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Reinventing Heritage

A Design Compass on Adaptive Reuse

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- A behind-the-scenes perspective on prominent adaptive reuse projects by Milan-based architecture firm Park
- Combines theory, practice, and a design compass to bridge the gap between research and executable strategies
- Serves a growing global interest in sustainability, circular economy and construction, and the role of architecture in tackling climate change
- Highlights how the practice of adaptive reuse can revitalise cities, preserve cultural heritage, and create innovative spaces that serve contemporary demands
- High visual appeal through project photographs, design diagrams, and visual storytelling

Park is a Milan-based interdisciplinary collective of architects, designers, and researchers who are united by the desire to shape the future of the built environment. The firm operates across architectural, urban, landscape, interior, and product design at the intersection of tradition and innovation. The reinterpretation and regeneration of cities through adaptive reuse as a core strategy of Park .

In this book, the collective explores the transformative potential of adaptive reuse in architecture to address environmental, social, and economic challenges. Rather than demolishing and rebuilding, adaptive reuse champions the repurposing of existing structures to extend their lifecycle, reduce waste, and foster sustainable urban regeneration. Through a combination of theoretical insights and practical case studies, ***Reinventing Heritage*** highlights the diverse ways in which adaptive reuse can revitalise cities and preserve cultural heritage while creating innovative spaces serving contemporary demands. Contributions by leading international authors—including curators, urban planners, ecologists, and designers— as well as lavish photographs and other attractive visuals offer a multifaceted dialogue around the future of our built environment.

Reinventing Heritage appeals to anyone passionate about sustainable living, urban innovation, and the stories buildings can tell when they are given a second life.

Park is a Milan-based interdisciplinary collective of architects, designers, and researchers, cofounded in 2000 by architects Filippo Pagliani and Michele Rossi. Since then, Park has gained international recognition for its work across architectural, urban, landscape, interior, and product design at the intersection of tradition and innovation. **Michele Versaci** is an architect working as strategy and proposal coordinator with Park.

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