

OPPORTUNITY ANALYSIS OF CULTURAL HERITAGE OBJECTS' MODERN USE

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Abstract: The problem of cultural heritage preservation as a driving force of sustainable development of society was considered. Immovable objects – historical and cultural monuments – allow identifying historical cities and are their fourth dimension or the vector of time. The only possible way to preserve historical buildings is their restoration with subsequent involvement into modern life. An optimum alternative is using objects for their original purpose; it is possible to use them in a new capacity, but with obligatory preservation of the initial architectural style. In the paper, various examples of modern adaptation and conversion of the objects of civil and industrial heritage in the structure of the city or populated area are given. Special attention is paid to the industrial objects and Russian manors.

Keywords: Immovable historical and cultural monuments, sustainable development of society, privatization, restoration, modern use.

INTRODUCTION

Culture represents a basis of national identity and, owing to its noncopiability, it represents the national image of the country more eloquently. The growing unification, conditioned by series manufacture, establishes new ensembles of cities similar to each other all over the world. And only traditional architecture, having evolved across generations and in relative isolation, attaches individuality and singularity to the cities.

In the Paris Declaration of 2011, cultural heritage, part of which constitute immovable historical and cultural monuments, is considered as a driving force of sustainable development of human society (UNESCO Convention “About heritage as a driving force of development, 2011). Historical styles possess properties that are capable of harmonizing the environment. Russia possesses an enormous potential of the national culture and, if earlier, historical architectural objects were considered as décor, nowadays preservation of these objects is a necessary component of modern principles of sustainable architecture based on the experience of traditional folk architecture. The only possible condition of preservation of historical objects is their restoration with subsequent involvement into modern life. In case their use is impossible for their original purpose, historical objects can be adapted to a new practical function, which is important for society (Venetian charter 1965).

In the soviet period, the basis of monuments preservation was tough legislation under the centralized financing of their restoration and further use. Generally, public funds were sufficient for maintaining reserve museums, having obtained the status of

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excursion exhibition. Today the normative act, regulating the activity on preservation of immovable historical and cultural monuments is the Federal Law of 25.06.2002 No 73-F3 (*ed.* of 09.03.2016) “About the objects of cultural heritage (historical and cultural monuments) of the nations of the Russian Federation. Until a certain period of time reservation of objects of cultural heritage was only a prerogative of the state. In 2008, the amendments to legislation, opening up the opportunities of privatisation of a separate group of architectural monuments, came into force. This opened up new opportunities that allow forming a flexible strategy, aimed at preservation of the historical image of Russian cities. Thus, for instance, there was a transfer of the objects to trust management, state-private partnership (Lebedev, and Iakushev 2010).

Privatisation of cultural heritage objects is one of the most common ways of capitalisation. The mechanism of attracting private investments from extra budgetary sources for the restoration and subsequent maintenance of monuments is established through various state and non-state programmes. However, imperfection of the protective legislation makes this process complex and prolonged.

All over the world, construction of a new object is far cheaper than restoration of a historical building with its adaptation to the required function. However, historical buildings are the most attractive for the development (Sinitsyn 2013). Their consumer qualities, compared to those of common objects of real estate, turn out to be significantly higher due to nonmaterial factors, such as authorship; historical, artistic or memorial value. And the location of the building on an “expensive” territory makes its market value even higher.

RESULTS AND DISCUSSION

Tenement buildings

Restoration of the functions of prerevolutionary tenement buildings is considered as the most beneficial way of capitalisation of historical objects in the central part of cities. If the object is not a monument of architecture, but is included into historic development, its facades are to be restored, and the interior of the building is subjected to partial or complete reconstruction. Frequently, this happens along with raising funds of the tenants. The houses, having the status of a monument, are restored by more tactful methods with changes necessary for a possibility of comfortable residence. Thus, Povarskaya Street in Moscow, in the mansions of which titled nobility resided, has become again an aristocratic district (Figure 1). Today wealthy natives of Moscow, representatives of creative intelligentsia, and foreigners are residing in it. Restoration of historical functions of prerevolutionary commercial apartments allows not only preserving historical-cultural environment in cities of Russia, but also improving living conditions (Aksenova 2014).



Figure 1: 20 Povarskaya Str., Moscow– a monument of architecture of the XXth century, included into the UNESCO catalogue

Objects of industrial purpose

The objects of industrial heritage obtain various forms of modern use. Industrial buildings of the last centuries, located within historical development of cities because of obsolete technologies or unprofitability, are abandoned today. Having assessed the economic benefit from using served out factory buildings, the Great Britain – the leader of the industrial revolution by the end of the XVIIIth century- took the lead in the movement for preservation of industrial objects of cultural heritage in the 60-s of the XXth century. Nowadays, all developed countries are involved in this process. Historical industrial territories in the city centre are considered as new points of development, generators of new urban spaces with an enormous social-cultural potential. Analysis of foreign and domestic experience illustrates clearly various methods of regeneration of objects of industrial heritage (Lebedev and Iakushev 2010).

