



THE
HAVANA
CREATIVE
CITY

MSc3-4 COMPLEX PROJECTS
HAVANA PROFUNDA
Kan Hok Yin
Anthony

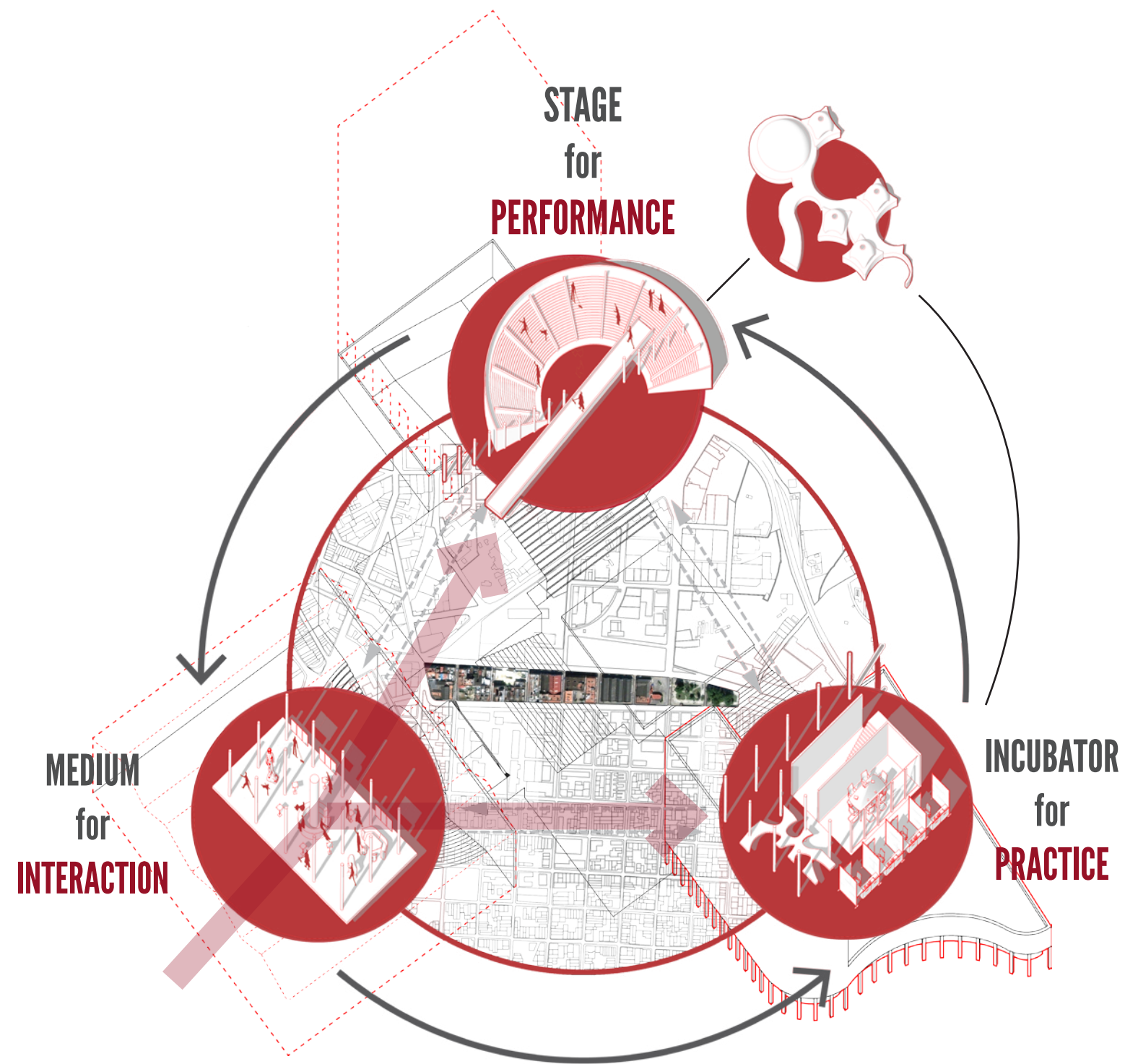
RESEARCH



ART+BUSINESS

Talent as driving force in reforming bussiness.
offering creativity, vision and morality.

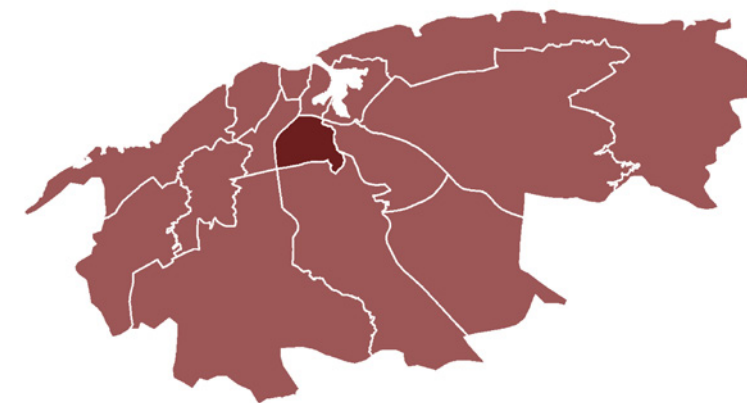
Project:



The **NEW ART** School of Havana

a factory that combines the creativity of art and practicality of bussiness.

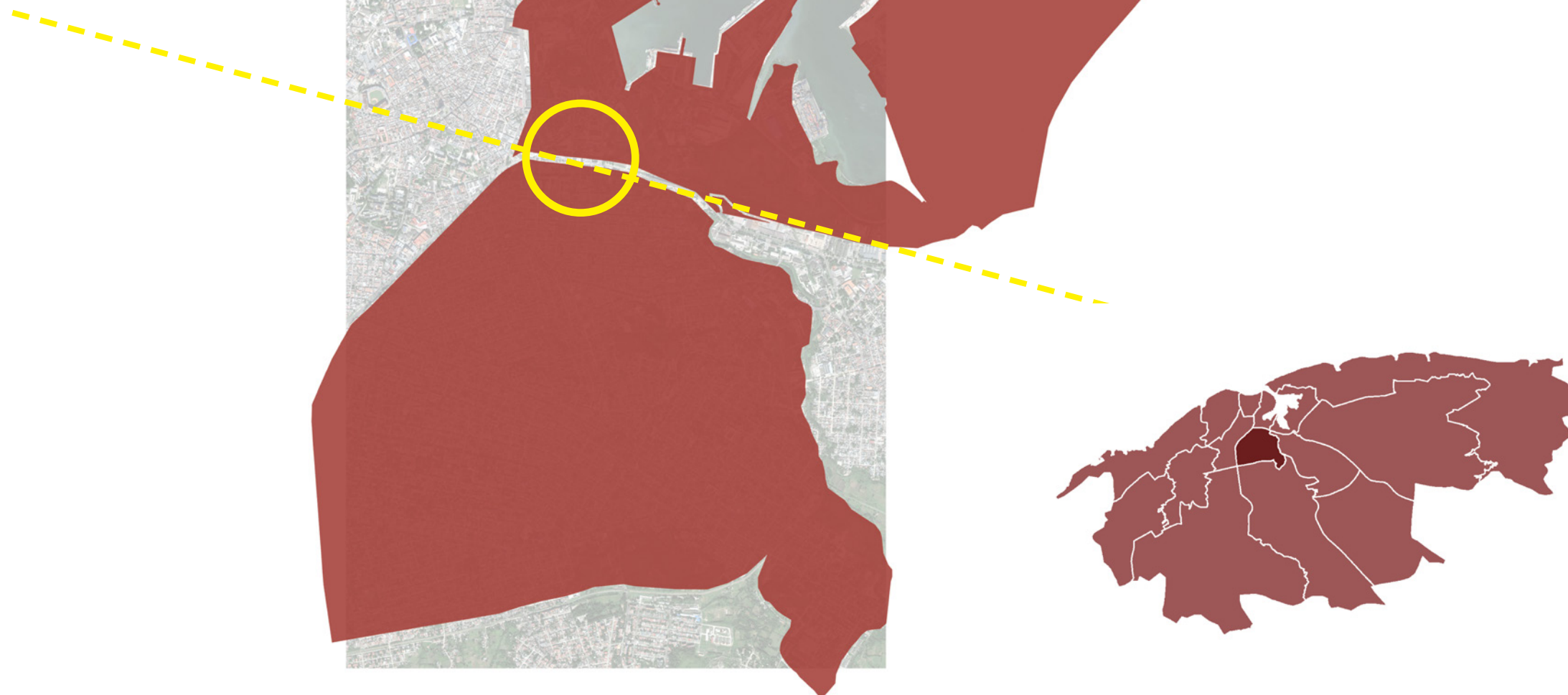
Site:



Between the **Prioritized** and **Neglected** Neighbourhood

the fast growing old town redevelopment area and ignored working-class neighbourhood that left to decaying

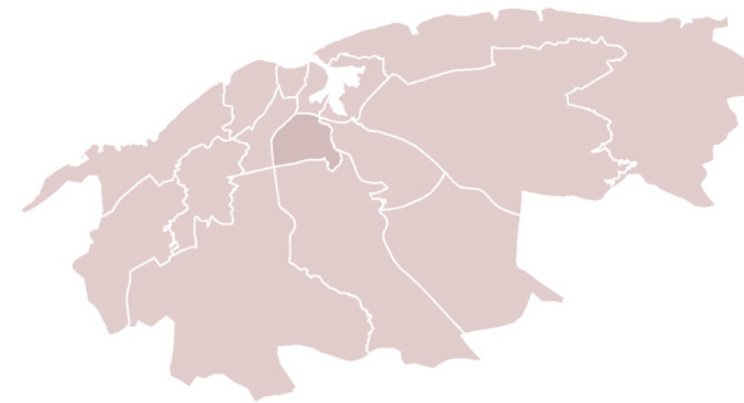
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Site:



Between the **Prioritized** and **Neglected** Neighbourhood

the fast growing old town redevelopment area and ignored working-class neighbourhood that left to decaying

Impression: City of Contradiction...

1)
Between **Ideal of
Freedom**
and
**Reality of
Totalitarianism**



Impression: City of Contradiction...

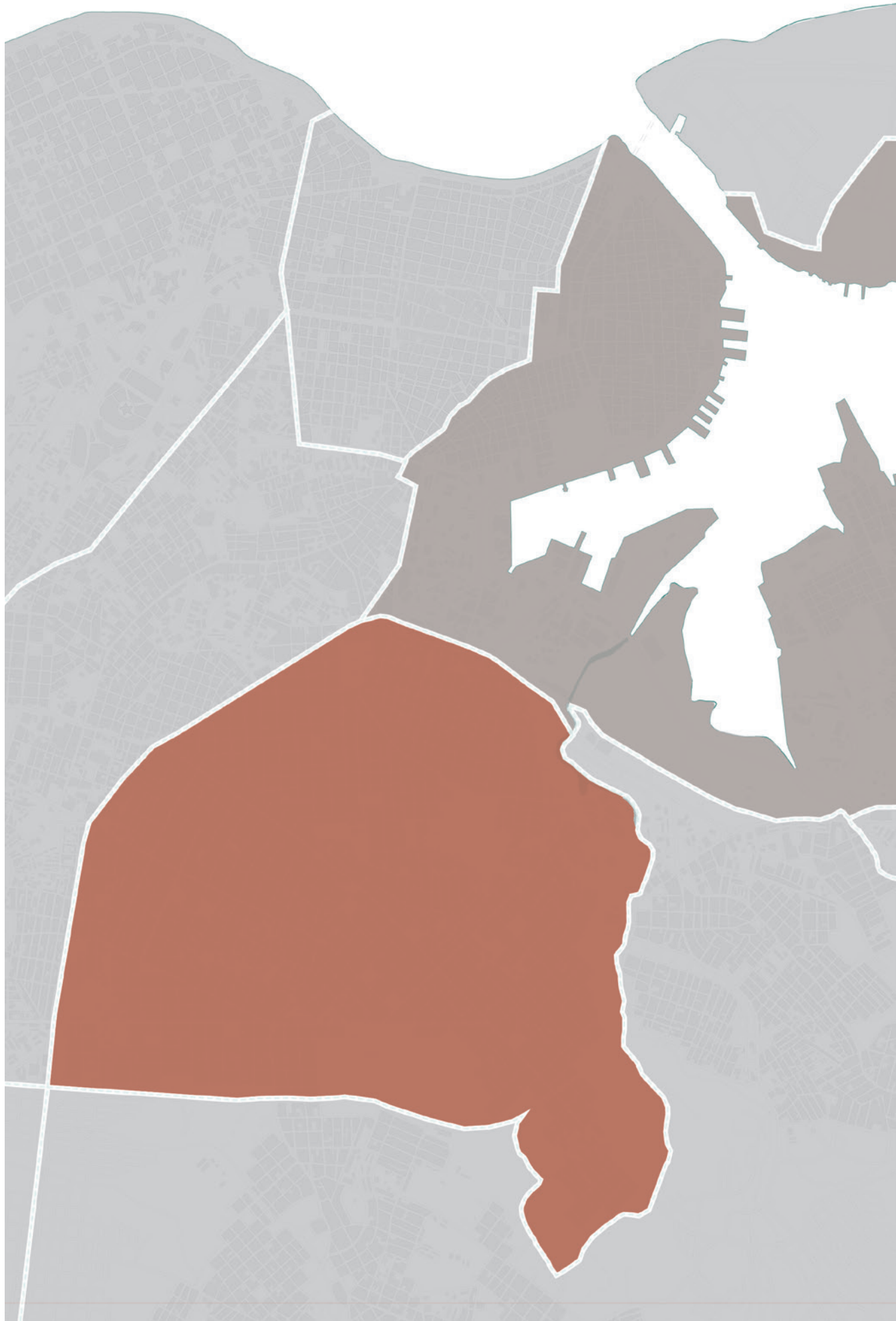


2)
Between **Glamorous**
Old Town Heritage
and
Decaying Residential
Neighbourhood

Starting Point of Research:



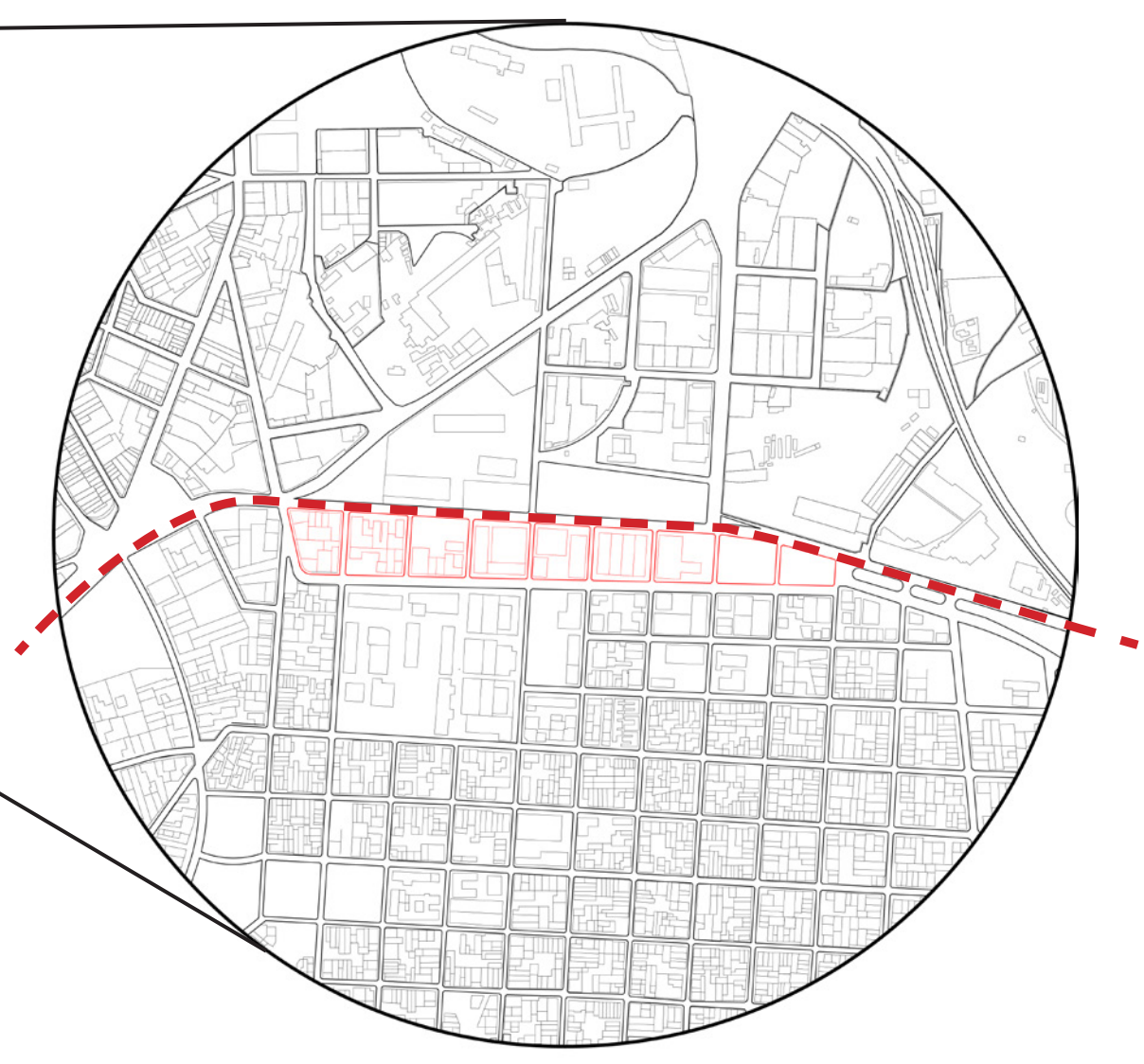
- to understand the cause contradiction, before proposing a solution to the apparently observed prolematic, or direct attachment to development possibility of the opposite.





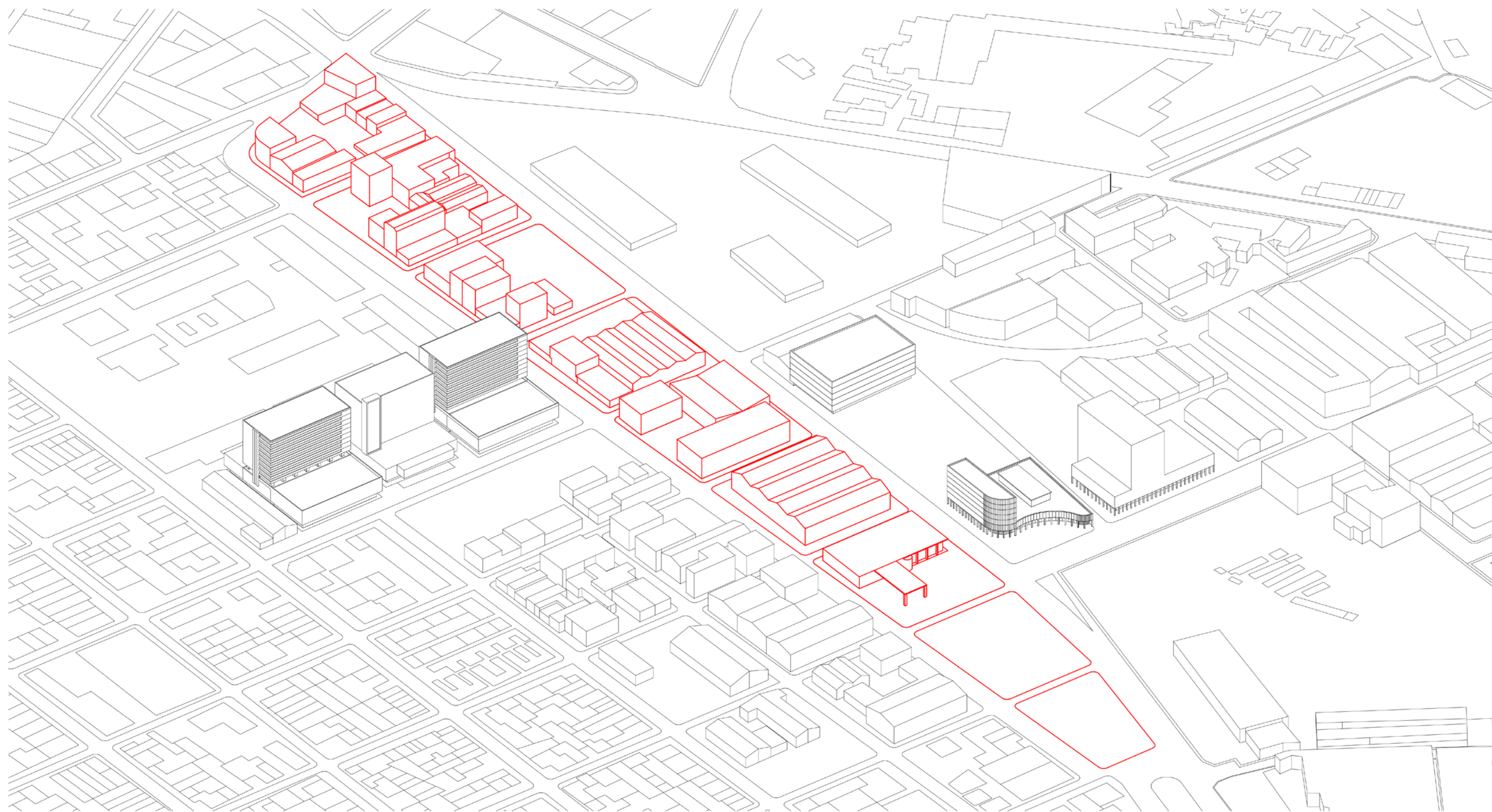


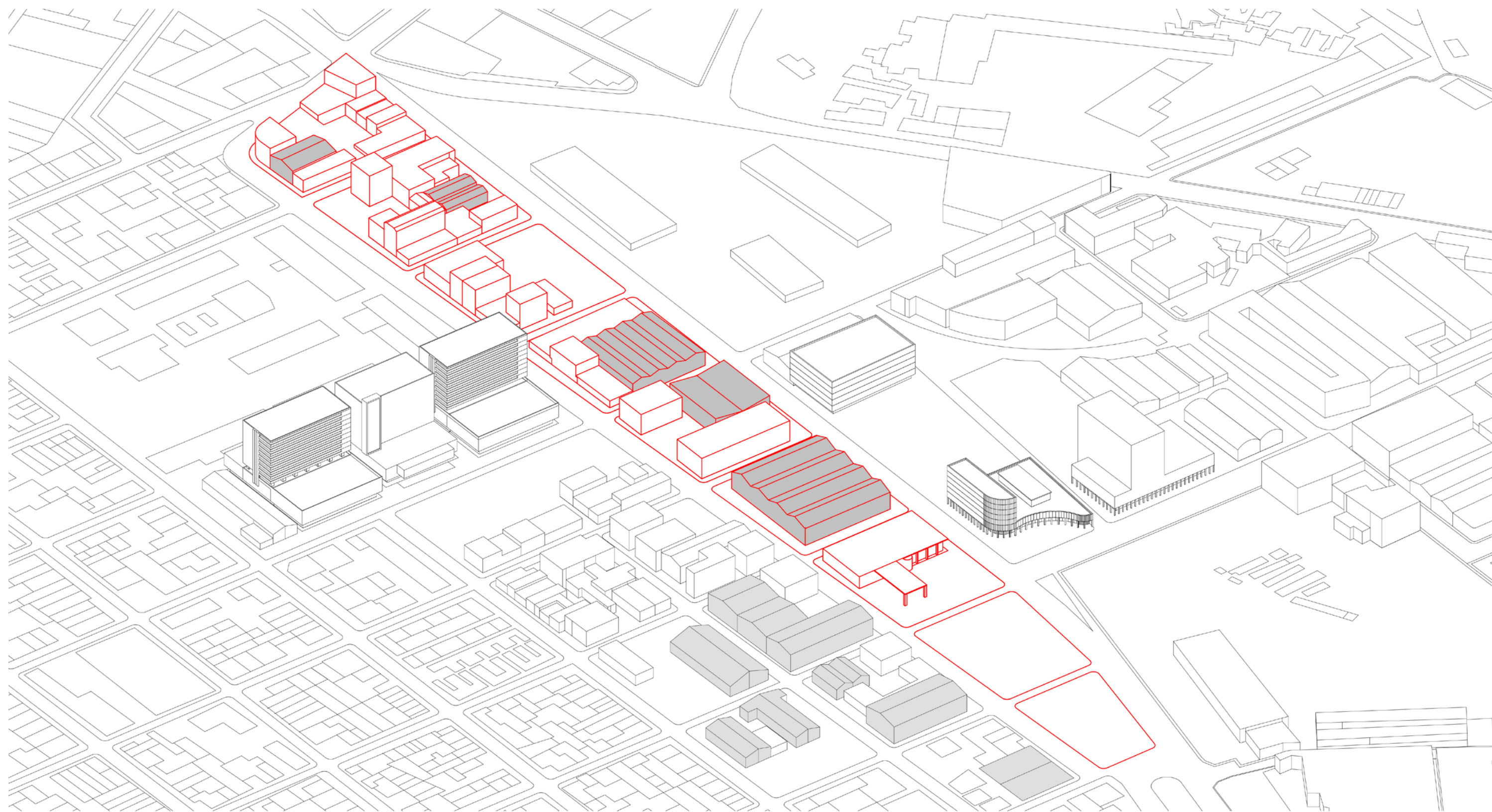


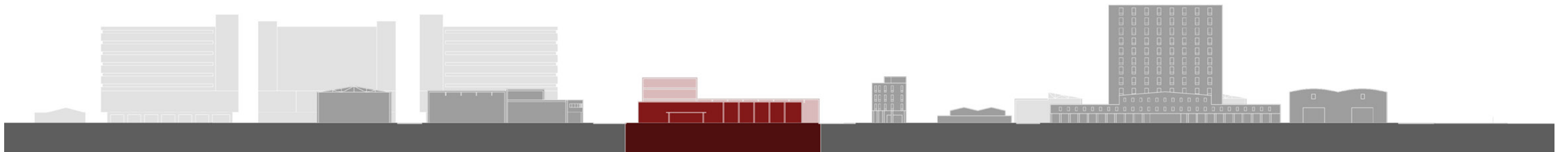
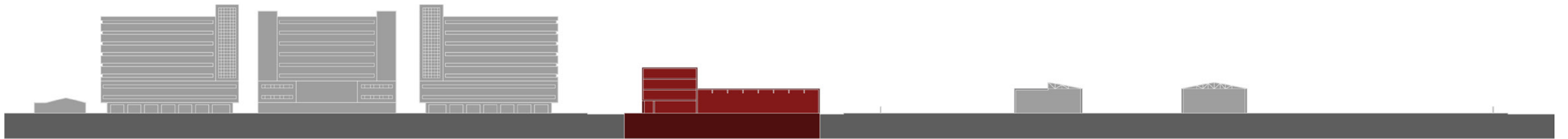
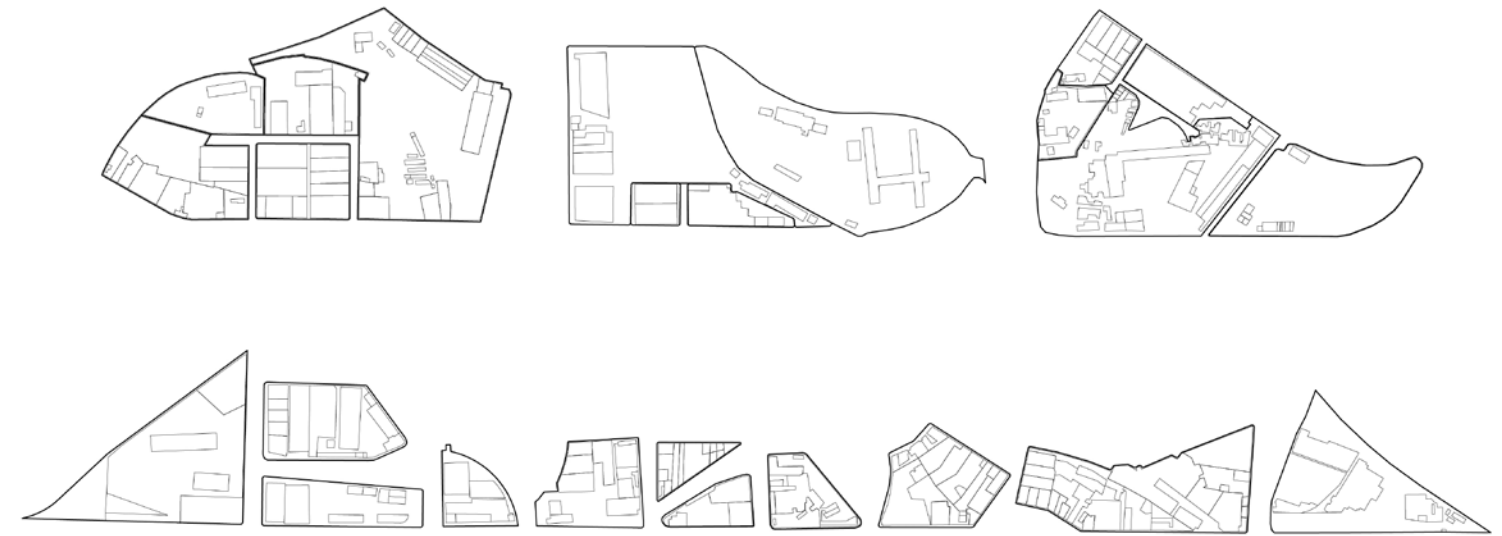


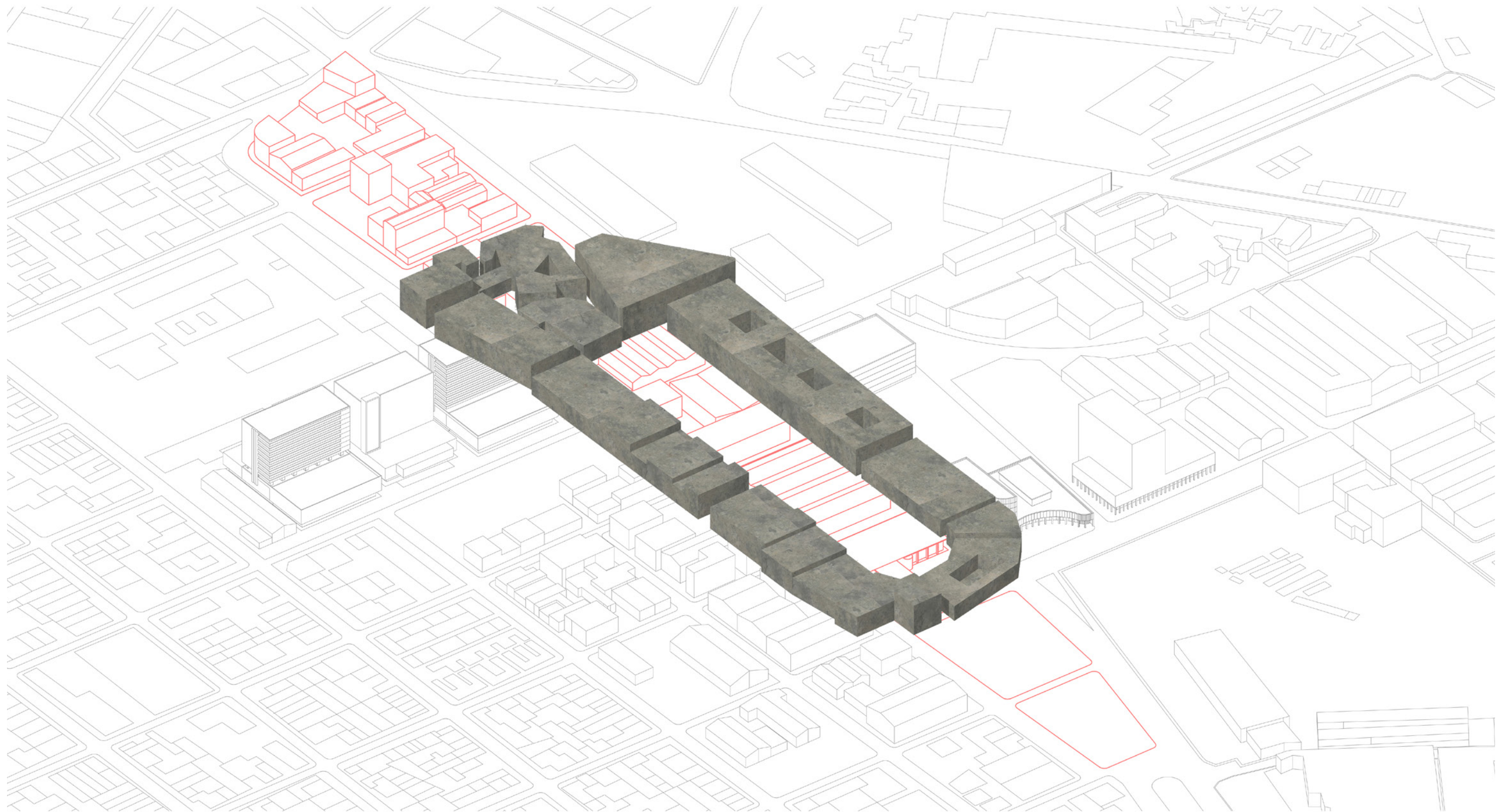


Strip Elevation

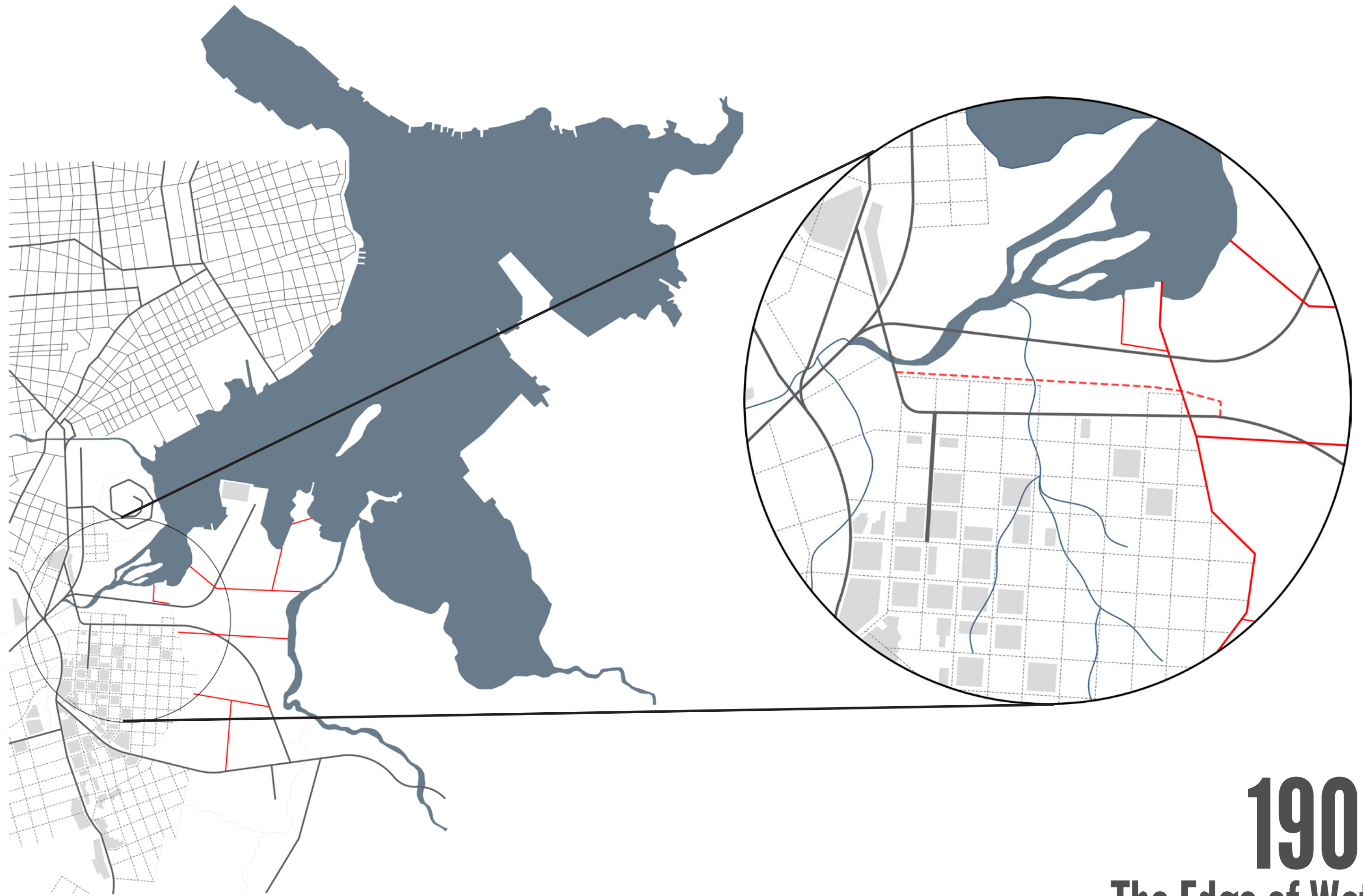












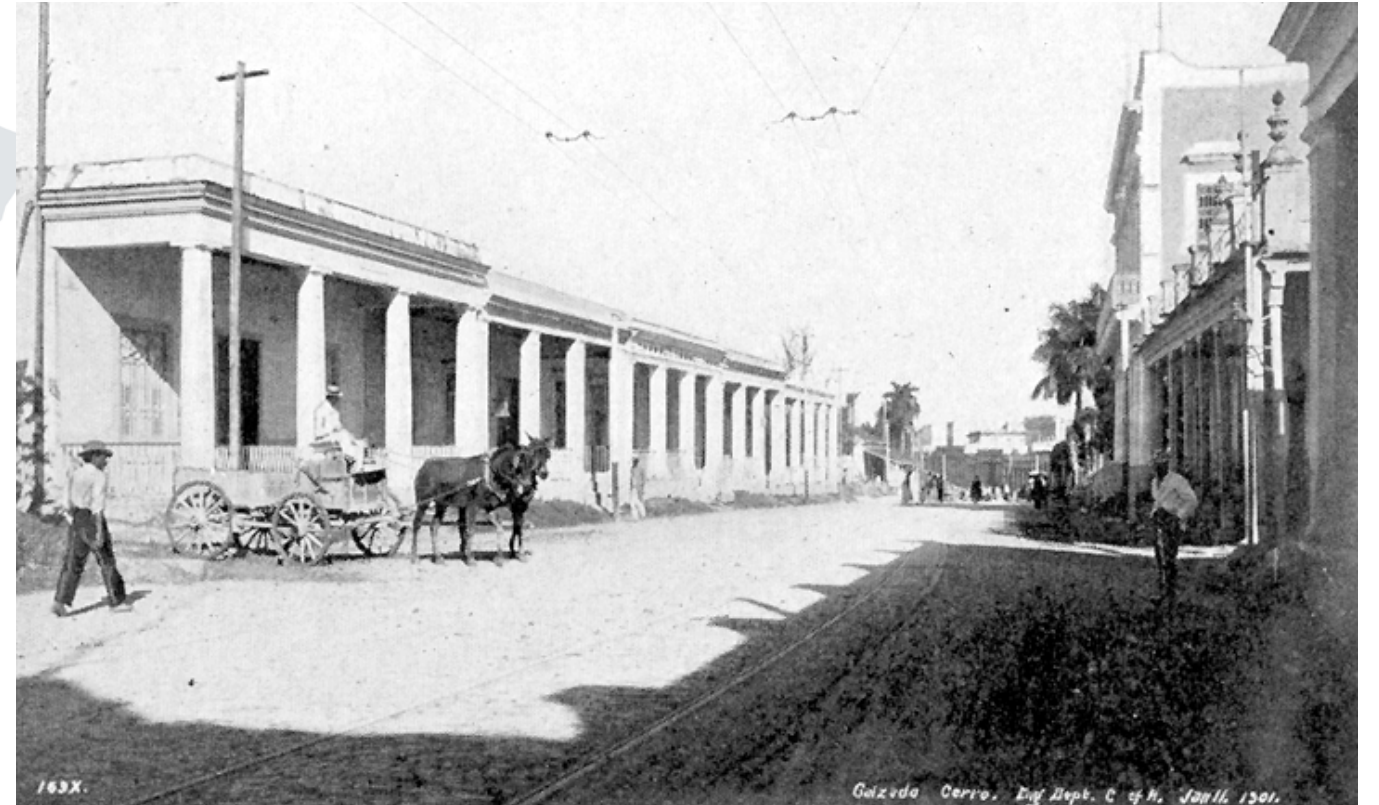
Creator: Pichardo y Tapia, Estéban, 1799-1879
Publisher: Office of Chief Engineer, City of Havana Department of Streets

1900

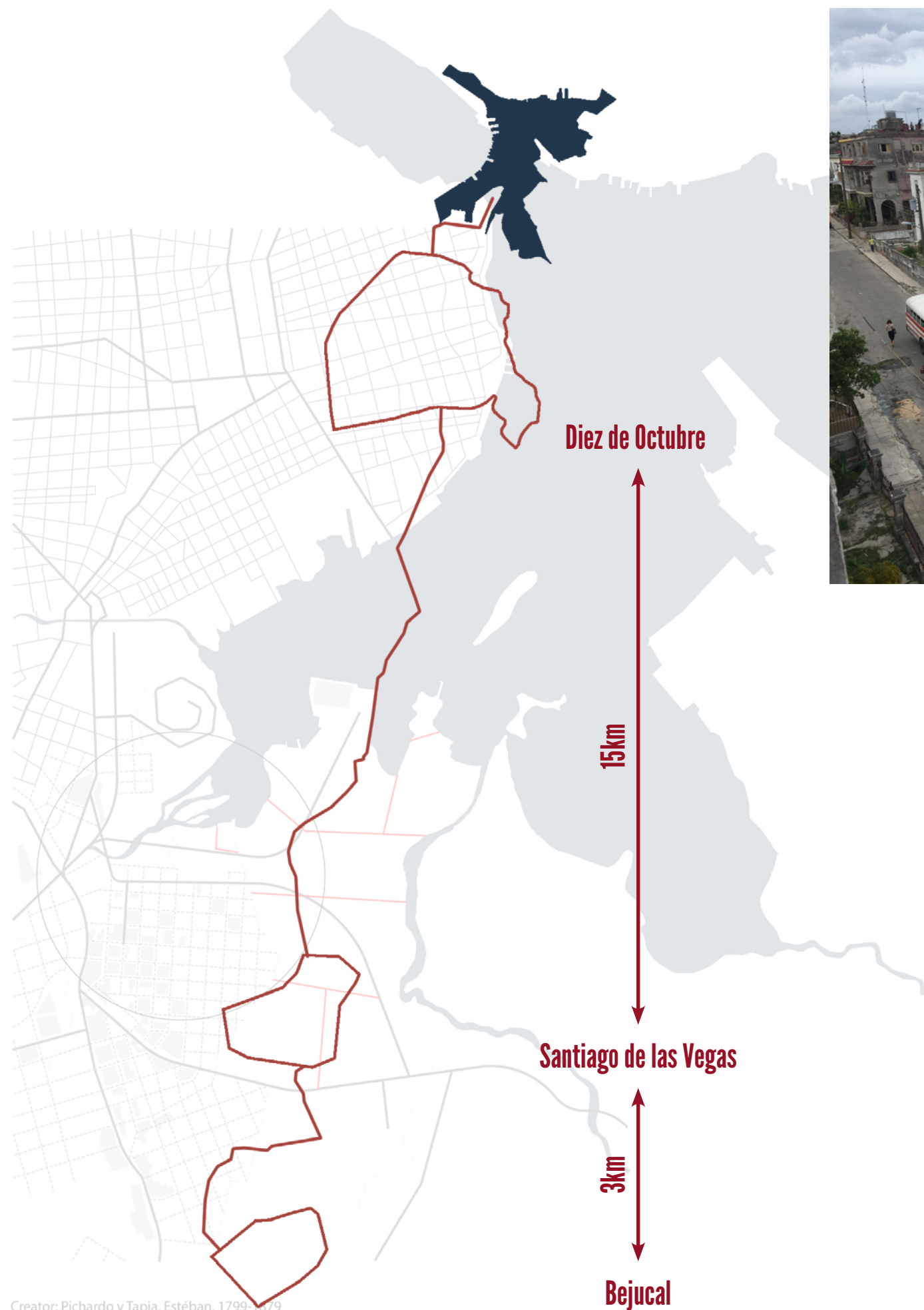
The Edge of Water



Creator: Pichardo y Tapia, Estéban, 1799-1879
Publisher: Office of Chief Engineer, City of Havana Department of Streets



Trading Route: Calzada diez de Octubre



Rise of Middle Class: Villa Boom



Creator: United States. Hydrographic Office
Publisher: Hydrographic Office under the authority of the Secretary of the Navy

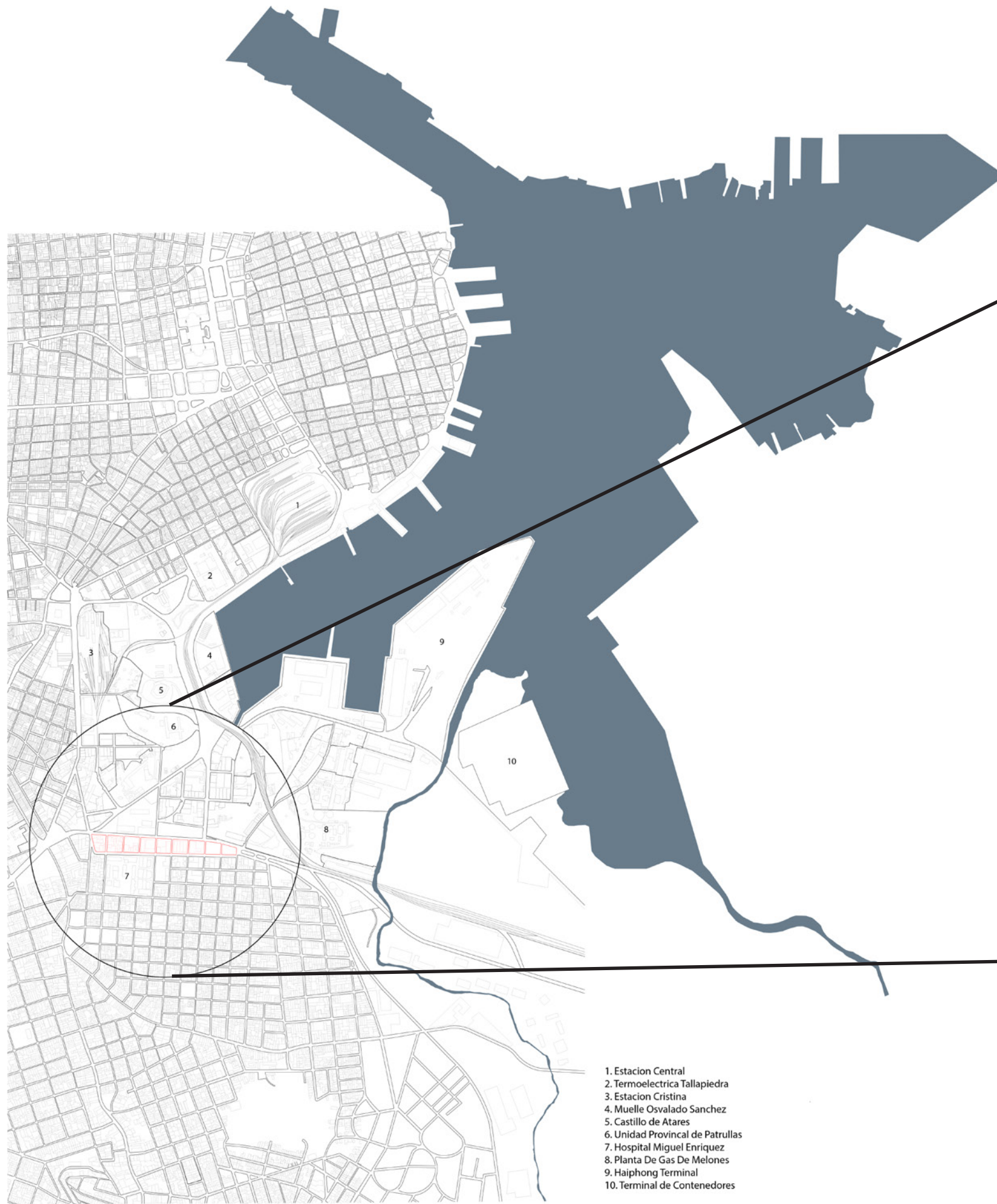
1960

Formation of Industrial Strip



Creator: United States. Hydrographic Office
Publisher: Hydrographic Office under the authority of the Secretary of the Navy





