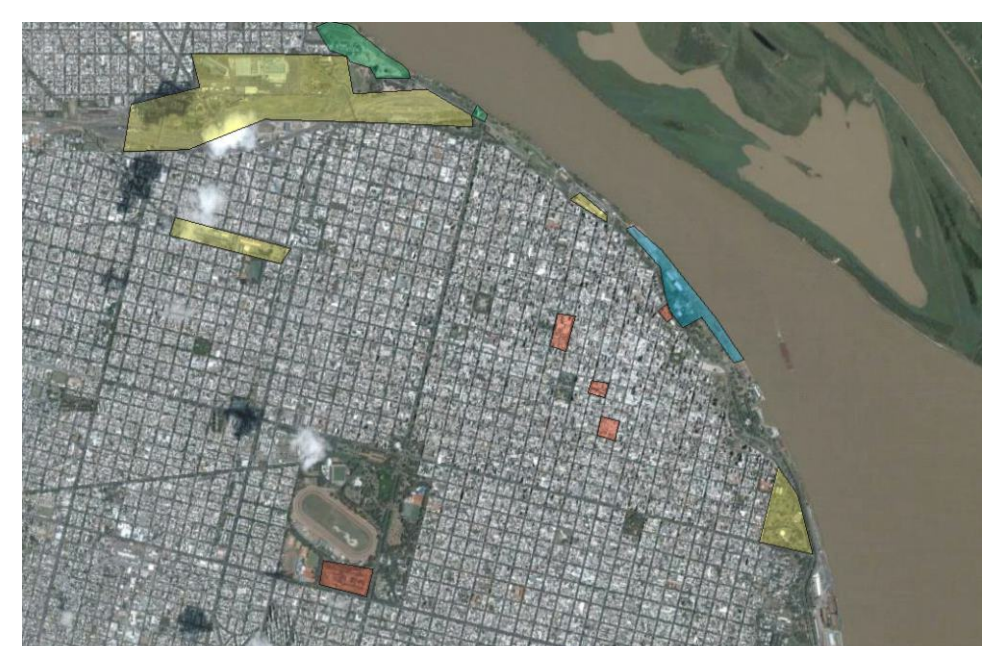
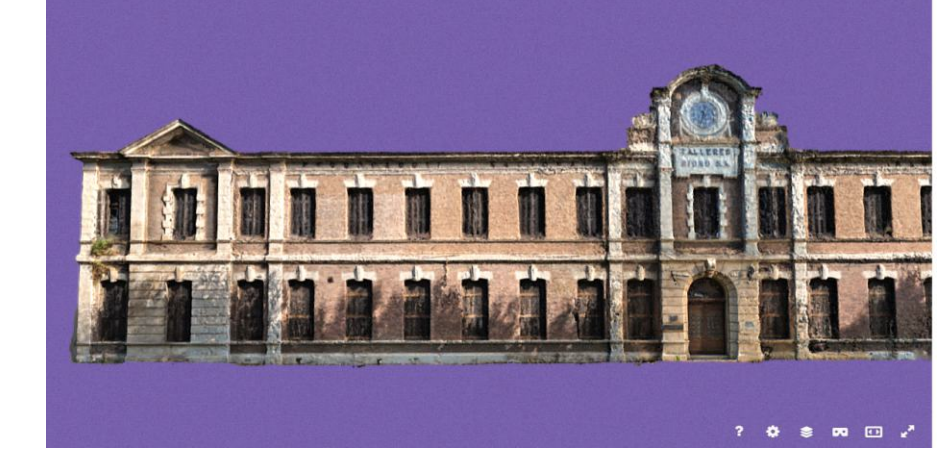
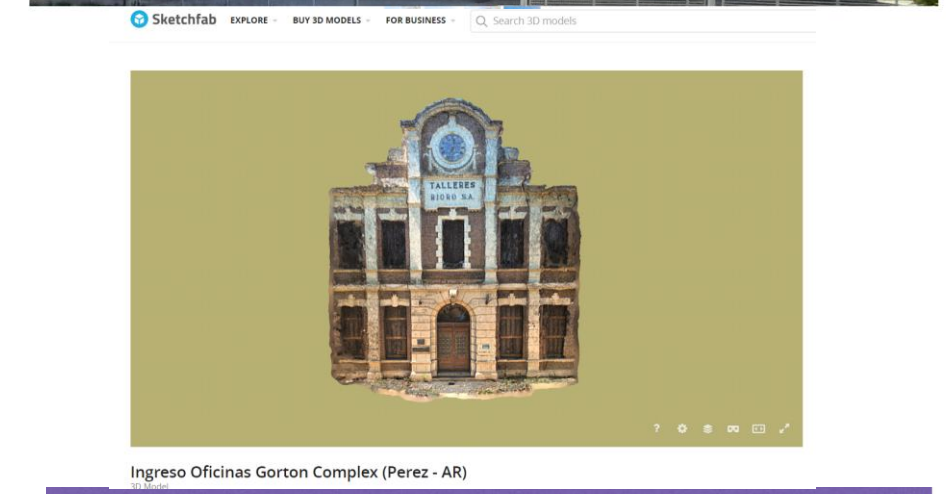
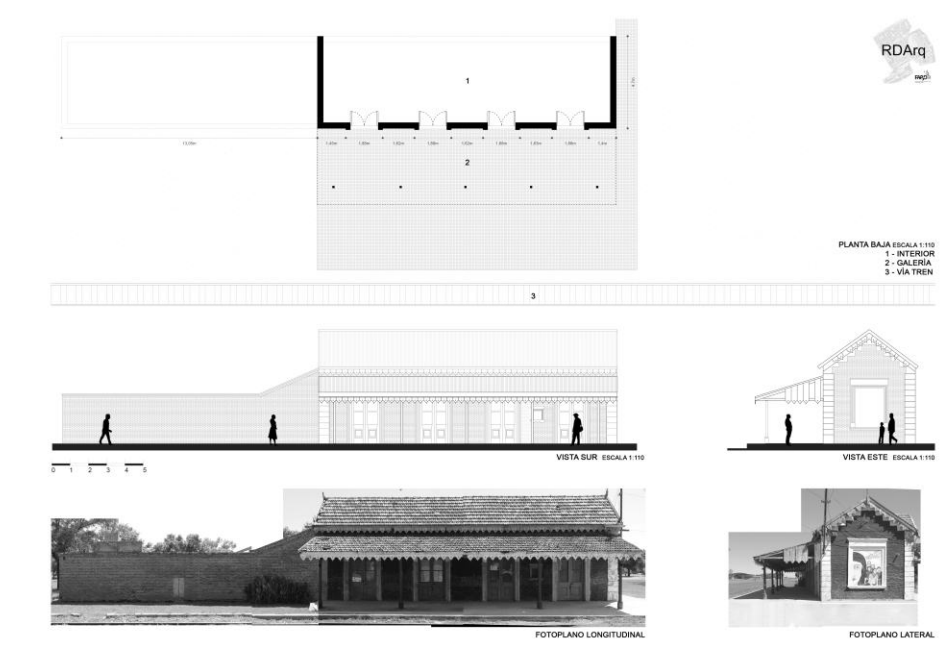
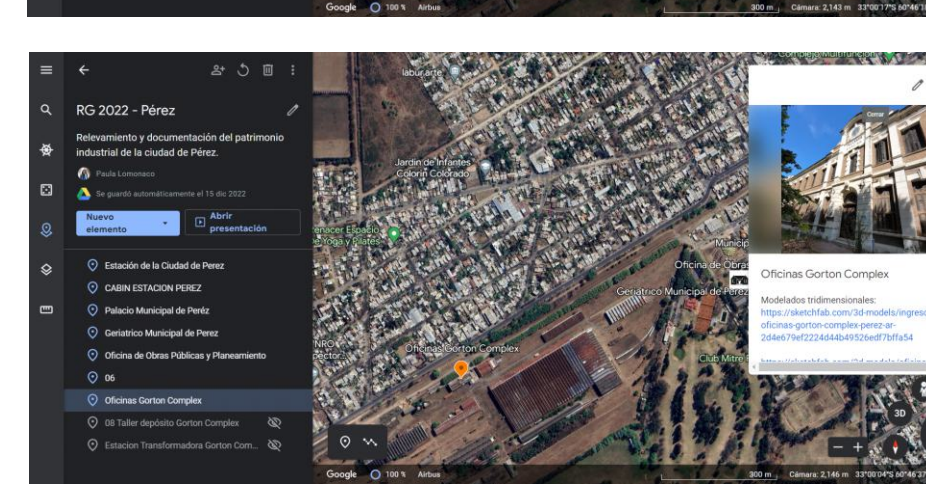
