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INNOVATIVE APPROACHES TO THE PROCESS OF REVITALIZATION OF IMMOVABLE CULTURAL HERITAGE (ON THE EXAMPLE OF THE POTOTSKY PALACE COMPLEX IN IVANO-FRANKIVSK)

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The study reveals the problem of revitalization of immovable cultural heritage in Ukraine, which stems from the absence of state policy to preserve the architectural city-planning heritage supported by the necessary development and financing programs. The role of socialization of cultural heritage in the process of revival of valuable historical complexes that are under threat of destruction is shown, innovative approaches to the revitalization and the first positive results of their implementation are demonstrated. The example of an architectural monument with more than 300 years of history – the Pototsky Palace complex in Ivano-Frankivsk, which was brought to an unsatisfactory technical condition by a private owner in the 2000s, shows the positive impact of alternative directions of this object development. Currently, the complex is cared for by the newly created Municipal Enterprise (ME) “Space of Innovative Creations “Palace”, whose activities are aimed at preserving and revitalizing the historical monument complex. The aim of ME “SIC Palace” – is the simultaneous performance of measures for the preservation, protection, restoration, scientific research of the Complex and the creation on its basis of an interdisciplinary platform for communication between science, art and business. The study demonstrates real-time testing of the “Model of multi-vector development of the monument complex”, which includes four intercomplementary and interrelated directions – scientific-restorational, event-promotional, investment-marketing and the direction of maintenance and support. Such activities are provided through the simultaneous state funding, implementation of commercial projects, organization of multi-investment funds, raising funds from Ukrainian and international grant programs. This innovative approach allows for simultaneous scientific-research and restoration work on the buildings of the monument and the implementation of cultural-artistic, cognitive-educational, socially relevant, representative activities in the complex territory, and communication of artists of different directions that take place during the events in the Palace, promotes its integration into the cultural-artistic sector of the city and its preservation.

Keywords: revitalization, restoration, preservation, architectural monument.

Introduction

The article reveals the problem of modern approaches to the study, rescue and revitalization of architectural city-planning heritage of Ukraine, which has lost its original significance, was brought to destruction, is away from significant urban and social processes, and in most cases is not studied (Rybchynskiy, 2017, Bevz, 2001). Due to many circumstances: the absence of state policy to preserve the architectural city-planning heritage supported by the necessary development and financing programs, difficult economic situation, inappropriate attitude of local administrations, their lack of understanding of the role of cultural heritage in civil society – currently in Ukraine there is such a situation, when significant valuable historical objects and complexes are out of the public eye, are not used properly, are in a critical technical condition close to the emergency (Oliinyk, 2014; Prybieha, 2004; Convention, 1985). Destructive processes are particularly active against the background of misunderstanding of the value, role and place of cultural heritage sites by local residents, users, owners of architectural and city-planning monuments, as well as due to imperfect mechanisms of control and punishment for damage to monuments' complexes and objects.

The role of socialization of cultural heritage in the process of revival of valuable historical complexes that are under the threat of destruction is considered on the example of an architectural monument – the Pototsky Palace complex in Ivano-Frankivsk. The study presents a comprehensive innovative approach to the reintegration of cultural heritage object, which has a complex history and had a significant negative impact in the 2000s.

The current state of the architectural monument – Pototsky Palace in Ivano-Frankivsk, stages of its development

In the study we offer to consider the peculiarities of the Pototsky Palace (XVII – XIX centuries) in Ivano-Frankivsk, which has the status of an architectural monument of local significance. Construction of the residence of the Pototsky magnates in the town of Stanislaviv (now Ivano-Frankivsk) began around 1680 (Fig. 1). The construction of the palace was supervised by Charles Benoit, a French architect and military engineer. The area for the residence was chosen northeast of then existing city center of Stanislaviv (now Ivano-Frankivsk). The complex became the part of the city-fortress and was surrounded by a common bastion fortification system together with the city center (Hrabovetskyi, 1999; Barącz, 1858; Motak, 1999).