There are different approaches to restoration of industrial objects: a *memorial* one with recreation of the initial image (for the monuments of industrial architecture); *partial renovation* – preservation of basic planning structures with the introduction of new ones, characteristic for the epoch of the object construction; *complete renovation* – conversion of an industrial building into the objects of new orientation. Today cultural and commercial objects, cafes, restaurants, social-business centres, hotels, and accommodations (lofts), car parks, multifunctional centres (of mixed use) and many others are located in the former industrial buildings.

Over the last half-century, location of museums and art centres, creative grounds for the communities of artists, designers have obtained wide spread occurrence in the monuments of industrial heritage. Such variant of using is explained, first of all, by sizeable dimensions of industrial buildings that are suitable for conducting art-programmes. The most striking examples are museums with the world-wide reputation: *the museum of the modern art “Musée d’Orsay”* in Paris, arranged in the main building of the railway station; *the museum of modern art “Tate Modern”* in London, located in the building of the electric station on the bank of the Thames river; the *“Sea Maritime Museum”* in Napoli – indoors of customs offices; *the museum of navigation* in Barcelona – indoors of seaports administration; *the historical museum* in Hannover; *“the Museum of City of Cologne”* is established in the buildings of the old Arsenal. Industrial complexes, which managed, at least partially, to preserve industrial processes, offer a part of their historical territory for industrial tourism. The metallurgical plant “Völklinger Hütte” in Germany, which became the first monument of industrialization in the world having received its international status in 1994, can serve as an example (Völklinger Hütte – monument of industrialization 2014).

In Russia, the adaptation of the former industrial areas to new social functions started in the 90-s of the XXth century, and today this process actively evolves. Thus, *the exhibition hall “Novy Manezh”* is located in the building of the former electric station in the centre of Moscow (Figure 2); *the cultural and business centre “Vinzavod”* – at the place of brewery in Moscow (Figure 3). *The centre of modern art “Garazh”* (Figure 4), *the business park “Derbenevsky”*, *business centres “Goluvinskayasloboda”* (Figure 5), *“Novospasskydvor”*, *“Krasnaya roza”*, *“Le-Fort”*, *“KrasnyOktiabr”* (Figure 6) and *the business-park “Derbenevsky”* have occupied the areas of the former production buildings.



Figure 2: Exhibition hall “Novy Manezh” in Georgievsky Lane in Moscow



Figure 3: Cultural and business centre “VINZAVOD”



Figure 4: Centre of modern culture “Garazh”, Moscow



Figure 5: Business centre “Golutvinskaiaslodoba”



Figure 6: Business centre “Krasny Oktiabr”, Moscow

At the end of the XXth century the merging of historical working environment with recreational urban space was planned. Nowadays, plants-museums combined with parks and recreation facilities form new public functions in cities. In England these zones are called “corridors of heritage”. The Paddington district in London, a significant part of which was occupied by factory buildings, storage facilities and docks, has become not only a centre of business activity, but also comfortable residential territory; and instead of the former railway in New York, in the very centre of Manhattan, Highline park has appeared (5 modern parks at the places of railway stations, *n.d.*).

Among industrial buildings, a special place is taken by production facilities: water towers, gasholders, slip docks, cooling towers, bunkers, fire towers, complexes of silages and elevators, facilities of transportation (depots, watch houses, barracks, warehouses, oil pumping stations). Although only some of these objects were awarded the status of the monument of industrial heritage, they are distinguished by the knowable silhouette, combined with the architectural style of the construction period. As the world practice shows, transformation of such abandoned objects is not only possible, but is rich with original examples (*New life of abandoned buildings, n.d.*): *the waterpark* “Tropical Islands Resort” in the aviation hangar in Germany; *botanical gardens* at the railway station “Atocha” in Madrid built in 1851; *the rock-climbing wall* in the silage tower of the sugar factory in Montreal; *the swimming pool* at the abandoned underground station in Paris; *the house, combined with the museum* on the old bridge in San-Francisco; *the museum* “The Water World of Saint-Petersburg” in Shpalernaya Street (Figure 7).



