



OPEN
HERITAGE

LISBON CHL

Webinar Presentation

March 31st, 2020

Call: H2020-SC5-2016-2017/H2020-SC5-2017-OneStageB
Number:776766

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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 776766



People. Places. Potential.

LISBON CHL
PALÁCIO MARQUÊS DE ABRANTES



Photo credit: Francisco Nogueira



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LISBON CHL MISSION

The mission of Lisbon Cooperative Heritage Lab is to revitalise and adapt **Palácio Marquês de Abrantes (PMA)** in the district of Marvila (Lisbon), to promote and sustain a Housing, Cultural and Social use of the site by the local community.



LISBON CHL STARTING POINT

BIP/ZIP 53 – Marvila Velha



CITY CONTEXT

The area was identified in 2010 as Priority Intervention Area in the BIP/ZIP Map (BIP/ZIP 53 – Marvila Velha); the general urban fabric is old and in poor condition, settled among tiny streets that, nevertheless, are the living memory of the *place*.



LISBON CHL - PALÁCIO MARQUÊS DE ABRANTES

BIP/ZIP MAP

(Priority intervention
Neighbourhoods / Areas)



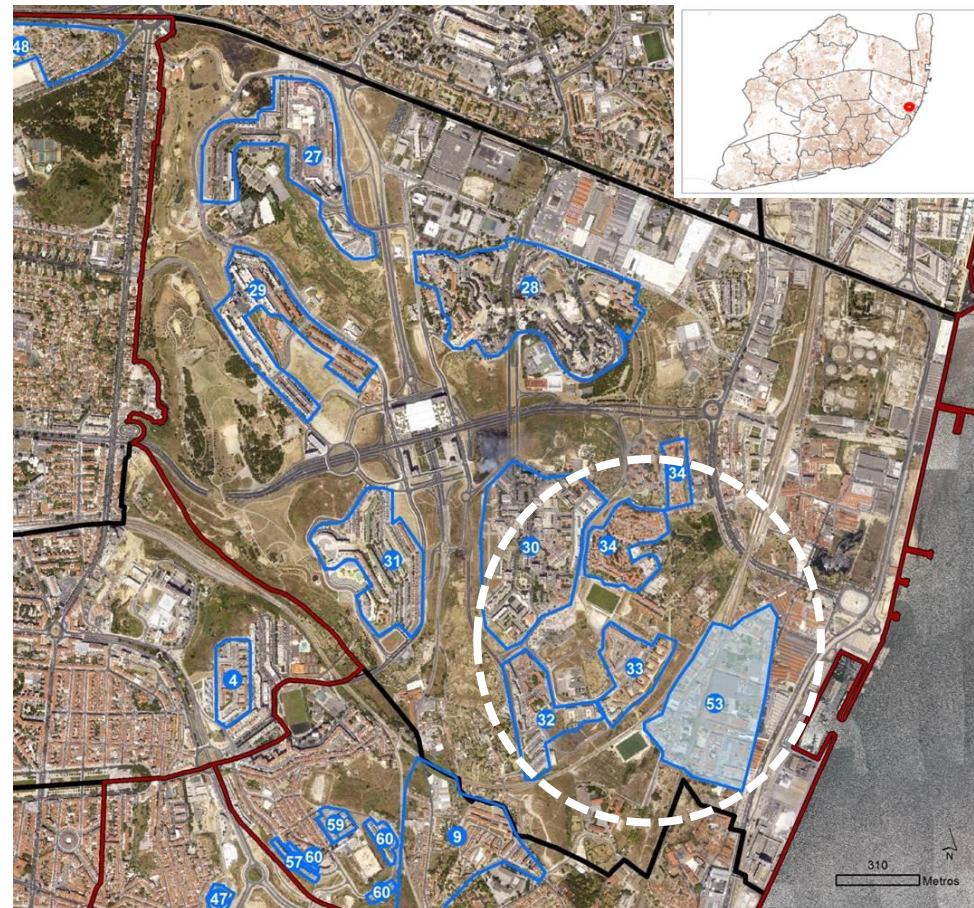
Source: Lisbon Municipality



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LISBON CHL -
PALÁCIO MARQUÊS DE
ABRANTES

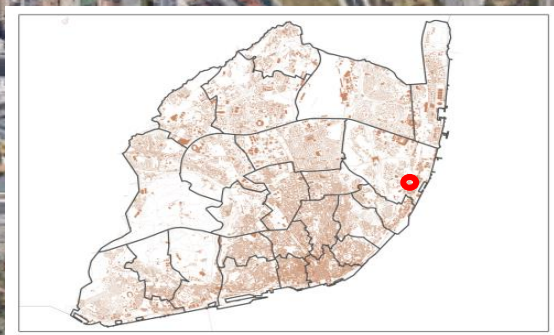
BIP/ZIP Areas
in Marvila District.



