

Made in Alamar, A Craftmanship Center Program

Xlangfei Chen Complex Project

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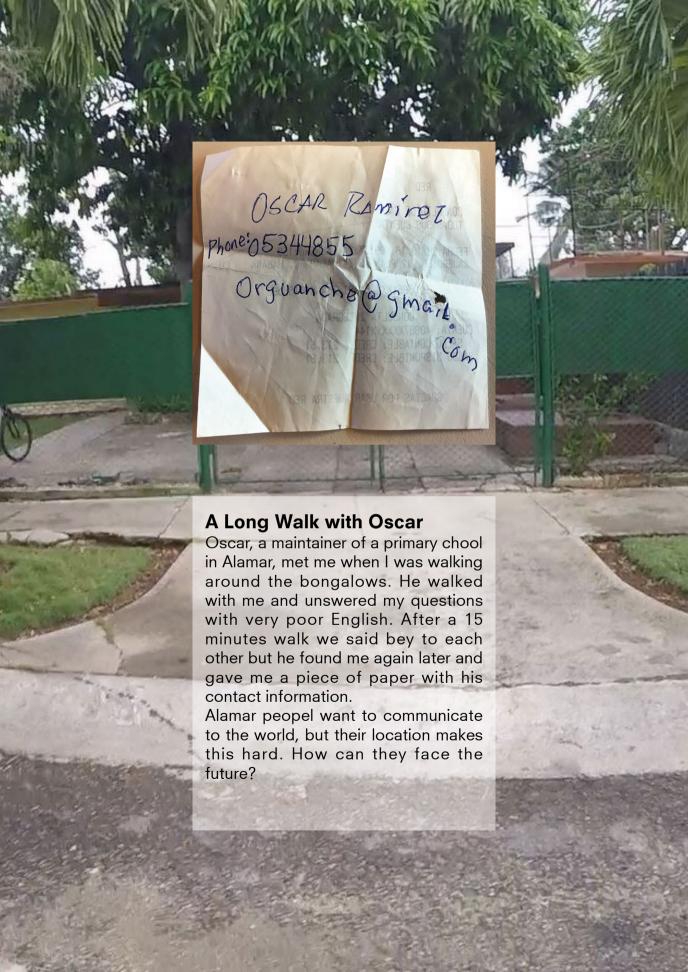
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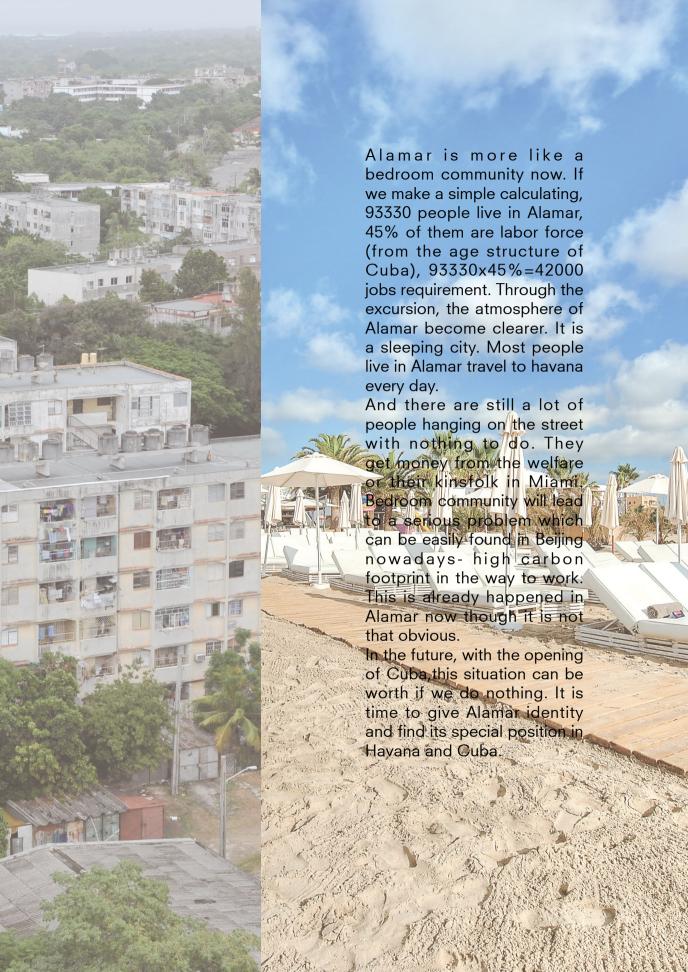
Relevent Case Study

Branding Alamar is a project which can give Alamar an identity instead of a bedroom community and make local people possible to start private-own cariers through Alamar's Craftsmanship tradition. In the architectural layer, this project will lead to a craftsmanship center in Alamar.











C u b a , a country as a BRAND

The Cuban Revolution is and always has been a brand and a brand story. The formula of a great brand story is this: origin story + brand benefits = brand story (expressed through brand voice and imagery) and has it all. In terms of founding myth, we have Castro, Che and Cienfuegos along with charged signifiers like "Batista," "social justice," and "revolution". Cuba's brand benefits are complex, from its deposition of a dictator and universal literacy (functional benefits) to its medical altruism around the world and support for fledgling resistance movements (societal benefits) to its romance of swashbuckling, redoubtable revolutionaries memorialized in films like the Motorcycle Diaries and by Marxist/Leninist troubadours like Silvio Rodriguez and Pablo Milanes (emotional benefits). Much of this was, of course, cannily constructed by the regime with the help of journalists like New York Times correspondent Herbert Matthews and photographers like Alberto Korda.

Cuban branding took decades to develop and it culminated in one great image: the pop-art Che poster, one of the most iconic artifacts of modern branding.

The test now will be whether the brand will remain undimmed with the thawing in US/Cuba relations. Scarcity breeds mystique; as we enter this new phase, it will be instructive to see whether Cuba will become absorbed as another outpost of globalization or remain the rebel brand.



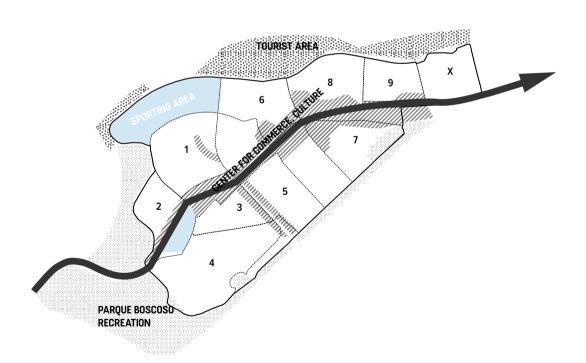
Alamar, planed to be a luxurious urban villa extension of Hayana

The region of Alamar was intended to become a luxurious urban villa extension of Havana. In April 1955 Dr. Alamilla submitted a sketch plan called 'Plan El Olympo (or Olimpo). This plan was praised for speculations. The stories of making money by buying a plot became famous in the late fifties. But the villa suburbs would have never been built due to the Triumph of the revolution of 1960. Everything changed.

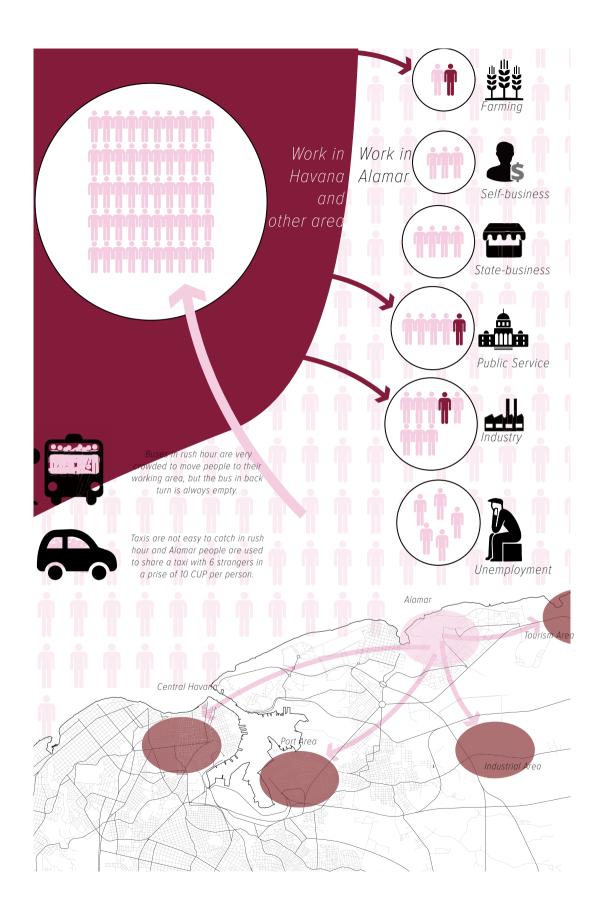


After revolution, Alamar was planed to be a full functional Soviet-style city

The scheme below is redrawn from the original plan provided by architect H. Ramirez. As planner for the original Plan Alamar, he showed the preset goals for the area. The unbuilt coastline should have become tourism area, as the rest of the coastline to the east and west. The blue district in the scheme should have become sporting area. unfortunately both areas were never realized. The central district and the forest on the south-west area are both partly realized, but not completed.

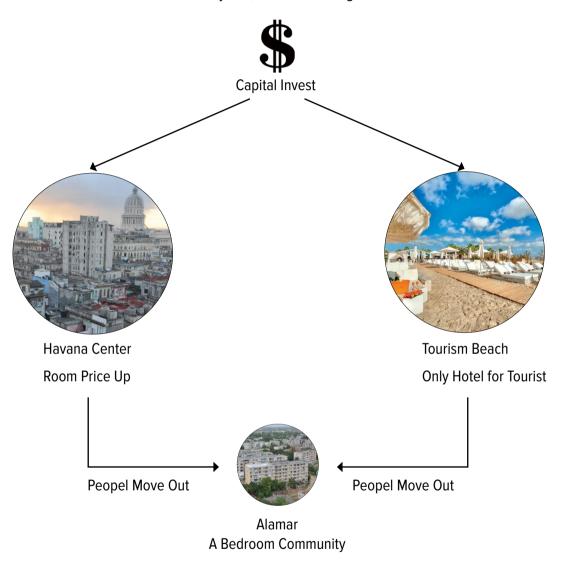






Things can be WORSE in the future

In 20 years, if we do nothing ...





Alamar Will Be Forgotten

Problem of Bedroom Community



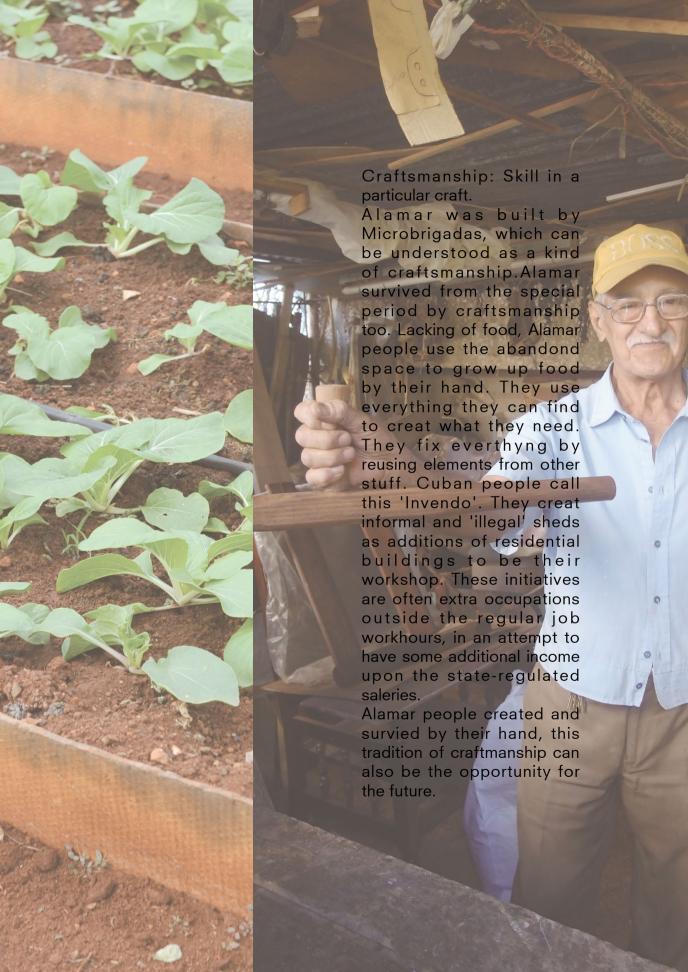
High carbon footprint on transportation



Low local employment and Non-identity community

BRANDING WHAT!

Craftsmanship
As an
Opportunity





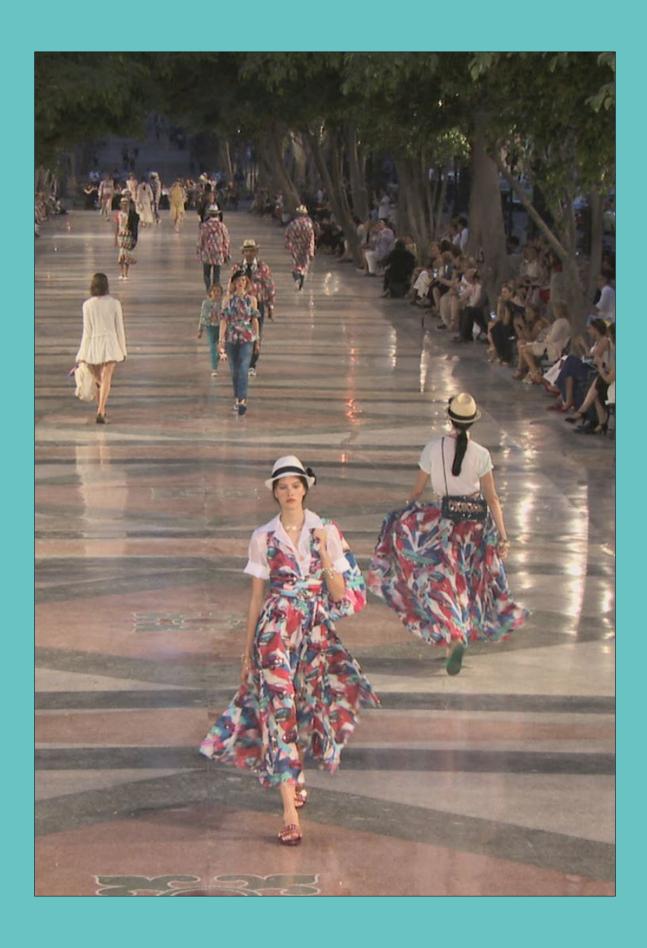
CHANEL CUBA, FASHION OF CRAFTSMASHIP

Back in May, Chanel became the first luxury house to hold a runway show in Havana, Cuba — designer Karl Lagerfeld had never even visited the island until days before the event — and flew 700 guests and 45 models to the picturesque (and very trendy) locale for a weekend-long extravaganza to celebrate the French label's cruise 2016/2017 collection. With their gifted Chanel fedoras, a fleet of colorful, vintage convertibles on hand to shuttle them around town, local musicians providing a live runway soundtrack and an organized group outing to Cabaret Tropicana, attendees were given a crash course in Cuban culture — well, at least Lagerfeld's romanticized (if not slightly myopic) ideas about Cuban culture. "This is all about my vision of Cuba," Lagerfeld told The Cut. "But of course, what do I know about Cuba? It is very childish, my idea."

