

TOBACCO PROFUNDA

A RESILIENT RESURGENCE

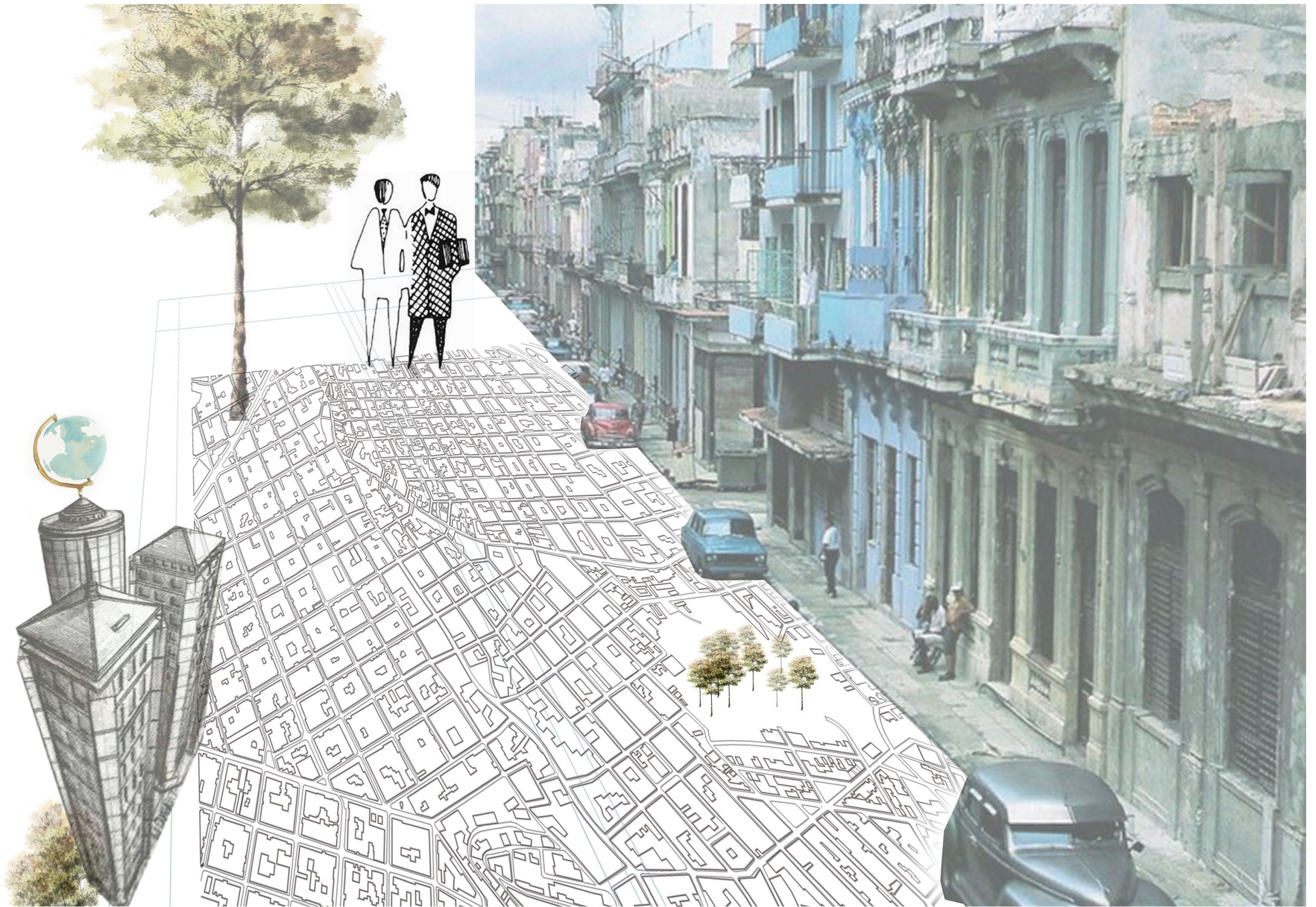


graduation thesis
Anne Bell

COMPLEX PROJECTS
Havana 2017

Sebastian Janusz
Karel Vollers

Kees Kaan
Manuela Triggianese
Tanner Merkeley



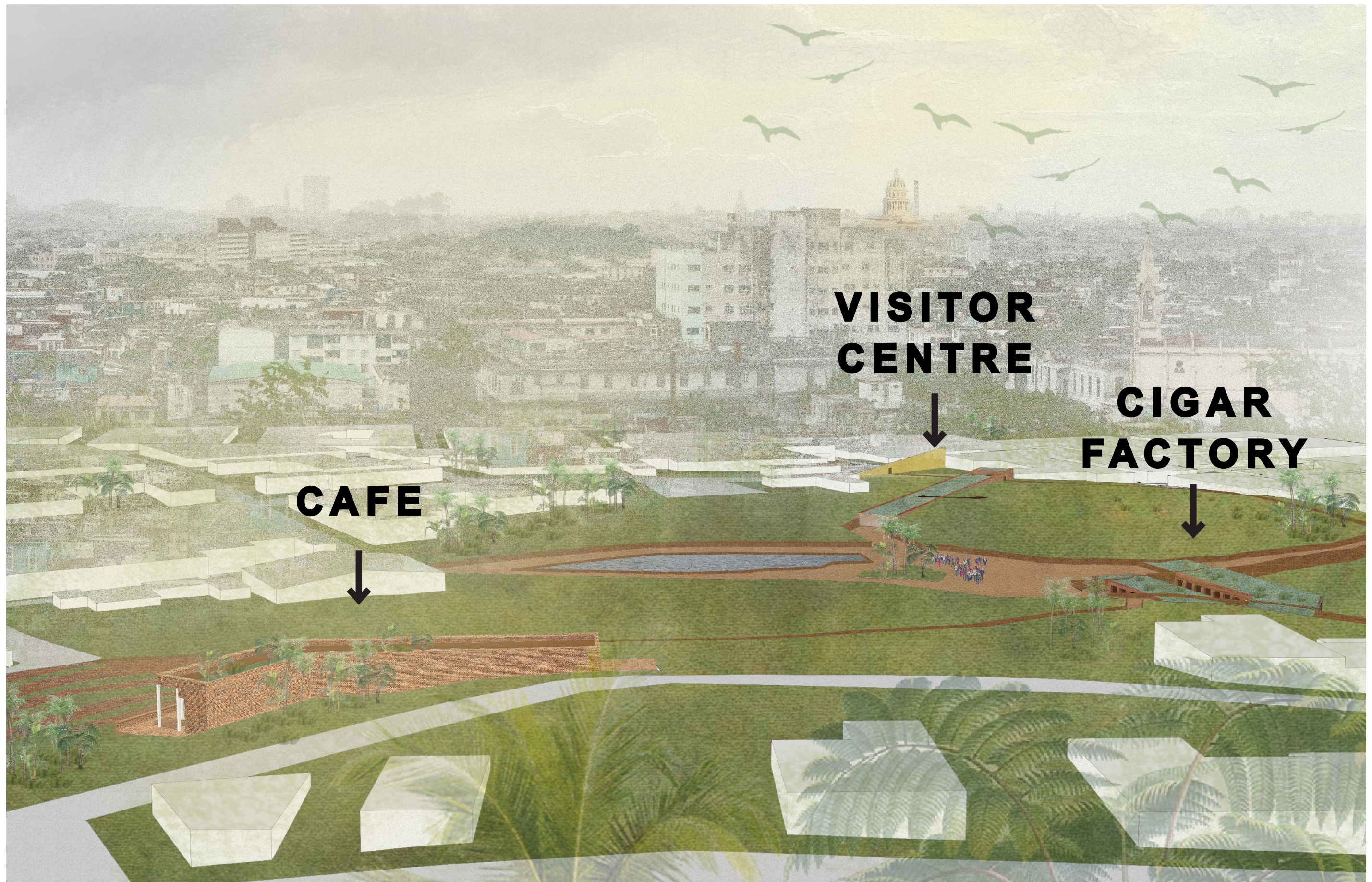
“ I believe the way people live can be directed a little by architecture ”

Tadao ando

TOBACCO PROFUNDA A RESILIENT RESURGENCE



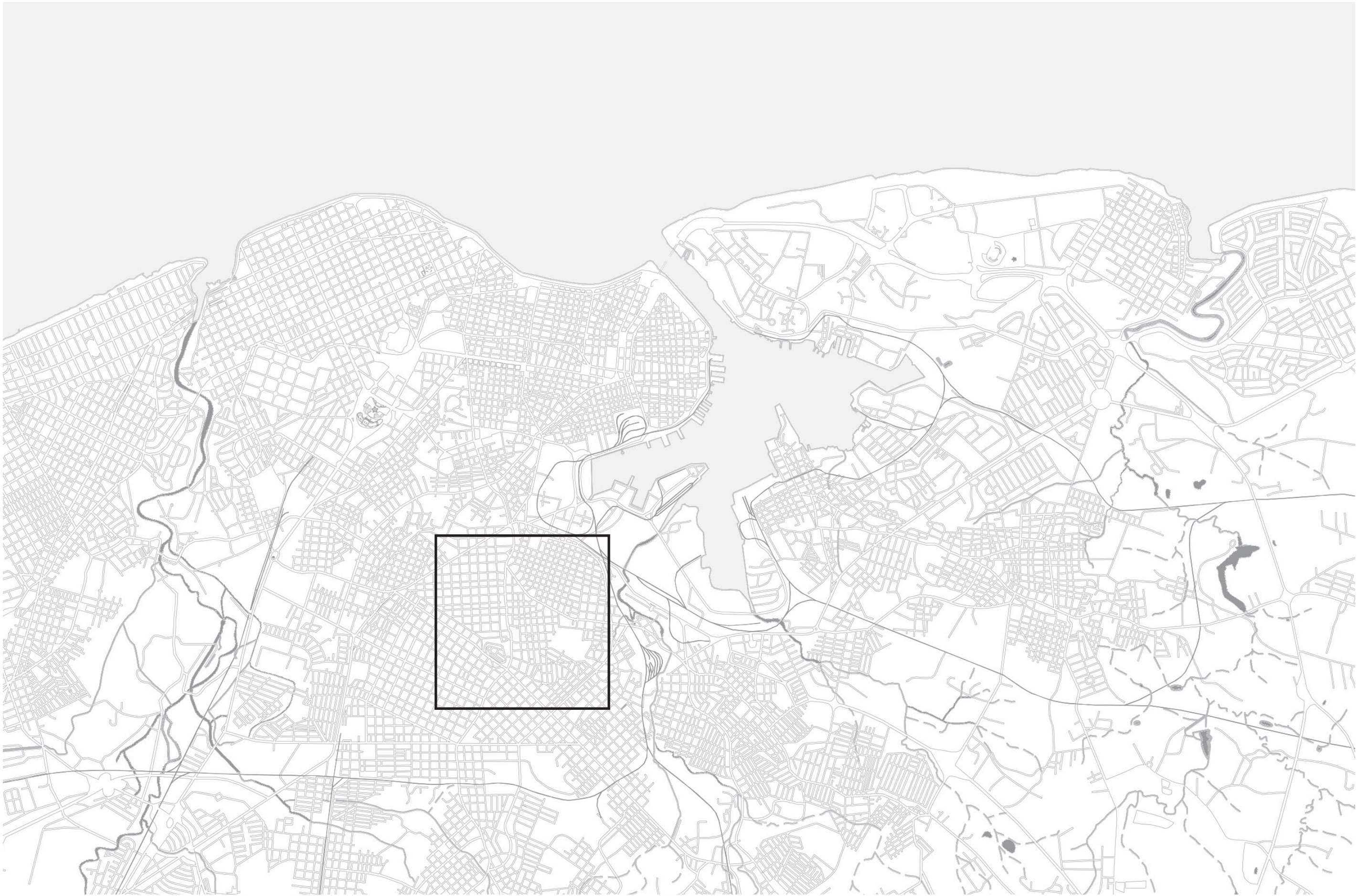
Situated at a historic site as first tobacco plantation in Havana, to restore the identity and nostalgia of the neglected and fragmented area of Havana Profunda.



AREA RESEARCH
PROJECT BRIEF
DESIGN

GENERAL RESEARCH



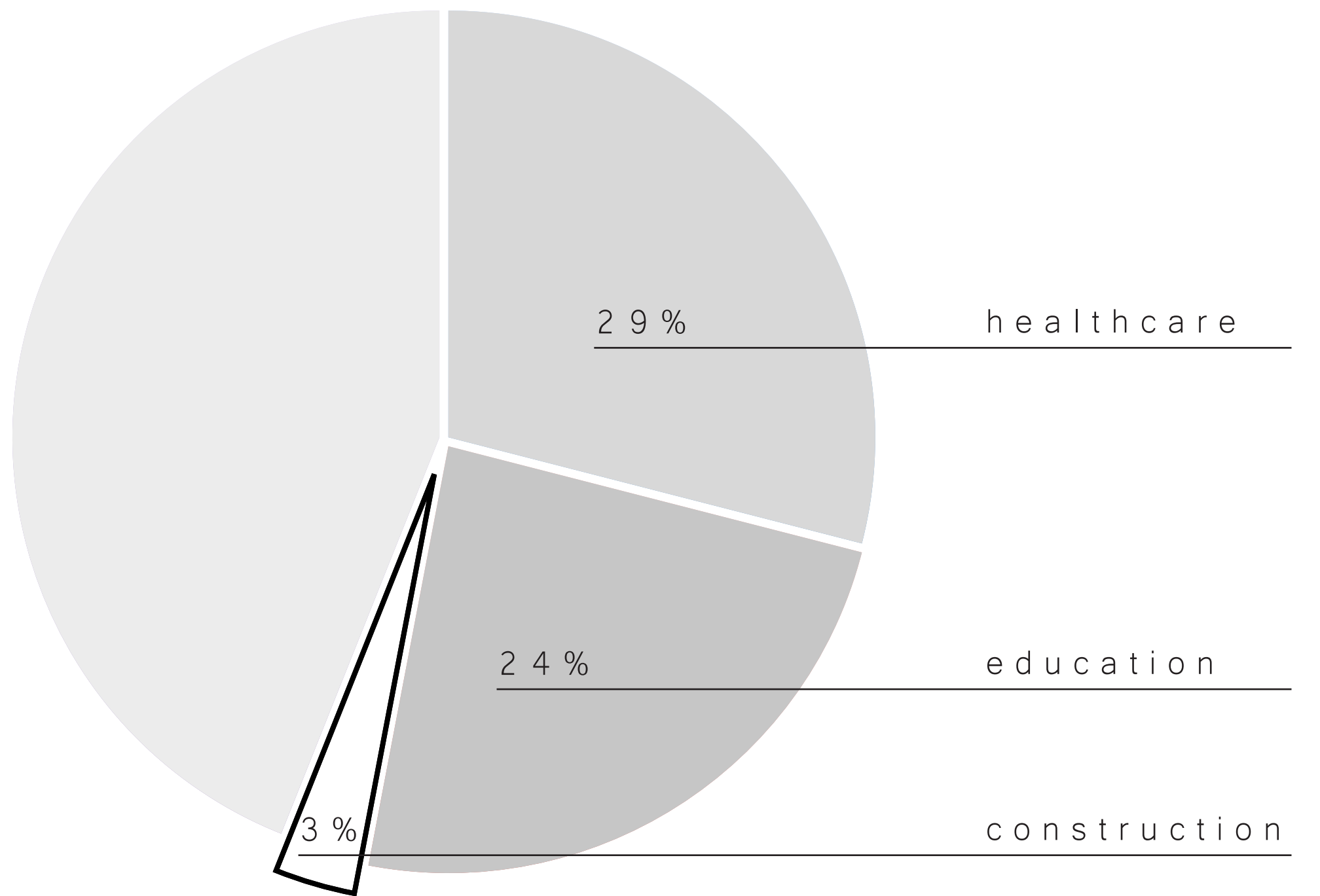












source: Cuba News, <http://www.cubanews.acn.cu/cuba/2228-cuban-parliament-approves-state-budget-for-2015>

\$ 44.000.000
nationwide, only
since 2014

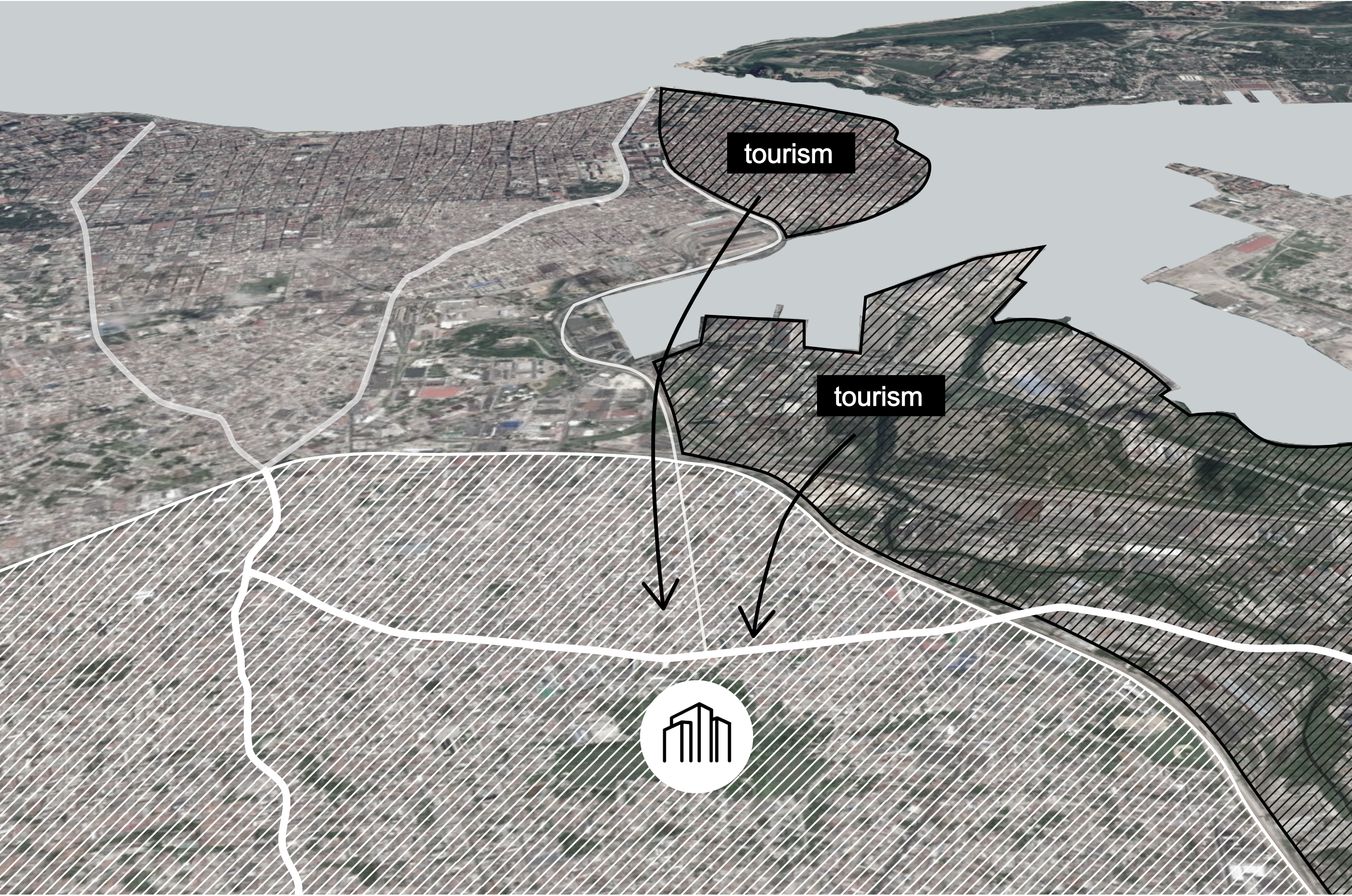












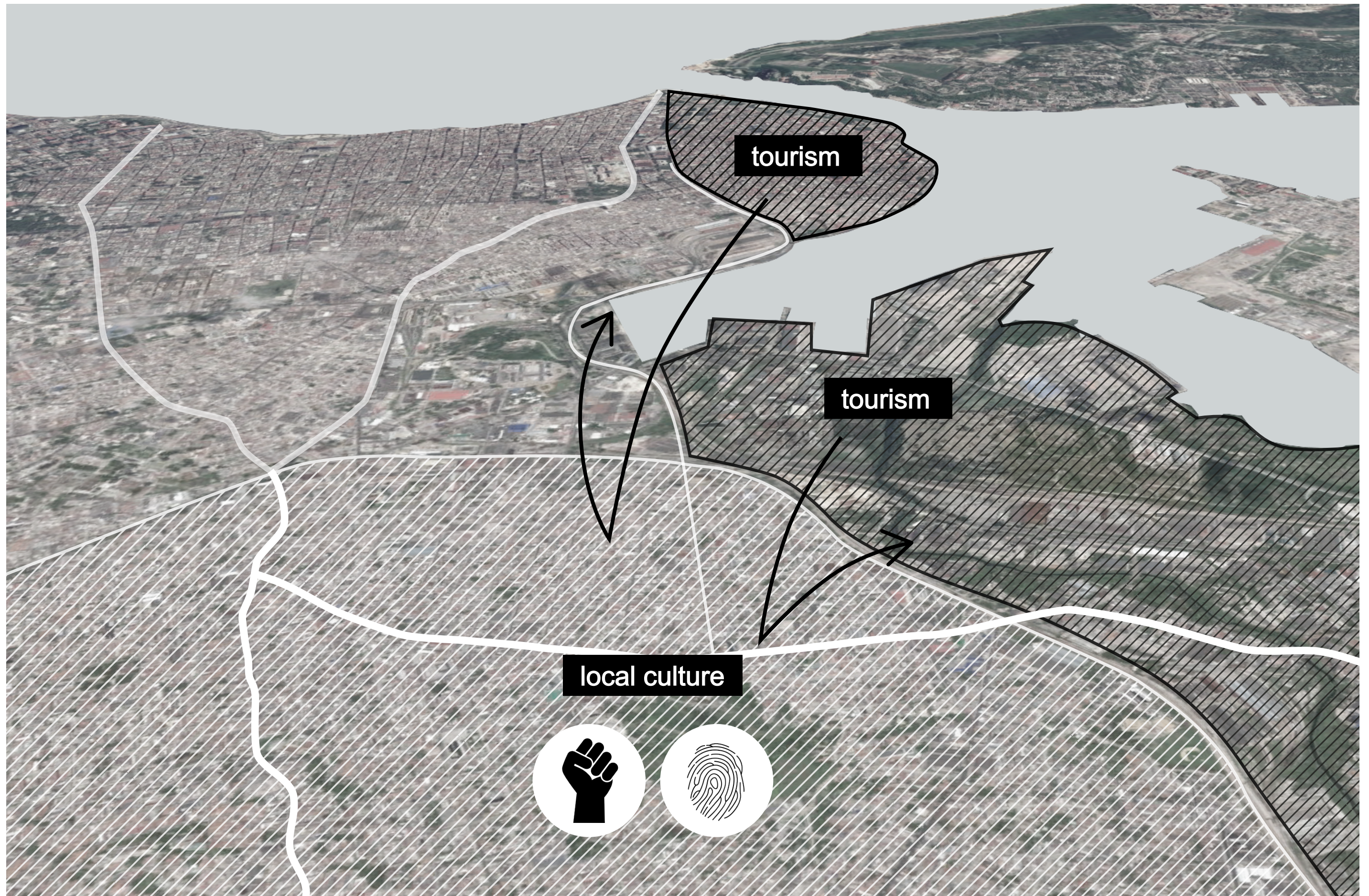
PROJECT BRIEF



“ Tourism is one of the world’s fastest growing industries and is a **major source of income** for many countries. Being a people-oriented industry, tourism also **provides many jobs which have helped revitalise local economies.**