The Renaissance-Baroque complex consisted of two outbuildings connected with the main entrance gate, a palace building (apparently only the left wing of the building was implemented), a kitchen, a carriage house and other household buildings. On the territory of the complex there were arranged a regular parterre, a small decorative pond. The entire palace complex was, and still is, limited by 2-5 meters of brick wall.

During more than a century of the palace's history, the family residence of the Pototsky magnates has been visited by many dignitaries from all over Europe, there have been many official events, there are many mentions of significant historical events related to the Palace.

At the beginning of the 19th century, as a result of a government change, the complex was adapted for an Austrian military hospital. The military hospital was located here from the beginning of the XIX up to the beginning of the XXI century. For the needs of the hospital, the Austrians partially completed the former magnate's residence. Since the XIX century there were built several new buildings. Up to this day, the Palace came with a military hospital function, and only at the beginning of the 2000s it was transferred to the private ownership and stood empty until 2018. Unfortunately, the private owners of the palace buildings almost destroyed it and brought to a critical condition (3 buildings need to be removed from the emergency condition).

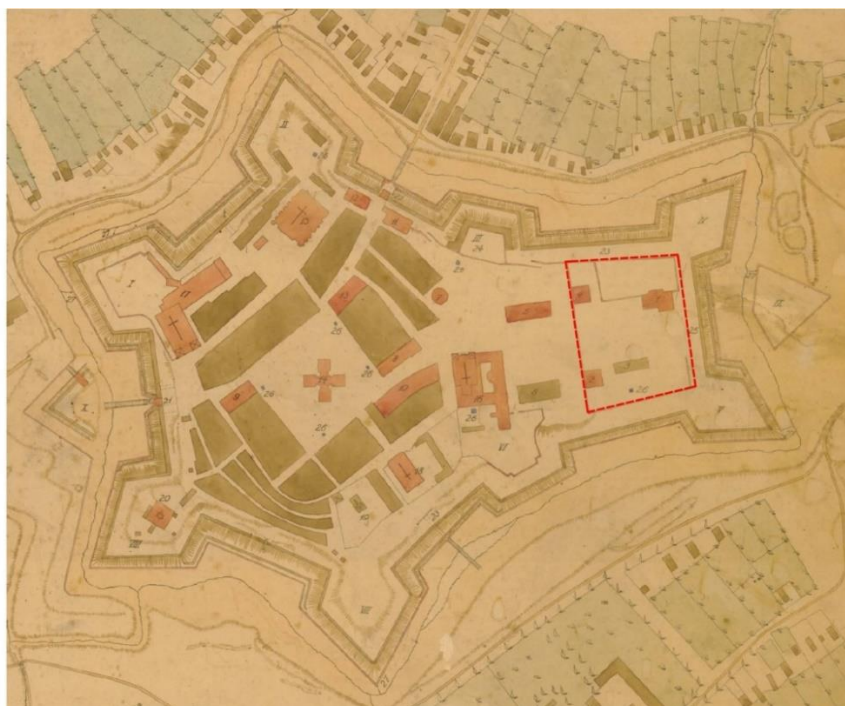


Fig. 1. Pototsky Palace on the historical map of Stanislaviv in 1792.