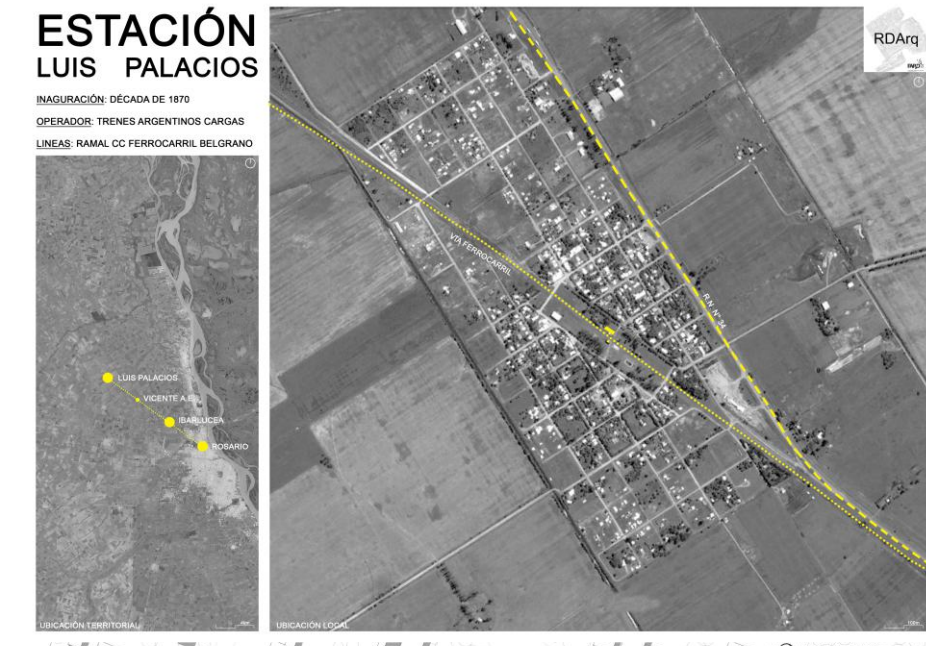
Paisaje de la producción del área metropolitana de Rosario

Management Protocol Pampa Landmarks- Book

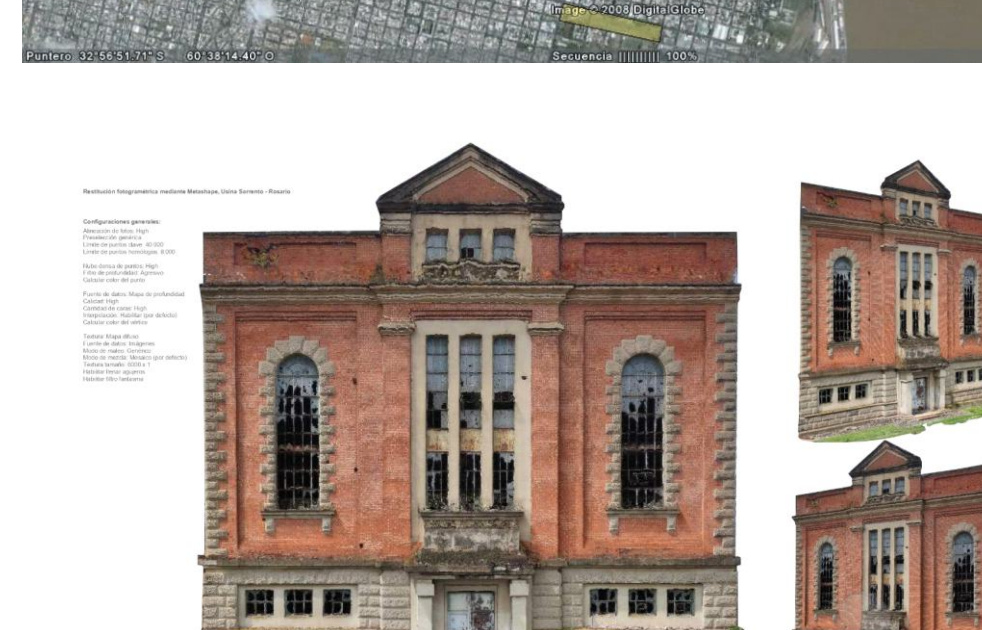
The productive structure has left a great number of buildings that can be turned into cultural resources. We can conserve our built heritage by integrating the building's conservation project into regional development projects.



