



Luna's Palace in Daroca, Let's do a twist!: management before intervention (Zaragoza)

Irene Ruiz Bazán

Diputación Provincial de Zaragoza, Politecnico di Torino

ireneruizbazan@gmail.com







DAROCA









Daroca is a city and municipality in the province of Zaragoza, Aragon, Spain, a city of about two thousand inhabitants





IGLESIA DE SAN MIGUEL

IGLESIA DE SAN JUAN DE LA CUESTA

IGLESIA DE SANTO DOMINGO

PUERTA BAJA

COLEGIATA DE SANTA MARÍA DE LOS CORPORALES

ESPACIO ARQUEOLÓGICO

CONJUNTO DE LOS ESCOLAPIOS

PUERTA ALTA











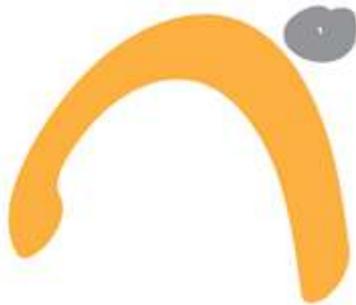
Palacio del Papa Luna



The Palacio del Papa Luna de Daroca, on Calle Mayor, numbers 75 to 81, is the most important civil architecture building of Aragonese. It is probable that this house was built on the initiative and under the patronage of Don Pedro Martínez de Luna, Benedict XIII, between the years 1396 and 1410. This palace has survived to this day in a good state of conservation, although the prospects were not at all promising : the house was divided between different owners.

Palacio del Papa Luna

The Fundación de Desarrollo de la Comarca de Campo de Daroca is a non-profit entity that was established in 2004 to promote, support and participate in all kinds of economic activities and initiatives that could generate wealth and employment, aimed to promoting economic development and social aspects of the Campo de Daroca Region.



Palacio del Papa Luna

In 2009 the Campo de Daroca Foundation signed an agreement to buy the 2/3 of the Palacio de los Luna that were on sale. The objective of the entity was to rehabilitate the building in order to stop its deterioration. All the patrons of the foundation (City Council, region, Aragonese Institute of Development and Government of Aragon) unanimously agreed to the decision, as well as the request for a grant to the Government of Aragon for the creation of a workshop school that could take care of the restoration works.



Palacio del Papa Luna

The foundation acquired the palace for 242,000 euros. It was hoped that after its restoration, the Palace could be destined for cultural uses that were not defined. The building would be "the framework space in which to integrate the different heritage initiatives. The objective was to contribute to the cultural and socioeconomic development of the region, as well as the preservation of the artistic legacy of the past"



Palacio del Papa Luna

Since the acquisition of the Palace, three employment workshops have been organized (2009, 2011, 2014) In a first phase, the Government of Aragon invested 300,000 euros in the consolidation of the building. In June 2011, the second phase began, subsidized with 150,000 by the *Obra Social de Ibercaja*. The third Employment Workshop financed by Inaem in collaboration with the European Social Fund, and had a cost of 73,500 euros.



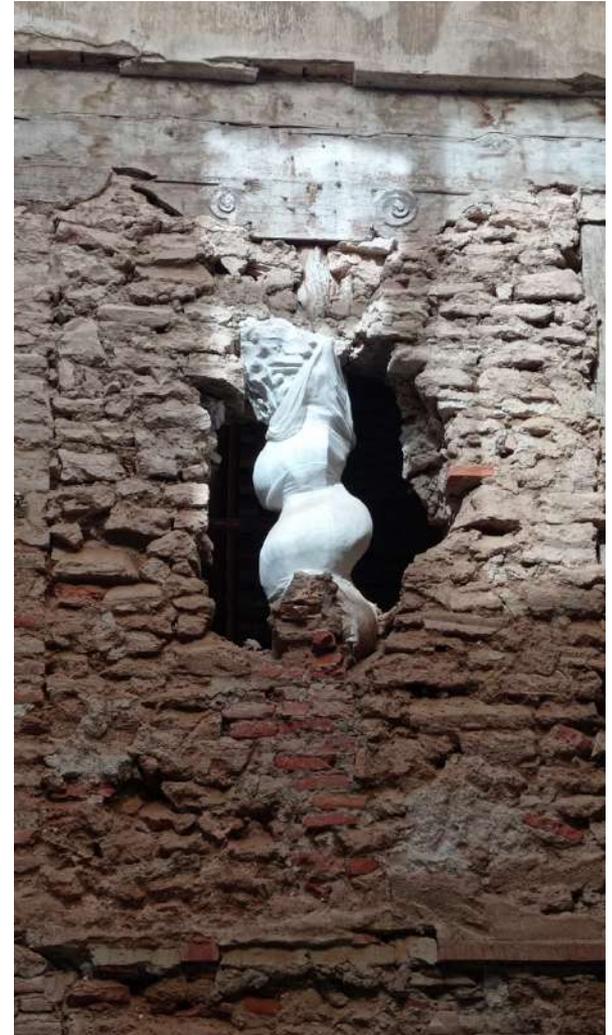
Palacio del Papa Luna

In the first phase, the roofs were renovated, the perimeter walls were consolidated and different architectural, pictorial and archaeological prospects were carried out.

