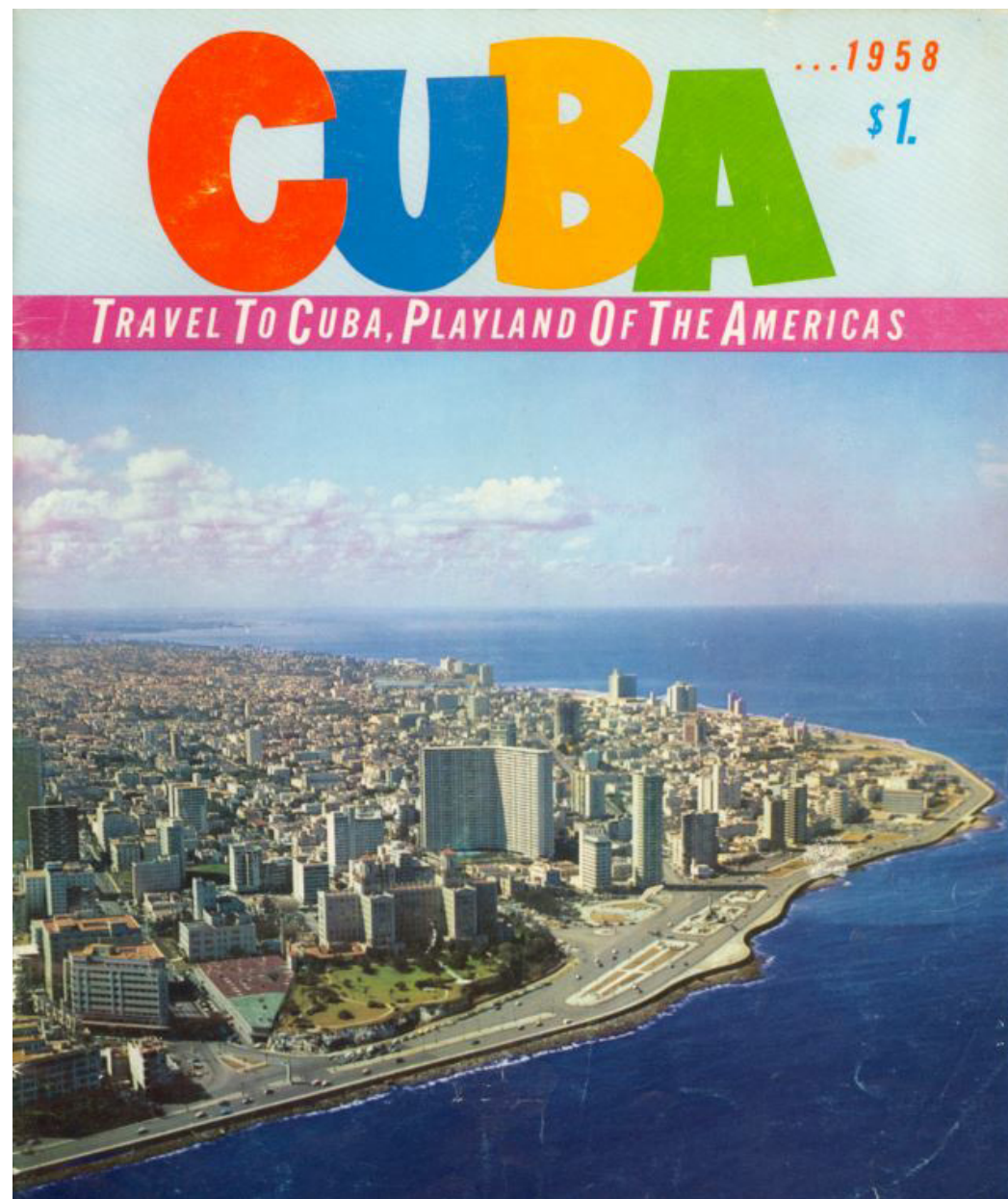
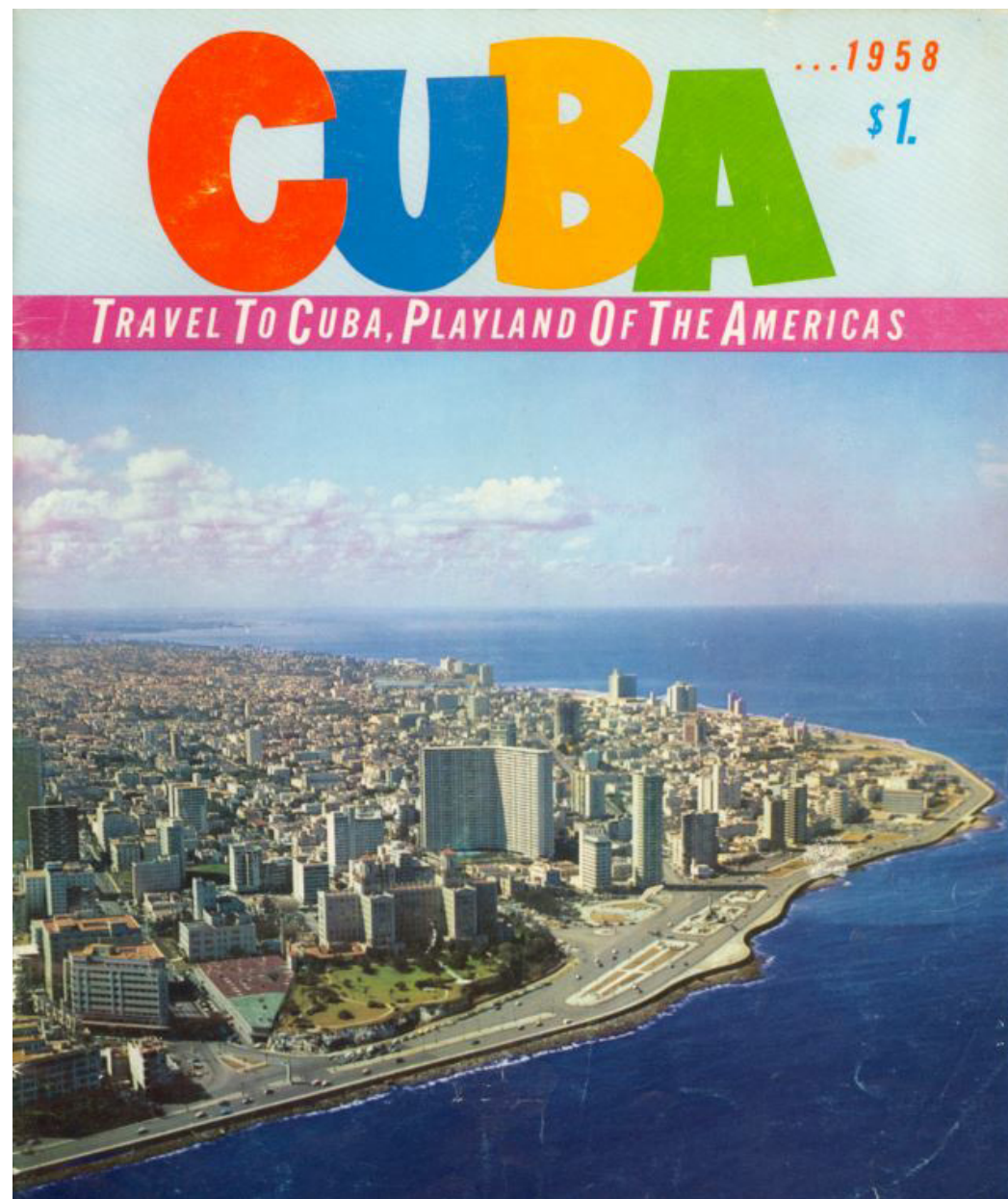




CENTRO CULTURAL DE PASEO - ROBIN CALS



1958: 'Travel to Cuba, Playland of the Americas'



2017: **No more gambling**

SEEN FROM THE WORLD

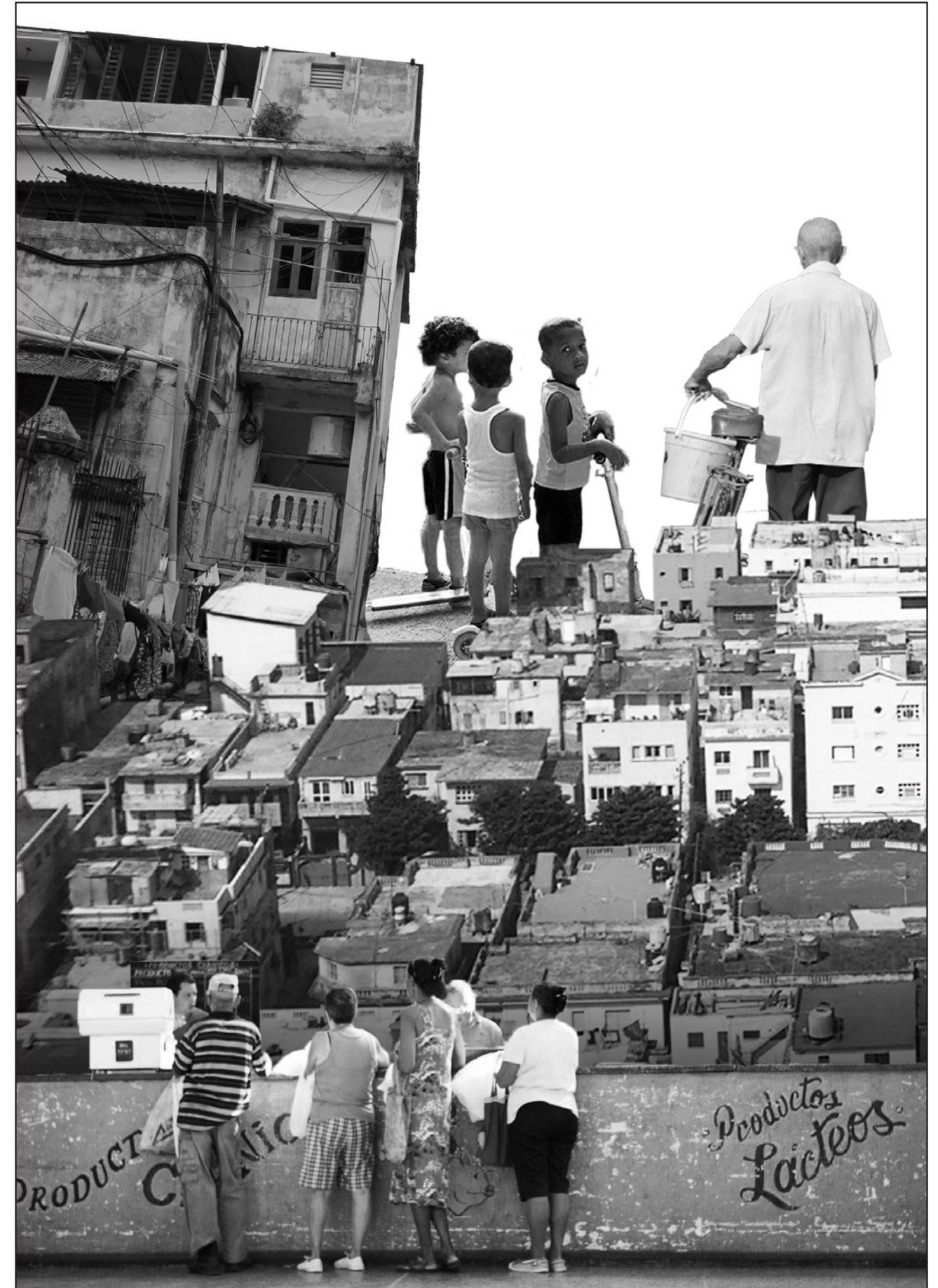


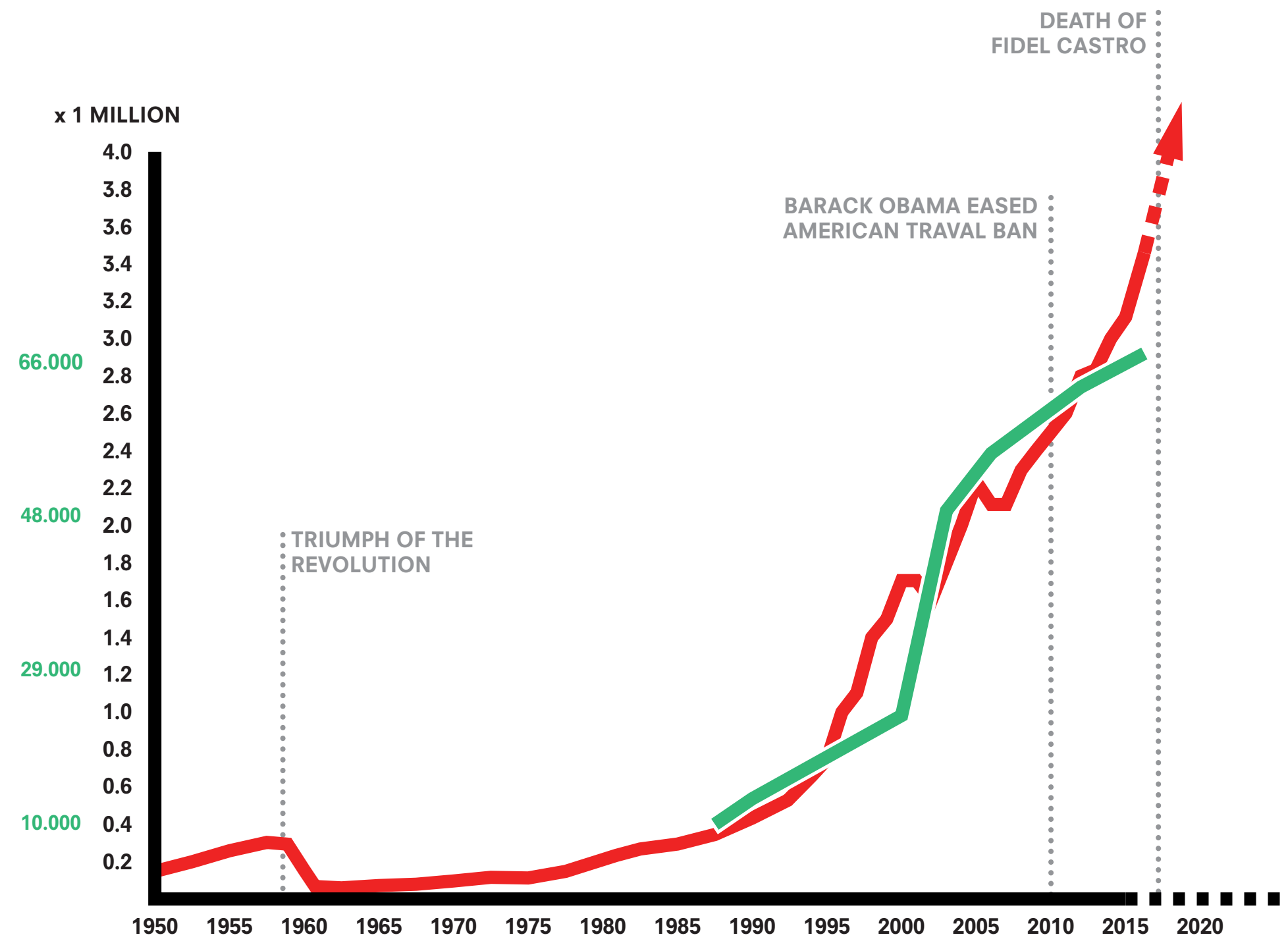
SEEN FROM THE WORLD



THROUGH THE EYES OF CUBANS







TOURISTS VISITING CUBA
HOTEL ROOMS

**Cuban Tourism: Are There Enough
Beds? / Ivan Garcia**

Iván García
January 12, 2016
Ivan Garcia



Ivan Garcia, 10 January 2016 — One month before their trip, José María, his wife and two sons from Valencia Spain made reservations through the internet for two rooms at the Hotel Riviera, which faces Havana's seaside drive, the Malecón.

Destinations

**The Only Thing to
Stop Cuba's Tourism
Growth Is Its
Accommodations
Crunch**

Claire Boobbyer, Skift - Aug 02, 2016 7:30 am

The Americas

**Cuba plans construction of 100k new hotel rooms as it rockets to the
top of Caribbean tourism**

Created by Bailey Johnson ⌚ April 22, 2016 at 2:34 pm

HOTEL SHORTAGES

CUBA

A new Cuban revolution and the stark divide between rich and poor

Stephanie Nolen reports from a country in transition: 'I didn't go to Cuba planning to report on inequality. But it kept coming up, a source of comment and concern. Not many people study inequality in a place where, in theory, the political system has eradicated it'

EATER

DRINKS FORUMS REVIEWS VIDEO LONGFORM CITIES

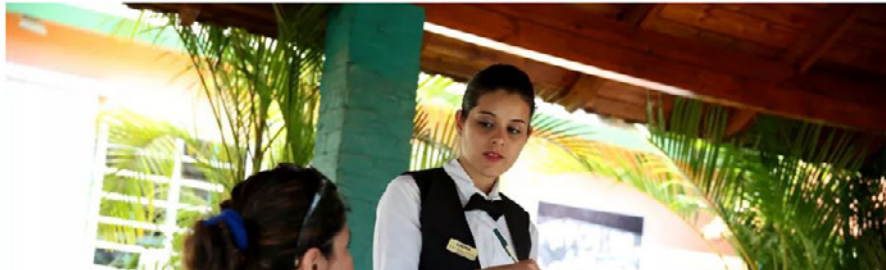
CUBA NEWS

Cuba's Tourism Boom Is Causing Food Shortages

Privately-owned restaurants are gobbling up the country's vegetables

by Brenna Houck | @EaterDetroit | Dec 8, 2016, 12:30pm EST

TWEET SHARE PIN



☰ The New York Times 🔍

Cuba's Surge in Tourism Keeps Food Off Residents' Plates

By AZAM AHMED DEC. 8, 2016

f t e ↻ | 237

More decay than renewal in modern-day Cuba

Christopher Peake Published 9:26 a.m. CT March 20, 2016 | Updated 10:32 a.m. CT March 20, 2016

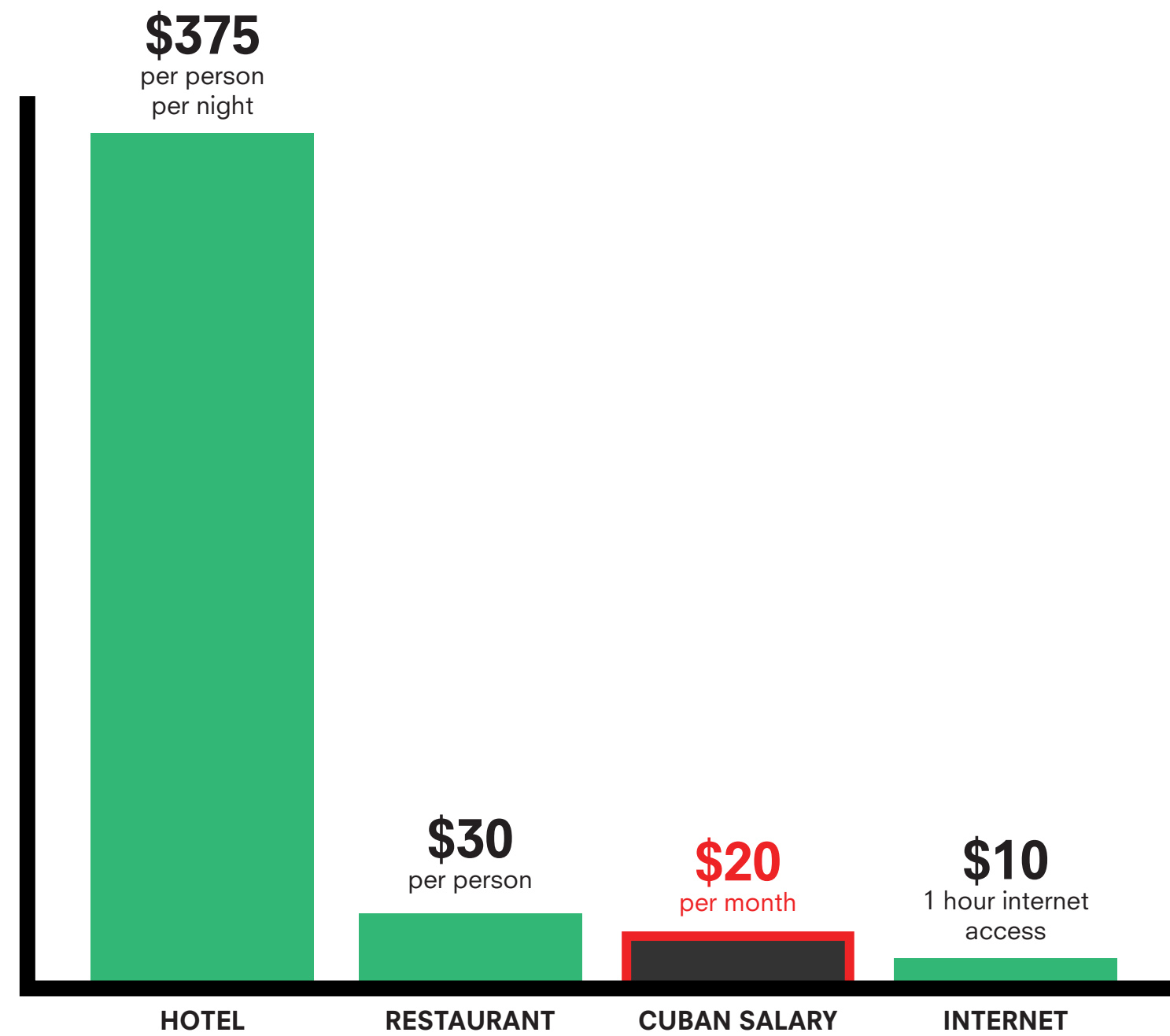


MORE S

January from the Network Jan. 15, 20

LETTERS to the EDITOR Jan. 14, 20

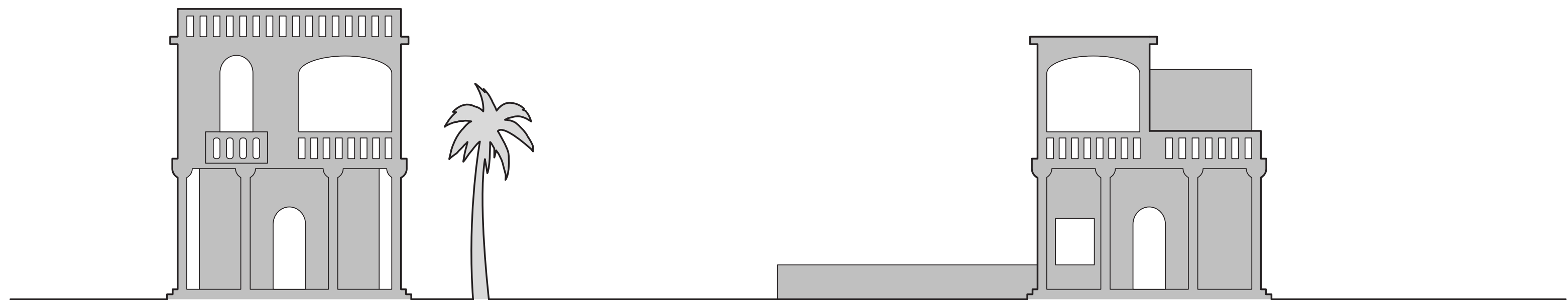
GROWING TOURISM CAUSES INEQUALITIES



TOURIST EXPENSES & CUBAN INCOME

MISERY & MALLS

influences on built environment



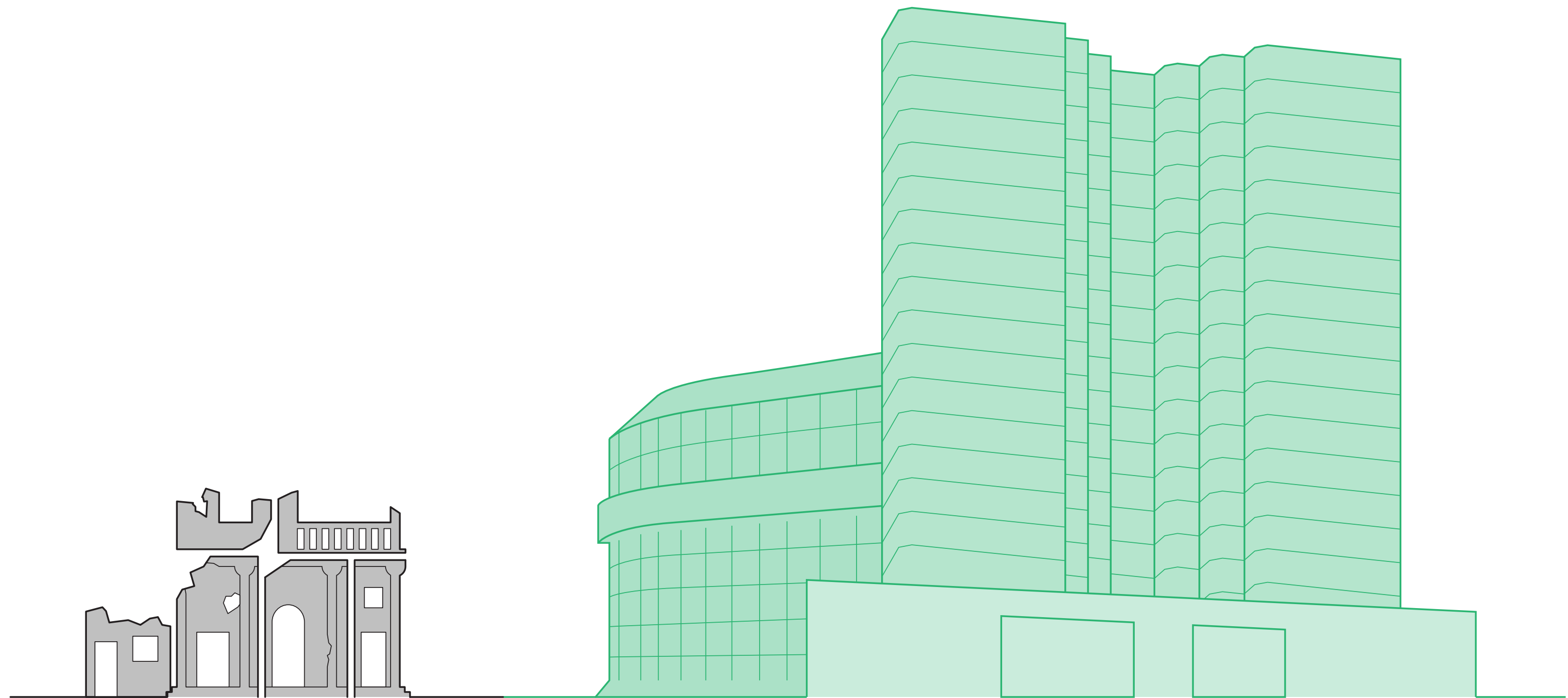
1920: **Residential city expansion**



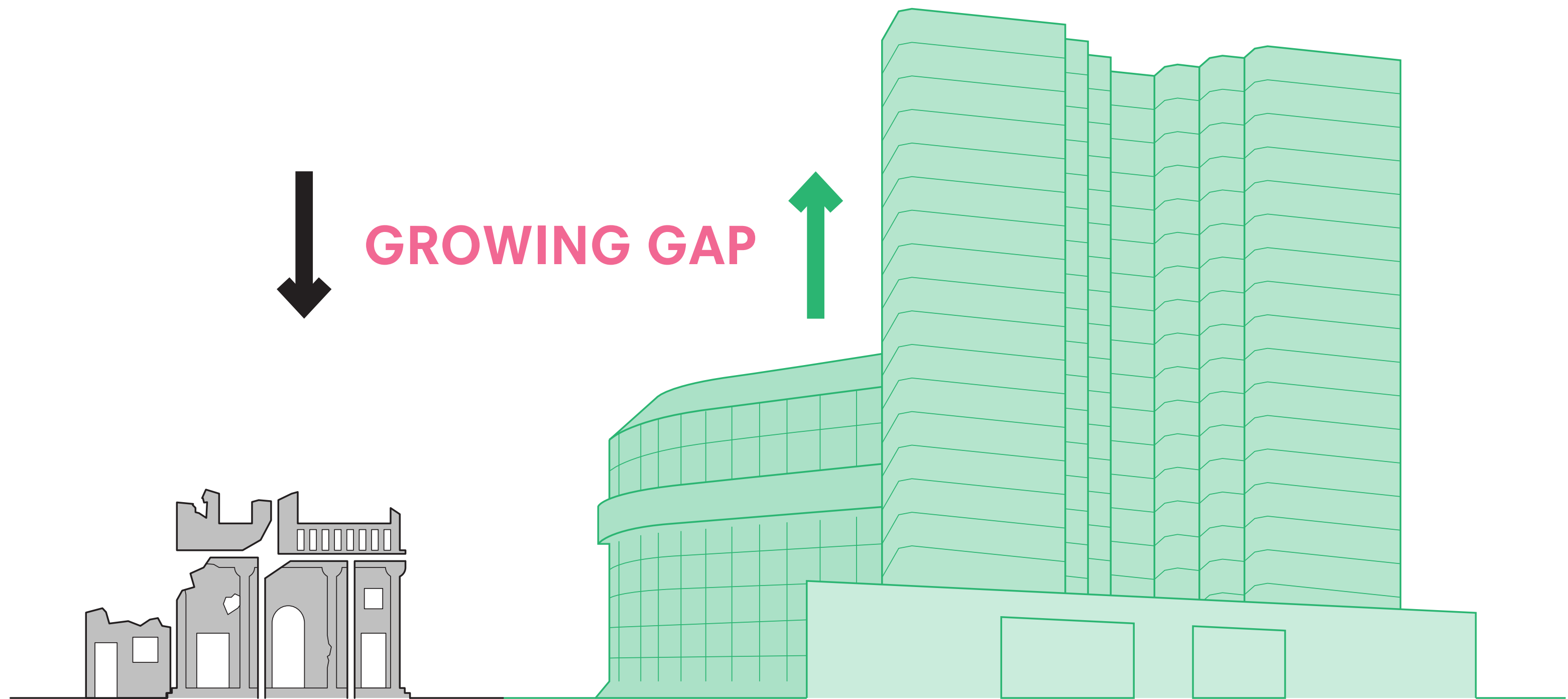
1950-1958: **Rise of hotels, casinos and theatres**



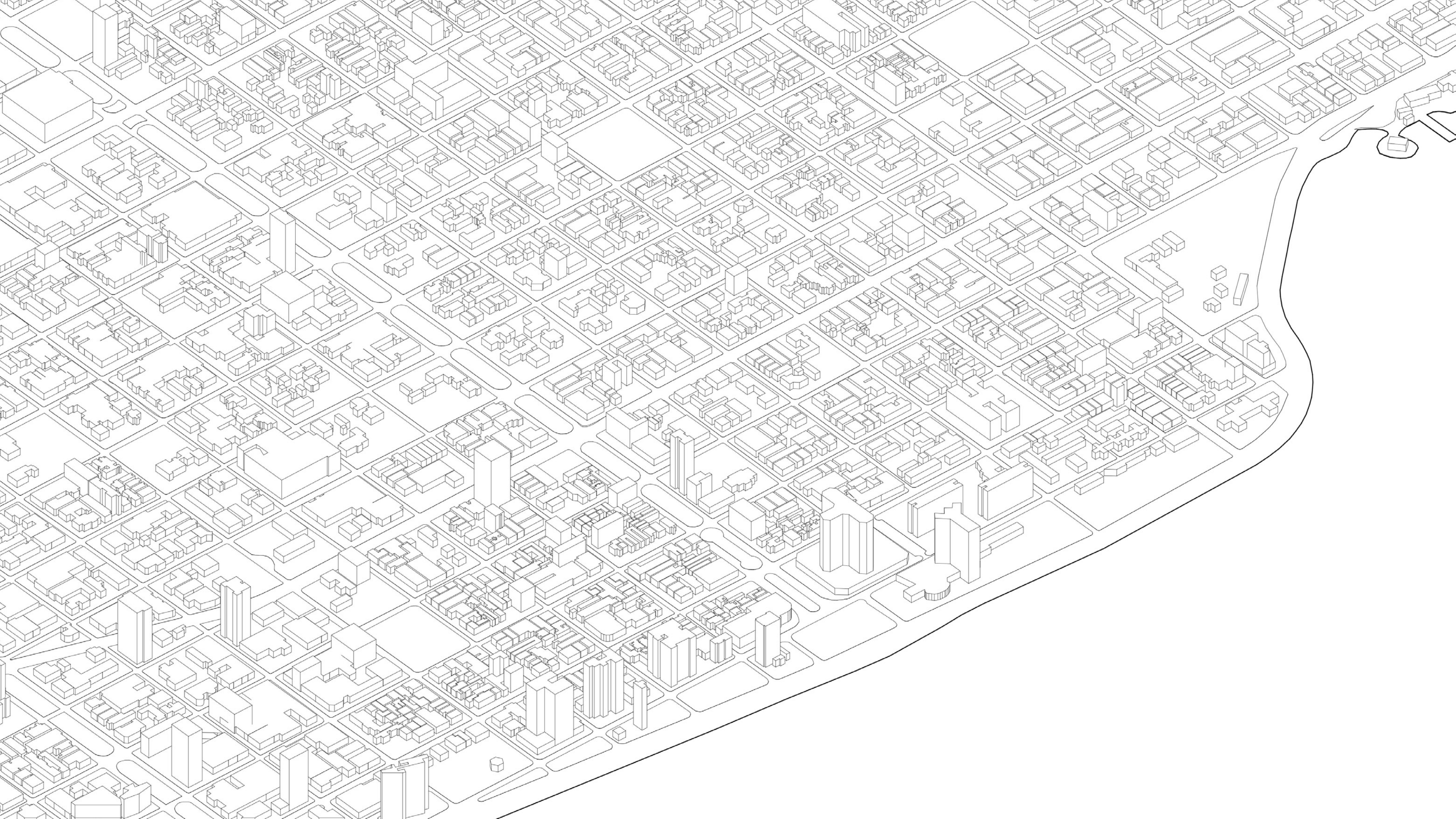
1959: Revolution causes housing shortages