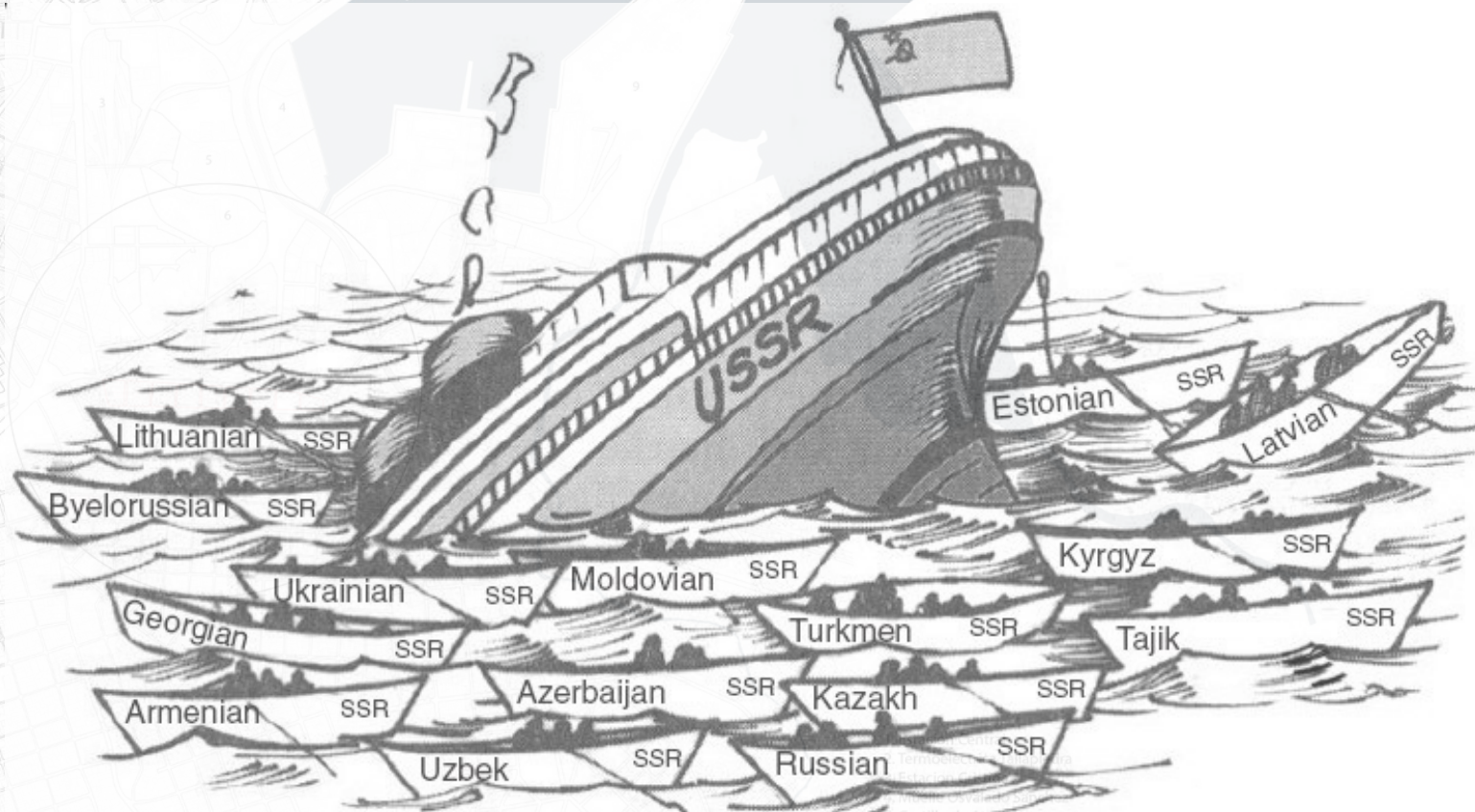
1. Estacion Central
2. Termoelectrica Tallapiedra
3. Estacion Cristina
4. Muelle Osvaldo Sanchez
5. Castillo de Atares
6. Unidad Provincial de Patrullas
7. Hospital Miguel Enriquez
8. Planta De Gas De Melones
9. Haiphong Terminal
10. Terminal de Contenedores

Creator: Google Map

1980-Present

Edge of Post-Industrial Site

80% Import
80% Export
34% GDP

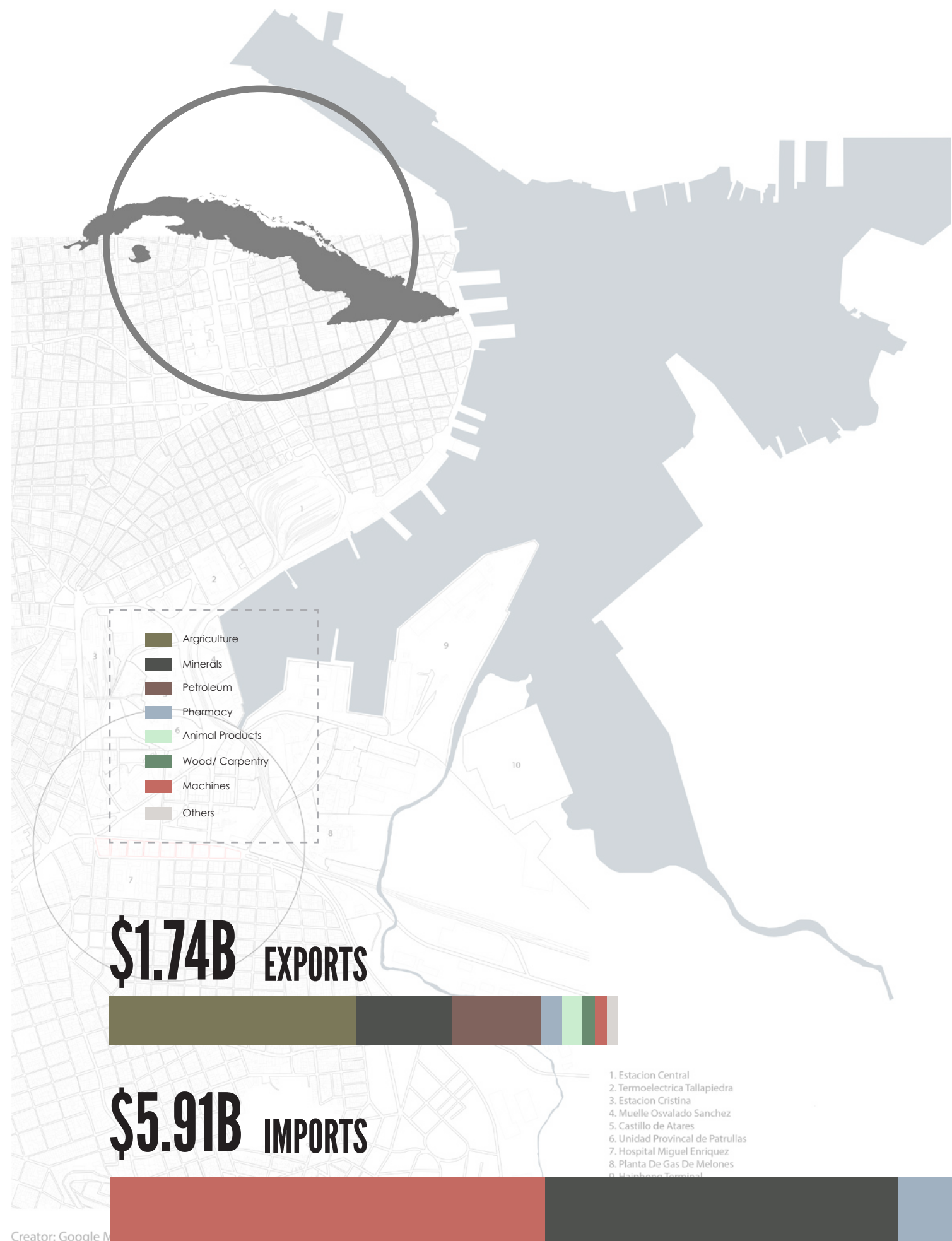


5. Castillo de Atares
6. Unidad Provincial de Patrullas
7. Hospital Miguel Enriquez
8. Planta De Gas De Melones
9. Haiphong Terminal
10. Terminal de Contenedores

Creator: Google Map

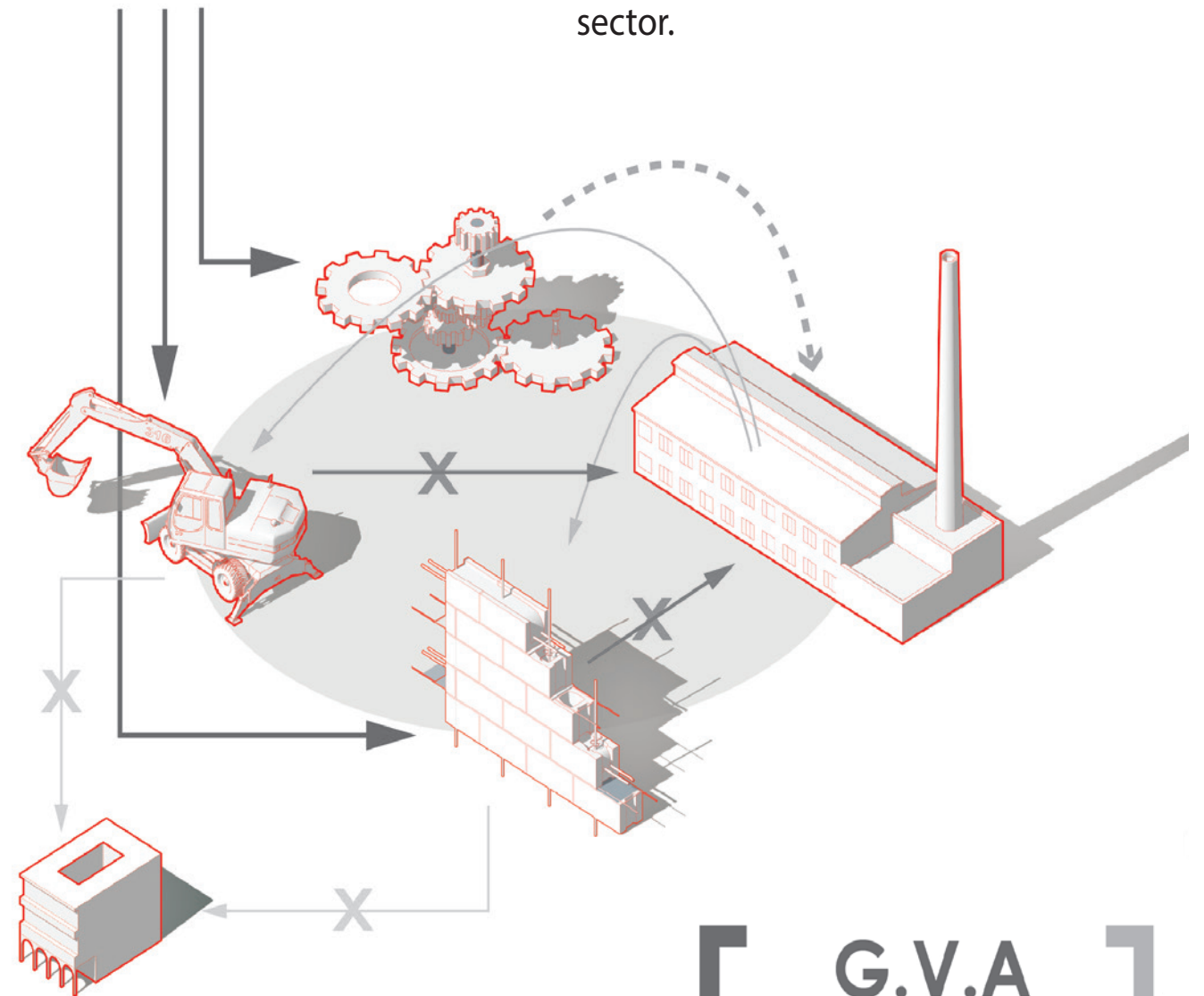


Special Period- Fall of Production Sector



reliance on -IMPORT-

Materials, Machines and Machine parts are all imported, preventing the need of expanding production sector.



Result is Low-Quality, Inefficient, Unsustainable and Unstable supply of Constructions Deliverables.



39% families living in merely adequate or

poor condition = **1,170,000** homes

Housing deficit of **1,500,000** homes

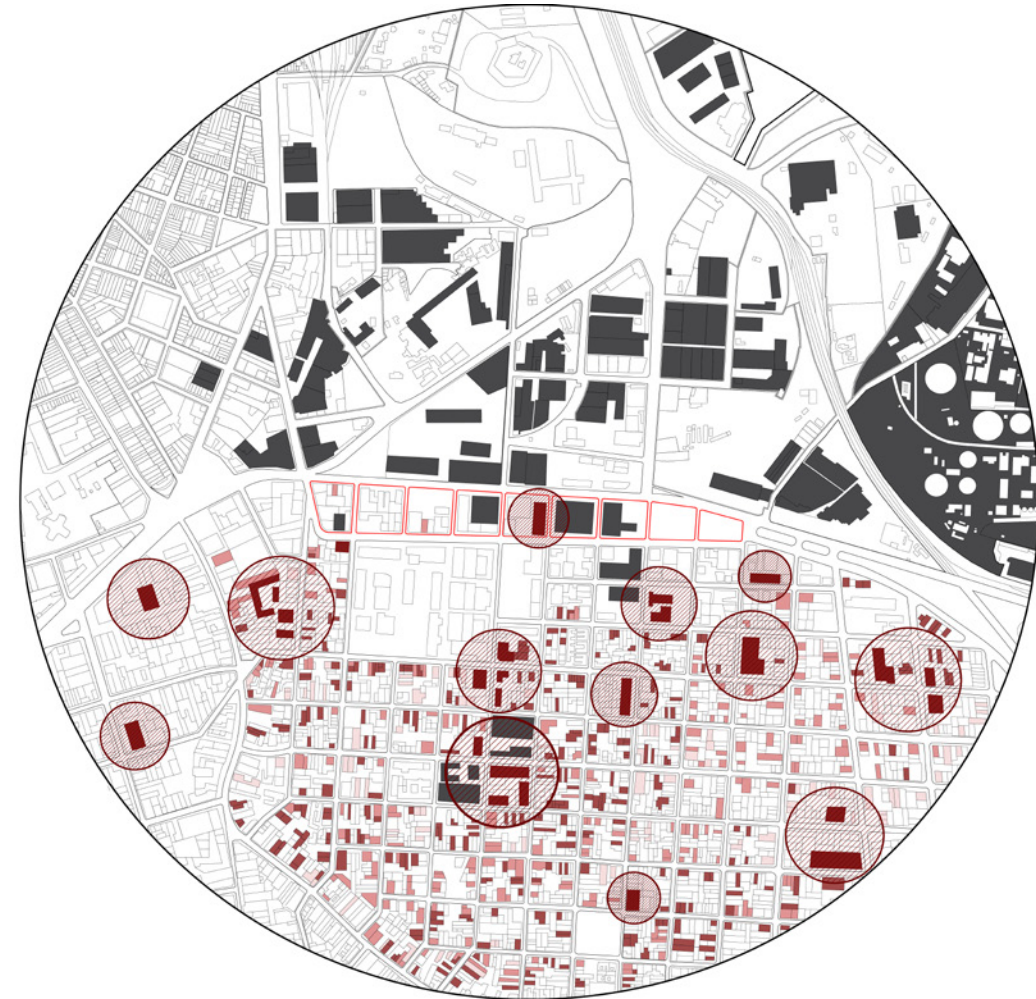
26,634 homes constructed in 2014

45% of which unaided by government

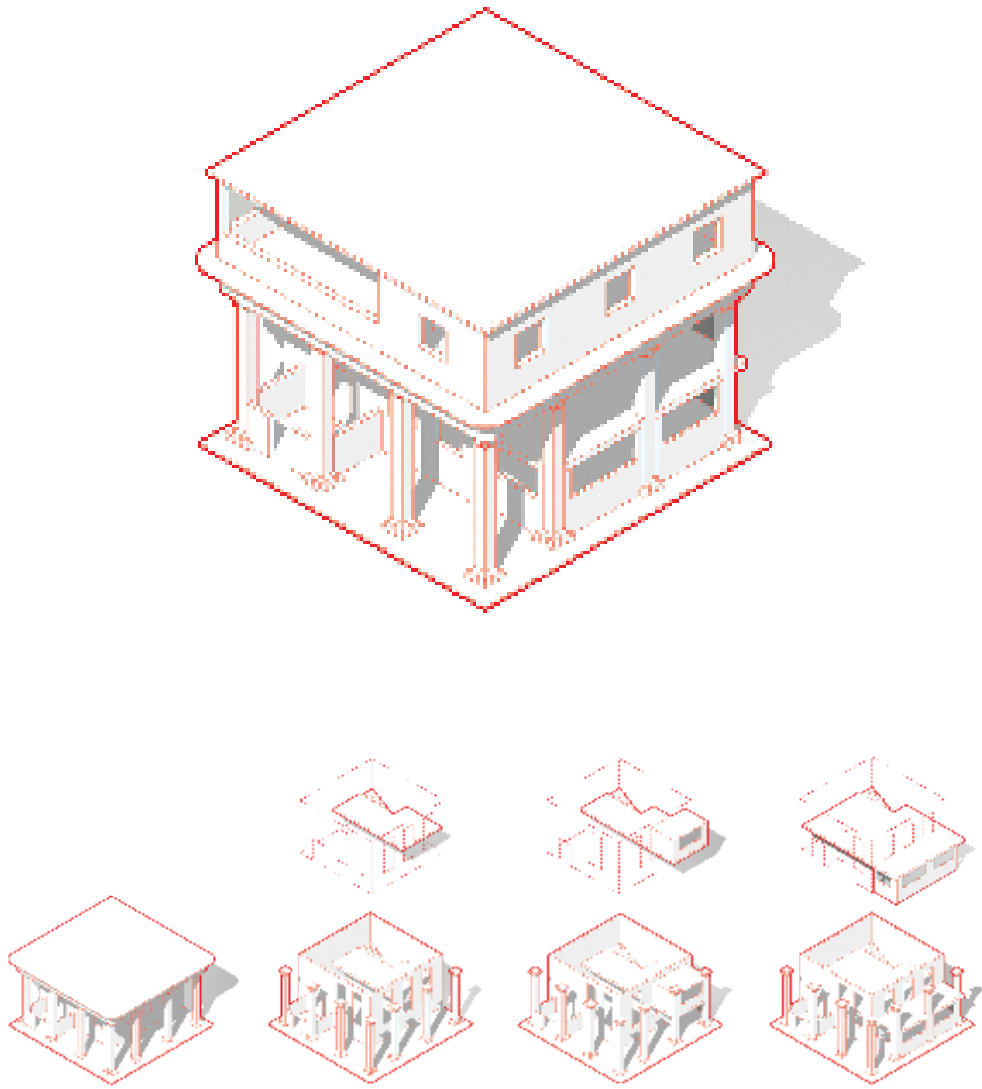
80,000 CUP Subsidies per house, only sufficient for for P 350 concrete, bathroom fixtures, house paint and plumbing and electricity accessories



Categorise of Adaptation Form

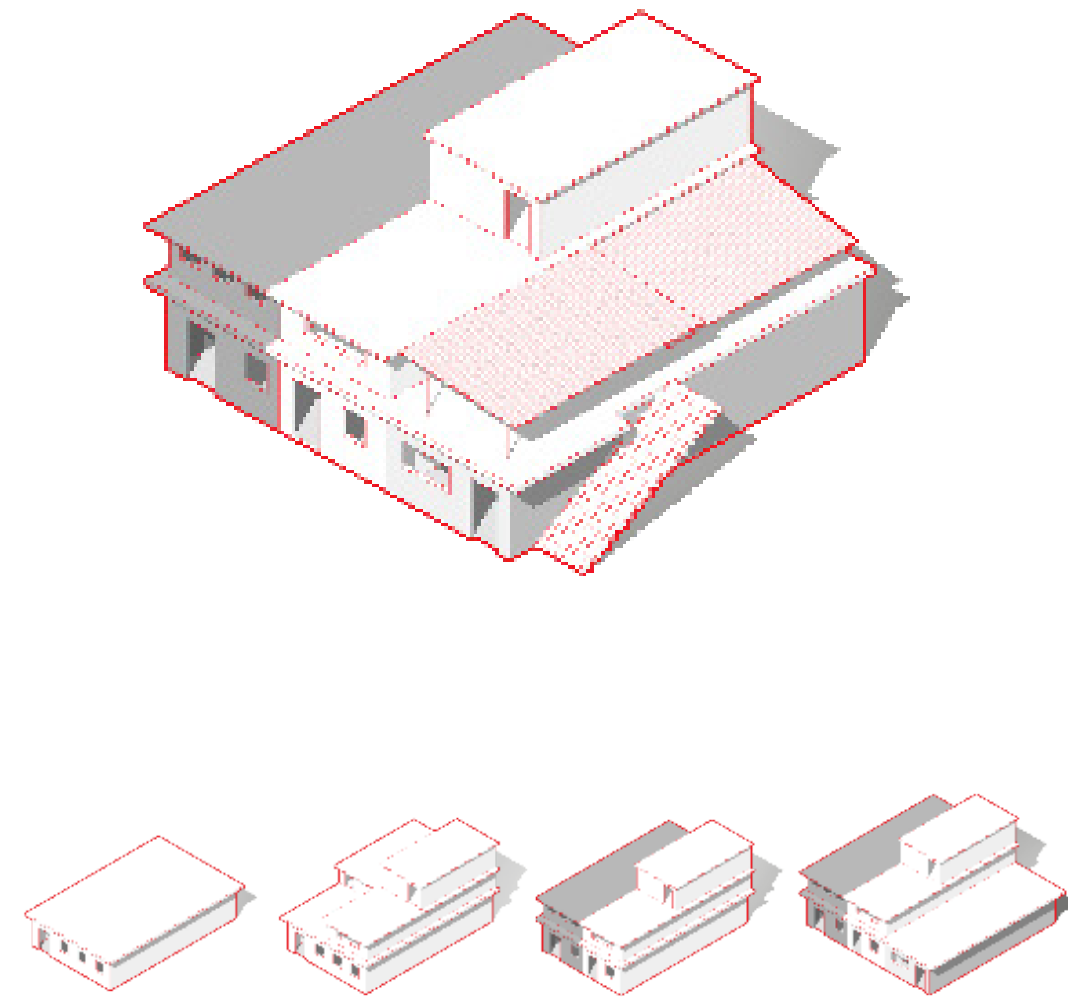


- CATEGORY I**
Extended- Building in Fair Condition
- CATEGORY II**
Poor Extension on Decent Building
- CATEGORY III**
Improper Extension on Deteriorated Building
Improper Constructed Temporal Building
- CATEGORY IV**
Adapted Post-Industrial Structure
- CATEGORY V**
Functioning Factories



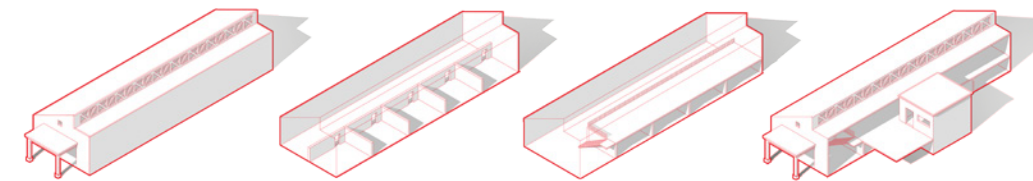
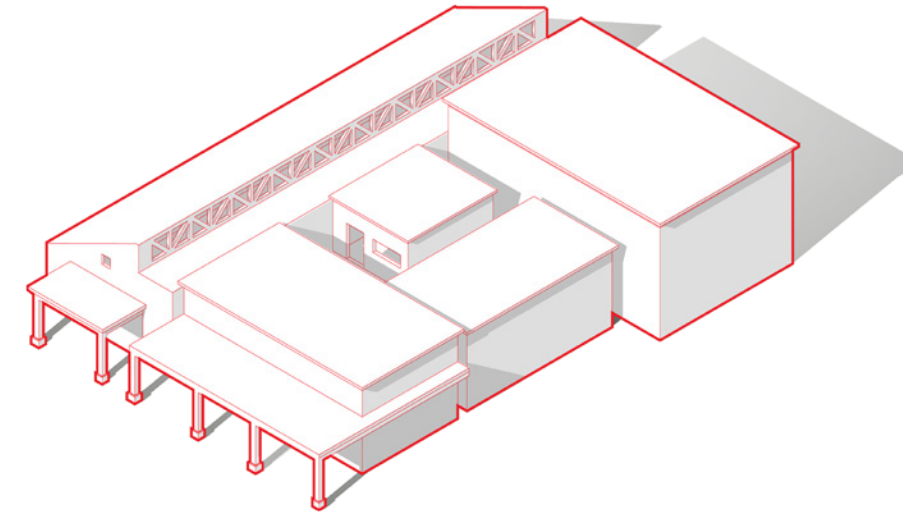
Category I:
Singular-Expansion

Typology of Adaptive Form



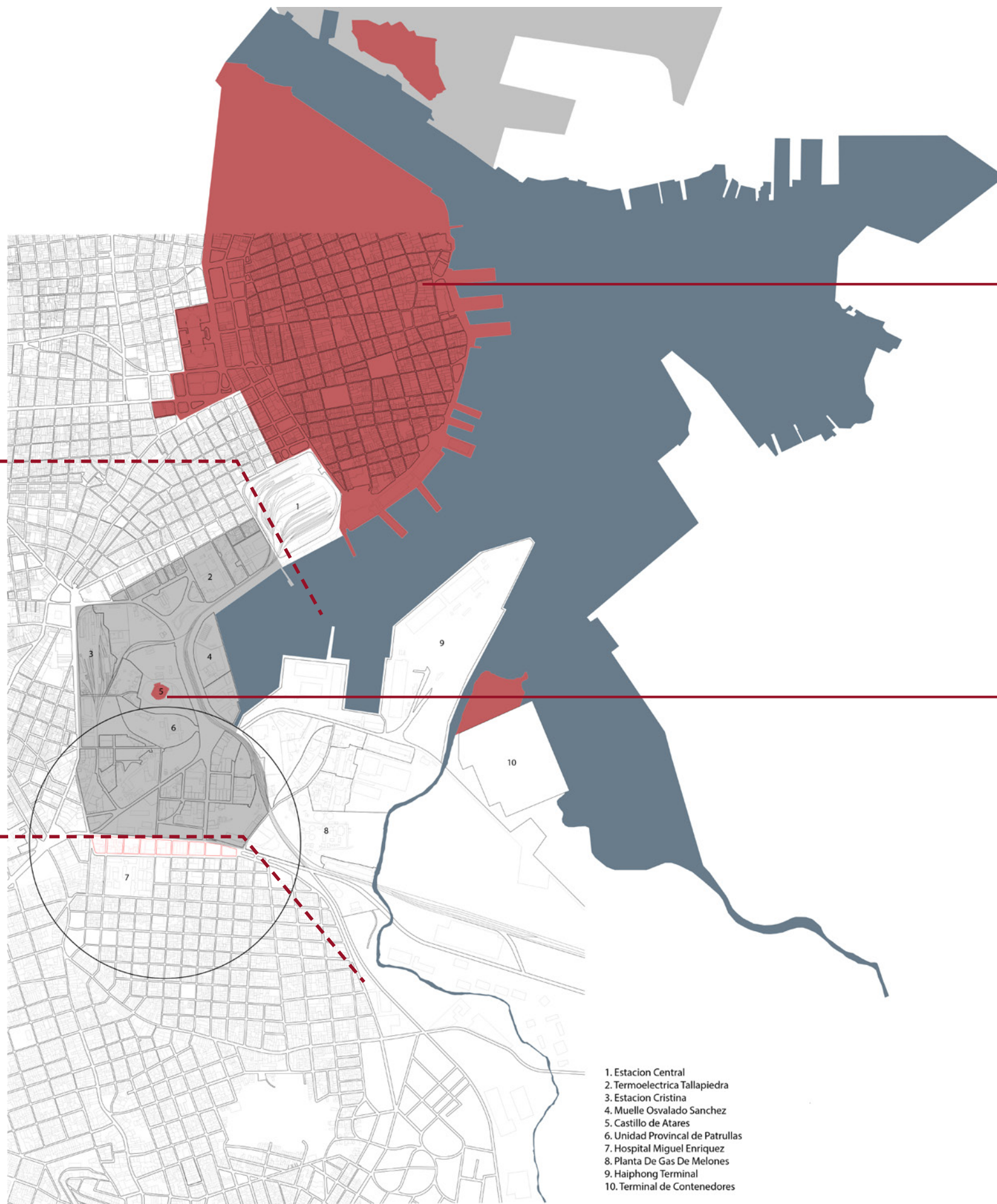
Category II:
Mass-Multiplication

Typology of Adaptive Form

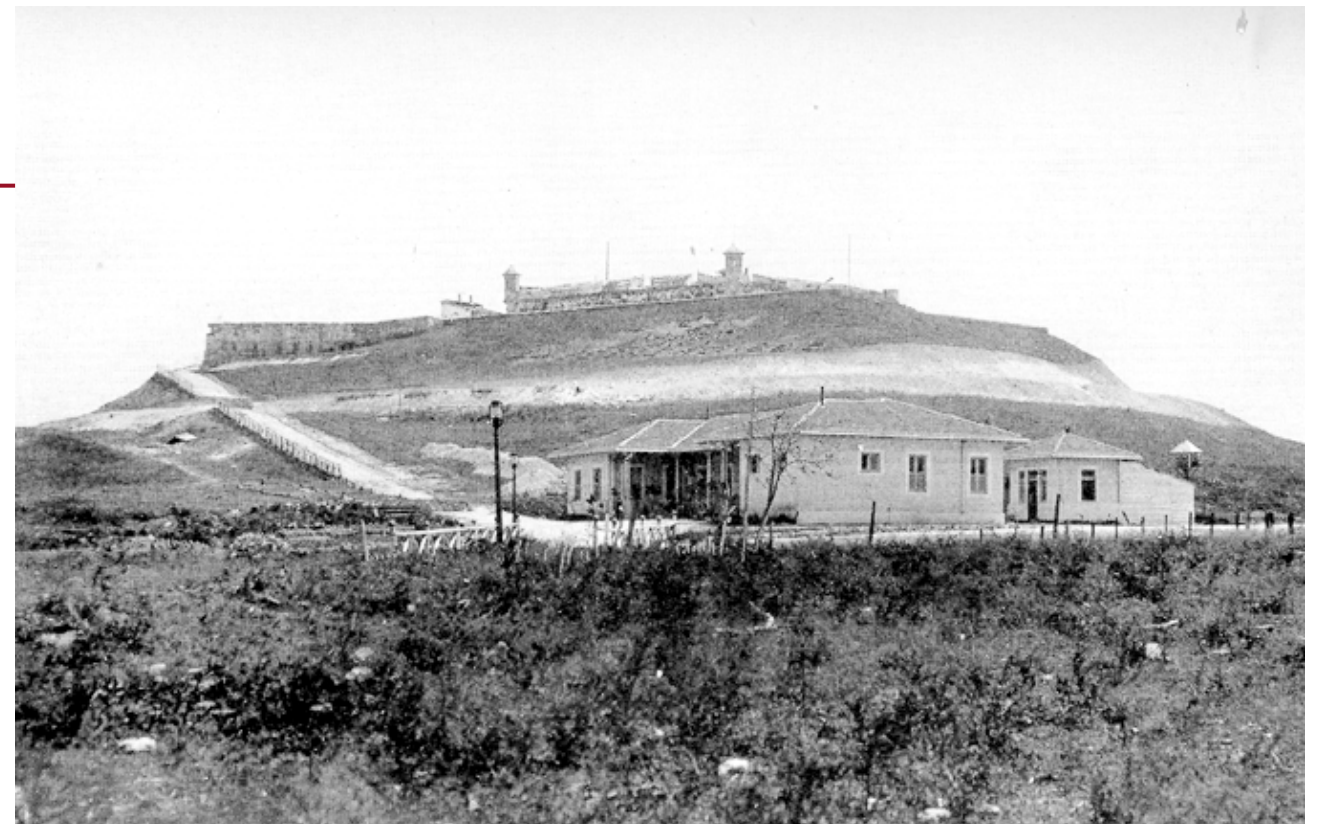


Category IV:
Metamorphosis

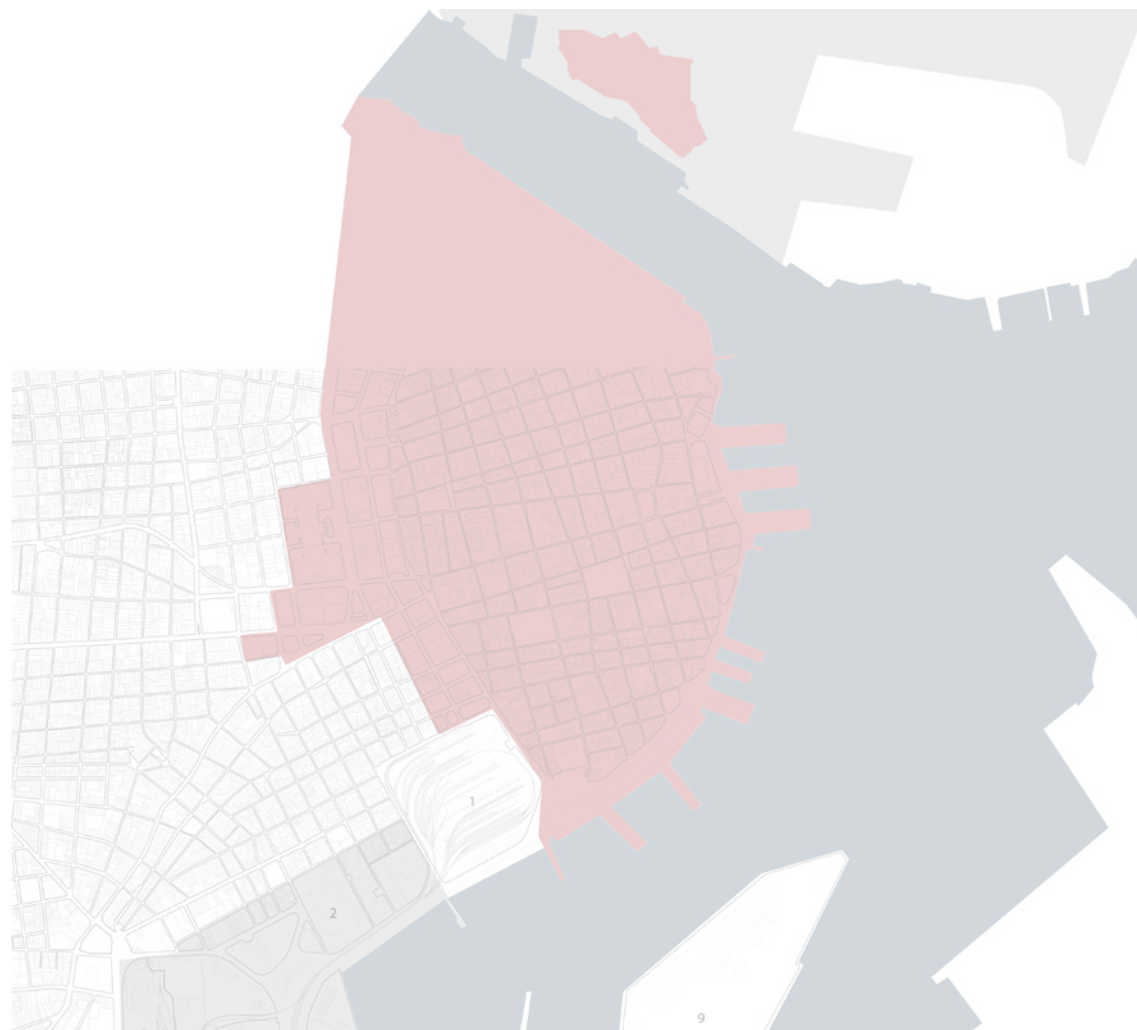
1) Heritage as Attractive Cultural Asset for Sale: Tourism



Creator: Google Map

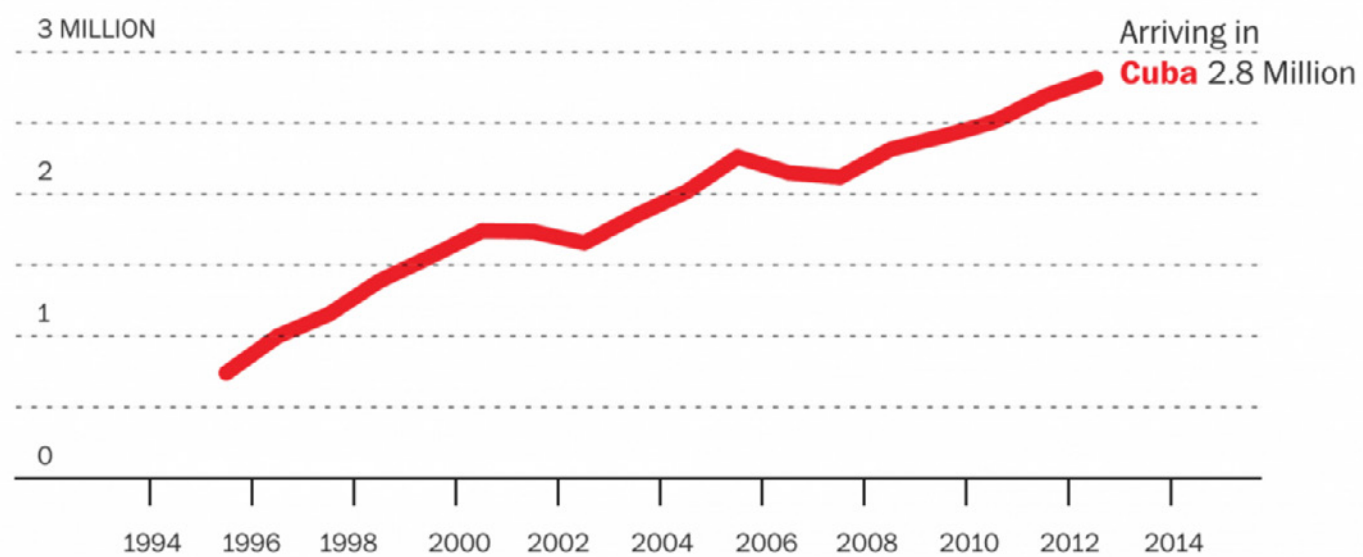


DIVISION OF SOUTH AND NORTH HERITAGE FROM CULTURAL ASSET TO COMMERCIAL TOOL



Tourists arriving in Cuba

Enticed by the potential flood of cash into the island's reeling economy, Fidel Castro opened Cuba to tourists in 1995, and it quickly became a top Caribbean destination. If U.S. restrictions are eased, the flow of Americans is expected to skyrocket.



Source: The World Bank

THE WASHINGTON POST

Creator: Google map

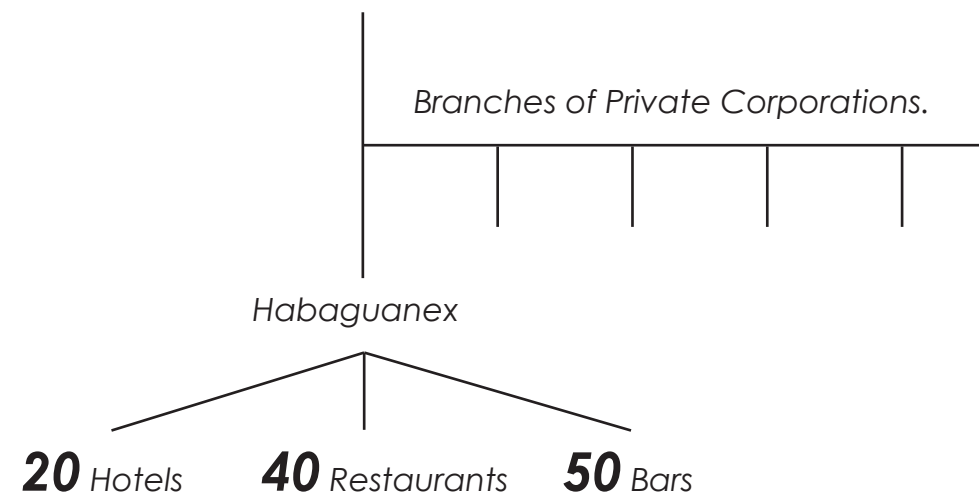
[OHCH]

Office of the Historian of Havana City

Conservation in urban scale requires a “sustainable” development model.

-Decree Law 143 (1993) granted OHCH legal power to redevelop state properties in the historical center for use as hotels, restaurants, museums, and other **commercial purposes**, as well as to tax state companies in the area.

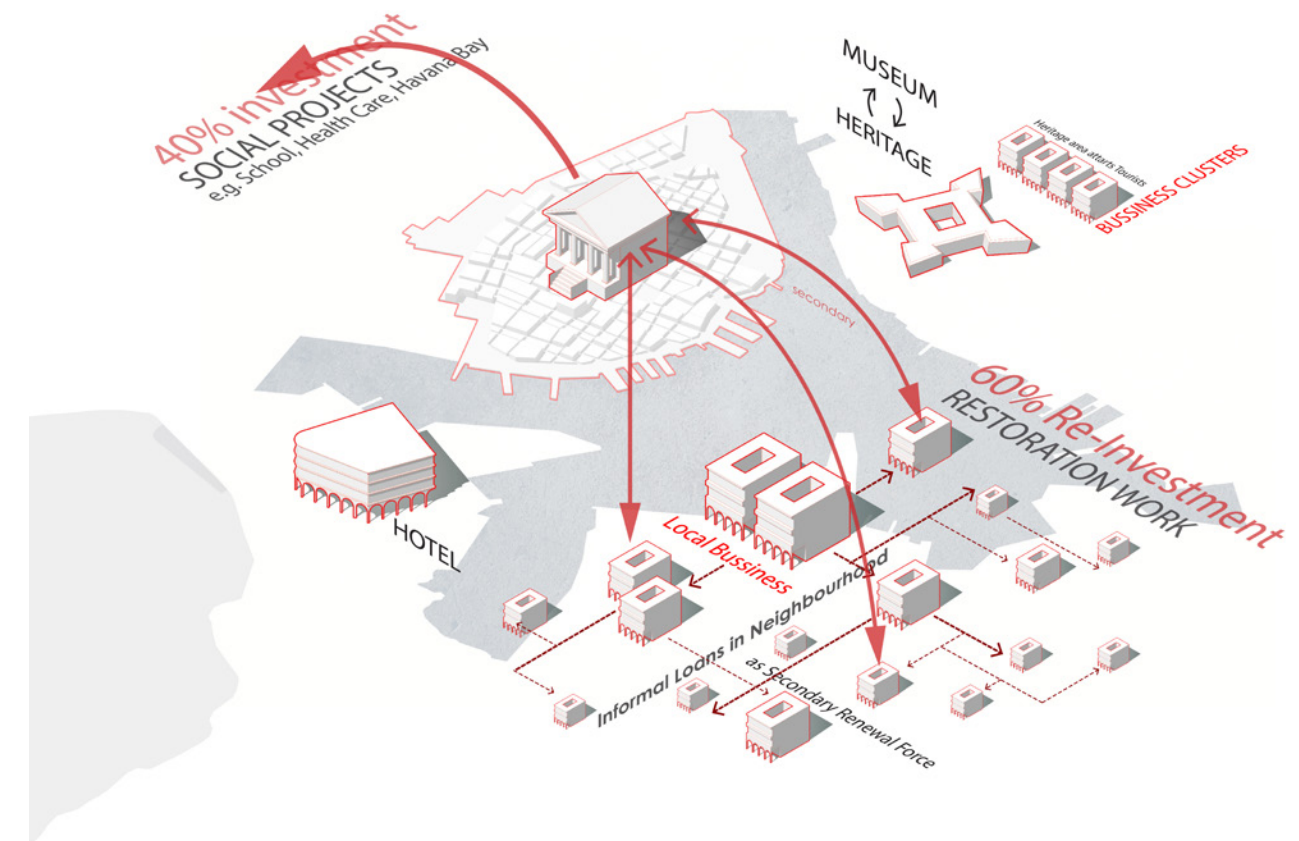
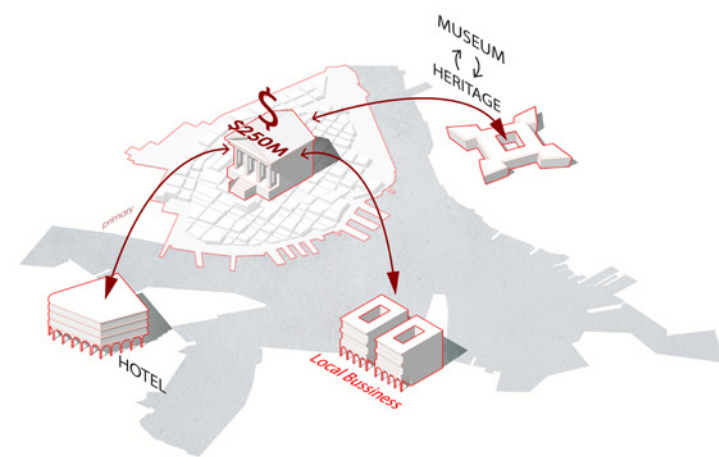
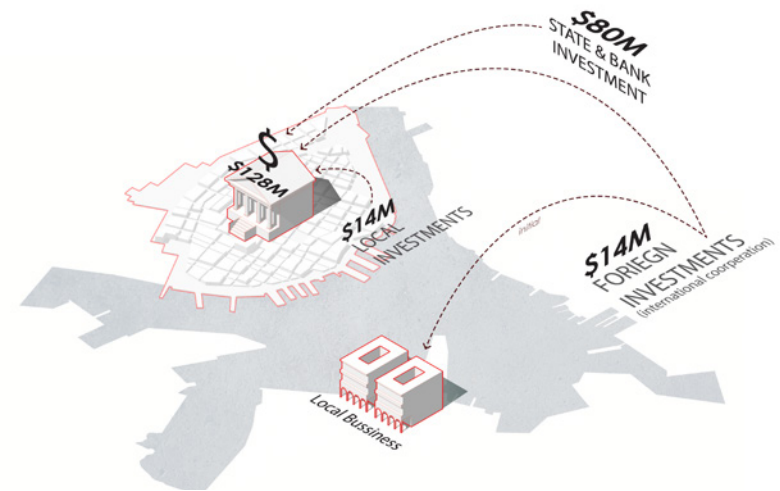
A decentralized “entrepreneurial” state agency.



