



THE EXILE RETURNS

JORIK BAIS / P5 / JULY 7TH 2017

BACARDI'S CUBAN HQ



LLORENTTE'S RUN FOR FREEDOM OF EXPRESSION



PATRIOTISM IS DYING TOO

BREAKING NEWS

FORMER CUBAN LEADER FIDEL CASTRO DIES AT 90

LIVE

CNN


5:43 AM GMT

@CNBRK

FIDEL CASTRO BROUGHT CUBA REFORMS: CRITICIZED FOR SUPPRESSING HUMAN RIGHTS

A man in a military uniform is seated at a desk in a wood-paneled office. He is holding a large stack of papers and has a stressed expression on his face. The office features wood paneling, framed pictures on the wall, and a desk lamp. The text "PRESSURE IS ON, RAUL!" and "FEAR OF ANOTHER ECONOMIC CRISIS" is overlaid on the image.

PRESSURE IS ON, RAUL!
FEAR OF ANOTHER ECONOMIC CRISIS



LARGE FOREIGN INTEREST
CLOSE PROXIMITY TO USA
&
HIGHLY EDUCATED WORKERS
EMBARGO = COMPANIES ARE RELUCTANT

ALLOWING FOREIGN INVESTMENTS

SOCIALIST FREE MARKET

RESEARCH QUESTION

**WHAT WILL BE THE ARCHITECTURAL
AND AESTHETIC IMPACT FROM FOREIGN
INVESTMENTS IN CUBA'S GRADUAL
TRANSFORMATION TOWARDS A FREE MARKET
ECONOMY?**

FOREIGN INTEREST



34% OF WORLD'S NICKEL DEPOSIT



+800.000 ANNUAL U.S. TOURISTS



BRAND OF CUBAN ORIGIN

BACARDI & CA — ESTABLECIDOS
EN 1862

CUBAN PATRON

‘THE ONE WHO MADE CUBA FAMOUS’

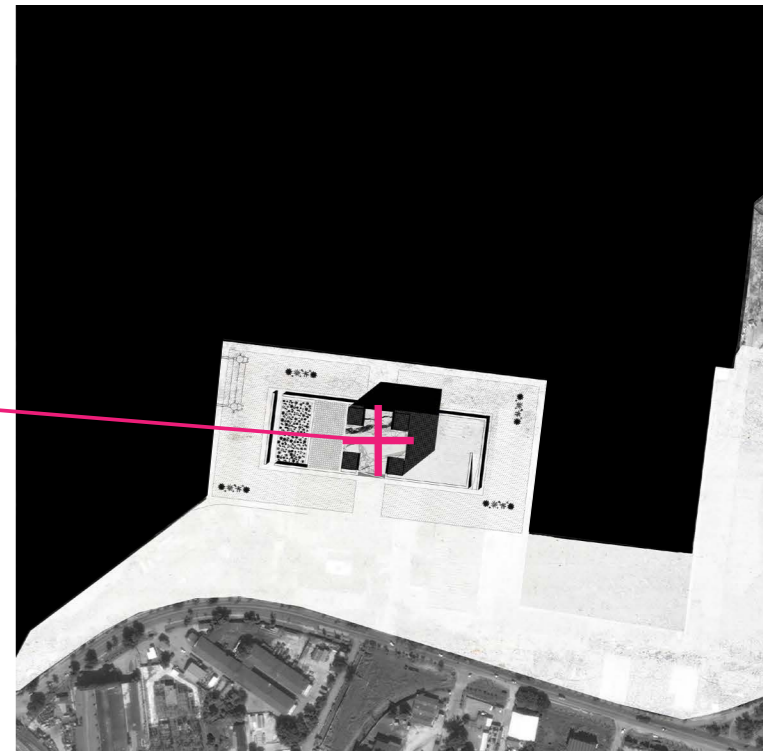
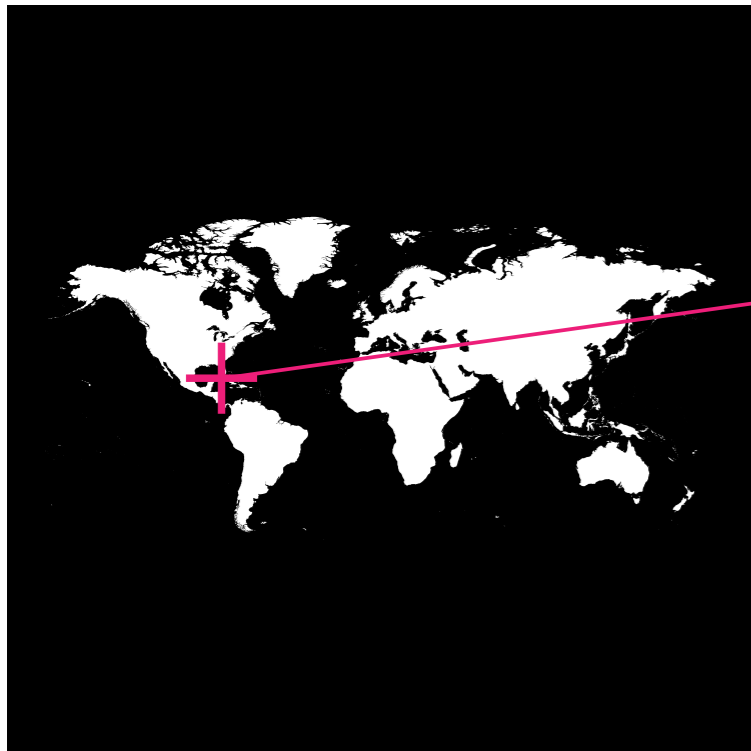


THESIS TOPIC



THE EXILE RETURNS

BACARDI'S CUBAN HQ



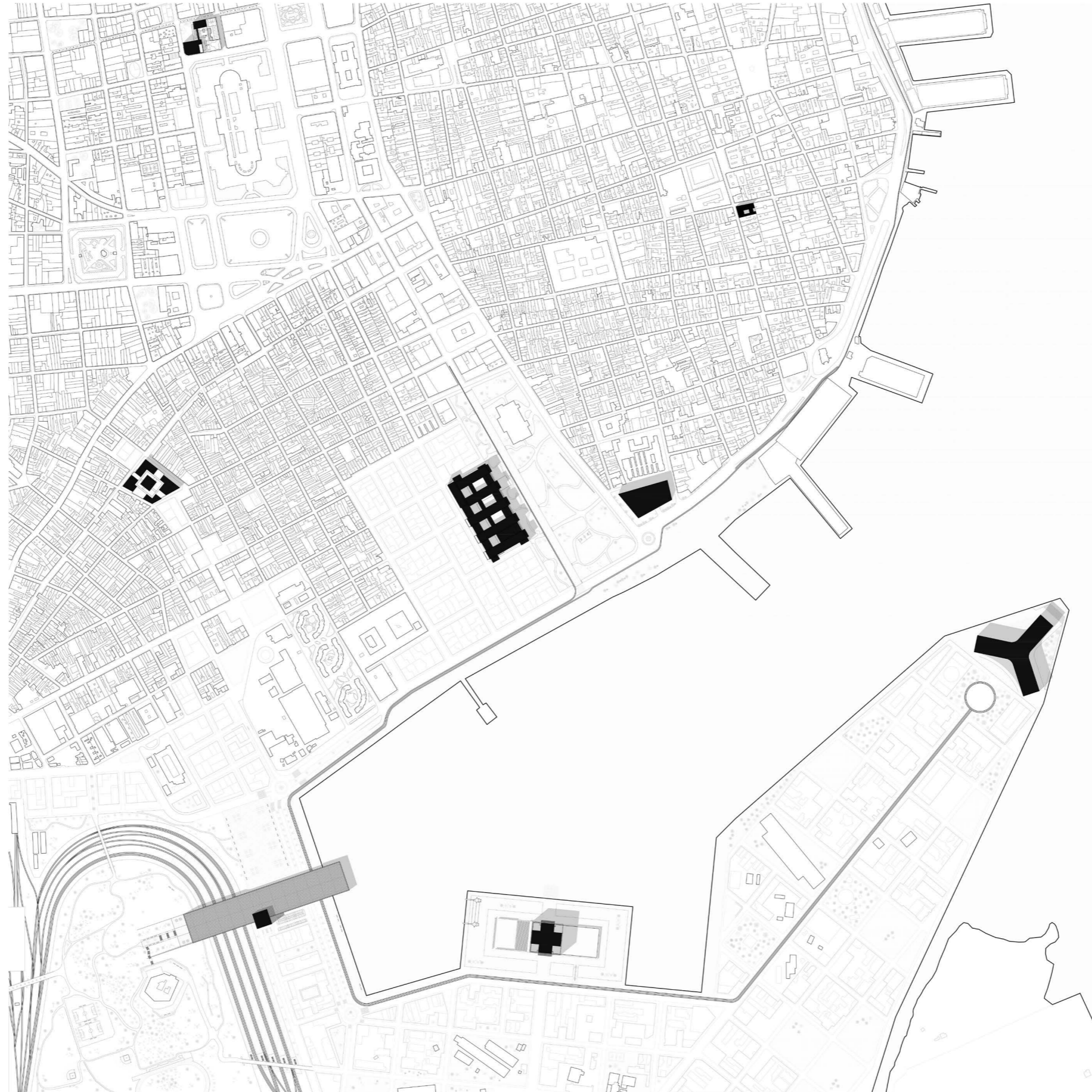
CARIBBEAN

CUBA

HAVANA

HARBOR

GROUP STRATEGY





BACARDI'S CUBAN HEADQUARTERS

CUBA'S ECONOMY

THEMATIC RESEARCH



BATTISTA'S REGIME

STRONG TIES WITH THE US



VIVA LA REVOLUCIÓN

SOCIALISM WAS THE ANSWER

**“THE UNITED STATES
ECONOMY FORMS A
THREAT”**



FIDEL CASTRO

NATIONALISED
DOMESTIC AND FOREIGN ASSETS
U.S. 9 BILLION \$

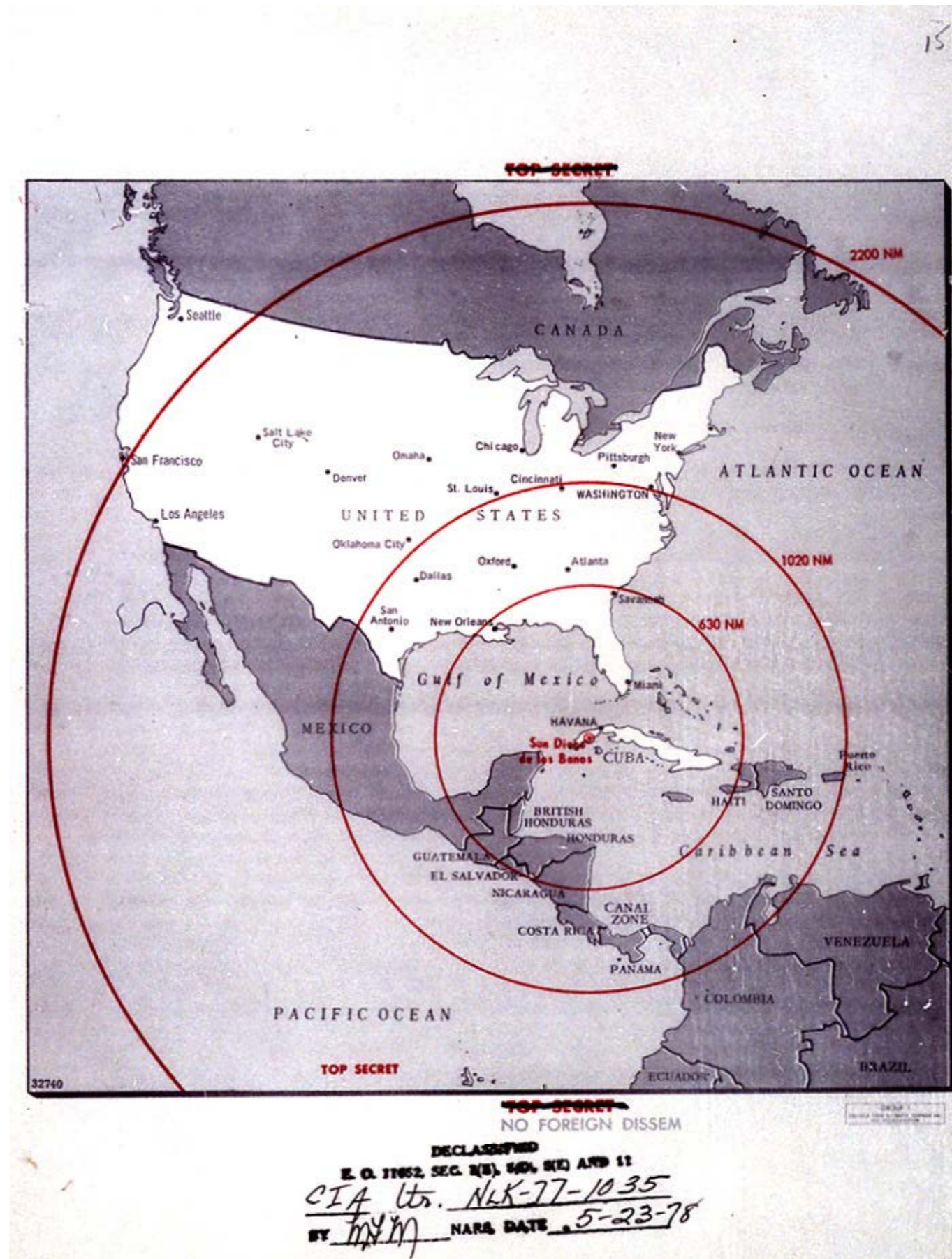


U.S. RESPONSE TO NATIONALISATION:

EMBARGO

END OF ECONOMIC TIES

SOVIET UNION AS AN ECONOMIC ALLY



SOVIET OUTPOST: COLD WAR

SPECIAL PERIOD

~ 50% ECONOMIC CONTRACTION

34% GDP SHRINKAGE

+

85% LOSS OF FOREIGN MARKET

1991-1995



FOREIGN
INVESTMENTS



1996 HELMS-BURTON ACT

A close-up photograph of Fidel Castro, the former leader of Cuba, wearing a green military cap and uniform. He has a full grey beard and is looking slightly to the right. He is holding a small Cuban flag on a wooden stick. The background is blurred, showing other people and flags. The text 'FIDEL CASTRO'S REFORM' is overlaid in white, bold, sans-serif font across the middle of the image.

FIDEL CASTRO'S REFORM

MARKET ORIENTED REFORMS

1993-1997



RAUL CASTRO

A SOFTER TAKE ON SOCIALISM

2008

A nighttime photograph of a dense urban skyline in Beijing, China. The image features several prominent skyscrapers, including the distinctive, lattice-structured CCTV New Building in the center. The city is illuminated by streetlights and building lights, creating a vibrant, glowing scene. In the foreground, a complex multi-level highway interchange is visible, with light trails from vehicles. The overall atmosphere is one of a modern, bustling metropolis.

SOCIALIST FREE MARKET REFORM
THE BEIJING CONSENSUS
EASY REFORMS FIRST

2008

A person wearing a blue uniform is sitting in a wheelchair in a cluttered workshop. The workshop is filled with bicycles, tires, and various tools. The person is positioned in the lower-left foreground, looking towards the right. The background shows a wooden door and a window with shutters. The overall atmosphere is one of a small, busy, and somewhat cramped workspace.

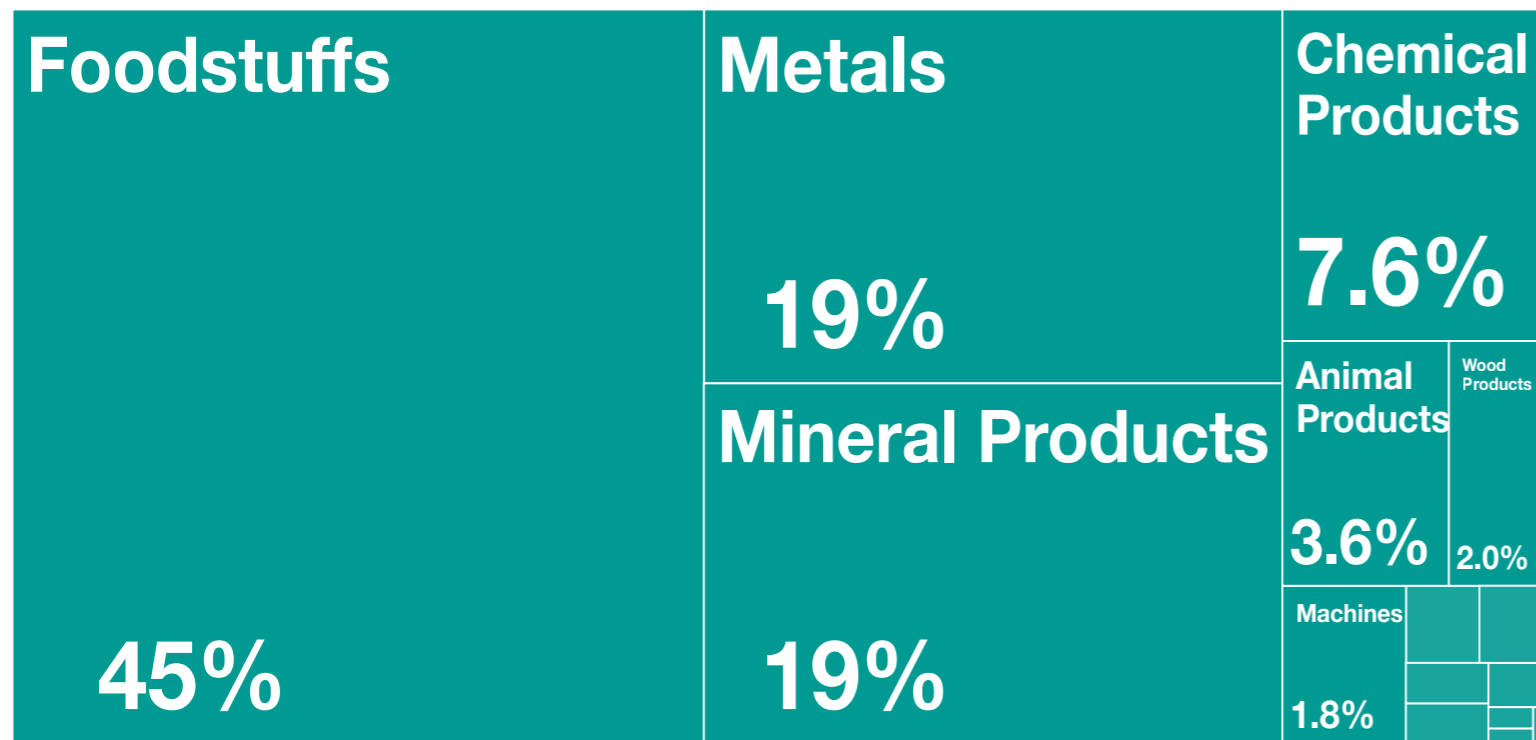
DE-MOTIVATING ENTREPRENEURSHIP

201 SELF-EMPLOYMENT SECTORS

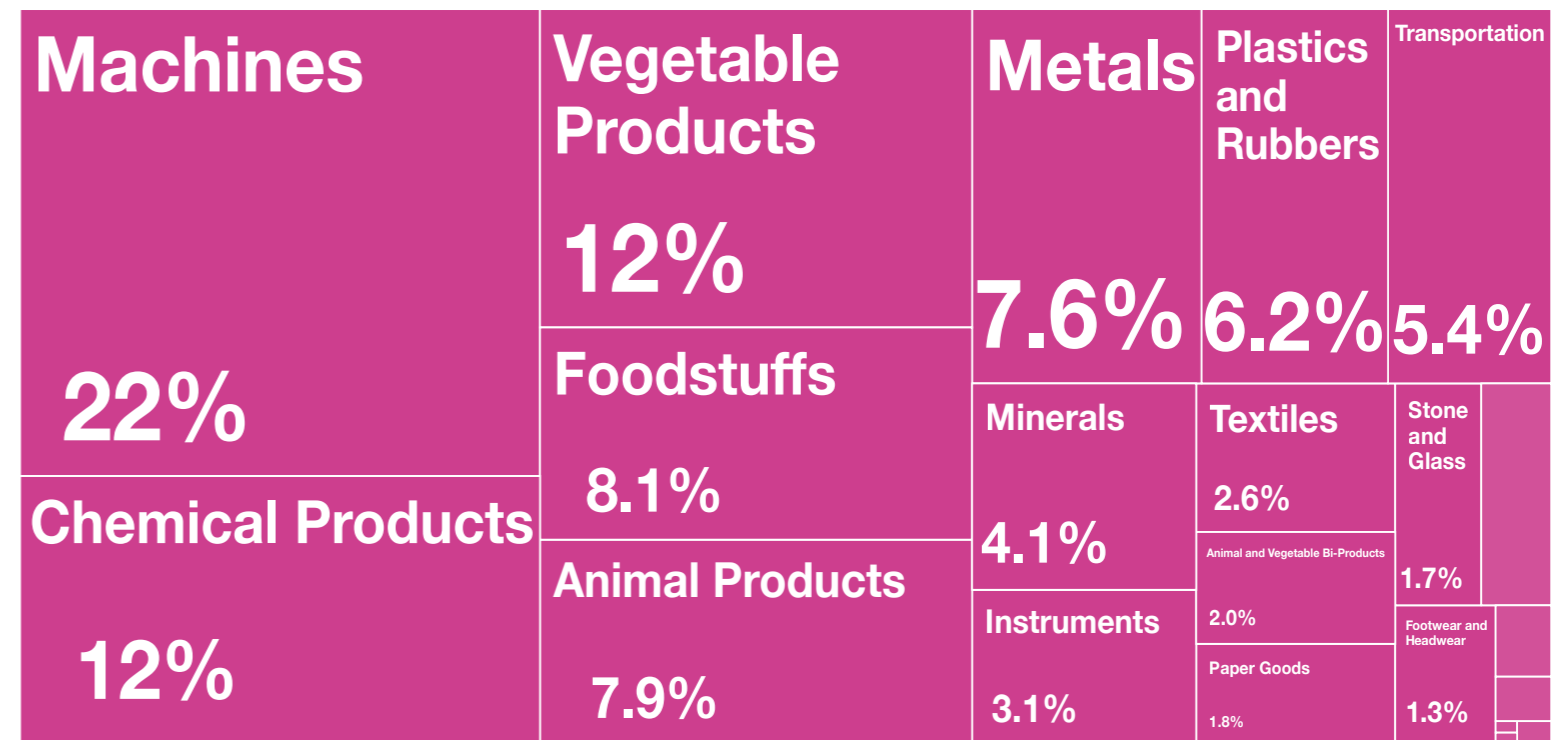
NO POTENTIAL FOR SIGNIFICANT GROWTH

TIRE REPAIRS

EXPORT / IMPORT



EXPORT: 1,74B \$



IMPORT: 5,91B \$

CURRENT ECONOMIC FREEDOM RATING: 177/178



GEO-ECONOMIC POSITION

CUBA'S ECONOMIC POTENTIAL



RE-INTRODUCTION OF CAPITALISM TO CUBA

WHAT'S NEXT

WHAT'S NEXT

**RAUL MAINTAINS SOCIALIST VALUES TOWARDS HEALTHCARE
AND EDUCATION**

WHAT'S NEXT

**RAUL MAINTAINS SOCIALIST VALUES TOWARDS HEALTHCARE
AND EDUCATION**

+

PRIVATIZATION OF DOMESTIC BUSINESSES

WHAT'S NEXT

**RAUL MAINTAINS SOCIALIST VALUES TOWARDS HEALTHCARE
AND EDUCATION**

+

PRIVATIZATION OF DOMESTIC BUSINESSES

+

TECHNOLOGY HUB

WHAT'S NEXT

**RAUL MAINTAINS SOCIALIST VALUES TOWARDS HEALTHCARE
AND EDUCATION**

+

PRIVATIZATION OF DOMESTIC BUSINESSES

+

TECHNOLOGY HUB

+

TOURISM BOOM

WHAT'S NEXT

**RAUL MAINTAINS SOCIALIST VALUES TOWARDS HEALTHCARE
AND EDUCATION**

+

PRIVATIZATION OF DOMESTIC BUSINESSES

+

TECHNOLOGY HUB

+

TOURISM BOOM

+

LARGE SCALE FOREIGN INVESTMENTS

RESEARCH QUESTION

**WHAT WILL BE THE ARCHITECTURAL
AND AESTHETIC IMPACT FROM FOREIGN
INVESTMENTS IN CUBA'S GRADUAL
TRANSFORMATION TOWARDS A FREE MARKET
ECONOMY?**

PATRONAGE

l'PATR(ə)NɪDʒ l

THE SUPPORT GIVEN BY A PATRON: A PERSON WHO GIVES FINANCIAL OR OTHER SUPPORT TO A PERSON, ORGANIZATION, OR CAUSE



SANTIAGO BASEBALL TEAM

TOM GJELTEN

"A pistol-packing salsa dance of modern history."

—The New York Times

BACARDI



THE LONG FIGHT

for

CUBA





INVESTING IN CUBA'S BUSINESS SCHOOL



HOSTING CUBAN FESTIVALS



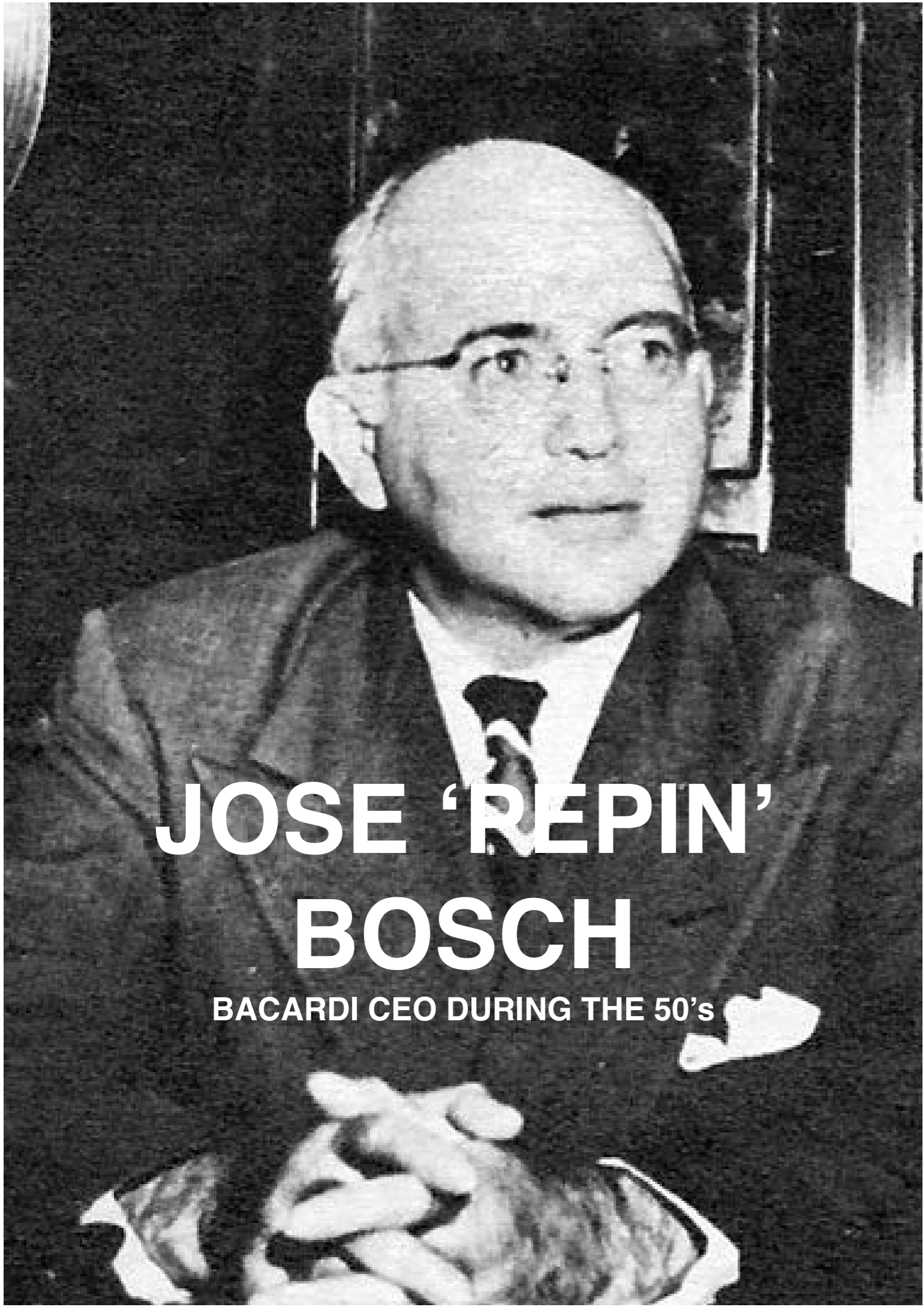
BACARDI HEADQUARTERS

ACCOMMODATE NEW FUNCTIONALITIES

A black and white photograph of the Hotel Nacional de Cuba in Havana, Cuba. The hotel is a large, multi-story building with a prominent central tower and two smaller towers on either side. The building is surrounded by lush tropical vegetation, including large trees and a low wall in the foreground. The sky is overcast. The text "JULY 4TH 1957" is overlaid in large, white, bold letters across the middle of the image. Below it, the text "HOTEL NACIONAL DE CUBA" is also overlaid in large, white, bold letters. The foreground shows a paved area with some water stains.

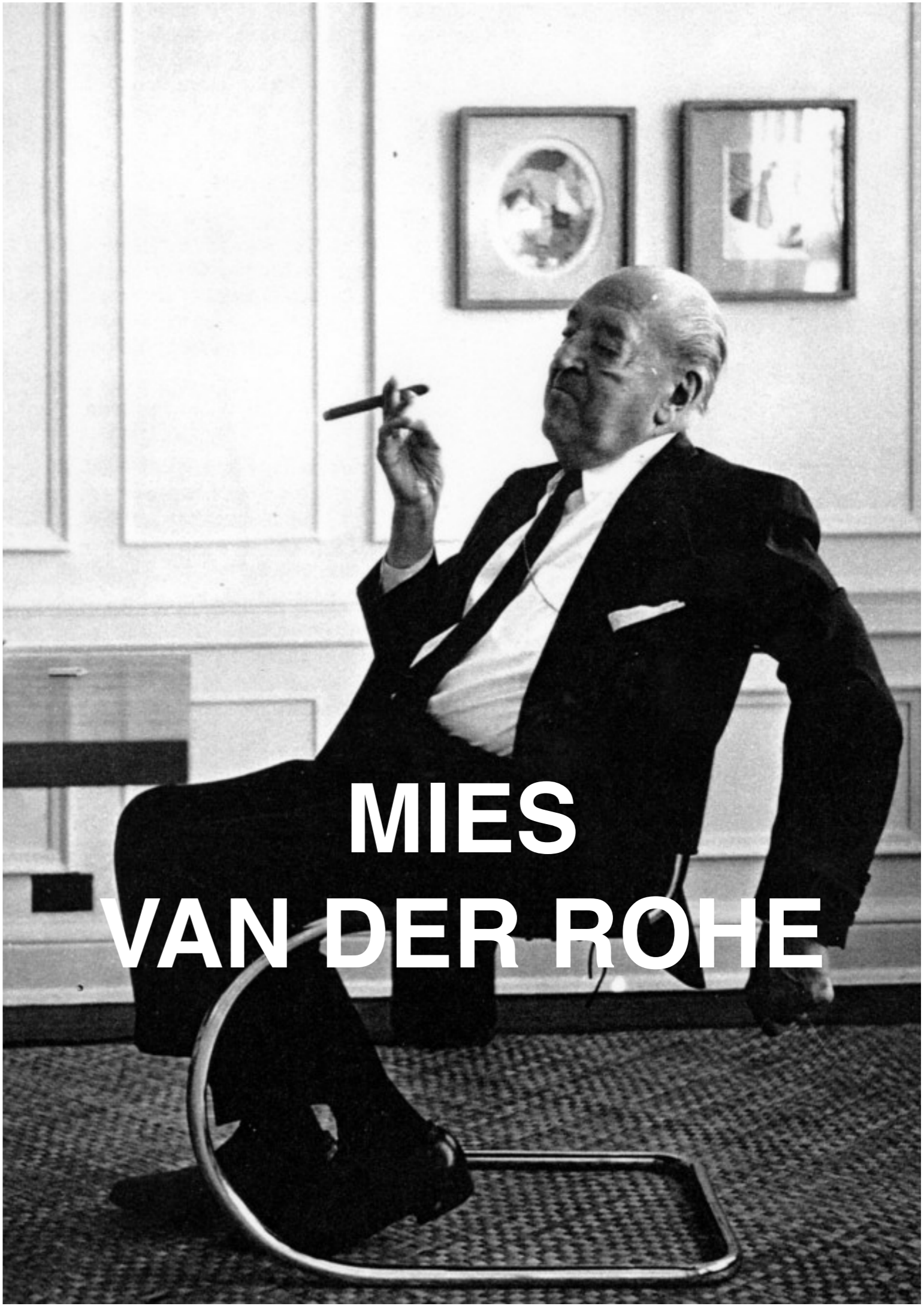
JULY 4TH 1957

HOTEL NACIONAL DE CUBA



**JOSE 'REPIN'
BOSCH**

BACARDI CEO DURING THE 50's



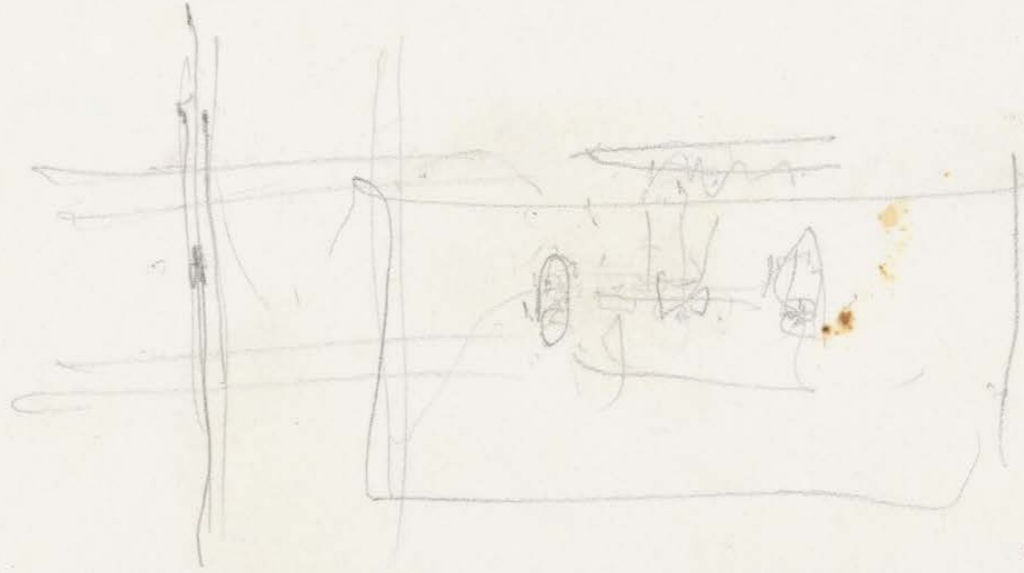
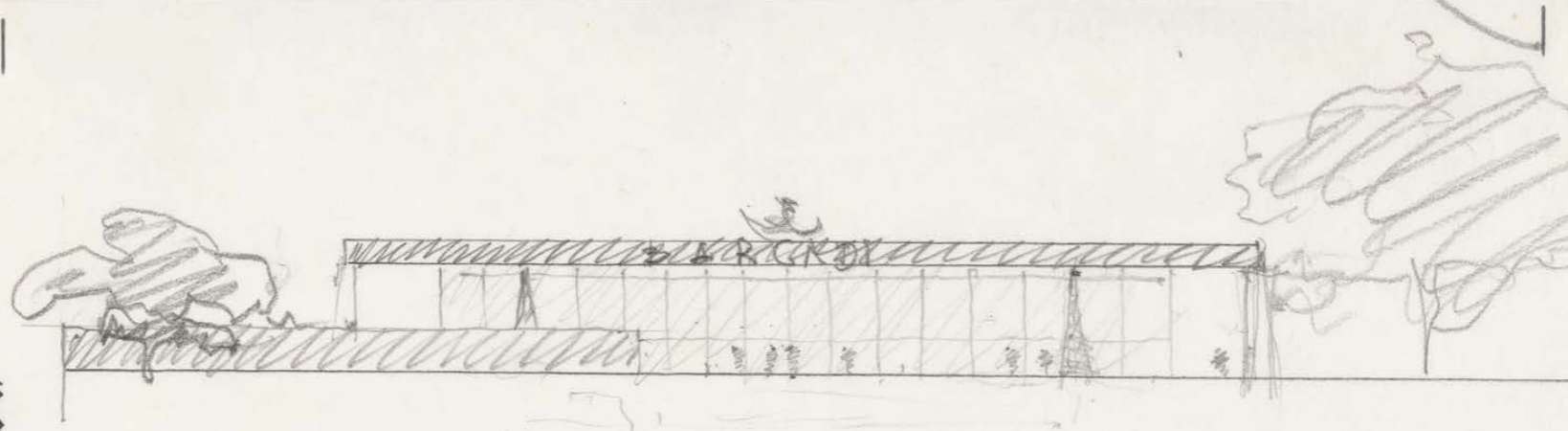
**MIES
VAN DER ROHE**