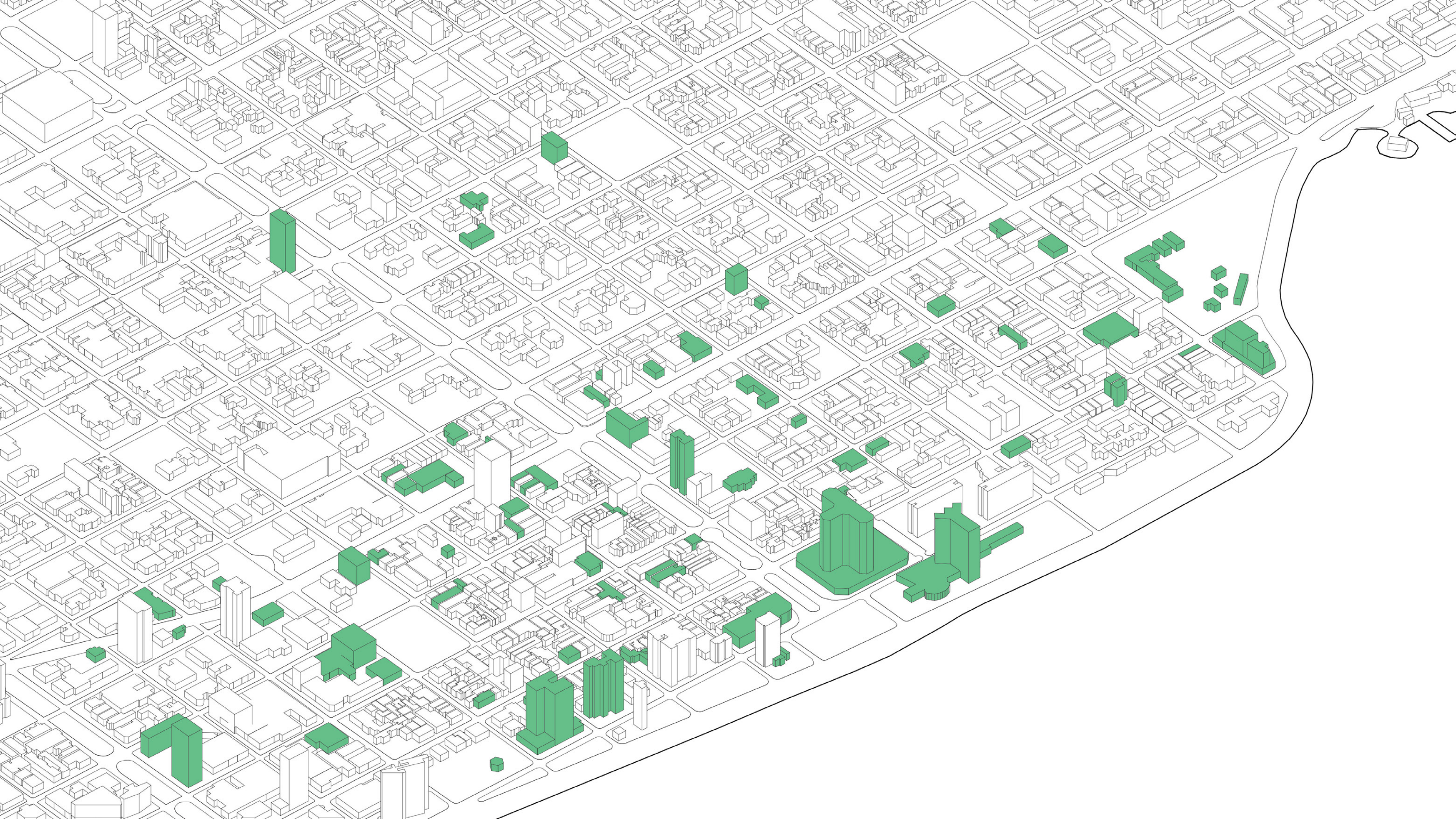


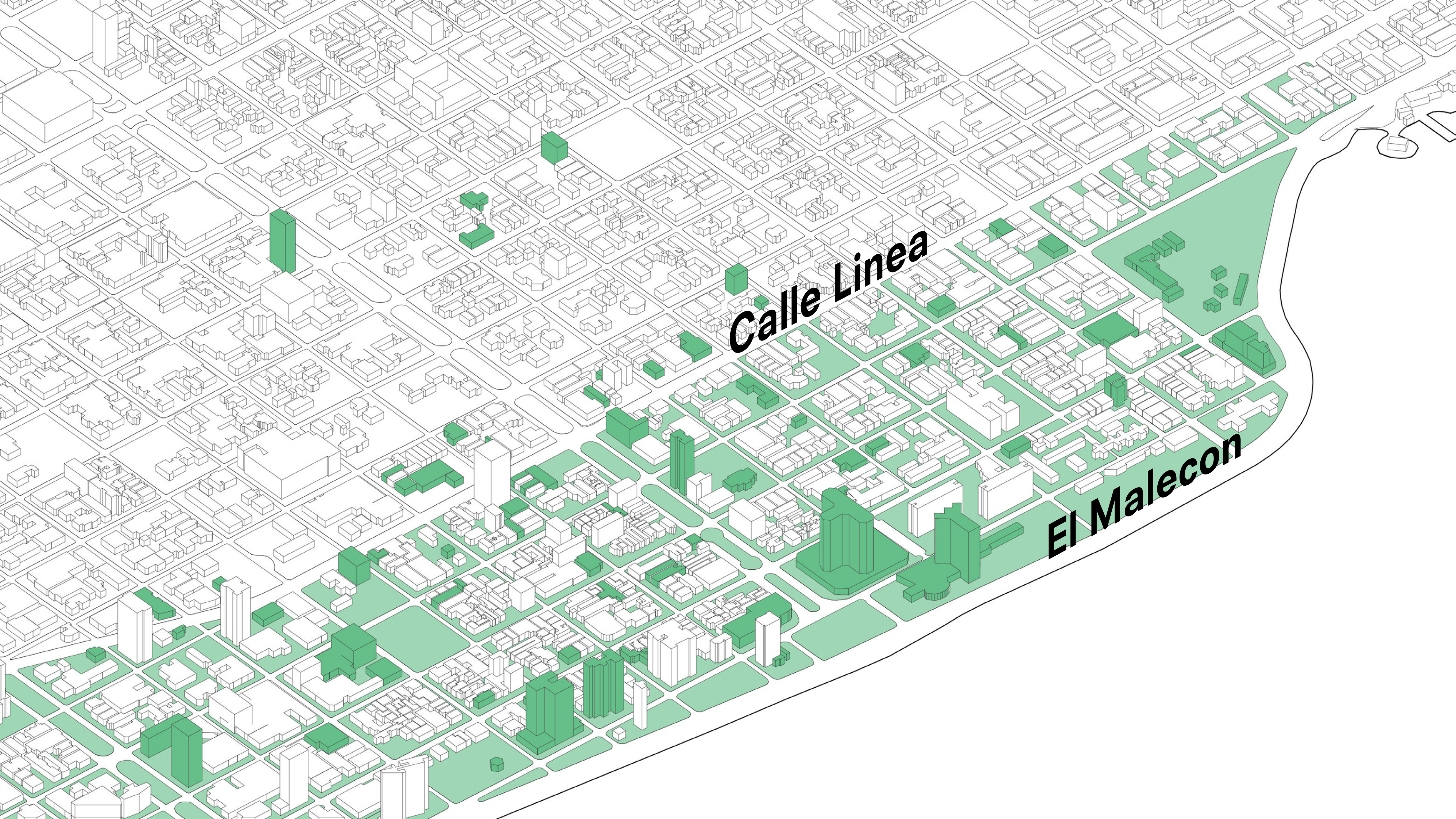
2017: Housing in decay, commercial growth



2017: Housing in decay, commercial growth

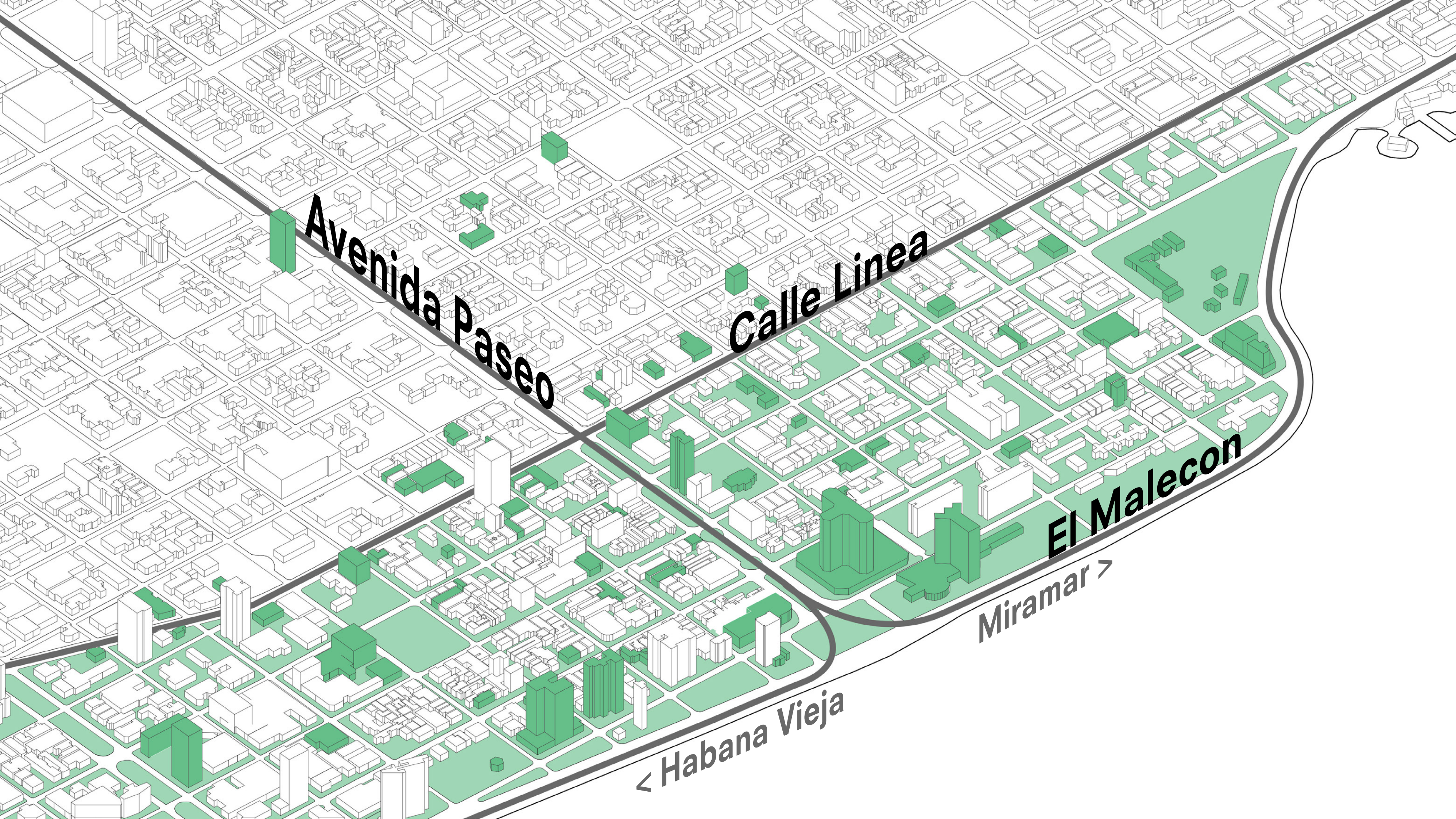






Calle Linea

El Malecon



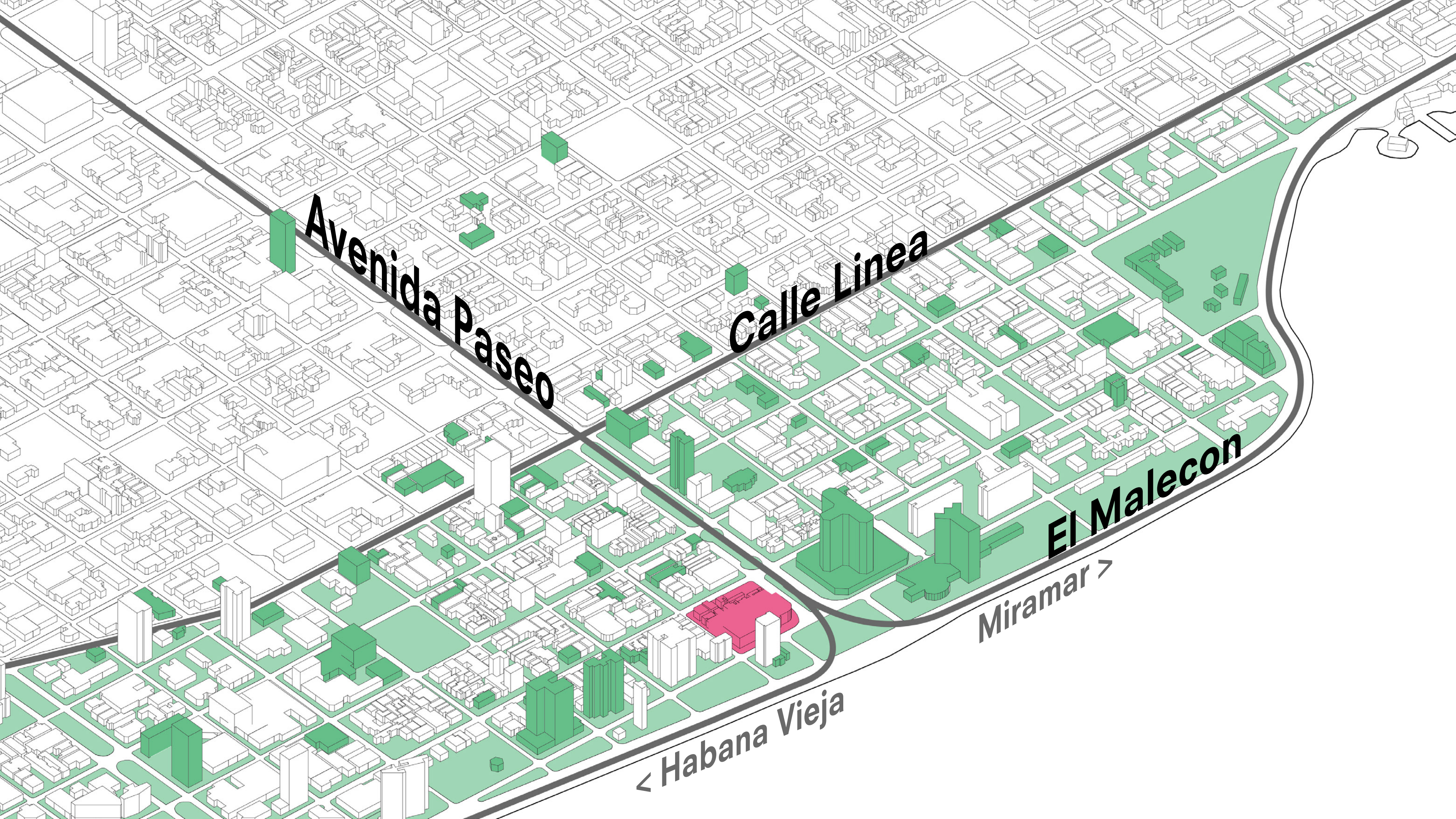
Avenida Paseo

Calle Linea

El Malecon

Miramar >

< **Habana Vieja**



Avenida Paseo

Calle Linea

El Malecon

← Habana Vieja

Miramar →

MELIA COHIBA HOTEL

area: 51.400 sqm
rooms: 462
height: 82 meter
year: 1994

HOTEL HABANA RIVIERA

area: 62.000 sqm
rooms: 352
height: 67 meter
year: 1957

GALERIAS DE PASEO

shopping mall
area: 11.800 sqm
height: 16 meter
year: 2004





INTERACTIVE PLAYLAND

How can the growing gap between the generic Vedado
and local residents be reversed in order to create
more interaction between them?