Fashion is actually a good fit for the Cuban revolutionaries

Could it be that fashion is the Cuban revolutionaries' weak spot? It was Alberto Korda's 1960 black and white portrait of the young revolutionary as a brooding heart-throb that turned Che Guevara into a global pin-up (his image is still ubiquitous in Cuba) and made the beret, that quintessential emblem of Left Bank Parisian chic, a symbol for armchair communists the world over – memorably satirised in the 1970s BBC sitcom Citizen Smith. President Raúl Castro's granddaughter studied fashion in Paris and even interned at Vogue Paris, or so a Cuban designer tells me with authority.

With an anti-globalisation attitude that has only very recently changed, Cuba still feels very old-world, and it was with old-world charm and warmth that the brand was (albeit a little surprisingly) welcomed to the city. The festive atmosphere was really brought to life by the inhabitants of the city who cheered and laughed – setting the mood of excitement that helped made the show a hit.



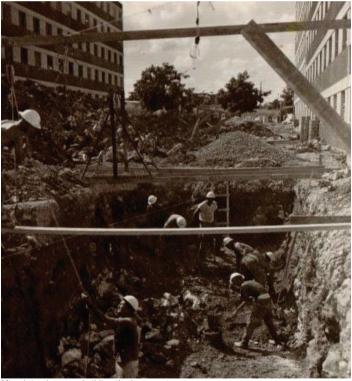
Craftmanship Traditions in Alamar Microbrigadas

The microbrigadas is a Cuban phenomena, a Cuban solution to an economical problem. Back in the 70's, a lot of houses were needed, but there was no money. The baby boom of the 60's provided an enormous polulation growth, giving a high unemployment rate.

In order to provide work for all the people, Castro came in December 1960 with its solution to both problems, the microbrigadas.



Every microbridage consists of 33 persons. The amount of persons is based on the production required. One standard building block, which many of them are in Alamar, should be finished in exactly nine months. Most of the brigadas had one foreman and four persons with administative tasks within the microbridage. Next to these jobs they were also construction worker. Alamar people created their home by their own hands. This is a kind of craftsmanship.



Microbrigadas were building the basement.

Craftmanship Traditions in Alamar Urban Agriculture







Urban Agriculture



eeds in Technical Centre for Agricultural Cooperation



Selling the Organic Food

After the collapse of the USSR, Cuba faced the problems of oil shortage and food shortage. To solve the problems, the state started to encourage urban farming as to produce food as well as save transportation, namely fuel costs. As a result, the former one-crop economy had to be changed into a more divert plantation composition. Urban farming generates in Alamar mainly due to the location itself, which means the empty space for formerly planned public facilities which have never been realised provides a possibility to develop urban agriculture. The site is also besides the green ring of Havana and the sea, along which is still empty space. In Alamar, the urban farmland is a main brach of the landscape system and there is a transformation in between shown by the undefined farmland near the waterfront, reflecting the residents there desiring to explore the urban farming activities into a wider area. The former natural shelter forests have been cultivated while the empty space near the beach is used for banana plantations. With so many types of formal and informal land-use, urban farming indeed transforms the environment there into another kind of quality.

Alamar people feed themselves in the special period by the unban agriculture which is also a kind of craftmanship.

Craftmanship Traditions in Alamar Workshop in Self-build Sheds





Carpenter and his tools



Textile Factory



Wooden furnitures maker

The absence of local iob opportunities has resulted in a wide range of informal activities in Alamar. These initiatives are often extra occupations outside the regular job workhours, in an attempt to have some additional income upon the state-regulated saleries. Since the urban plan of Alamar was never finished due to a lack of means, an offical municipal centra is missing. Contrary to the more formal commercial facilities. the informal manifestations have now become the most vibrant public social meeting places, dominating the streetlife. However, although most of the structures are legal and the ground on which they stand is rented, the self-built sheds are often of very poor quality and are an eyesore for the local urban planners. The expected future inflow of capital will mean the end of these impostant public spaces and social structures.(The local planer said)

Where to put these tanlented craft men in the future? If they have a better working environment, no doubt that they can creat something with their craftsmanship really amazine.

WHAT PRODUCTS?

MIEMBROS DE LA ASOCIACIÓN CUBANA DE ARTESANOS ARTISTAS (ACAA)

No.	PROVINCIA	ACTIVOS
	MANIFESTACIÓN	
01	PINAR DEL RÍO	122
02	LA HABANA	99
03	CIUDAD HABANA:	1436
	CERÁMICA	222
	METALES	169
	MISCELÁNEAS	409
	PAPIER MACHÉ	72
	PARCHE	50
	PIEL	68
	TALLA	206
	TEXTIL	150
	VIDRIO ARTÍSTICO	90
04	MATANZAS	557
05	VILLA CLARA	169
06	CIENFUEGOS	276
07	SANCTI SPIRITUS	317
80	CIEGO DE ÁVILA	171
09	CAMAGÜEY	233
10	LAS TUNAS	104
11	GRANMA	154
12	HOLGUÍN	315
13	SANTIAGO DE CUBA	206
14	GUANTÁNAMO	162
15	ISLA DE LA JUVENTUD	64
	TOTAL	4385

MOST POPULAR
CERAMICA (CERAMICS) 222
MEETALES (METAL) 169
TALLA (WOODCARVING) 206
TEXTIL (TEXTILE) 150

WOODWORKING

Woodworking is already happen in many sheds in Alamar.

TALLA (WOODCARVING)



Lázara Caridad Alias Lázara Caridad y mi interior, es el título de la muestra de talla en madera que desde el 15 de agosto puede verse en la galería Fajad Jamís, de Alamar.

WOOD LIVING GOODS



Wood living goods can sell to local people while improve local crafts quality. Alamar people have much experience on it.

METAL

BUZO is famouse in Alamr which is a museum created by upcycling metal stuff.

METAL ART





This kind of upcycling metal art craft can be ofte found in alamar. Which is famouse by BUZO

LIVING GOODS



Alamar people also creat many useful living goods in an 'invendo' way.

DRESSING

The textile factory can be improved to a higher level which produce high quality and nature dying handmade dressing.

NATURE DYING



ALAMAR VIVERO have some farming crops which can provide nature color for dying. This is a Alamar special product.

TEXTIL





There is a textile factory in Alamar. These tanlented lady can create more creative product in a better working environment.

DRESSING

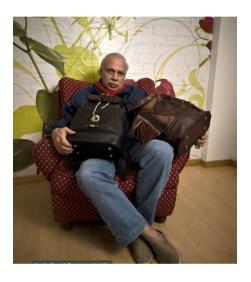
The textile factory can be improved to a higher level which produce high quality and nature dying handmade dressing.

CLOTHING



Evidio Perdomo Rodríguez Clothing can use the product from textile and dying to make higher value products.

LETHER BAG



Jesús David Sanjurjo Valdés Leather Bag is a craft full of cuban feeling, and its in the chain of dressing.

ORGANIC PRODUCTS

Organic products can be an Alamar special part which can use the material from unban farming.

SOAP



Handmade Soap is popular in the world such as LUSH. And it is easy to made by hand.

ESSENTIAL OIL



The raw material of ssential oil can be provided by local organic farm.

ORGANIC PRODUCTS

Organic products can be an Alamar special part which can use the material from unban farming.

NATURAL MEDICHAL



Nature medical is very popular in Cuba and organic farm in alamar also provide many material for it.

FOOD&DRINK



Organic food and drink can be a theme of the restaurant and bar.







ALAMAR'S SELF-BUILD TRADITION

BUILD CRAFTSMANSHIP BRAND'S IMAGE

A PRIVATE-OWN PLACE
AS A NEW ECONOMIC
MODEI IN CUBA

How dose the Craftsmanship Center Work?

A Bottom-up Building Strategy

Local craftsman invest for the 1st phase building, they will start their production at first. They can sell their products to get profit get



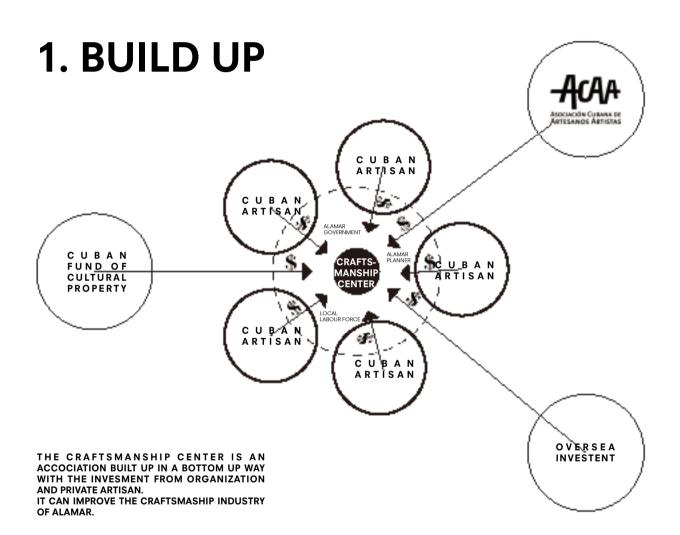
Public space will be used as markt, tourism, sparetime school and restaurant to attract people and get profit.



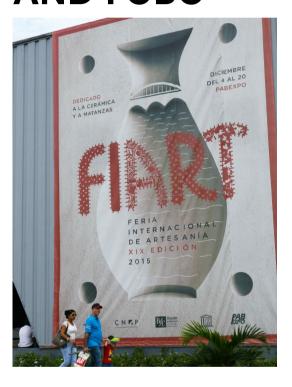
The production will be branding and the building will grow up with the spreading of the brand.

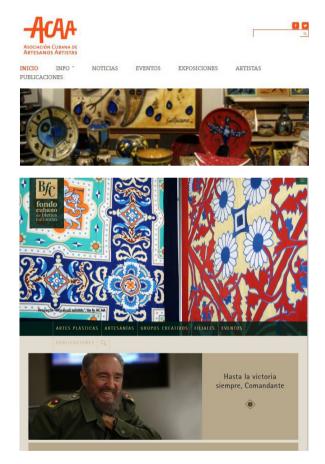


More artisan can join the brand in phase 2,3 building



FIART, ACAA AND FCBC











2012 2014 2016

NUMBERS OF INDIVIDUAL EXHIBITORS

c u b a n o s e n 26 stand institucionalesy 243 individuales.

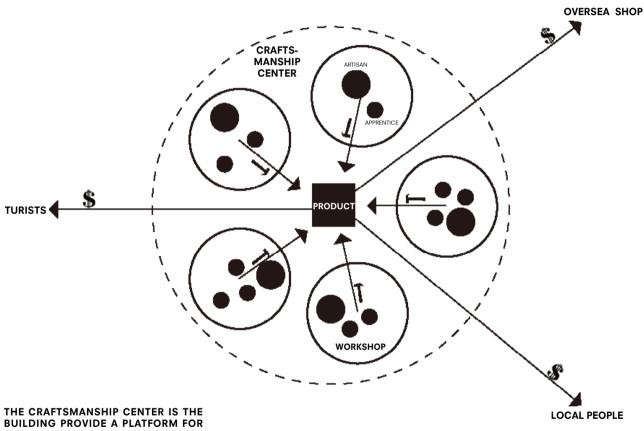
cubanos en 43 stand institucionalesy 197 individuales.



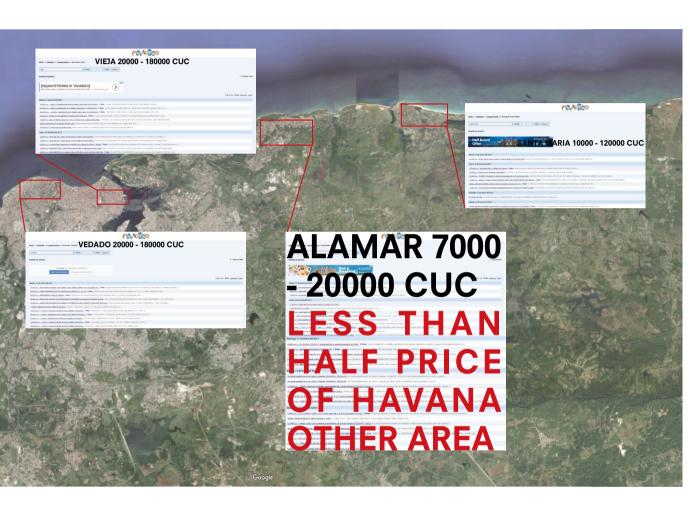
al mueble artesanal, el directivo se refirió a destacados creadores de mobiliario que estarán presentes

como Fernando Velázquez, Leo y Migue, Blondín, entre otros.

2. RUNNING



BUILDING PROVIDE A PLATFORM FOR CUBAN ARTISANS AND YOUNG PEOPLE TO START OR DEVELOPE THEIR CAREERS AND EARN MONEY FROM IT.



CHEAP PRICE MEANS A LOWER COST OF INDUSTRY

81.2% in 2010 to 70.8% in 2015. Just over half a million Cubans are registered as self-employed; they provide services and generate much-needed production. An atmosphere that does not discriminate against or stigmatize duly authorized self-employment is being defined; however there have been cases of corruption and illegalities, the confrontation of which has proved, once again, to be too little too late, as is the example of evasive behaviors in terms of tax payments and illegal exercise of prohibited activities. Just as we aspire to greater efficiency and quality in state sector production and services, we also favor the success of non-state forms of management, on the basis, in all cases, of strict compliance with current legislation. This reality confirms the benefit in continuing to diversify our sources of income, in order to never again depend on a single market or product, and to develop mutually beneficial trade and cooperation relations with all countries, setting a proper balance in this sphere.

The expansion of the non-state sector of the economy has continued, as state employment was reduced from

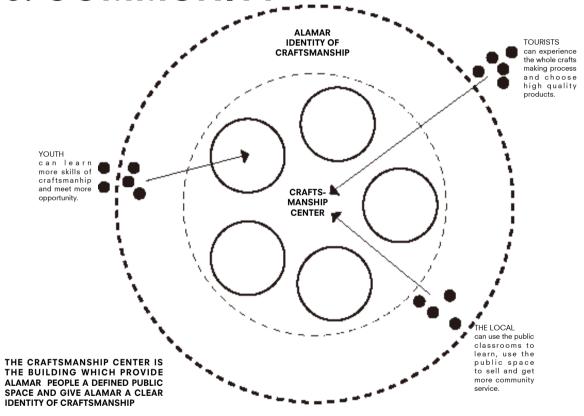
7th PCC Congress Central Report, presented by First Secretary Raúl Castro Ruz

With the expansion of non-state economy, Alamar people can start their own carier through the production center to face the openning future.



