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P5 PRESENTATION

JOHAN LAGNEFELDT
4511840

MSC4
COMPLEX
PROJECT
HAVANA STUDIO

TU DELFT

An aerial photograph of an urban development project. In the foreground, there is a large, irregularly shaped swimming pool with a blue surface. The pool is surrounded by a deck area with lounge chairs and umbrellas. To the right of the pool, there is a circular structure with a white, faceted roof. In the background, there are several tall, modern buildings with glass facades. The surrounding area includes streets, parking lots, and other buildings. The text 'SUMMARY' is overlaid in the center of the image.

SUMMARY

1 Historical analysis of the social and urban grid of Vedado

2 Social typologies

3 The site

4 The users

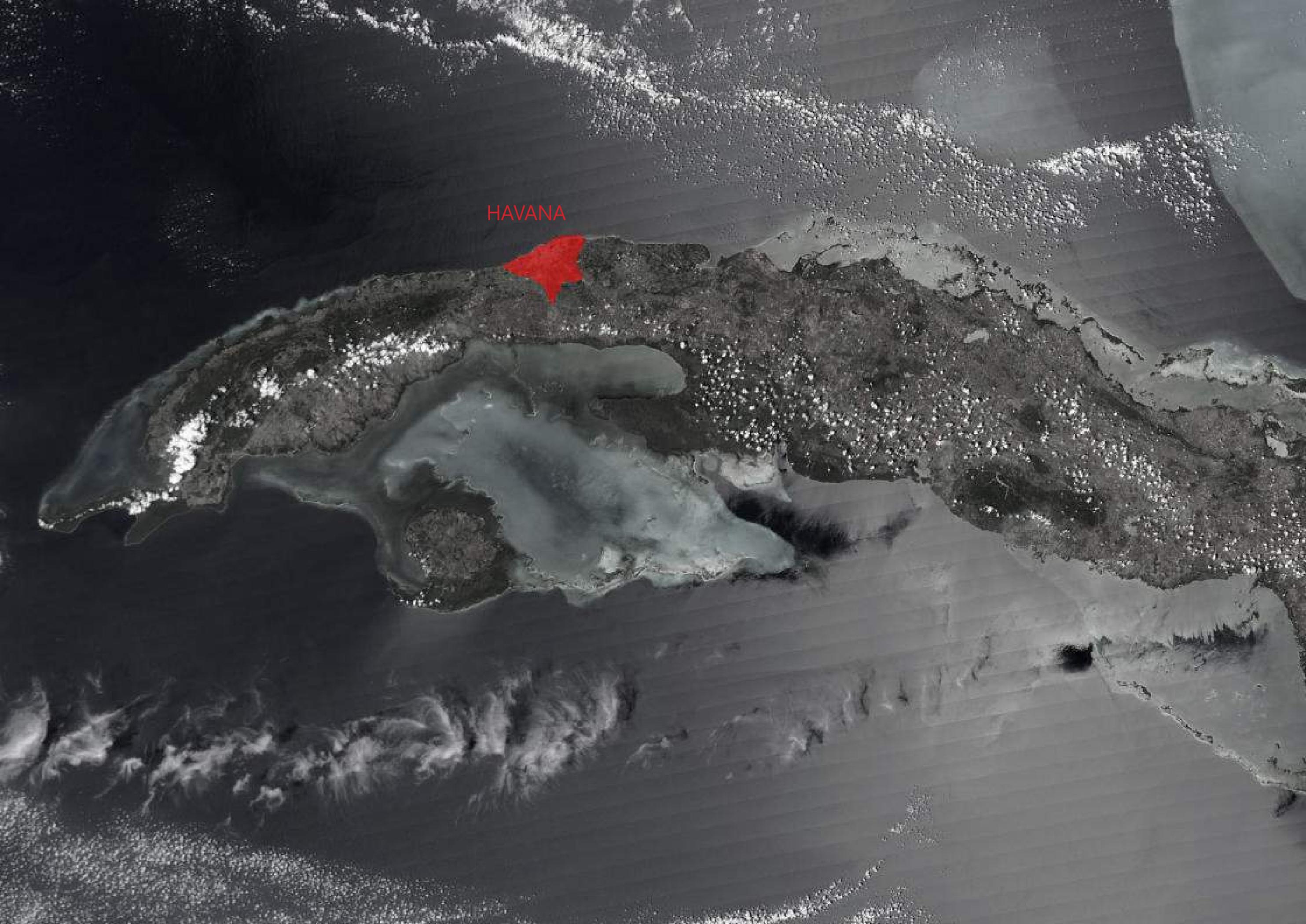
5 Precedents

6 Design



CUBA

HAVANA



Historical analysis of Vedado's social space



SITE

VEDADO

VIEJA (CENTRAL HAVANA)



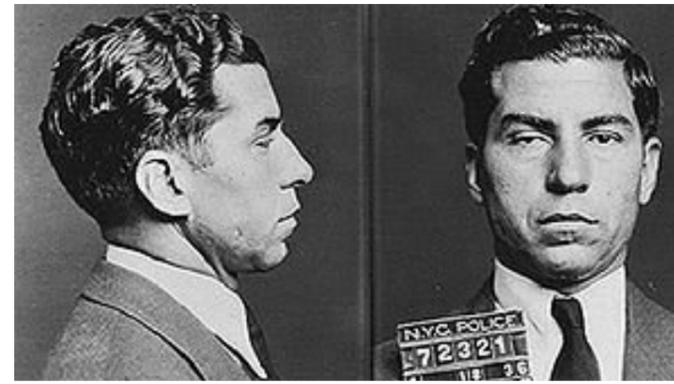
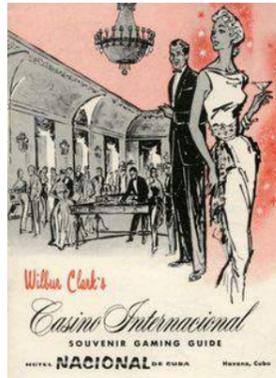
The Social Life in Vedado

A look at the pre-revolution social Image of Vedado

The Vedado of the 20's was an image of a mobtown entertainment haven, a bastion of corruption and joy.

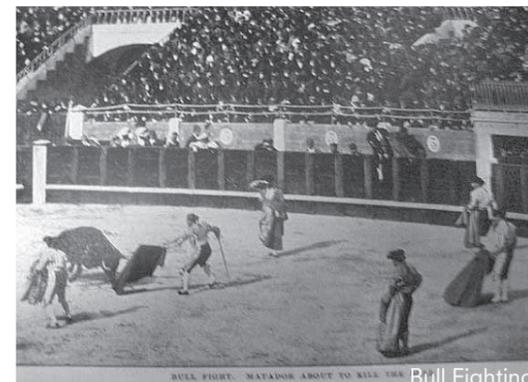


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The Pre-Revolution Social Scene



Despite it's reputation, it was not all mobsters in Vedado, it was a vibrant meeting place for many Cubans due to it's number of gathering places and nightlife.





1910's

Cofradia / Cabildo
Racially divided societies meant to pacify slaves (then descendants) and later gathering social clubs for different ethnicities



1920's

Gambling and cabarets
Gathering place for the middle- and upper class, the sugocracies. Tourists and internationals mingled in.



1959

Revolution, closing of entertainment venues and cabildos.
The end of racial segregation and alcohol fueled entertainment. Crackdown on music venues, the closing Buena Vista Social Club.



1960-

Circulo Social de Obras
Former burgeoise venues were transformed into social circles and clubs for workers, supervised by union.
Former exclusive yacht clubs, swimming pools etc. were opened to everyone



1990-

The return of private entertainment
Special period eventually forces tourism to return.
Bars and music venues open up to cubans when tourists arrive, the social gatherings are less politically motivated and more open social clubs are allowed.