Source: Lisbon Municipality



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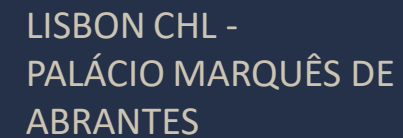
LISBON CHL
PALÁCIO MARQUÊS DE ABRANTES



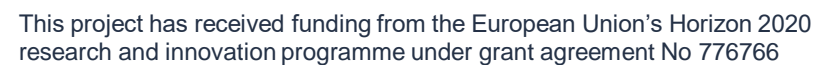
Source: ©2018 Google, Inst. Geogr. Nacional



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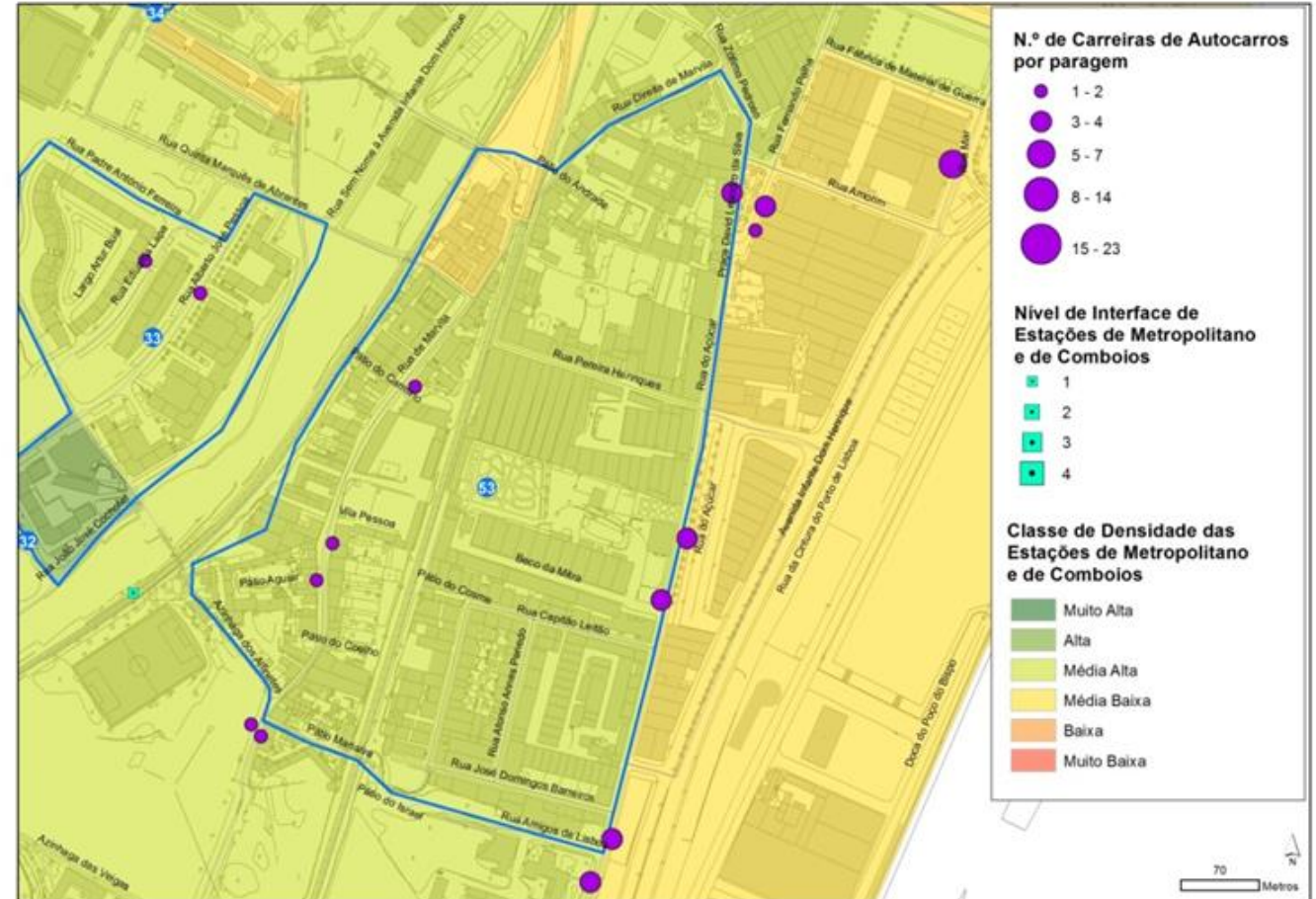
Residents in Marvila Velha neighbourhood



LISBON CHL - PALÁCIO MARQUÊS DE ABRANTES

Public Transport in Lisbon CHL area and surroundings:

