

An aerial photograph of Havana, Cuba, showing a dense urban grid. In the foreground, a proposed development is highlighted with a semi-transparent overlay. This development includes a modern building with a white facade and a green roof, surrounded by landscaped areas with trees and walkways. Adjacent to the building is a large green field with a baseball diamond, and further back, a smaller orange-colored field. The development is situated near a waterfront with a curved promenade and a multi-lane highway. The rest of the city extends into the background, with numerous high-rise buildings and a mix of urban density. The sky is hazy, and the water is a deep blue.

MEDIA CENTER

Rethinking Media Center Typology in Cuba

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Tutor:

Paul Cournet

Koen Mulder

P5 Complex Projects Havana Studio



An aerial photograph of a coastal city, likely Dubai, showing a multi-lane highway curving along the water's edge. Several white birds are flying in the sky above the water. The city is densely packed with buildings, and a large body of water is visible on the left side of the image.

CONTENT

1. Introduction
2. Research Reflection
3. Programme Research
4. Building Concept
5. Facade
6. Climate Design



INTRODUCTION

PAPER MEDIA Worldwide



FREEDOM OF EXPRESSION

TED Ideas worth spreading

Trevor Timm:

How free is our freedom of the press?

TED2016 · 5:13 · Filmed Feb 2016

34 subtitle languages

View interactive transcript

Share this idea



1,148,203 Total views

In the US, the press has a right to publish secret information the public needs to know, protected by the First Amendment. Government surveillance has made it increasingly more dangerous for whistleblowers, the source of virtually every important story about national security since 9/11, to share information. In this concise, informative talk, Freedom of the Press Foundation co-founder and TED Fellow Trevor Timm traces the recent history of government action against individuals who expose crime

Sasa Vucinic:

Why we should invest in a free press

TEDGlobal 2005 · 18:00 · Filmed Jul 2005

21 subtitle languages

View interactive transcript

519,757 Total views

PAPER MEDIA Cuba



UNDER CONTROL

Information organization controled by a small group of people who use the same cover for all the newspapers

ADVERTISEMENT Worldwide



PASS DIFFERENT MESSAGES

la

ADVERTISEMENT Cuba



POLITICAL PROPOGANDA

INTERNET Worldwide



FLEXIBLE ACCESS

INTERNET Cuba

LIMITED ACCESS

only 5% Cubans can get online



INFORMATION ACCESS

Radio Station

TV Station

Newspaper

Magazine

Cinema



State Media



Radio Station

TV Station

Newspaper

Magazine

Cinema



State Media



Autonomous Platform



Censored Internet

Paquete

Private Print Company

State Media

Censored Internet

Paquetete



Official

Formal

Informal



Popularity

In Cuba, An Underground Network Armed With USB Drives Does The Work Of Google And YouTube

In a country nearly devoid of Internet access, the weekly distributors of *El Paquete* create a window to online content.



01/12 Vendors of *El Paquete Semanal* (the packet of the week), like this teenager in Havana Vieja, sell movies, music, television shows, applications, games, and news. They are tiny nodes in a cottage industry of content that functions



SARAH KESSLER | 07.07.15 | 6:06 AM

Huddled around a laptop at the bottom of a stairwell in Havana, a group of three teenage boys

NEWS

Cuba's Black Market Is a Website That Exists Primarily Offline

JASON KOEBLER
Aug 27 2015, 1:00pm

How do you navigate to a website when you don't have the internet?

On Cuba's version of Craigslist, a website called *Revolico*, you will find all the usual stuff: Bikes and cars for sale, job offers, apartments for rent, guitar lessons and old digital cameras. You'll also find something you probably wouldn't expect

El Paquete Semanal: How Offline Piracy Flourishes in Cuba

BY ERNESTO | ON DECEMBER 26, 2015

C: 55

For more than a decade many Cubans have been pirating the latest entertainment without a proper connection to the Internet. Instead, they have built their own person-to-person distribution network to share a weekly package of pirated material: *El Paquete Semanal*.

For hundreds of millions of people piracy is mostly an online phenomenon.

However, in countries where an open and



Cuba's 'offline internet': no access, no power, no problem

Cubans have found a unique albeit semi-legal way around their country's practically nonexistent internet access - external hard drives passed from person to person

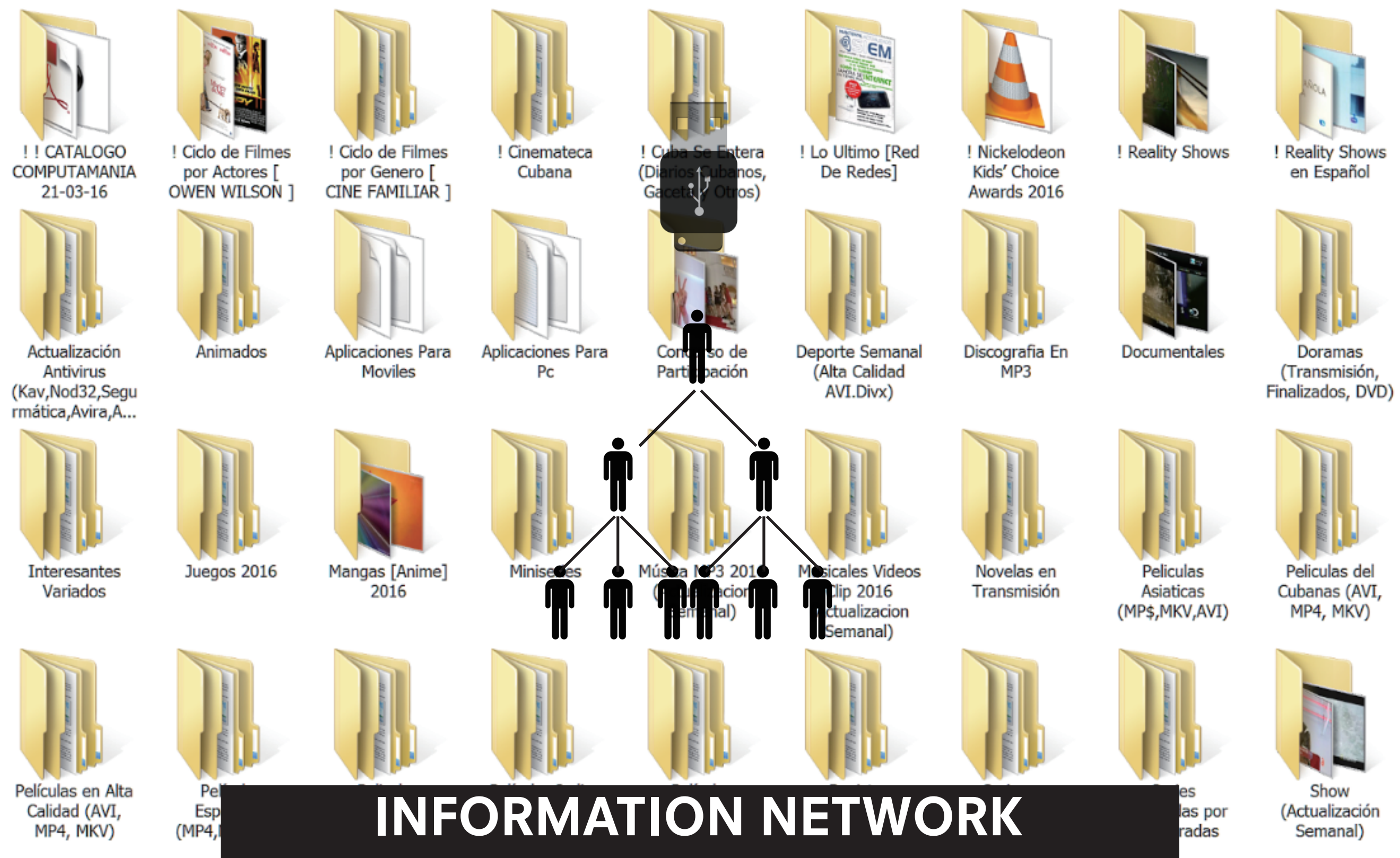


Students stand outside a building to find an internet signal for their phones in Havana, Cuba. Photograph: Ramon Espinosa/AP

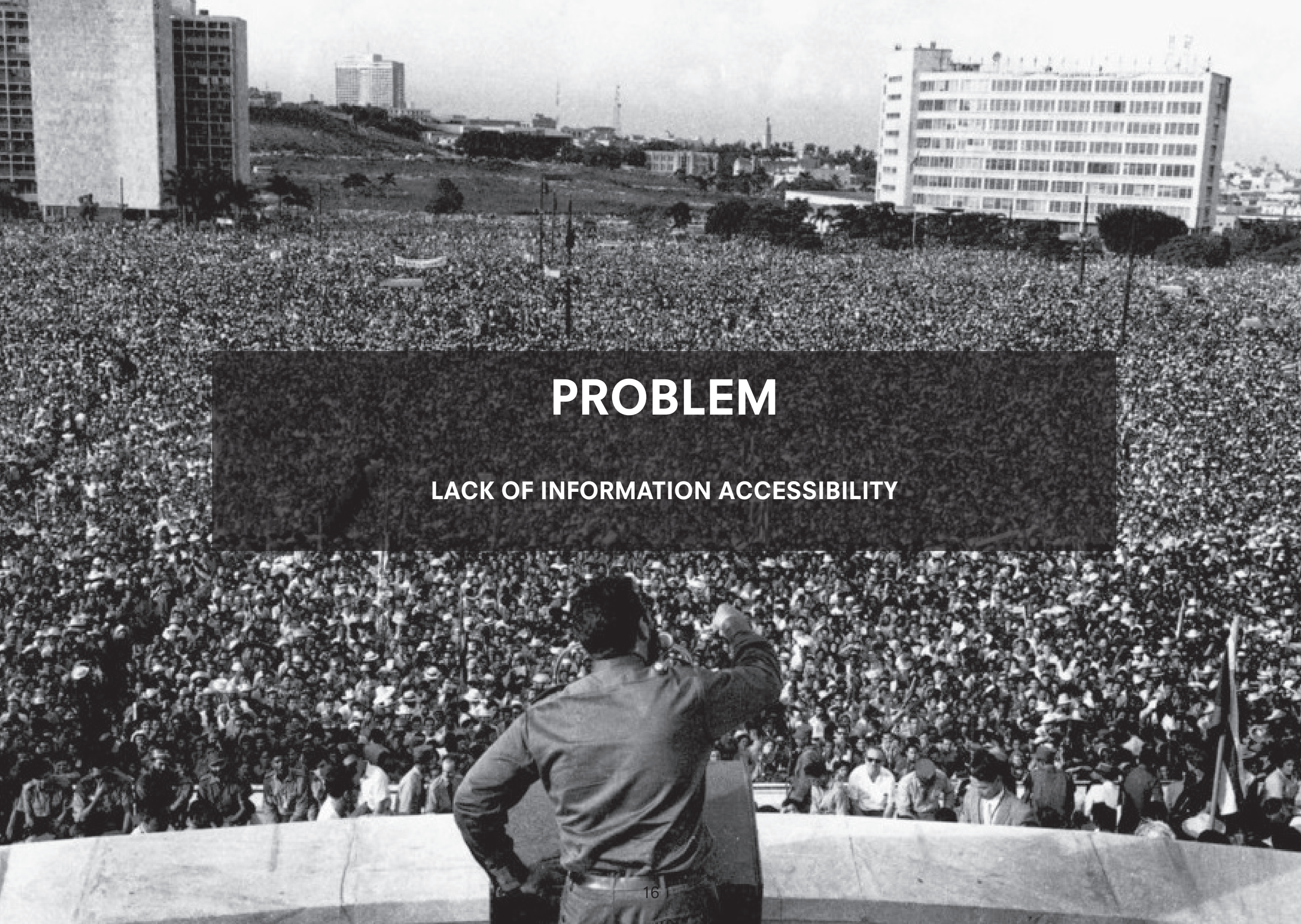
As she makes her way past the art deco houses of Havana's Miramar

PAQUETTE

The main source of information access for millions of Cubans



People get it once a week and the information inside the package couldn't always be advanced with time



PROBLEM

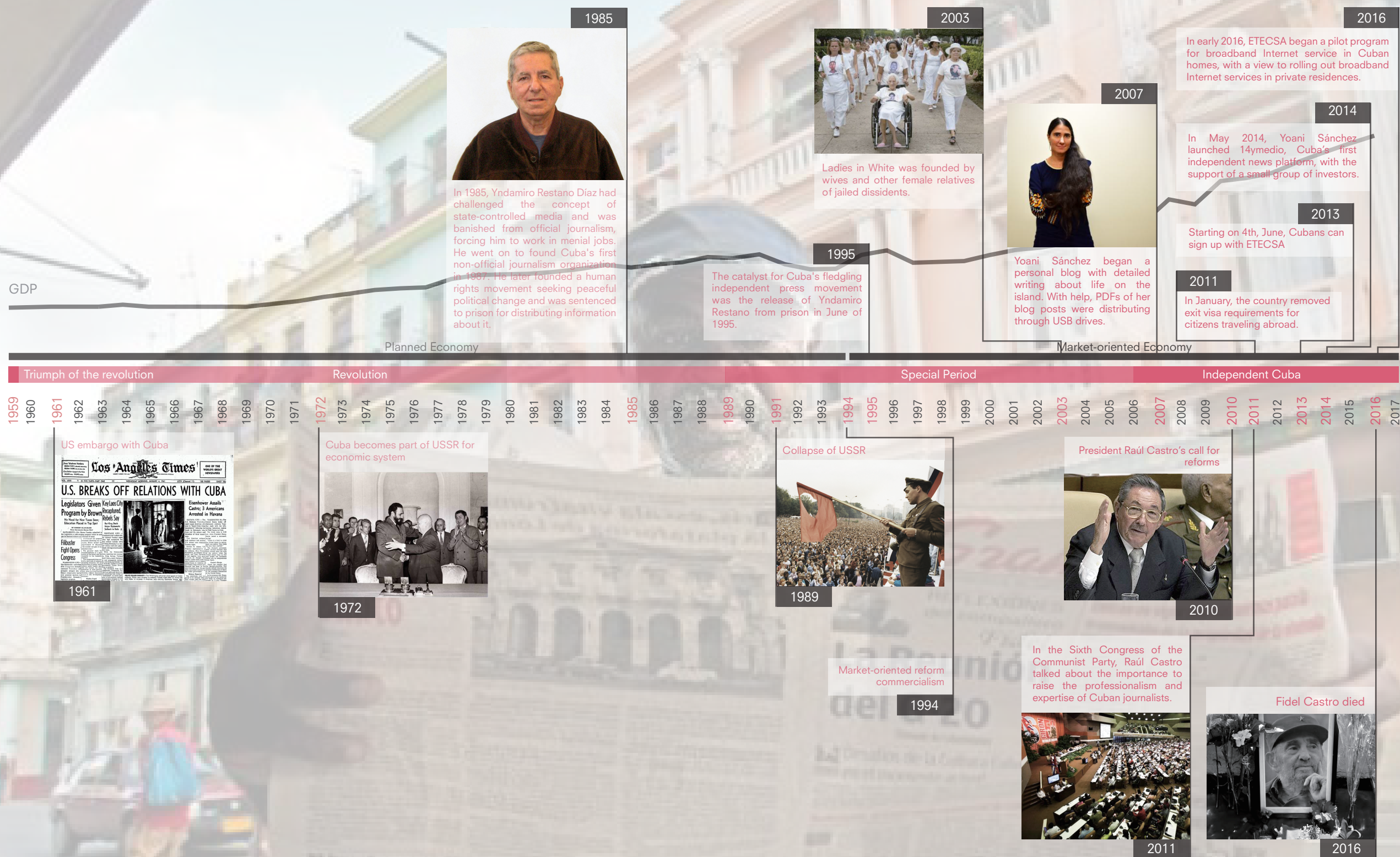
LACK OF INFORMATION ACCESSIBILITY



WHEN MEDIA MEETS CUBANS

RESEARCH REFLECTION

GDP



INCREASING DEGREE OF MEDIA OPENING

Planned Economy

Market-oriented Economy

Triumph of the revolution

Revolution

Special Period

Independent Cuba

1964 1965 1966 1967 1968 1969 1970 1971 1972 1973 1974 1975 1976 1977 1978 1979 1980 1981 1982 1983 1984 1985 1986 1987 1988 1989 1990 1991 1992 1993 1994 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017

President Raúl Castro's call for reforms



2010

TURNING POINT

Rual Castro calls for reforms in 2010.

Connecting Cuban Schools



Cuba plans to provide Internet connectivity to all schools at all levels during the next three years. We offer a few suggestions, based in part on the US experience of the 1980/90s.

Fernando Ortega, Director of Educative Informatics Services at the Cuban Education Ministry, has announced a plan for connecting Cuba's 295 high schools and 395 polytechnic institutes to the Internet during the next school year. During 2017 they plan to extend the education network to junior high schools,

Details

Views:

Letter size: a a a

Source: Clock Radio

Cuba plans to connect the 295 pre-university and 329 polytechnics of the country to the internet for the next year, said Fernando Ortega, Director of Educational Informatics at the Ministry of Education (Mined). The leader explained at a press conference in Havana that it is an objective of this portfolio to ensure that the largest number of professionals in the sector access the network of networks for their preparation and training.

Ortega said that in May, some 26,600 Cuban teachers from their schools should be connected to the internet to carry out their research and training work, as well as access and work on social networks.

By 2017, all basic secondary schools, nursery schools and special schools are planned, and by 2018 it is hoped to complete that process with primary education.

The Director of Educational Informatics of the Ministry of Education, Fernando Ortega, explained that Cuba intends to introduce in the future the use of tablets in the national education system, which will replace computers in laboratories.

He added that this initiative also seeks to improve the machine-to-student ratio, which is currently 30 students per computer.

GOOGLE | CUBA NEWS | 13 DECEMBER 2016

Cuba signs deal with Google for faster internet access

Agreement signed between Google and Cuba aimed at improving its internet speed - one of the slowest in the world.



Home connections continue to be illegal for most Cubans [Alexandre Meneghini/Reuters]

Google and the Cuban government have signed a deal allowing the internet giant to provide faster access to its data by installing servers on the island that will store much of the company's most popular content.

Storing Google data in Cuba eliminates the long distances that signals must travel from the island through Venezuela to the nearest Google server. Washington has no direct data link to the communist island.



Cuba Lowers Price 25% for Internet via Wi-Fi

December 19, 2016 | Print | Email | 2 | Share | 126 | Tweet | 0 | Share | 134

HAVANA TIMES - Cuba's monopoly telecommunications company, ETECSA, announced today a price reduction for Internet browsing at its Wi-Fi hot spots around the country. From today the new price is 1.50 CUC (equivalent to 1.65 USD) per hour instead of 2.00 CUC.

Although the price is still very high for Cubans who live off a salary, which average around 20-25 CUC per month, the measure represents a relief for those who do have money to communicate with relatives abroad and also to seek information.

While contracting home Internet service is still not an option available to Cubans, the open air Wi-Fi hot spots at parks and along some streets has increased Internet use for the minority who can afford it. Now that possibility will be 25% less expensive.

Email | 2 | Share | 126 | Tweet | 0 | Share | 134



Photo: Juan Suarez

The big context is an increasing degree of media opening in Cuba society.

A large field of Cuban flags waving in front of a modern building. The flags are arranged in rows, and the building has a distinctive architectural style with many windows. The scene is set outdoors under a clear sky.

WHAT DO CUBANS HAVE?

FACING THE COMING DIGITAL AGE



Printing machines from nineteen century are still in use



Printing machines from nineteen century are still in use



Equipments are out-of-date

Educational Software Catalog



Preschool Education

Play and Learn
Be like them
A world to tell
Between sounds and strokes
A more beautiful world
Let's play with instruments
Let's play in books
Pintarín
My musical game
Discover and love Nature
Profession of love
Grow up together



Primary and Special Education

The mouse and the window online
The secret of reading I
The Secret of Reading II
Our language I
Our Language II
Playing with words
Mathematics Fair
The country of numbers
Mathematical problems I
Mathematical problems II
The forms that surround us I
The forms that surround us II
My life my homeland
You, me and what surrounds us
Mysteries of nature
Let's love the environment
Guaracha learning
This is my country
Appreciating the beauty
Games, fantasies and colors
Dreams of colors
The magic baton
Our heroes
Our history
Explorer diary
Click
Our Museums
Playing in the world of knowledge
In the way
The history between medals
The purest of our race
To play



Basic Secondary Education

Geoclío
For the paths of my country
Rainbow
The fabulous world of words
Meeting with the past
Learn by building
Mathematical Elements
Educate
Basic Computing (Linux)
Basic Computing (Windows)
Nature and man



Upper Middle School

Sunrise
Our planet
Look at you
The Art of Letters
Physics beyond
Sophia
The living planet
Eureka
A better world is possible
Pedagogy at your fingertips
DNA
Redox
Convictions
Field and substance

History Patria Collection

The protest of Baraguá
The Bayamo Fire
The invasion of Camilo and Che
The Battle of Guise
The landing of the Granma and the heroic subsequent days
The Maceo toast at the Venus
Hotel in Santiago de Cuba
Cuba, its symbols and attributes
Fidel Castro: five texts on our history
Girón in memory

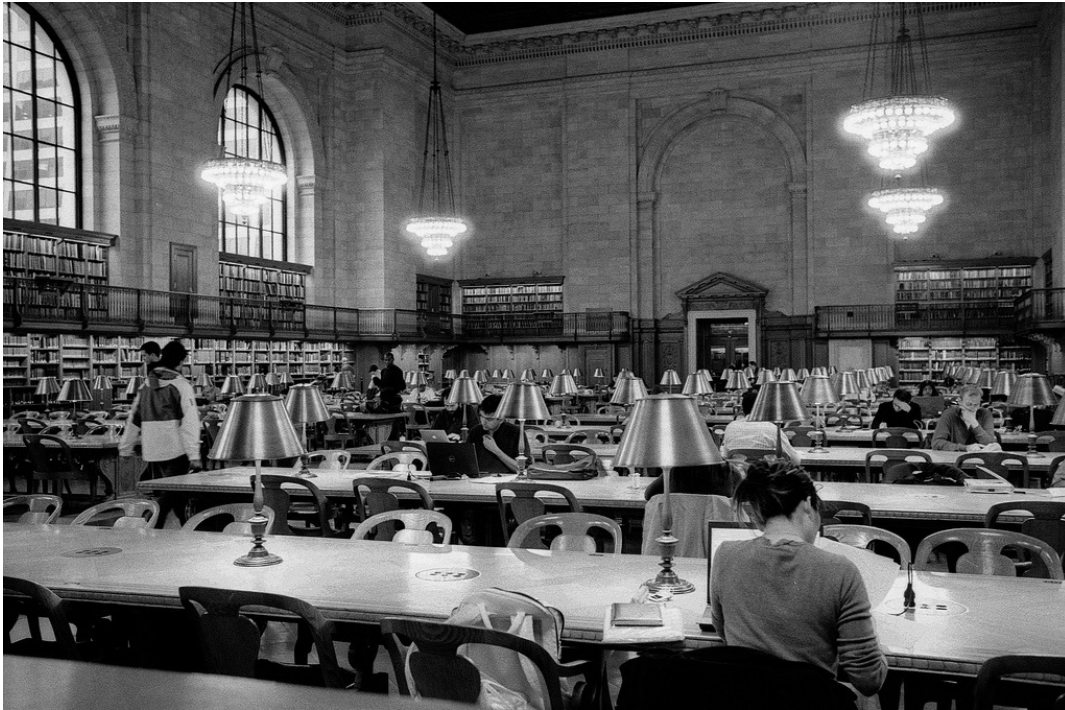
Educational software is limited in scope, quantity and not Internet oriented

AMBITION

Architecture as mass media, reinforce information accessibility and construct a collective information network for Cubans

PROGRAMME RESEARCH

WHAT IS A GOOD MEDIA CENTER IN CUBA CONTEXT?