However, like other forms of development, tourism can also cause its share of problems, such as **social and demographic dislocation, loss of cultural heritage, economic dependence and ecological degradation.** ”

- UNESCO



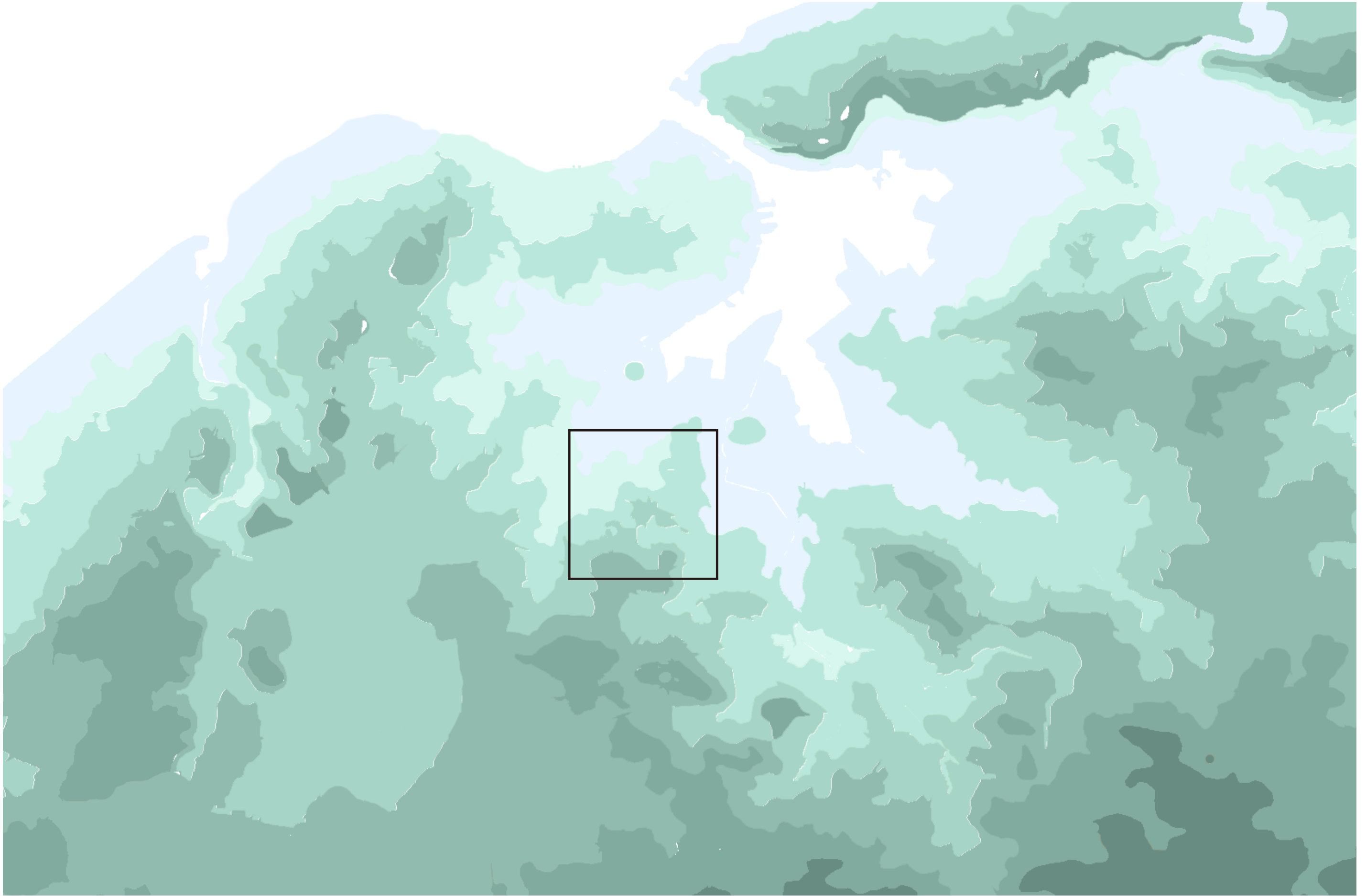


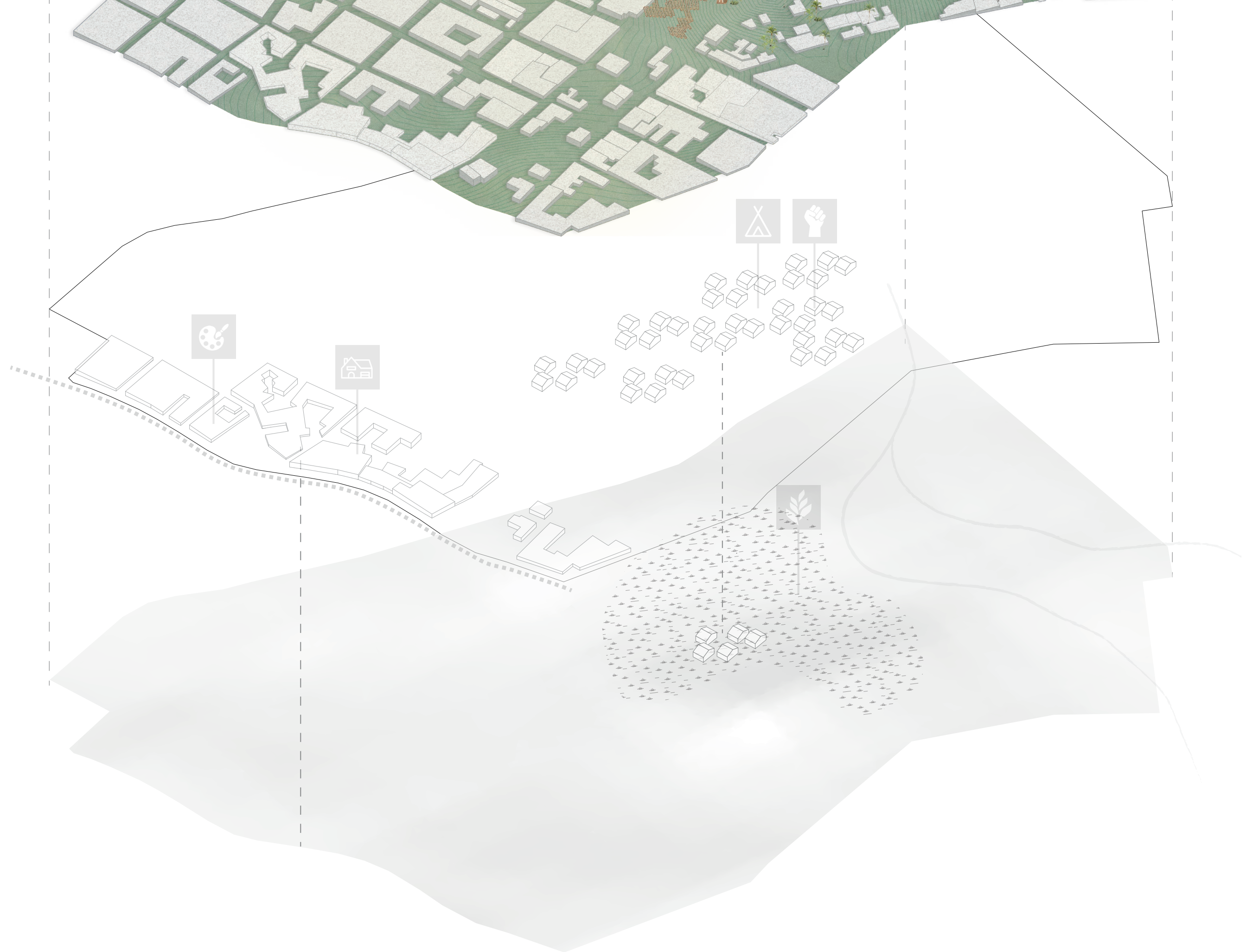
SITE SELECTION



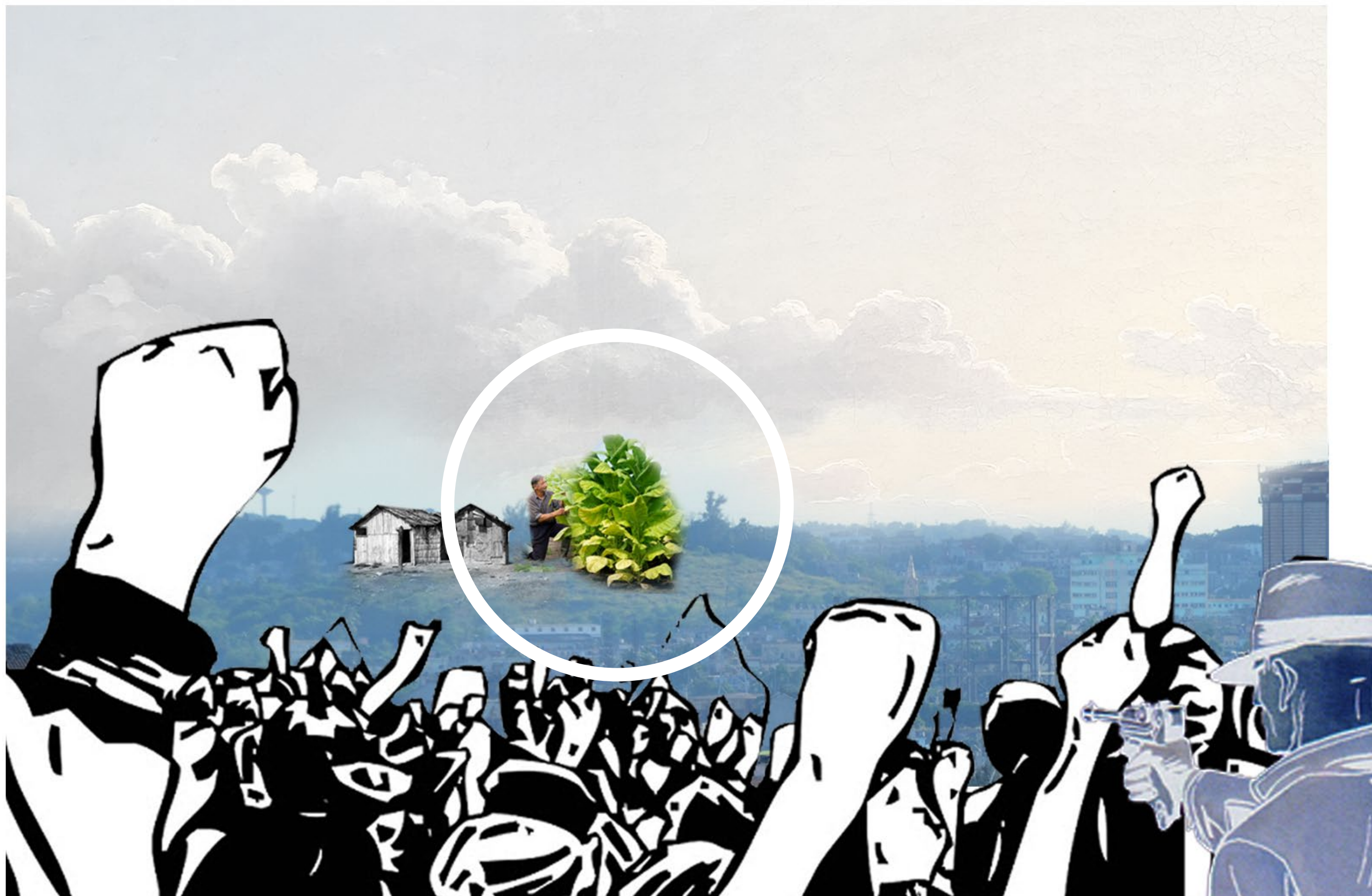
TODO











TOPIC RESEARCH



516.000.000 packages of cigarettes

35 cigarettes per week

314.000.000 cigars

52

cigars per person per year

1

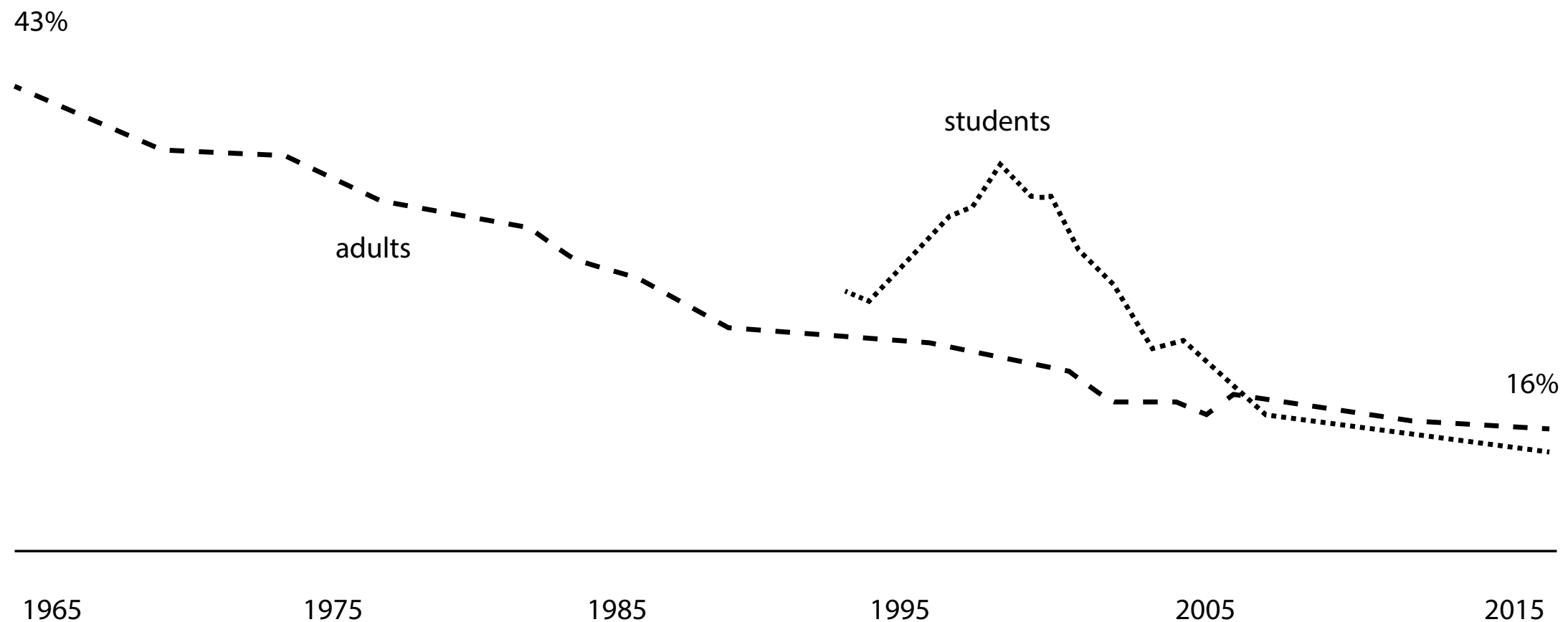
cigar per week

Why Cigarette Usage Is At Record Lows And Dropping

🕒 03/26/2015 09:48 am ET | Updated Mar 30, 2015

Is smoking finally on its way to being stubbed out?

The proportion of UK adults who smoke has fallen from 27pc in 1999 to 19pc last year



source: Center for Disease Control and Prevention, https://www.cdc.gov/tobacco/data_statistics/tables/trends/cig_smoking/

Cuban cigar sales jump 8% in 2013, says Habanos SA

Cuban cigar sales on the rise again

Production of Cuban cigars are once again on the rise after falling victim to smoking bans and the international financial crisis.

NEWS

CUBAN CIGAR SALES INCREASE IN 2012

Cuban cigar prices set to rise if U.S. embargo ends, experts say

Table 4. Exports of Cigars and Cheroots from Cuba, 1975-1989, in Pounds and in Thousands of US Dollars

Year	Weight (Lbs.)	Value (US\$K)
1989	61,130	45,260
1988	69,403	53,700
1987	67,583	47,770
1986	59,870	44,987
1985	n/a	51,152
1984	54,512	41,226
1983	n/a	72,241
1982	n/a	63,377
1981	n/a	45,849
1980	n/a	40,552
1979	n/a	41,598
1978	n/a	40,350
1977	n/a	37,707
1976	n/a	43,819
1975	n/a	28,000

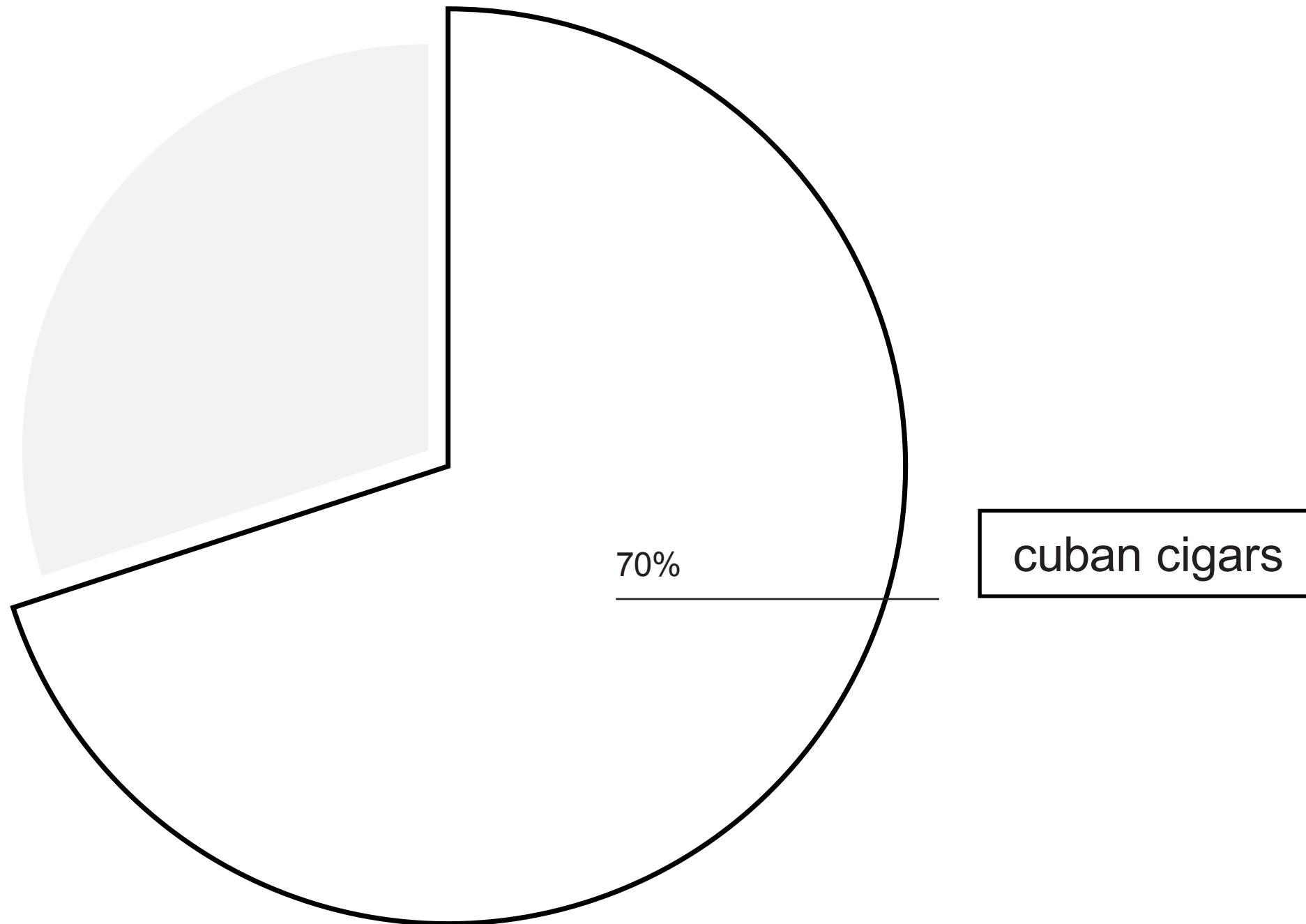
Source: United Nations, *Yearbook of International Trade Statistics*, various issues.