CROWN HALL CHICAGO



Hotel Nacional de Cuba

H A V A N A



4-7-57



INTERCONTINENTAL HOTELS CORPORATION: HOTEL NACIONAL DE CUBA

CARRERA SANTIAGO DE CHILE • EL LAGO MARACAIBO, VENEZUELA • CARIBBEAN CARACAS, VENEZUELA
TEQUENDAMA BOGOTÁ, COLOMBIA • VICTORIA PLAZA MONTEVIDEO, URUGUAY • REFORMA MEXICO CITY

SKETCHING OUT BACARDI'S HQ



THE 'ALMOST' INTRODUCTION OF THE
INTERNATIONAL STYLE
TO CUBA

**“I REFUSE TO DESIGN A
NEW ARCHITECTURE EVERY
MONDAY. IT’S ALL ABOUT
REFINEMENT.” - MIES**





ARCHITECTURE OF CAPITALISM

BACARDI SPIRIT

CAPITALISTIC MINDSET

GLOBAL EXPANSION

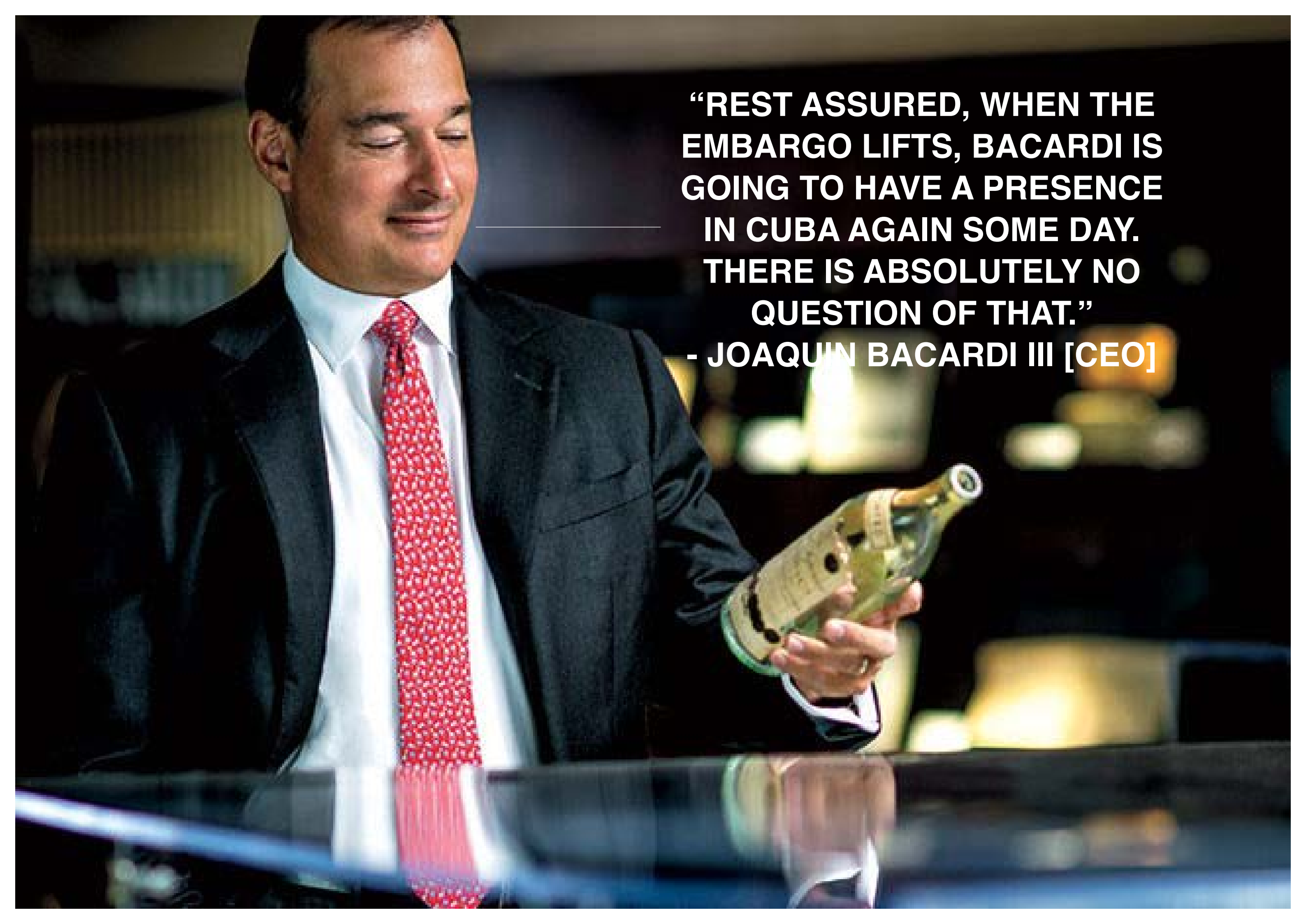
BACARDI

EXILE

The background of the entire image is a classic marbled paper pattern, often used in book covers. It features a complex, organic design with swirling, vein-like patterns in shades of dark green, black, and light grey, set against a slightly lighter, textured base.

THE MIES CONNECTION

BACARDI'S
ARCHITECTURAL INTEREST

A man in a dark suit, white shirt, and red patterned tie is holding a bottle of Bacardi rum. He is looking down at the bottle with a slight smile. The background is dark and out of focus, suggesting an indoor setting like a bar or restaurant.

“REST ASSURED, WHEN THE EMBARGO LIFTS, BACARDI IS GOING TO HAVE A PRESENCE IN CUBA AGAIN SOME DAY. THERE IS ABSOLUTELY NO QUESTION OF THAT.”

- JOAQUIN BACARDI III [CEO]

THE RUM WAR



El Ron de Cuba



BIGGEST RUM RIVAL - STATE RUN

CUBA'S ECONOMIC CHANGE

HAVANA'S HARBOR

CUBA'S ECONOMIC POTENTIAL
+
POSSIBLE DROP OF U.S. EMBARGO
+
FOREIGN INVESTMENTS

HAVANA'S HARBOR

SITE ANALYSIS

MAIN REASONS

MAIN REASONS

CAPITAL OF CUBA

MAIN REASONS

**CAPITAL OF CUBA
+
HEART OF HAVANA CLUB**

MAIN REASONS

CAPITAL OF CUBA

+

HEART OF HAVANA CLUB

+

FUTURE AMERICAN TOURISM

MAIN REASONS

CAPITAL OF CUBA

+

HEART OF HAVANA CLUB

+

FUTURE AMERICAN TOURISM

+

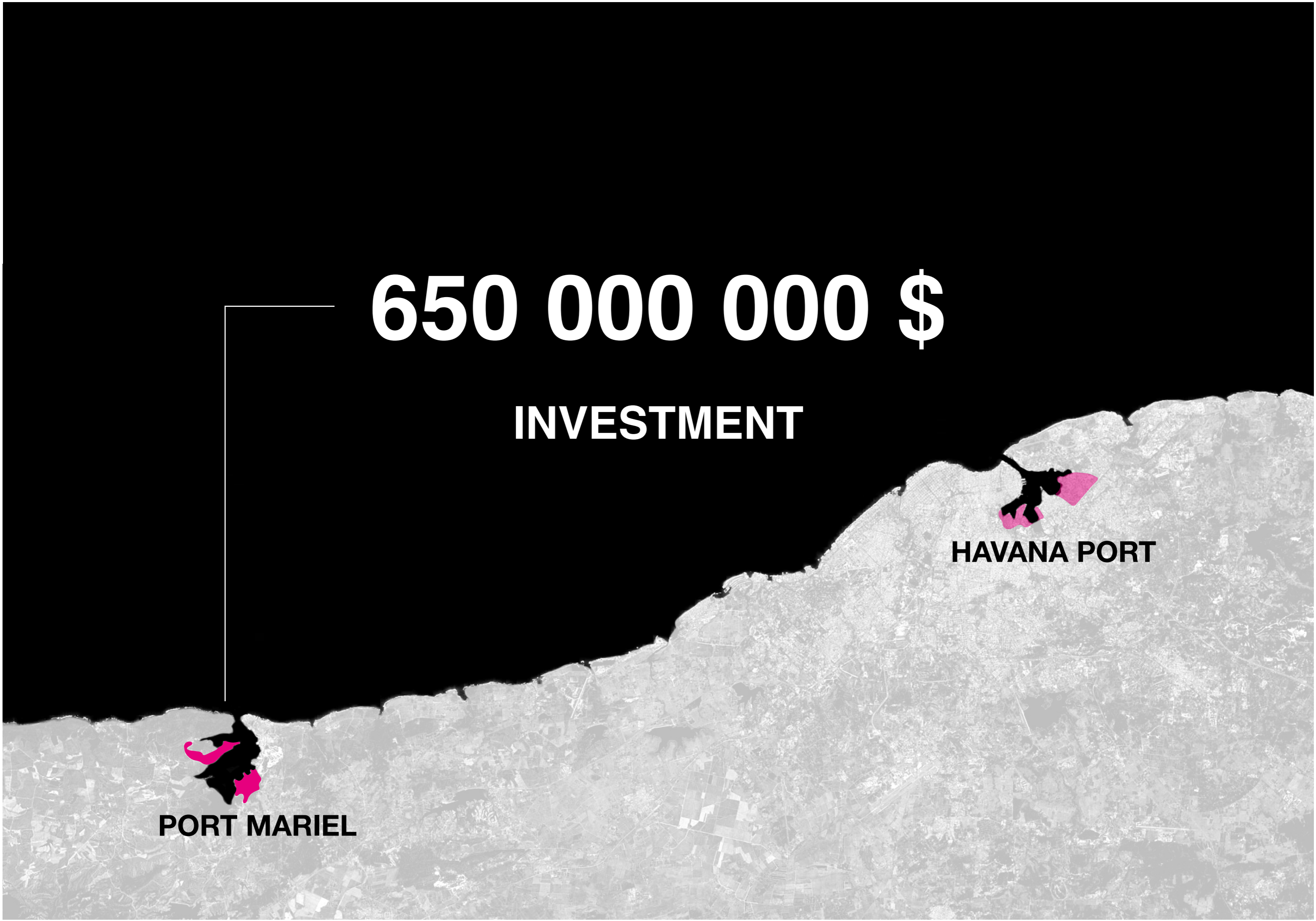
FUTURE INVESTMENT POTENTIAL

650 000 000 \$

INVESTMENT

HAVANA PORT

PORT MARIEL

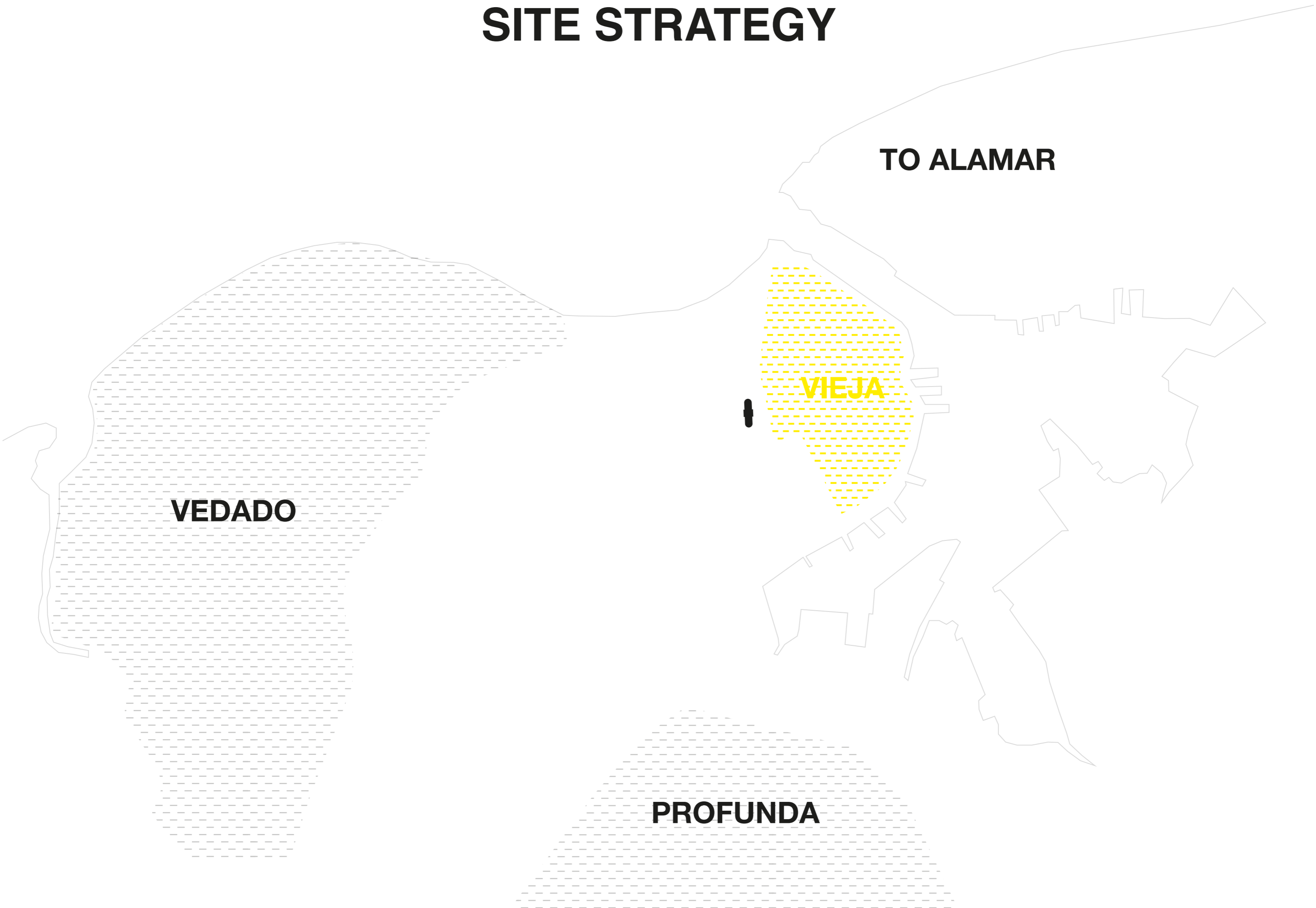




HAVANA HARBOR EMPTYING OUT

**REDEVELOPMENT STRATEGY:
MOBILITY AND VISIBILITY**

SITE STRATEGY



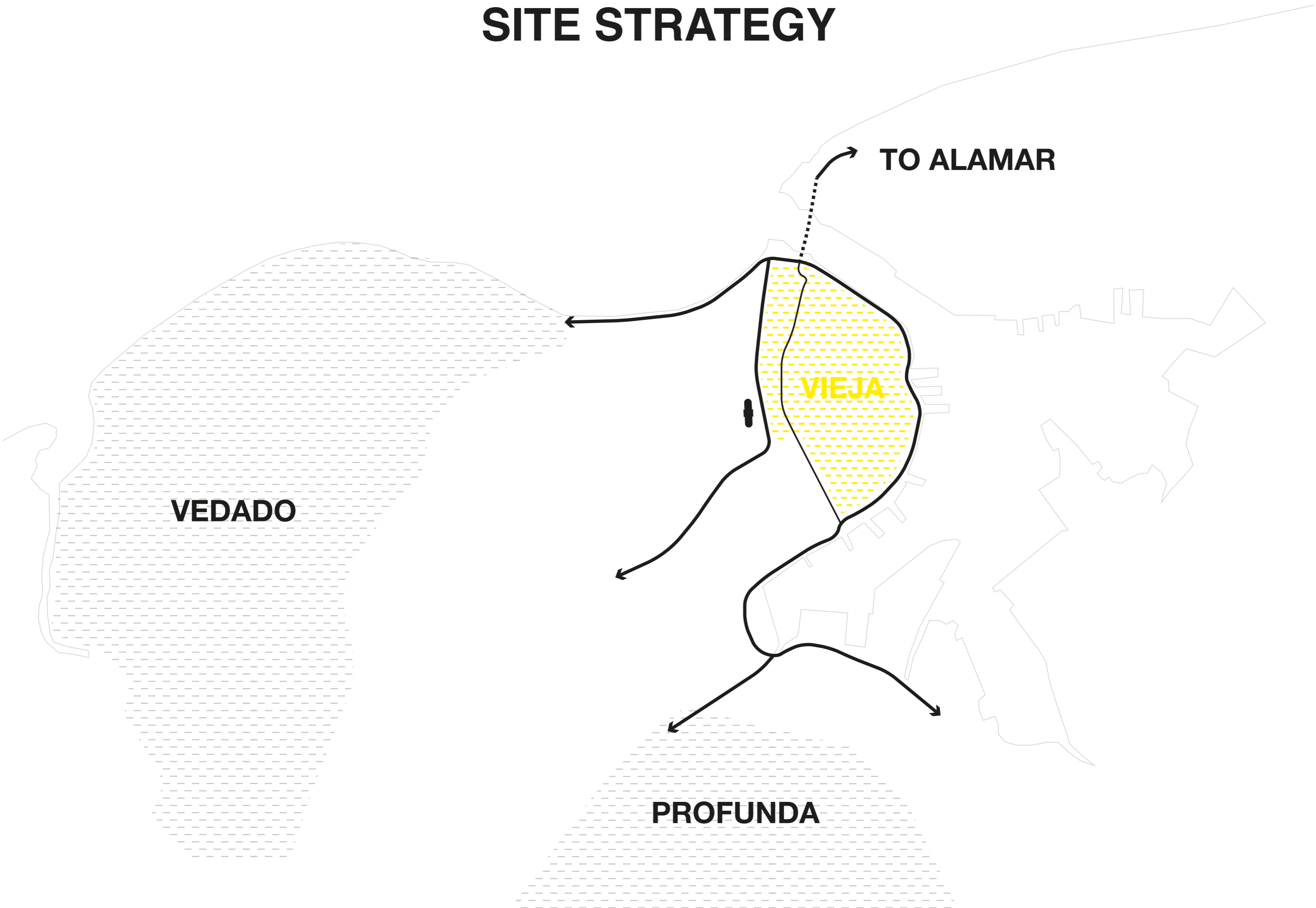
TO ALAMAR

VIEJA

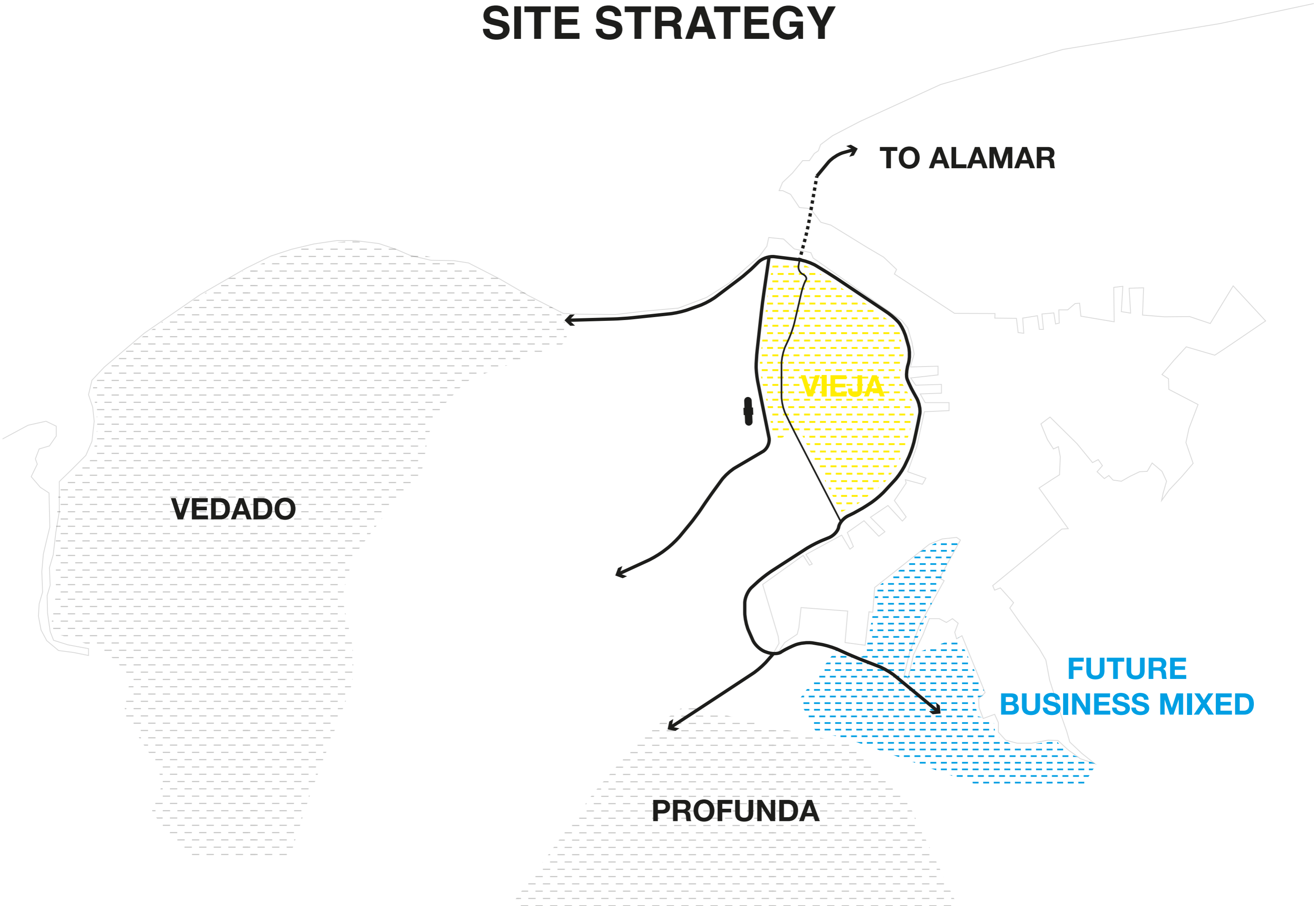
VEDADO

PROFUNDA

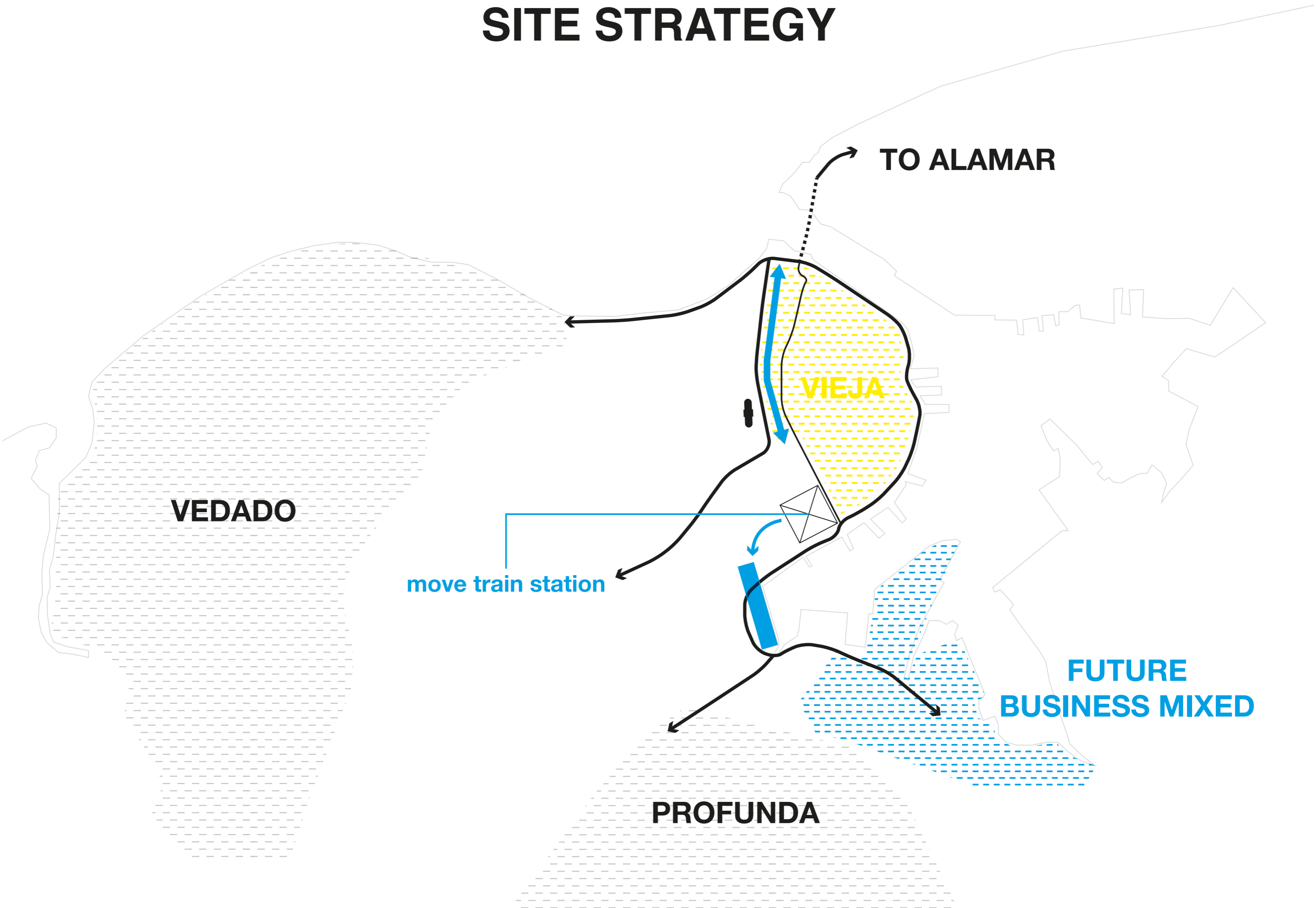
SITE STRATEGY



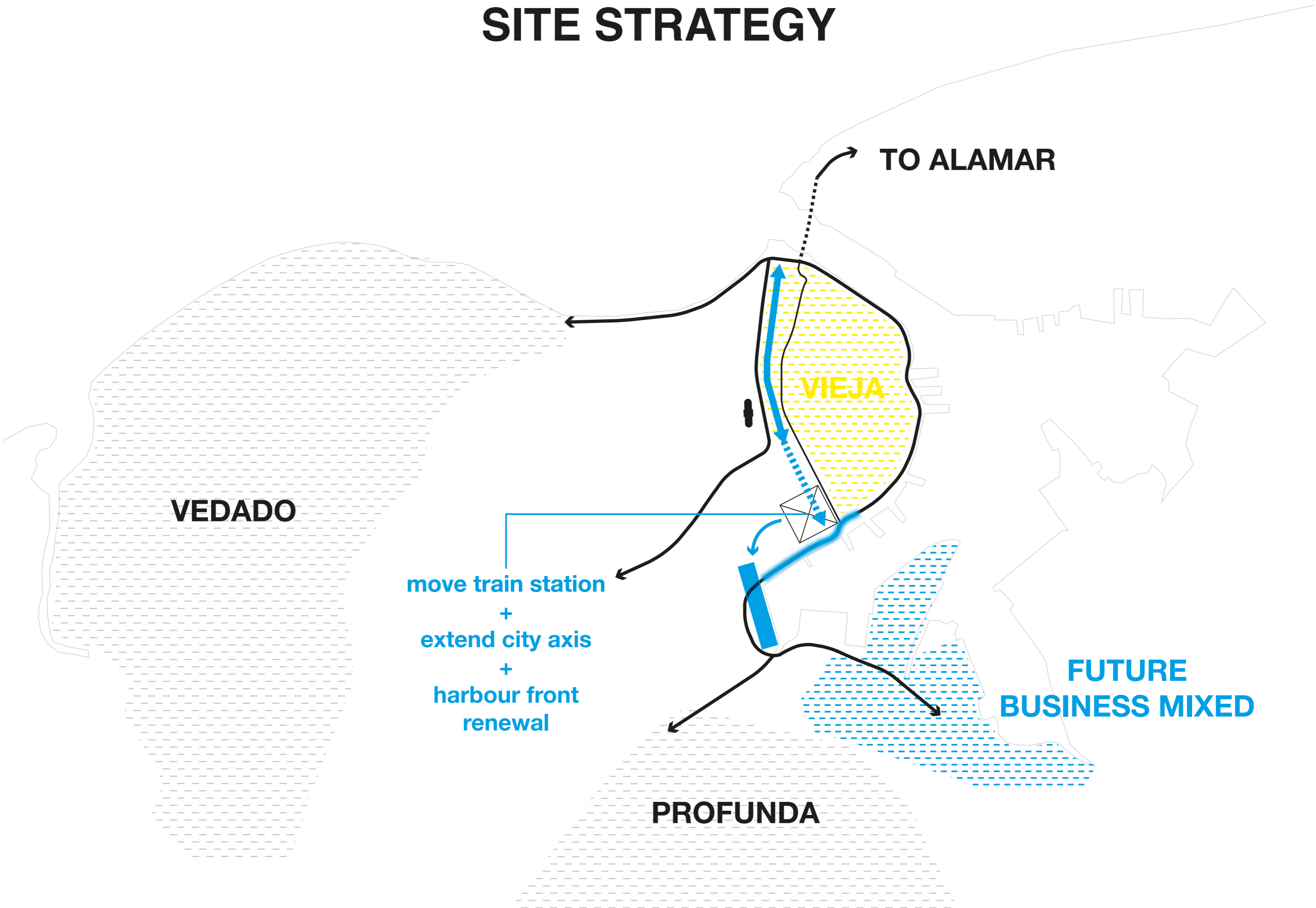
SITE STRATEGY



SITE STRATEGY



SITE STRATEGY



VEDADO

TO ALAMAR

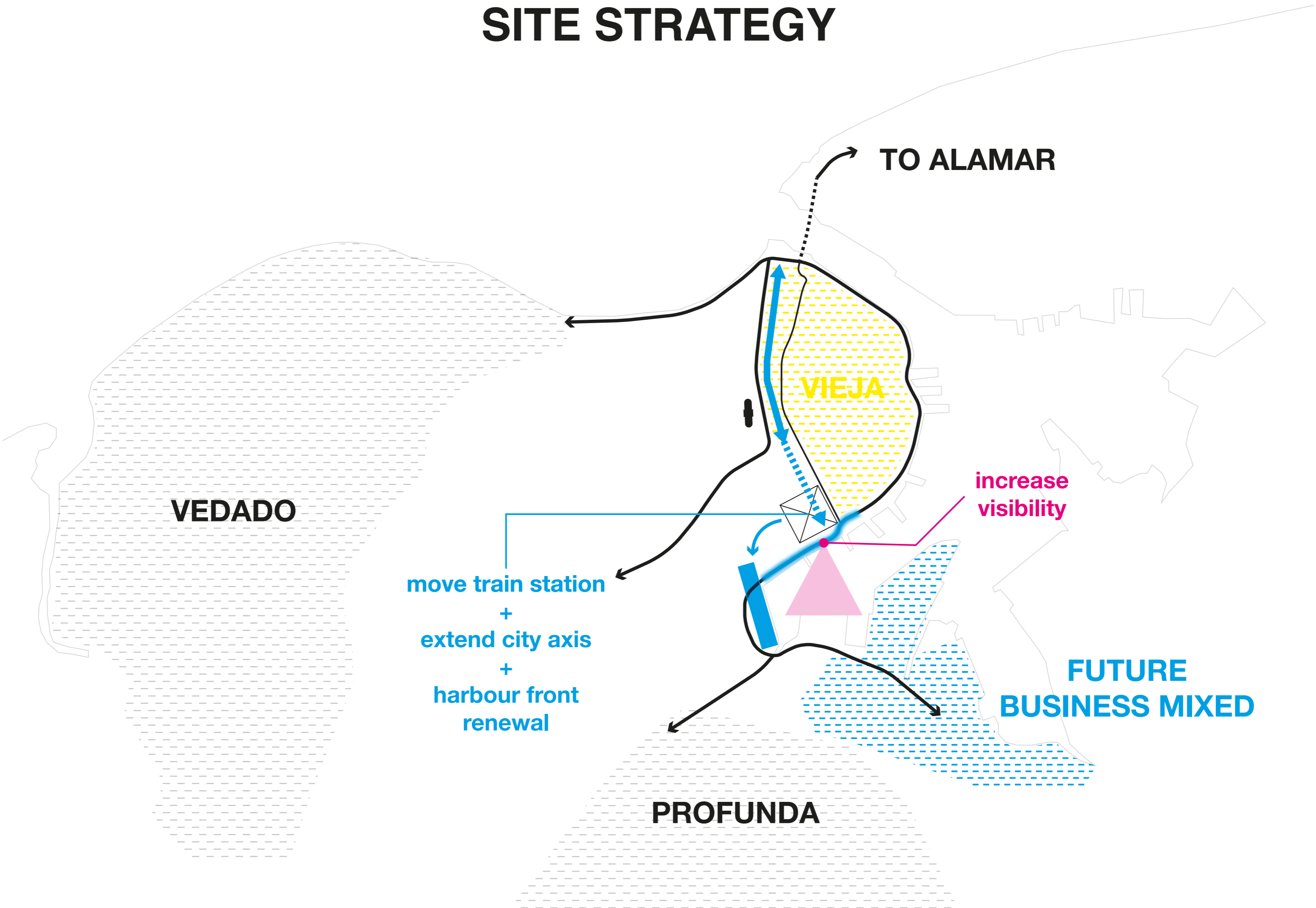
VIEJA

**move train station
+
extend city axis
+
harbour front
renewal**

**FUTURE
BUSINESS MIXED**

PROFUNDA

SITE STRATEGY



TO ALAMAR

VIEJA

VEDADO

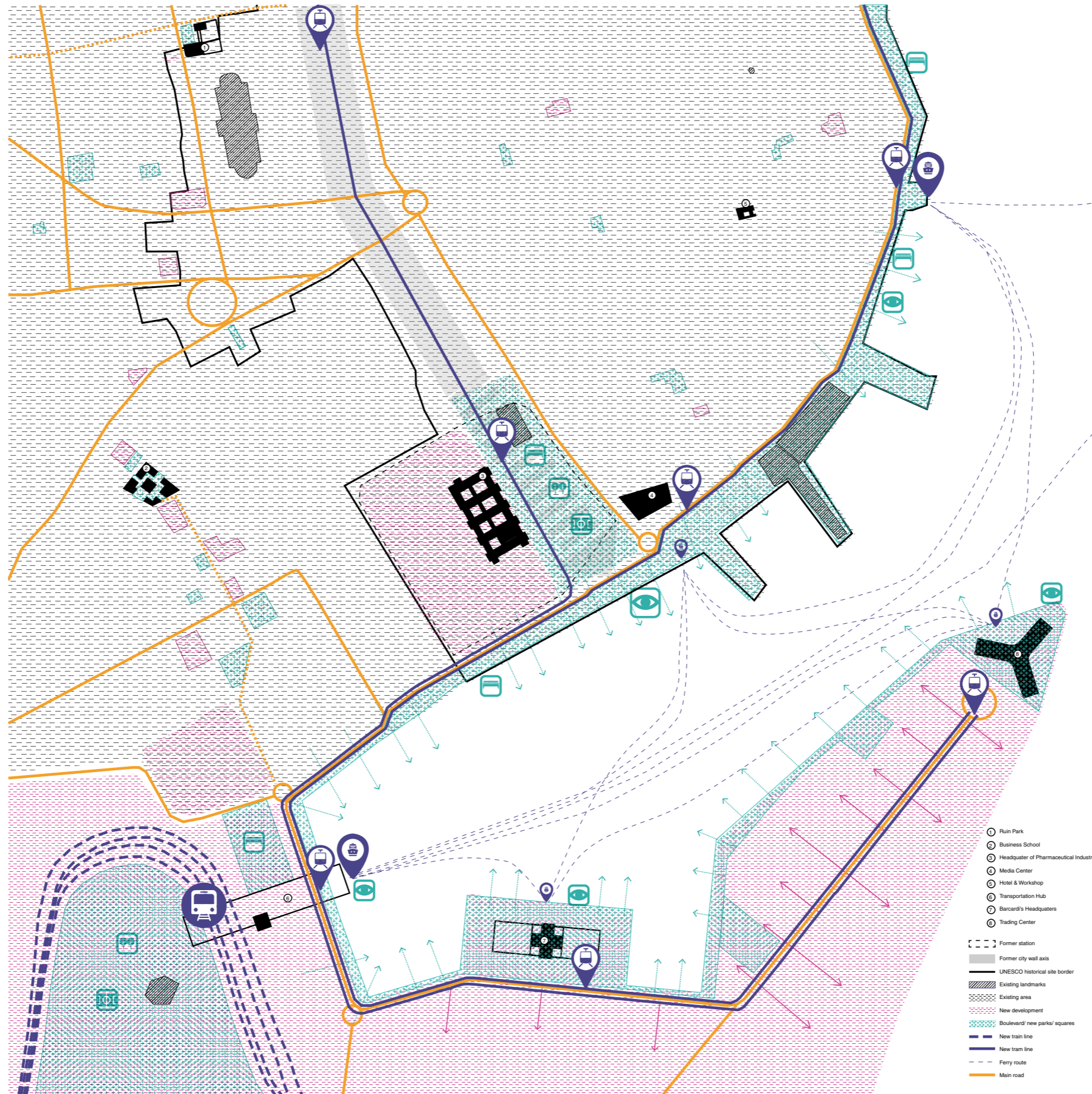
**move train station
+
extend city axis
+
harbour front
renewal**