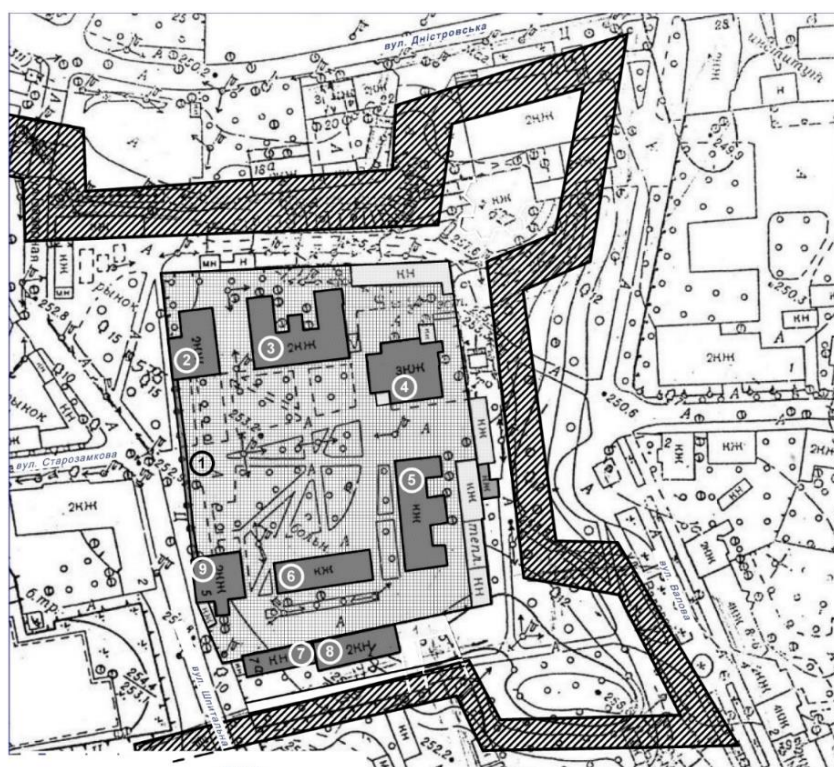


Fig. 2. Pototsky Palace. Layout of buildings. Existing condition. Explication: 1. Entrance gate of the palace of the XVII century; 2. Left outbuilding of the XVIII century; 3. Building A of the XIX century; 4. Palace building (rebuilt one) of the XVII century; 5. Building H of the XIX century; 6. Building F beg. of the XX century; 7. Carriage houses of the XVII century; 8. Carriage houses of the XVII century, 9. Right outbuilding of the XVIII century.

Today the former Palace complex consists of 9 buildings dating back the XVII-XIX centuries (Fig.2), and together with the territory of the former parterre create a single composition. The technical condition of each of them requires repair and restoration work (Fig. 3). The entrance to the territory of the Palace is through the main brick gate, which is connected with two outbuildings. In 2013, restoration work was performed on the gate, which saved it from destruction. In addition to historic buildings, the former Palace

houses several separate Soviet-era buildings and appendages. They are, of course, disharmonious with the historic buildings and need to be demolished (Lukomska, 2011).



Fig. 3. Historical buildings of the Pototsky Palace. Photo 2020.

In the modern structure of the city center, the location of the palace is very advantageous, as it borders on the rest and recreational, public administration, trade and residential areas. The facility is very well connected to the city, as there are several public transport stops within walking distance. Also there are good pedestrian connections with the central part of the city. The demarcation of the complex with the remains of former bastions and a two-meter brick wall creates a certain chamber atmosphere in the courtyard of the palace, which is favorable for the creation of a social-cultural center.

The historical landscape surrounding the complex has not been preserved, as today the Palace is at the epicenter of trade-public life of the city, the area directly adjacent to the walls has undergone for centuries and is now undergoing constant changes.

The problem of preserving valuable historical complexes in Ukraine

Today, considering the protection of historical-cultural heritage of Ukraine, the problem of preserving valuable historical complexes such as former castles, palaces, defense complexes, recreational villas is the acute one. Valuable historical complexes are often in poor technical condition. Among them there are such famous complexes as: the palace-mansion of Ray of the XVIII-XIX centuries, in the village Pryozerne; Vyshnivets Palace in 1730 in the urban-type settlement of Vyshnivets; Zhevusky-Lyantskoronsky Palace of the XVIII-XIX centuries in the urban-type settlement Rozdil, manor-fortress of the XVIII century in the urban-type settlement Dovhe and a number of others. We can revive and ensure the use of such complexes in a new status by adapting to a new relevant and popular function in society.

We offer to consider the problem of preservation and revitalization of valuable historical palace complexes, which were originally established as the residences of great magnates, princes, kings and their families. The biggest difficulty in the revival of such complexes is the scope of buildings and connections between them, a large area. Mostly these are ensemble complexes, which include several elements, with a harmonious perfect spatial-planning structure, which is well integrated into the landscape. Consequently, in the process of adaptation of the former palace buildings, it is necessary to consider them as a holistic composition, striving primarily to preserve its unity.