Cuba Index of Ecnomic Freedom

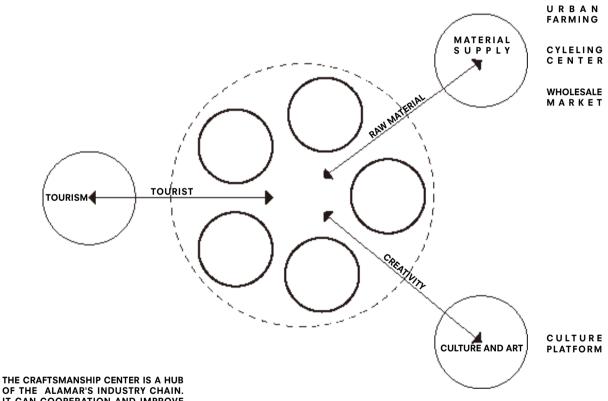
3. COMMUNITY





Alamar people are creative but have nothing to do

4. COOPERATION



OF THE ALAMAR'S INDUSTRY CHAIN.
IT CAN COOPERATION AND IMPROVE
OTHER RELATED FIELD.

RELATED FIELD OF CRAFTSMASHIP













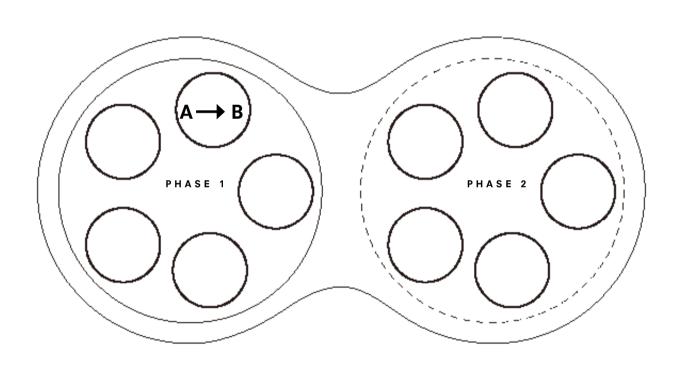






TOURISM MATERIAL SUPPLY ART AND CULTURE

5.EXTEND AND FLEXIBEL



THE ORGANIZATION OF THE PROGRAM SHOULD BE ABLE TO COPY.

ALSO THE WORKSHOP SPACE SHOULD BE EASY TO TRANSLATE TO ANOTHER STUIO TO FACE THE FUTURE CHANGING.

In 5 Years, Souvenirs and Handicraft for Havana



Handcrafted Hats



Handcrafted Pottery



Handcrafted Instrument



In 10 Years, A Popular Brand in Cuba



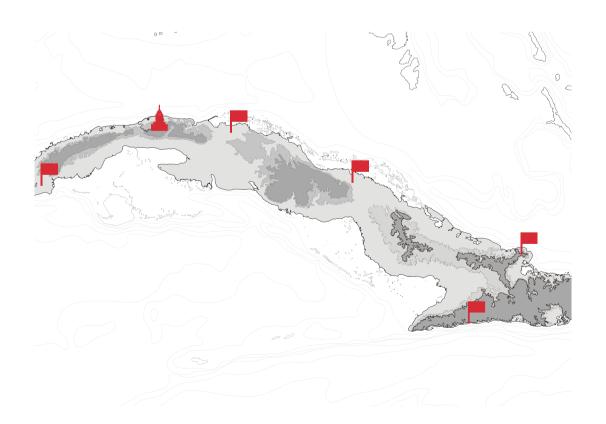




Handcrafted Instrument



Handcrafted Soap



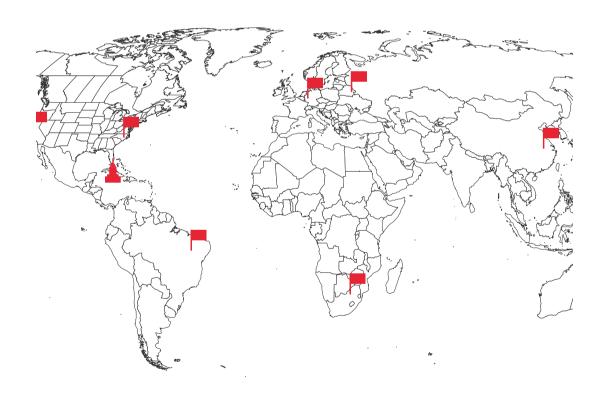
In 20 Years, A Worldwide Craftmanship Brand