PAST

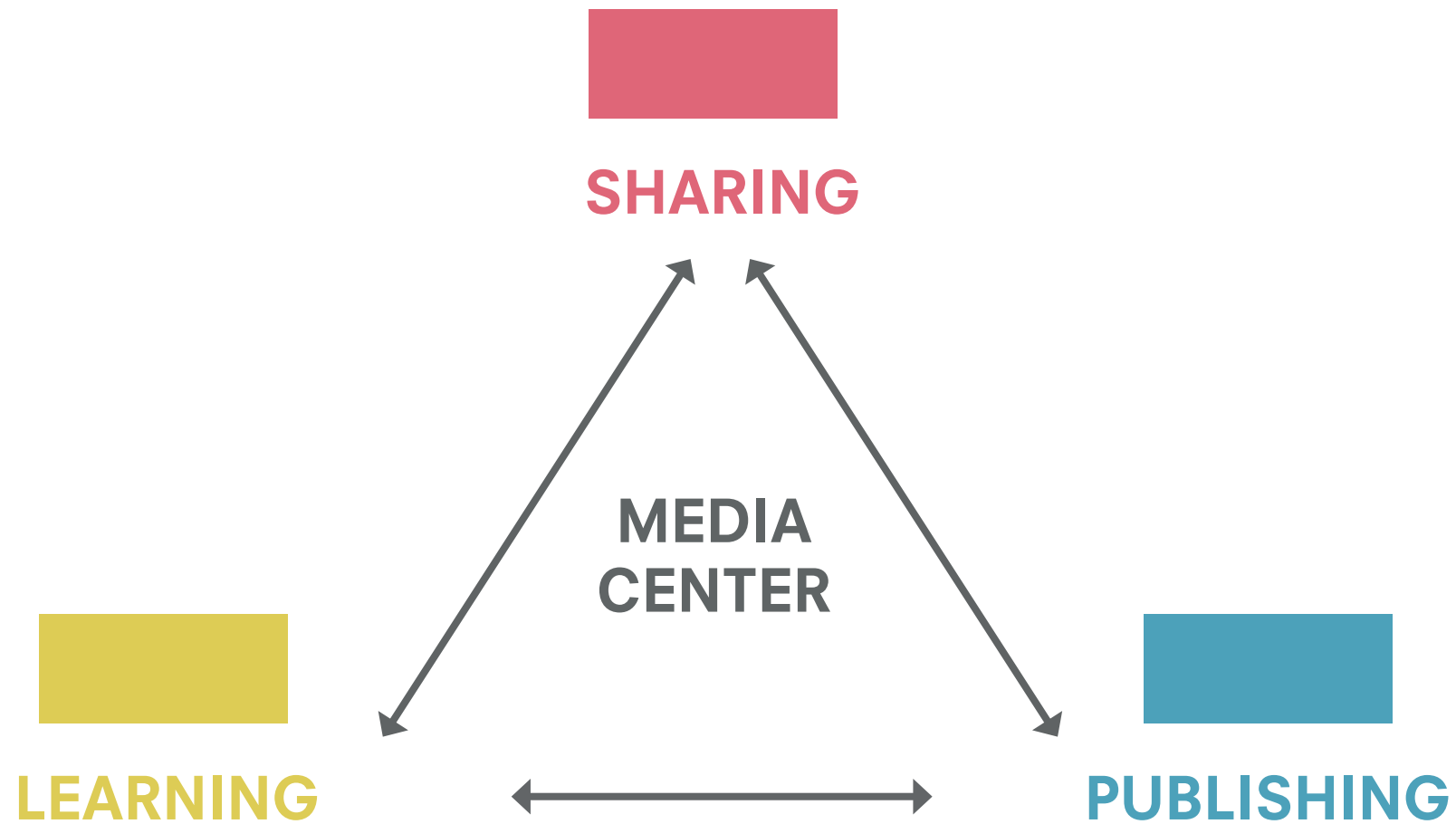
individual consumption



NOW

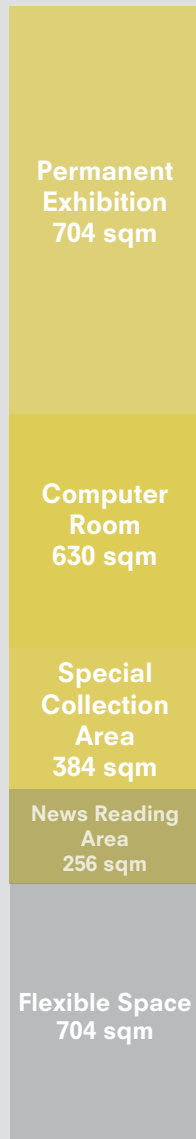
communal space for interactions

PROGRAMME COMPONENT

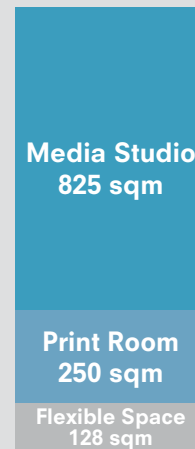


EDUCATION ROLE

Learning Center 3,062 sqm



Publishing House 1,203 sqm



SOCIAL ROLE

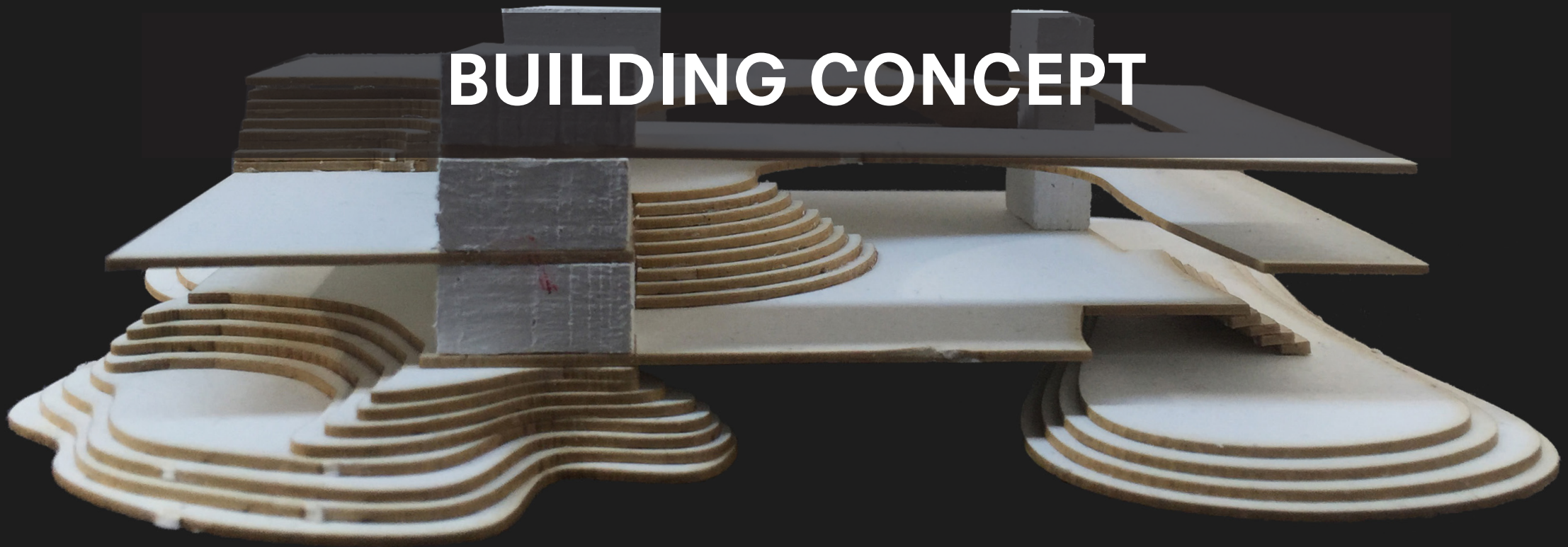
Open Stage 824 sqm



Viewing Terrace 670 sqm



BUILDING CONCEPT



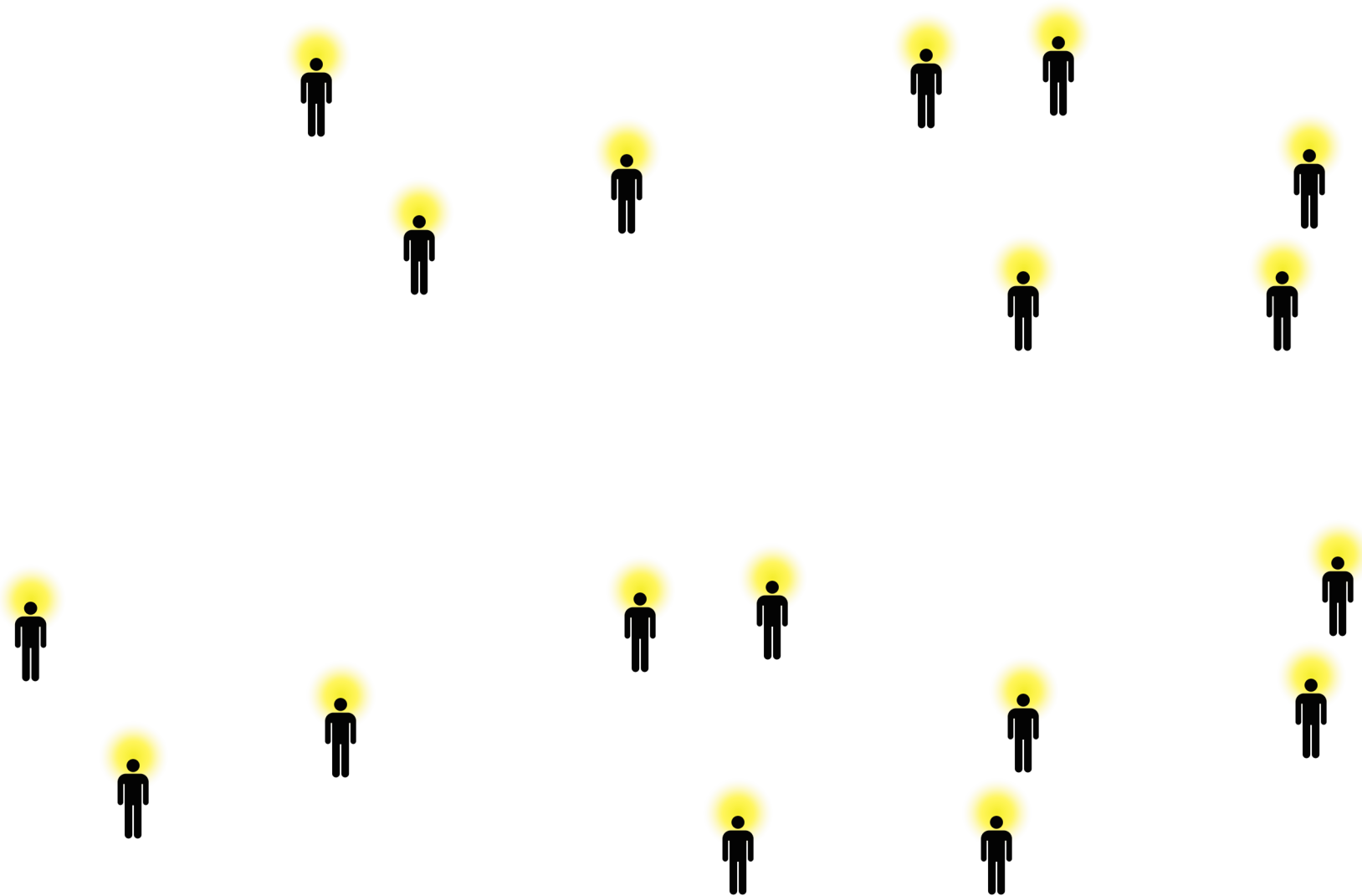
Current



Information



people



Future

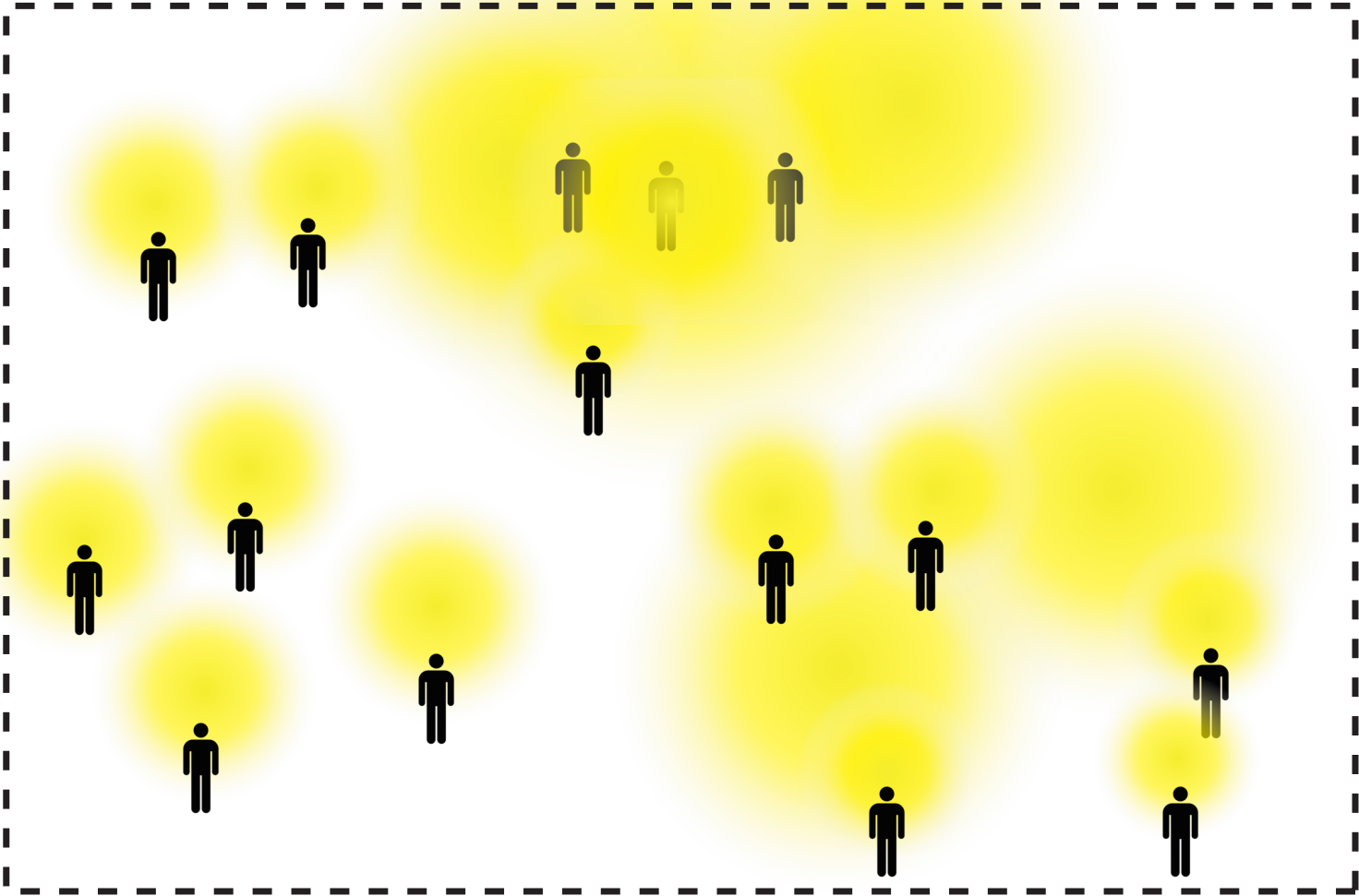


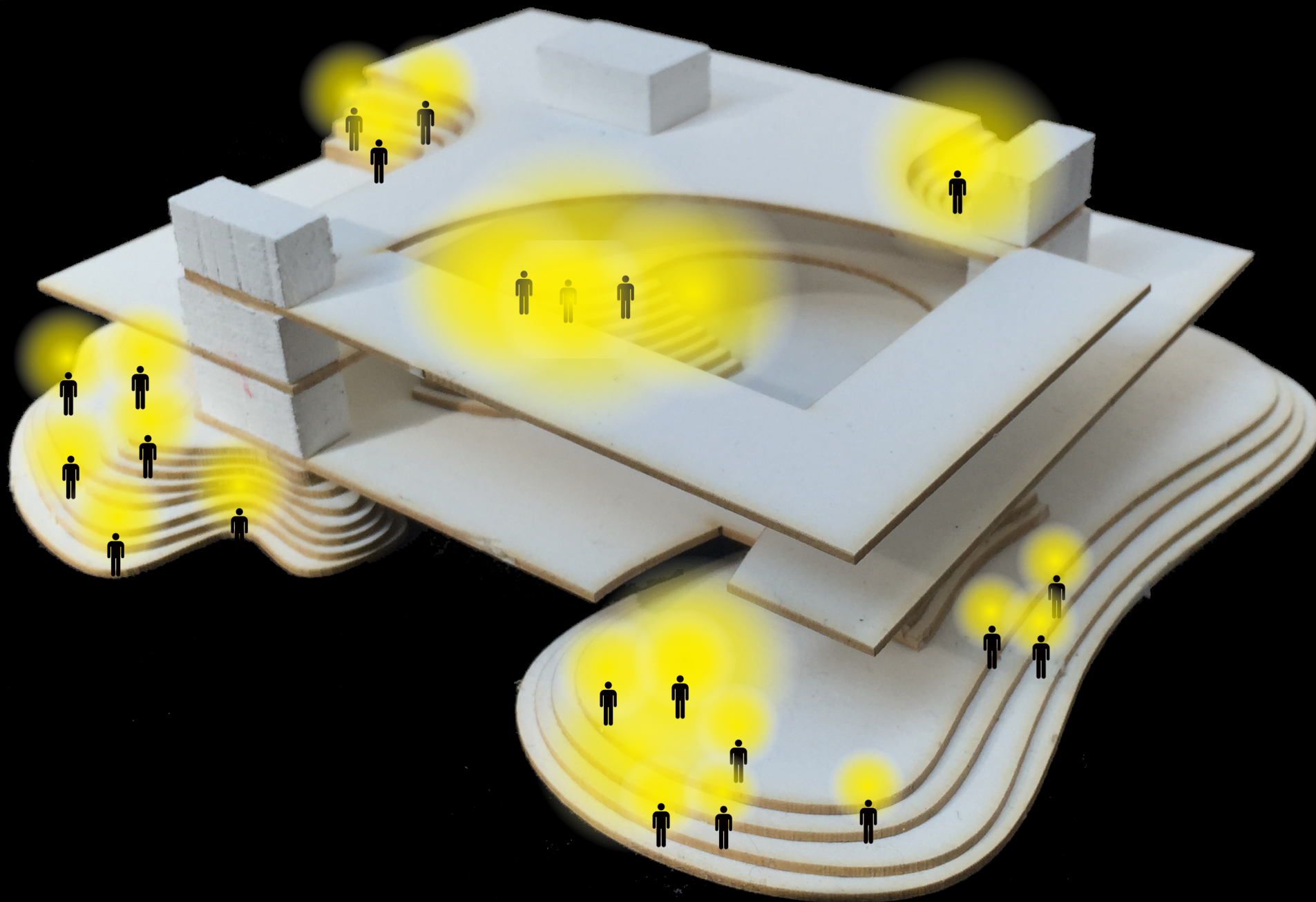
Information



people

Media Center





An aerial photograph of a coastal city. In the foreground, a multi-lane highway runs along the water's edge. To the left of the highway is a large, modern high-rise apartment building. To the right of the highway is a baseball field with a dirt infield and grass outfield. The city extends inland from the coast, with a dense grid of buildings and streets. The water is dark and calm. A semi-transparent dark rectangle is overlaid on the center of the image, containing the text "The Site" in white.

The Site



Vedado Tennis Club

1902

Vedado Tennis Club was founded.



Colonisation by Spain

Occupied by United States

Dictatorship

Revolution

Special Period

Independent Cuba

1902

1902

Founding →

1916

Building Built →

1917

Extension →

1959

Open to Public →

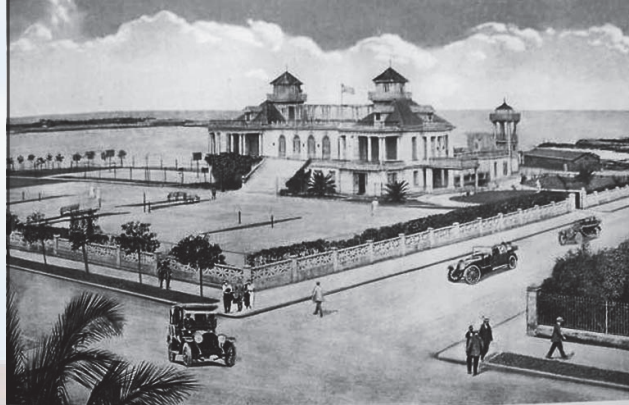
2014

Function Changed

Vedado Tennis Club

1916

The mansion was built on Calzada and 12th.



Vedado Tennis Club was an entertainment place for the use of bourgeoisie.



Colonisation by Spain

Occupied by United States

Dictatorship

Revolution

Special Period

Independent Cuba

1902

1916

1902

1916

1917

1959

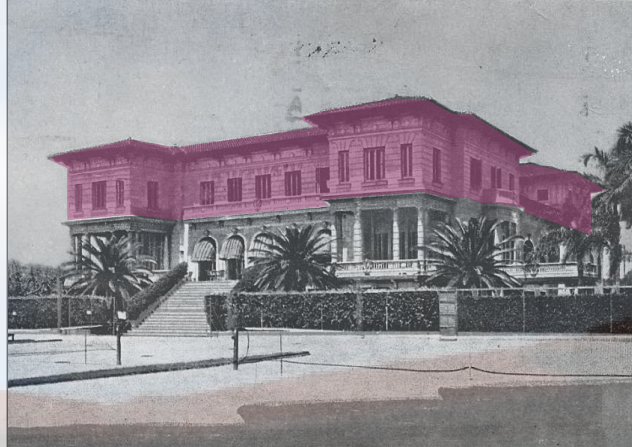
2014

Founding → Building Built → Extension → Open to Public → Function Changed

Vedado Tennis Club

1917

An expansion of Vedado Tennis Club was undertaken.



Colonisation by Spain

Occupied by United States

Dictatorship

Revolution

Special Period

Independent Cuba

1902

1916
1917

1902

1916

1917

1959

2014

Founding → Building Built → Extension → Open to Public → Function Changed

Vedado Tennis Club

1902 1916 1917 1959 2014
Founding → Building Built → Extension → Open to Public → Function Changed

Vedado Tennis Club

Colonisation by Spain Occupied by United States Dictatorship Revolution Special Period Independent Cuba

1902

1916
1917

1959

1959

The club renamed to the José Antonio Echevarría Social Club and opened to the public.