It is the successful adaptation, operation or use of an architectural monument or a valuable historical building that determines its life span. Because only the inclusion of a historic building into the public process can help it avoid destruction and complete liquidation or loss of authenticity. Only in case when the building is actively and properly operated by the public, when it is accessible to a wide range of visitors, or it is involved in social processes, it can be saved. It depends on the choice of specific functions how skillfully the historical essence of the building or complex will be revealed. It is the balance of the new and authentic that can ensure the visitors' perception of the peculiarities of valuable buildings, their surroundings, and interior space (Lukomska, 2015).

Of course, it is most expedient to restore and adapt former palace and castle complexes to: libraries, museums and galleries, leisure facilities. But it is not always possible (usually such a possibility is absent) to be financed with the owner's cost of the monument, or to receive state funding for such works, so it is necessary to implement commercial projects, organize multi-investment funds, attract Ukrainian and international grant programs.

“Model of multi-vector development of the monument complex” (on the example of the Pototsky Palace (XVII - XIX centuries) in Ivano-Frankivsk)

The research is aimed at highlighting the innovative experience of revitalization of the historical monument complex through the implementation of a set of diverse information-promotional activities simultaneously with the performance of scientific-research and restoration work. On the example of the former residence of the Pototsky family (XVII-XVIII centuries) in Ivano-Frankivsk, the “Model of multi-vector development of the monument complex” is currently being tested.

In 2018, the Municipal Enterprise (ME) “Space of Innovative Creations “Palace” was organized on the basis of the complex, the activity of which is aimed at preserving and revitalizing the monumental historical complex. The purpose of the enterprise is to preserve, protect, restore, research and rational use of buildings and the Palace by creating an interdisciplinary platform for communication between science, art and business. “Model of multi-vector development of the monument complex” includes four complementary and interrelated directions – scientific-restoration (design and survey), event-promotional, investment-marketing and the direction of maintenance and supply.

As the part of the complex buildings is in the critical technical condition, the key role in the process of restoration and preservation of the Palace is played by the **scientific-restoration department** of the enterprise. Its primary task was to perform research, surveys and production of scientific-design documentation for emergency anti-damage measures for dangerously wreck buildings and their elements, development of restoration tasks for buildings, structures and territory of the Complex, development of scientific-research programs, scientific-design anti-damage, urgent conservation work for each of the buildings of the Palace, ordering and production of acts to determine the loss of the monument. The Scientific-restoration department has organized the scientific-research work at the Complex: preliminary work, which includes the development of initial data for the restoration and adaptation of the object and preliminary research. The implementation of engineering-topogeodetic and hydrogeological surveys on the territory of the Complex is organized and ensured.

The next stage was the development of a general concept of revitalization and development of the Complex and scientific-design documentation for the restoration with the adaptation of the complex together with the territory to the new relevant functions.

A program of archival search and relevant letters to the archives of Austria and the Republic of Poland for thorough archival search in order to find cartographic, iconographic, descriptive, inventory, genealogical and other information for the period of foundation and during the Complex functioning. A search was made in the available digital archives of materials and literature, as well as the organization of the collected materials related to the Pototsky Palace/garrison hospital.

At the request of “SIC “Palace”, a Working Project was carried out – “Restoration and adaptation of the Congress Center of the two-storeyed building A (former hospital building of the XIX century)”. The

interior design of this building has been developed. The initial data of the documentation were completed and the Working Project “Restorations with adaptation of the one-storeyed building H (former hospital building of the XIX century)” was ordered. Restoration measurements of the plan, facade and interiors; performance of the laboratory studies of the building H have been organized. A detailed concept of the “Interactive Digital Museum of Weapons” has been developed, which will be located in the premises of this building. The project of anti-accident works of the 3-storeyed historical building B (XVII century) is developed and a part of anti-accident measures is realized. The implementation of the concept of “Multimedia interactive museum of ideal cities and historical cartography” has begun. Development of projects of external and internal-yard engineering networks and boiler house for the Complex is nearing completion.