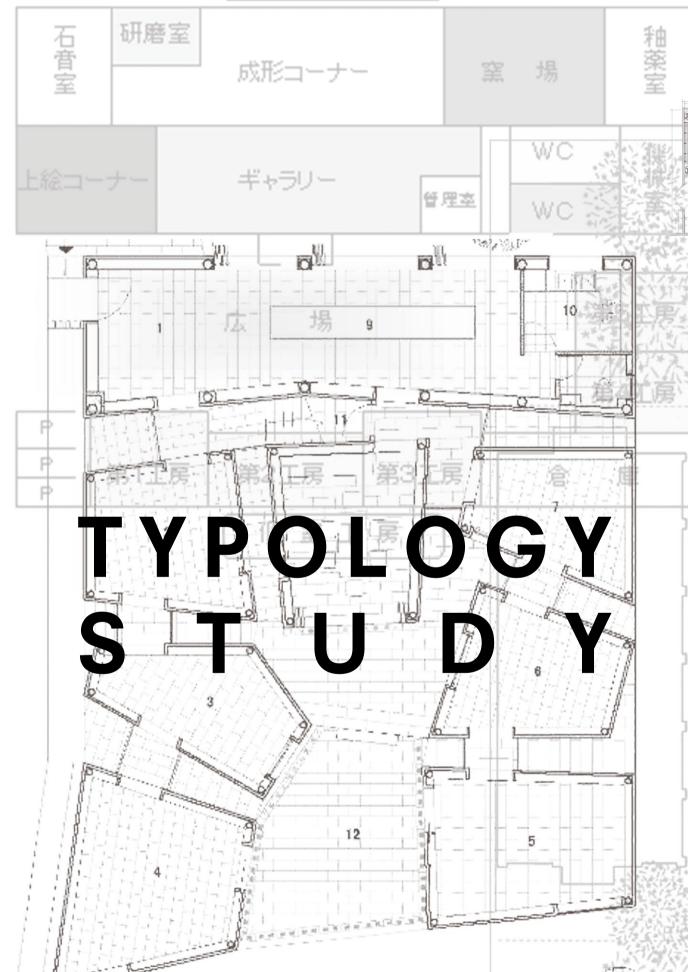
Woodcraft Handmade Bags





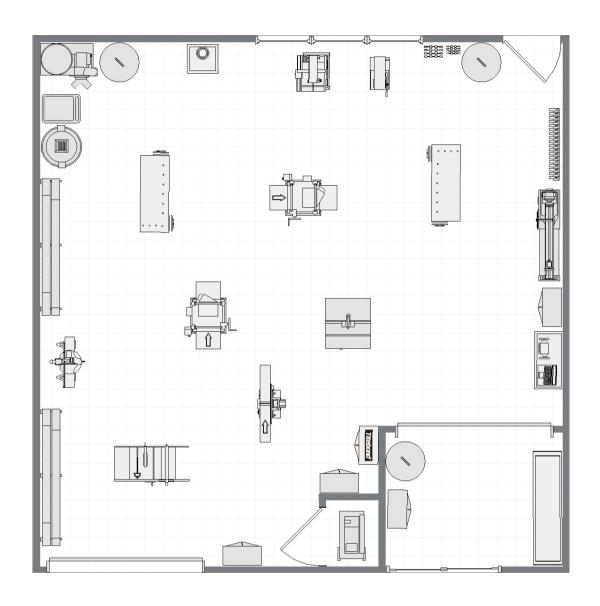






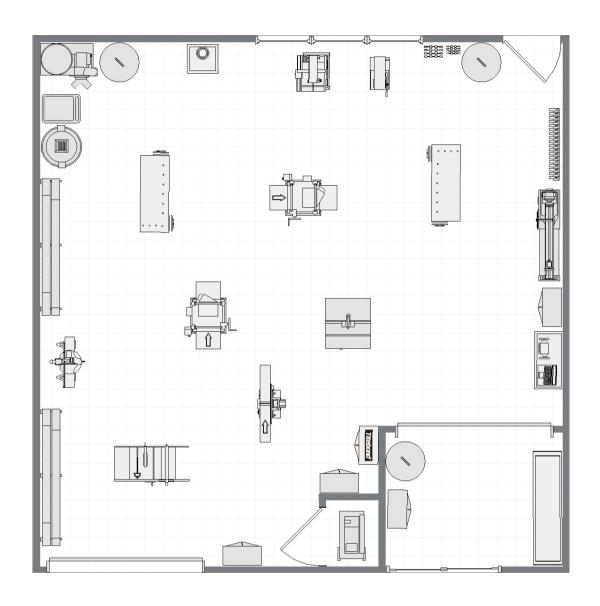


Single Workshop



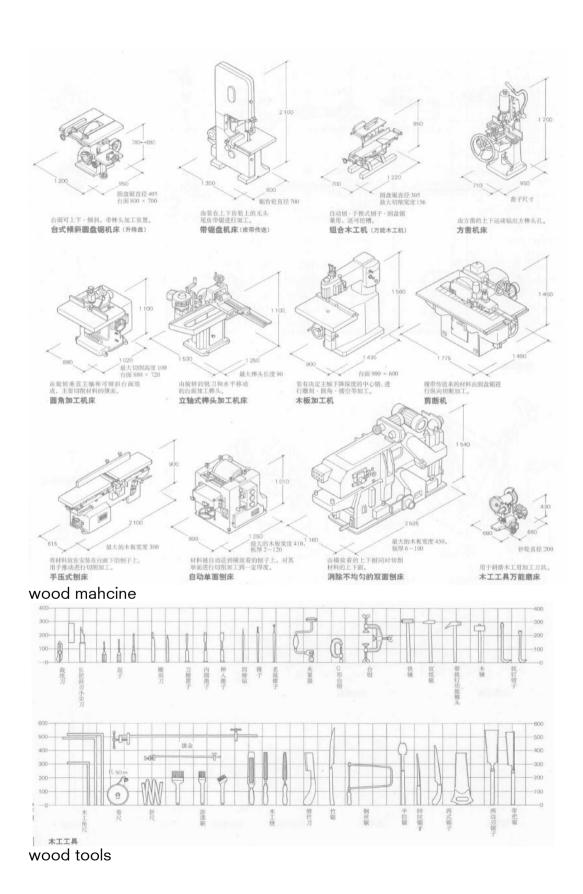
10000

Woodworking Workshop



10000

Woodworking Workshop







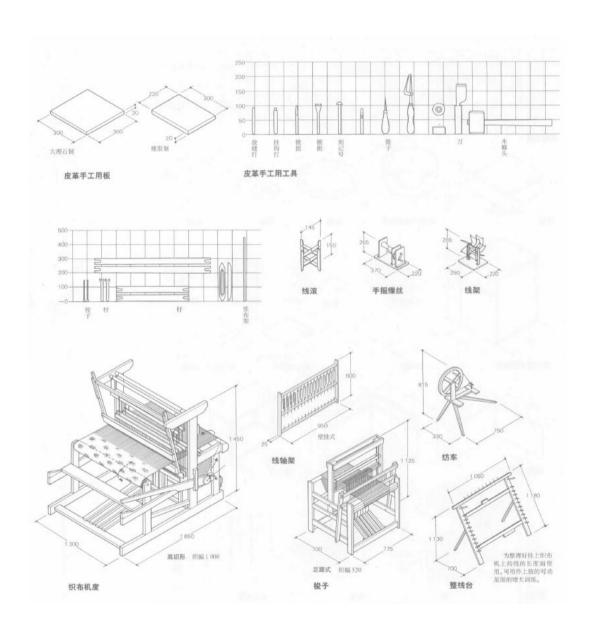








Leather, Dying and Textile



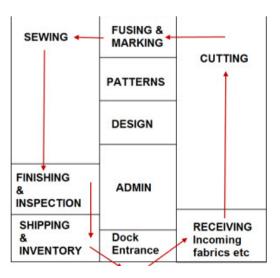




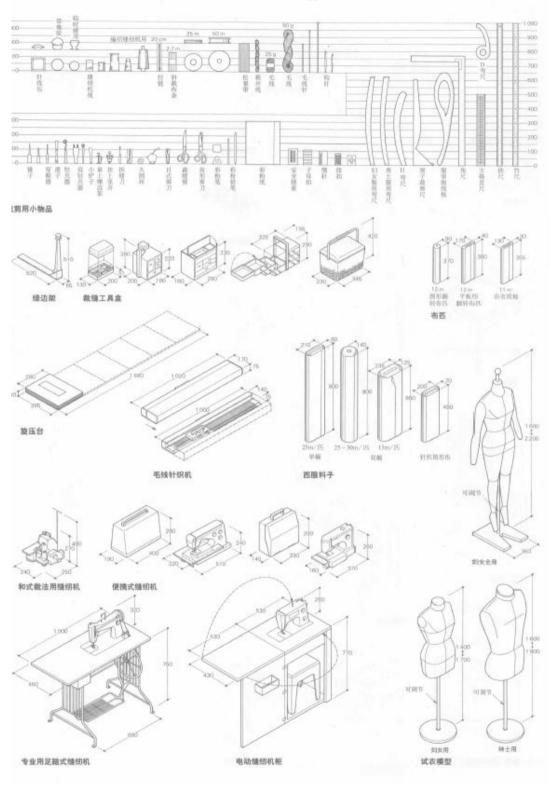








Clothing





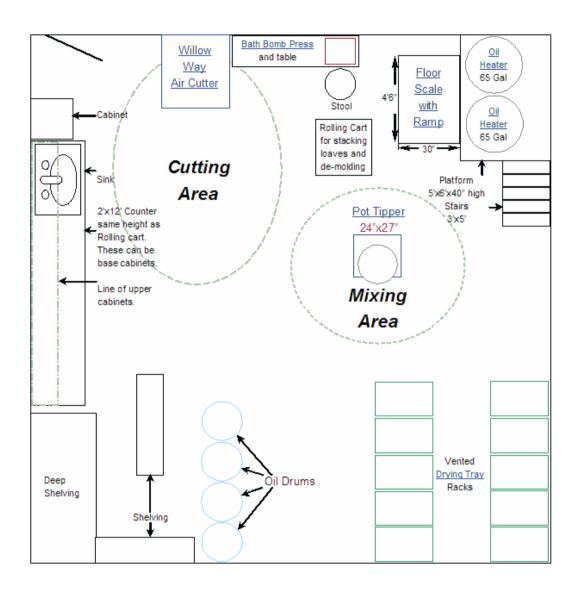












8000

Handmade Soap Workshop





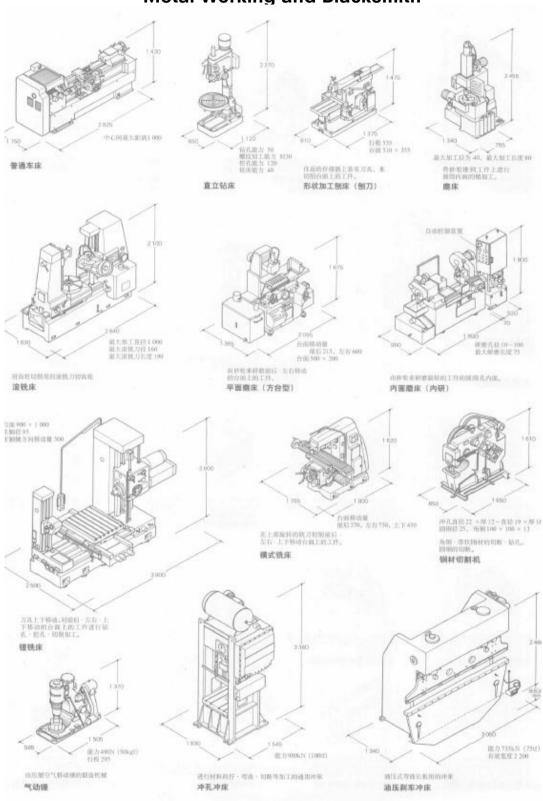








Metal Working and Blacksmith



metal machine





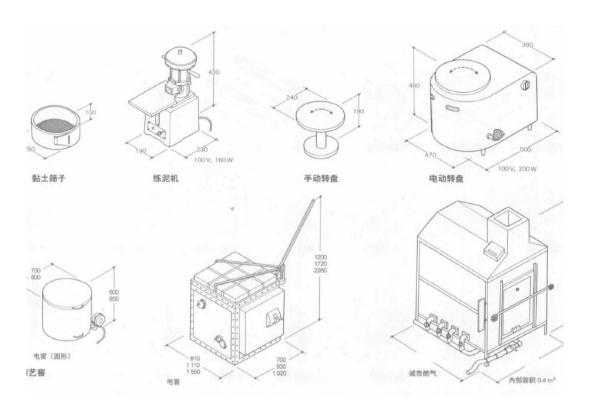


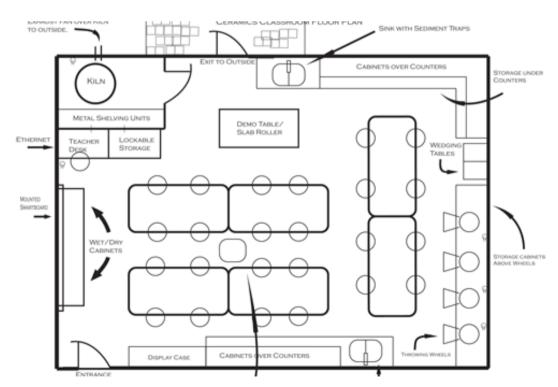






Pottery









SINGEL STUDIO

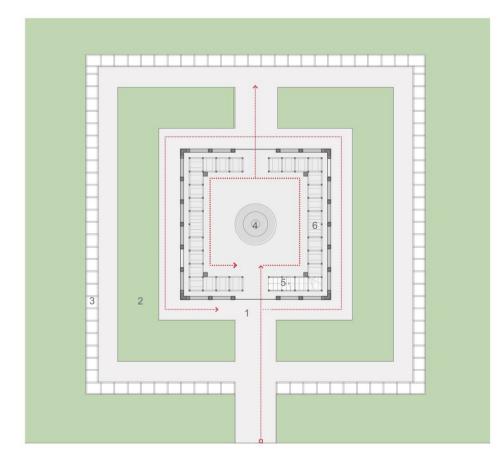
Terra Cotta Studio 98.0 sqm Vietnam



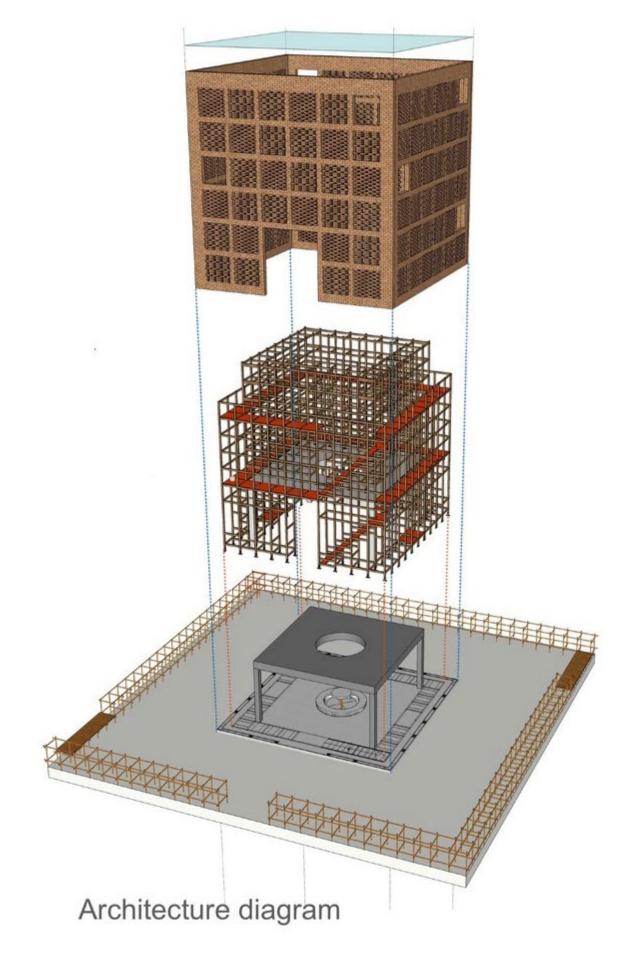
- 2 : Vegetable garden
- 3 : Bamboo frame for drying terra cotta
- 4 : Turning table
- 5 : Stair
- 6: Bench and shelves
- 7 : Void
- 8: Glass

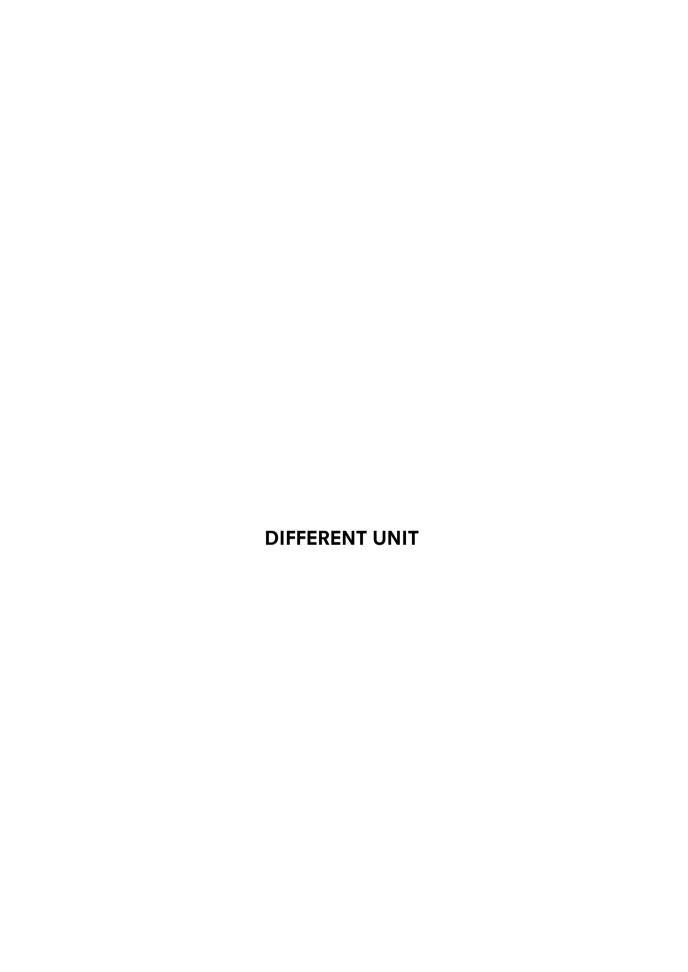


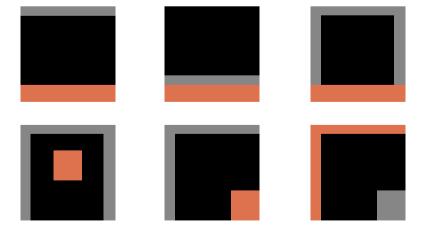
Ground floor plan





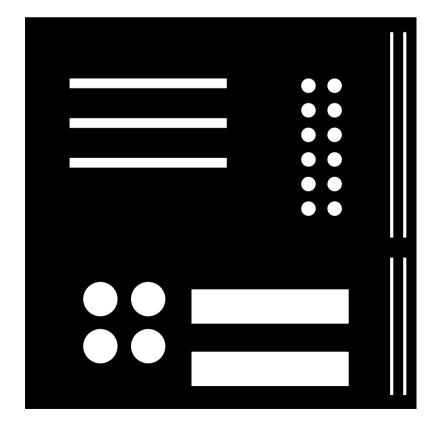


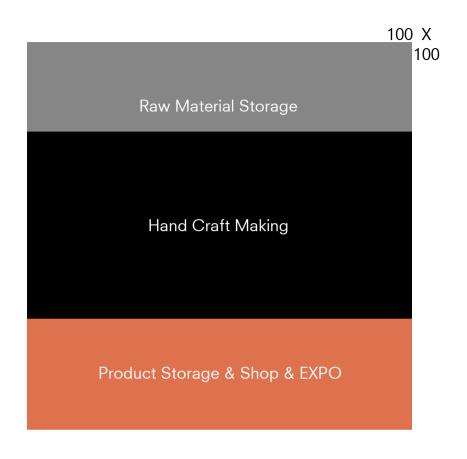


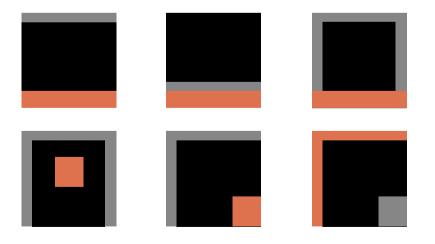


WHOLE WORKING PROCES AS A DISPLAY



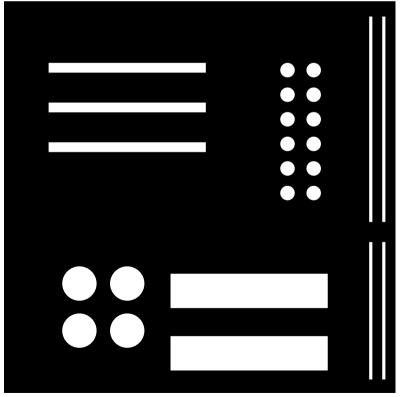






DIFFERENT UNIT





WHOLE WORKING PROCES AS A DISPLAY

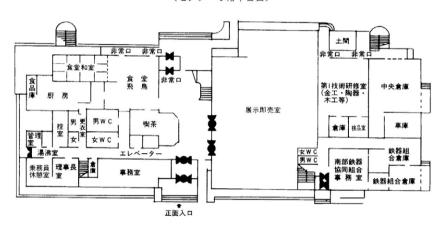


Morioka Handi-works Square

This is a facility where you can "see, touch, and create" various traditional craftworks and foods of Morioka. There are 2 main areas: the Workshop Area and the Exhibition Area. In the Workshop Area, there are 14 workshops where you can buy products, watch professional craftsmen at work, and get hands-on experience making original goods. An easy activity for starters is making Nambu sembei rice crackers, which is done in a similar manner to Belgian waffles. Another easy activity is putting flavored syrup on plain dango or dumplings. The dango store has very unique dango, such as cream dango and okaka (dried bonito flakes) dango. In the Exhibition Area, over 3,500 local specialties are sold. There is also a replica of a Nambu magariya house, a traditional L-shaped building in which a stable is joined to a house.

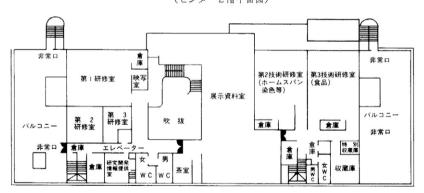
Plan of Vistors Center

(センター1階平面図)



Plan 1

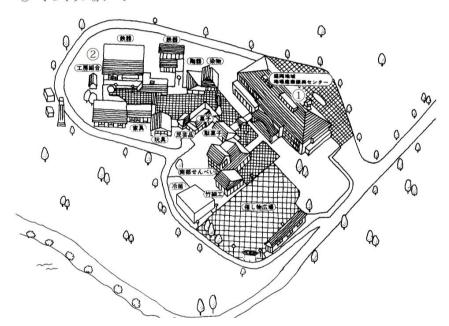
(センター2階平面図)

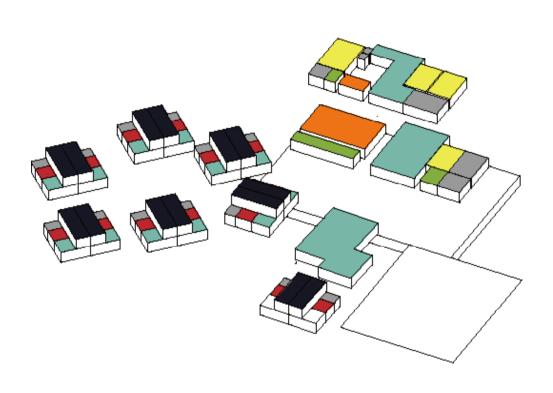


Plan 2

施設の全体配置図

- ① 振興センターゾーン
- ② 手づくり工房ゾーン





Improving Center 3600 (with circulation)

14 Workshop 3500

	50	Residential
	50	Storage
	100	Working
	50 E	Expo and eperience
	50	Residential
	50	Storage
	100	Working
	50 E	xoo and eperience
Exhibition and Shop	50	Residential
1000	50	Storage
	100	Working
		Expo and eperience
	50	Residential
Rrestaurant and Bar	50	Storage
500	100	\\/l.:
	100 50 E	Working Expo and eperience
	50	Residential
	50	Storage
Experience Room and Lecture hall		
650	100	Working
		Expo and eperience
	50	Residential
Office	50	Storage
400	100	Working
	50 E	xpo and eperience
	50	Residential
	50	Storage
Collective Storage	100	Working
600	50 E	xoo and eperience



藍染(染屋たきうら)

5細工(雫石民芸社)

工(みちのく工房)

おり(みちのくあかね会

※例:花瓶敷きなど

経験豊富な職人の手ほどきを受けてものづくりができる11種目の教室は、最大300名程度の団体まで受け入れができます。 あなたも職人の技を身近に感じられる「手づくり教室」に参加してみませんか。 陶器絵付(北杜窯)

竹細工(しばた工芸)

木の実細工(雫石民芸社)

こけし絵付(五葉社)

こま絵付(五葉社)

冷麺(ぴょんぴょん舎)

【手づくり教室料金表】



※体験人数が20名以上になる団体機や修学旅行等の団体権は、1ヶ月以上前までにセンター事務室にお申し込みください。20名末満の個人のお客様は、直接工房にお申し込み下さい。 務室にお申し込みてださい。20名末満の個人のお客様は、直接工房にお申し込み下さい。 ※冷騒づくりは、作っていただいたものをその場でお召し上がりいただくコースとなっております。また、食事時間は体験時間に含まれておりません。



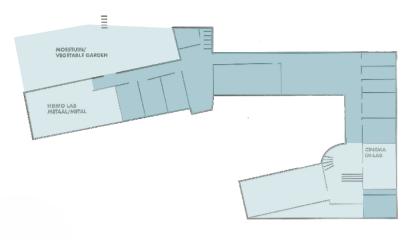
〒020-0055 岩手県盛岡市繋字尾入野64-102 **☎019-689-2201 FAX.019-689-2212** http://tezukurimura.com/



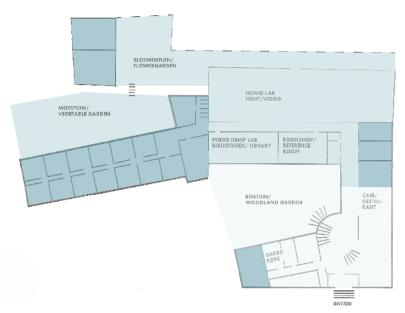
Van Eyck Acedemie/Maastricht/121 Staff

The Jan van Eyck Academie is a catalyst in the process of talent development. It activates talent in open relationships with the world.