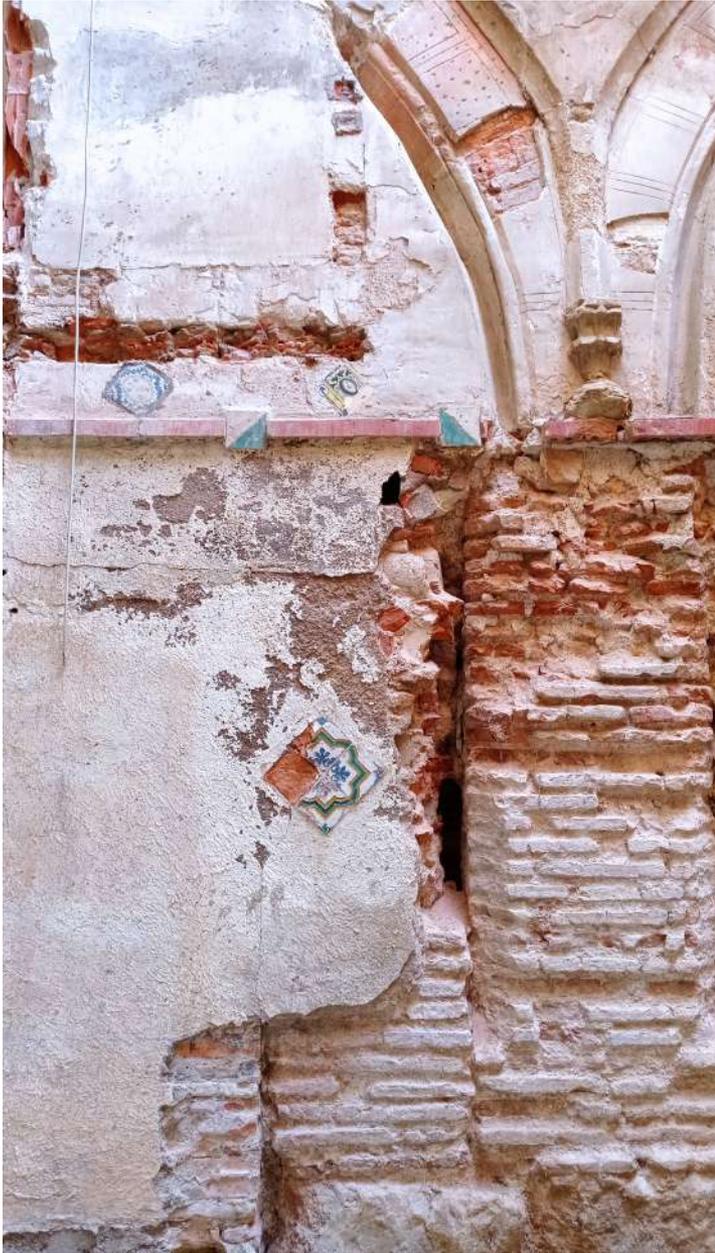
During the second phase the cellars at the back of the building were recovered, it was applied a wood treatment on the structure and the coffered ceiling of the noble floor was restored.

Third one consisted in the archaeological excavation of some spaces, as well as the monitoring of the construction processes.









A Challenging Matter

Before carrying out any project, it is necessary to take into account two alternatives:

- that it is possible to buy 1/3 of the building that is still privately owned
- that it is not possible to achieve it (!) and that the project must be carried out leaving this part out, which has important implications both in the program and in the consideration of the intervention

A Challenging Matter



A Challenging Matter

- The Palacio de los Luna is declared as *Monument* (1931, Monumento Nacional, 2002 Bien de Interés Cultural, en la categoría de Monumento), the highest level of protection in Spain.
 - Any intervention carried out in this type of building must have as its first objective to preserve its historical, aesthetic, identity values to transmit them to the future (Architectural Restoration) above any other type of intervention that considers other types of values in first place (economic, comfort, use): Adaptive Reuse,

A Challenging Matter

Cultural uses is a vague term that cannot guide an architectural restoration program in a building that does not maintain its original partitions, internal accesses, etc. that consequently must be reprojected in accordance with the needs and regulations of the new use: museum, conference room, multipurpose space, library ???? archive???



A heritage building –with the highest rank of protection- cannot be treated as if it were the Pandora's box (mythical container from Greek mythology, which contained all the evils (cultural uses???) of the world)

A Challenging Matter

A strategic management program **in a rural context** that seeks an appropriate use for this building must take into account the rest of the spaces available in the village and **consider it as a whole.**

Duplication of uses must be avoided, which leads to the underuse of existing spaces and can generate further problems. The changes of use have to be projected considering the whole and offer alternatives for the spaces that as a result of the generation of the new ones will lose theirs.







First steps

The association Territorio Mudéjar in collaboration with the Fundación Campo de Daroca has activated two research grants on civil Mudejar Architecture that are proposed as an analytical study of uses, based on the management of the Mudejar heritage, to establish an action plan.



The proposed action plans have been designed following the business model using Osterwalder's Canvas model to develop the Porter's forces idea and model for competitive strategy. They are evaluating the possibilities for joining the European project «Heritage Houses for Europe. Exchange and Innovate »based on measuring the positive impact of the conservation of family-owned heritage houses in Europe

And now???





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European Union
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Thank you!

ireneruizbazan@gmail.com
irene.ruizbazan@polito.it

Questions welcome



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