Current society values iconographic places of the past as reference points—heritage places provide a sense of stability and continuity in an ever faster changing world. Such nostalgic feelings held by one part of the populace are juxtaposed with desire for progress and development by another sector of society.

Cultural Heritage Management is a discipline concerned with the protection, preservation and proactive management of heritage places for present and future generations. It has to take into account the views and aspirations of current society both with respect to the protection of places and sites in a virtually unchanged state, and the demands for ongoing use as well as adaptive changes in use. On occasion this leads to conflict.

Such conflict is normally resolved through planning mechanisms which ensure coexistence of both views not necessarily at the same location, but at a community/town level. Such mechanisms are inadequate, however, when the proposed new development falls outside the accepted conceptual norms of development—as in the case of artist-designed buildings.

The project examined this conflict in form of a case study of the Friedensreich Hundertwasser designed building in Bad Soden, Germany. Not only was a new building erected according to the radical design concepts of the Austrian artist, but a heritage-listed building was substantially modified to suit the demands of modern architecture and art.