Table 10. U.S. Total and Per Capita Consumption of Large Cigars, 1980-1997

Year	Annual Consumption (000)	Per Capita Total Population	Consumption Male Population
1997	3,542,161	13	40
1996	3,097,910	12	35
1995	2,631,987	10	30
1994	2,334,870	9	27
1993	2,136,720	8	25
1992	2,211,364	9	26
1991	2,234,204	9	26
1990	2,334,858	9	28
1985	3,110,311	13	40
1980	3,952,478	17	55

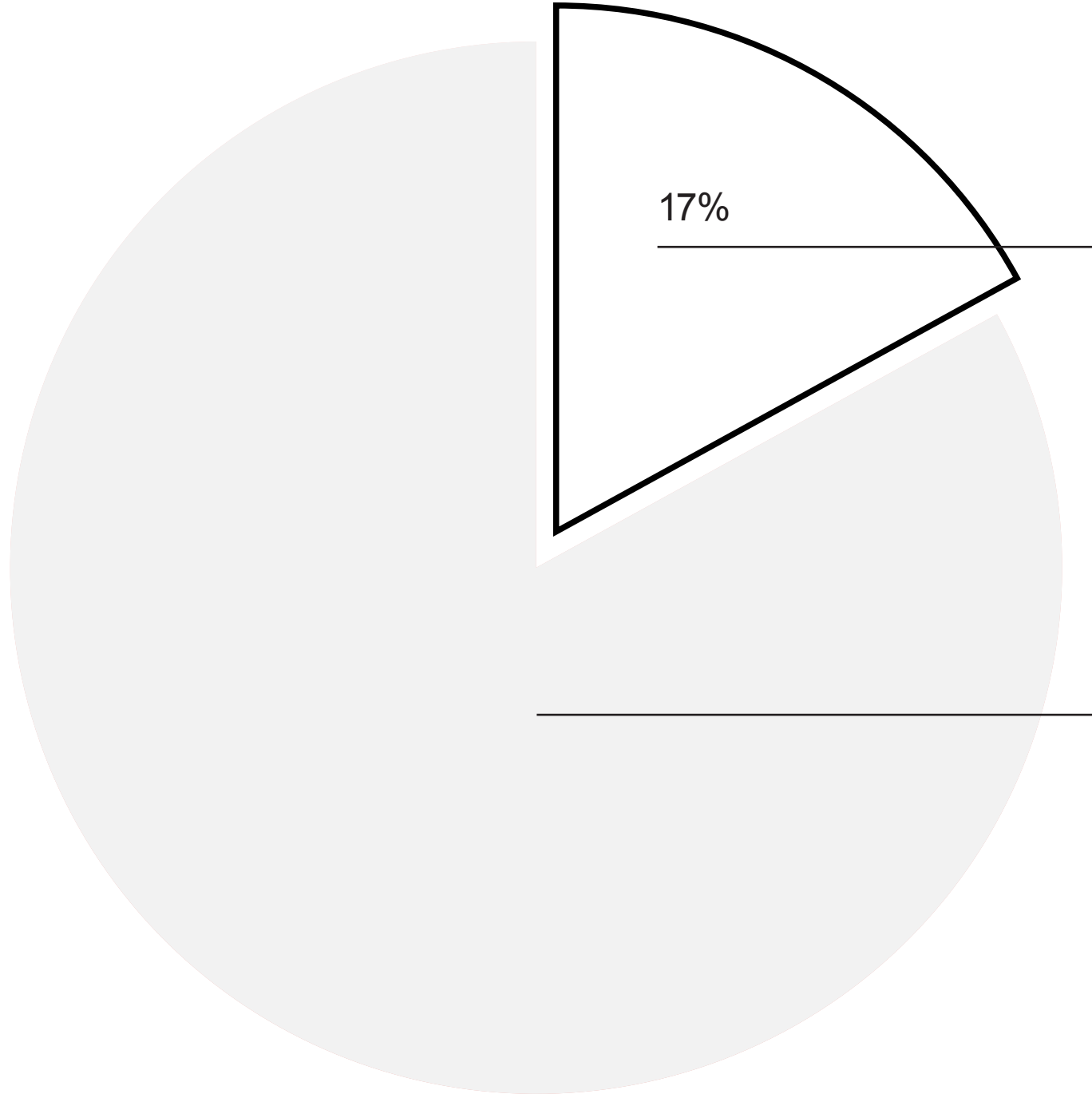
Source: Cigar Association of America, June, 1998

cuban cigars
market share worldwide



source: The Telegraph, <http://www.telegraph.co.uk/news/worldnews/centralamericaandthecaribbean/cuba/8576329/Cuban-cigar-sales-on-the-rise-again.html>

tourism revenue



tobacco revenue

\$ 43.283.700

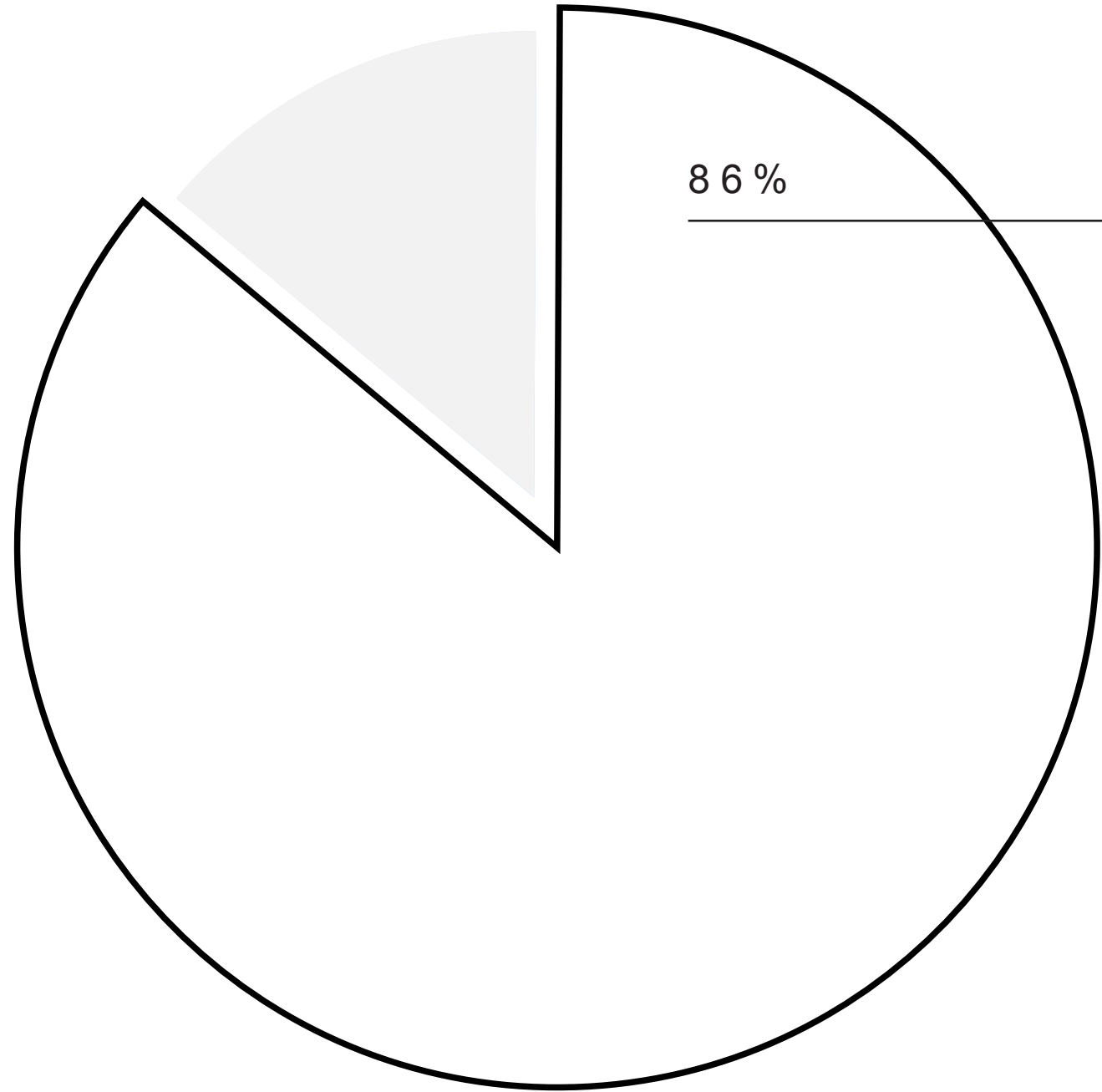
total revenue

\$ 2.546.100.000

transportation
accomondation
food and beverages
entertainment
communication
tips and handouts

source: Oficina Nacional, <http://www.one.cu/aec2014/15%20Turismo.pdf>

cigar buyers
& experience seekers



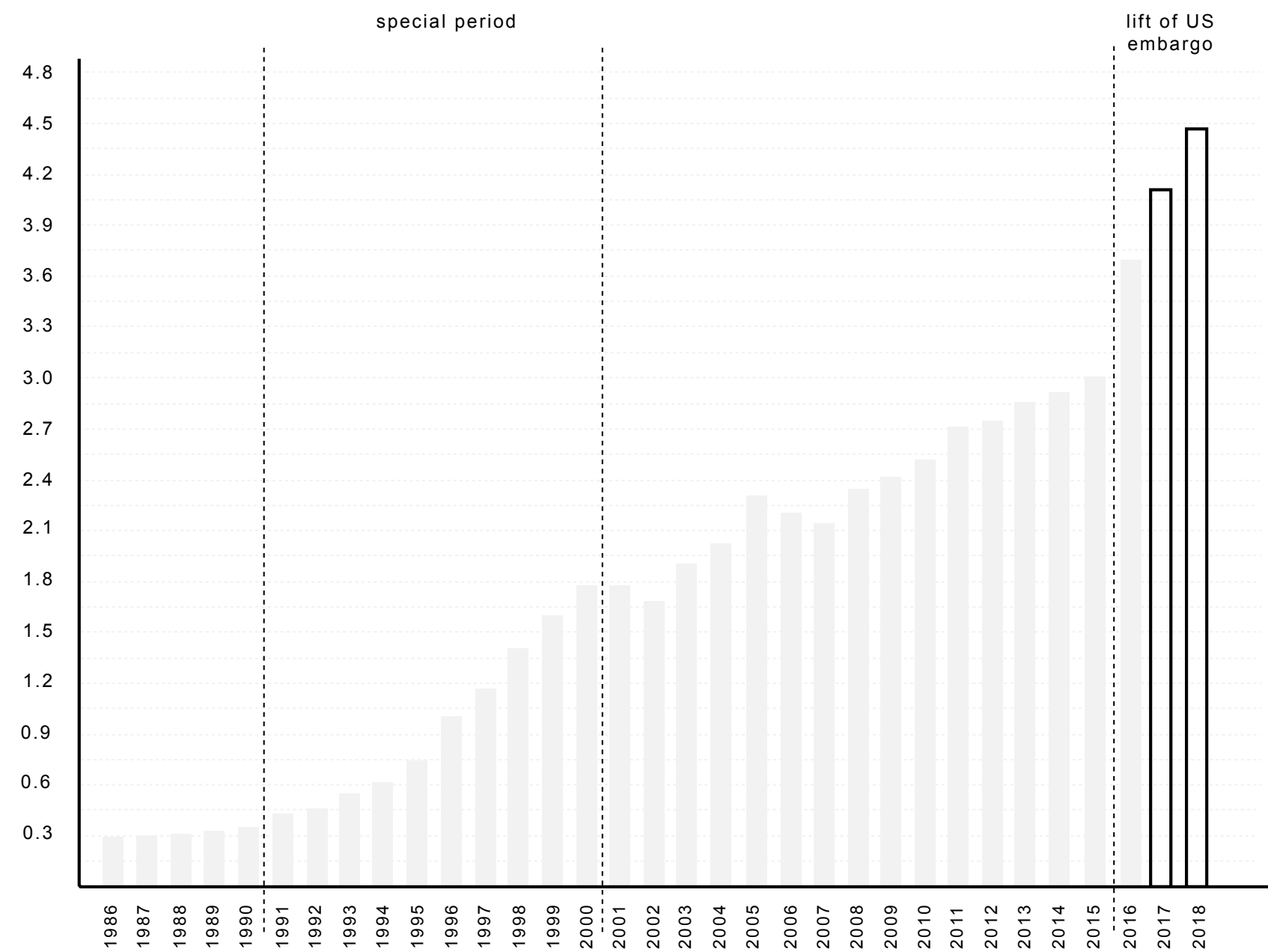
86 %

tobacco tourism

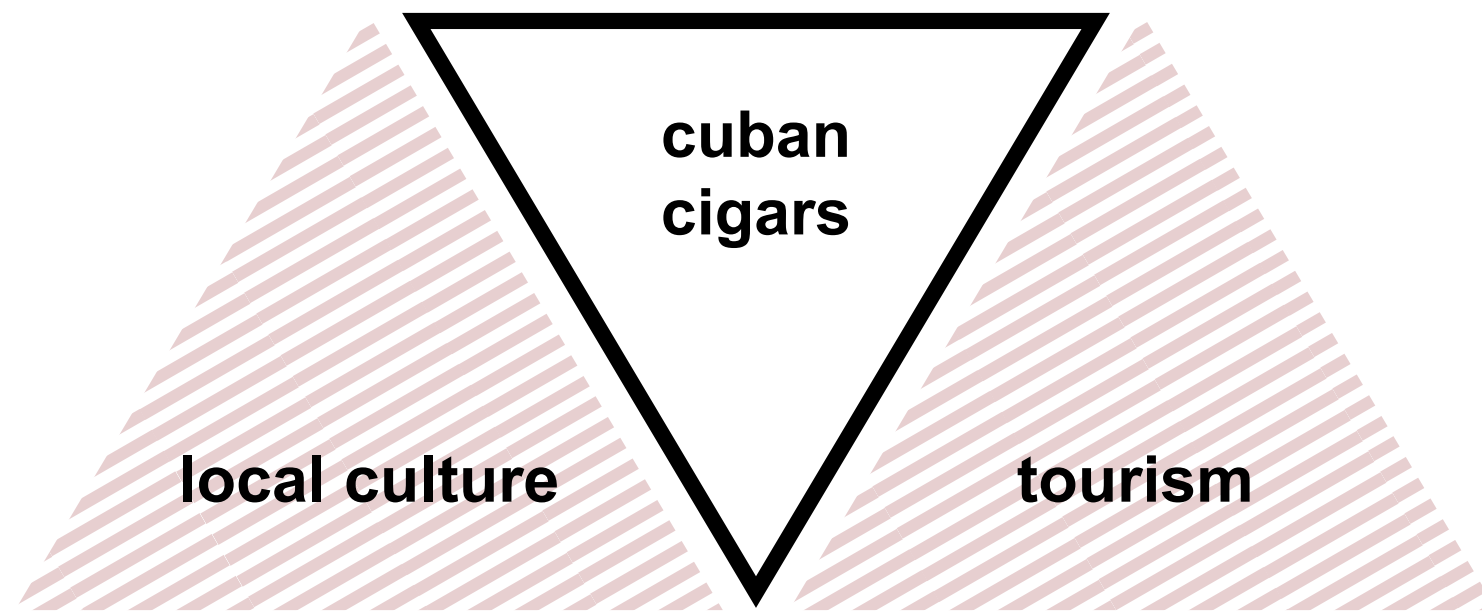
\$ 43.283.700

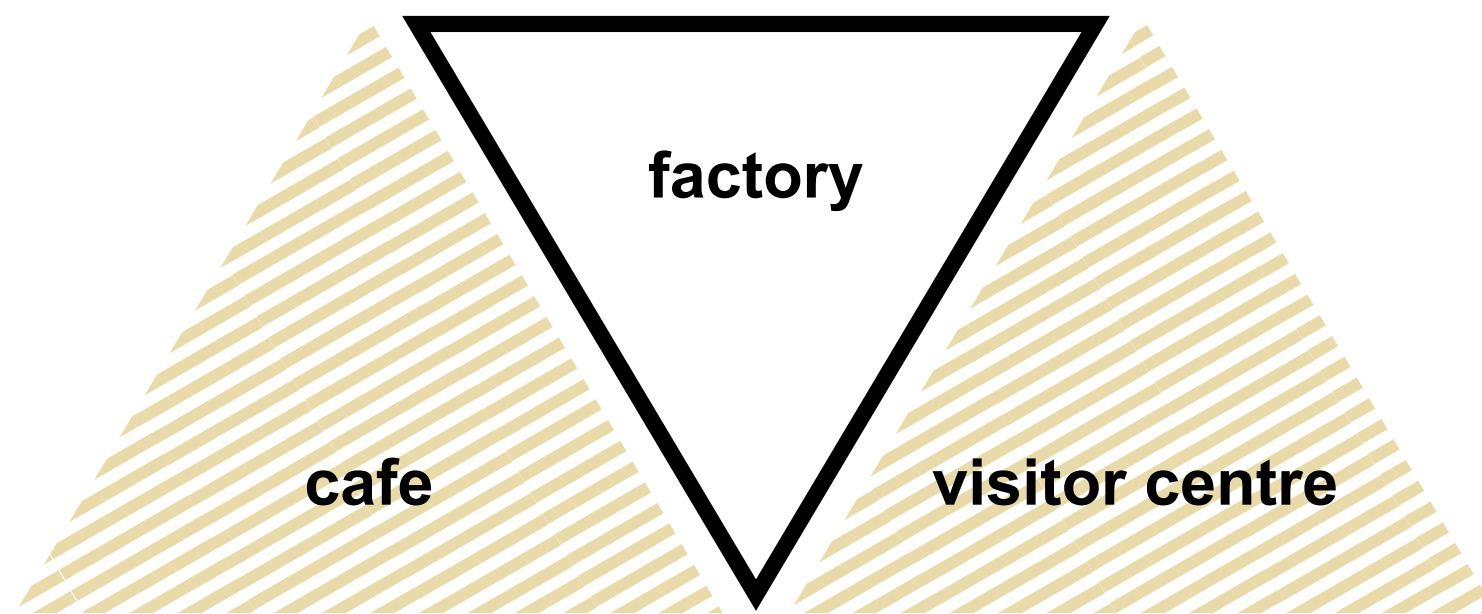
source: Oficina Nacional, <http://www.one.cu/aec2014/15%20Turismo.pdf>

tourists to cuba



source: Oficina Nacional, <http://www.one.cu/aec2014/15%20Turismo.pdf>











CAFE

600 m2
+urban square

local community

open
informal, low-key

ground & biomass ??
natural ventilation

gallery style public space
sloped 'urban square' as theater

FACTORY

6300 m2
1600 factory, 500 offices, 4200
storage

local community & tourists

semi-open
informal to formal, low-key

ground & biomass
natural & mechanical ventilation

90% factory / state tobacco
10% social gardening / tourism

reminder of history & identity
secadero's: pitched roofscape
landscaped
social: connection with cafe