- by PUBLIC SECTOR
Office of the Historian of Havana City
- by PRIVATE SECTOR
Private Corporations/ Joint Venture Investment

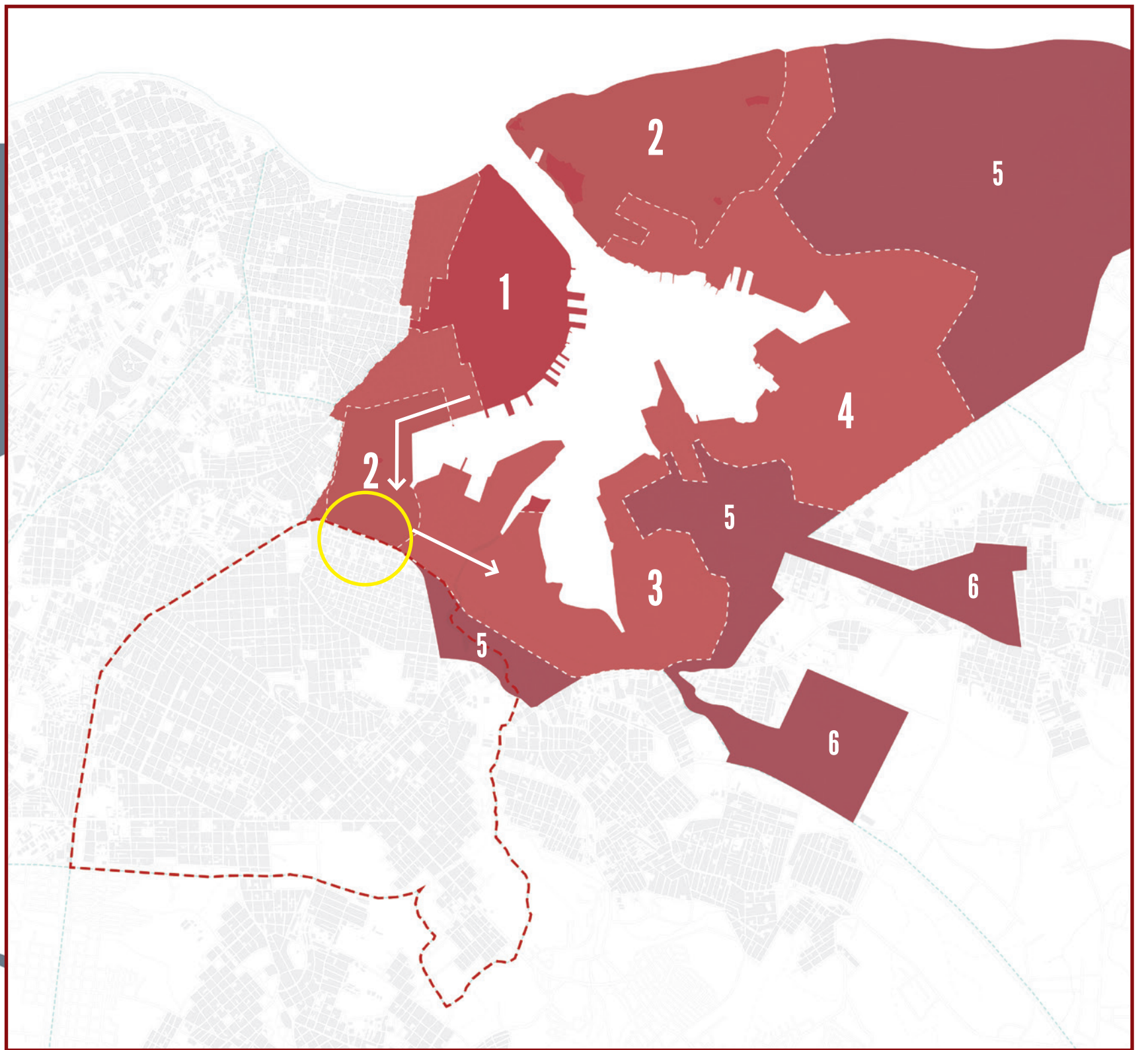
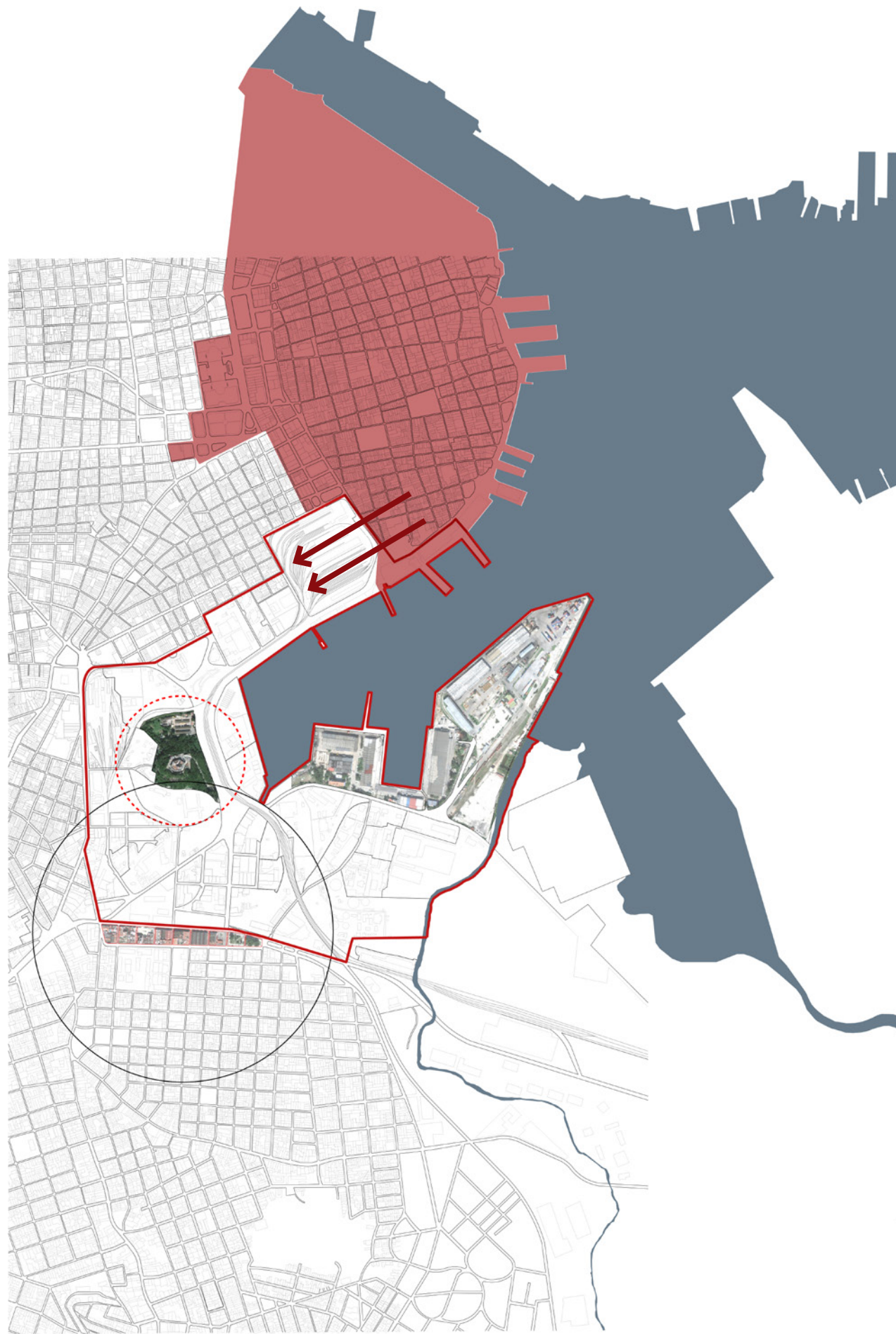


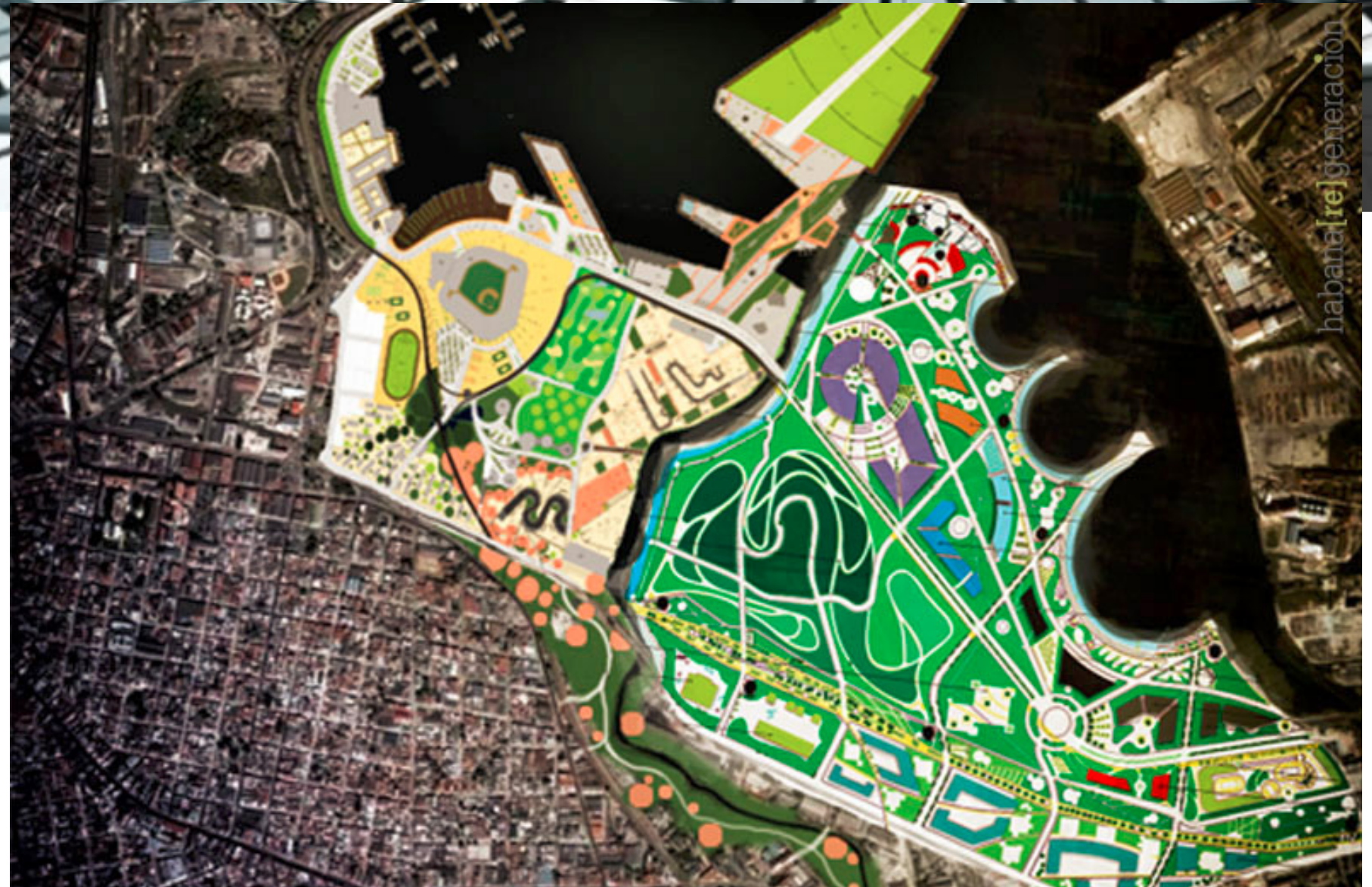
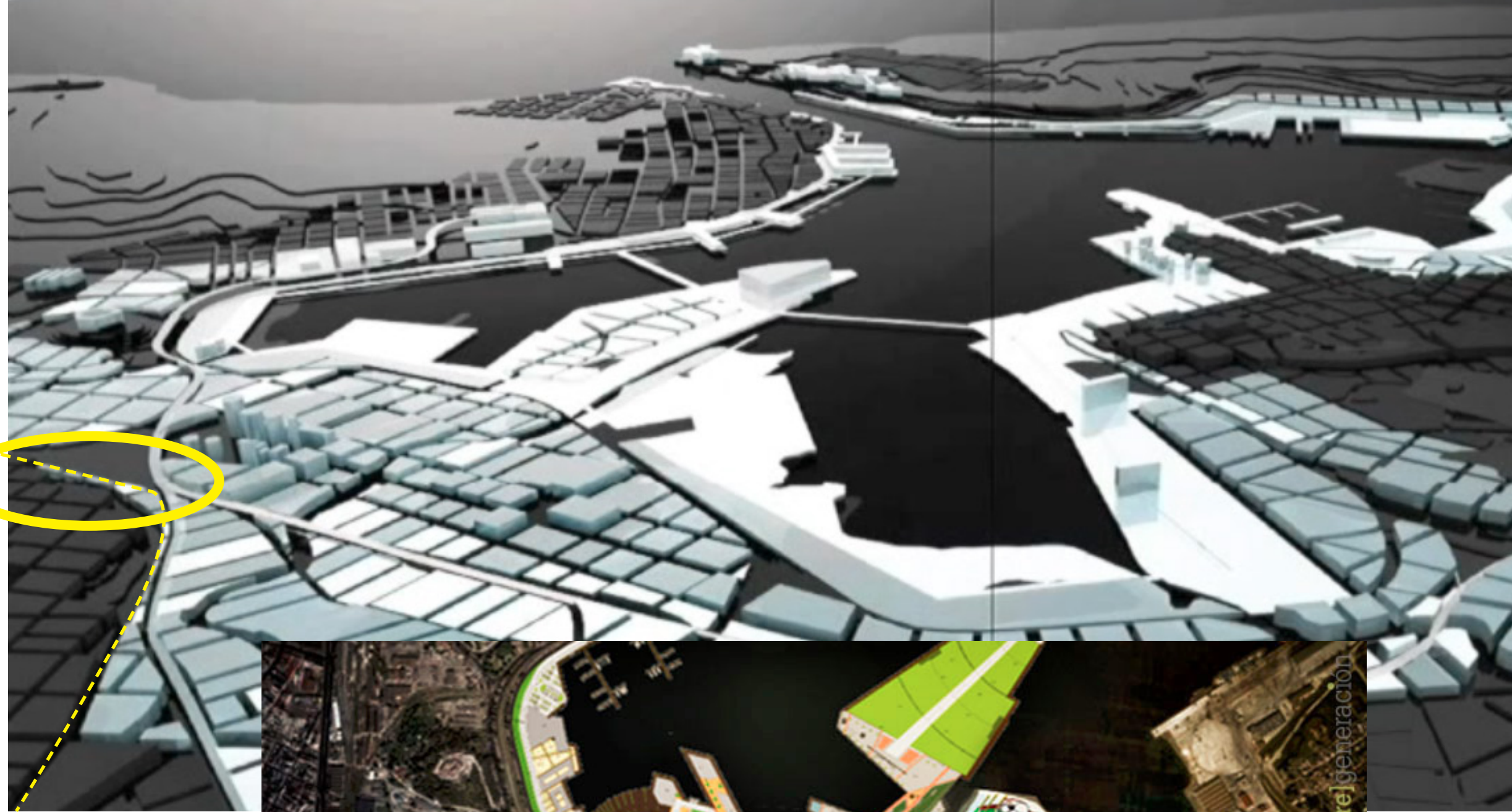
Behind Urban Fragmentation



Capital Regeneration Model

Conservation in urban scale requires a “sustainable” development model. Office of the Historian of Havana City redeveloped city almost entirely for Commercial Purposes for Capital Gain.





Cultural Institutions...

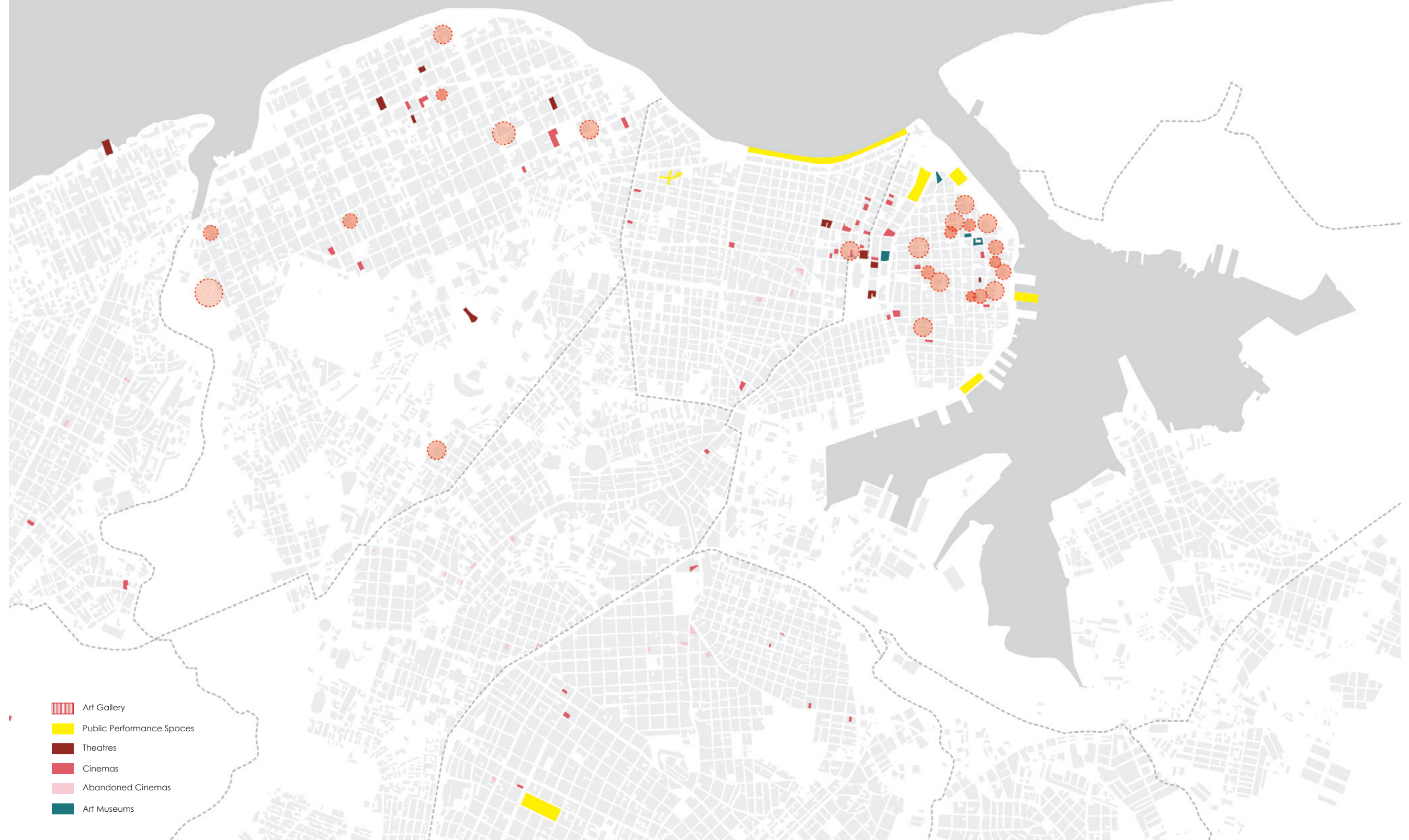
2) Enrichment of Cultural Realm

A high-contrast, black and white close-up portrait of Fidel Castro. He is looking slightly to the right of the camera with a serious expression. His dark, curly beard and mustache are prominent. The lighting is dramatic, with strong highlights on his forehead and nose, and deep shadows on the right side of his face.

FIDEL CASTRO: 1960

The culture of socialism is a humanist culture in that stresses the solidarity of men and peoples and fosters whatever is best and most progressive in the human being. It offers the scope and the means for the universal development of the individual, and for the formation of his creative personality, so that he is capable of acting freely and effectively in various social fields through the deployment of his initiative, enriched by a deeper understanding of the world and of himself.

cultural venues...



1976

Ministerio de Cultura



To direct, guide, control and execute in the scope of its competence the application of the cultural policy of the State and of the Government, as well as guarantee the defense, preservation and enrichment of the cultural heritage of the Cuban nation.

1989



1) National Council of Cultural Heritage

2) Cuban Book Institute

3) National Council of Plastic Arts

4) Cuban Institute of Music

5) Cuban Institute of Cinematographic Art and Industry

6) National Council of the Performing Arts

7) National Council of Houses of Culture

Consejo Nacional

ARTES escénicas



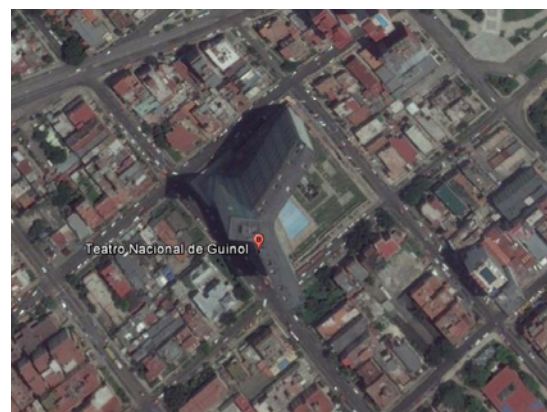
theaters...



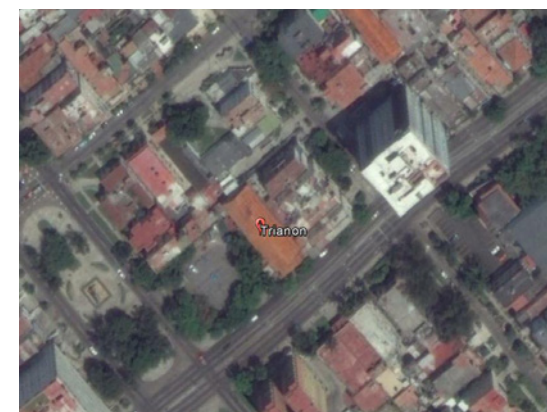
[Teatro Amadeo Roldan]



[Teatro Amadeo Roldan]



[Teatro Nacional de Guinol]



[Teatro Trianon]



theaters...



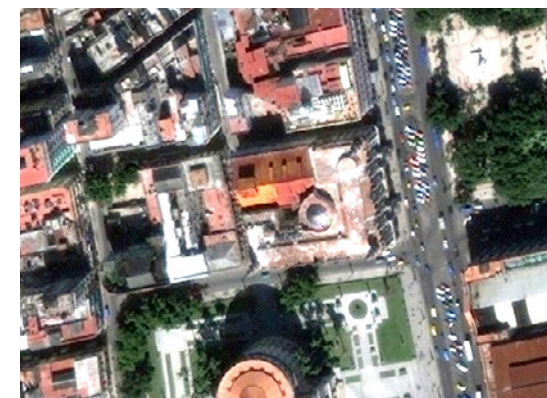
[Teatro Mella]



[Teatro Marti]

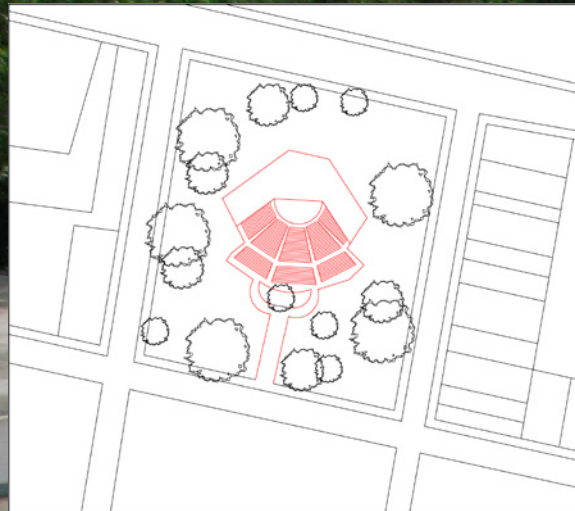
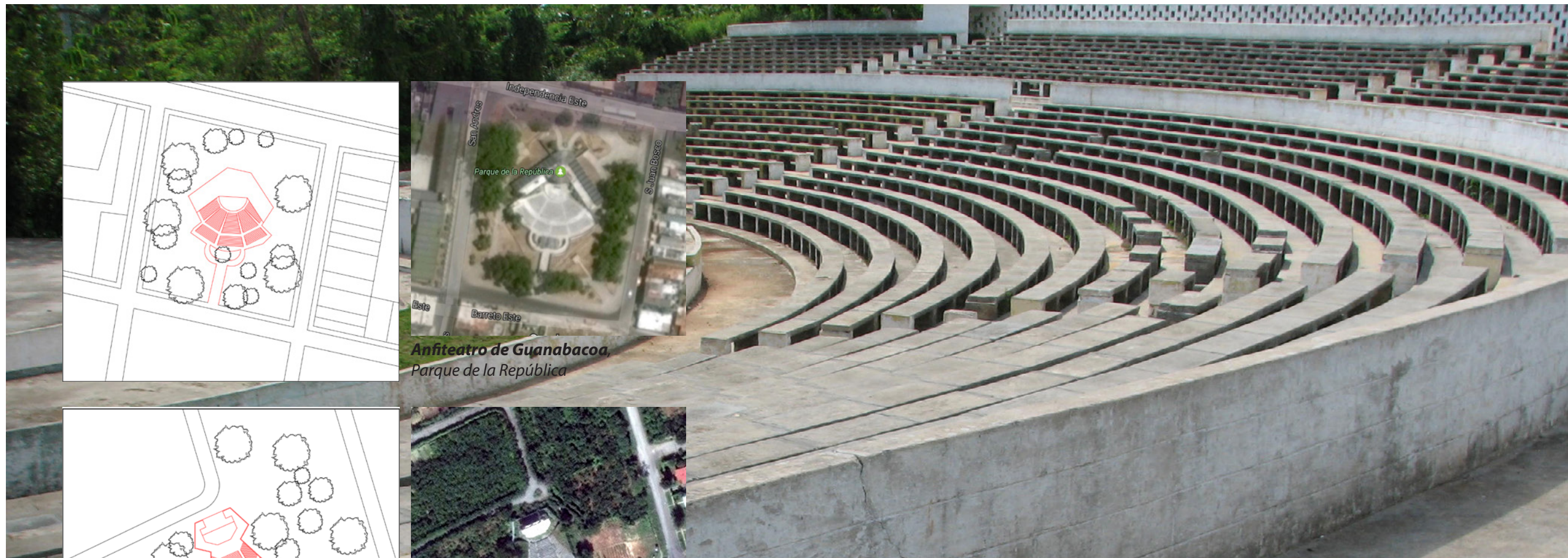


[Teatro Karl Marx]

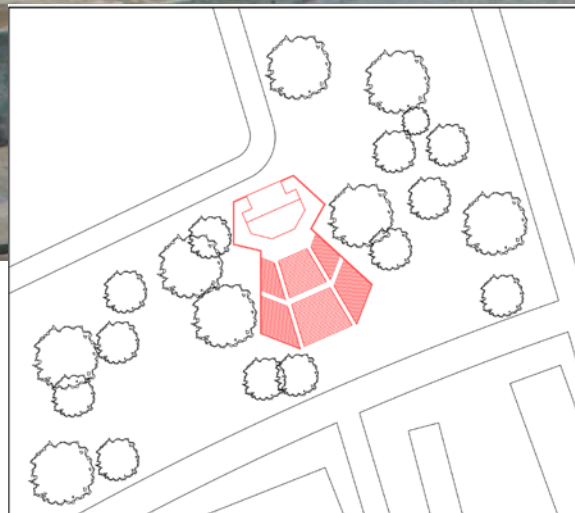


[Gran Teatro de La Habana]

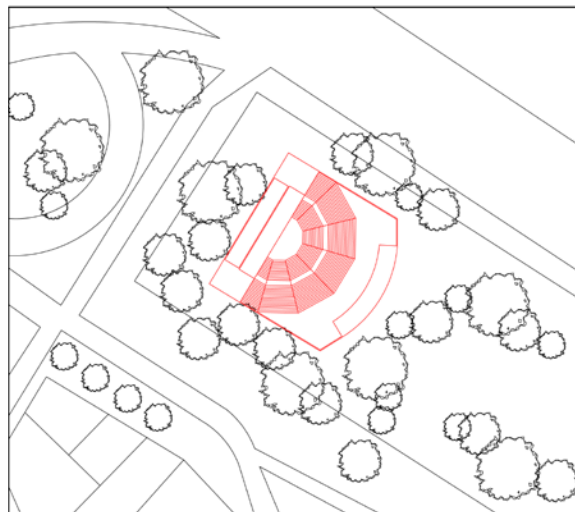




Anfiteatro de Guanabacoa,
Parque de la República



Anfiteatro de Alamar,
Habana del Este



Anfiteatro de la Habana,
Habana Vieja

Public Art Venues...

Instituto Superior de Arte:

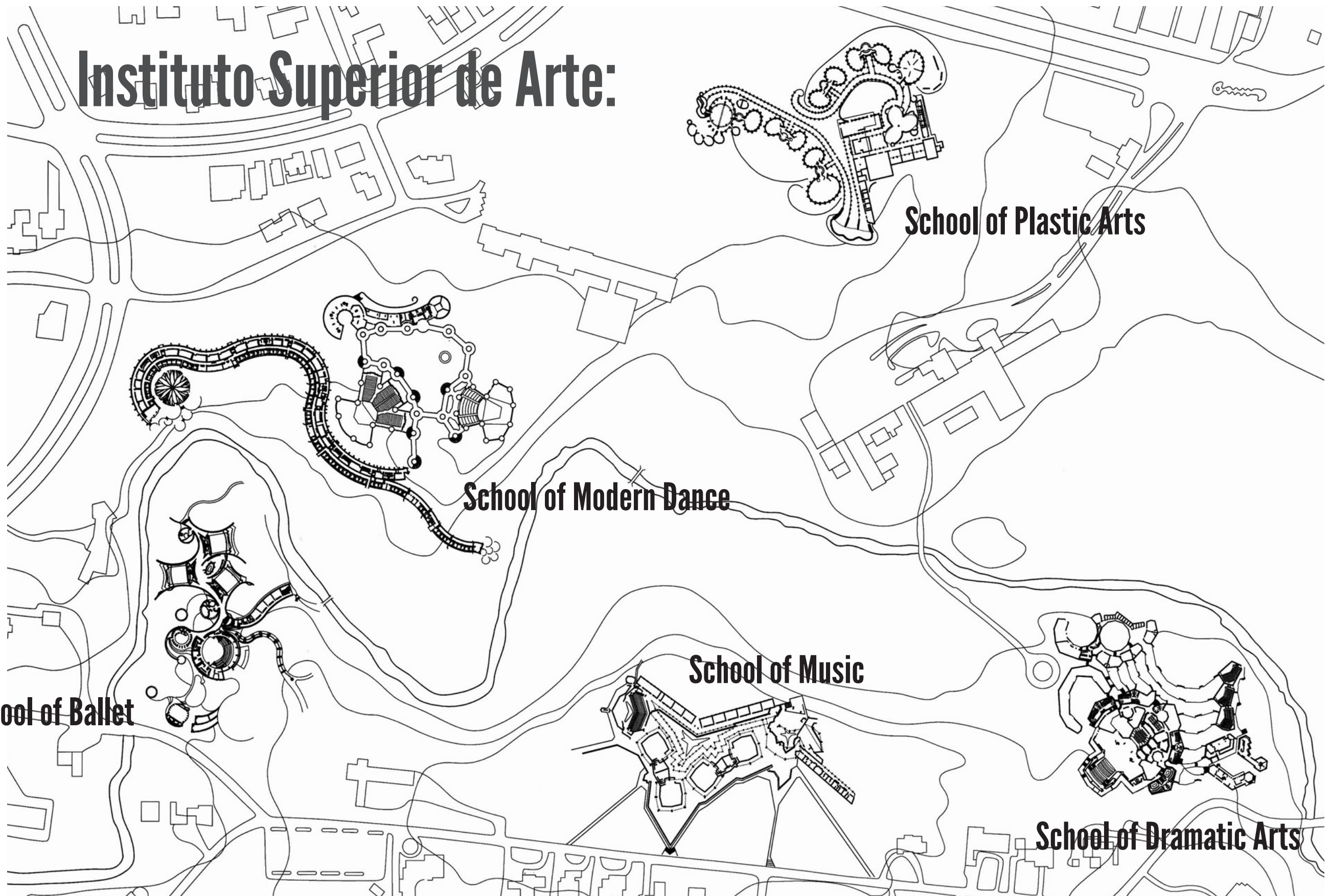
School of Plastic Arts

School of Modern Dance

School of Music

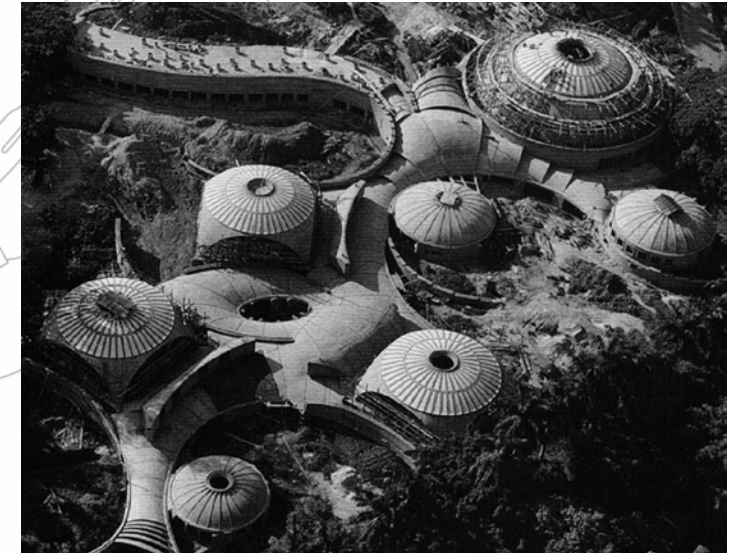
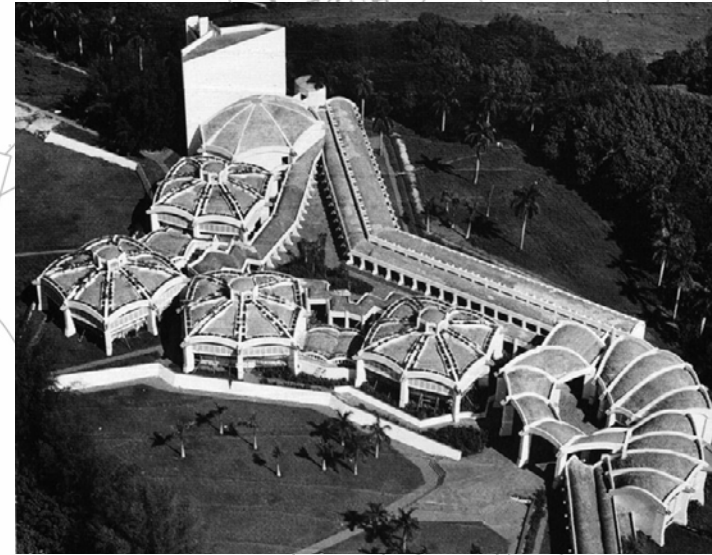
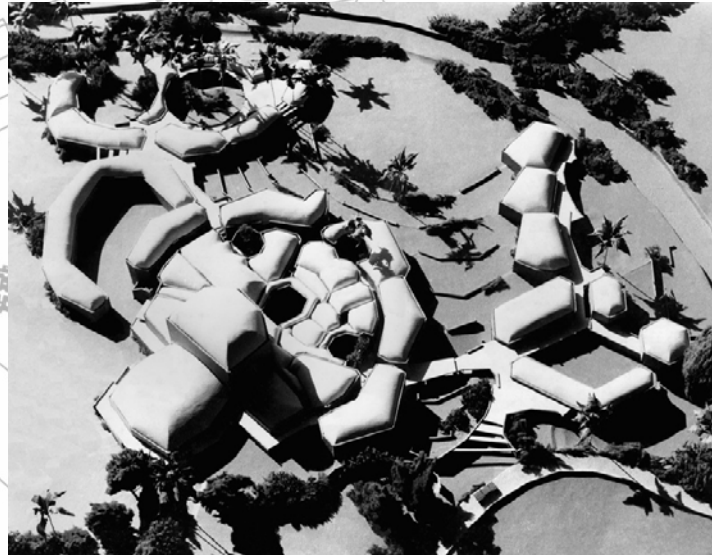
School of Ballet

School of Dramatic Arts



Instituto Superior de Arte:

Site Visit Research



School of Plastic Arts – Ricardo Porro



School of Dramatic Arts – Roberto Gottardi



School of Modern Dance – Ricardo Porro



School of Ballet – Vittorio Garatti

Instituto Superior de Arte:

Site Visit Research

**RENOVATED
WITH VARIETY OF
CLASSROOMS AND
EXHIBITION SPACE**

UNFINISHED

**RENOVATED
ADAPTED TO VARIETY
OF PRACTICE AND
PERFORMANCE SPACE**

UNFINISHED

**LACK OF EQUIP-
MENTS OR MODERN
CRAFTSMANSHIP
TOOLS**

**PROVIDE INTERIOR
FOR PRACTICE AND
EVENT, IN DANGER-
OUS STATE.**

**OVERLOADED WITH
4000 STUDENTS
(DESIGNED FOR 900)**

**PREVIOUSLY OC-
UPIED AS SLUMS,
CURRENTLY LEFT
ABANDONED**

School of Plastic Arts – Ricardo Porro

School of Dramatic Arts – Roberto Gottardi

School of Modern Dance – Ricardo Porro

School of Ballet – Vittorio Garatti

Artist Environment: Overloaded Education & Saturated Platform



NATIONAL PERFORMANCE GROUP



GRADUATES



STUDENTS



APPLICANTS



NOT POPULAR ART AVAILABLE TO EVERYONE
LACK OF FUTURE PROSPECTS
leakage of talents



*"Fly Away". Arles del Rio
(sold in Sotheby's Auction House in New York)*

LEAKAGE OF TALENT TO BUSSINESS SECTOR



LOST OF TALENT TO PRODUCTION SECTOR WITHOUT FREE-WILL

the situation/ misconception...

1.

BUSSINESS IS EVIL?
MONEY DEVALUATES ART?

ART IS UNPRODUCTIVE
FIRST TO SACRIFICE IN ECONOMIC DOWNTURN?

2.

Bussiness, just as art, is also one kind of Cultural Activity. It does not have a fixed (evil) form, where morality of each form often leaves room for Judgement. In the past 2 decades it was used as a tool for capital reproduction by directly transacting artwork as commodity. But the two has a lot in common, I believe their composite should bring revolutionary changes to Cuban economy.

...a creative composite solution!!

BUSSINESS as ART.

Bussniess is to be appreciated, discussed, challenged as ART.
From this process seek for *meaning and morality of this human activity*.

ART of BUSSINESS.

The Creativity and Intellegence nurtured through ART would eventually transform Bussiness.
Reducing Cuba's reliance to natural resources & building a more sustainable and resilience economy.

Re-emergence of Private Sector:

Agricultural Cooperatives- The Organopónicos



7,000 Organopónicos
44,000 Workforce
200 Gardens (Havana)
24 kg/m² Products
90% Fruits/ Vegetables
the City Consumes

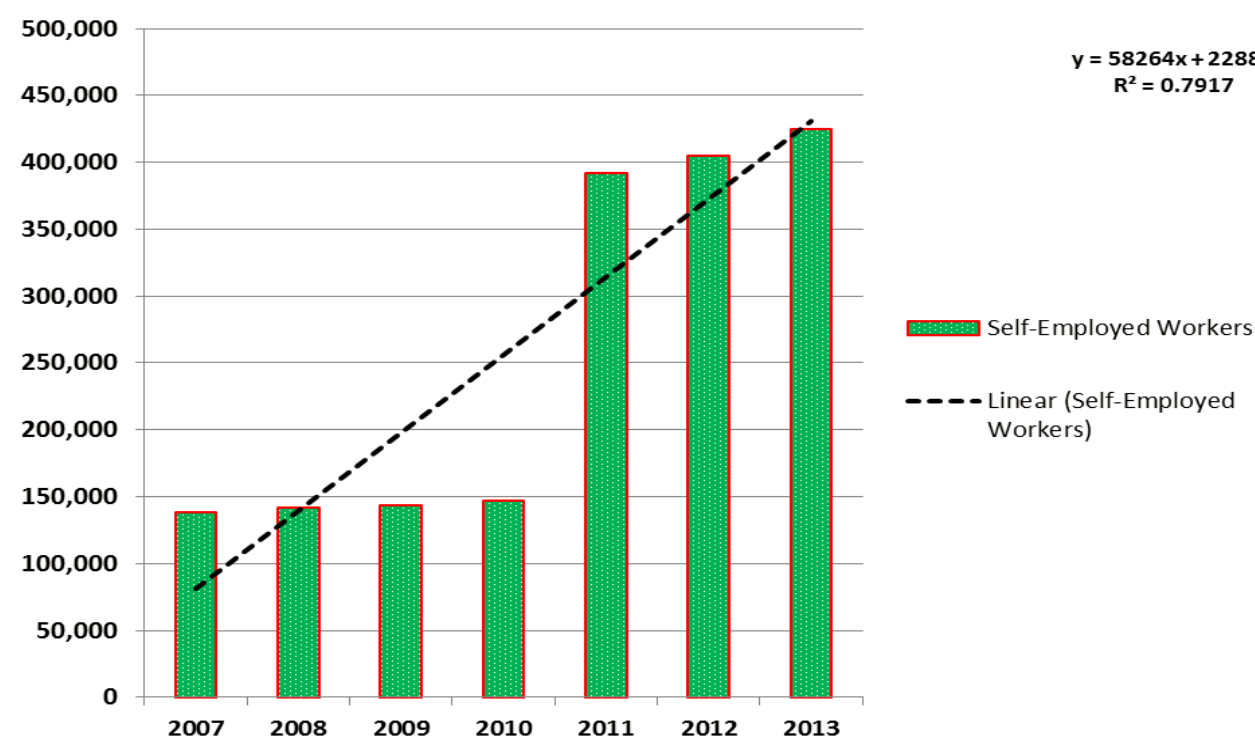
The Organopónicos emerged as a bottom up farmers' initiative when Cuba lost the Soviet Union as a trading partner in 1989. Supply of organic food to the community, neighbourhood improvement, beautification of urban areas, as well as employment opportunities.

Raul Castro's 5 Year Economic Reform:

Saving Govt's Budget by Cutting Jobs and Salary
+ Recieving Incomve Tax from Private Sector



Figure 1. Cuba: Self-Employed Workers: 2007-2013



425,000 Self-Employed Workers
110,000 Reduction in Public Jobs
7.5% Cuba's total Work-Force

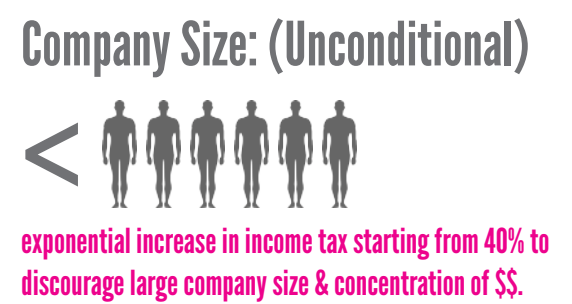
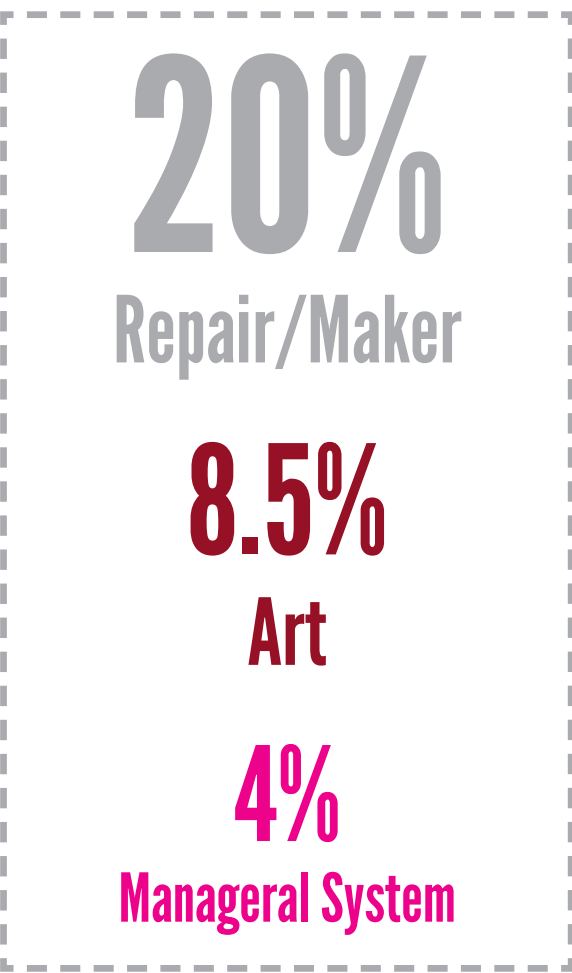
25%
entrepreneurs failed and turned in
their licenses (annually)

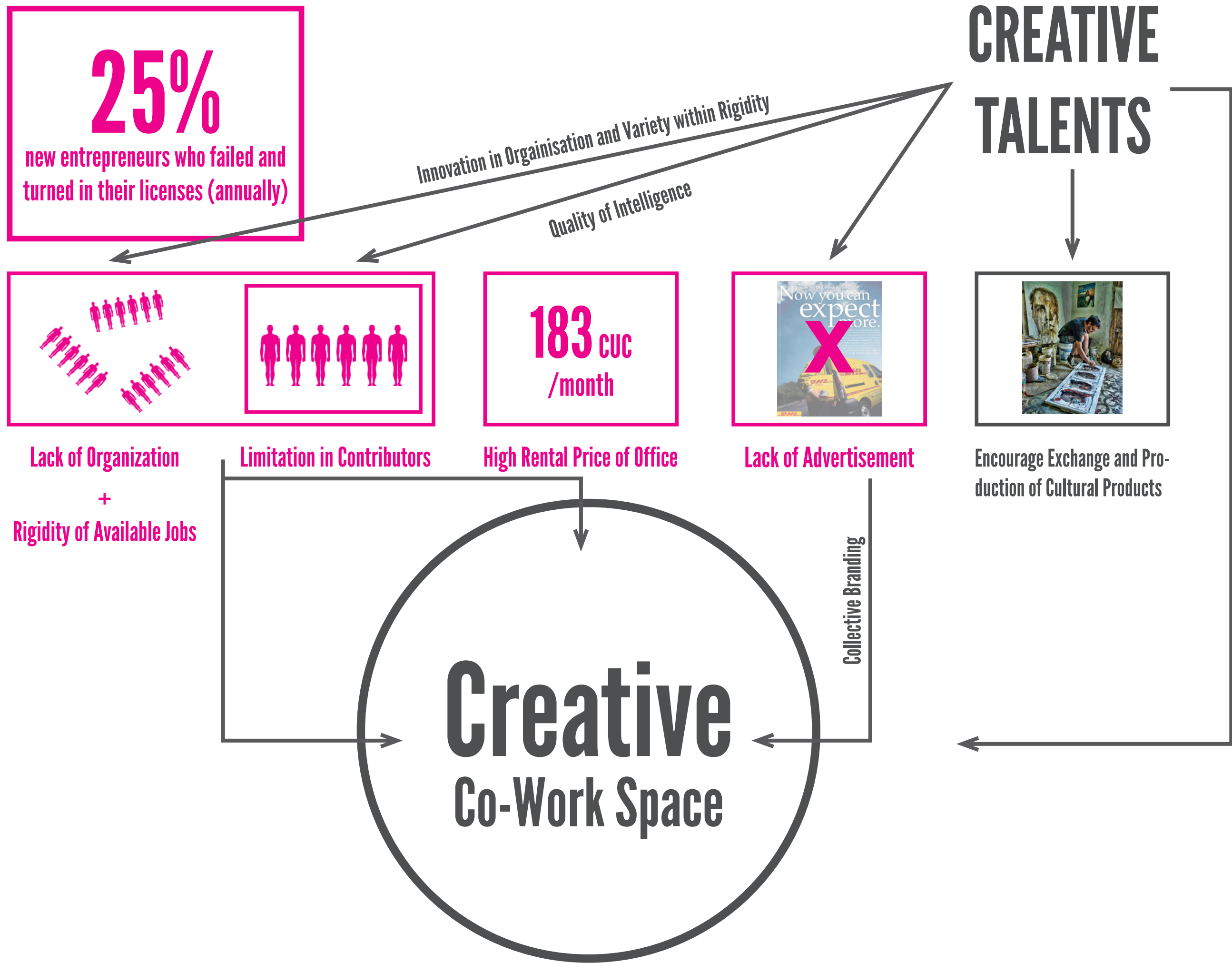
List of 201 jobs authorized for self-employment

Parking Attendant (including for cars, bicycles)
Hairdresser
Animal Groomer
Cleaning/Household Help
Car Painter
Furniture Painter and Polisher
House Painter
Sign Painter
Ornamental Fish Farmer
Plastic Covering Maker for IDs
Plumber
Well Digger
Producer/Seller of Items Used in the Home (self-made or made by other selfemployed)
Producer/Seller of Rubber Accessories
Producer/Seller of Clay Goods (pots, planters, cookware)
Producer/Seller of Bricks and Tiles
Producer/Seller of Articles and Animals for Religious Use
Producer/Seller of Harnesses, Blankets, and Saddles
Producer/Seller of Costume Jewelry
Shoemaker/Shoe Salesman
Producer/Seller of Brooms and Brushes
Producer/Seller of Plaster Figurines
Grower/Seller of Ornamental Plants
Piñata Maker/Seller
Grower/Seller of Plants for Animal Feed and Medicinal Purposes
Music/Art Instructor
Shorthand, Typing, and Language Instructor
Computer Programmer
Metal Polisher
Collector/Seller of Natural Resources (i.e. sea shells)
Collector/Seller of Recyclables
Watch Repair
Leather Repair
Jewelry Repair
Bedframe Repair
Automobile Battery Repair
Bicycle Repair
Costume Jewelry Repair
Fence and Walkway Repair
Stove/Range Repair
Mattress Repair
Small Household Goods Repair
Office Equipment Repair
Electronic Equipment Repair
Mechanical and Combustion Equipment Repair
Eyeglass Repair
Sewing Machine Repair
Saddle and Harness Repair
Umbrella and Parasol Repair
Disposable Lighter Repair and Refill
Tutor (currently employed teachers not eligible)
Doll and Toy Repair
Art Restorer
Night Watchman or Building Doorman
Welder
Leather Craftsman
Upholsterer
Roofer
Accountant/Tax Preparation
Textile Dyer
Machinist
Roaster (i.e. of peanuts, coffee)
Part-time Farm Laborer
Document Translator
Shearer (as in sheep)
Thresher
Vegetable/Fruit Street Vendor (from fixed venues)

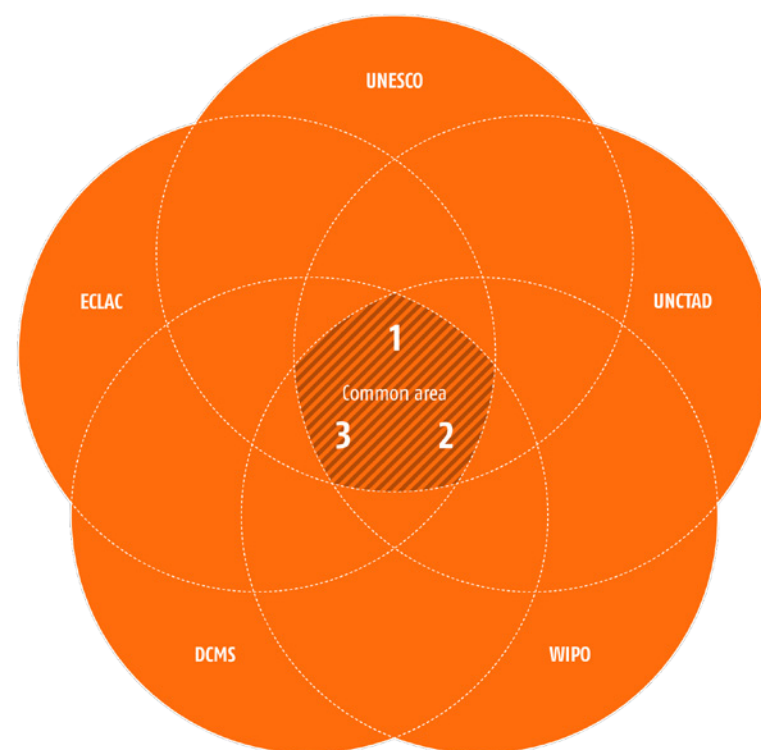
Room/Home Rental
Postal Agent
Telecommunications Agent (retail)
Building Construction Services
Car Body Remolding
Maker/Seller of Marble Objects
Maker/Seller of Soaps, Dyes
Welder
Iron Worker (grating for doors, windows)
Welder/Flamecutter (cutting with gas)
Maker/Seller of Aluminum Products
Maker/Seller of Non-Ferrous Metals
Floor Polisher
Repairer of Water Pumps
Space Rentals in One's Home to Selfemployed
Insurance Agent
Maker/Seller of Food and Beverages in "China Town"
Private Construction Contractor (in the Havana "Old Town")
Horse and Carriage Rides
Antique Dealer
Habaneras (women posing in colorful colonial attire)
Fortune Tellers
Folkloric Dancers
Mambises-style Musical Groups (traditional Cuban music)
Caricaturists
Artificial Flowers Seller
Painters (who sell pictures in the street)
Dandy (man dressed in Colonial garb)
Hair Braider
Fresh Fruit Peeler
Dance Duo "Amor" (traditional Cuban dances)
Benny Moré Dance Team
Trained Dog Exhibitor
Musical Duo "Los Amigos" (popular music)
Extras (people in period dress)
Traditional Barber
Truck Driver
Station Wagon Driver
Small-Truck Driver
Bus Driver
Mini-Bus Driver
Taxi Driver
Handcar Operator (on rails)
Jeep Driver
Passenger Boat Operator
Motorcycle Driver
Three-Wheeled Pedal Taxi Driver
Cart Operator
Horse-Drawn Carriage Operator
Pedal Taxi Driver
Musical Instrument Tuning and Repair
Water Delivery
Construction Laborer
Animal Rental
Formal Wear Rental
Knife Grinder
Party Entertainer (clowns, magicians)
Mule Driver
Artisan (arts and crafts maker)
Mechanical Saw Operator (as in a sawmill)
Babysitter/Nanny
Event Planner (weddings, etc)
Mason
Real Estate Broker
Repair of Measurement Instruments
Food Wholesaler
Food Retailer (in kiosks and farmers' markets)

Barber
Embroiderer/Knitter
Wagon or Pushcart Operator (to help move things)
Flower Bed Arranger
Carpenter
Mobile Hand Cart Hawker of Agricultural Products
Locksmith
Furniture Repairman
Collector and Payer of Bills
Operator of Children's Fun Wagon Pulled by Pony or Goat
Buyer and Seller of Records (including CDs)
Used Book Seller
Builder/Seller/Installer of Radio and TV Antennas
Craftsman/Seller/Repairman of Wicker Furniture
Breeder/Seller of Pets
Window Glass Repair
Animal Caretaker
Public Bathroom Attendant
Caretaker of Elderly/Handicapped
Public Park Caretaker
Leather Tanner (except cows and horses)
Decorator
Palm Tree Trimmer
Restaurant Owner (paladares)
Café Owner (cafetería)
Non-Alcoholic Beverage Seller (home delivery)
Café Owner (cafeteria, light snacks and beverages)
Street-based Seller of Food and Beverages
Charcoal Manufacturer/Seller
Wine Maker/Seller
Maker of Yokes, Harnesses and Rope for Oxen
Electrician
Automobile Electrician
Building Superintendent
Book Binding
Electric Motor Rewiring
Animal Trainer
Flower Wreath Arranger
Button Coverer (wraps buttons in cloth, popular in the 50's and 60's)
Photographer
Car washer/Oil Changer
Bus/Train/Taxi Stop Barker (calls out instructions to waiting passengers)
Engraver of Numbers
Blacksmith/Seller of Horseshoes and Nails
Trader of Scrap Metals
Driving Instructor
Sports Trainer (except martial arts and diving)
Gardener
Clothes Washing/Ironing
Woodsmen/Logger
Shining Shoes
Spark Plug Cleaner and Tester
Septic Tank Repairman and Cleaner
Manicurist
Make-up Artist
Masseuse
Plasterer
Refrigerator Mechanic
Typist and Copier
Messenger
Seamstress/Tailor
Miller of Grains
Audio Systems Installer/Operator
Tire Repair
Children's Ride Operator
Shoe Repair
Contracted Employee of a Self-Employed





DEFINING CREATIVITY/ECONOMY's composites



1.
Creativity, arts and culture as
productive endeavors.

2.
Products strongly related to
intellectual property rights,
in particular copyright.

3.
Activities with a direct role in
the value chain transforming
ideas into products.

CULTURE ECONOMY

The Cultural Economy is composed of all traditional artistic activities, all activities related to the preservation and transmission of cultural heritage, and the Conventional Cultural Industries.

