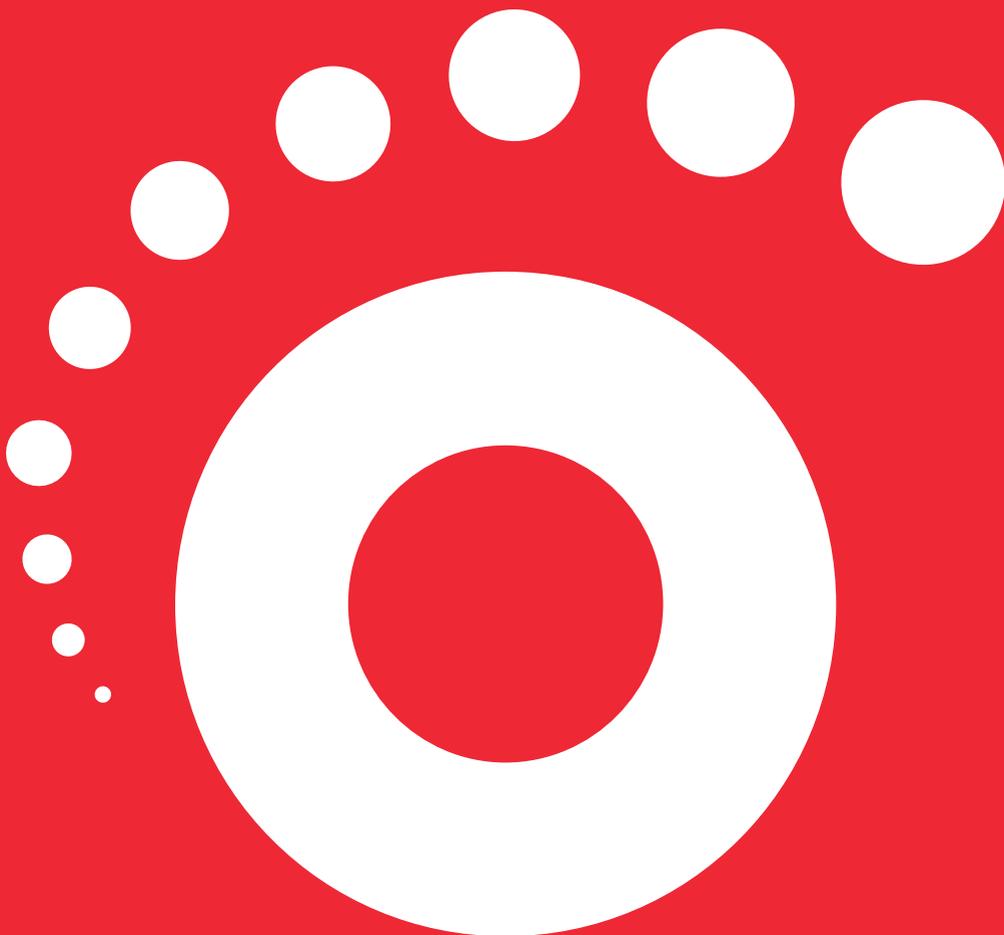


ROCK Regeneration and Optimization
of Cultural heritage in creative
and Knowledge cities



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SUMMARY

The ROCK project “Regeneration and optimization of cultural heritage in the creative and knowledge cities” for the creation of an area of Beato and Marvila and establish its connection to the historic center, through creative and sustainable processes of environmental, social and cultural development and economic.

The ROCK is based on the view that the historical centers of European cities can be seen as extraordinary contexts where it is possible to experiment with new models of urban regeneration based on local cultural heritage.

In line with UNESCO’s concept of “creative city,” ROCK promotes a new perception of collective ownership as common and shared heritage, experimenting with solutions involving local agents, visitors and tourists in developing innovative strategies for the future of the city.

ROCK is coordinated locally by the Lisbon City Council with the collaboration of the Institute of Social Sciences of the University of Lisbon and is developed in a network with 10 other European cities.

It is a European project co-funded by Horizon 2020.

OVERVIEW

The ROCK project has designed an innovative, collaborative and integrated approach for the regeneration and the adapted reuse of the cultural heritage of the urban historical center. Based on a repertoire of good practices related to 7 “model cities” – such as Athens, Cluj-Napoca, Eindhoven, Liverpool, Lyon, Turin and Vilnius – the ROCK project will transfer and adapt this knowledge in 2020 to other 3 “replicating cities”: Bologna, Lisbon and Skopje.

All the involved cities stand out for their valuable cultural heritages. As “model cities” have moved from heritage cities to creative cities, through an articulated process based on culture and knowledge. As “replicating cities” they are now implementing transformational measures, developing cultural, social and economic revitalization programs in collaboration with an ecosystem of local partnership.

By connecting different cities, actors and projects at a local and at an European level, the ROCK project wants to stimulate the development of international knowledge sharing networks and to promote innovative solutions for a sustainable urban development.