

An Educational Approach to Preservation of Community Assets (PCA)

This paper presents a design approach entitled PCA, Preservation of Community Assets. PCA aims at reviving or creating meaningful surroundings for communities, especially underprivileged ones, which often lack the architectural assets that can anchor the memory of the community's living culture. This situation characterizes a large number of places and communities in the fast-growing, immigration-fed urban areas common to the past century. Multicultural awareness, professional openness, social responsibility, and multidisciplinary approaches provide the basis for the PCA approach.

PCA is also of potential use in heritage preservation projects for communities with meager material resources. While serving social ends, it can also provide for economic development by creating an attractive, unique sense of place and fostering attractions such as local arts, public site-specific art, and ethnic traditions. This paper stresses the importance of such an approach to professional and educational curriculums by presenting two intertwined features: a course developed and offered to students at the Faculty of Architecture and Town Planning, Technion, Israel Institute of Technology, and a case study, within the framework of the course, which focused on a community in Rosh-Ha'ayn, Israel.

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