Creativity supporting activities

- Creative research, development and innovation
- Technical skills development for creative activities
- Governance and Intellectual Property Rights
- Professional creative education

CREATIVE INDUSTRIES

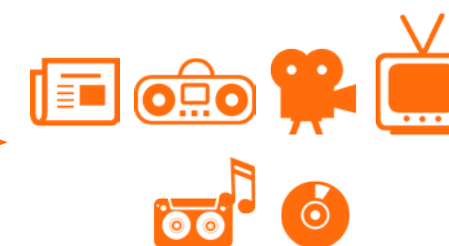
The Creative Industries combine the Conventional Cultural Industries and Functional Creations, New Media and Software.

Arts and Heritage



- Visual arts
- Performing arts and public shows
- Tourism and material and immaterial cultural heritage
- Cultural and Artistic Education

Conventional Cultural Industries



They are activities that provide goods and services based on symbolic content of an artistic and creative nature. These goods and services can be mass-reproduced and distributed, and are traditionally recognized as strongly related to culture.

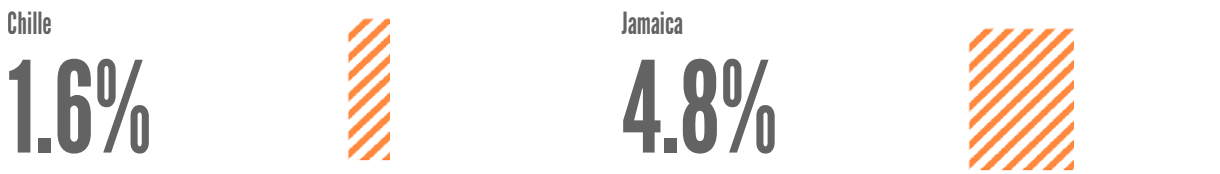
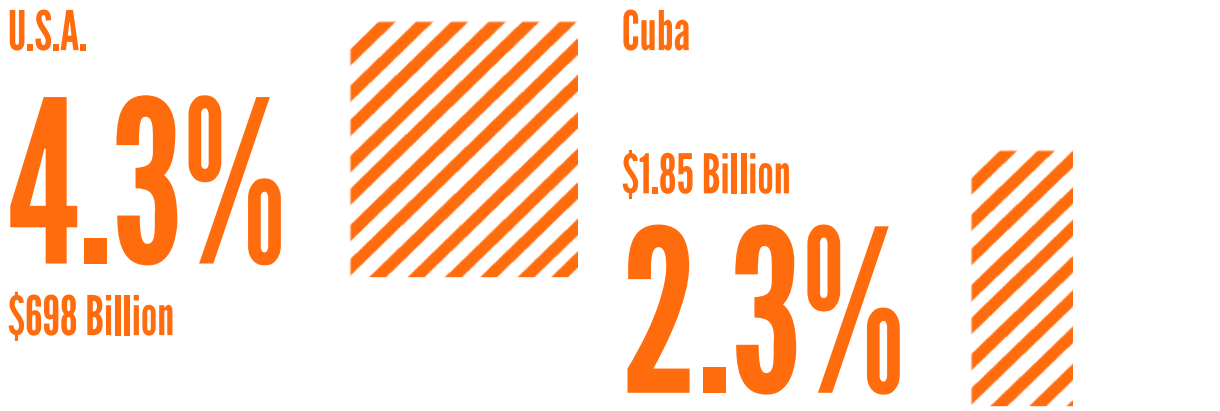
Functional Creations, New Media and Software



They are activities not traditionally associated with culture, but they are defined by their symbolic value to consumers instead of their use value.

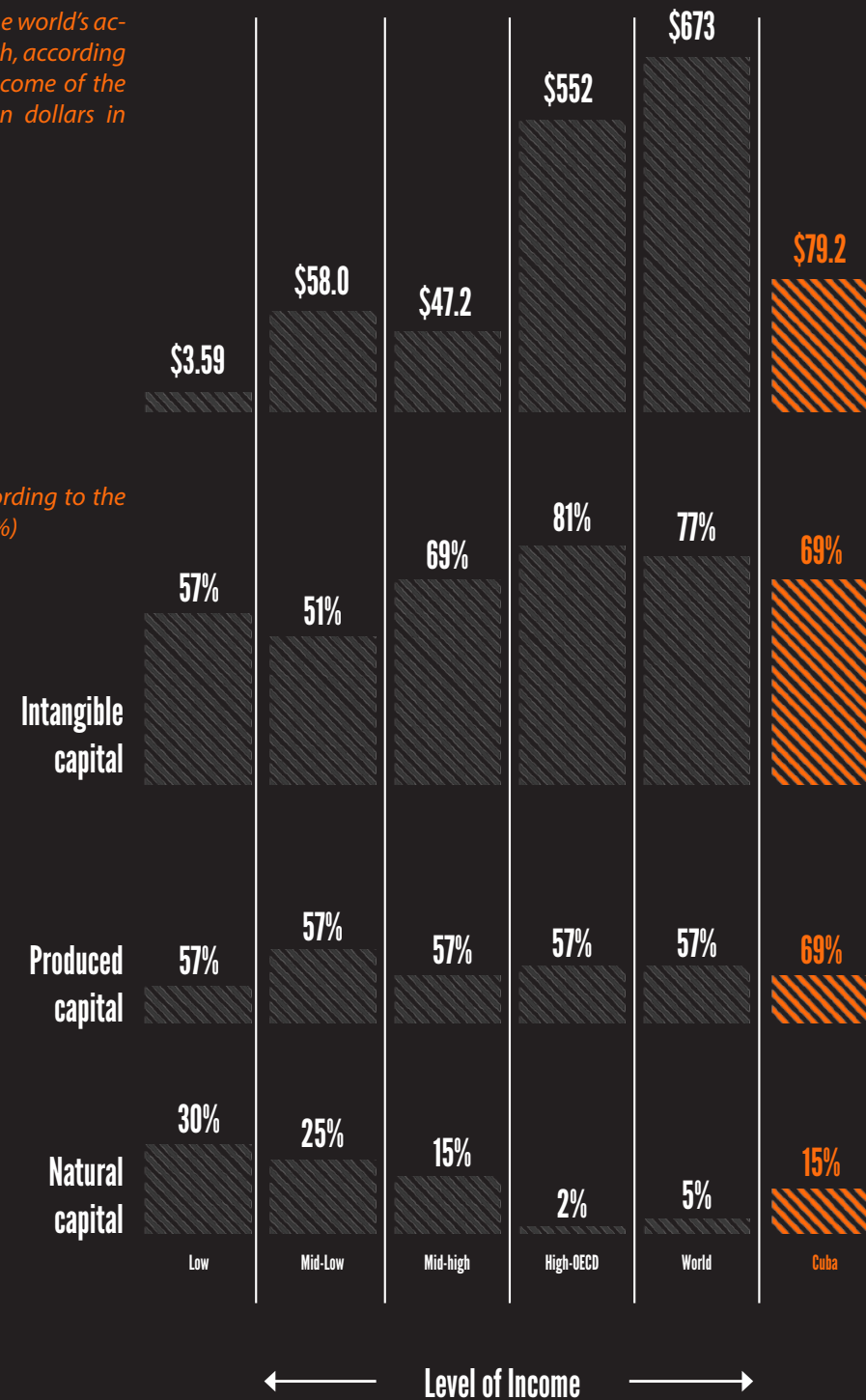
The Creative Economy is the group of linked activities through which ideas are transformed into cultural goods and services whose value is determined by intellectual property. The orange universe includes: i) The Cultural Economy and the Creative industries which share the Conventional Cultural Industries; and ii) creativity supporting activities.

The Creative Economy's
contribution to economies in Latin America
and the Caribbean (data from World Bank & Oxford Economics)



Distribution of the world's accumulated wealth, according to the level of income of the countries: (trillion dollars in 2005)

Proportions according to the kind of wealth: (%)



INTANGIBLE CAPITAL

the rise of the importance of intangibles is part of the story of the end of the industrial economy and the rise of the new economy based on information technology and the internet. In this new economy, knowledge, connections and collaboration are the key assets driving growth and performance.



Human Capital-

This includes all the talent, competencies and experience of your employees and managers.



Relationship Capital-

This includes all key external relationships that drive your business, with customers, suppliers, partners, outsourcing and financing partners, to name a few. This kind of capital also includes organizational brand and reputation.



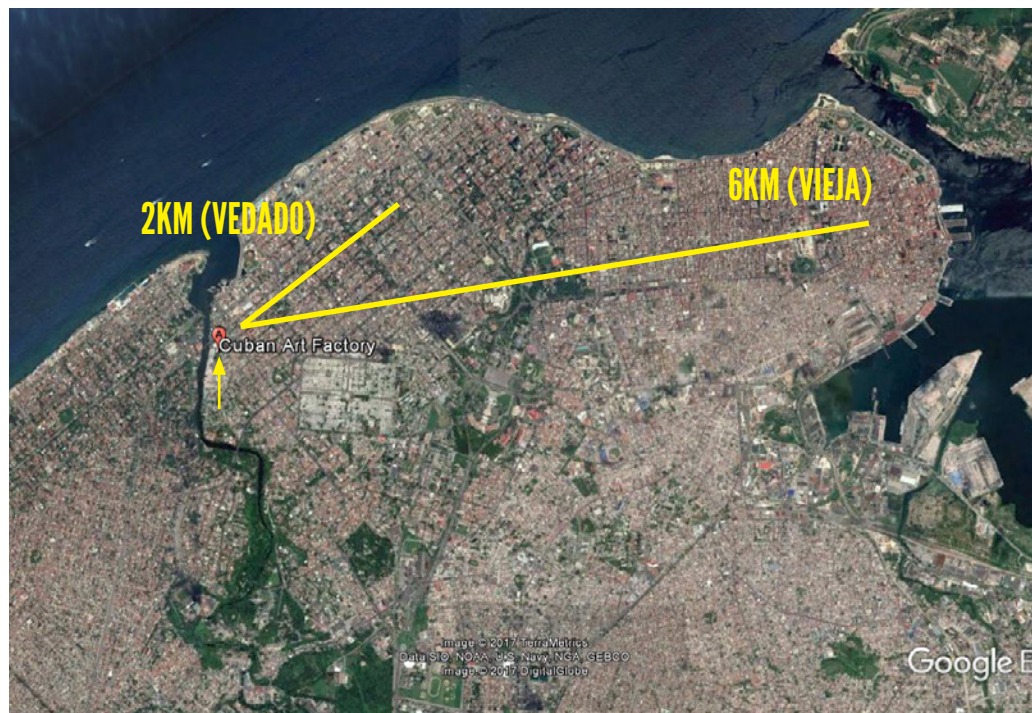
Structural Capital-

This includes recorded knowledge, processes, software and intellectual property.

case study

Case Study I:

Fábrica de Arte Cubano (F.A.C.), Havana



Fábrica de Arte Cubano

The Project is located in Cocinero, originally the headquarters for Havana's electricity company, then converted to an olive oil factory. A third life was given to this space as a new exhibition/ performance stage in Havana, breeding retail branches around itself in the following 2 years.

Program Distribution:



22%

Artist Studio:
Photography Workshop x1
Painter's Studio x3
Archive x1

450 sqm

25%

Exhibition:
Informal Display
Permanant Exhibition
Temporary Display Gallery
Art Work Selling Space

500 sqm



45%

Social:
El Cocinero (Roof-top Restaurant)
Bar x3
Informal Performing Stage
Performance Hall

900 sqm

Office and Services:

125 sqm



Spatial Journey:

1)ENTRANCE BAR



2)OUTDOOR BAR



3)GALLERY



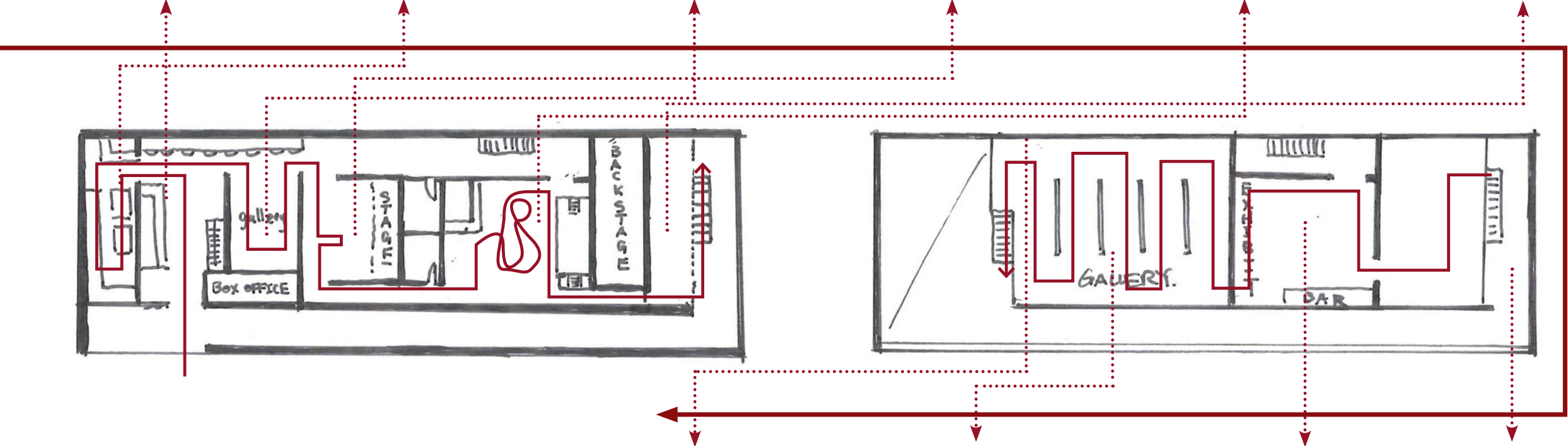
4)INSTRUMENT STAGE



5)PARTY ROOM



6)OUTDOOR BAR



10)ARTIST STUDIO



9)GALLERY



8)EXHIBITION+BAR



7)OUTDOOR BAR

System of Elaboration:

STAGE 1. (INTROVERT)

- 1) Artists looking for Working Space with Low Rent
- 2) Collective Investment of Artist in Refurbishing Factory

STAGE 2. (EXPANSION)

- 1) Factory needs funding to hold public events and support expense.
- 2) Set-up of Bar/ Restaurant to raise money (sustainable)

STAGE 3. (CONTEXT)

- 1) Factory becomes a popular site in district, unconsciously triggering developments around.

Case Study II:

Valsts Elektrotehniskā Fabrika - another socialist example in Riga



Valsts Elektrotehniskā Fabrika

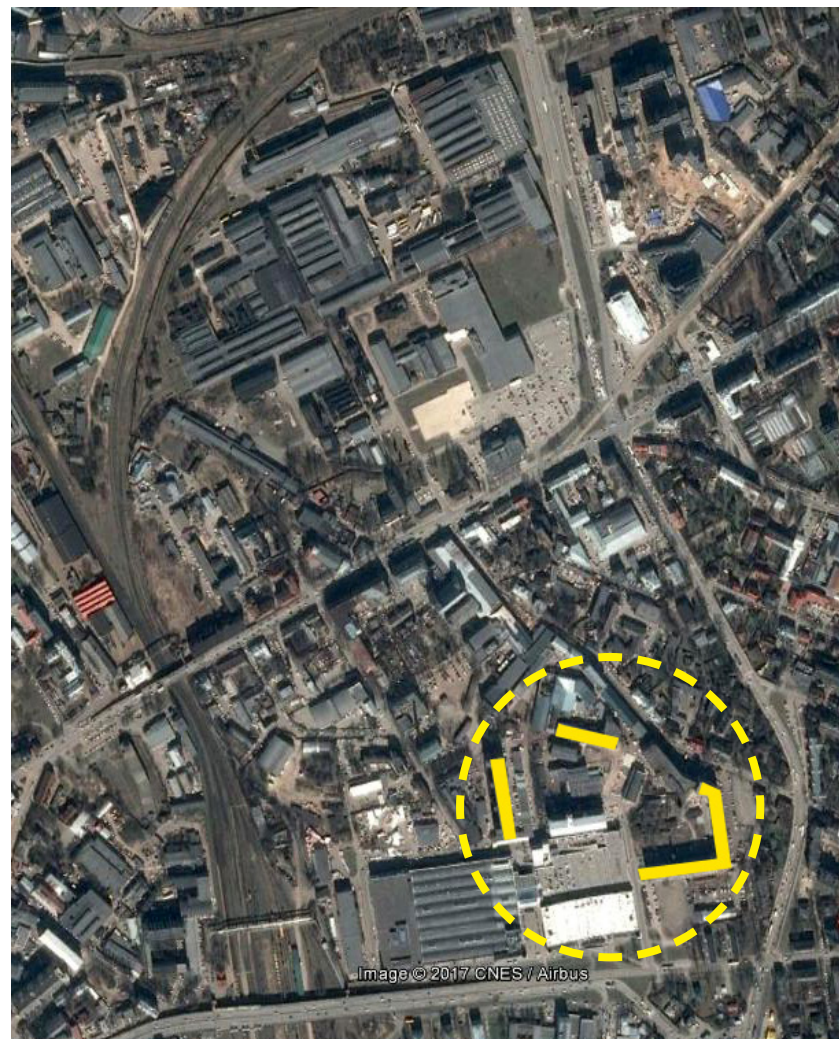
A POST-SOCIALIST TRANSFORMATION – FROM A FACTORY TO A CREATIVE QUARTER

VEF was the biggest manufacturer of electrical and electronic products in the former USSR.

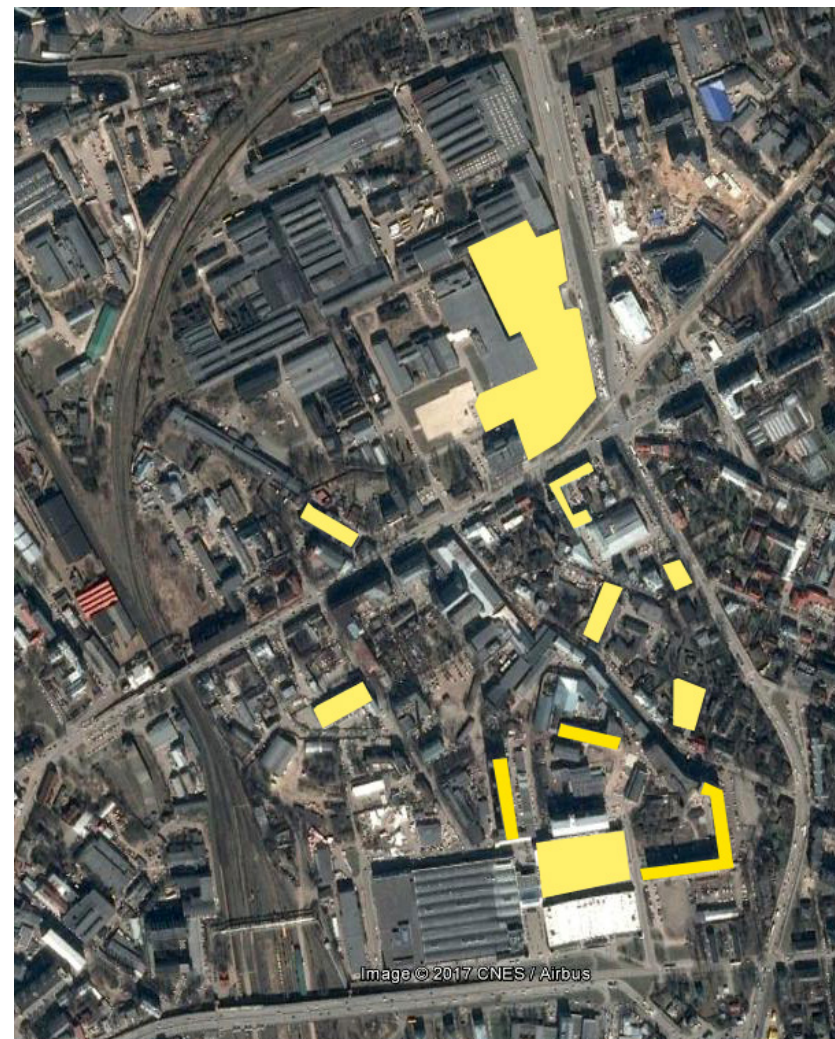
After the re-establishment of Latvia's independence in 1991 these developments left a massive abandoned territory in Riga's urban space. Today Totaldobže, created in 2010, is a private multifunctional cultural centre with a main focus to create an ongoing platform for interdisciplinary art and educational projects.

Expansion: From Building Scale Revitalization to Urban Scale Reoccupation

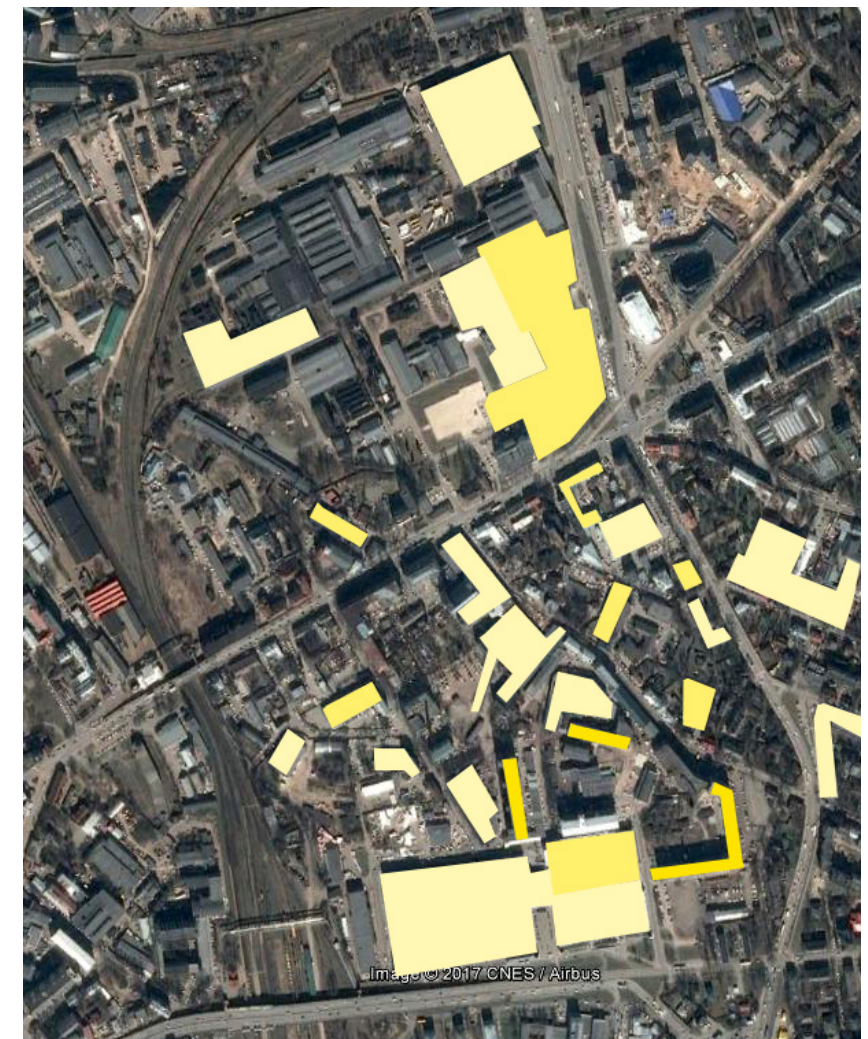
2005-2007



2008-2011



2011-Present



Growth Boosted by Global Economic Downturn 2008,
Unemployment Rate Skyrocketed and Individuals started
looking for cheap locations to conduct Private Business.

Program Distribution:

2005-2007



■ Artist Studio:
Refurbished Working Spaces 1000 sqm

2008-2011



■ Artist Studio:
Refurbished Working Spaces 1000 sqm
■ Community Design Workshops:
Galerija Zieme
Open Silkscreen 750 sqm
Temporary Event Spaces: 2500 sqm
Retail:
Cafe x5
Restaurant x2 200 sqm

2011-Present



■ Artist Studio:
Refurbished Working Spaces Studios 2000 sqm
■ Community Design Workshops:
Galerija Zieme
Open Silkscreen 750 sqm
Institutions:
Totaldabže Art Centre
Veizāns Dance School 3000 sqm
Retail:
Cafe x15
Restaurant x8
Elkor Plaza
Days Hotel Riga VEF 4000 sqm
Wholesale:
Domina Shopping
Evelatus
Euronics 6000 sqm
Recreation:
VEF Indoor Extreme Sports Park
Park
Library 5500 sqm
Performance:
Melnā Piektdiena
Godvil Concert Hall 1500 sqm
Property:
Ober Haus Real Estate 2200 sqm

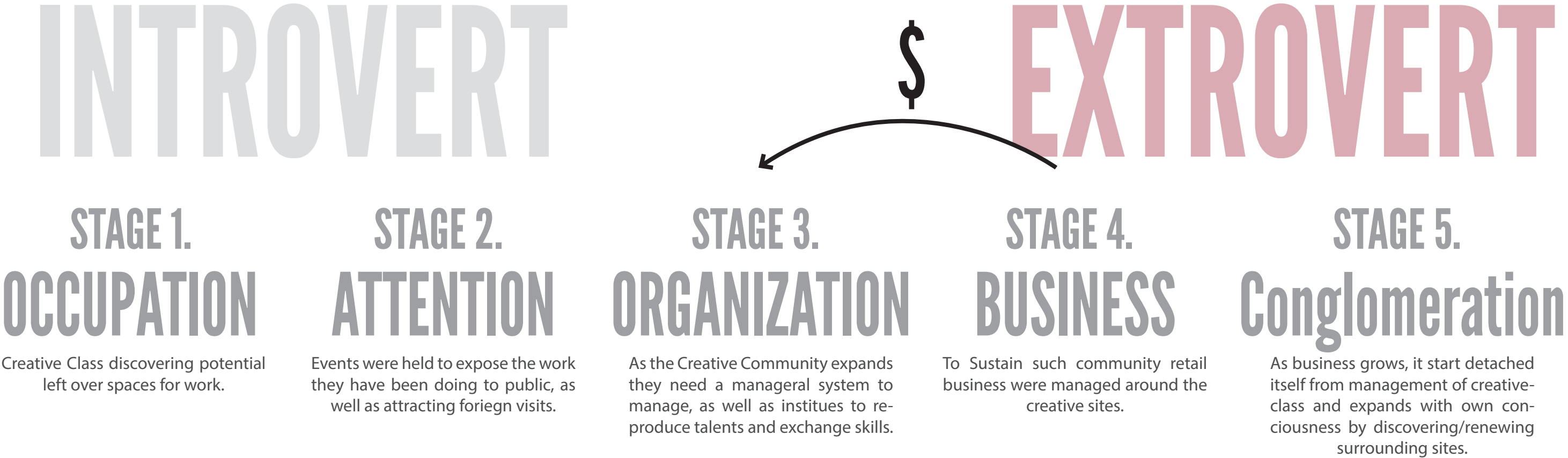


Totaldobže Art Centre



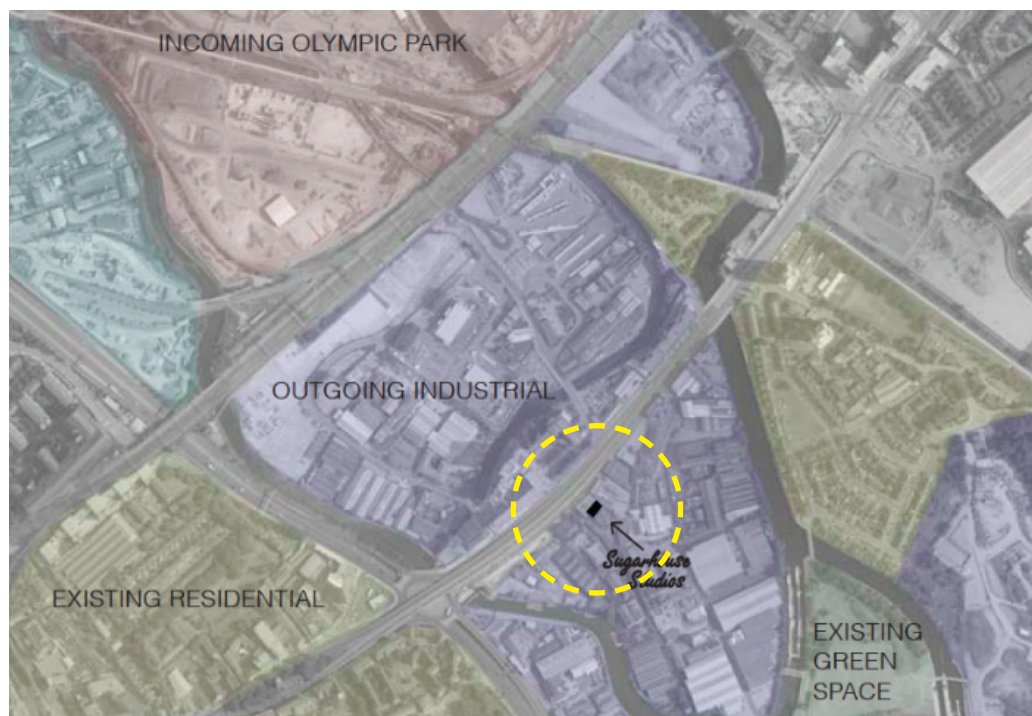
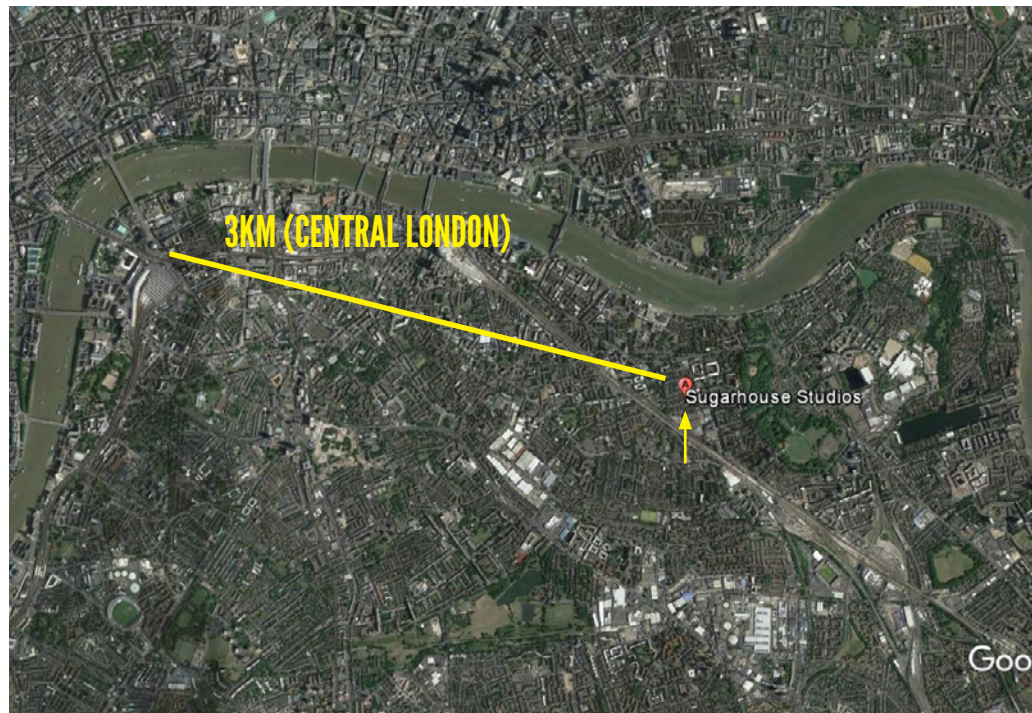
Godvil Concert Hall

System of Elaboration:
Unconscious Bottom Up Urban Renewal?



Case Study III:

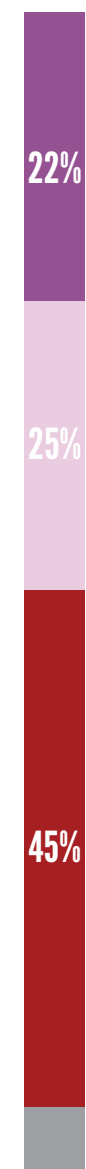
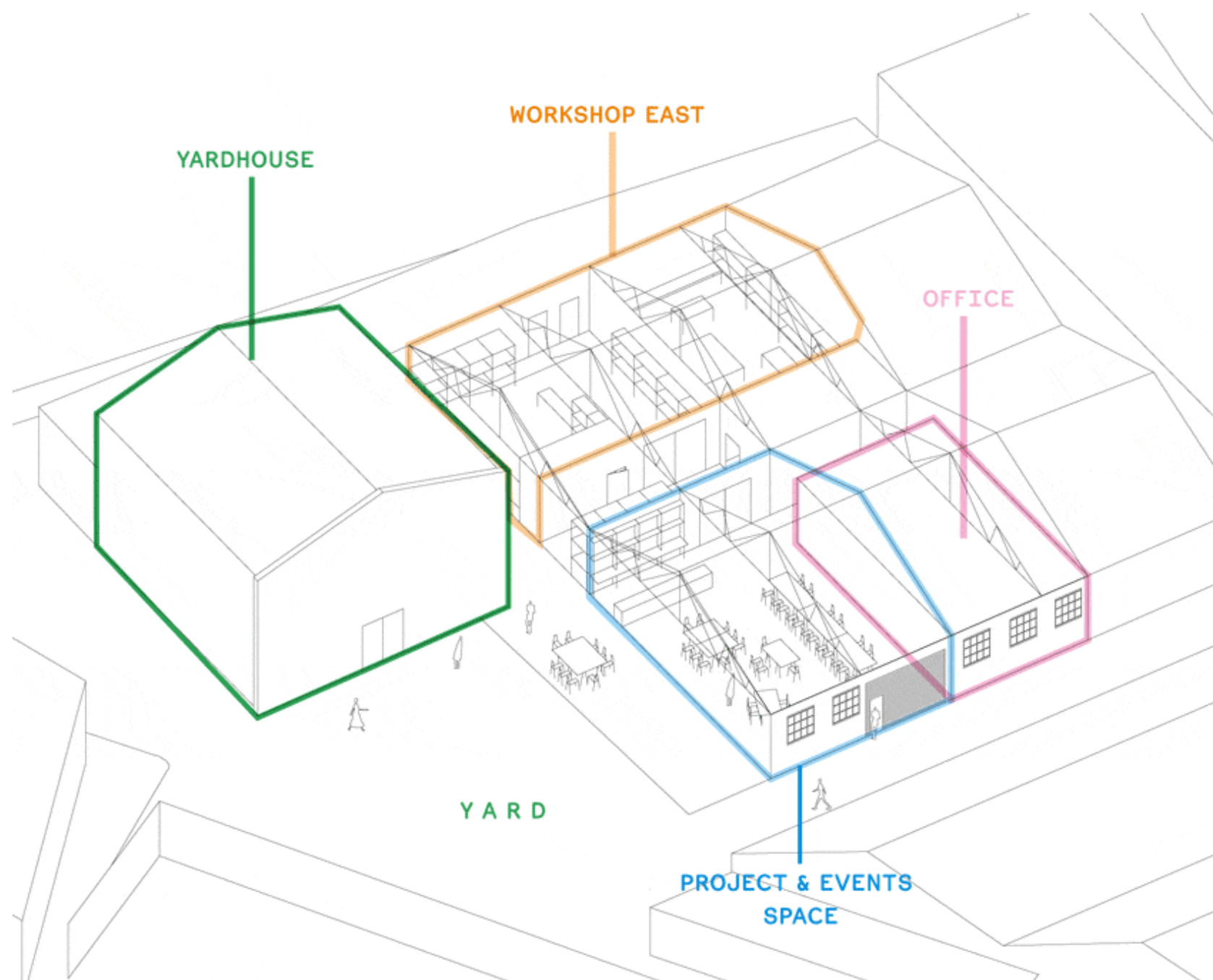
Sugarhouse Studio, London



Sugarhouse Studios

Sugarhouse Studios is a studio and events space on Stratford High Street, conceived and built by Assemble. The project seeks to find a way for private practice (space for research, design and construction) to be opened up to form the backdrop for a public building.





Yard House:

Individual Studio x8

250 sqm

Workshops for Rent:

Music Studio

Ceramic Studio

Metal Workshop

Wood Work Workshop

300 sqm

Social:

Cafe-Cinema

300 sqm

Office and Services:

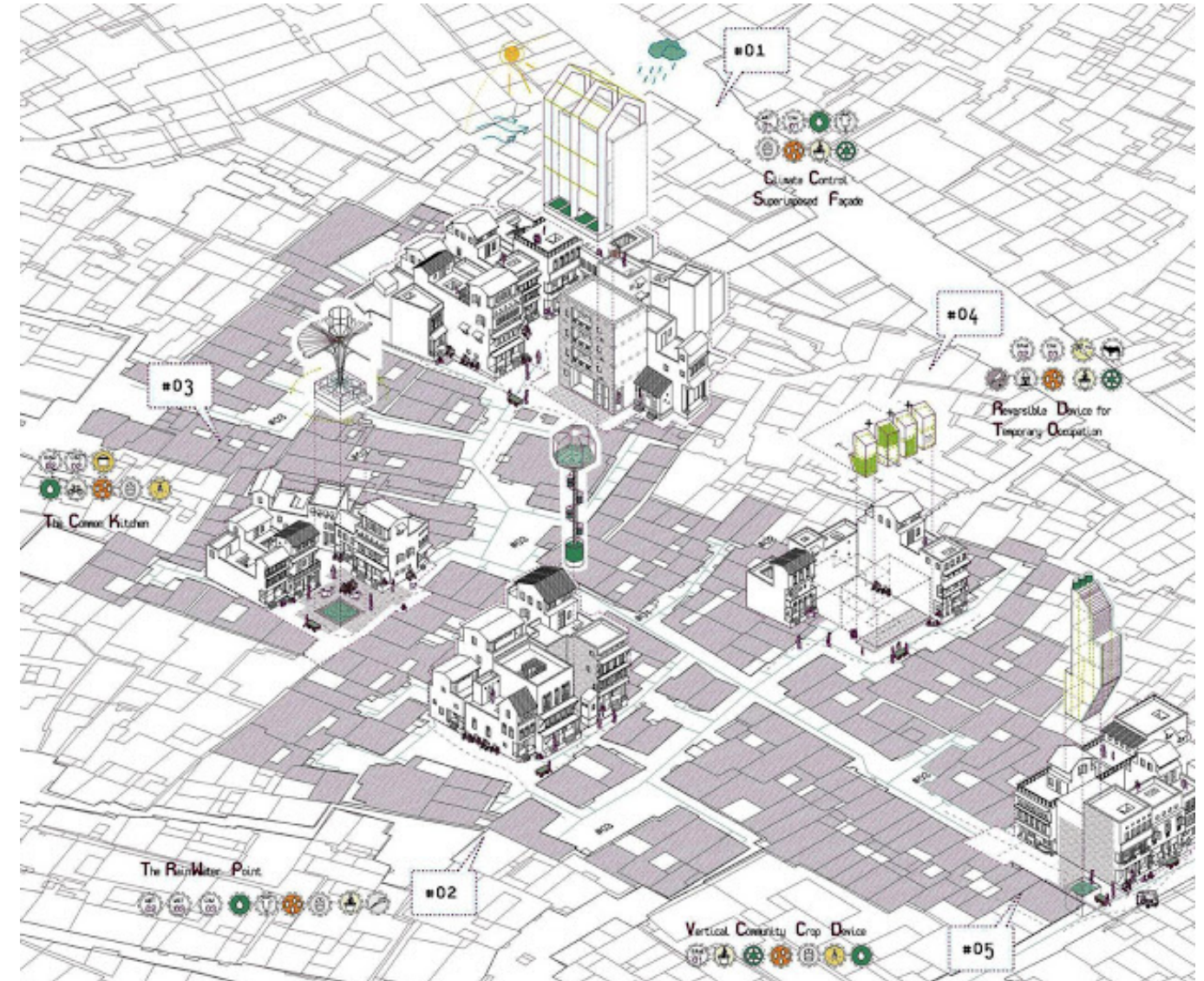
125 sqm

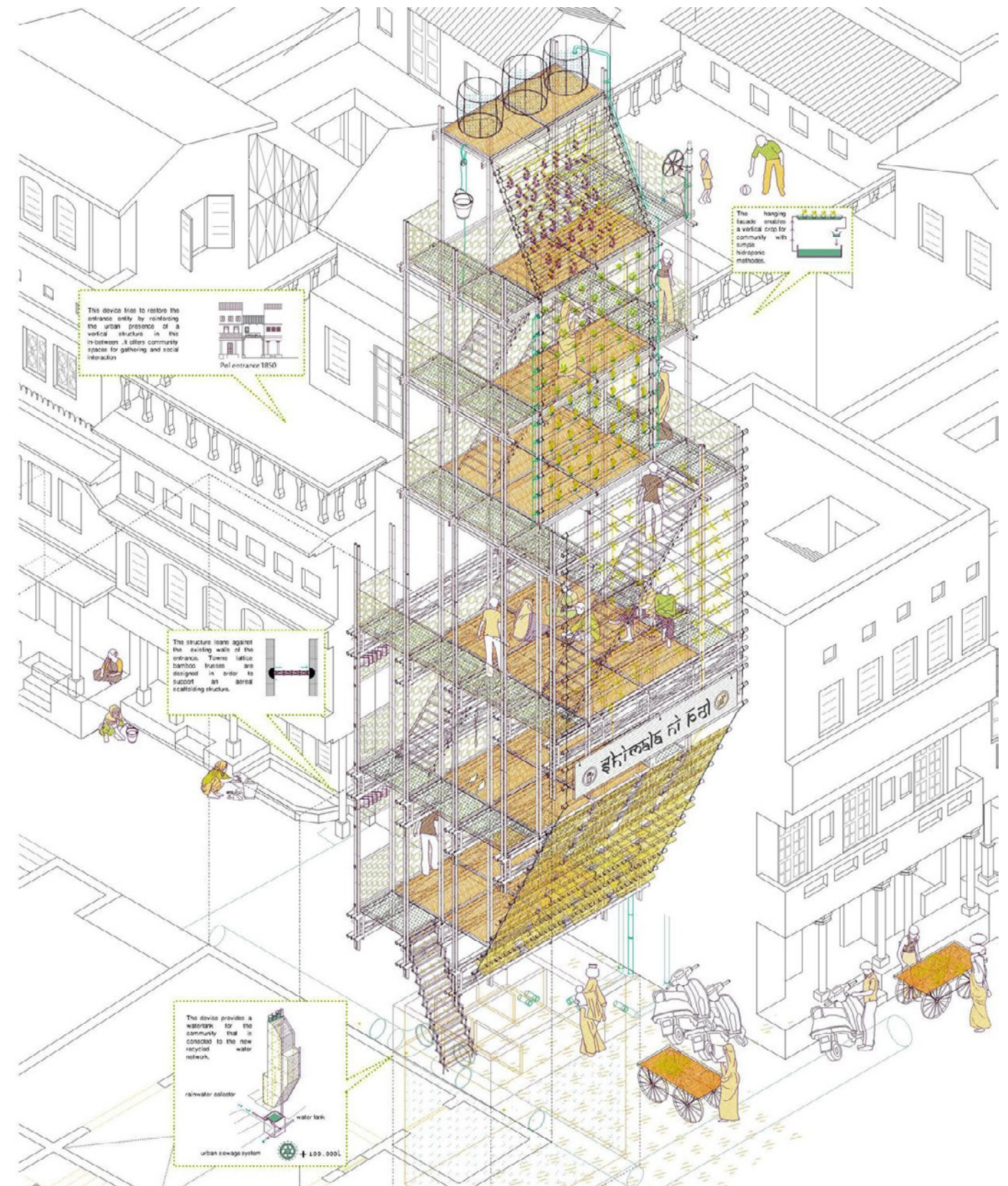


Studio Spaces for private work and Tools to share.