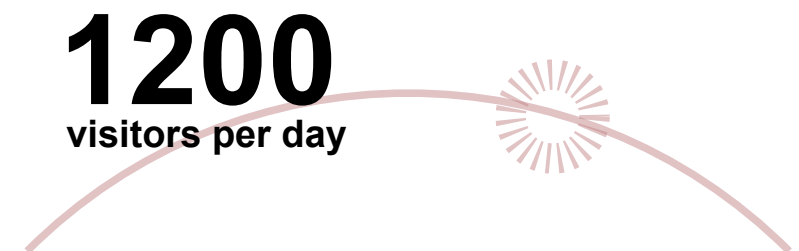
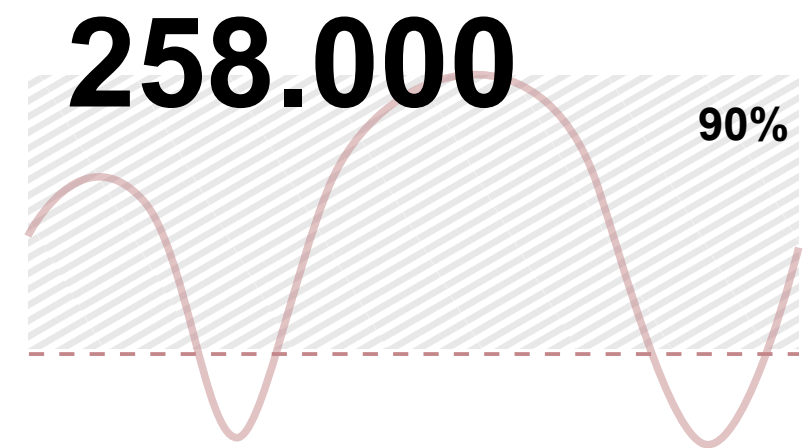
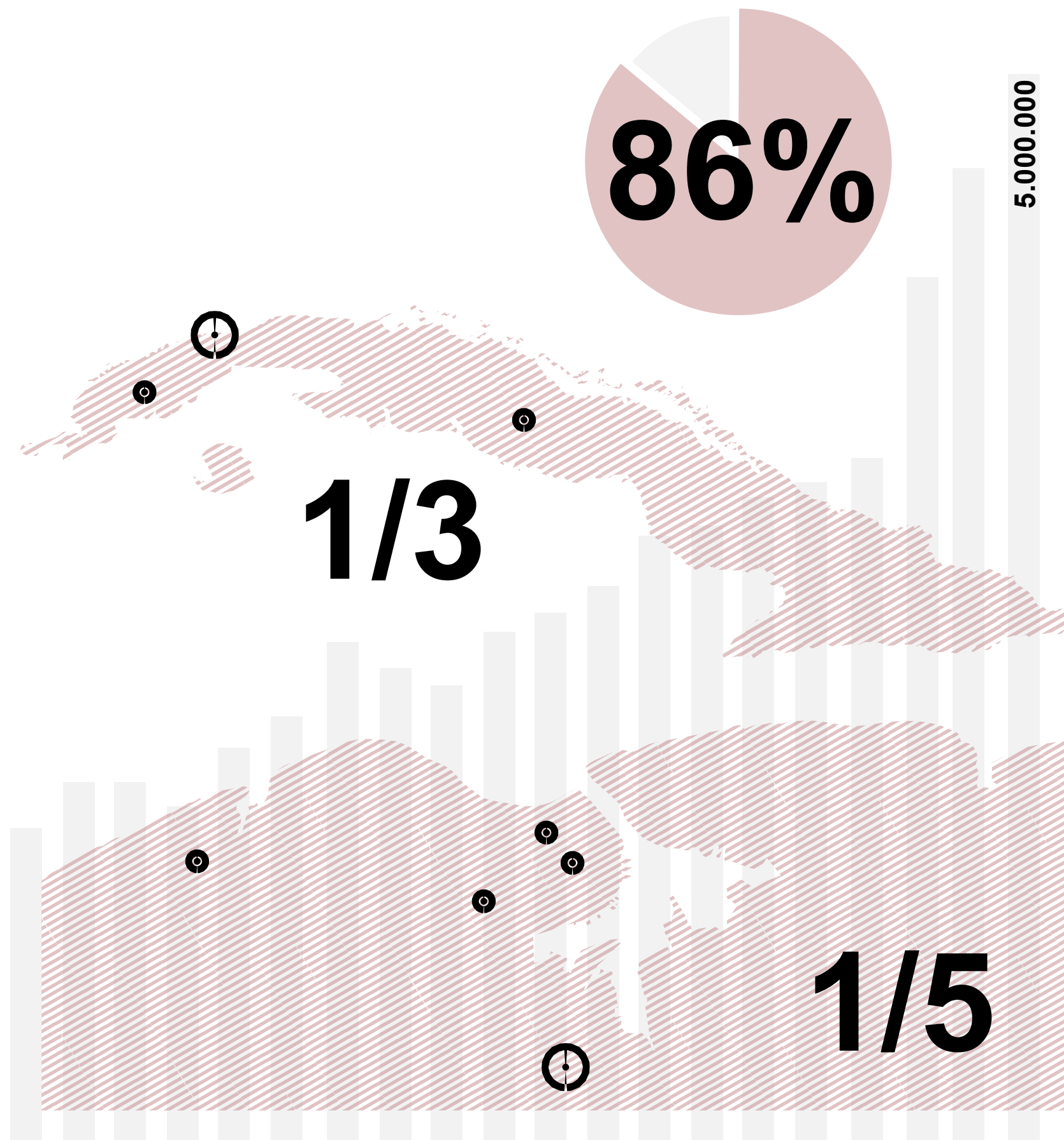
VISITOR CENTRE

2500 m2
1000 expo, 700 multi purpose,
100 lobby/shop, 100 workshop,
400 storage, 200 greenhouse

tourists

closed, camouflaged
formal, modern

recycled plastic
wind & sun
natural & mechanical ventilation



2500 m2

Stedelijk Museum Amsterdam

780.000
visitors per year
8000 m2

1/3



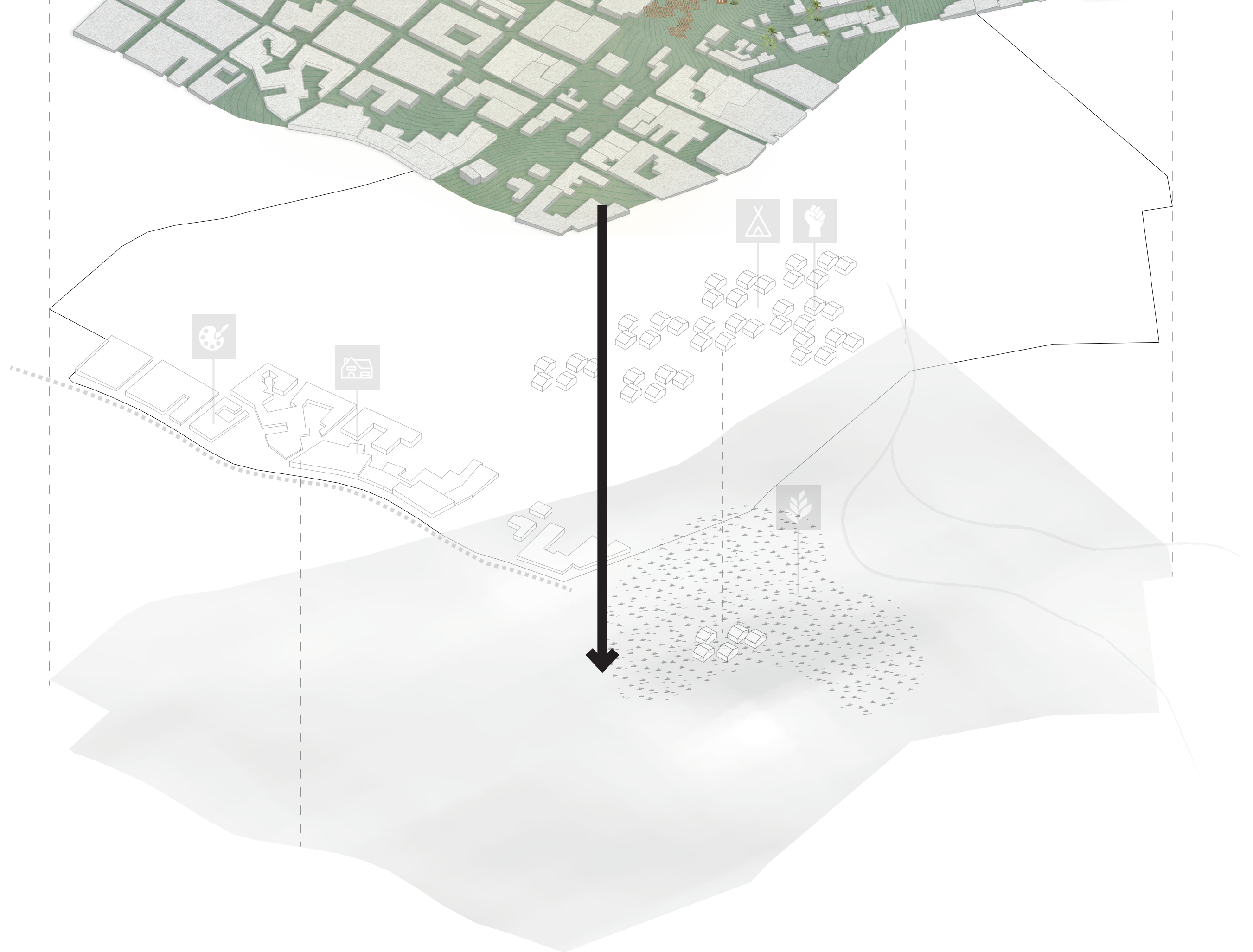


“ Sustainable tourism is defined as tourism that **respects both local people and the traveller, cultural heritage and the environment**. It seeks to provide people with an exciting and educational holiday that is **also of benefit to the people of the host country** ”.