- Nr. of bus routes per bus stop
- Connection level between train and subway



Source: Lisbon Municipality



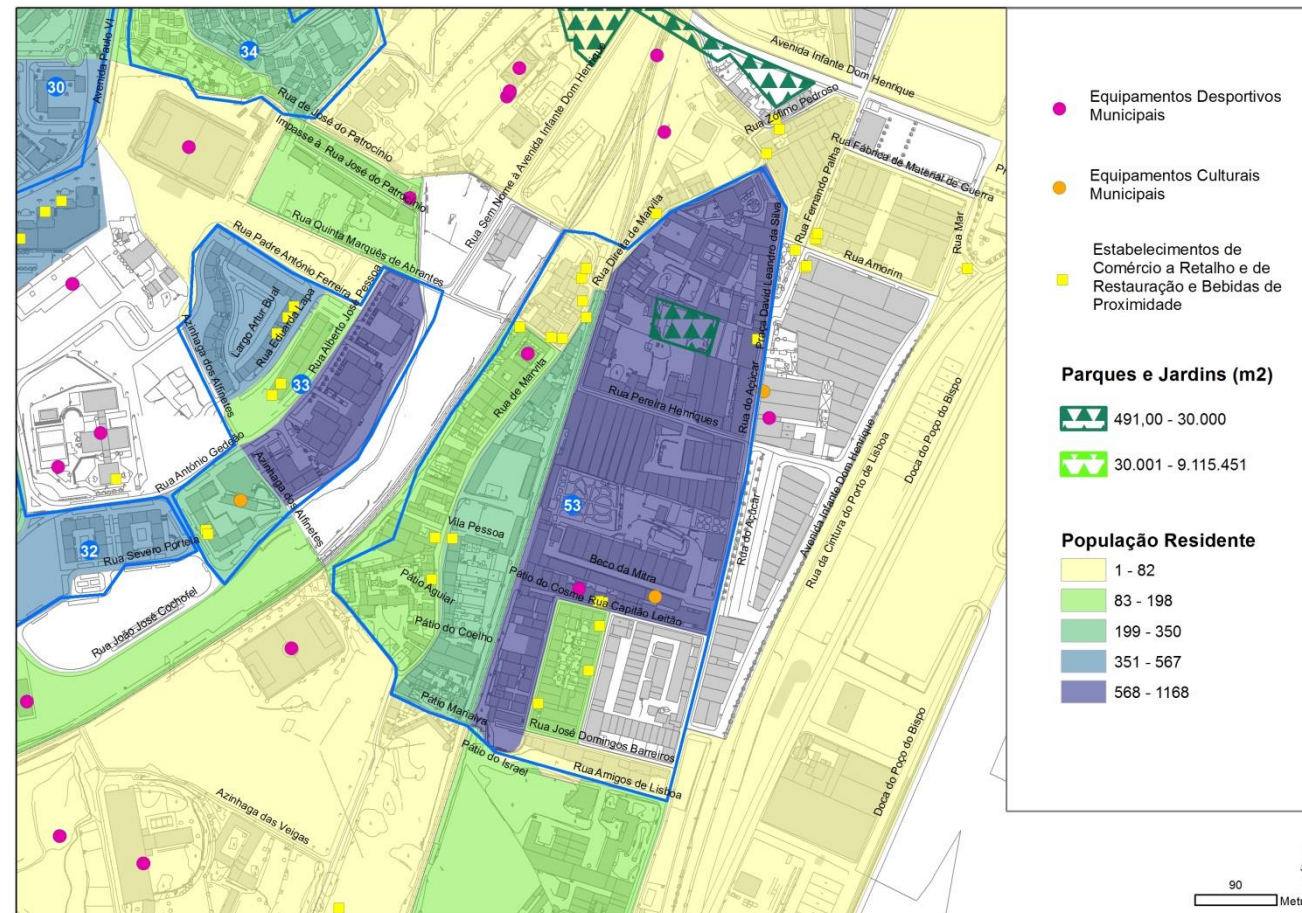
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LISBON CHL - PALÁCIO MARQUÊS DE ABRANTES

Public (municipal) equipment
in Lisbon CHL area and
surroundings:

- Sports
- Cultural
- Proximity services
(commerce, restaurants
and coffee shops)

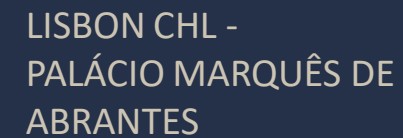
Public Park / Garden



Source: Lisbon Municipality



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-
- Unidades de Saúde Familiar**
- Escolas da Rede Pública**
- Jardim-de-Infância (JI)
 - Jardim-de-Infância + Escola Básica 1º Ciclo (EB01)
 - Escola Básica 1º Ciclo (EB1)
 - Escola Básica 2º e 3º Ciclo (EB23)
 - Escola Básica Integrada (EBI)
 - Escola Básica Integrada + Jardim-de-Infância (EBI+JI)
 - Escola Secundária + 2º e 3º Ciclo (ES/23)
 - Escola Secundária + 3º Ciclo (ES/3)
 - Escola Secundária (ES)
- Agrupamentos de Escolas**
- População Residente**
- 1 - 82
 - 83 - 198
 - 199 - 350
 - 351 - 567
 - 568 - 1168



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LISBON CHL BASELINE

BIP/ZIP 43 – Marvila Velha

BIP/ZIP PROGRAM



STAKEHOLDERS

Xerem | Cultural association for local intervention through art; responsible for art education and artistic residencies creation.

Amigos de Marvila Velha | Residents, former workers of the Soap Factory and wine distribution companies, actual local commerce workers, who act as mediators and facilitators on the neighbourhood.

ArqMob | Social architects that promoted a diagnose and analysis of the territory and conducted small rehabilitation actions in one part of the PMA for workshops on public space use and capacity building actions, strengthening the ties between the community and local entities to create a Residents' Association.

Externato Camilo Castelo Branco | Responsible for the creation and implementation of strategies to bring the “school community” into the artistic program; works also on pedagogical materials' conception.

Ateneu Madre Deus | Responsible for disseminating projects among the academic community (both students and teachers); works also as a facilitator on the territory.