An extension of Ground Floor



2014

A meeting was held to reformulate the Hall of Fame, which is a hall of fame that honours eminent baseball players from Cuban baseball. The planned site for the new museum is in the Vedado Tennis Club.



Colonisation by Spain

Occupied by United States

Dictatorship

Revolution

Special Period

Independent Cuba

1902

1916
1917

1959

2014

1902

1916

1917

1959

2014

Founding → Building Built → Extension → Open to Public → Function Changed

Vedado Tennis Club

Culture Institute on Sport

URBAN AMBITION

Vedado Tennis Club



URBAN AMBITION

Vedado Tennis Club



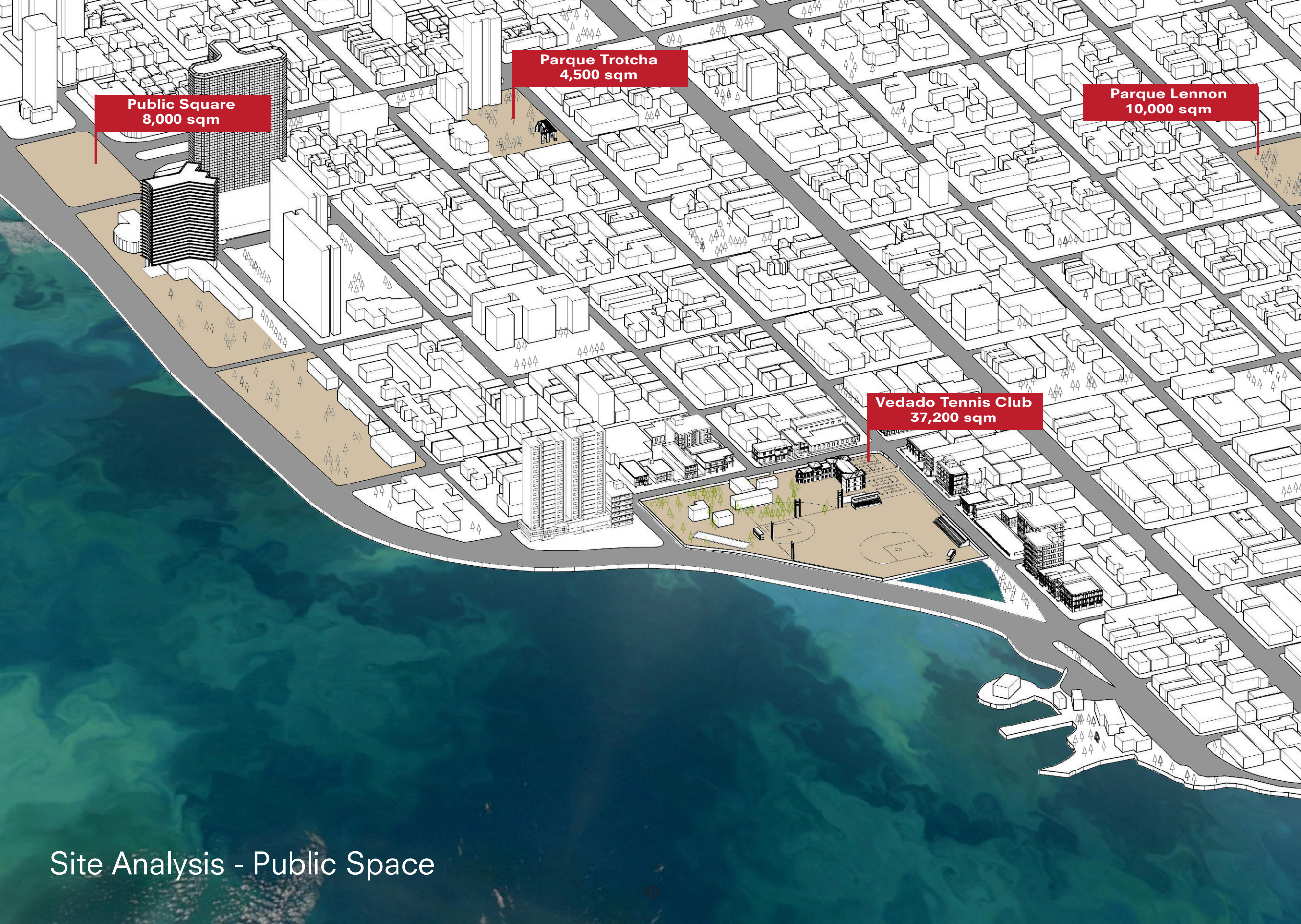










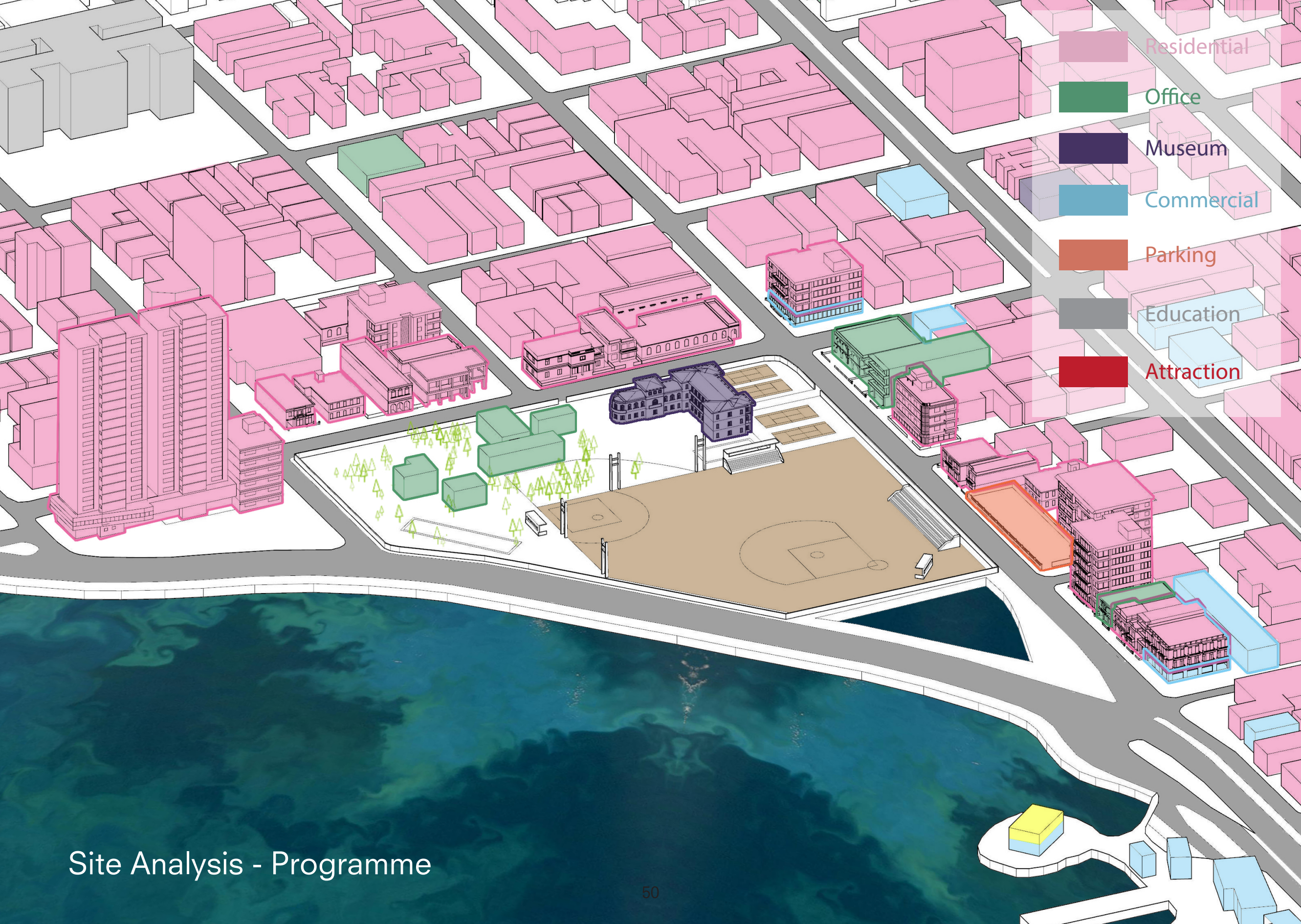


Public Square
8,000 sqm

Parque Trotcha
4,500 sqm

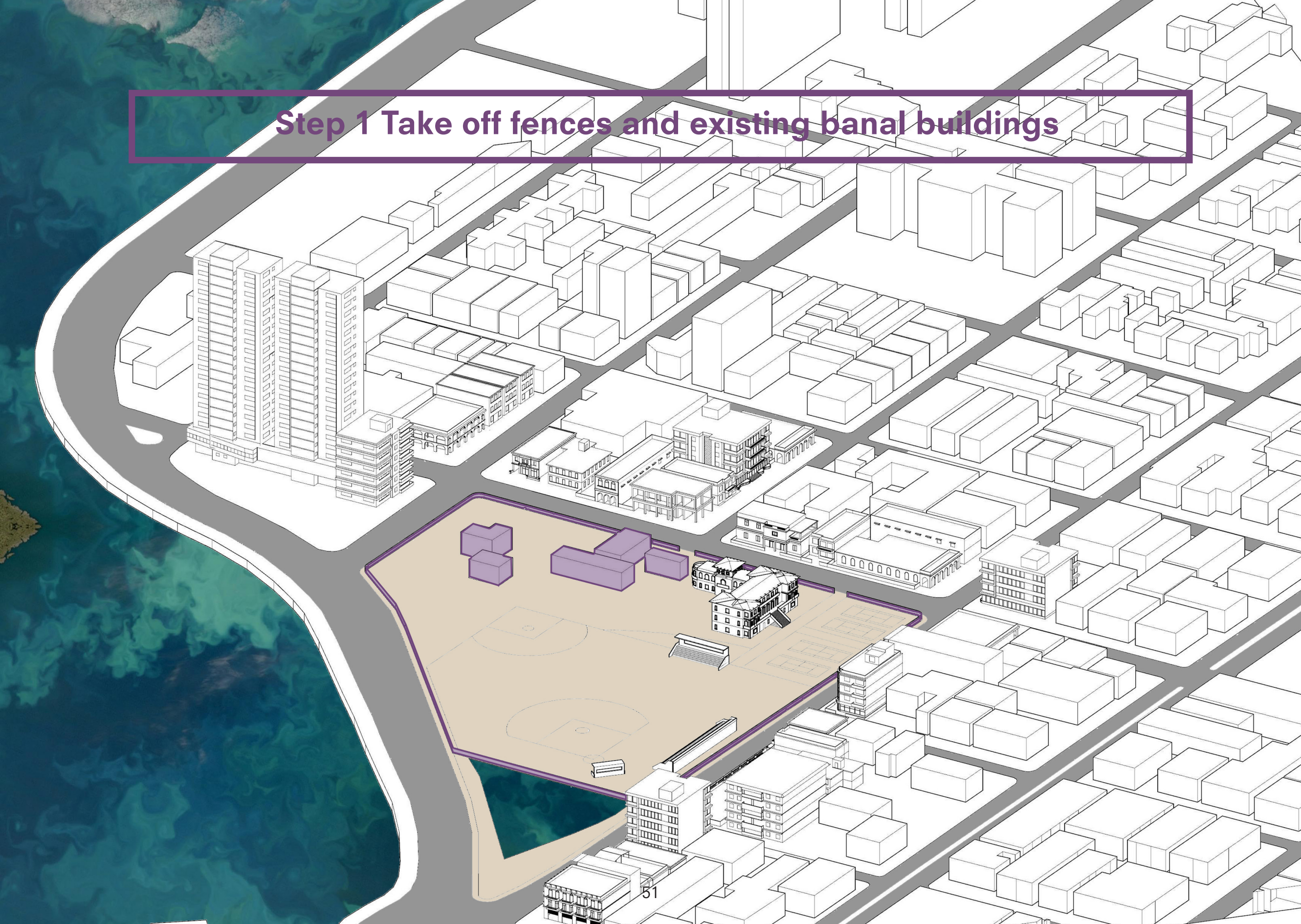
Parque Lennon
10,000 sqm

Vedado Tennis Club
37,200 sqm

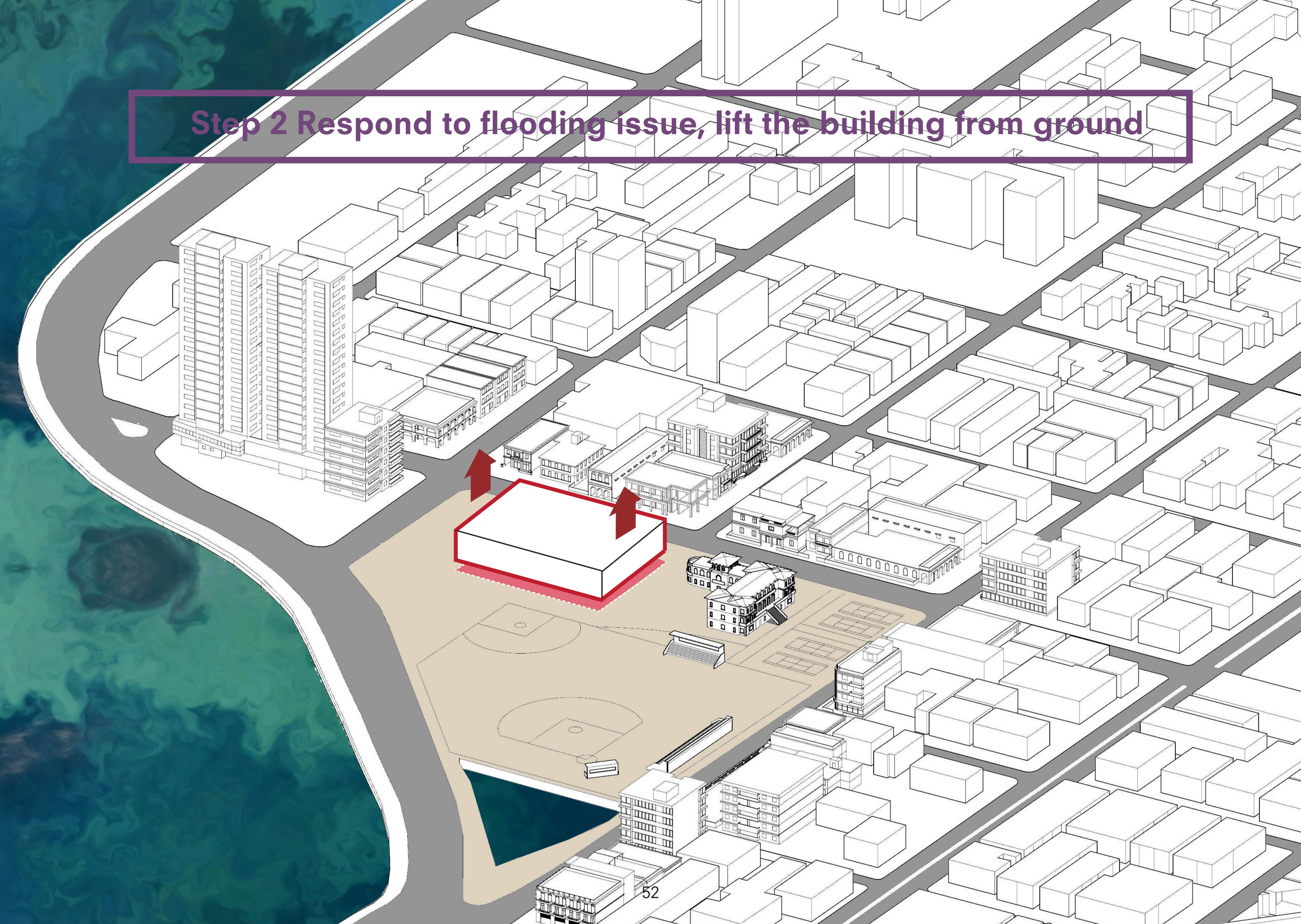


Site Analysis - Programme

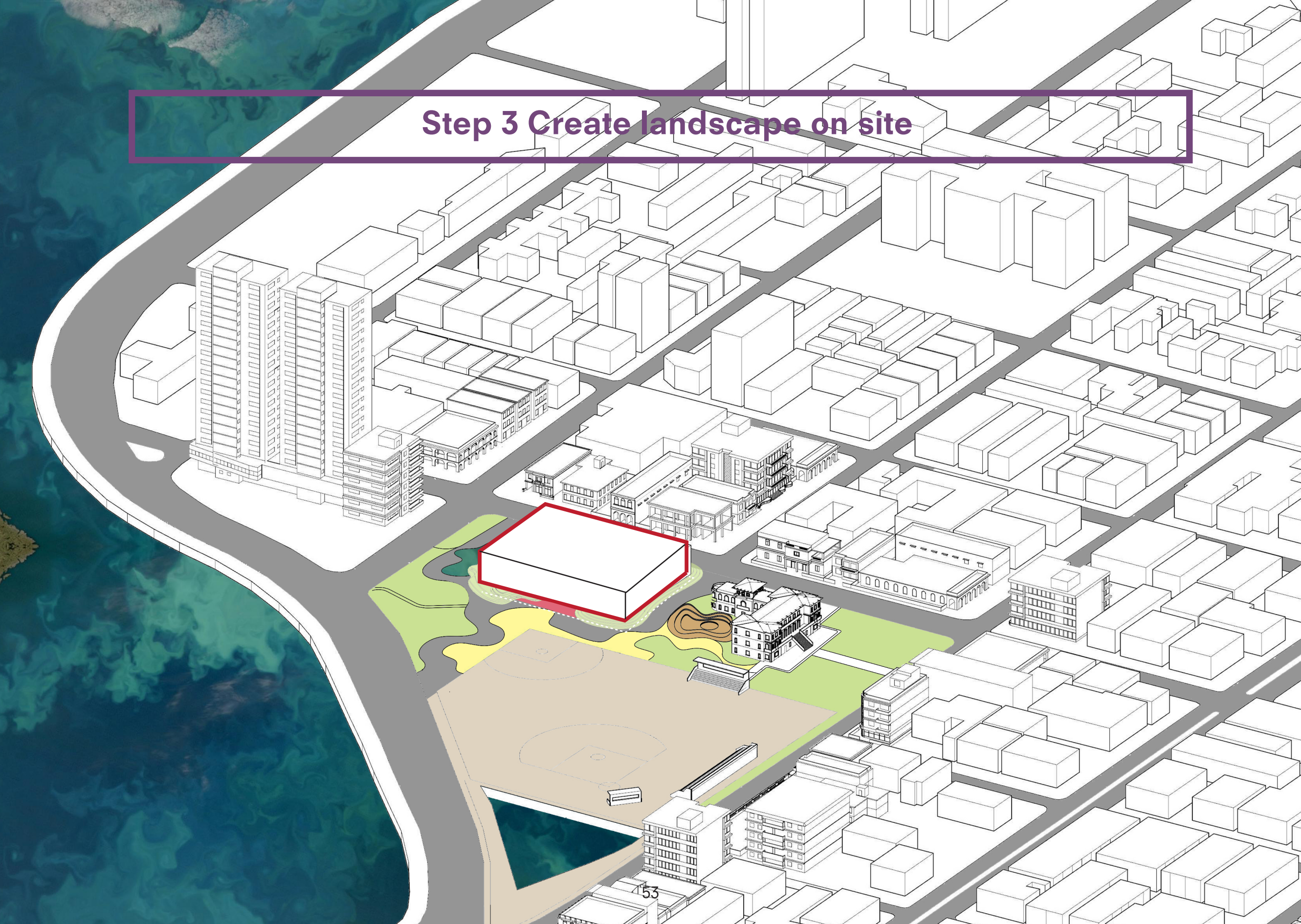
Step 1 Take off fences and existing banal buildings



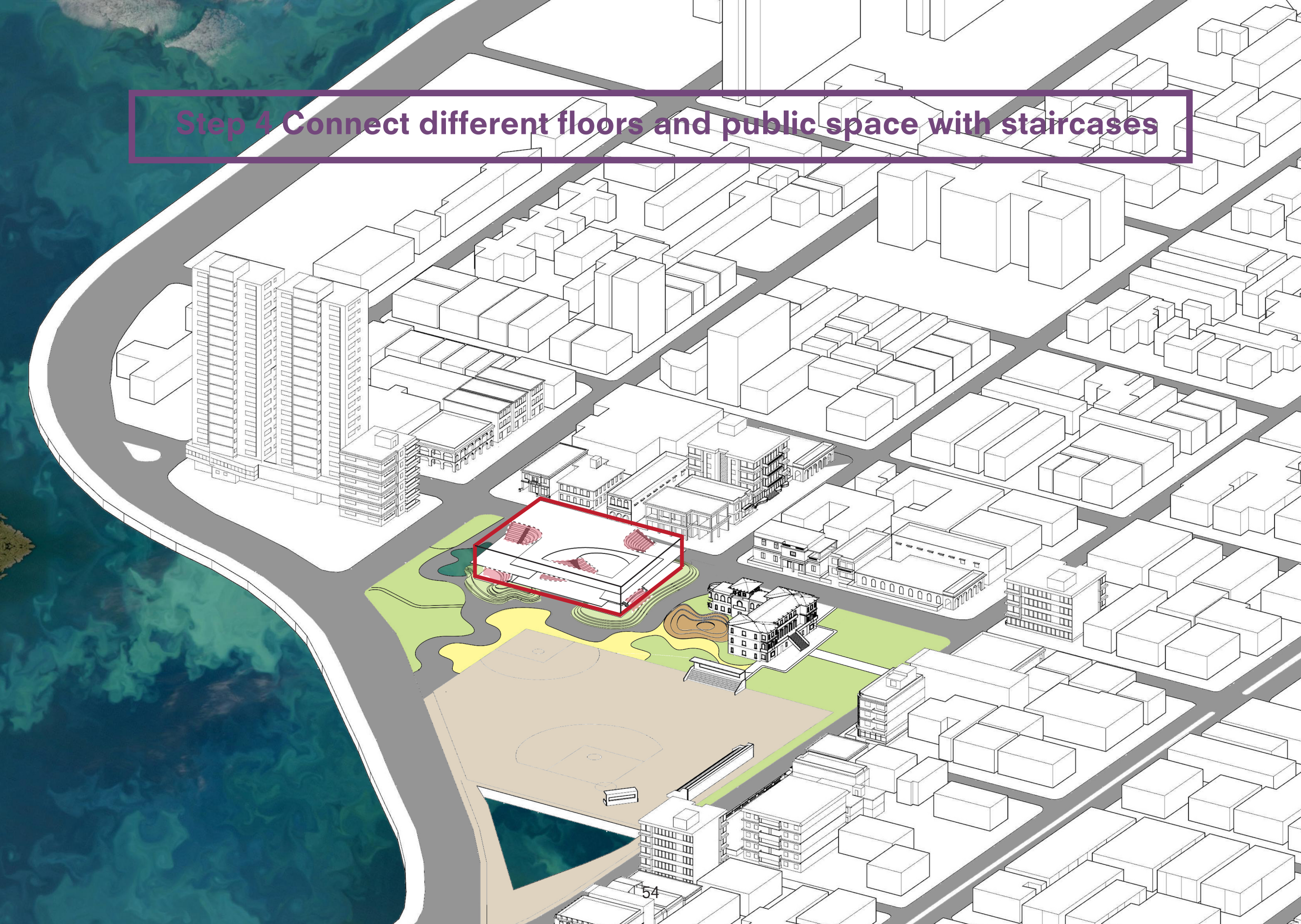
Step 2 Respond to flooding issue, lift the building from ground



