

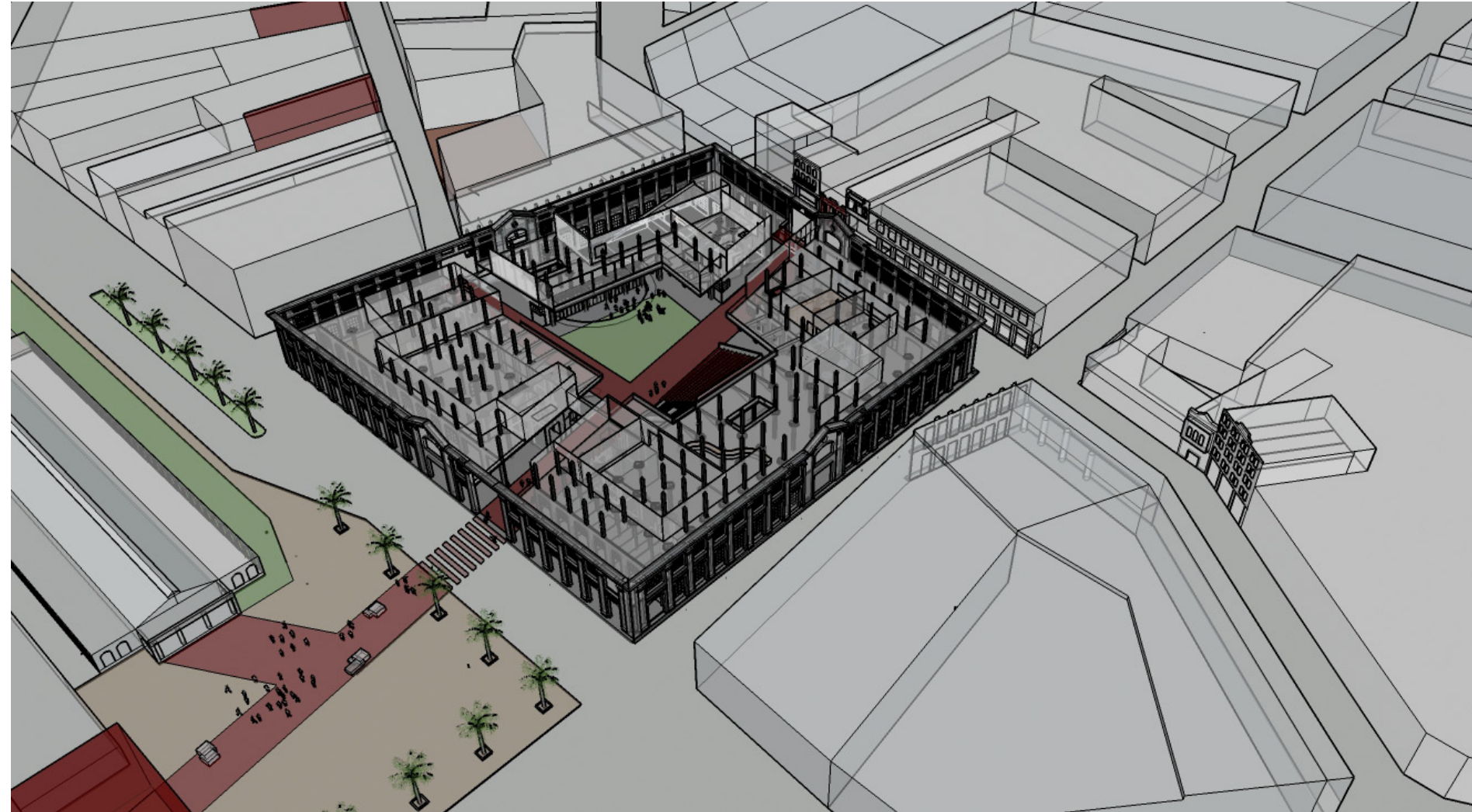
history and culture coming together

'City of Cuba'

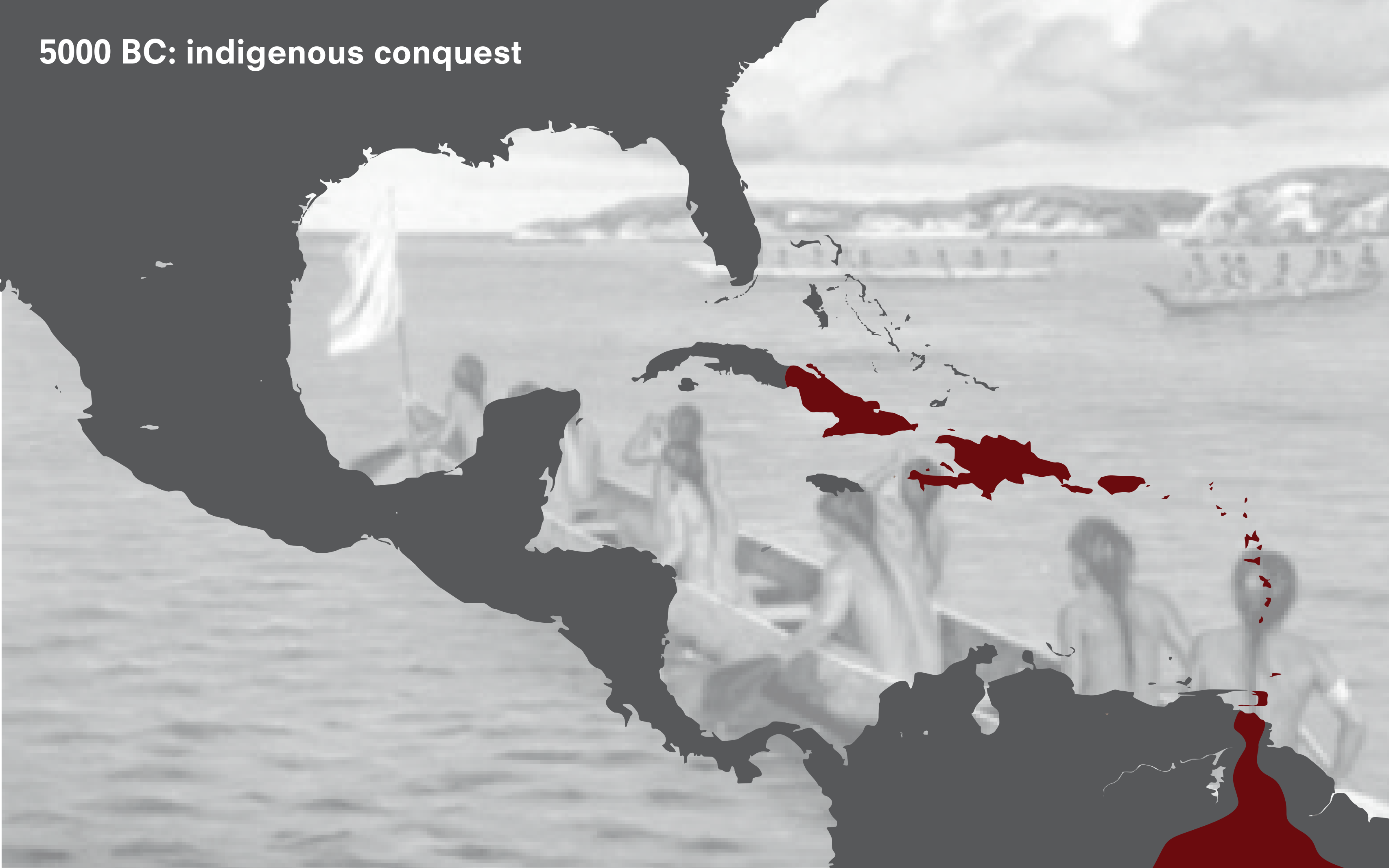
Bram van Klink
4024923

1st mentor: Henri van Bennekom

2n mentor: Karel Vollers



5000 BC: indigenous conquest



1492: colonial take over



1895: Independence movement



1959: The 25th of July movement



Cuba: what now?

context

building
problem statement
research question

concept

starting points
program
theme

design

theme
embedding in urban tissue
program distribution
spatiality
detail
climate design
construction

Context



show highlights: one building that stands out



Market building 'Cuatro Caminos', 1950



Size comparison



a square
Delft market square

a gathering space
MASP, Sao Paulo

a museum
Pyramid entrance of the Louvre

Plaza de la Revolution
161.631

Former city wall

Centro Havana
158.151

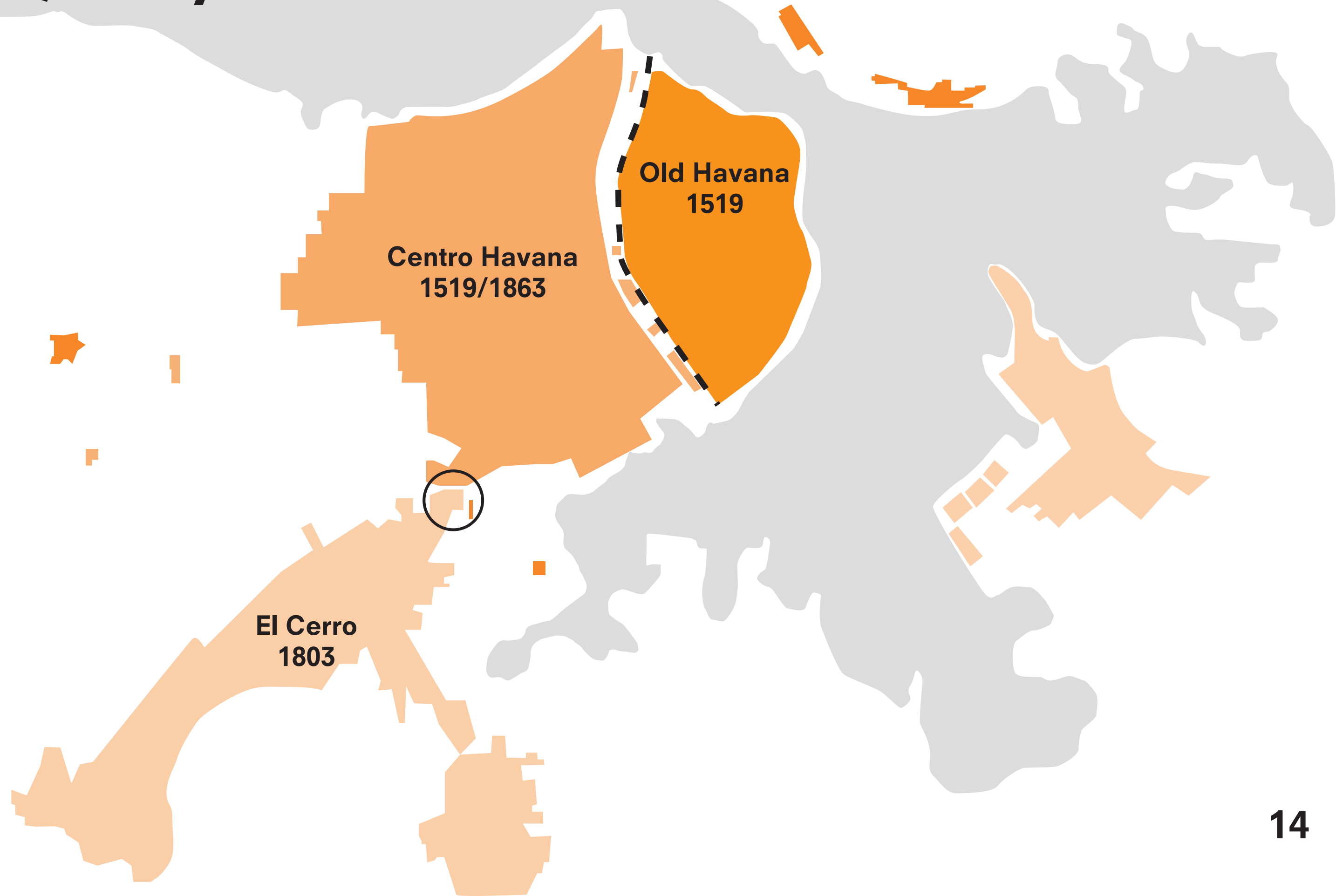
Havana Vieja
97.984

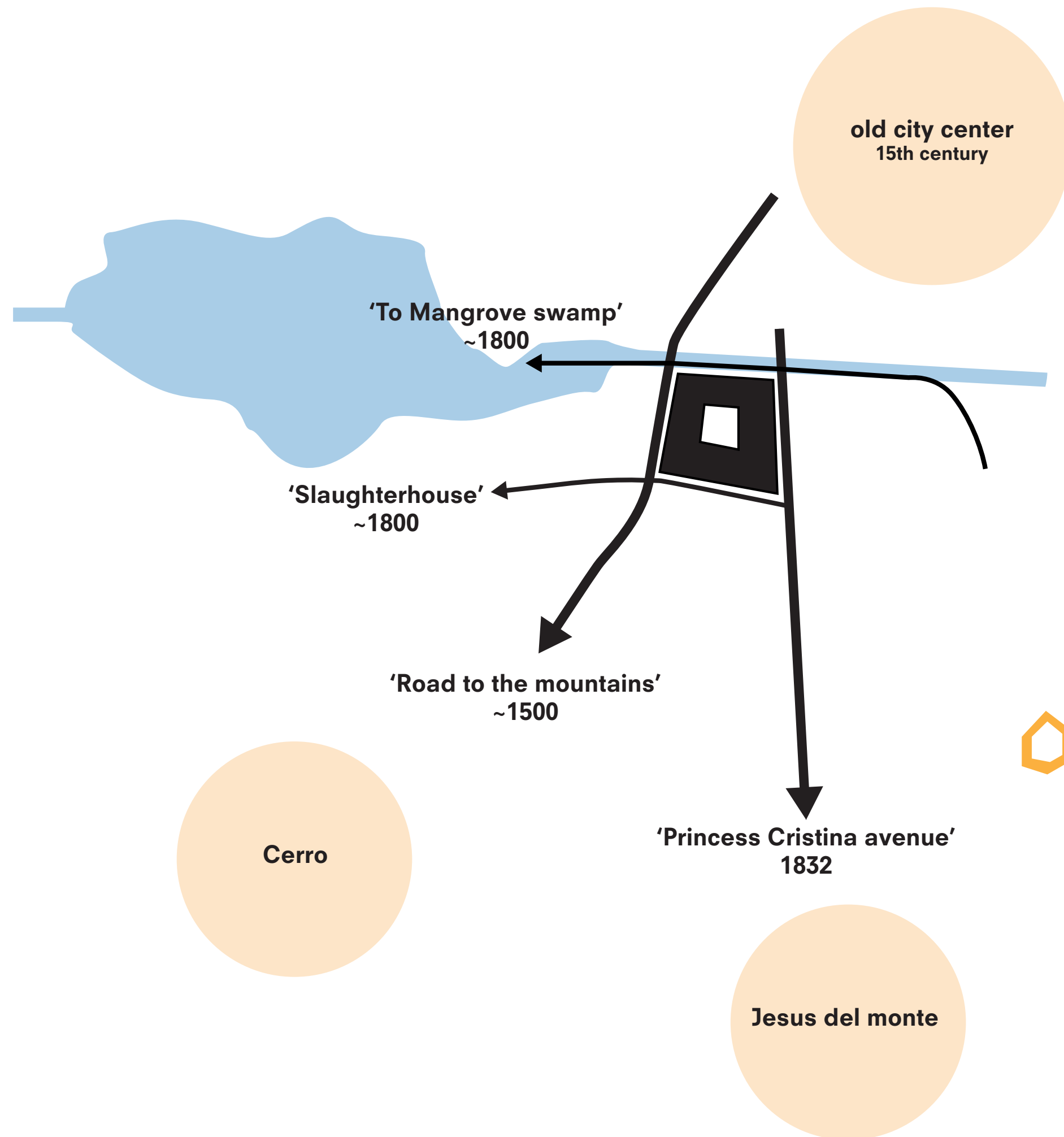
El Cerro
132.351

2 kilometers



Havana, early 1900 rds







- MERCADO -









building scale: CUATRO CAMINOS

- Market building Quatro Caminos lost its social and economic function



'the people in this neighborhood depend on this market working right'

National scale: CUBA

- risk of losing the unique Cuban heritage



Embracement of American Culture

Miami Herald in poll among 1200 Cubans:

