

DESIGN'S ROLE ON THE [RE]HABILITATION OF SOCIAL AND URBAN STRUCTURE

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Acknowledging a state of generalized economic recession, in which the construction and abandonment of architectural systems, as well as culture, are undoubtedly the most damaged sectors, can design present projective solutions, that not only defend the local identity, but also enable the rehabilitation of these structures, assuming itself as an added value for society, urban planning and the local economy?

The basis of design sets on pillars like utility and function, identifiable features of the rehabilitation estate. On that estate the rehabilitation premise allows the sustainable profitability of the city, demonstrating an important task of the designer's discipline, through the city's strategic capacity as commercial "product". Small towns and historic centers deserve a defensive approach, foreseeing a conscious growth and with strategic plans that should board a global awareness, from the city's point of view as a commercial product. Philip Kotler tells us that "(...) small towns and communities whose streets and buildings have fallen into negligence (...) need a face-lift and invite the designer to propose strategies to embellish the face of the city" (Kotler, 1993). Demolishing historic centers to give place to new constructions, contribute for its progressive non-characterization and, as consequence, for the loss of its identity and depreciation. The room, the atmosphere, all the scenario created around an activity, whether on its recreational or professional dimension, represents the focus for the enhancement of the pleasure of creating, the way the creator human being feels. It can be verified in each element, each set that composes a physical space, appealing or not, the connection and creative and personal stimulus.

The interdisciplinary condition assumes an inclusive and dynamic universe, a liberal structure that enables the creator of exploring his ideas and concepts, like a path increasingly defining itself to incite the growth of something.

The relenting on the construction and its conceptual redefinition, as well as and verifying, that there is an overall reduction of the citizen purchasing power, it's understood to be necessary to adopt proactive behaviors. If any of these topics clearly fall over the domain of engineering and architecture, others are the ones where it's possible to quickly identify the role of Design and even others that understand the collaboration of mixed teams, that transcend the several projective disciplines. Old building's rehabilitation projects to enable a creative net, represent a projective reality with social repercussions, which on their turn enable the local income and, even more, invite to the creation of new sources of personal and enterprising income. This practice can be perceived as an enriching innovation motor of the municipalities while promotional "product".

Latour (2008), states that "designing always is redesigning," that reality allows us to understand the potentialities of our patrimonial and historical heritage, like for example the abandoned architectural structures, which on their turn can promote the development of cultural communities. By enriching the creative, professional and touristic potential of the place by making creative and multidisciplinary spaces, a tool for communication and identity promotion is created, enhancing the production of goods and services. It is intended to forestall a more touristic city, more creative and more professional and inherently, a more sustainable economy. "One of the most promising strategies regarding sustainability is to create the conditions that catalyze these diffuse social resources, by transforming these potentialities in real initiatives capable of producing big systemic opportunities. This is what design for social innovation means (...)" (Manzini, 2011). The road for social and urban systems sustainability, goes through exploring potentialities in design's discipline about social issues, stimulate the cooperative and conjoined progress, search for better urban management and evoke the communication between the several creative branches for creation, a public effort that enriches the city's Branding concept.

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