

Cultural Strategies and Urban Regeneration

The paper analyses the role of cultural heritage in urban regeneration processes examining urban developments of 30 cities previously designated European Capitals of Culture (ECoC). The ECoC initiative was launched in 1985 and in 2005 had its first legislative framework whose evaluation criteria included “contribution to the development of economic activity, particularly in terms of employment and tourism” as well as “to encourage the development of links between the architectural heritage and strategies for new urban development”. A new framework for the years 2007-2019 enacted that the program shall “be sustainable and be an integral part of the long-term cultural and social development of the city”.

Therefore, these cities have been solicited to develop integrated strategies to create long-term links between the cultural, economic and social sectors, that’s the reason why they constitute a privileged test bench to ascertain the effectiveness of cultural strategies on urban regeneration processes and the role of heritage in supporting the success of an integrated development combining sustainability, sociability and culture.

From the comparative study highlighting best and worst practice, it is possible to ascertain guidelines for urban planning and architecture.

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