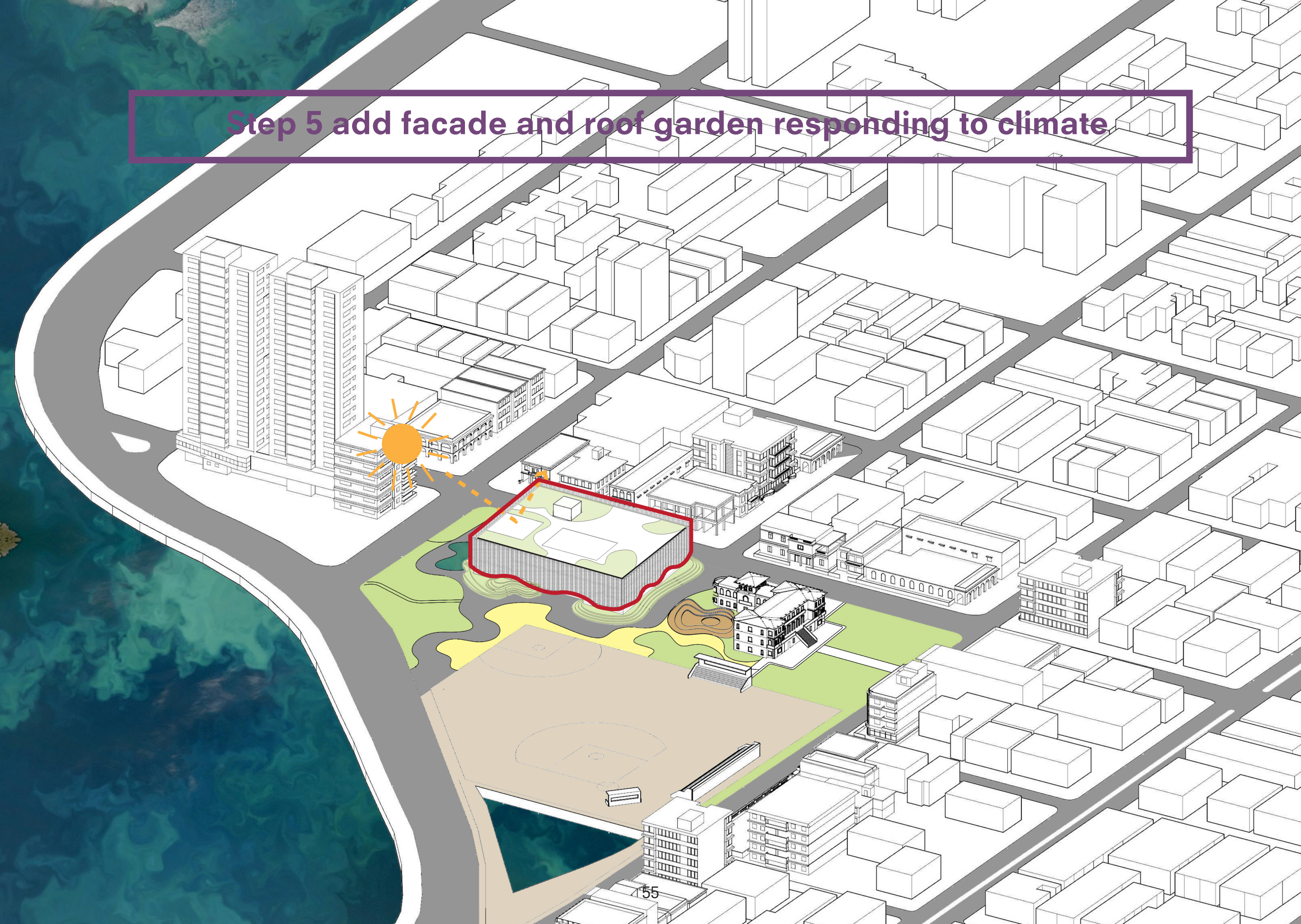
Step 3 Create landscape on site



Step 4 Connect different floors and public space with staircases



Step 5 add facade and roof garden responding to climate

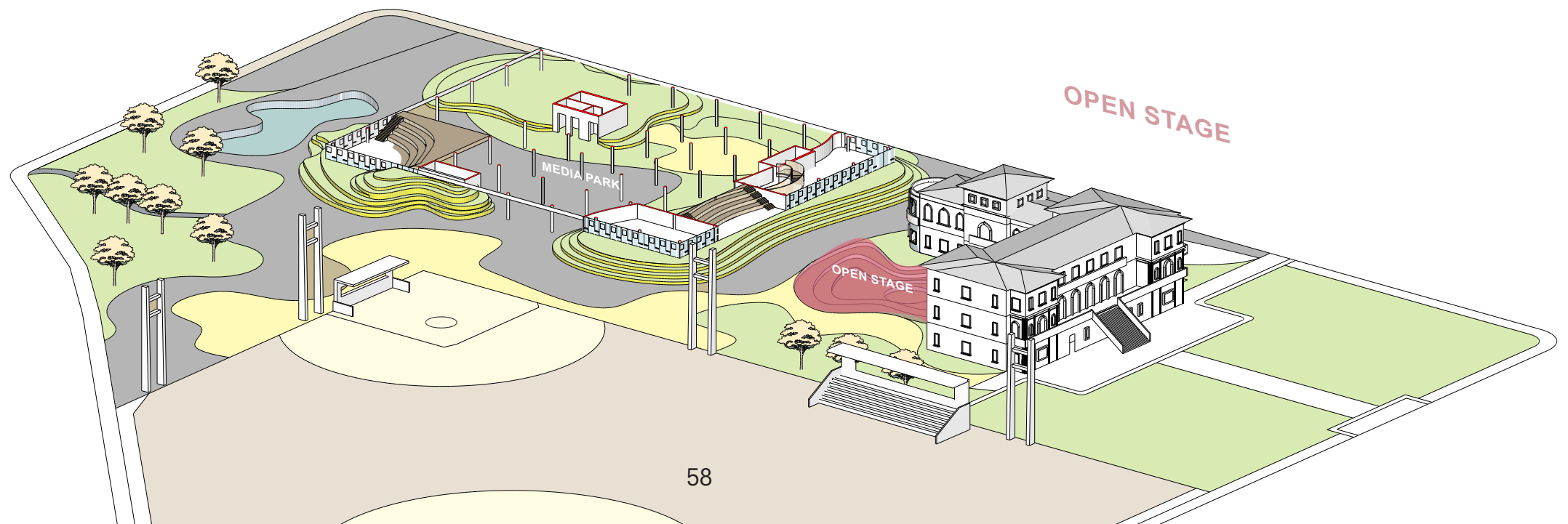




PROGRAMME

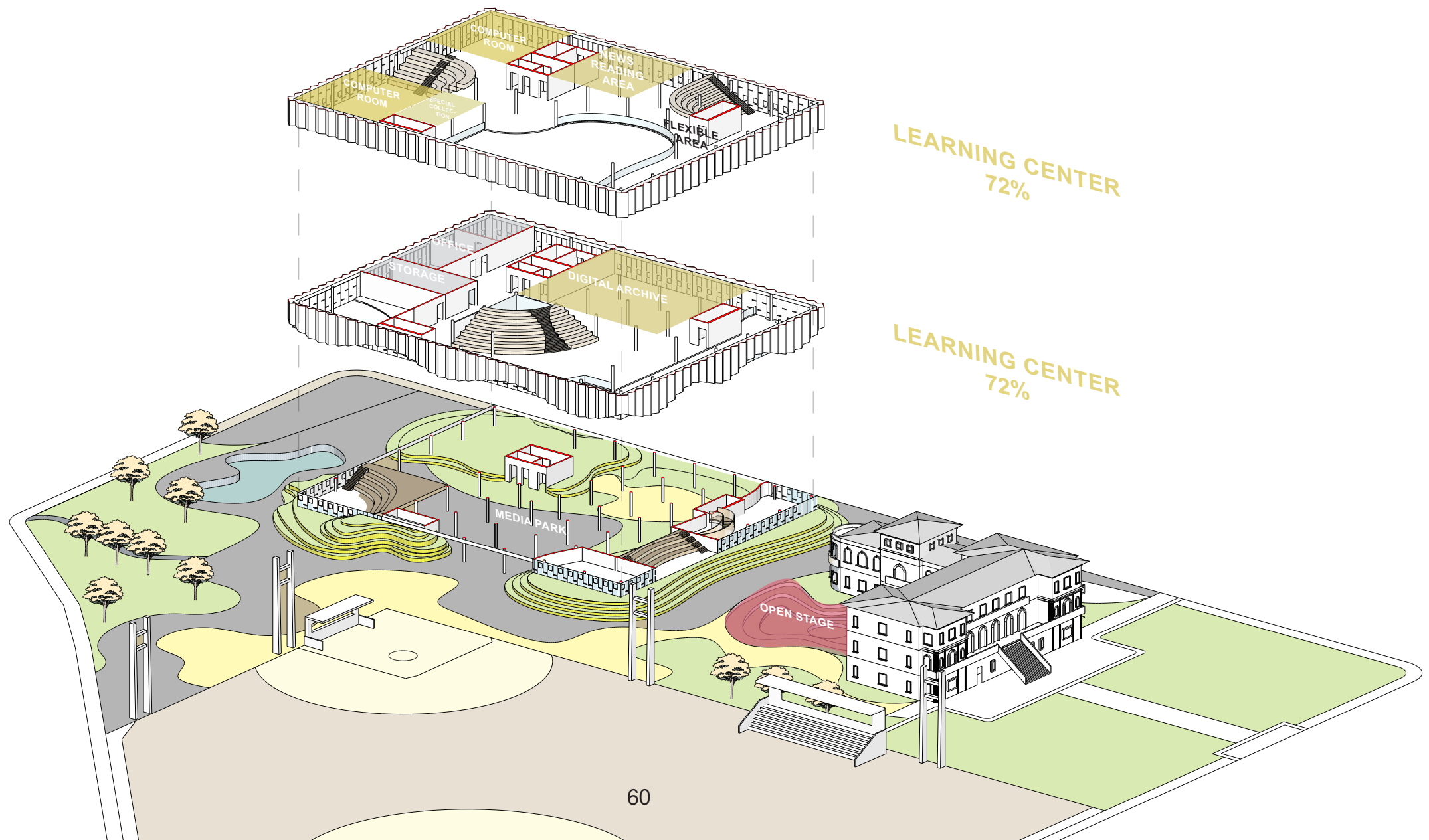
WHAT CAN PEOPLE DO IN THE BUILDING?

Programme



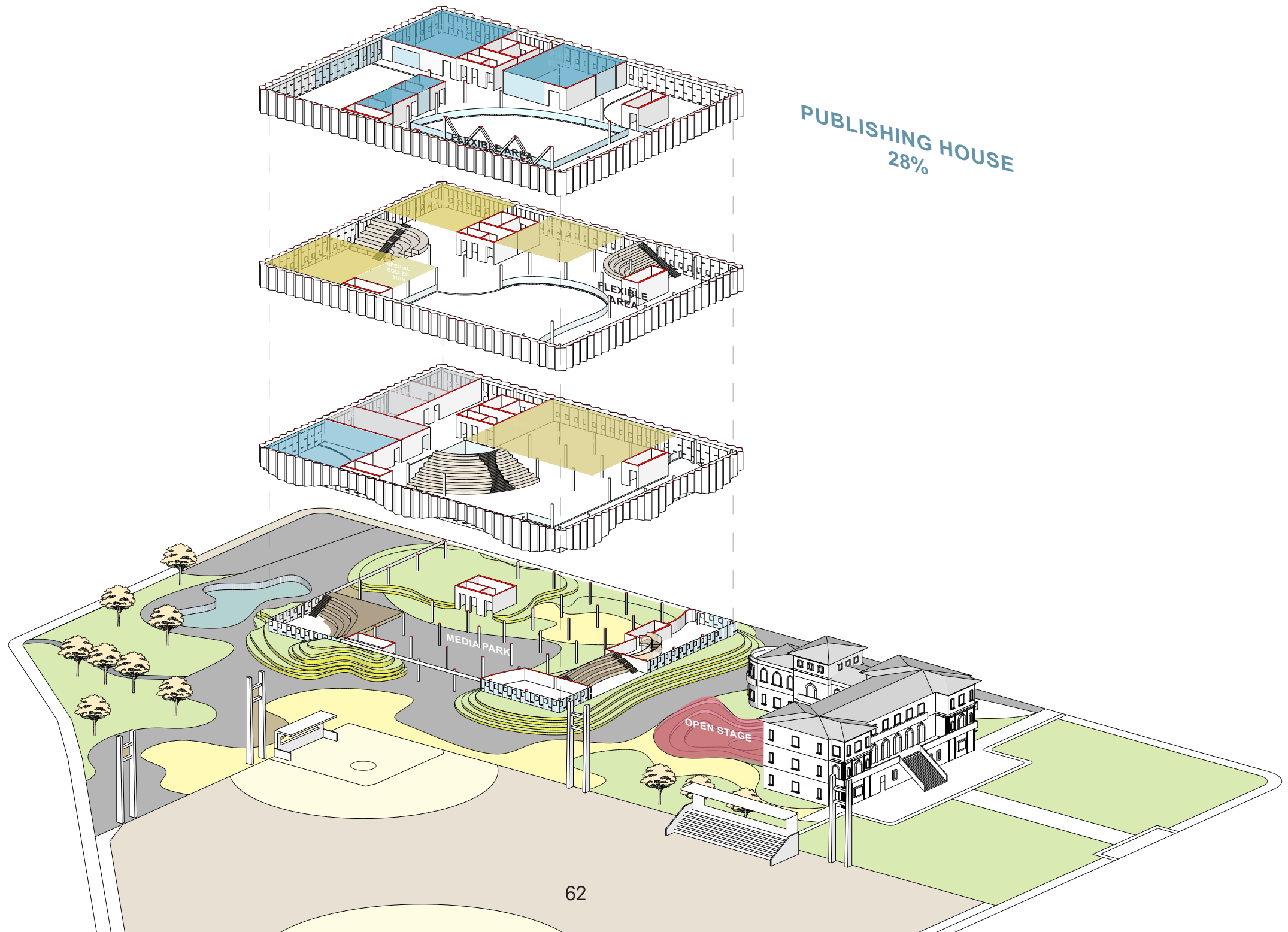


Programme



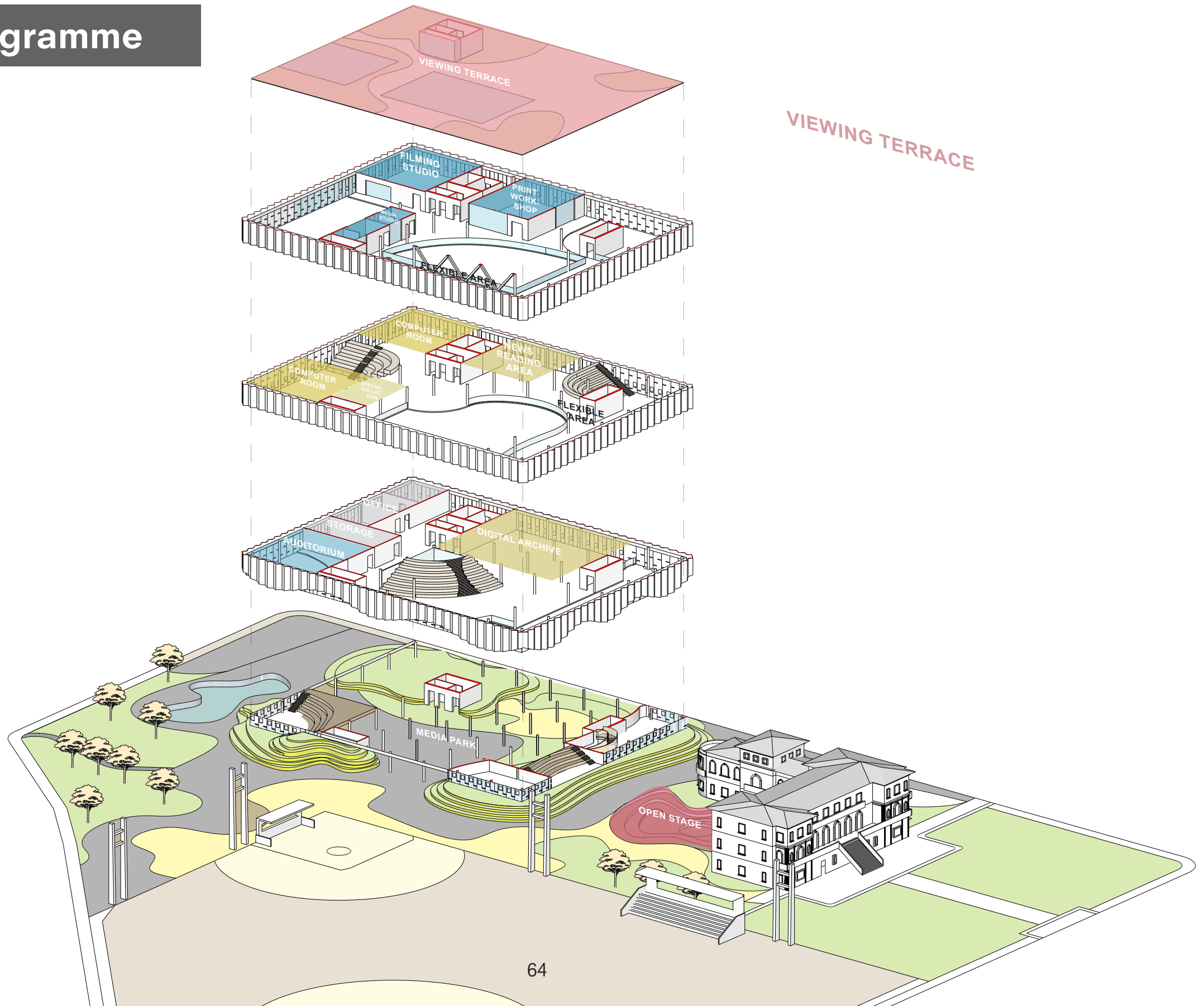


Programme

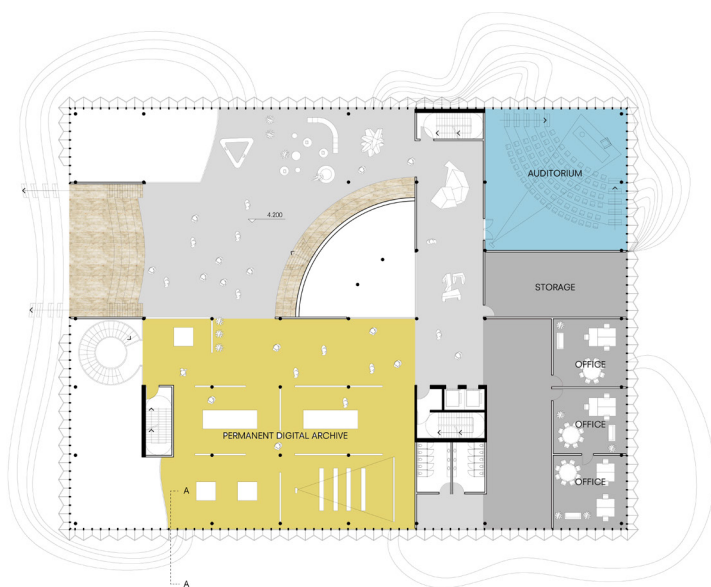




Programme



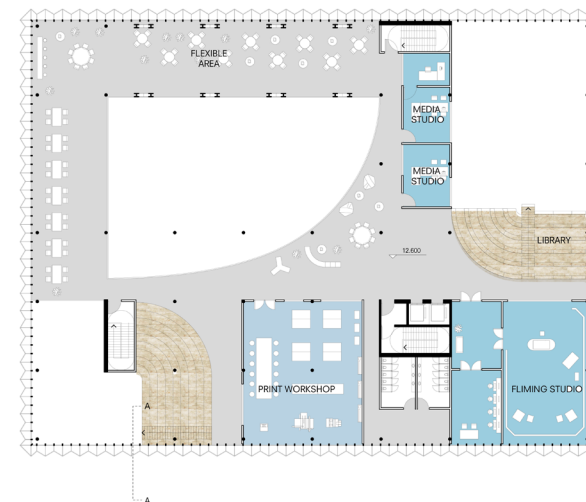
Layout Manual



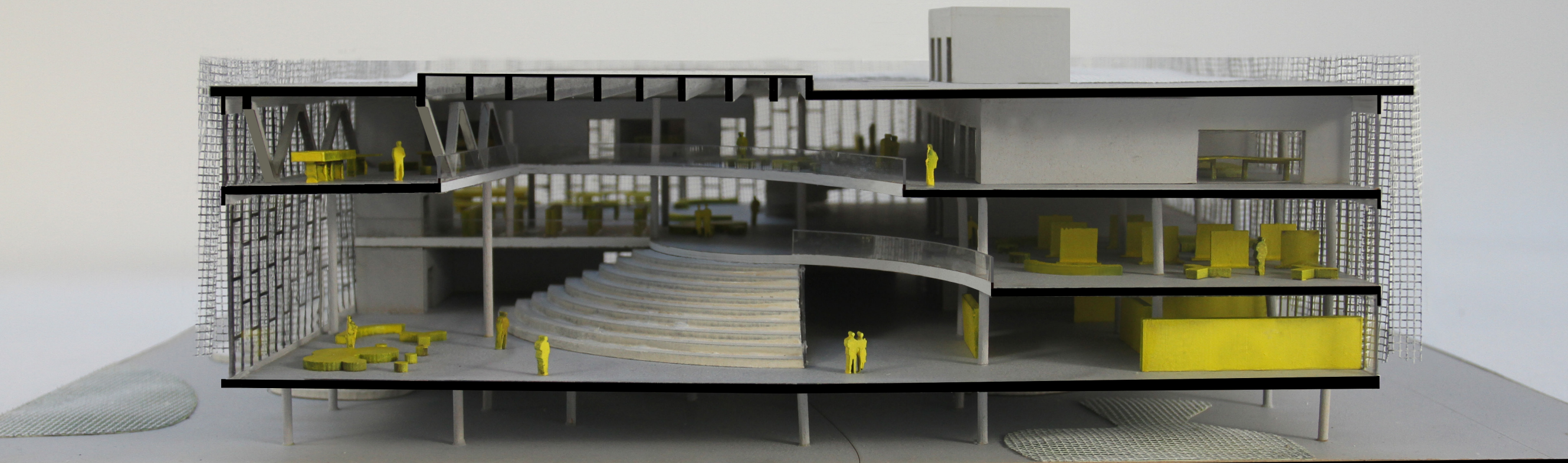
First Floor

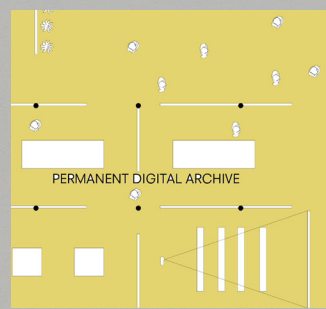


Second Floor



Third Floor

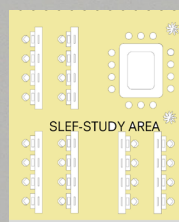




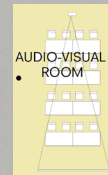
exhibition space



news reading



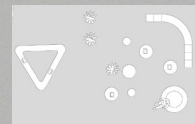
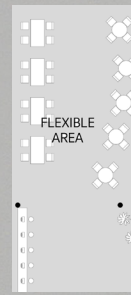
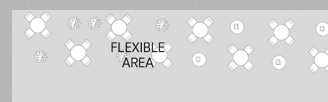
computer room