**increase
visibility**

**FUTURE
BUSINESS MIXED**

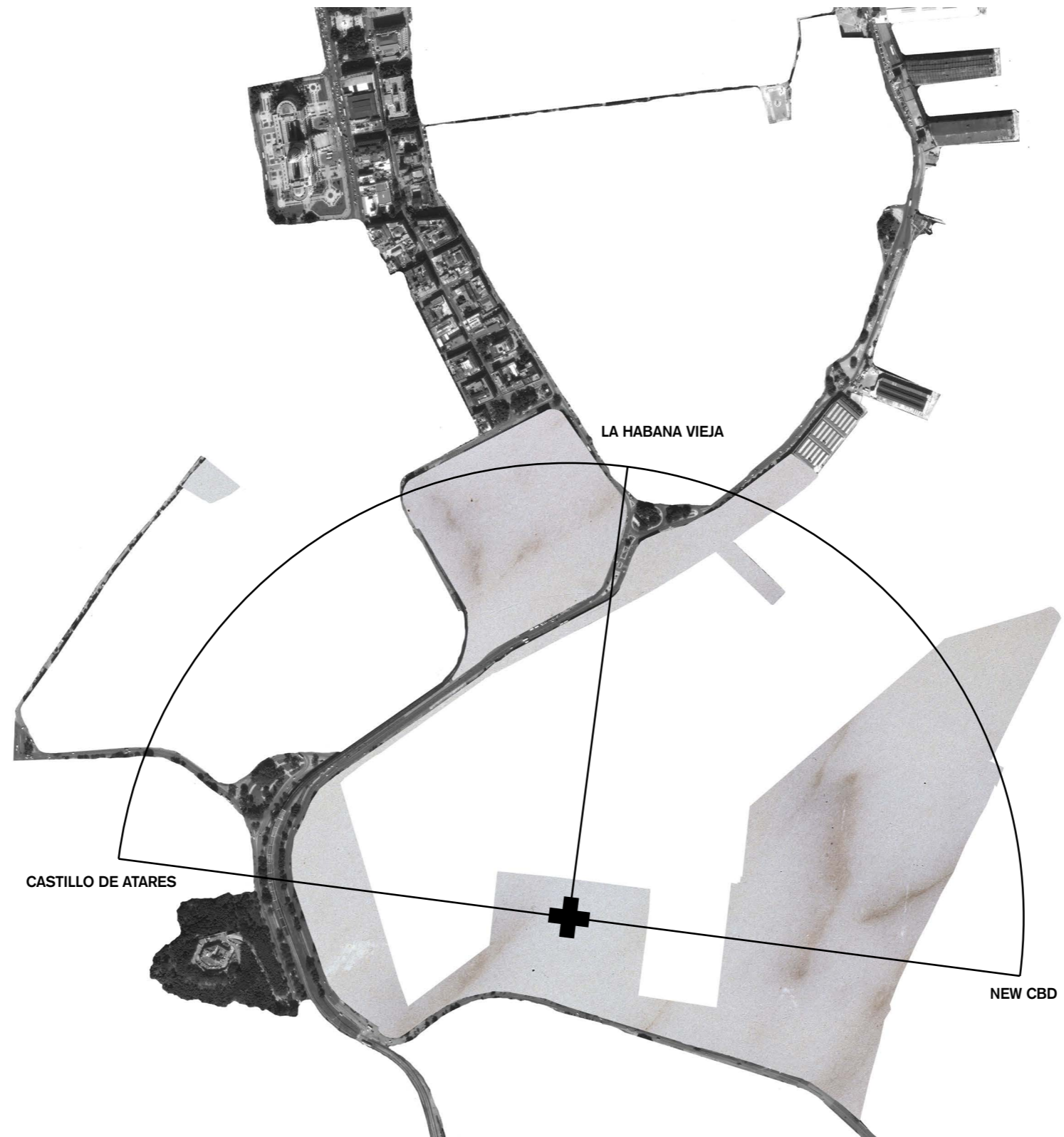
PROFUNDA

GROUP STRATEGY



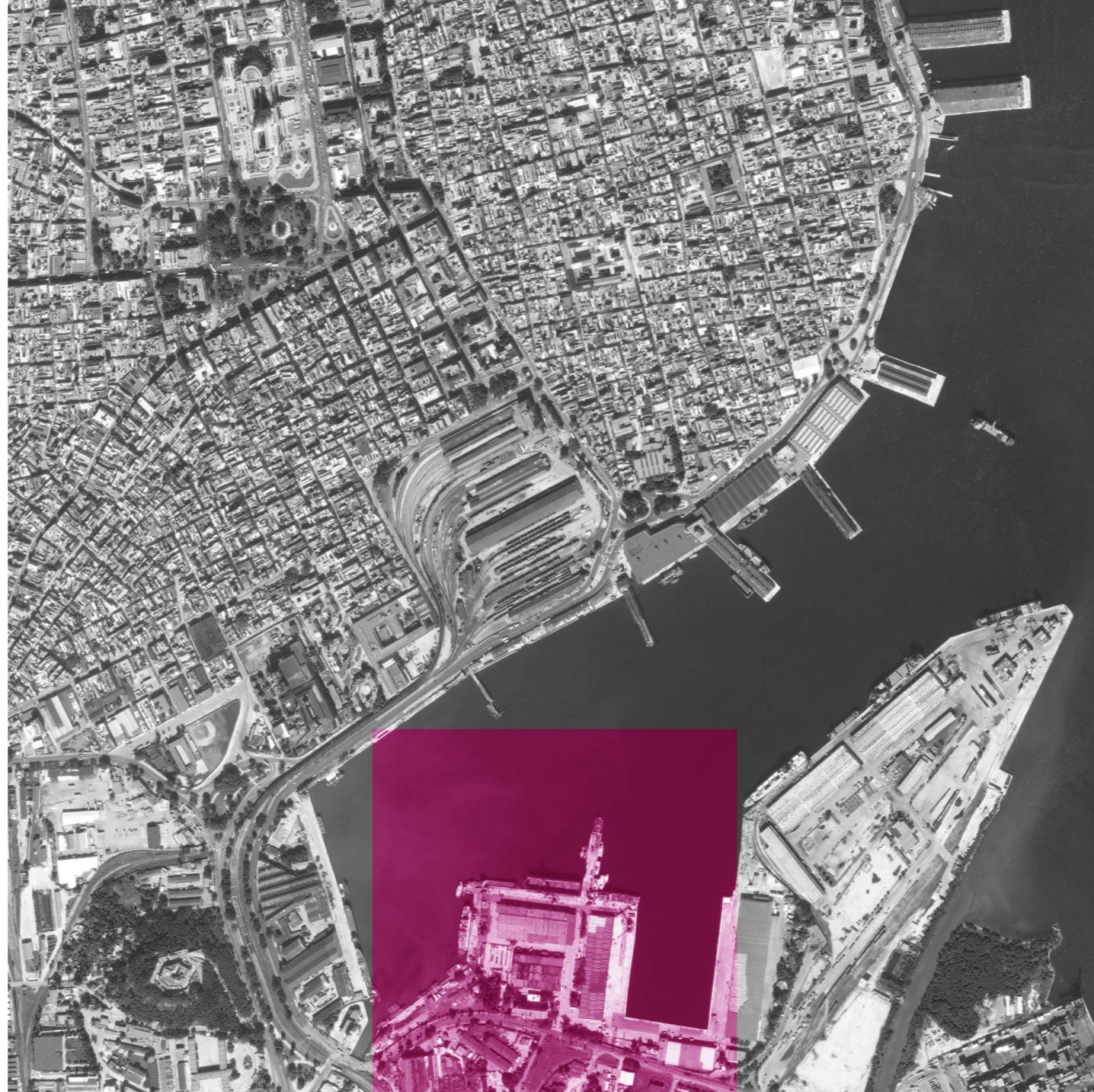
MOBILITY AND VISIBILITY

LOCATION



CENTRAL PLACEMENT

SITE



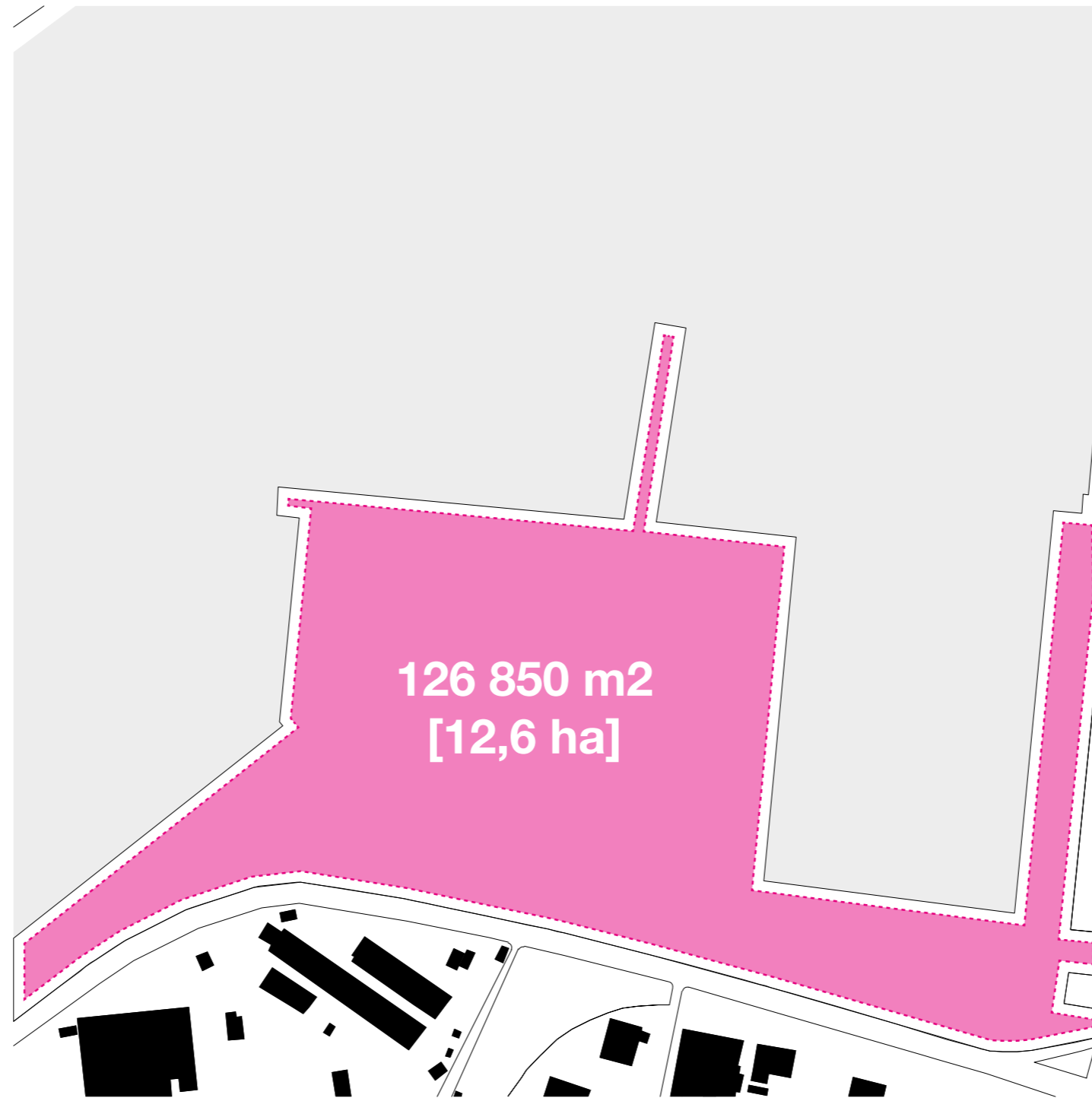
BACARDI

IMAGES



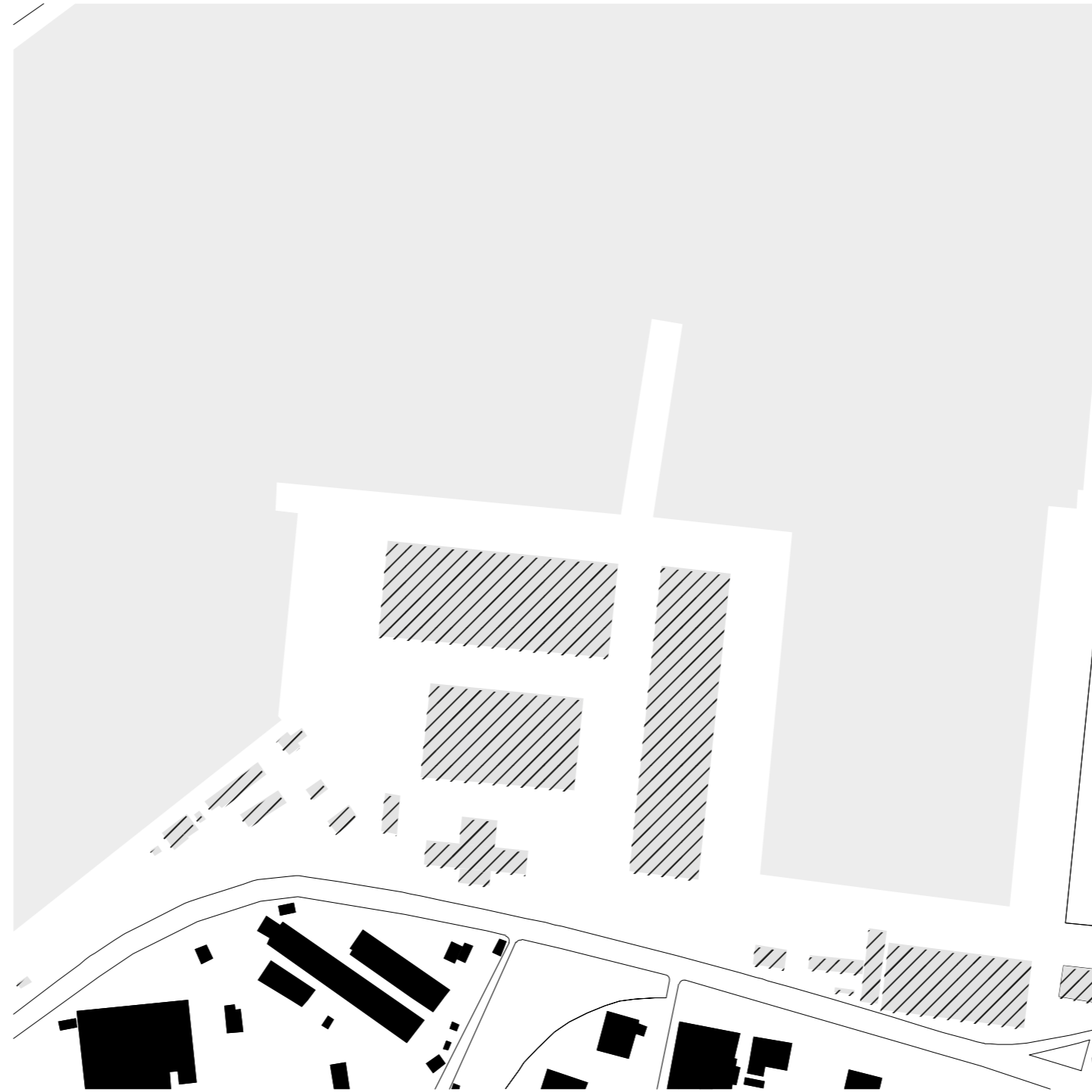
RELATION WITH CITY

RAW DATA



BUILDABLE SPACE

RAW DATA



ABANDONED BUILDINGS: ASTICAR SHIP REPAIRS

IMAGES



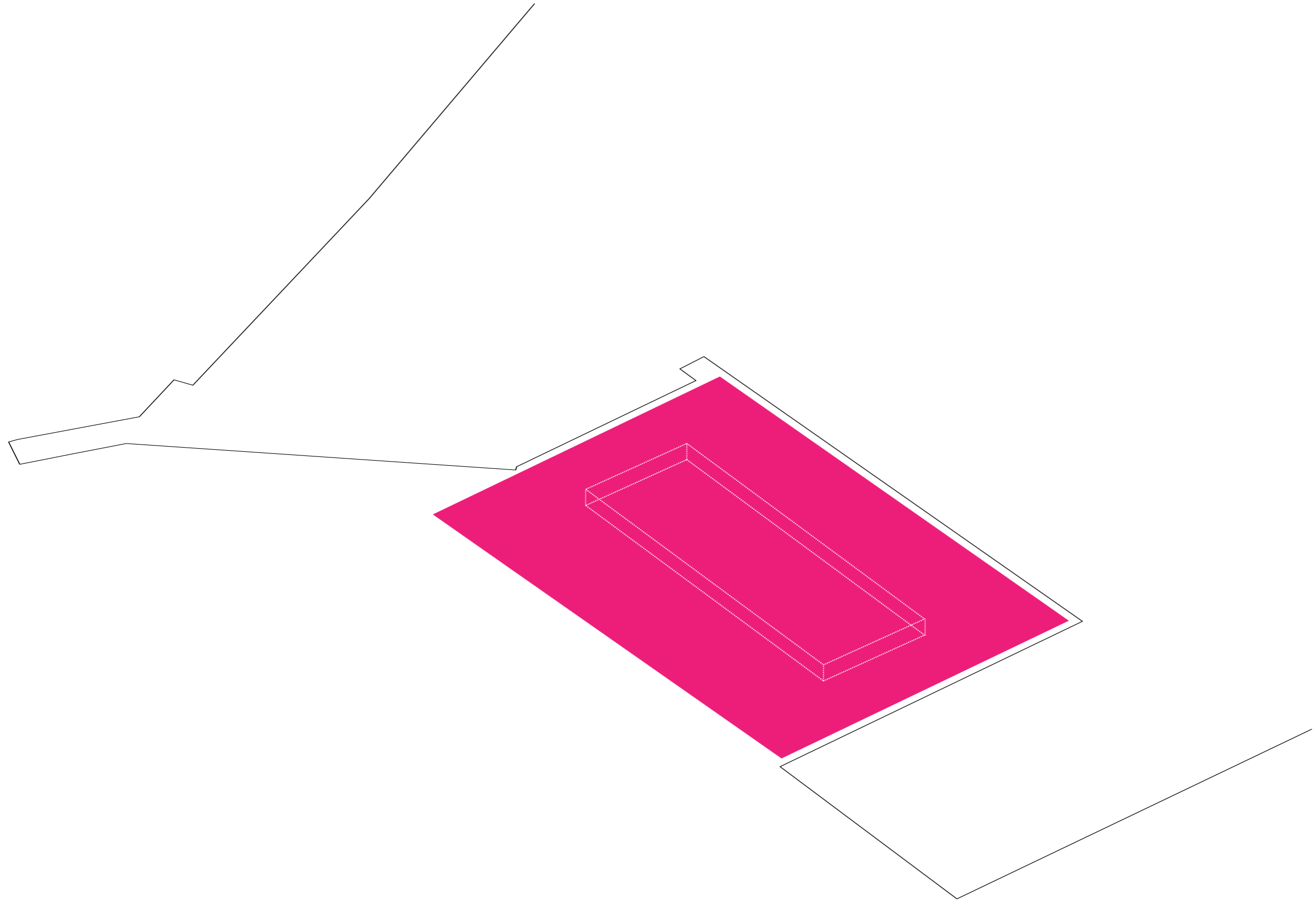
SURROUNDING AREA

IMAGES



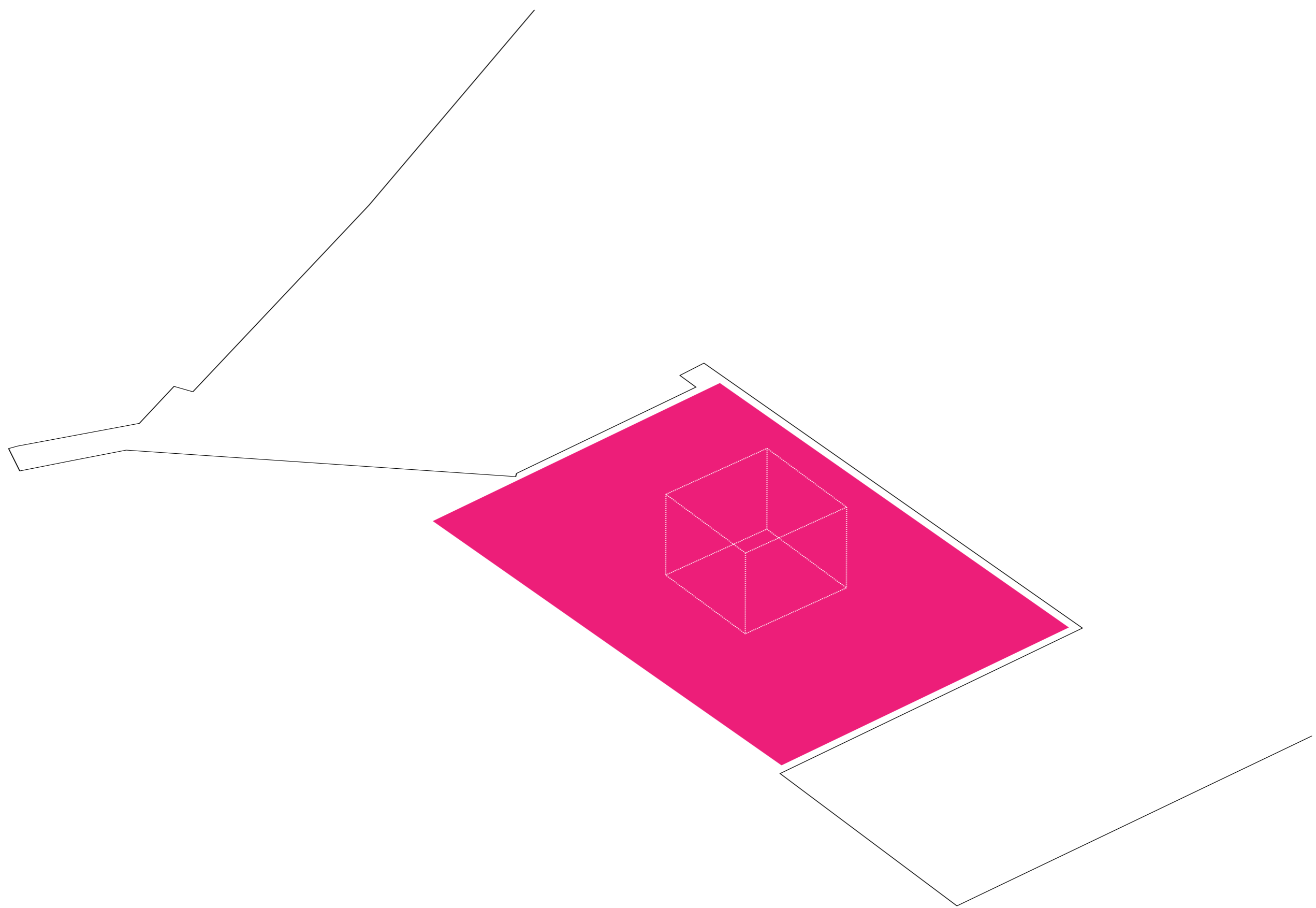
FROM ACROSS THE BAY

CONSTRAINTS



RESPOND TO SHAPE OF SITE

CONSTRAINTS



NOT EXCEED APPROX. 50 METER HEIGHT

RECAP

AREA IDEAL FOR BACARDI

VISIBILITY FROM ACROSS THE BAY

+

FUTURE INFRASTRUCTURAL CONNECTION

+

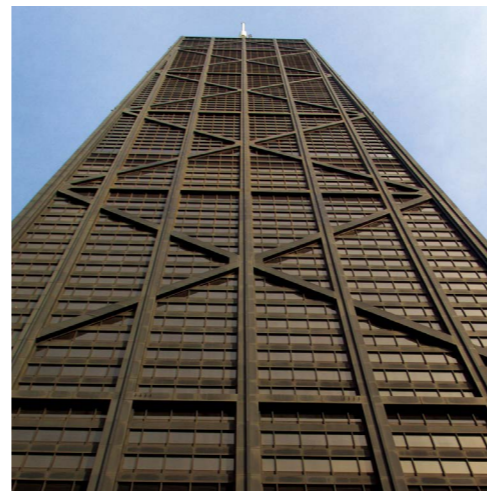
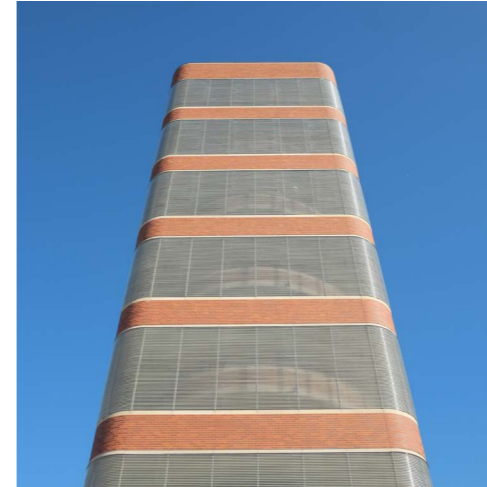
MORPHOLOGY OF SITE ALLOWS FOR MONUMENTAL PLACEMENT

HEADQUARTERS

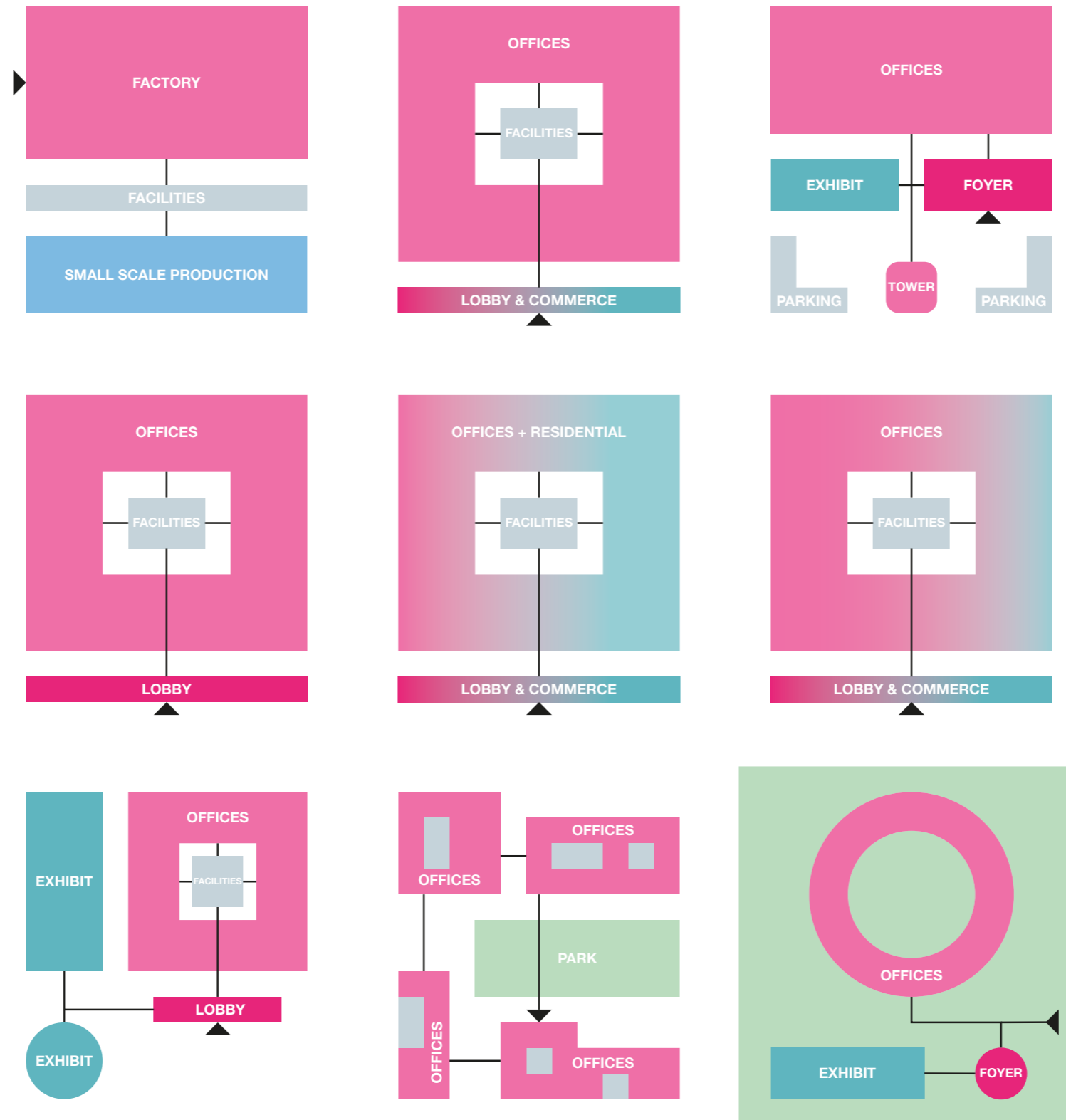
[H&D'KWɔ:təz]