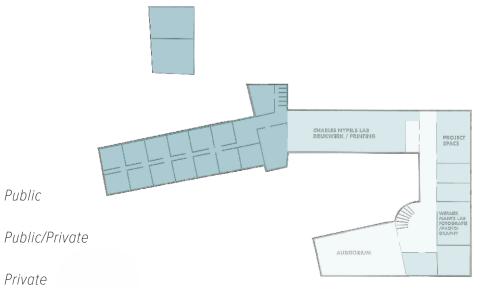
The Jan van Eyck Academie is a multidisciplinary institute that furthers experiment, research, study, production and exchange. Promising artists, designers, curators, architects, writers and other thinkers are given the time and space that is needed to develop their talents, to discover as yet unexplored perspectives and delve into deeper layers of themselves.



Plan 0



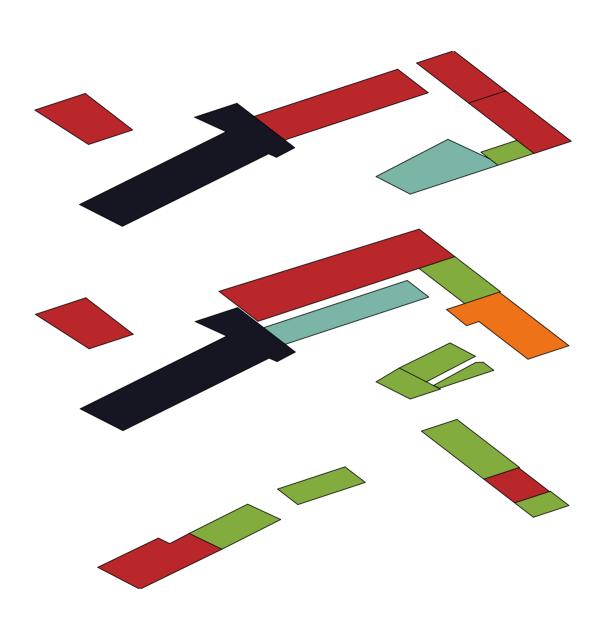
Plan 1



Public

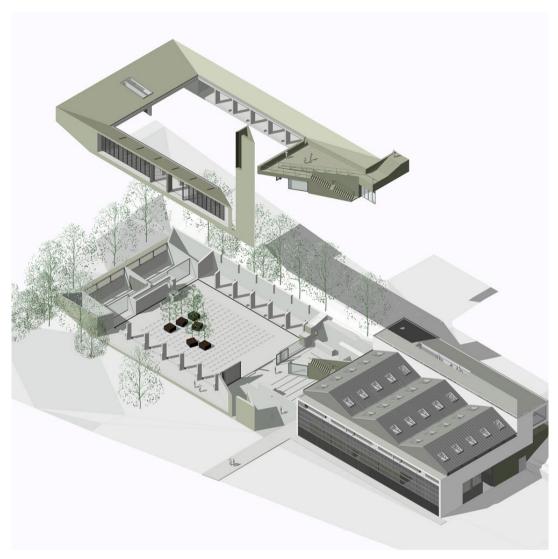
Plan 2

120000



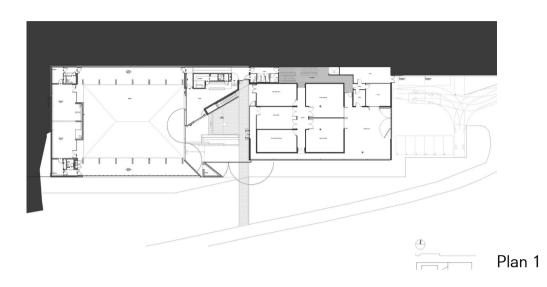


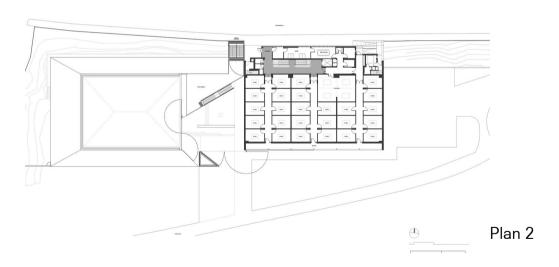




MAKING SPACE FOR MAKING ART

Over the past 15 years we have been working closely with ESW to assist in their campaign to raise funds to move out of their draughty old railway shed and into a new, purpose built facility. We have done this in two distinct phases, representing two separate funding sources; one through publicly accessible sources such as the Lottery Fund and the second through the Arts Prize - an anonymous donation of £3m for an arts building in Edinburgh.





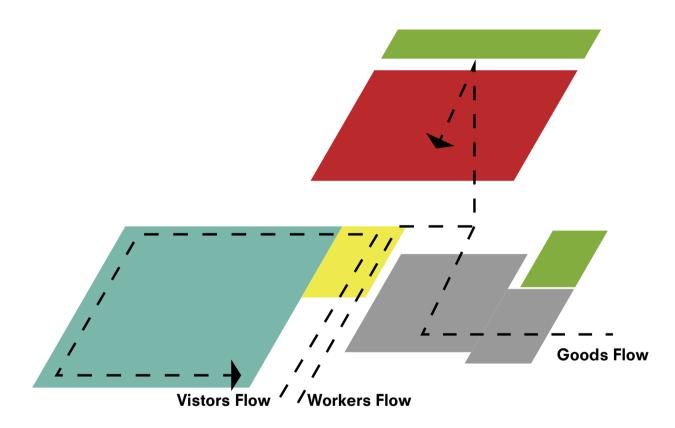
Exhibition 1000

Hall 100

Collective Storage 700

office 200

Workshop 900



VILLAGE

MAKING SPACE



26% Working and storage

31%

Shop, Expo and eperience

18% Collective Storage

Individual Storage

9% Office

11% Experience Room and Lecture hall

10% Rrestaurant and Bar 36% Shop, Expo and eperience

23% Collective Storage

> 10% Office

5% Hall

ALAMAR

30% Working and storage

A L A M A R NEED MORE PRODUCTION A N D COMMUNITY SERVICE

16%

Shop, Expo and eperience

21% Collective Storage

> 10% Office

10% Experience Room and Lecture hall

7% Rrestaurant and Bar

6% Community Service

Scheme

Cetral Hall 1100m2

Lobby 300m2

Toilet 50m2 * 4

Office 1000m2 (Management office 500m2, Brand Development Office 500m2 Can be extended, Storage 30m2)

Multifunctional Hall 200m2

Workshop 2500m2

Clothing (Leather 150, Textile 150, Clothing 150 and Dying 150) 600m2

Organic Life (Cleaning Product, Food and Herb Medecine) 450m2

Wood (Furniture, Woodcarving,) 450m2

Metal (Upcycle and Art Crafts) 300m2

Shipping&Storage Center 1800m2

(Temporary storage & Package 400m, main material storage 1400m2, Trucks Field 30*2 m)

Craftsmanship Experience 2100m2

Museum 200m2

Shop&Exhibition 1300m2

Wood, Metal Experience Room 150m2 (Machine*15, Working Desks*10)

Textile, Dying, Leather Experience Room 150m2 (Machine*10, Working Desks*10)

Food, Cleaning, Herb Experience Room 150m2 (Machine*8, Working Desks*10)

Metal Experience Room 150m2 (Machine*7, Working Desks*10)

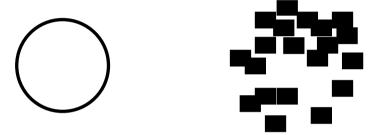
Community Service 800m2

Retail 400m2 Rum Bar 50m2 Organic Restaurant& Canteen 300m2 (Eating 140m2, Kitching 120m2, Storage 30m2, and changing room 10m2)

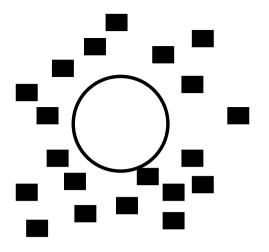
Parking 3000m2 100Cars

Front Sqare 1000m2

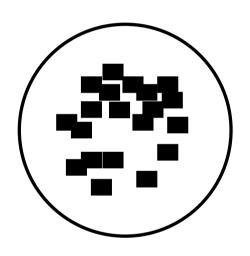
Totall ~9000m2



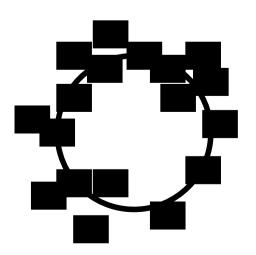
HOWTO ORGANIZE?

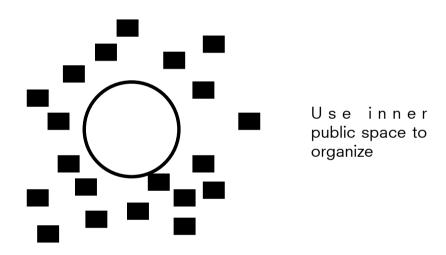


Use inner public space to organize



Sheds/Small space shaped by a large construction.



Small space shape the space by themselves. 

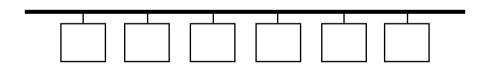


120000

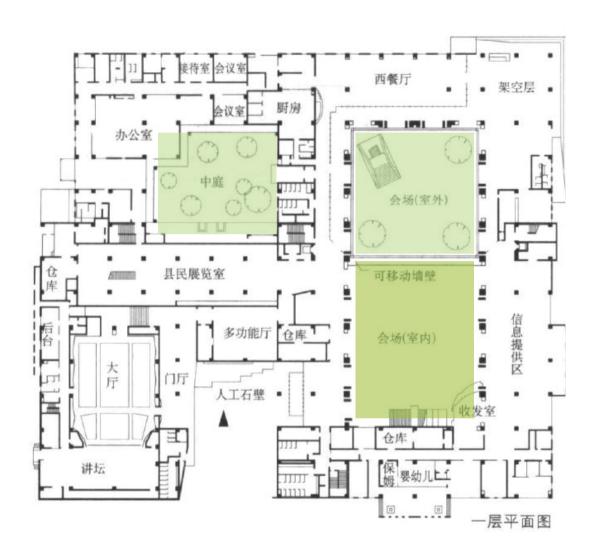
Kennedy Center for Theatre and the Studio Arts

A traditional space organization. A series of workshops, lecture rooms and studios organized by a continued corridor. Corridor organized is the 1st type in topology





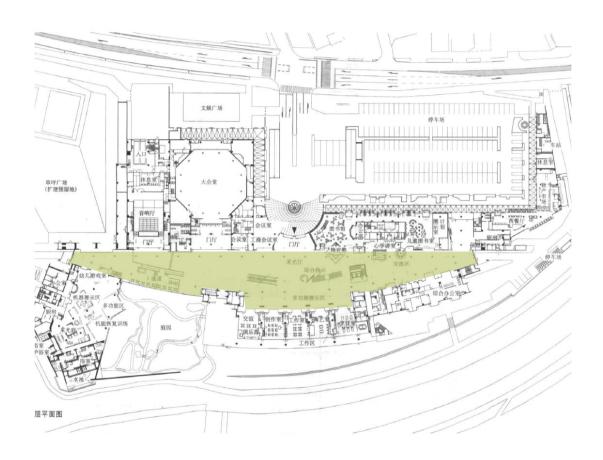
Space in Series



105000

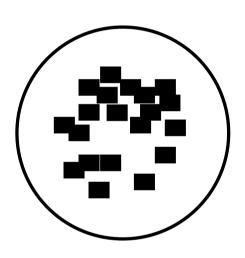
Chiba Civic Center

Use cortyard and lobby to organize

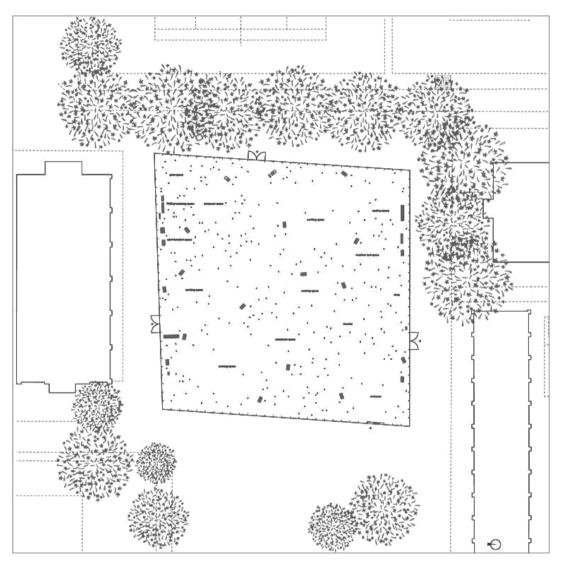


Kameda Civic Center

Use inner corridor to organize



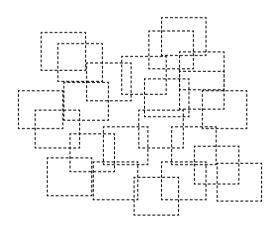
Sheds/Small space shaped by a large construction.



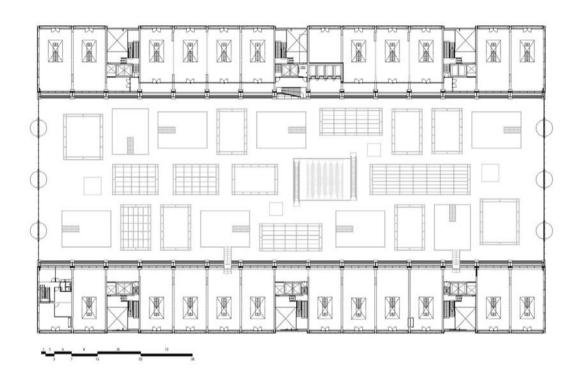
KAIT Workshop

The border between public and private is blurred. The operation space of people is defined only by colums and activities.