- UNESCO

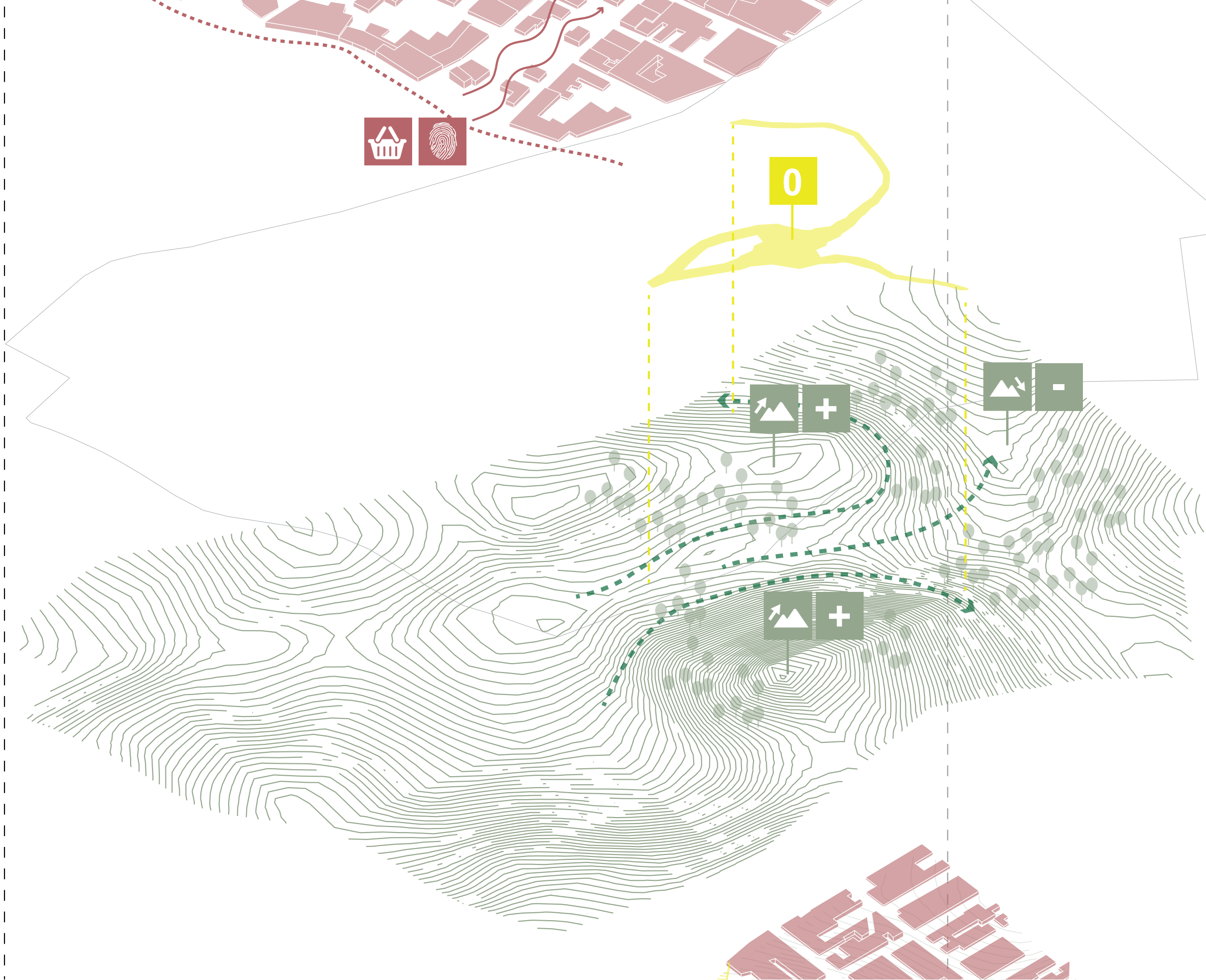


DESIGN





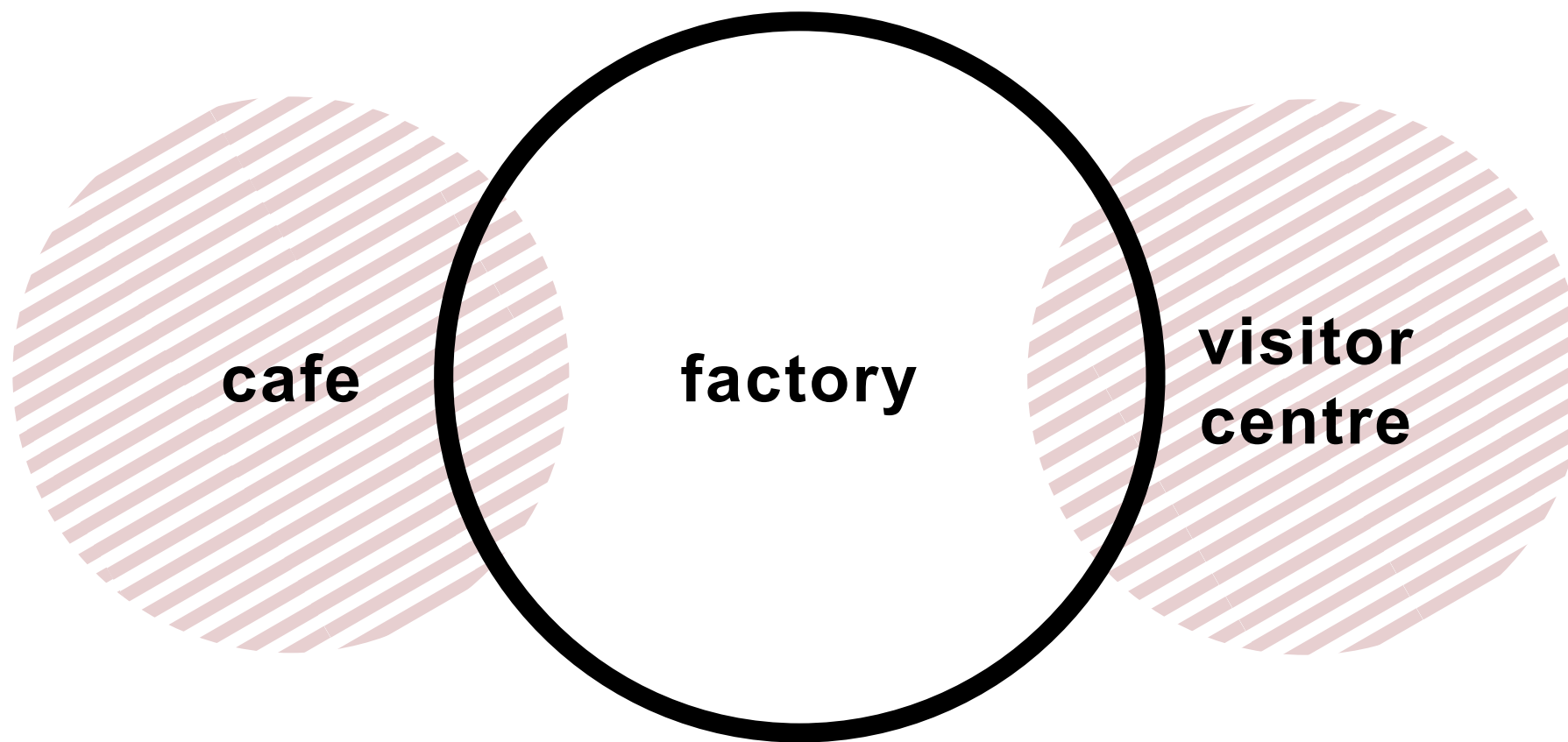






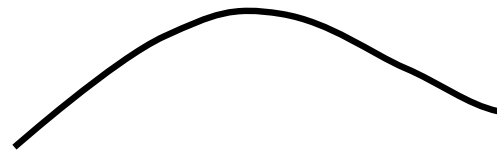
OVERALL ARCHITECTURAL AIM: AWARENESS

**DUALITY OF PAST & PRESENT
DUALITY OF LANDSCAPE & URBAN CONTEXT
DUALITY OF LOCAL & FOREIGN**

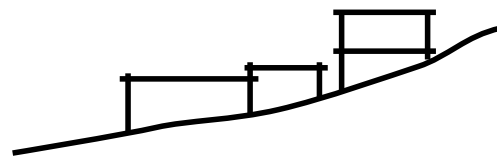


local users
informal entrance

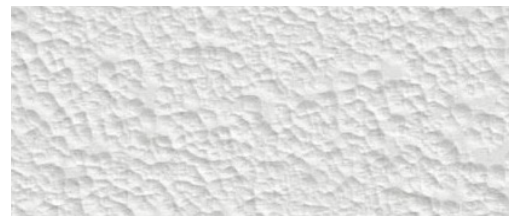
cafe



context related



informal, low-key



limited interaction
heart of project

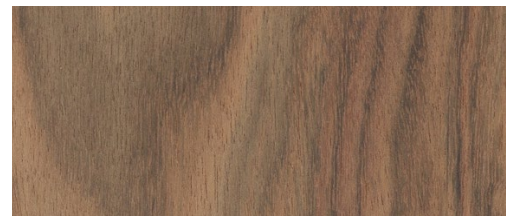
factory



landscape related



formal, low-key

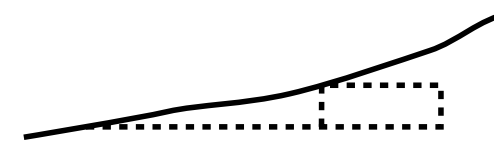


tourists
guided entrance

visitor centre

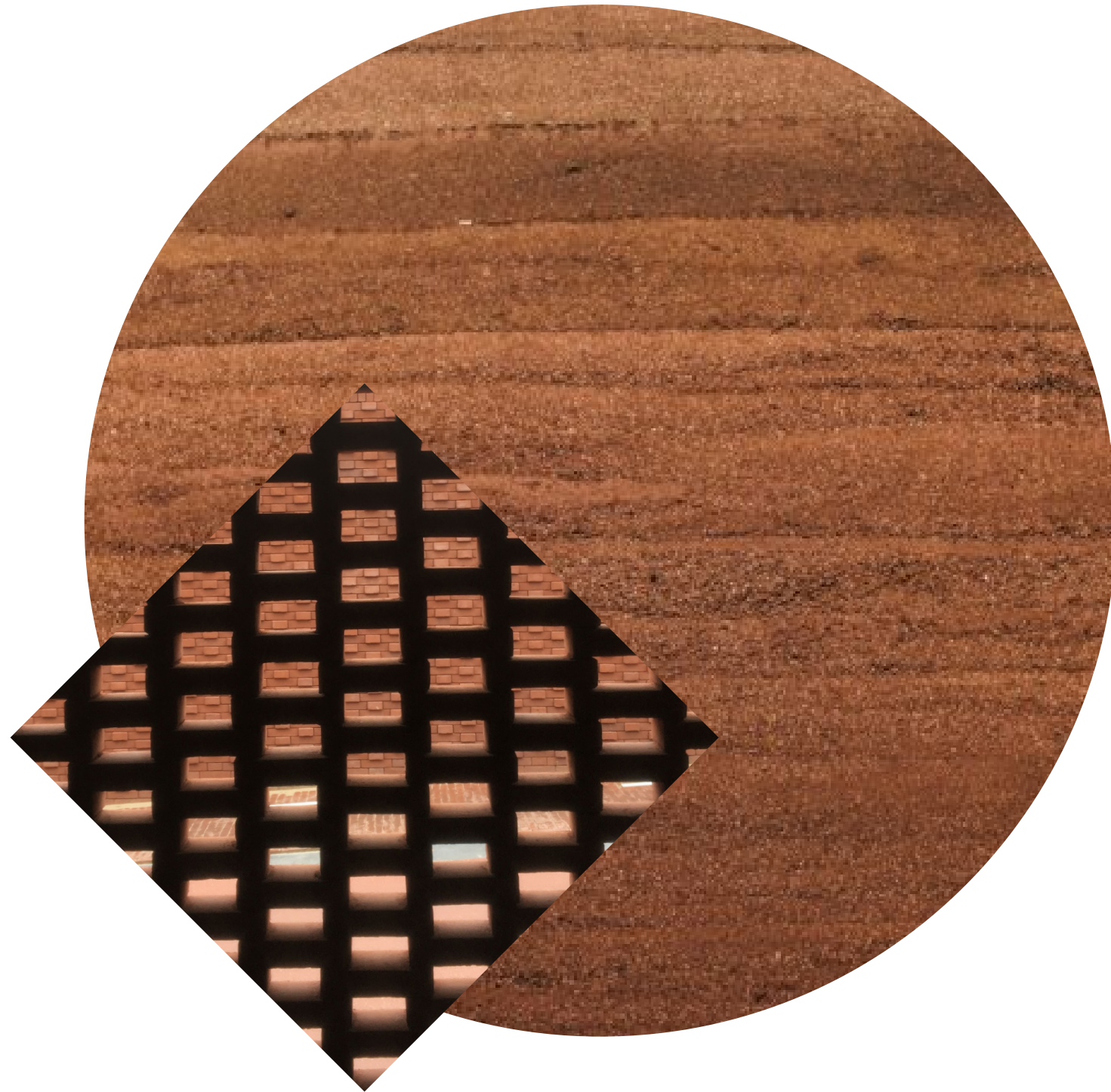


camouflaged



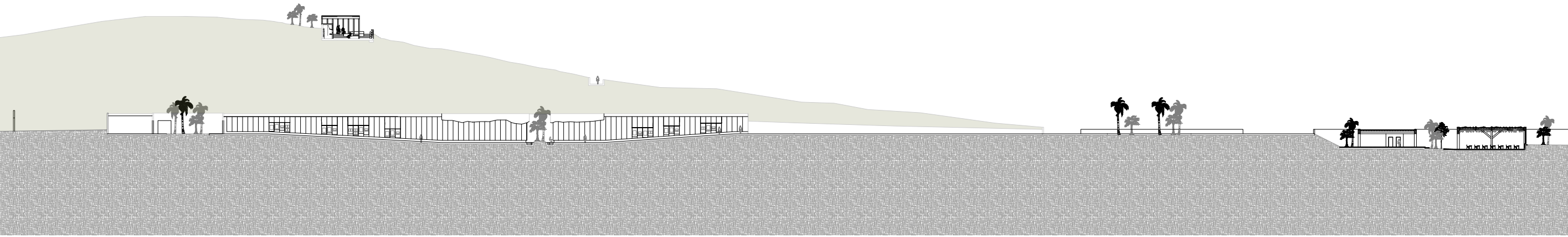
formal, modern

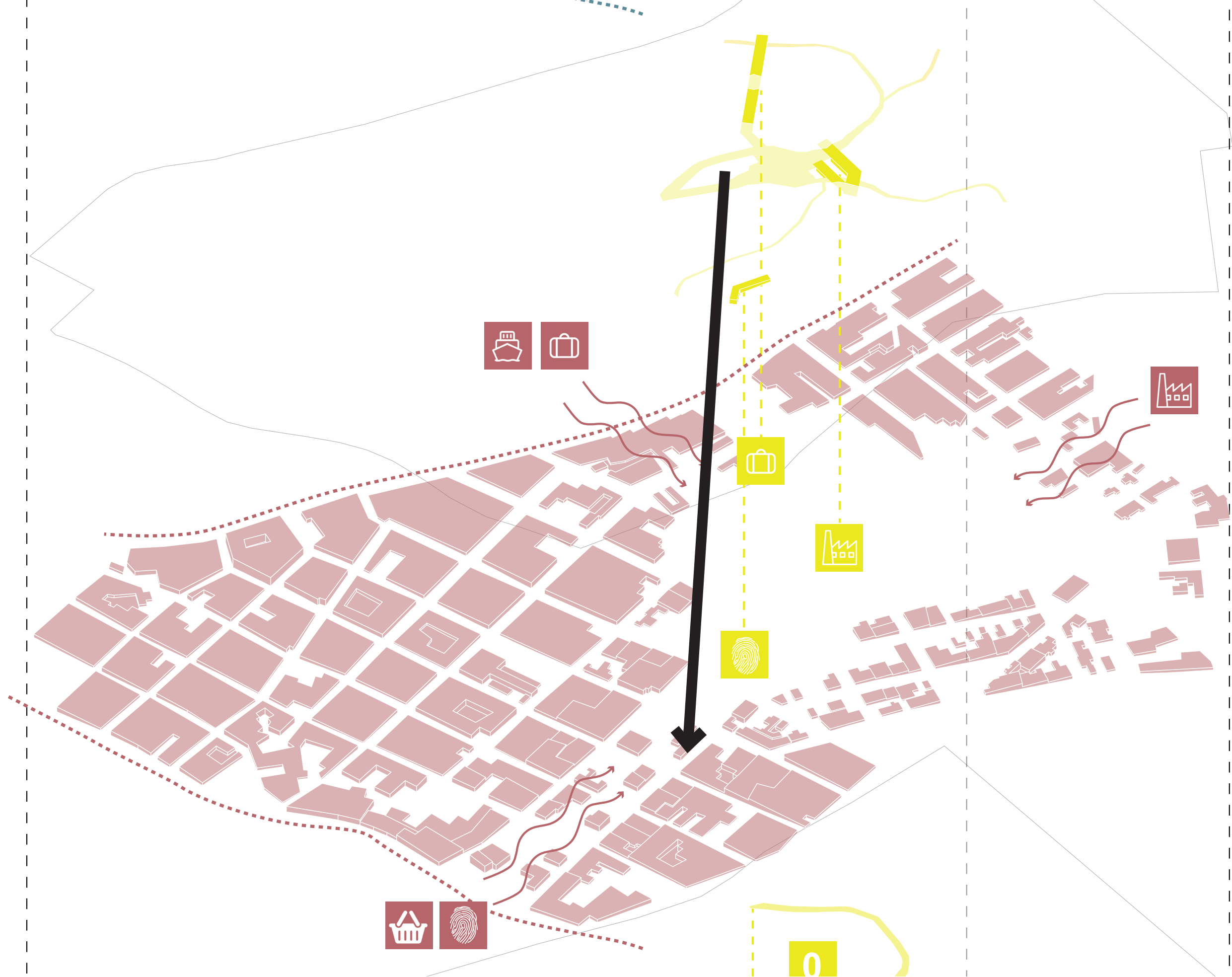




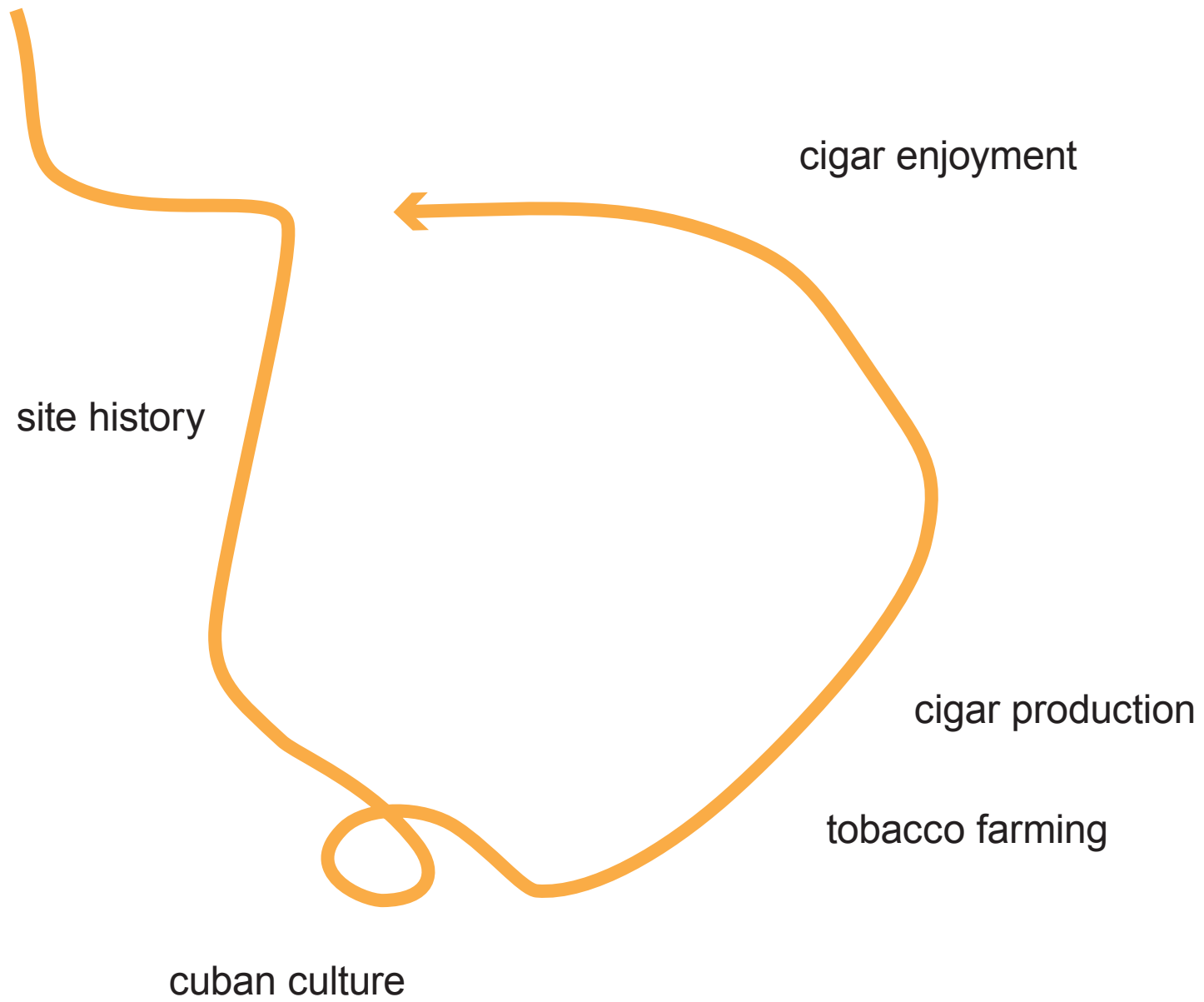
LANDSCAPE: PATHS & PLAZA

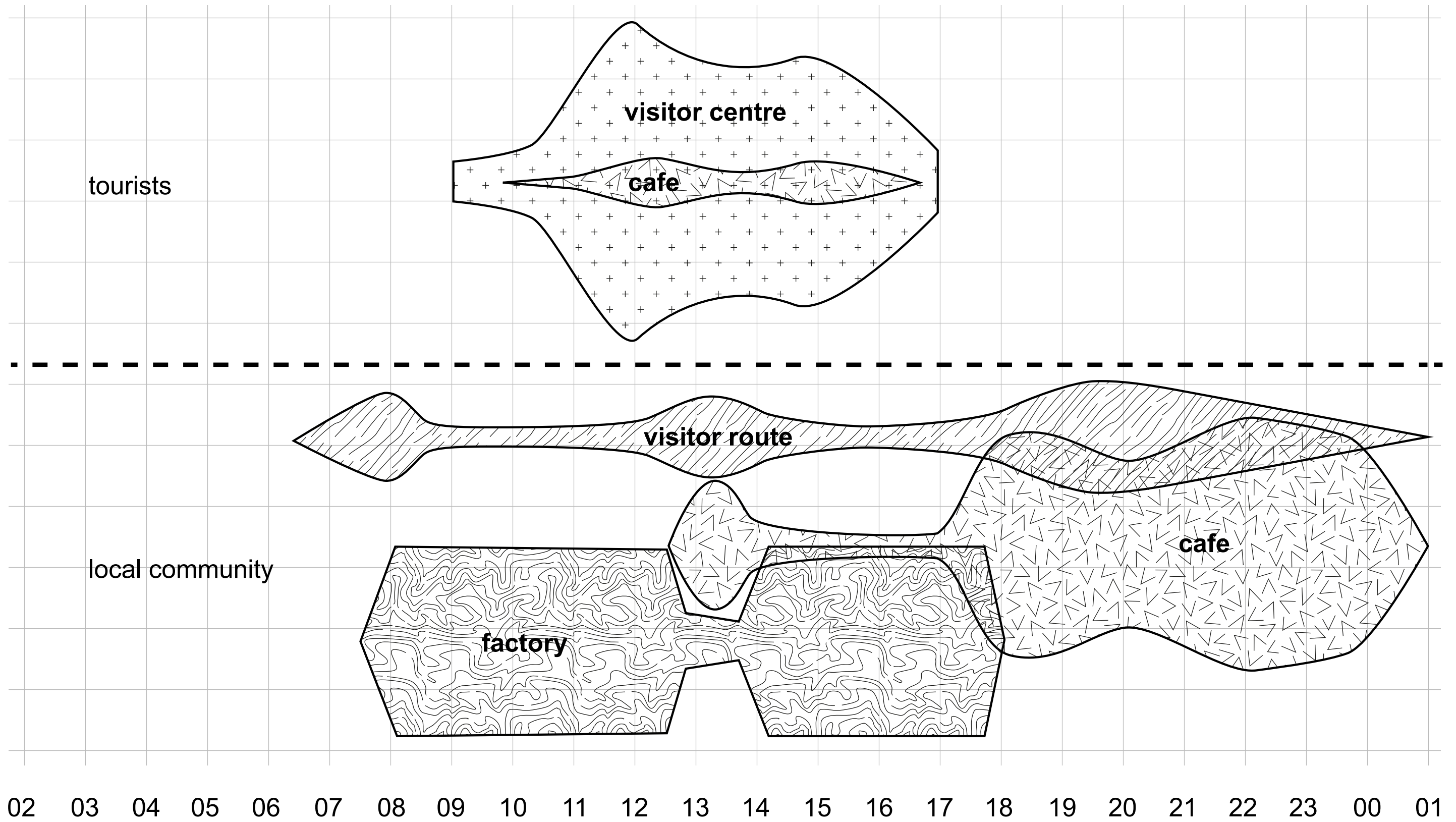






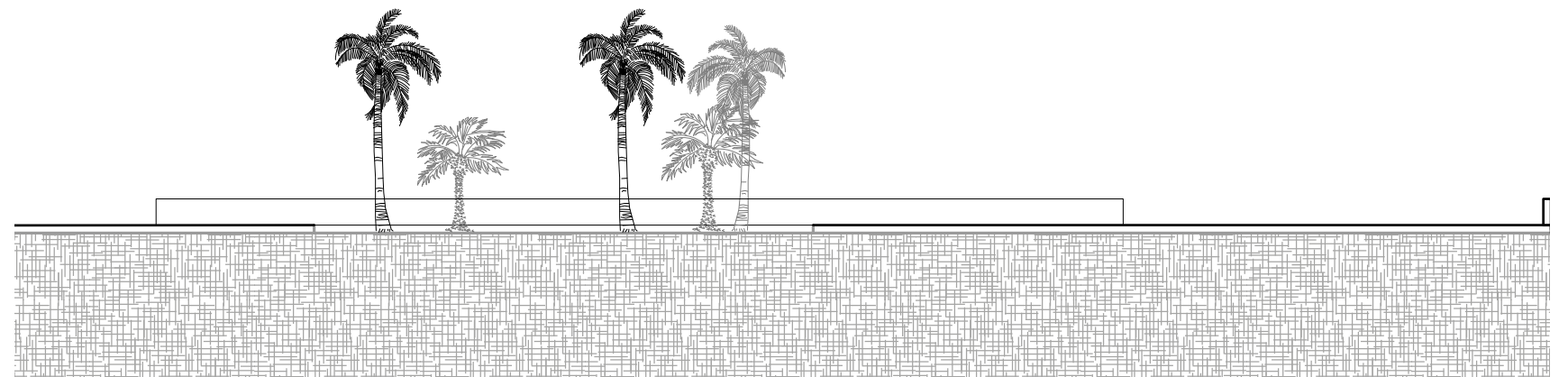
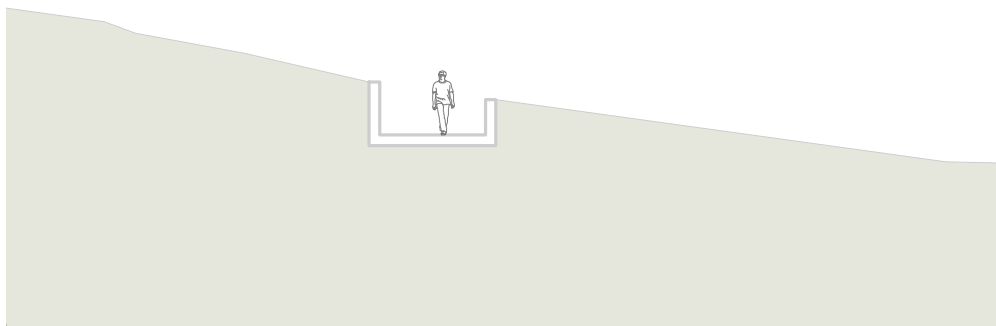