lecture



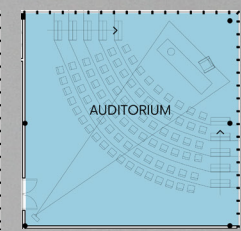
reading space



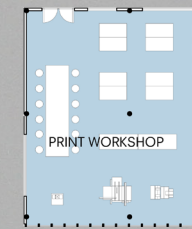
multifunctional space



filming studio



theatre



print workshop

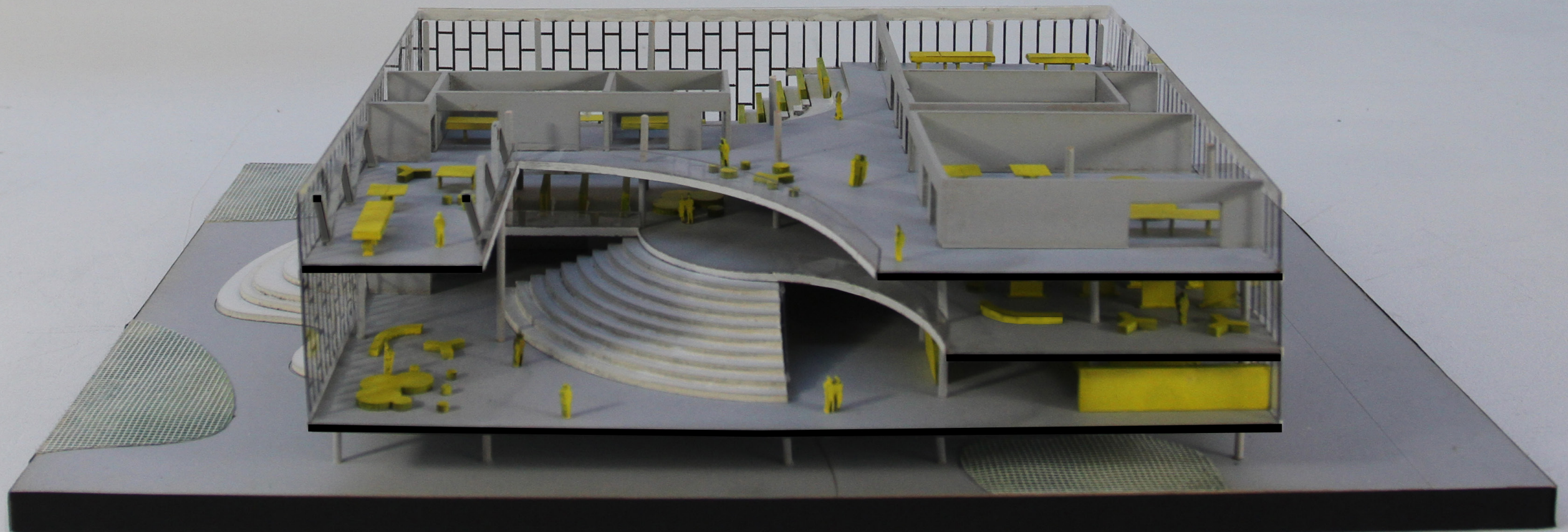


recording studio

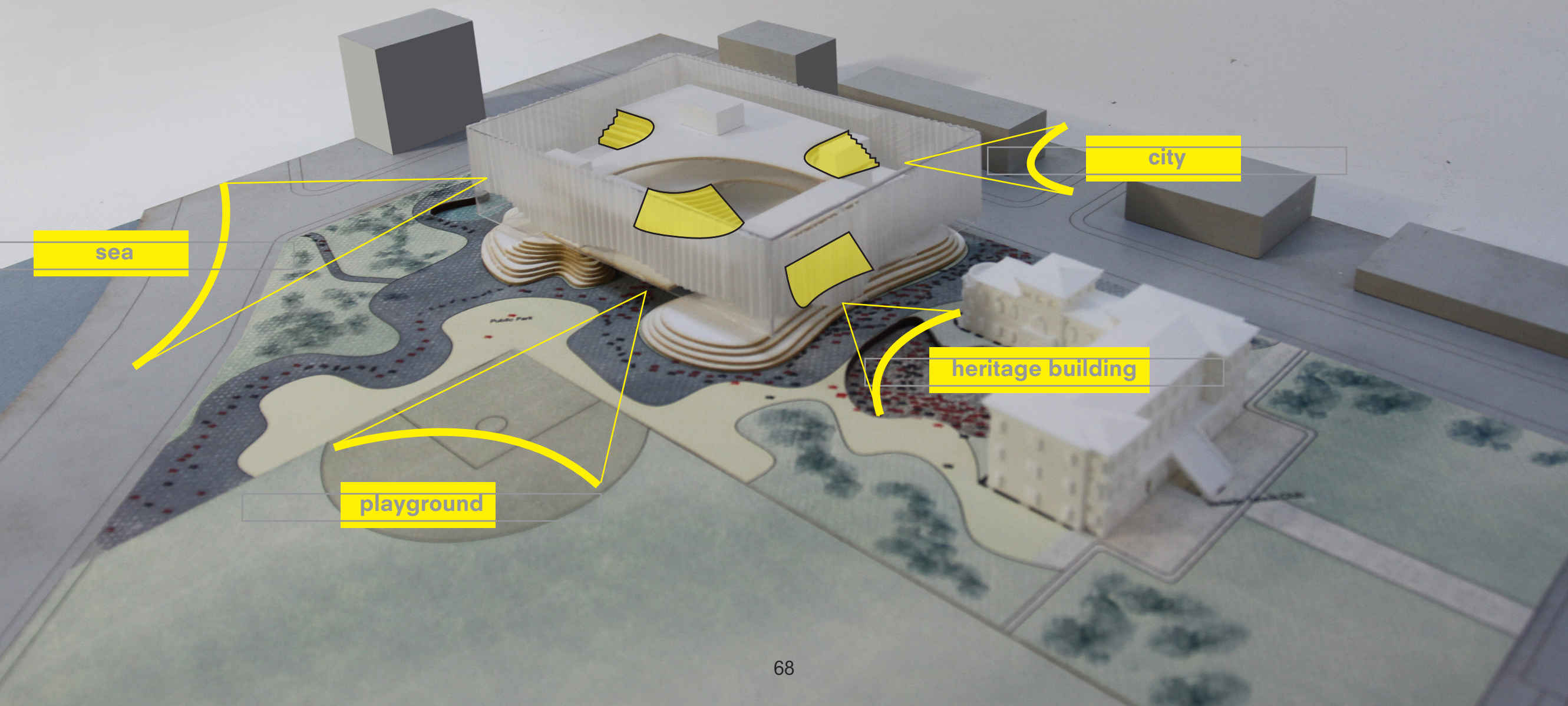
Learning

Sharing

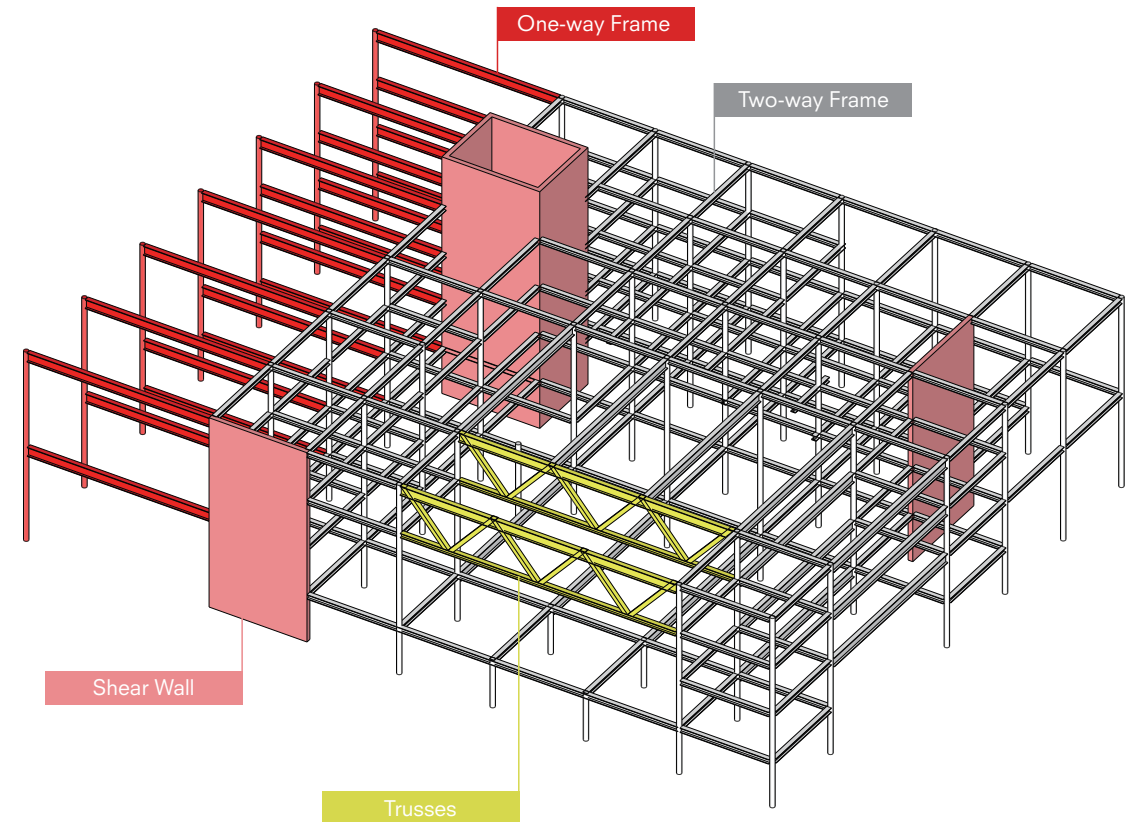
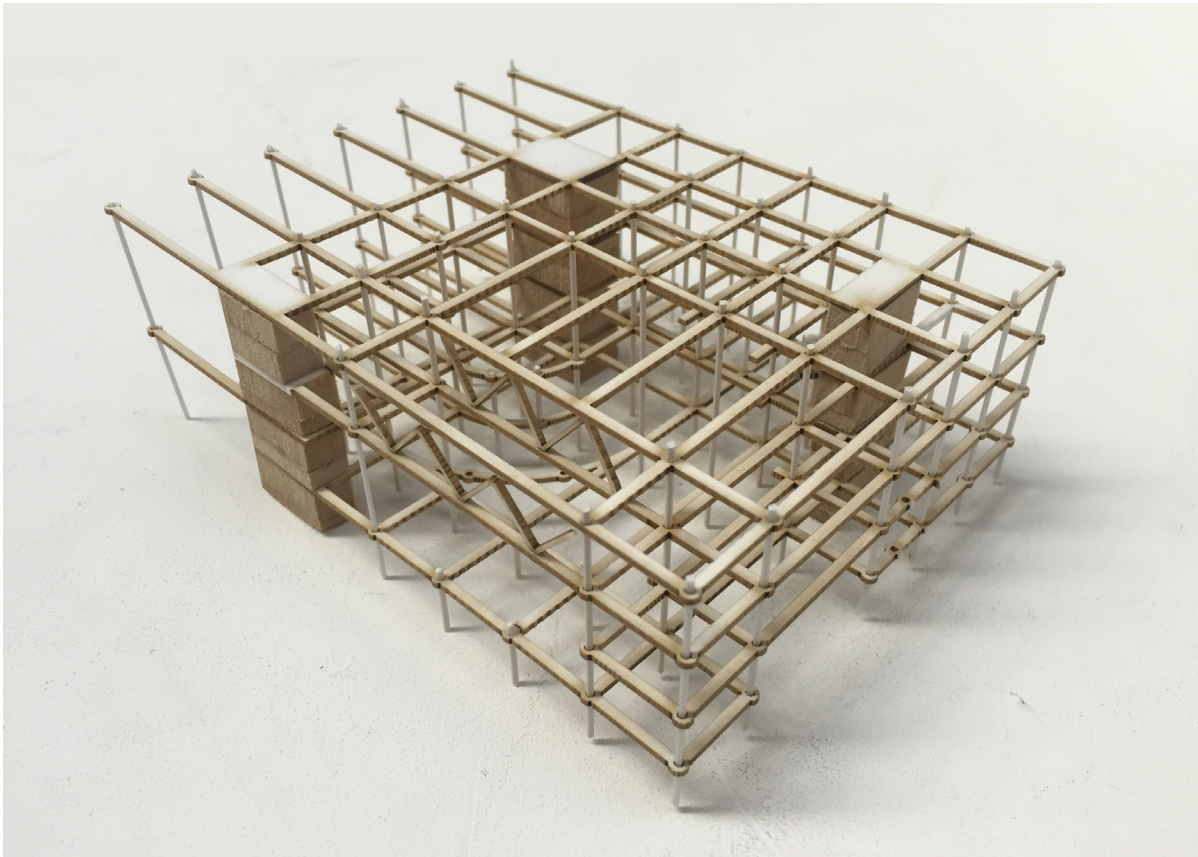
Publishing