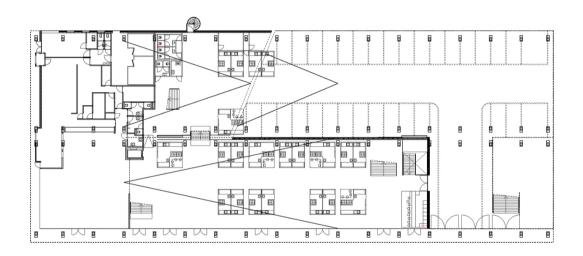


Blurred Space



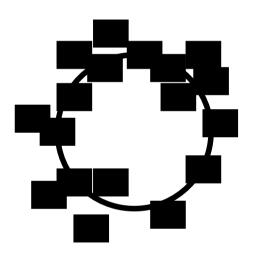
Markthal Rotterdam / MVRDV

Market is a good example for this type.

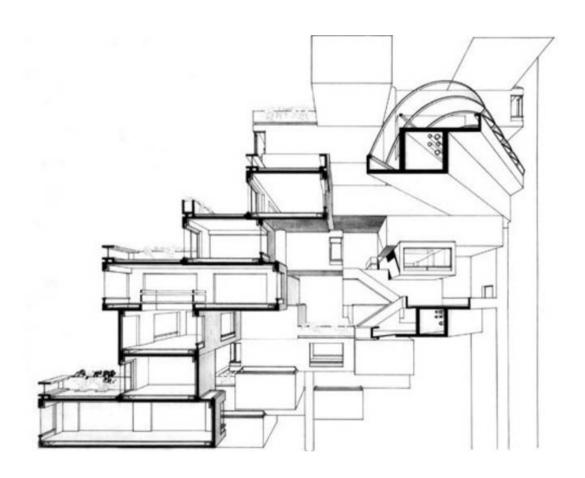


World of Food

Public space look like path, activities defined by each unit. Still blurred because the interface of sheds is open to public.



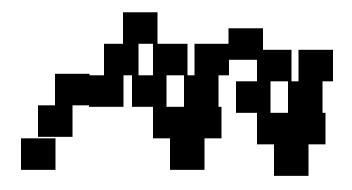
Small space shape the space by themselves.



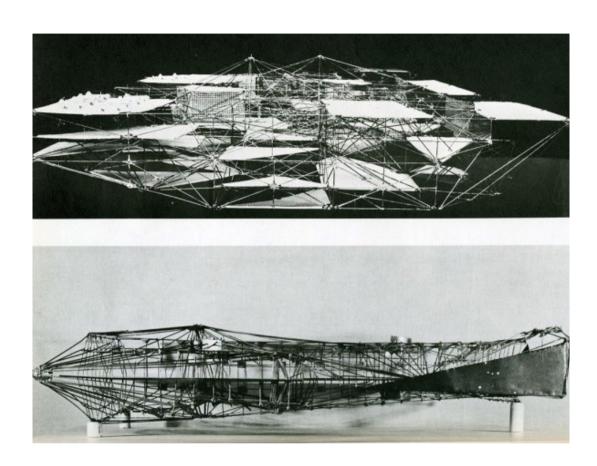
HABITAT 67

Public space is defined by the unit. People and people's everyday life play the main role.



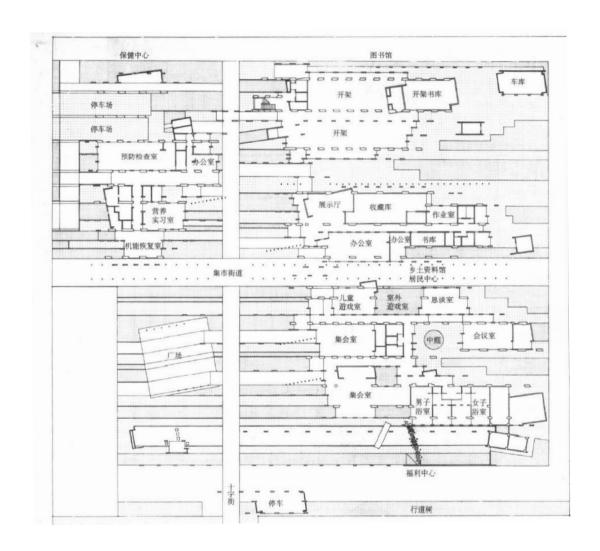


Lively Space



NEW BABYLON/ CONSTANT

More dynamic space like game.



Saitama Village Center

Discrete space organized

BUILDING CONCEPT

Raw Material Storage

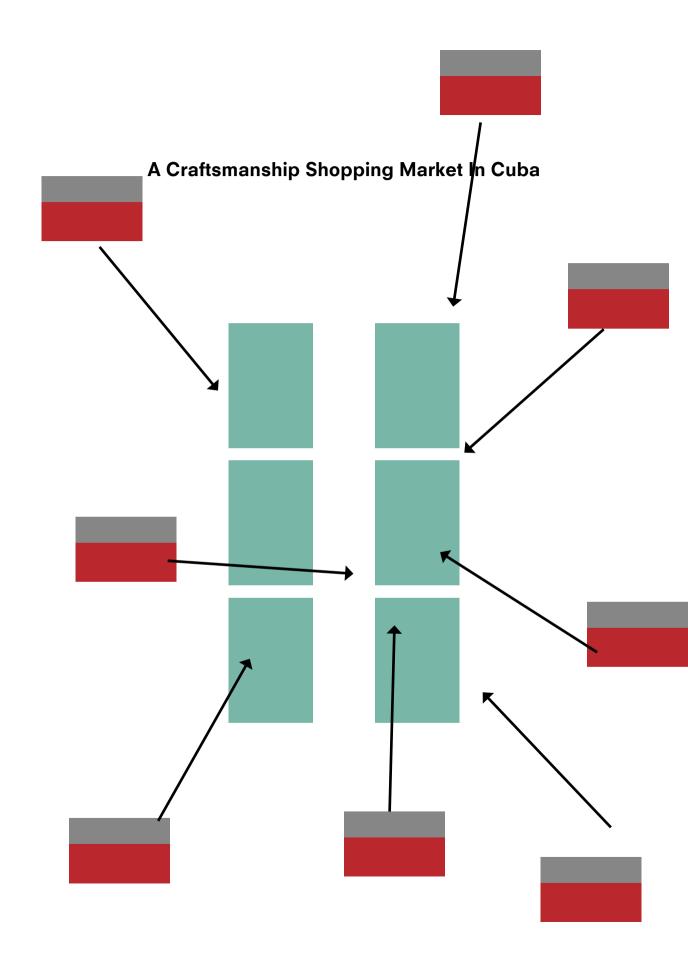
Hand Craft Making

Product Storage & Shop & EXPO

A Traditional Craftsmanship Shop



Cuba Handicrafts Shop





Havana Handicrafts Market

In Havana, you can find crafts souvenior everywhere, even there is a Handicrafs Market selling all kinds of crafts under a big shed. But you will find it is hard to know where these things come from and how these things be made. These handicrafts lose their most important attraction.



GLOBALISM SWEATSHOP

Like China, Vitnam or Indonisea, global company such as Nike build factory there and hire local people with low price which lead to illness, unfair and alienation.



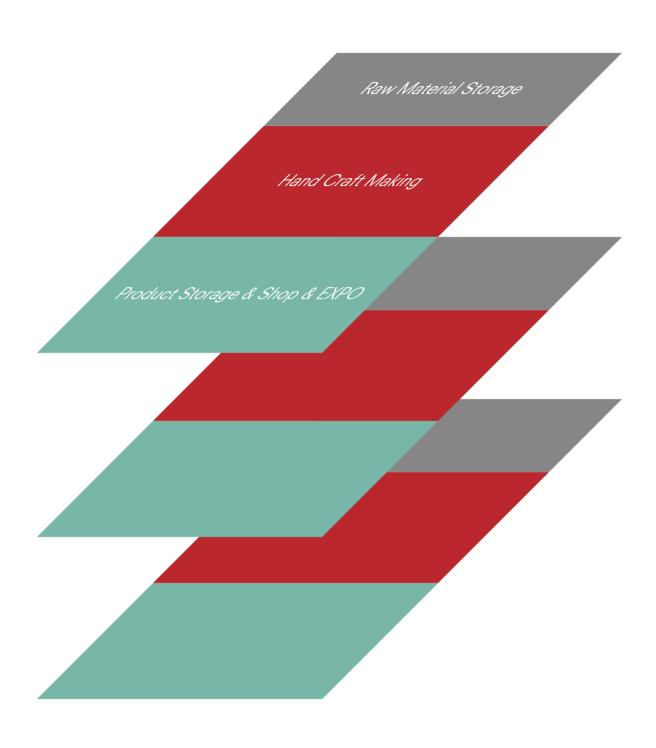
HANDICRAFTS SHOP

A BROCK

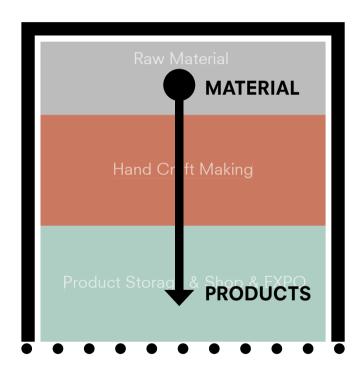


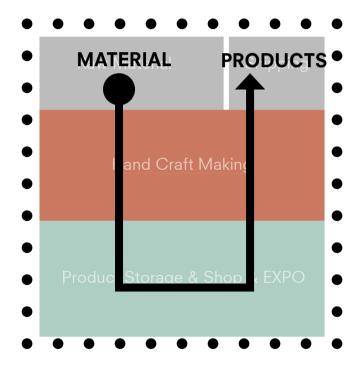
EN CHAIN



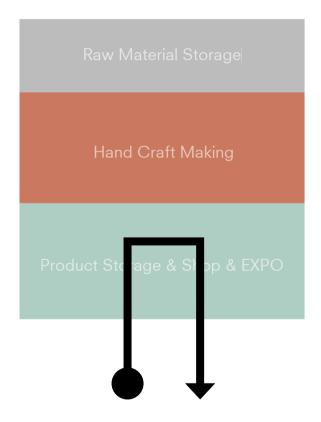


Find back the full production chain and show it. This is important to a branding strategy.

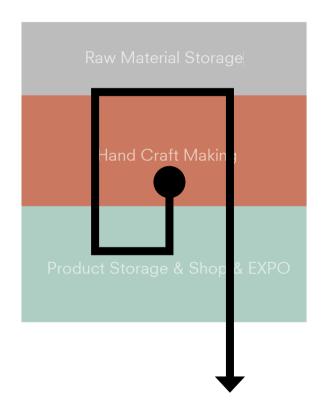




Make the whole producing process visible for the city



TRADITIONAL VISITORS FLOW



NEW VISITORS FLOW EXPERIENCE IS THE KEY

30% Working and storage

16%

Shop, Expo and eperience

21% Collective Storage

> 10% Office

10% Experience Room and Lecture hall

7% Rrestaurant and Bar

6% Community Service Working and storage

Experience

Lecture

Restaurant and bar

Shop

Exhibition

21% Collective Storage

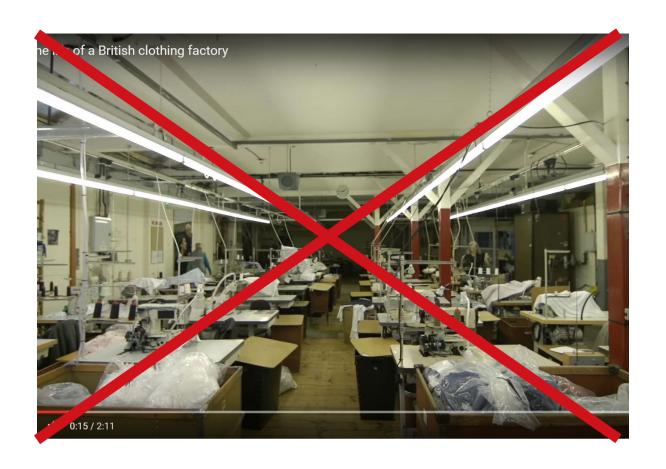
> 10% Office

6% Community Service



M I X the exhibition and experience rooms with the real working part.

T O B R A N D CRAFTMANSHIP, REBUILD THE CHAI BETWEEN PEOPLE AND MAKING ROCESS IS THE KEY



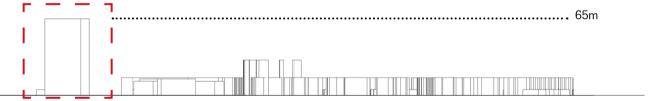




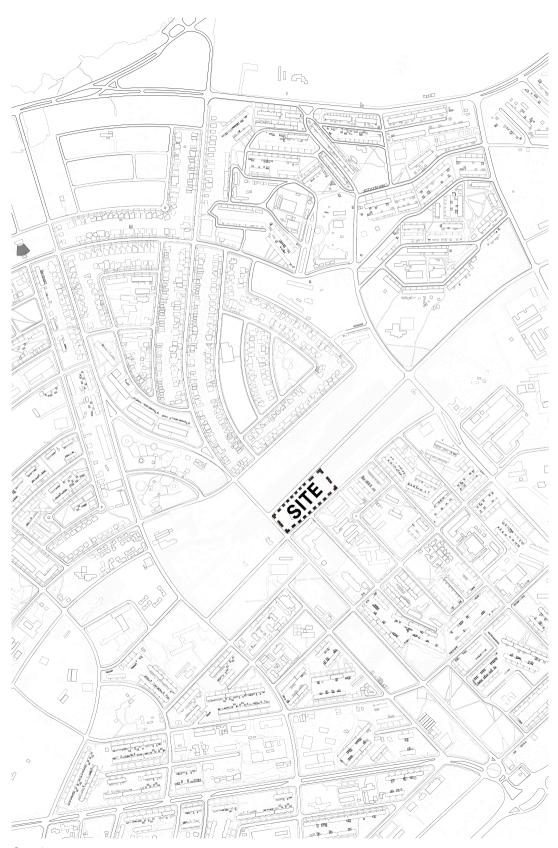


In the physical center of Alamar which was planned to be cultural and economy center of Alamar. Because of the special period, this plan is never finished. The community center and cinema is also

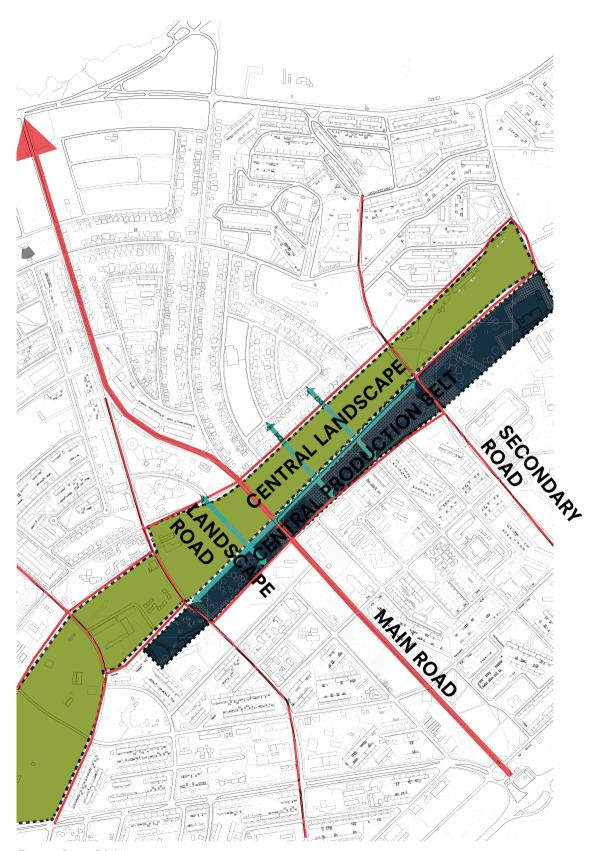
abandoned now.



