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 key 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...

**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. It promotes and it appears as a resource to protect identity at the time to promote sustainable development.