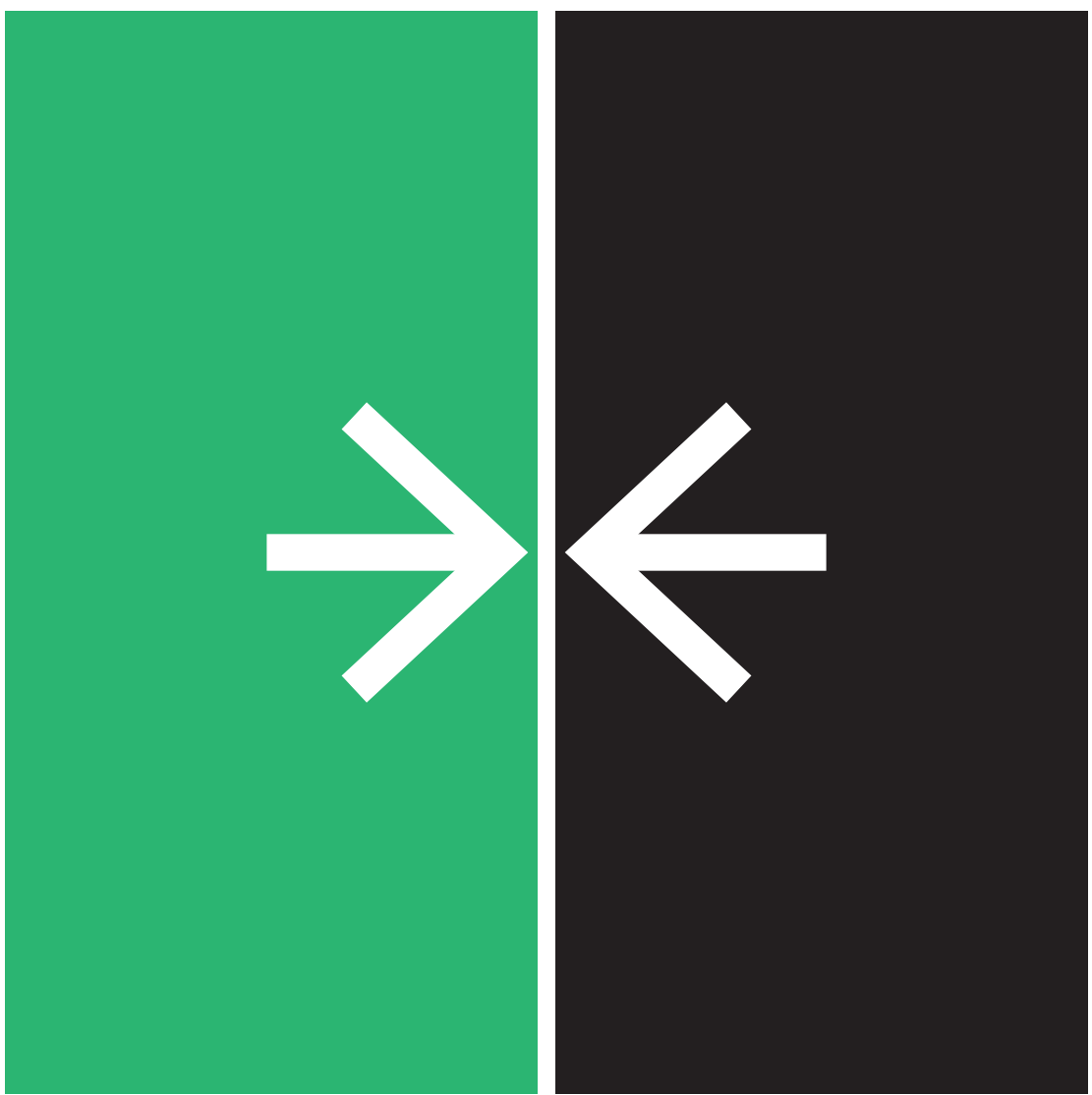


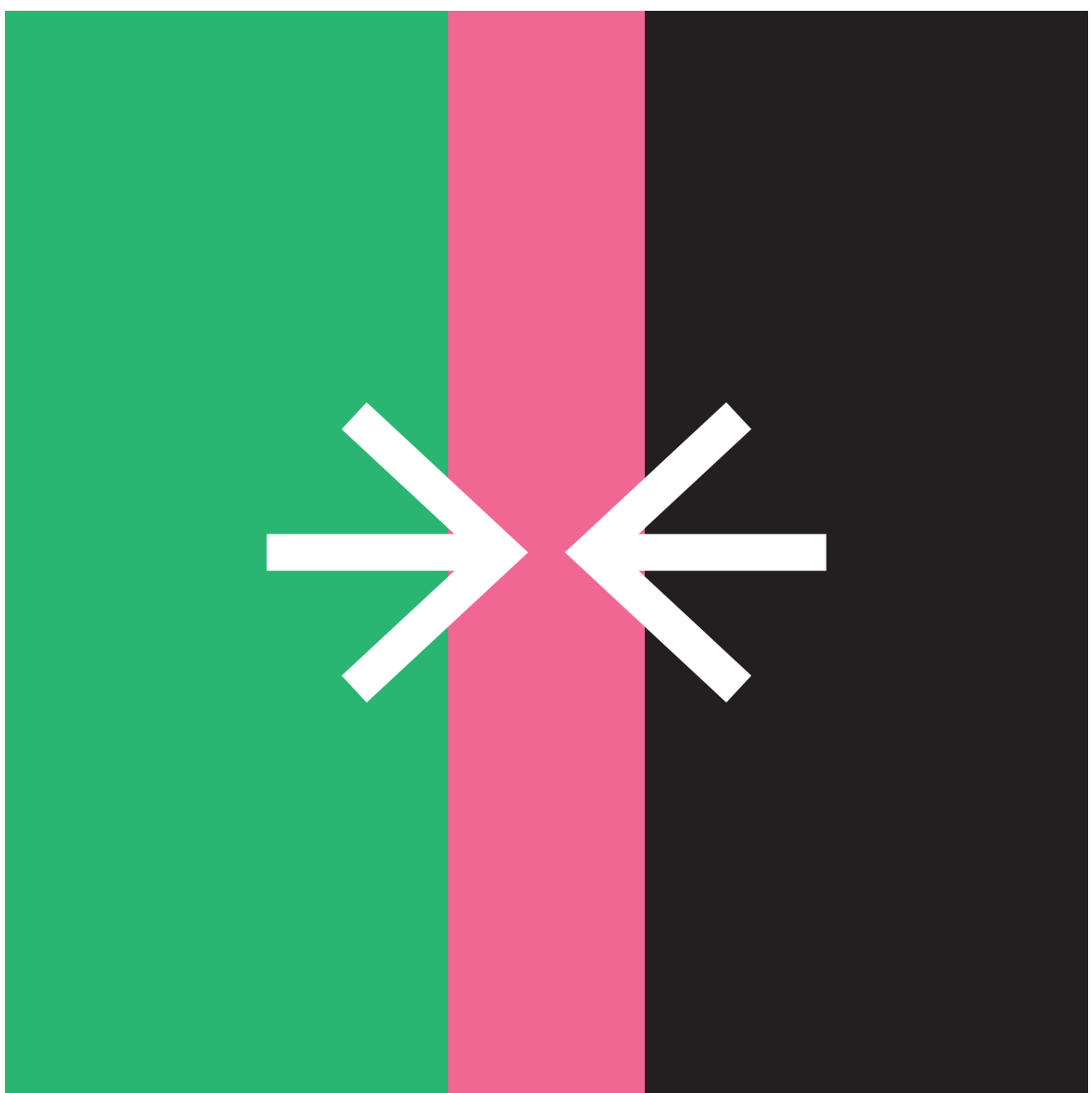










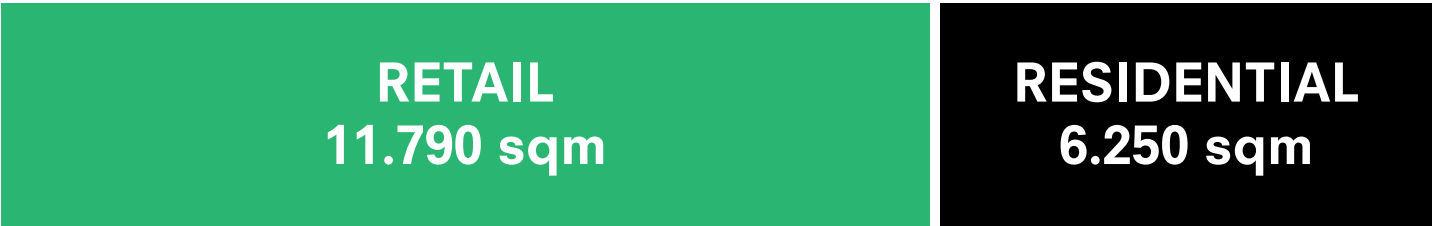


PROGRAM

hybrids of different functions and users

PROGRAM IN BLOCK

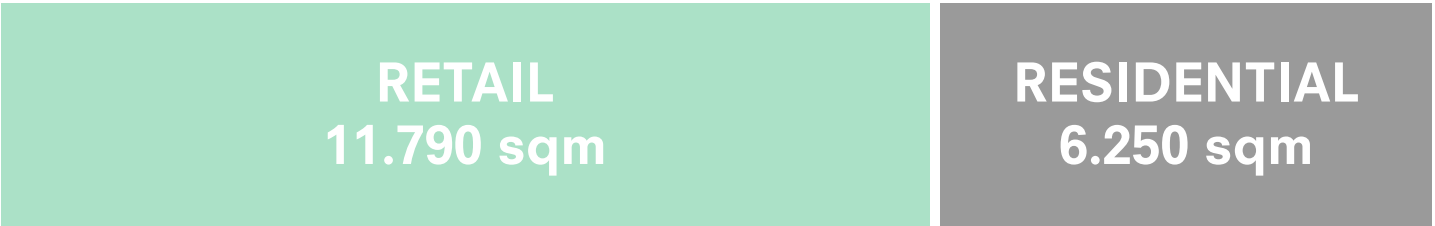
EXISTING



18.040 sqm

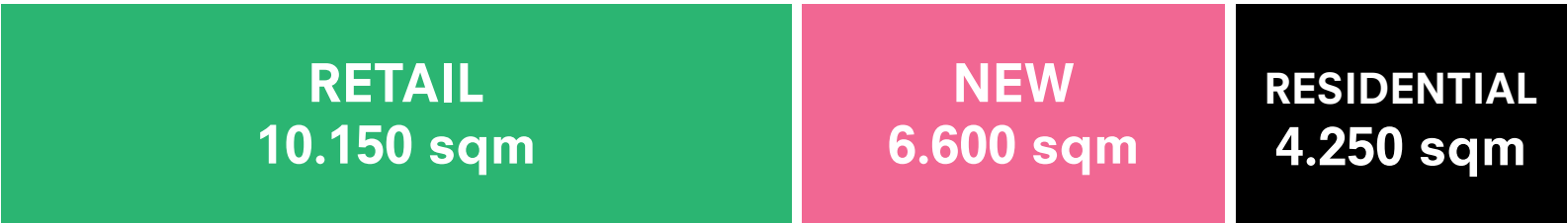
PROGRAM IN BLOCK

EXISTING

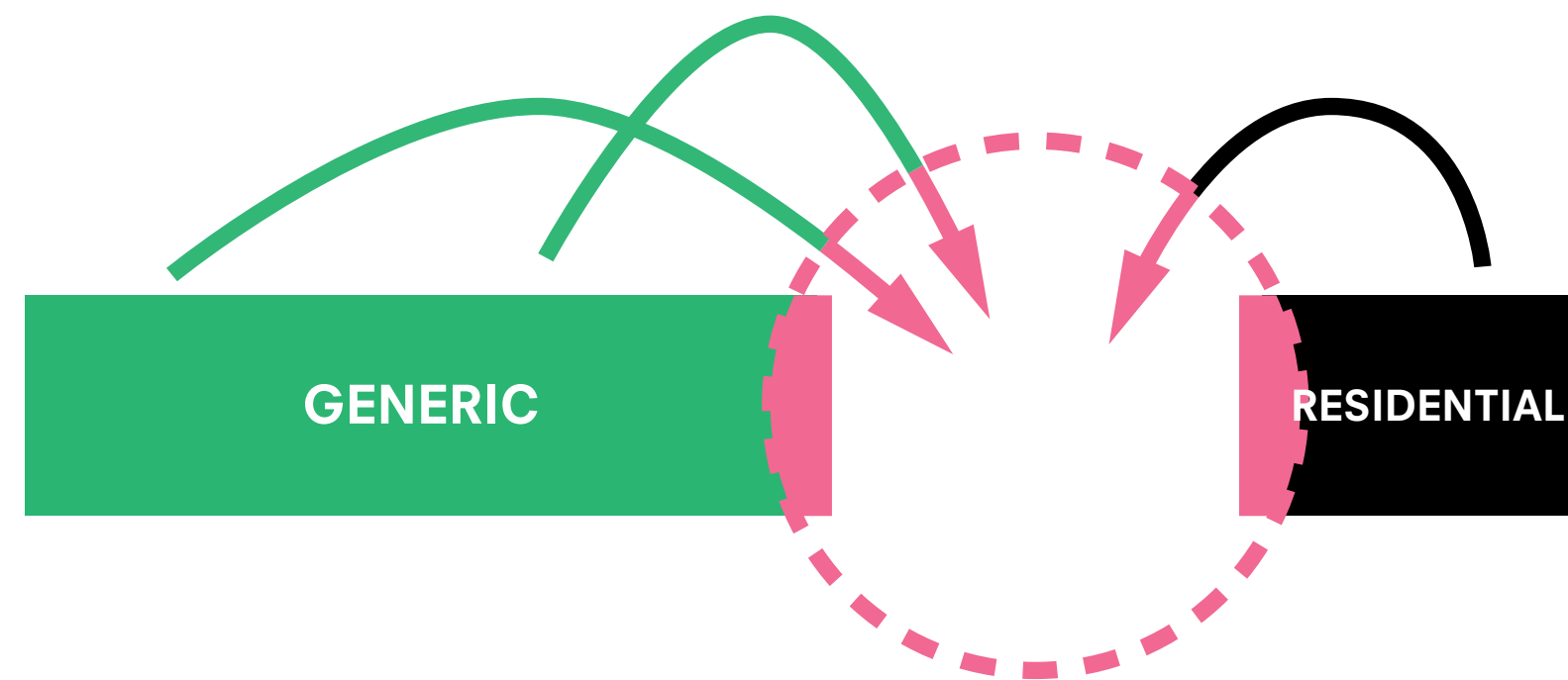


18.040 sqm

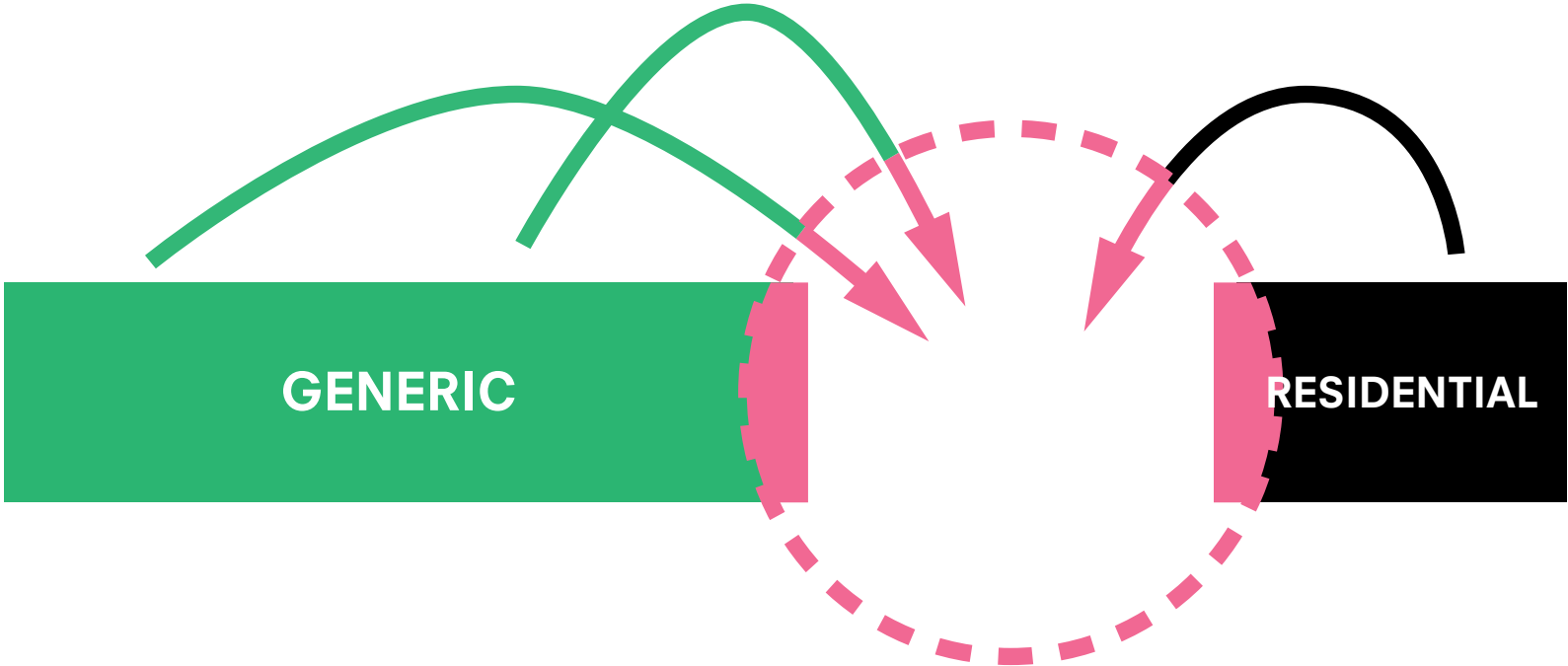
PROPOSAL



21.000 sqm



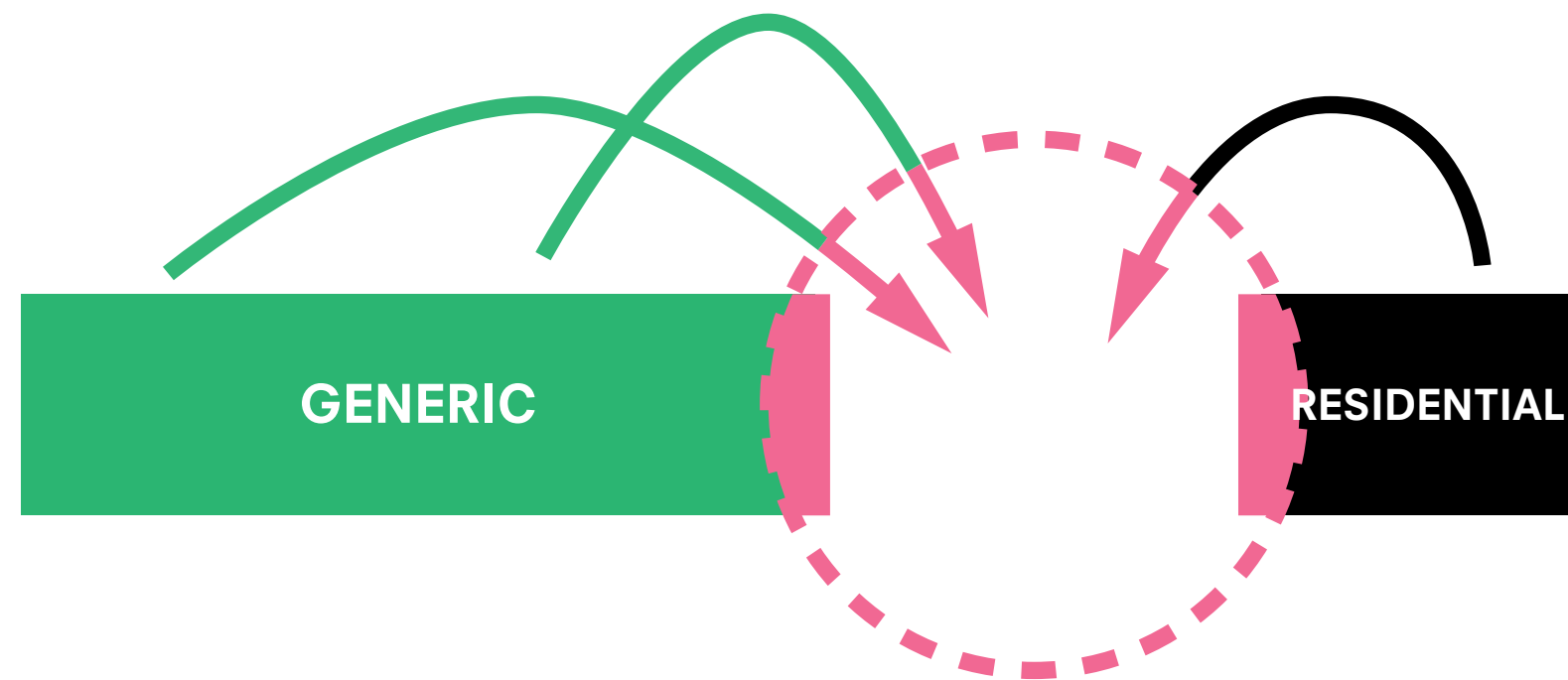
PUBLIC BUILDING
FOR SHORT-STAY
TOURISTS



SECOND HOME
FOR LOCAL
RESIDENTS

CULTURAL CENTRE

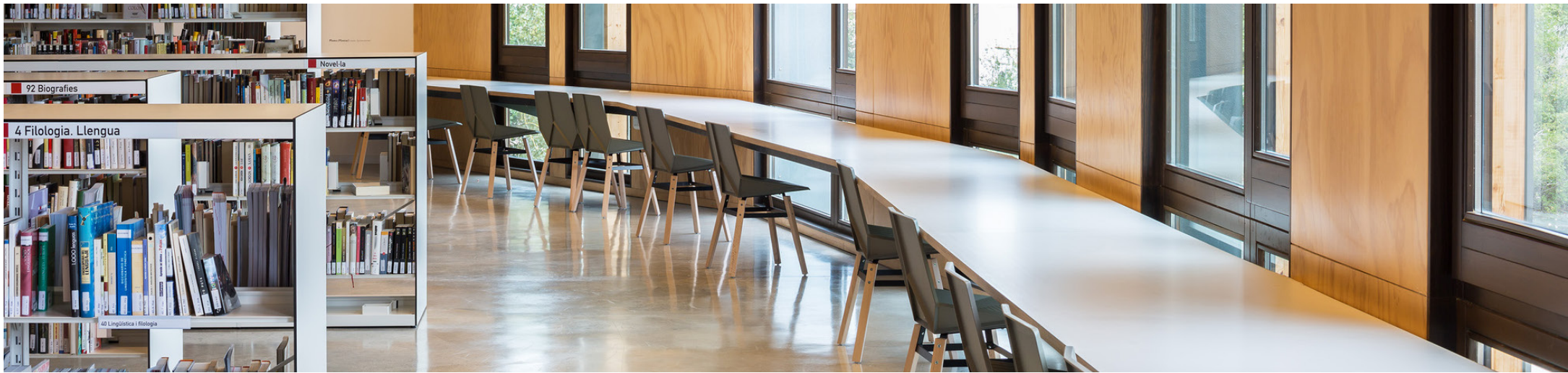
**PUBLIC BUILDING
FOR SHORT-STAY
TOURISTS**

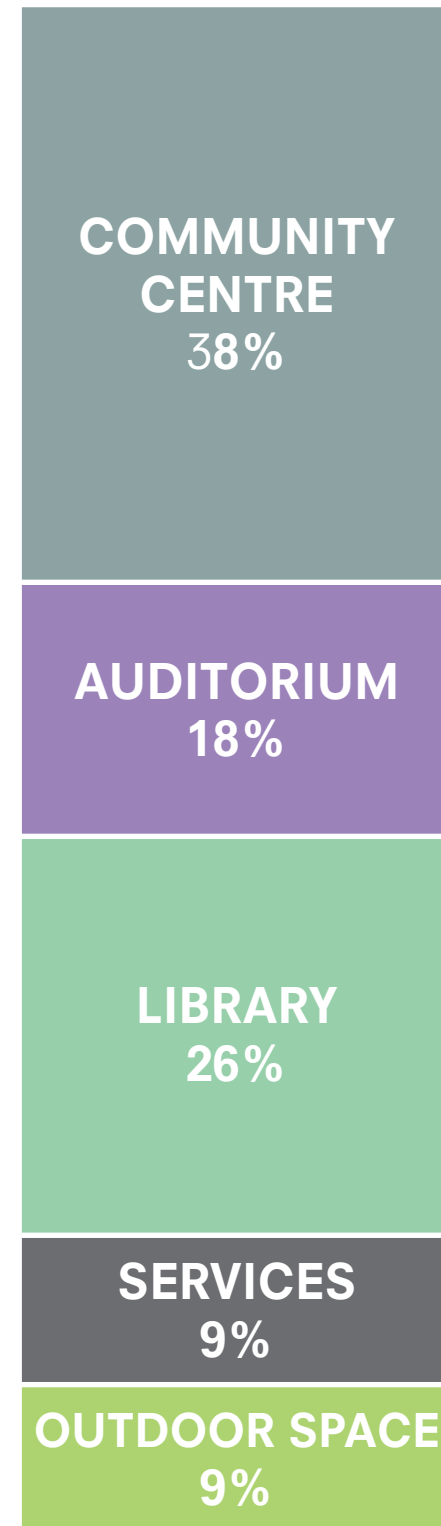
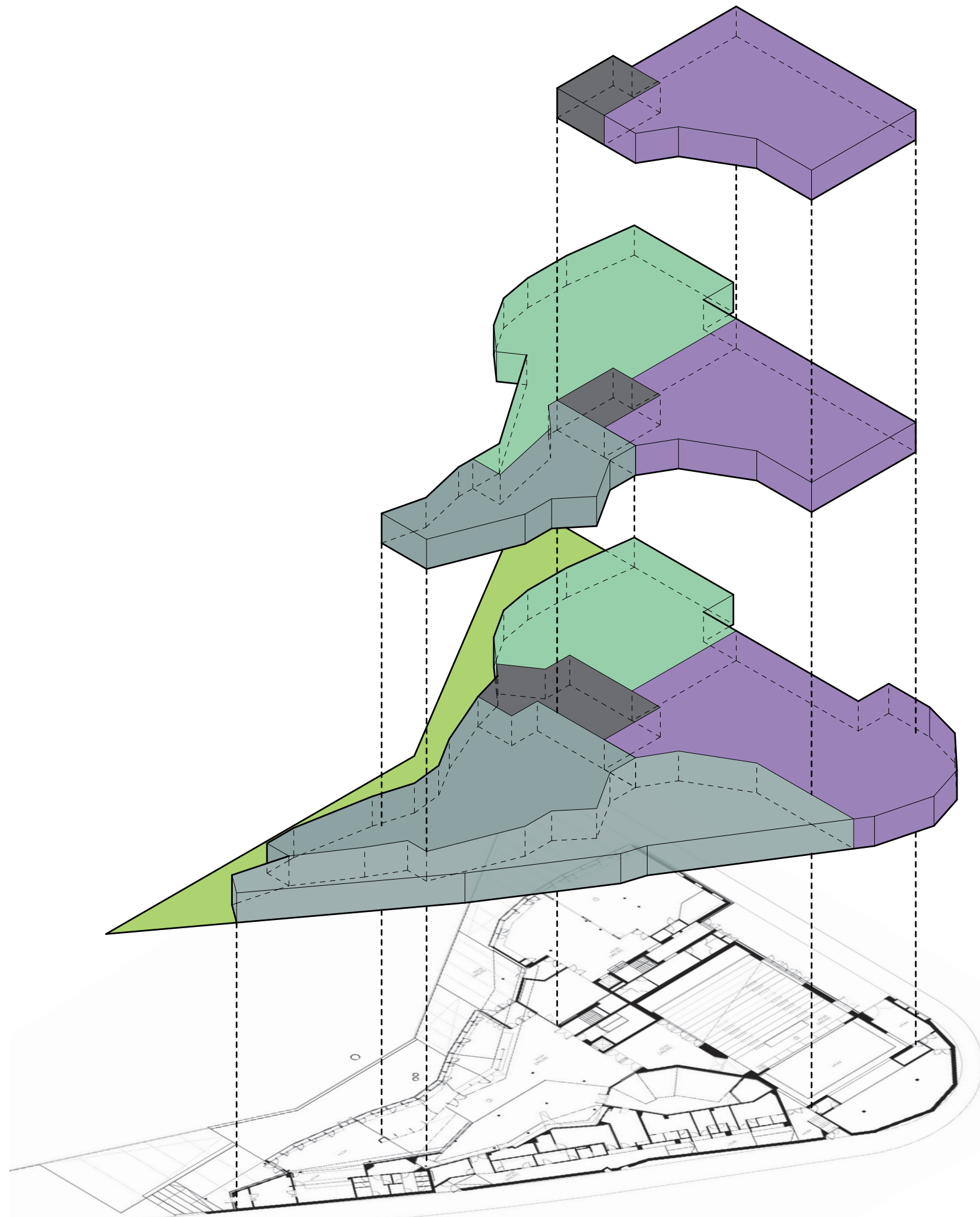


**SECOND HOME
FOR LOCAL
RESIDENTS**

An aerial photograph of a rural area in Spain. A blue line representing a river flows from the top left towards the bottom right. Three irregular green-shaded regions are overlaid on the map: one in the top left, one in the center-left, and one in the bottom center. Three pink arrows point towards a central point where the river bends. The first arrow points from the top right towards the center. The second arrow points from the center-left green area towards the center. The third arrow points from the bottom center green area towards the center. A white rectangular box with black text is located in the upper right quadrant.

El Roure, Spain
Reference project



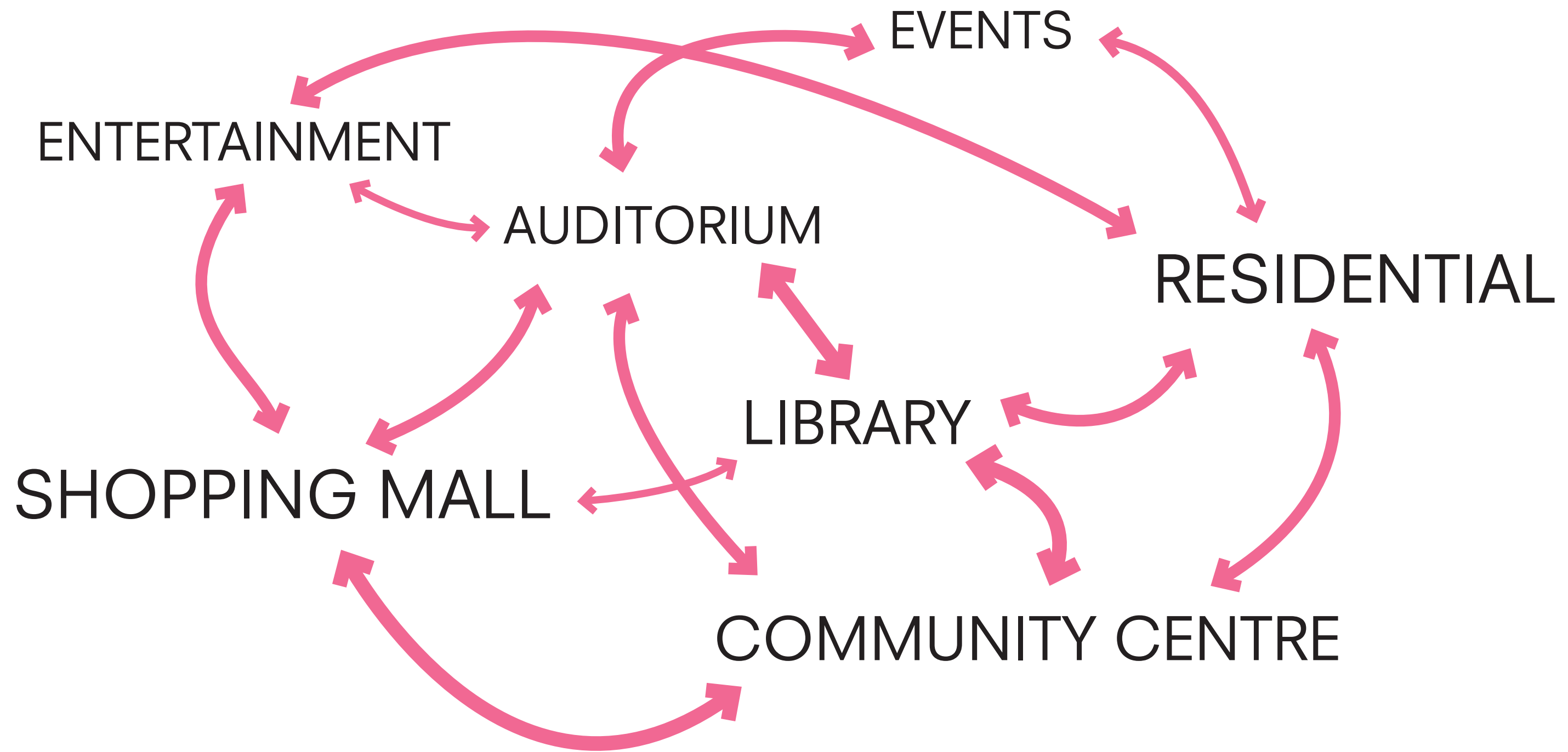


**EL ROURE COMMUNITY CENTRE
& LA GINESTA LIBRARY**

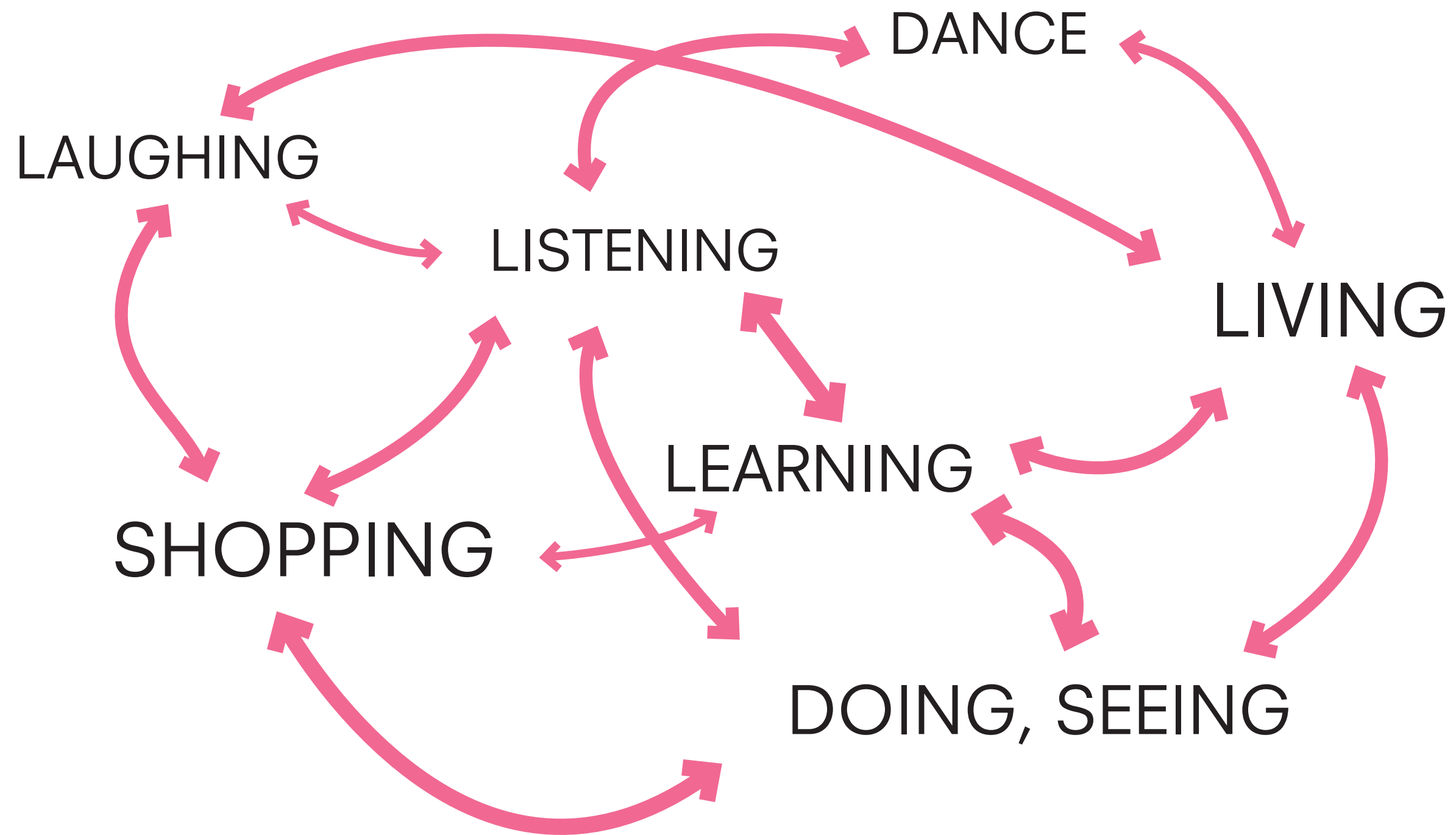
architect: Calderon-Folch-Sarsanedas
location: Begues, Barcelona, Spain
project year: 2014
area: 3.900 sqm



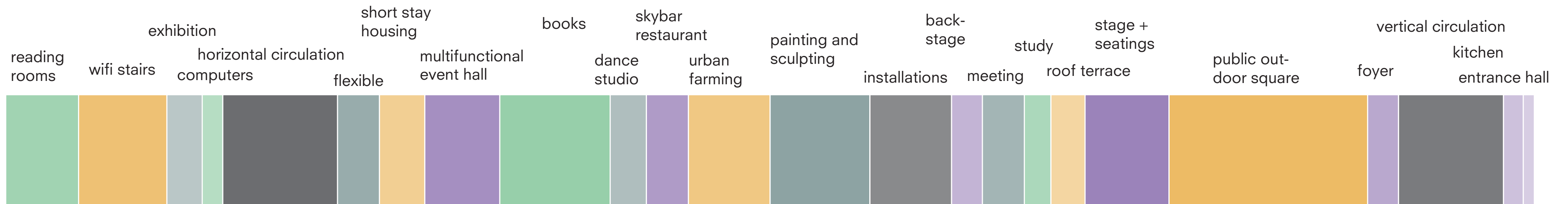
TRADITIONAL PROGRAM DISTRIBUTION

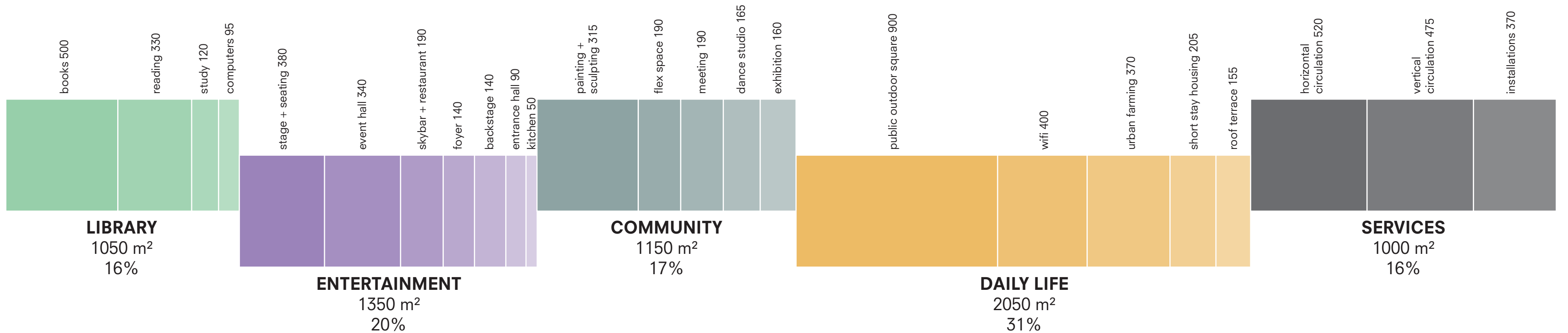


PROPOSED PROGRAM DISTRIBUTION

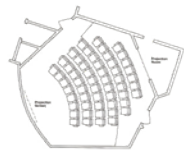


PROPOSED ACTIVITY DISTRIBUTION

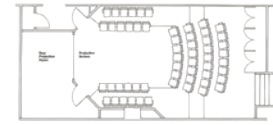




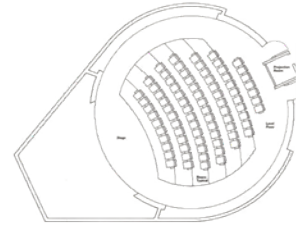
TOTAL
6600 m²



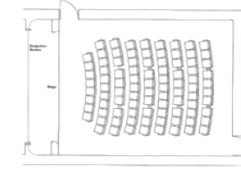
55 seats
70 sqm



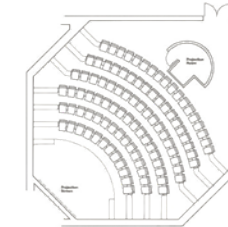
56 seats
126 sqm



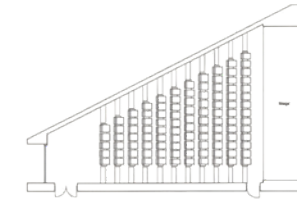
80 seats
200 sqm



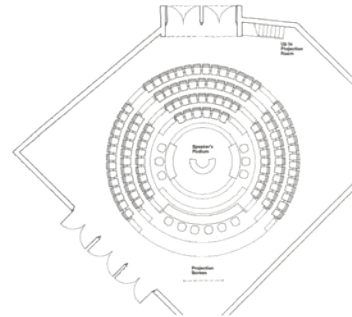
92 seats
145 sqm



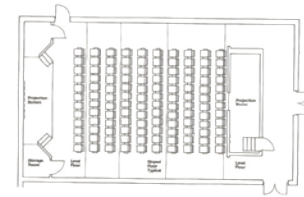
99 seats
180 sqm



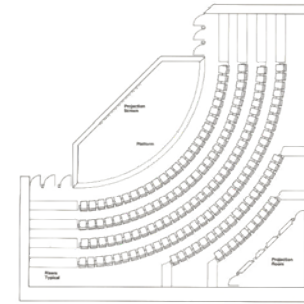
105 seats
145 sqm



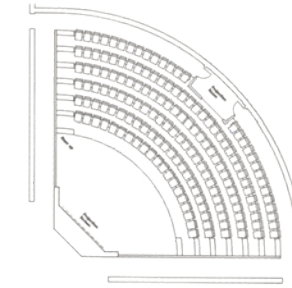
108 seats
290 sqm



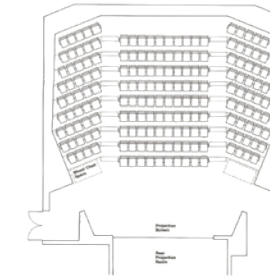
120 seats
205 sqm



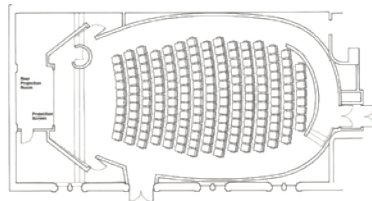
154 seats
275 sqm



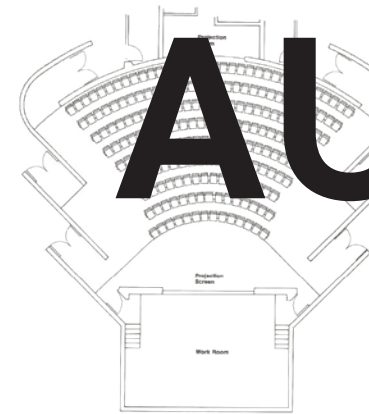
158 seats
255 sqm



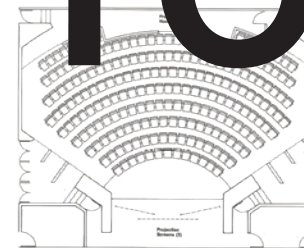
178 seats
265 sqm



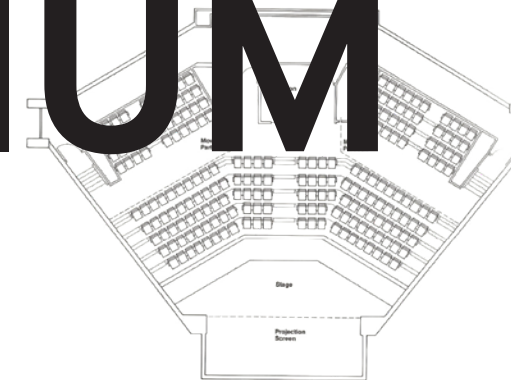
180 seats
260 sqm



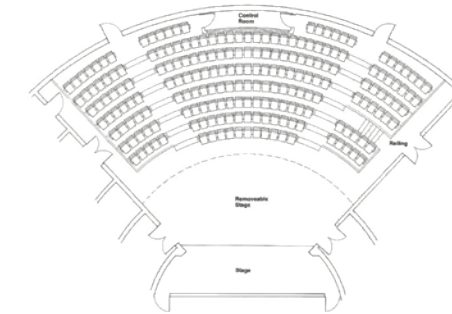
204 seats
450 sqm



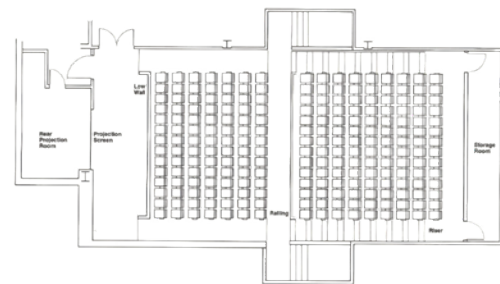
207 seats
300 sqm



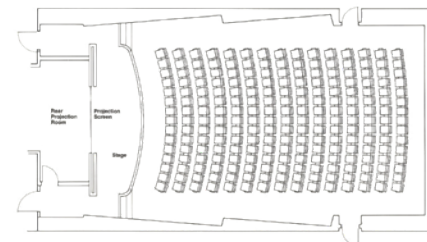
208 seats
500 sqm



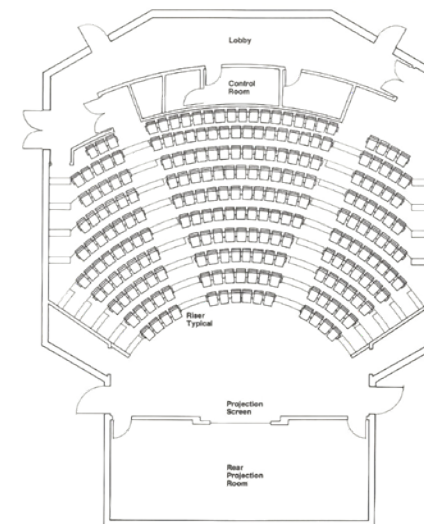
208 seats
335 sqm



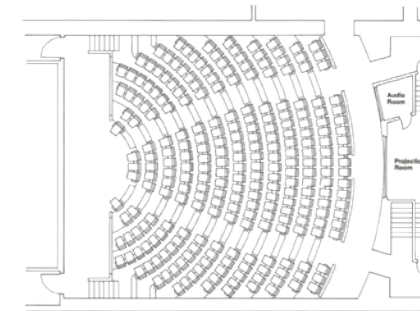
224 seats
410 sqm



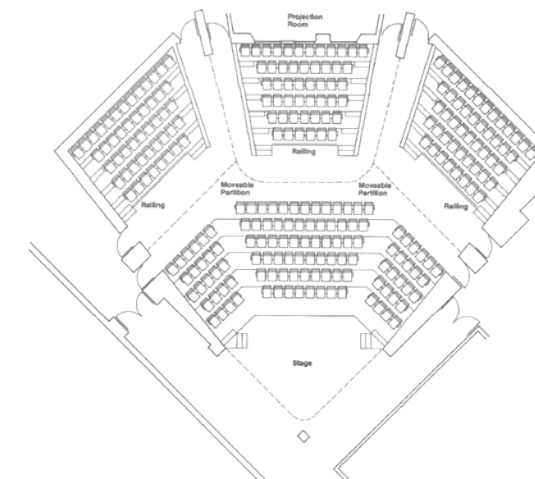
225 seats
380 sqm



226 seats
750 sqm



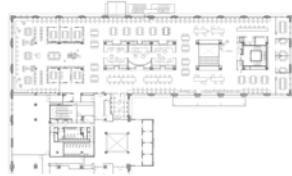
253 seats
450 sqm



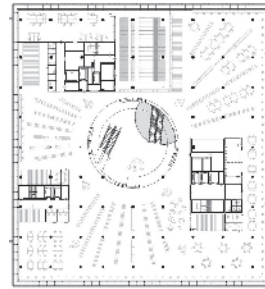
259 seats
650 sqm

AUDITORIUM

0m 10m 20m



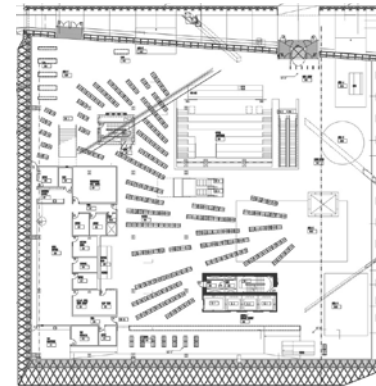
RAHEEN LIBRARY
CATHOLIC UNIVERSITY
Woods Bagot | 3.300 sqm



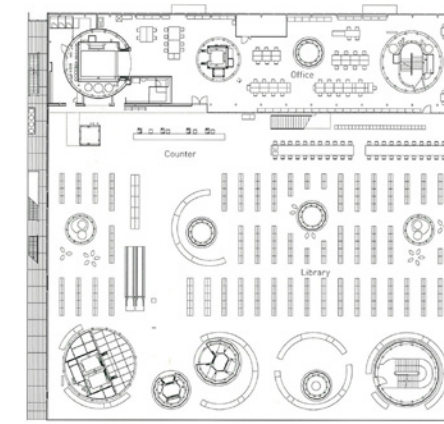
LIBRARY OF BIRMINGHAM
Mecanoo | 35.000 sqm



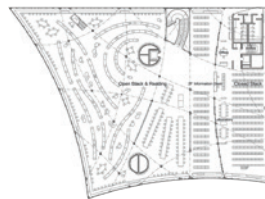
JUSSIEU LIBRARY
OMA | 35.000 sqm



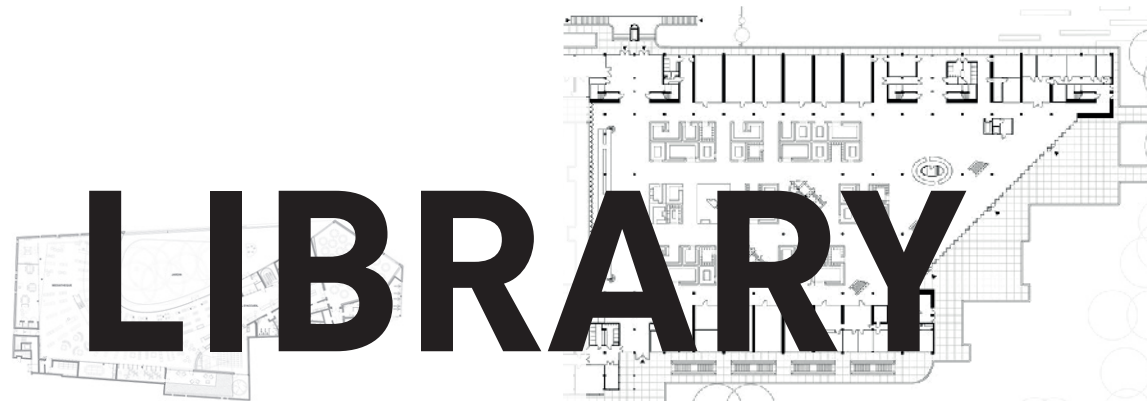
SEATTLE CENTRAL LIBRARY
OMA | 38.300 sqm