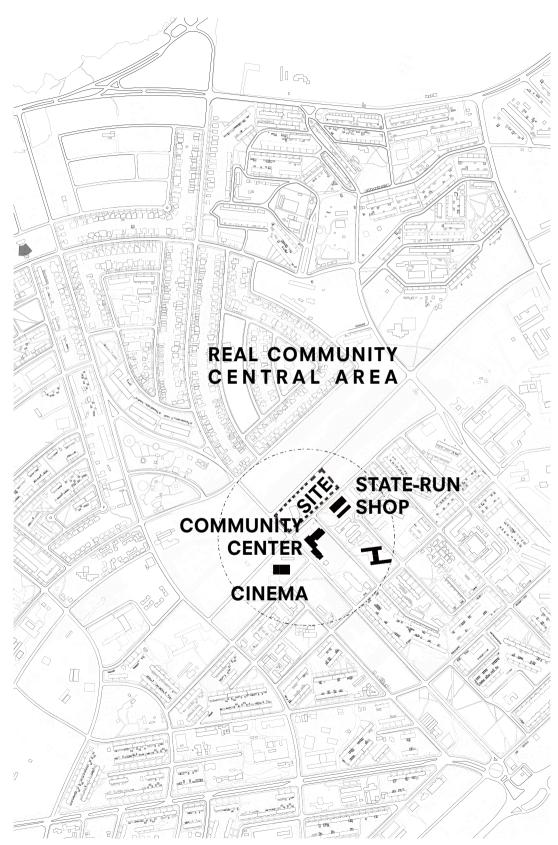
Choose the empty field surrounding the highest residential building in Alamar city center. This building can be an icon of the branding strategy while provide rential housing for staffs.



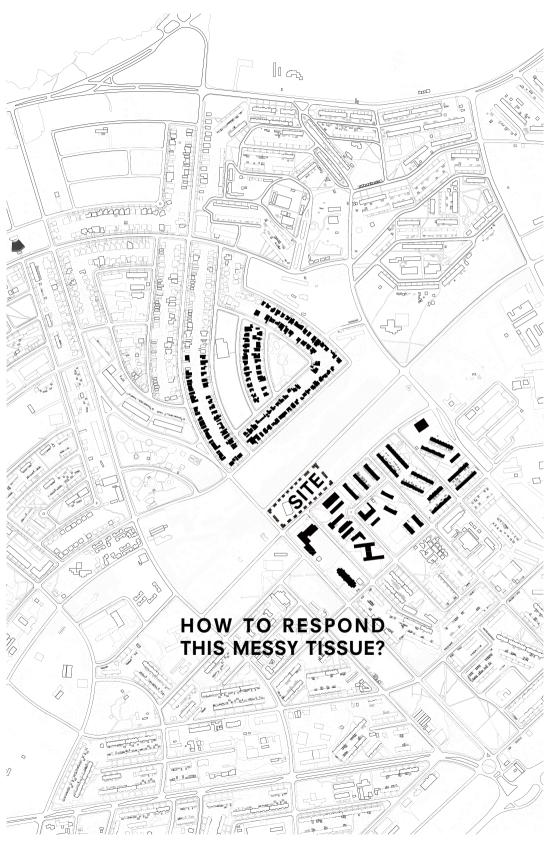
Site Location



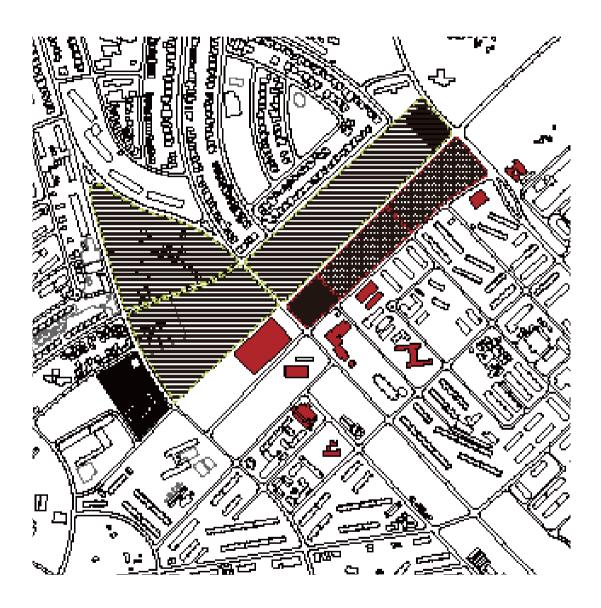
Future Plan Of Alamar



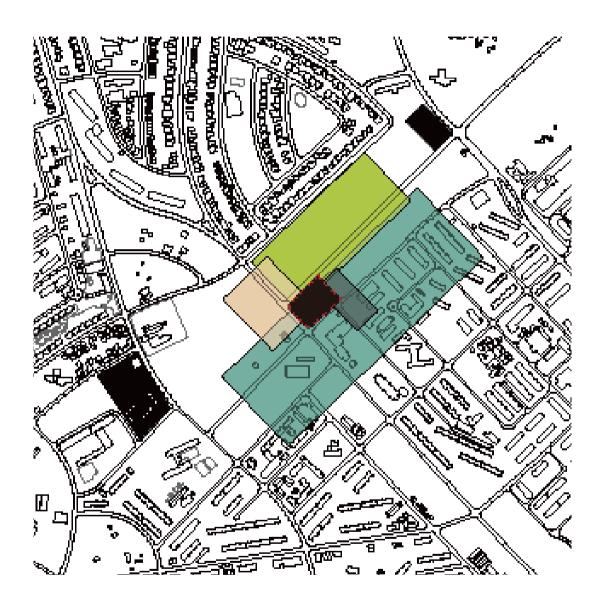
Site is in Community Cental Area of Future Alamar



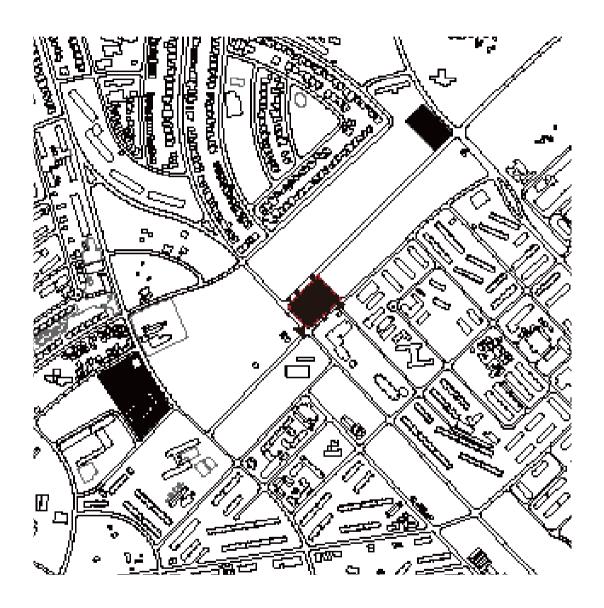
City Tissue



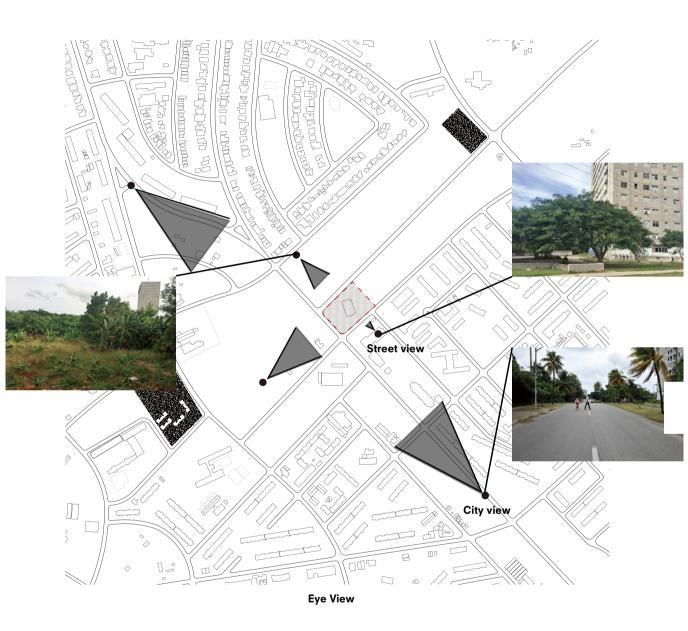
Urban Function

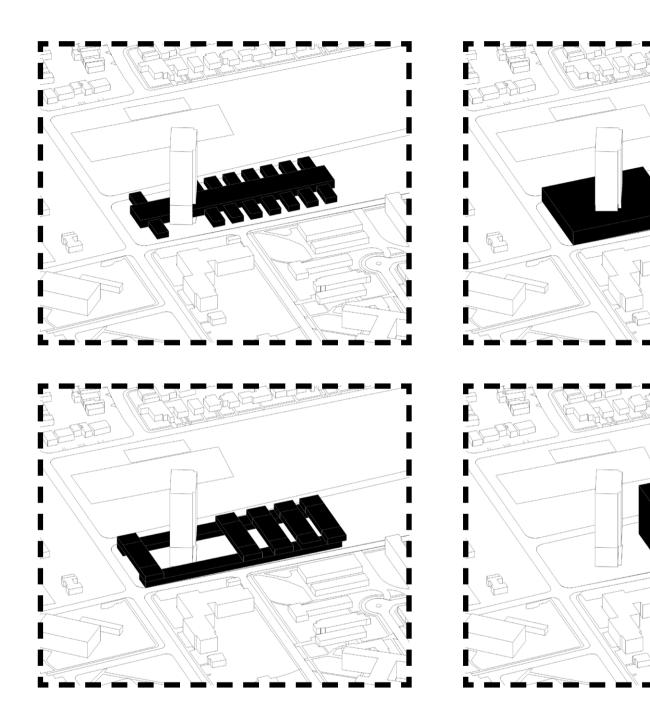


Surrounding Atmosphere



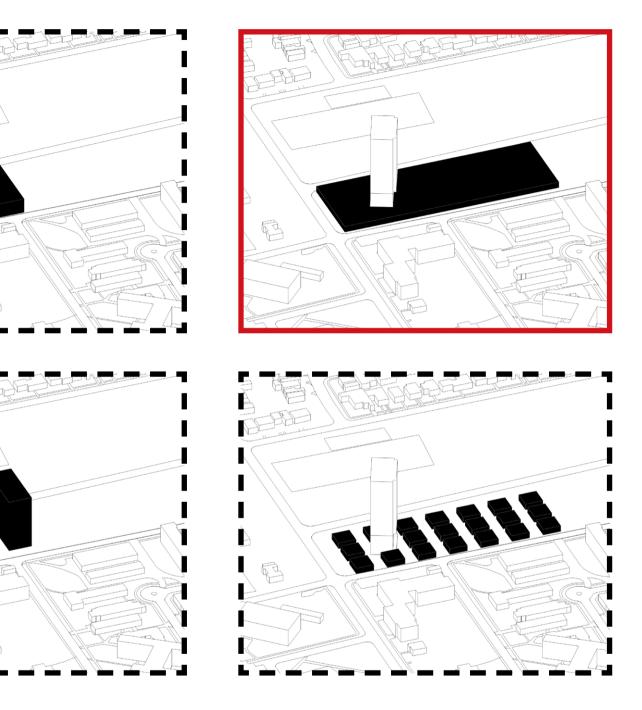
Building Entrance



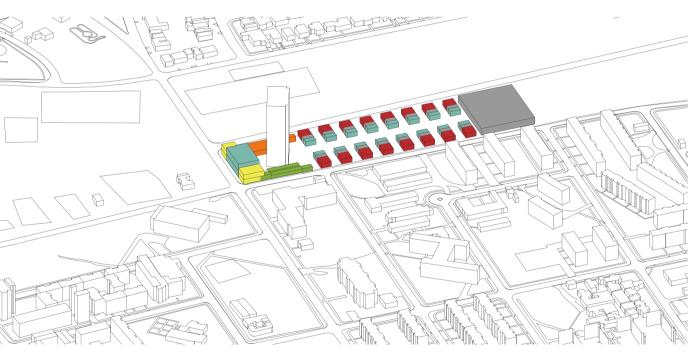


MASS STUDY

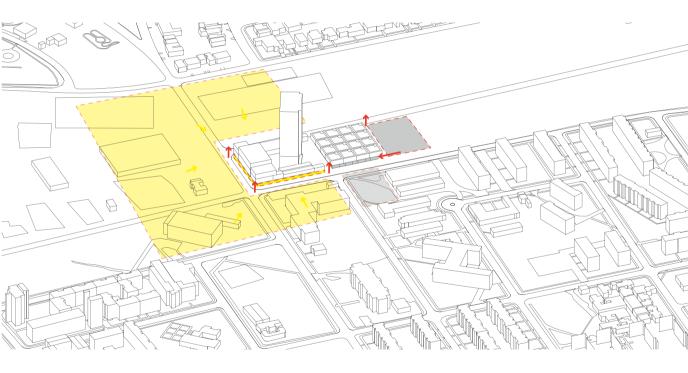
- 1. Provide more street interface for community people.
- 2. A brand need a complete and strong image.
- 3. Use complete shape to reogaize the messy tissue



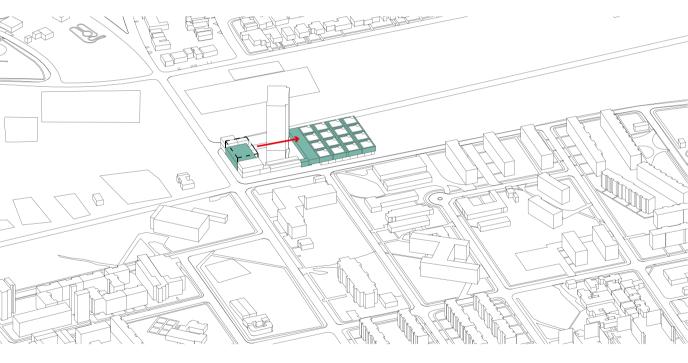
WRAPPING HIGH RISE BUILDING AS A BRAND ICON ALSO PROVIDE RENTIAL HOUSING



AND LEAVE THE GROUND FLOOR FOR COMMUNITY.