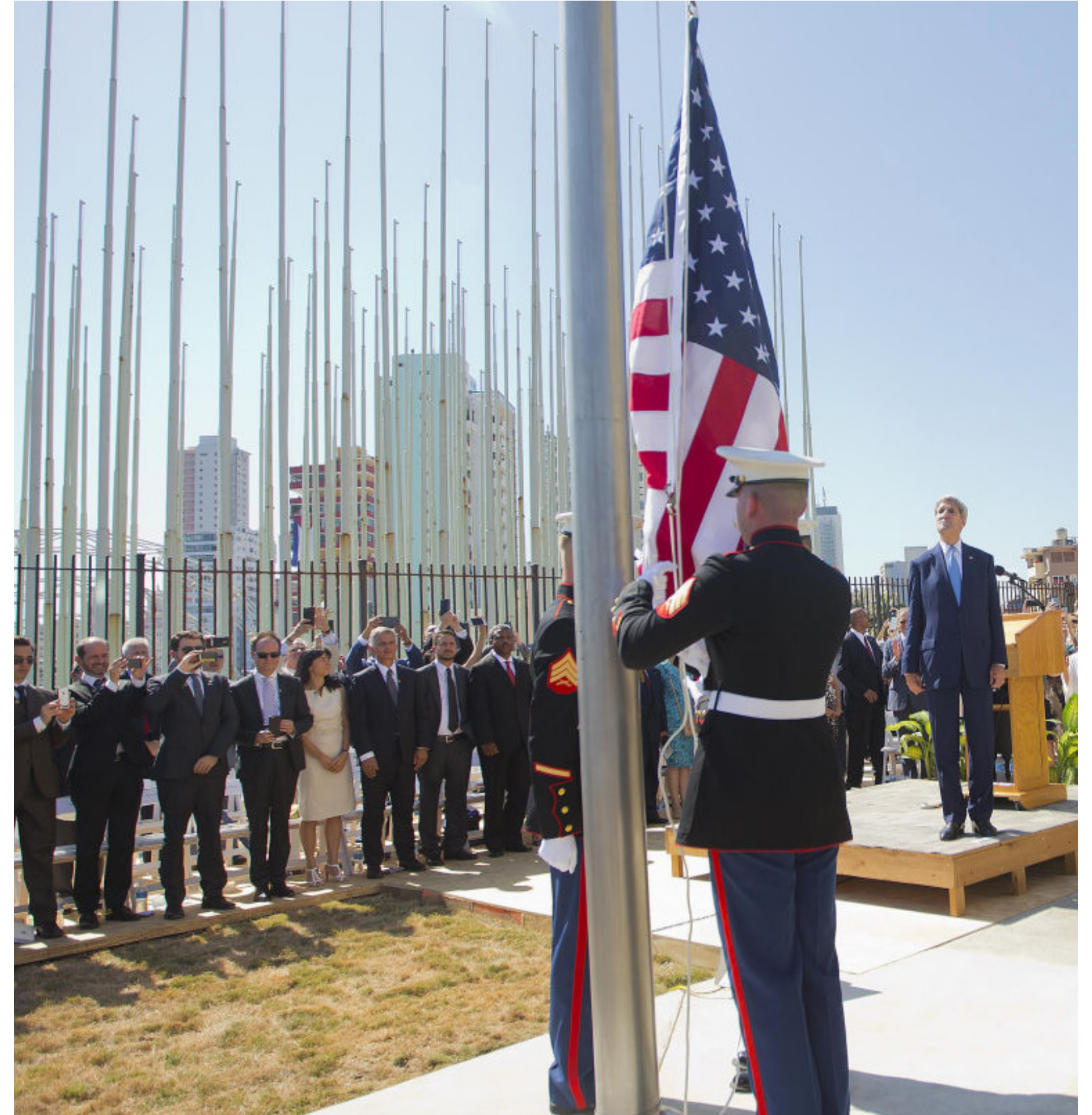
‘ Obama is more popular than Castro’³

80% vs 50%



February 6th, 2006

Mount of flags on the anti-imperialist square

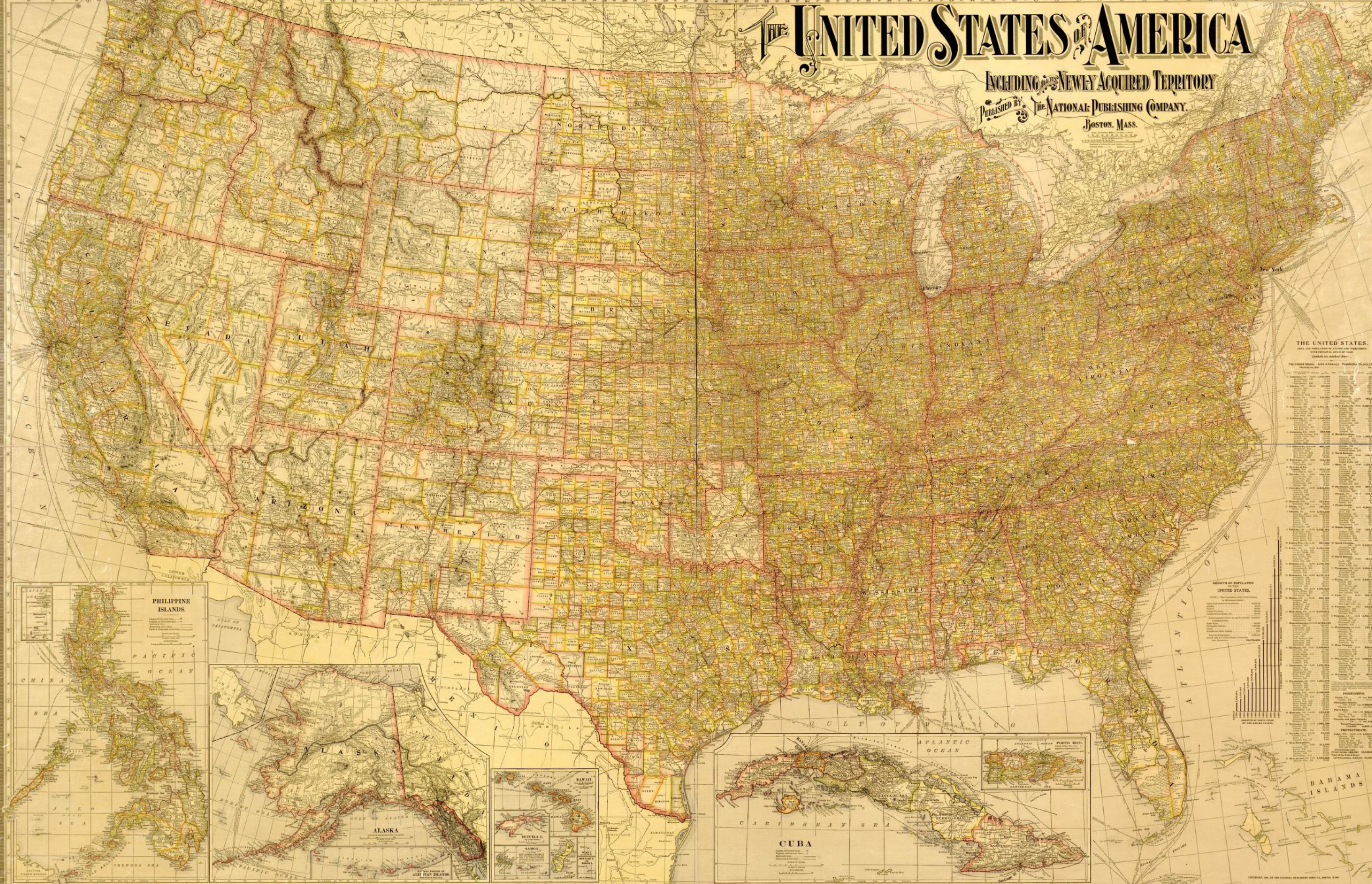


August 14th 2015

Flag-raising ceremony at the US embassy

THE UNITED STATES OF AMERICA

INCLUDING THE NEWLY ACQUIRED TERRITORY
PUBLISHED BY THE NATIONAL PUBLISHING COMPANY.
BOSTON, MASS.



THE UNITED STATES.

AREA AND POPULATION OF STATES AND TERRITORIES.

WITH POPULATION, AREA OF LAND, AND CAPITOL.

Capitals are marked with a star.

The United States. Area. Population. Capitals.

Alabama. 50,667. 1,288,000. Montgomery.

Alaska. 586,412. 63,000. Juneau.

Arizona. 23,779. 120,000. Phoenix.

Arkansas. 36,115. 1,110,000. Little Rock.

California. 77,308. 1,212,000. Sacramento.

Colorado. 36,330. 350,000. Denver.

Connecticut. 5,543. 280,000. Hartford.

Delaware. 2,486. 80,000. Dover.

Florida. 14,557. 530,000. Tallahassee.

Georgia. 30,337. 1,260,000. Savannah.

Idaho. 84,360. 24,000. Boise.

Illinois. 55,560. 2,510,000. Springfield.

Indiana. 39,924. 1,470,000. Indianapolis.

Iowa. 28,317. 1,150,000. Des Moines.

Kansas. 35,561. 1,000,000. Topeka.

Kentucky. 40,445. 1,220,000. Frankfort.

Louisiana. 22,618. 1,140,000. New Orleans.

Maine. 33,094. 270,000. Augusta.

Maryland. 12,078. 680,000. Annapolis.

Massachusetts. 8,006. 1,230,000. Boston.

Michigan. 46,868. 1,350,000. Lansing.

Minnesota. 22,534. 1,300,000. St. Paul.

Mississippi. 47,921. 1,050,000. Jackson.

Missouri. 68,682. 1,520,000. Jefferson City.

Montana. 77,116. 24,000. Helena.

Nebraska. 77,331. 860,000. Lincoln.

Nevada. 11,066. 21,000. Carson City.

New Hampshire. 9,349. 230,000. Concord.

New Jersey. 8,227. 1,190,000. Trenton.

New Mexico. 31,277. 180,000. Santa Fe.

New York. 54,554. 4,210,000. Albany.

North Carolina. 50,814. 1,590,000. Raleigh.

North Dakota. 13,719. 60,000. Bismarck.

Ohio. 44,826. 2,930,000. Columbus.

Oklahoma. 69,898. 100,000. Oklahoma City.

Oregon. 24,280. 24,000. Salem.

Pennsylvania. 45,247. 5,410,000. Harrisburg.

Rhode Island. 1,545. 240,000. Providence.

South Carolina. 32,020. 700,000. Columbia.

South Dakota. 17,334. 70,000. Pierre.

Tennessee. 56,243. 1,900,000. Nashville.

Texas. 69,567. 1,950,000. Austin.

Vermont. 9,492. 240,000. Montpelier.

Virginia. 42,775. 1,210,000. Richmond.

Washington. 71,322. 110,000. Olympia.

West Virginia. 20,620. 460,000. Charleston.

Wisconsin. 23,537. 1,150,000. Madison.

Wyoming. 9,781. 24,000. Cheyenne.

GROWTH OF POPULATION OF THE UNITED STATES.

1800-1860.

1860-1880.

1880-1900.

1900-1910.

1910-1920.

1920-1930.

1930-1940.

1940-1950.

1950-1960.

1960-1970.

1970-1980.

1980-1990.

1990-2000.

2000-2010.

2010-2020.

2020-2030.

2030-2040.

2040-2050.

2050-2060.

2060-2070.

2070-2080.

2080-2090.

2090-2100.

2100-2110.

2110-2120.

2120-2130.

2130-2140.

2140-2150.

2150-2160.

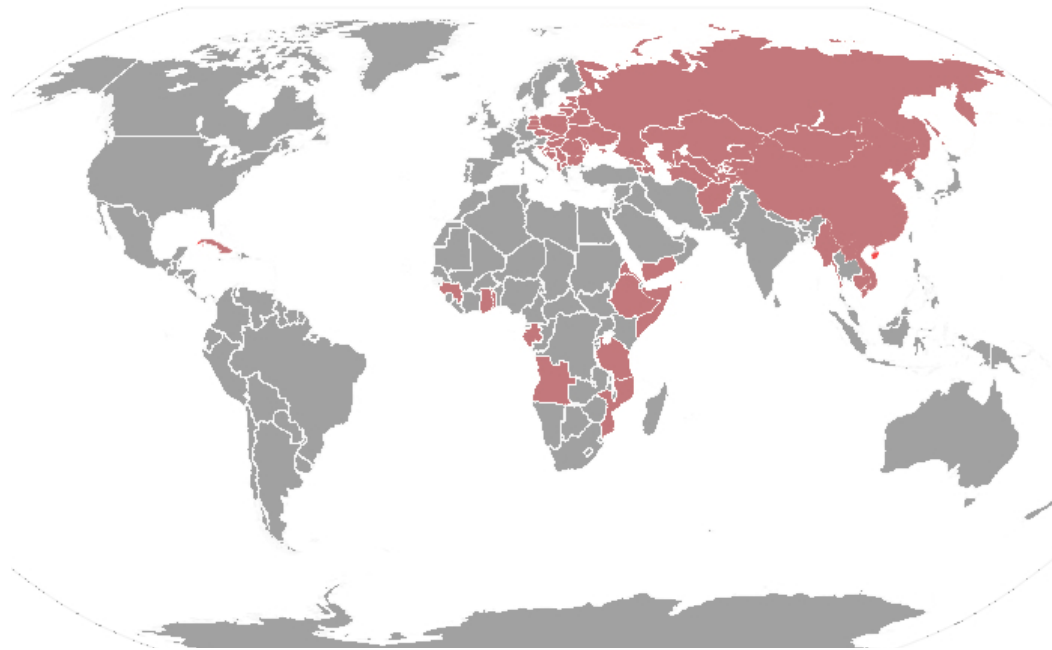
2160-2170.

2170-2180.

2180-2190.

2190-2200.

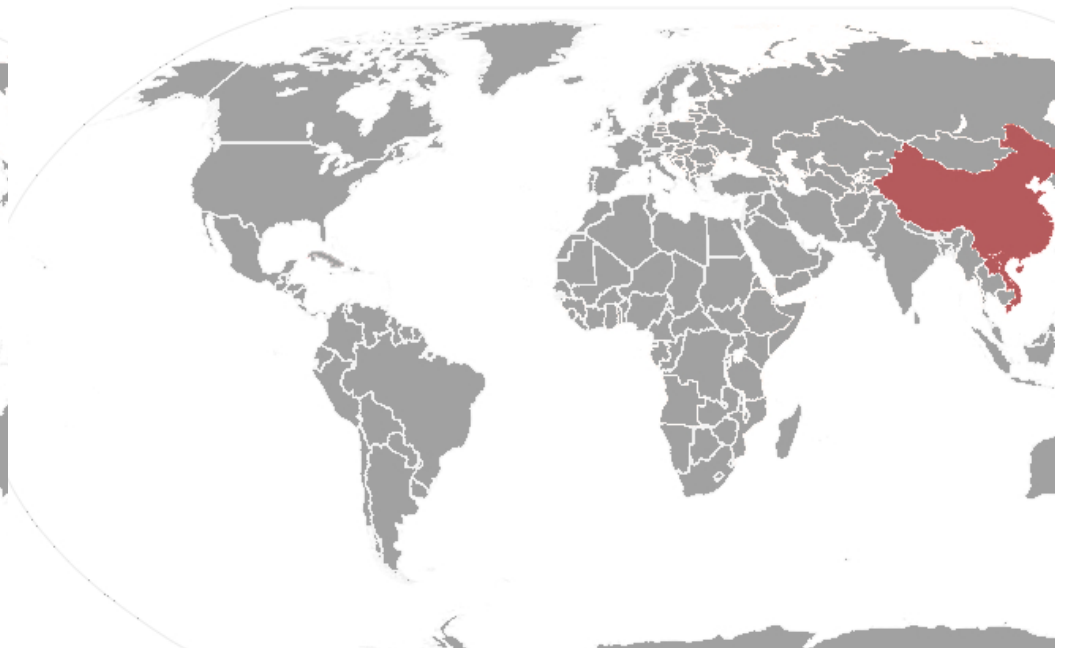
1960



2012



2020?



Cuba, for half a century the political example of David fighting Goliath, risks losing the unique heritage

City scale: HAVANA

- lacks integration between tourism industry and local economy
- tourism industry is too centralized



Llega a Cuba crucero de EE.UU. sin un solo turista a bordo

Las leyes vigentes del bloqueo aún prohíben a los estadounidenses hacer viajes turísticos a la Isla

Autor: Sergio Alejandro Gómez | internet@granma.cu
2 de mayo de 2016 21:05:02



US tourism impact

2014-2015:

US tourism increase by **75%**

2016:

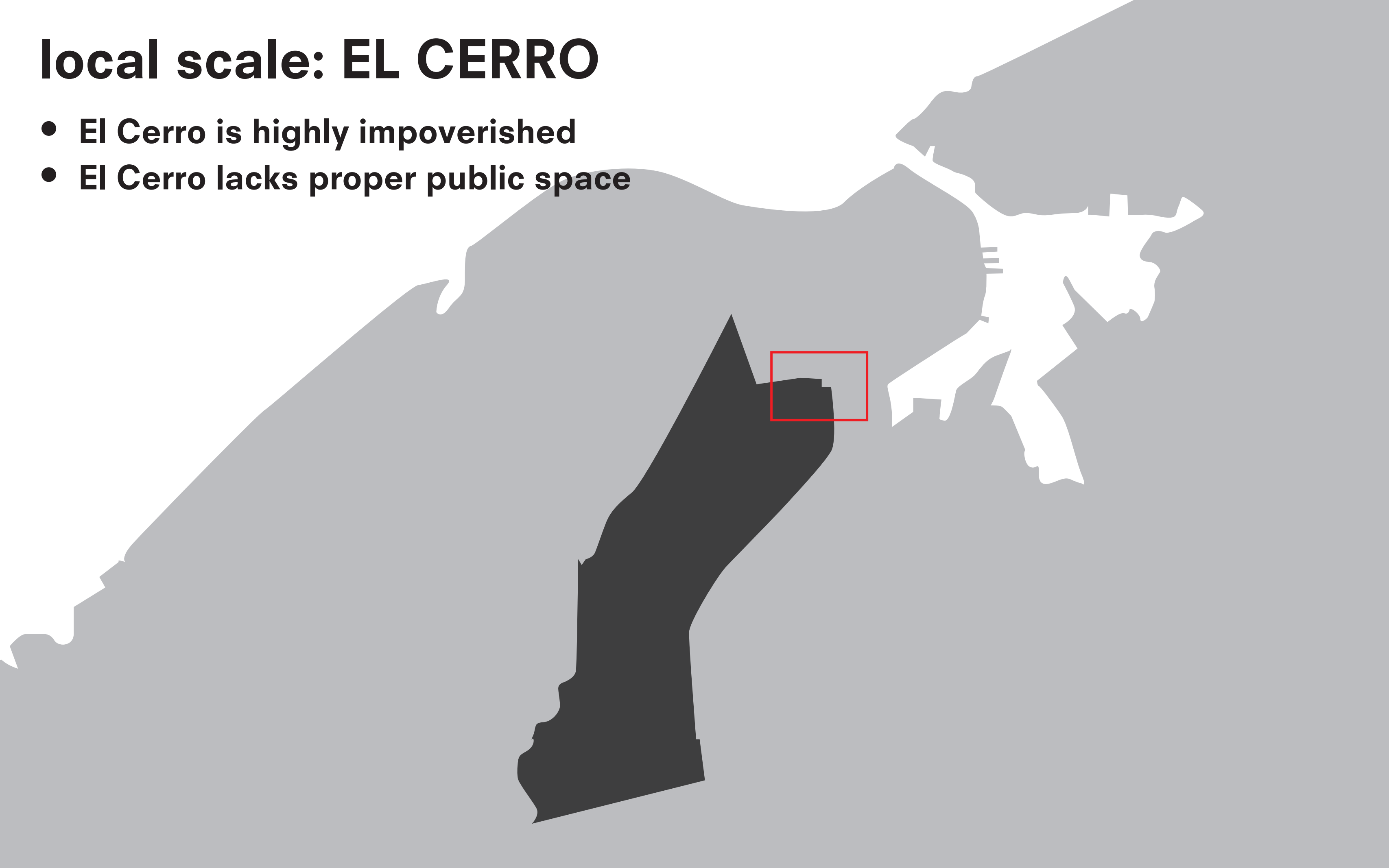
3 million increase¹



Cubans working in the tourism industry earn up to **8 times** as much governmentally paid professions like architects, doctors or teachers

local scale: EL CERRO

- El Cerro is highly impoverished
- El Cerro lacks proper public space





Same lay out as the other analysis

Problem statement:

- Market building Quatro Caminos lost its social and economic function
- Tourism isn't spread out over Havana and thus El Cerro is neglected
- Cerro is the most impoverished neighborhood of Havana
- Cerro lacks proper public space
- A lacking integration of the local economy and the tourism industry
- Havana/Cuba is risking losing its unique political heritage



CUBA - HAVANA - CERRO - CUATRO CAMINOS • SOCIAL - POVERTY - TOURISM - LEGACY

Research question

How to redesign 'Cuatro Caminos' into a hybrid building that focuses on both tourists and locals to give El Cerro neighborhood a socio-economic impulse?