Associação de Pais e Encarregados de Educação dos Alunos do Agrupamento de escolas Luís António Verney - APELAV | Local parents association that helps the link between young community with local initiatives





Source: ©2018 Google, Inst. Geogr. Nacional



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LISBON CHL -
PALÁCIO MARQUÊS DE
ABRANTES

Project

“Desenhar Redes”

070/BIP/ZIP/2014

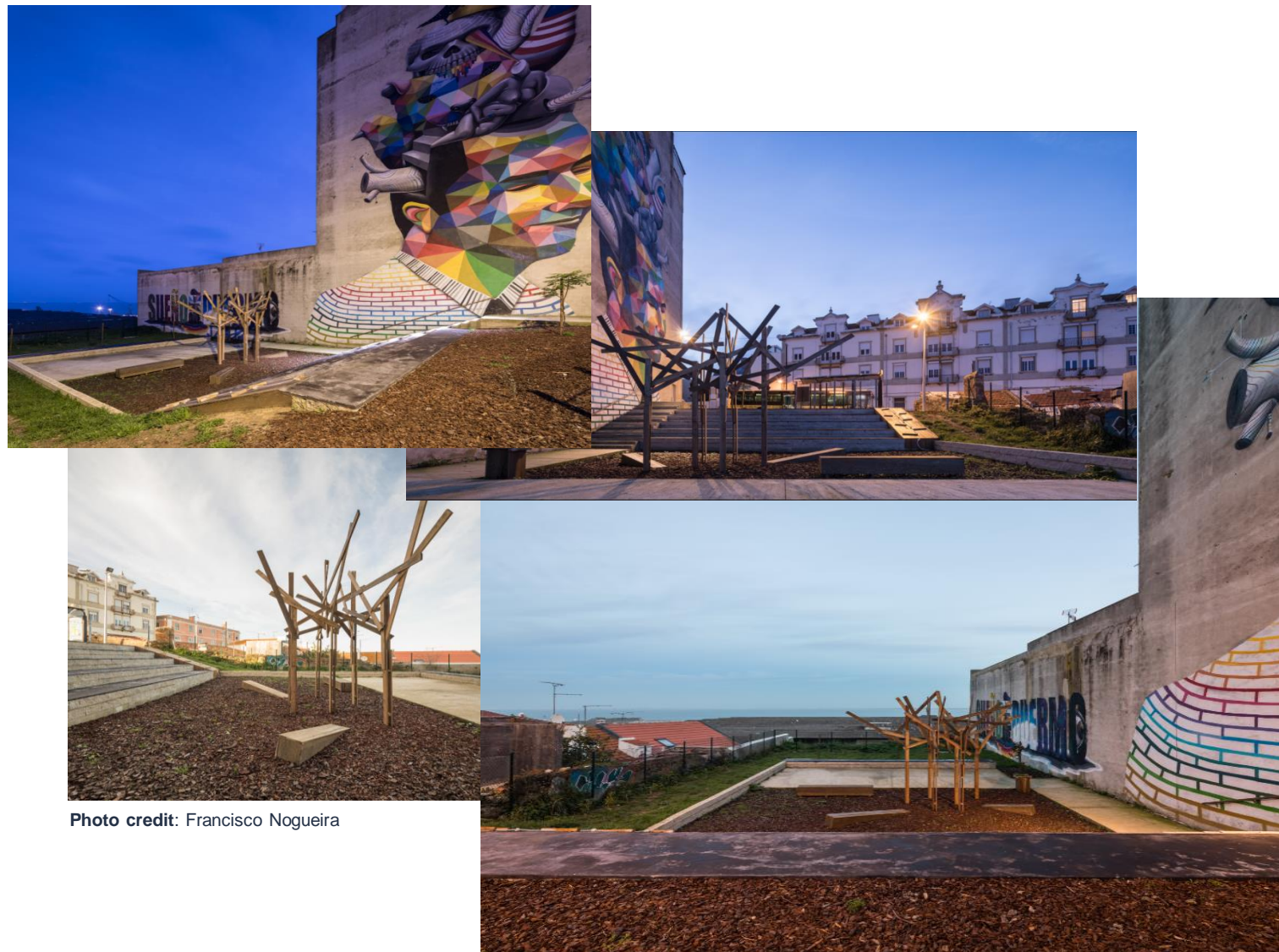


Photo credit: Francisco Nogueira



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LISBON CHL -
PALÁCIO MARQUÊS DE
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Project

“Construir Redes em
Marvila”

050/BIP/ZIP/2015



Source: BIP/ZIP Project "Construir Redes em Marvila"



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LISBON CHL SITE

Palácio Marquês de Abrantes (PMA)





Source: ©2018 Google, Inst. Geogr. Nacional



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REGIONAL INTEGRATION (1/2)

PMA is in a complex and marginalized area of Lisbon, now under big real estate pressure.

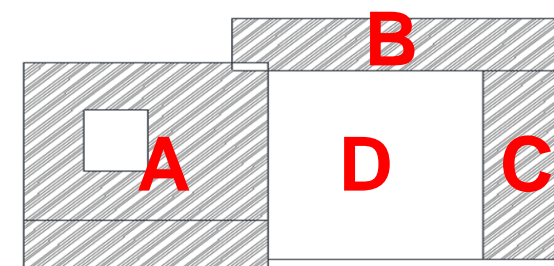
The area was originally occupied by aristocrats' houses, and later (19th century) by industrial compounds – the reason why many workers settled there.