CAPITALISM

TRIUMPH OF THE REVOLUTION

SPECIAL PERIOD

SOCIAL CLUB TIMELINE

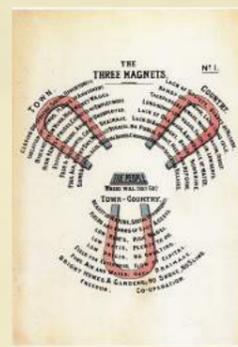
Garden cities of To-morrow
Ebenezer Howards book initiated the Garden City movement,

Ville Radieuse
Le Corbusier develops his master plan utopia where the new city of identical towers with green spaces around rise above a tabula rasa. The totalitarian and orderly, symmetrical city would be a living machine.

The Ideal Communist city
Professors at Moscow uni . Mixed-use development facilitate access to public services. High-density housing promote equality and community. Public transportation ease congestion by reducing the need for private automobiles.

Cuba joins COMECON
Cuba ties heavily into the Soviet bloc, increases reliance on Soviet imports

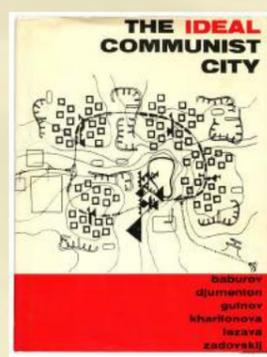
Fall of Berlin Wall
The Soviet Union dissolves. Cuba is isolated without a larger partner to supply it.



1902



1930



1968



1972



1990



1910's

Cofradia / Cabildo

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CUBA

...1958

\$1.

TRAVEL TO CUBA, PLAYLAND OF THE AMERICAS



VEDADO until the Revolution was advertised as the social and entertainment center of Cuba.

It built an identity around its entertainment and lively social scene.

VEDADO BY DAY

is now a slumber town



VEDADO BY NIGHT
still has a few spots of
entertainment



1960



By comparison **VIEJA**, the historical center, has maintained its identity as a social and cultural hub for Cuba and tourists flock to get the “Cuban experience”.

2016



VEDADO SQUARE

Modernist planning



VIEJA SQUARE

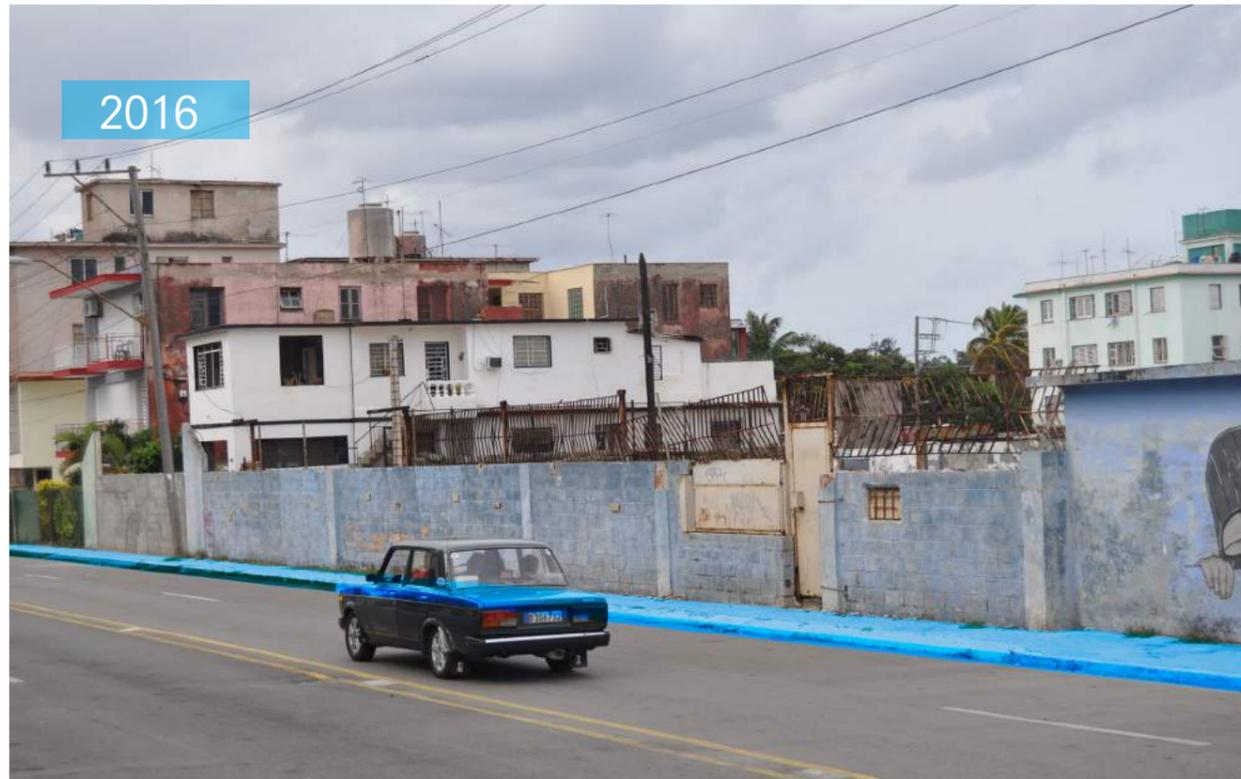
Colonial spanish planning



VEDADO STREET



VIEJA STREET



Vedado Urban Situations: Lots of empty streets, lack of used public space, private interiors.



Vieja Urban Situations: Superactive streets, lots of formal and informal public space



The Cuban Collonade is the most important informal public space in Havana. It creates a public setting within a private sphere and the joining creates a vibrant public life, protecting against sun and rain and sheltering people waiting or socializing.

It is especially frequent in Havana **Vieja** and almost absent in **Vedado**, due to the norm of fencing plots in Vedado.



... All these tourists,
hermano...

Vedado is a fenced area.