Concept



Concept

A combination of a Cultural Center and a Presidential Center, which establishes a place that exhibitions present and the past Cuba and where the tourist and the local meet

How to design a building that:

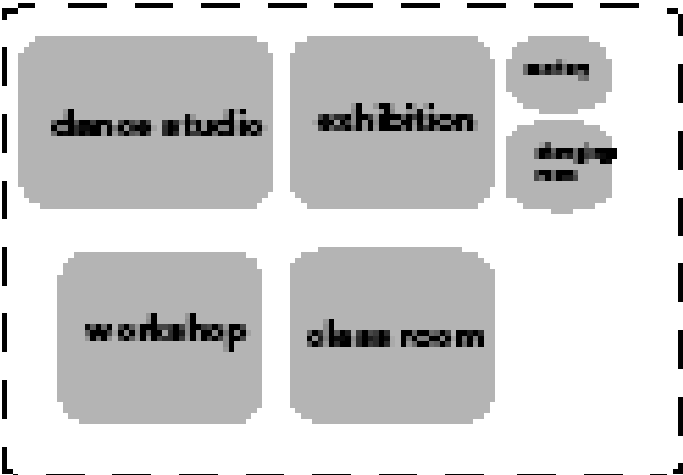
- **showcases Cuban culture and life**
- **tells the history of the revolutionary government of Fidel Castro**
- **functions as a social hub in the neighborhood**
- **provides educational program**
- **offers a pleasant public building for the residents of the adjacent neighborhoods**
- **attractive for both locals AND tourists**
- **offers economic opportunities for the local economy**

culture

knowledge



art



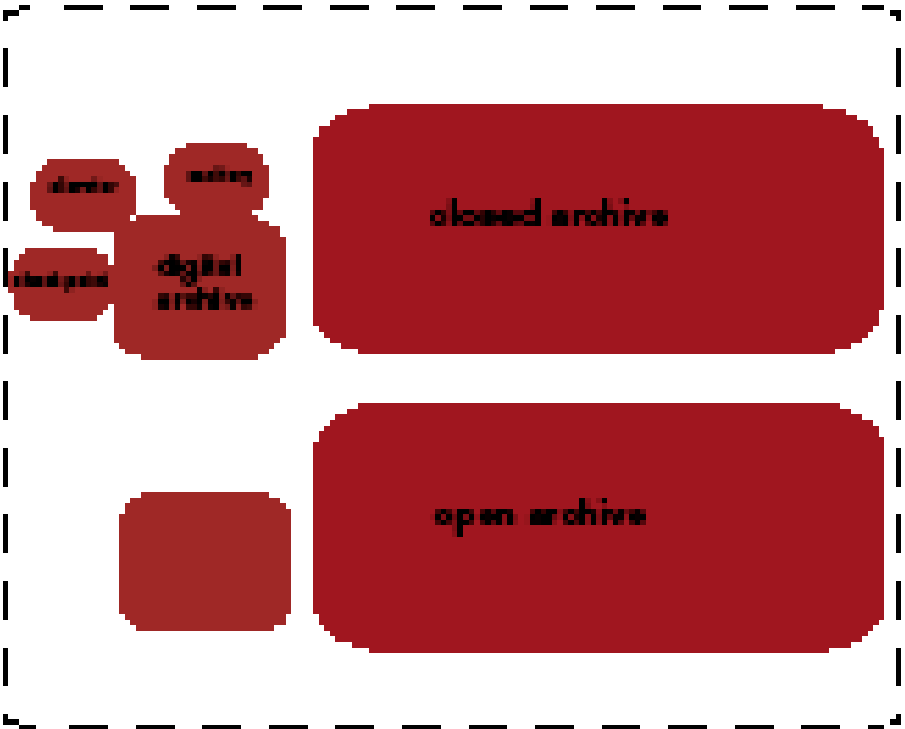
leisure



performance



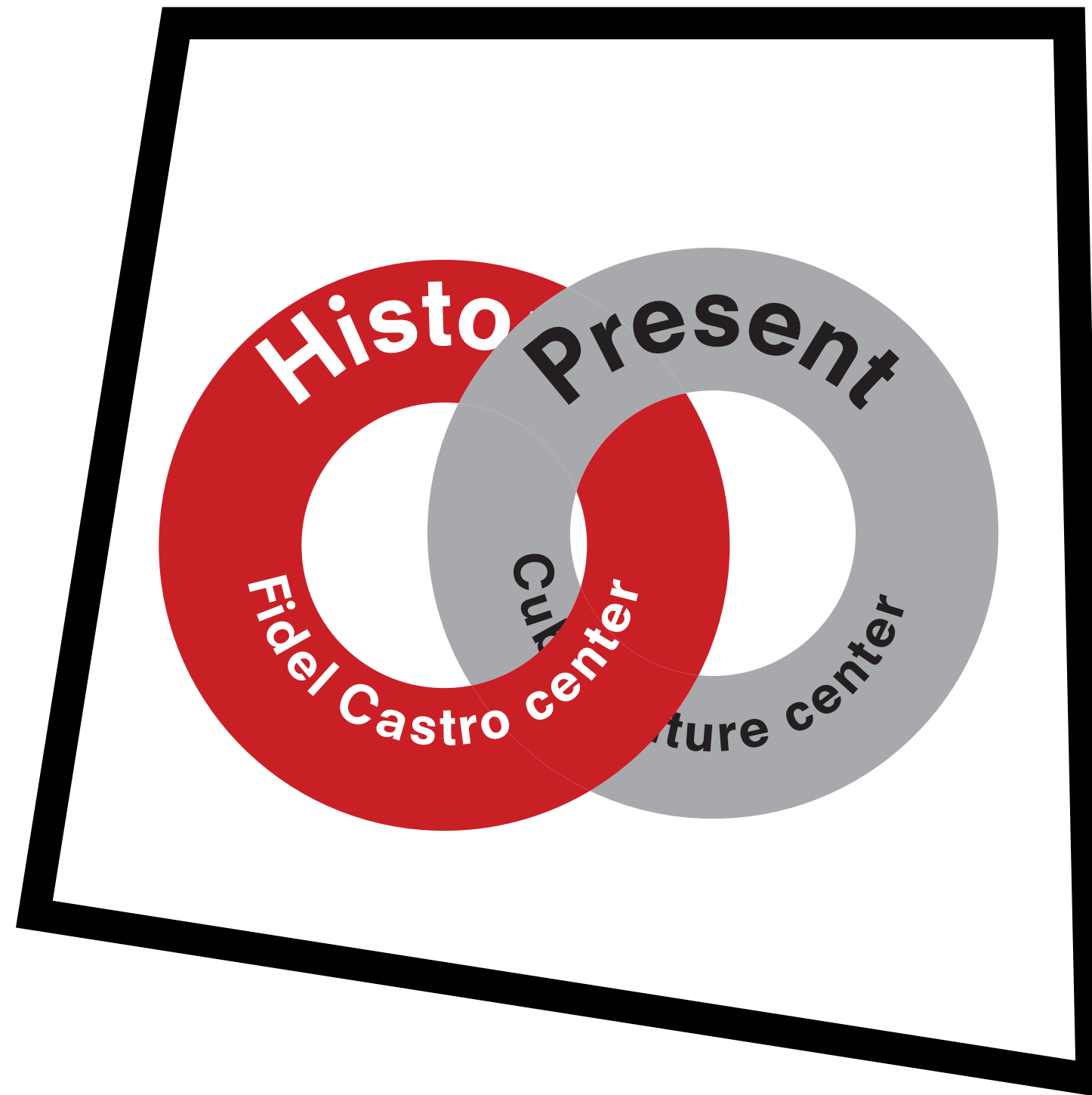
history



local



'The city of Cuba'





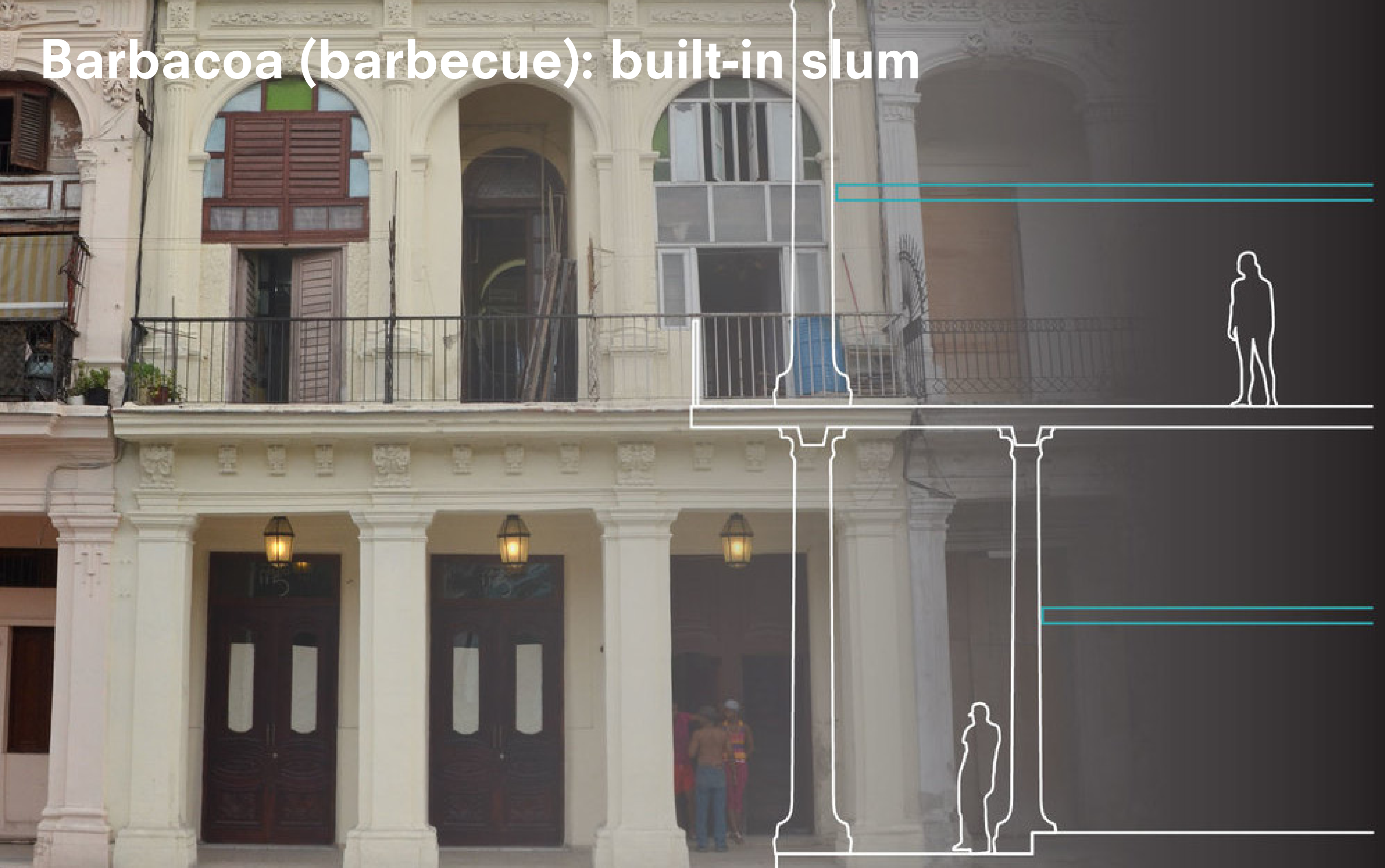
Havana, the crumbling city

THREE buildings collapse per month

Regular renovations turn 'Havana Vieja' into a **open air museum**, while in the rest of Havana rapidly falls apart