The area was gradually abandoned since the 20th century, being left with many unused warehouses and factories.

Today, it's characterized by degraded buildings - right next to several social housing neighbourhoods - and an aging, vulnerable, and low-income population.



LISBON CHL
PALÁCIO MARQUÊS DE ABRANTES | MAINE BODIES



		Implantation (m2)	Floors (total)
A	Main wing	924	3/2 + roof
B	"Sociedade 3 de Agosto"	352	2 + roof
C	Residential wing	324	2 + roof
D	Courtyard	807	-

Source: ©2018 Google, Inst. Geogr. Nacional



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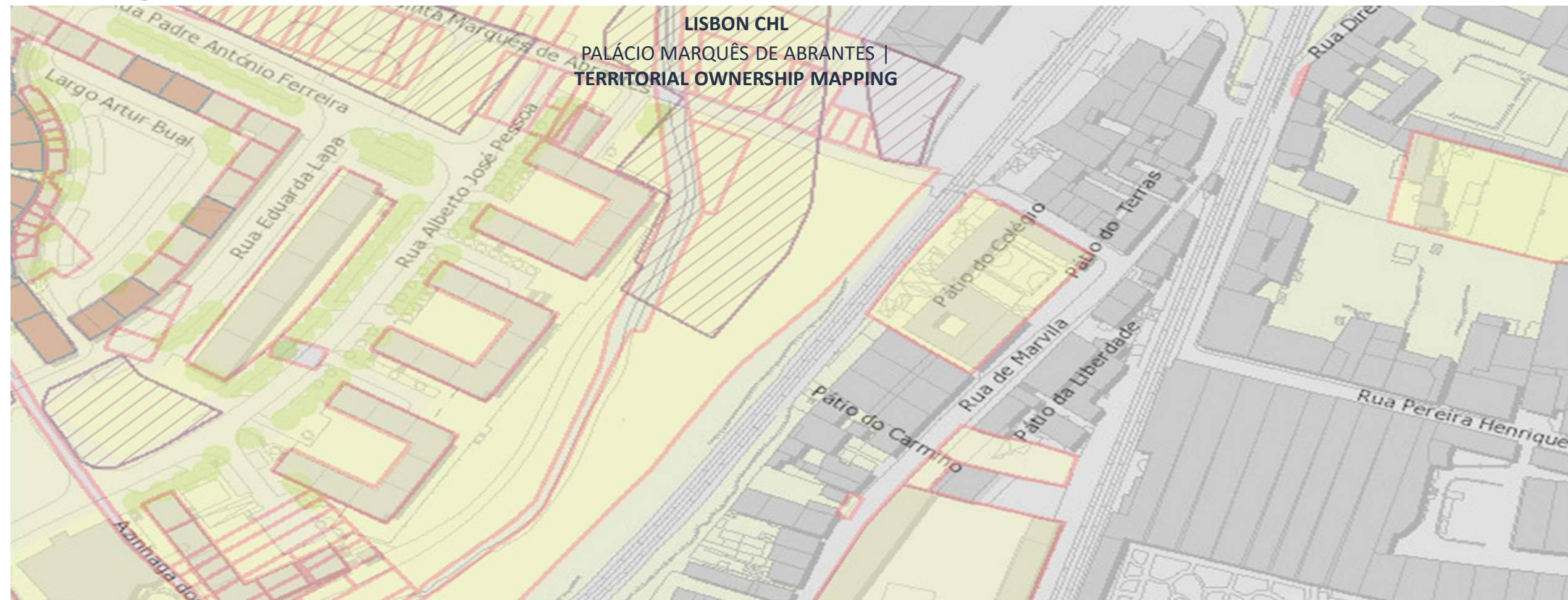


Photo credit: Francisco Nogueira



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LISBON CHL
PALÁCIO MARQUÊS DE ABRANTES |
TERRITORIAL OWNERSHIP MAPPING



Source: Municipal Registry, Lxi, 2018

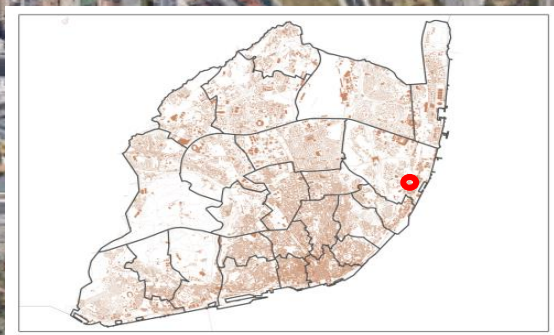


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REGIONAL INTEGRATION (2/2)

Lisbon CHL is located in between two rail tracks, which disconnects it not only from the city but also from the surrounding neighbourhoods, adding to the perception of abandonment and segregation.