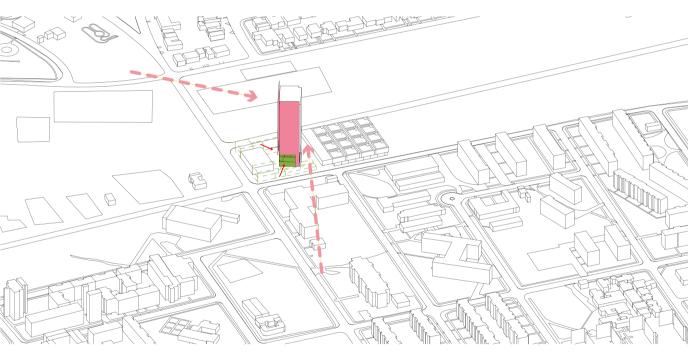


MIX EXHIBITION AND SHOP WITH WORKSHOP TO MAKE PEOPLE WALK INTO THE BUILDING

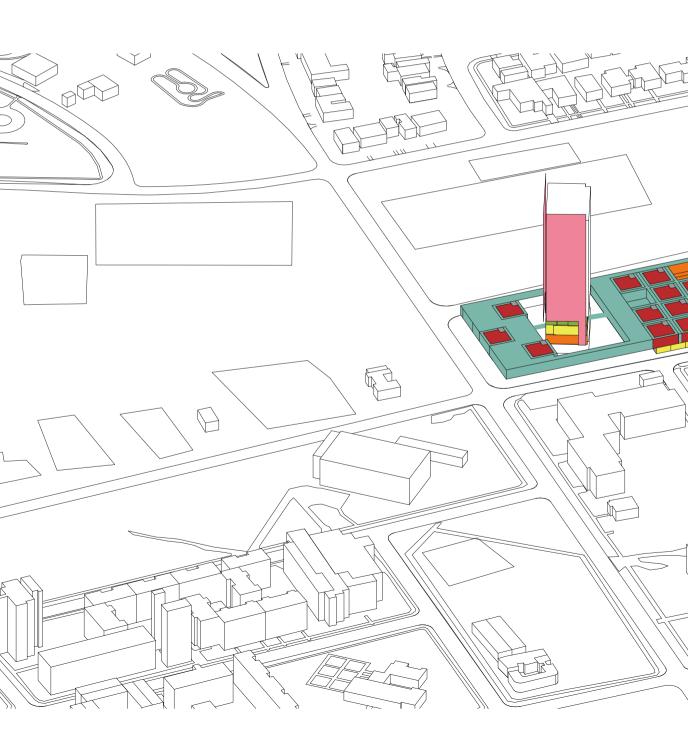


GATHERING THE SEVICE ROOM IN TO CENTRAL TOWER

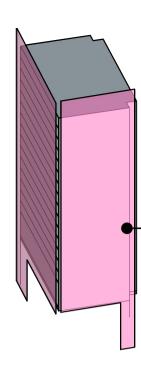
MAKE THE HIGG RISE FACADE CATCH MORE EYES FOR THE BRAND



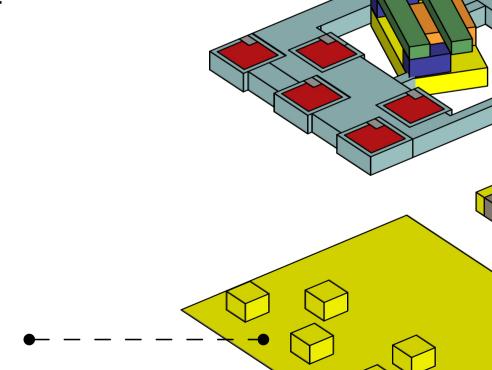
SHAKE IT!





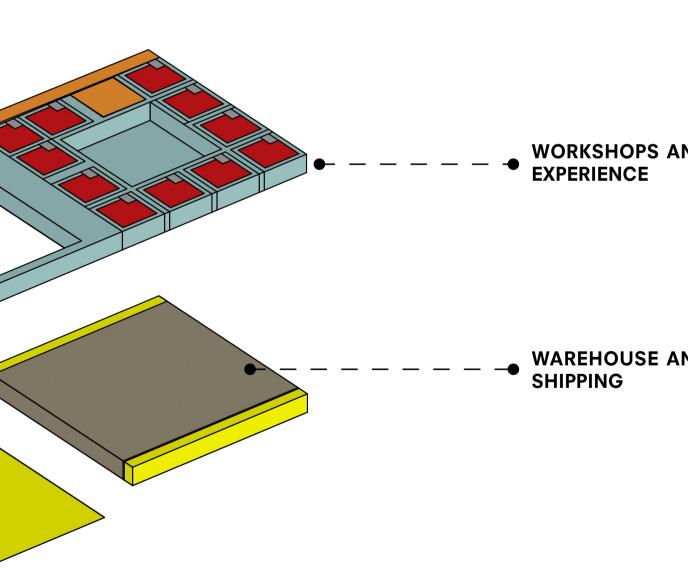


ENTRANCE AND CENTRAL SERVICE

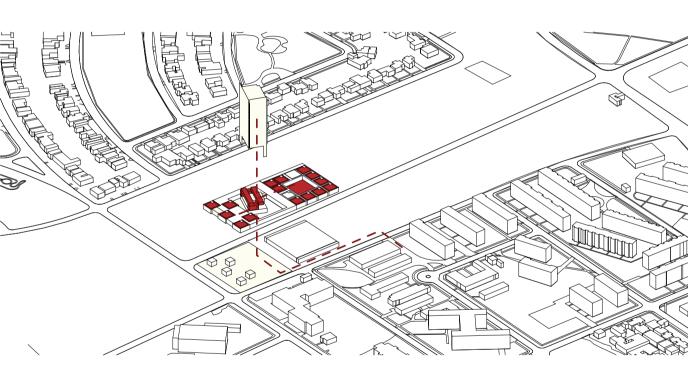


COMMUNITY SQUARE AND FREE MARKET

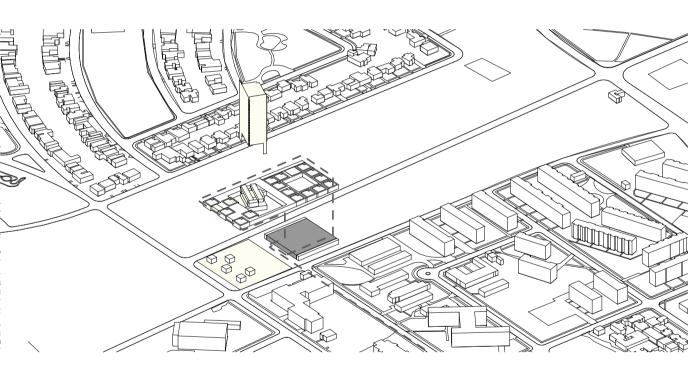
---- RENTIAL HOUSING



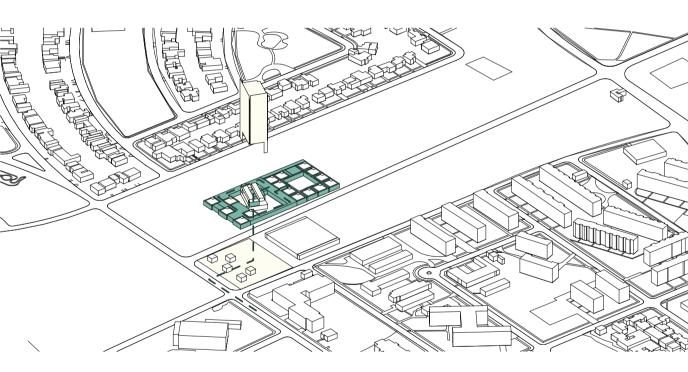
CRAFTSMAN



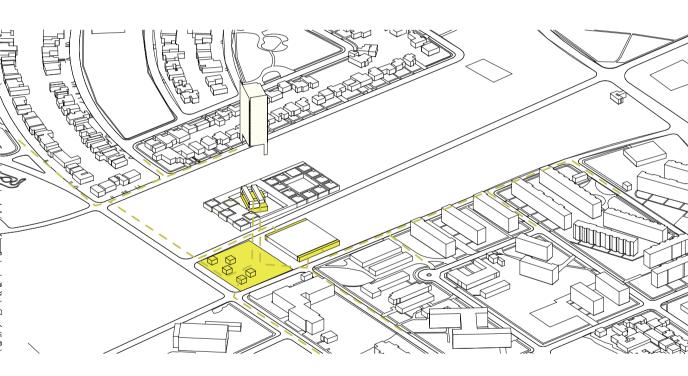
LOGISTICS



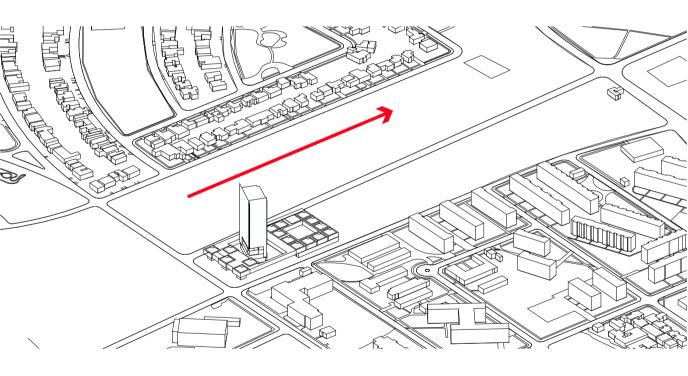
VISTORS



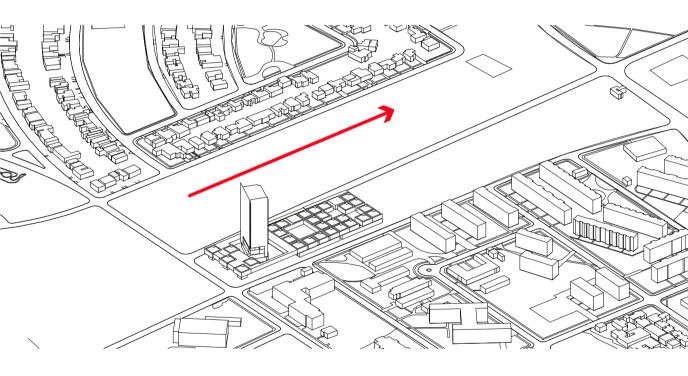
COMMUNITY



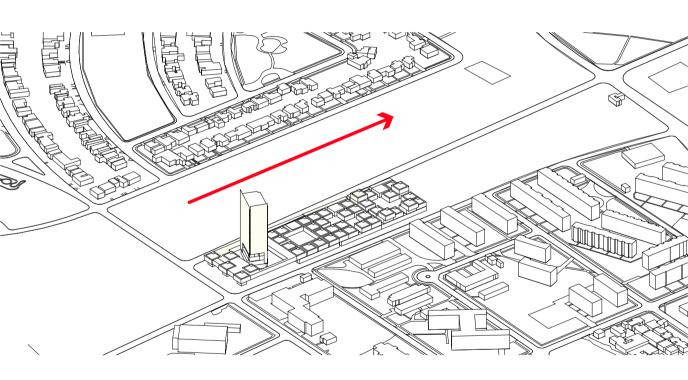
EXTEND



PHASE 2



PHASE 3



CASE STUDY

Cuba as a brand story



The Cuban Revolution is and always has been a brand and a brand story. The formula of a great brand story is this: origin story + brand benefits = brand story (expressed through brand voice and imagery) and has it all. In terms of founding myth, we have Castro, Che and Cienfuegos along with charged signifiers like "Batista," "social justice," and "revolution". Cuba's brand benefits are complex, from its deposition of a dictator and universal literacy (functional benefits) to its medical altruism around the world and support for fledgling resistance movements (societal benefits) to its romance of swashbuckling, redoubtable revolutionaries memorialized in films like the Motorcycle Diaries and by Marxist/Leninist troubadours like Silvio Rodriguez and Pablo Milanes (emotional benefits). Much of this was, of course, cannily constructed by the regime with the help of journalists like New York Times correspondent Herbert Matthews and photographers like Alberto Korda.

Cuban branding took decades to develop and it culminated in one great image: the pop-art Che poster, one of the most iconic artifacts of modern branding.

The test now will be whether the brand will remain undimmed with the thawing in US/Cuba relations. Scarcity breeds mystique; as we enter this new phase, it will be instructive to see whether Cuba will become absorbed as another outpost of globalization or remain the rebel brand.





Cuban Cigar

Who wouldn't covet the exclusive rights to the global marketing of the legendary Cuban cigars? Consumers consider the Cuban cigar "the premium puro"—the world's best cigar smoke. Like French wines, the Cuban cigar can be mimicked but cannot be authentically reproduced elsewhere: it is a unique je ne sais quoi blend of terroir (soil and climate), carefully cultivated seeds, a secretive blend of select tobacco leaves and wrappers, and patented processing techniques. Further, Cuban cigars are a lifestyle product, associated with sophistication and class, machismo and power (think Winston Churchill), and—with a little imagination—a blend of tropical sun, surf, and sex.

But for all the valences around these products, part of the surprise is how rustic they are when you come in for a closer look. Cuban brands do very little to make their touchpoints memorable. Brands like Havana Cub, Cohiba and Montecristo have simple sans serif logotypes with little in the way of intricate design.

The austerity of Cuban expression only serves to highlight that it almost doesn't matter; being Cuban is what's important. And that's what comes across in Havana Club's ads – the overexposed cinema verite captures bygone times and a perpetual present that feels like the past.

This is the magic on which the brand rests — a place of abandon but also steadfastness.





Back in May, Chanel became the first luxury house to hold a runway show in Havana, Cuba — designer Karl Lagerfeld had never even visited the island until days before the event — and flew 700 guests and 45 models to the picturesque (and very trendy) locale for a weekend-long extravaganza to celebrate the French label's cruise 2016/2017 collection. With their gifted Chanel fedoras, a fleet of colorful, vintage convertibles on hand to shuttle them around town, local musicians providing a live runway soundtrack and an organized group outing to Cabaret Tropicana, attendees were given a crash course in Cuban culture — well, at least Lagerfeld's romanticized (if not slightly myopic) ideas about Cuban culture. "This is all about my vision of Cuba," Lagerfeld told The Cut. "But of course, what do I know about Cuba? It is very childish, my idea."

Fashion is actually a good fit for the Cuban revolutionaries

Could it be that fashion is the Cuban revolutionaries' weak spot? It was Alberto Korda's 1960 black and white portrait of the young revolutionary as a brooding heart-throb that turned Che Guevara into a global pinup (his image is still ubiquitous in Cuba) and made the beret, that quintessential emblem of Left Bank Parisian chic, a symbol for armchair communists the world over – memorably satirised in the 1970s BBC sitcom Citizen Smith. President Raúl Castro's granddaughter studied fashion in Paris and even interned at Vogue Paris, or so a Cuban designer tells me with authority.

I can't find confirmation of this, but then the Castros have form when it comes to controlling inconvenient news. More flagrantly, Fidel Castro's own grandson Tony Castro – an Alice-band-wearing, Cara Delevingne-browed 19-year-old – is a sometime model who, to the glee of the international press, was rumoured to have been booked to appear in the Chanel Cuba show.

No small scale affair, this was a refreshingly different runway show, with a real carnival atmosphere that really suited the collection. With an antiglobalisation attitude that has only very recently changed, Cuba still feels very old-world, and it was with old-world charm and warmth that the brand was (albeit a little surprisingly) welcomed to the city. The festive atmosphere was really brought to life by the inhabitants of the city who cheered and laughed – setting the mood of excitement that helped made the show a hit.