TO DO



VISITOR CENRTRE

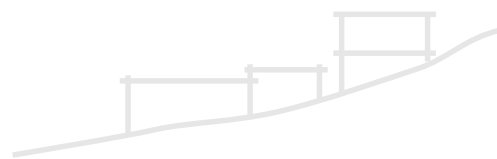


local users
informal entrance

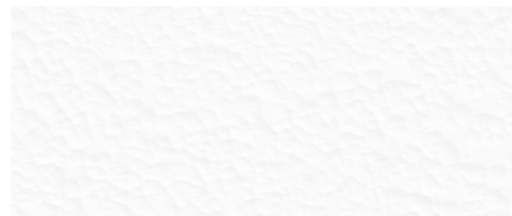
cafe



context related



informal, low-key

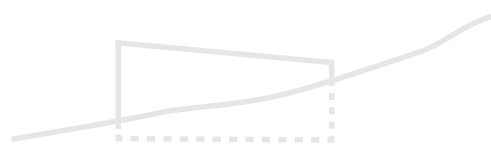


limited interaction
heart of project

factory



landscape related



formal, low-key

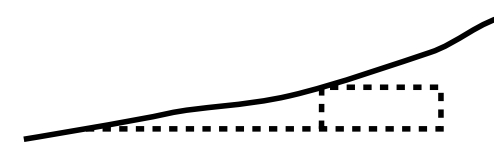


tourists
guided entrance

visitor centre



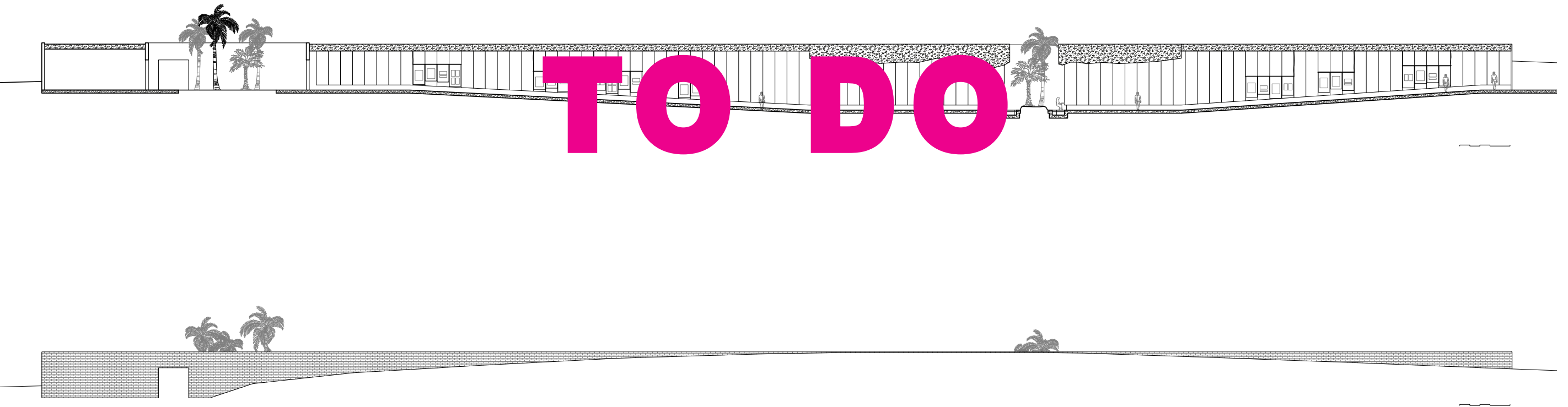
camouflaged



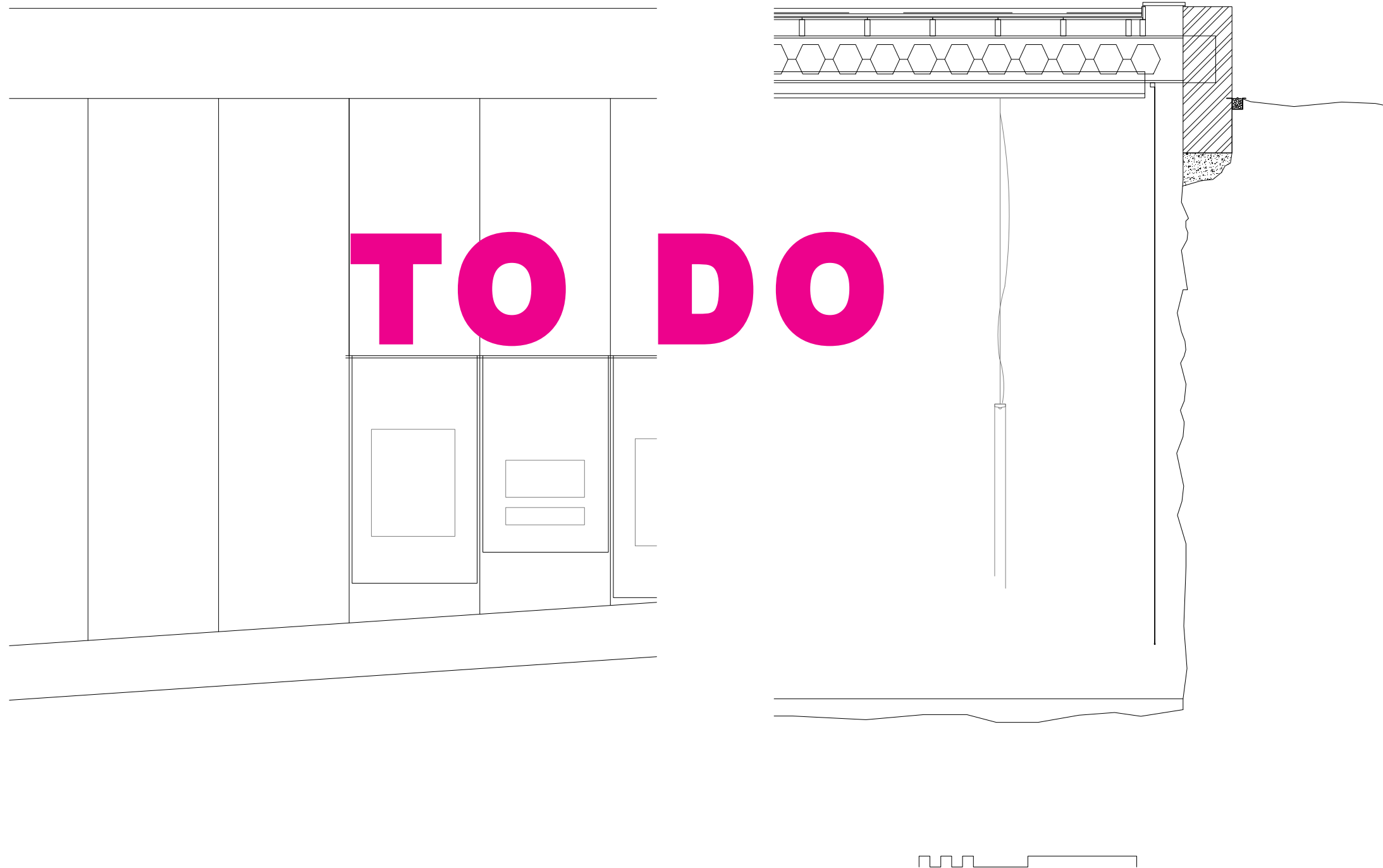
formal, modern

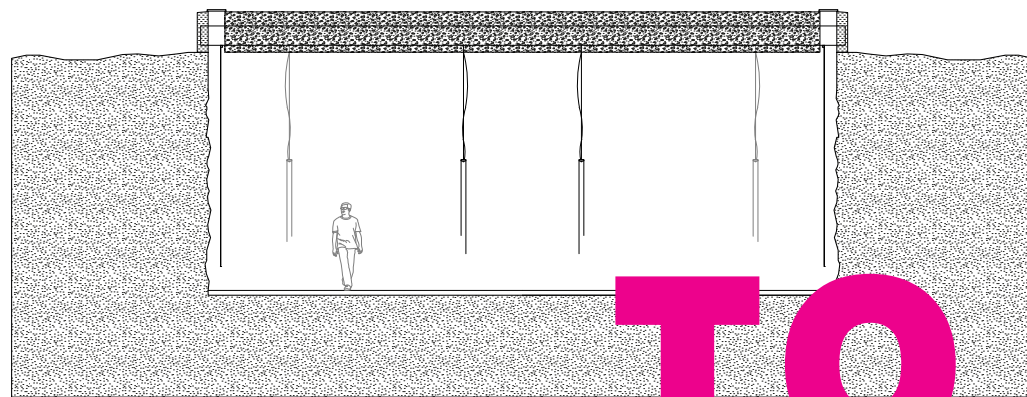




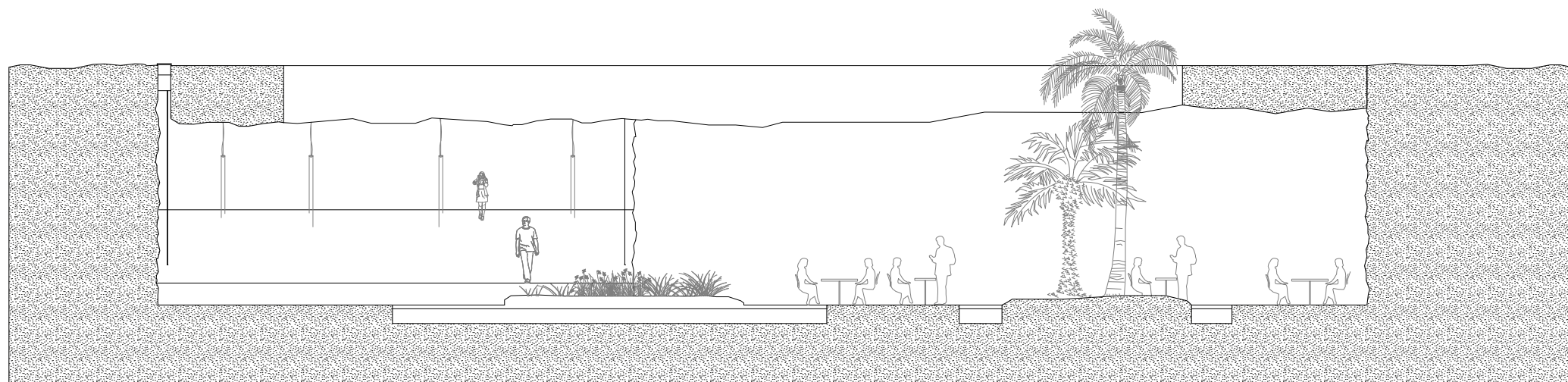








TO DO





FACTORY



local users
informal entrance

limited interaction
heart of project

tourists
guided entrance

cafe

factory

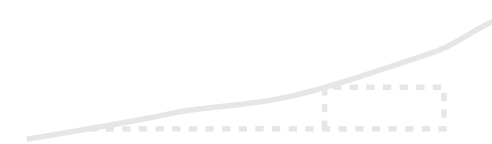
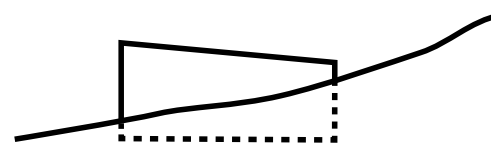
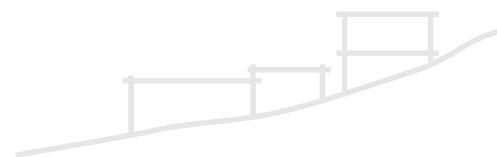
visitor
centre



context related

landscape related

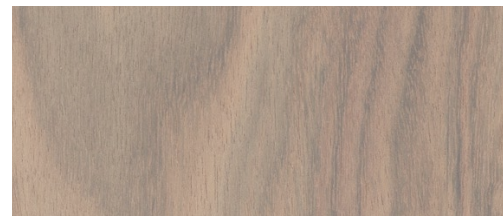
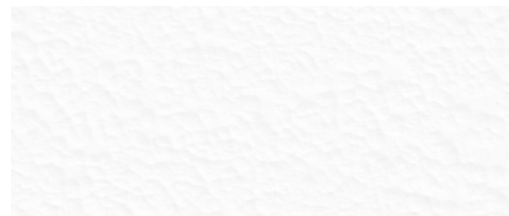
camouflaged

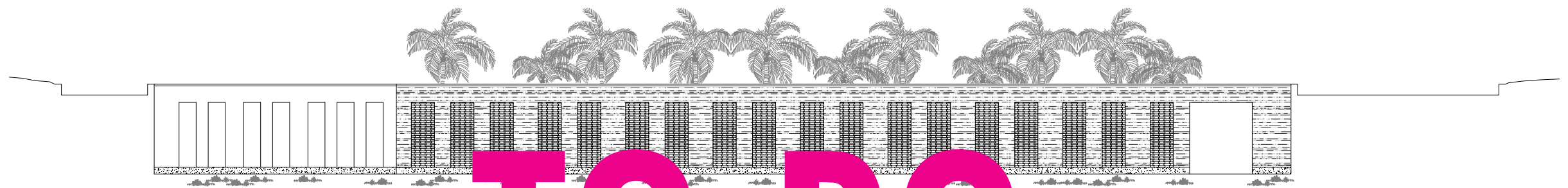


informal, low-key

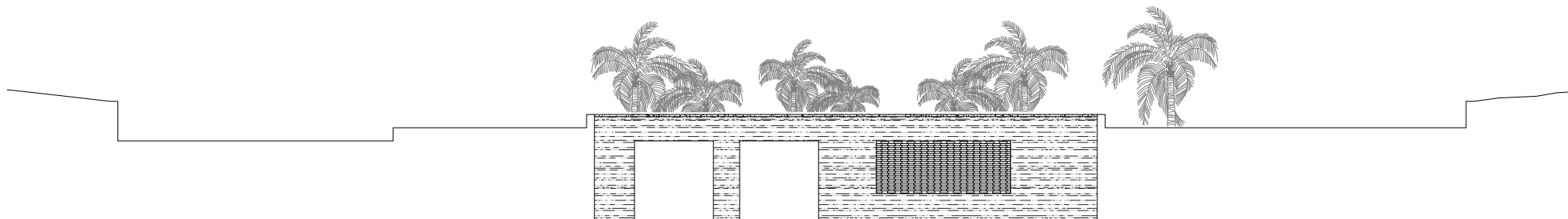
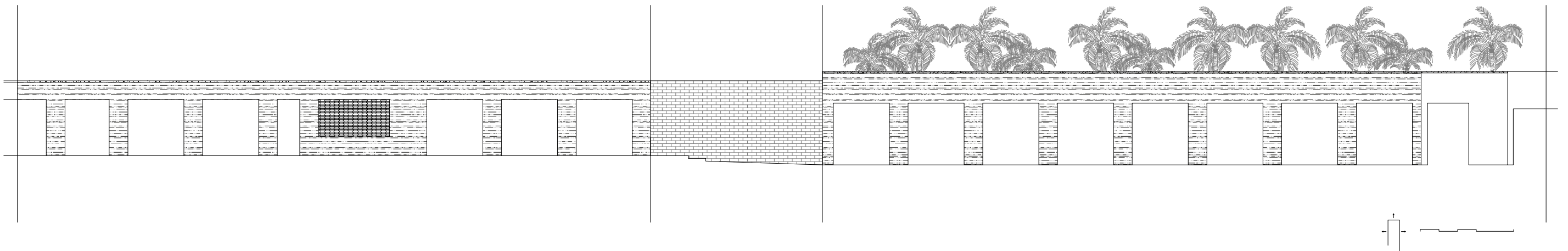
formal, low-key