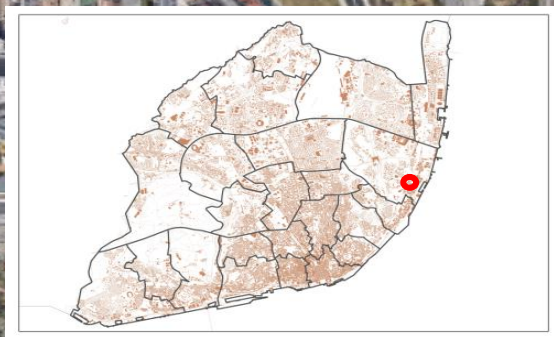
LISBON CHL
PALÁCIO MARQUÊS DE ABRANTES



Source: ©2018 Google, Inst. Geogr. Nacional



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LISBON CHL
PALÁCIO MARQUÊS DE ABRANTES



Source: ©2018 Google, Inst. Geogr. Nacional



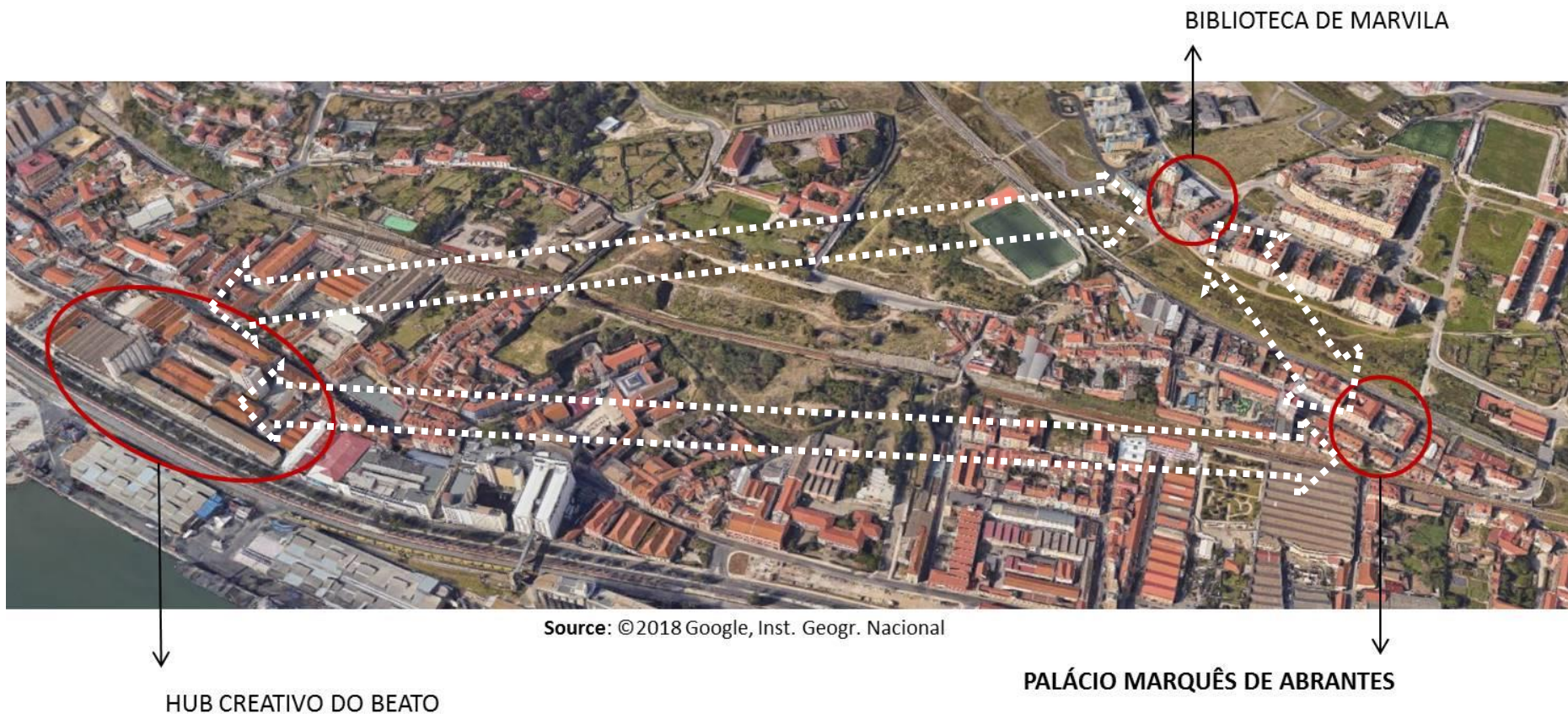
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LISBON CHL STRATEGY

To use **Palácio Marquês de Abrantes** as an anchor to support a sustainable urban, economical social and enviromental local development process.



LISBON CHL PALÁCIO MARQUÊS DE ABRANTES





BEATO'S CREATIVE HUB IS AN INNOVATION CENTER FOR CREATIVE AND TECHNOLOGICAL COMPANIES THAT IS BEING BORN IN A COMPLEX OF DEACTIVATED FACTORIES, ON THE EASTERN FRONT OF LISBON RIBEIRINHA



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INOVAÇÃO ORGANIZACIONAL E ECONOMIA



