

## ***The role of the integrated conservation of cultural heritage for a creative, resilient and sustainable city***

### ***Sub topic 1***

#### **Rehabilitation of historical towns and preservation of their cultural heritage. Searching for a creative approach and innovative ways of management.**

*Helen Maistrou, architect*

Historic towns are often under pressure for big investments and urban development. Rehabilitation projects attract more investments and excess of tourism that often lead to the loss of their cultural authenticity and local population and produce negative impacts on the environment.

The preservation of the historic urban landscape, the sustainable choice of investments and the highlighting of the local cultural identity nowadays need a creative approach. The continuous dialogue between the historic environment and the new layers in the city, between tradition and novelty can produce innovative ideas and inspiration to create tomorrow's heritage.

A creative approach to the management of these sites is required to attain a high quality of the built environment of the historical towns and the preservation of their tangible and intangible values and identity. Governance innovation, economic innovation, and artistic and cultural innovation constitute a challenge in our days. We should identify the limits of acceptable change in a historic context and find innovative tools to better integrate contemporary architecture and new uses in the historical town. We also should find the innovative ideas that could make a historical city better place to live work and enjoy.

And finally we must find means and ways to enforce the participatory process and to inspire local government to bring innovative ideas in the preservation and rehabilitation of the historical towns.

The present communication will comment the above subjects using as case study the historical town of Nafplio. It will present the policy, the strategy and the juridical framework that have been held for the preservation and rehabilitation of the historical town making focus to its special problems that need more creative ideas.

**Helen Maistrou** is architect engineer, member of CIVVIH and Professor at the School of Architecture in National Technical University of Athens. She is member of the scientific committee of the post-graduate specialization course: "Conservation and Restoration of Historic Buildings and Sites" at the same University. She is teaching "Architectural Design" as well as "Planning and conservation of historic towns and villages and reuse of existing buildings. She has professional experience as well as publications and distinctions on the above mentioned subjects.

E-mail: [elmais@central.ntua.gr](mailto:elmais@central.ntua.gr)