At the same time, tourists visit Cuba for the **nostalgic** Havana experience

Barbacoa (barbecue): built-in slum



Historical colonial buildings serve as a structure for new interventions

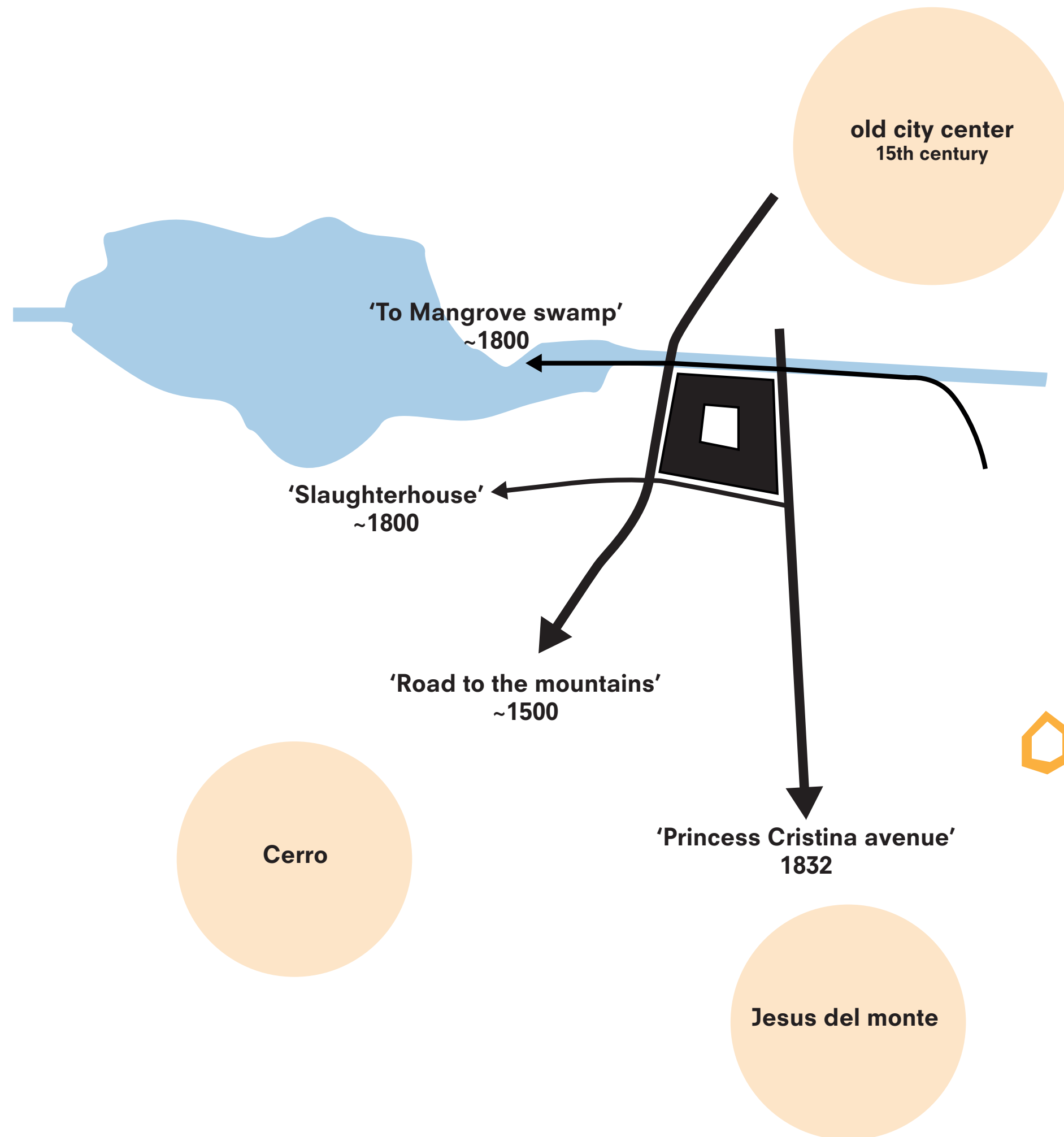


Position regarding heritage//future Cuba

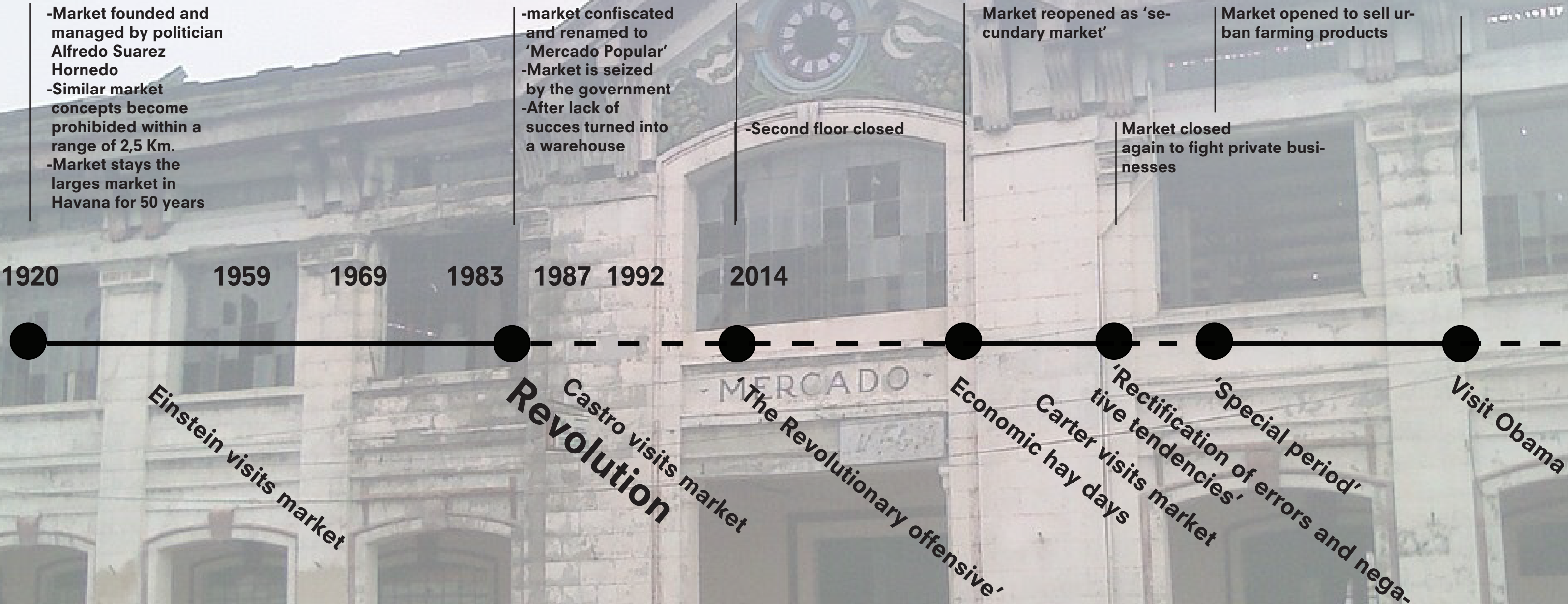
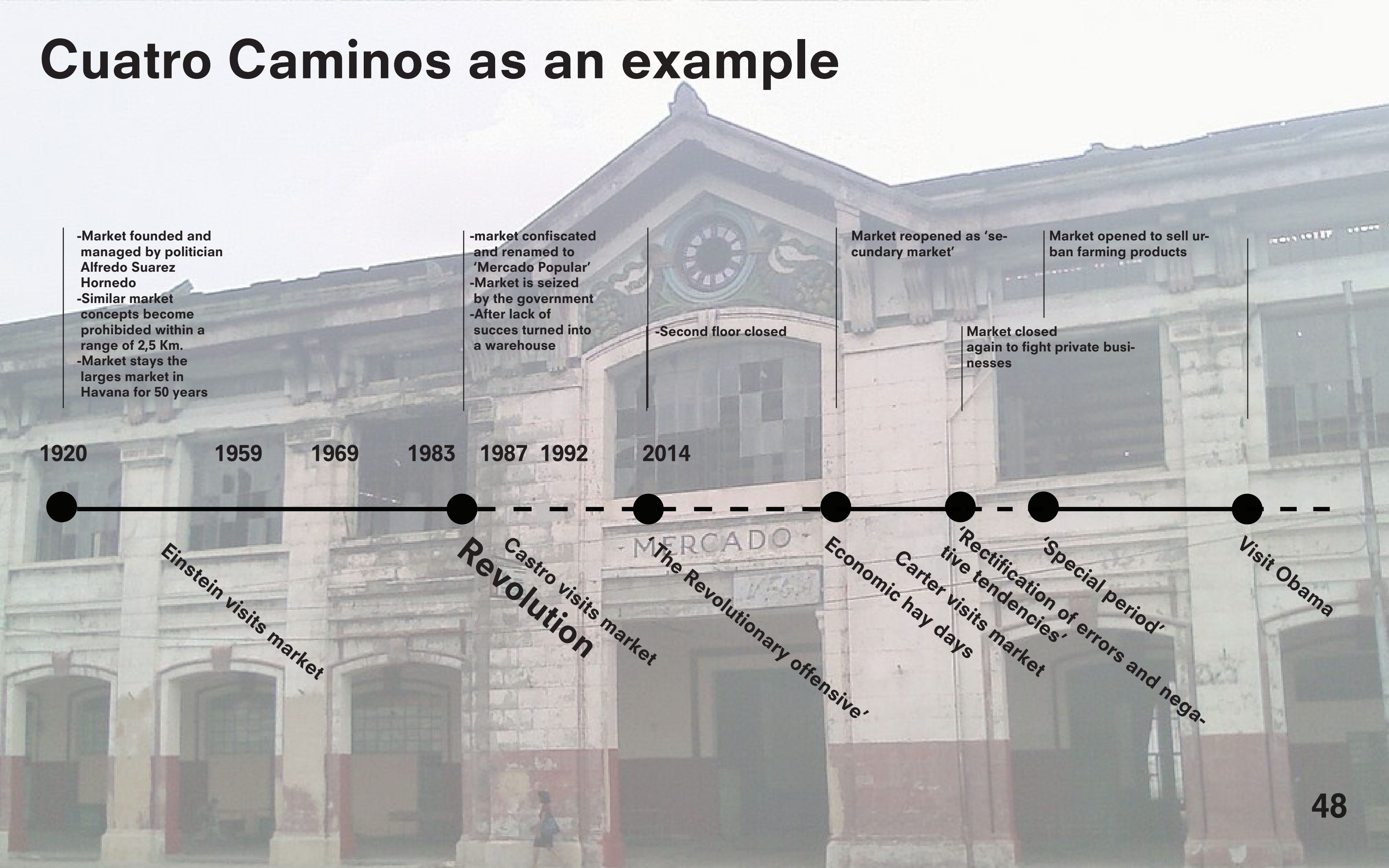
Respecting the old without ignoring the future

Appreciation for the **decay**

The existing structure **dominates**



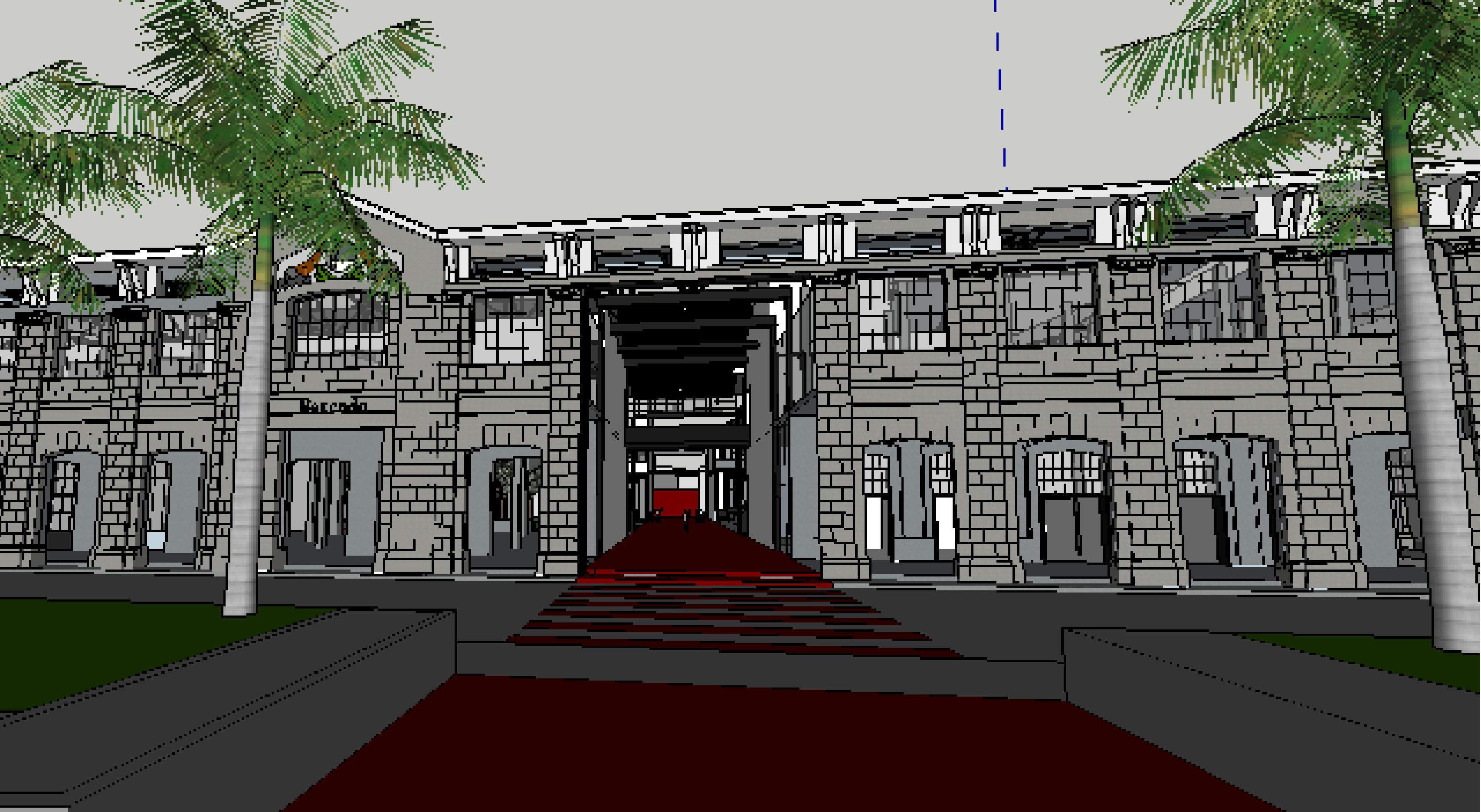
Cuatro Caminos as an example



Cuba: what now?

**Respecting the past,
without ignoring the future**

Design



past

old

dominant

decayed

‘The walls have eyes’

passively climatized

future

new

submissive

fresh

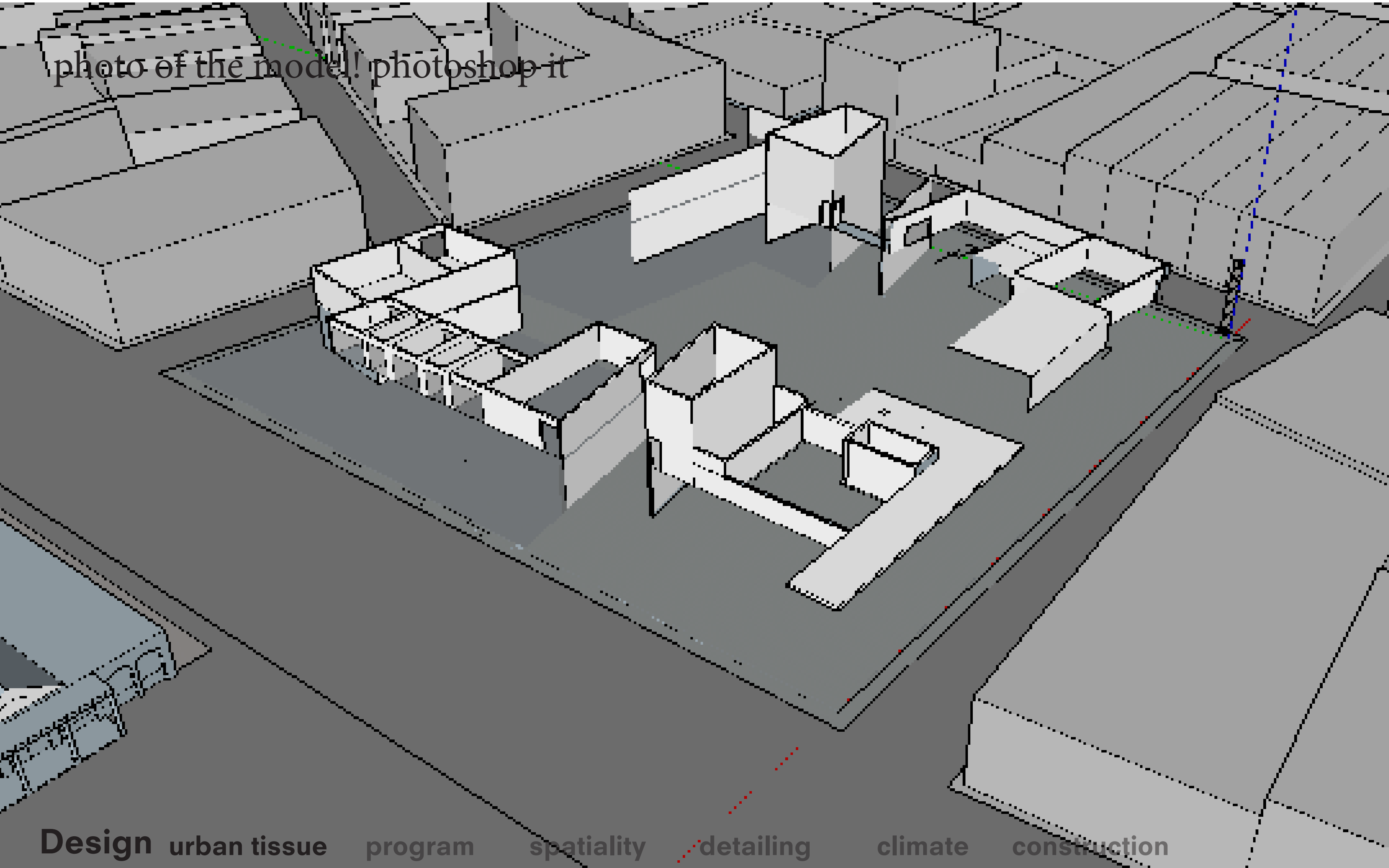
‘a clean sheet’

private

actively clima-
tised

**Respecting the past,
without ignoring the future**

photo of the model! photoshop it



Design urban tissue program spatiality  detailing climate construction

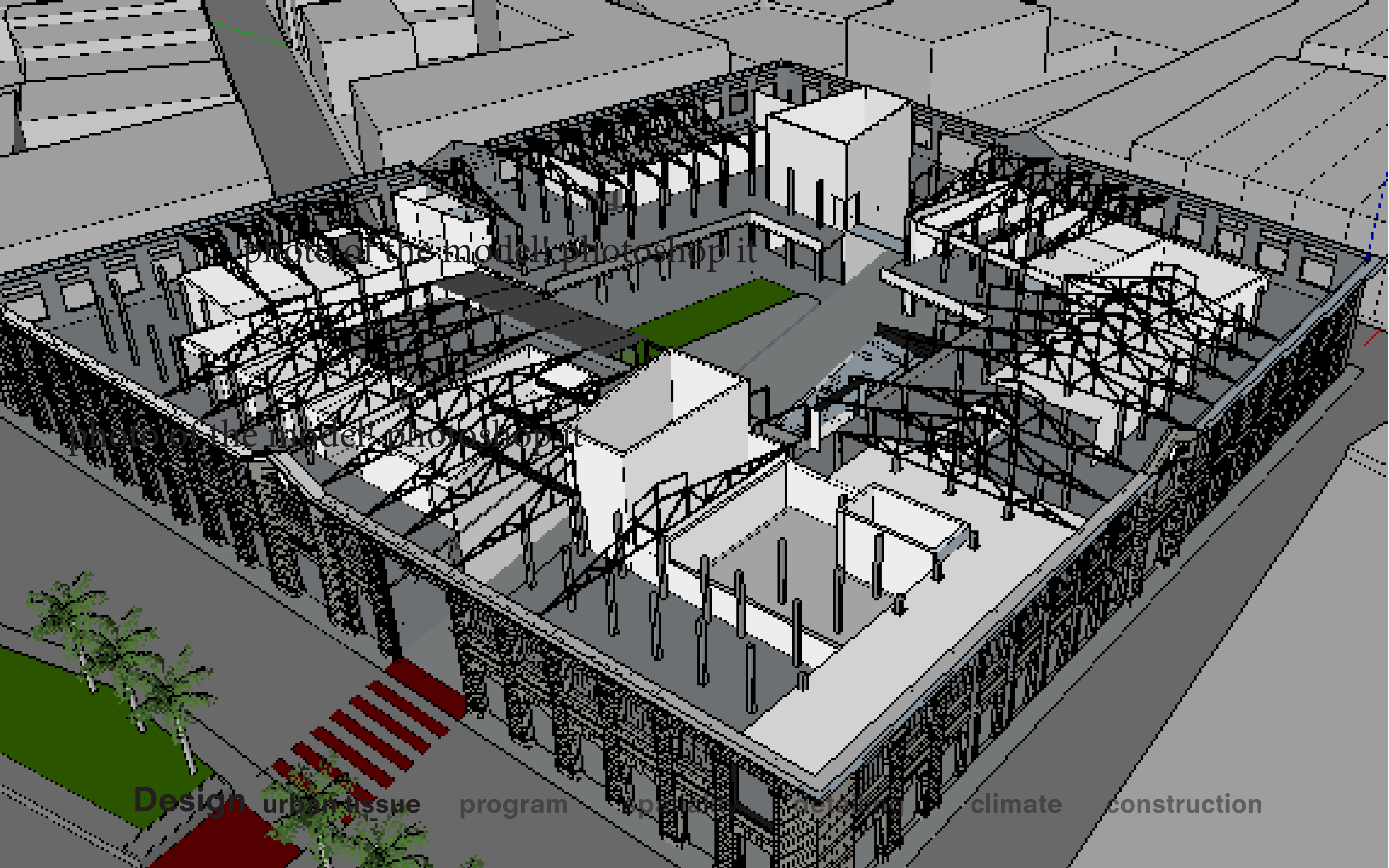
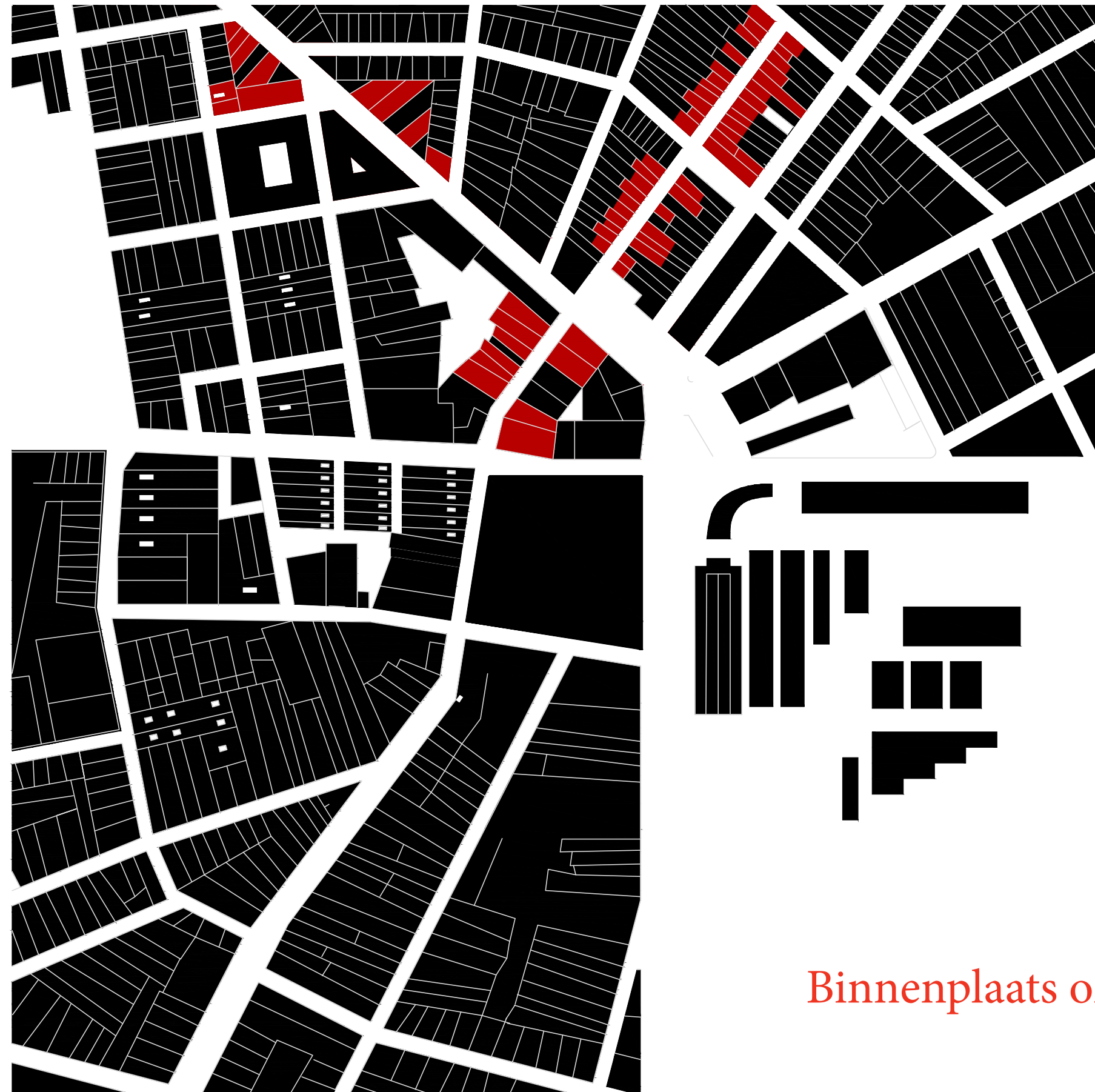