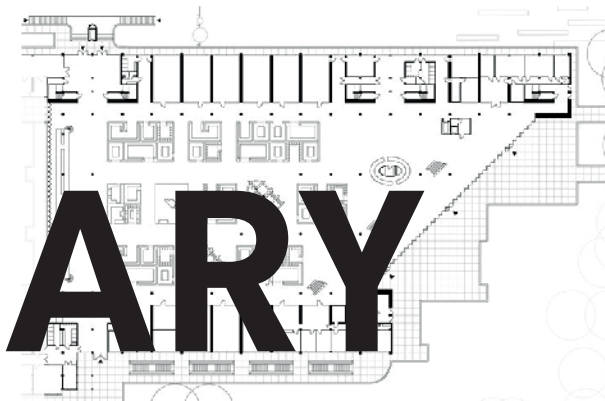
SENDAI MEDIATHEQUE
Toyo Ito | 21.500 sqm



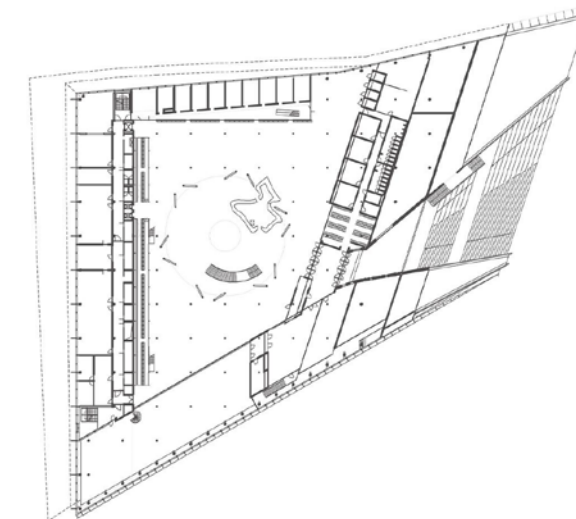
TAMA ART UNIVERSITY
Toyo Ito | 5.600 sqm



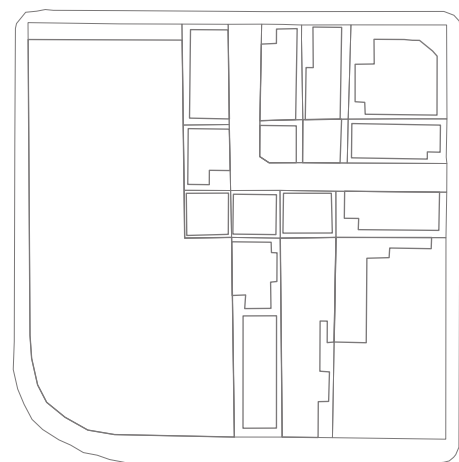
LA SOURCE
Atelier King Kong | 3.720 sqm



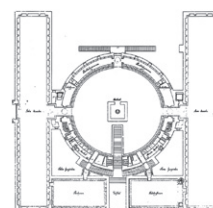
ERASMUS MC LIBRARY
KAAN Architecten | 34.000 sqm



TU DELFT LIBRARY
Mecanoo | 15.000 sqm



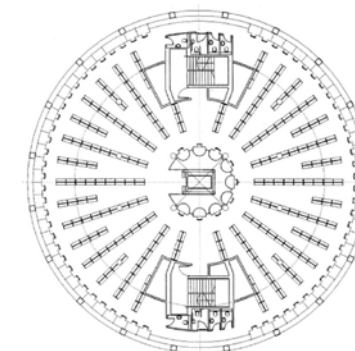
0m 50m 100m



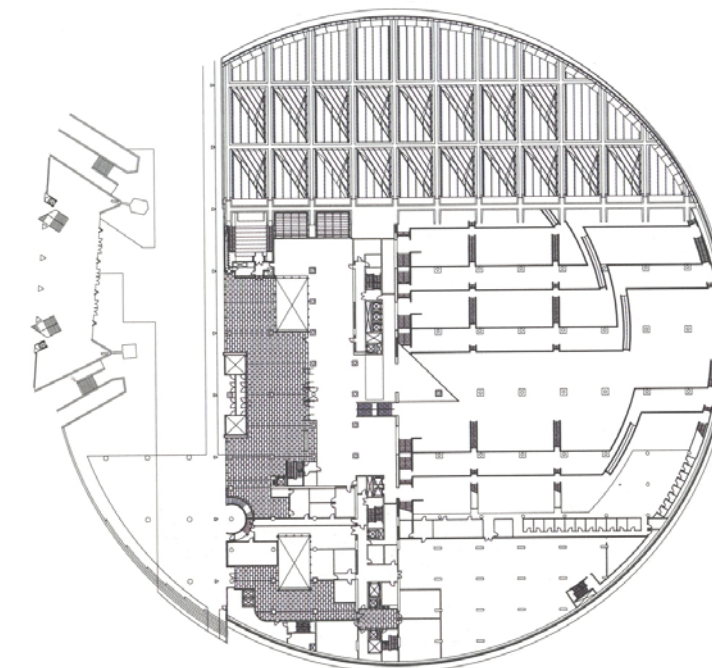
STOCKHOLM PUBLIC LIBRARY
Gunnar Asplund | 7.500 sqm



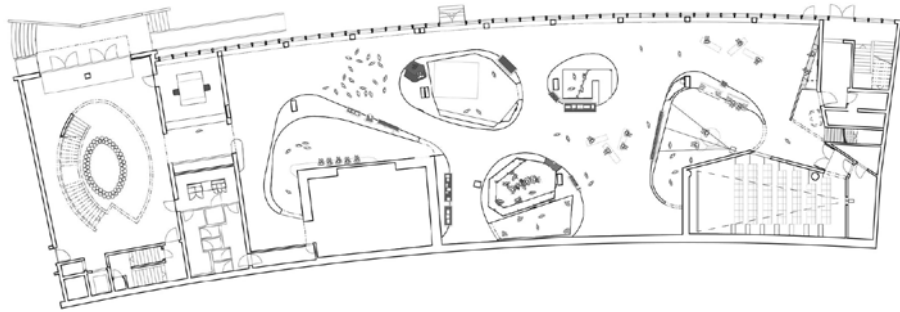
MUSASHINO ART UNIVERSITY
Sou Fujimoto | 2.900 sqm



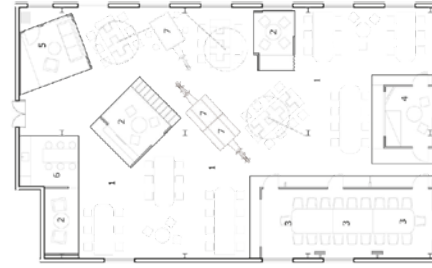
BETTY & GORDON MOORE LIBRARY
Cullinan Studio | 3.000 sqm



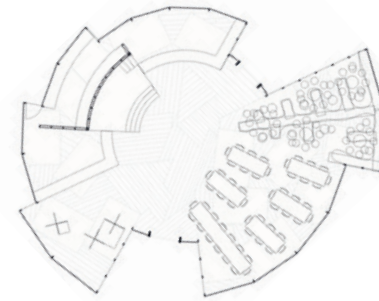
LIBRARY OF ALEXANDRIA
Snøhetta architects | 80.000 sqm



EXHIBITION AT ALPINARIUM GALTÜR
Holzer Kobler | 690 sqm



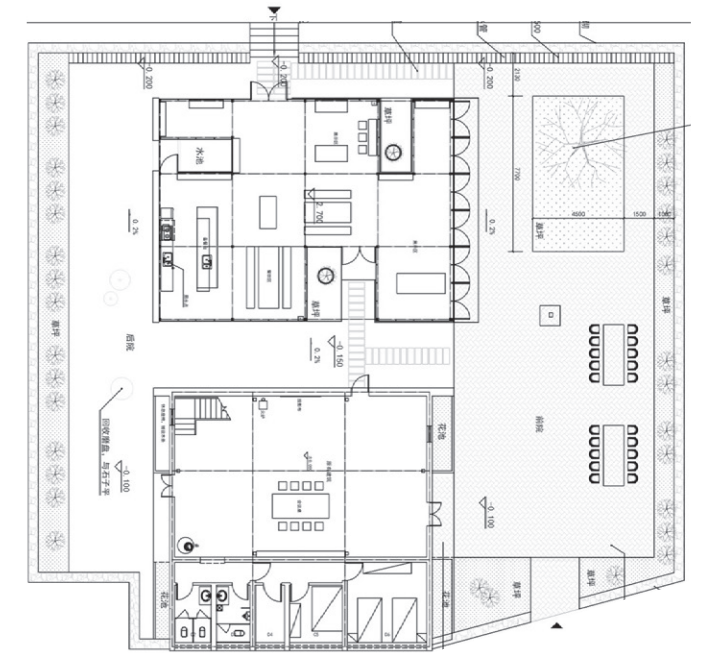
HOUSE PARTS OFFICE
People's Architecture Office | 350 sqm



PEOPLES MEETING DOME
Kristoffer Tejlgaard + Benny Jepsen | 212 sqm



MEGAMIND
Albert France-Lanord Architects | 2.000 sqm



THE SOUTH YARD
Advanced Architecture Lab | 340 sqm

COMMUNITY CENTRE



FAZER VISITOR CENTER & MEETING CENTER
K2S Architects | 5.130 sqm

0m 10m 30m 50m

PUBLIC

- 1 public square / fresh food market
- 2 urban farming
- 3 roof terrace
- 4 dwellings
- 5 bar

LIBRARY

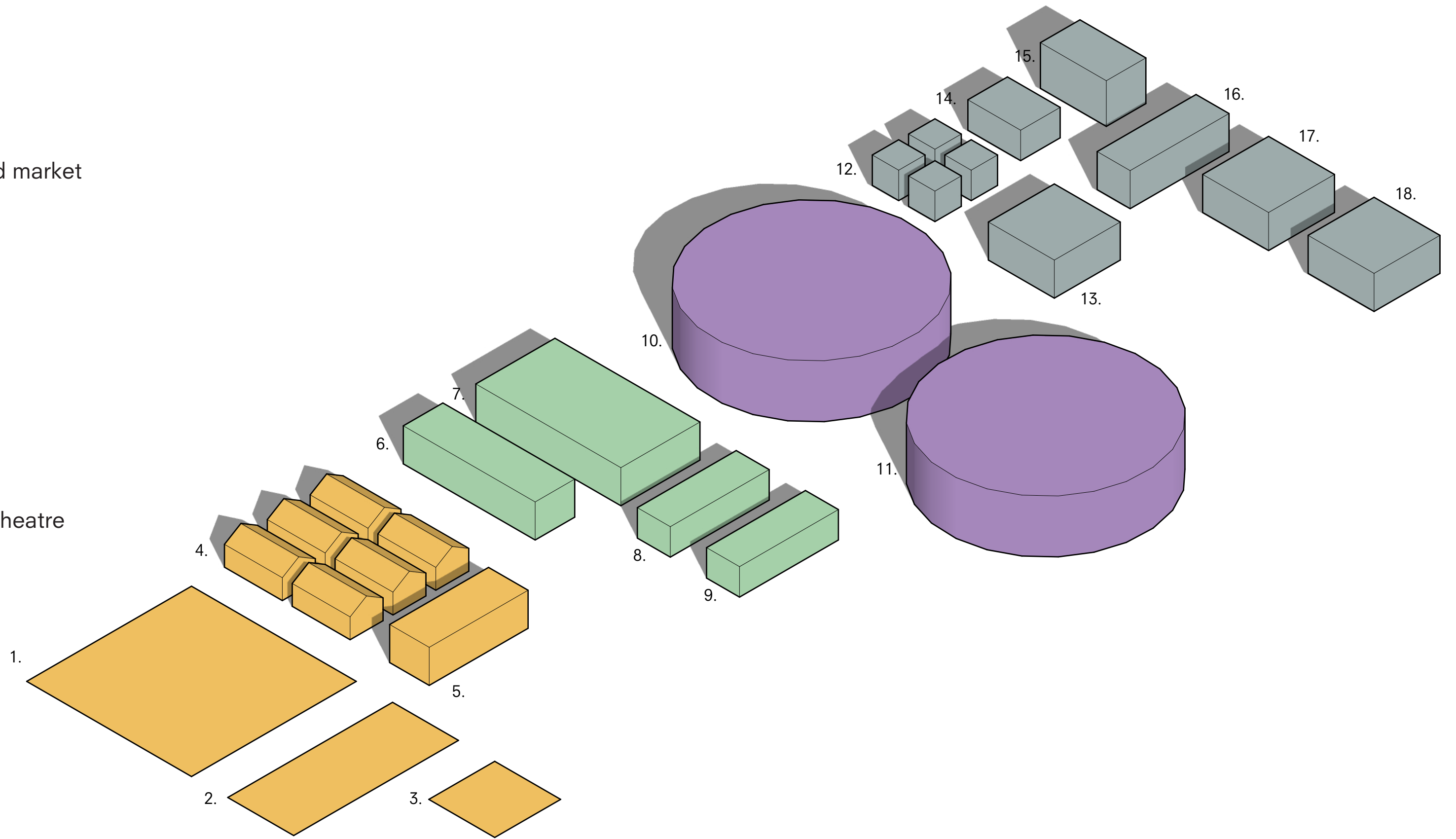
- 6 studying
- 7 books
- 8 reading rooms
- 9 computers / wifi

AUDITORIUM

- 10 lectures / open stage / theatre
- 11 night club

COMMUNITY

- 12 consulting rooms
- 13 dancing
- 14 conference room
- 15 indoor expo
- 16 outdoor exposition
- 17 sculpting
- 18 painting



A CATALOGUE OF SPACES

PUBLIC

- 1 public square / fresh food market
- 2 urban farming
- 3 roof terrace
- 4 dwellings
- 5 bar

LIBRARY

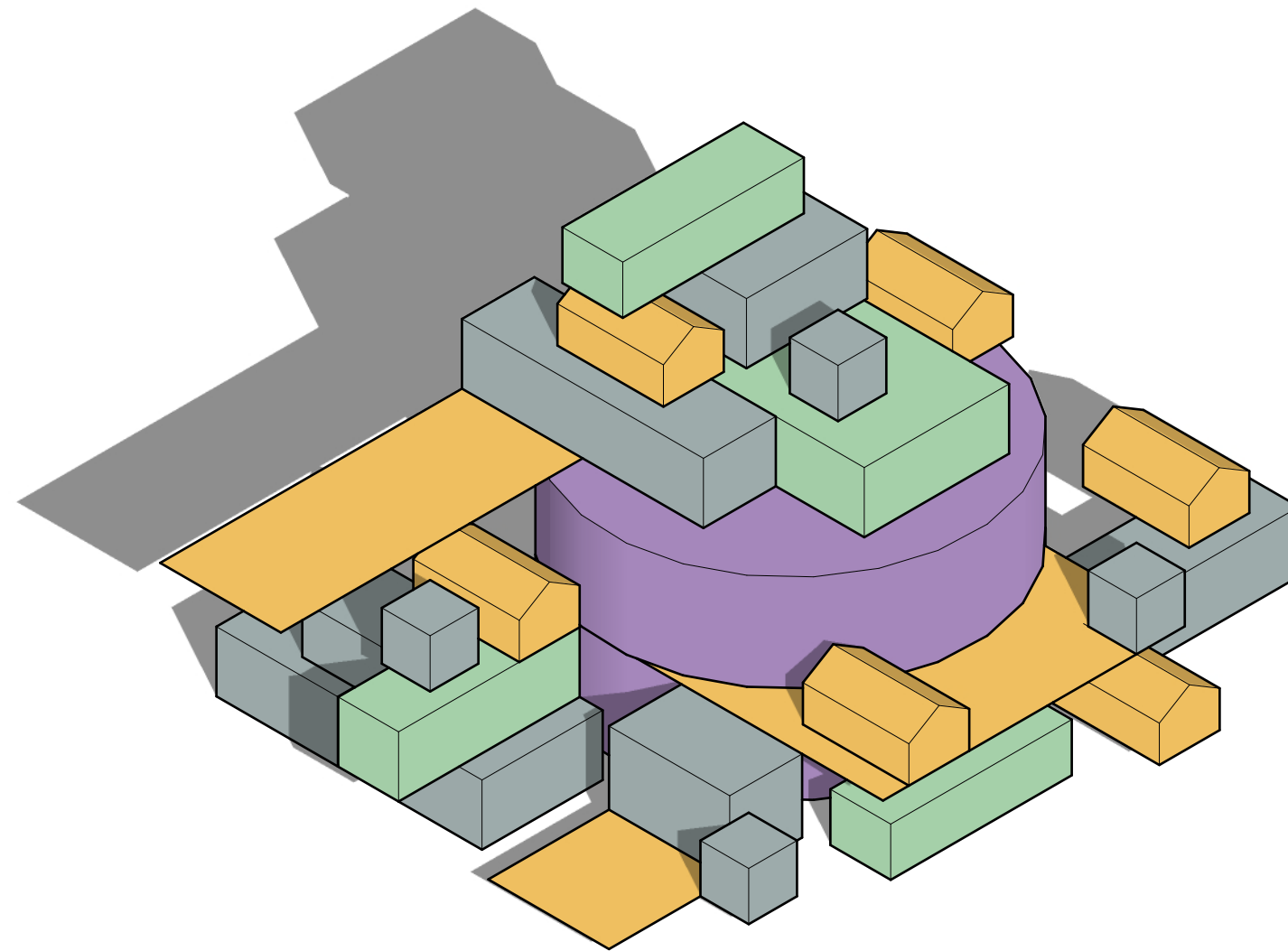
- 6 studying
- 7 books
- 8 reading rooms
- 9 computers / wifi

AUDITORIUM

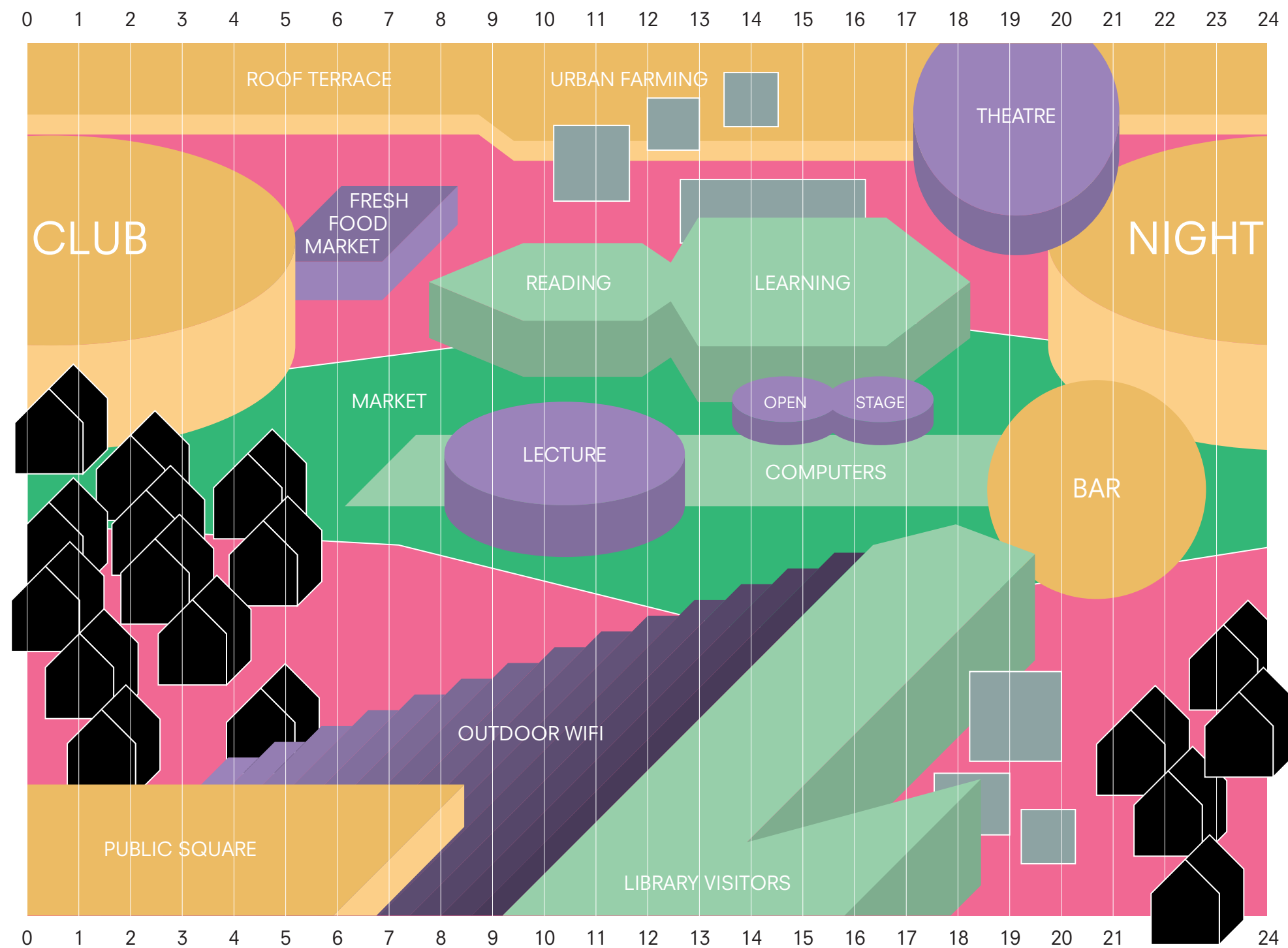
- 10 lectures / open stage / theatre
- 11 night club

COMMUNITY

- 12 consulting rooms
- 13 dancing
- 14 conference room
- 15 indoor expo
- 16 outdoor exposition
- 17 sculpting
- 18 painting