THE PREMISES SERVING AS THE MANAGERIAL AND
ADMINISTRATIVE CENTRE OF AN ORGANIZATION

HEADQUARTER TYPOLOGY



HEADQUARTER TYPOLOGY



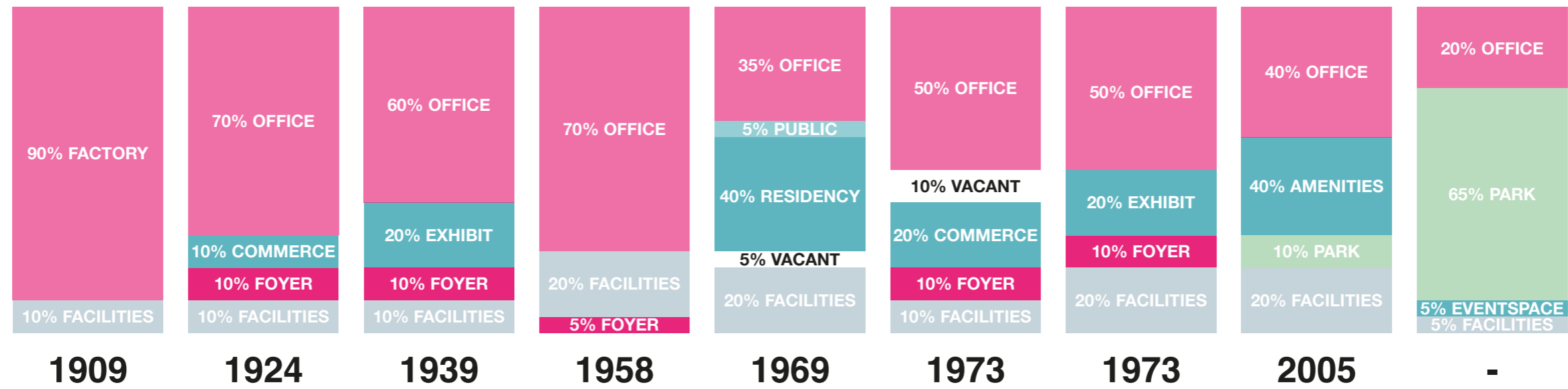
PROGRAMMATIC RELATIONS

HEADQUARTER TYPOLOGY



PROGRAMMATIC RATIO'S

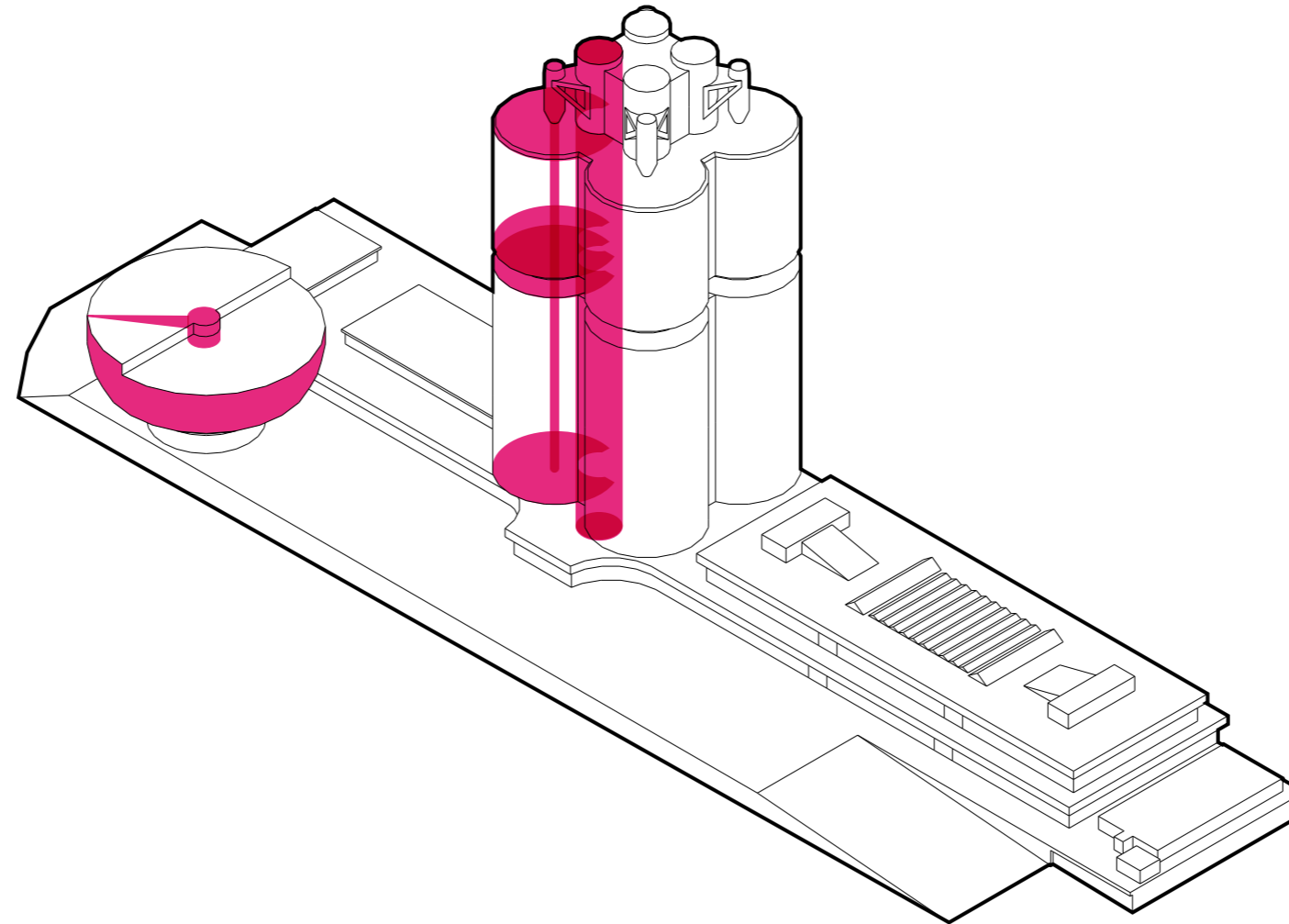
CONCLUSION



PROGRAM HYBRIDIZATION

CONCLUSION

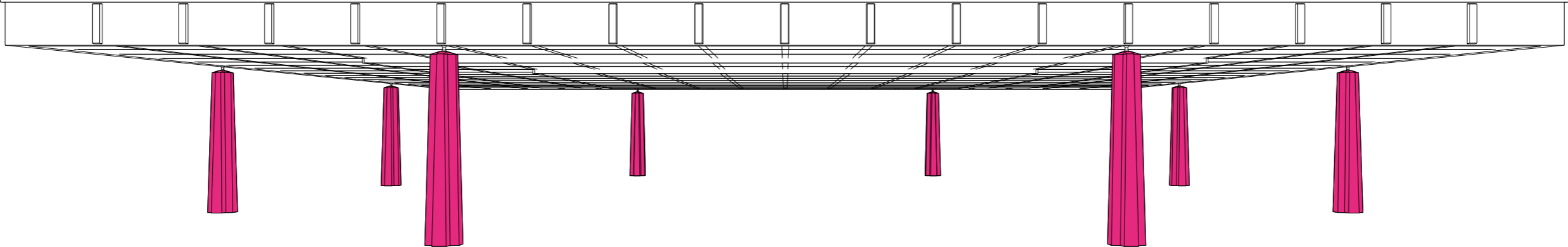
BMW WELT MÜNCHEN 1973



CONSTRUCTIONAL LANDMARK

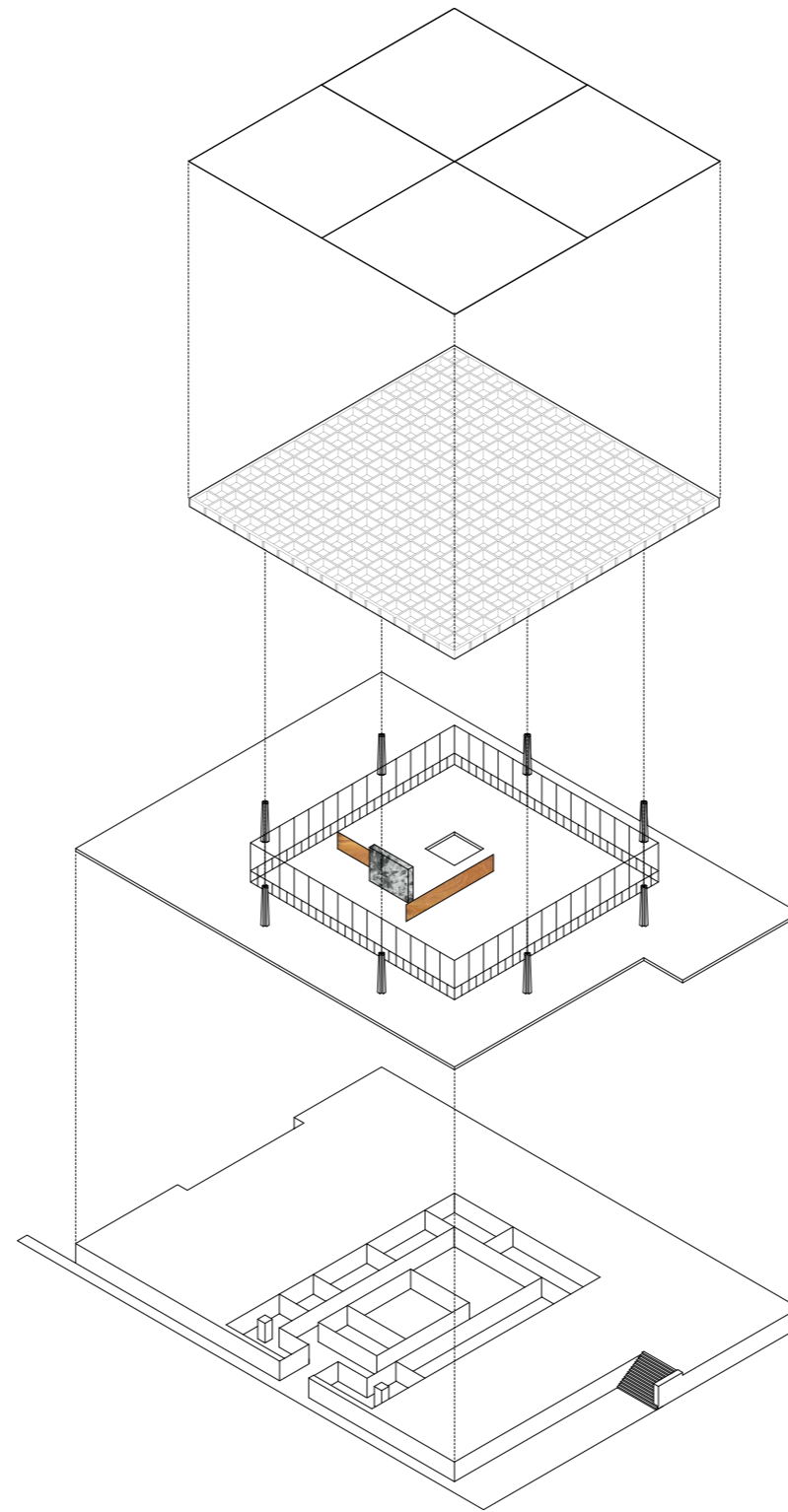
POTENTIAL

BACARDI HEADQUARTERS



CONSTRUCTIONAL LANDMARK

THE 50's BACARDI SANTIAGO HQ



TEMPLE ON A PODIUM

THE 50'S BACARDI MINDSET

CAPITALISM

GLOBAL ACKNOWLEDGEMENT

TEMPLE ON A PODIUM

THE 30'S BACARDI HAVANA HQ



FLAMBOYANT CASTLE

THE 30'S BACARDI MINDSET

PARTY EXTRAVAGANZA

FLAMBOYANCE



'THE ONE WHO MADE CUBA FAMOUS'



1920-1933 U.S. PROHIBITION

BACARDI MINDSET

PRIVATE FESTIVALS

FLAMBOYANCE



GATSBY SPIRIT

PRIVATE FESTIVALS

FLAMBOYANCE



GATSBY PALACE



REPRESENT THE AMERICAN DREAM

WHY DO WE BUILD PALACES?

MONUMENTAL ARCHITECTURE: A THERMODYNAMIC EXPLANATION OF SYMBOLIC BEHAVIOR



BRUCE G. TRIGGER

BACARDI PALACE

THE CUBAN DREAM

REPRESENT BACARDI'S GLOBALLY ACQUIRED WEALTH
AND REFLECT IT ON CUBA'S POTENTIAL

SITE






NO FLAMBOYANCE

PALACE

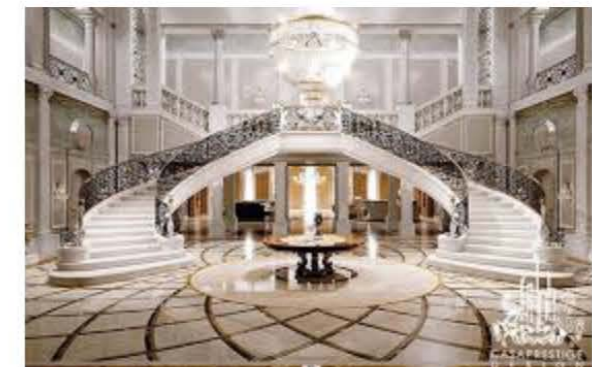
['PALɪS]

**A LARGE AND IMPRESSIVE BUILDING FORMING THE OFFICIAL
RESIDENCE OF A RULER, POPE, ARCHBISHOP, ETC.**

PALACE TYPOLOGY

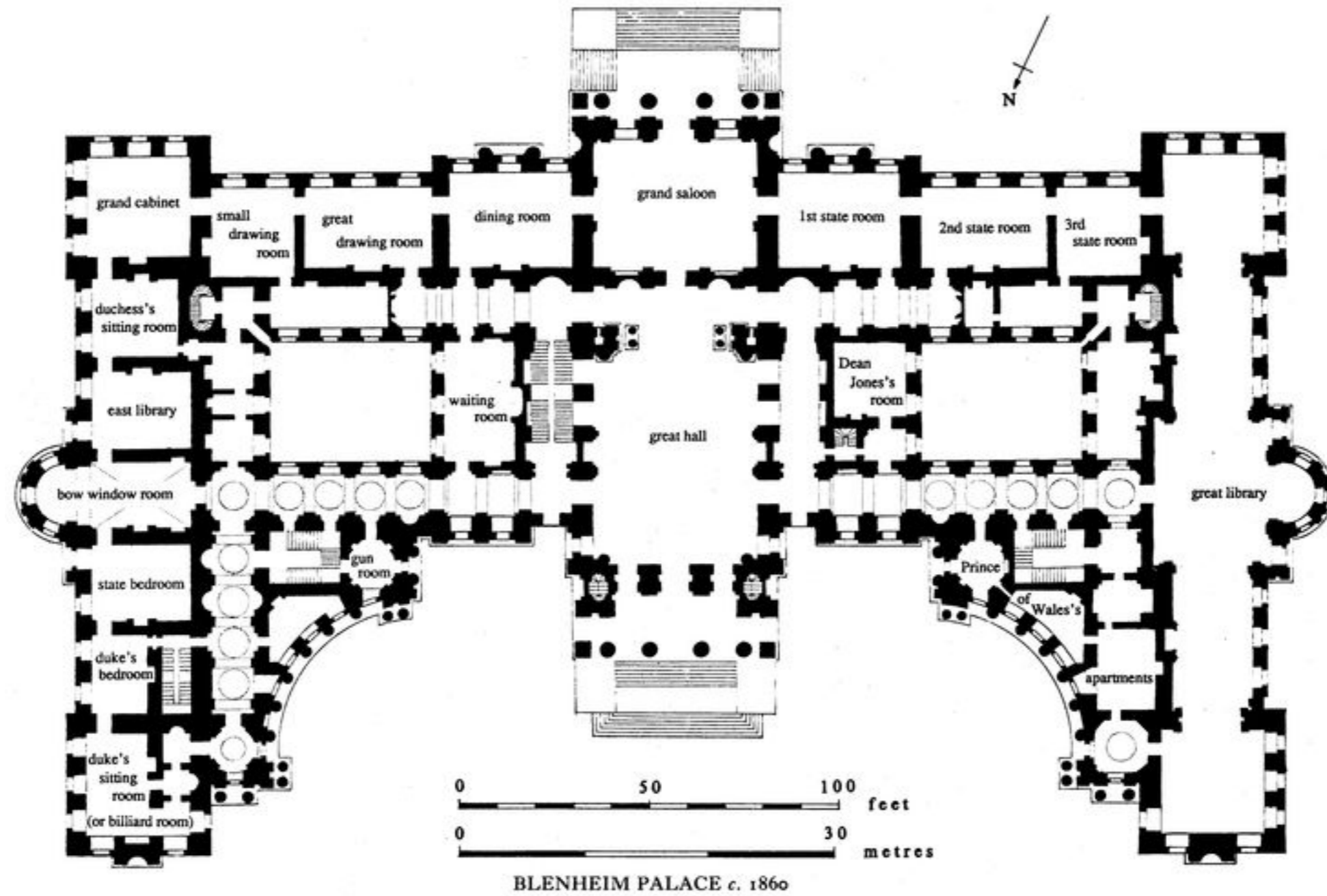
Google    [Inloggen](#)

[Alle](#) [Afbeeldingen](#) [Shopping](#) [Maps](#) [Video's](#) [Meer](#) [Instellingen](#) [Tools](#) [SafeSearch](#) ▾



HYPER-ECLECTICISM & GENERICNESS

PALACE



BLENHEIM PALACE

DICHOTOMY OF ORNAMENT

REFERENTIAL EXTERIOR

CONSTRUCTION AS ORNAMENT

BLLENHEIM PALACE

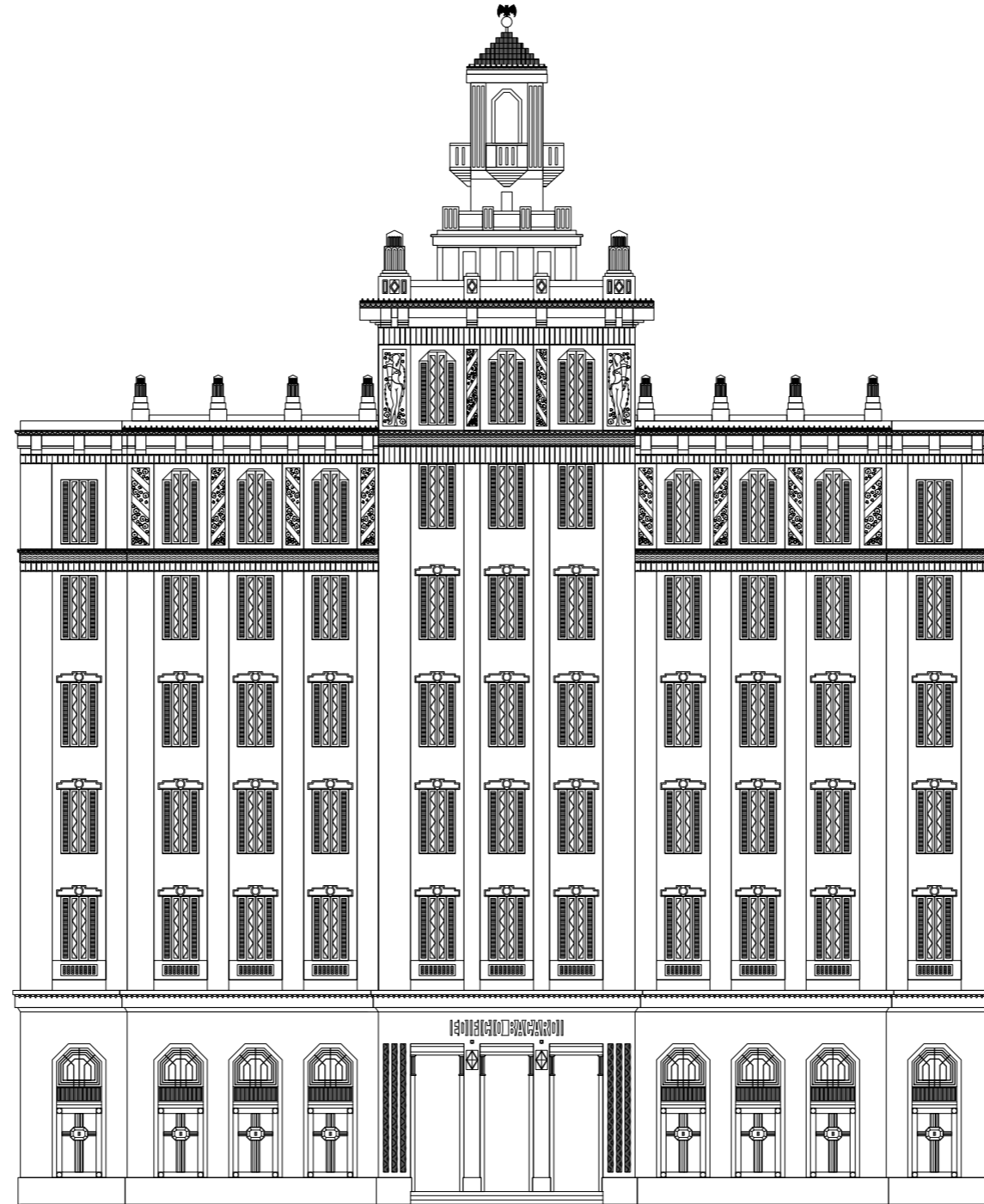
DICHOTOMY OF ORNAMENT

EXTRAVAGANT CURLICUES

BLENHEIM PALACE



BACARDI HEADQUARTERS



EXOTIC ART DECO PALACE

BACARDI ORNAMENT

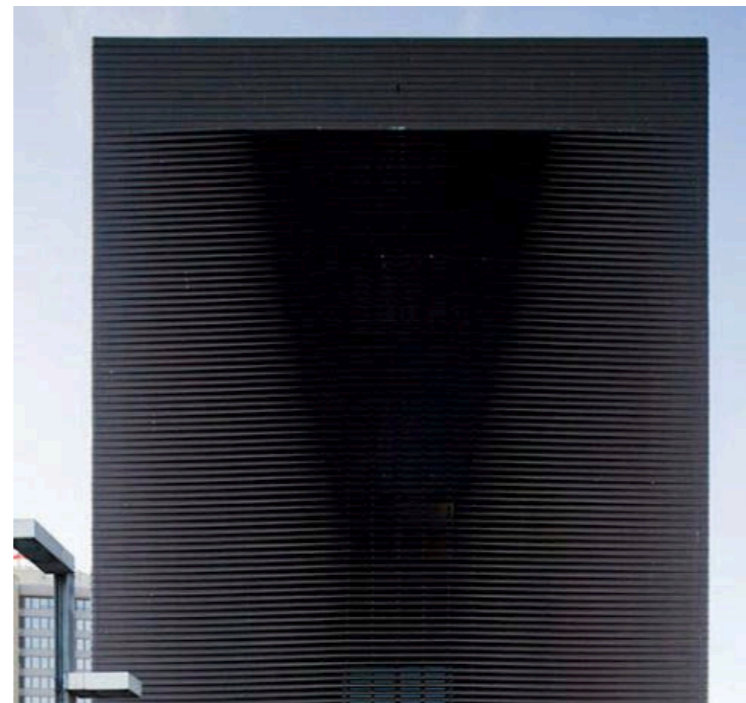
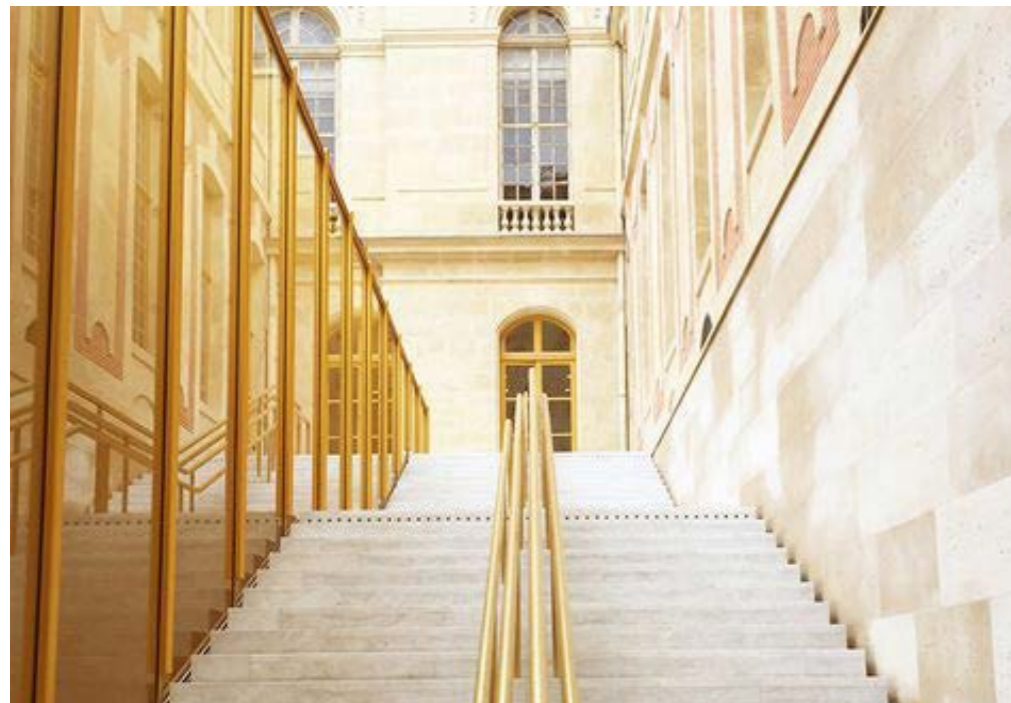