photo of the model! photoshop it

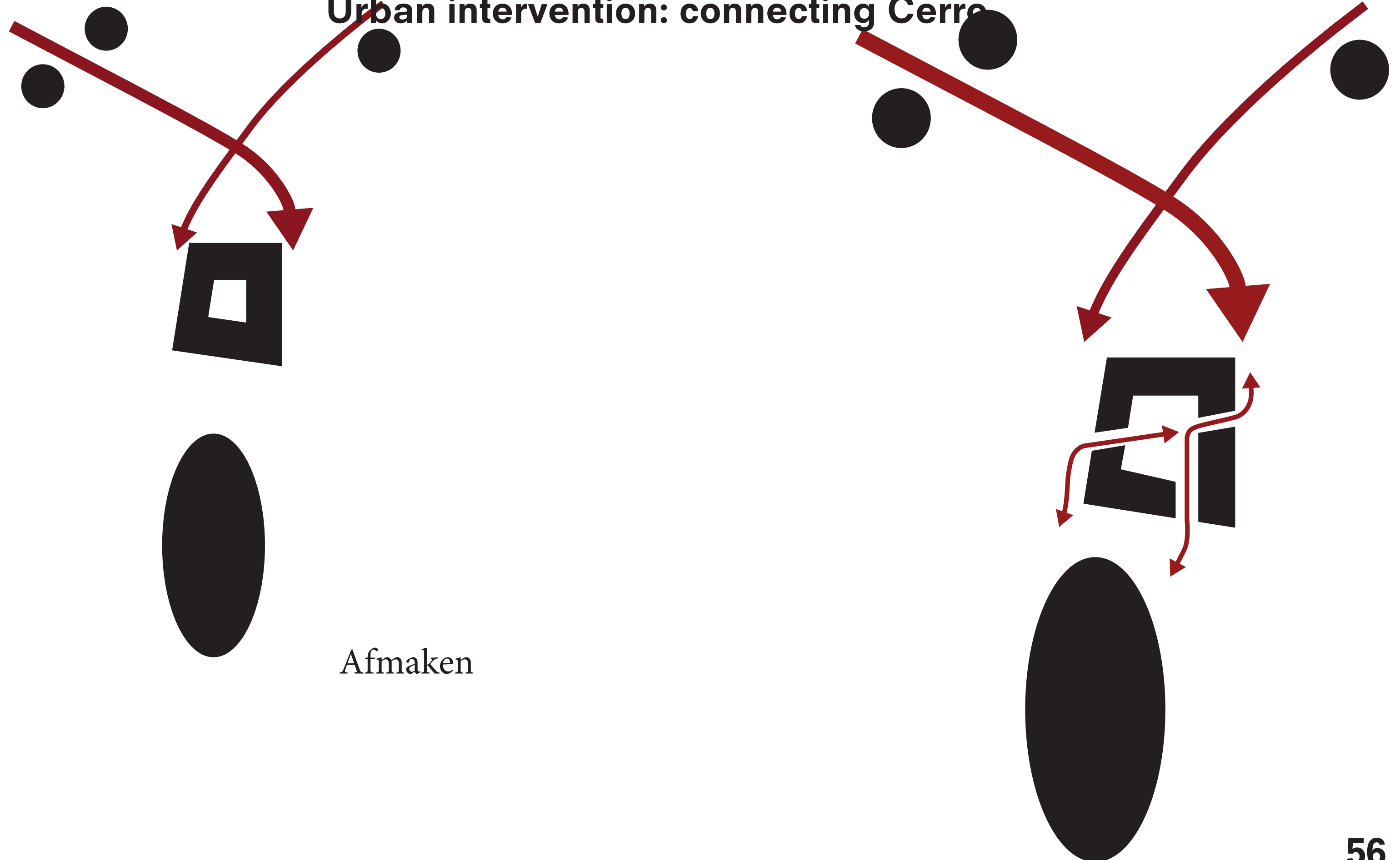
photo of the model! photoshop it

Design urban tissue program spatial details climate construction

Urban intervention: connecting Cerro



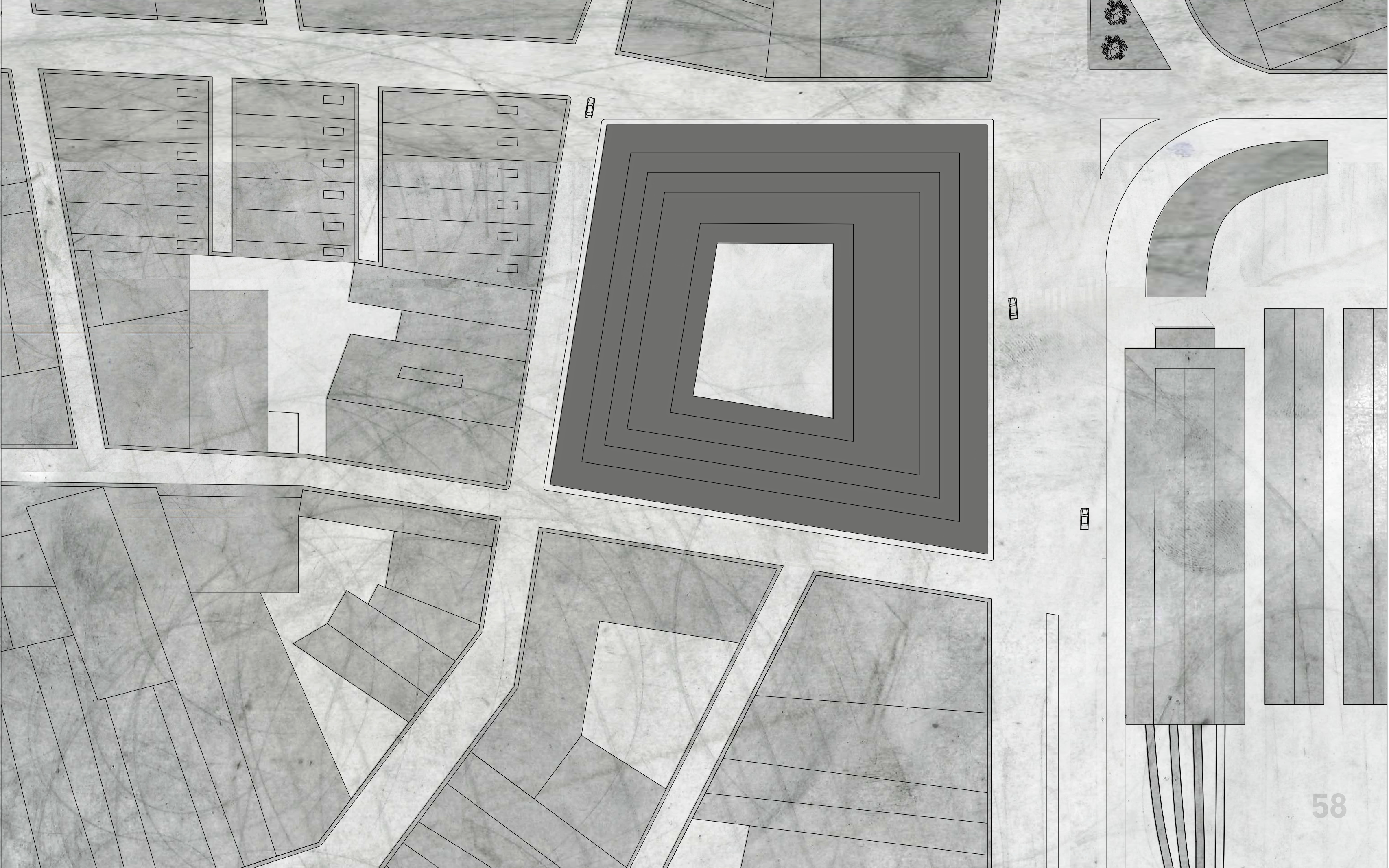
Urban intervention: connecting Cerro

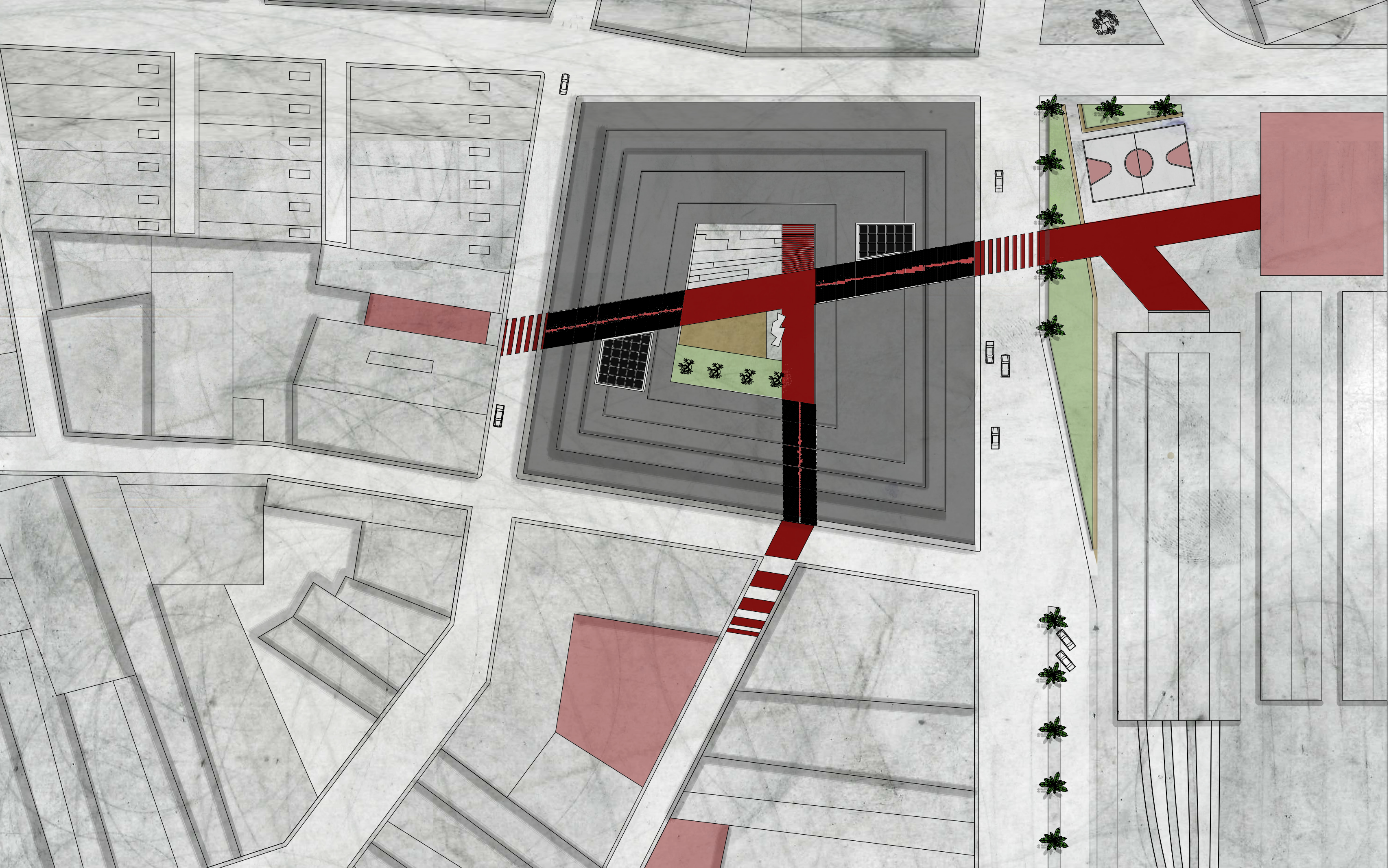


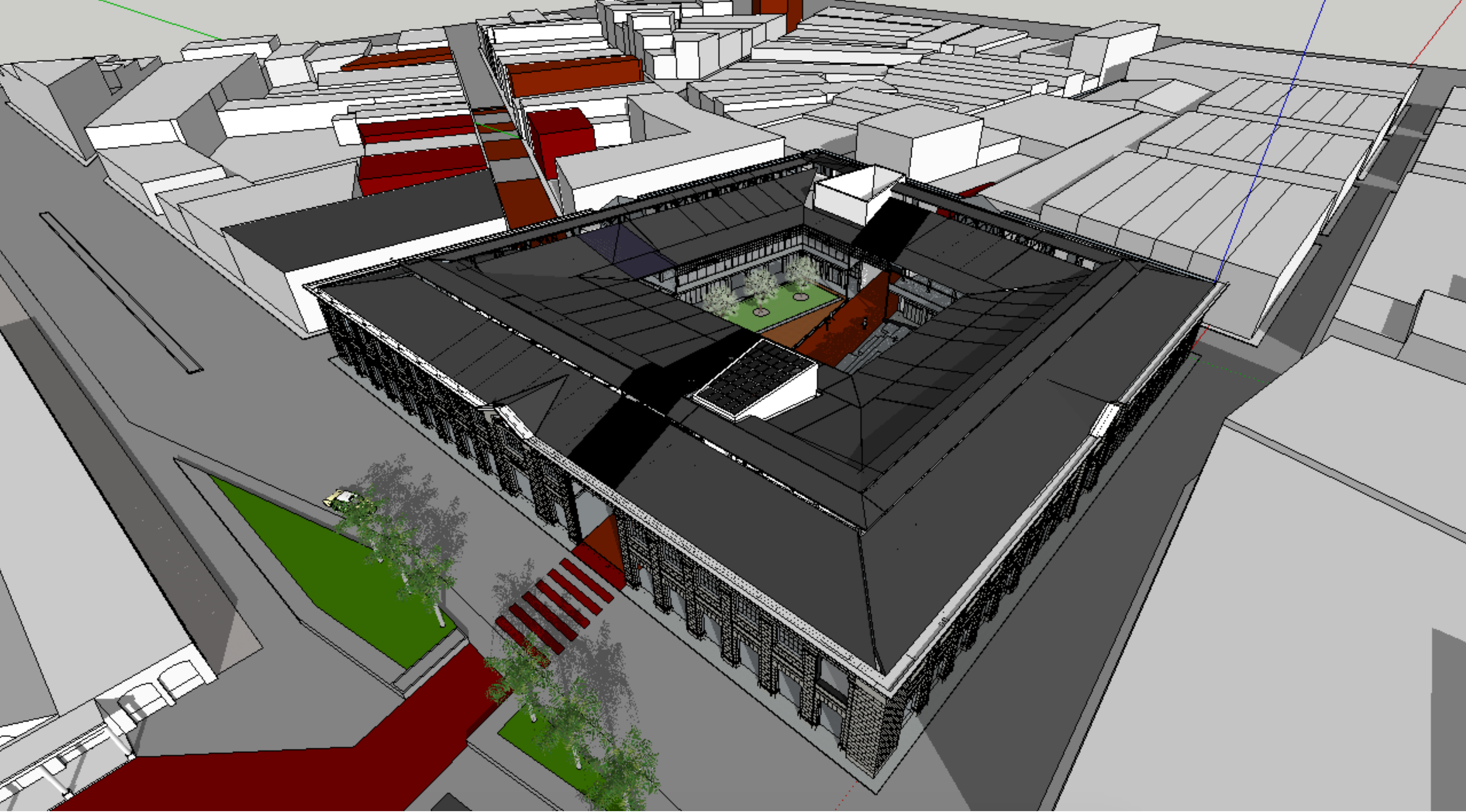
Urban intervention: connecting Cerro

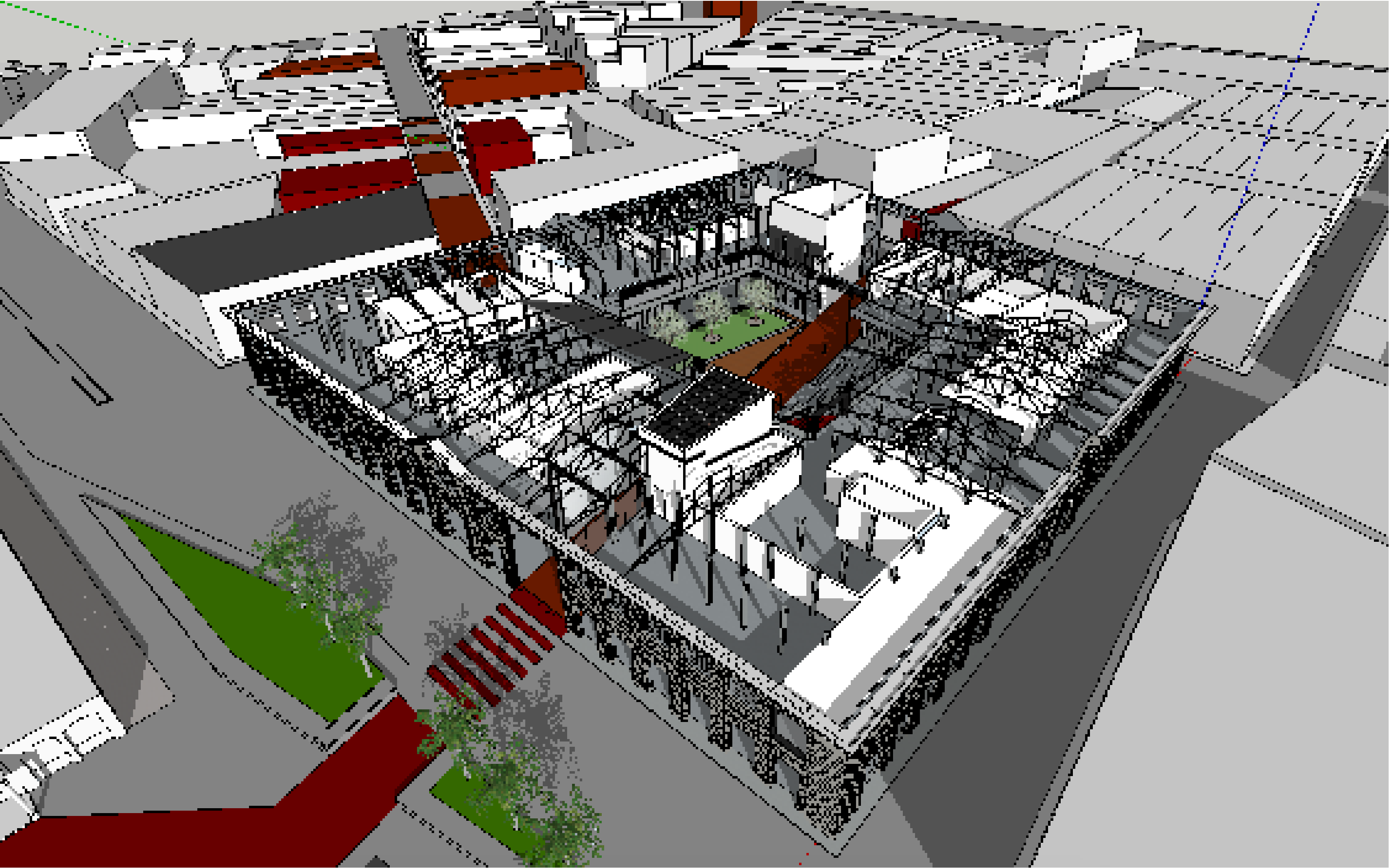


Andere kleur rood en gebouw beter markeren
evt. nieuw activiteiten een andere kleur dan de oude
Thema/titel?