References:

Intervention Projects- Pols . Ahmedabad, **Urban Strategies to Regenerate Indian Public Space**





THEATER STUDY



Half Moon Theater,
Florian Beigel



The Ark,
Group 91 Architects



Royal Opera House,
Jeremy Dickson



Andre Malraux Cultural Center,
Mario Botta Architetto



Tokyo Bunka Kaikans,
Kunio Maekawa



Casa de Musica,
OMA/AMO



Centre International de Congrès,
Jean Nouvel



Half Moon Theater,
Florian Beigel



The Ark,
Group 91 Architects



Royal Opera House,
Jeremy Dickson



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Tokyo Bunka Kaikans,
Kunio Maekawa



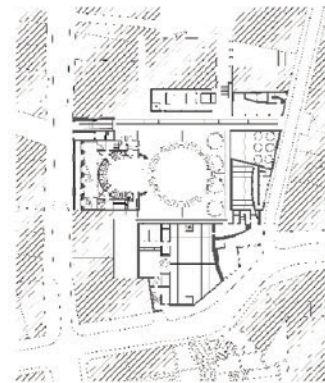
Casa de Musica,
OMA/AMO



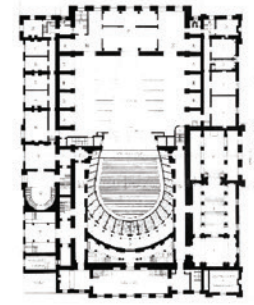
Centre International de Congrès,
Jean Nouvel



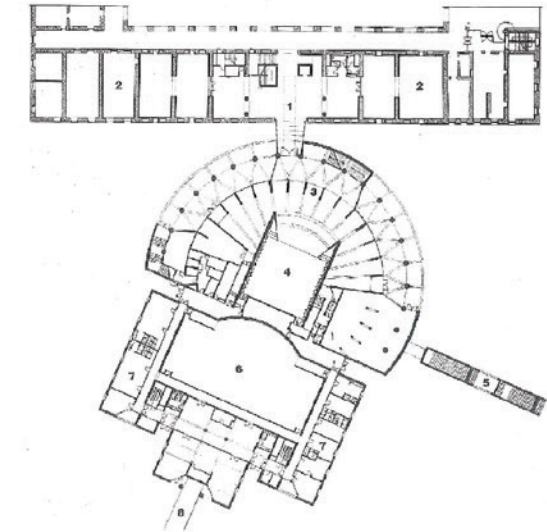
Half Moon Theater,
Florian Beigel



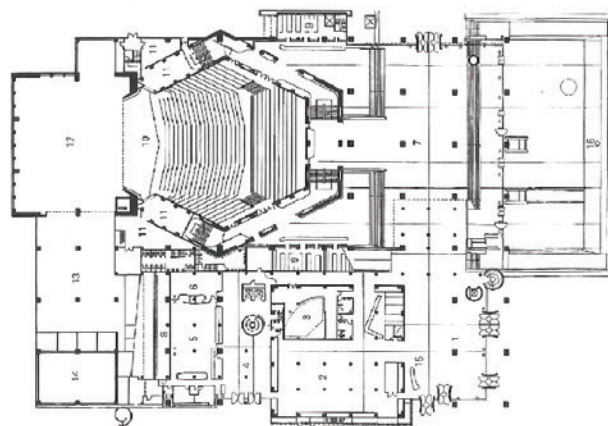
The Ark,
Group 91 Architects



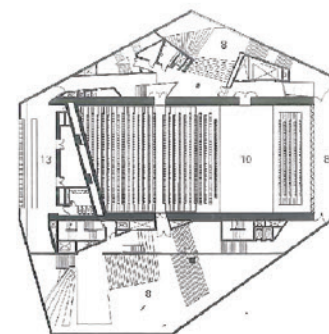
Royal Opera House,
Jeremy Dickson



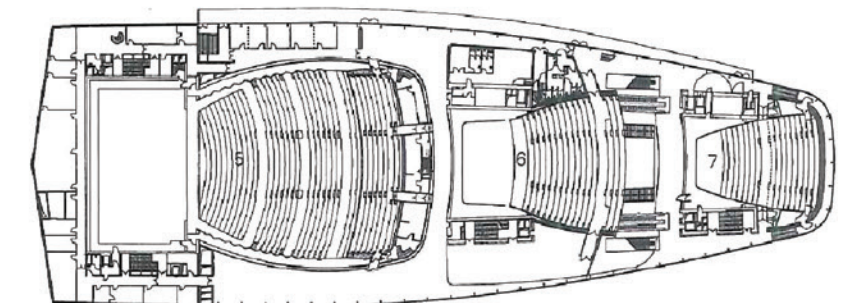
Andre Malraux Cultural Center,
Mario Botta Architetto



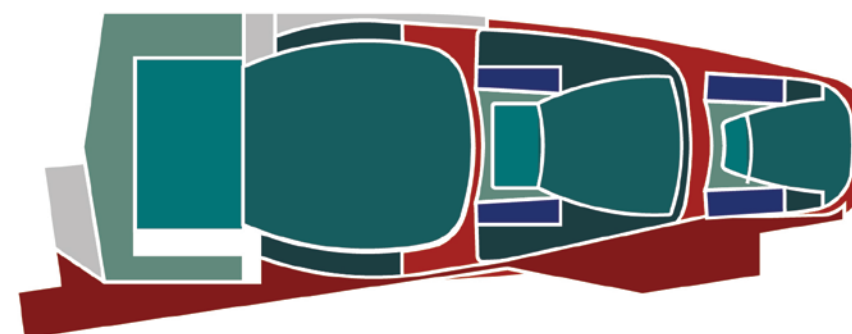
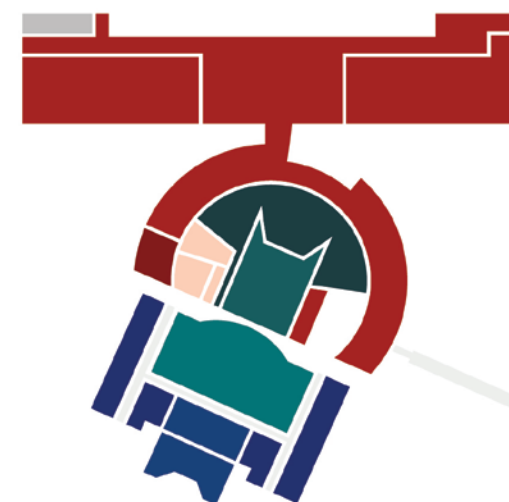
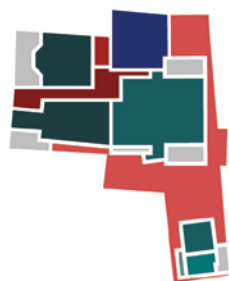
Tokyo Bunka Kaikans,
Kunio Maekawa

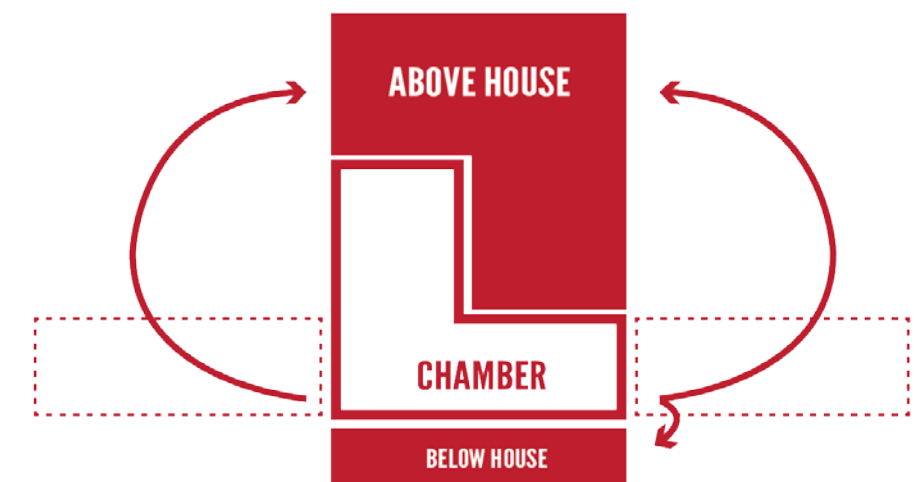


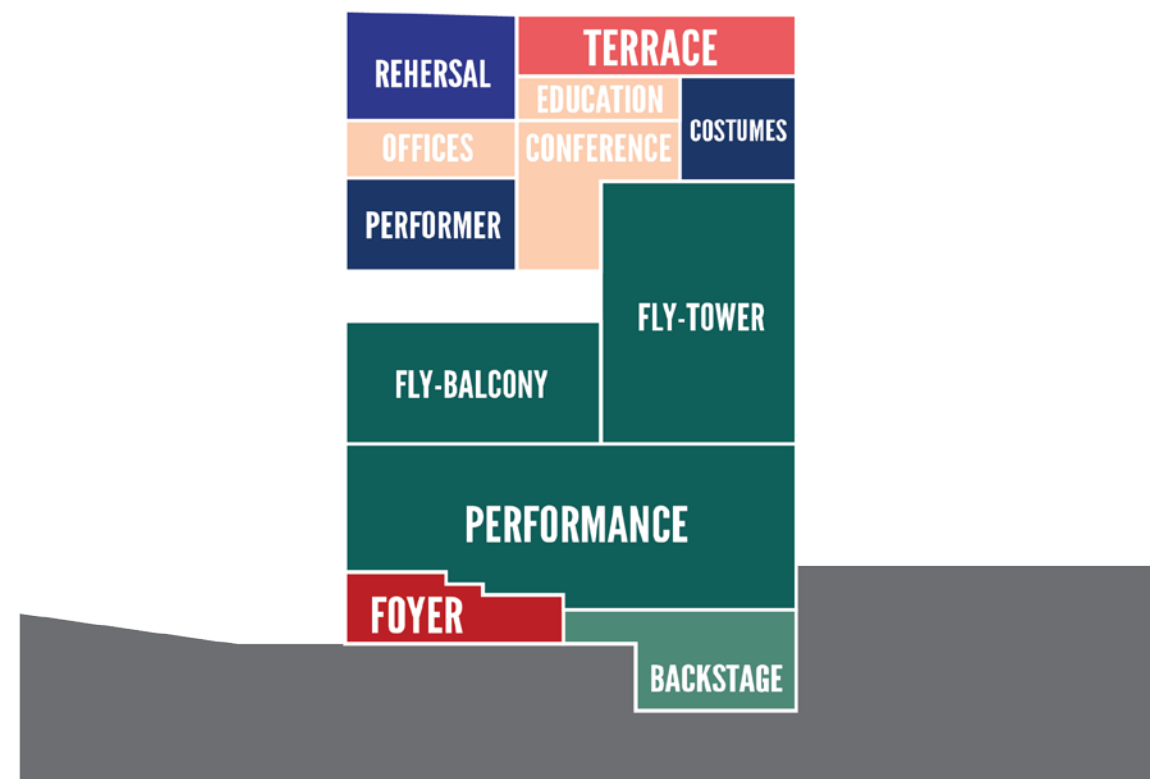
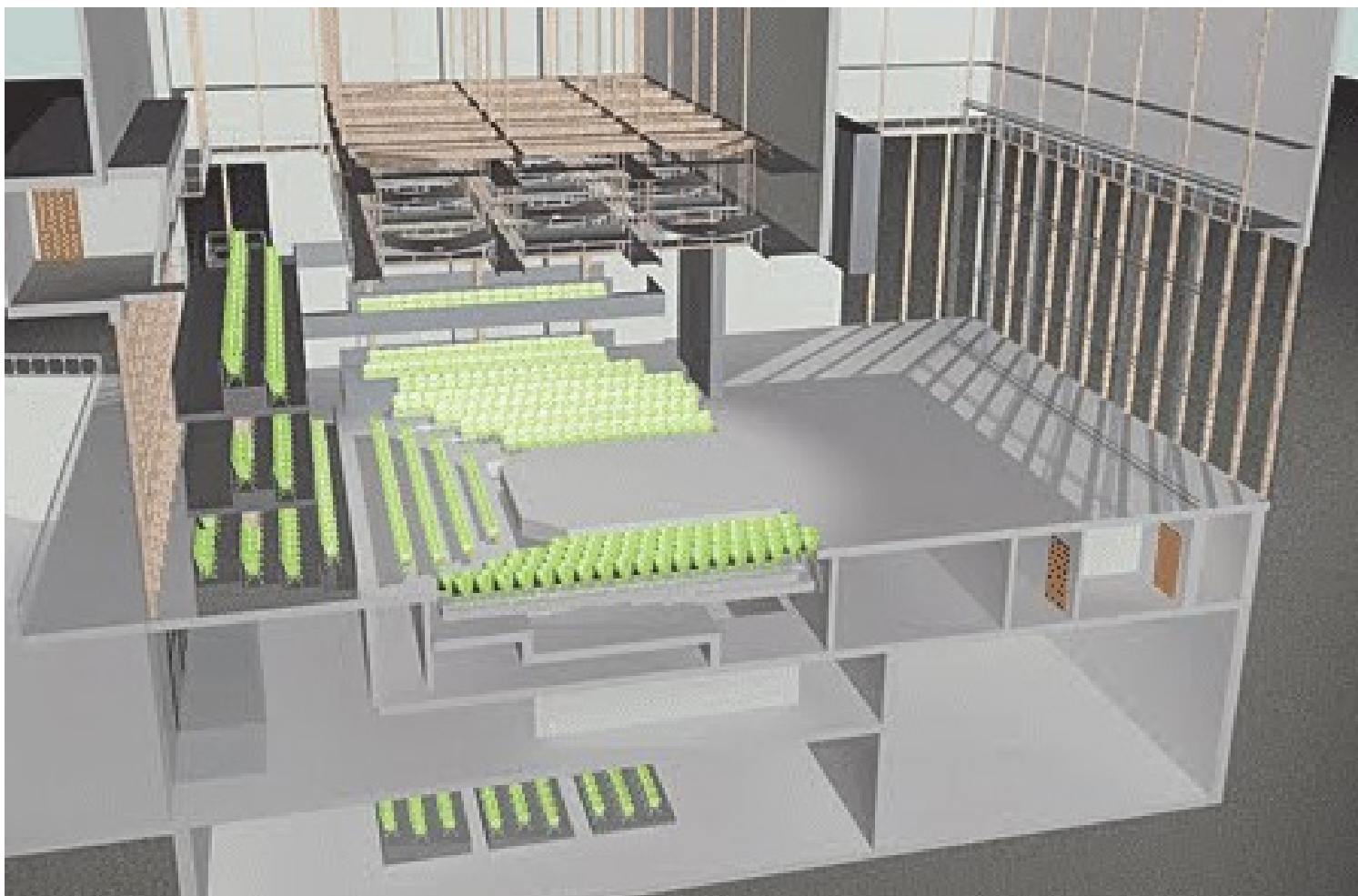
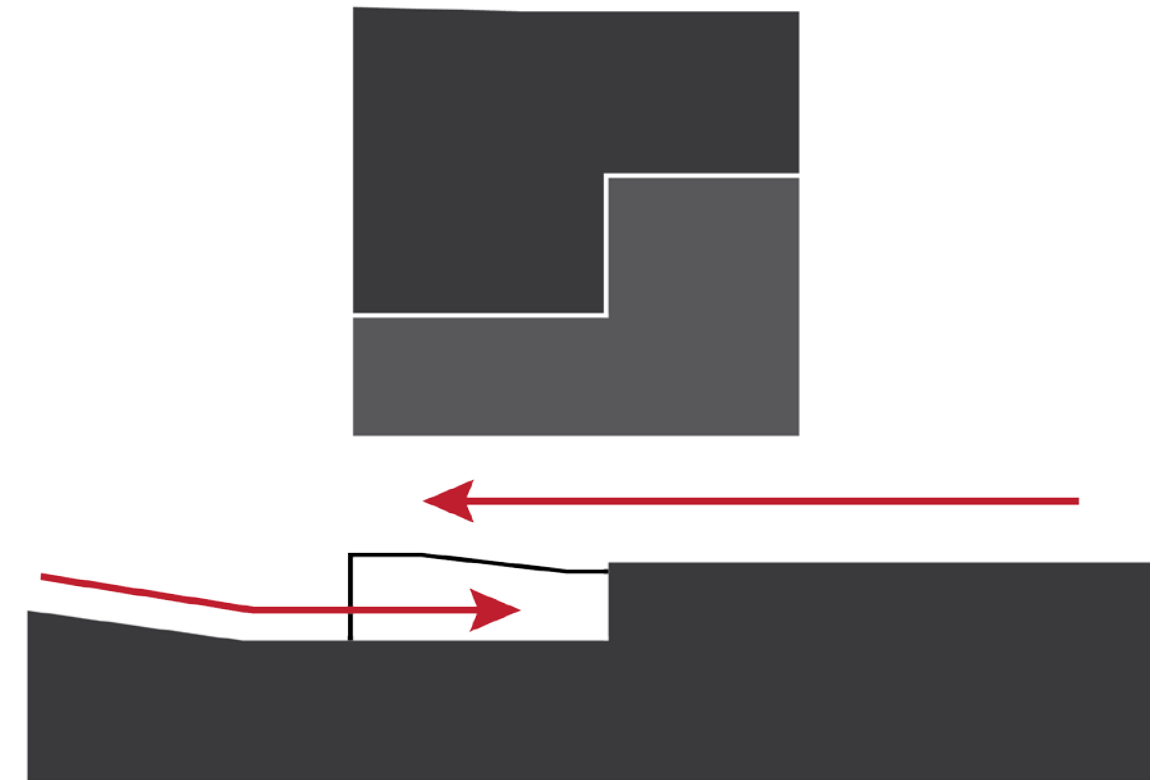
Casa de Musica,
OMA/AMO

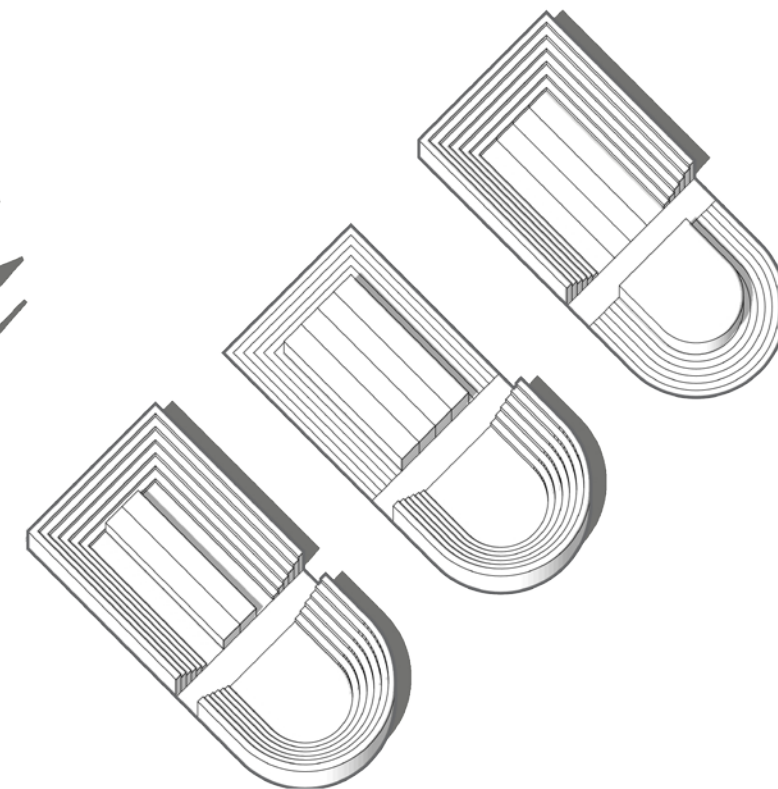
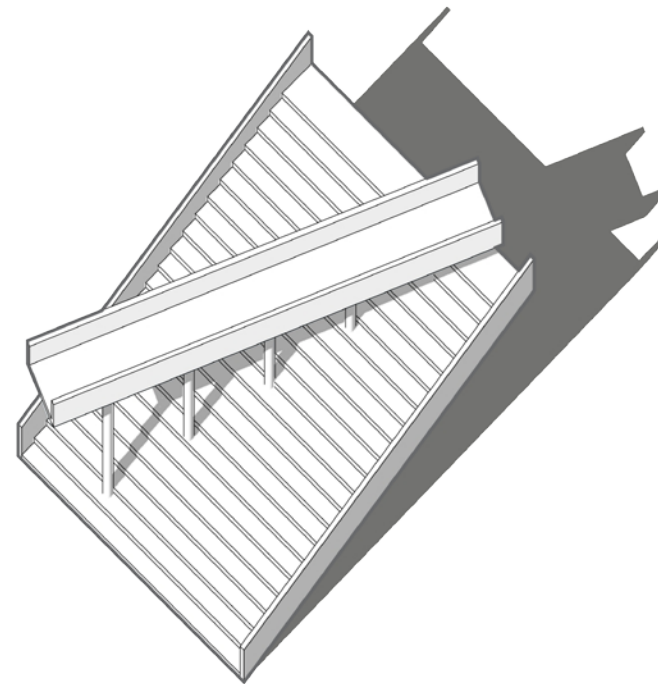
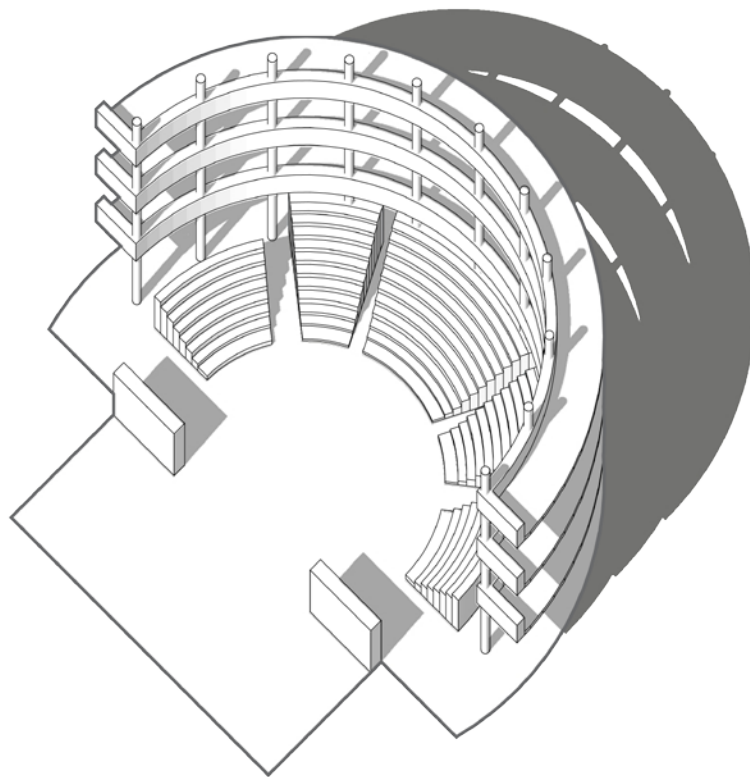
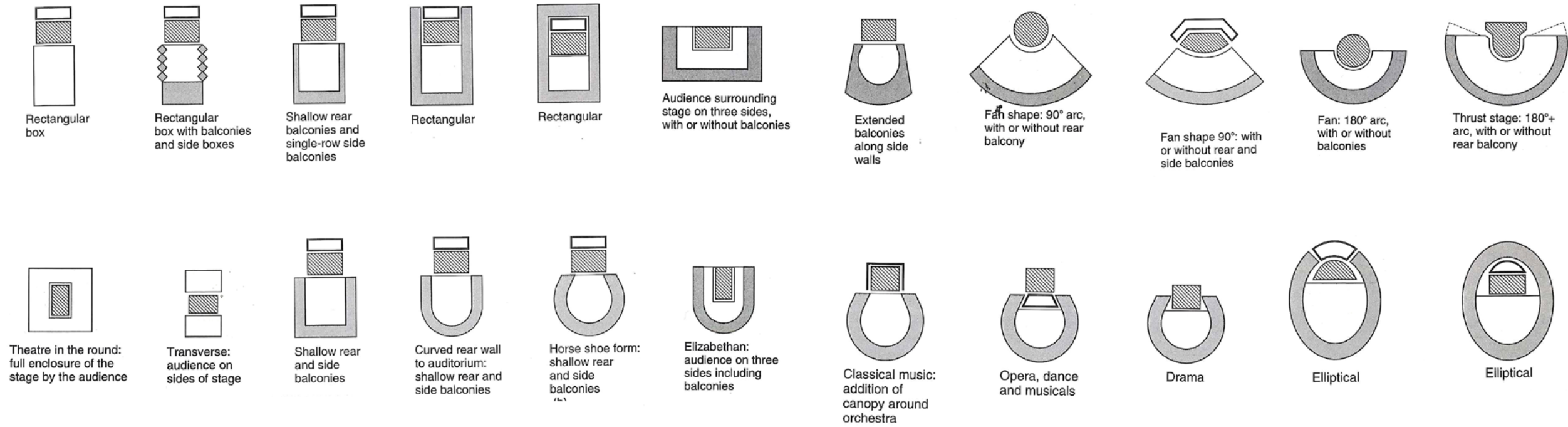


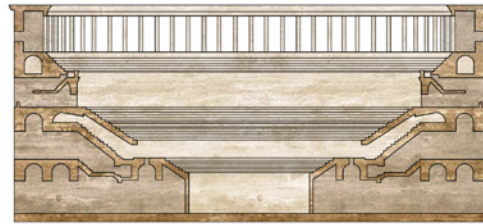
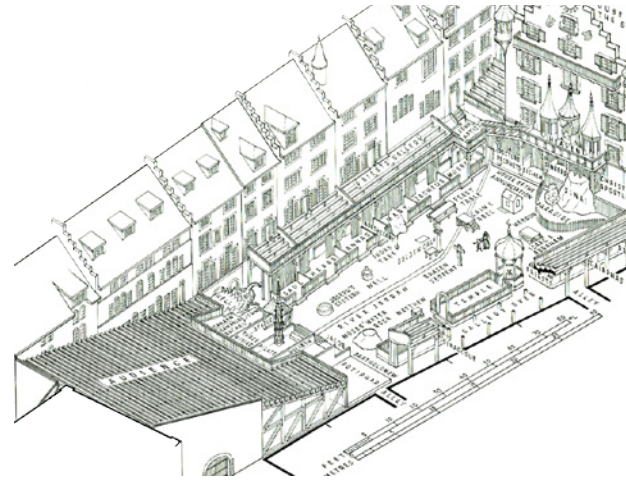
Centre International de Congrès,
Jean Nouvel

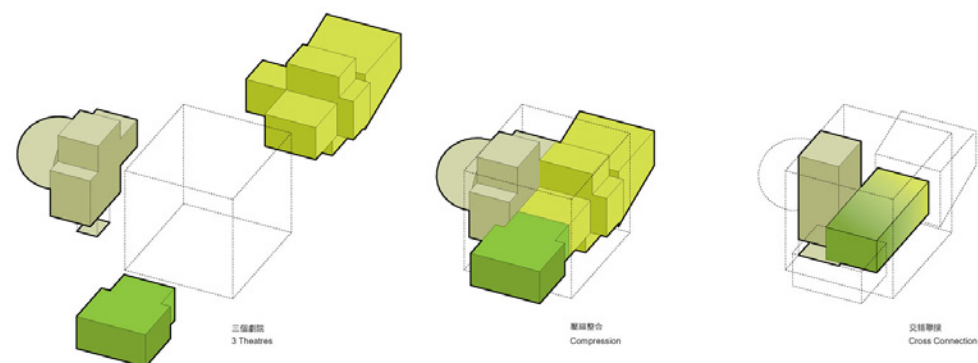
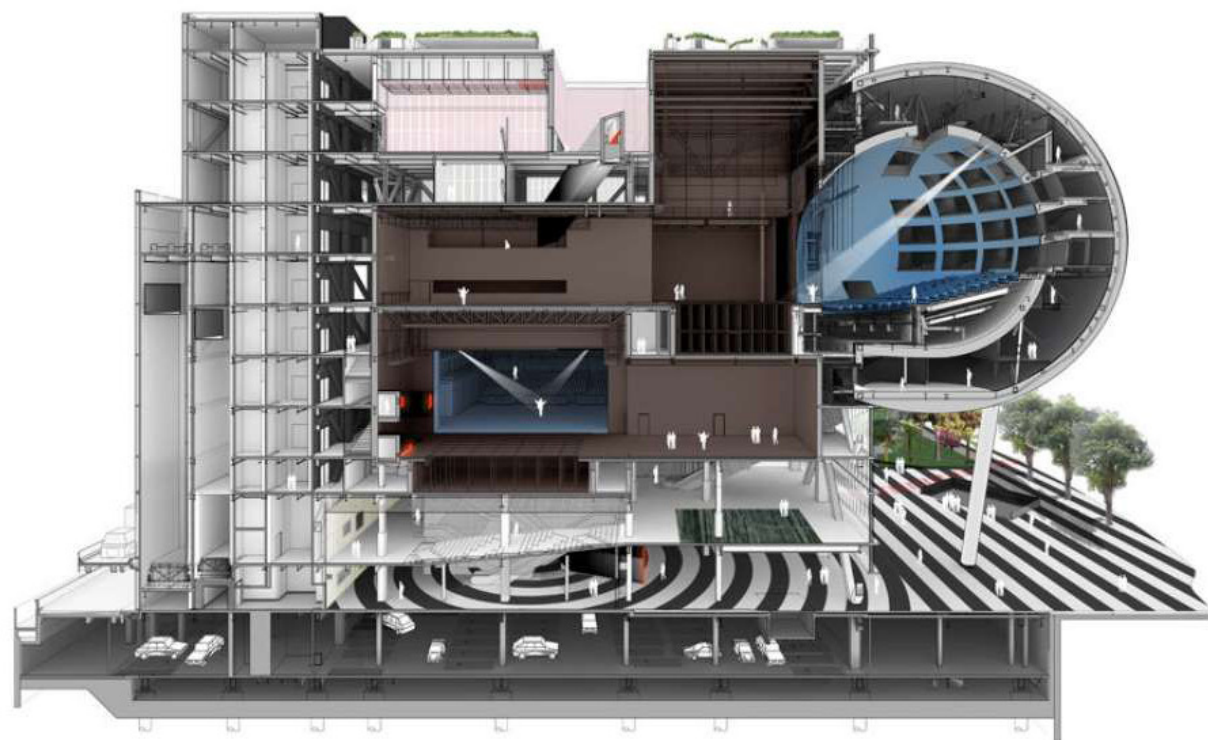
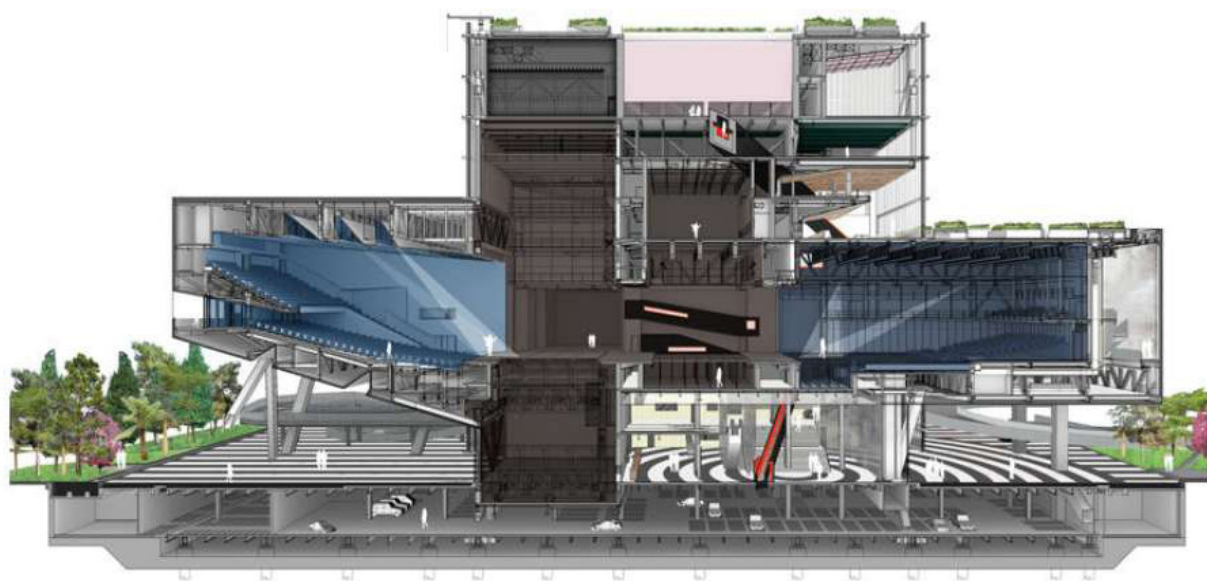












All Rounded Creative Training:

Fine Arts



Dialogue



Music



Drama



Craftsmanship



Scripting



from the qualities of...

LIFELIKENESS

EPHEMERALITY in performance arts.

IMMEDIACY

OBJECTIVITY

COMPLEXITY

nurturing

7

artistic intelligence.

linguistic. that could possibly Revolutionarize
the way we do Bussinesses ..!

logical.

musical.

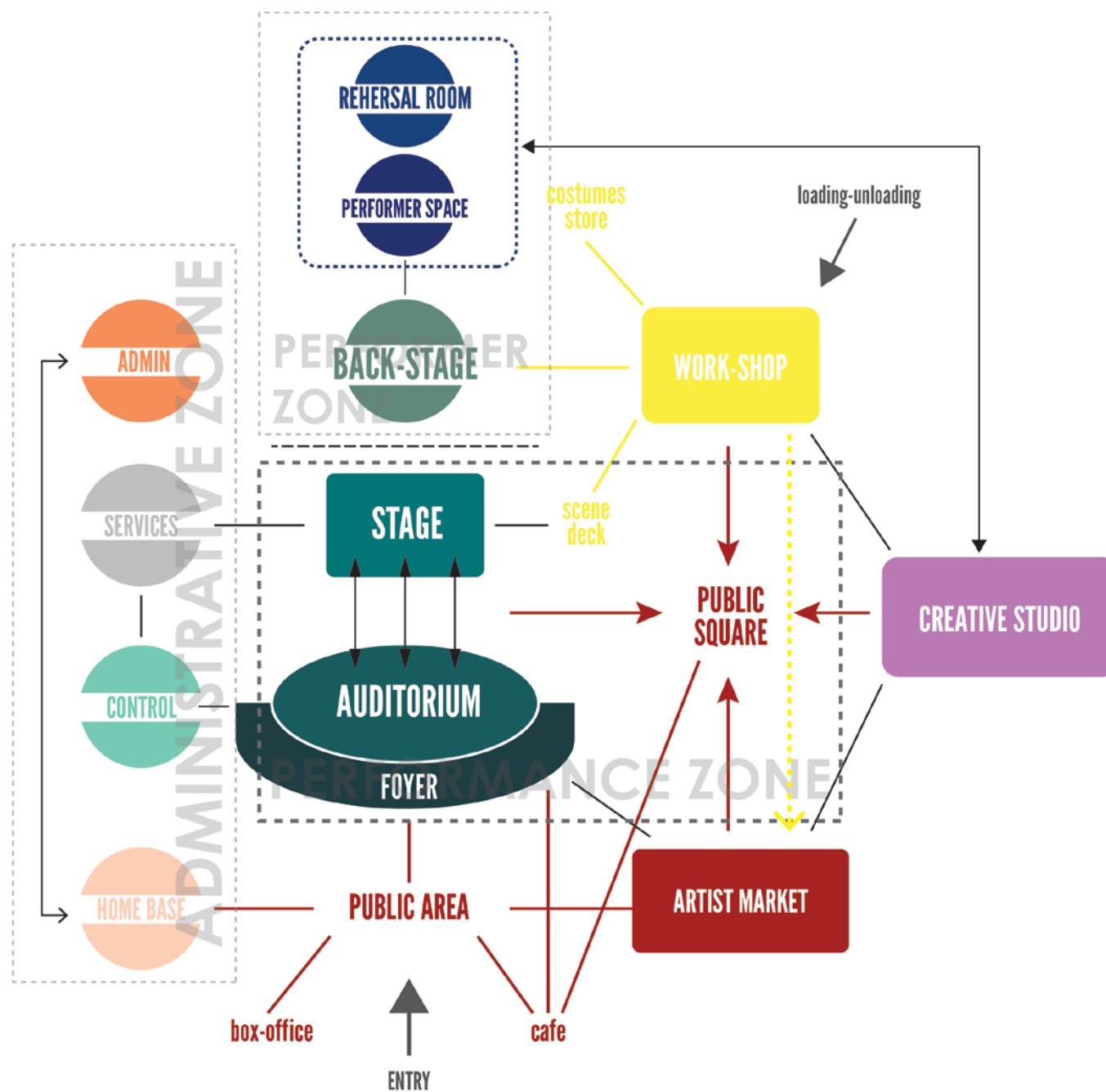
spatial.

bodily.

interpersonal.

intrapersonal.





Practicing & Rehearsing Area

400 sqm.

Dressing room	40x4
Toilet & Shower	50
Green Room	70

Performer area

540 sqm.

Studio	80x2
Stage	150x2
Sound Control Room	10x4
Lighting Control Room	10x4

Foyer

400 sqm.

Auditorium

600 sqm.

Backstage Work-Shop

100 sqm.

1050 sqm.

Stage

250 sqm.

Control Room

80 sqm.

Exhibition

220 sqm.

Library

100 sqm.

Box Office

100 sqm.

Administration

170 sqm.

General Office	70
Meeting room	30
Conference room	40
Caretaker's Quarter	30

Home Base

865 sqm.

Rental Office	80x8
Common room	80
Committee room	50
Conference room	40x2
Store room	15

Services

800 sqm.

Transformer Room	
Switch Room	
A/C Plant Room	
Pump Room	
Garbage	
Loading/Unloading	

Total: 4505 sqm.