CONCLUSION



NO ECLECTICISM: NO CURLICUES

APPEARANCE EXTERIOR



SLICK ELEGANT CORPORATISM

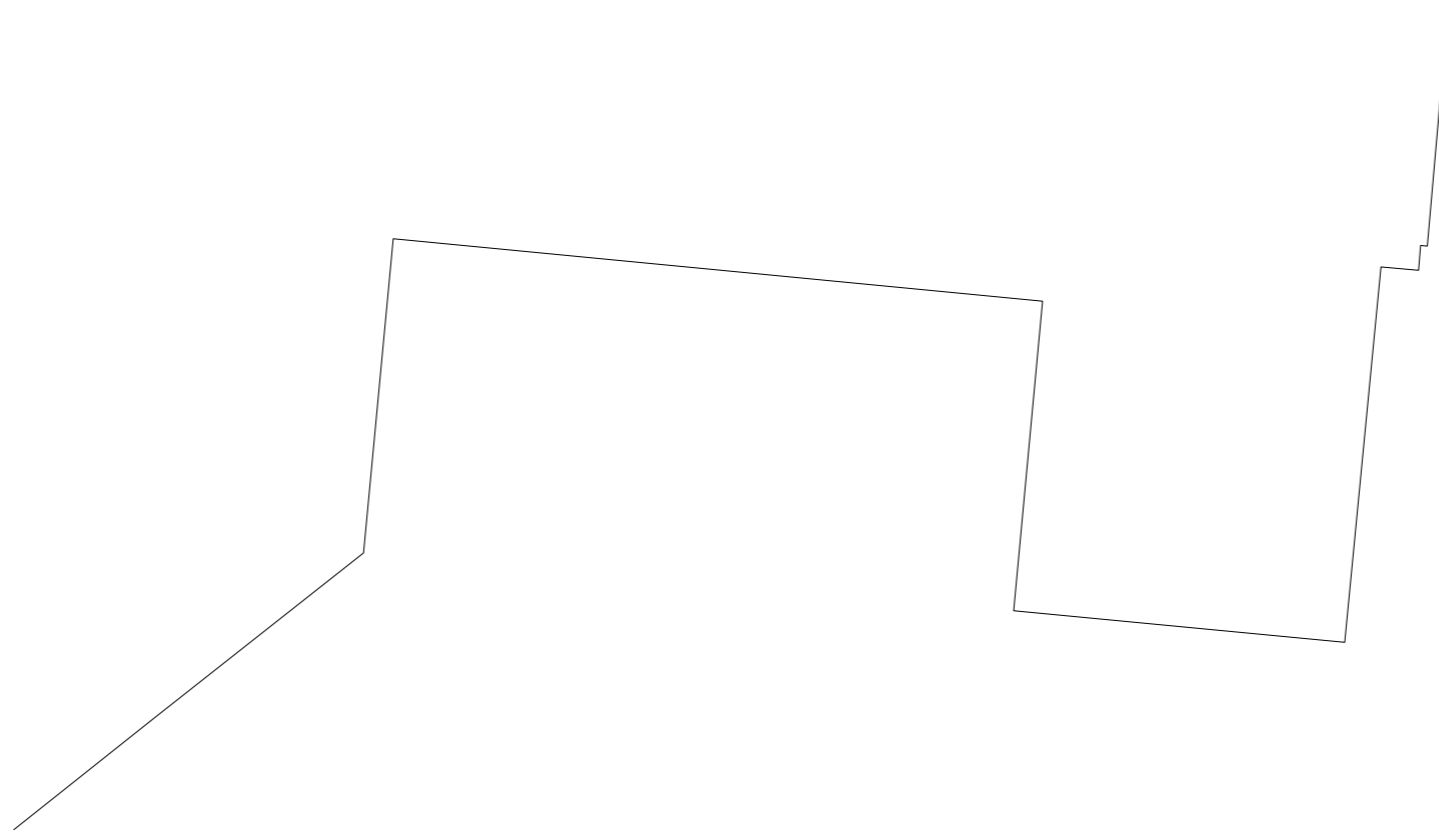
APPEARANCE INTERIOR



TROPICAL EXTRAVAGANZA ORNAMENT

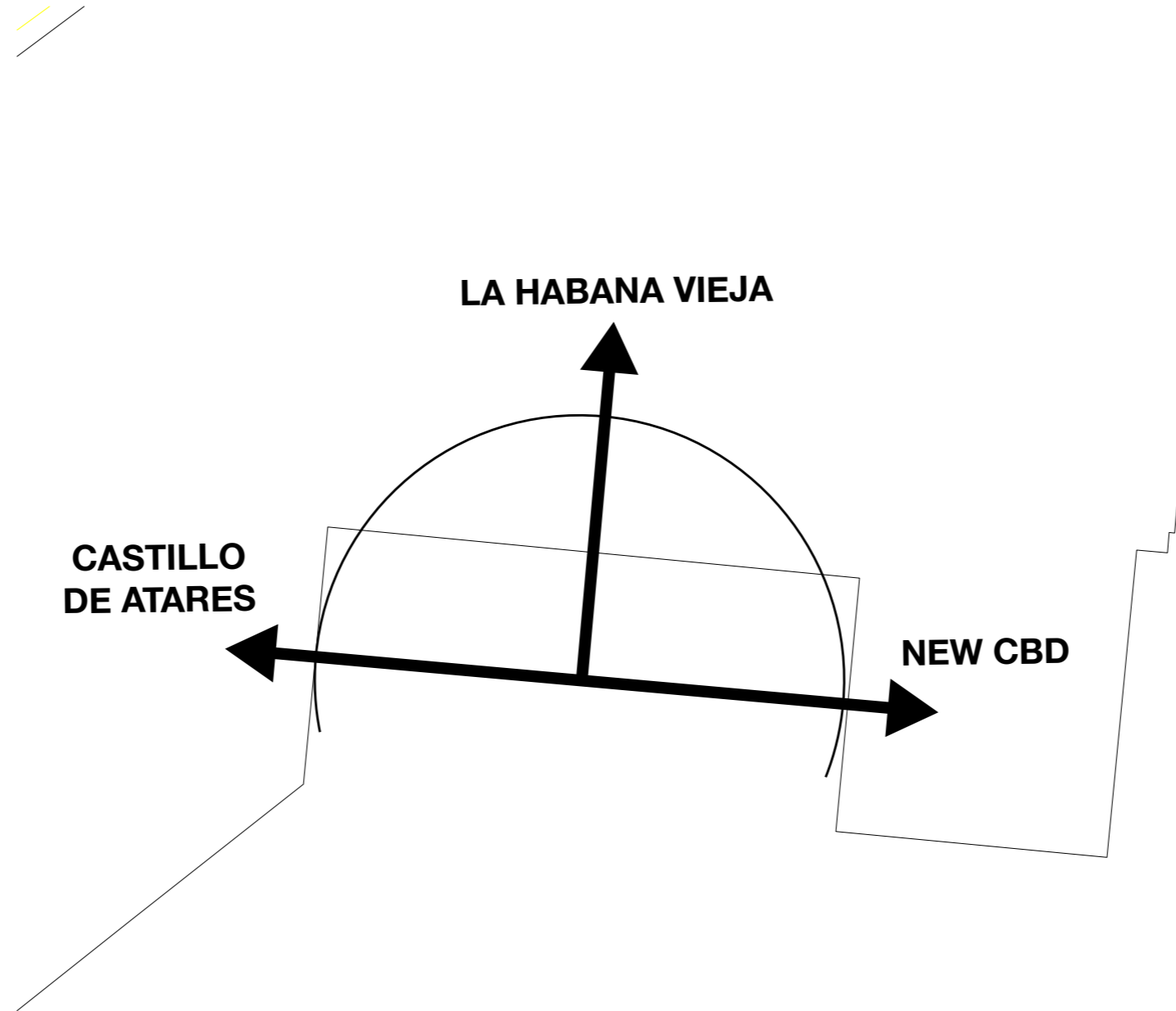
OPTIONS

CONCLUSION



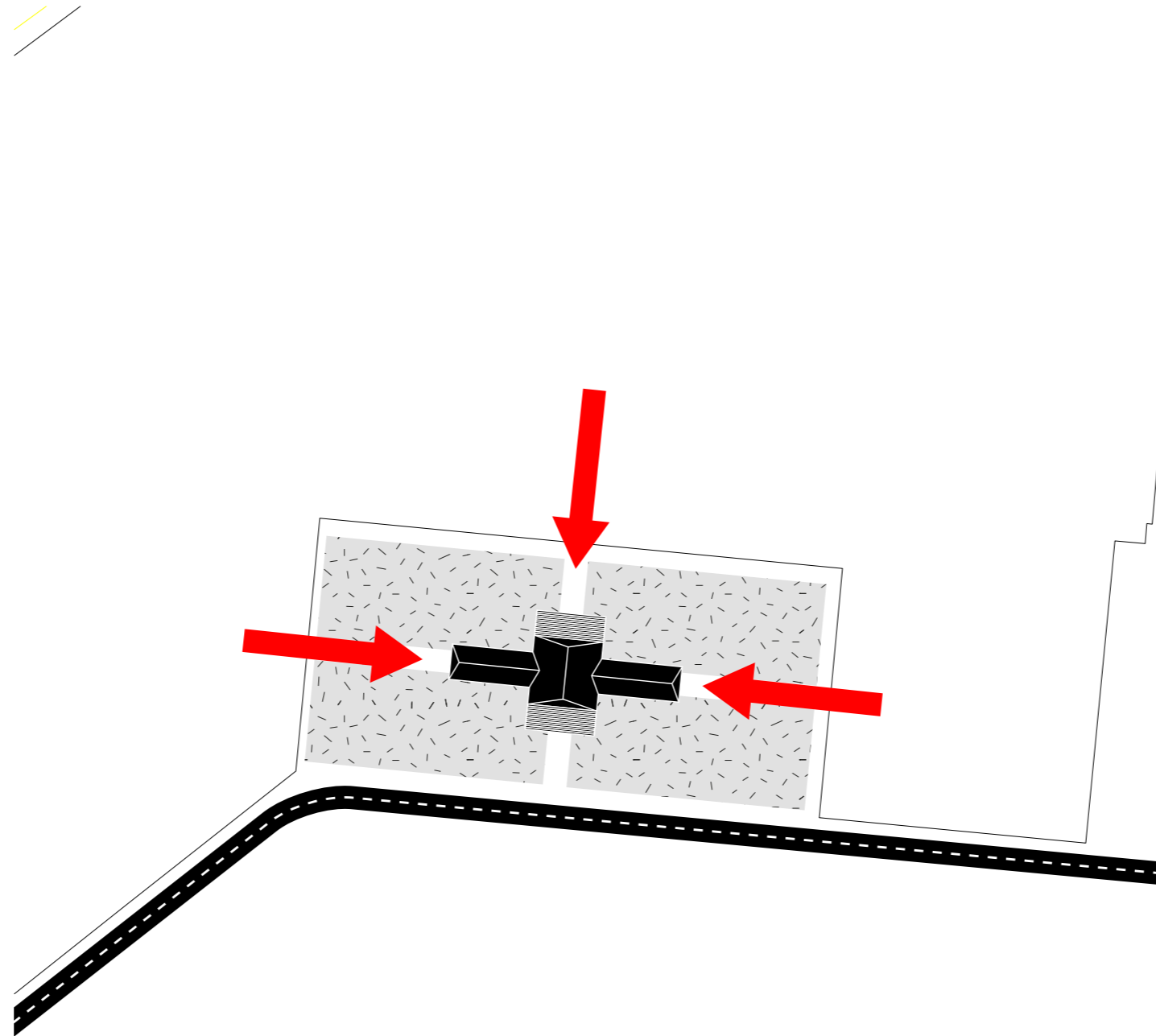
URBAN PODIUM

CONCLUSION



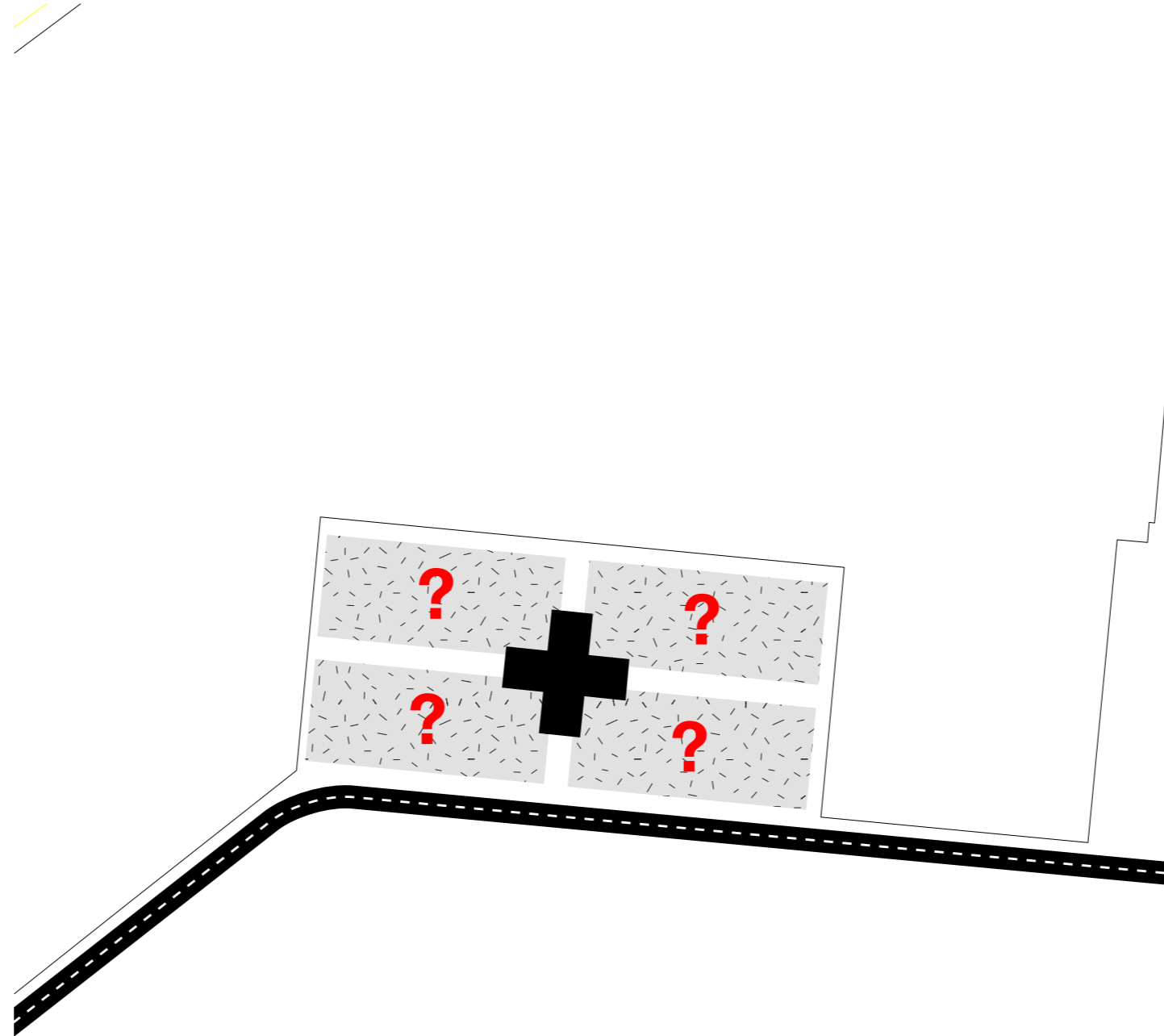
VISUAL RELATIONSHIP

CONCLUSION



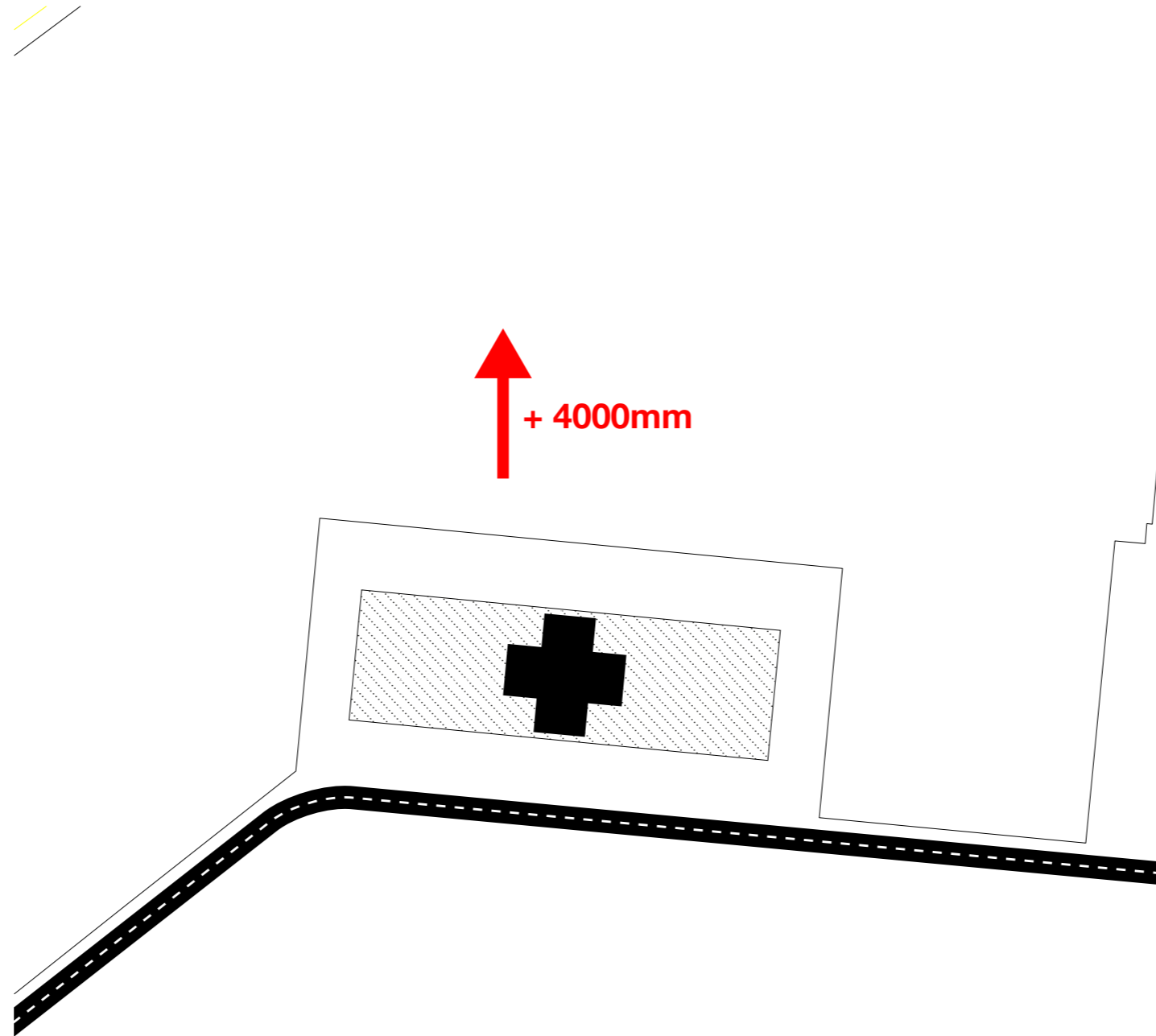
CASTLE TYPOLOGY

CONCLUSION



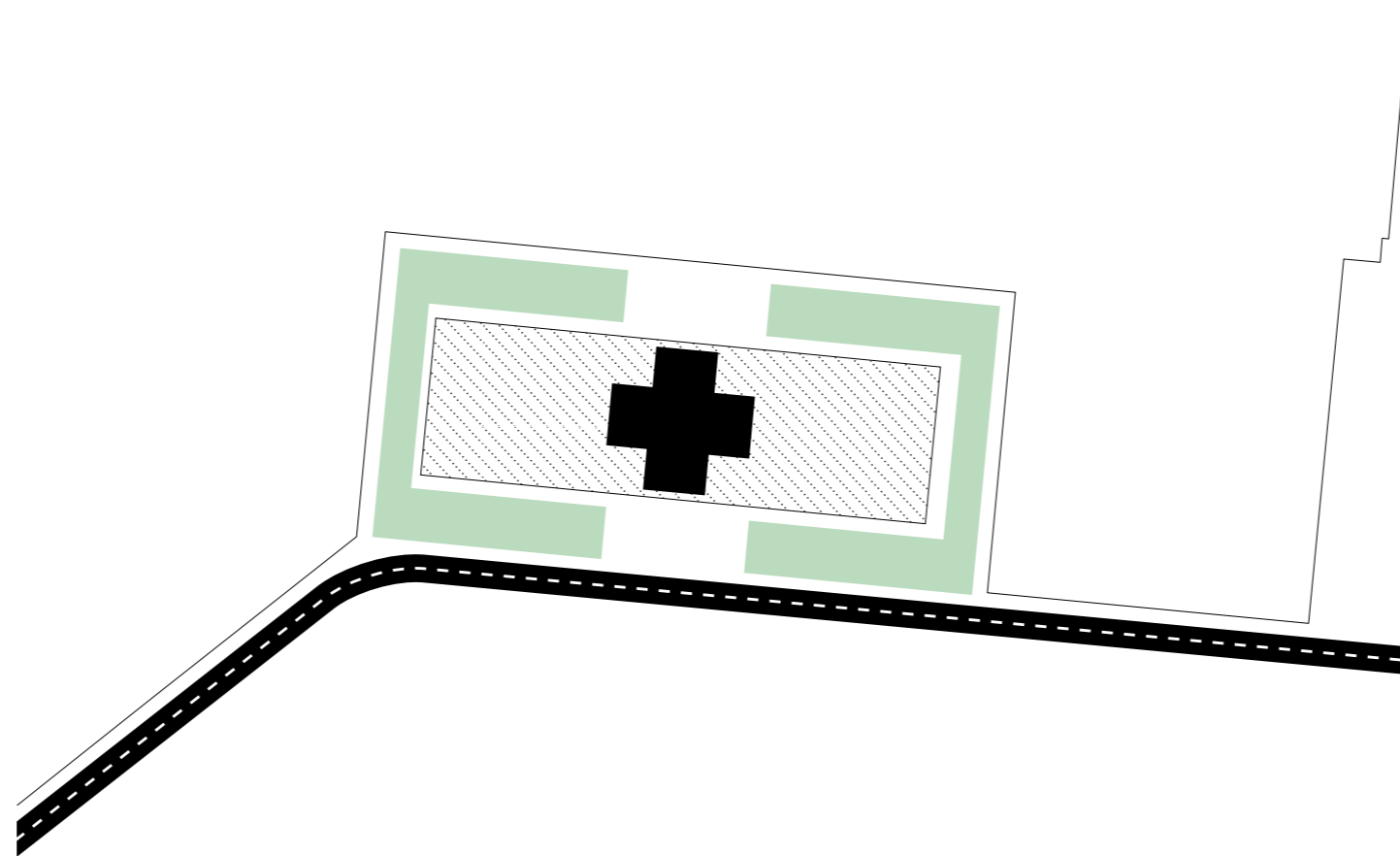
ABSTRACTION

CONCLUSION



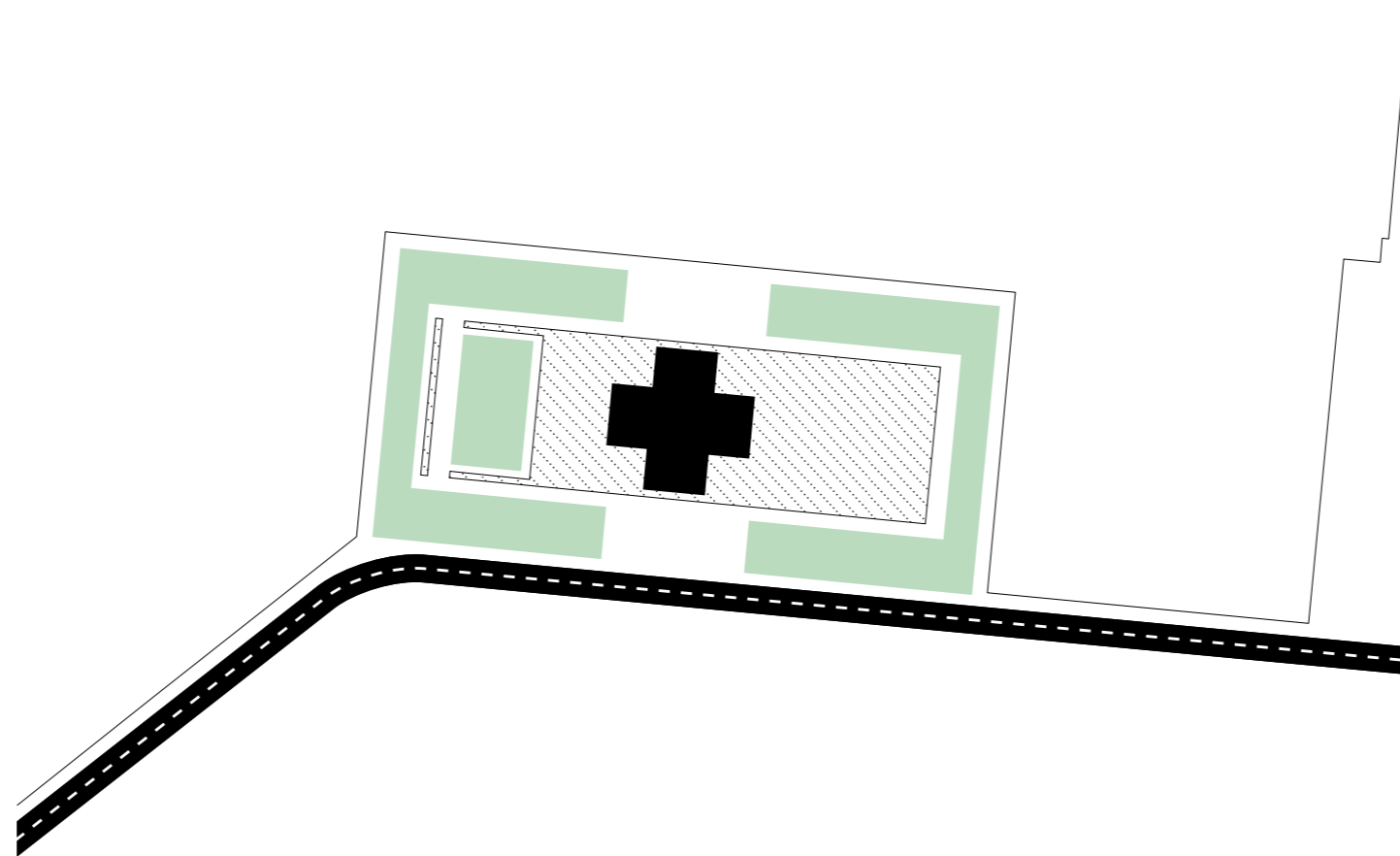
PIANO NOBILE

CONCLUSION



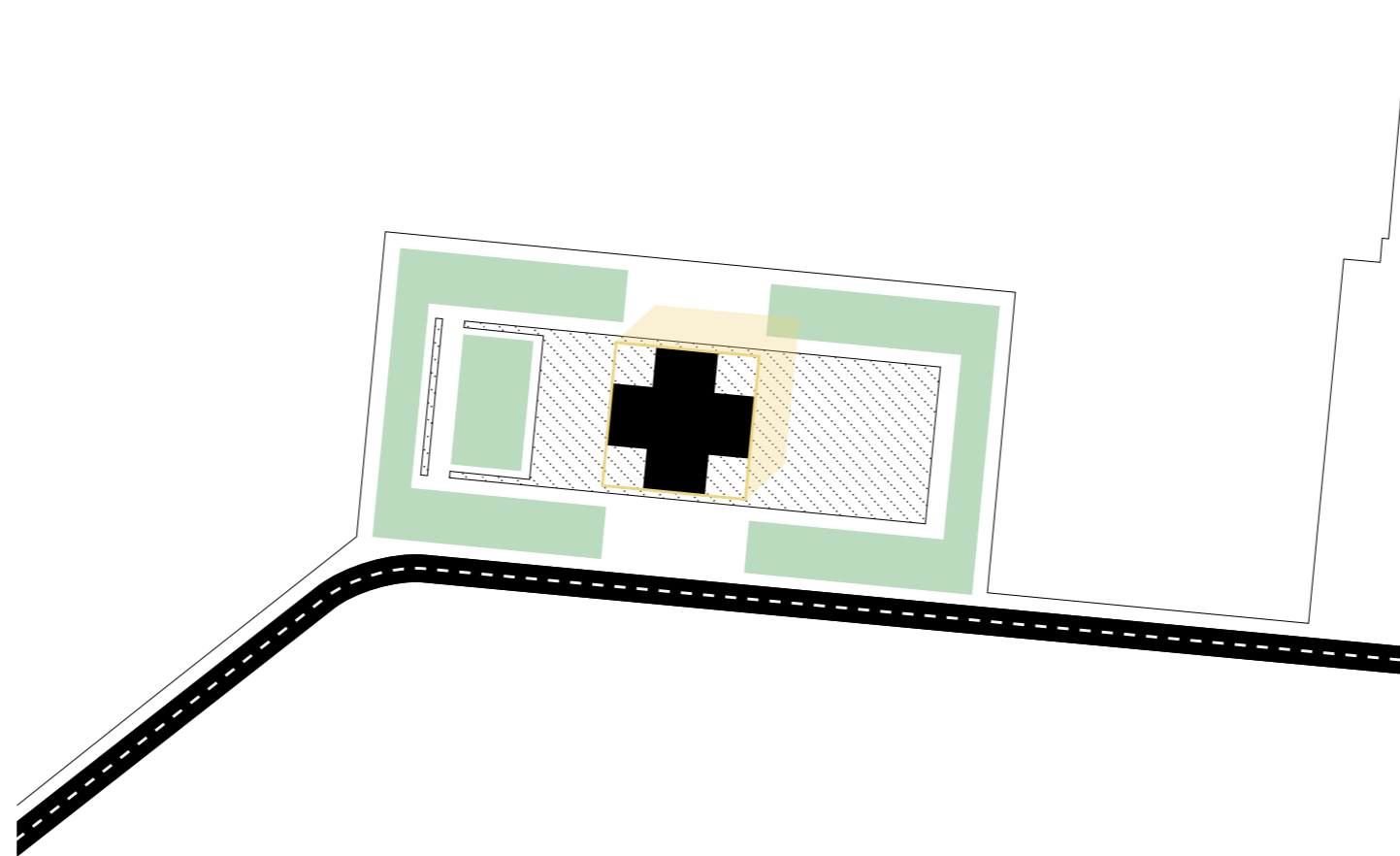
LAWN

CONCLUSION



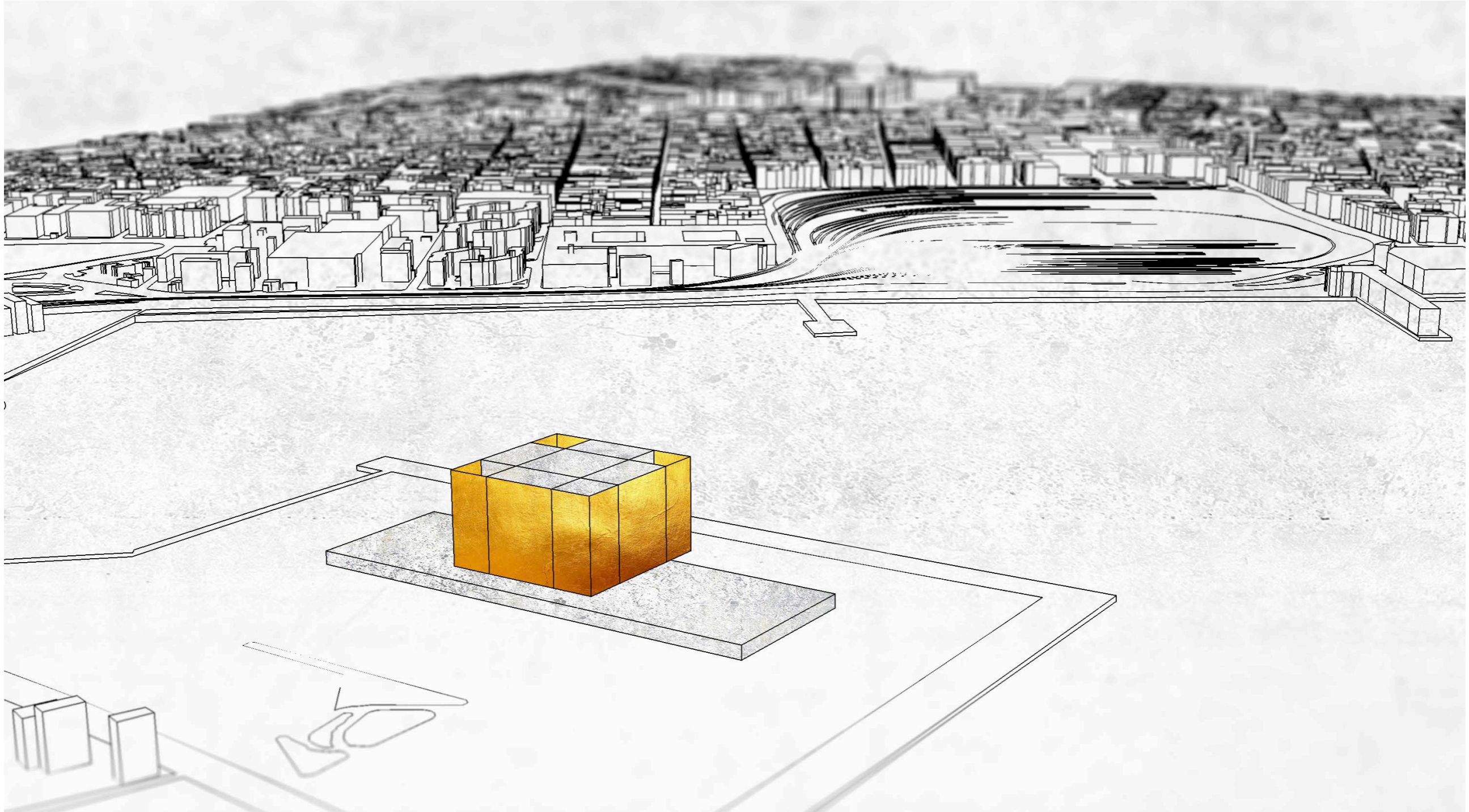
PARK

CONCLUSION



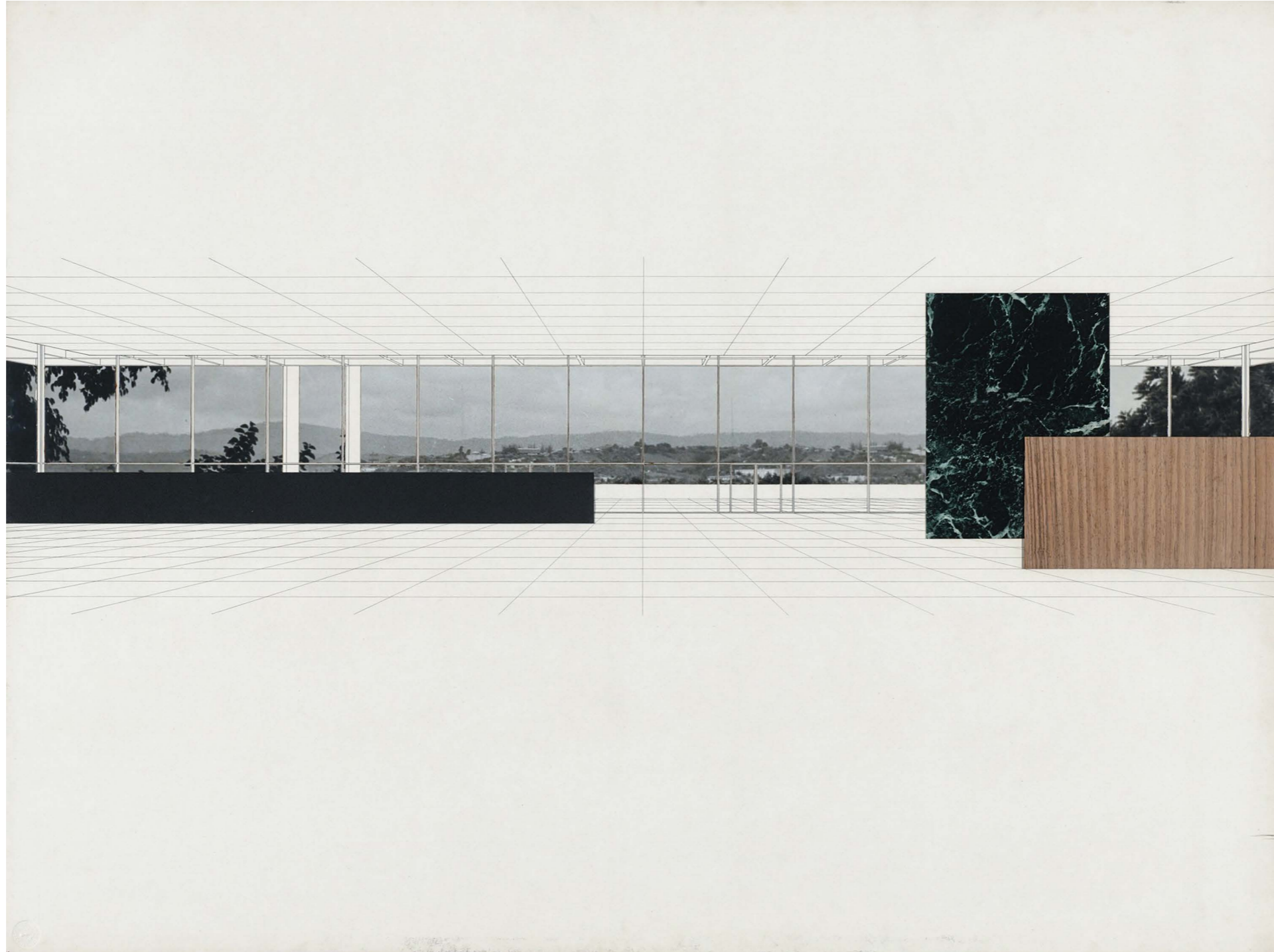
MESH

THE BACARDI CASTLE



PROGRAMMATIC TYPOLOGIES

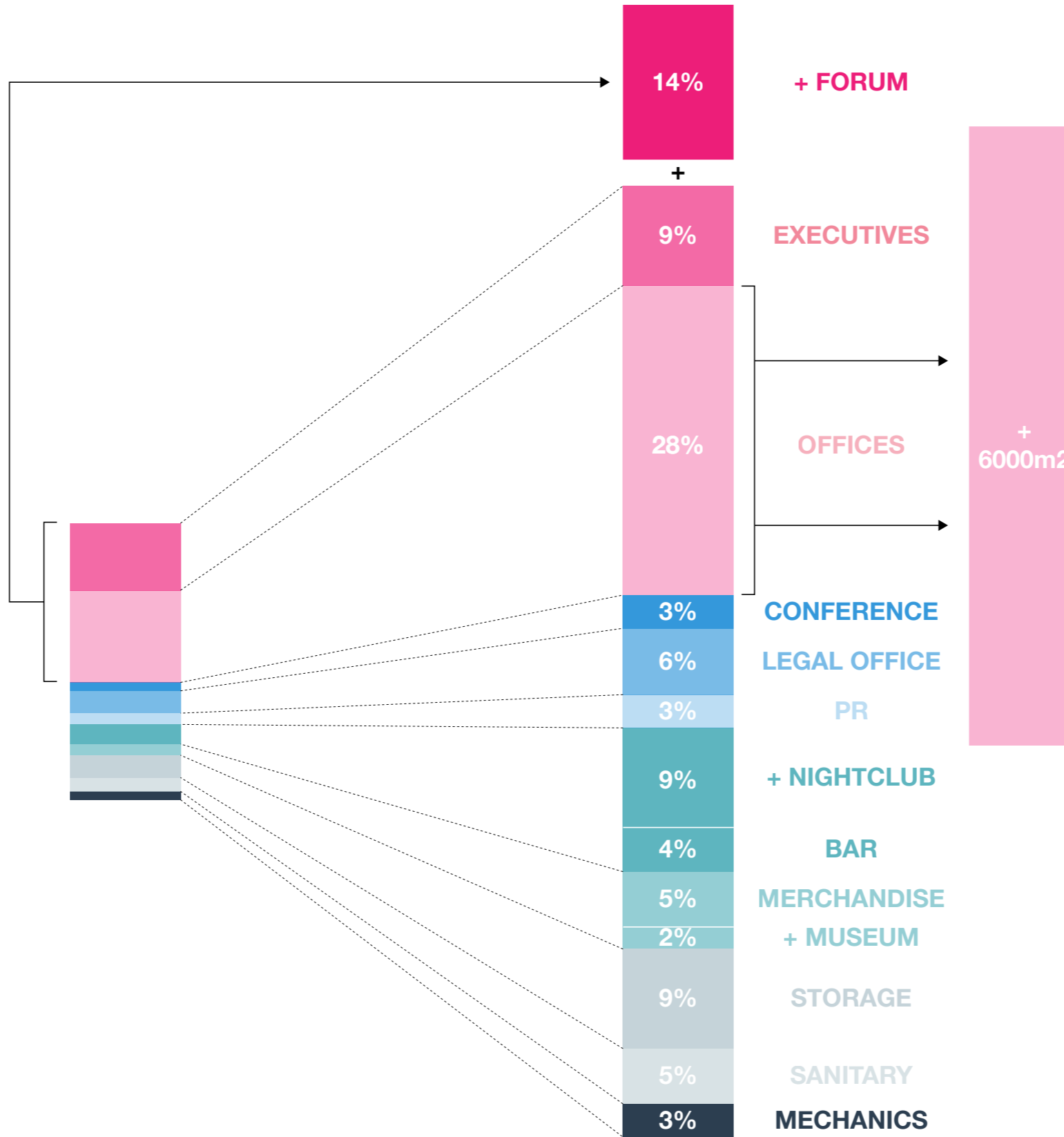
PROGRAM



BACARDI AS REFERENCE

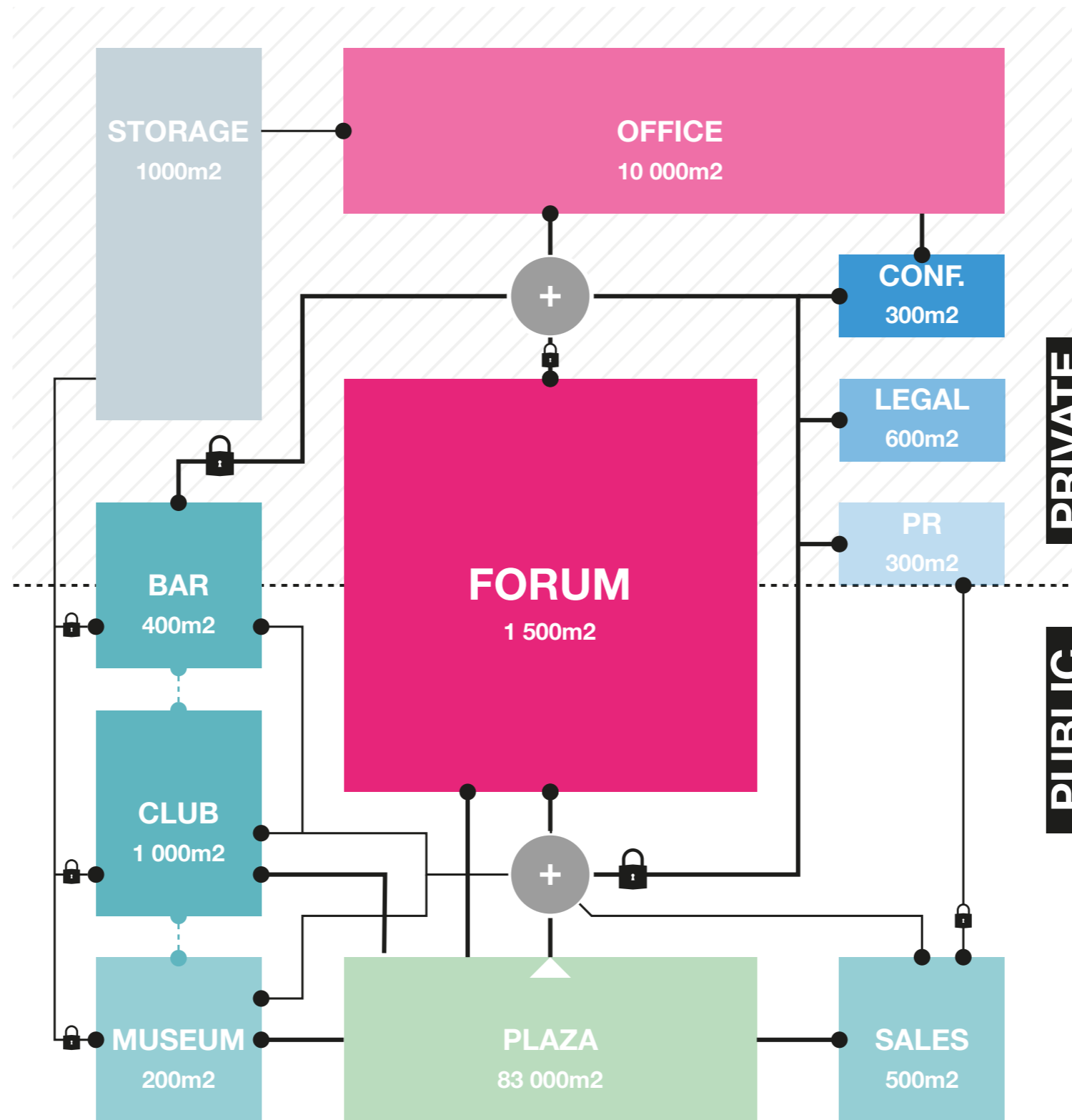
PROGRAM

1960
626 MN \$ NET. WORTH
BACARDI SANTIAGO HQ
2 227M2



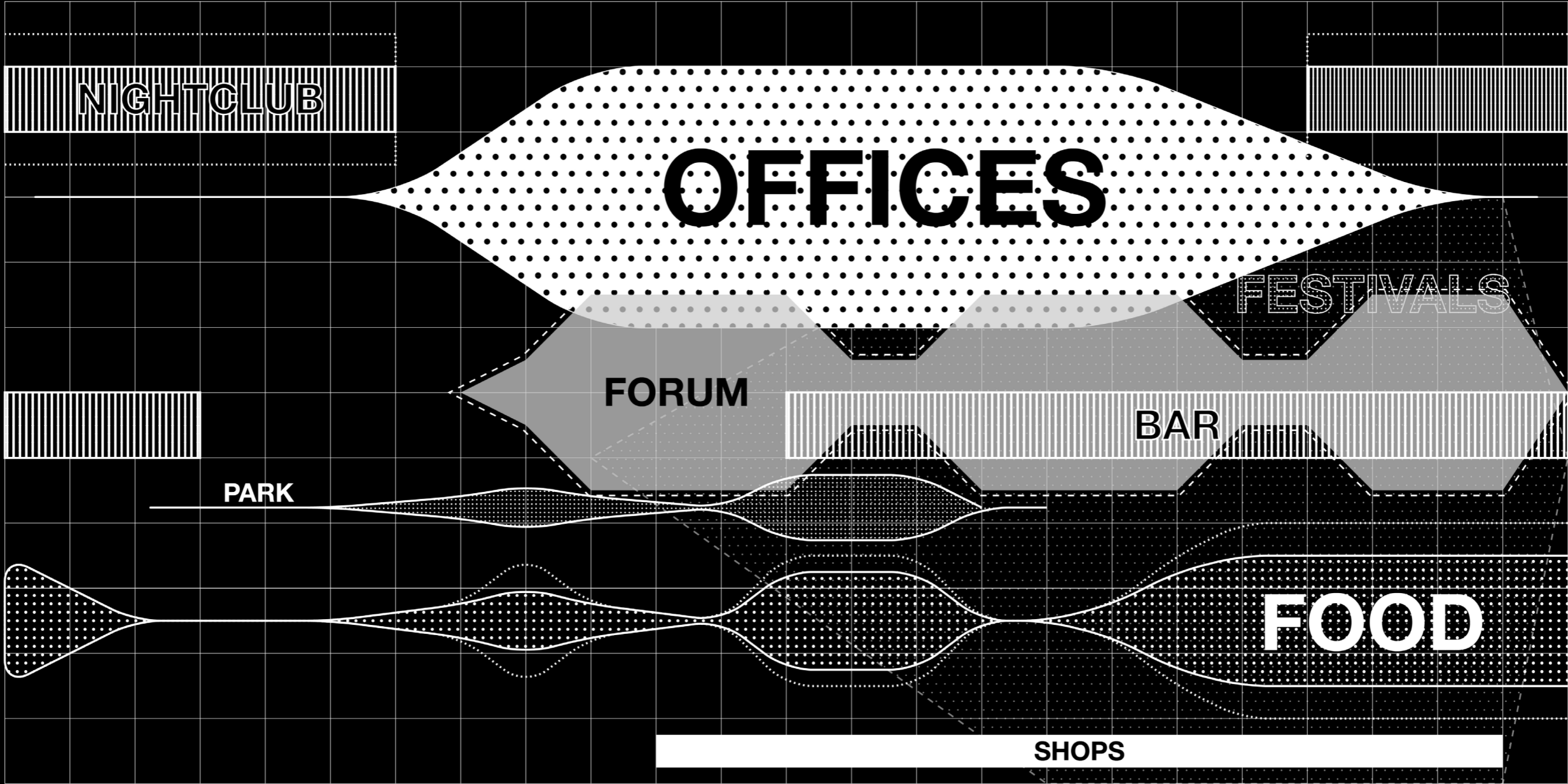
2020
2,25 BN \$ NET. WORTH
BACARDI HAVANA HQ
16 600M2