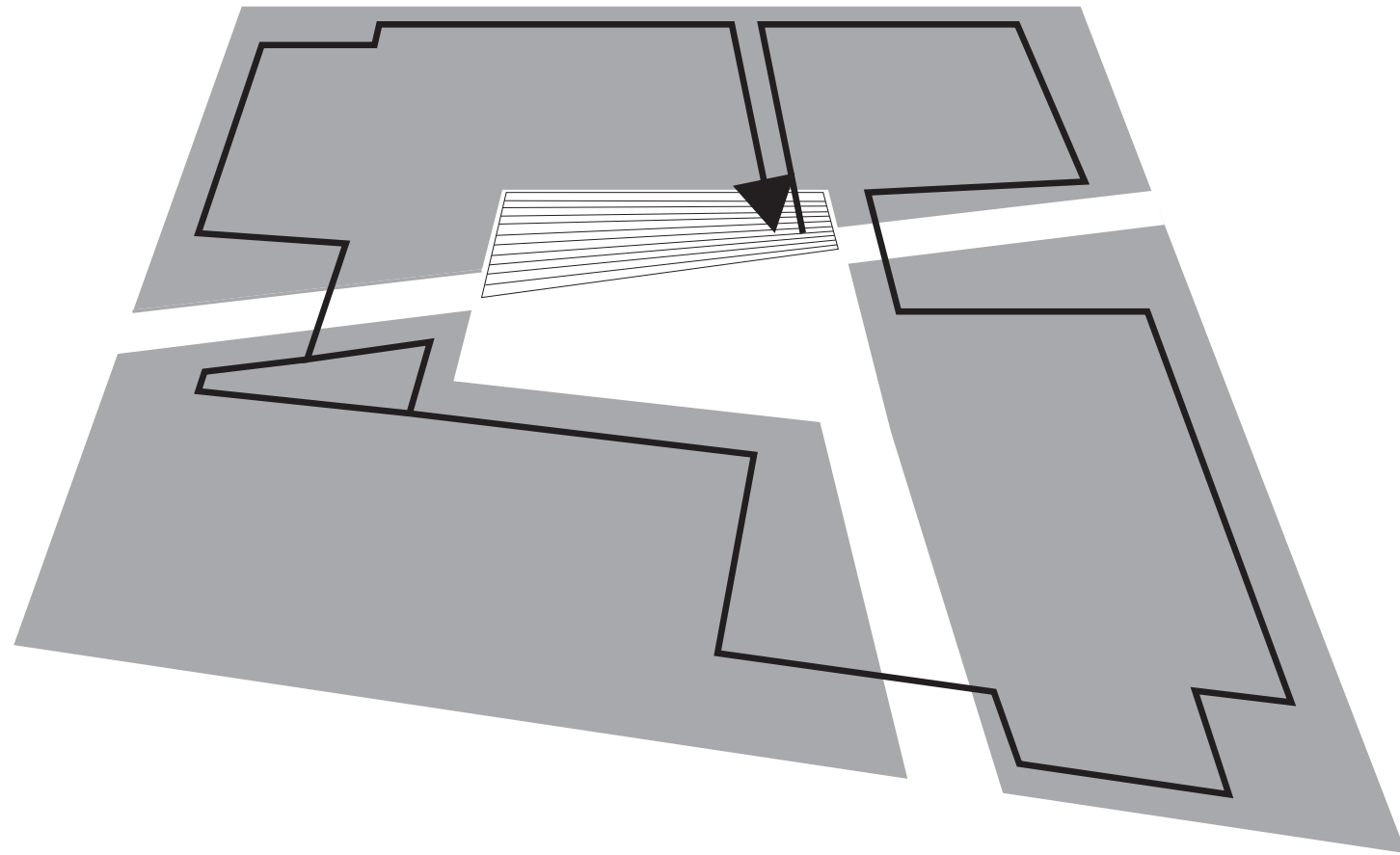






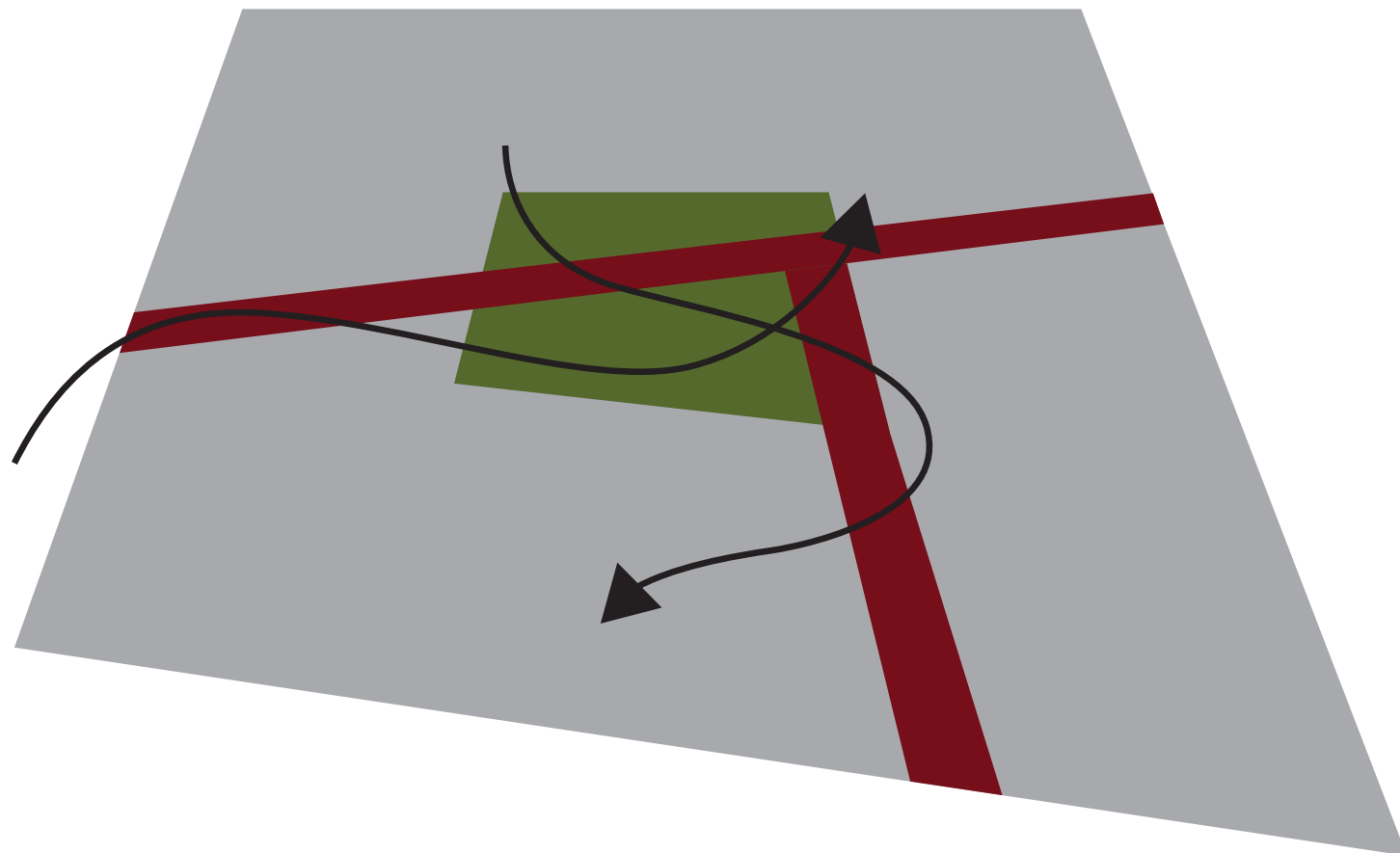


routing principles



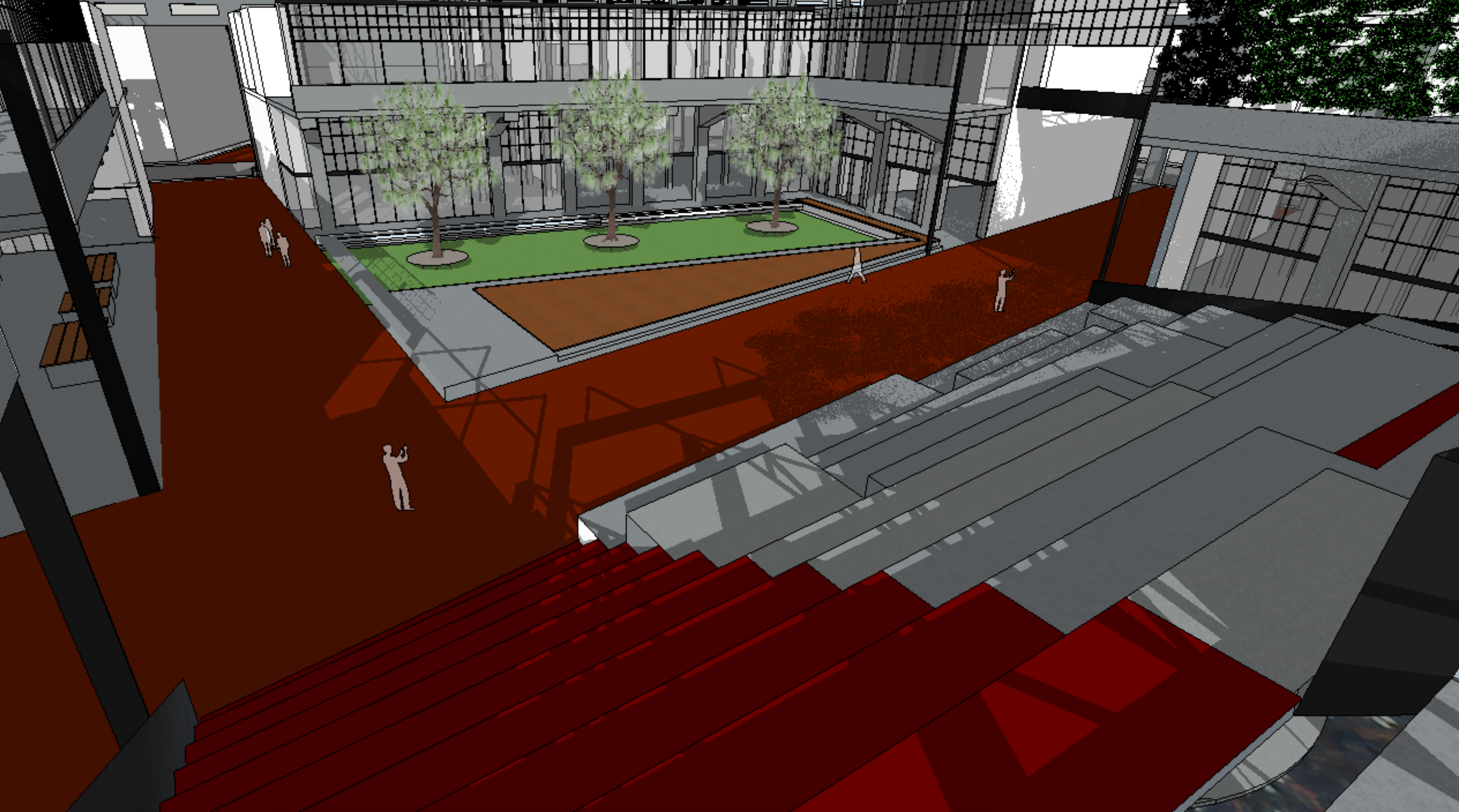
first floor

**museum route
private**

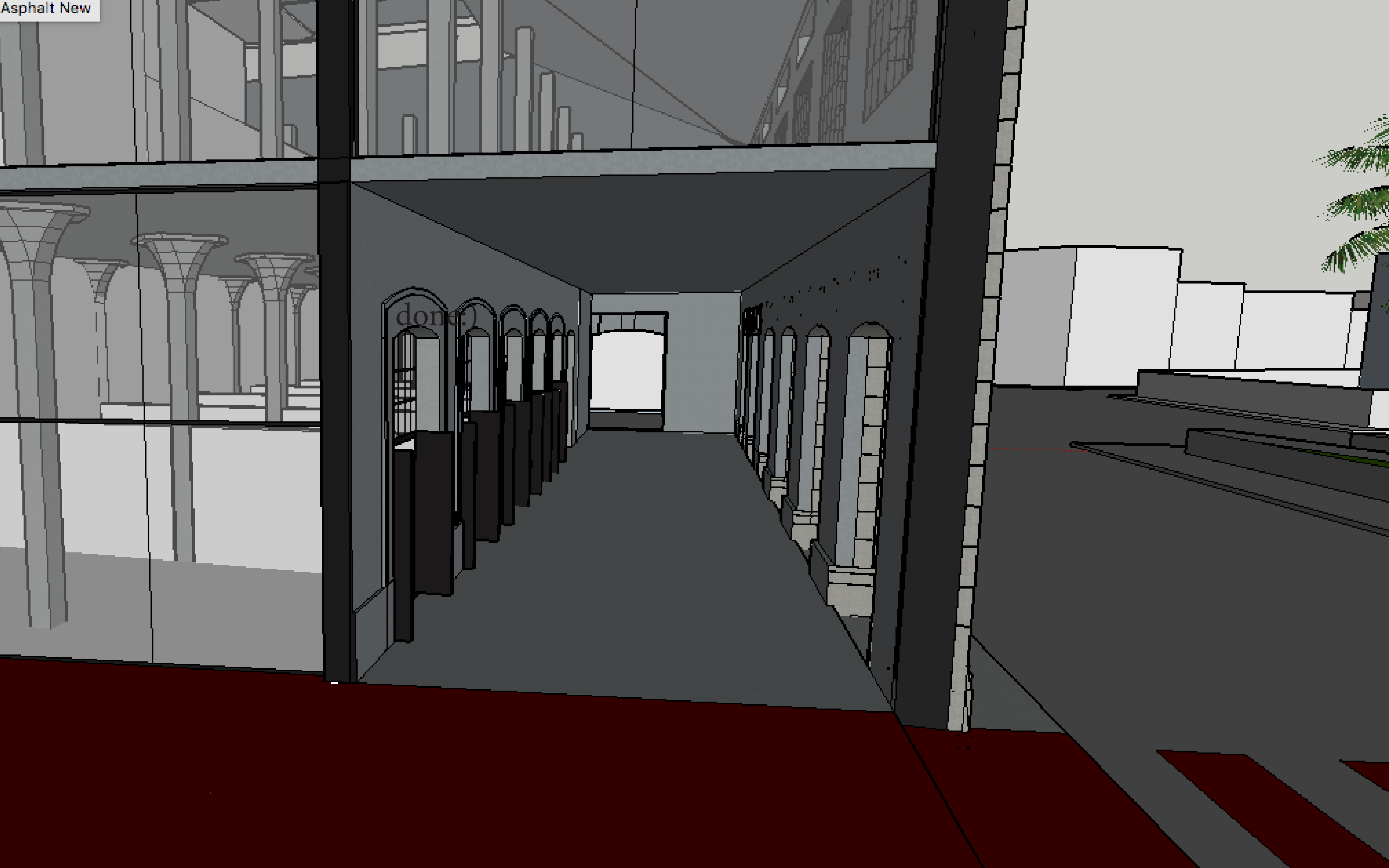


**ground floor
public life
accessible**

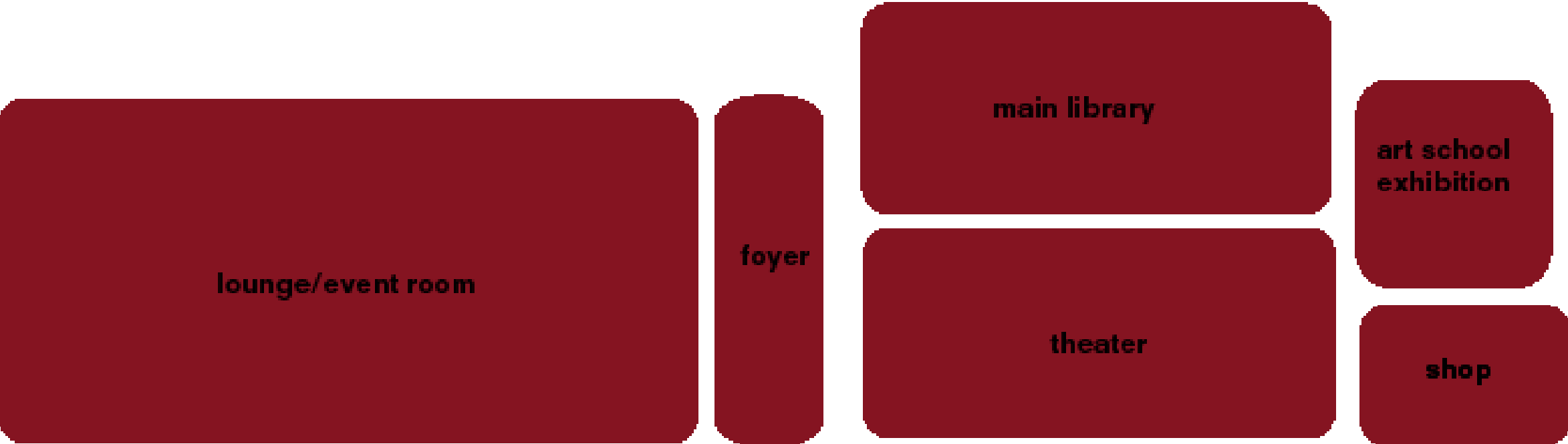
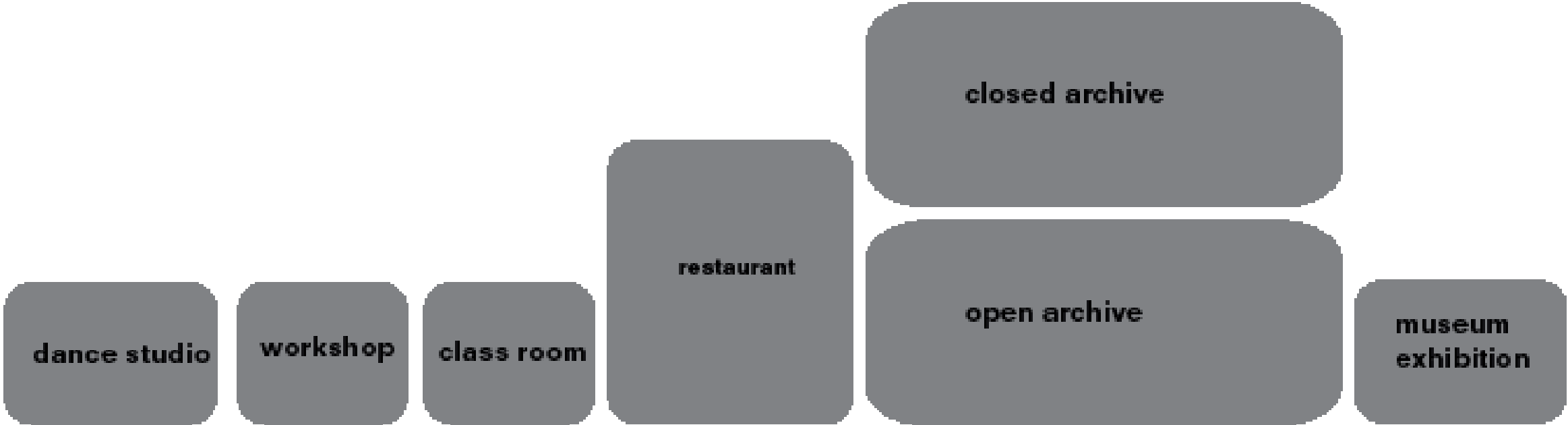