The event-promotional department provides the immediate involvement of safe, suitable for events, facilities and territory of the Complex in the active life of the city. Due to the territorial location in the heart of the city, the ability to work both indoors and outdoors, the presence of an indoor park area and service zone – the Complex becomes an active multidisciplinary public space and an event venue of city importance. City, all-Ukrainian and international events take place here.

According to the method of organization – these are the events organized directly by the ME and collaboration and guest events organized in co-organization with the ME’s partners, or take place on the lease of the territory and equipment of the ME.



Fig. 4. Opening of the exhibition “Architecture regardless of time” on the territory of the Pototsky Palace, 2019.



Fig. 5. Performance “All Quiet on the Western Front” in the Pototsky Palace, 2019.



Fig. 6. Film screening on the territory of the Pototsky Palace, 2019.

By the directions – **cultural-artistic** (film screenings (Fig. 6), performances of drama theatre and open-air puppet theater (Fig. 5), exhibitions (Fig. 4), performances (Fig. 9), thematic light and subject installations (Fig. 7), local and international festivals (Fig. 8), photo and video projects, concerts of classical, jazz and electronic music); **cognitive-educational** (conferences, lectures, master classes, round tables, book presentations and author’s readings, defenses and presentations of diploma works of students-architects, children’s camps, workshops, excursions); **socially-relevant** (charitable events, social projects – social dances, support for people with disabilities and socially vulnerable groups, measures to support peacekeepers and doctors fighting the pandemic, actualization measures for the preservation of cultural heritage and traditions); **representative** (receptions of official delegations, signing of memoranda with the partners, awarding of diplomas to students, presentation of projects of citywide significance, finals of competitions and awarding of their winners); **gastronomic** (ethnic cuisine tastings, culinary battles, exhibitions and sales of eco-products of local manufacturers).

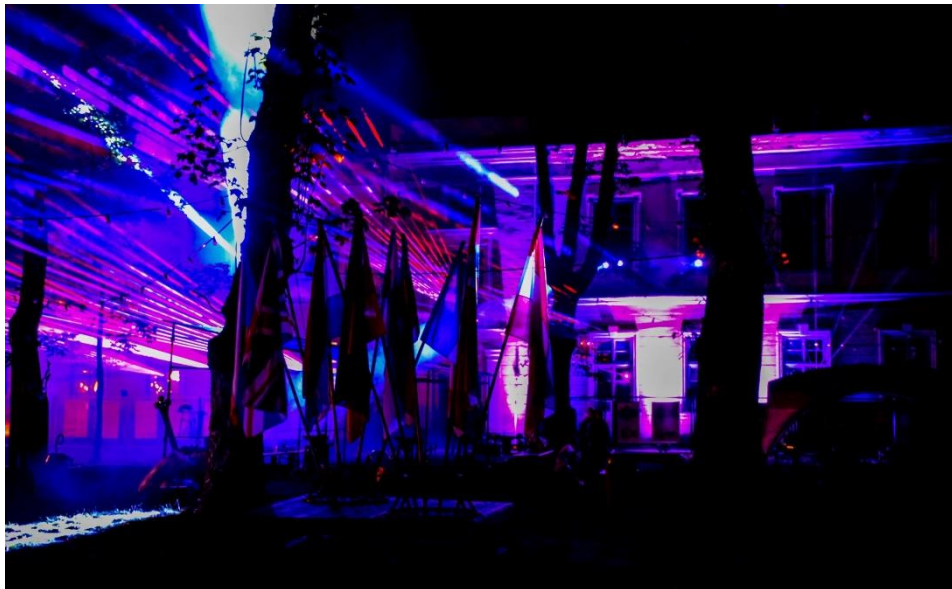


Fig. 7. Laser show at the Pototsky Palace during the International “Assembly of Blacksmiths’ Cities of Europe”, 2019.



Fig. 8. Festival “Carpathian Space” in the Pototsky Palace, 2019.