PROGRAMMATIC RELATIONS



BACARDI HQ TIMELINE

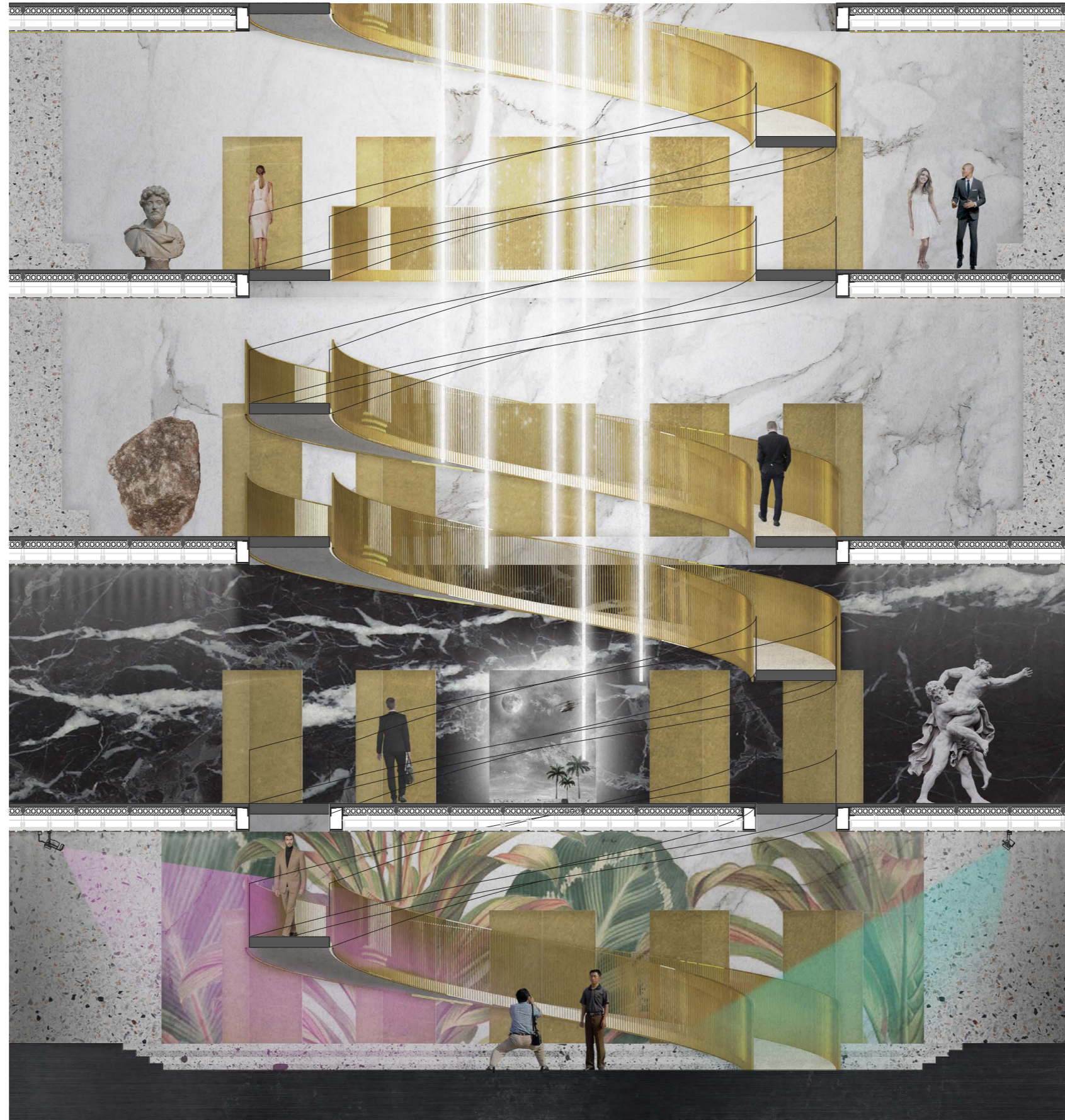
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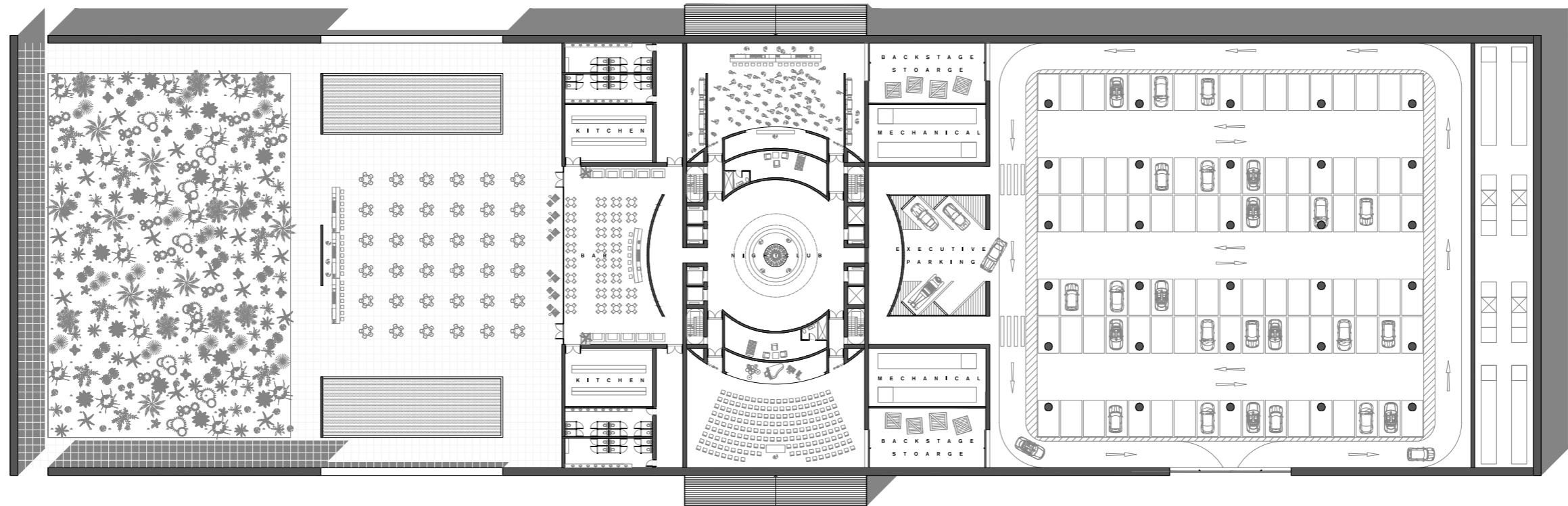
CONTINUOUS —————
 INCIDENTAL - - - - -
 WEEKENDS



CENTRAL CORE



00 TERRAIN

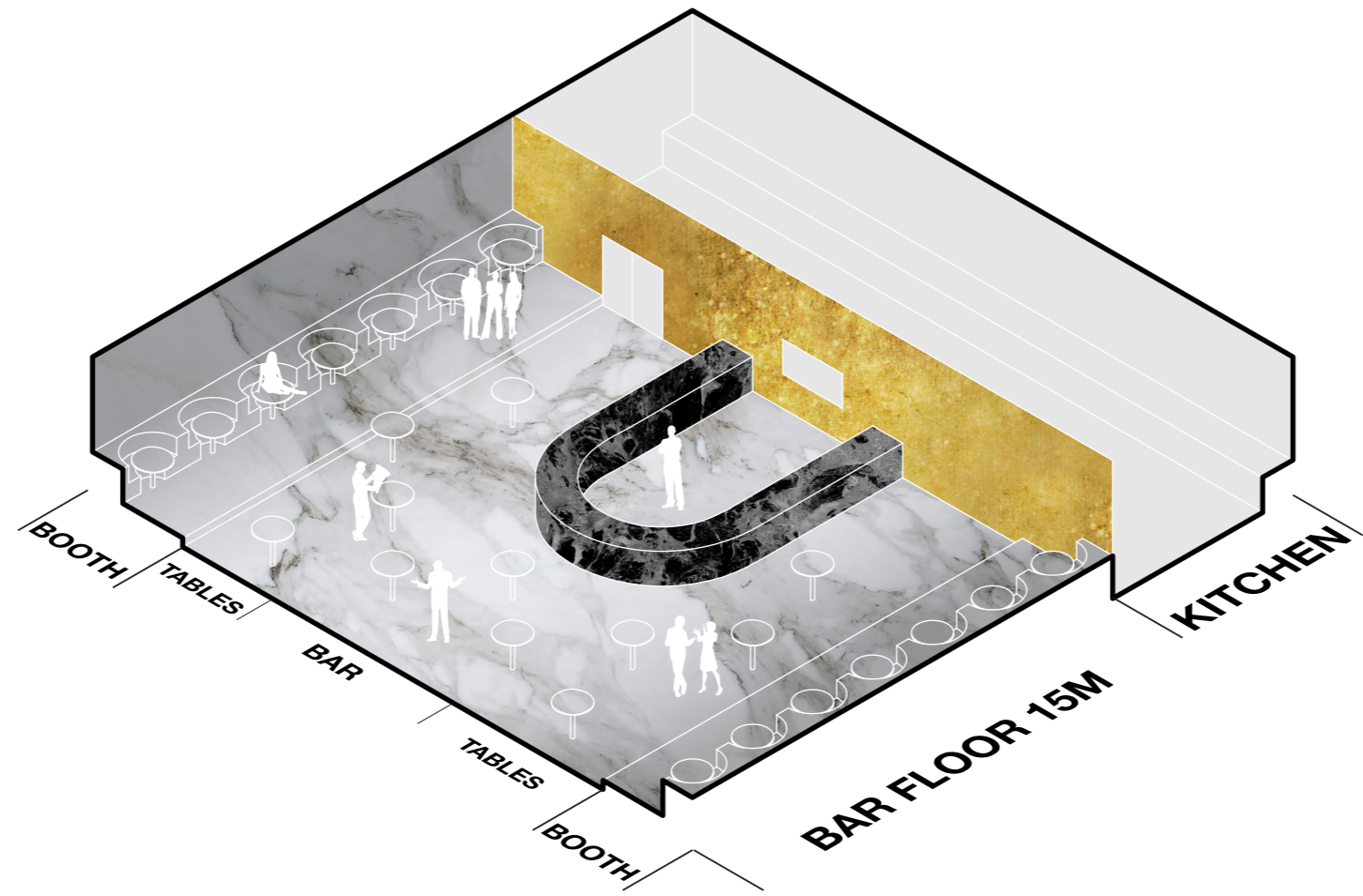


BAR AND GARDEN

NIGHTCLUB

PARKING

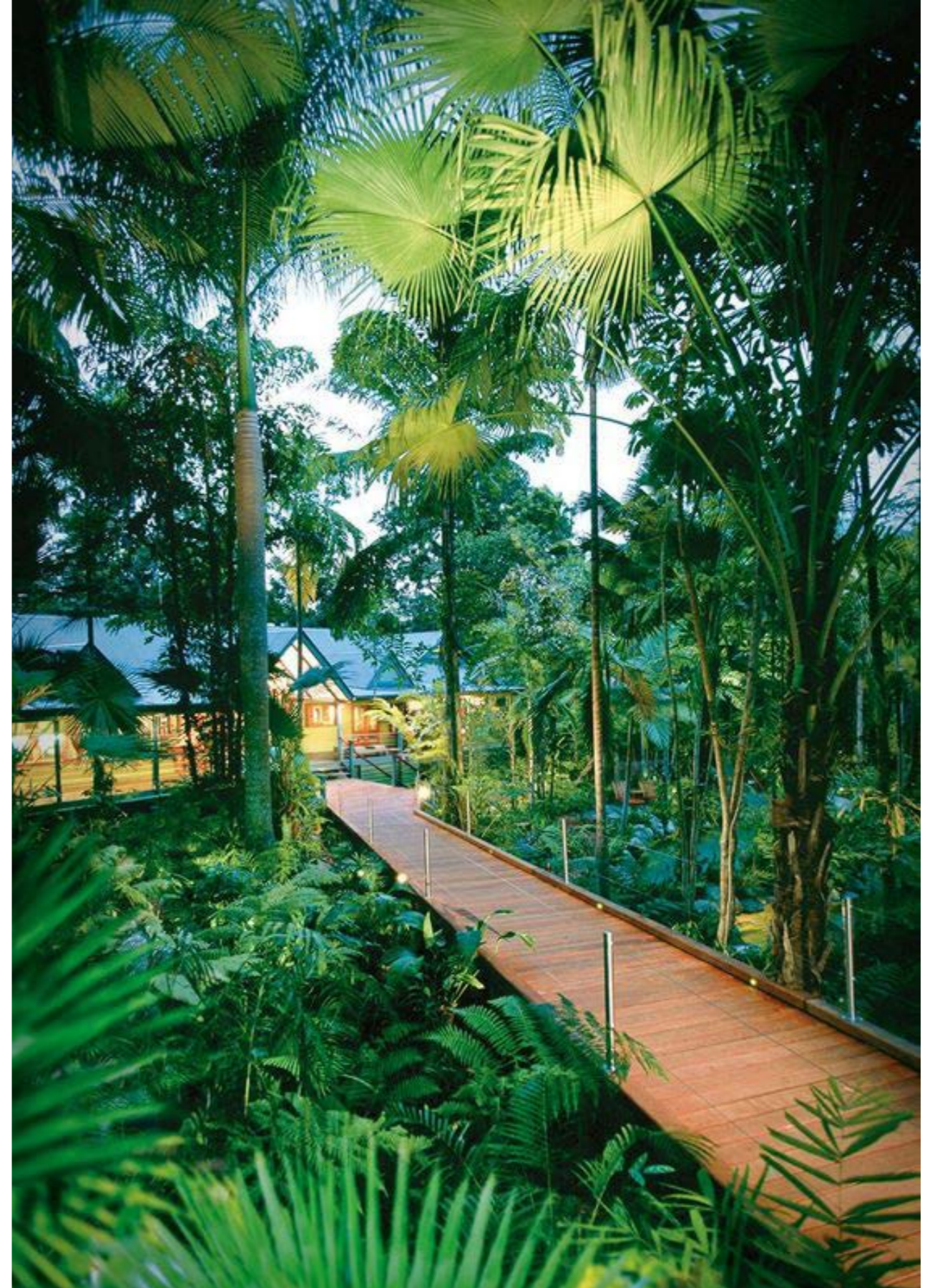
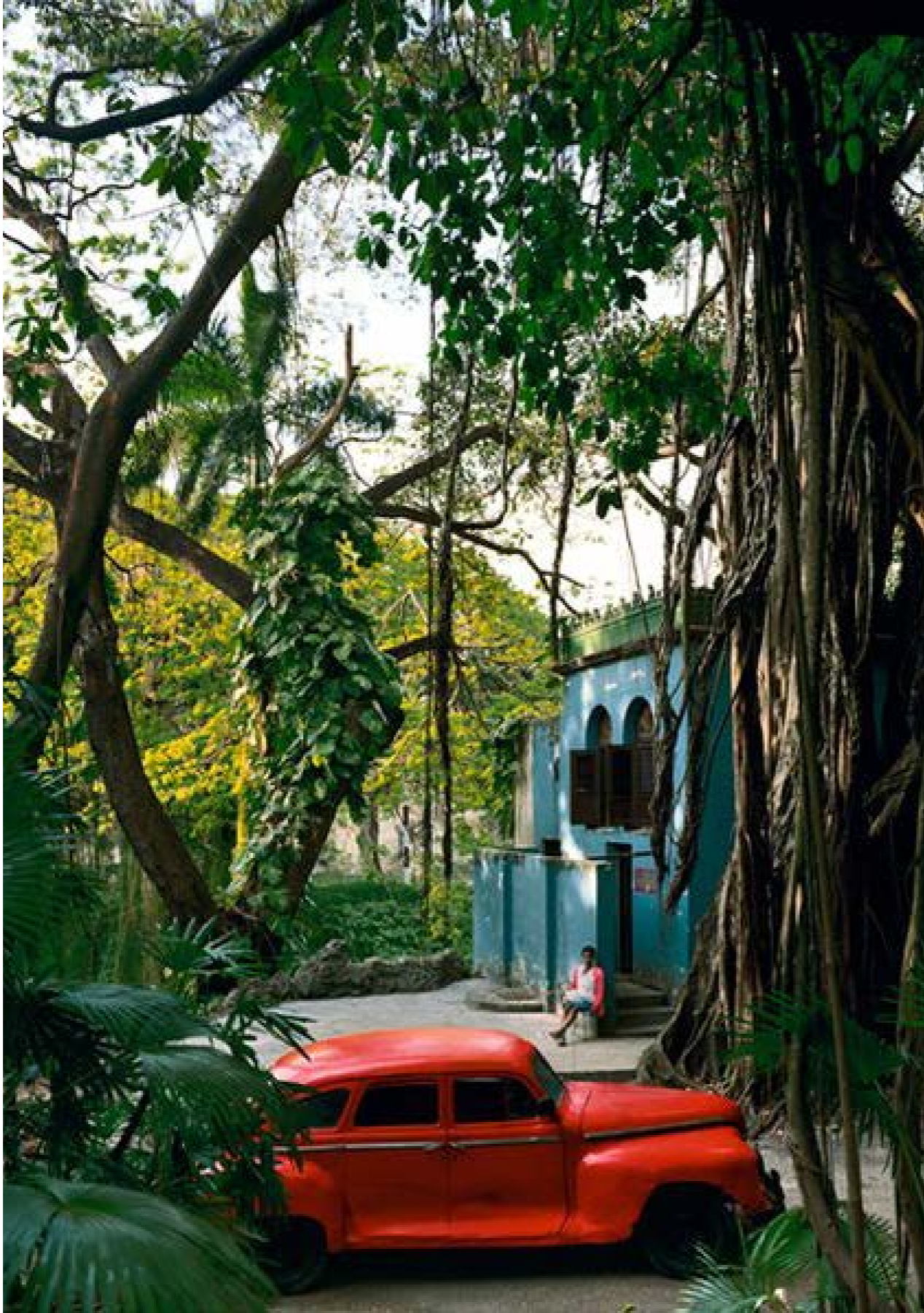
BAR TYPOLOGY



BAR

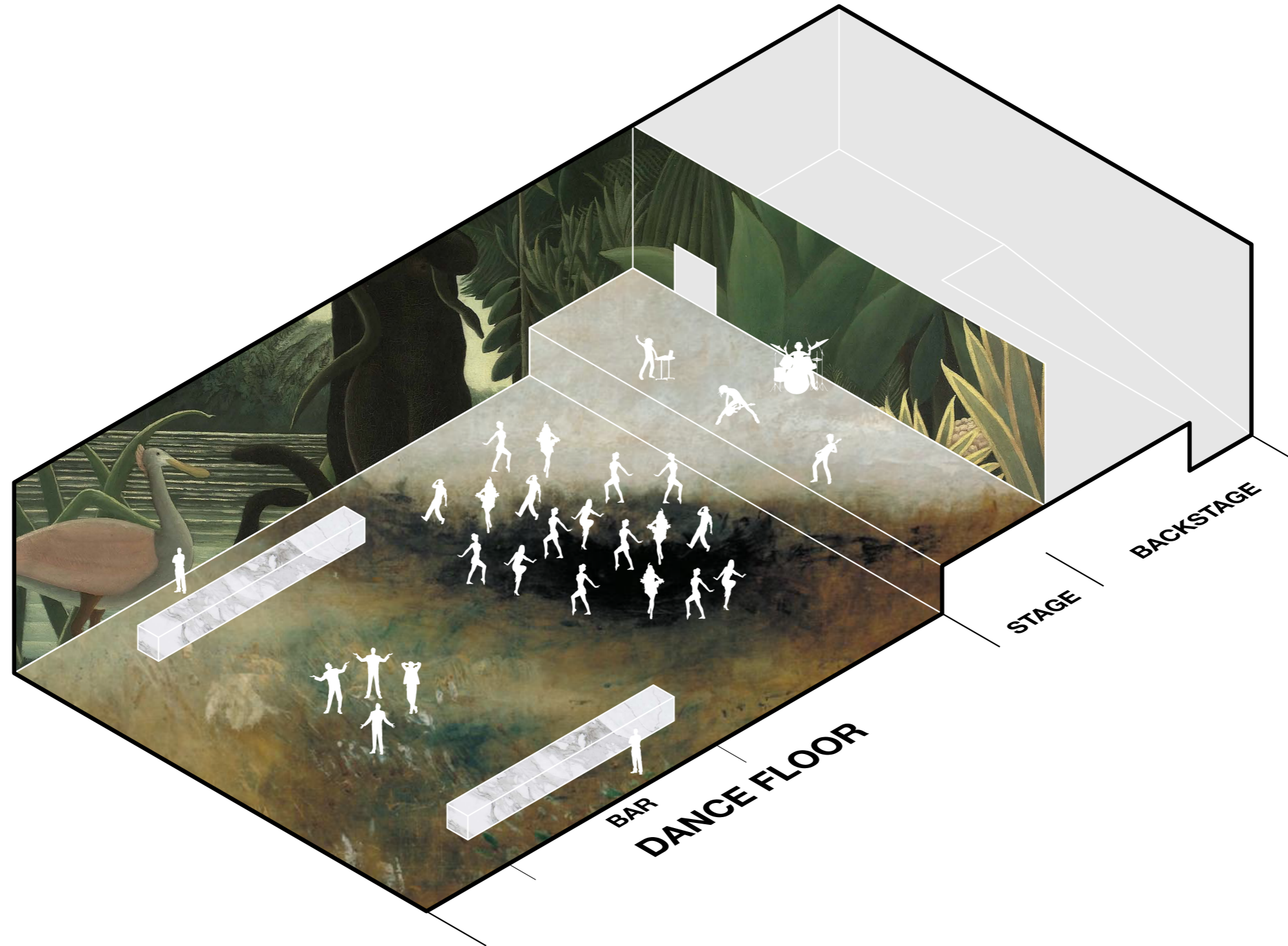


EXOTIC EDEN



TROPICAL FOREST

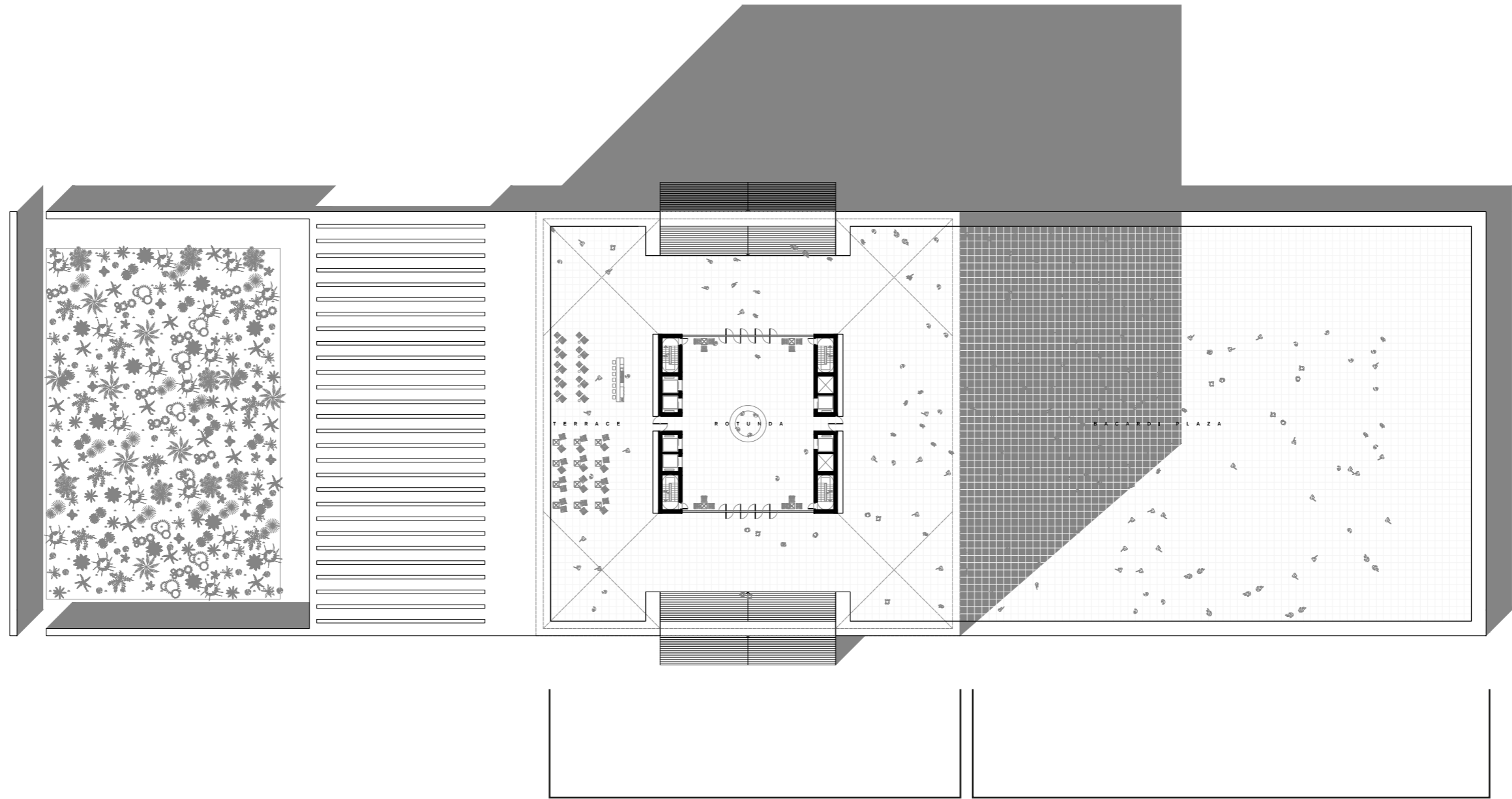
NIGHTCLUB TYPOLOGY



NIGHTCLUB



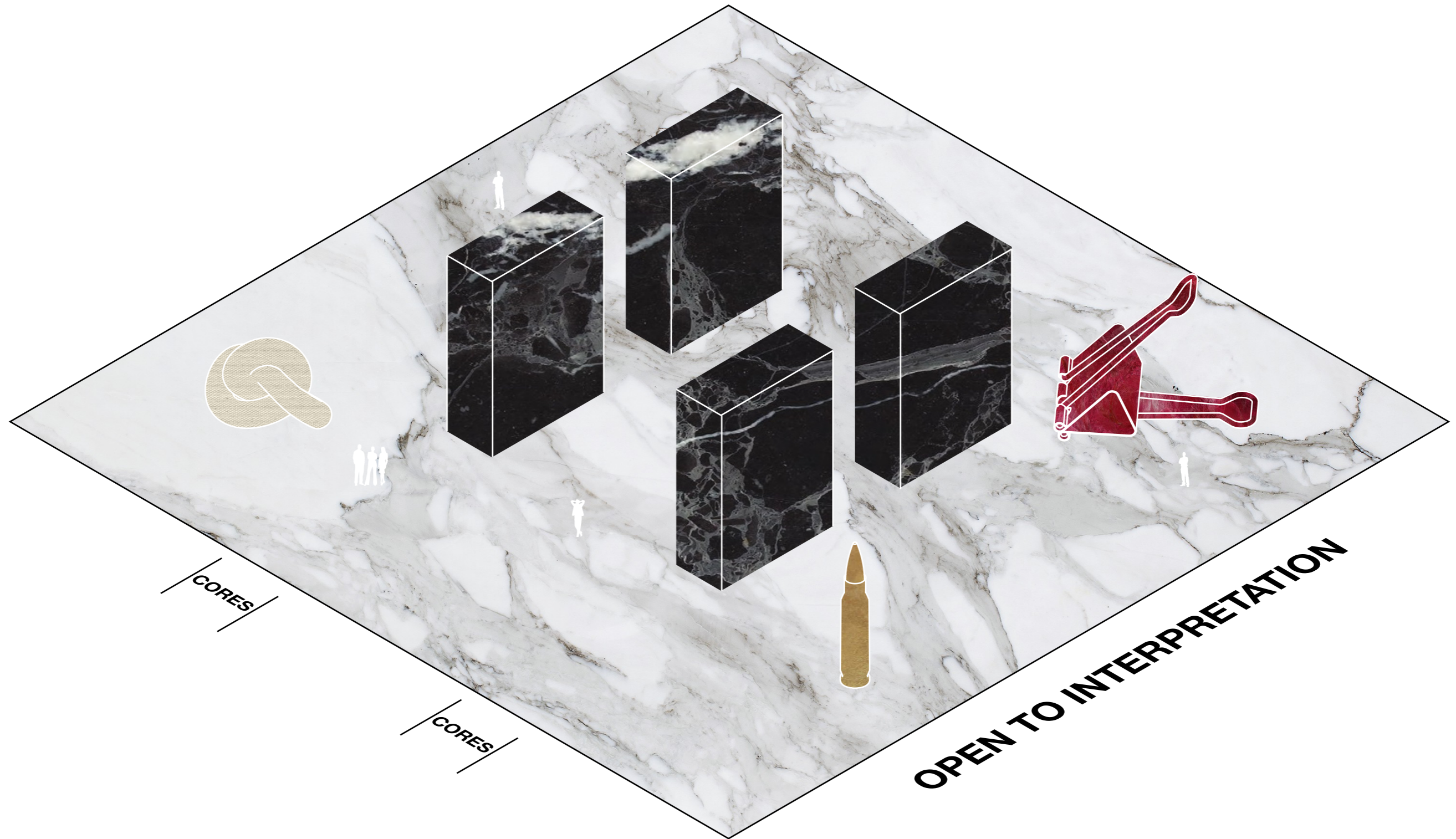
01 PIANO NOBILE



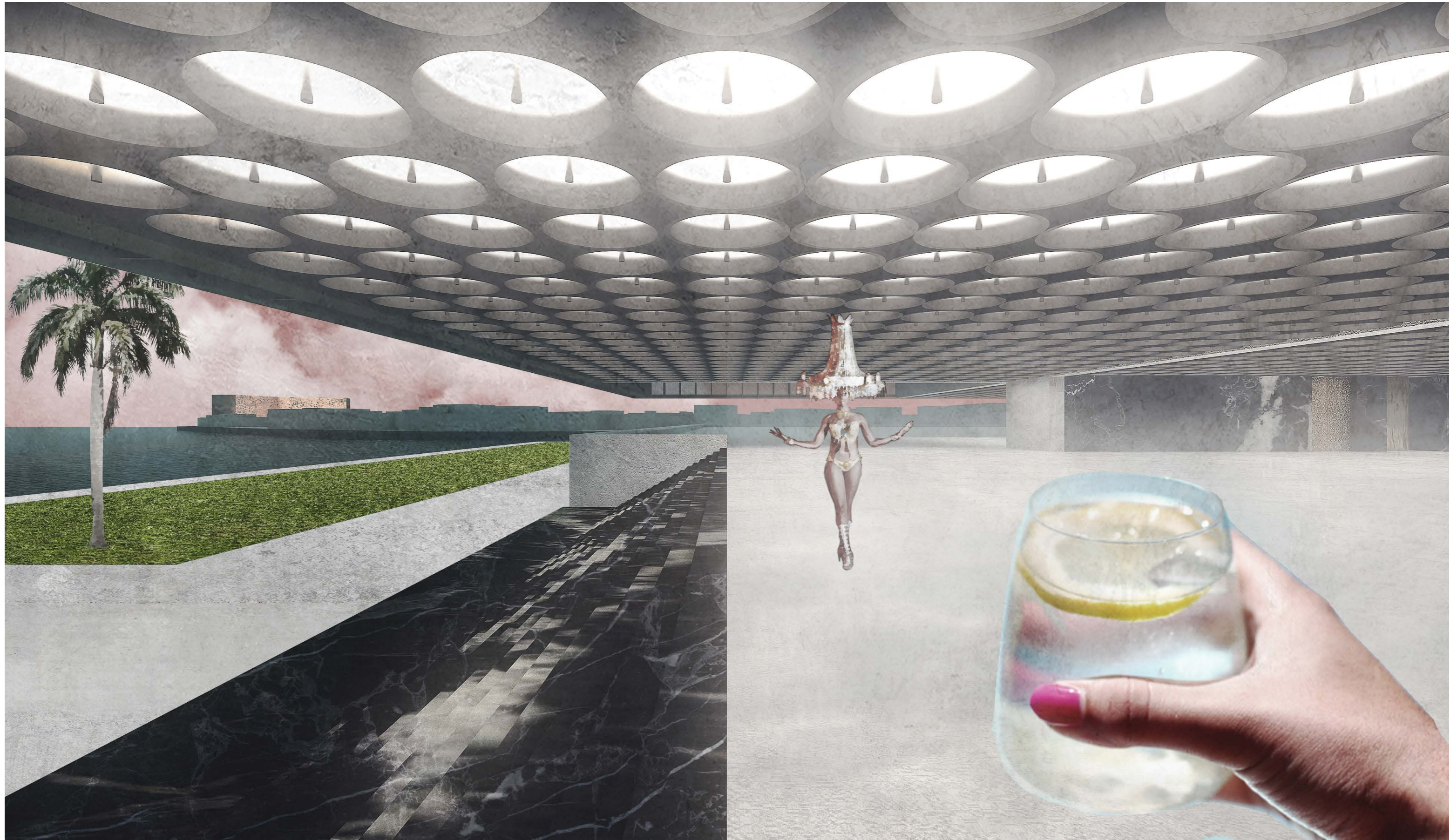
FORUM

PLAZA

FORUM TYPOLOGY



FORUM



FESTIVAL PLAZA TYPOLOGY

PROJECTION WALL

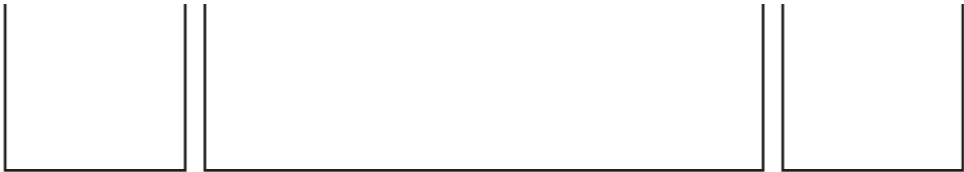
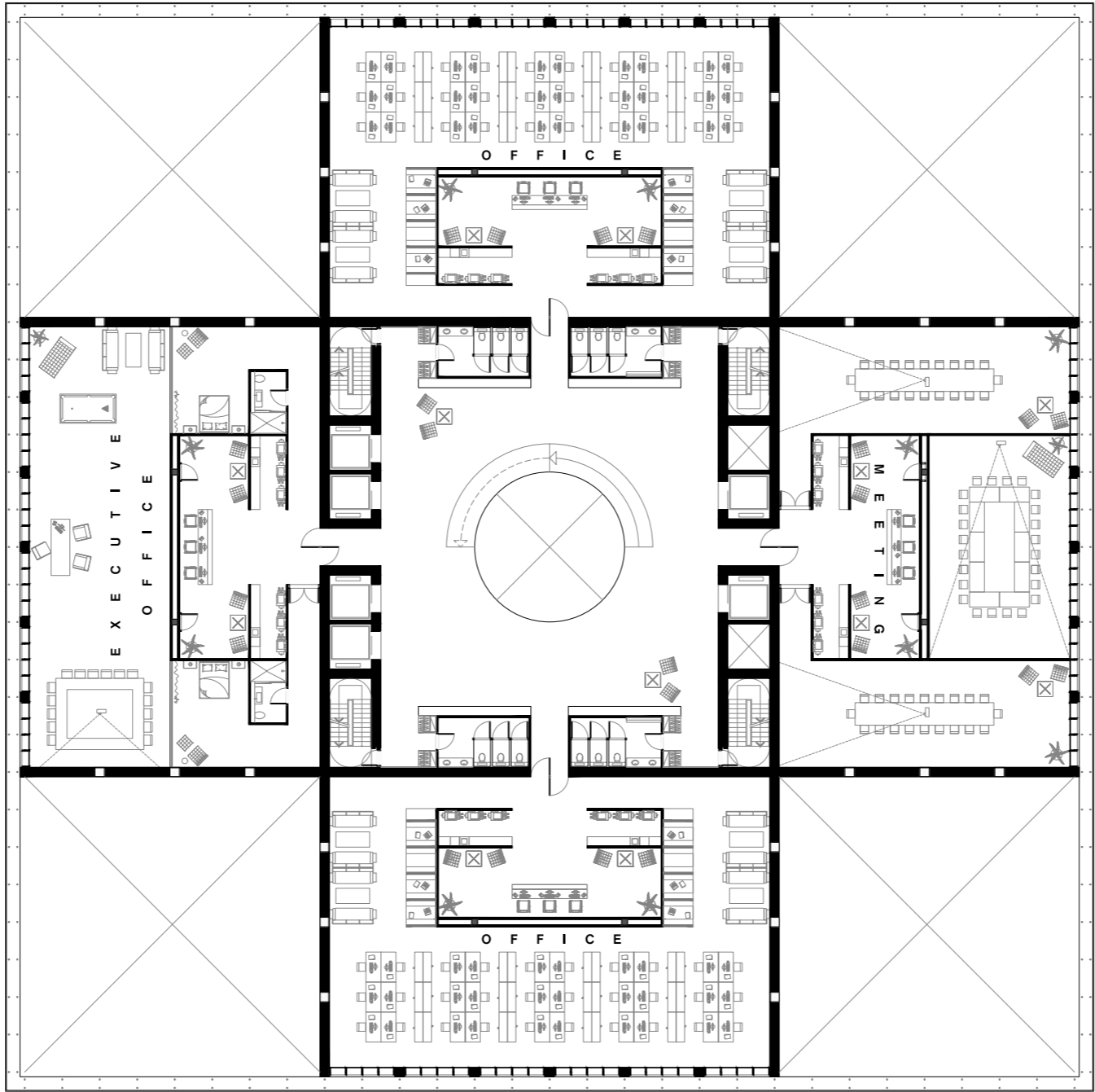


