

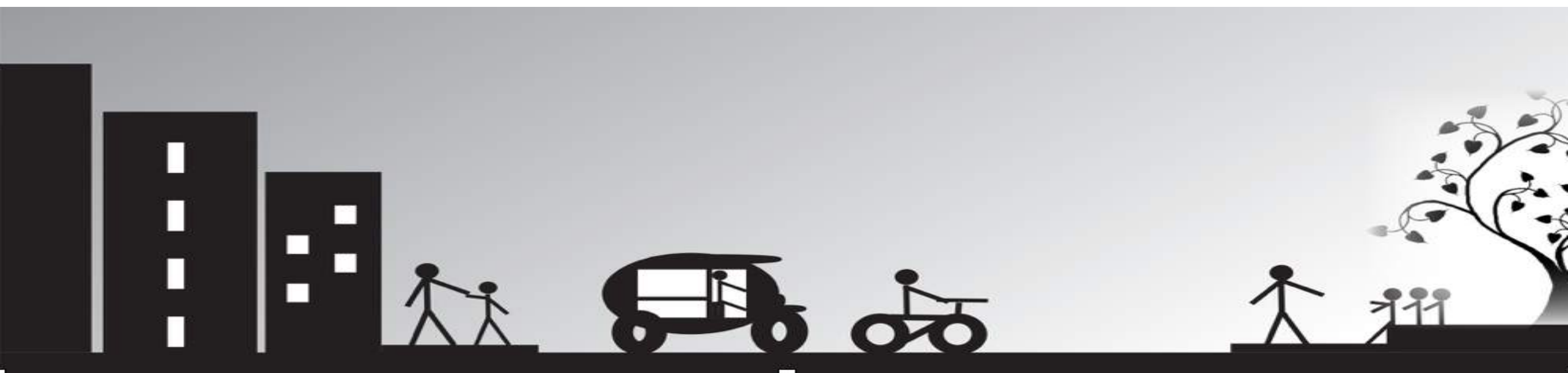
Built Heritage

Adaptive Reuse of old buildings



Pune 20.08.2015

Open your Heritage



Open Your Heritage | The Open Team



The bizz guy



The IT man & Photographer



The Graphic Designer



The marketing executive



The App developer



The team leader



The Programmer



The entrepreneur



The Domain expert

Built Heritage | Urban context

Heritage preservation and development conflict

Need for innovation and adaptive reuse of old buildings



How to understand heritage from the community point of view?

Site visit with INTACH and CDSA representatives
Interviews with the community



Brainstorming & problems/opportunities/needs identification



Strategy development



Prototype building

Built Heritage

Shaniwar Peth

Problems/opportunities/needs



Development vs conservation

Rent control vs speculation

Deterioration vs maintenance cost

Restricted access to Public spaces

Lack of Sanitation facilities

Lack of awareness

Diversification of building uses

Underused buildings & urban voids

Low cost rental space

Playgrounds & green areas

Private toilets in many houses

Smartphones, internet access, public spaces

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Services examples



Gupchup Ganpati Temple



**“difficult to maintain our temple
due to maintenance cost”**

Sharing cultural/social experience by
organising community dinner

Vishrambaug Wada

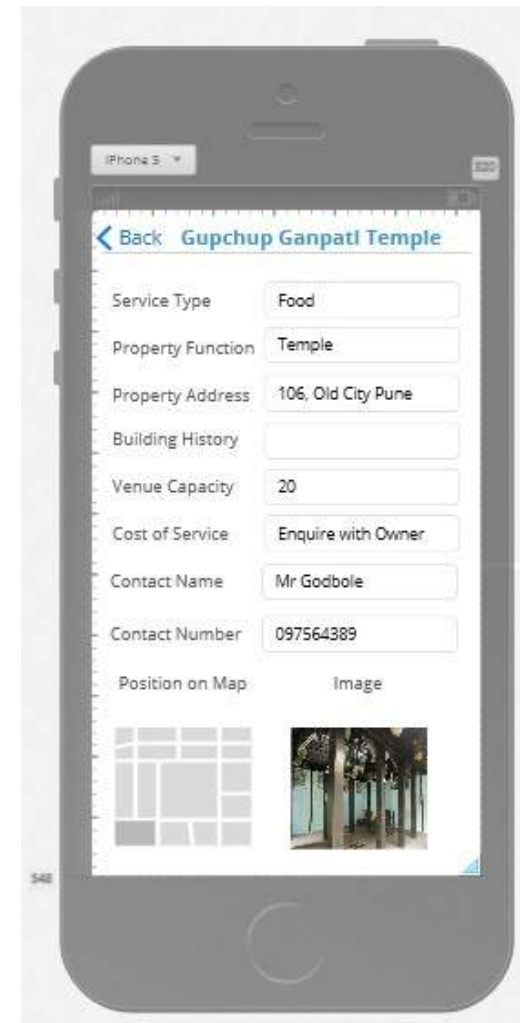
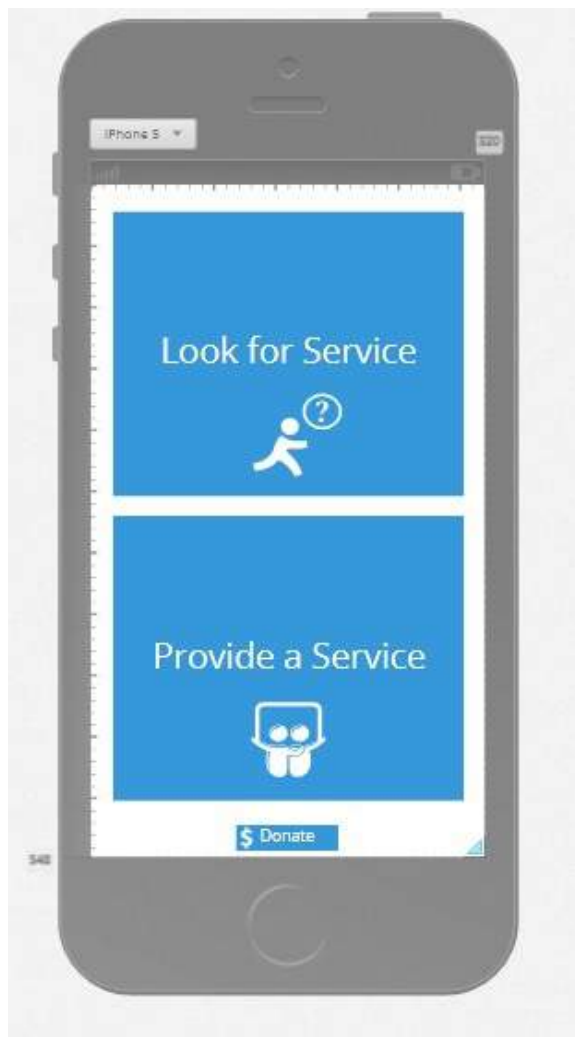
**“If costumers come directly to
our factory it will be more
money for us”**