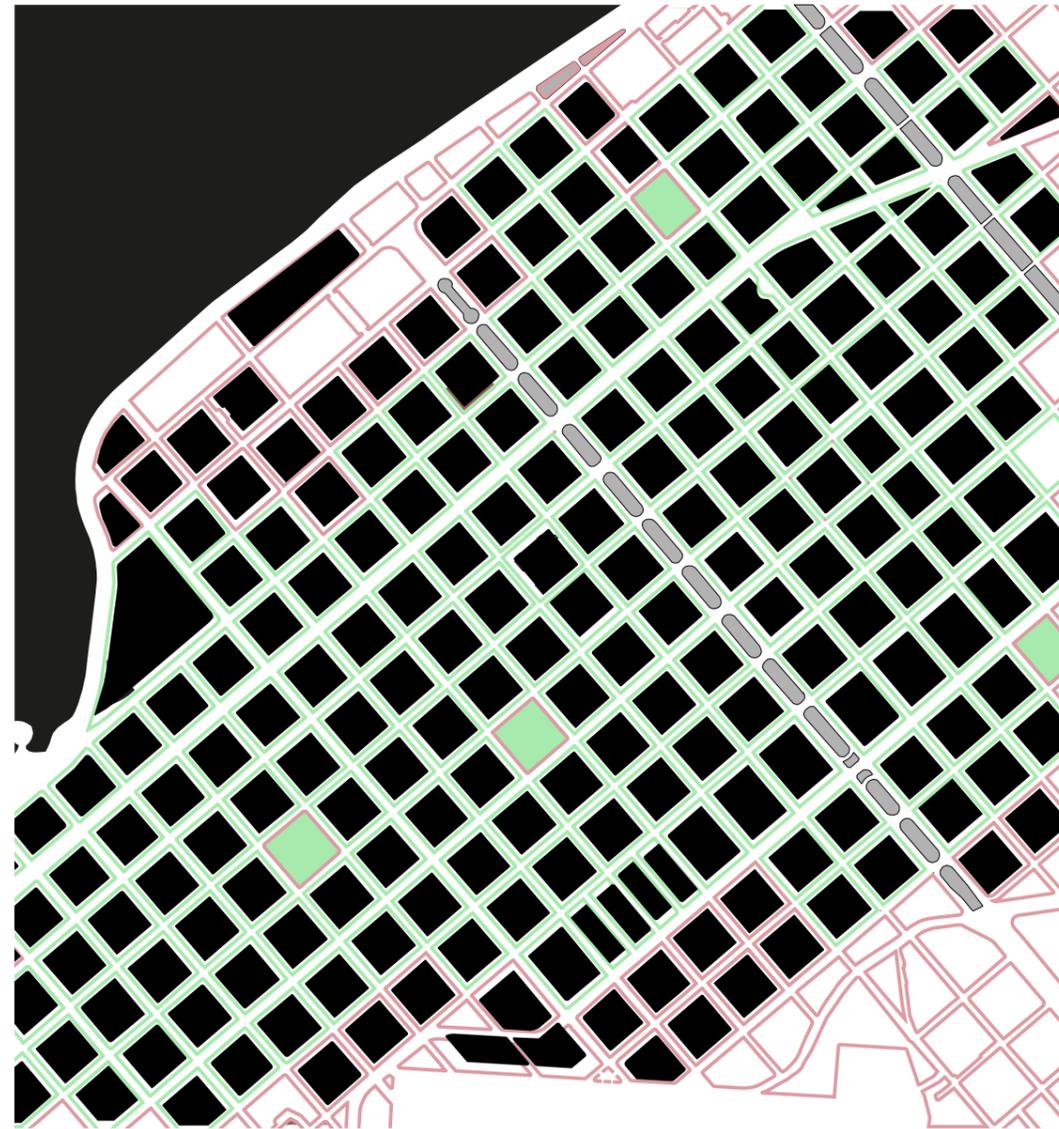
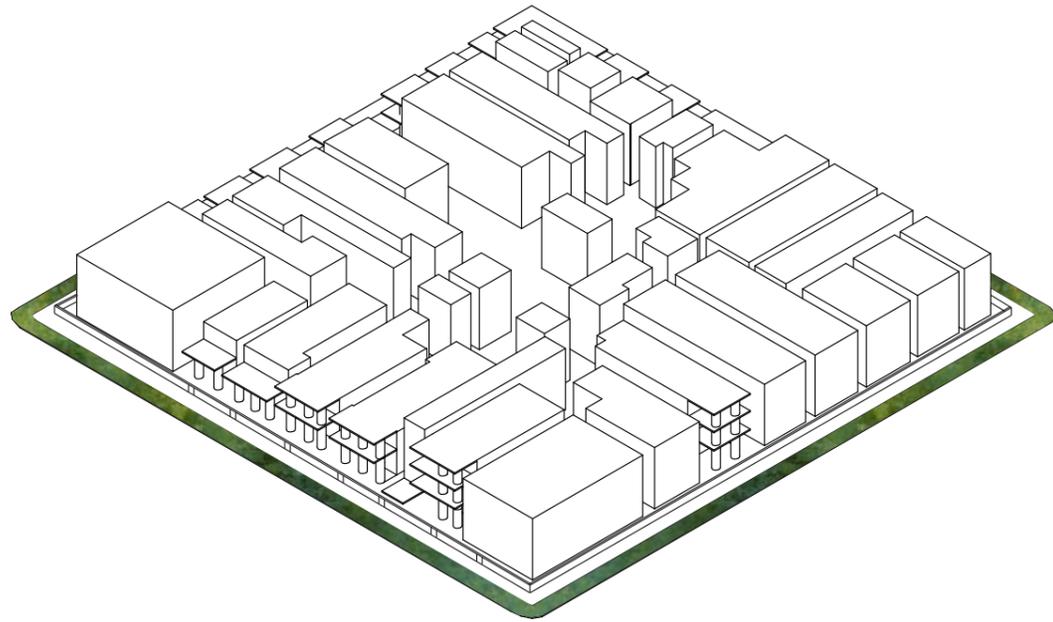


Many of the social activities that define Cuban culture takes place in the informal public spaces



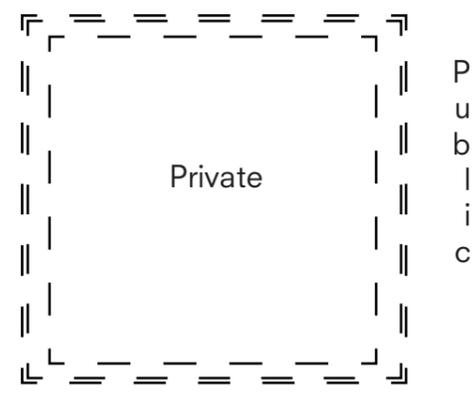
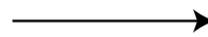
VEDADO'S SOCIAL SPACE PROBLEM
IS AN ACTUAL PHYSICAL LACK OF
SOCIAL SPACE IN IT'S GRID

Instead of the symbolic colonnades, Vedado has a green strip of public space known as a parterra. It is meant to be a place for public use but is today completely underutilized. It often lacks the actual space and cover for people to gather and activate themselves. As such, there is simply not enough social space between blocks. The interior block is completely private.



This public space is completely **underutilized**. As seen in the picture, **the actual social space is fenced in** while the formal public social space is empty.

Vedado



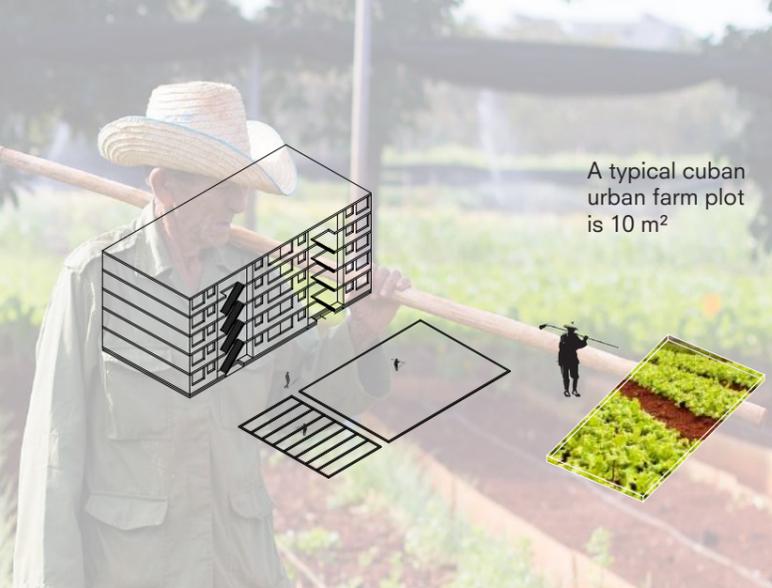
Lack of space for social activities



Social typologies

Cuba is considered a forerunner in **urban farming** and is looked at as an ideal in the western world. This is because it is considered organic and equal, with few pesticides and without the exploitation of many larger farms in the third world. This comes from the fascinating story of the Special Period. After the fall of the USSR, Cubas food supply imports were cut short. The outer Havana borough of Alamar was left to fend for itself and developed local farming collectives known as "organoponicos"

The lack of pesticides and organic farming comes from the fact that no such things were available due to the embargo. This style of agriculture stems not from ideals as much as crass material reality. Since Cubas national farming is more directed towards a few industry base crops such as sugarcane, urban farming gives way more nutritional output and supplements the locals income.



A typical cuban urban farm plot is 10 m²

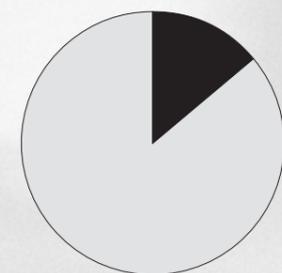


Smoking in Cuba

Cuba is the origin of much of the original tobacco first brought to Europe by the Spaniards in the 16th century.