LONGITUDINAL ORIENTED SURFACE

FESTIVAL PLAZA



02-05 OFFICE FLOOR

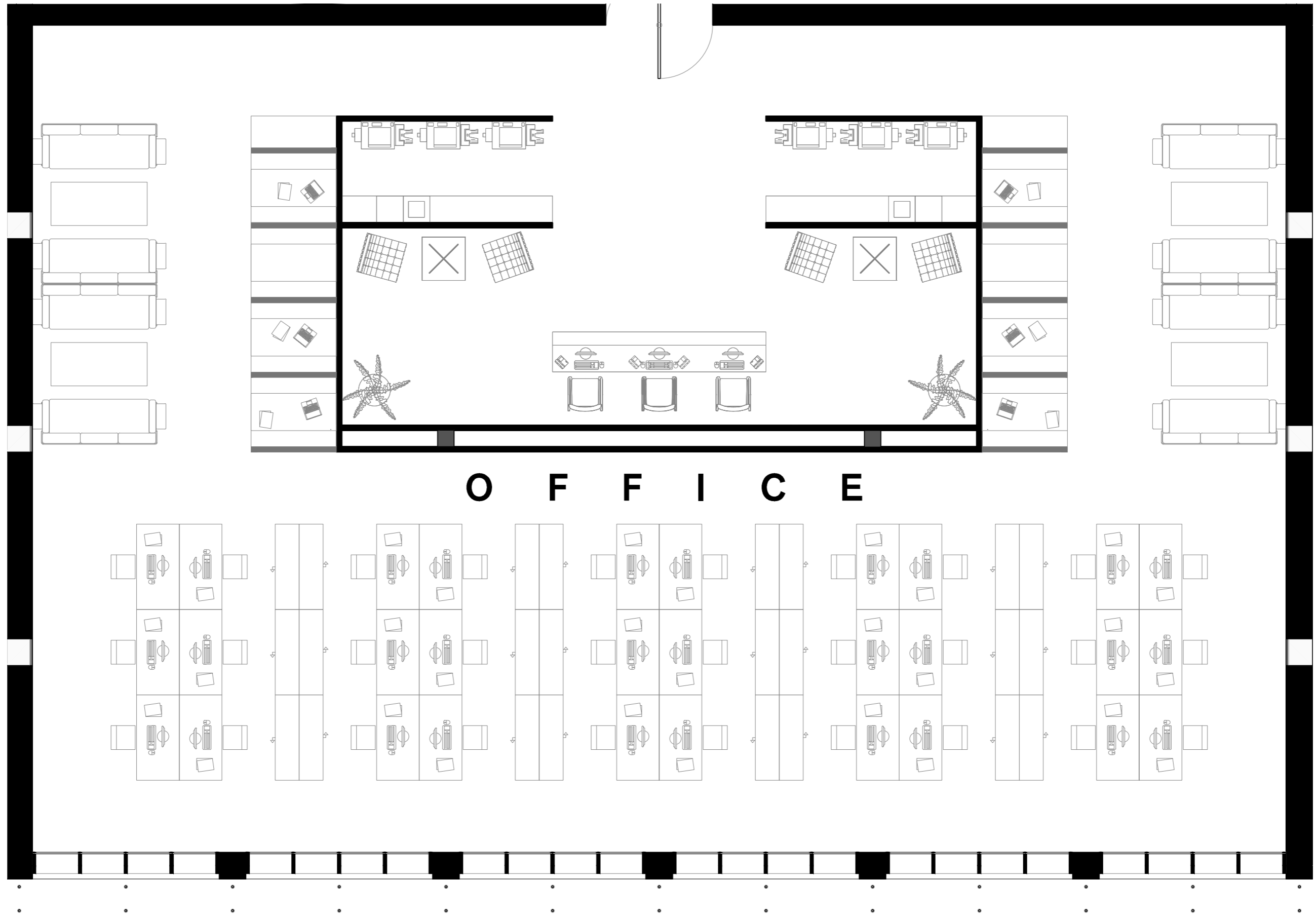


SECRETARY

OFFICES

SECRETARY

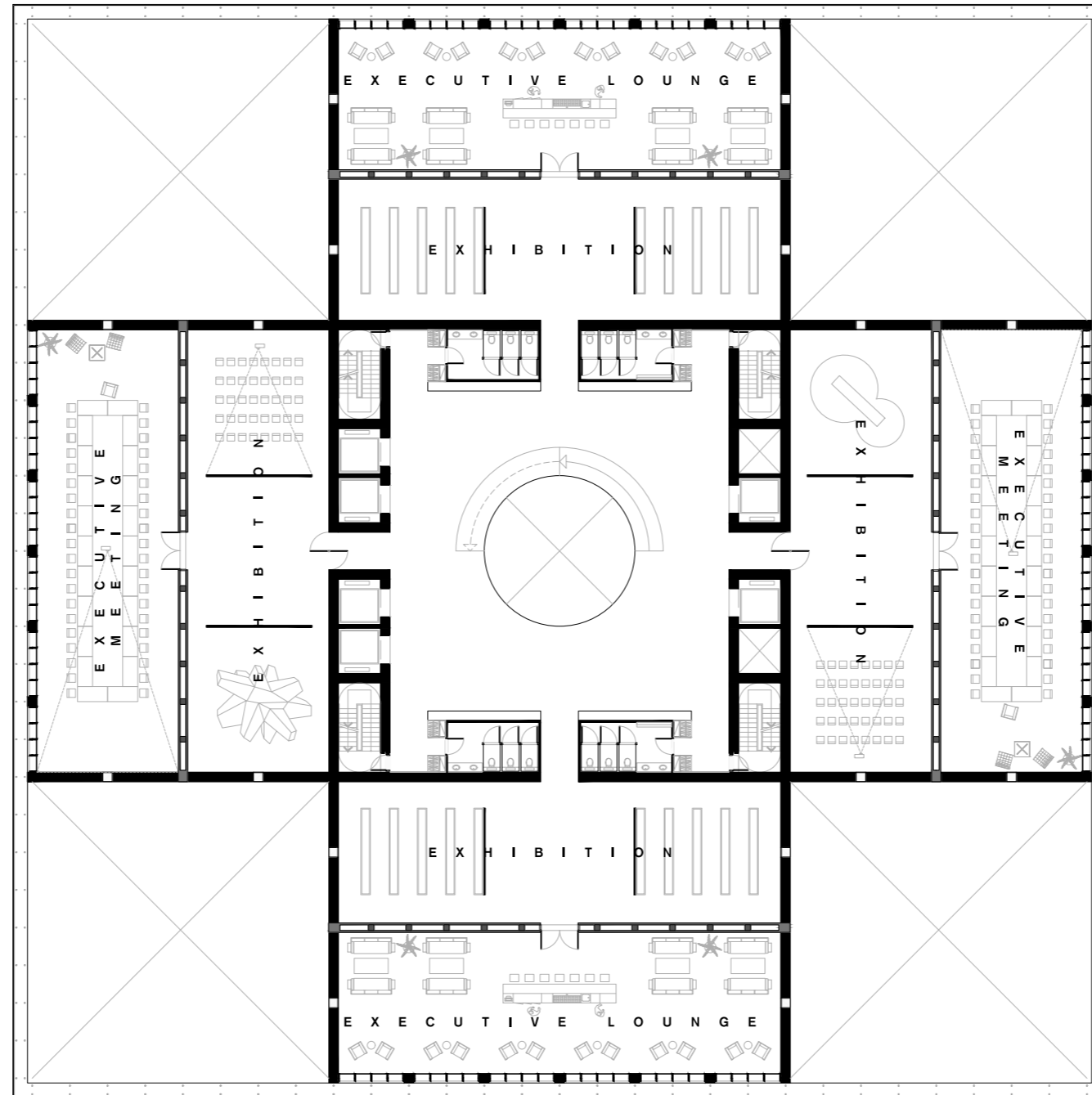
OFFICE TYPOLOGY



OFFICE

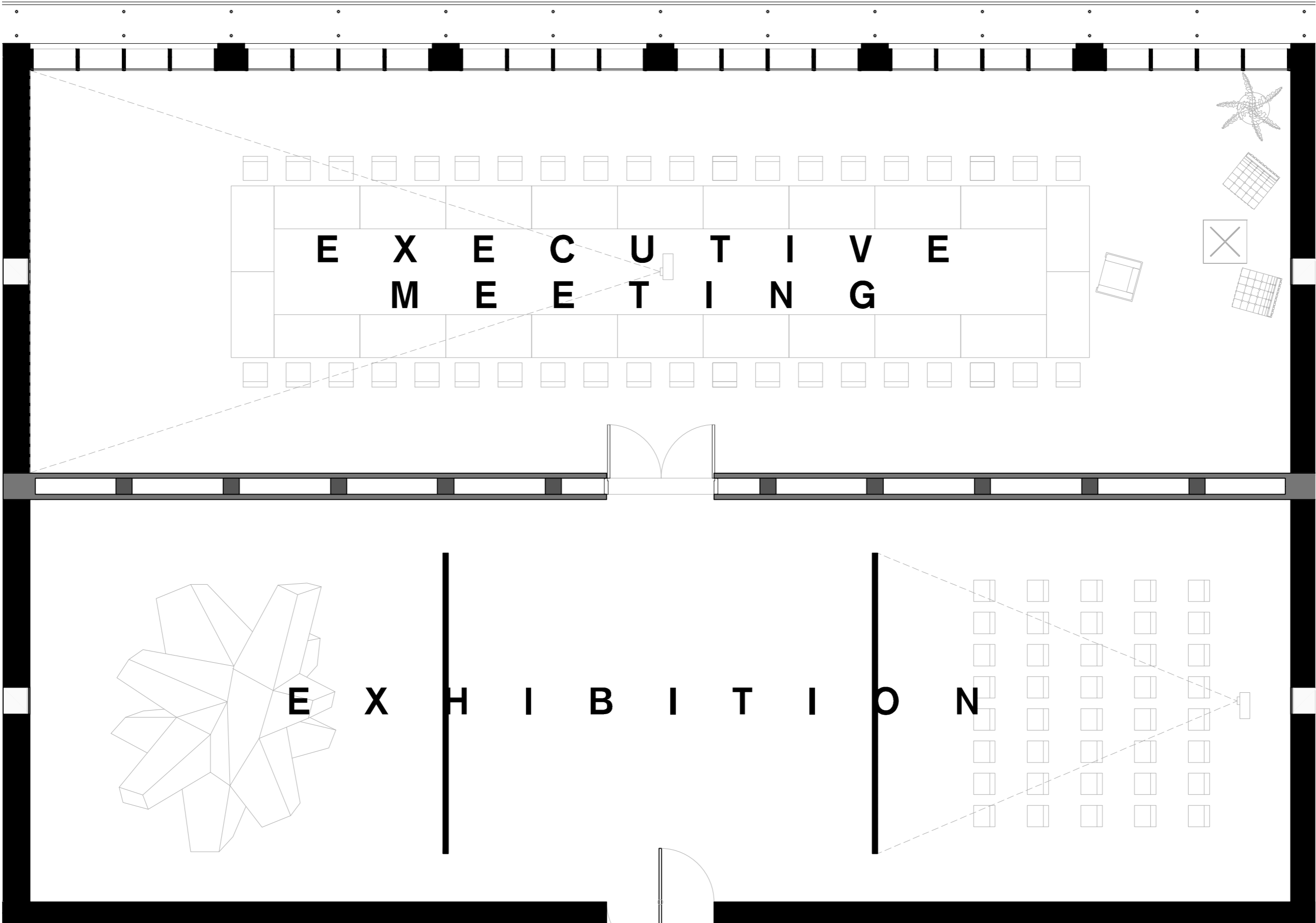


06 EXECUTIVE FLOOR

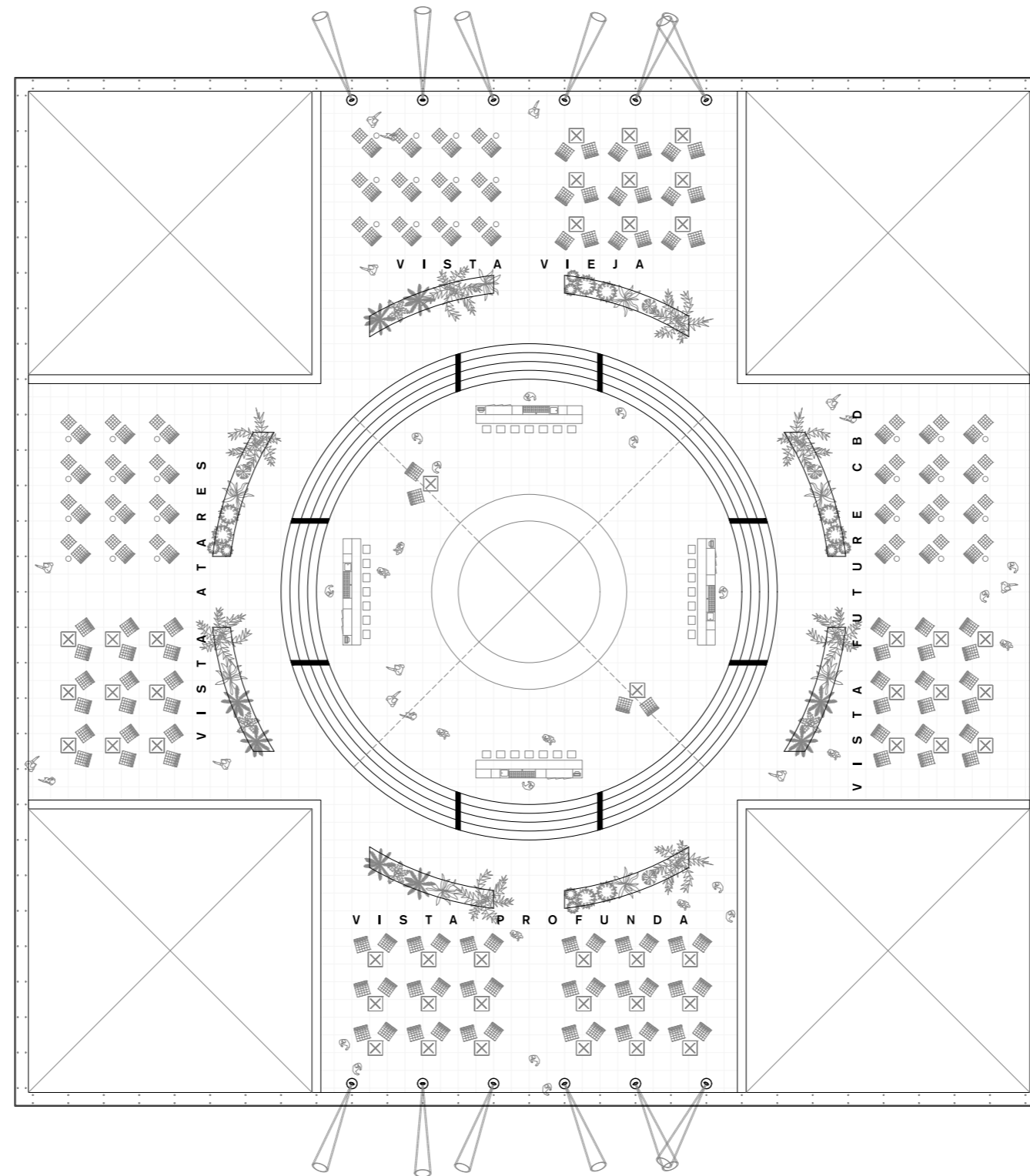


EXHIBITION LOUNGE & MEET PROJECTION

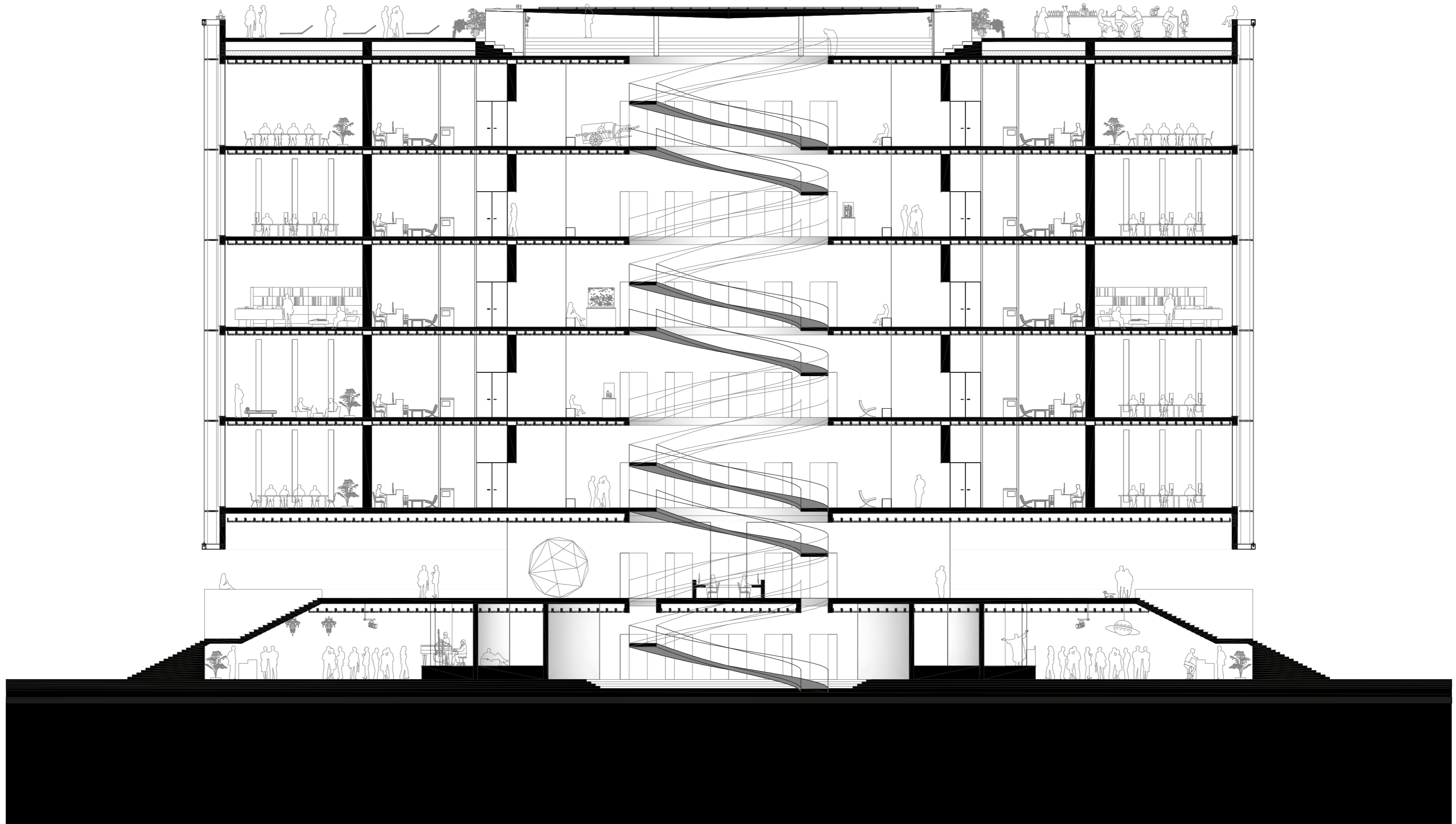
CONFERENCE TYPOLOGY

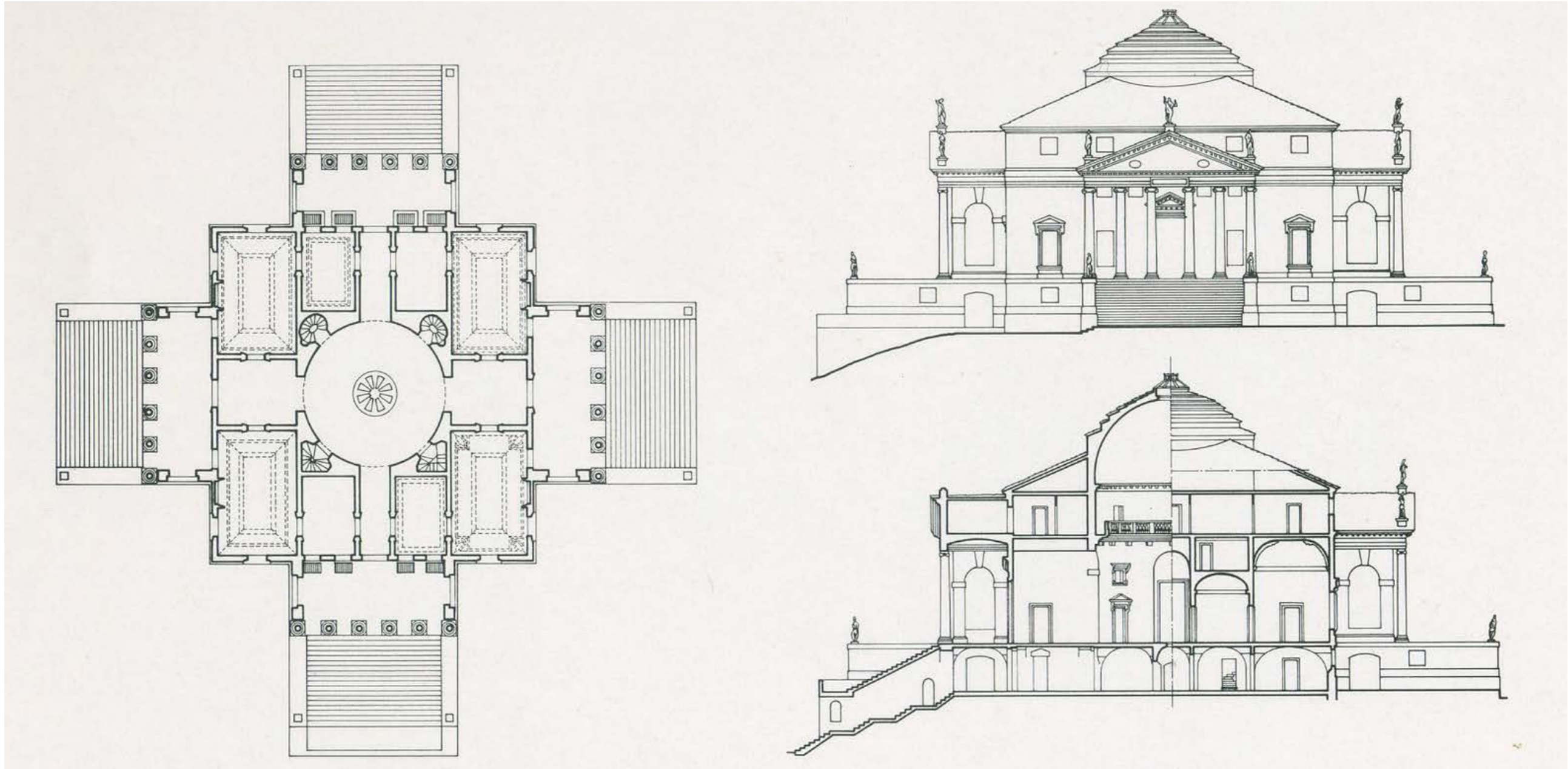


07 FLOOR



SECTION

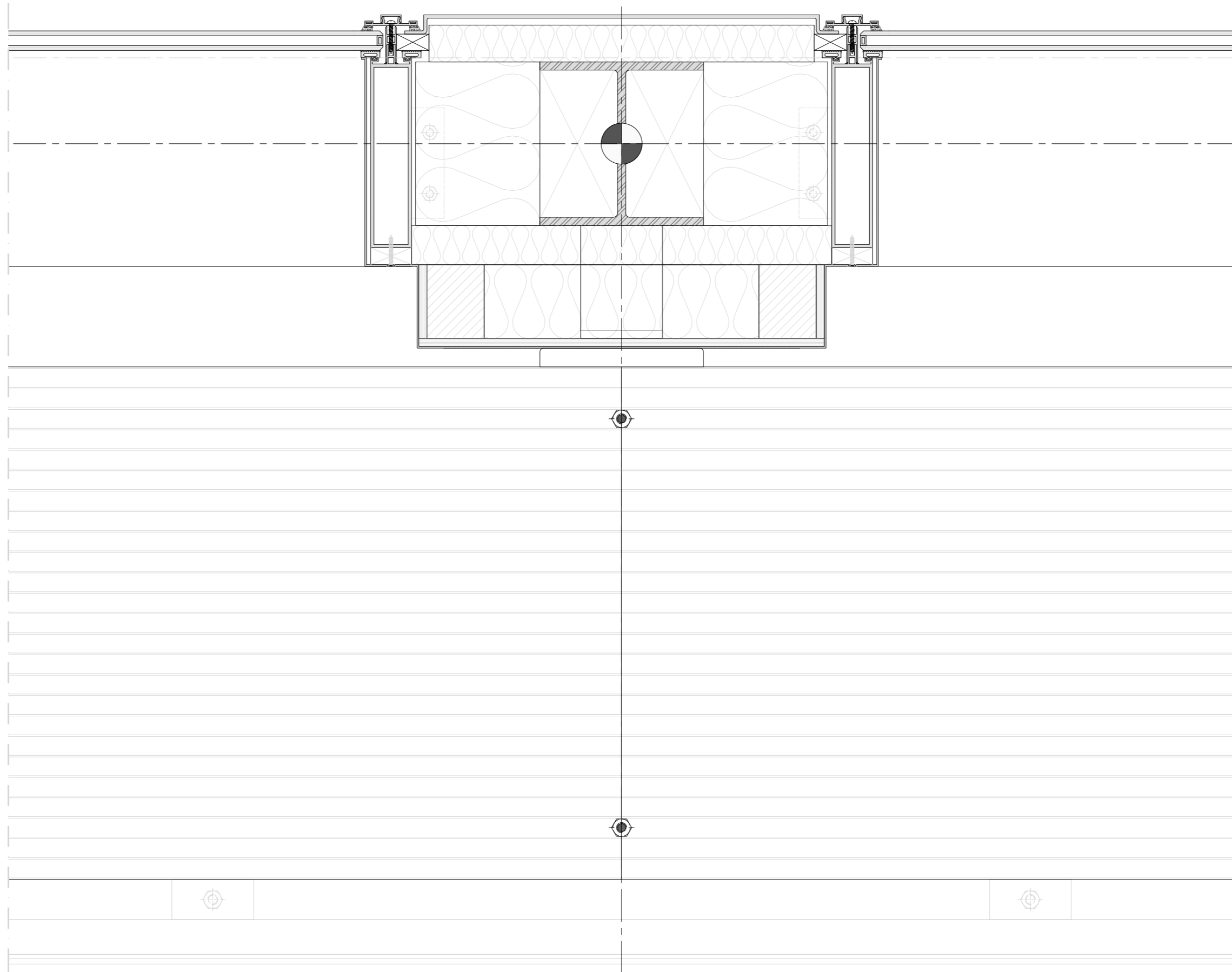




VILLA ROTONDA

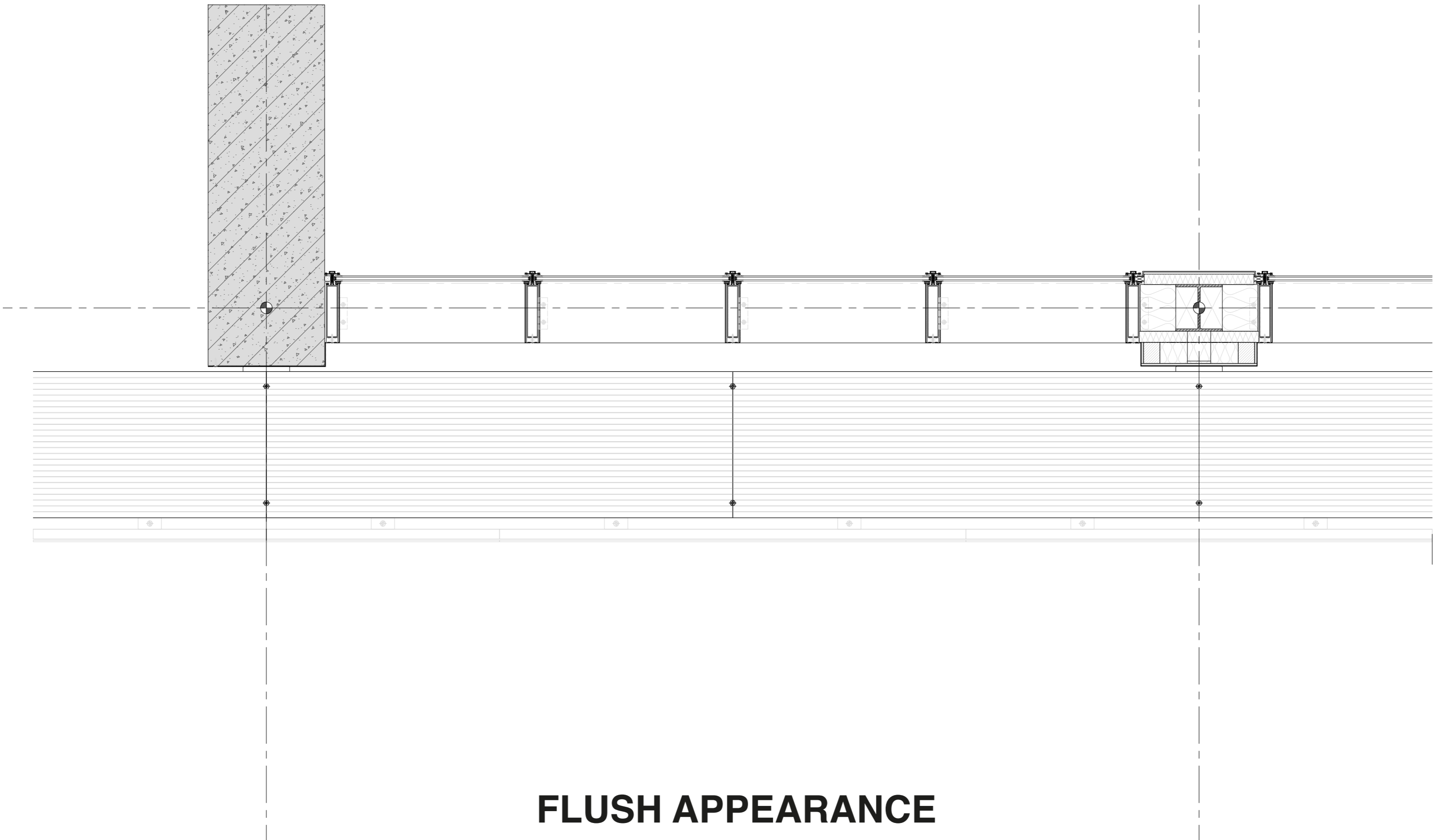
DETAILS

HORIZONTAL



CONCEILED CONSTRUCTION

HORIZONTAL



FLUSH APPEARANCE

EXTERIOR CONSTRUCTIONAL DEFINITION



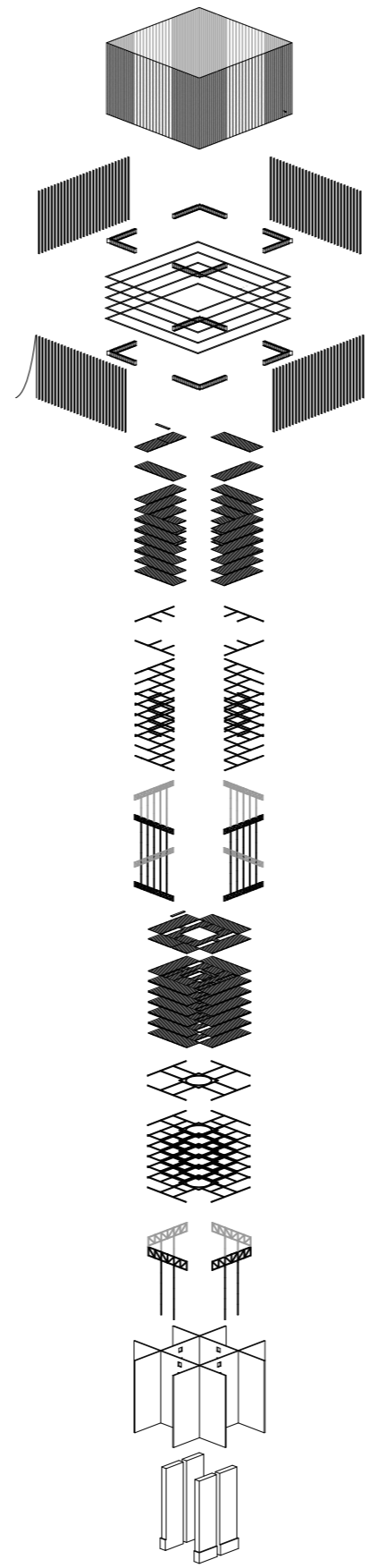
CONSTRUCTIONAL ORNAMENT LIKE A PALACE

SOLID OBJECT

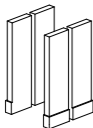
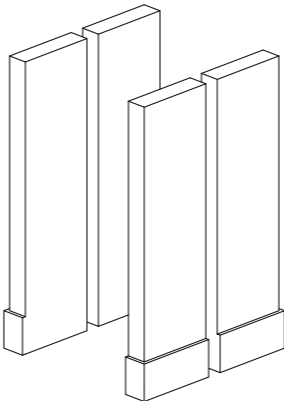