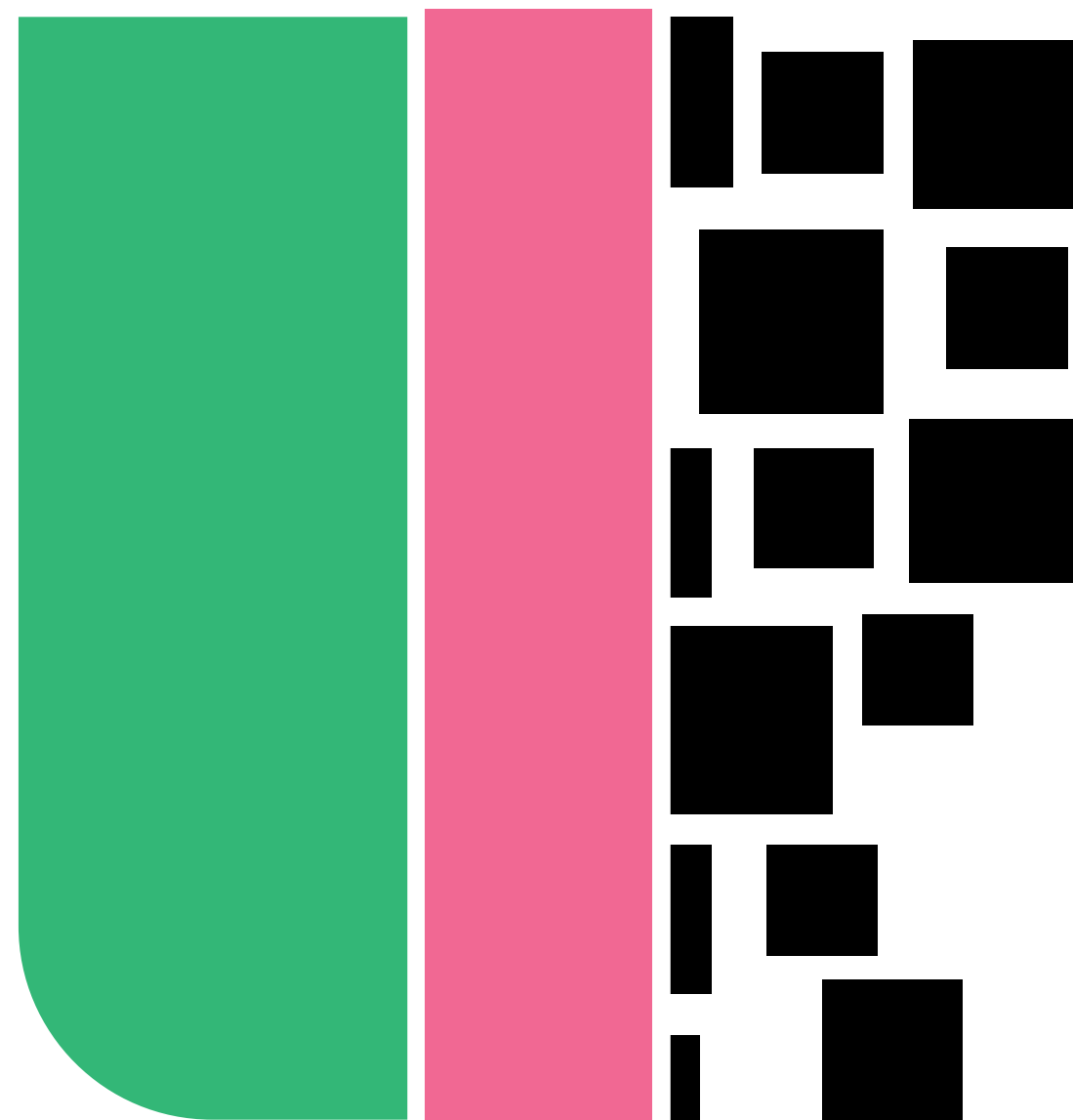
A COLLAGE OF SPACES

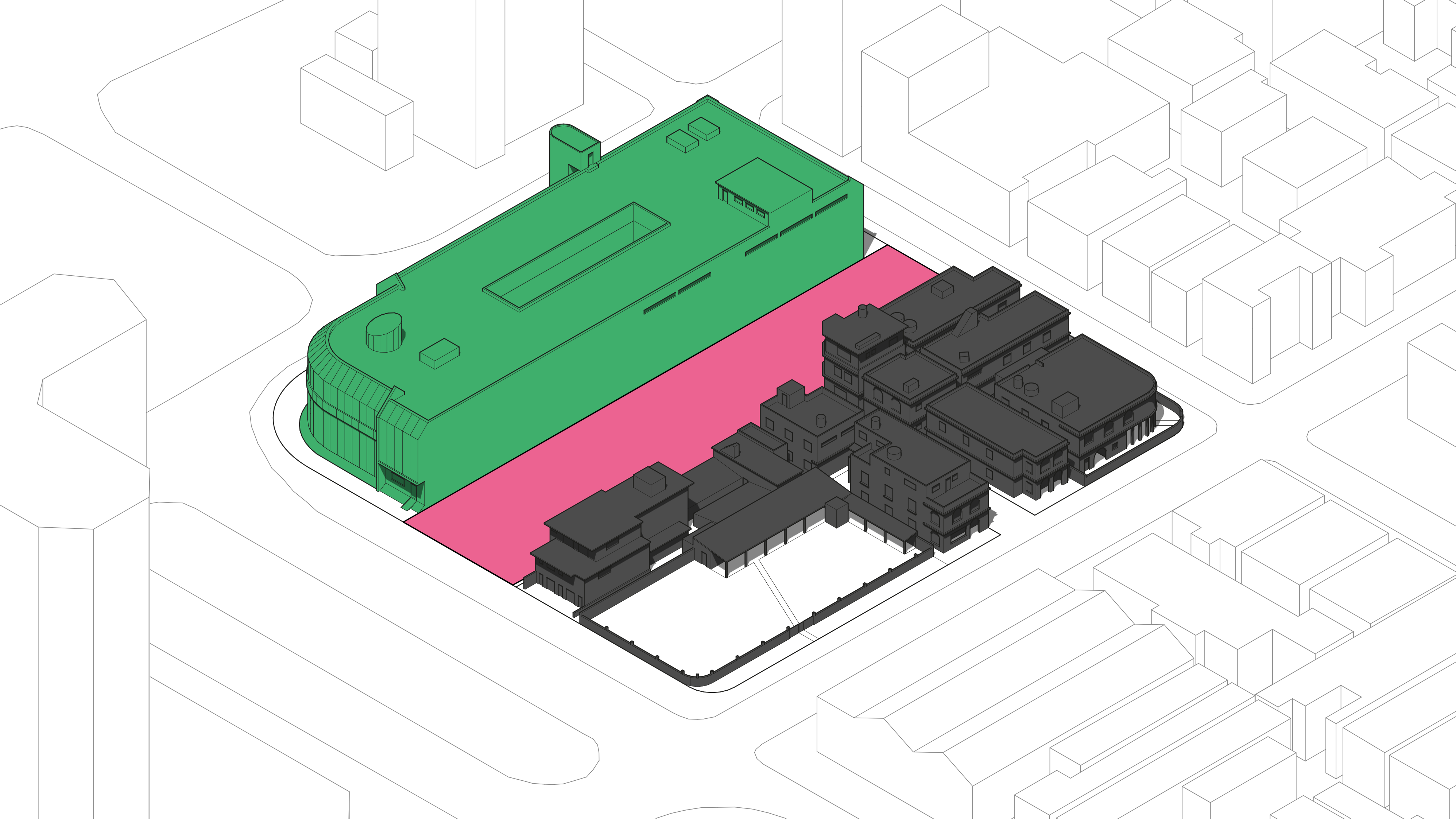


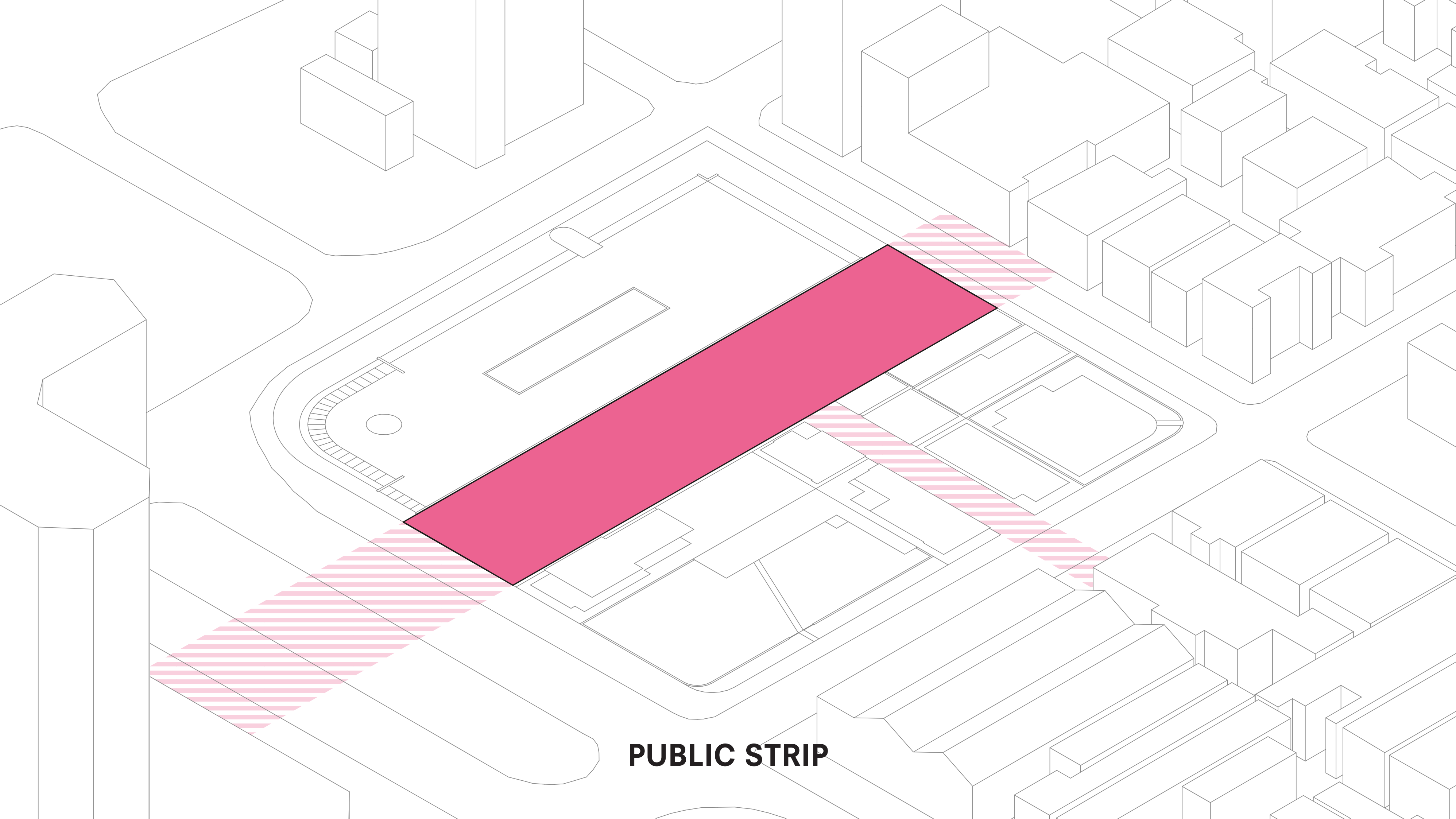
24H OCCUPATION

CONNECTIONS

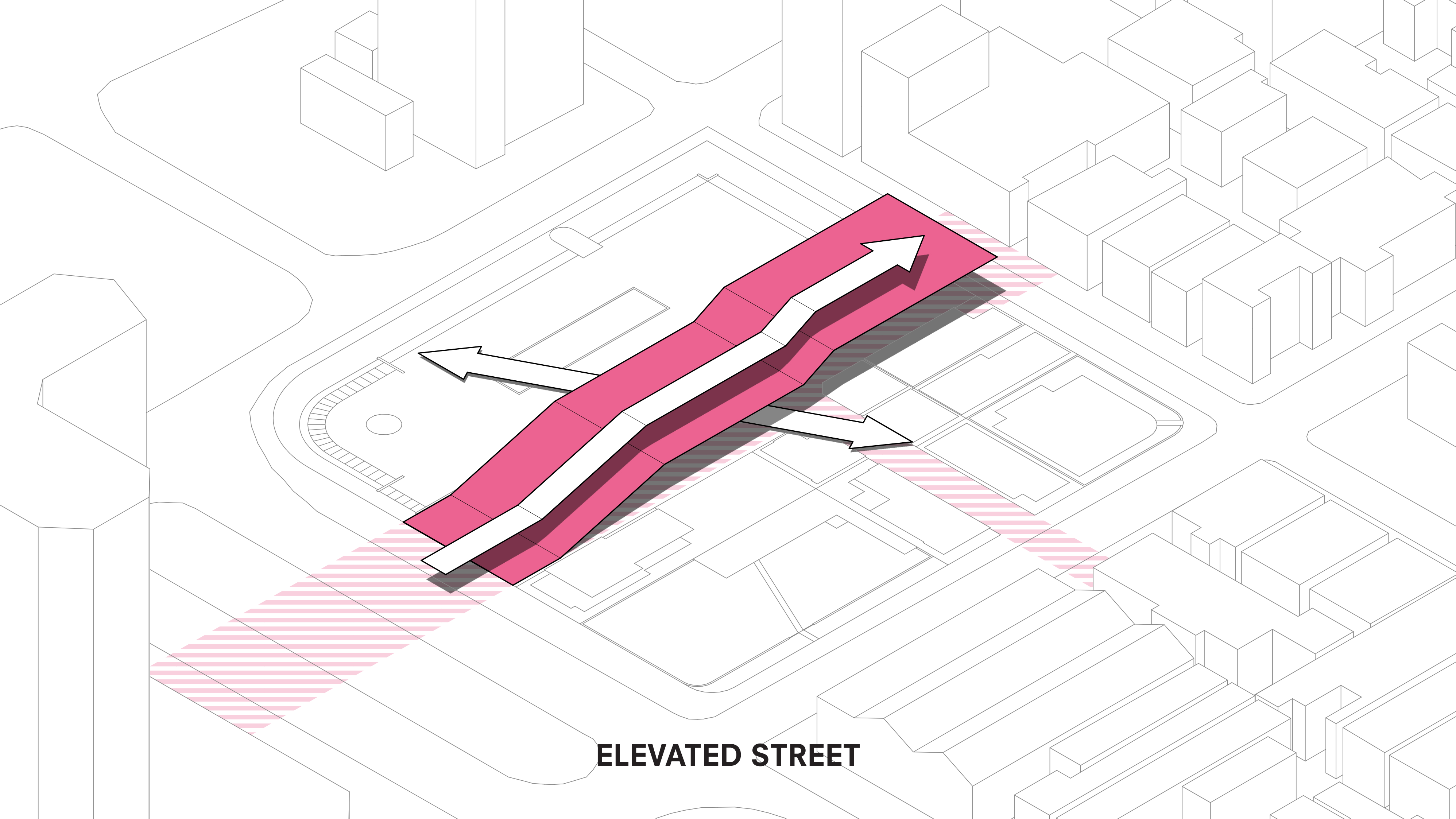
project buildup



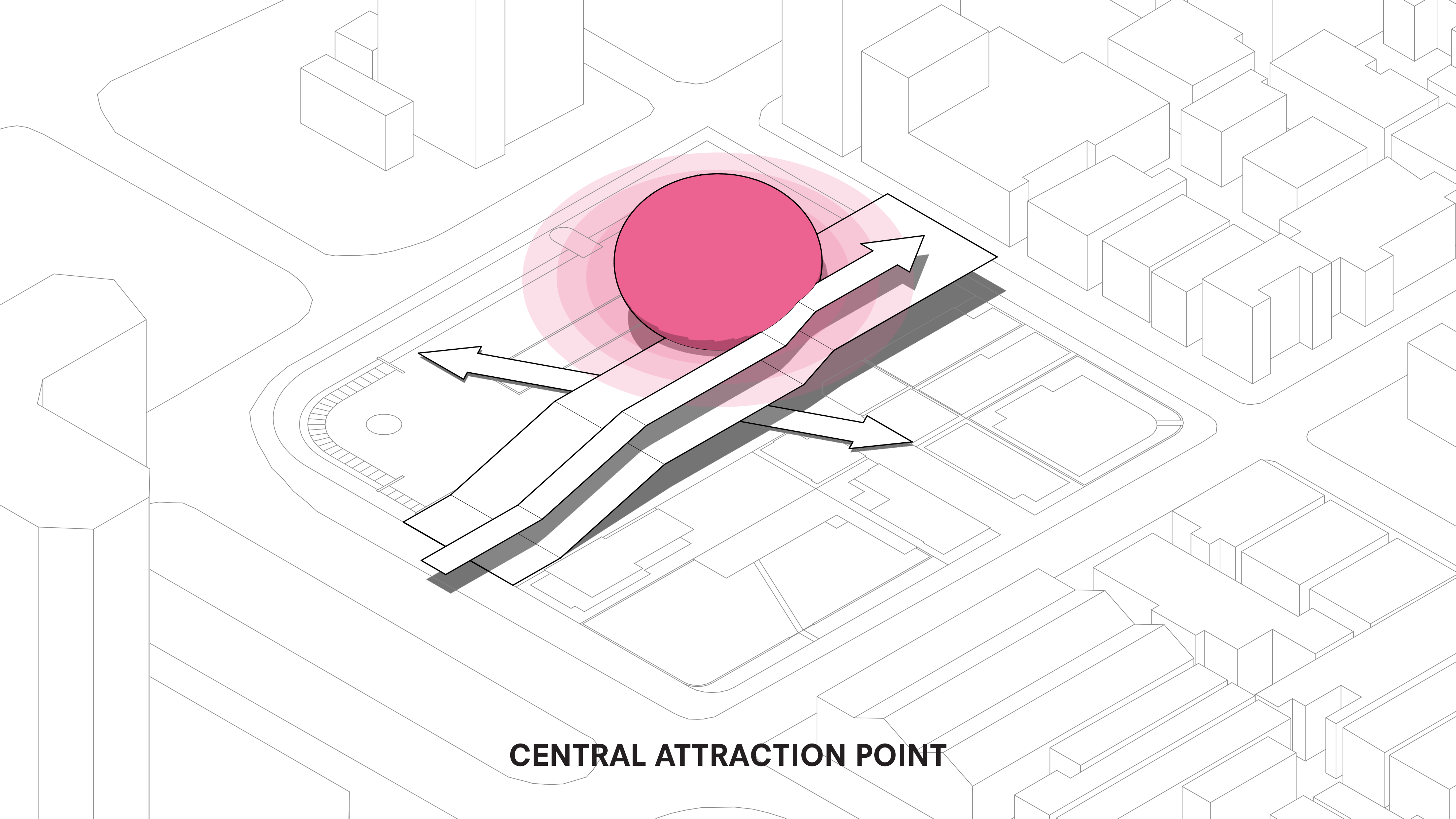




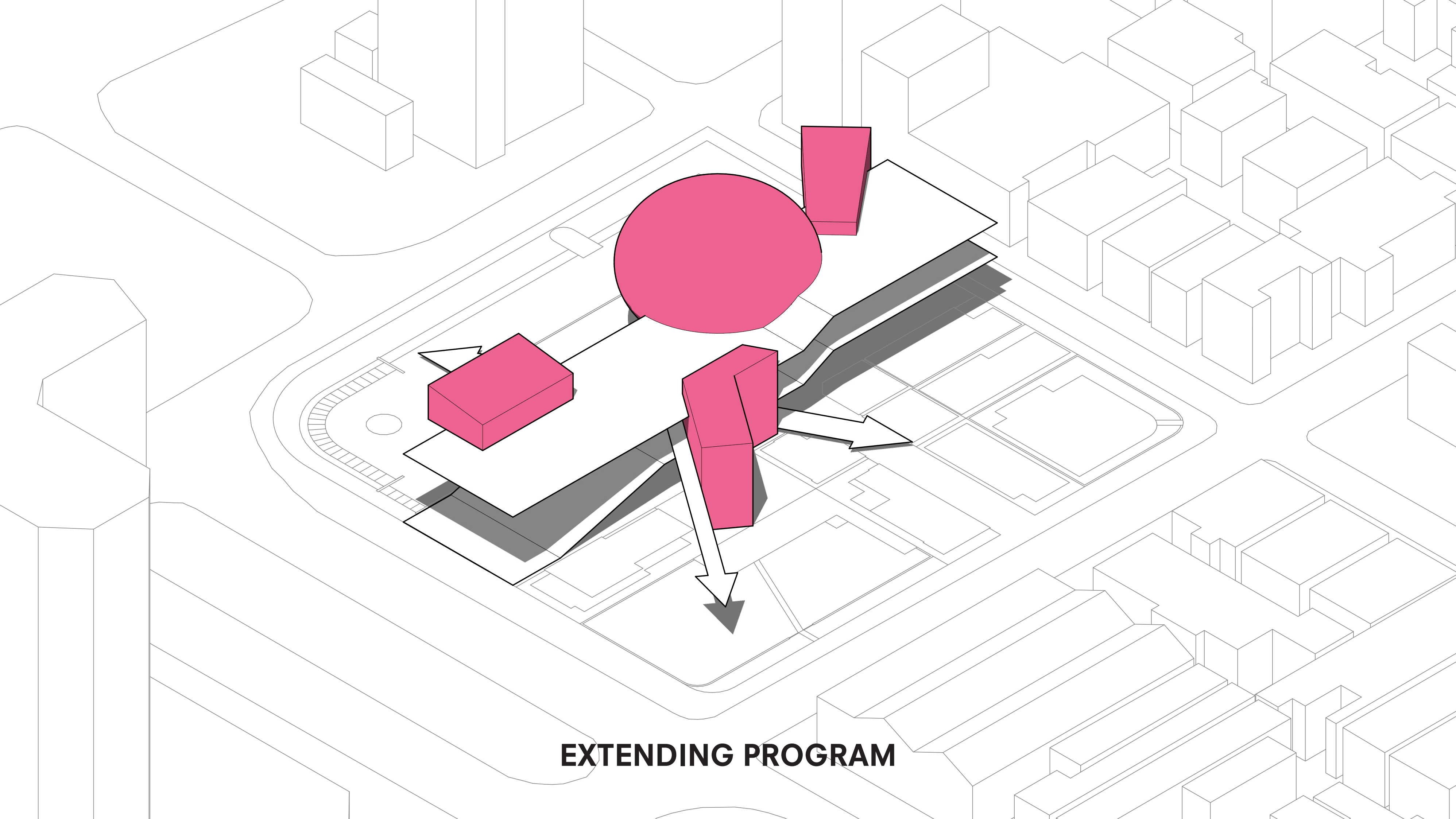
PUBLIC STRIP



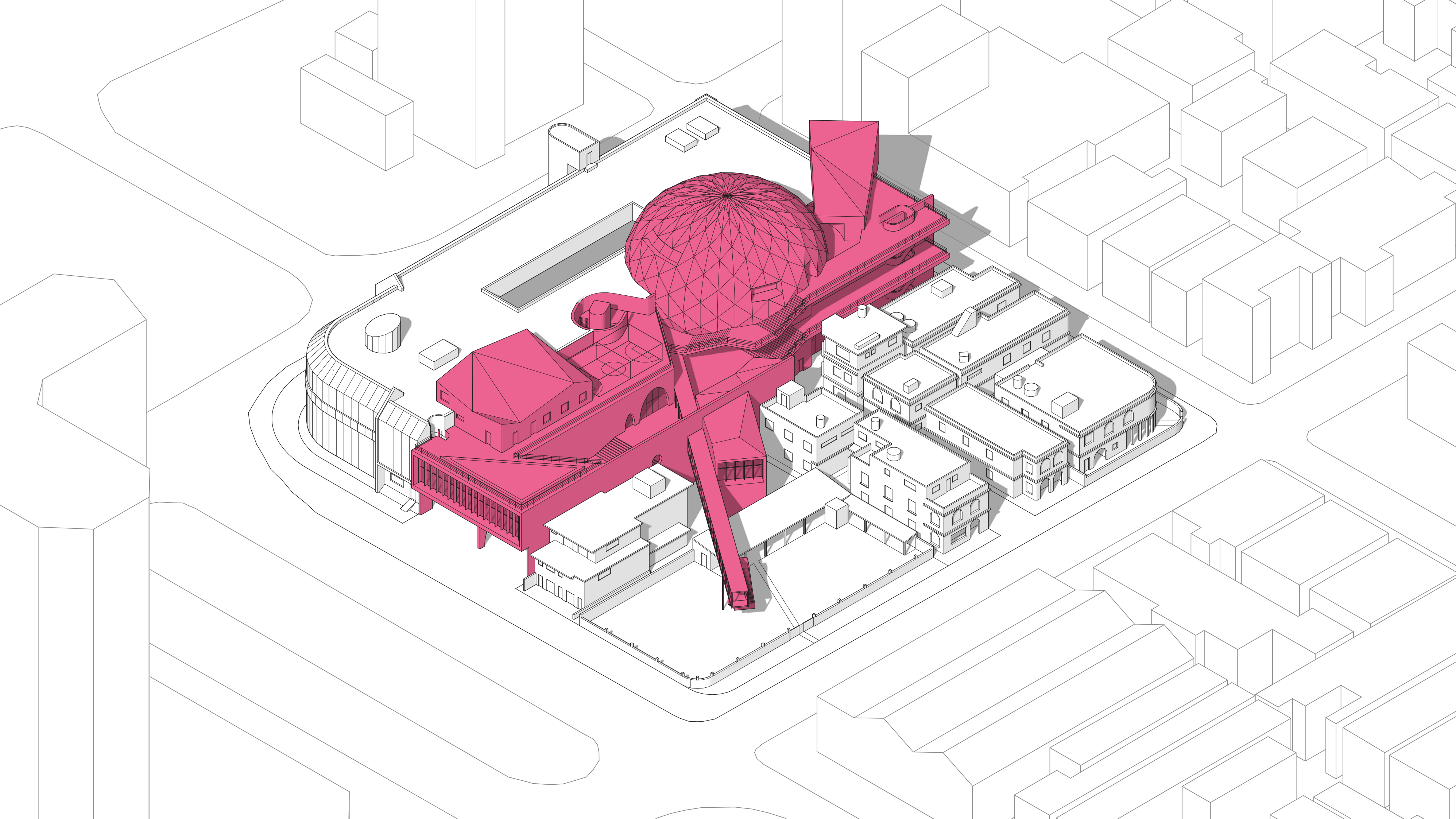
ELEVATED STREET

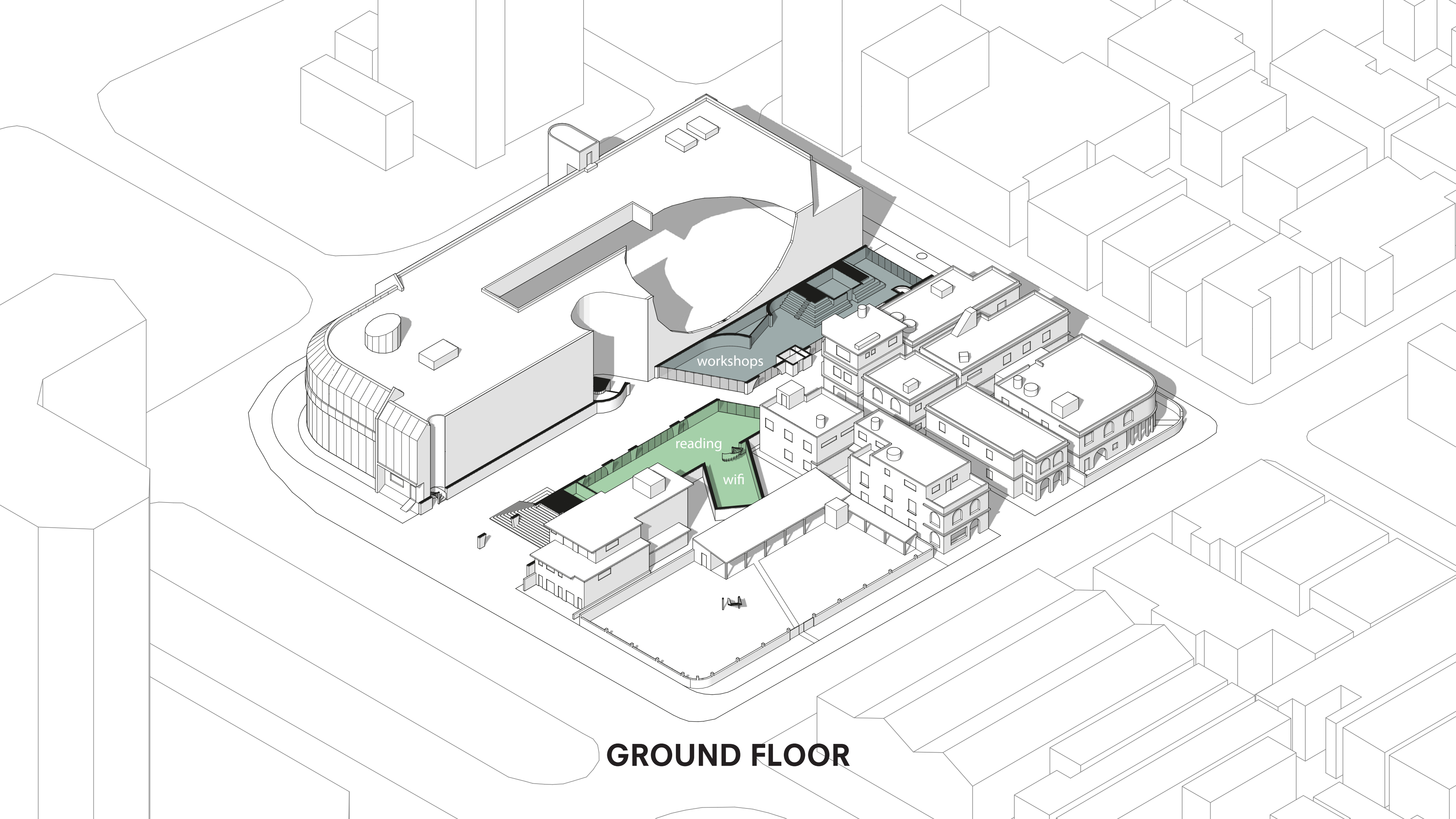


CENTRAL ATTRACTION POINT

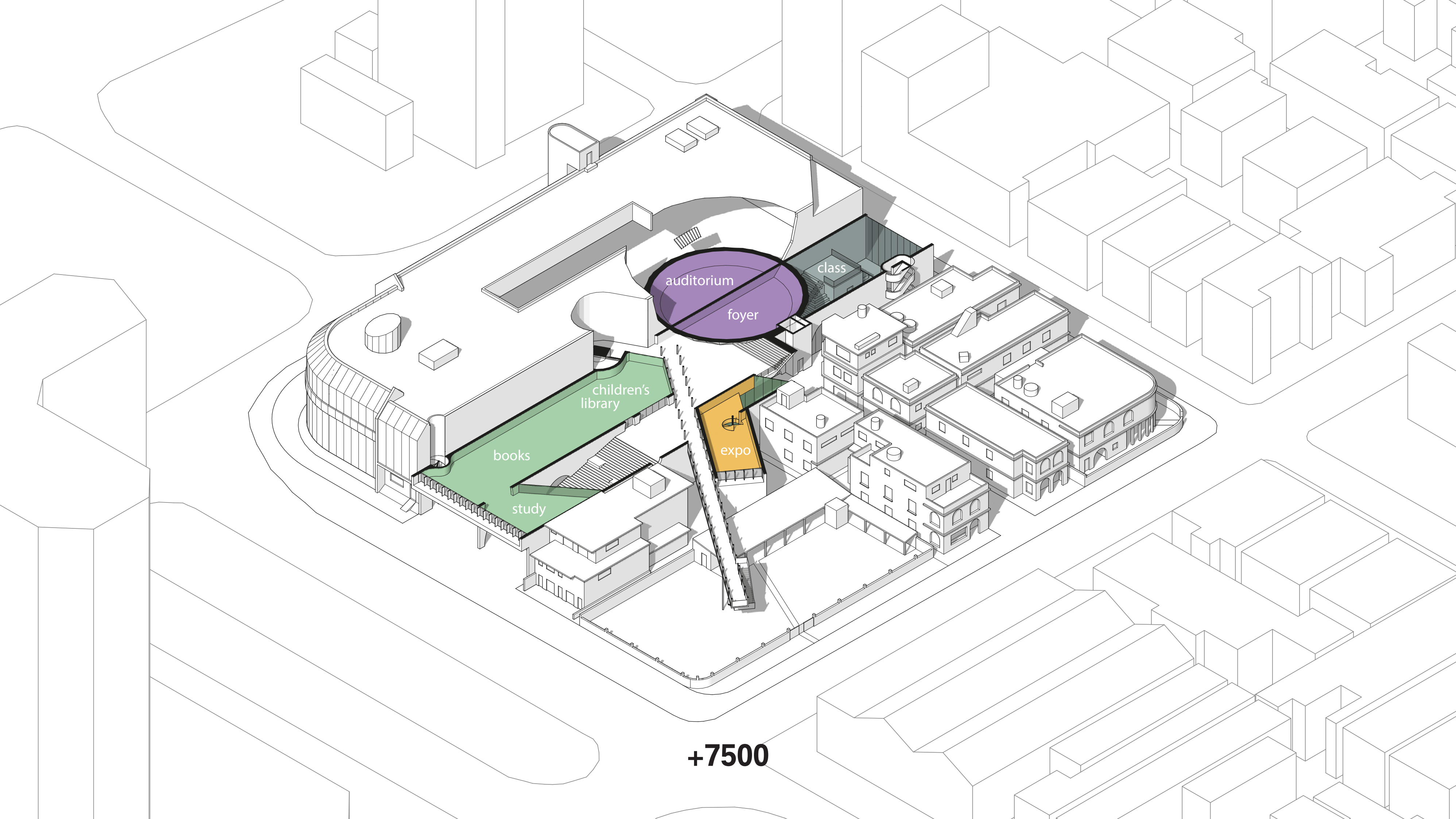


EXTENDING PROGRAM

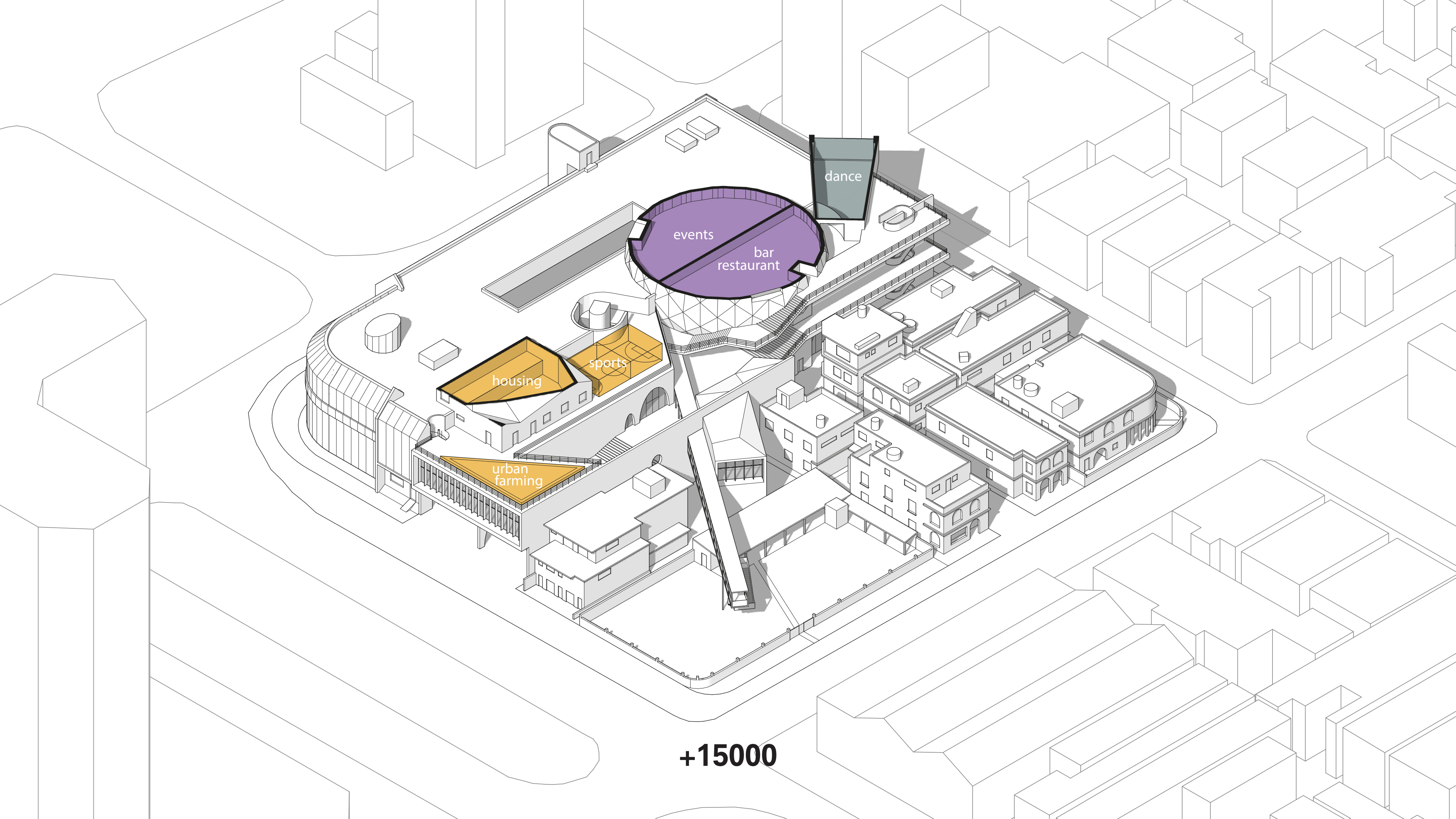




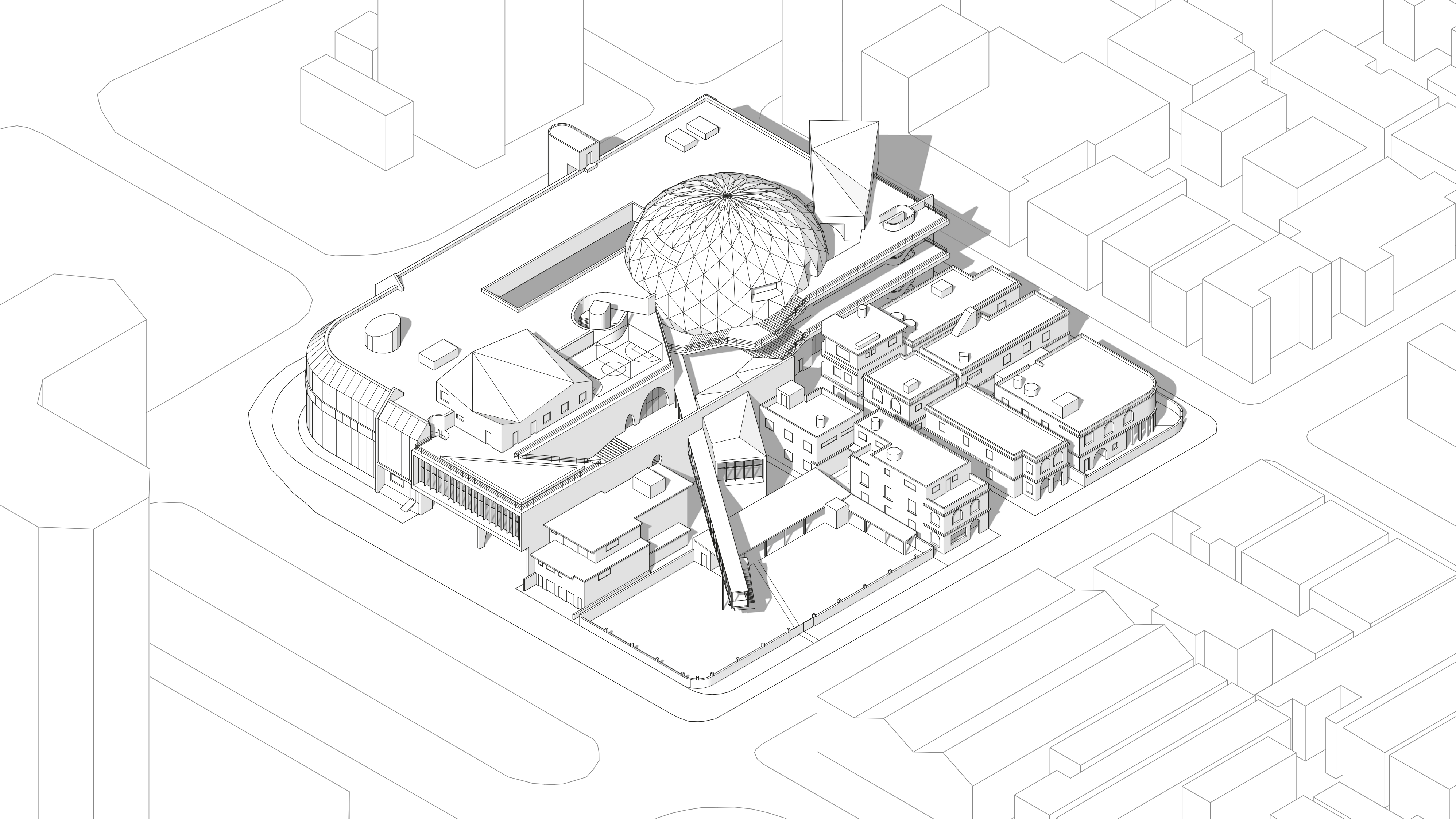
GROUND FLOOR

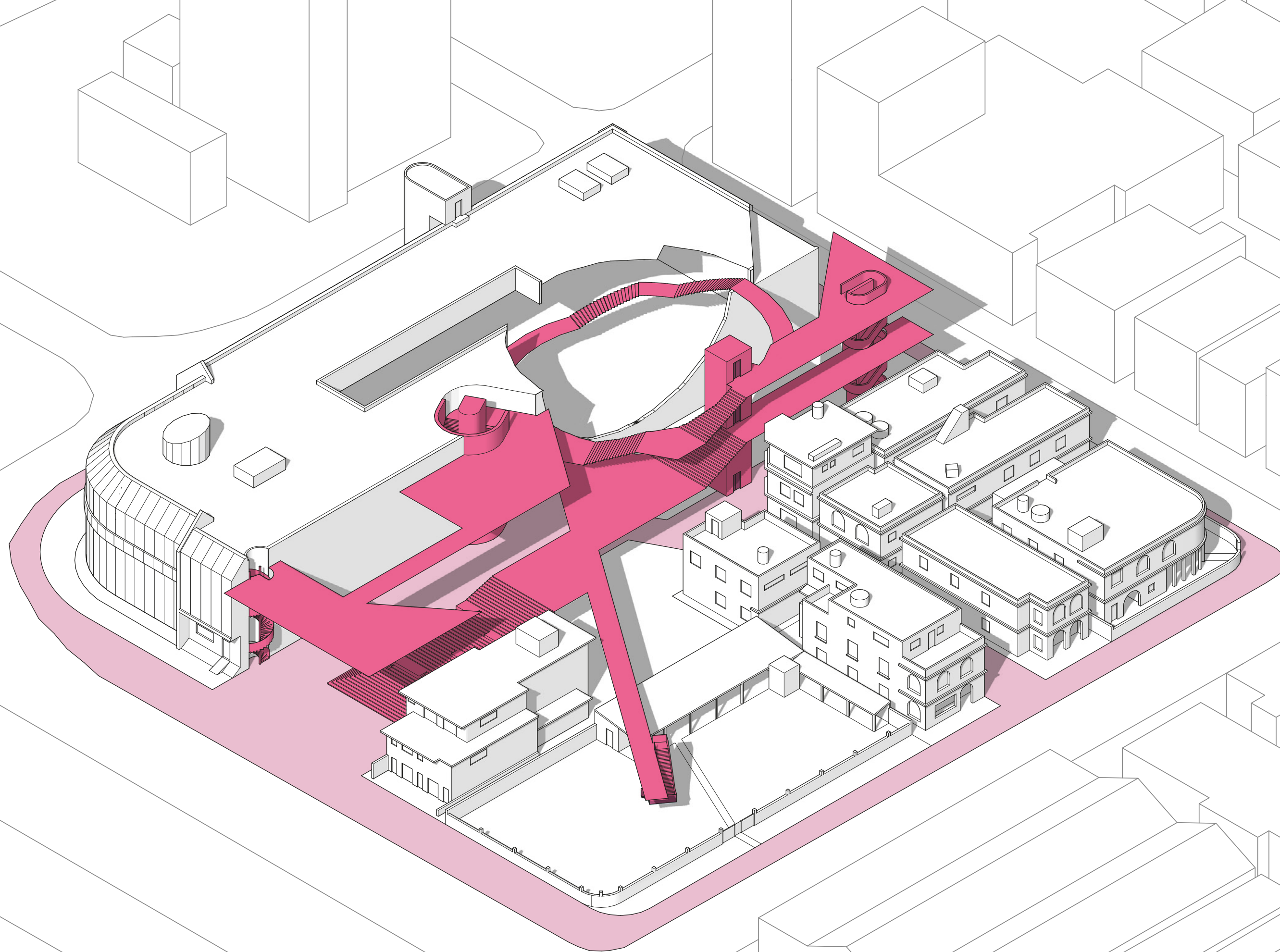


+7500

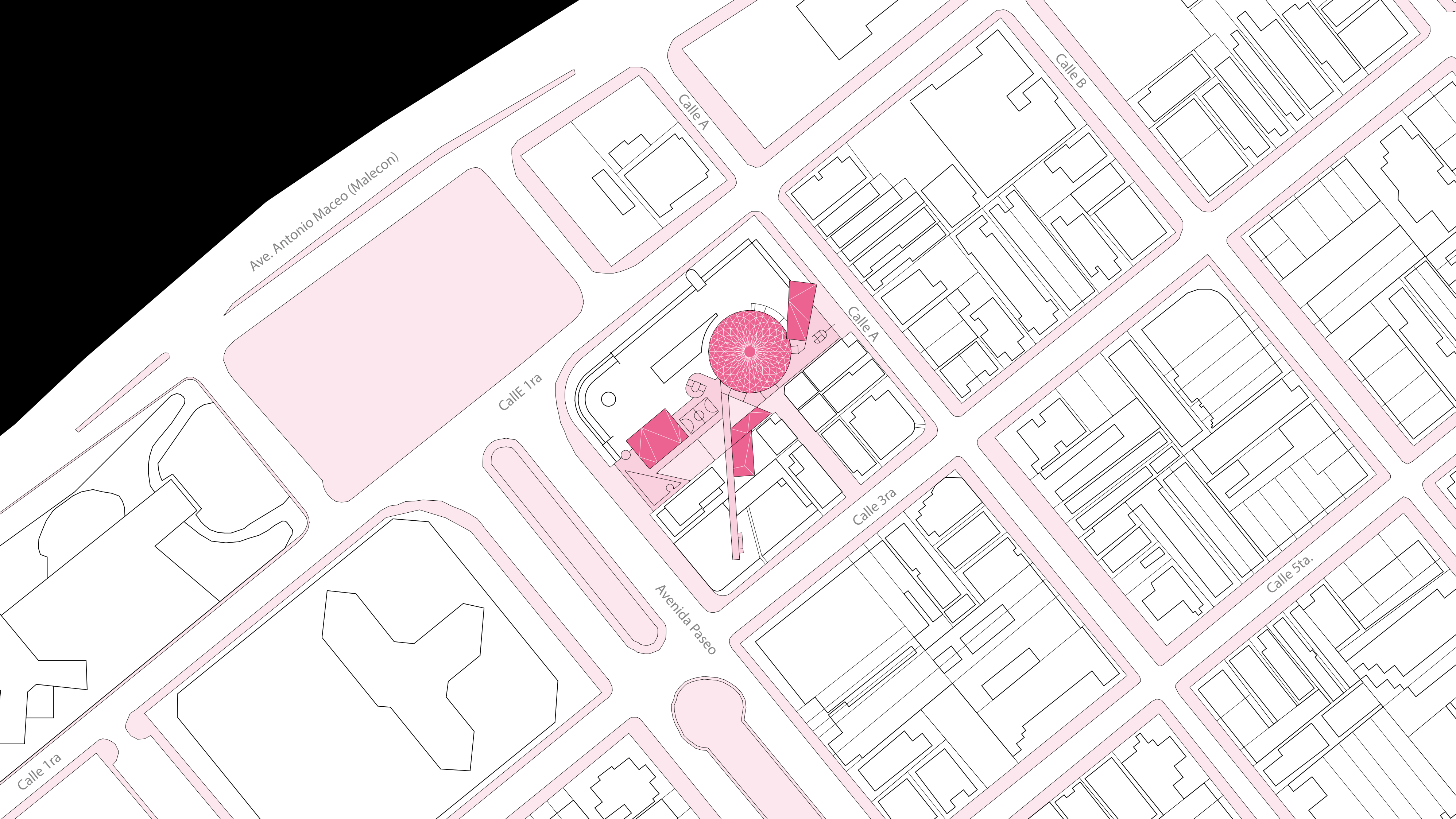


+15000





PUBLIC CIRCULATION