Cuba has had a large production of tobacco since it was established. Due to the embargo, Cuban cigars are organic and considered less addictive than normal tobacco due to a lack of additives.

Smoking cigars is considered a Cuban social pastime and on average, a Cuban smokes 52 cigars per year (this statistic includes children).



17 % of Cubas exports are in tobacco



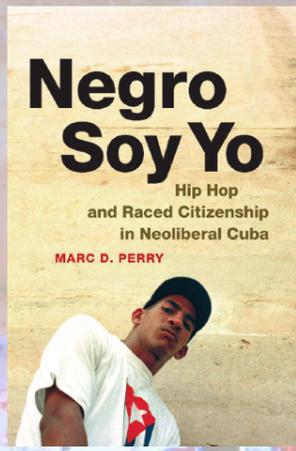
Culturally and socially close to a norm, 40% of Cubans smoke



Hip Hop in Cuba

Hip Hop in Cuba was born, pioneered and spread from the borough of Alamar.

Hearing radio stations from Miami in the 1980's, Hip Hop started being produced after the fall of the Soviet Union in 1991. The strong american, capitalist influence in American Hip Hop made it an early target of oppression from the Cuban government.



Hip Hop remains one of the few social activities which produce some form of voiced dissent against the current Cuban regime.

For this reason, it has been cracked down upon a number of times.



Many Cuban rappers use their music as an opportunity to speak out against problems within Cuba or on global issues including war, racism, and pollution.

Hip hop and rap clubs, while scarce today in Cuba, have emerged as an open and affordable gathering space for lower and middle-class Cubans who are increasingly excluded from other forms of Havana nightlife due to rising prices, dollarization of popular clubs and increasing segregation on behalf of tourists and the wealthy Cuban elite. Under these divisive socio-economic conditions, hip hop and rap concerts have now come to represent a space of open debate and social and political discussion for many young Cubans. Topics such as racism, tourism and police harassment are often addressed openly in these spaces through music and performance as well as through participatory discussion.^[24]

Not everyone has as a right to the public space even now



Mariela Castro, Fidel's niece, leads a LGBTQ march in Havana

"We would never come to believe that a homosexual could embody the conditions and requirements of conduct that would enable us to consider him a true revolutionary, a true communist militant,"
- Fidel Castro, 1965



LGBTQ in Cuba and the Public Domain.
In the 60's homosexuals were interned in military labour camps known as UMAPs. Even though homosexuality is now legal, the LGBT community still experience harassment in the public sphere, both from the government and fellow citizens. The lack of acceptance as well as dedicated space in the public space makes living openly as an LGBTQ person in Cuba more difficult.
Fidel Castro took responsibility for the government repression of LGBTQ people in one of his last interviews, stating that "if anyone is responsible, it's me." "In those moments I was not able to deal with that matter. I found myself immersed, principally, in the Crisis of October in the war, in policy questions,"

Space, Place, and Community

A recurring theme in the interviews with women and men in same-sex relationships and communities is the persistence of different forms of prejudice in the early twenty-first century. While most of the narrators consider prejudice a **social** problem rooted in traditional *machismo*, the interviews also reveal ongoing inequality in the workplace and in political organizations. This includes both direct discrimination (for example, women in same-sex relationships not being given jobs they were qualified for, or being fired on false pretences) as well as a more general homophobic environment that forces people, in the words of another narrator, Laura (b.1958), to adopt a *doble moral*, or "dual morality."¹⁰ In particular, all the narrators speak of the problem of discrimination in public **social** spaces, from name-calling (*tortillera*, or "dyke") and being denied access to clubs unless accompanied by a man, to cases of police harassment and arrest in popular **gathering** places such as parks or squares.¹¹

These problems are exacerbated by the lack of housing (see chapter 8) and legal spaces for **social gathering**. Most of the narrators make and maintain relationships with friends and lovers through informal community networks, family and neighborhood contacts, unofficial private and public **gathering** places, and fledgling organizations for "women who love women." In Havana, some participate in such a group held at CENESEX, where meetings and parties are sometimes held. Private parties (*fiestas privadas*), organized clandestinely, communicated by word-of-mouth, and held at people's houses, are an-