LARGE OVERSPAN - 3 PART BUILDUP

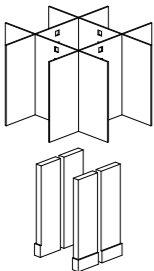
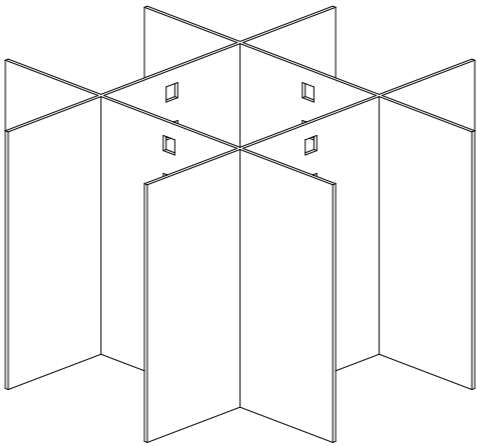
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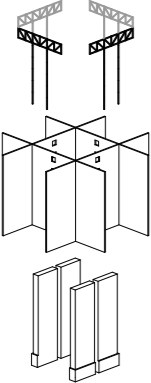
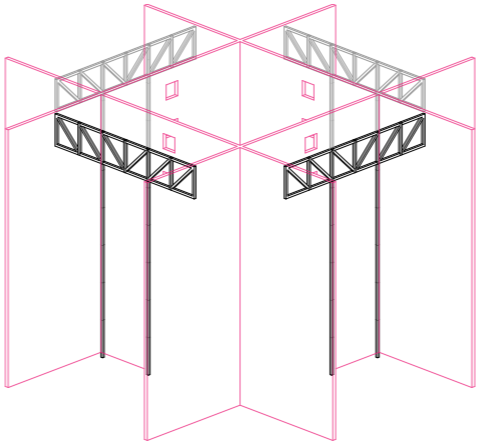
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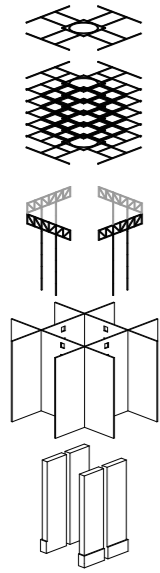
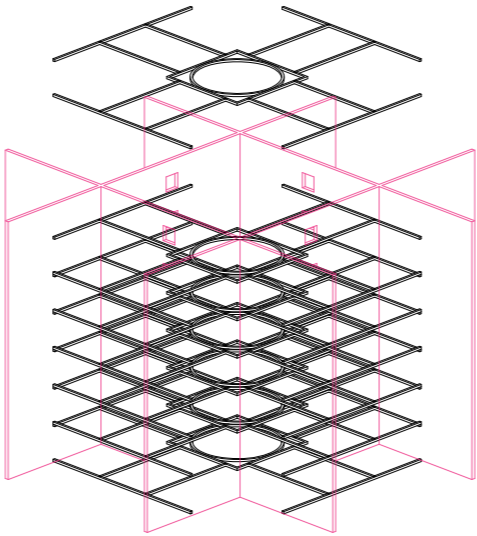
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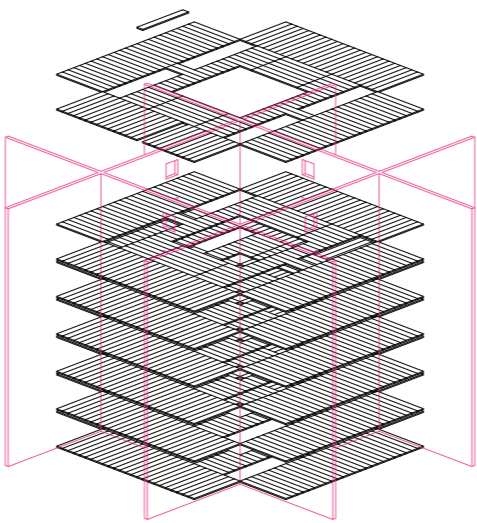
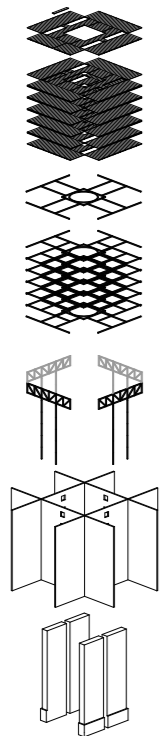
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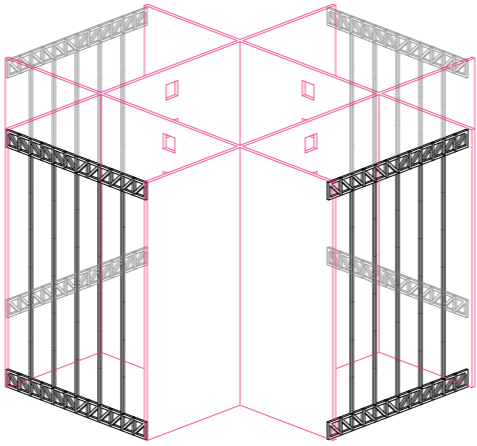
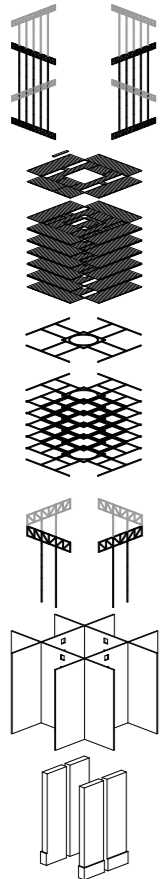
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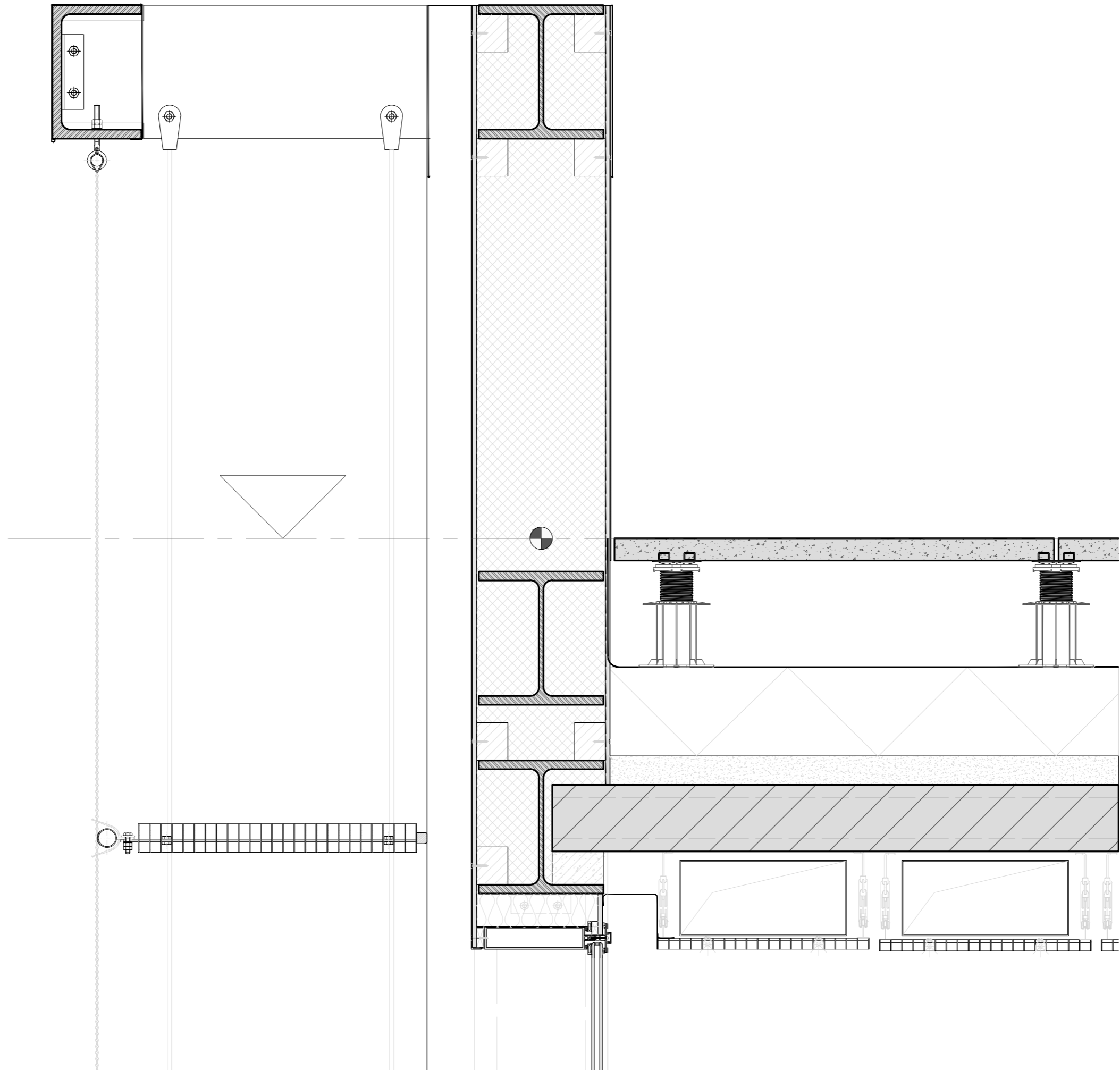


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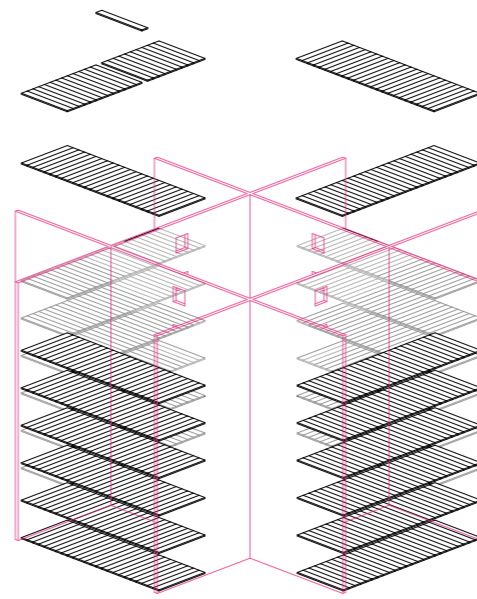
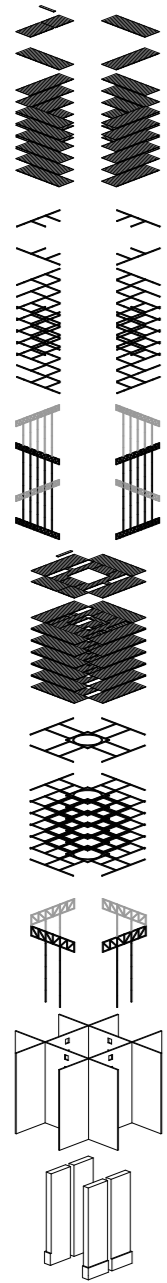


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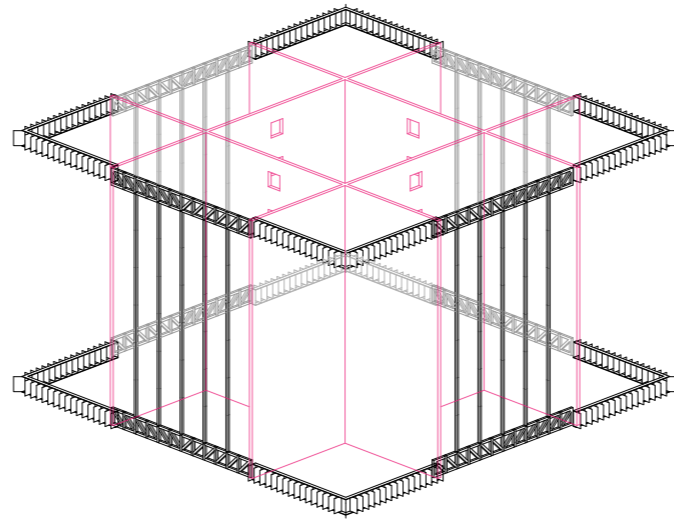
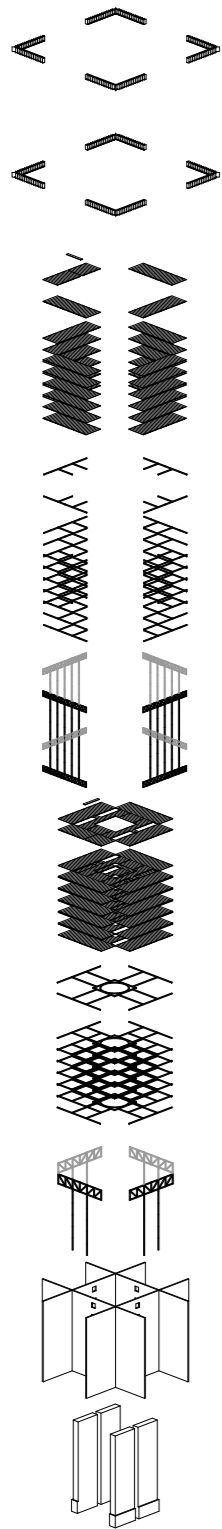




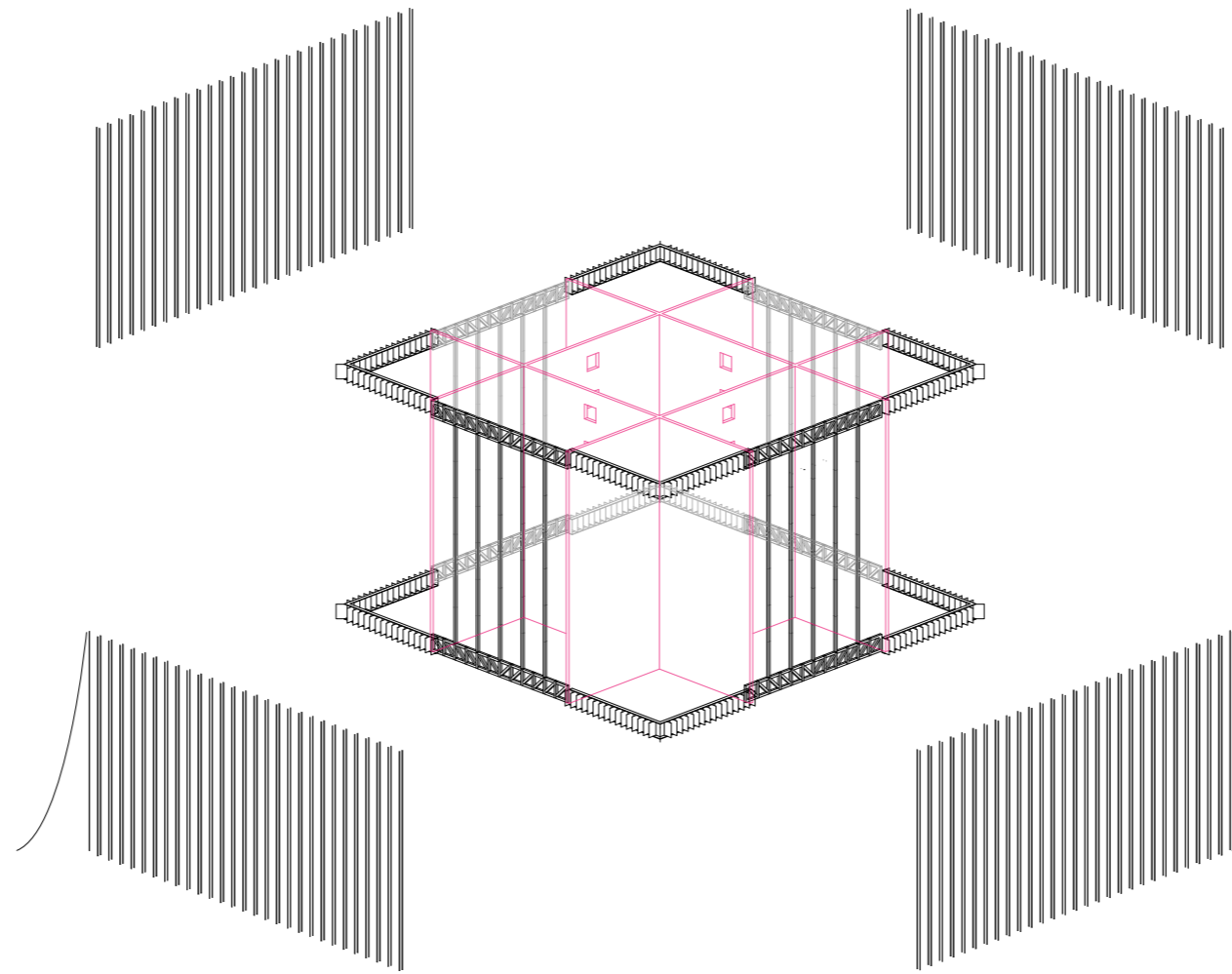
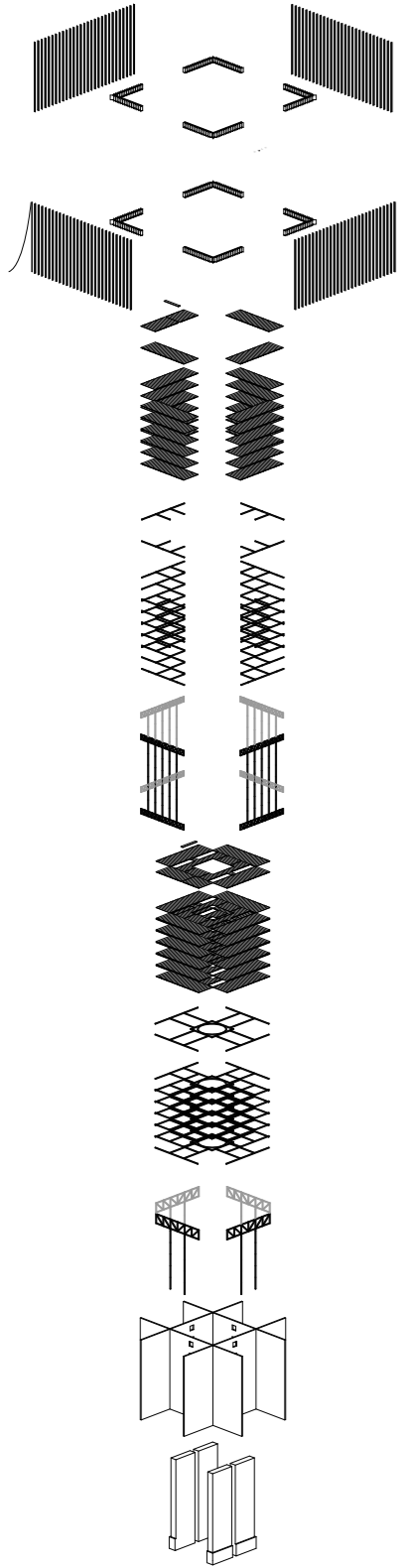
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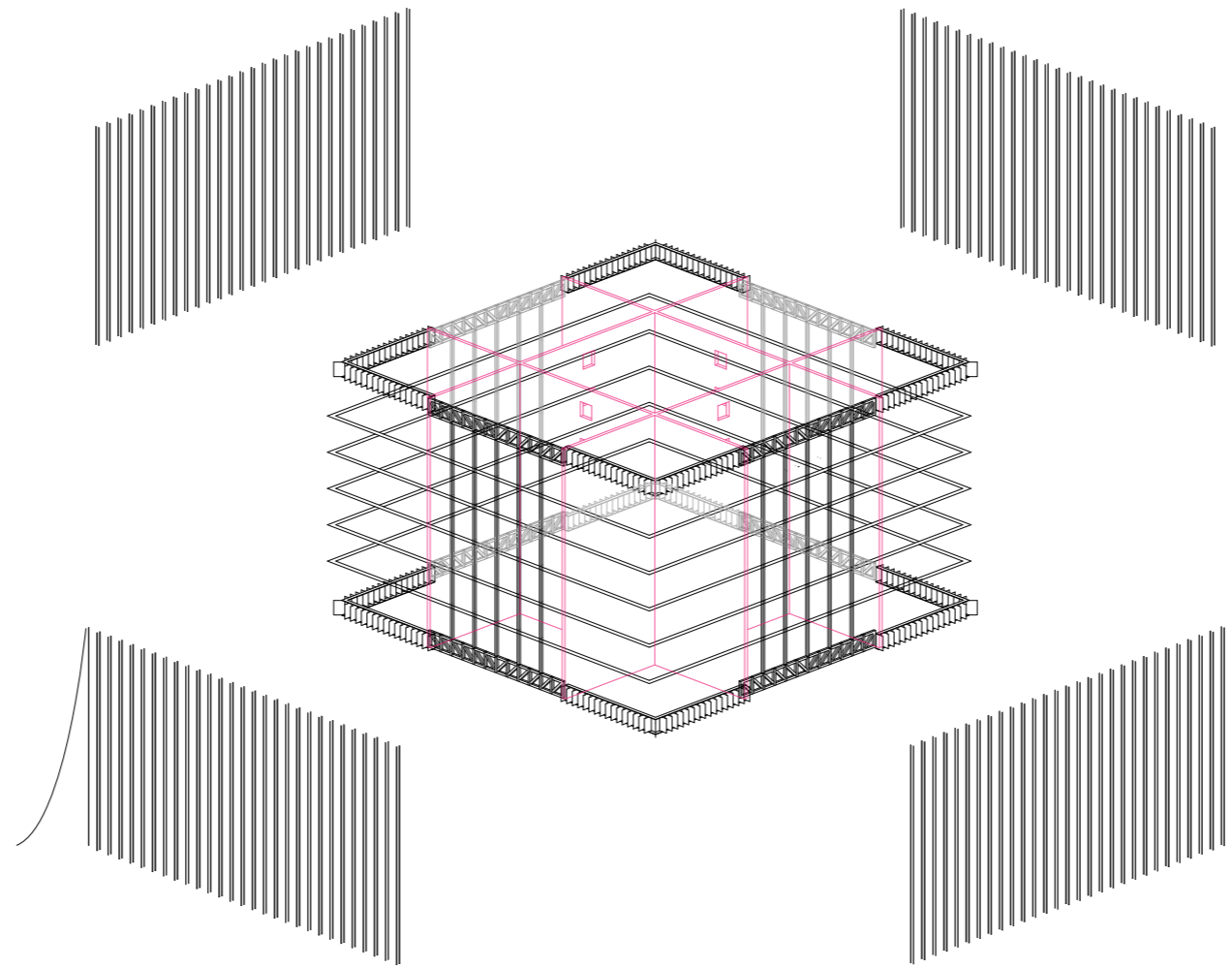
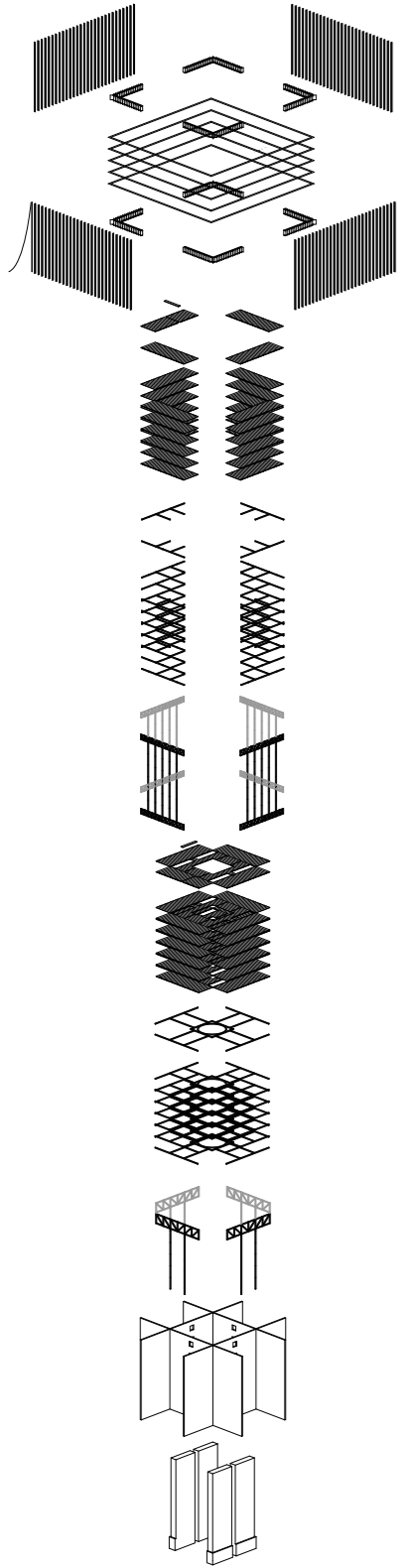
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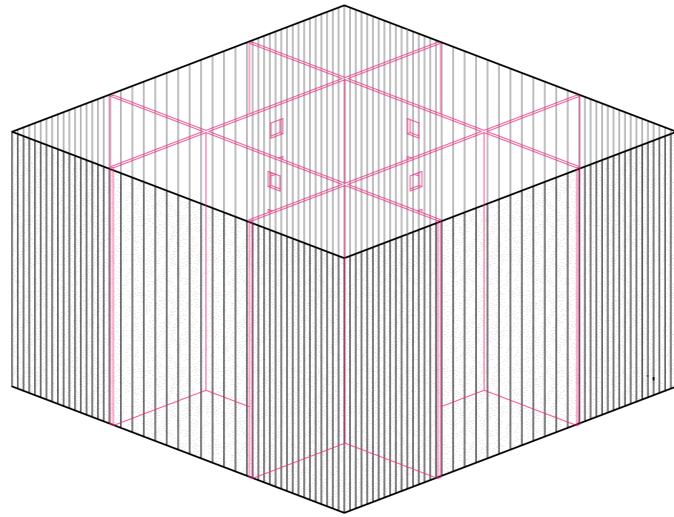
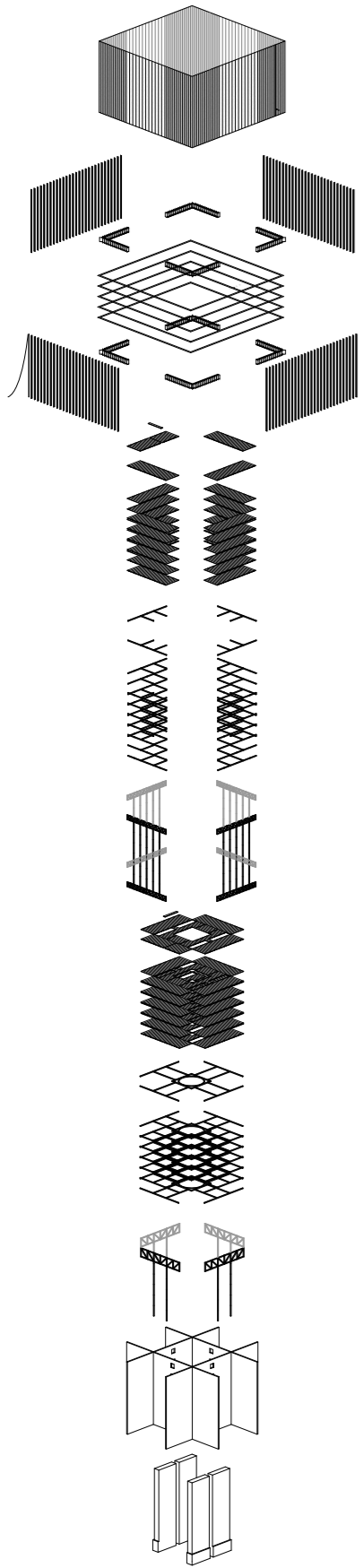
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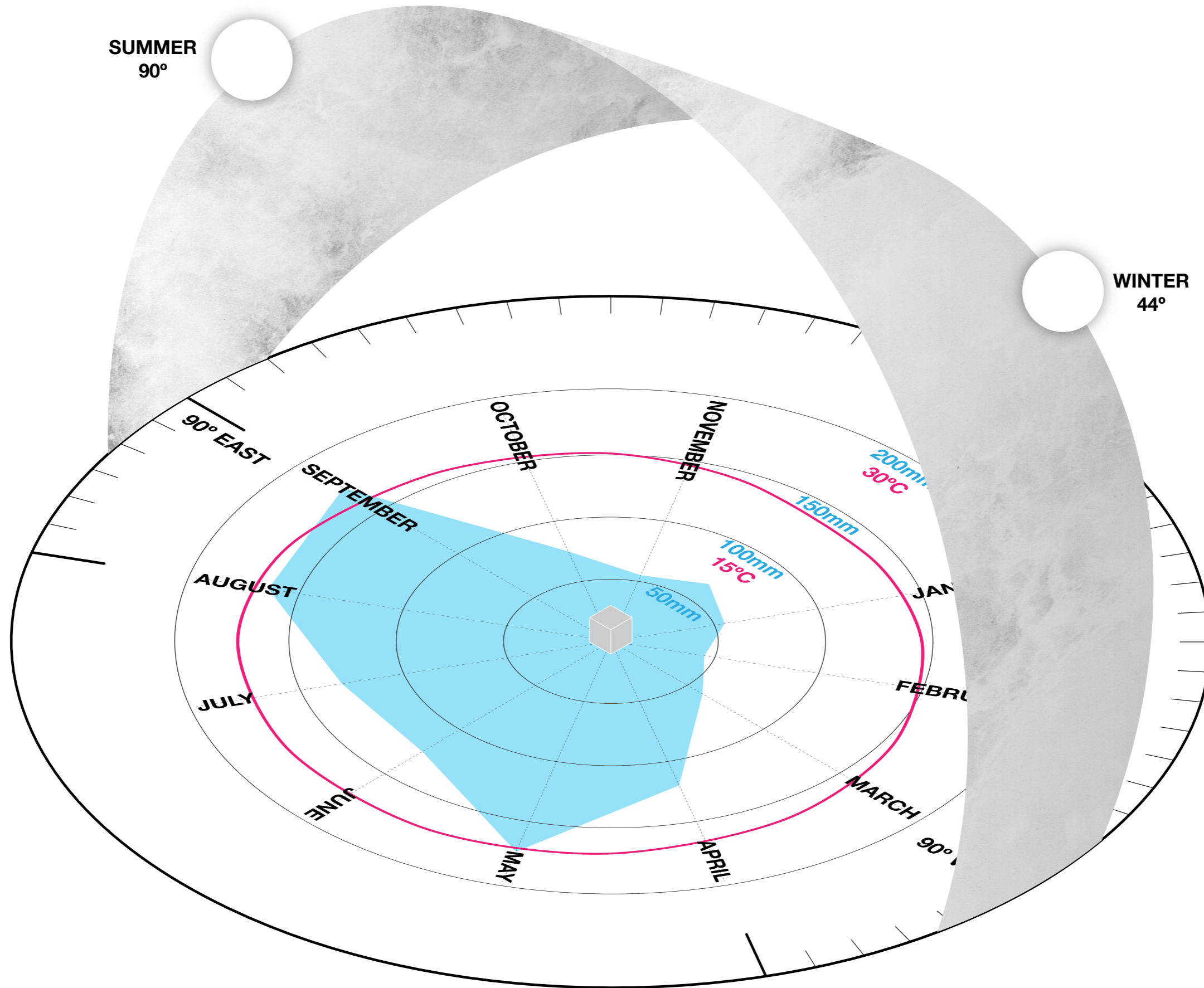
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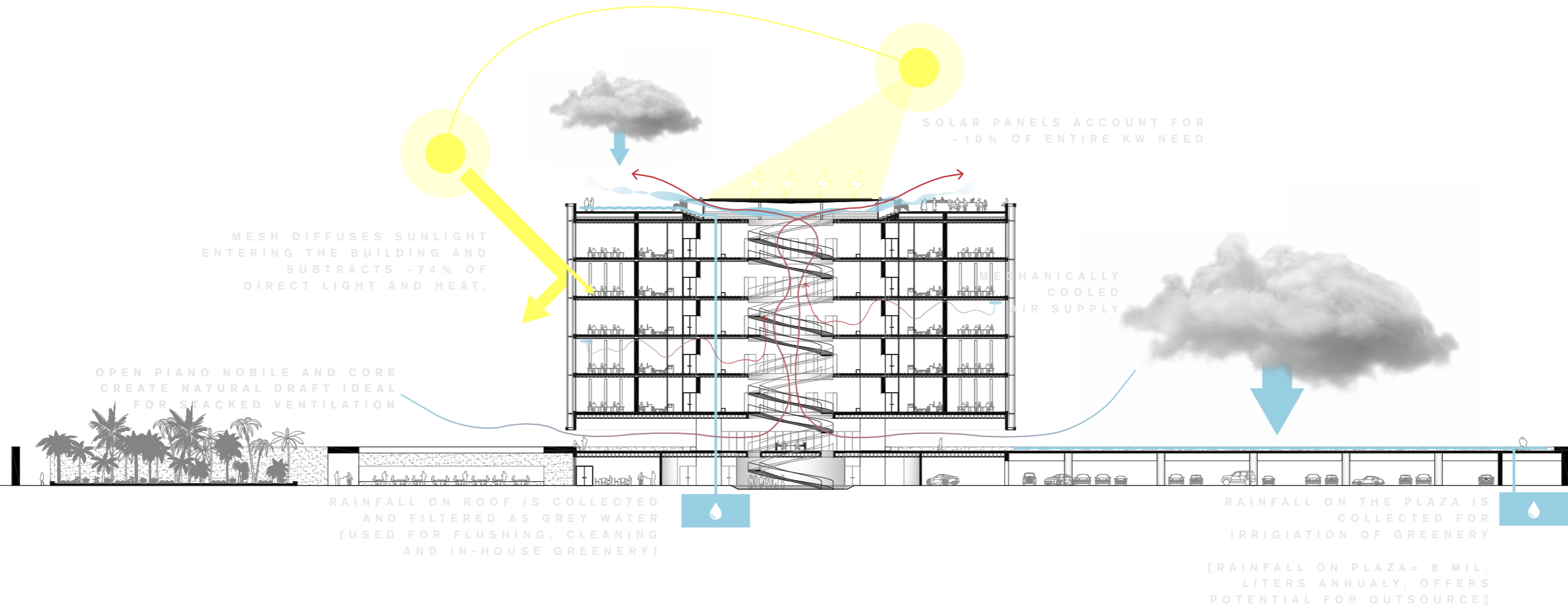
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TROPICAL CUBAN CLIMATE

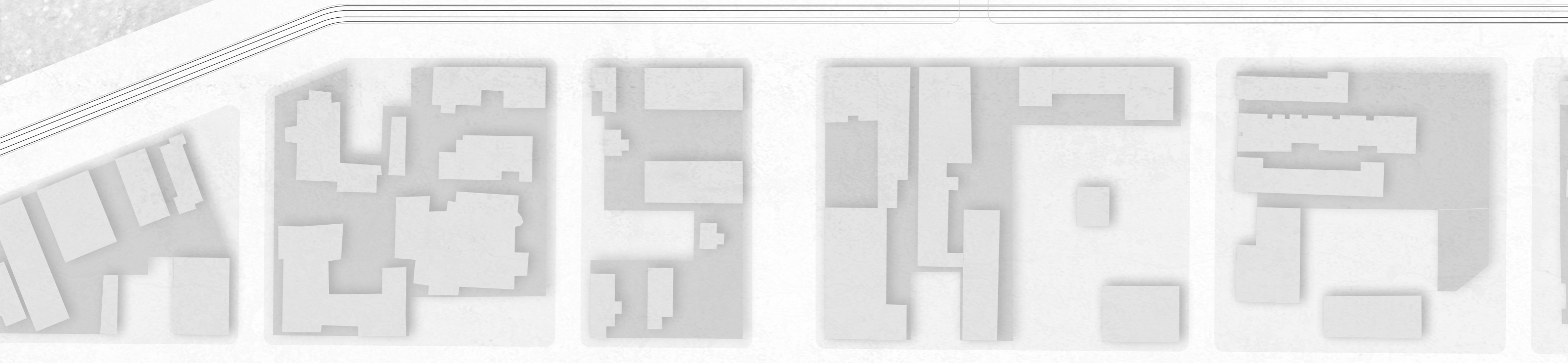
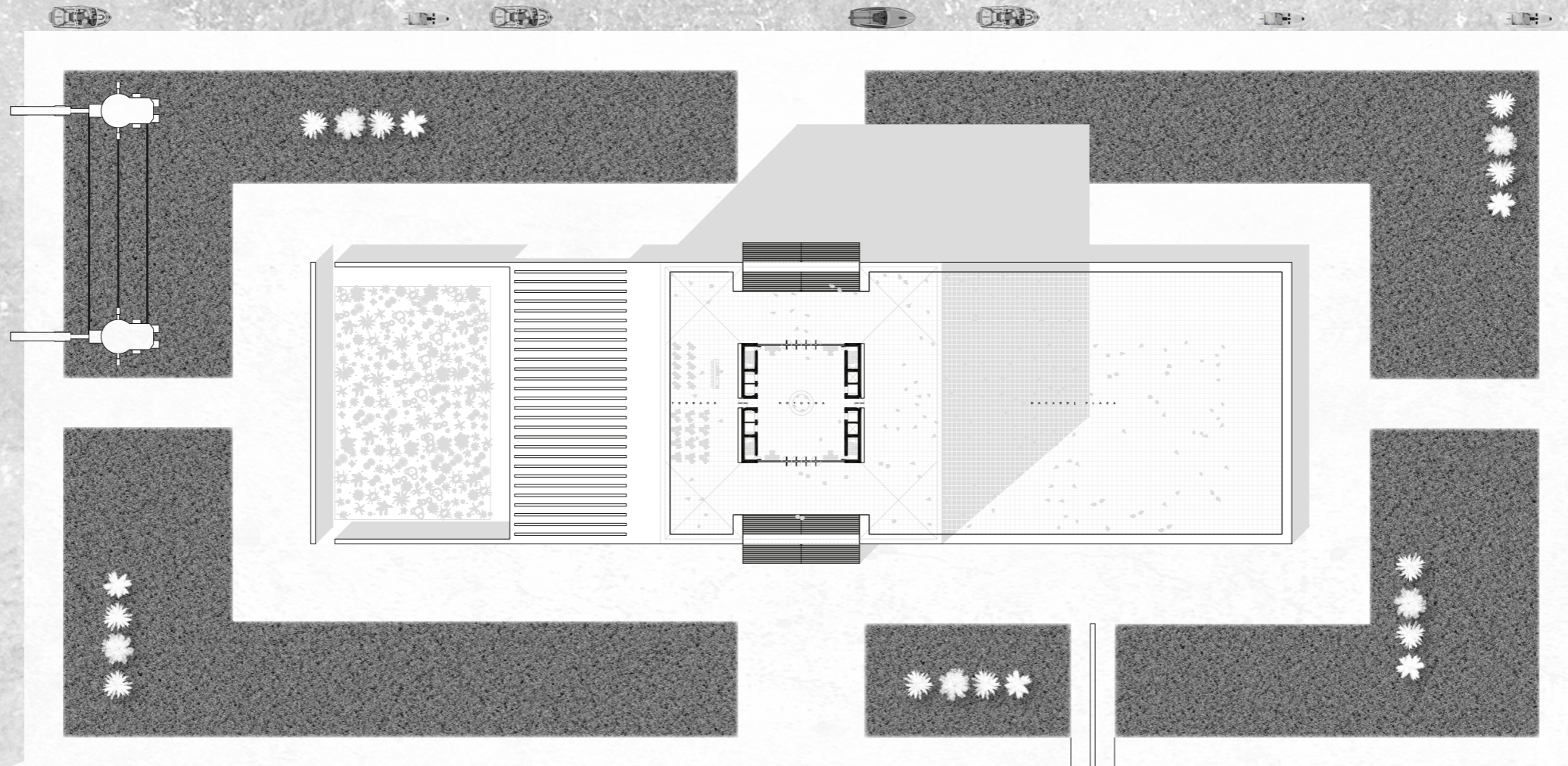


CLIMATIC SYSTEM



CLIMATIC SYSTEM

URBAN IMPLEMENTATION



ETHOS OF THE WELL KEPT LAWN

‘TAPIS VERT’

SYMBOL ENTITLEMENT AND TRIUMPH

HAVANA PANORAMA