Fig. 9. Performance “Ideal city – perfect balance” for the Day of Architecture in the Pototsky Palace, 2020.

In the format of the trinity of science, business and art, the vast majority of events take place in a combination of several of these events. Thus, during the events on the territory of the Complex, it becomes a space of interdisciplinary collaborations. In this format, it is formed such an environment that is as maximally creative, conducive to the creation of innovative ideas and products, the launch of effective initiatives and startups.

A characteristic peculiarity of many events taking place on the territory of the complex is the spread of events outside the Palace, which is extremely effective in the mutual integration of the Complex and the urban environment, and communication of artists of different directions that take place during the events in the Palace, which promotes its integration into the cultural-artistic sector of the city.

Taking into account the form of ownership of the complex and enterprise, the **investment-marketing direction** of its activities is designed to maximize extra-budgetary funds and focused on obtaining its own profit, by profitable positioning itself in the market of events and services.

Complex being on the balance of the utility company, and, accordingly, on the primary funding from the local budget has a number of advantages and significant disadvantages. Initial budget financing makes it possible to carry out preparatory work at the start of the enterprise's activity without excessive risks, to pass "zero" threshold and to ensure the implementation of primary measures and works for which the attraction of the external funds is virtually impossible. These are the primary restoration works, scientific and engineering studies and inspections, urgent anti-accident works, engineering maintenance of the territory, production of a part of scientific-design and overall estimate budget documentation for revitalization, restoration with adaptation of a historical complex, maintenance of the minimum necessary material-technical base. The disadvantage in this situation is the disproportionate need to finance the restoration of the complex with the possibility of allocating funds from the city budget and the stability of such funding, which directly or indirectly depends on political factors, economic capacity of the city and understanding of priorities for preservation and development of historic complexes by the city authorities. Therefore, the issue of attracting external, extra-budgetary funds and providing multi-investment financing for the restoration-revitalization of the complex is extremely important. Priority potential sources for external financing are raising funds from international programs, state funds, specially created trust funds for multi-partner, philanthropic and charitable financing, social entrepreneurship – impact investment. In fact, a multi-investment approach to the attraction of the external funds is very important; it will protect the complex from the monopolistic influence of the monoinvestor on the vector of revitalization and development of the historical complex, and impact investment will ensure the formation of such an ecosystem where values and mission are no less important than money.

Important case for foreign investment and marketing activities is the complex's history, which unites several states as an object of international cultural heritage, the uniqueness of its location and architectural city-planning structure, the concept of revitalization of the Complex as a public semi-open space for interdisciplinary collaborations of science, business. and culture.

Provision and maintenance of the historic Complex – is an important direction, which is worked by a separate department of the enterprise. The aim of the department is to ensure the functioning of the other three areas of the enterprise: the organization of tender procurement for goods and services, according to approved projects and events, maintenance of the territory, greenery, buildings and structures of the complex, small architectural forms, engineering, maintenance and equipment upgrades, technical support and maintenance for events and activities, technical supervision of the quality of restoration and construction works. An important direction of this unit work is to take all necessary measures to ensure the safety of events and stay on the territory of visitors, fire safety and occupational safety, when performing work, accounting for material values and post-warranty maintenance of machinery, equipment and inventory belonging to the enterprise, organization protection of the complex. The department forms proposals and analysis of the estimation calculations for programs and projects developed by other departments, substantiates and optimizes planned costs. It coordinates the work of tenants and volunteers during the guest events.

Conclusion

An interdisciplinary approach in revitalization implementation is the key to the socialization of the forgotten or abandoned cultural heritage. Every historic city and historic settlement of Ukraine has valuable historic buildings and complexes that are in danger of destruction, they are not included in state or regional programs for the protection and preservation of cultural heritage and are actually deprived of the necessary funding for restoration-repair work. In this situation, the attention of the community, informational-promotional work, performance of the cultural-artistic, educational and entertainment activities aimed at the local population and tourists associated with the cultural heritage object plays a positive role in its revitalization and preservation, fixes its status of effective, recognizable, public social space of the city importance.

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