BOXING



FIXING



SHOPPING



PLAYING



READING



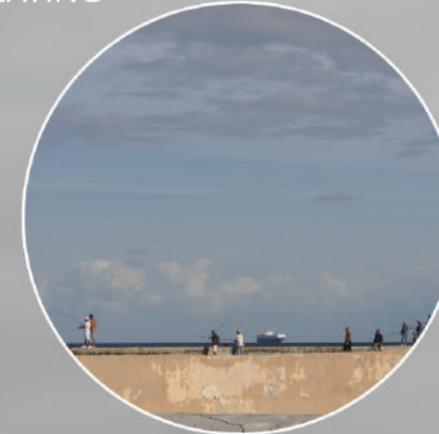
SOCCER



FAMILY



WAITING



FISHING



SALSA



FARMING



BASEBALL



HIP HOP



PLAYING GAMES



WIFI



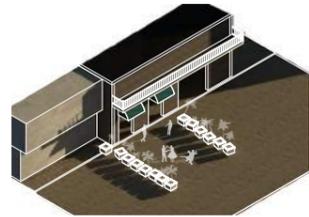
RUMBA

LIST OF COMMON CUBAN SOCIAL ACTIVITIES,

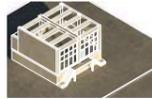
MOST TAKING PLACES IN THE PUBLIC SPHERE

SOCIAL SPACE TYPOLOGIES

XS



Informal salsa street space



Vedado Dance Studio



Market Stall



Boxing Ring

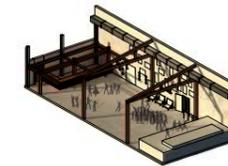


XL

(Parque) Coppelia Ice Cream Vendor and Park



Wifi Hotspot



FAC Dance Floor

THE SITE





SITE

VEDADO

VIEJA



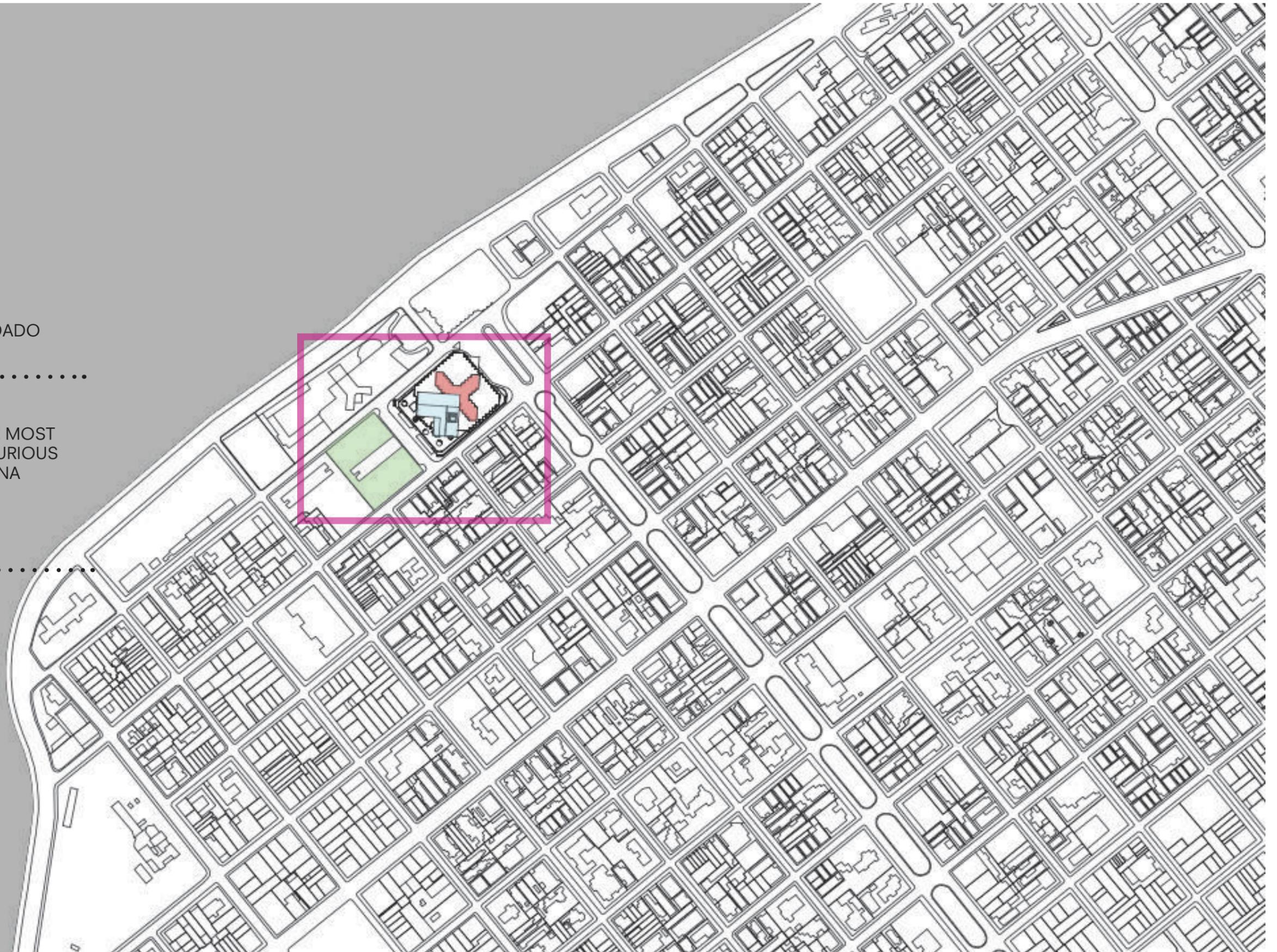
THE NEW SOCIAL
NETWORK OF VEDADO



TAKING BACK THE MOST
PRIVATE AND LUXURIOUS
SPACES OF HAVANA



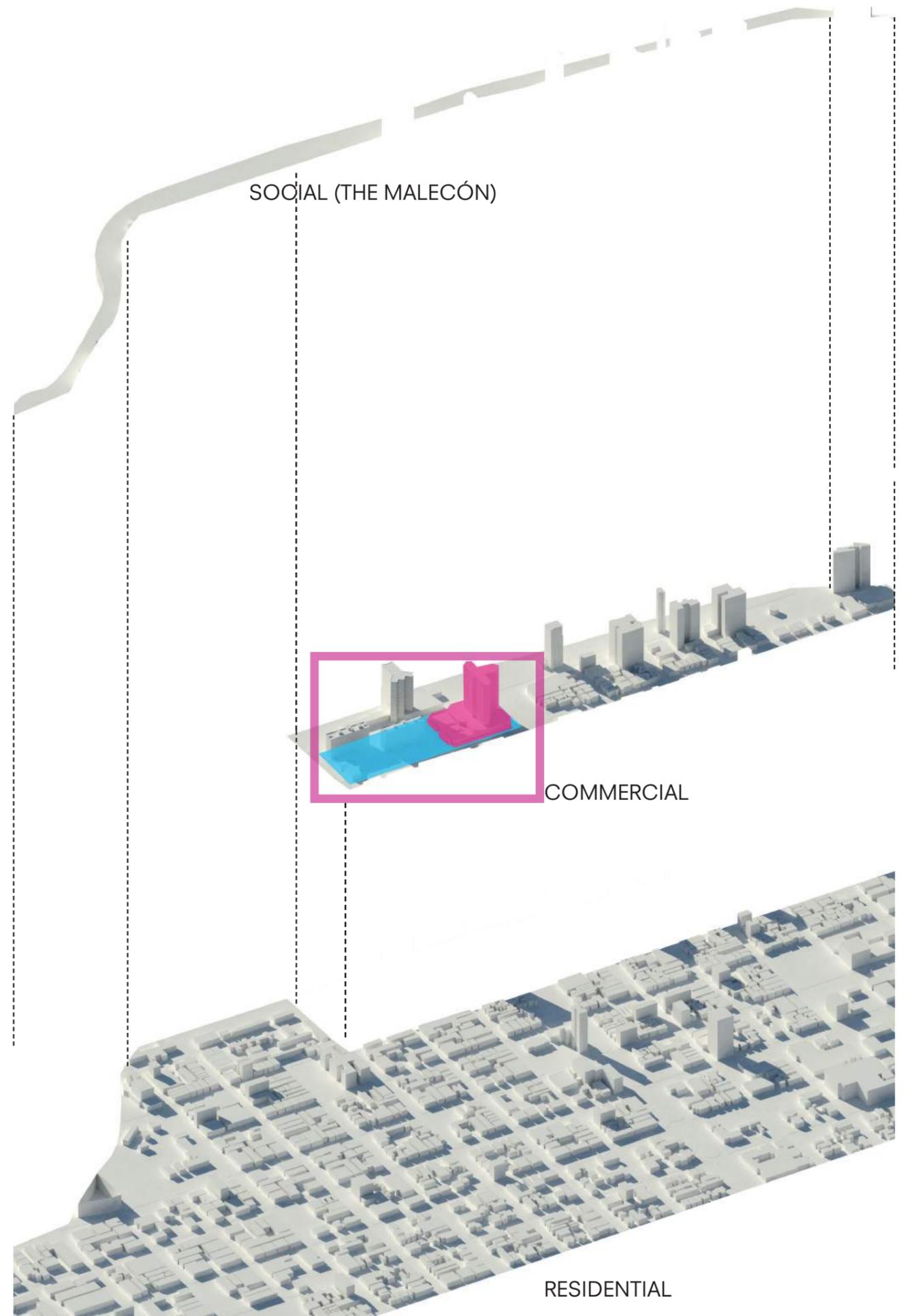
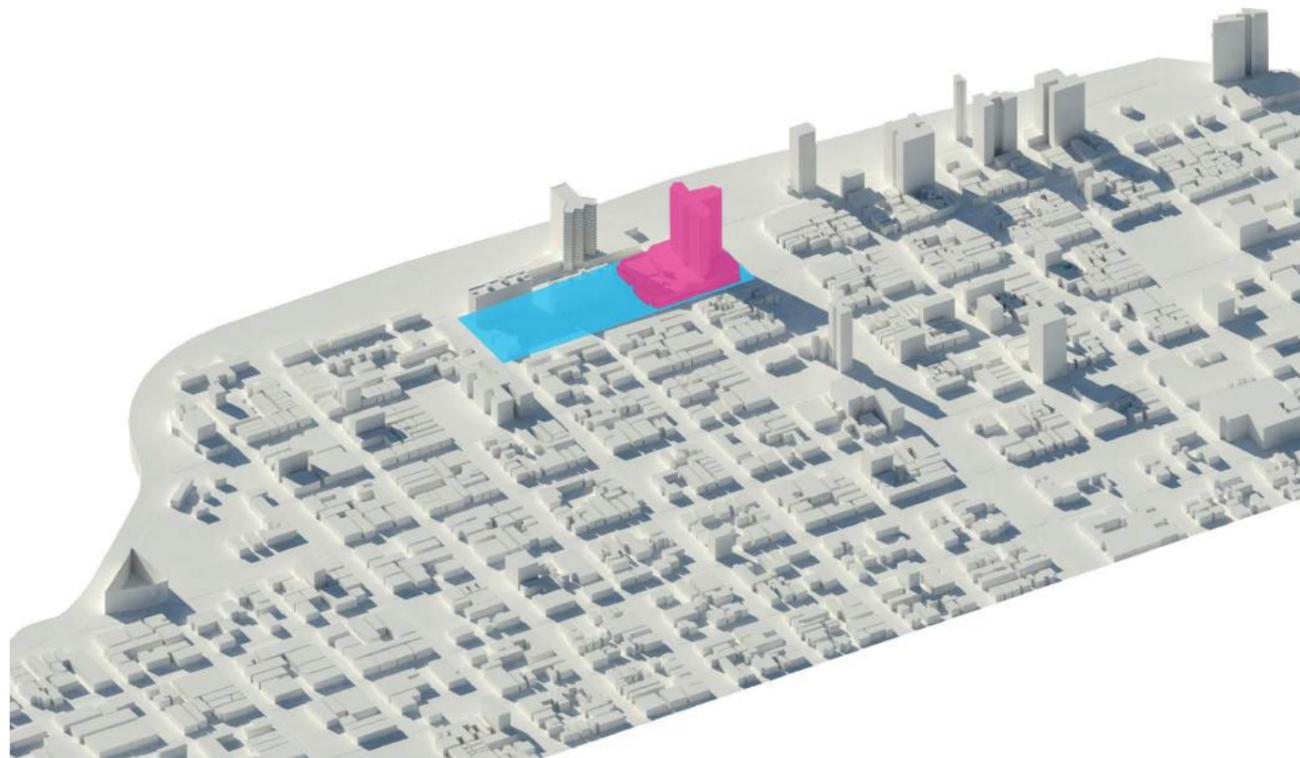
PLAN 1:5000