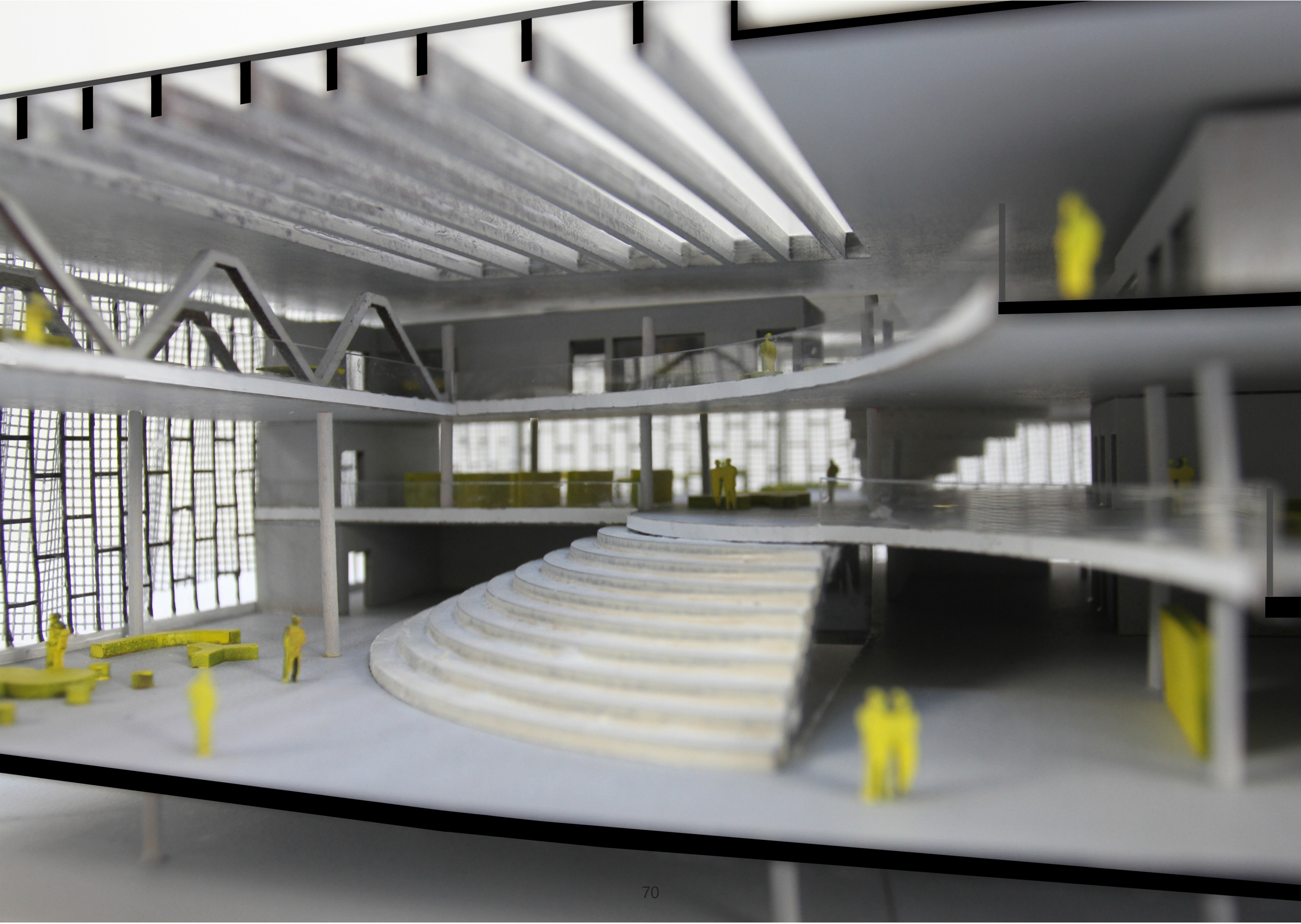


Common Space

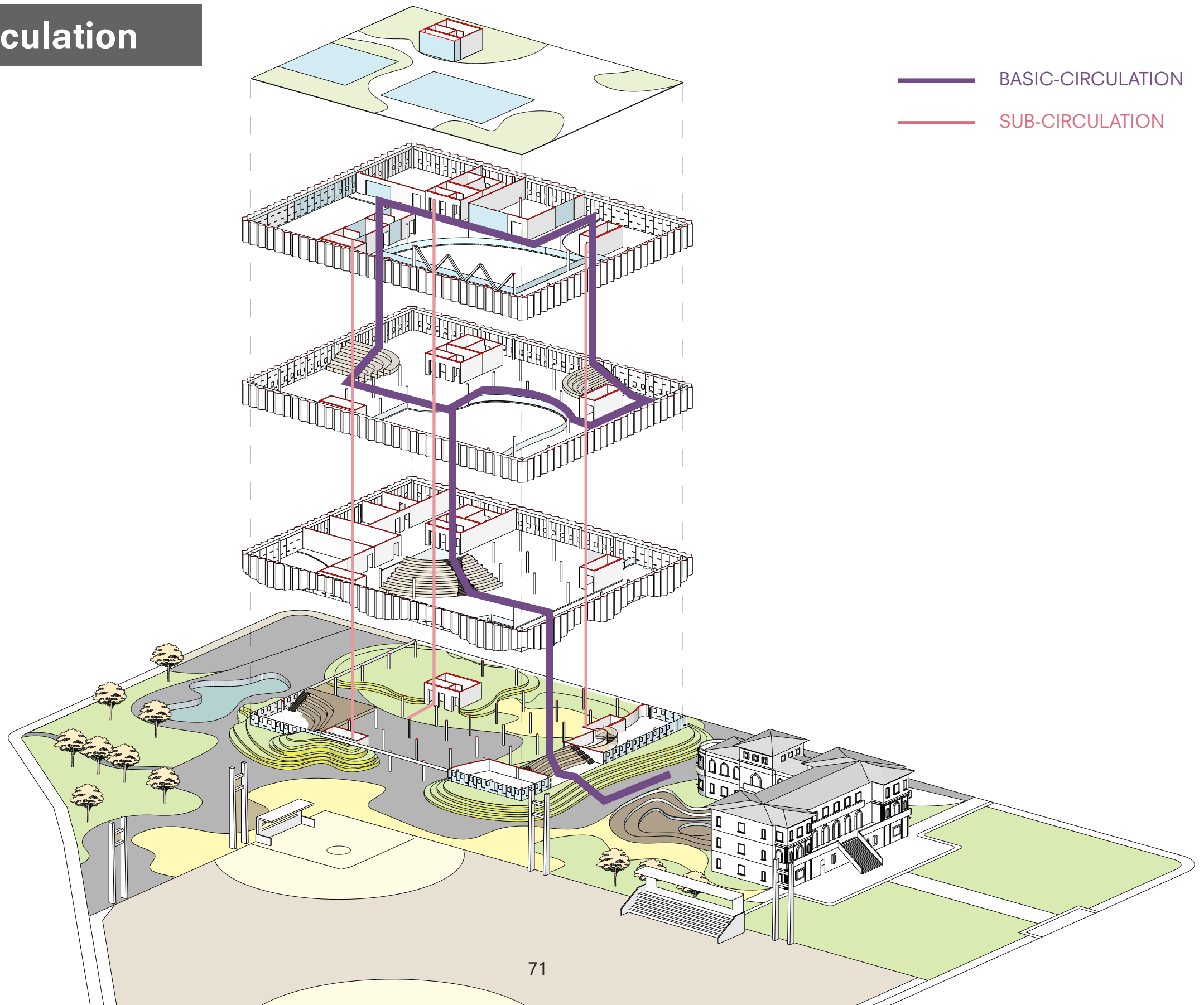


Structure

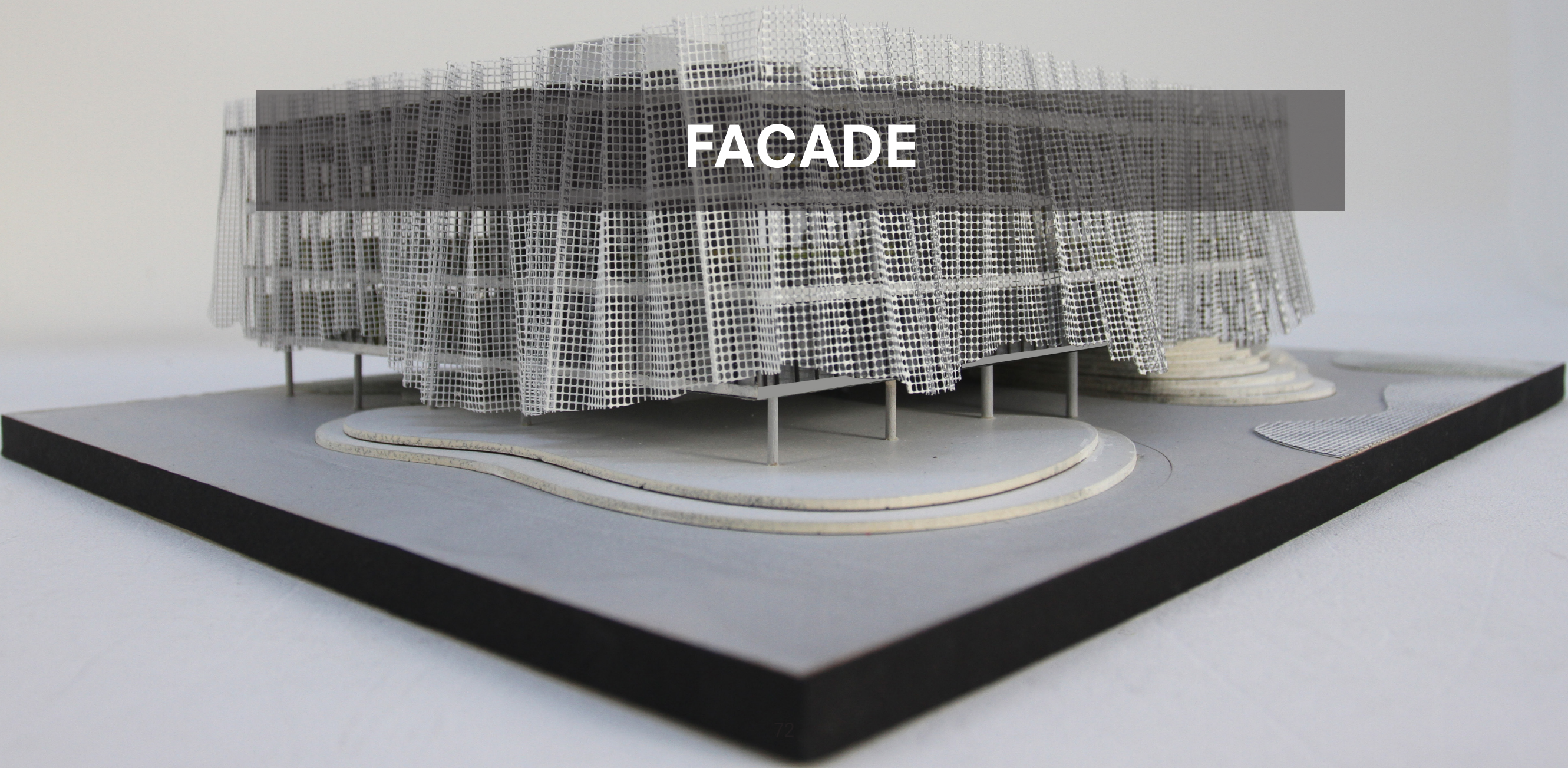




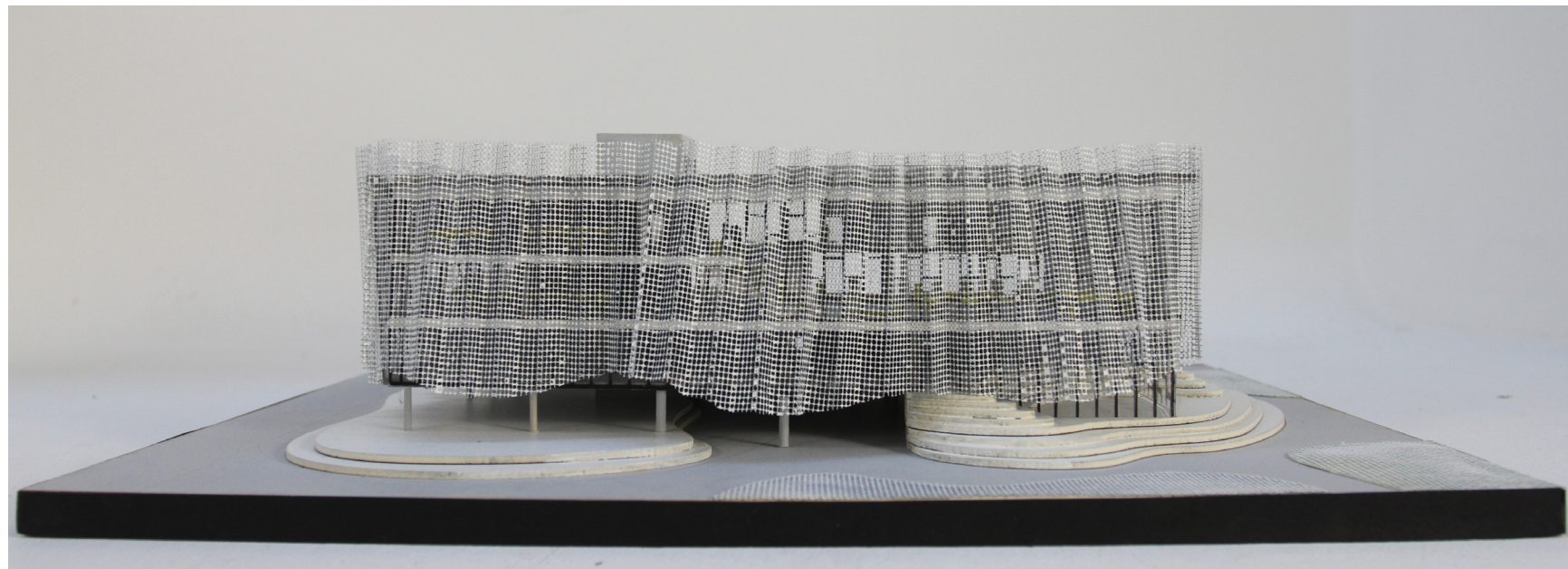
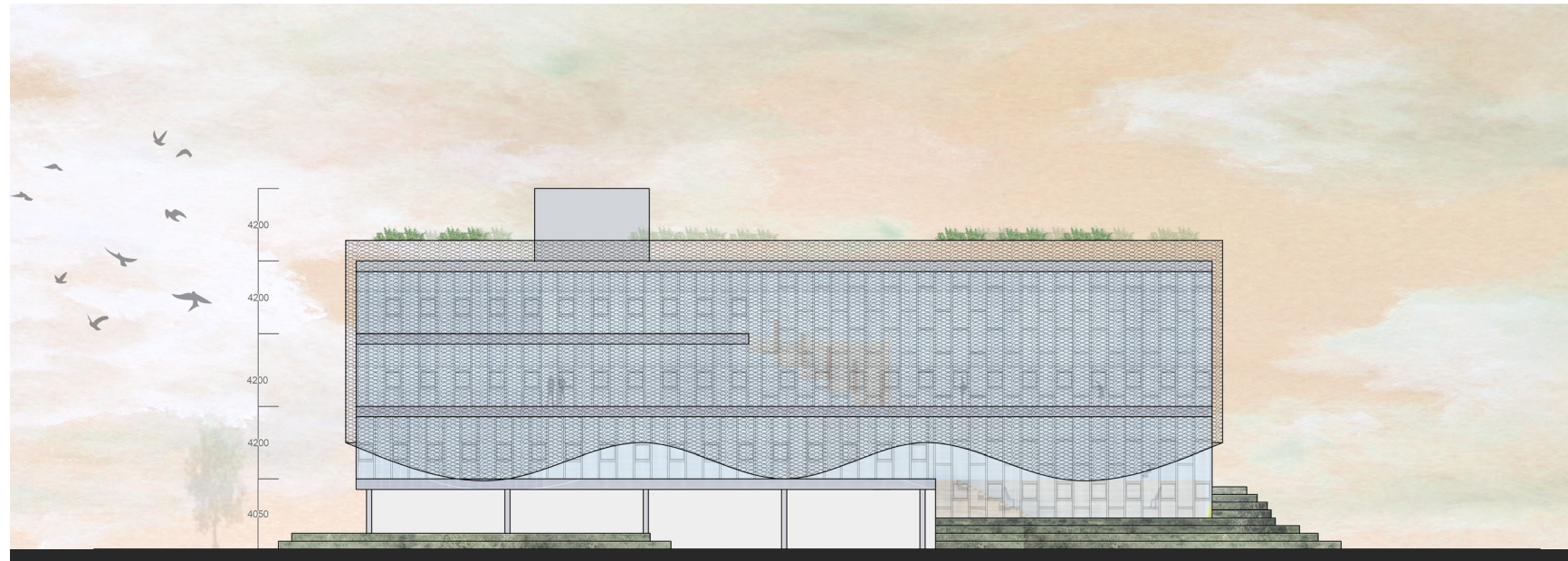
Circulation



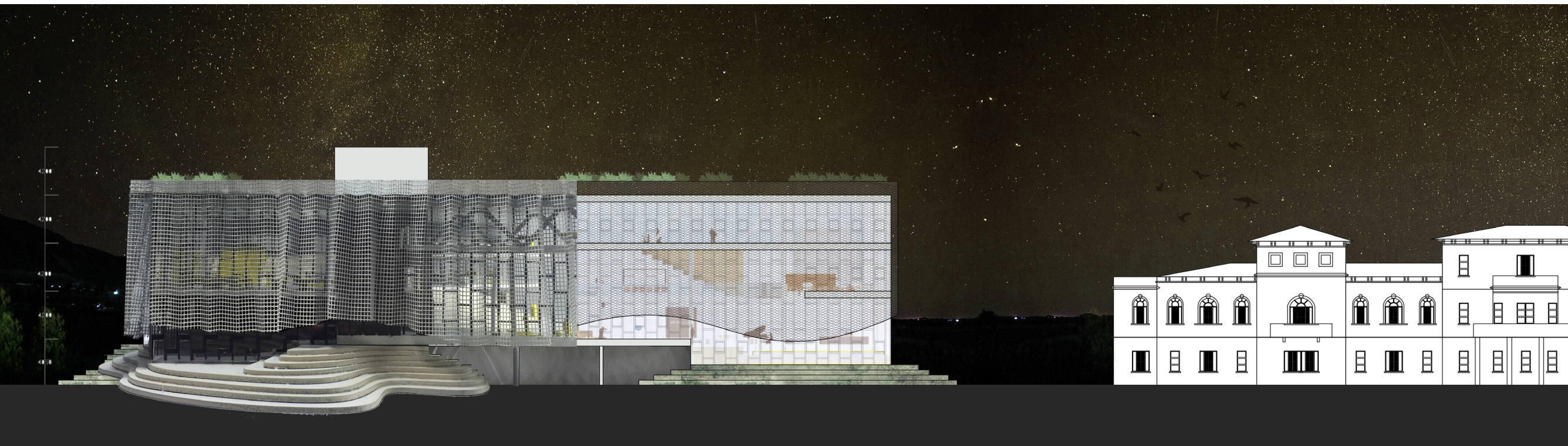
FACADE

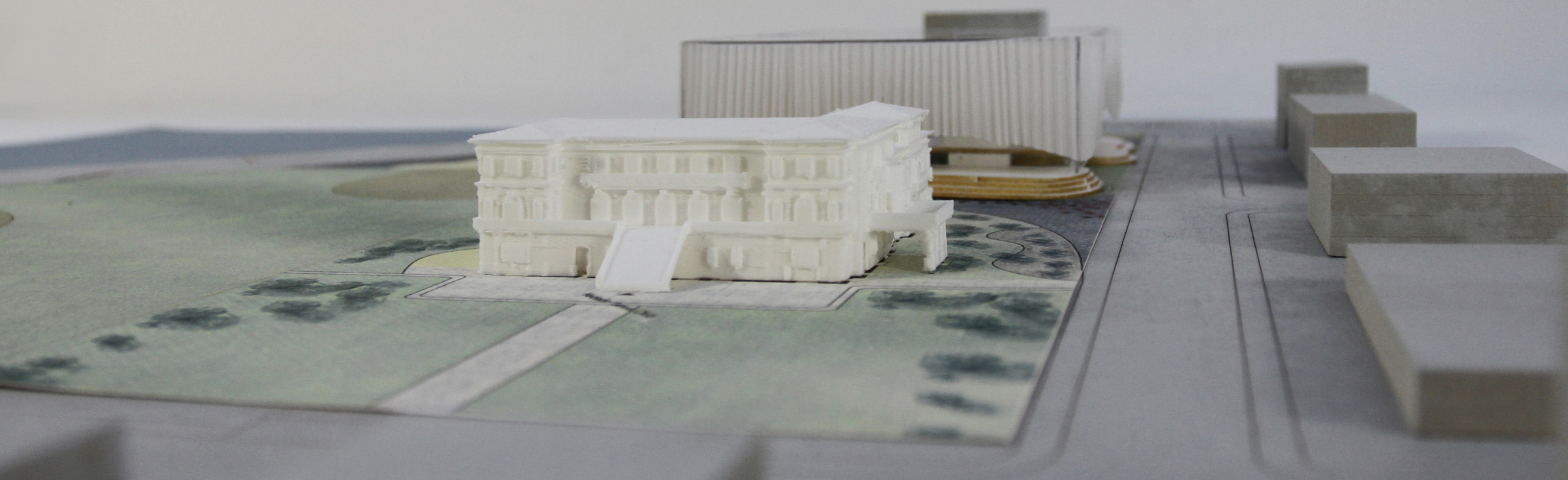


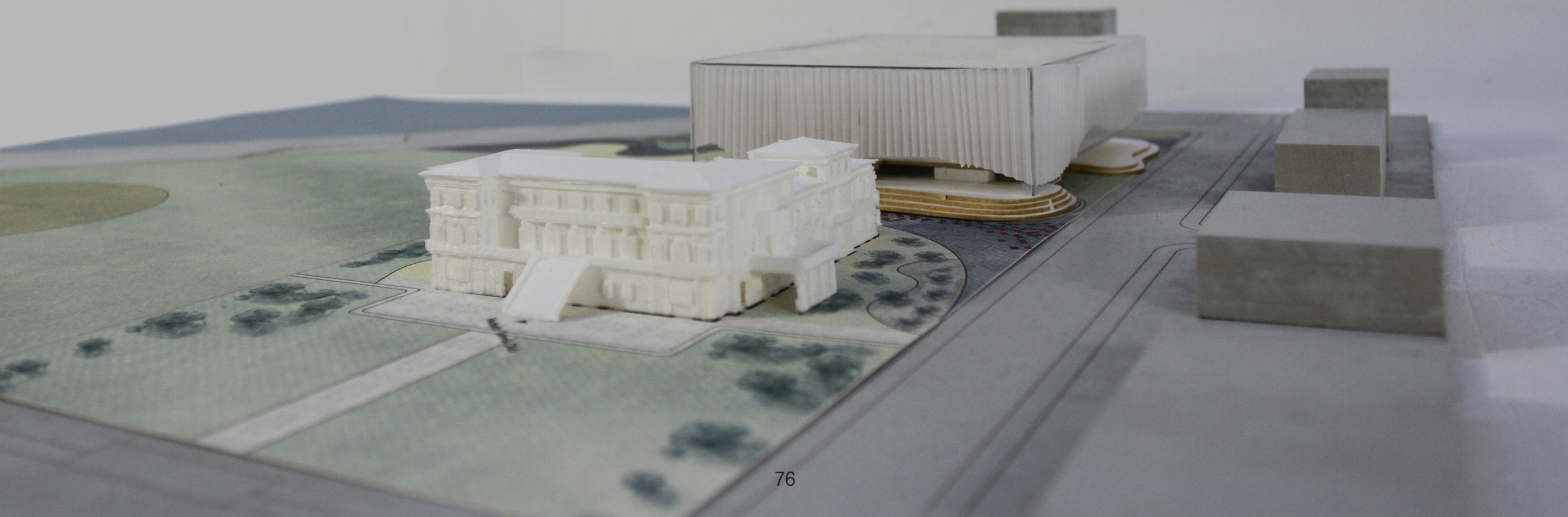
South Elevation



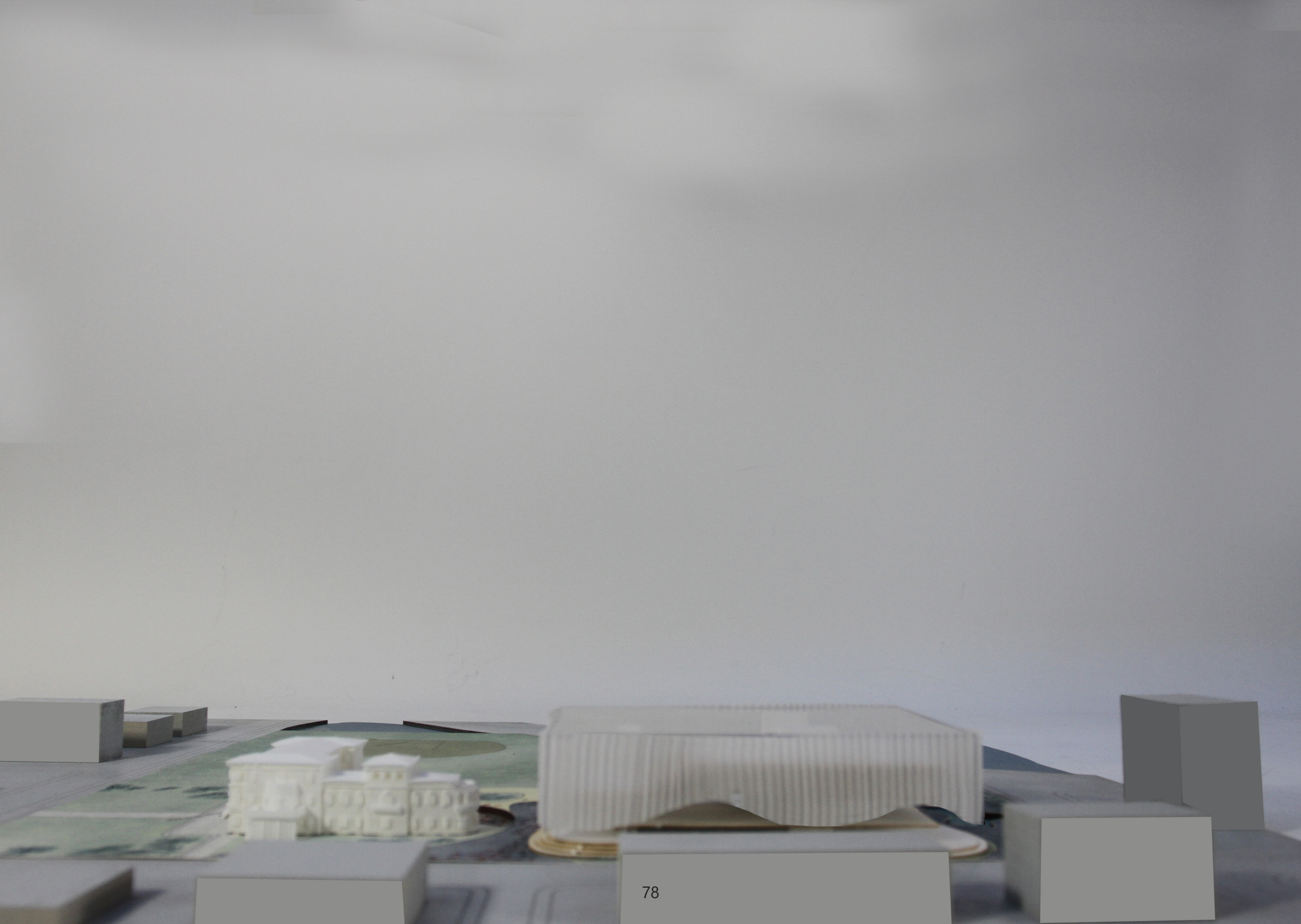
East Elevation



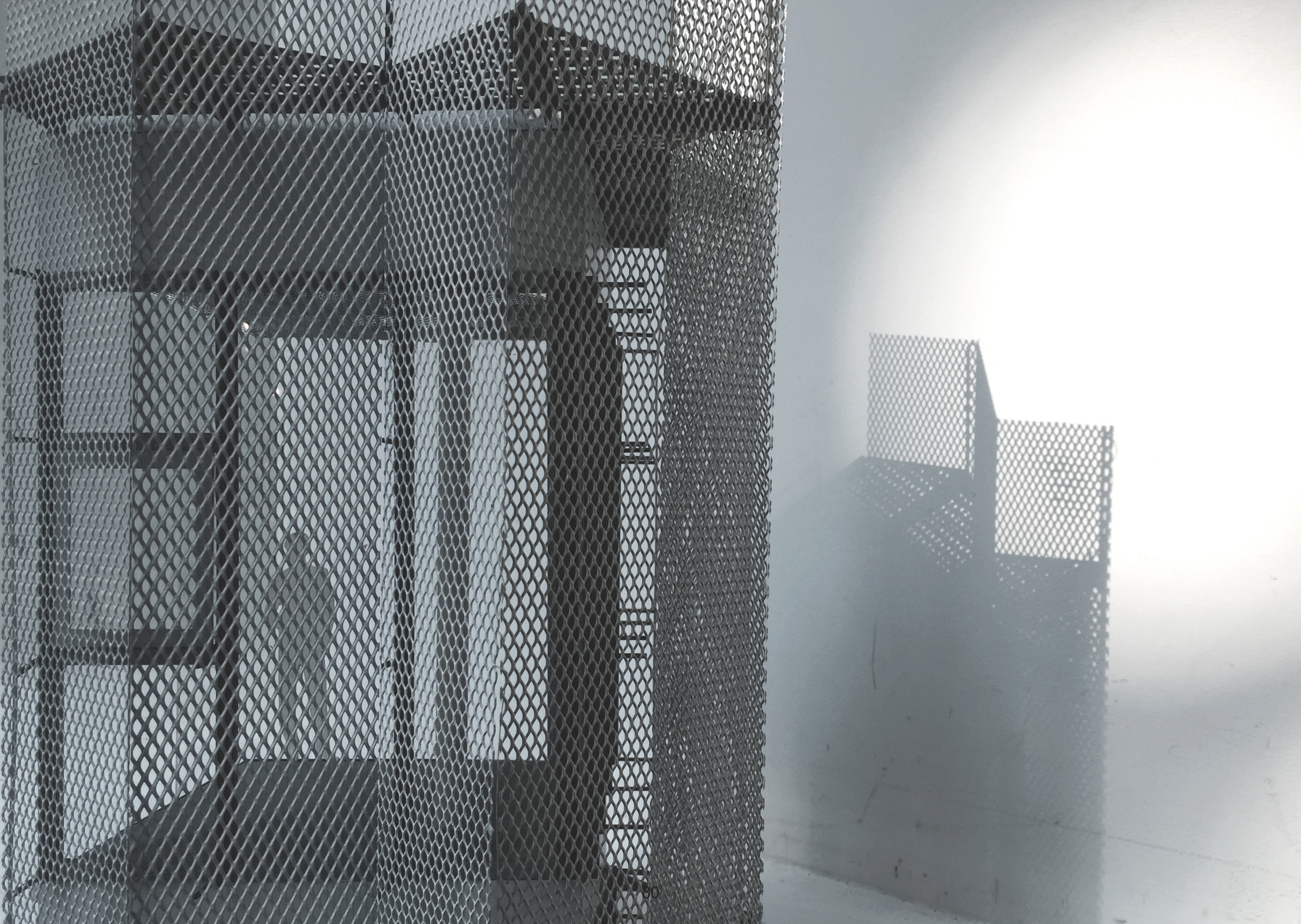




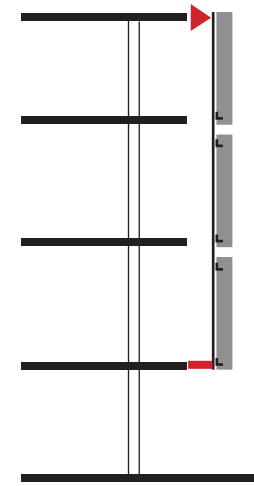
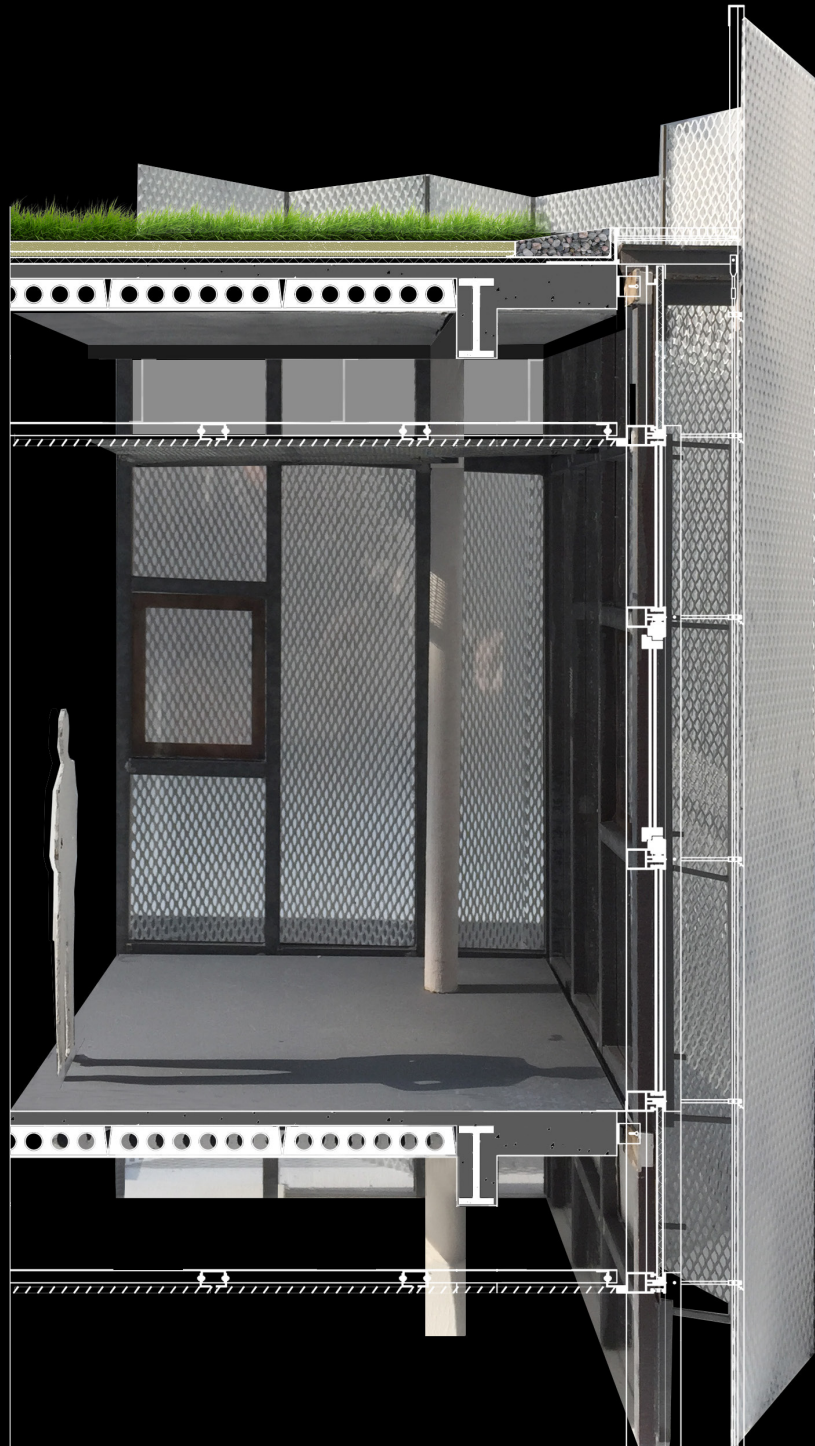