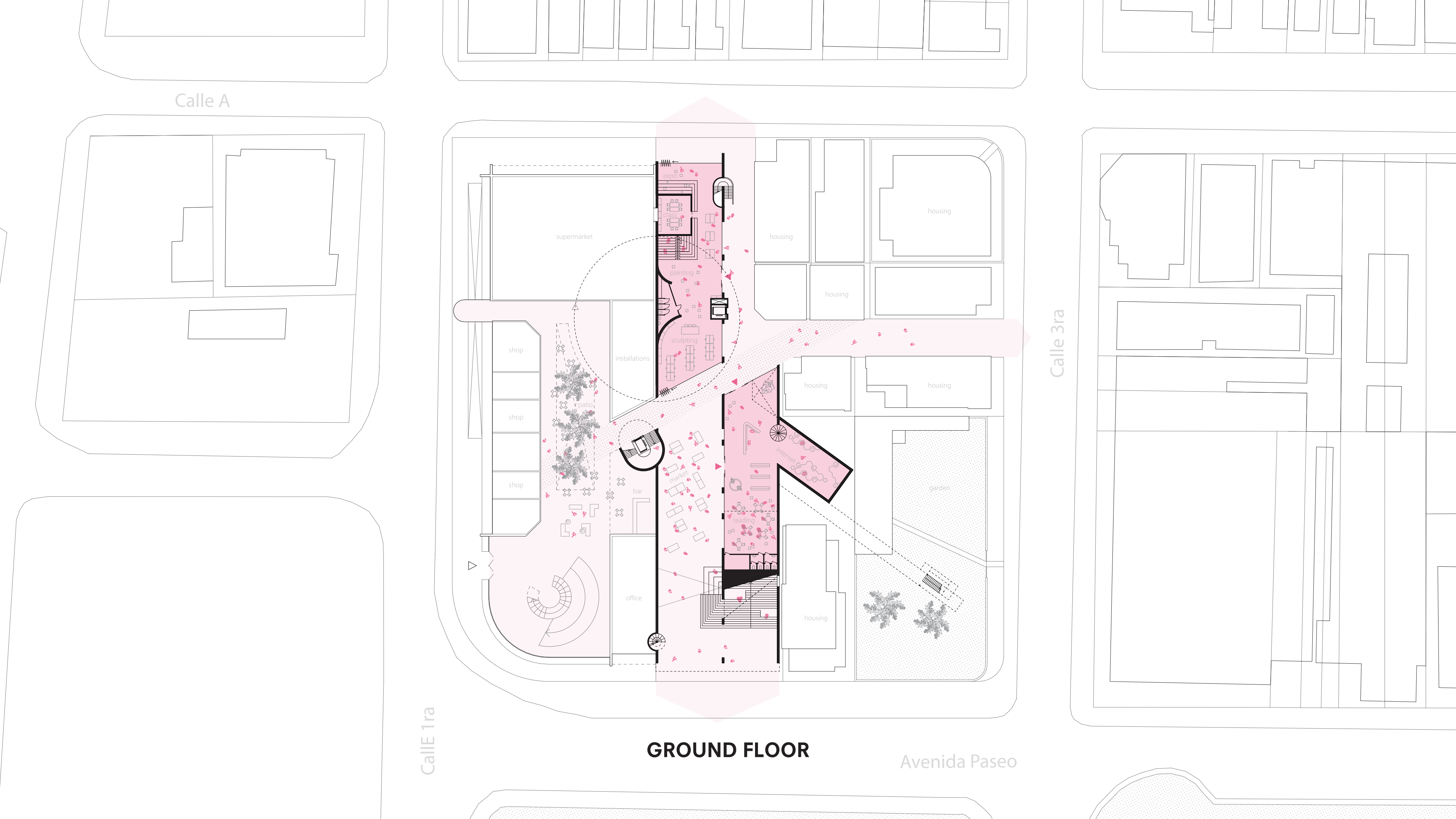
Calle A

Calle 1ra

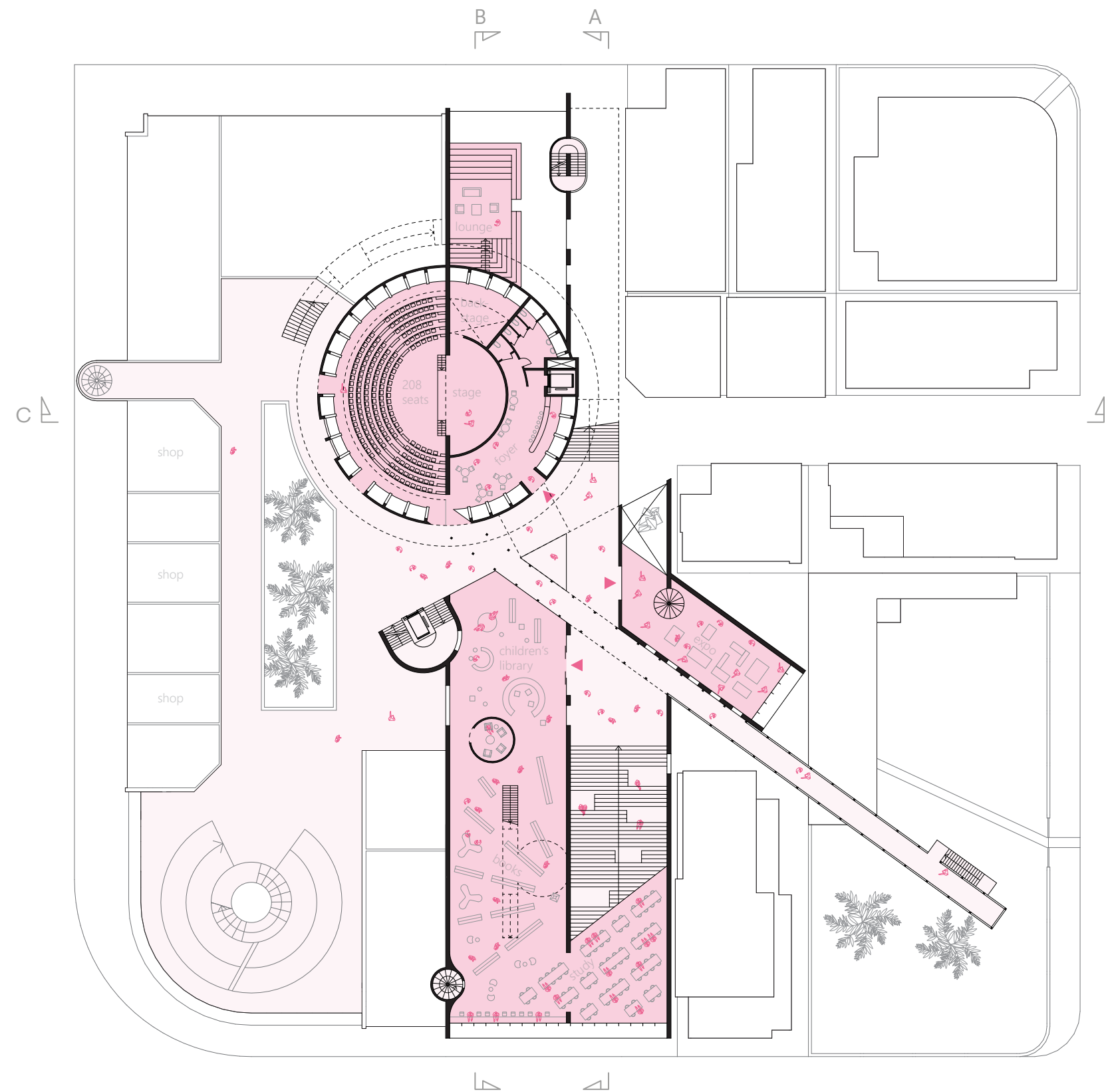
Calle 3ra

Avenida Paseo

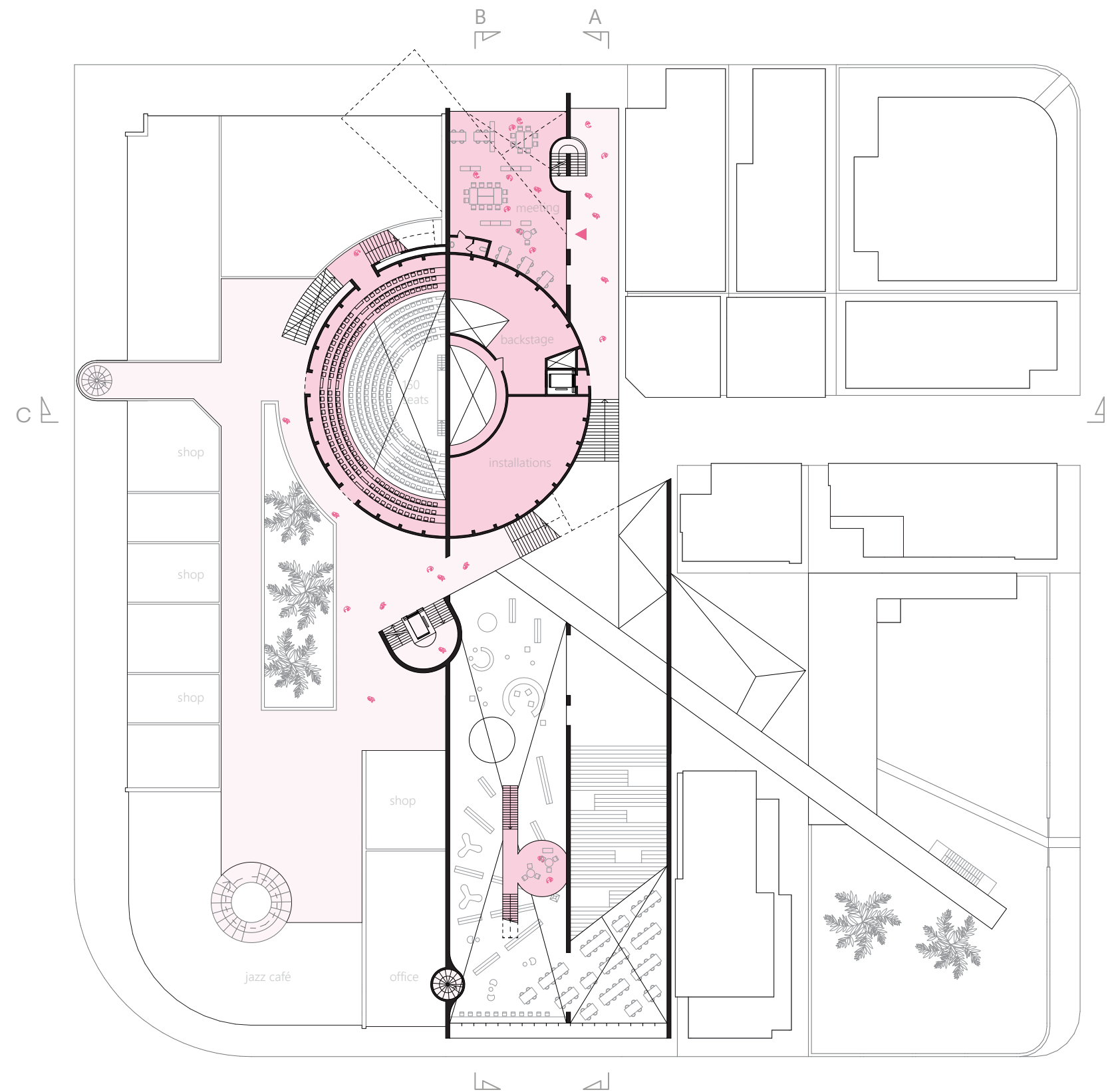
GROUND FLOOR

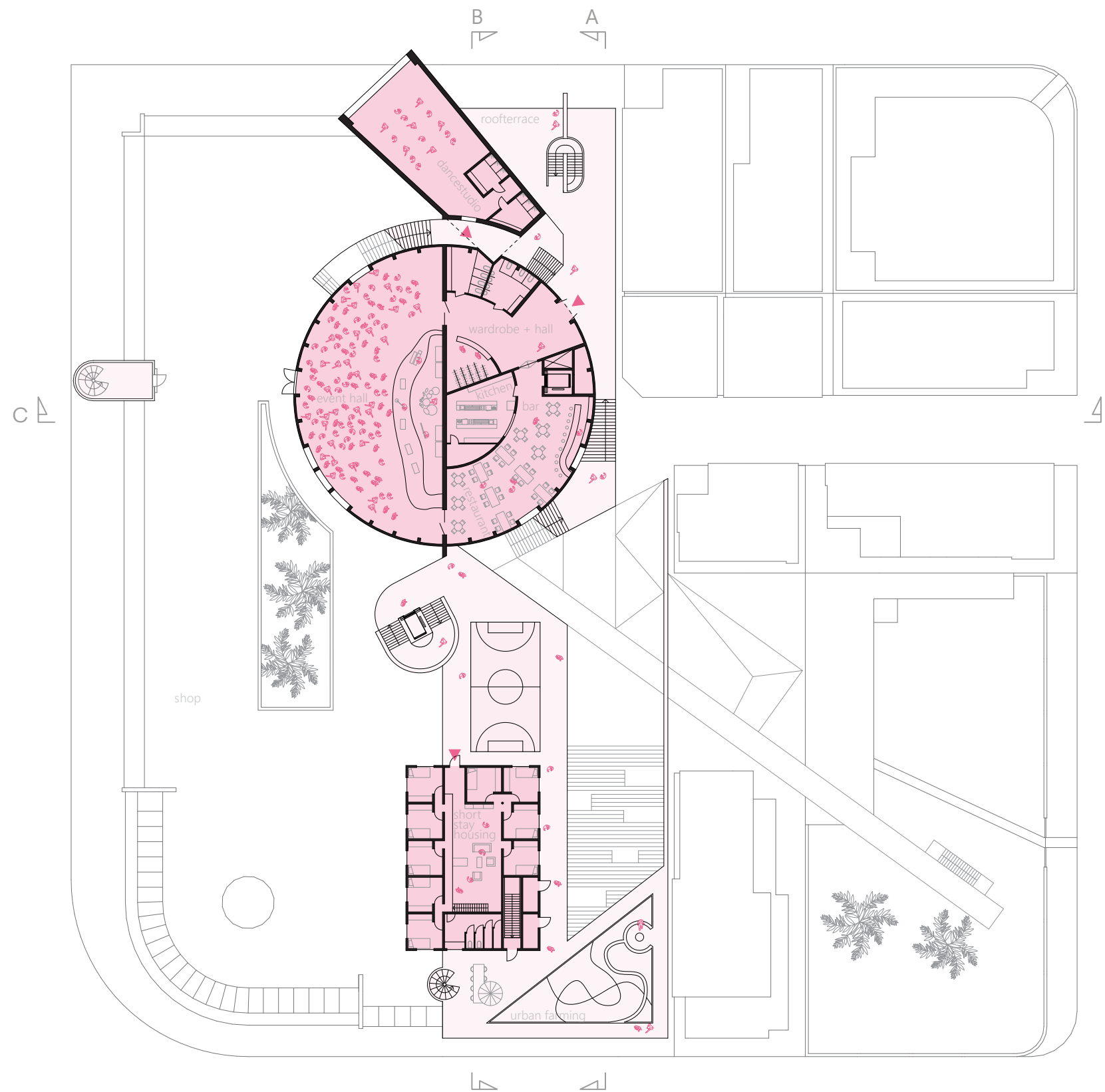










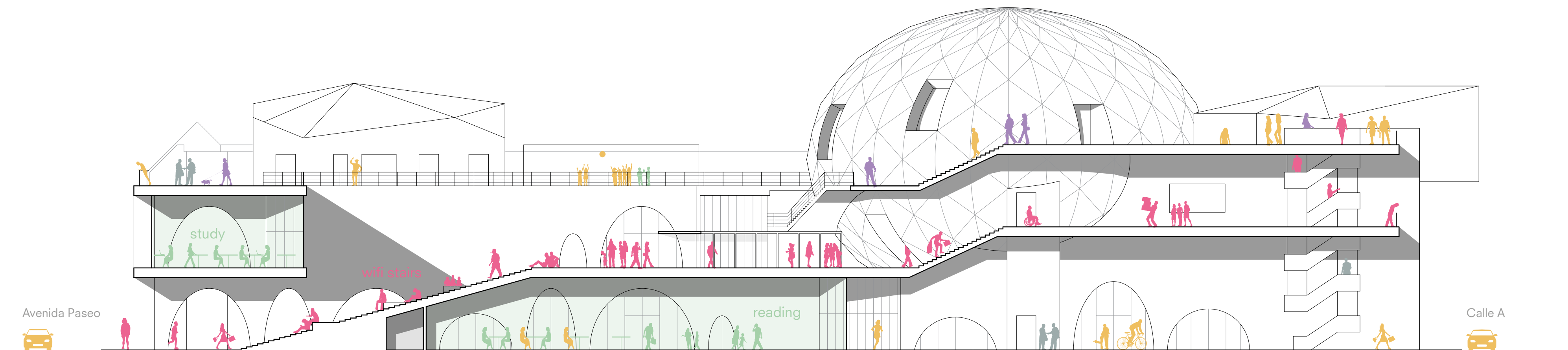
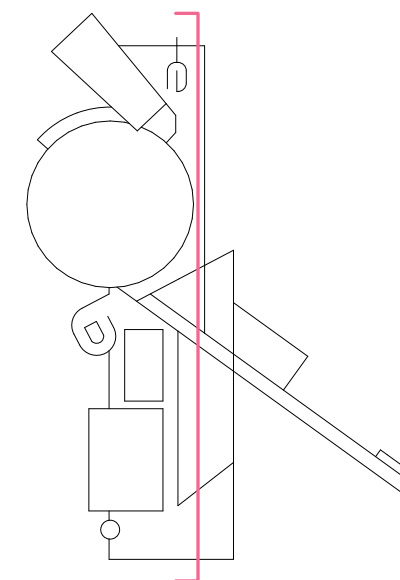


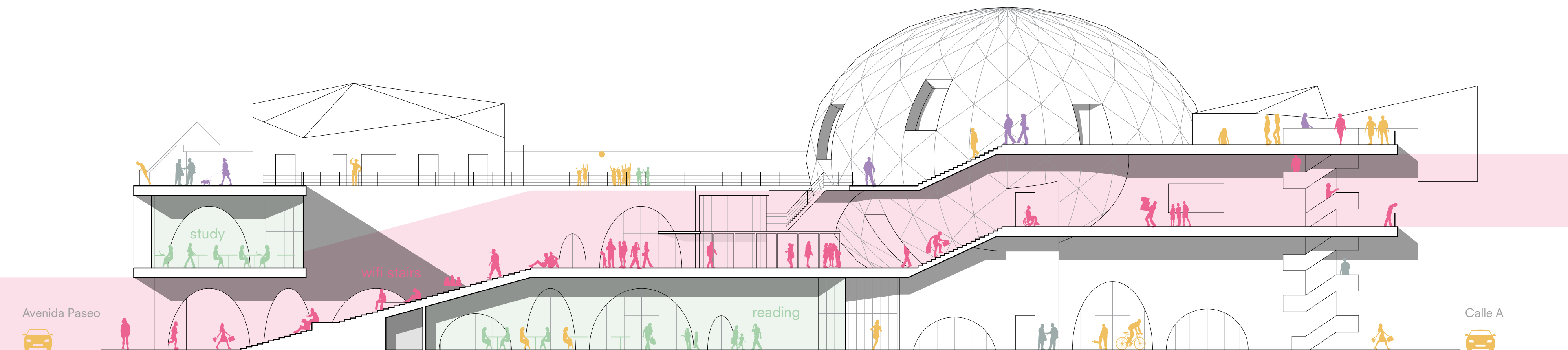
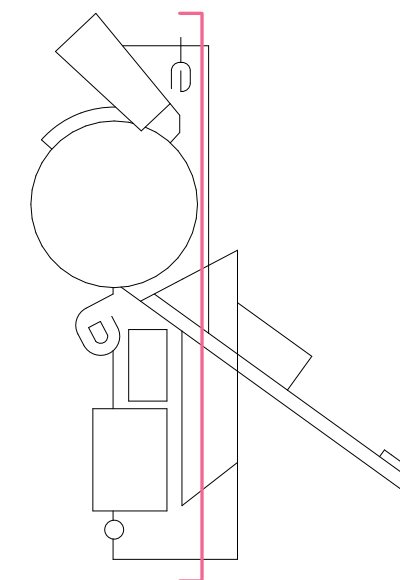


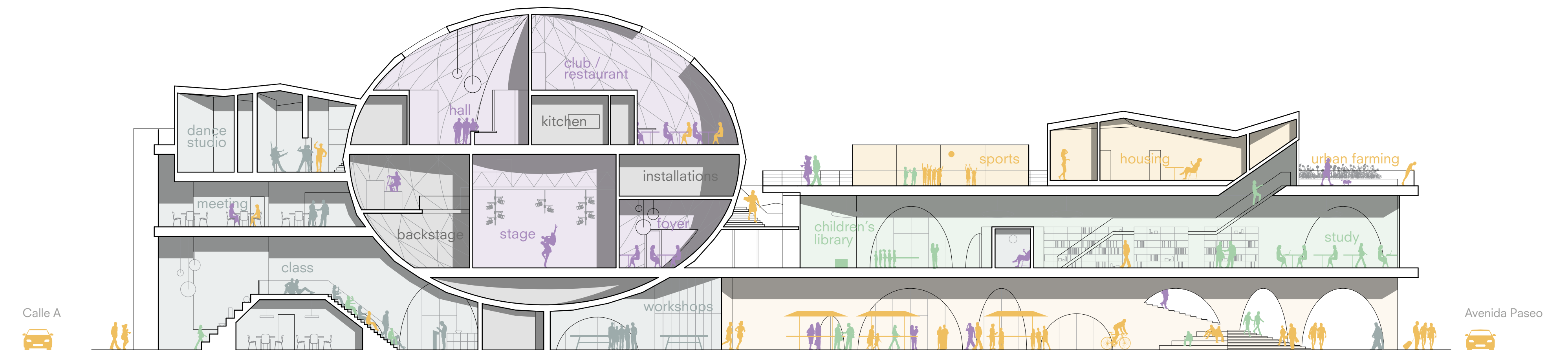
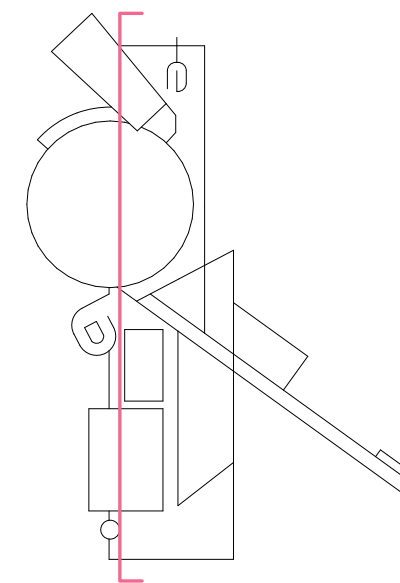


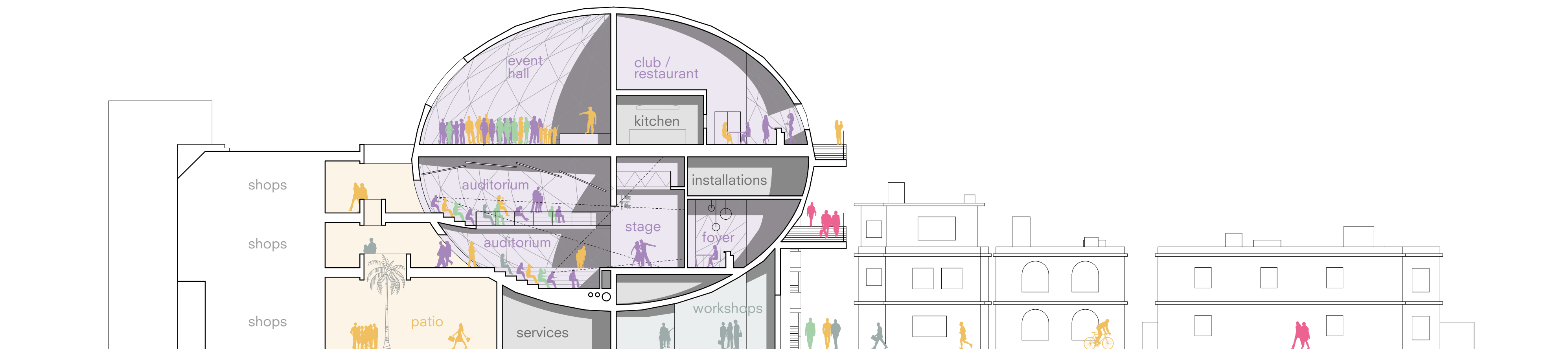
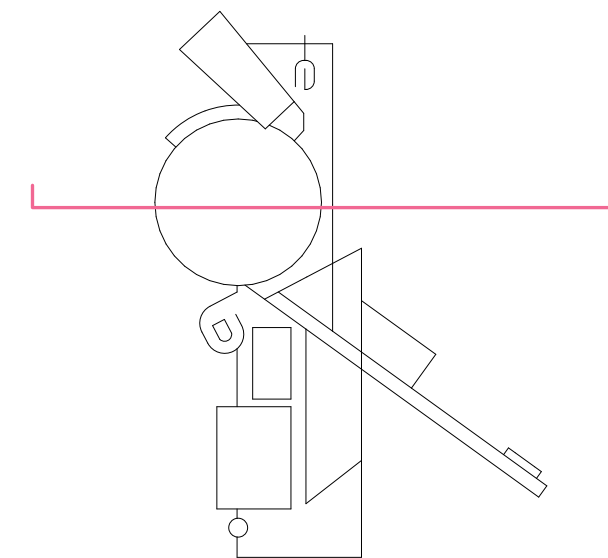
CONNECTING LEVELS

sections





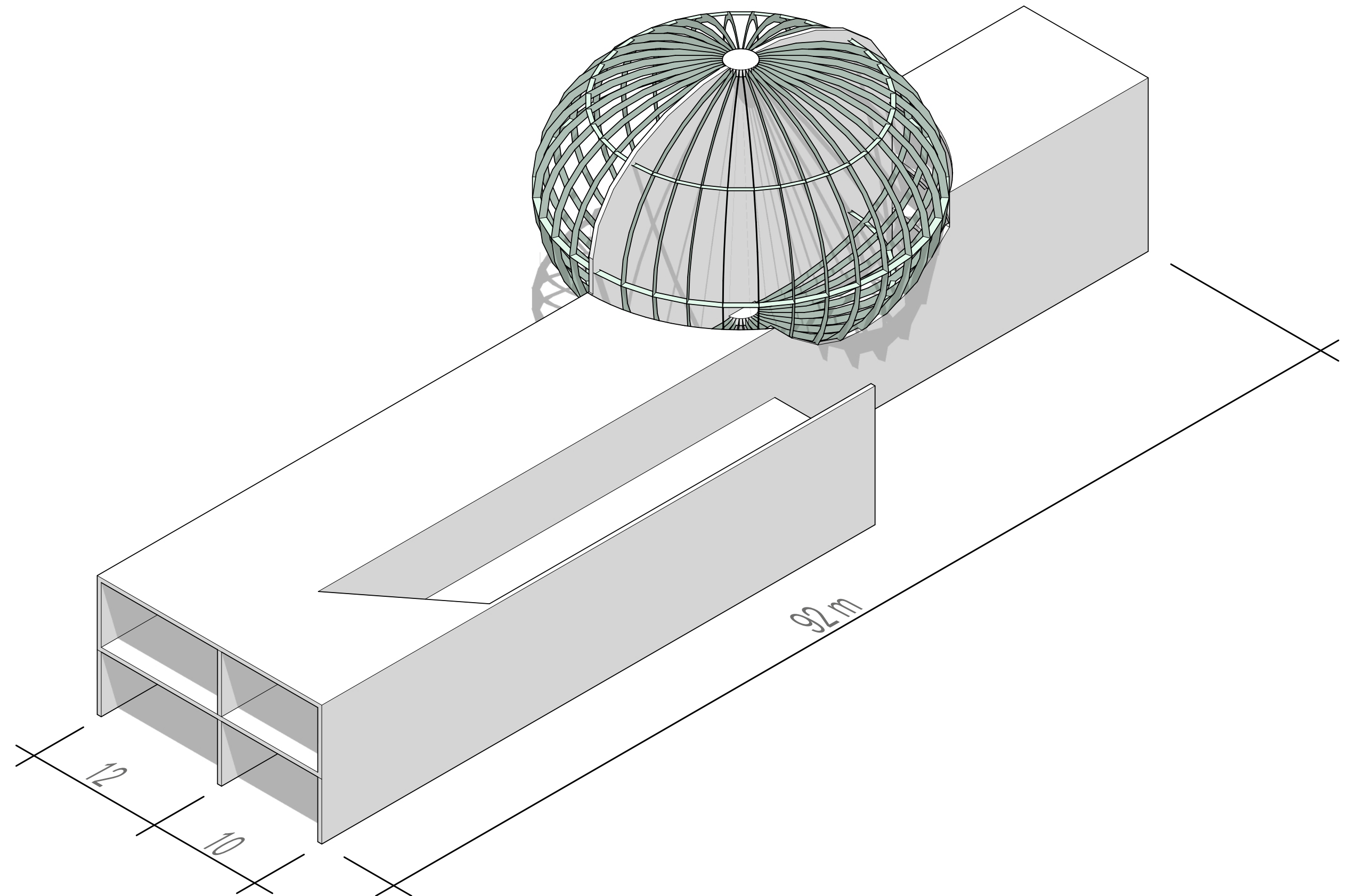




HOW IT'S BUILT

MAIN STRUCTURE

- concrete slabs & walls
cast in place (tunnel)
- auditorium made of steel
- solid feel