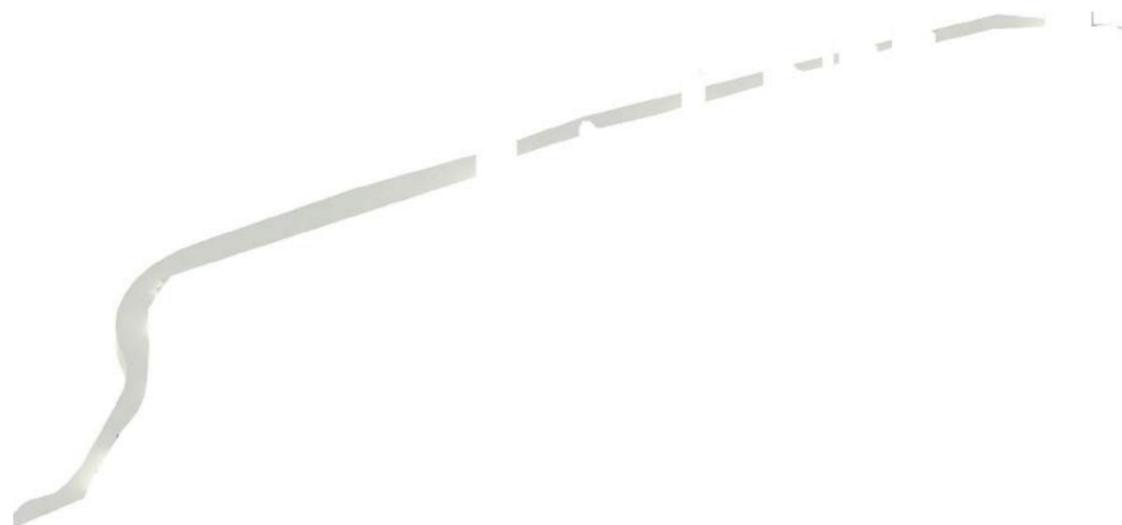
THE DIVISION OF VEDADO



THREE DISTINCT AREAS OF
FUNCTION WITH NO
CONNECTION



SOCIAL (THE MALECÓN)



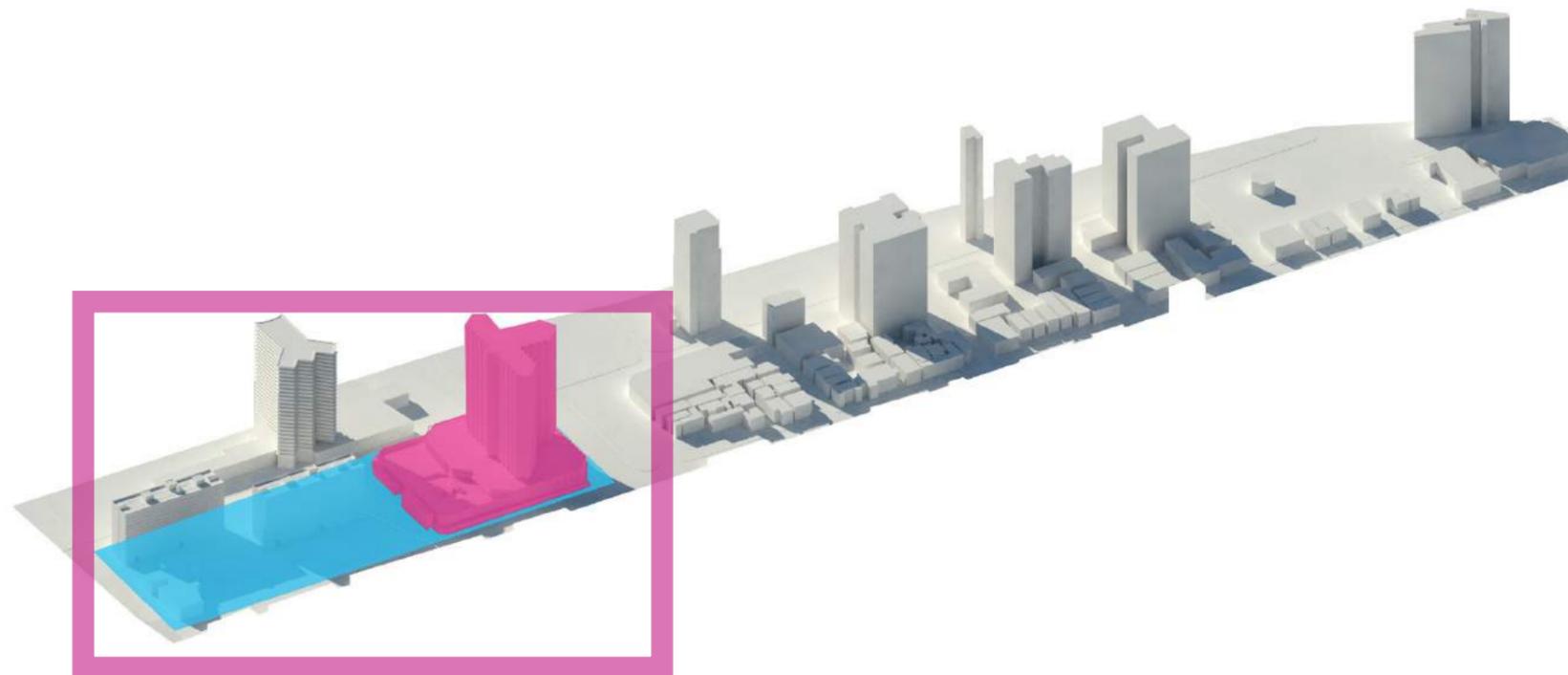
Dubbed **the living room of Vedado**, it is by far the most used public space in Vedado. During the day, because of the lack of shade and intensity of the heat, it's mostly populated by hardened fishermen.

During the night all ages and social groups including prostitutes gather here to hang out. In my project I look at how to incorporate this social border edge into the rest of Vedado.



Acting as a buffer between the Malecon and the rest of Vedado, this strip was exploited heavily in the 1920-1950's for hotel property.

The revolution put a stop to this development but after the fall of the USSR, Melia Cohiba was built, a sign of the return of capitalism.





The heart of Vedado is its residential part. A sleepy and private area of Havana, it was home to the wealthy prerevolution bourgeoisie.

It still maintains its city grid that would provide for private homes, had not many buildings been divided into multiple family housing for immigrants from the countryside, causing rampant overpopulation.