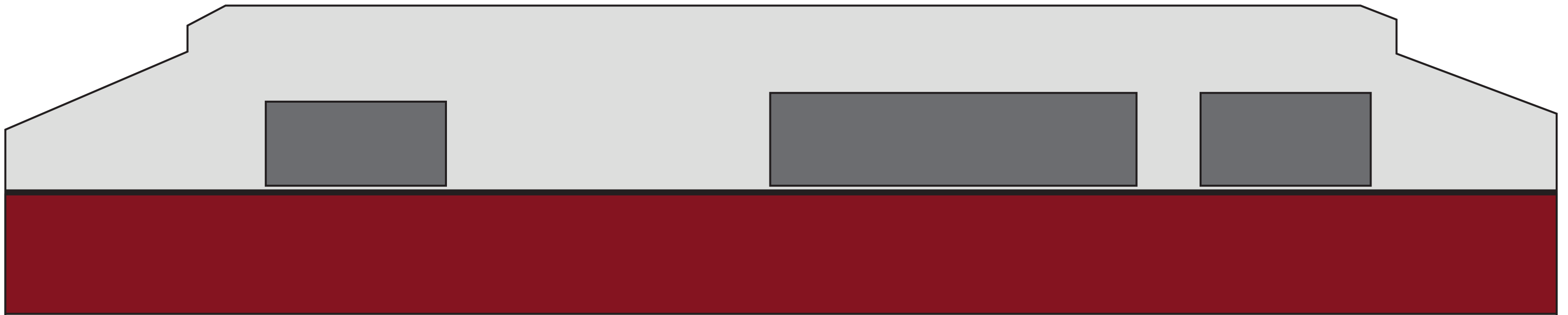




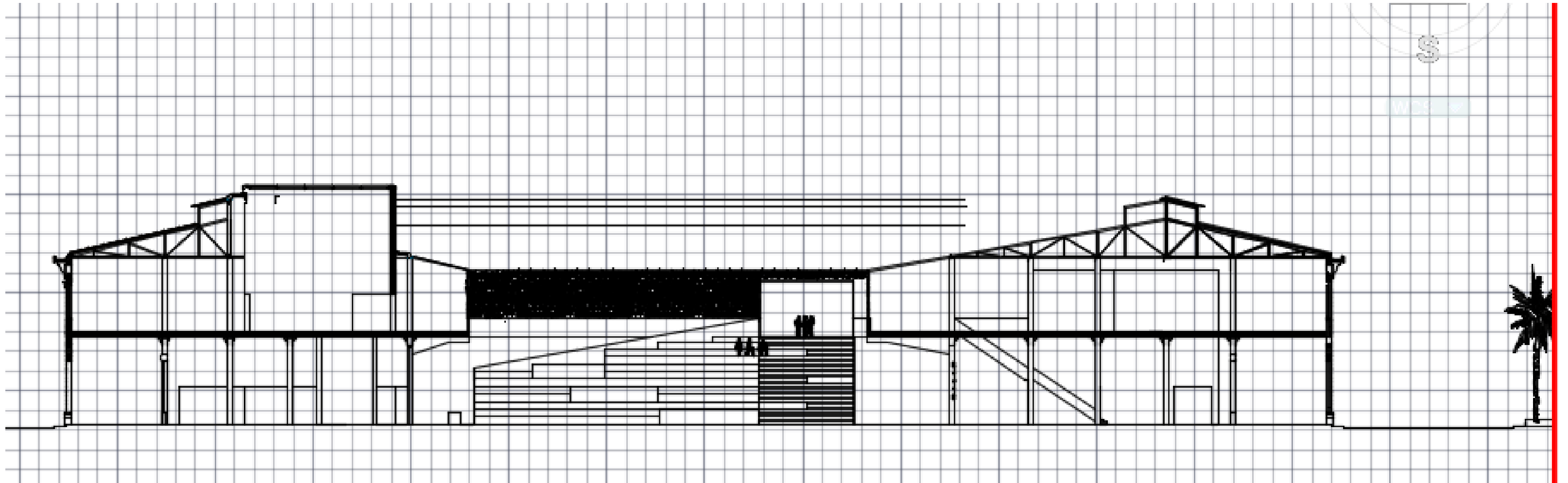
program distribution

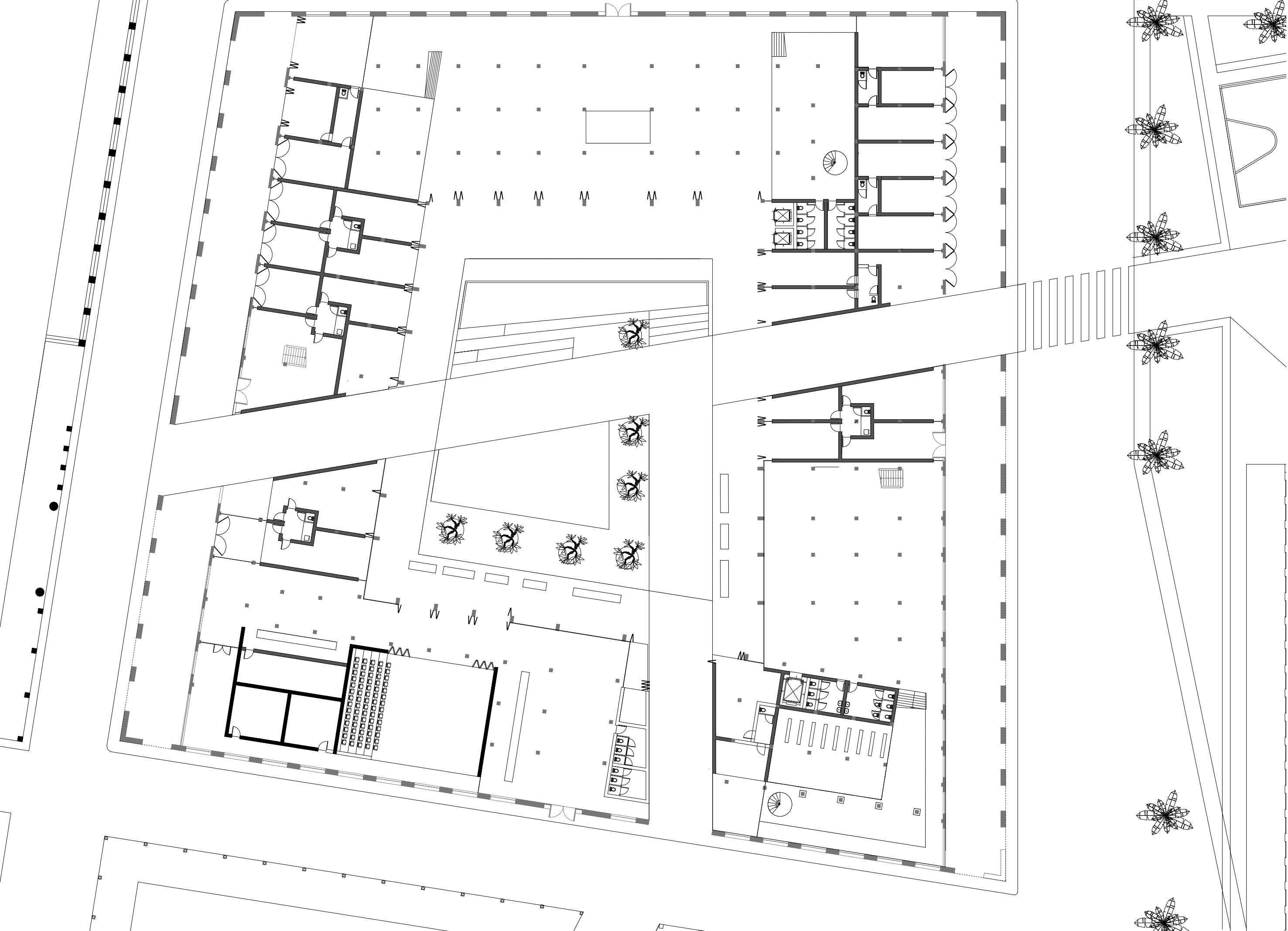


program distribution



program distribution



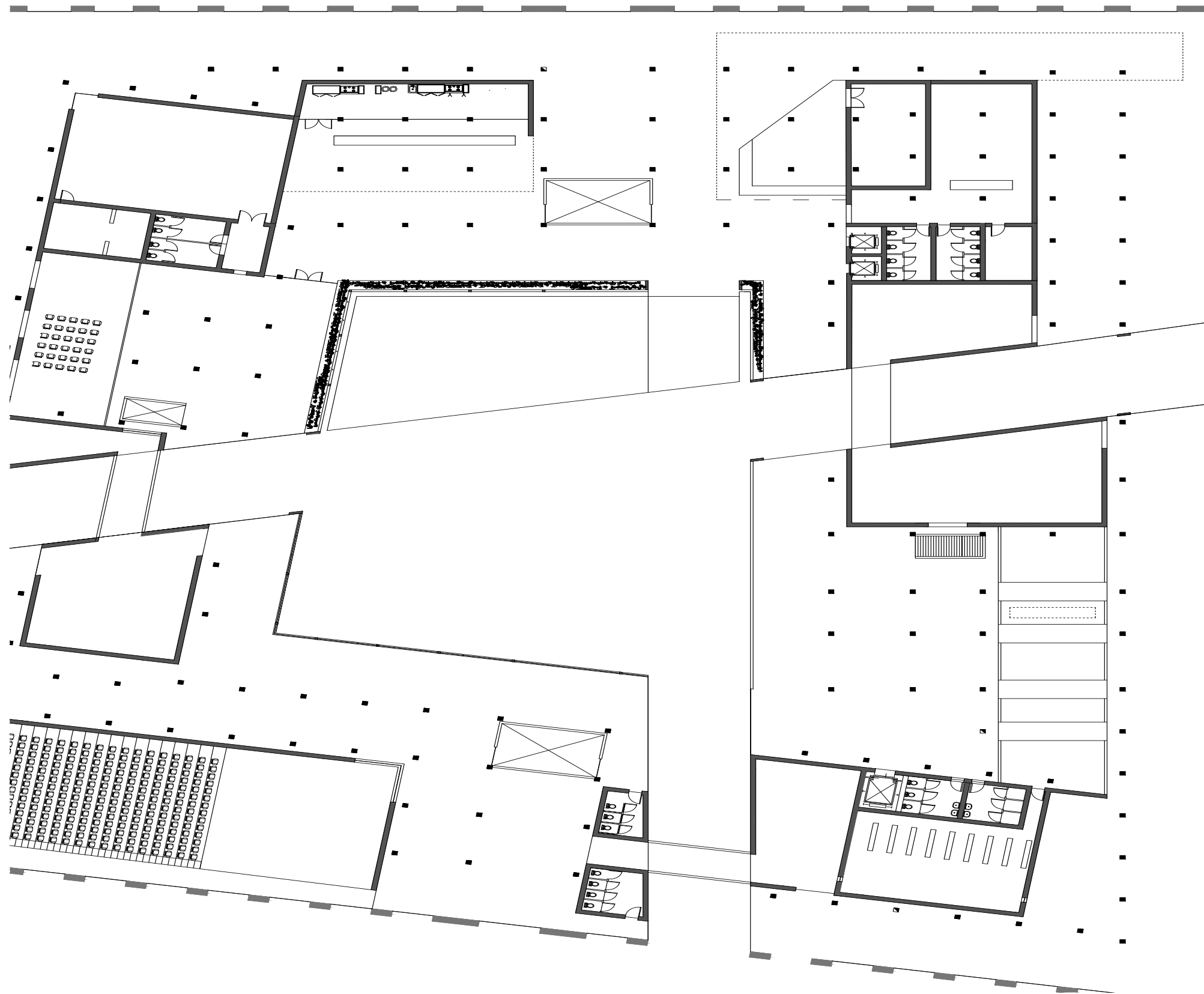




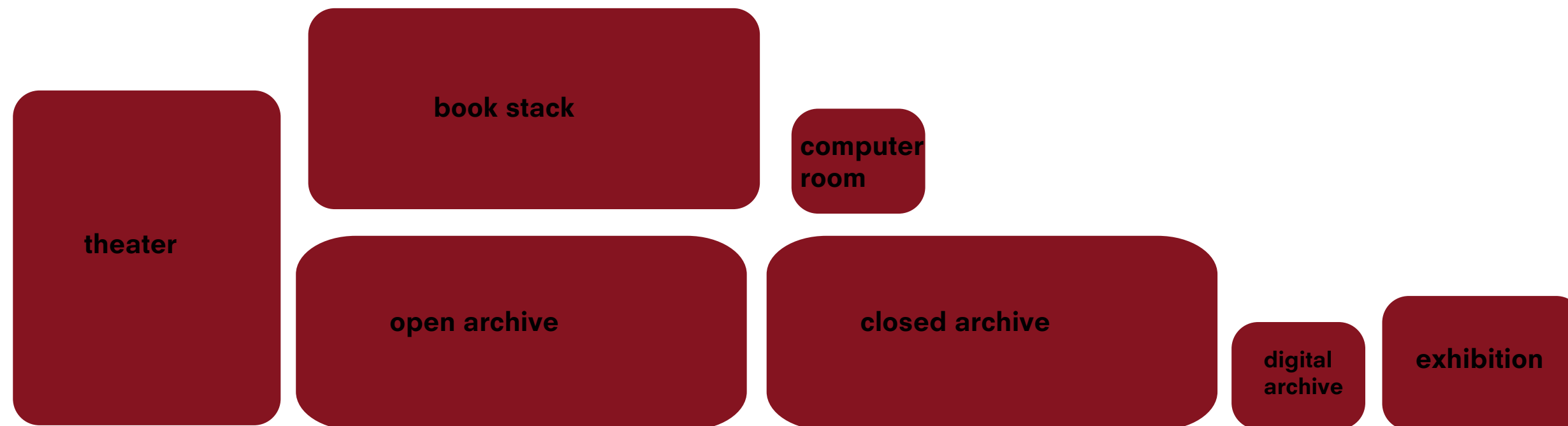
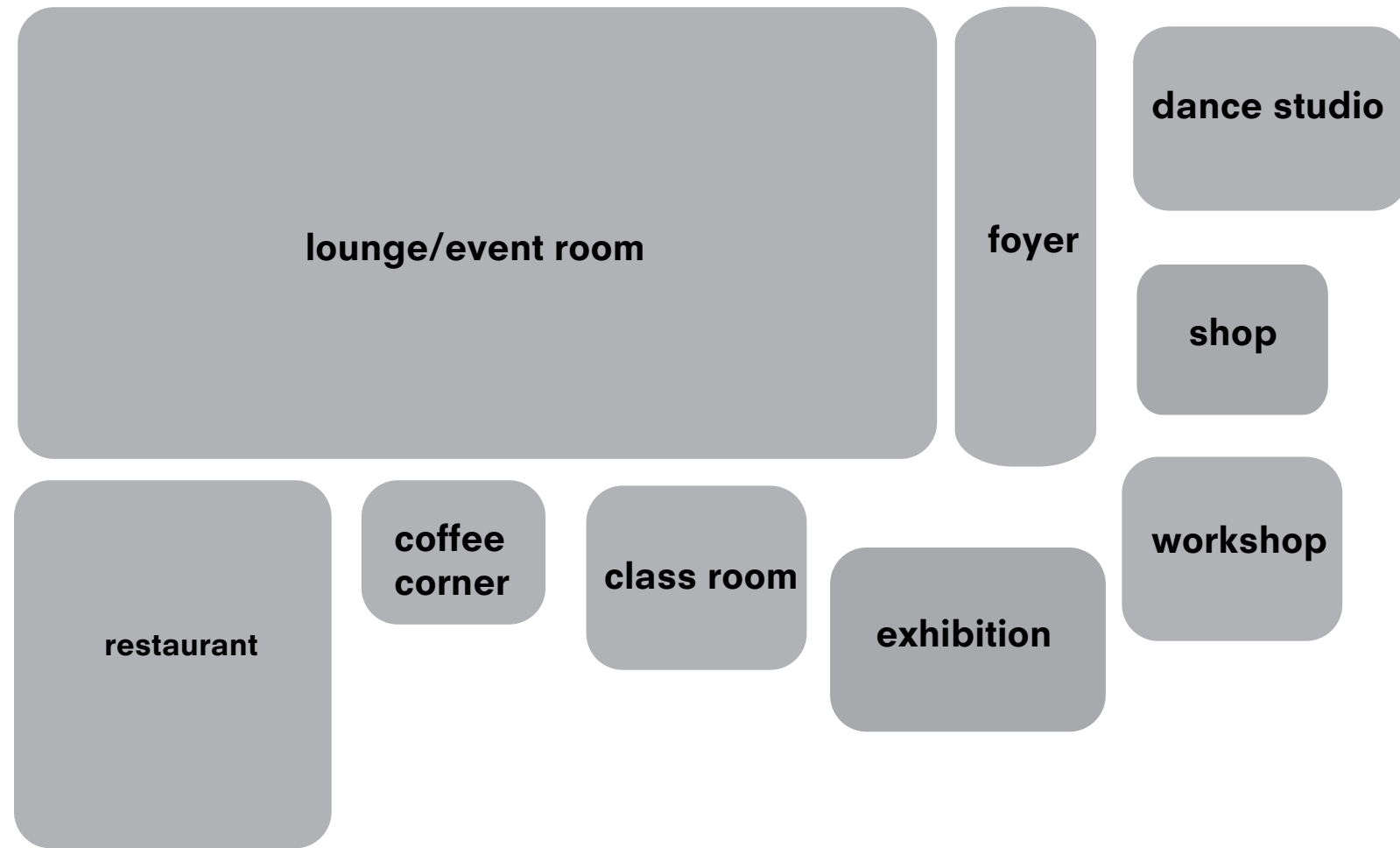


voeg houten meubels toe!

vertel waar deze render is
genomen!

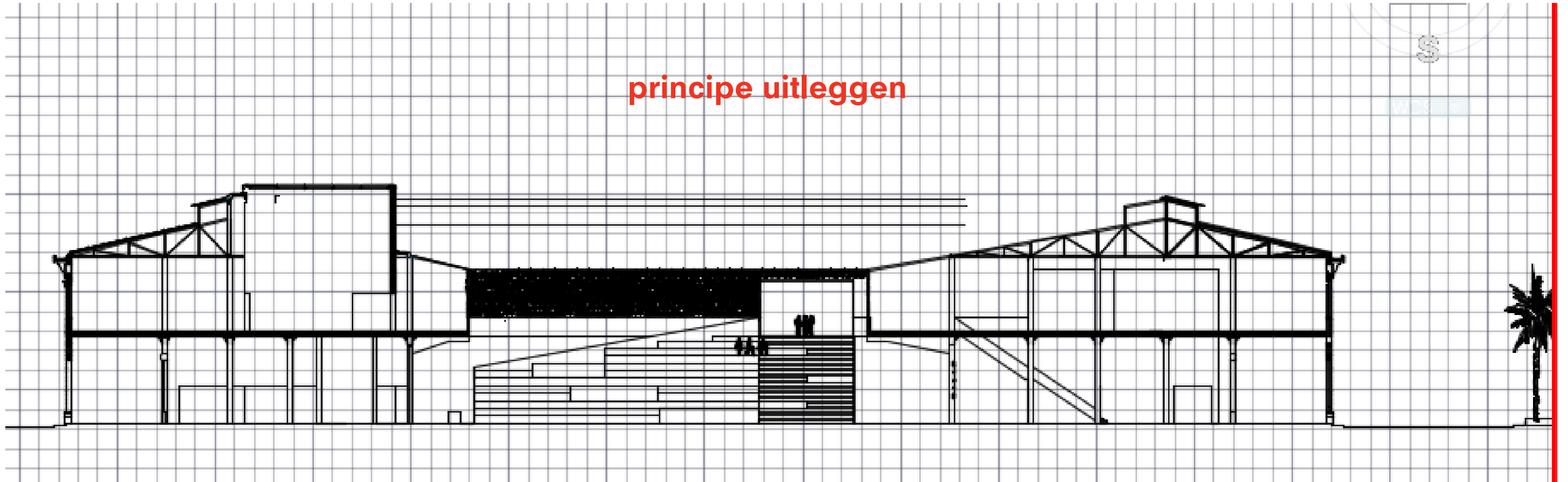


program vs climate system

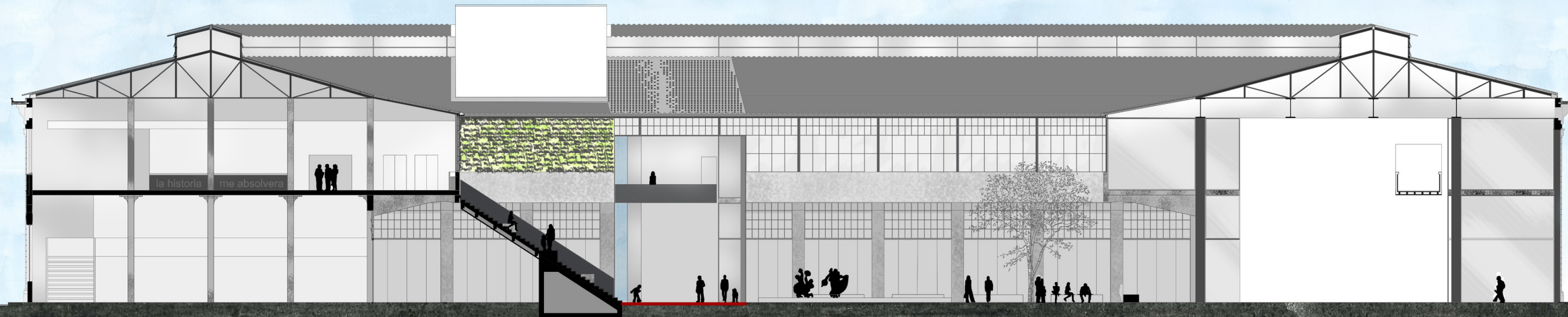


koellast theater en vermogen zonnepan- elen

principe uitleggen



climate design: staircase and grey water



Cuba: what now?

**Respecting the past,
without ignoring the future**

