

## Reuse of The Heritage Buildings; An Innovative Approach

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### **Abstract:**

Architecture heritage conservation is a substantial part of the society's culture identity conservation, and there are many conservation methods. One of these is reuse of the heritage buildings, that it is the main concept to seek out the appropriate balance between the conservation of cultural property and the change of its functions as well. Reuse of the heritage buildings can play a vital role in improving many aspects of the city. **Objective:** The research aims at proposing a reuse model for heritage buildings, contributing to the adaptation of reuse alternatives to be more suitable for current needs, that include new activities, interactions, and services to meet the current urban different needs. Since the development of a strategic plan dealing with heritage buildings may contribute to providing and improving guidelines for stakeholders to maximize reuse objectives benefits in the short and long term. Therefore, research reviewing the traditional approach dealing with heritage building reuse and how it can be developed using the strategic mapping model to be more efficient and flexible at determining the appropriate reuse activities. **Methodology:** The research adopted a theoretical and analytical approach by reviewing the concept of reuse, its benefits, and application stages. In addition, explaining the components of the strategic mapping model and its methodology that's differ from traditional reuse methodology, to introduce an appropriate approach for the Egyptian context. Then case study was applied to "Mogamaa Eltahrir" building in Cairo. The research concluded with a proposed reuse model for heritage building by including basic concepts of the strategic mapping model. **Results and conclusion:** The research discussed the importance of using the strategic mapping model for management of the reuse process of heritage buildings, in order to achieve flexible and effective reuse plans. Especially heritage buildings in downtown Cairo are planned to be reused after Relocation to the New Administrative Capital, which would positively affect the reuse policy and plans of heritage buildings in Cairo.

### **Keywords:**

Reuse Approach; Strategic Mapping Model; Heritage Buildings; Mogamaa Eltahrir.

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