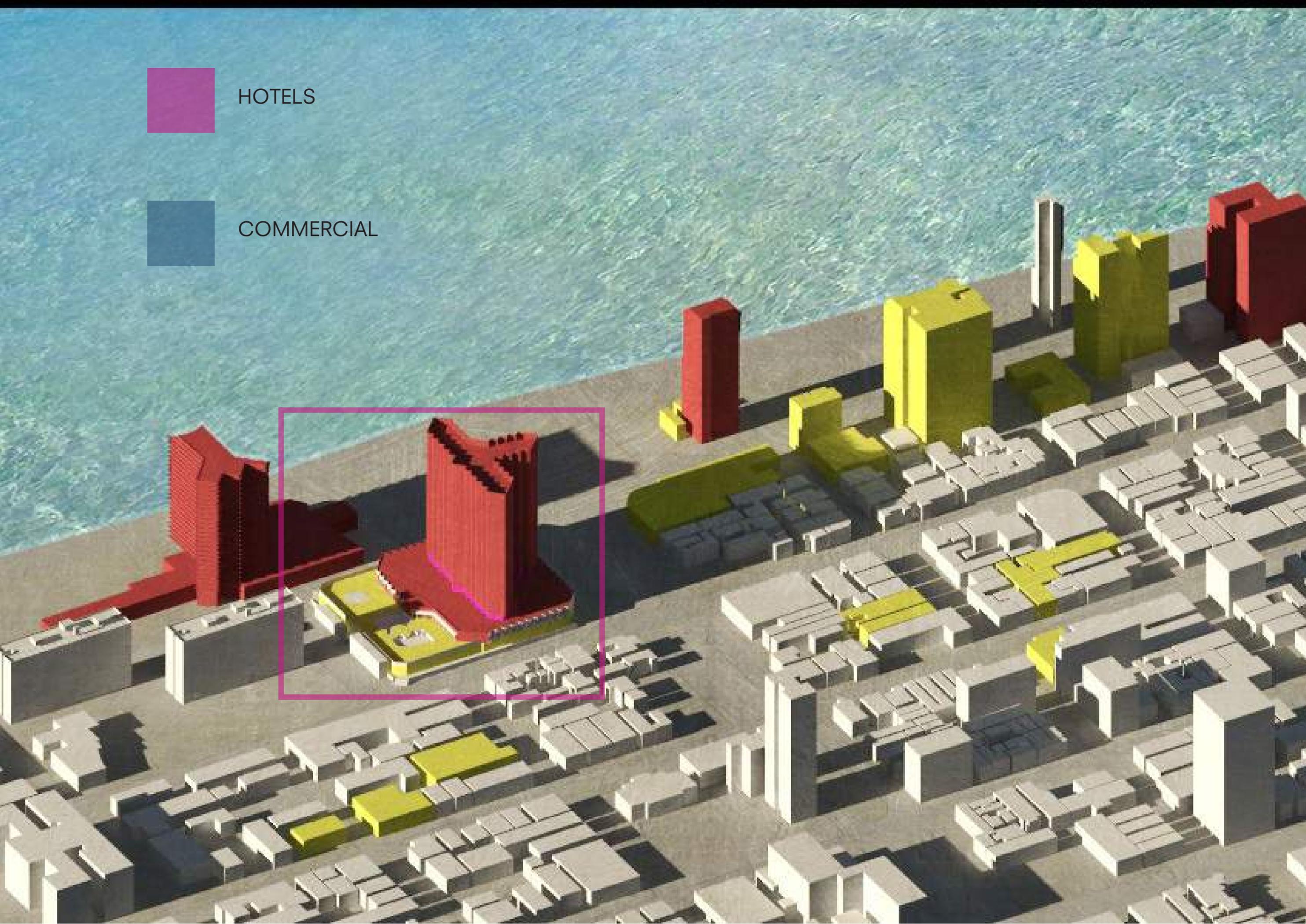




HOTELS



COMMERCIAL

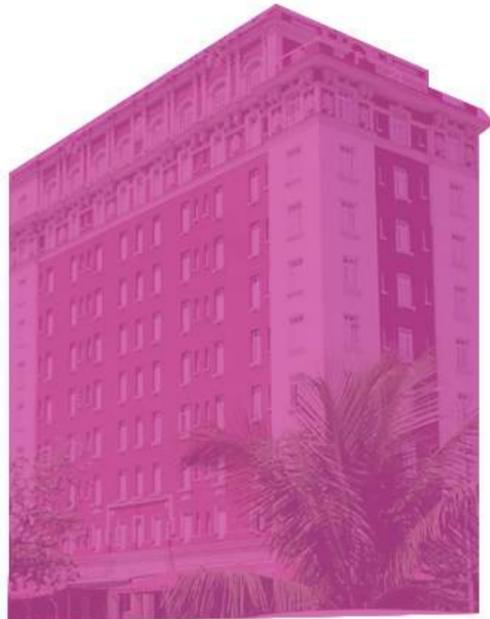




VEDADO:
HOTEL AND MELIA COHIBA TIMELINE

HOTEL HAVANA RIVIERA

21 floors, 352 Rooms
50's style hotel originally owned by Mobster Meyer Lansky seaside by the Malecón, boasting pool and like the Melia is physically walled off from it's surrounding.



HOTEL ROC PRESIDENTE

10 floors, 158 Rooms
Art Deco Hotel located a few blocks from the Malecón. Claims to be the first high rise built in Vedado.



HOTEL TRYP HAVANA LIBRE
(FORMERLY HAVANA HILTON)

25 floors, 572
Taken over by the state after the revolution, since 1996 it's a private enterprise again

1920

1928

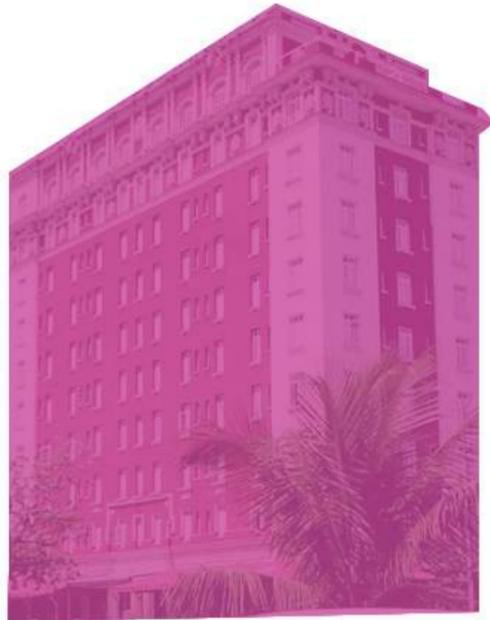
1958

1958

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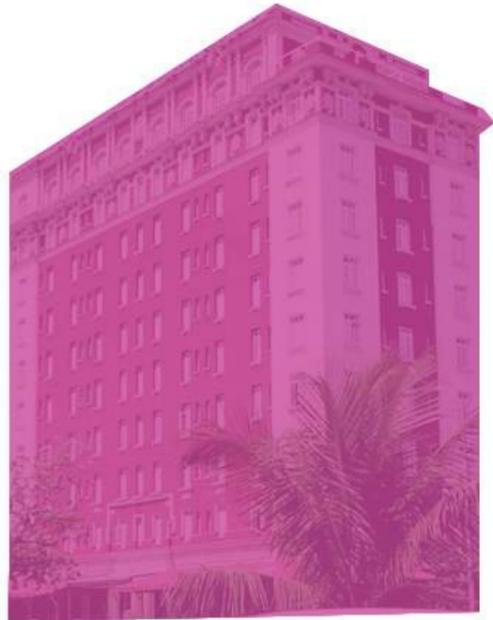
1959

Revolution

VEDADO:
HOTEL AND MELIA COHIBA TIMELINE

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HOTEL MELIA COHIBA

22 floors, 401 rooms 61 suites
5 Star rated by the Malecón Seaside and the most luxurious hotel in Havana.
Built in 1994, it boasts modern facilities such as pools and a beauty salon.