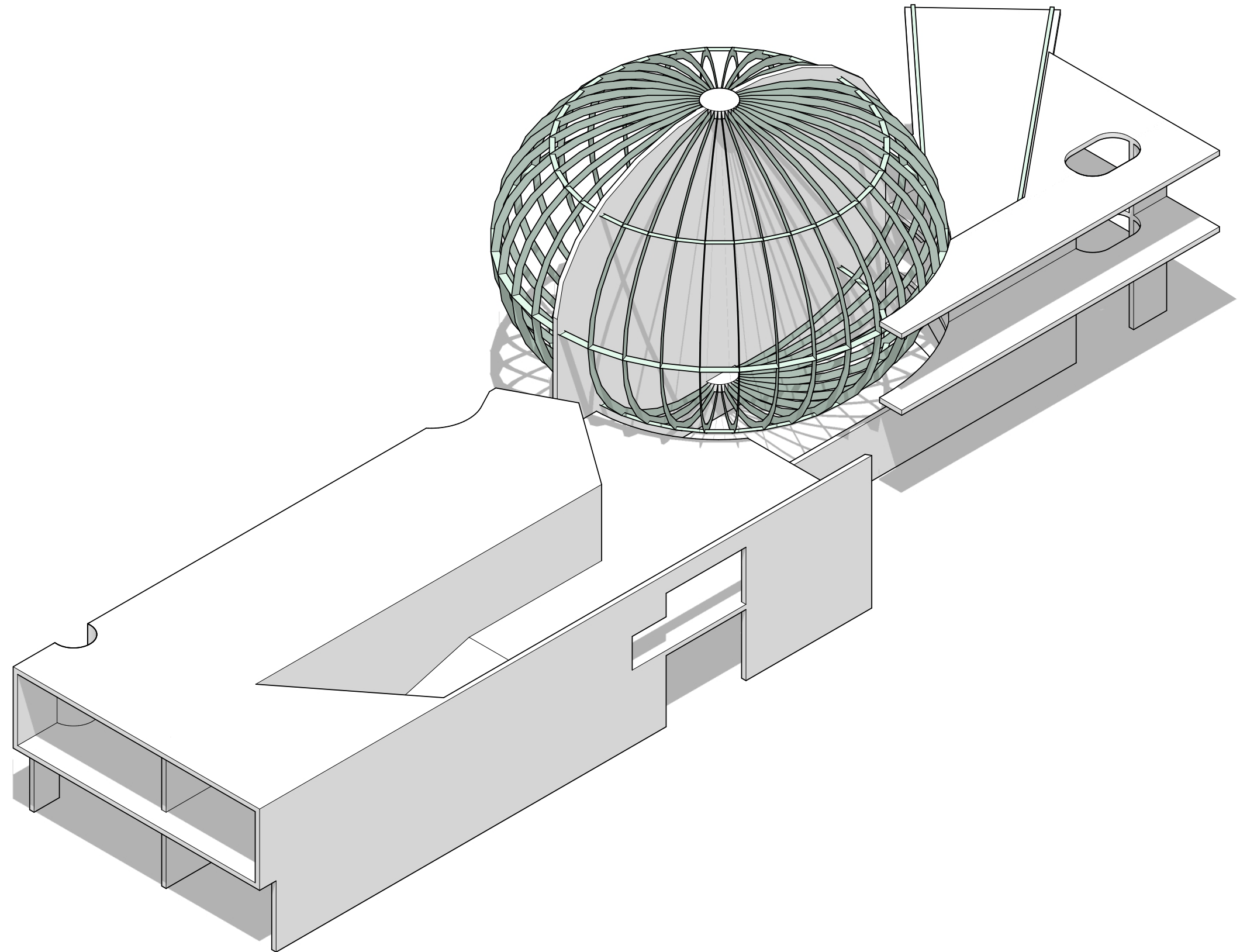


MAIN STRUCTURE

- concrete slabs & walls
cast in place (tunnel)
- auditorium made of steel
- solid feel

EXCAVATING & ADDING

- strategically placed openings
- steel support dance studio
- adding floorarea



MAIN STRUCTURE

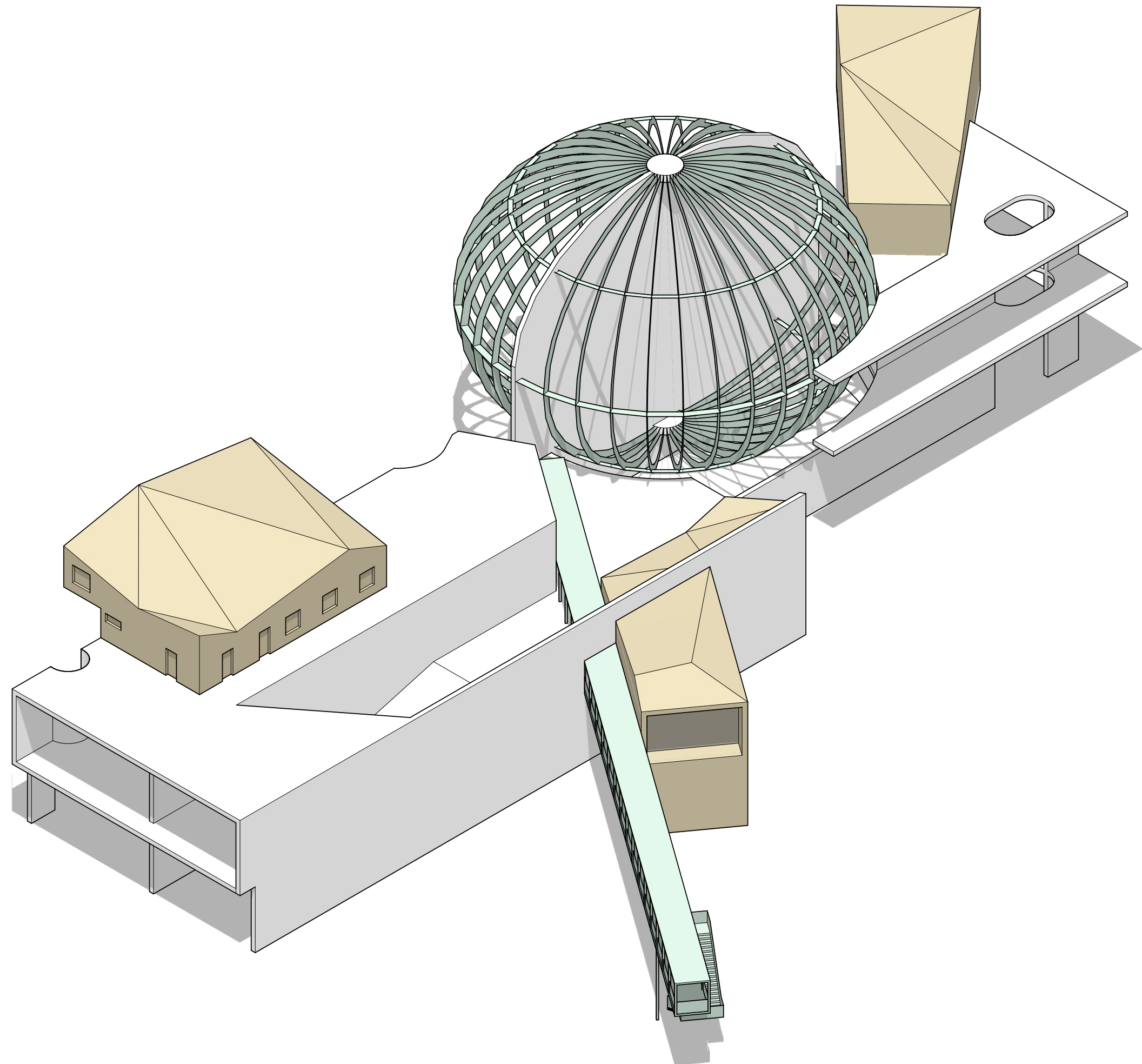
- concrete slabs & walls
cast in place (tunnel)
- auditorium made of steel
- solid feel

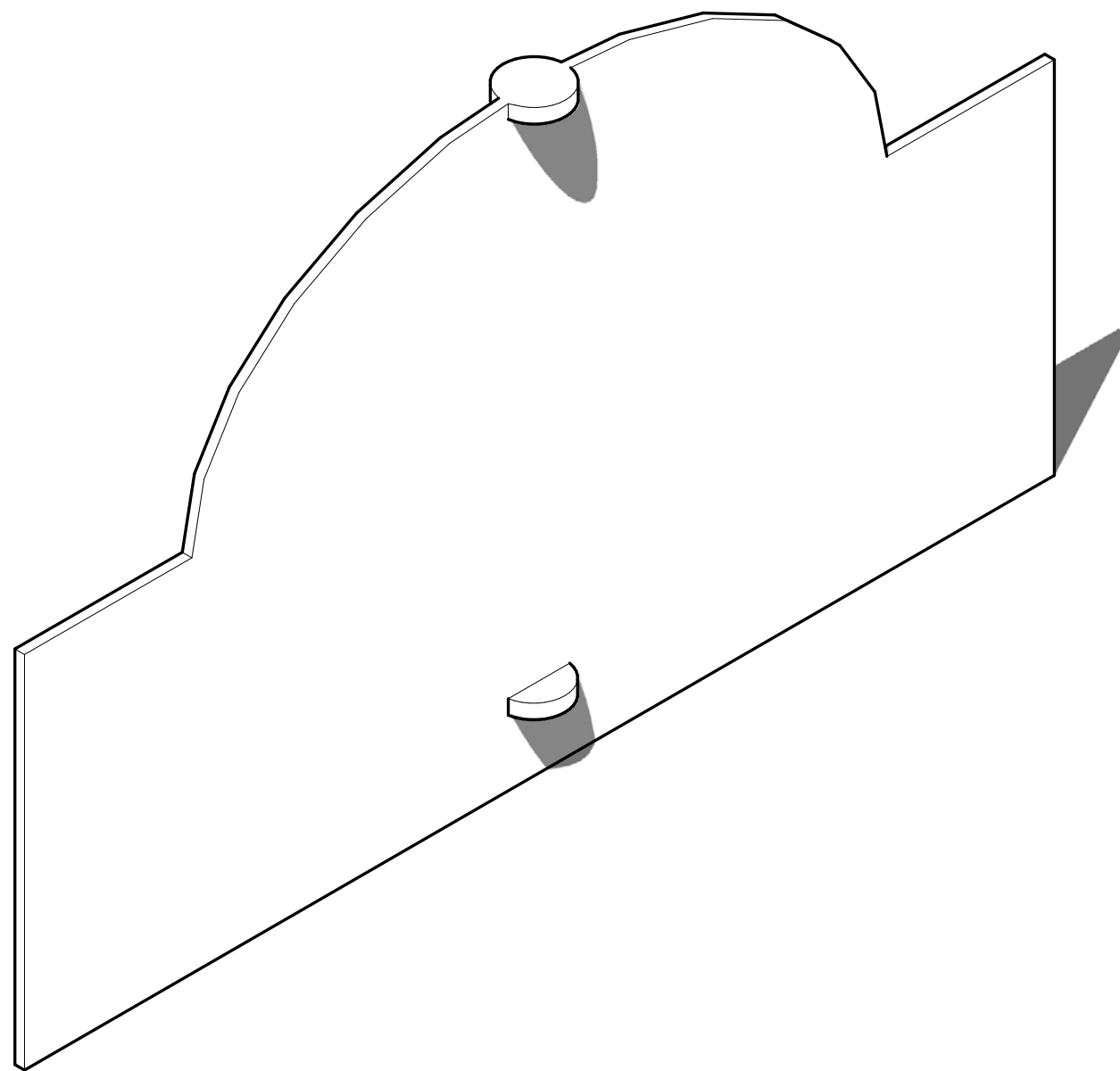
EXCAVATING & ADDING

- strategically placed openings
- steel support dance studio
- adding floorarea

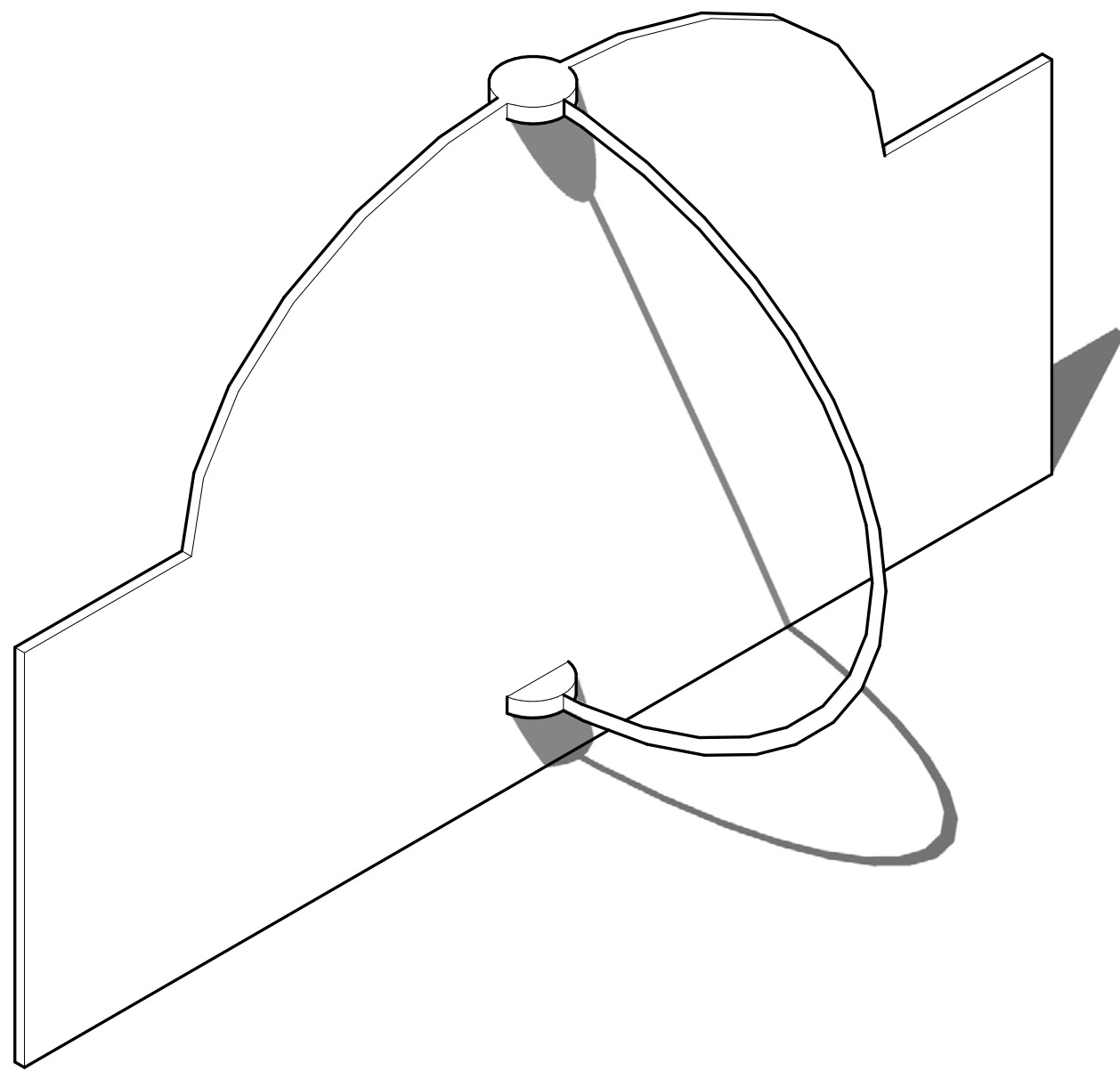
EXTENDED PROGRAM

- steel pedestrian bridge
- self-supporting
- wooden frame

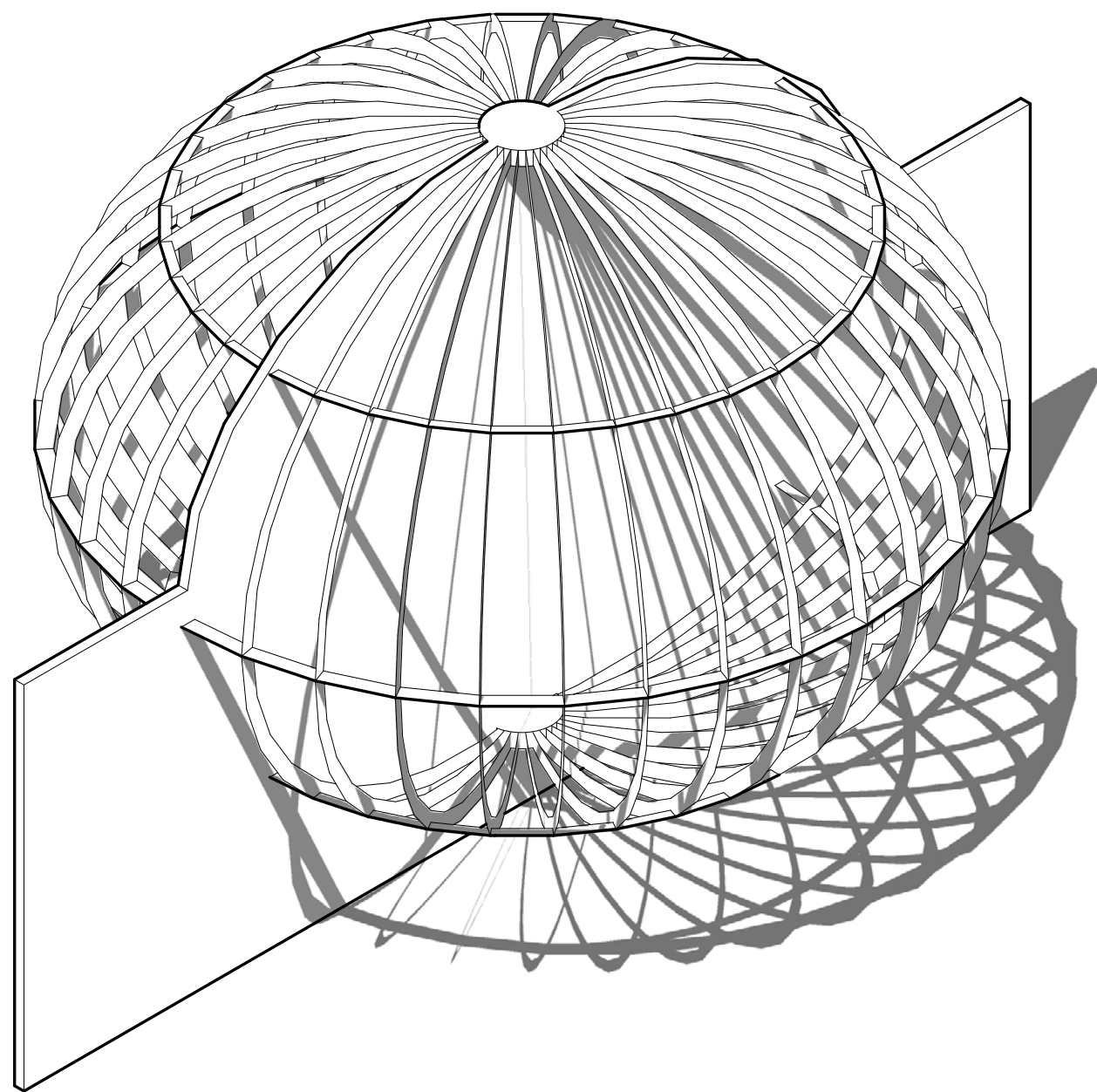




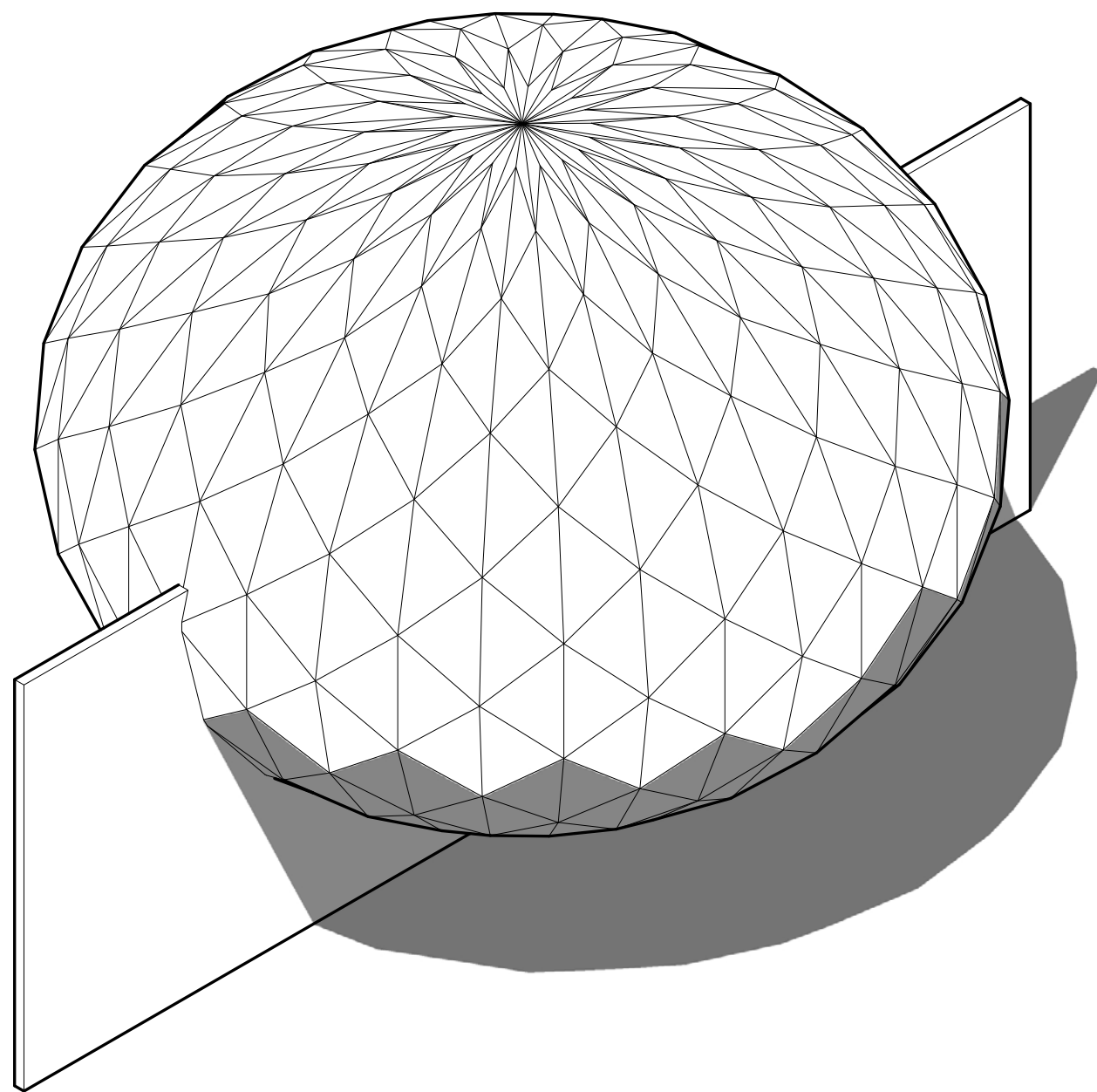
MAIN CENTERWALL



STEEL RIBS



STEEL RIBS



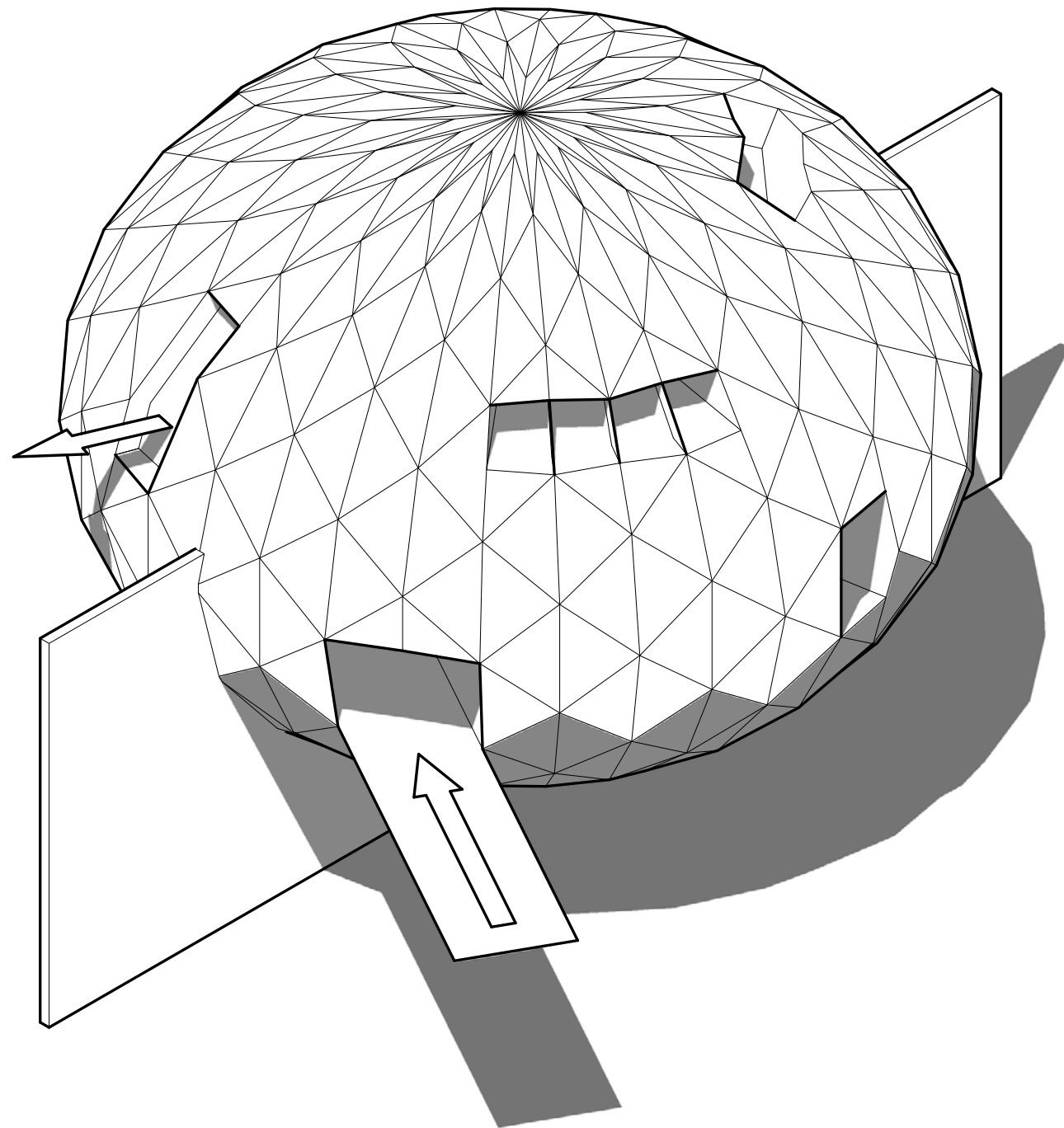
CLADDING

views

daylight

entrances

elevator



OPENINGS

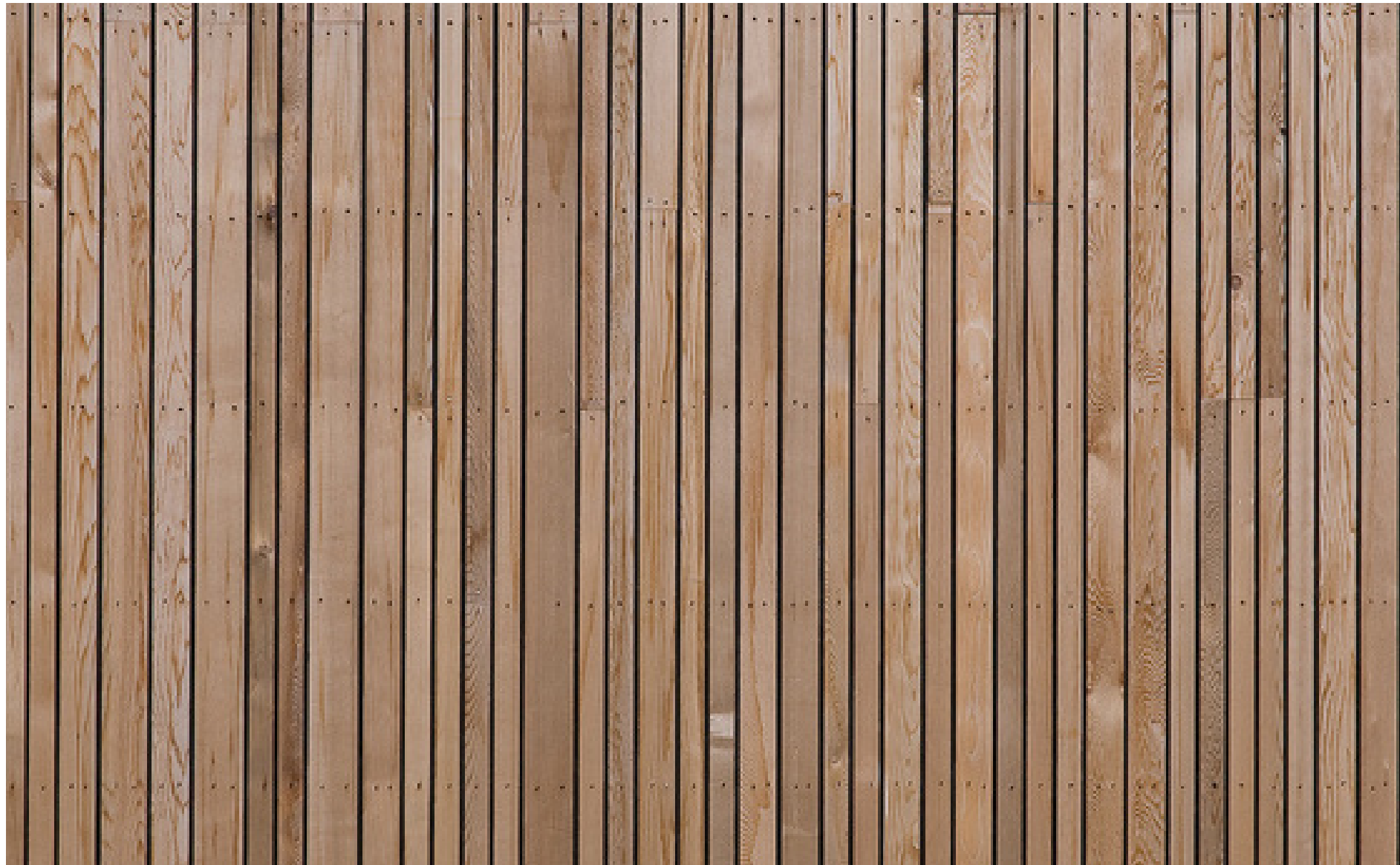
MATERIALS



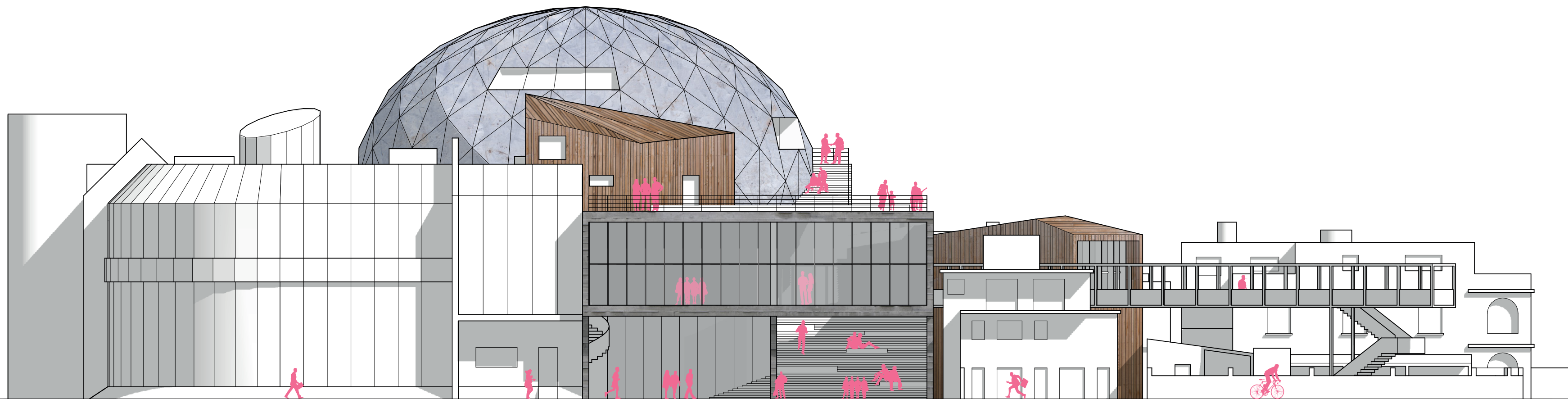
CONCRETE Plank texture - solid



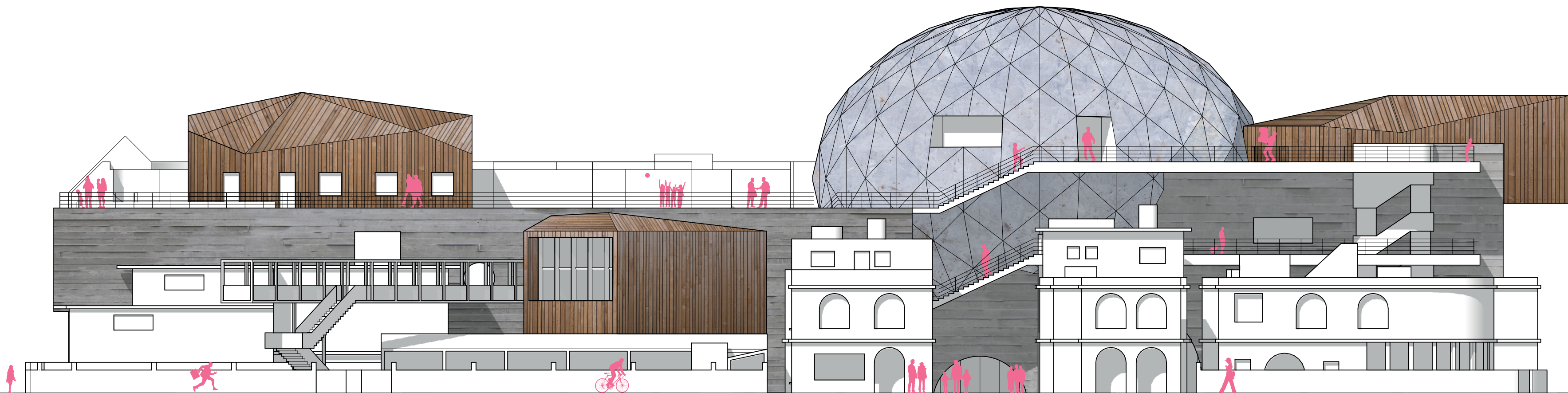
STEEL faceted cladding - 'diamond-effect'



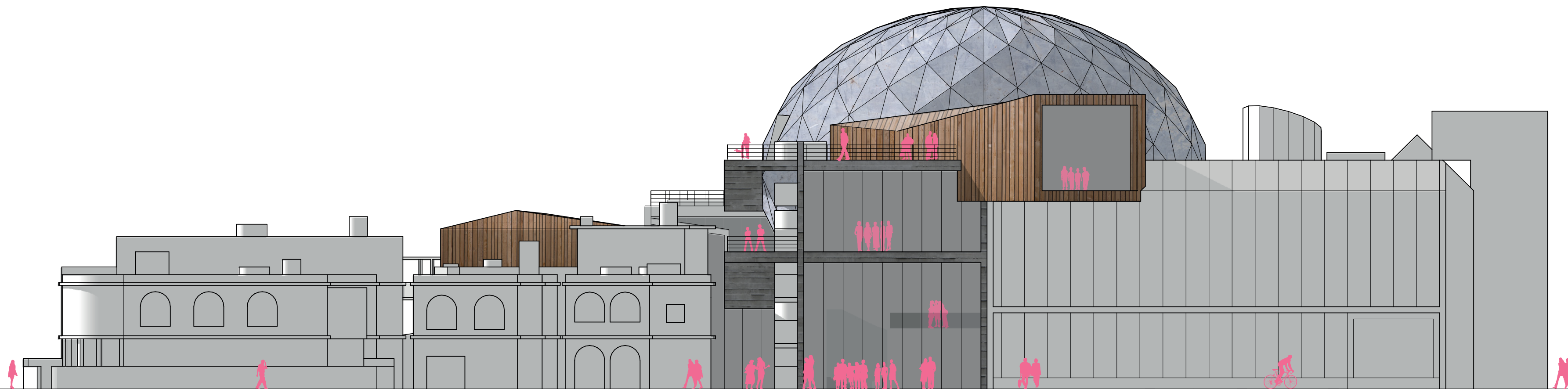
WOOD volume cladding - leightness



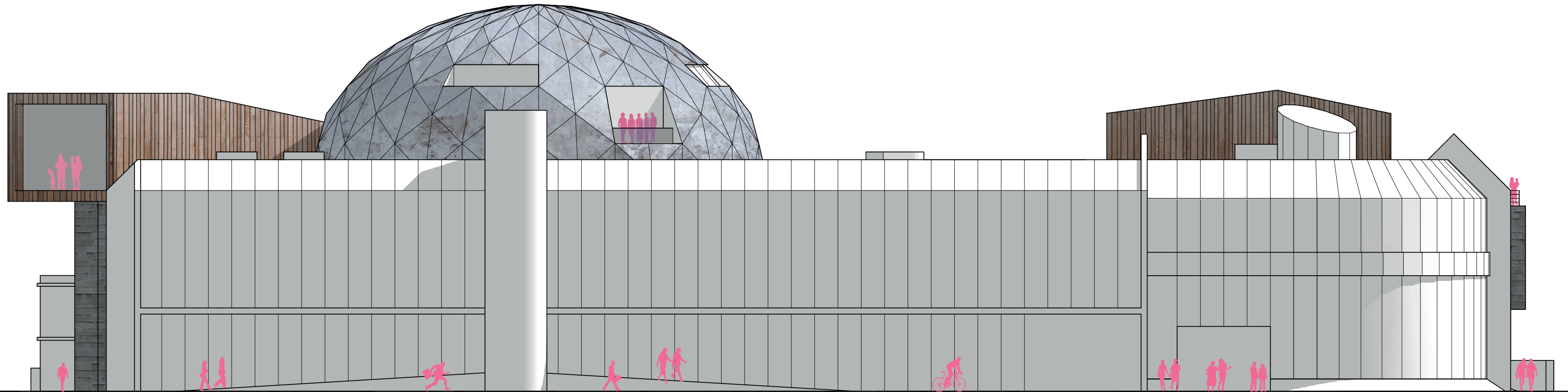
SOUTH



EAST



NORTH



WEST

CLIMATE

EXTRA VENTILATION

event hall, restaurant and bar
house many people and need extra,
mechanical ventilation.