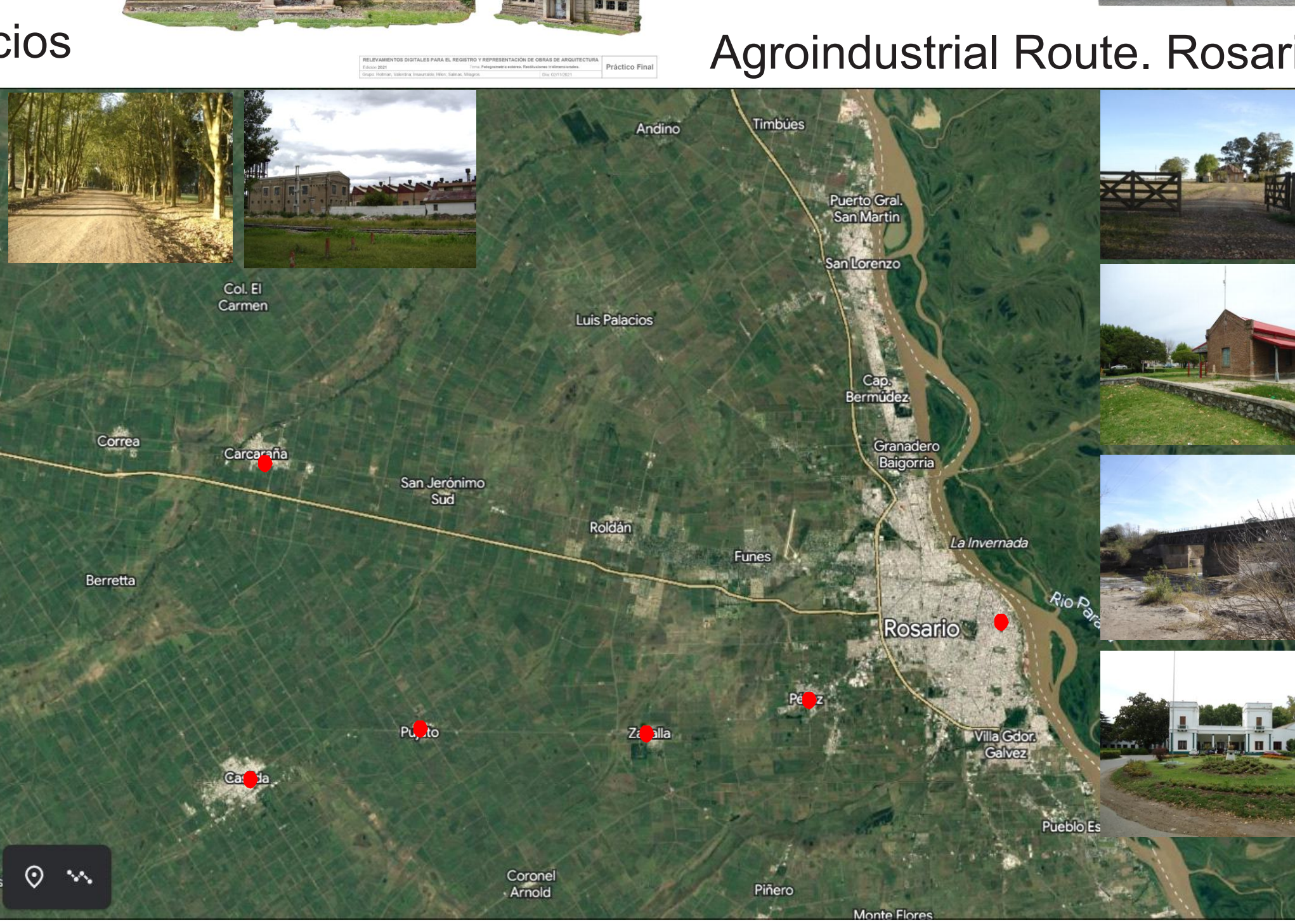
Management Master Plan / Projects



Industrial Heritage Survey



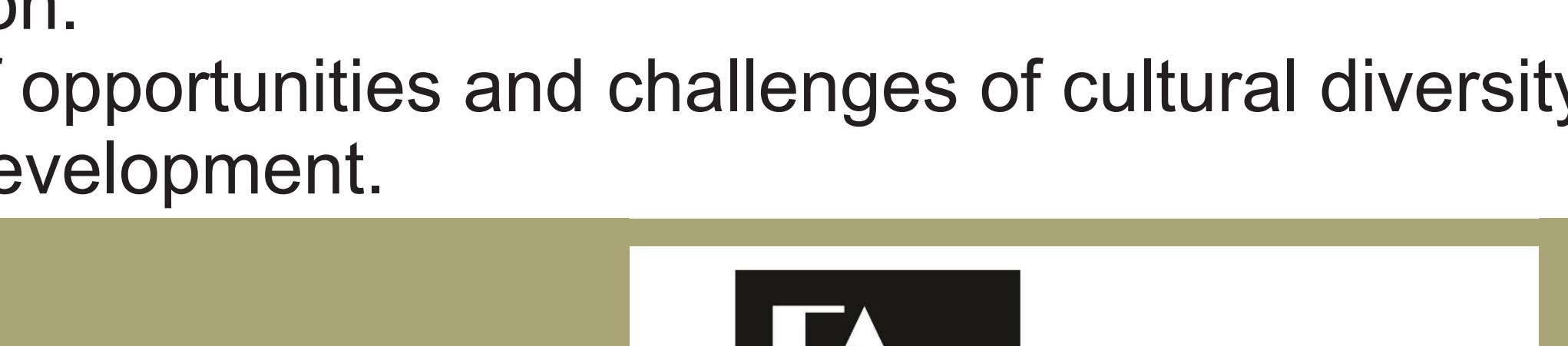
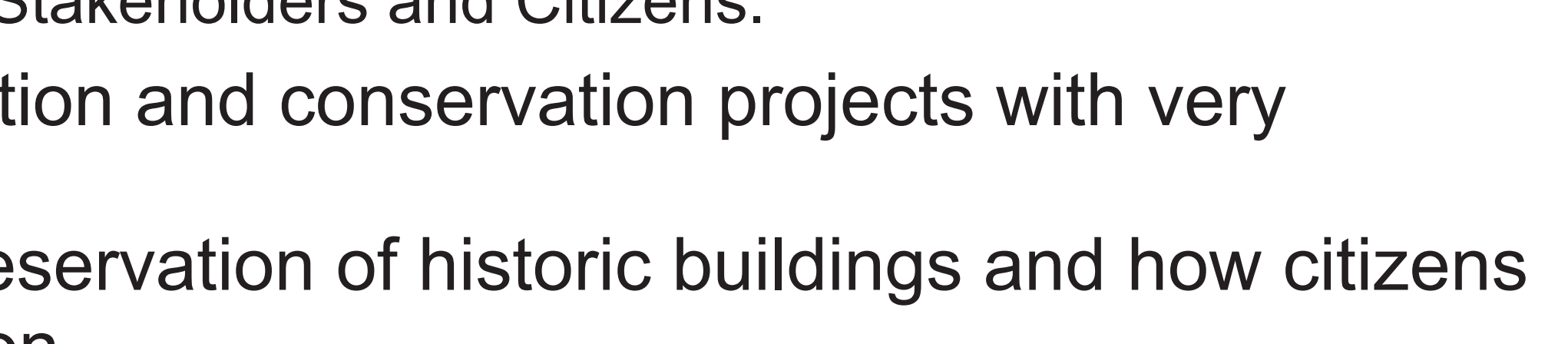
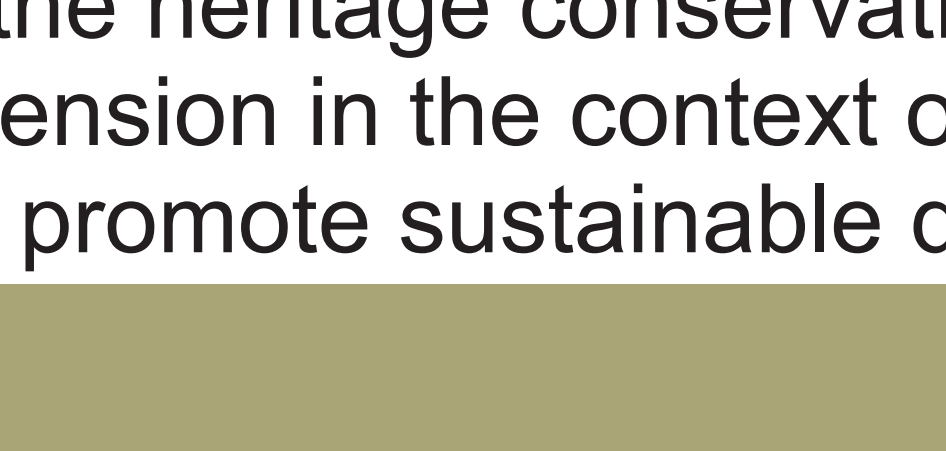
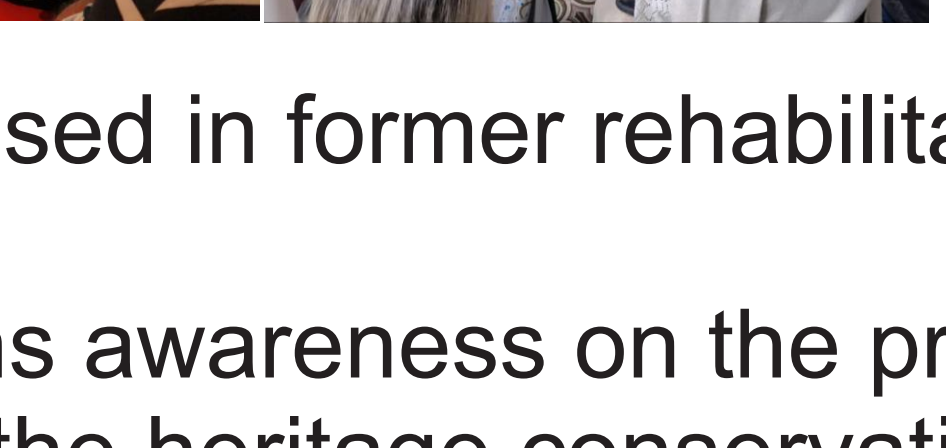