old and new

programma en vrije plattegrond

old and new: construction

existing

program

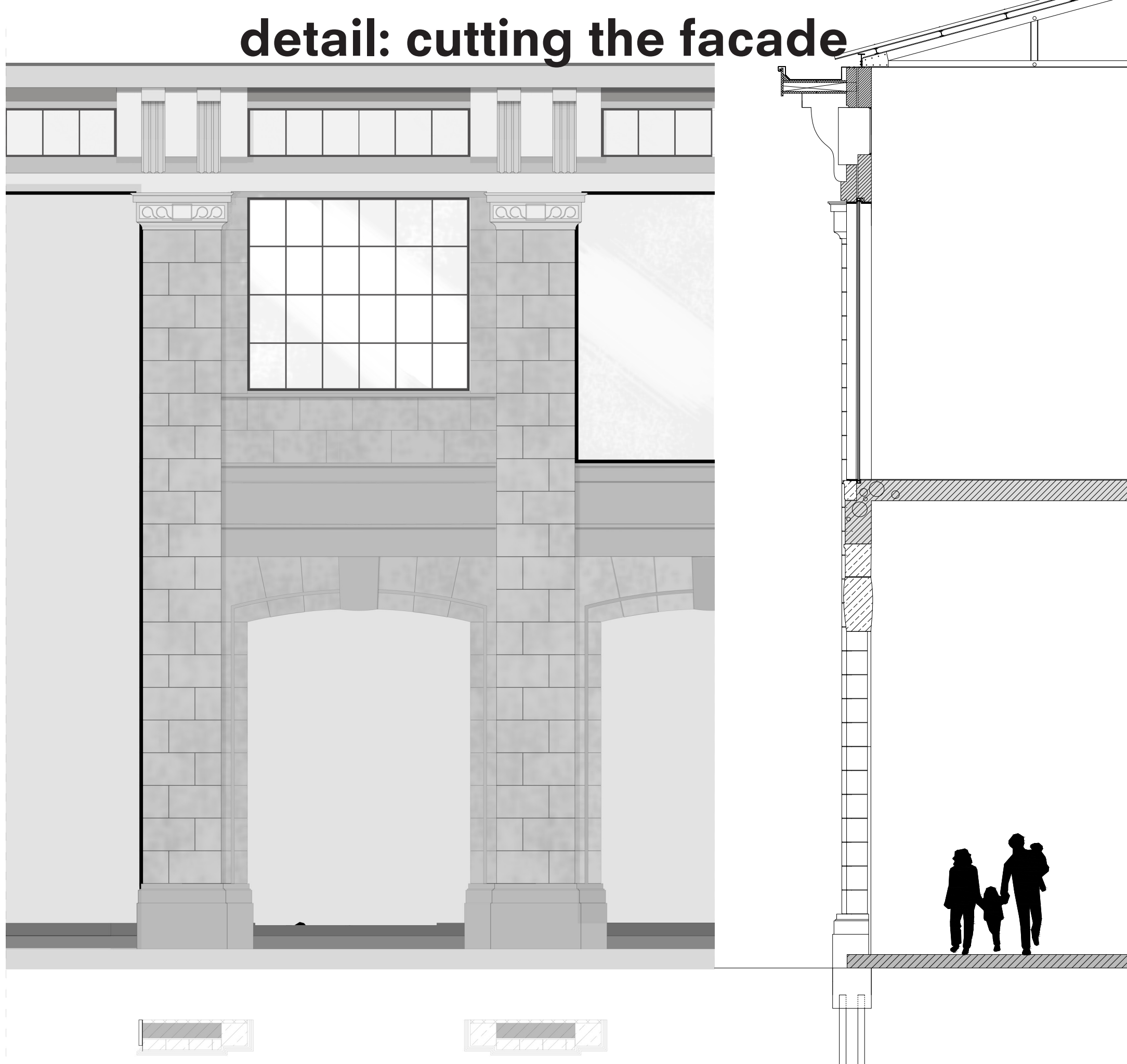
schijven

beams

render of new volume



detail: cutting the facade



detail: where old and new touch

detail: column

detail: where the new goes through old

detail: new takes distance from old

experience of the museum



Batista era



Revolution



Missile crisis



USSR relation

US Embargo

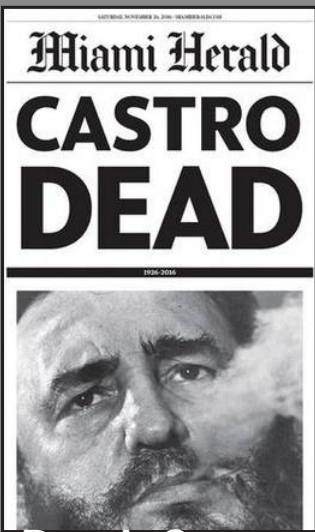


Foreign aid



Special period

Fall Soviet Union

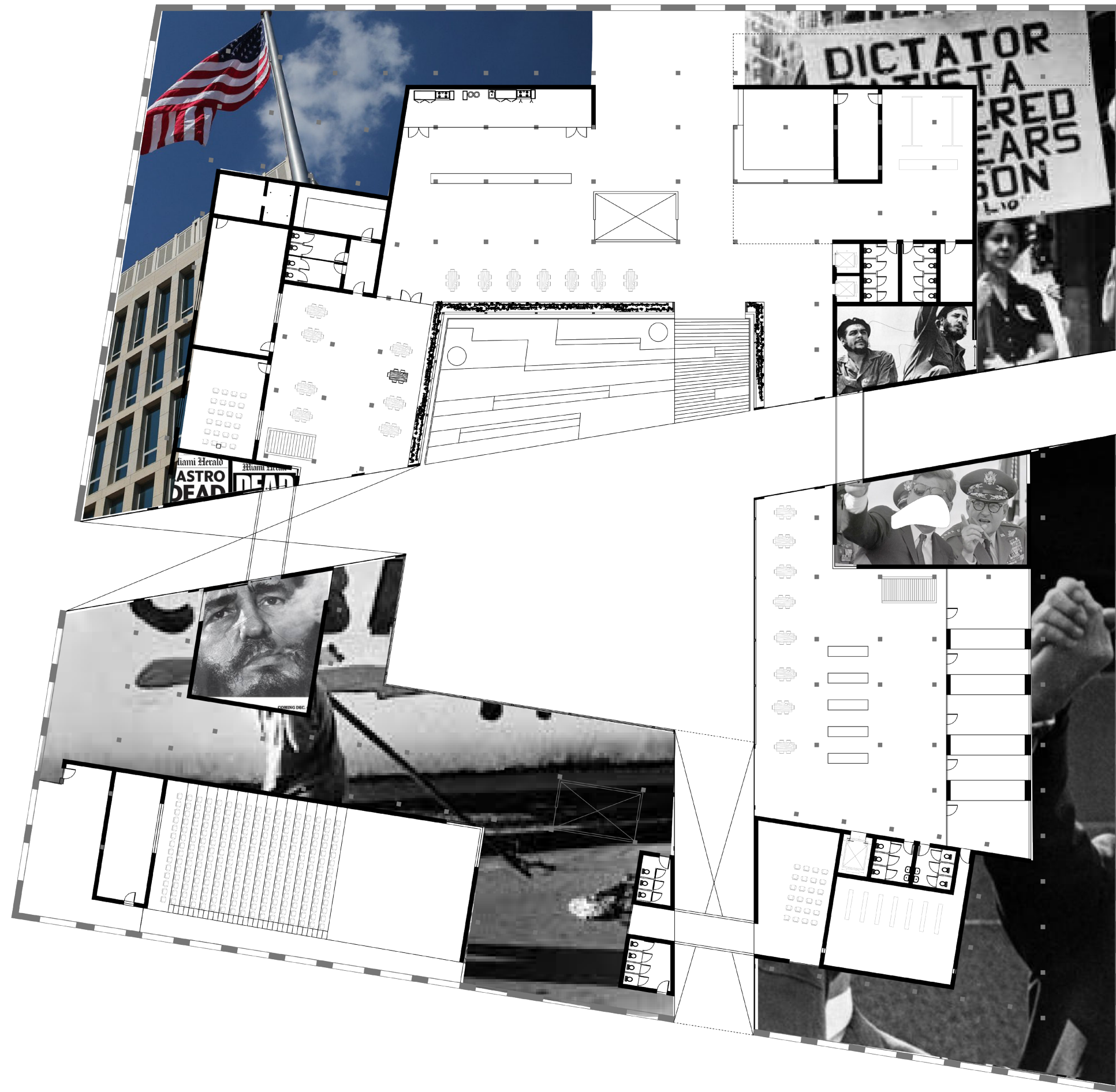


Death Castro



Future Cuba

Death Castro





A path framing different aspects of cuban life



