

ESPI IREC 2024

**S07 - Innovation and sustainable real estate: cultural institutions as drivers of urban regeneration**

**Proponent:** Simone Gamba, Università degli studi di Bergamo,  
[simone.gamba@unibg.it](mailto:simone.gamba@unibg.it)

**Title:** Rebranding Sabbioneta: The role of cultural Institutions in heritage conservation and urban regeneration

**Abstract:**

In 2023, the Lombardy Region granted a foundation the concession to use the most important historical buildings in Sabbioneta, a UNESCO heritage site in the province of Mantua. The Sabbioneta Heritage Foundation's goal is to rebrand the town in the national and international cultural and tourist scene through a detailed project: to conserve, enhance and promote its architectural, real estate and artistic heritage within the framework of sustainability. This paper analyzes the initial phase of the project, also by comparing similar case studies, to understand how cultural institutions can contribute to revitalizing heritage sites by activating socio-territorial dynamics favorable to urban regeneration. For this end, the foundation, aims to manage the historical buildings to host temporary art exhibitions and permanent collections, creating a sustainable model that balances conservation with local economic reality. Therefore, it is appropriate to review the management practices implemented, such as public-private partnerships, to foster local governance that takes into account businesses, institutions, and citizens.