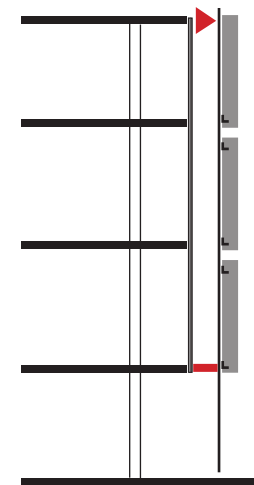




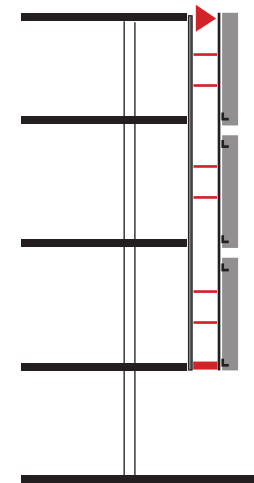
Structure



Facade panels hang from the top with the cables.

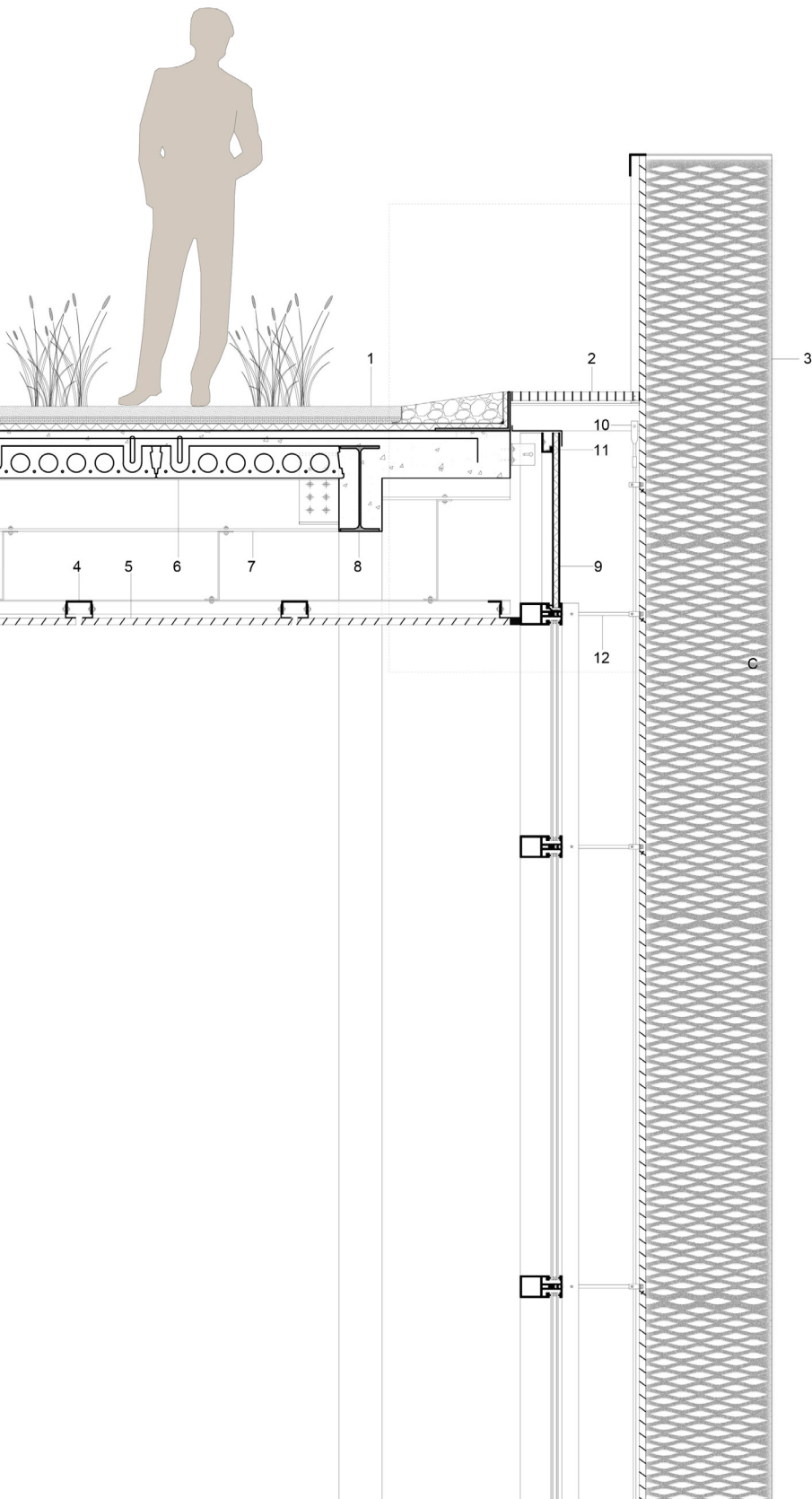


External walls hang from each floor.

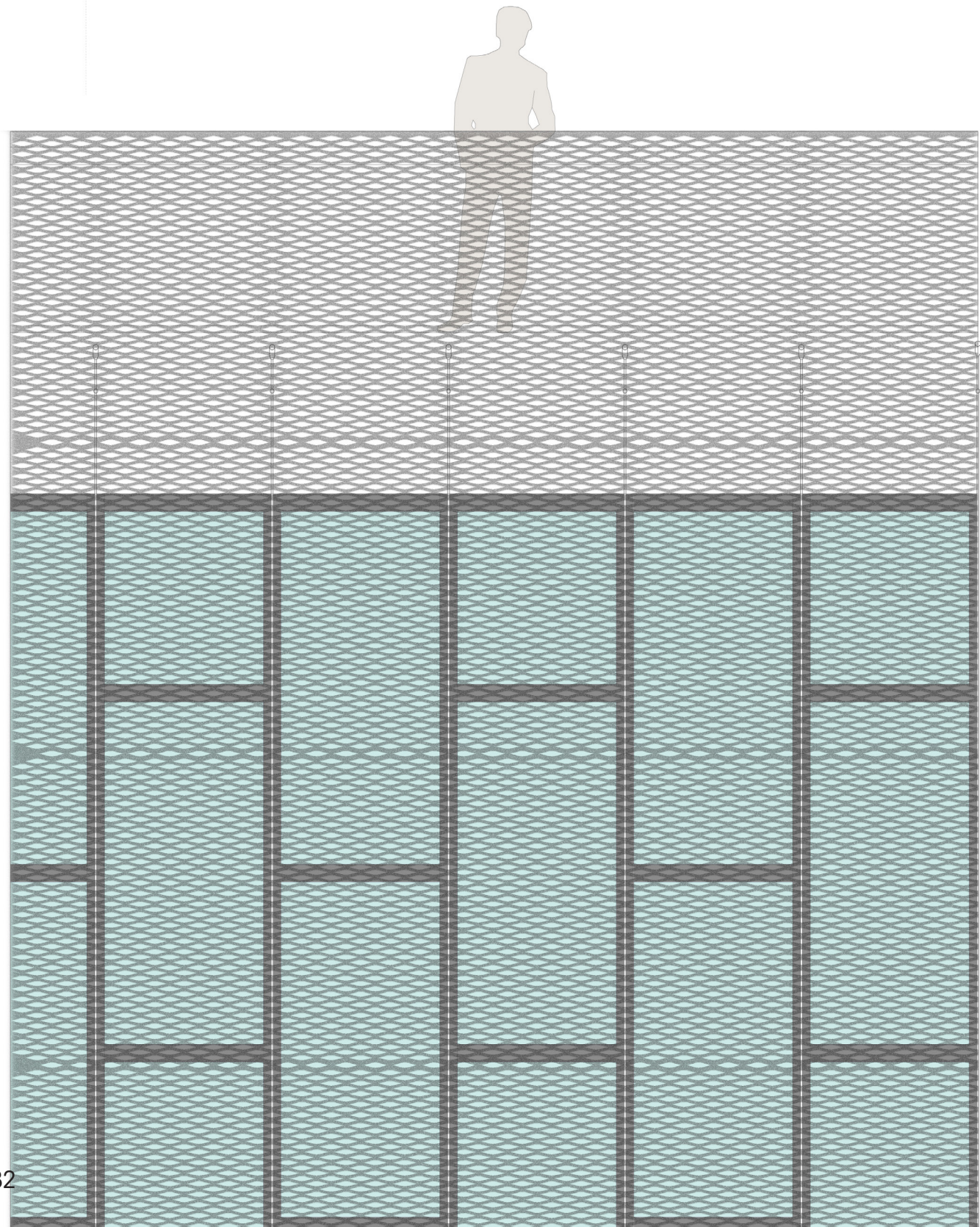


Extra components are added to make the facade more stable.

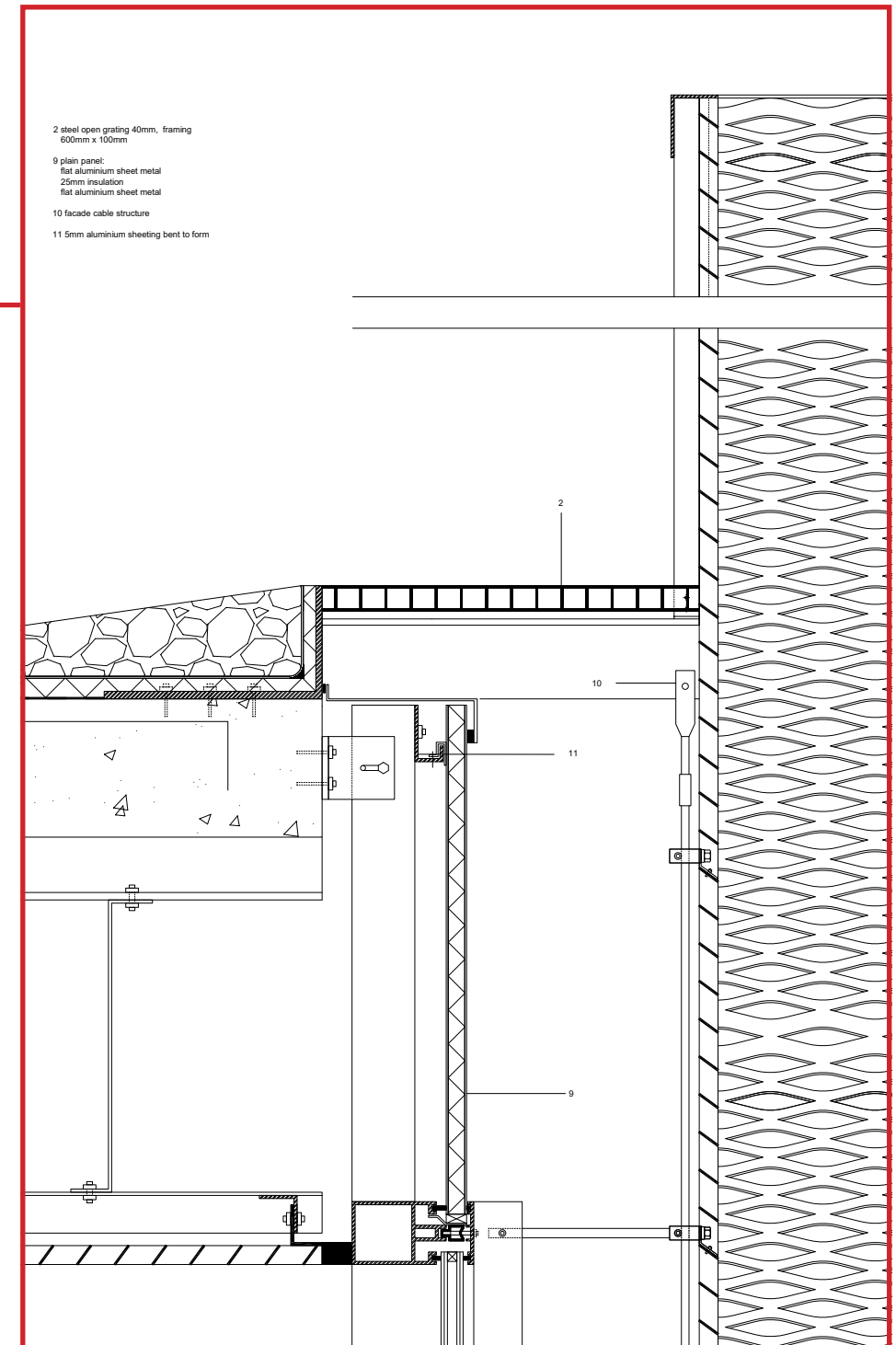
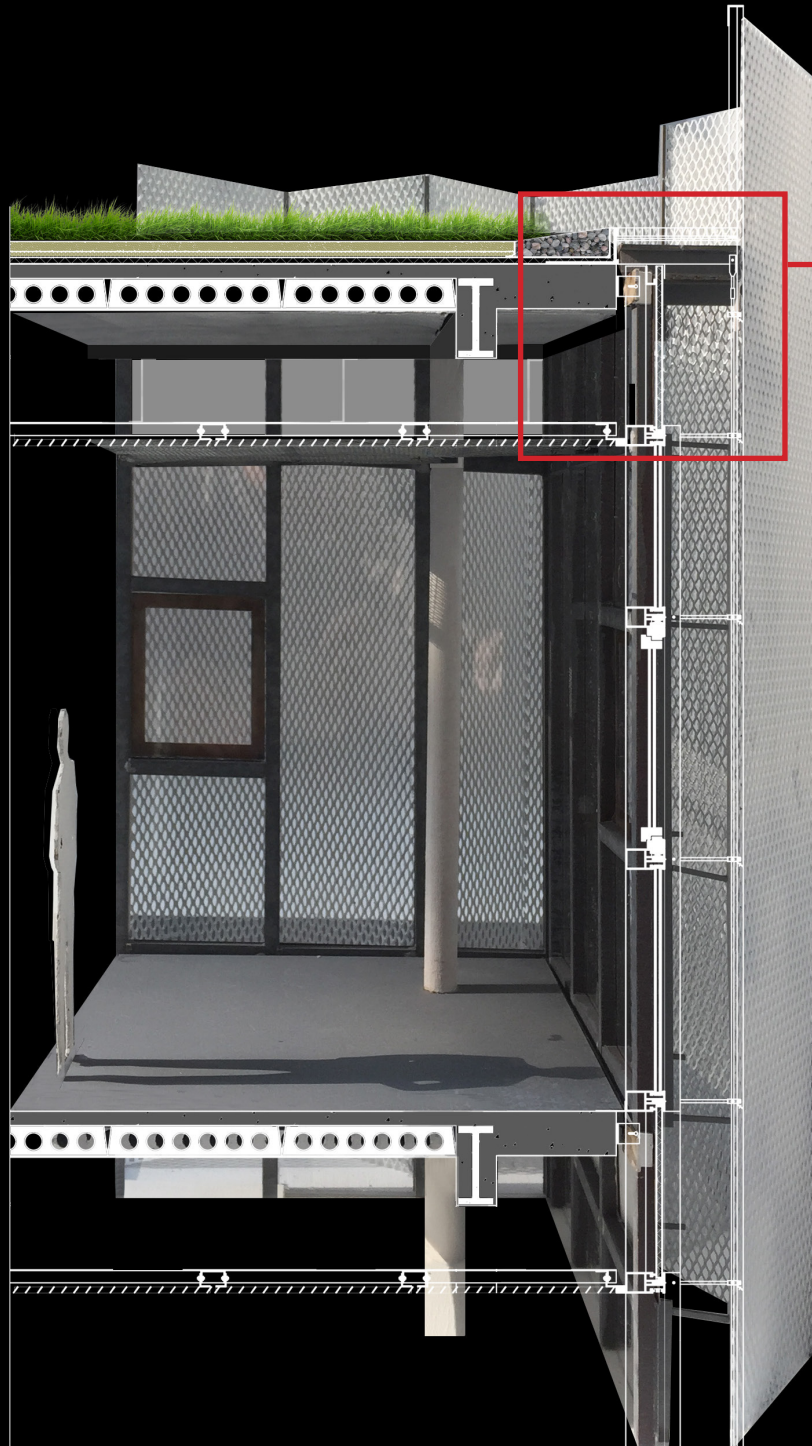
Detail



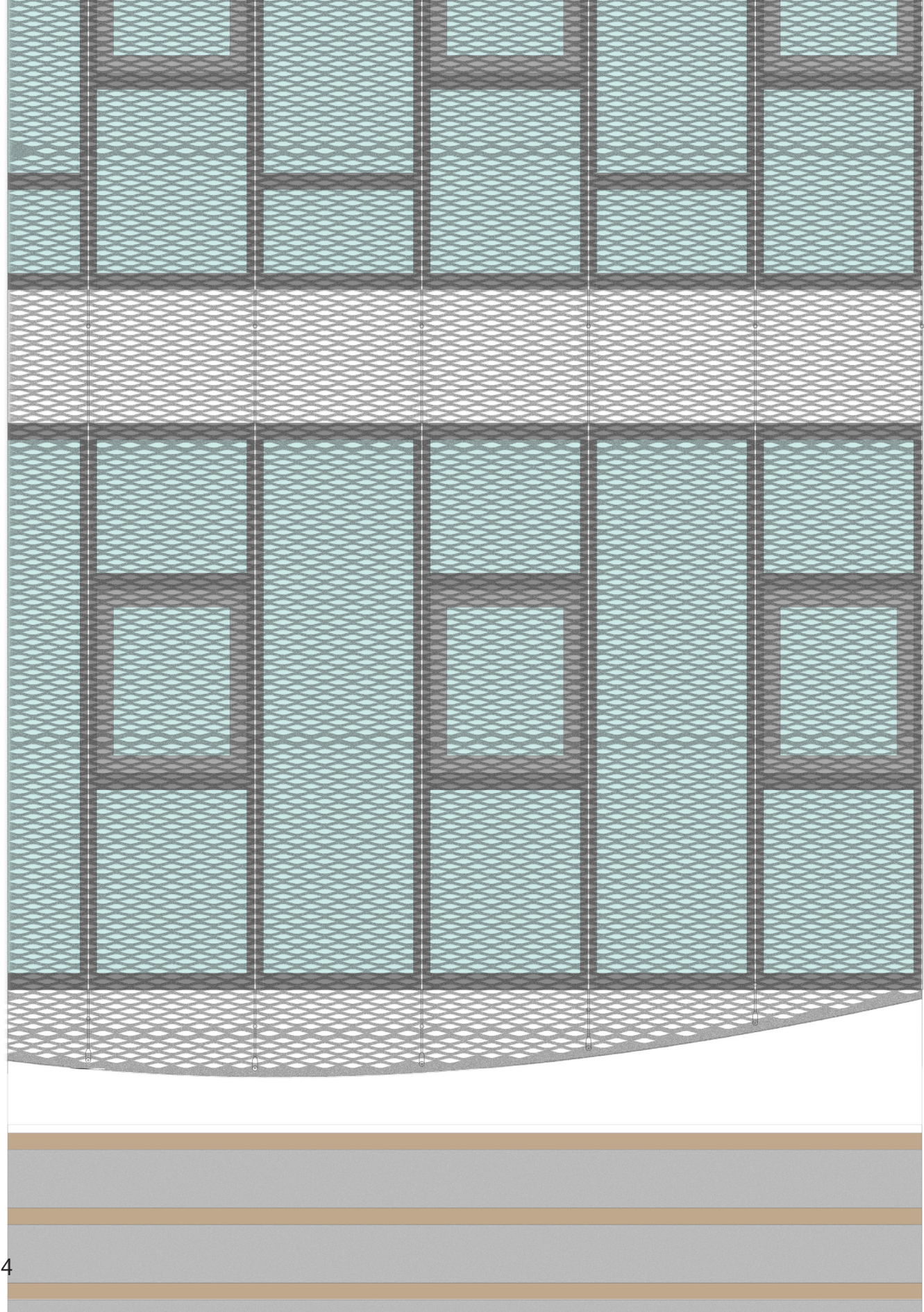
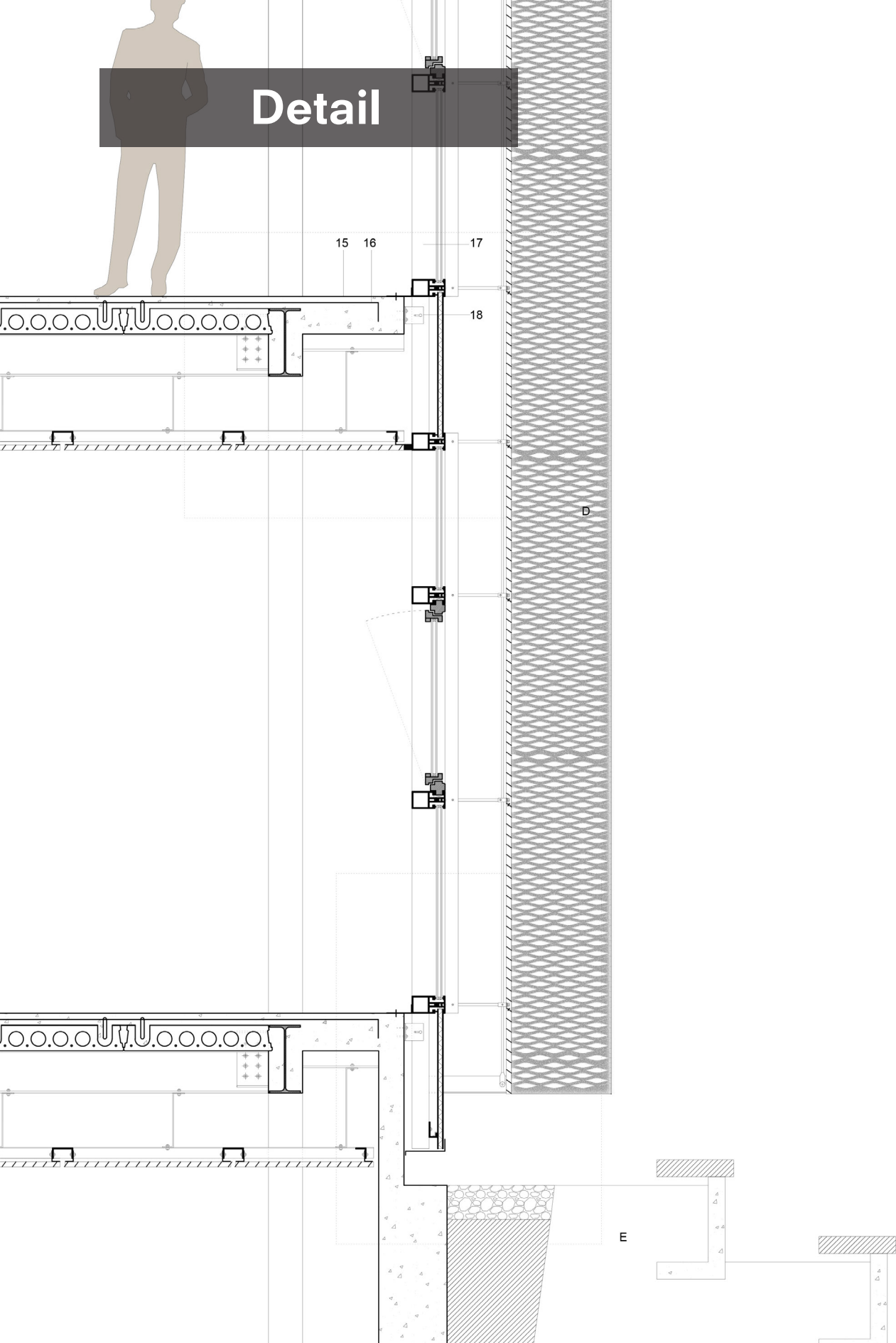
- 1 roof construction:
plants
growing soil, 200mm
drainage layer 30mm
protection layer 30mm
waterproof membrane
construction deck 100mm
hollow-core slab 150mm
- 2 steel open grating 40mm, framing
600mm x 100mm
- 3 flat aluminium sheet metal
- 4 ceiling construction:
flat aluminium sheet metal
25mm insulation
flat aluminium sheet metal
- 5 3mm aluminum sheeting with white
coating
- 6 L shape steel supporting slab 8mm
- 7 steel main beam I-beam IPE 400,
connected with secondary beam with
connection plate 564mm x 330mm x
10mm
- 8 steel secondary I-beam IPE 400
- 9 plain panel:
flat aluminium sheet metal
25mm insulation
flat aluminium sheet metal
- 10 facade cable structure
- 11 5mm aluminium sheeting bent to form
- 12 facade stability frame
- 13 openable window
- 14 steel circular hollow section, filled
with concrete, 200mm
- 15 floor construction:
covered with concrete 70mm
hollow-core slab 150mm
- 16 steel reinforcement
- 17 facade aluminum structure 100mm x
100mm
- 18 structural component supporting the
glass facade