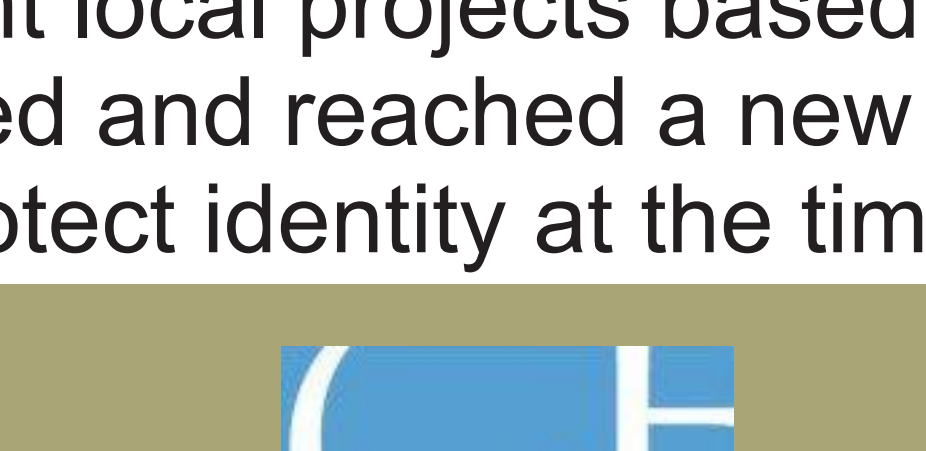
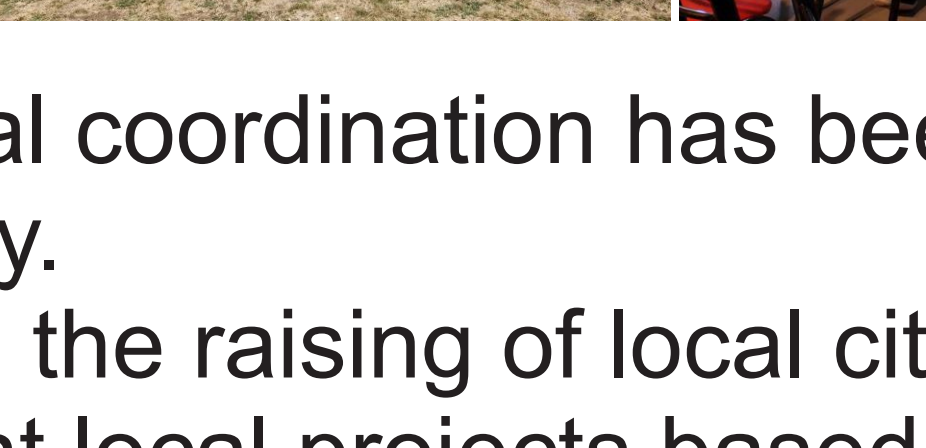
Aggroindustrial Route. Rosario



The wheat route

Public policies should include cultural resources in the national and regional development strategies.

The working team includes students, professors and professional from different disciplines. Stakeholders and Citizens.



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foundation
 for advancement
 in conservation
**Protecting Cultural
 Heritage**

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