HUB CRIATIVO DO BEATO
Startup Lisboa



+ 3000 PESSOAS
EM PERMANÊNCIA



ATRAIR INOVADORES

ABRIR A COMUNIDADE

INSERIDO NA CIDADE

PROMOVER SUSTENTABILIDADE

PRESERVAR PATRIMÔNIO

20 EDIFÍCIOS

35.000 m²

ANTIGA
MANUTENÇÃO
MILITAR

FAZIA-SE
• FARINHA
• PÃO
• MASSAS
• BOLACHAS

RESTAURANTES

ALOJAMENTO

SERVIÇOS

SEM CARROS

VIVÊNCIA

FAMILY & FRIENDS

ARTE URBANA

ESPAÇOS VERDES

MOBILIDADE SUAVE

> EMPREENDEDORISMO
> INDÚSTRIAS CRIATIVAS
> INOVAÇÃO & CONHECIMENTO
> STARTUPS

• CINEMA
• ÁUDIO-
• MÚSICA
• MODA
• ARQUITETURA
• DESIGN
• ARTE

• EMPRESAS
DE REFERÊNCIA

• CENTROS I & D
• ESPAÇOS INOVAÇÃO ABERTA
• CENTROS DE COMPETÊNCIA

WOW!



MIGUEL FONTES

ENCONTRO DE QUADROS DA CHL

FORUM LISBOA | 22.11.2018 | CHL

UPSIDEUP.PT

Daviz





MARVILA LIBRARY

OPENED IN 2016, WAS THE FIRST BLX BUILT IN ACCORDANCE WITH THE MUNICIPAL STRATEGIC PROGRAM “BIBLIOTECA XXI”, WHICH PROPOSES A NEW VISION FOR THE LISBON LIBRARY NETWORK. IT IS NOT JUST AN EQUIPMENT FOR ACCESS TO BOOKS AND CULTURE, IT IS ASSUMED AS A SPACE FOR ACCESS TO KNOWLEDGE, A PLACE OF THE COMMUNITY AND FOR THE COMMUNITY.

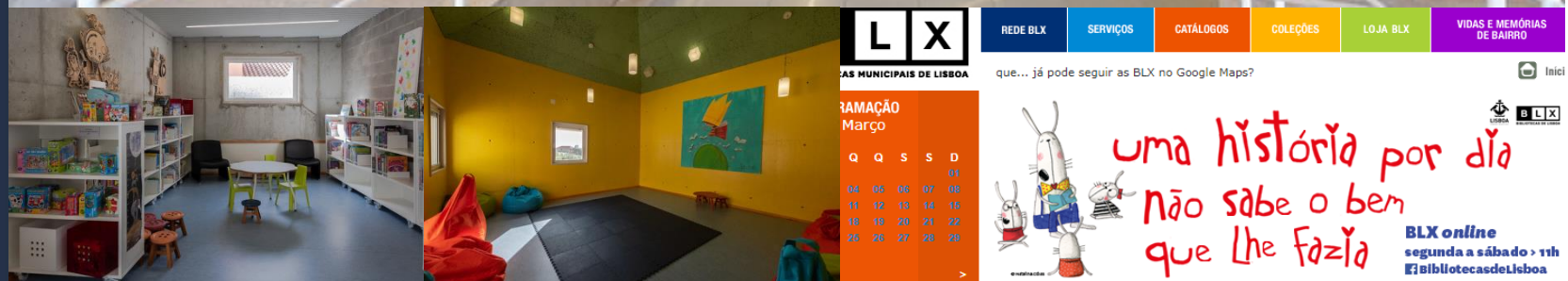


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LISBON CHL MAIN GOALS

Housing

Attract new people

Inclusion of PMA main wing in the Affordable Rental Housing Program of Lisbon Municipality.

Culture

Heritage HUB live ethnographic museum

rehearsal facilities for traditional “Folk Parade”

link with the creative industry settled nearby;

Pop up ateliers and small craft businesses,

Marvila Library cultural pop up activities

Local Development

Community Centre

POP UP action with immediate use of the building for community activation and to promote local initiatives.



WHAT HAPPENED

Local Action Group preparation

Contact with associations and groups working (or intending to) on the territory, including partners from previous BIP/ZIP Projects who developed a local diagnose through participatory processes.

Rock H2020 Project synergies

Preparation of common events for the community and the territory.

Functional Program

Defined by Lisbon Mayor - with Housing, Culture and Social Rights portfolios – changing the priority use of the site to affordable rental housing.

Contract invitations were made:

- 1) rehabilitation of some areas of the building
- 2) anthropological study of Marvila Velha.

Decision process

Start the use of the building for community local initiatives;

Prioritize affordable rental housing, keeping the cultural / community use;

Phasing of the intervention.

Local partner team installation on site

Temporary and Pop Use activities



WHERE WE ARE

Under Development

Definition of the co-governance model;

Rehabilitation of some areas of the building for:

- Settling the local team on site
- “Pop up” and temporary uses

Interaction with other municipal services in the field of heritage and local development.

Preparing

Development of the rehabilitation project;

Community initiatives promotion.

Done

Definition of rehabilitation and functional program for the site

Political decision and green light for rehabilitation and functional program of the site

Identification of partner to develop the local rehabilitation project

Identification of partner and contract proposal for anthropological study and community dynamization



KEY PARTNERS (1/2)

Amigos de Marvila Velha |

Residents, former workers of the Soap Factory and wine distribution companies, actual local commerce workers, who act as mediators and facilitators on the neighbourhood.

Community Group - 4

Crescente | Informal community group with different local stakeholders: Inhabitants, NGO's, public entities, private entities

ArqMob | Social architects that promoted a diagnose and analysis of the territory and conducted small rehabilitation actions in one part of the PMA for workshops on public space use and capacity building actions, strengthening the ties between the community and local entities to create a Residents' Association.