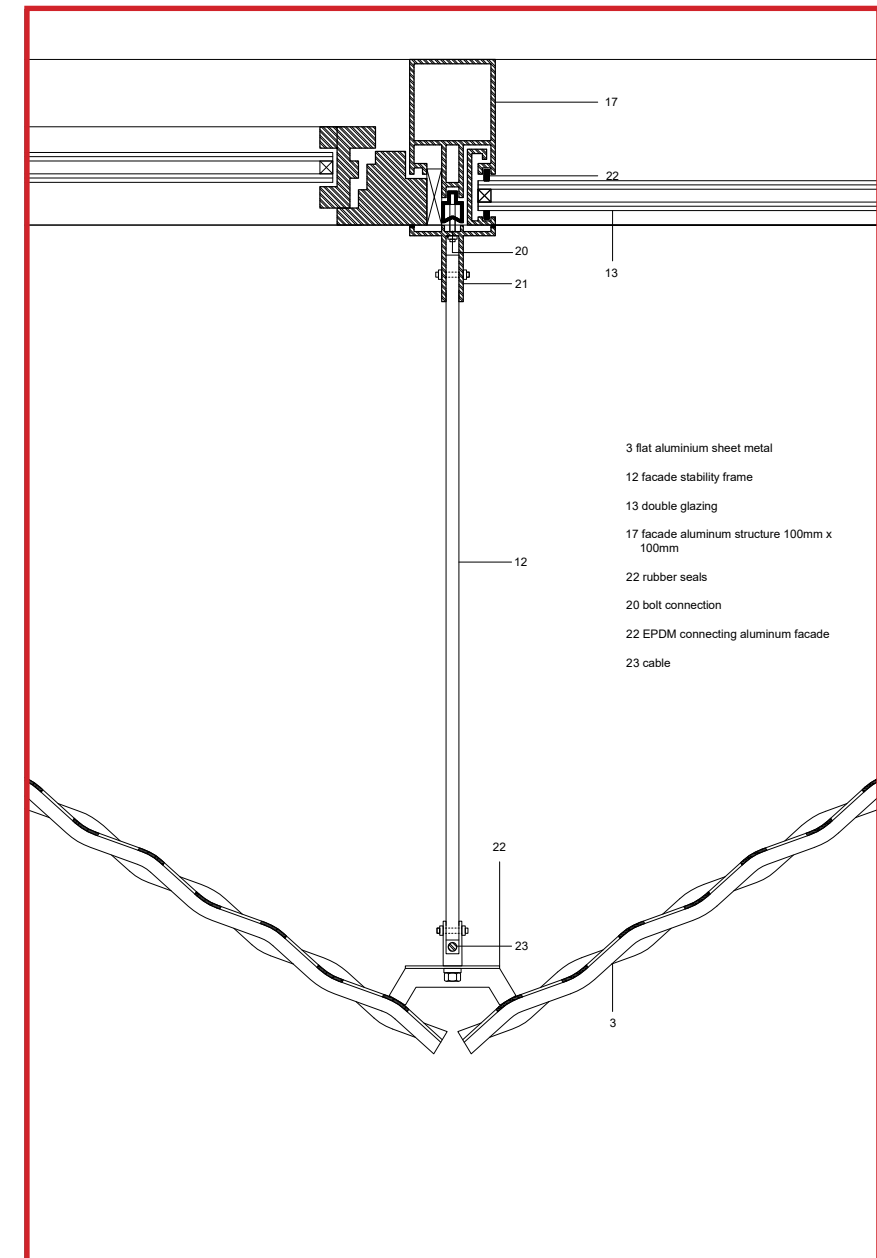
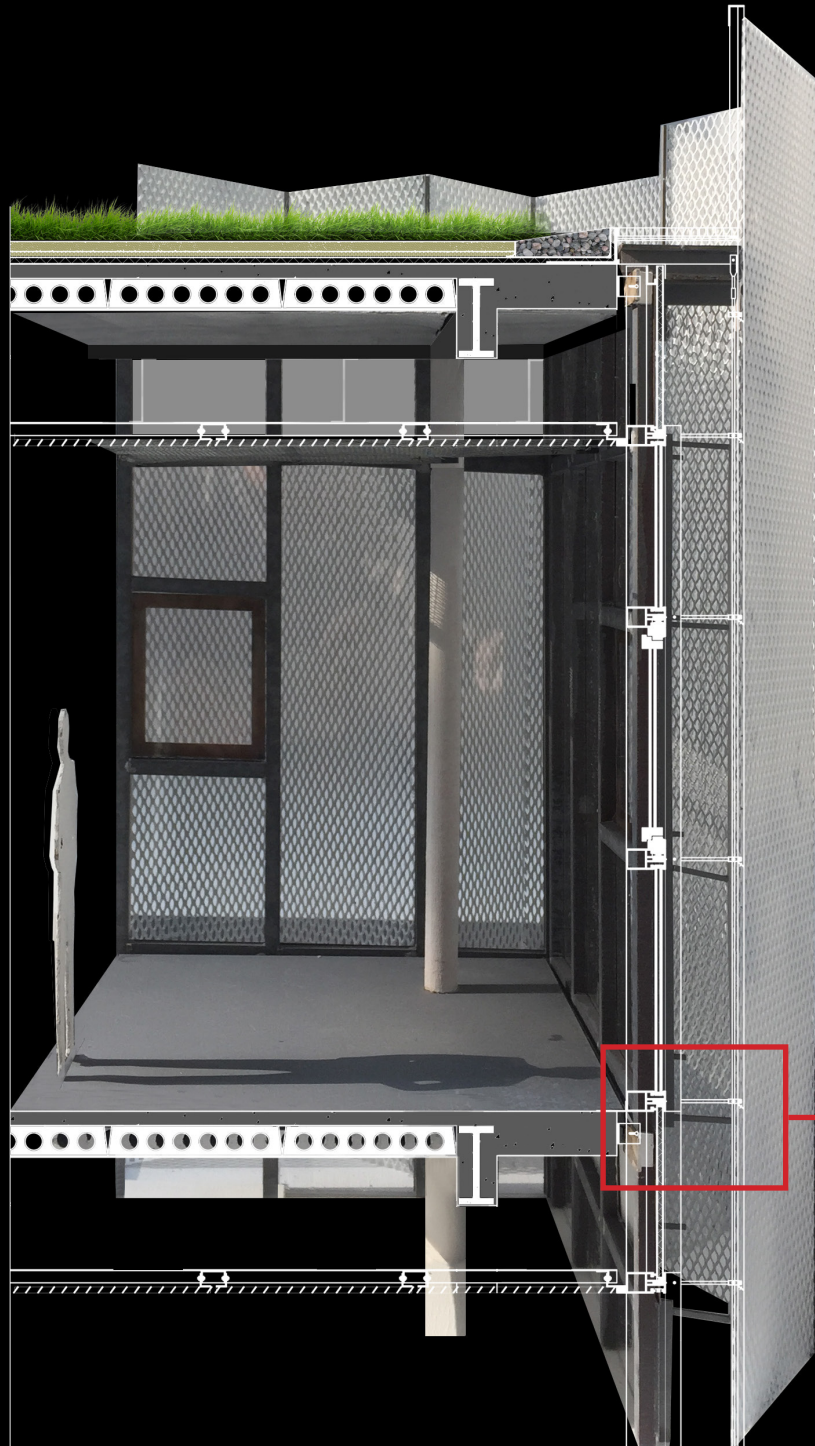
Detail



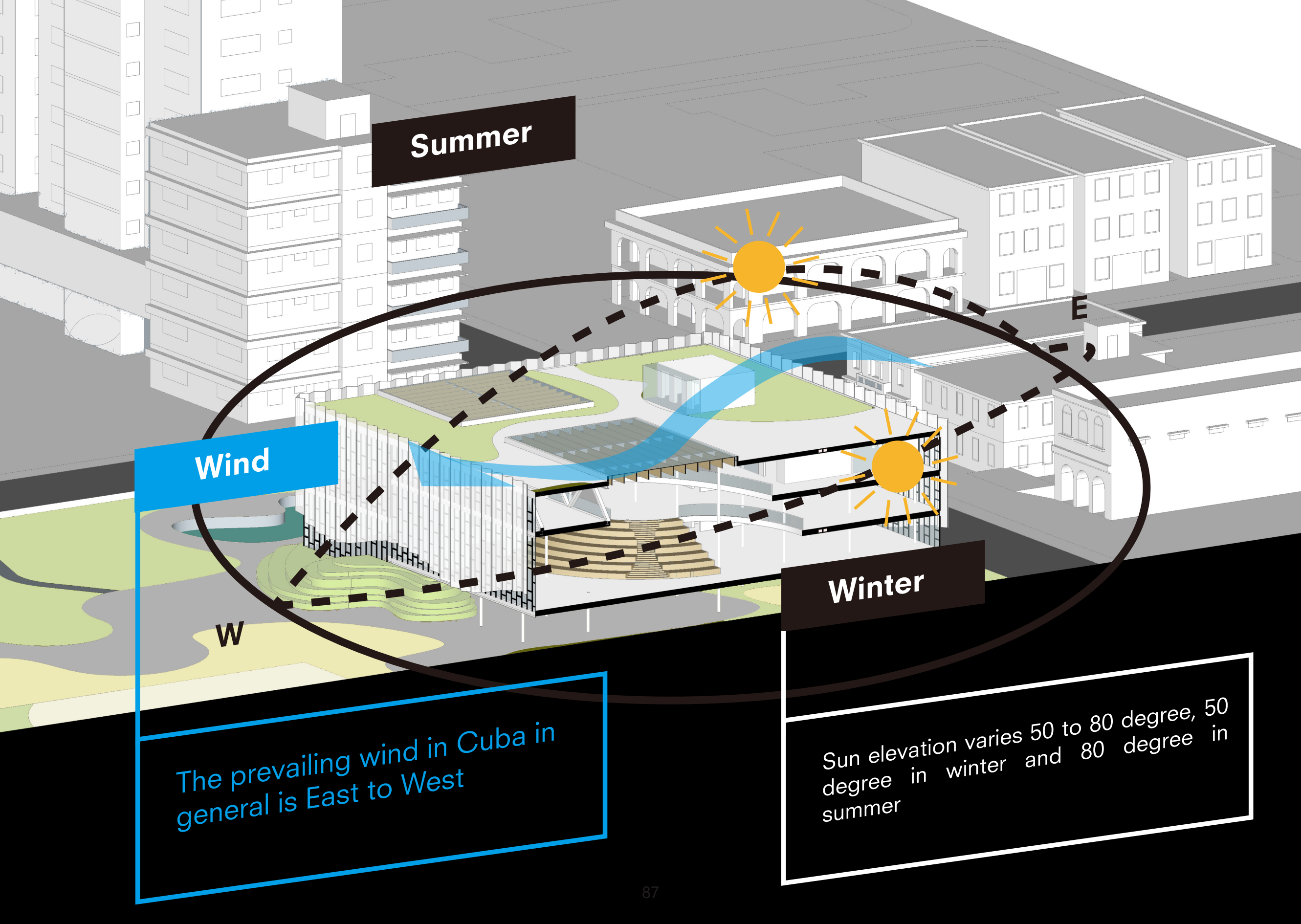
Detail



Detail



CLIMATE DESIGN



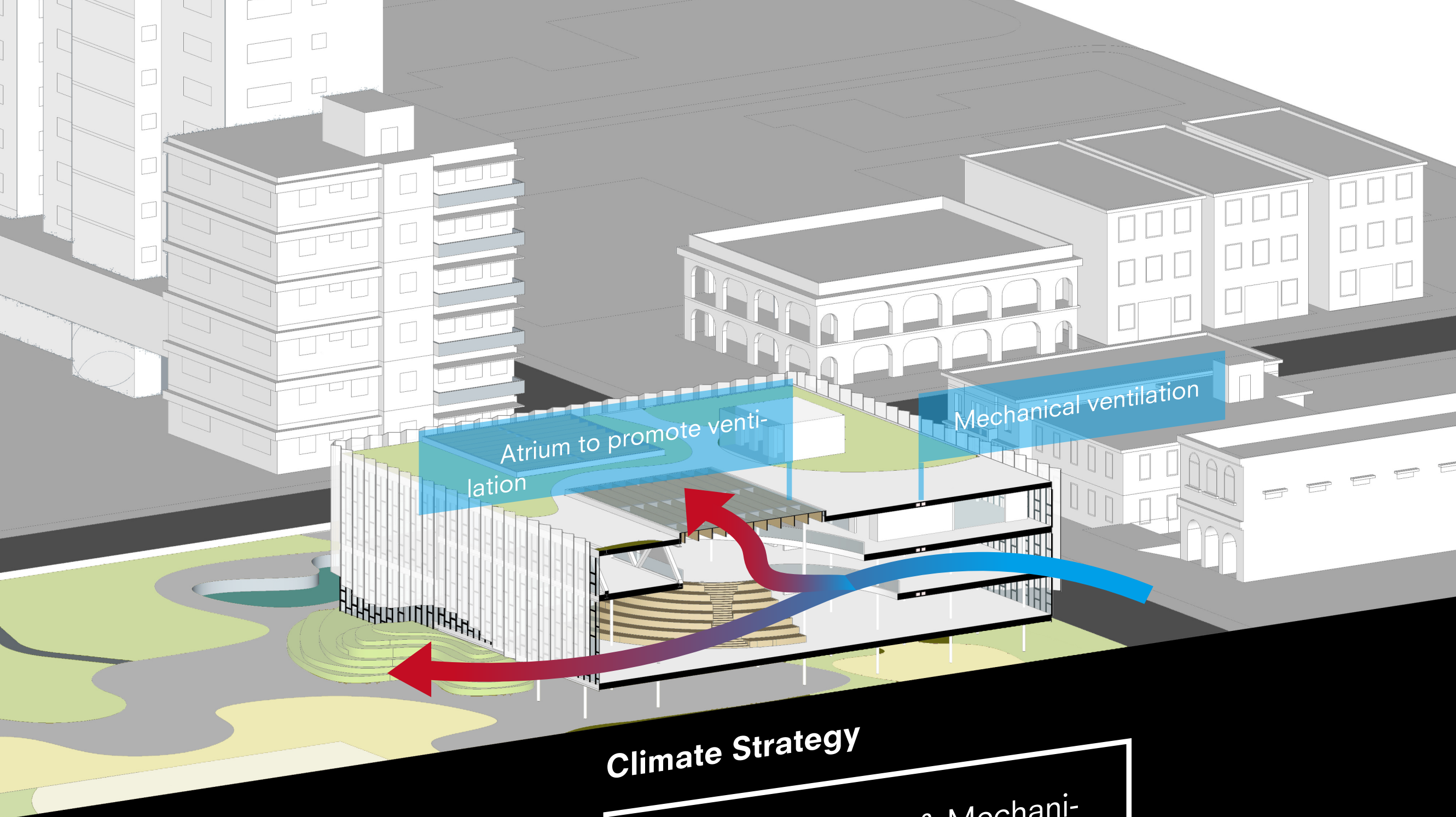
Summer

Wind

Winter

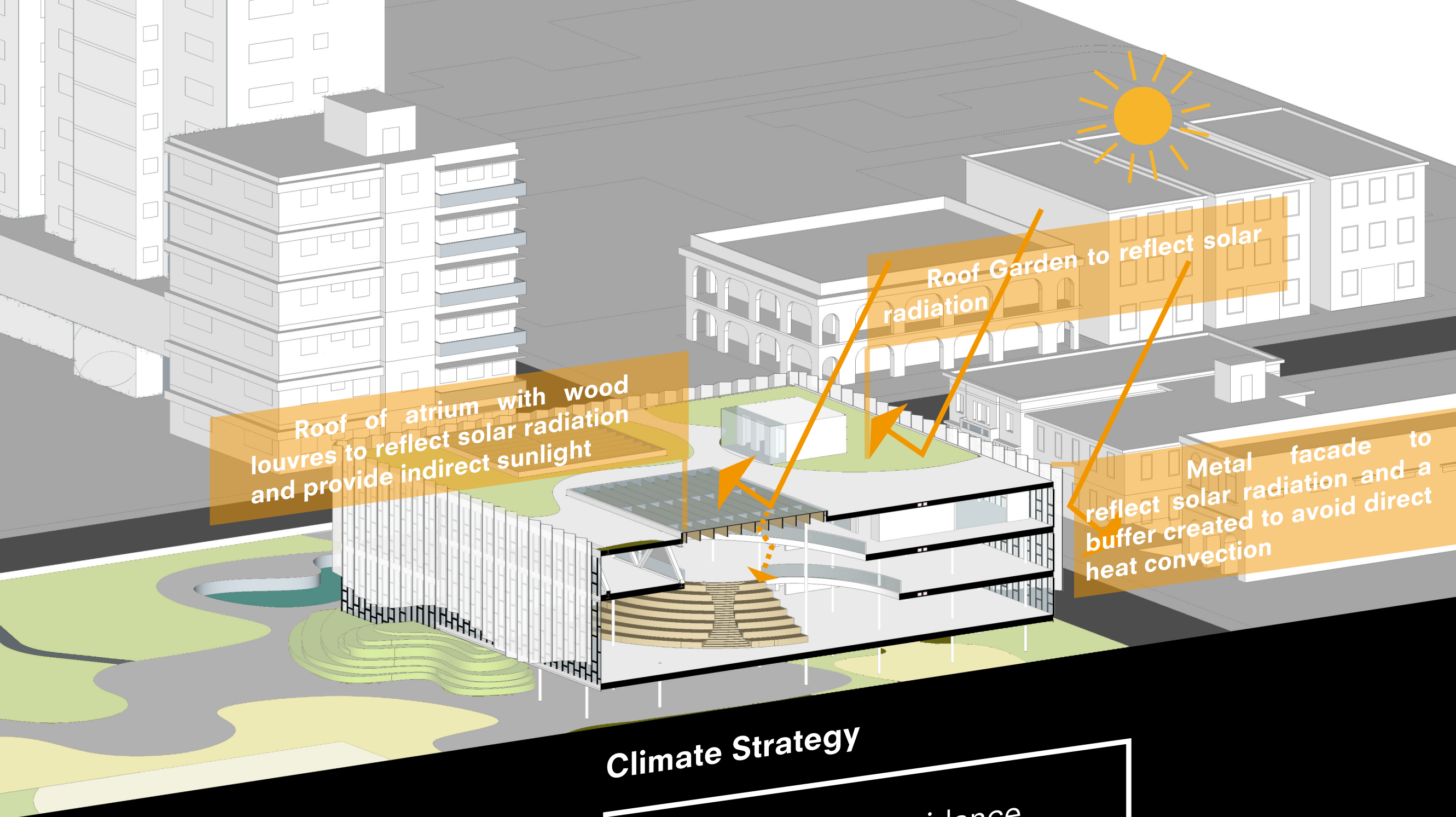
The prevailing wind in Cuba in general is East to West

Sun elevation varies 50 to 80 degree, 50 degree in winter and 80 degree in summer



Climate Strategy

Natural Ventilation & Mechanical Ventilation



Roof of atrium with wood louvres to reflect solar radiation and provide indirect sunlight

Roof Garden to reflect solar radiation

Metal facade to reflect solar radiation and a buffer created to avoid direct heat convection

Climate Strategy

Solar Radiation Avoidance

FUTURE VISION



A platform where anybody can collect, edit, disseminate information



A platform for learning and sharing information



A platform for events and social activities



Present a better future