Local craft and example of direct
benefices on sales



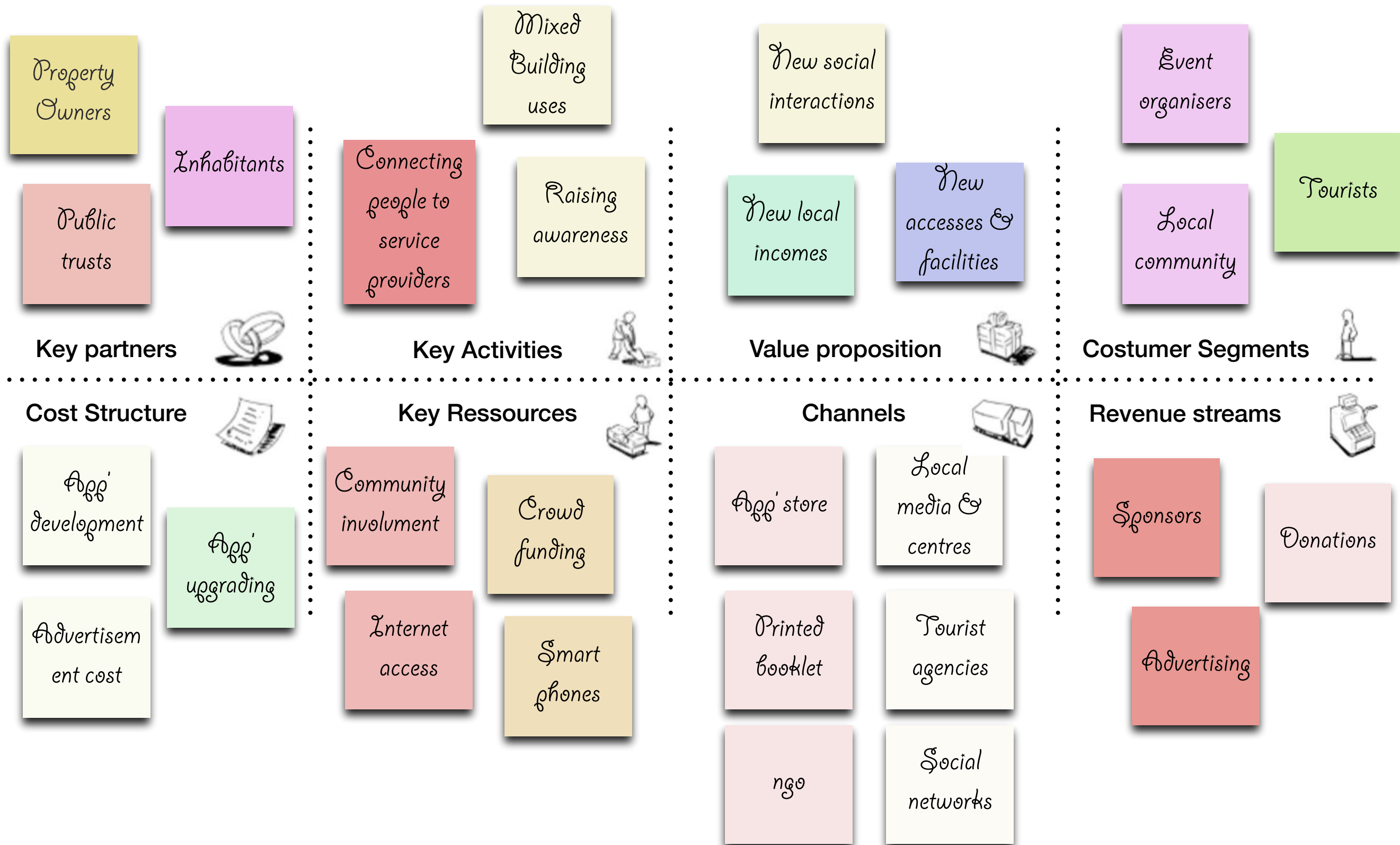
Open Your Heritage | App' demo

Free and open source



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Canvas Business Model



Small-scale intervention

Raising awareness

Catalyst

Scaling up

Scalability / Replicability / new functionalities

Multi-platform services integration

Community driven initiatives

Thank you & follow us | The Open Team