Figure 7: Museum “The Water World of Saint-Petersburg”

Complex in shape, circular and radial depots, typical for the railway transport of the second half of the XIXth century are very problematic for modern use. However, these constructions are of great interest worldwide. In similar facilities, *the Modern Educational College “Derby”* (in England) and *the Centre for Development of Nissan Group* are located; in the state of Ohio (USA) – *the Railway Museum*; in Japan – *Umecoji Steam Locomotive Museum*; in Hungary – *the Railway Museum*; in Bavaria – *the Steam Locomotive Museum*; in Saint Petersburg – *the Business Centre with the agency of the company “Yves Rocher”* (Locomotive depots. The most interesting things about railway: innovative digest).

One of the transport objects is *Circular Depot* included in *the complex of Tamozhennydvor* in Moscow (Figure 8). In the middle of the XIXth century the principle of typification of buildings was laid down by architect Ton K.A. during construction of Nikolaevskaya railway between Saint Petersburg and Moscow. Owing to this fact, the railway “Moscow– Saint Petersburg” is a unified historical and architectural ensemble representing a unique model of industrial architecture of the XIXth century.



Figure 8: Circular depot of Nikolaevskaya railway in Moscow. Architect K.A. Ton. Midst of the XIXth century

In NRU MGSU (National Research University, Moscow State University of Civil Engineering) within the framework of master's degree work the project of adaptation of this object to a hotel and tourist centre, combining a two-star hotel for 100 rooms, an excursion bureau, a café, and a concert stage, was developed (Aksenova, Naumova and Gridiushko, 2016). The choice of the function is explained by the location of the object next to three depots which are sources of the basic contingent requiring short-term rented accommodation. The proposed solution will allow preserving the monument in the undistorted form and, besides, it is an alternative to the construction of new objects necessary for compensation of the shortage of inexpensive hotel rooms in this historical district of Moscow.

Manor

Manor complexes, being of much greater importance for Russia than castles for European countries, are in the most complicated situation. In the Russian manor or historico-cultural and socioeconomic processes, having taken place in the country in the XVIIIth and in beginning of the XXth centuries, have focused. After nationalization of 1917 manors lost their original purpose and, in the majority of cases, were left to the mercy of fate. Only in some of them, medical and educational institutions (sanatoriums, hospitals, nursing homes, boarding schools, orphanages) were accommodated. And although state funding was insufficient for their more or less satisfactory maintenance, these manors, compared to abandoned ones, on the whole have preserved their architecture. This is proved once again by the fact that “any use of a monument is in itself a benefit protecting it from complete destruction and in the long term giving the hope for professional restoration” (Aksenova and Klavir, 2014).

In the 50s of the XXth century the manors, which were the most significant for the state (Arkhangelskoe, Abramtsevo, Kuskovo, Ostankino, Iasnaia Poliana), were restored, included into the range of the exemplary complexes, and were and still are under constant care of the state. Different strata of history and culture of the country have become of great interest in the last few years which gives hope for an opportunity of reconstruction of still miraculously survived manors. However, there is no reason to suppose that in the near future there will be sufficient state financing. The only solution of the problem is considered to be private capital raising under control of the state (Lebedev, and Iakushev 2010).

Museumification of the manor complex combined with different kinds of cultural tourism (from festival and fair to artistic ones) with retrospective reconstruction, which is popular nowadays, can be called as the most common variant of revitalization. This gives an idea of the history of the country and its traditions to the participants. However, the tourism industry is unable to become a profitable branch allowing to perform expensive high-quality restorations of the objects.



Figure 9: Manor Serednikovo in the vicinities of Moscow

Today, various programmes have been developed and are constantly revised with attraction of non-state funds at the federal and regional levels, and the projects with business plans for potential investors are being prepared: “Regeneration of the Russian manor”, “Centre of heritage capitalization”, “Wreath of Russian manors”, “Rent for a rouble” and others. At that, in accordance with the specifics of the manor complex, different variants of their use are proposed.

And they can be the following ones (Aksenova and Klavir, 2014): in large manors – *companies' representative offices; rental centres for arranging offsite campaigns* (seminars, business meetings, weddings, open air events); in manors that are close to the centres of business activity - *educational centres* of professional character (centres of trades learning); in small manors - *small hotels*; in the manors with low survival rate - *camping and grounds for art activity; lodgings* for several families (by the type of the tenement building); in the unique manor complexes - *museums and scientific museum centres*.

Manor Serednikovo, released on loan for very moderate payment to the descendants of M.Iu. Lermontov, can be an interesting example of use, where seminars and classes in philosophical and culturological themes for students of Moscow Engineering-Physical Institution are organized (Figure 9).

CONCLUSION

Restoration of immovable historical and cultural monuments with their subsequent involvement into modern life is a constituent of sustainable architecture.

Abandoned and unprofitable objects of industrial heritage contain an enormous socio-cultural potential and are generators of development of urban spaces.

A flexible state strategy along with attraction of private capital will allow reviving Russian manor complexes with consideration of their specifics.

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