GALLERY STUDIES



1)ENTRANCE BAR



2)OUTDOOR BAR



3)GALLERY



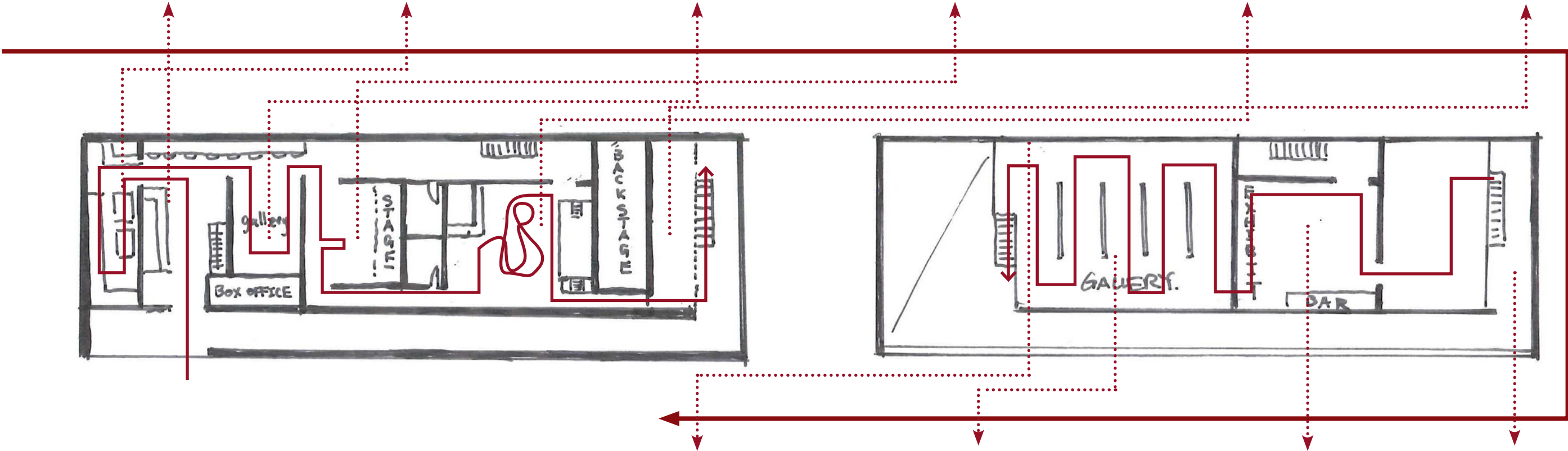
4)INSTRUMENT STAGE



5)PARTY ROOM



6)OUTDOOR BAR



10)ARTIST STUDIO



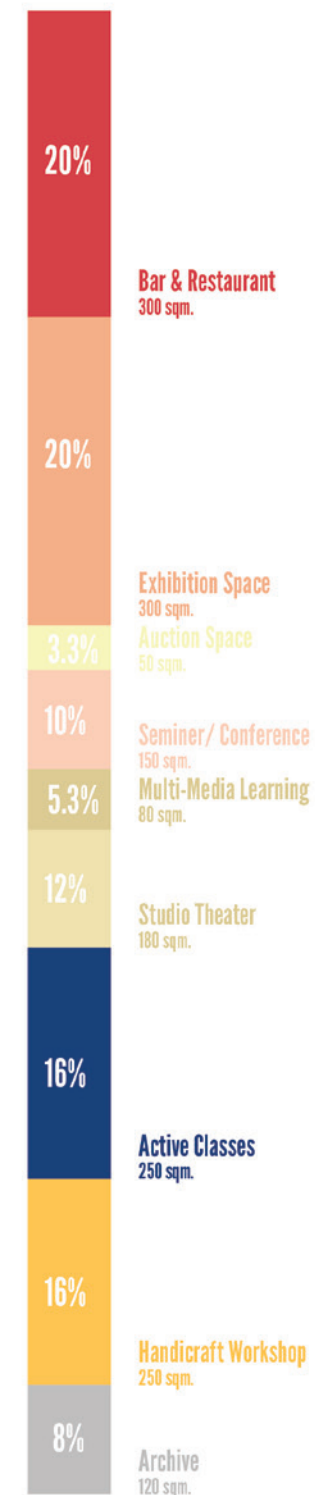
9)GALLERY



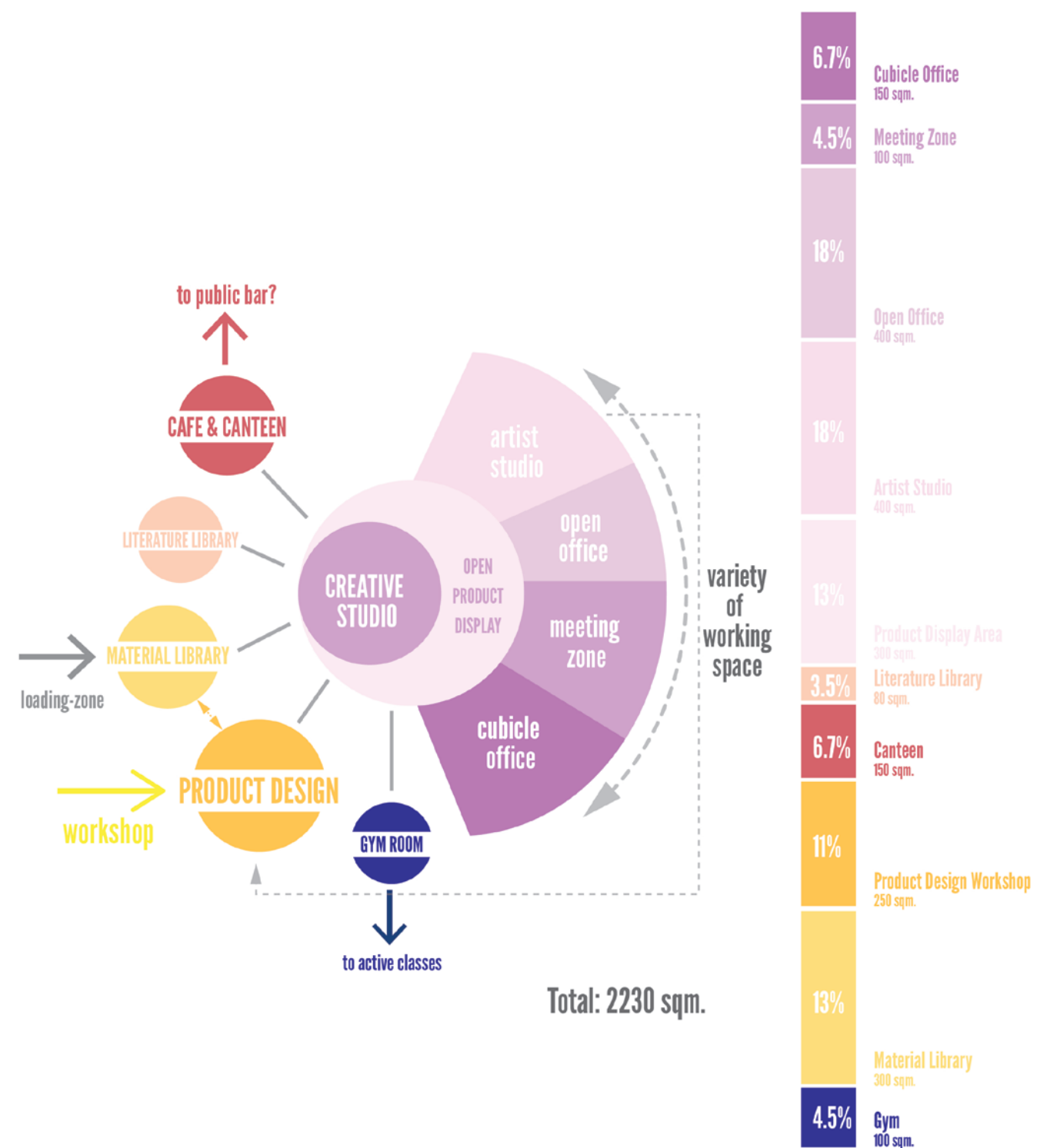
8)EXHIBITION+BAR



7)OUTDOOR BAR



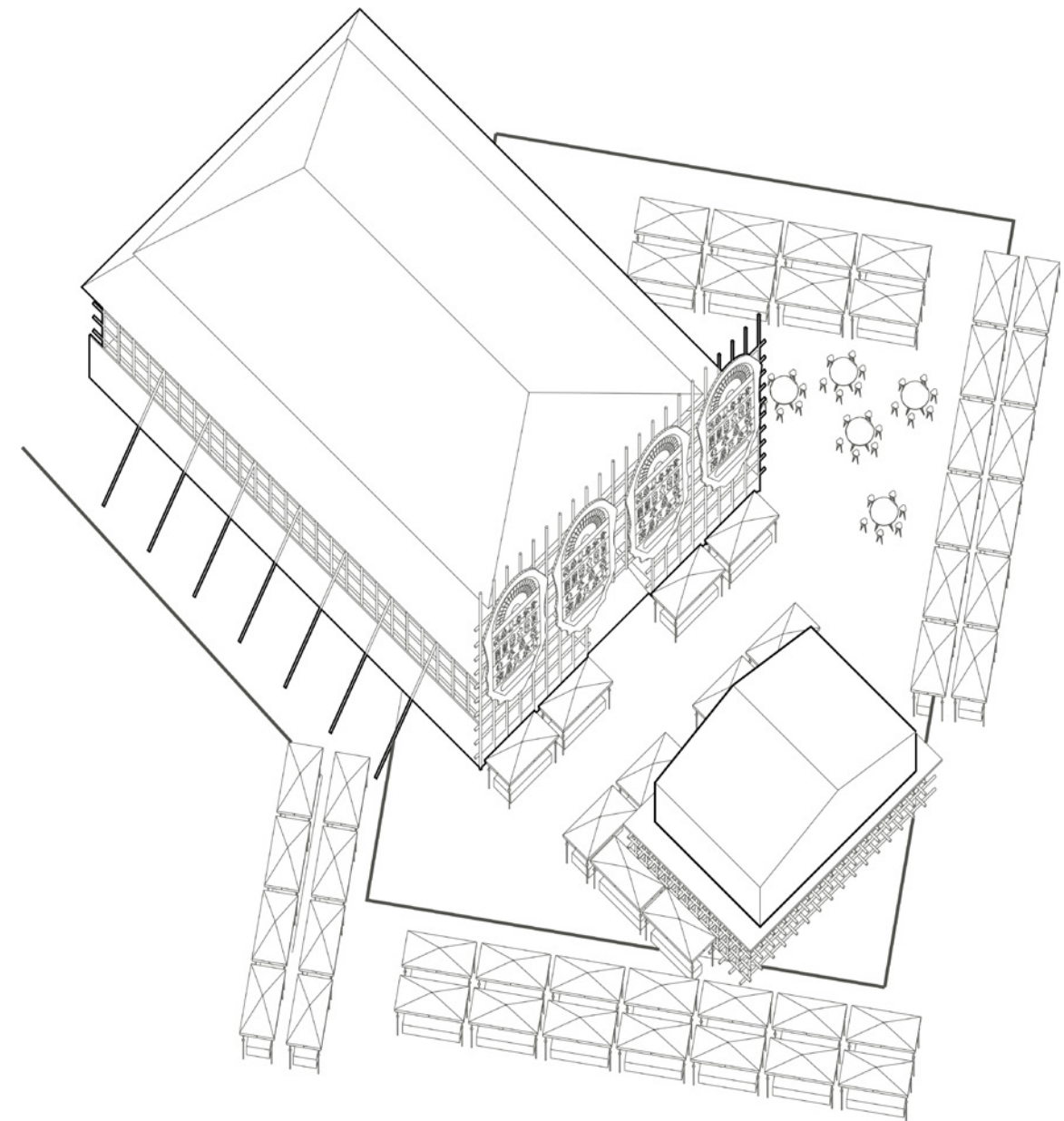
ARTIST STUDIO STUDIES

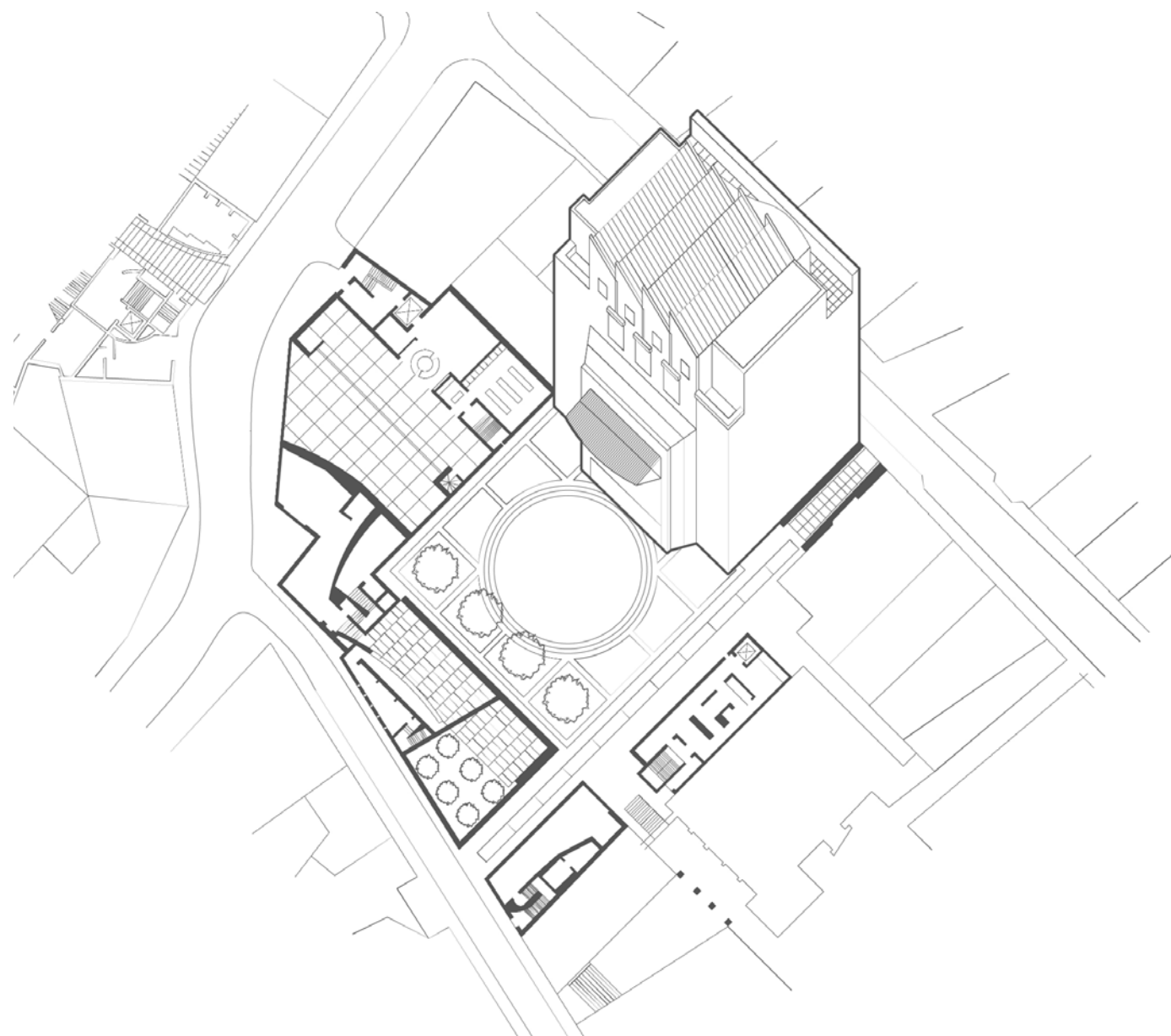


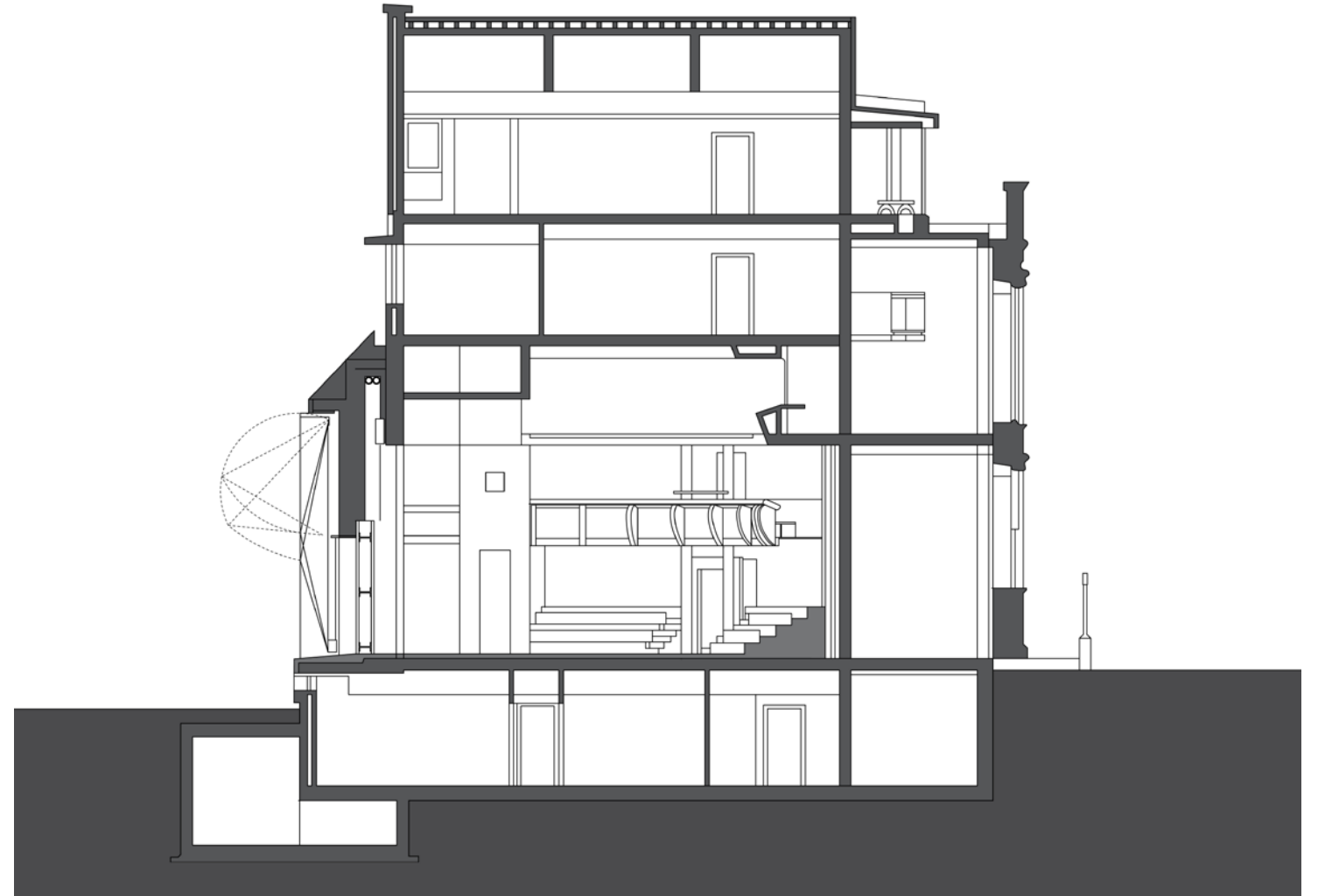
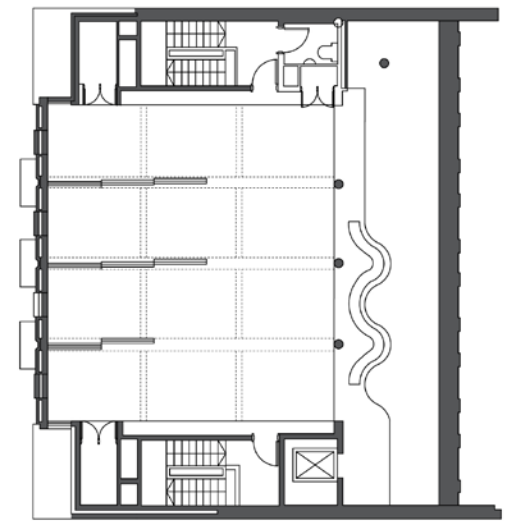
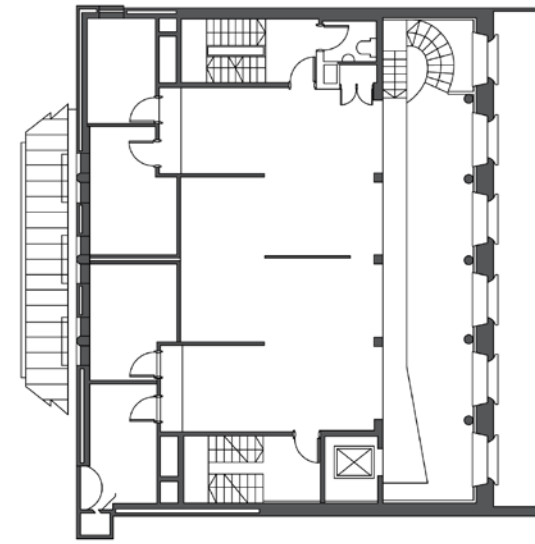
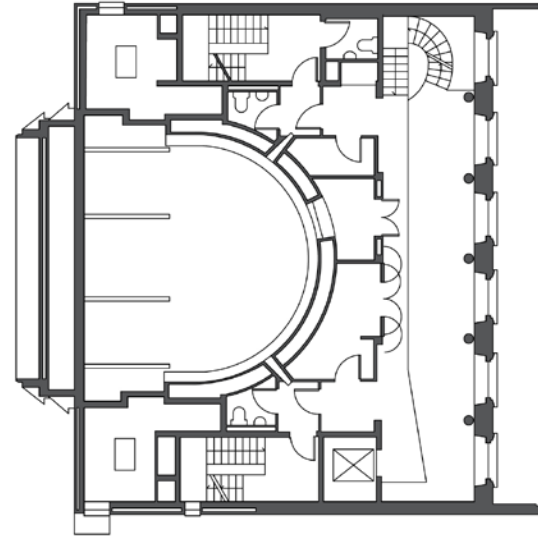
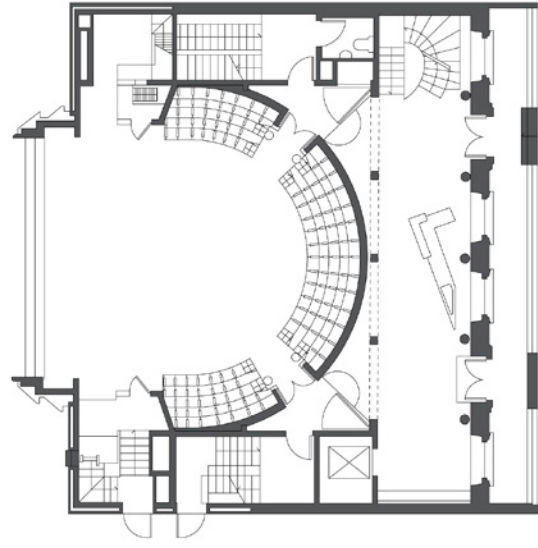
URBAN STRATEGY CASES

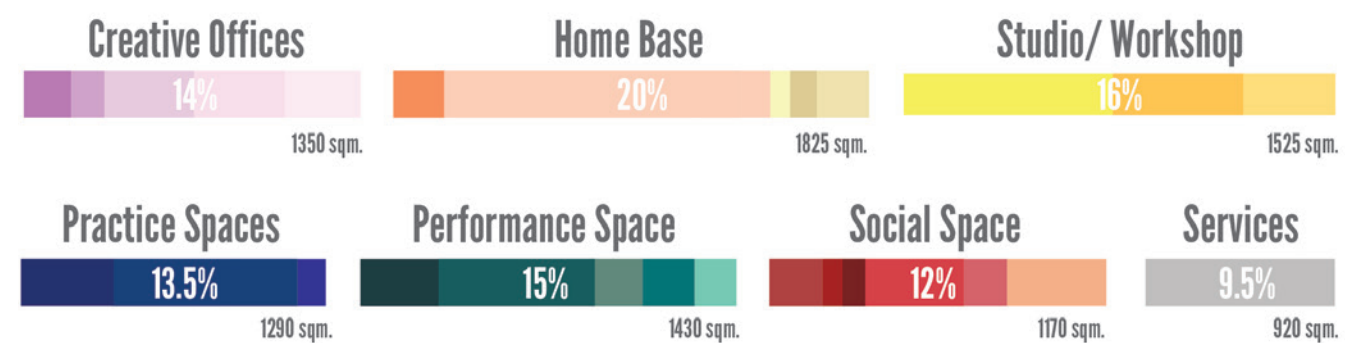
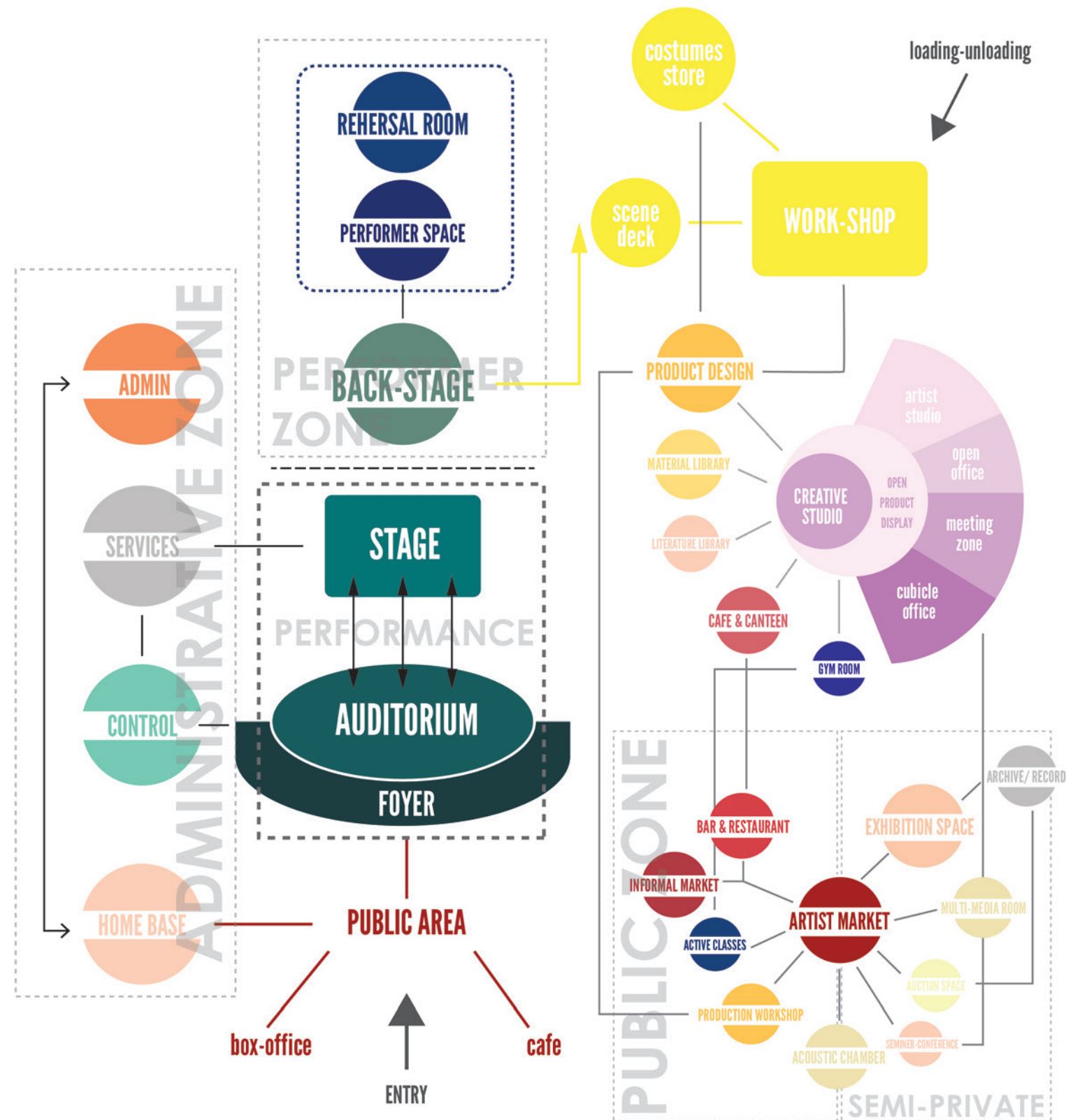


chinese theater

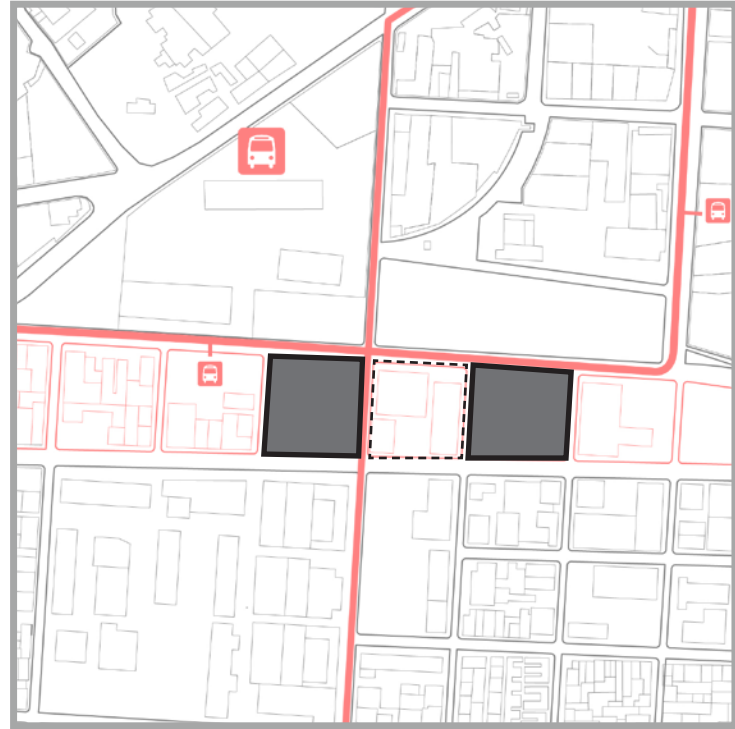
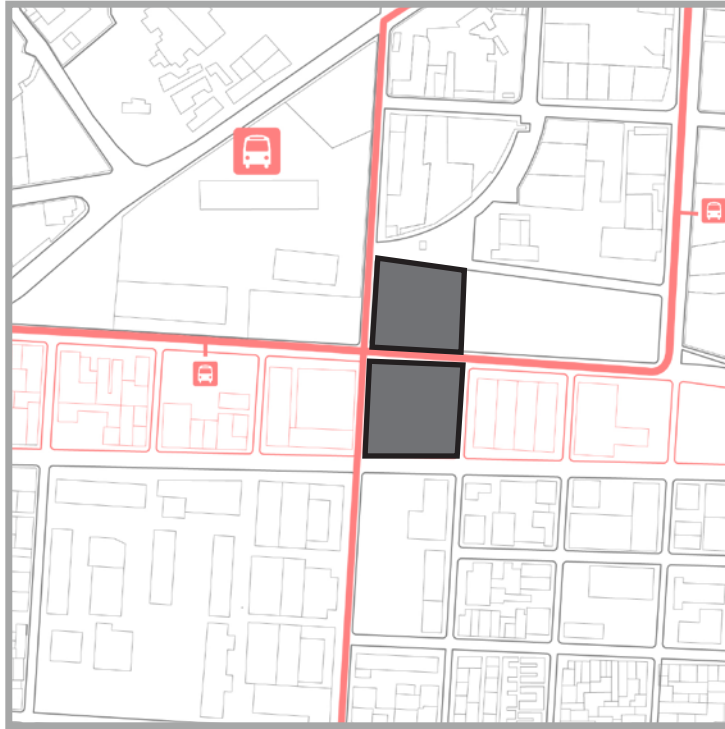
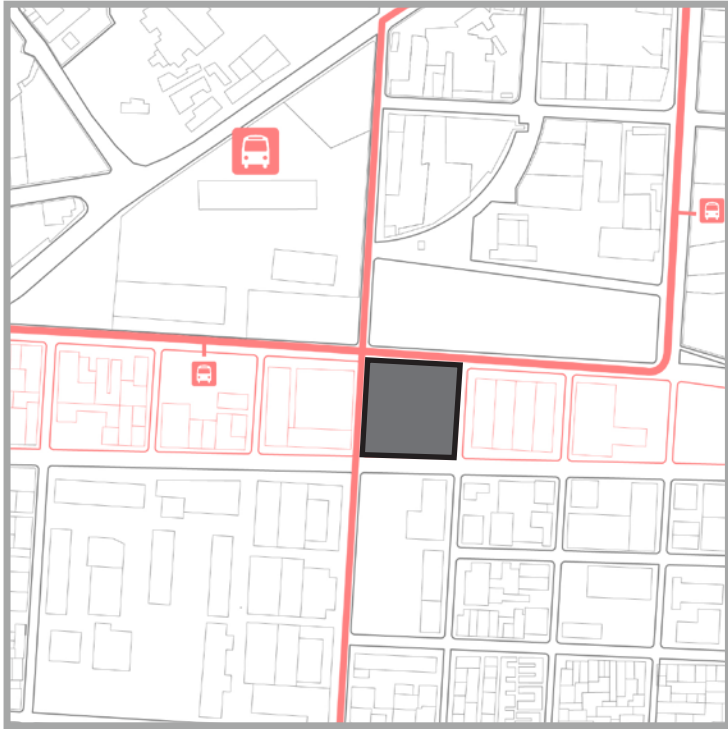


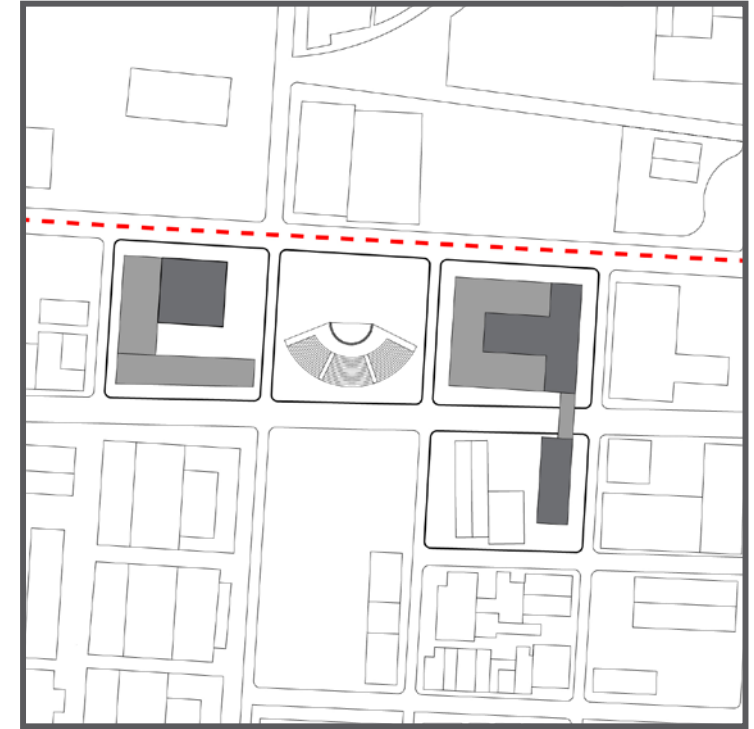
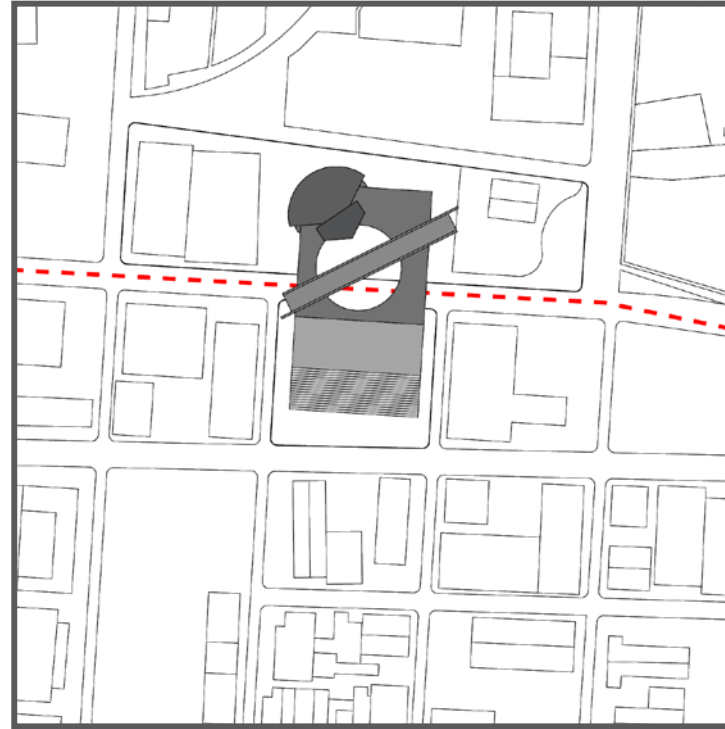
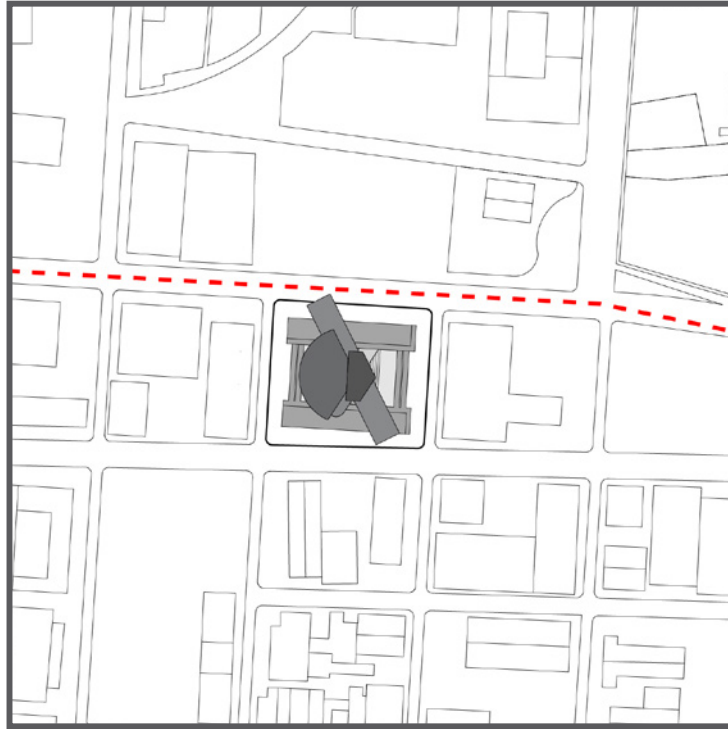


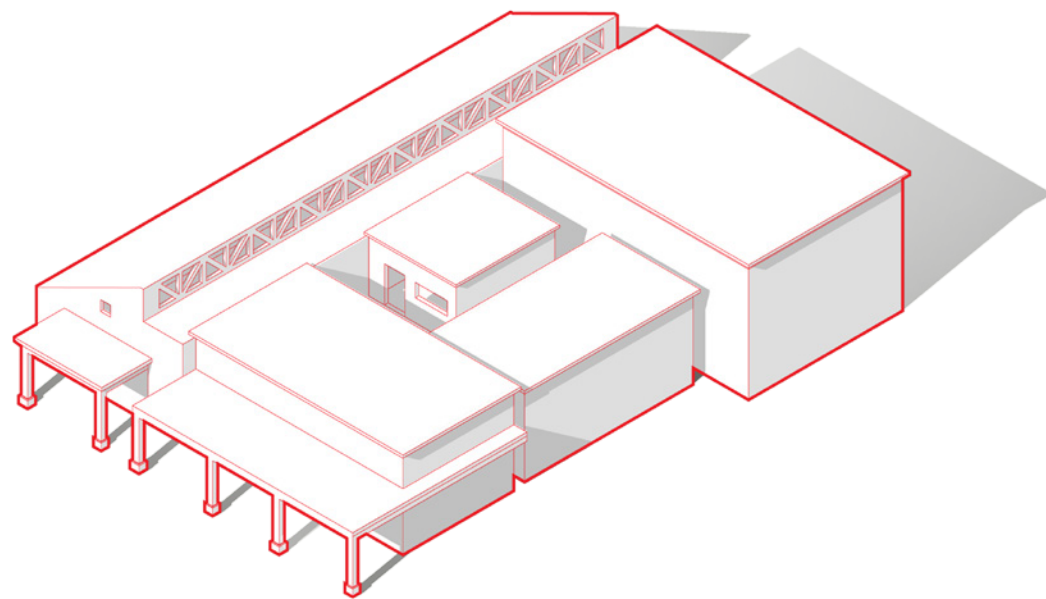


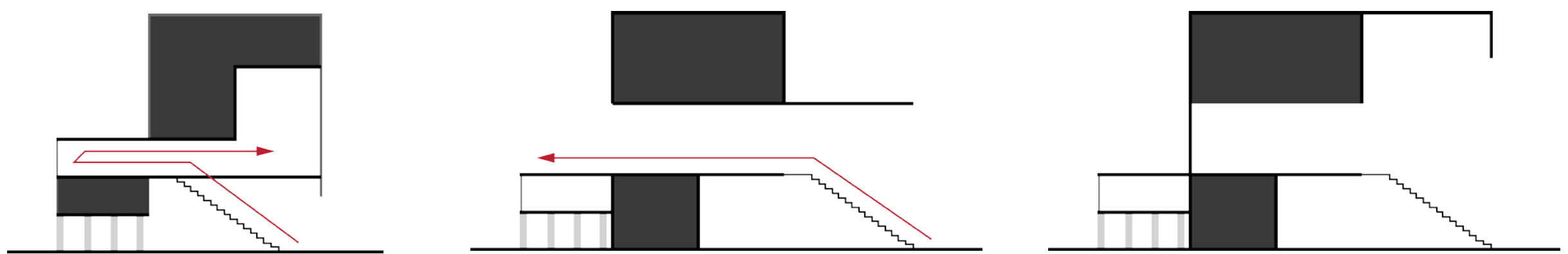
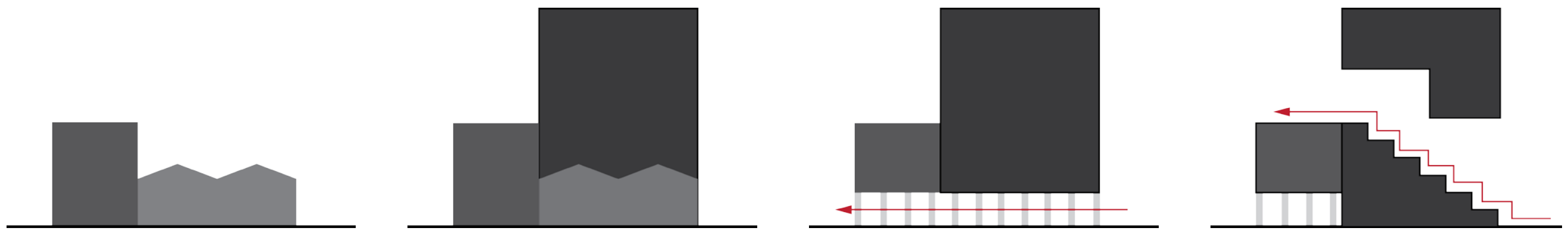