Associação Musical 3 de Agosto de 1885 | Cultural, sports and recreate association established at (part of) PMA for a long time. Plays a very important role in the community, in the promotion of sports, cultural and popular activities (like Lisbon annual "Folk Parade", among others).



KEY PARTNERS (2/2)

Marvila Municipal Library |

One of the most dynamic local player, that goes beyond its specific cultural responsibilities; Marvila Library has been hosting several projects ran by local associations, offering the community different kinds of capacity building activities.

Marvila District |

Elected executive for local governance, with the responsibility to apply and supervise local policies.

Rock Project Local Team |

Lisbon H2020 project team composed by the municipality and University Study Center (ICS)

Lisbon Municipality |

OpenHeritage project local promoter, PMA's owner and responsible for the urban municipal legislation compliance in the city of Lisbon. With focus on Portfolios of Housing and Local Development / Culture / Social Rights

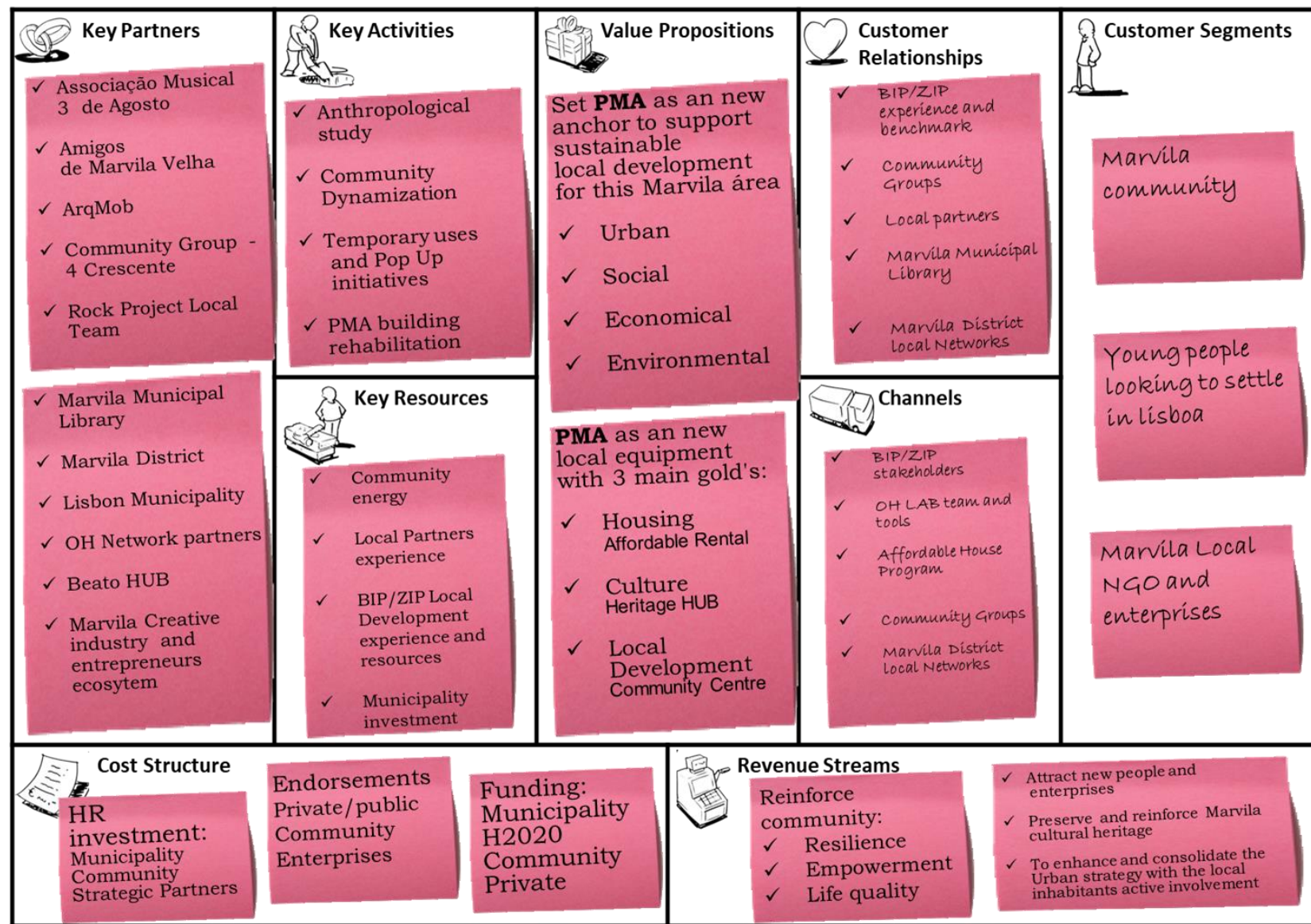


BUSINESS MODEL



Lisbon CHL
Palácio Marquês de
Abrantes

Business Model
Canvas Lisbon
OH LAB





ENERGIA BIP-ZIP
**NO CORAÇÃO
A CIDADE**



BIP-ZIP
Desenvolvimento
Local de Lisboa
20:20





OPEN
HERITAGE