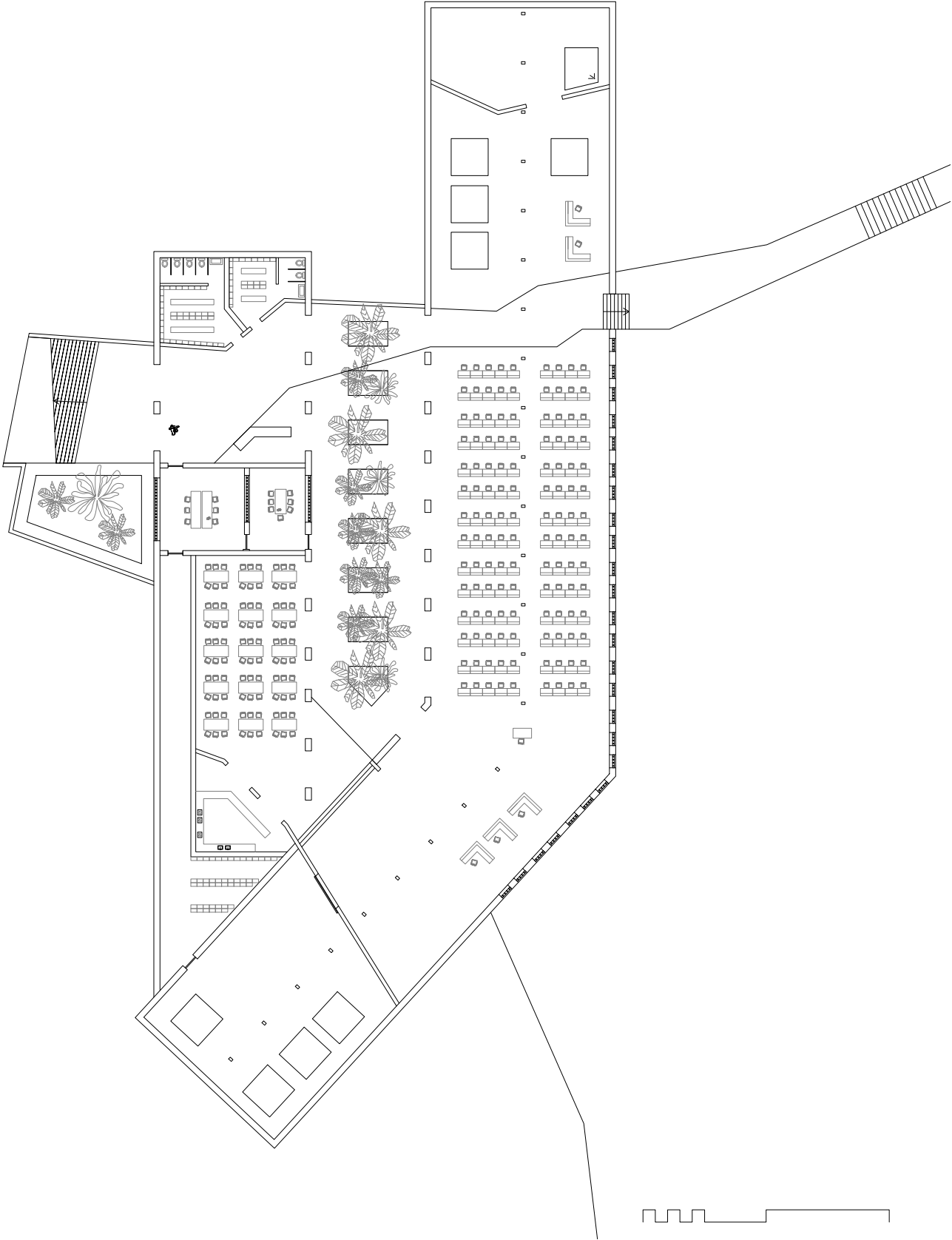
formal, modern

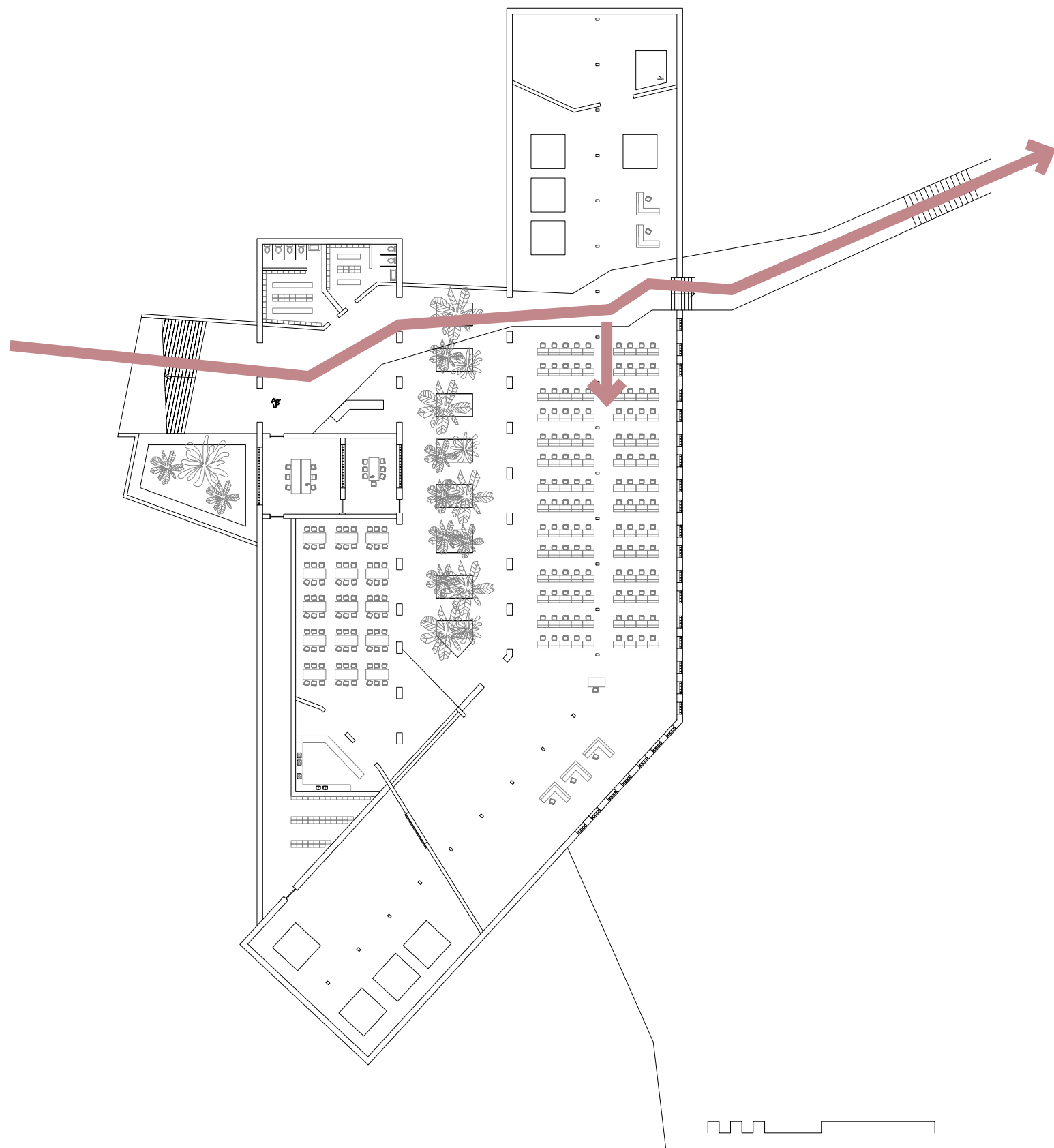




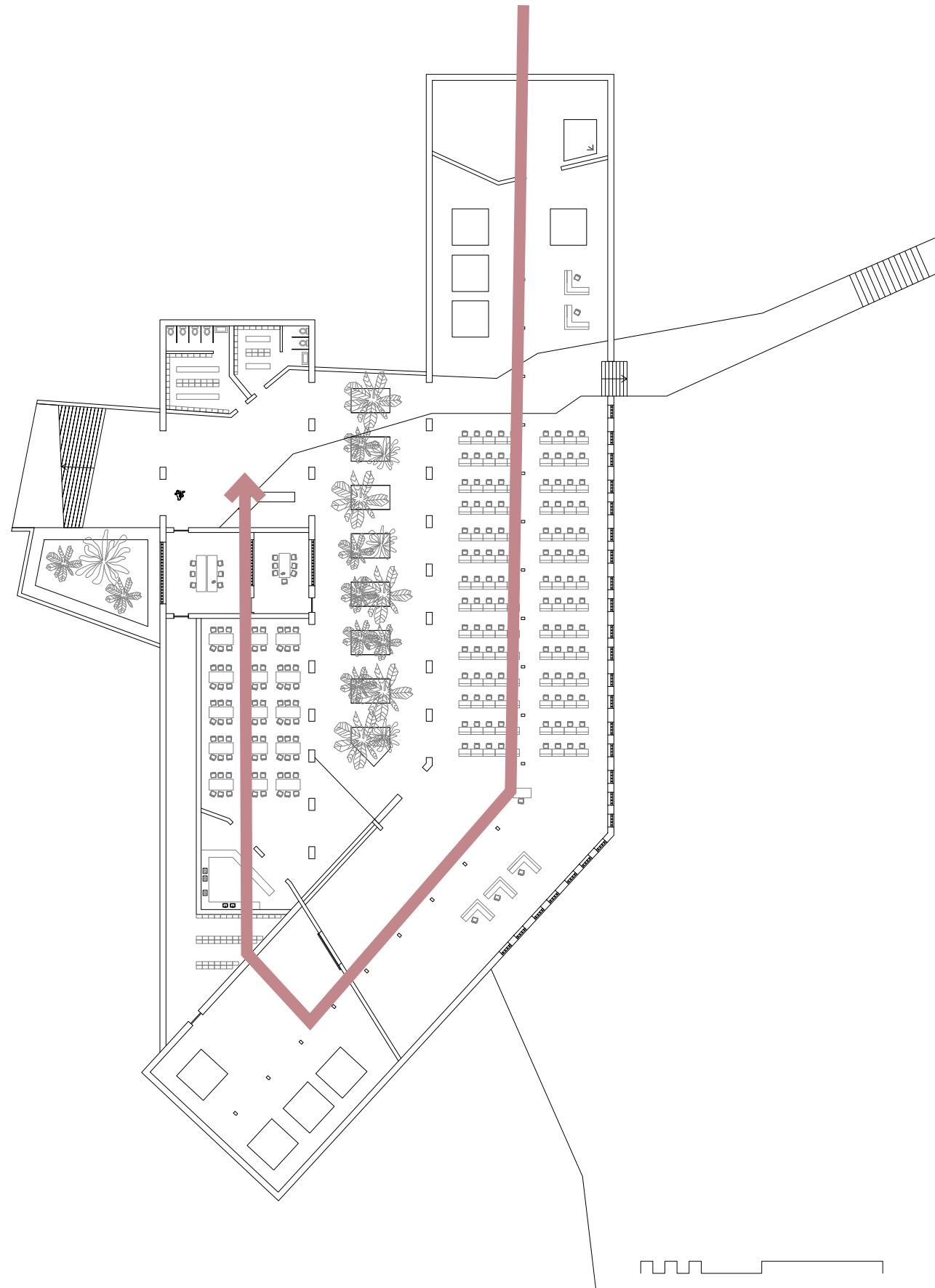
TO DO

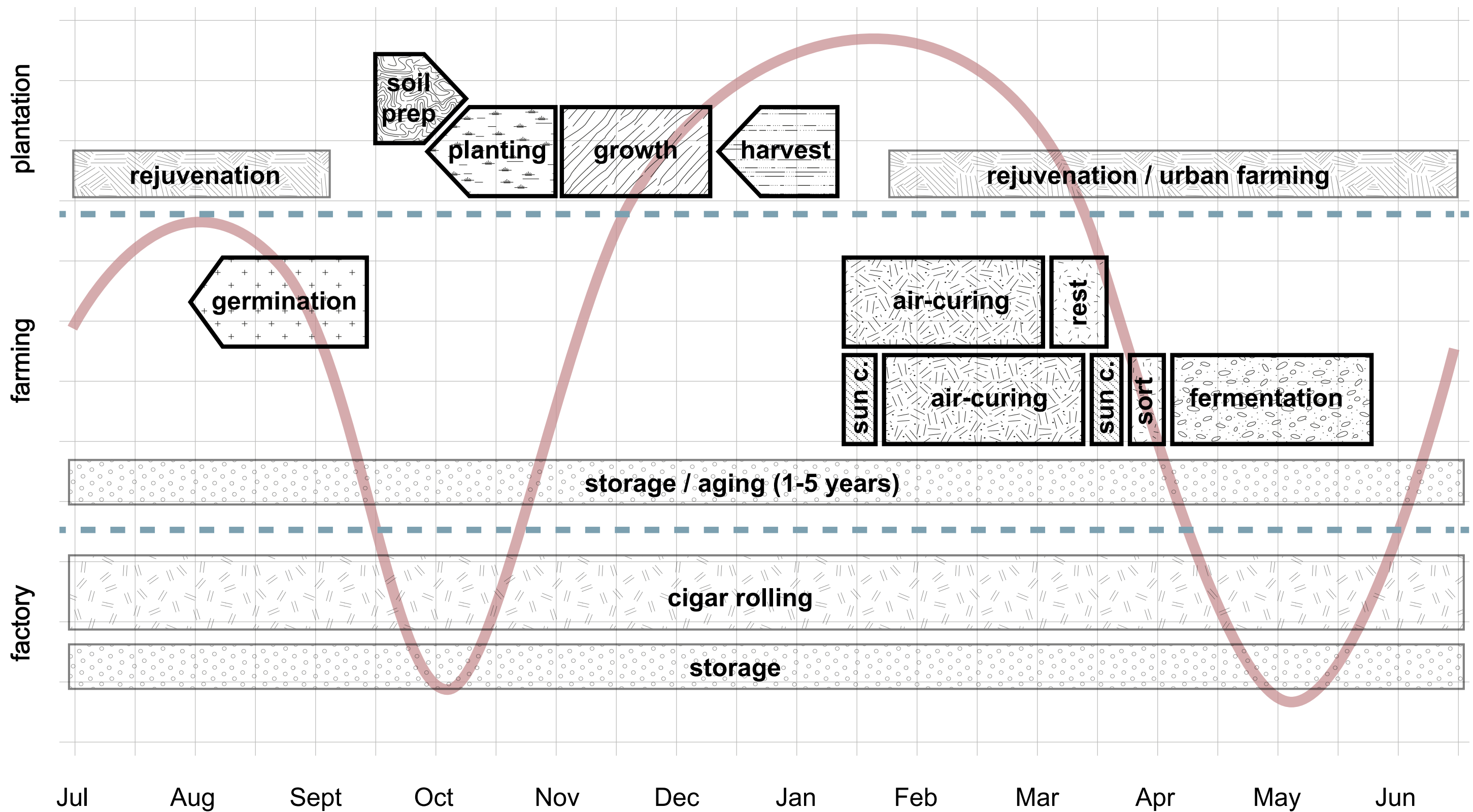


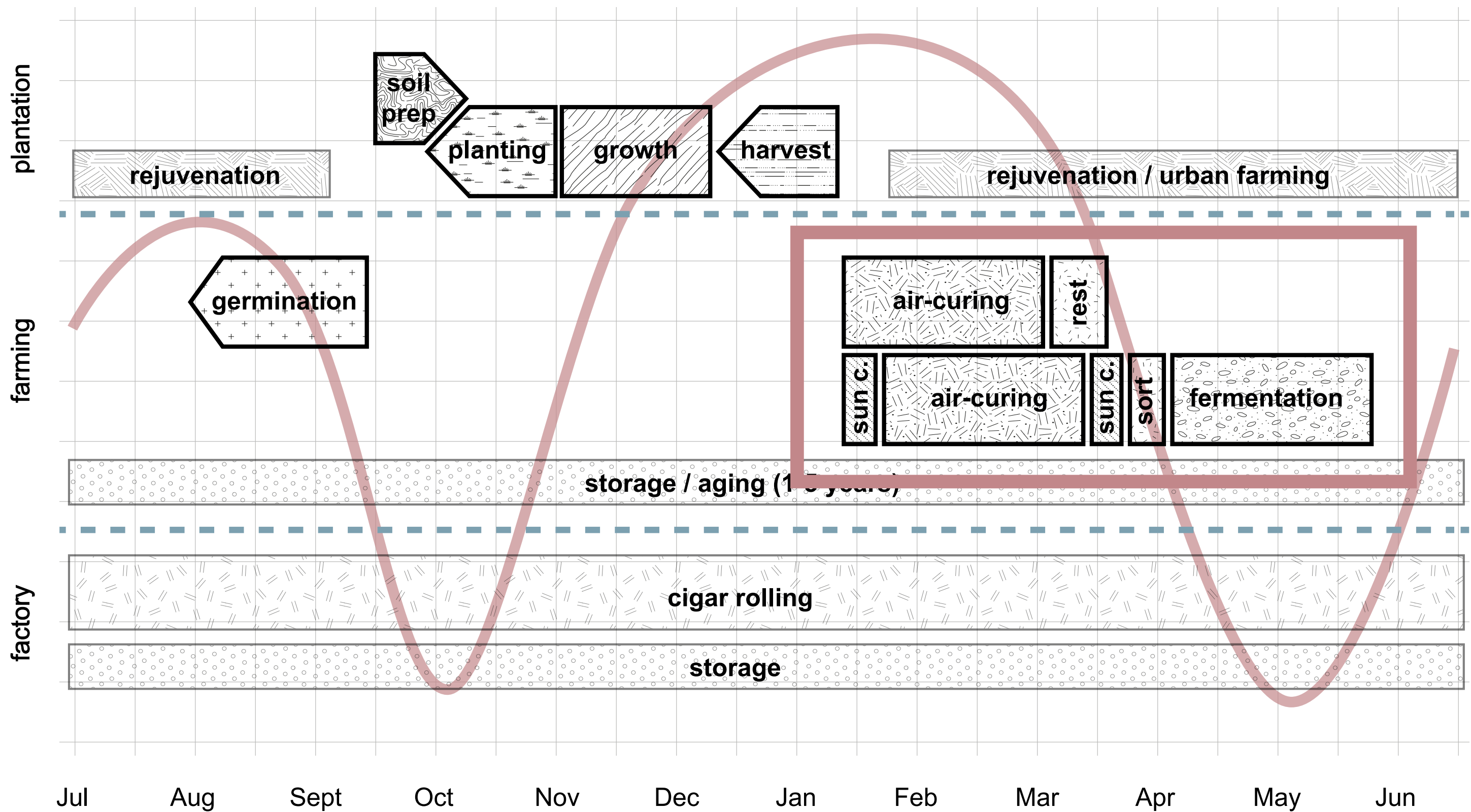








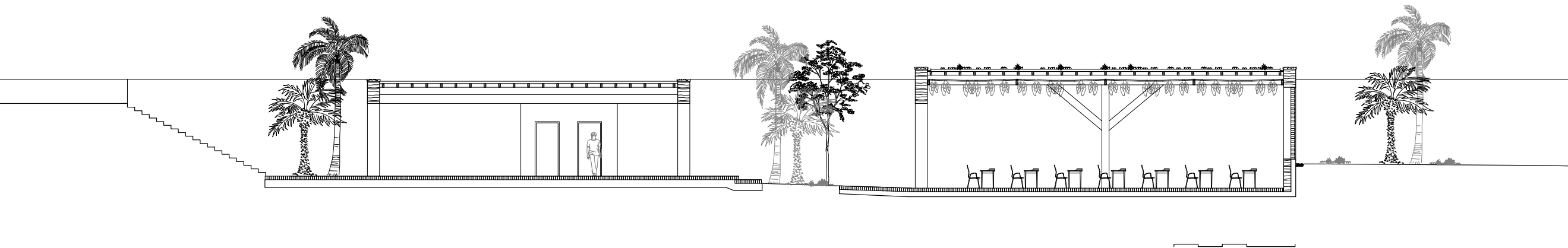


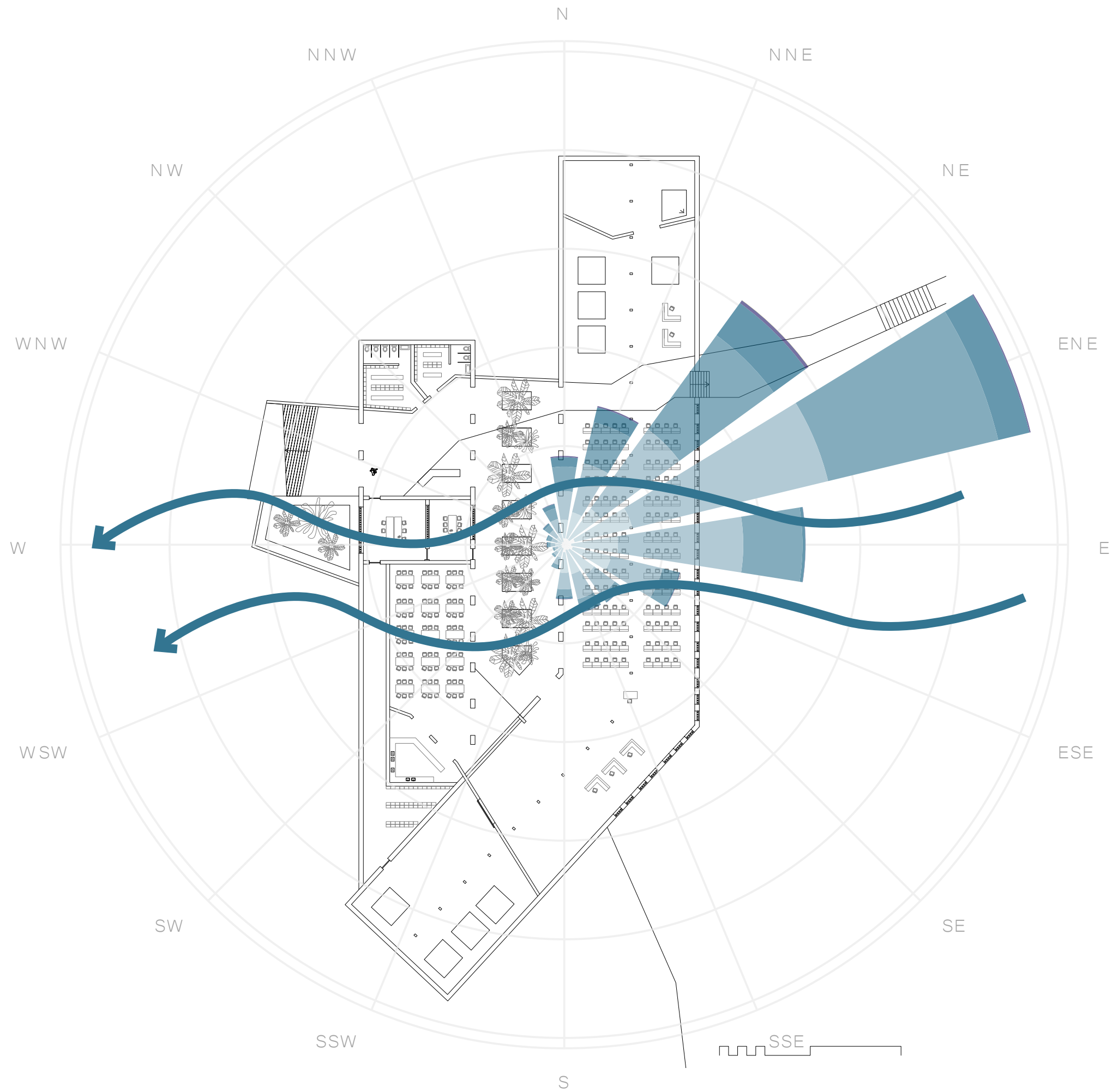


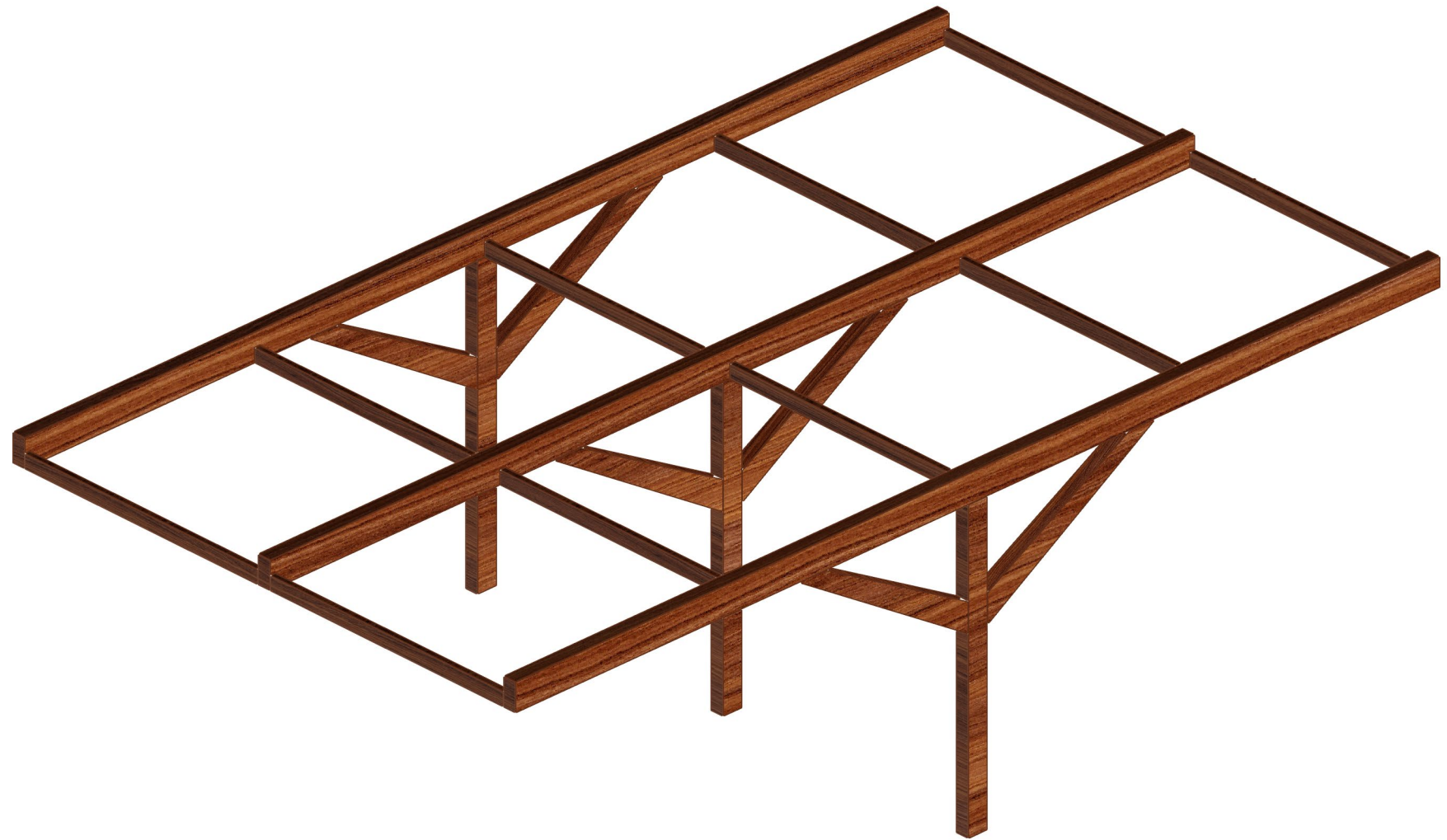


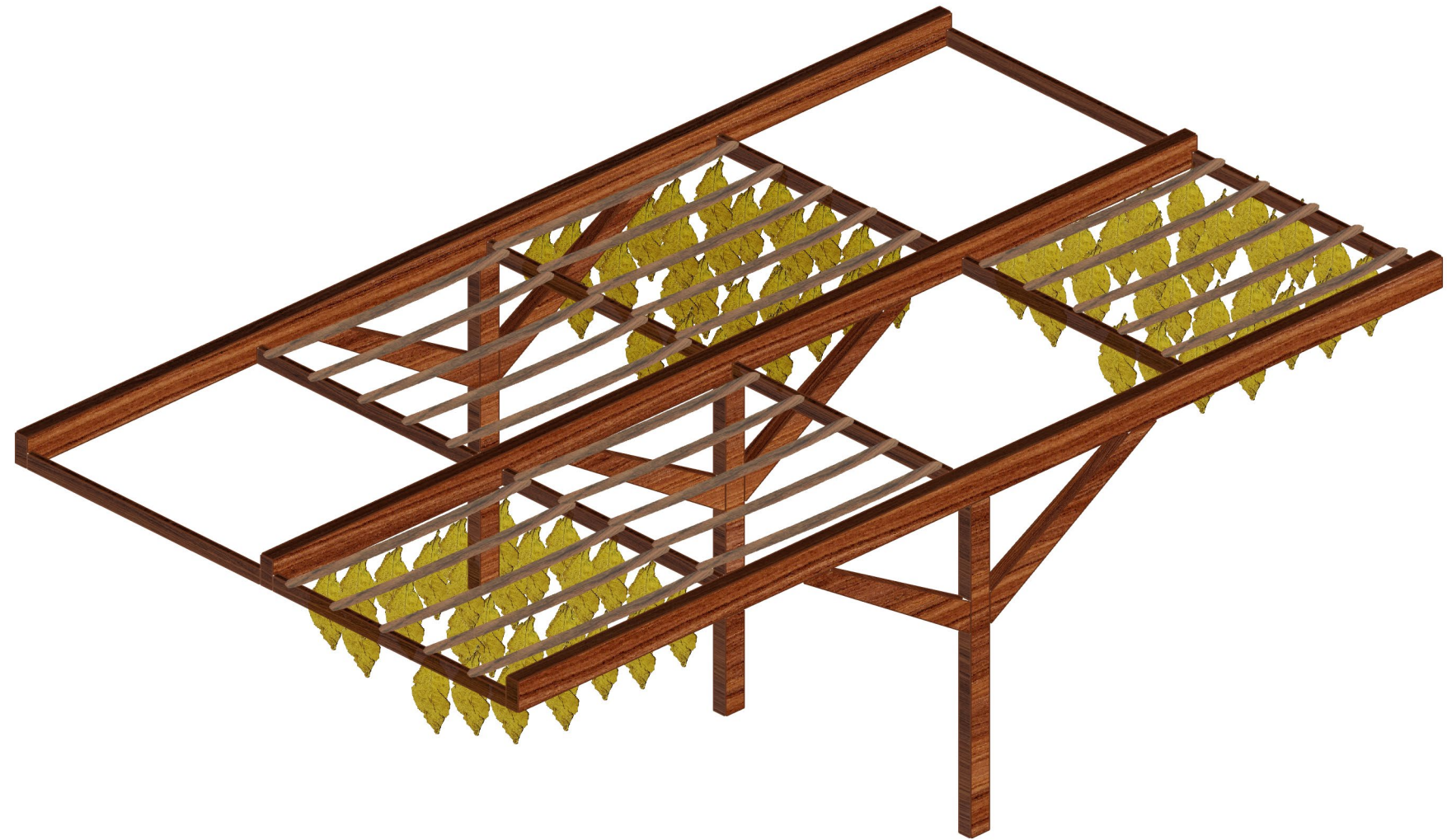


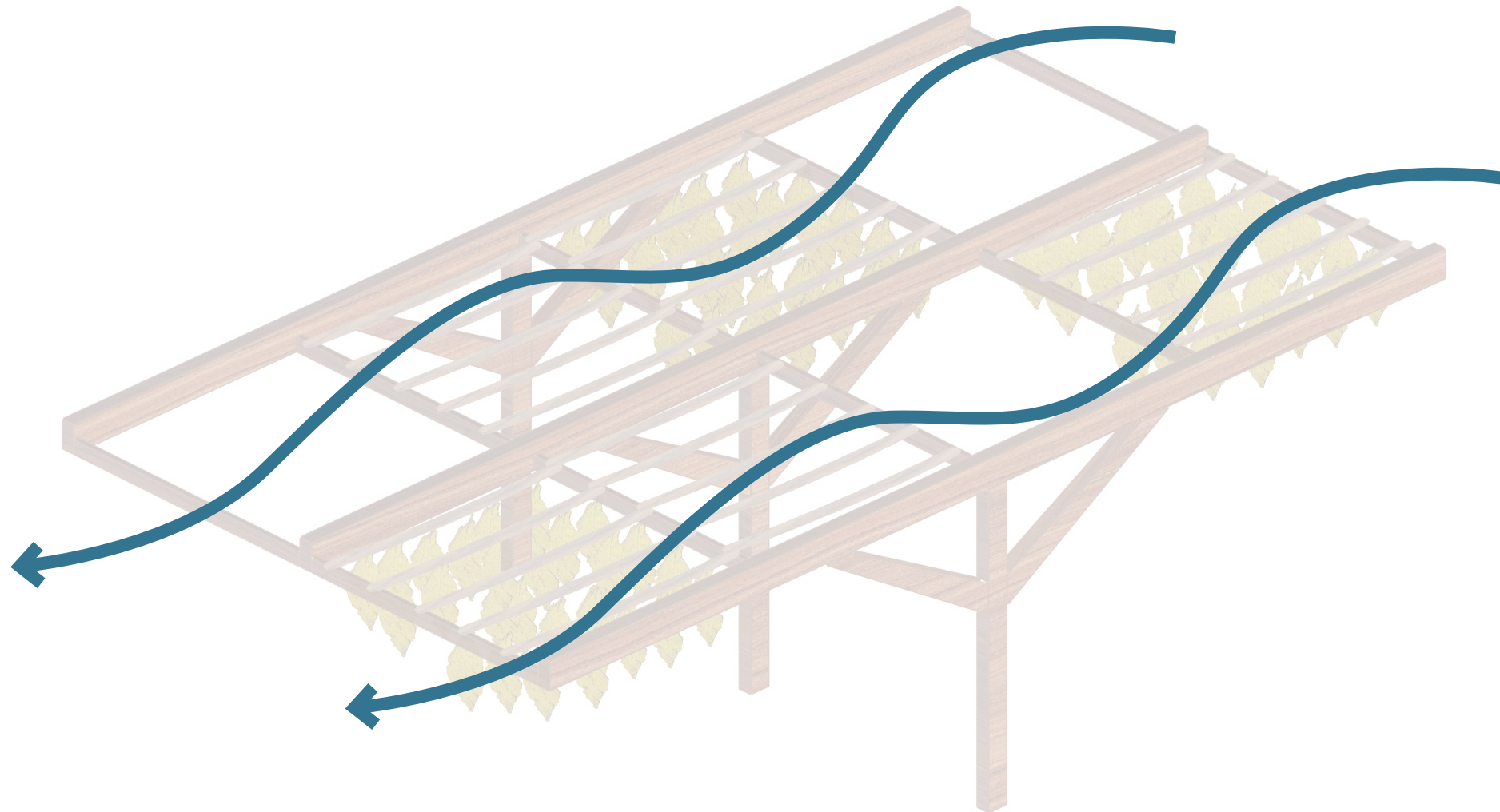
© Obie
Oberholzer









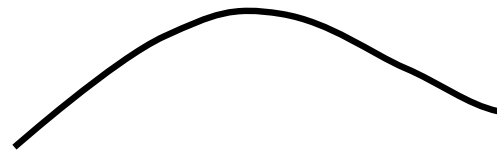


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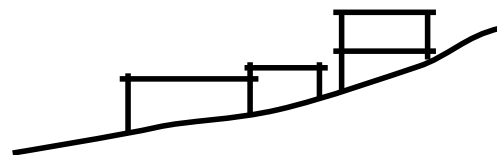


local users
informal entrance

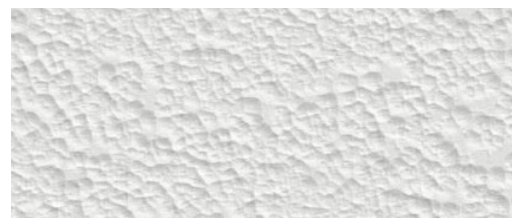
cafe



context related



informal, low-key

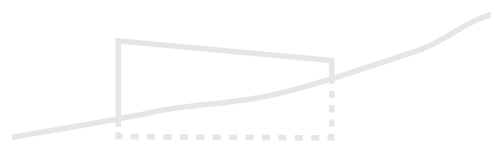


limited interaction
heart of project

factory



landscape related



formal, low-key

