**Problem Statement**

"Being an icon of the modern Italian architecture did not preserve the Velasca Tower by carelessness, obsolescence and vacancy. For that reason today the future of the tower seems particularly uncertain. Furthermore the decision of Fondiaria SAI (the owning company) to sell the tower kindles a vivacious discussion in town about the role of this edifice in Milano and its cultural value. The research tries to determine the Highest and Best Use (HBU) of the Velasca, considering both the financial feasibility and the cultural value of tower in the uncertain scenario of the Real Estate Market in Milano".

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**Building Analysis**

**Location Analysis**

**Market Analysis**

**Strengths**

- Aesthetic Benefits
- Financial Benefits
- Educational Benefits
- Economic Benefits
- Environmental Benefits
- Social Benefits
- Cultural Benefits
- Non-Use Values
- Indirect Values
- Use Values

**Weaknesses**

- Aesthetic Costs
- Financial Costs
- Educational Costs
- Economic Costs
- Environmental Costs
- Social Costs
- Cultural Costs
- Non-Use Costs
- Indirect Costs
- Use Costs

**Opportunities**

- Transformation Scenarios
- Reuse Scenarios
- Conservation Scenarios

**Threats**

- Transformation Risks
- Reuse Risks
- Conservation Risks

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**Cultural Value**

The Cultural Value is not a unique concept, but can be divided in 11 sub-values organized in 3 groups. Different Interventions approaches lead to the activation of different Cultural value.

Each Scenario is related to different Intervention Approaches which suggest the Cultural Values, that are activated. The Scenario C and D (The Event Square and The Green Tower) lead to a mixed Intervention Approach (Reutilization+Conservation), which is able to maximize the use of the Cultural Value (because the greater amount of sub-values result activated).

For that reason, among the 4 Scenarios, which have been extracted by the market analysis, the considerations about the Cultural Value suggest to further develop the third and the forth.

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**Historical High Rises in Milano**

- Torre Velasca
- Torre Breda
- Torre Pirelli
- Torre Gaia
- FFSS I
- FFSS II
- Torre Romana

**Tower Recently built or Planned in Milano**

- Palazzo Lombardia
- Torre Porta Nuova
- High Rises Hotel
- High Rises Residential
- High Rises Offices
- CityLife

**Case Study in New York**

- Torre Porta Nuova
- High Rises Hotel
- High Rises Residential