WIND

tunnel structure provides
natural inlet of fresh air on
every floor level

SUN

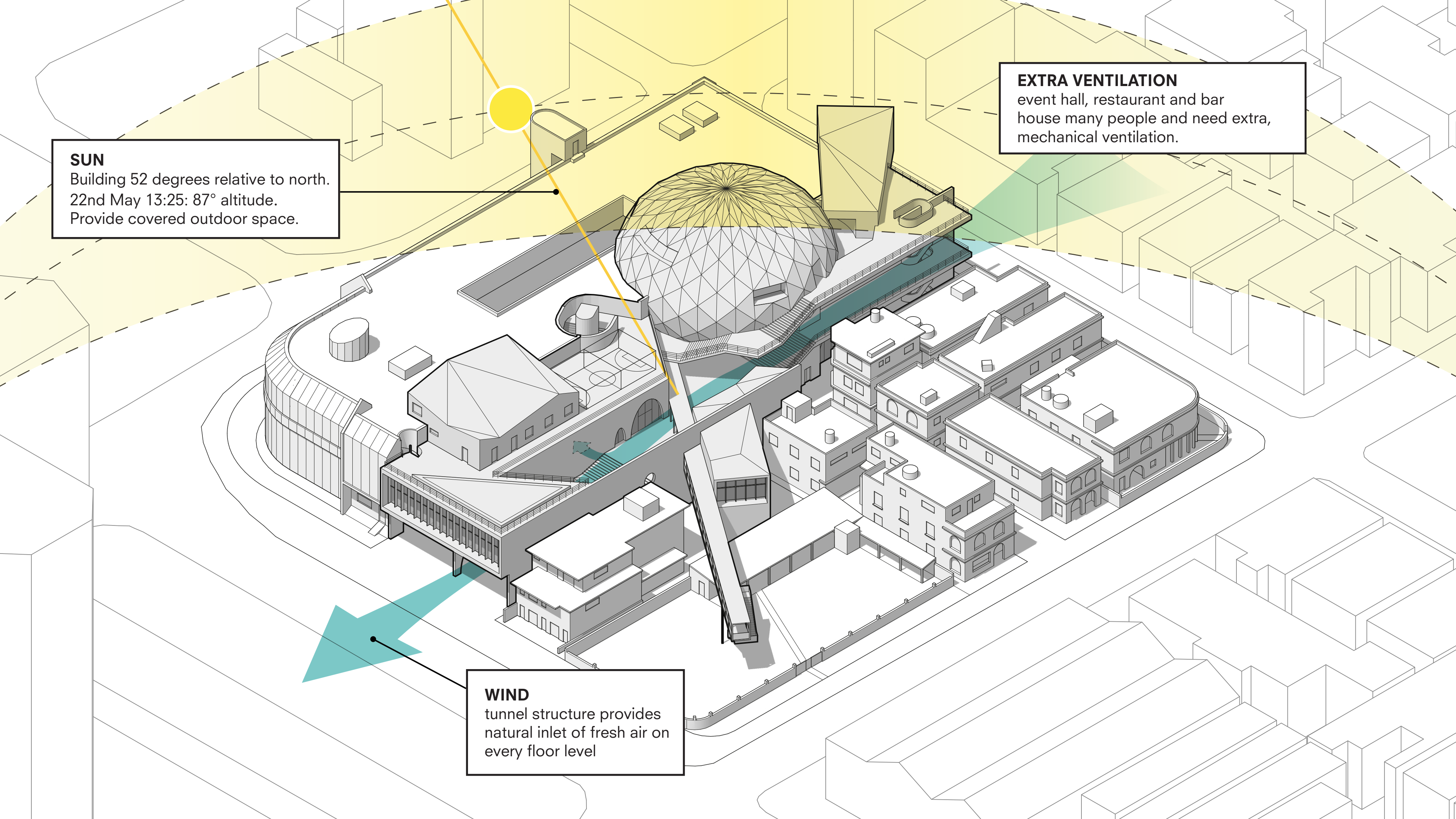
Building 52 degrees relative to north.
22nd May 13:25: 87° altitude.
Provide covered outdoor space.

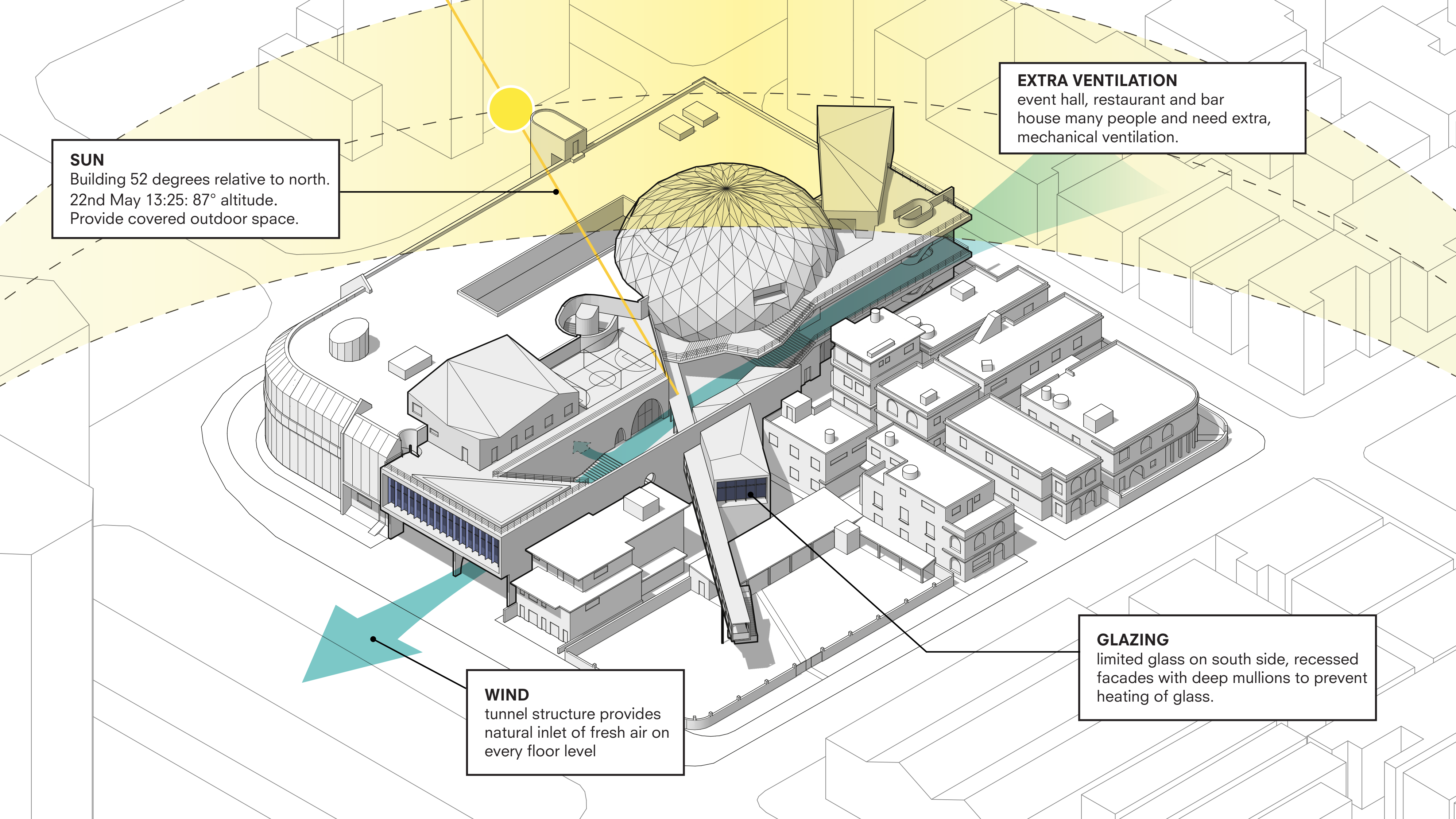
EXTRA VENTILATION

event hall, restaurant and bar
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mechanical ventilation.

WIND

tunnel structure provides
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every floor level



An architectural isometric diagram of a building complex. The central feature is a large, white, geodesic dome. To its left is a curved building with a glass facade. To its right is a larger, multi-story building with a flat roof and several chimneys. A teal-colored path or water feature runs through the complex. A yellow sun is in the upper left, casting a yellow glow. A teal arrow points towards the bottom left. Four text boxes with leader lines provide environmental and design notes: 'SUN' (top left), 'EXTRA VENTILATION' (top right), 'WIND' (bottom left), and 'GLAZING' (bottom right).

SUN

Building 52 degrees relative to north.
22nd May 13:25: 87° altitude.
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EXTRA VENTILATION

event hall, restaurant and bar
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mechanical ventilation.

WIND

tunnel structure provides
natural inlet of fresh air on
every floor level

GLAZING

limited glass on south side, recessed
facades with deep mullions to prevent
heating of glass.

SUN

Building 52 degrees relative to north.
22nd May 13:25: 87° altitude.
Provide covered outdoor space.

EXTRA VENTILATION

event hall, restaurant and bar
house many people and need extra,
mechanical ventilation.

URBAN FARMING

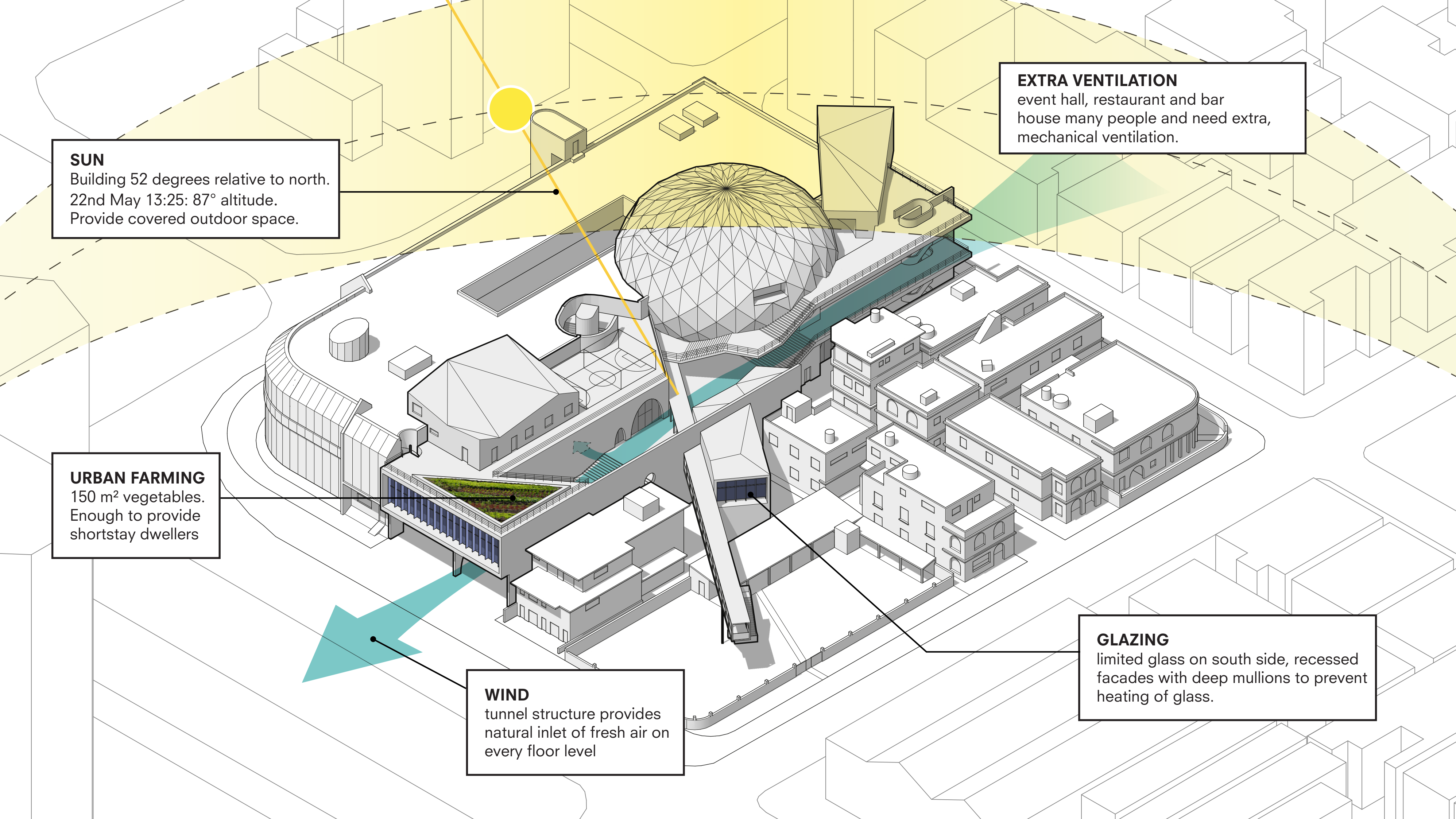
150 m² vegetables.
Enough to provide
shortstay dwellers

WIND

tunnel structure provides
natural inlet of fresh air on
every floor level

GLAZING

limited glass on south side, recessed
facades with deep mullions to prevent
heating of glass.



SUN

Building 52 degrees relative to north.
22nd May 13:25: 87° altitude.
Provide covered outdoor space.

EXTRA VENTILATION

event hall, restaurant and bar
house many people and need extra,
mechanical ventilation.

SOLAR COLLECTORS

heating of water for both
dwellers and commercial.
on pitched roofs towards sun.

URBAN FARMING

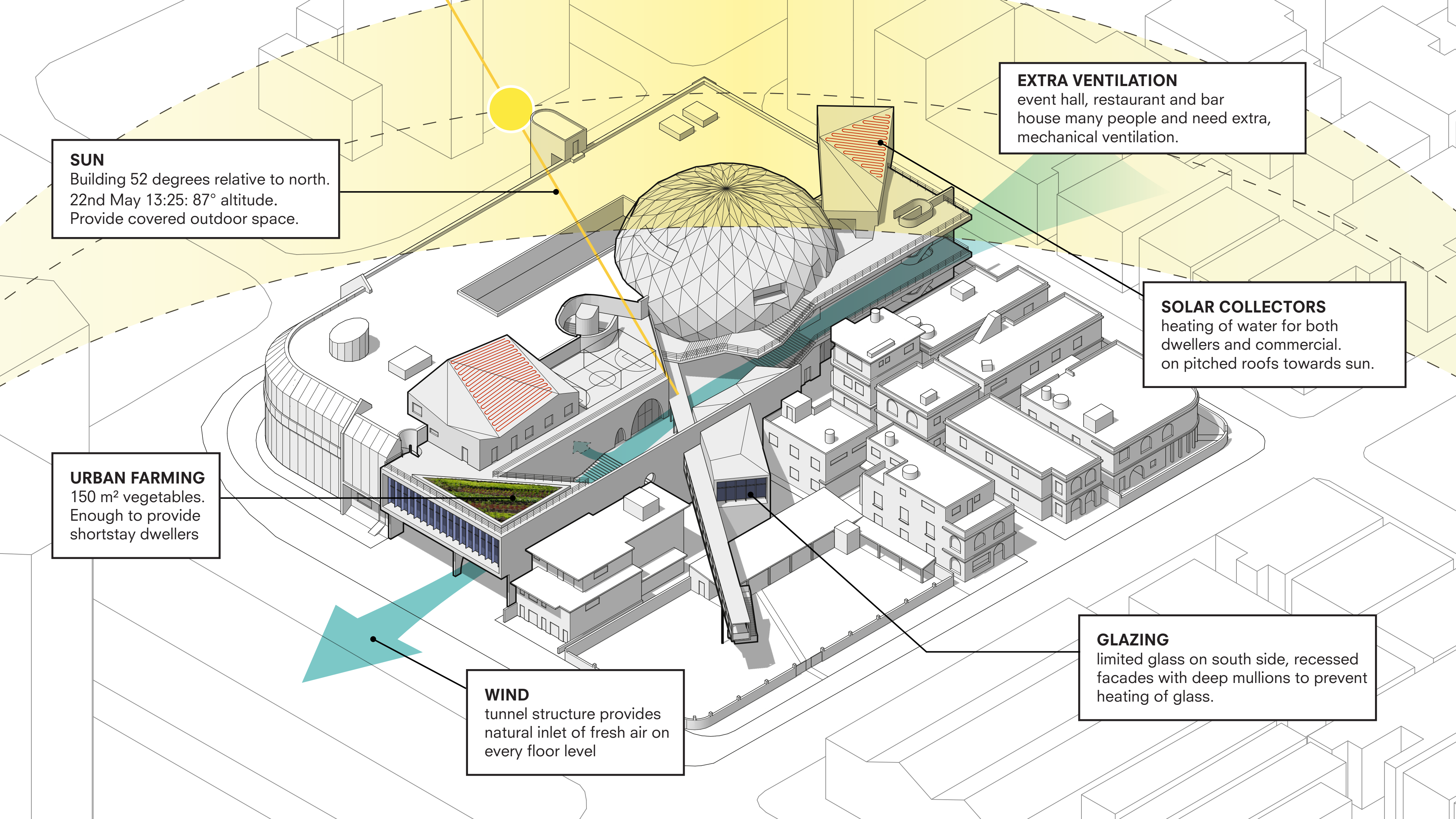
150 m² vegetables.
Enough to provide
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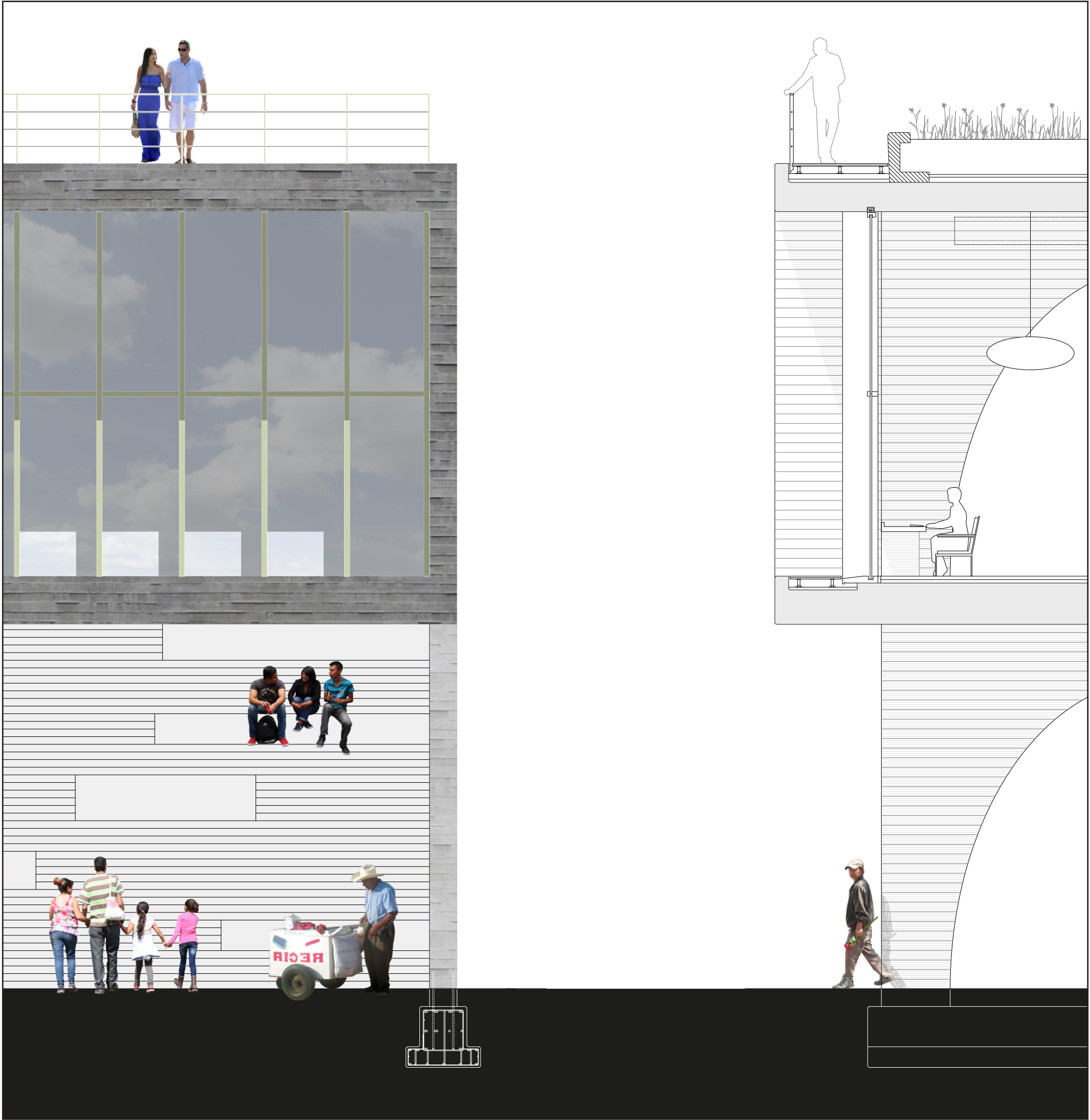
GLAZING

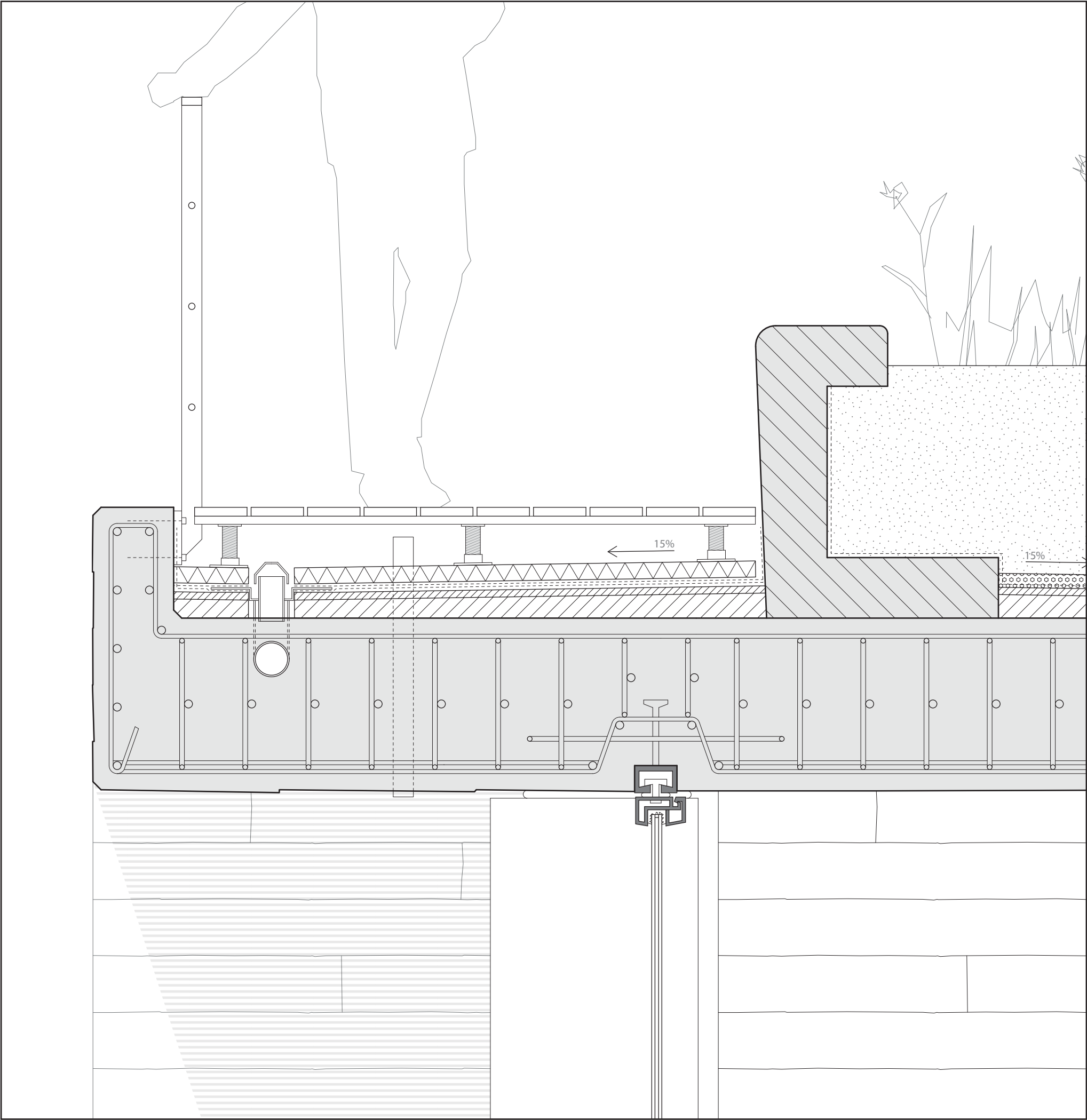
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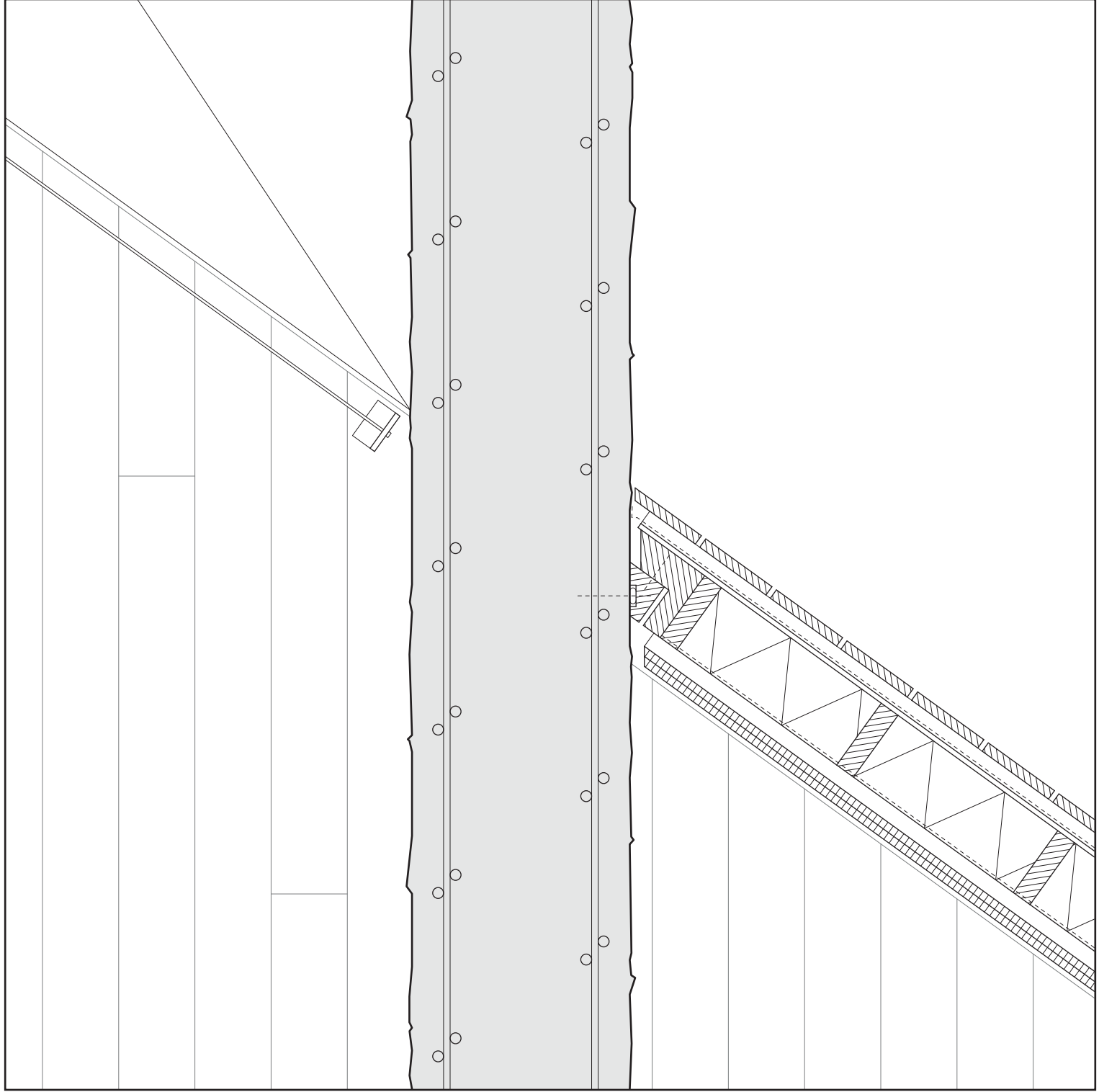
WIND

tunnel structure provides
natural inlet of fresh air on
every floor level









CONNECTING VEDADO

blueprint for future development



PUBLIC SPACE



CENTRAL ATTRACTION POINT



DIFFERENT FUNCTION









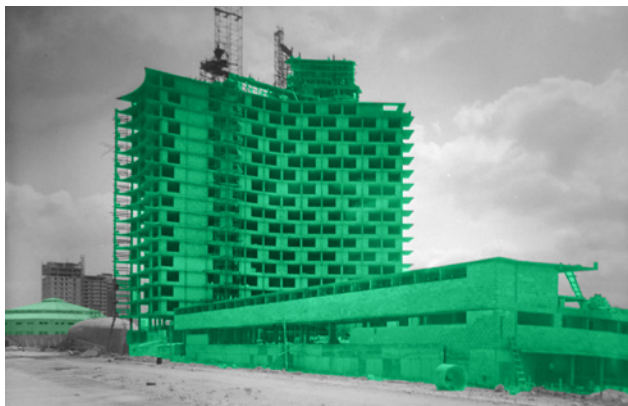
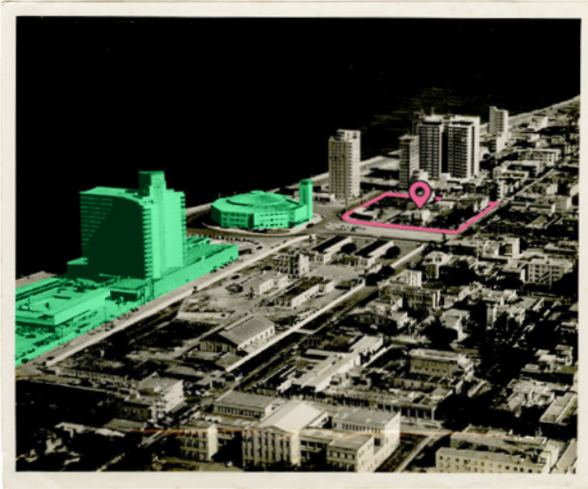
FAKE INTERACTION



CELEBRATE LIFE



SITE HISTORY



1898

Vedado as
city expansion

1948

Construction
of the Malecon

1950

Construction of
the Habana Riviera

1959

Triumph of
the Revolution

1989

Fall of the
Soviet Union

1995

Construction
of Melia Cohiba

2004

Construction
of Galerias
de Paseo

RESIDENTIAL

GENERIC

CRISIS

GENERIC



LEARNING



PRACTICING



ABSORBING



EXPLORING