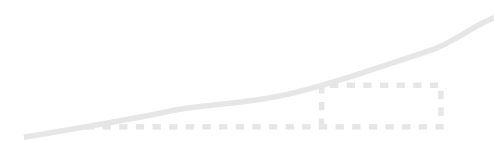


tourists
guided entrance

visitor centre

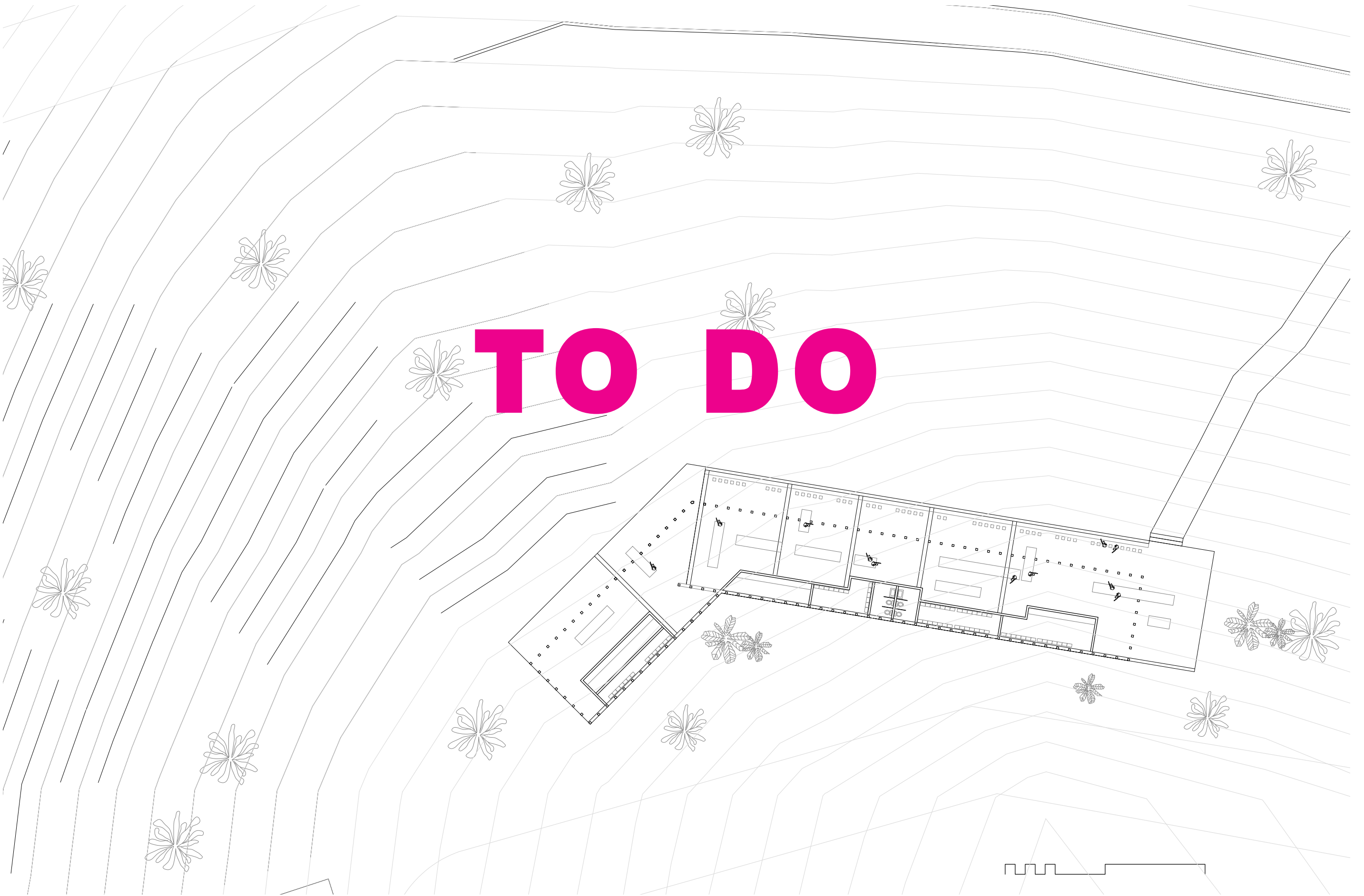


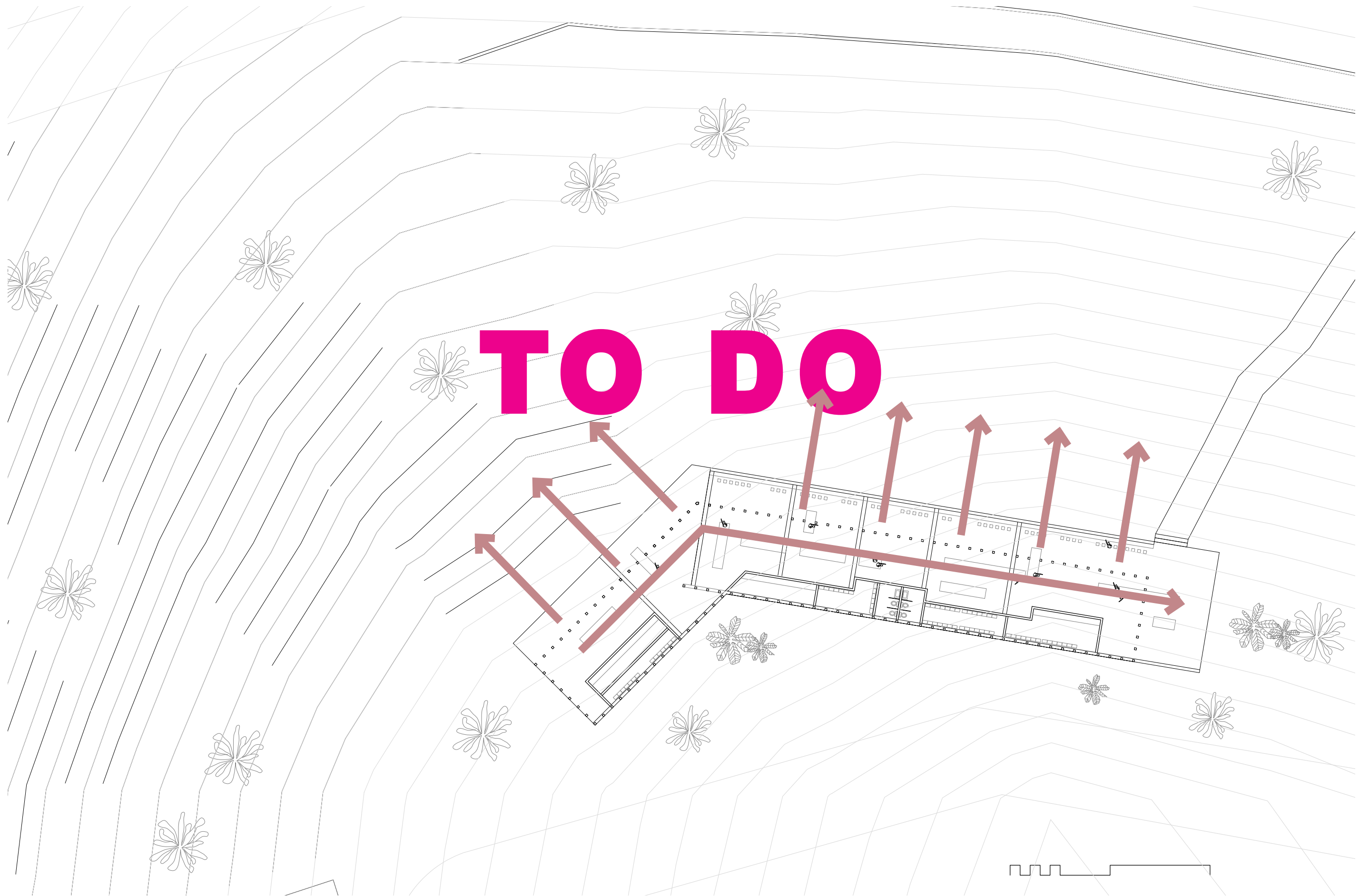
camouflaged



formal, modern



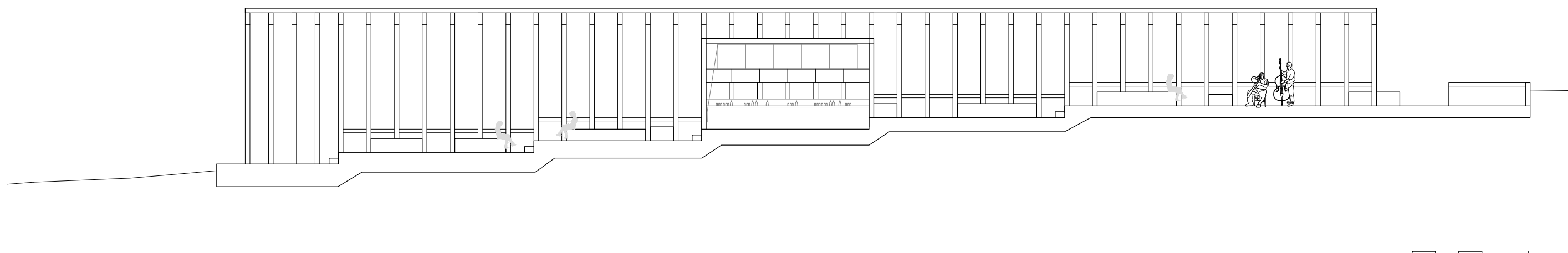




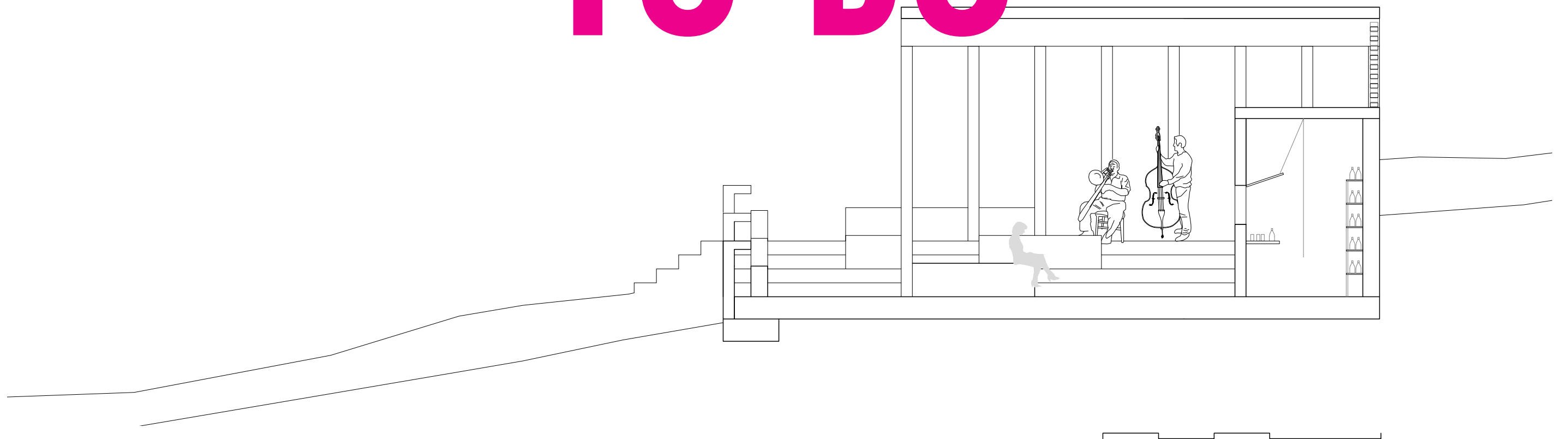
A minimalist architectural line drawing of a modern interior space. The drawing features a series of vertical columns and horizontal planes, creating a sense of depth and structure. The lines are thin and black, set against a white background. The text 'TO DO' is overlaid in the center in a bold, magenta font. The overall style is clean and contemporary, suggesting a design or planning theme.

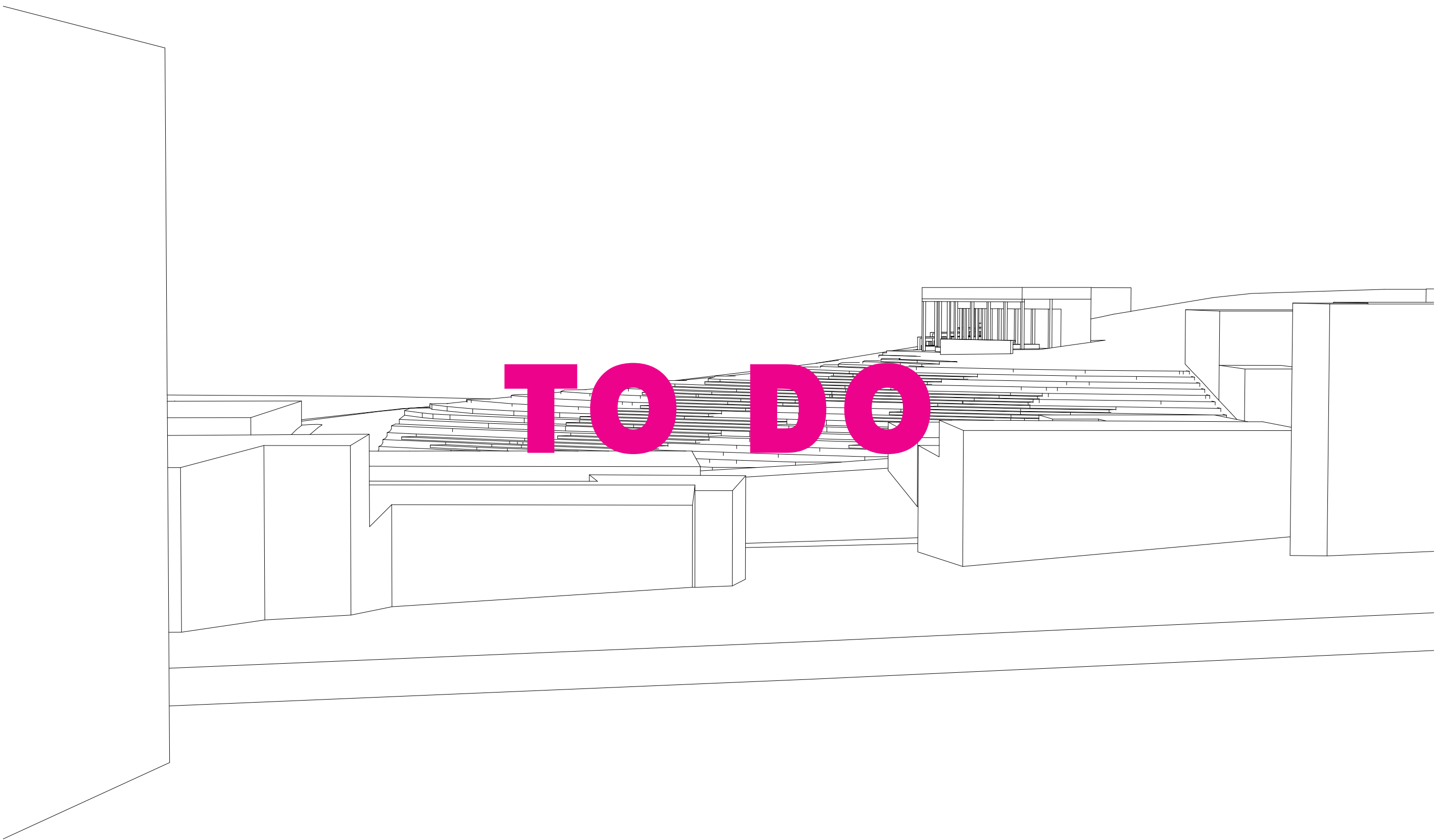
TO DO

TO DO



TO DO





A NEIGHBOURHOOD CENTRE FOR PROFUNDA THAT RE-APPRECIATES HISTORY AND LOCAL CULTURE & BALANCES LOCAL CULTURE AND TOURISM