massing studies

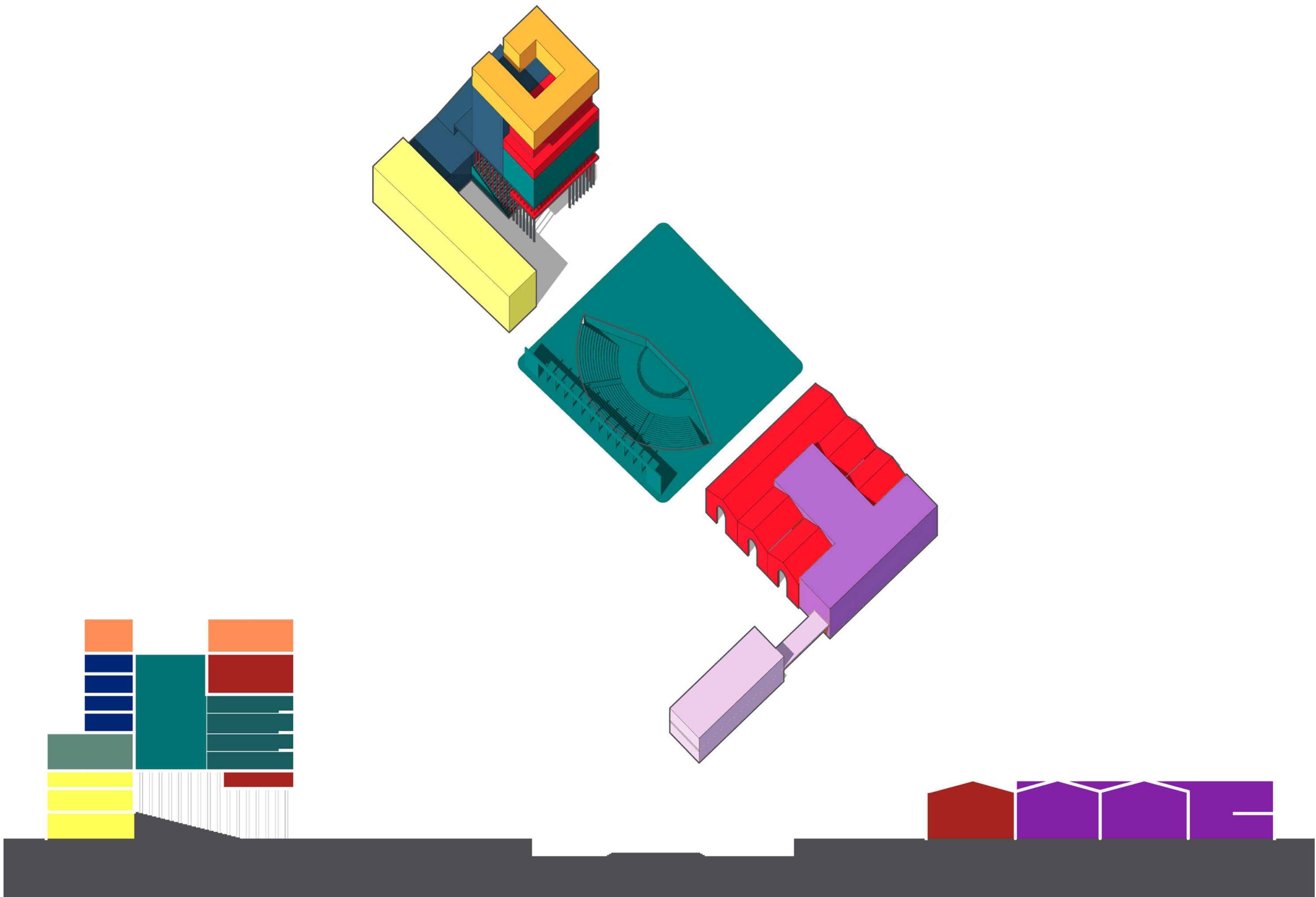


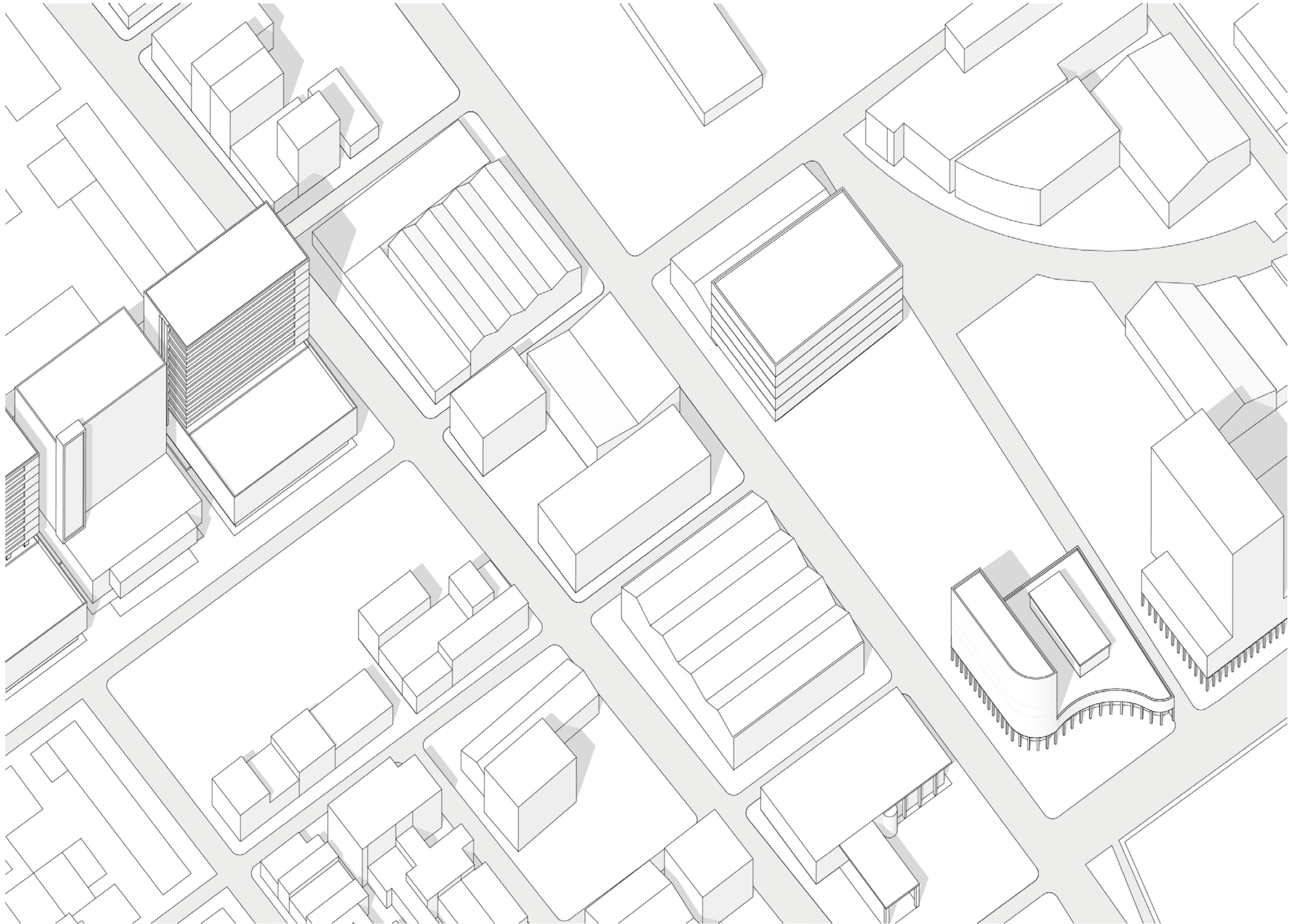


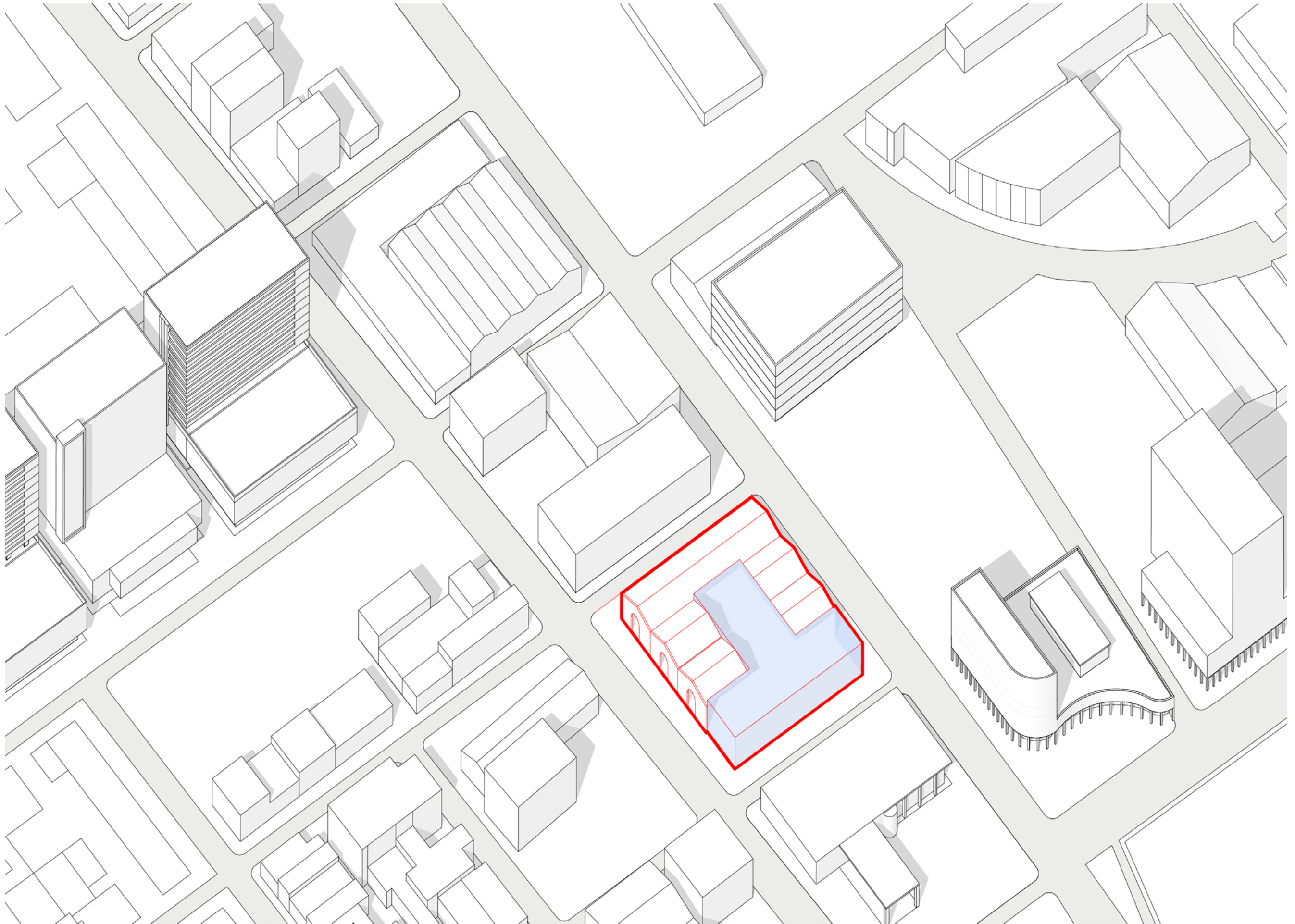


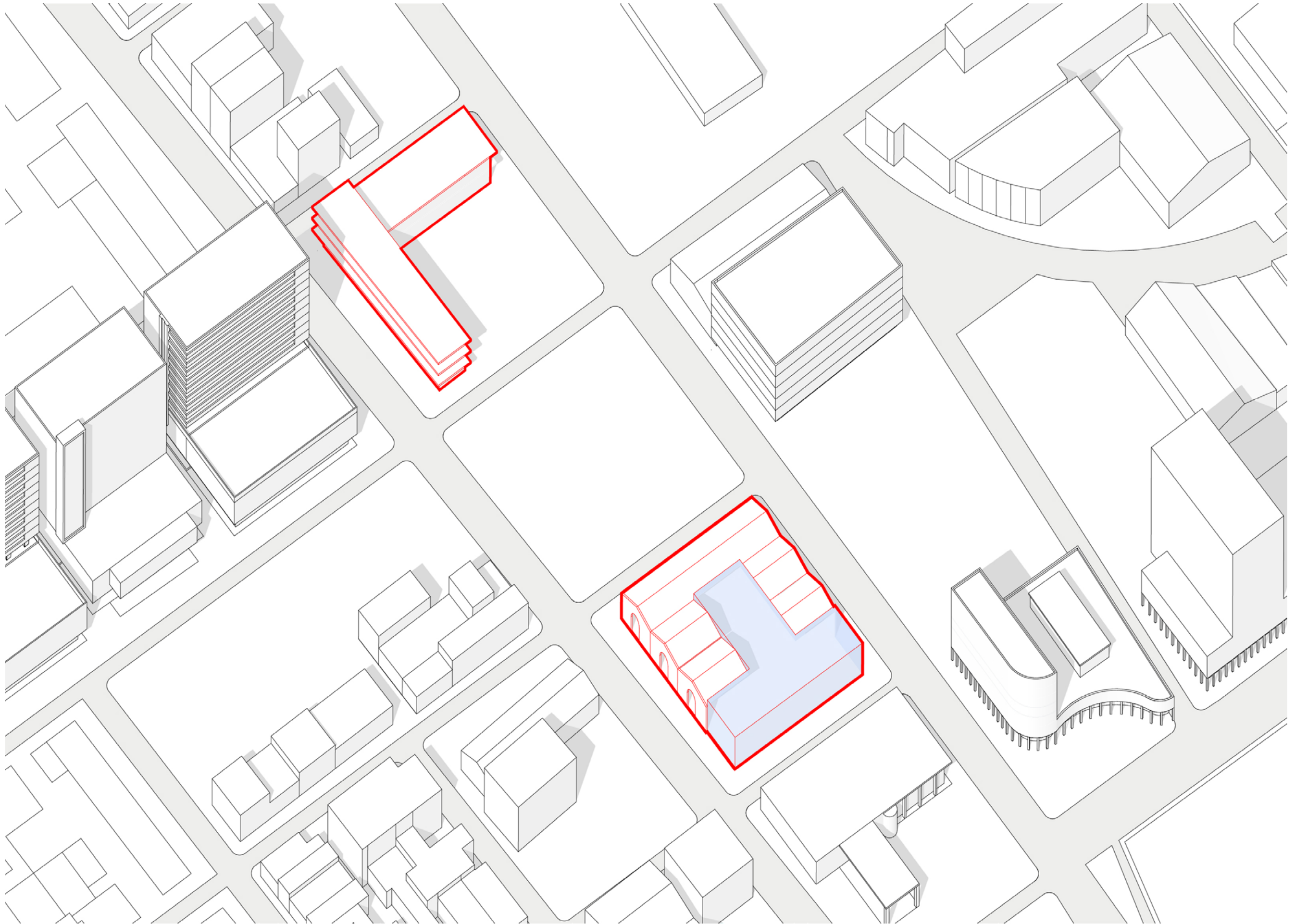


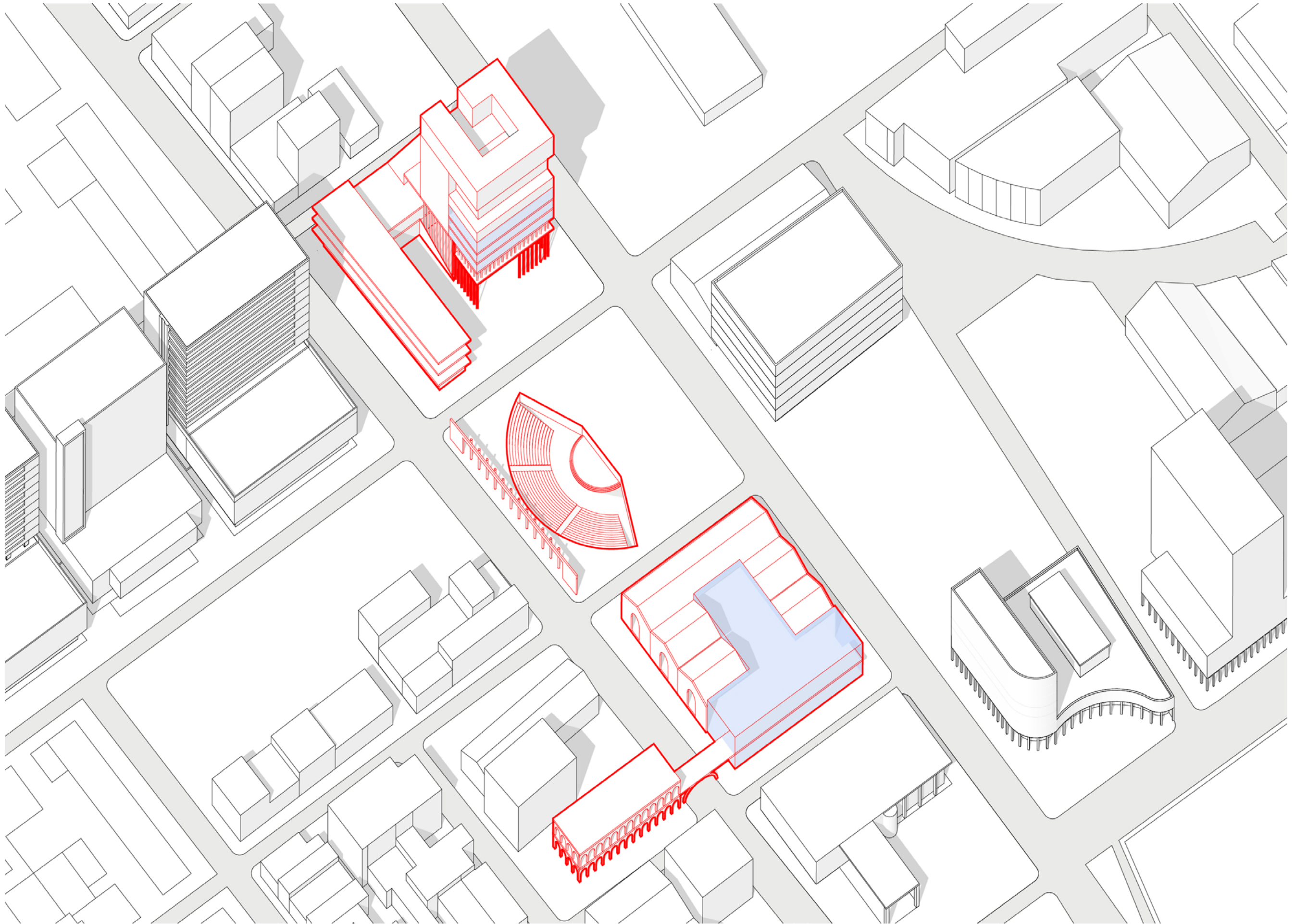














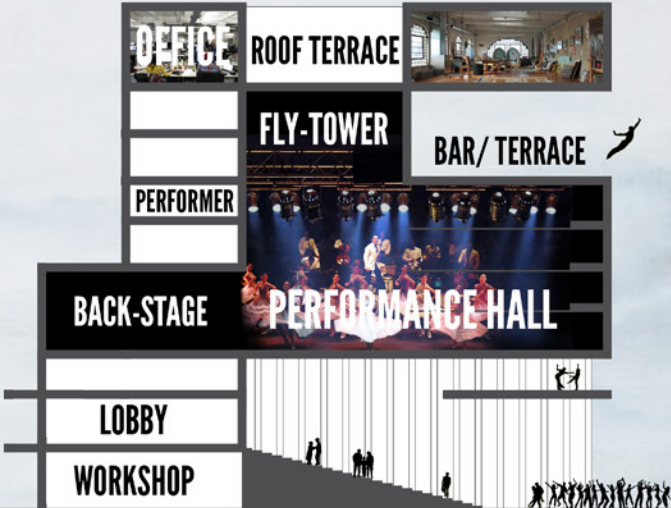
Performance Art Center

Ampitheater/ Playground

Artist Market

Calzada del Villaneuva

Calzada del Luco



Performance Art Center

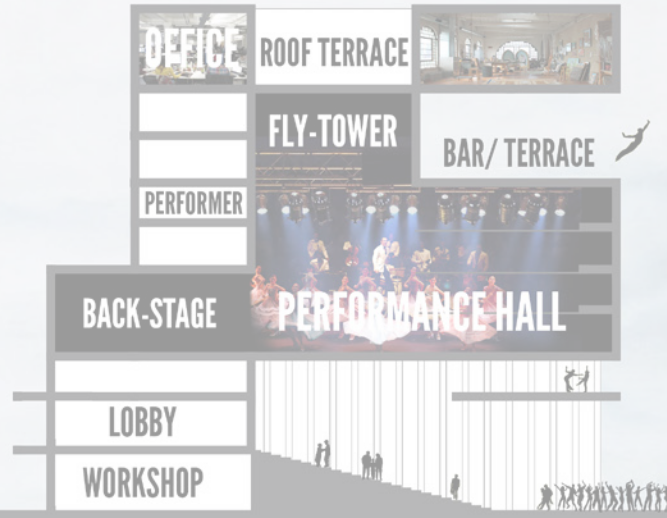


Performance Art Center

Ampitheater

Calzada del Villaneuva

Calzada del Luc





Artist Market

Performance Art Center

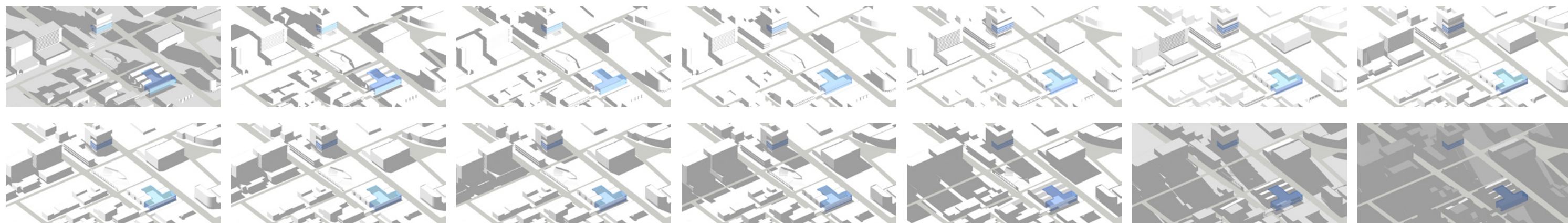
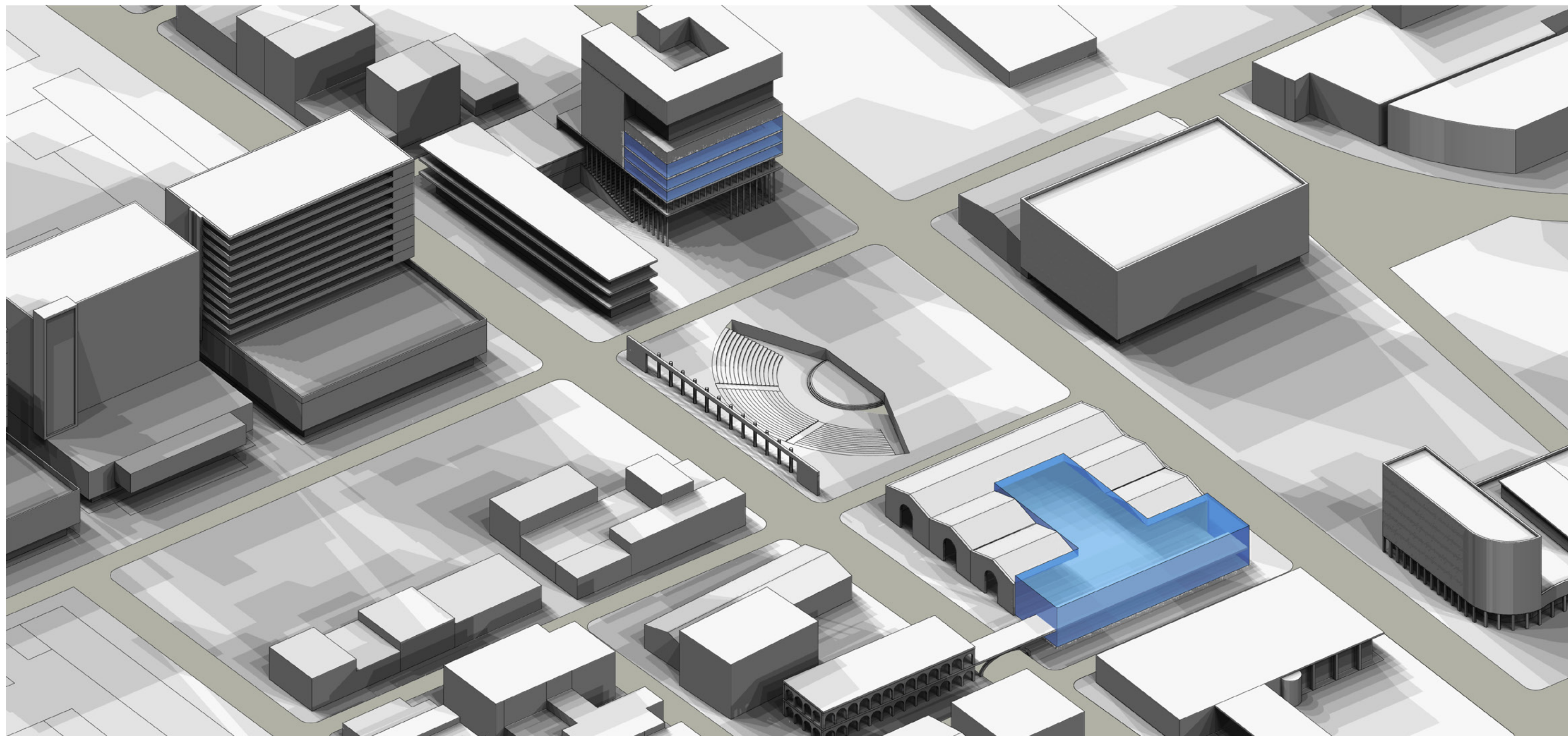
Ampitheatre

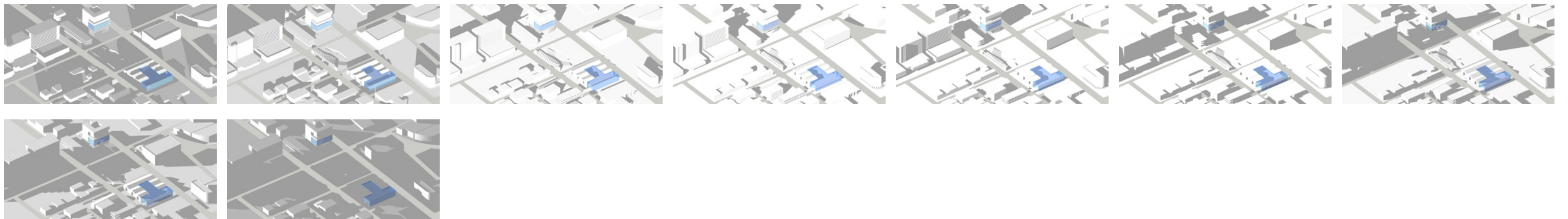
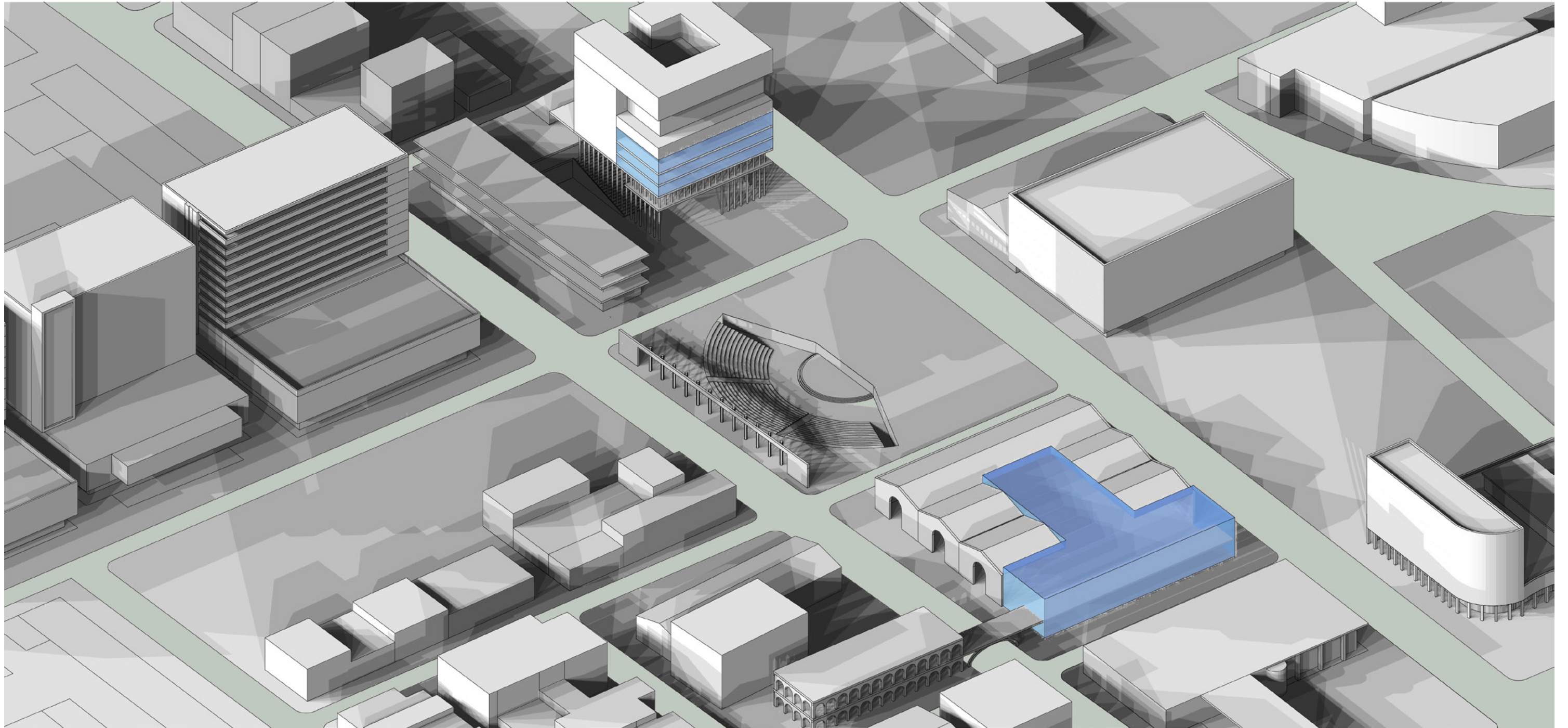


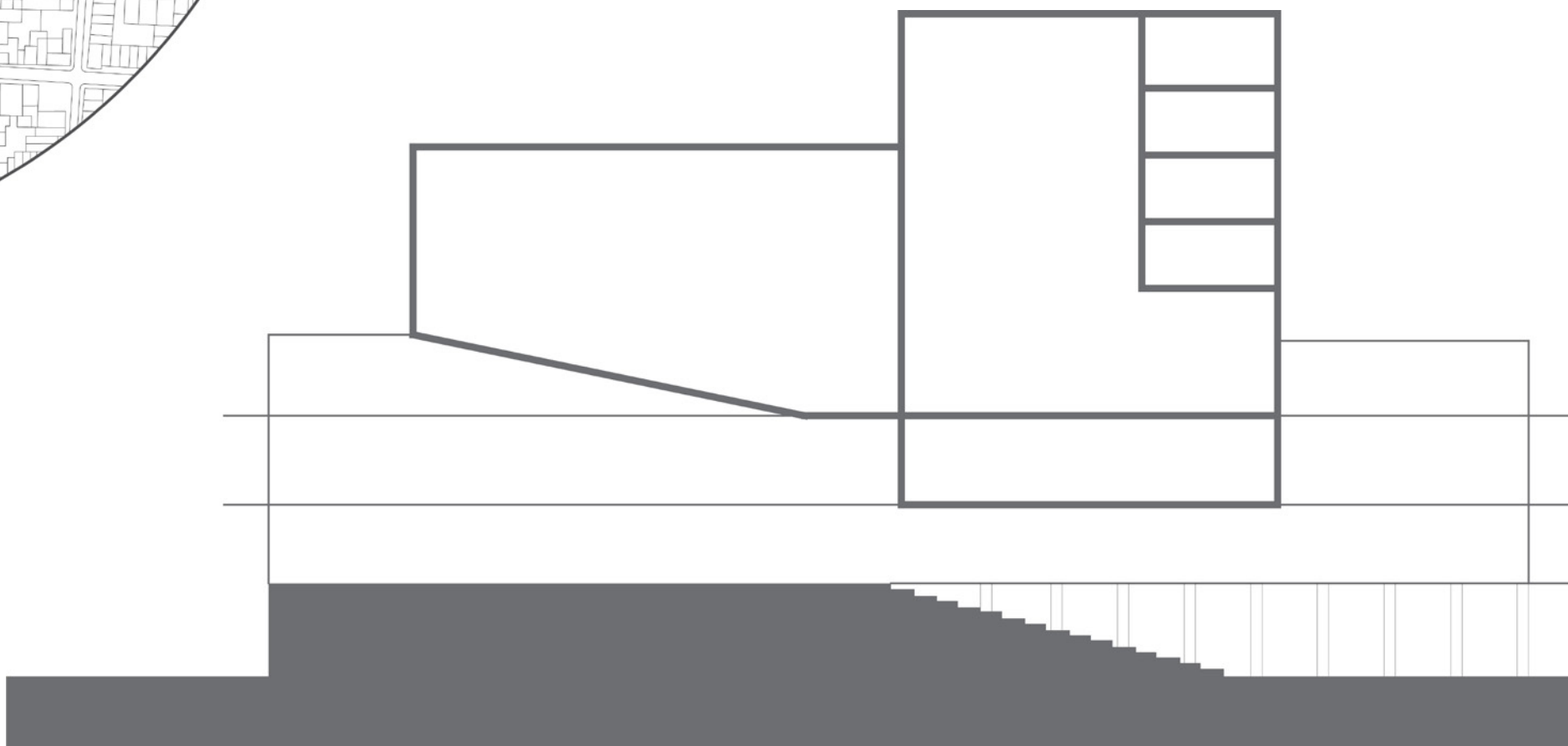
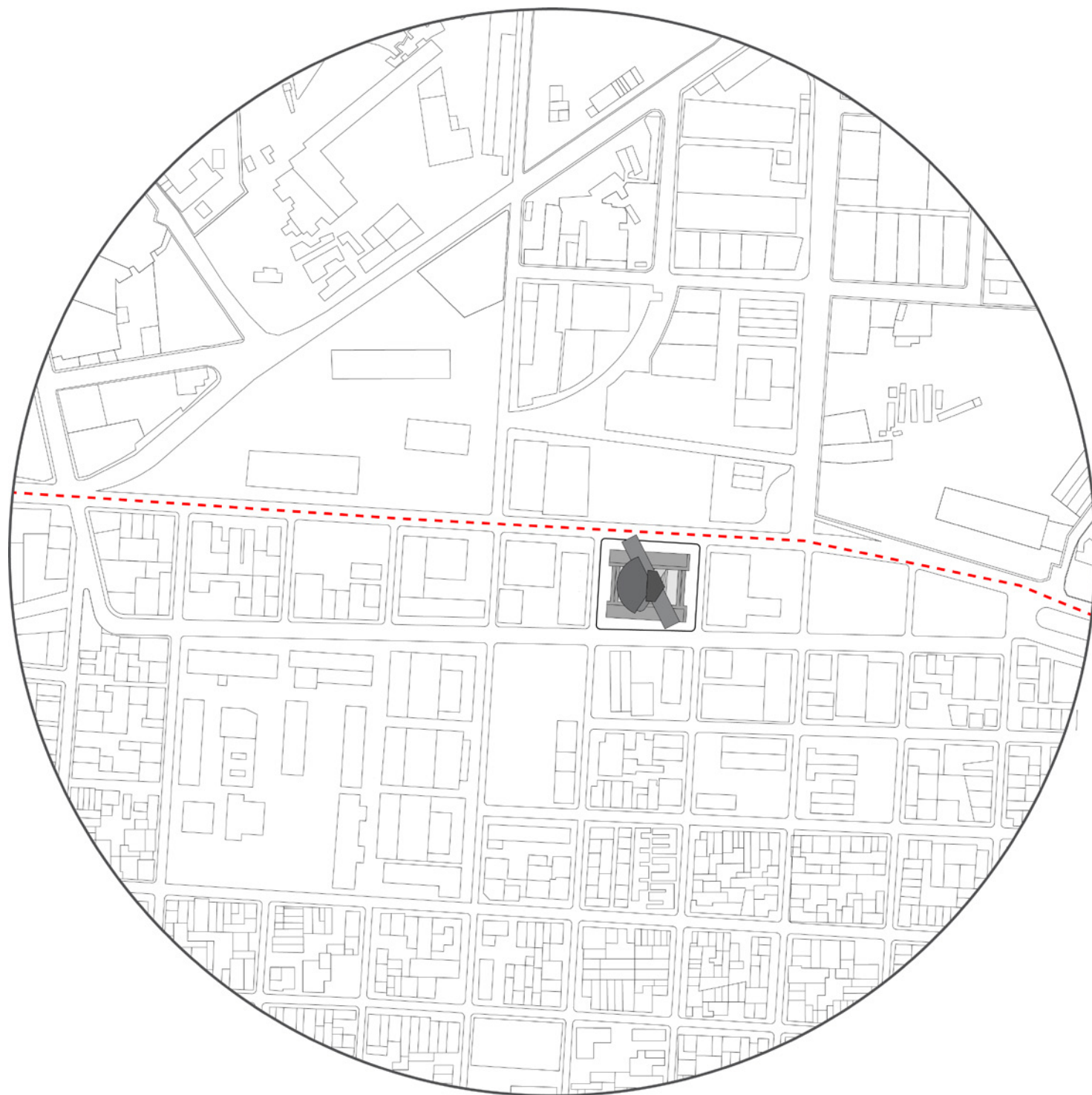
Calzada del Villaneuva

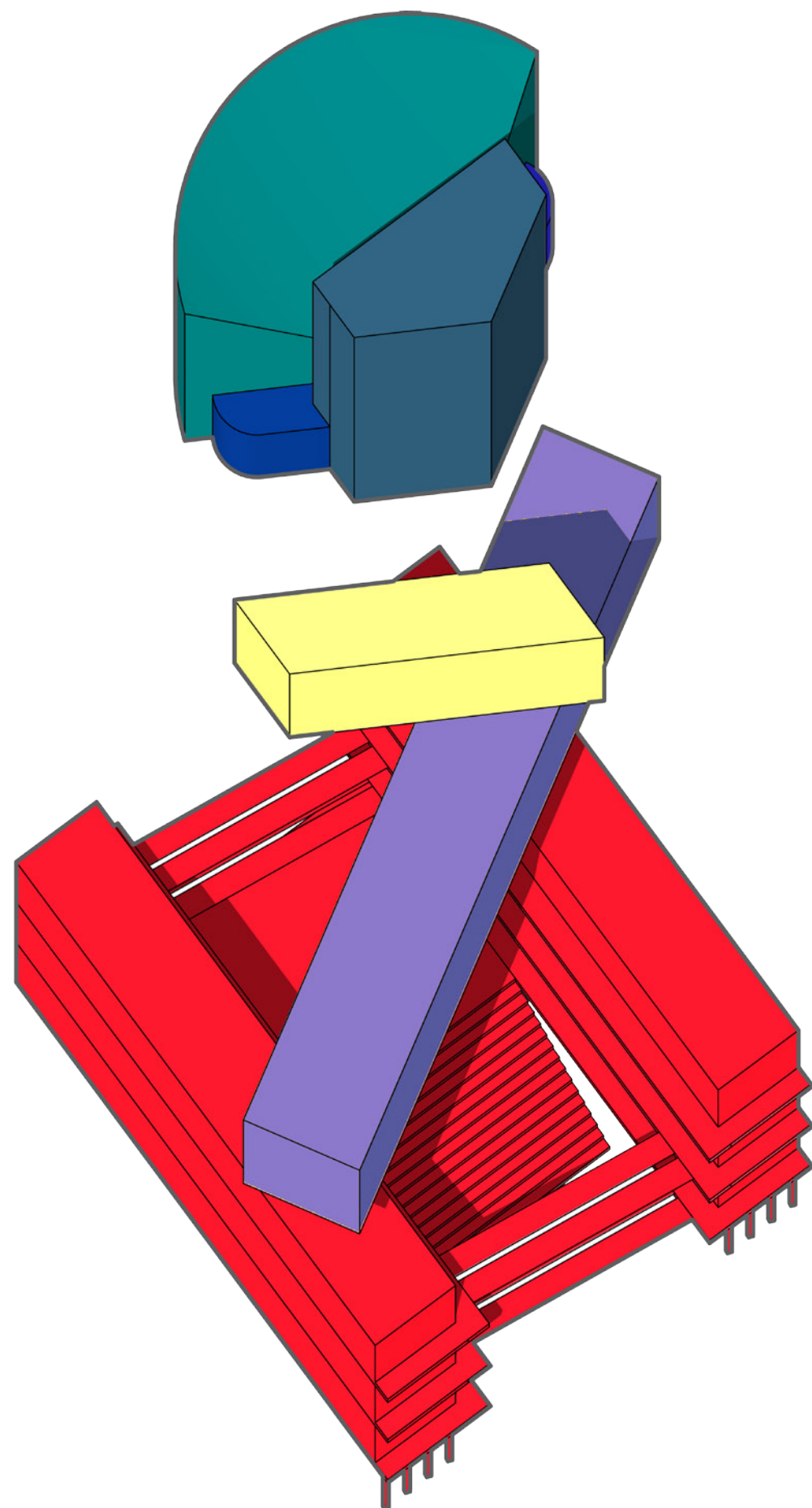
Calzada del Luc

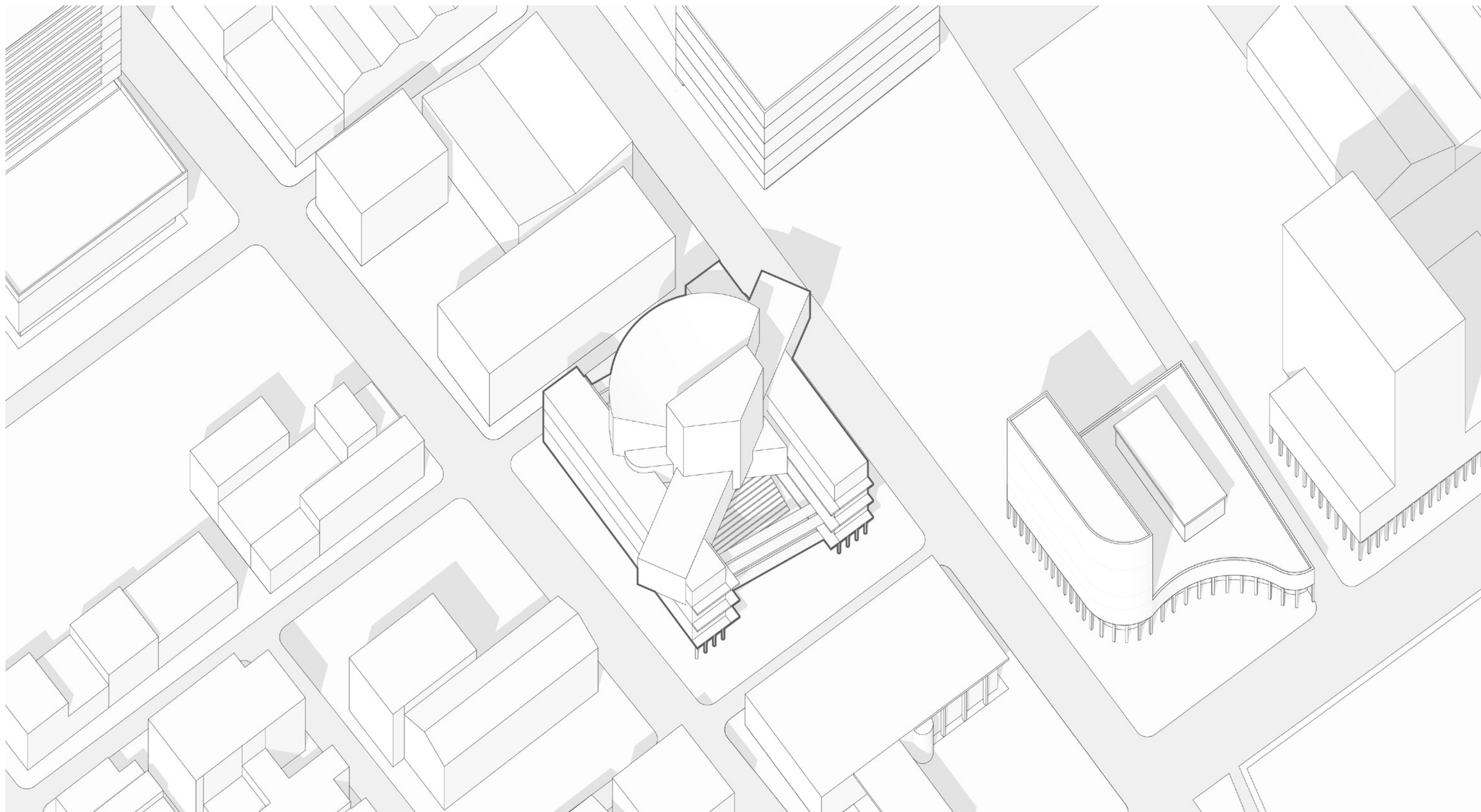


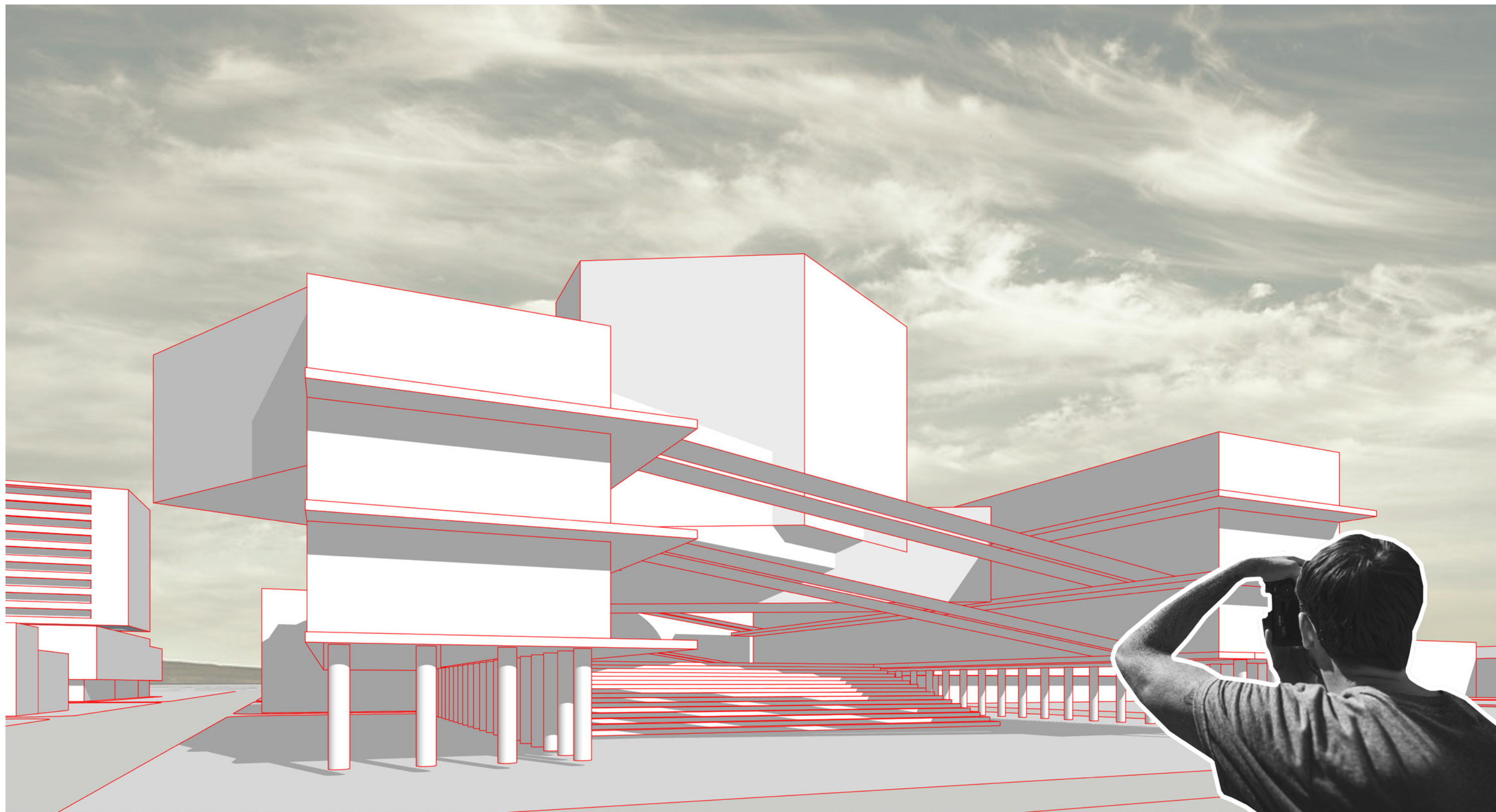


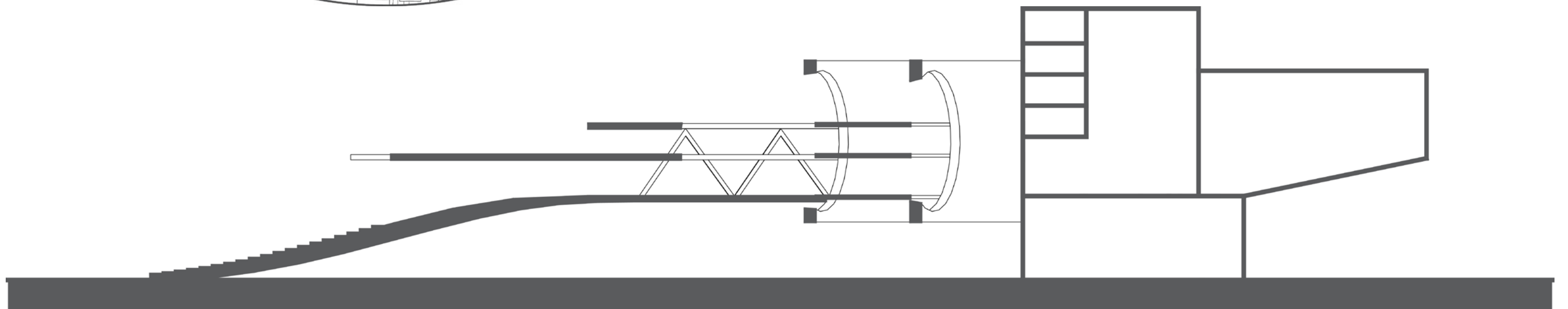
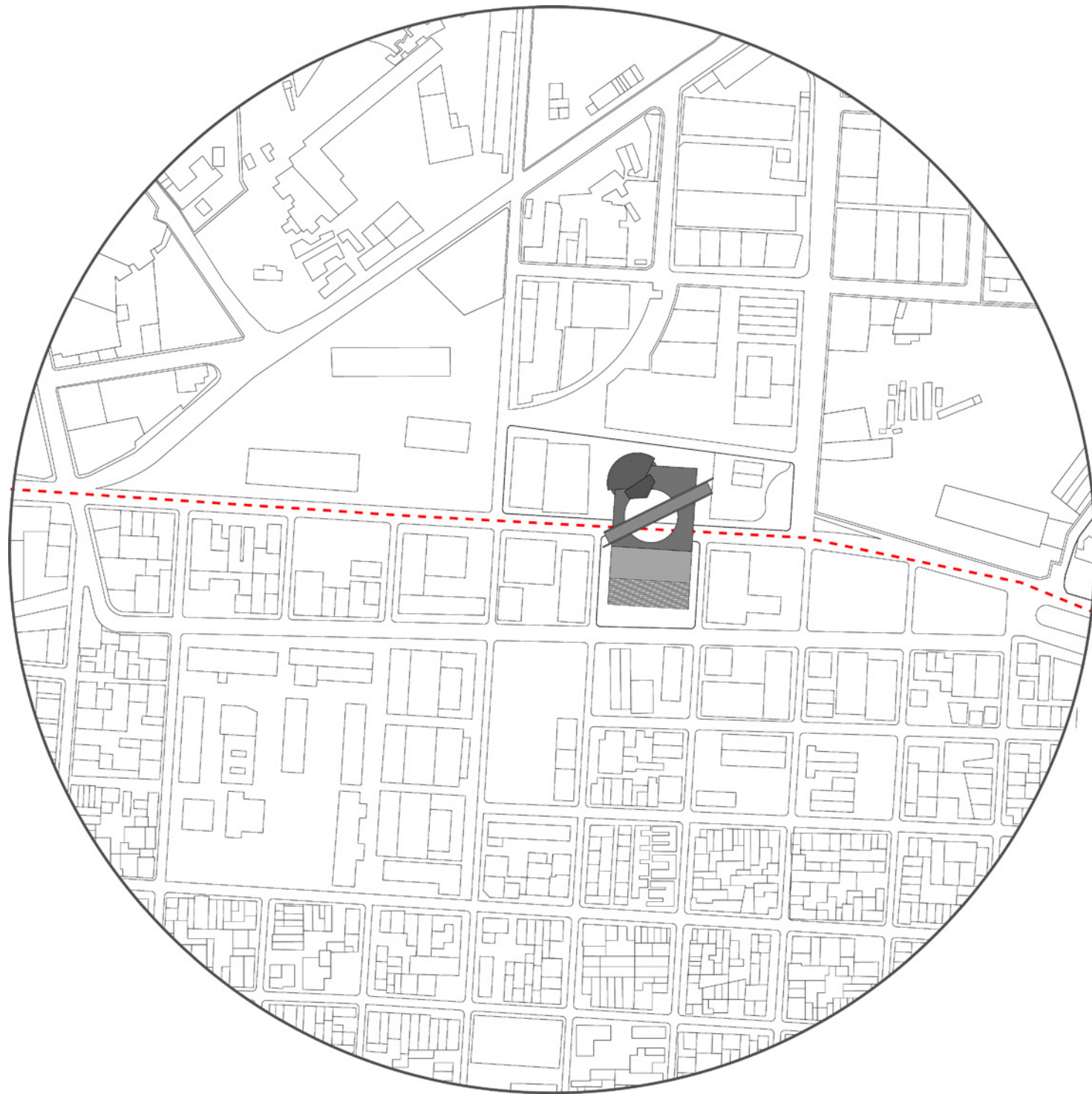


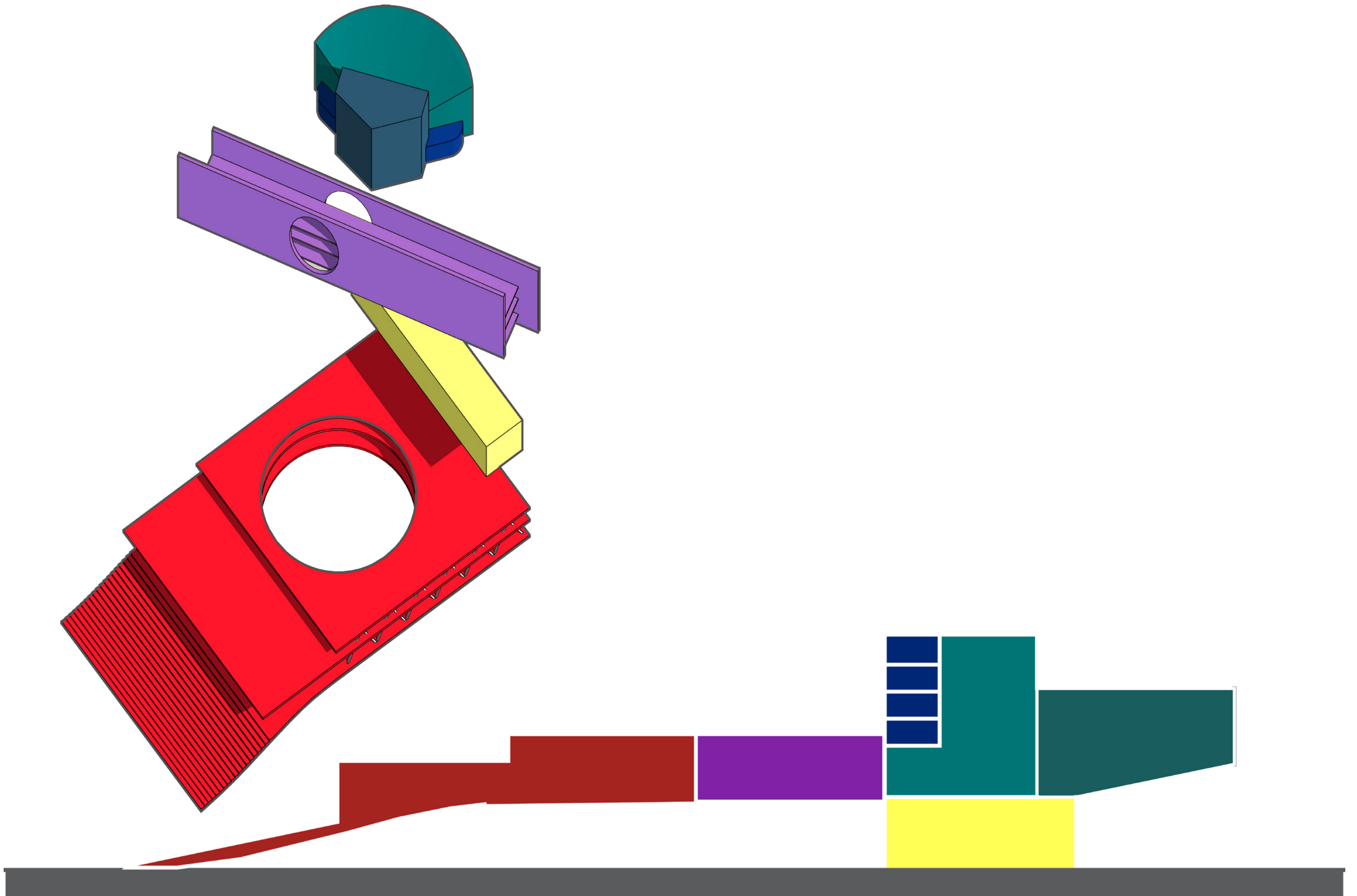


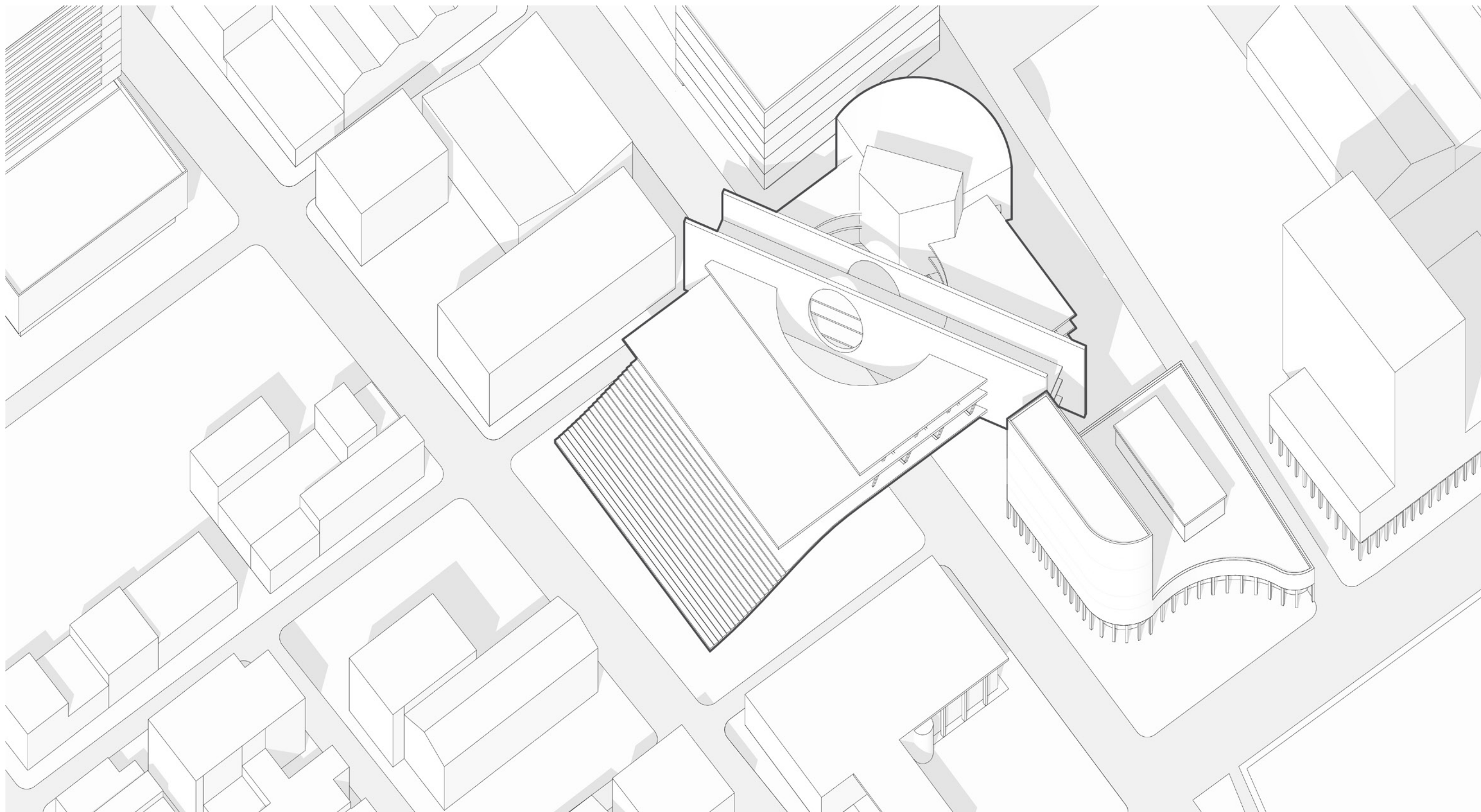


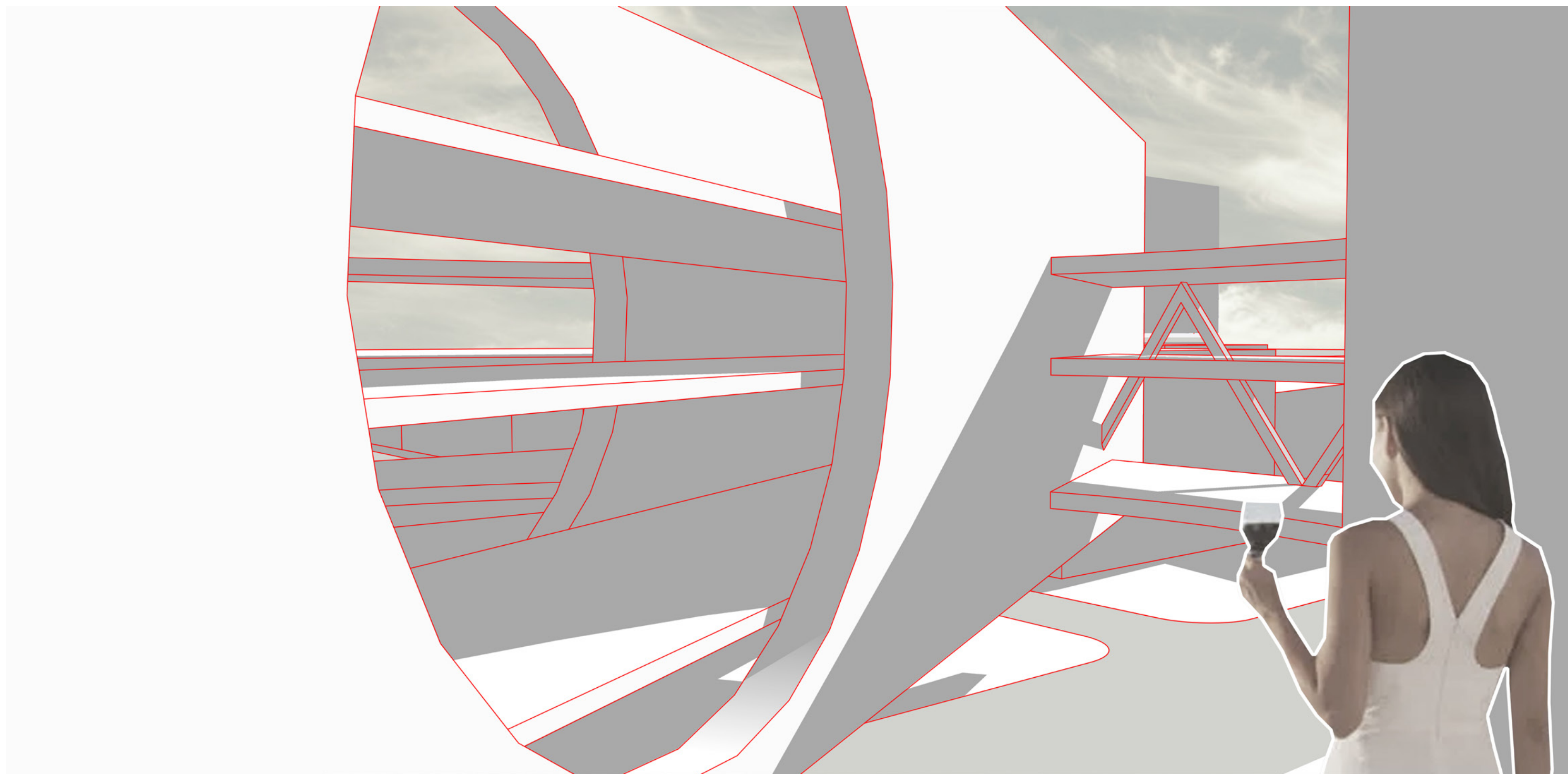






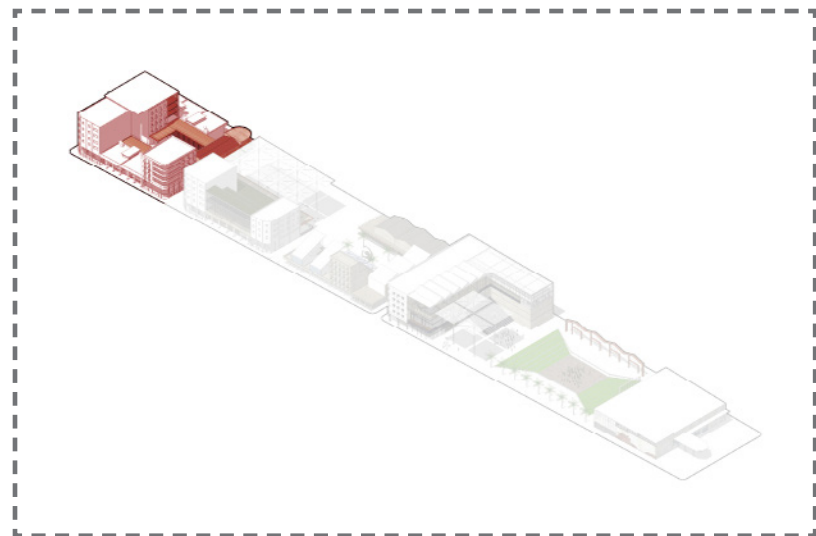






MLP study





54%

Housing Units
4400 sqm.

15%

Guest-House Units
1260 sqm.

12%

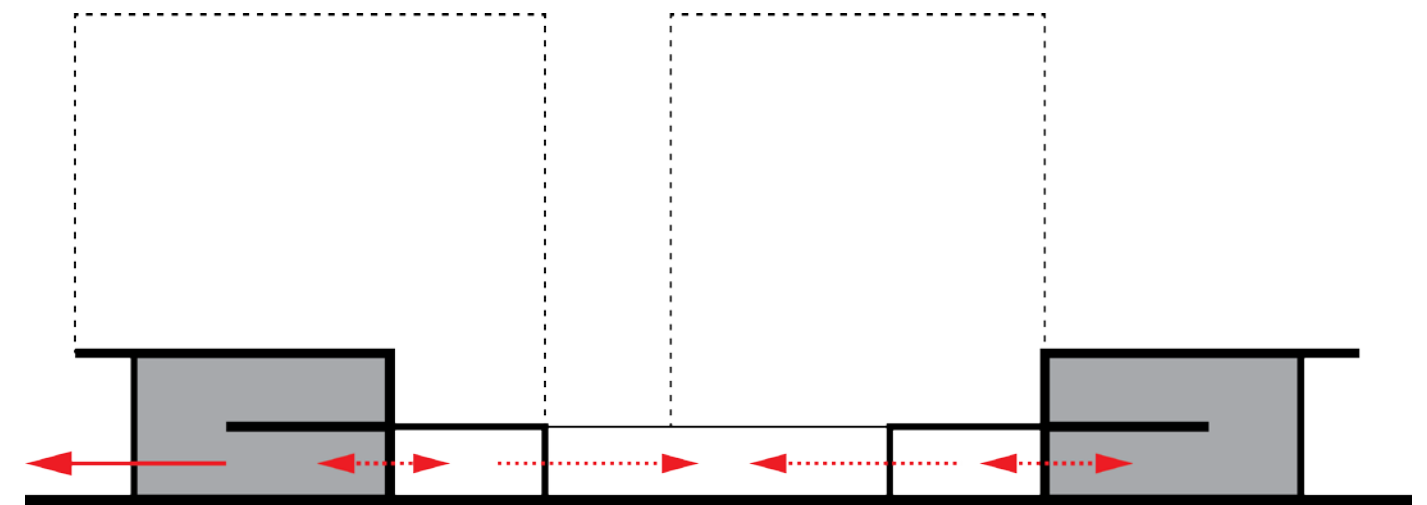
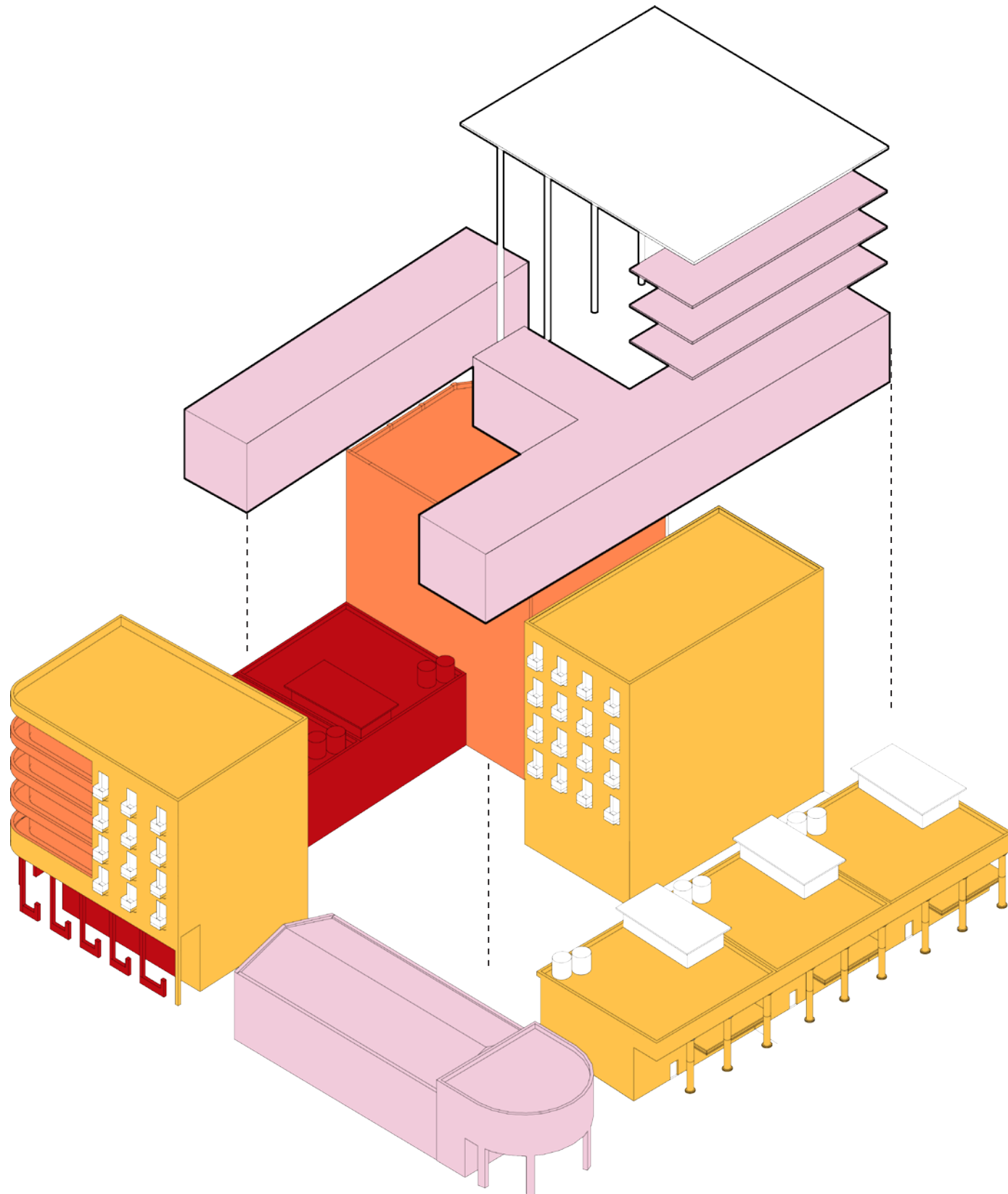
Workshop Spaces
1000 sqm.

12%

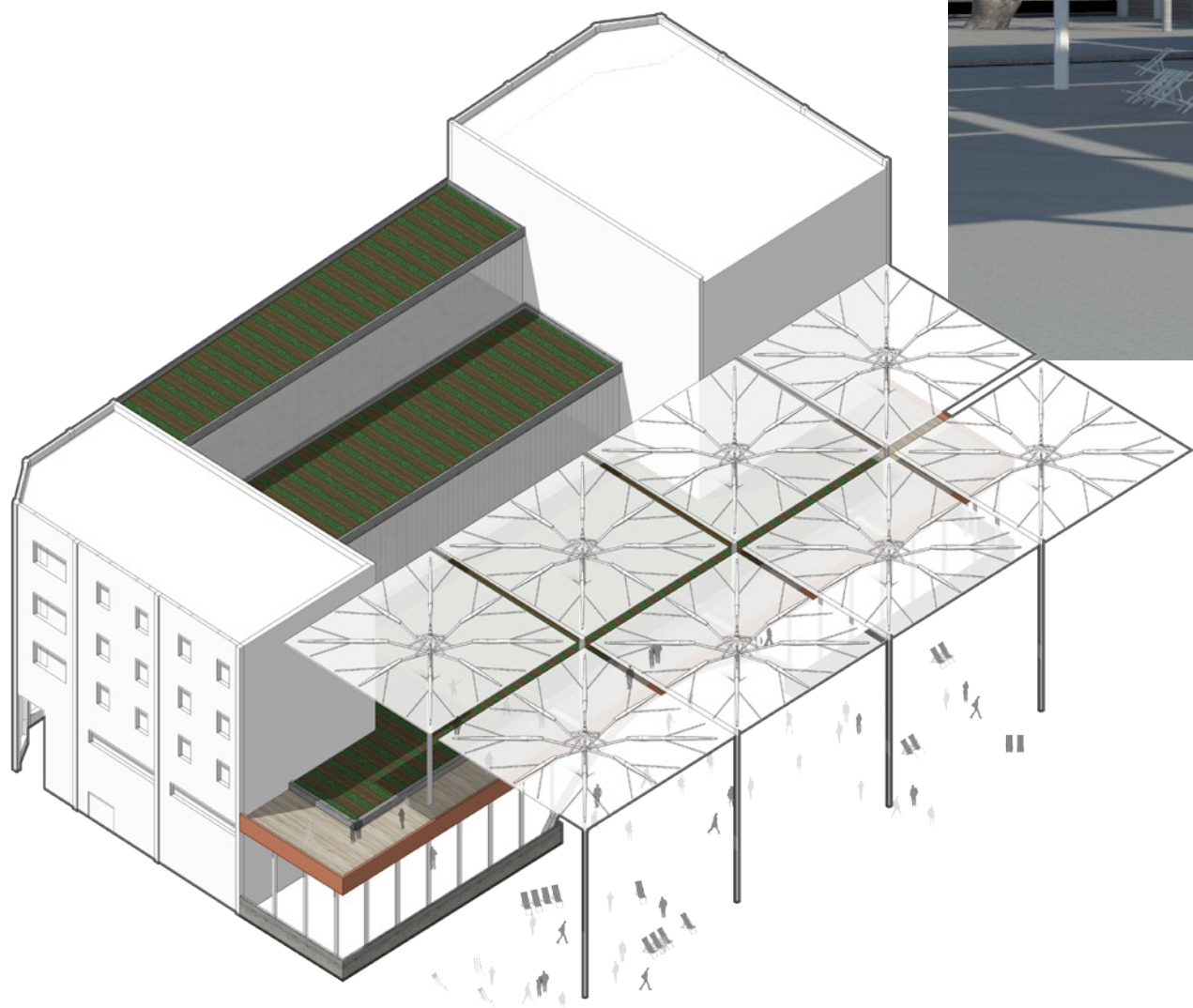
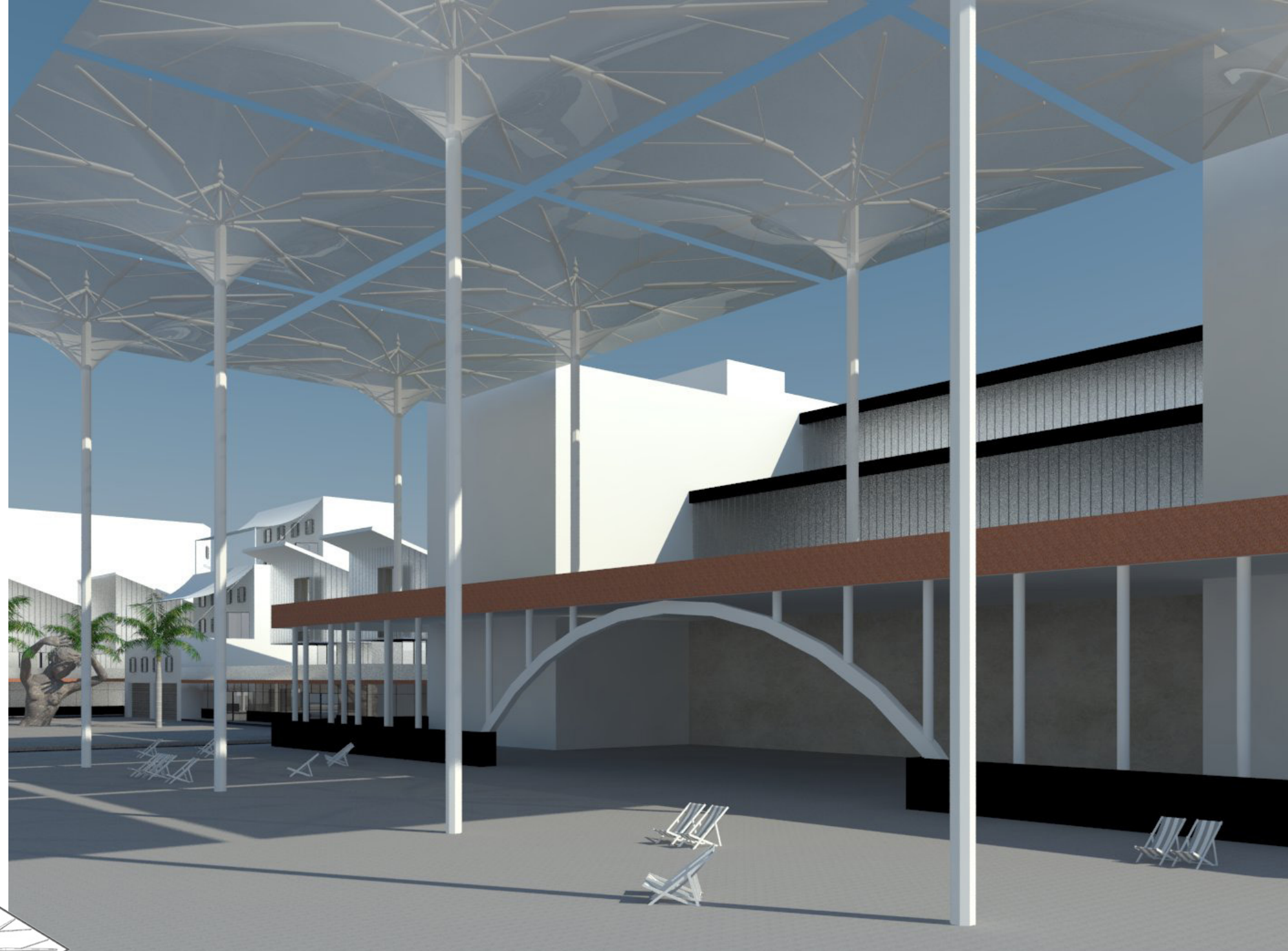
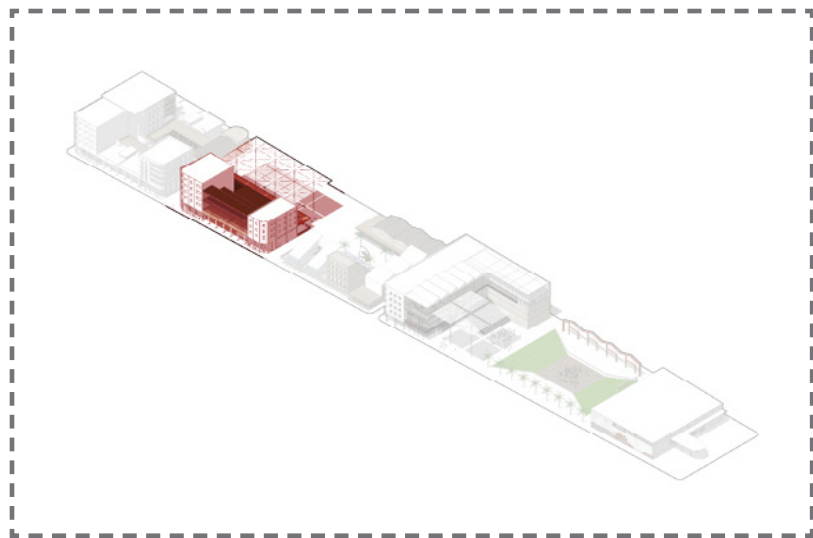
Outdoor Working Spaces
1000 sqm.

6%

Retail Spaces
500 sqm.



SHOP-FRONT **WORKSHOP** **OUTDOOR WORKING** **WORKSHOP** **HOUSING**





Housing Units
1800 sqm.

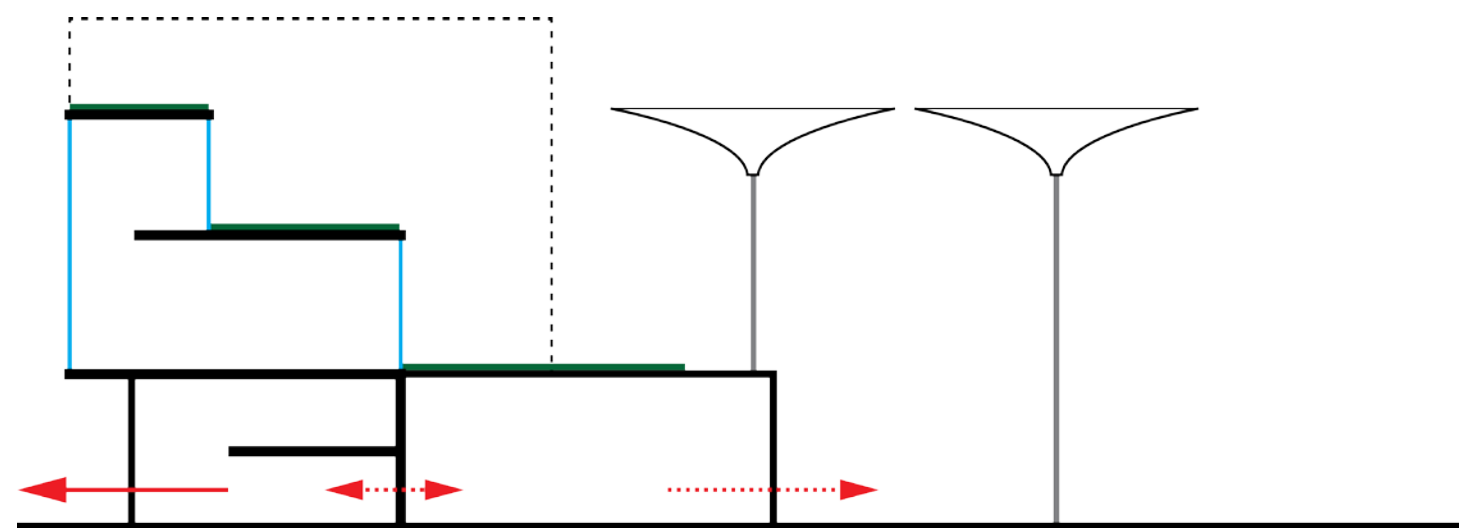
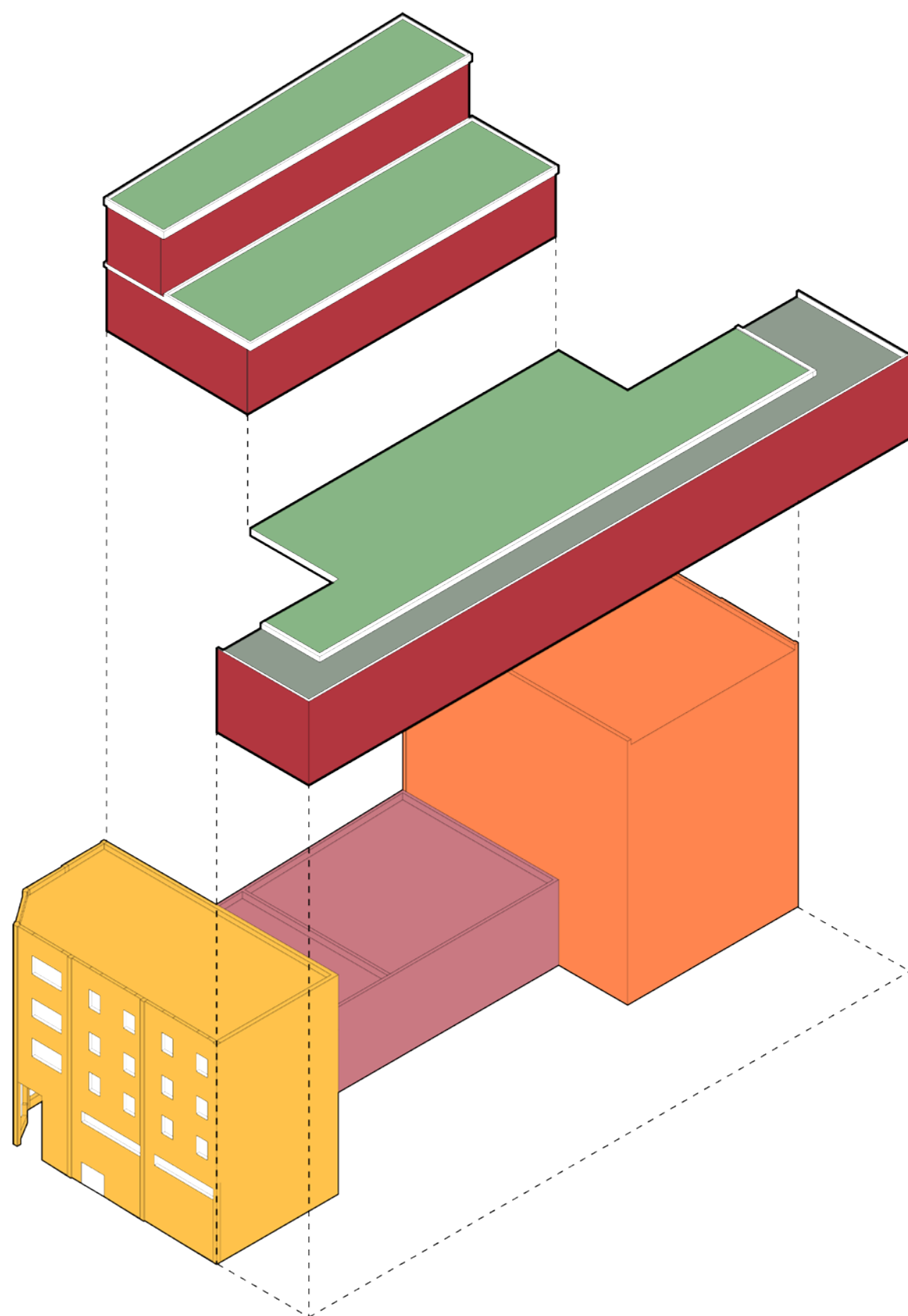
Guest-House Units
1350 sqm.

Urban Organic Farm
1200 sqm.

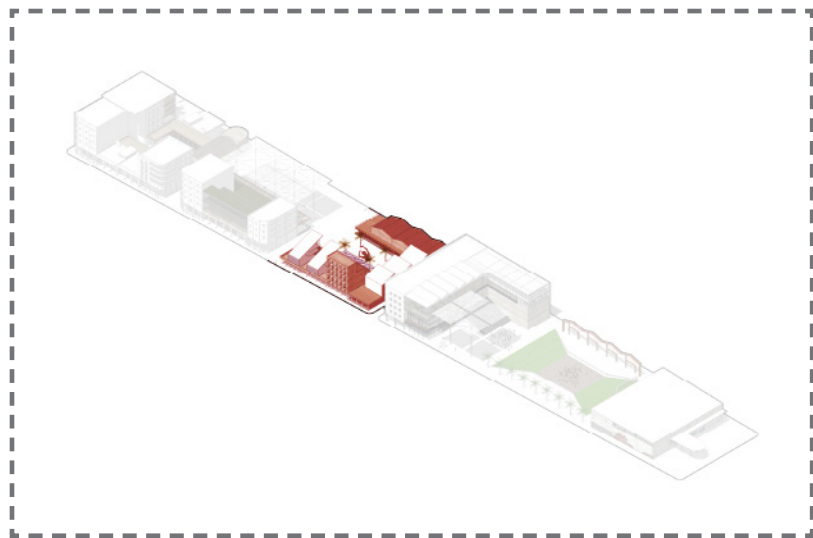
Market
1000 sqm.

Cafe+Gallery
300 sqm.

Square
2000 sqm.



URBAN FARM
SHOP-FRONT MARKET



20%

Housing Units
1200 sqm.

29%

Artist Work/Live Units
1680 sqm.

17%

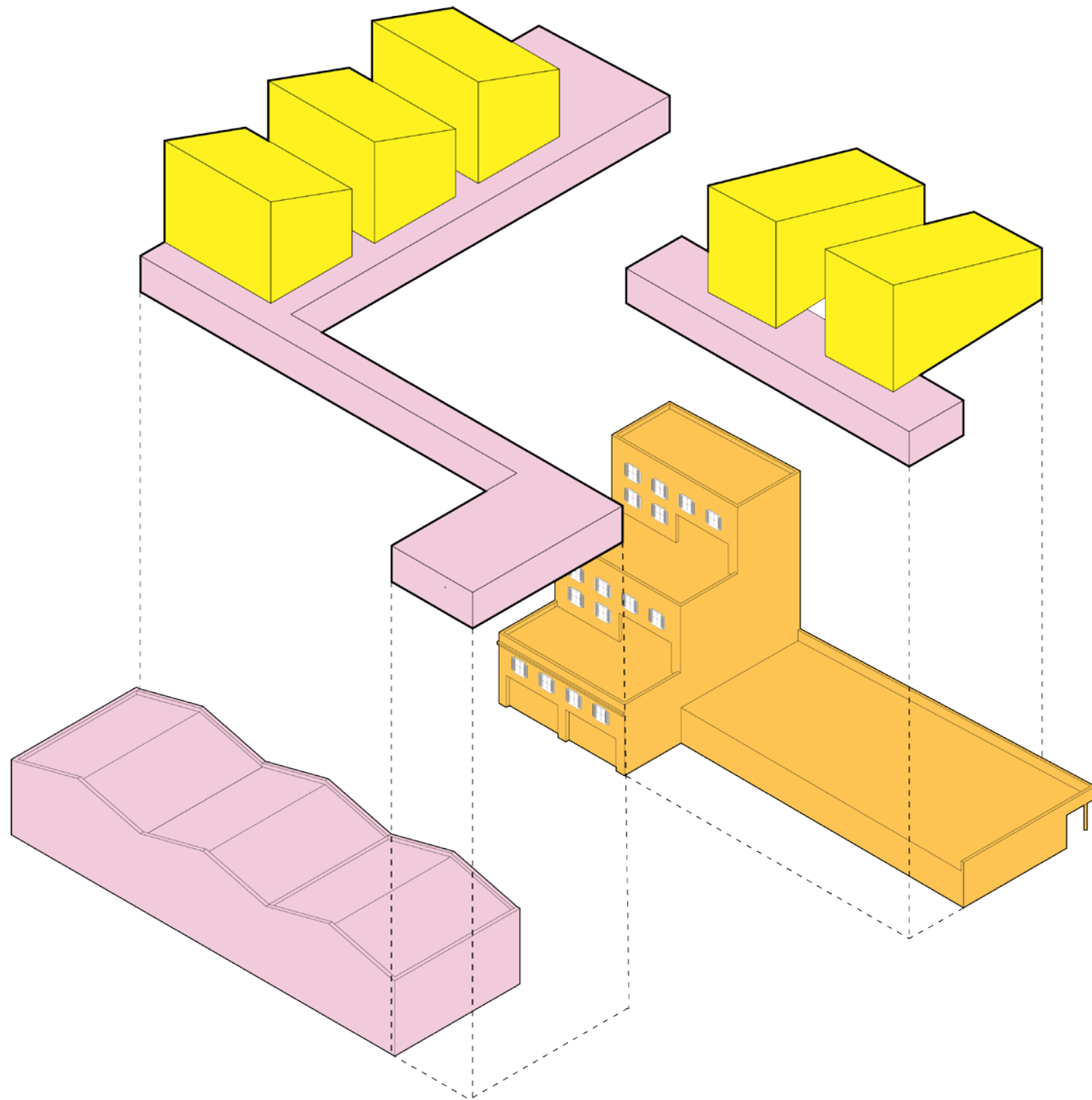
Workshops
1000 sqm.

17%

Gallery/Museum
1000 sqm.

17%

Outdoor Exhibition
1000 sqm.



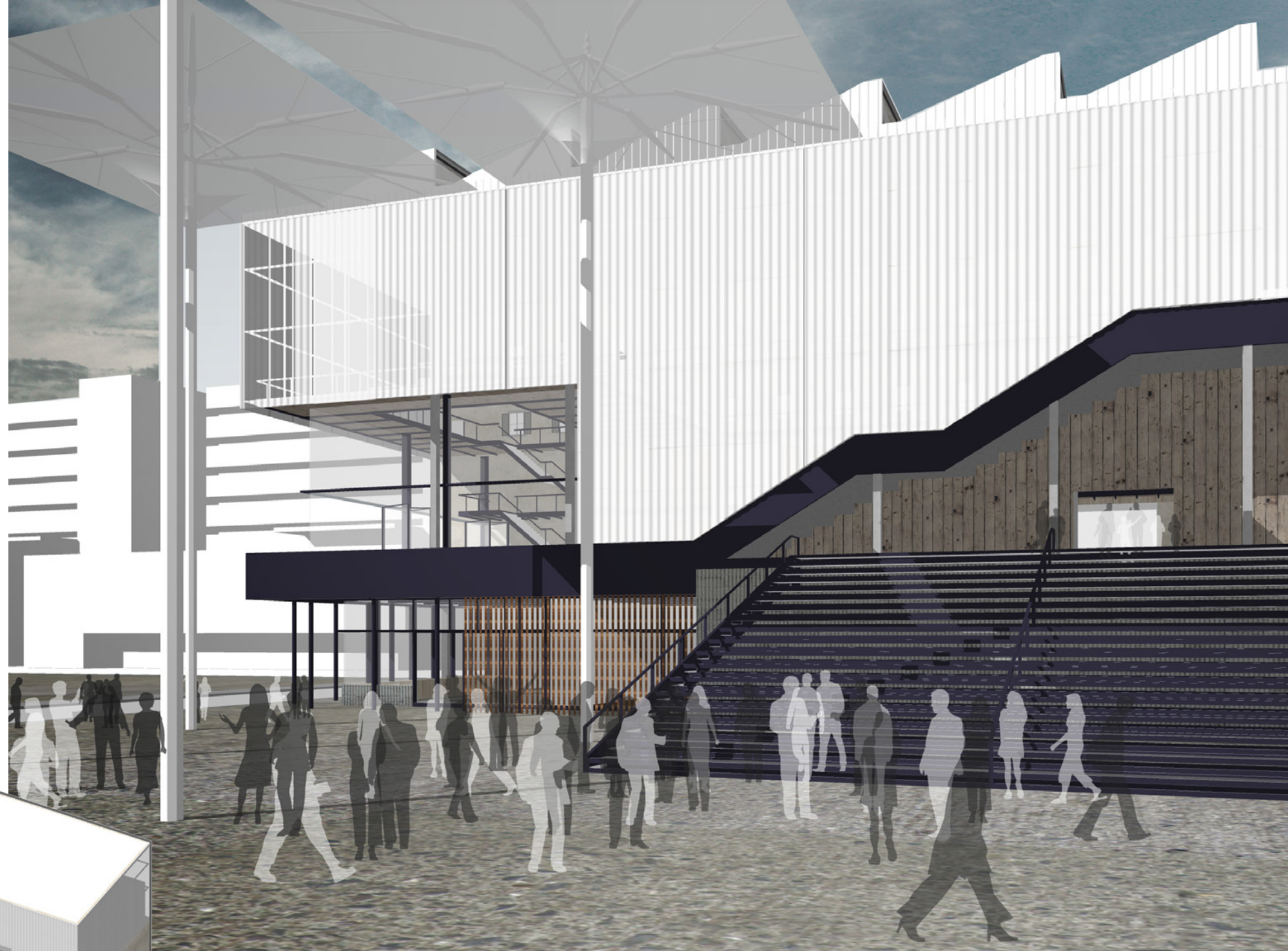
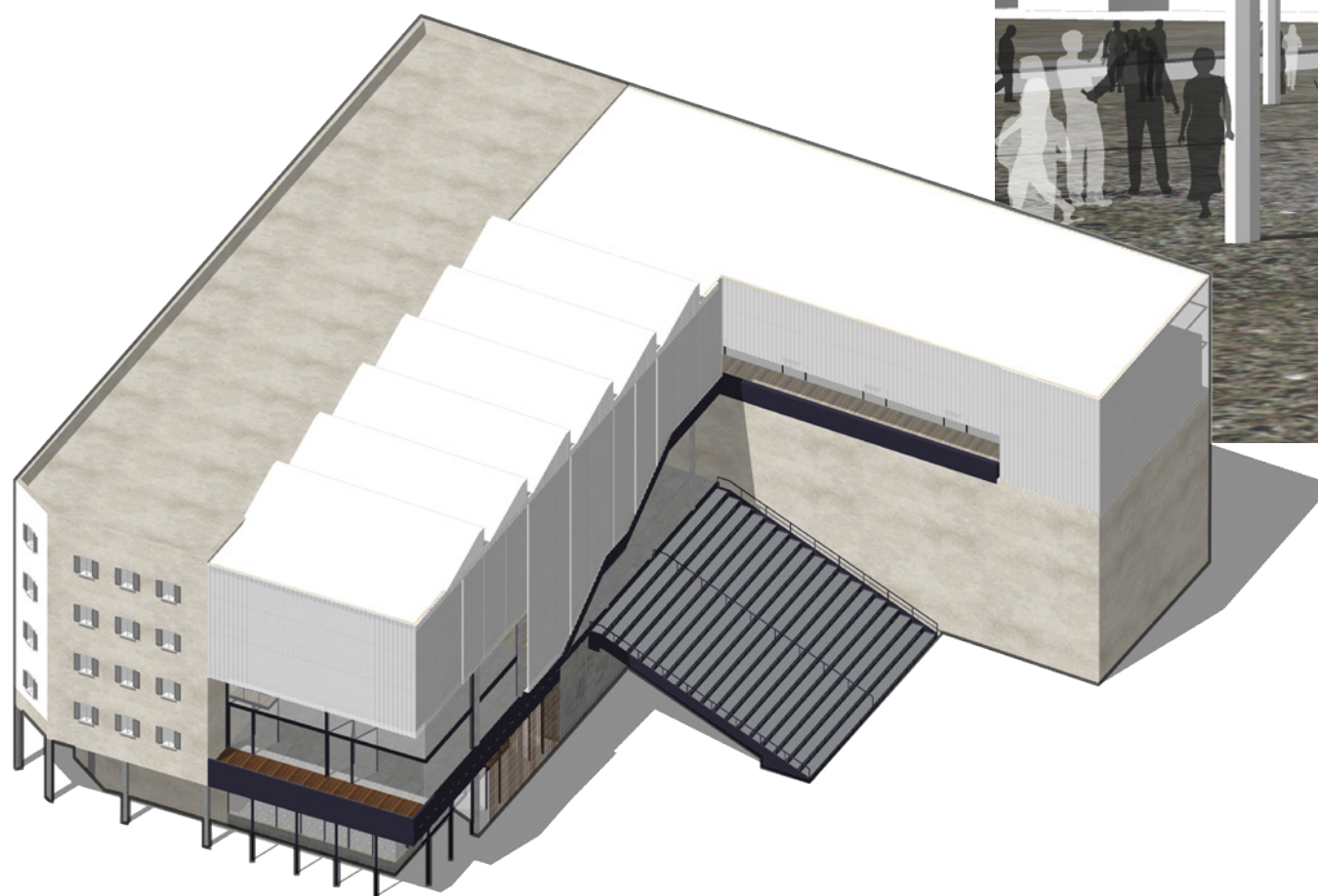
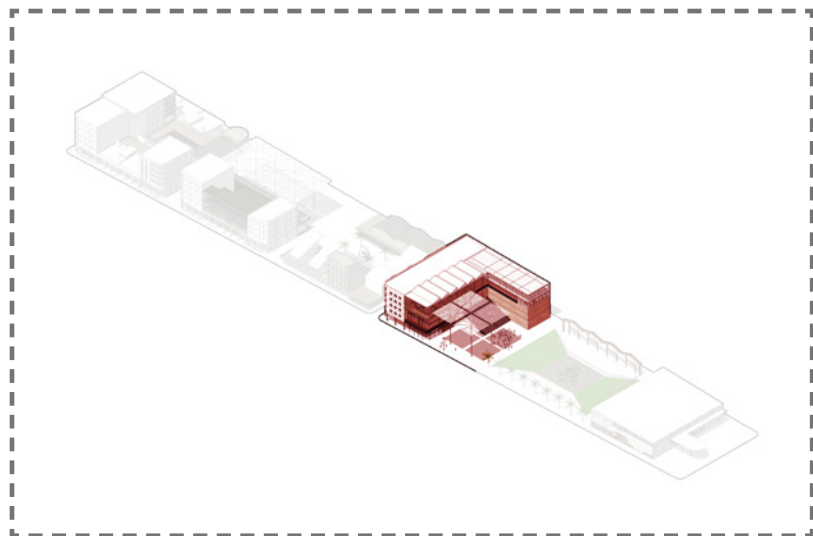
ARTIST HOUSE

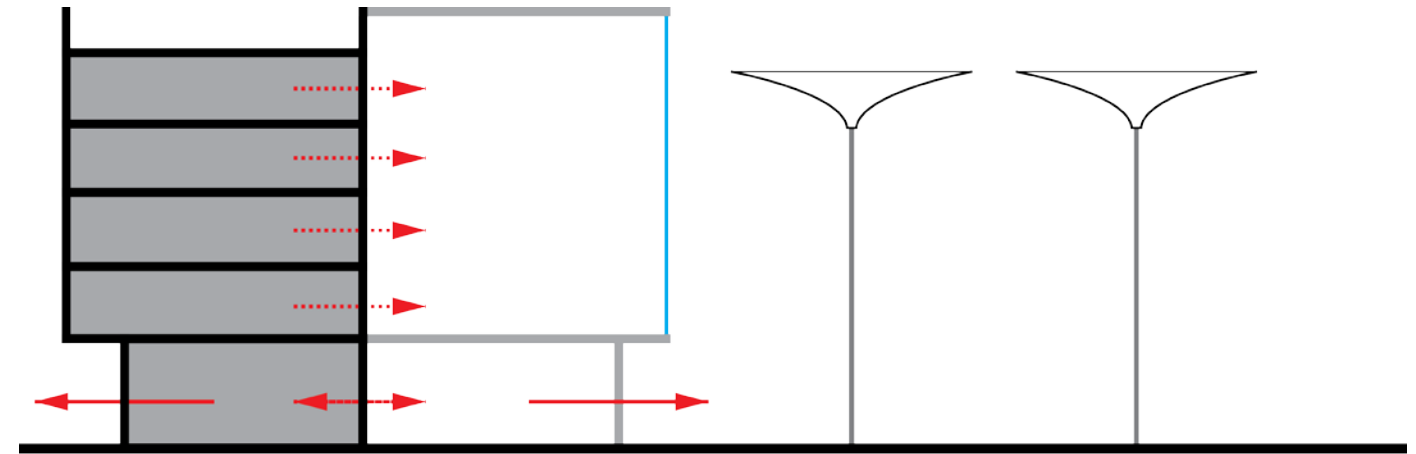
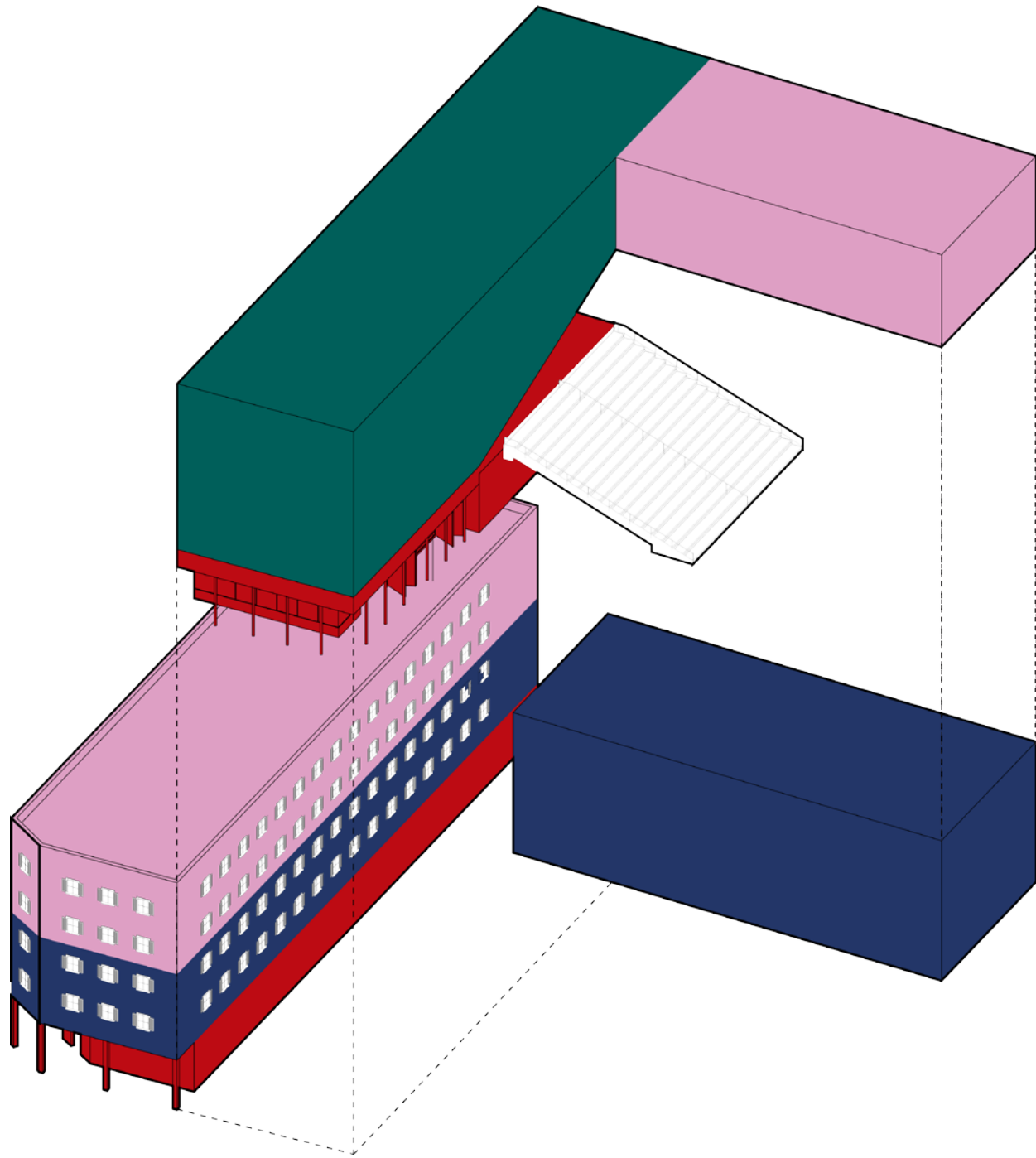
HOUSING

WORKSHOP

OUTDOOR PLAZA

FABRICA MUSEUM





CREATIVE STUDIO
EDUCATIONAL **ATRIUM**
PUBLIC GALLERY RETAIL/BAR