1920

1928

1958

1958

1959

Revolution

1991
USSR Falls

1994

2016

MAP OF THE HOTEL

Meliá Cohiba *****

LA HABANA

CAPTION

SITE PHOTOS

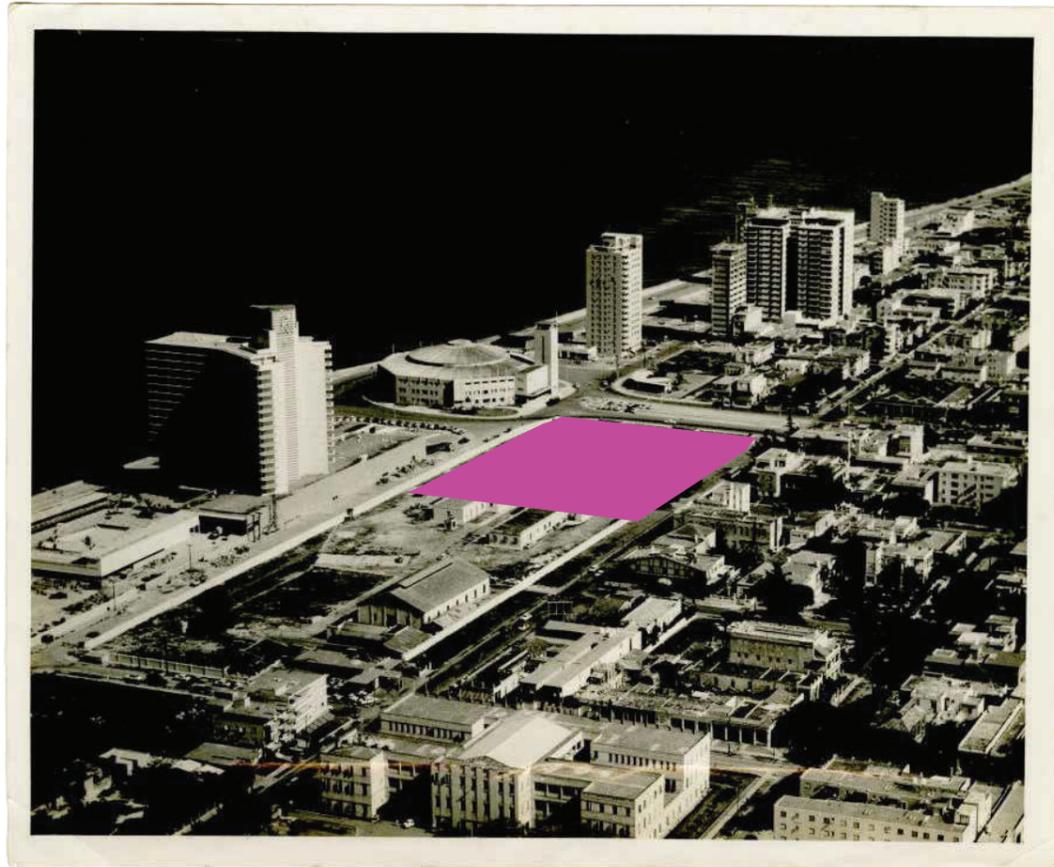


- MAIN BUILDING**
 - 1. Hotel Entrance
 - 2. Lobby
- ROOMS (*)**
 - 3. Standard
 - 4. Junior Suite
 - 5. Suite
 - 6. Master Suite Royal Service

(*) As Reference
- SWIMMING POOL**
 - 7. Swimming pool & jacuzzi
 - 8. Banquet area
- RESTAURANTS**
 - 9. Plaza Habana buffet restaurant
 - 10. Med Restaurant
 - 11. La Piazza Italian restaurant
 - 12. La Brasa grill restaurant
 - 13. Habana Café restaurant bar and show
- BARS**
 - 14. Gran Añejo lobby bar
 - 15. Espresso lobby bar
 - 16. Casa del Habano cigar & music bar
 - 17. Relicario bar for sampling cigars
 - 18. Cotilo snack bar
- GENERAL FACILITIES**
 - 19. Fitness Center and Beauty Salon, Massage and Squash square
 - 20. Business Center
 - 21. Cohiba Commercial Center
 - 22. Medical Post
- MEETING ROOMS**
 - 23. Convention Area
 - Cetro Room
 - Coronas Room
 - Lanceros Room
- ROYAL SERVICE**
 - 24. Royal Service Reception Desk
 - 25. Cobijo Real Bar
 - 26. La Gloria Salon



FROM / TO		DISTANCES & CONNECTIONS MELIÁ CUBA					
HAVANA	VARADERO	CAYO LARGO	CAYO SANTA MARÍA	CAYO GUILLERMO	CAYO COCO	HOLGUÍN	SANTIAGO DE CUBA
	2 hrs	-	6 hrs	7 hrs	7 hrs	10 hrs	12 hrs
	-	30 min	45 min	1 hr 30 min	1 hr 30 min	1 hr 30 min	1 hr 45 min



1920

The **Malecón** with surrounding **Hotel Riviera**
and later **Melia Cohiba**

The site of the **Melia Cohiba**
was earlier a military site



1957



1994

MELIÁ COHIBA

★★★★★

HAVANA, CUBA



BOOK FROM
€ 313 / Night

FRI, 20 JAN - SAT, 21 JAN

2 ADULTS

SEARCH

MELIÁ
COHIBA

BE AMAZED BY HAVANA

The Meliá Cohiba offers spectacular views of the sea and the city. An exceptional hotel for both business and leisure guests with an excellent location, the exclusive The Level service and a lively party room.

THE MELIA COHIBA

.....

THE ONLY 5 STAR HOTEL IN CUBA FOR WEALTHY FOREIGNERS AND GOVERNMENT DIGNITAR-IES

LEVEL SUITE:
840 EURO
57 M²

.....

-36% NOW!

FREE CANCELLATION

THE LEVEL GRAND SUITE ROOM

Enjoying the exclusive The Level service, with personalized service, unparalleled facilities and privacy, plus central location and ideal for couples or the people who are traveling for business due to the fantastic view of the sea and the city.

Only 4 rooms left

FROM 506.96 €

Average price per night, taxes included

BOOK OFFER >

-36% NOW!

FREE CANCELLATION

THE LEVEL MASTER SUITE ROOM

With fantastic views of the sea and the city located on the corners of the building on the 21st to 23rd floors, and enjoying the exclusive The Level service, with personalized service, unparalleled facilities and privacy plus special view, the 21st The Level Master Suite are ideal for couples and people who travel for business.

Only 4 rooms left

FROM 540.15 €

Average price per night, taxes included

BOOK OFFER >



DESCRIPTION

Enjoying the exclusive The Level service, with personalized service, unparalleled facilities and privacy, plus central location and ideal for couples or the people who are traveling for business due to the fantastic view of the sea and the city and the spectacular tranquility and equipment with all the necessary comforts and amenities for the enjoyment of every pleasant stay. The 21st The Level Master Suite are located from the 21st to 23rd floors. The rooms and furnished individually, to support couples, couples, a comfortable, location appropriate, amenities. They are air conditioned and the large windows provide superb natural lighting.

They measure 57m² and consist of: full, lounge, bedroom and 2 bathroom, 11 closets and 1 with bath.

The rooms offer accommodation for 3 adults or 2 adults and 2 children (up to 12, sharing rooms with two adults. No extra bed or cot can be requested per room. The maximum capacity is 2 adults and 2 children.

DETAIL

- HYPERMORPHOSE BATH TUB
- SEA VIEW
- FLAT SCREEN TV
- SUNBAT
- AIR CONDITIONING
- SATELLITE CHANNELS



COMPLETELY SHUT OFF FROM VEDADO, TAXIS ARE ALWAYS ON STANDBY GO STRAIGHT TO HAVANA MEJA

CAPTION

MAIN BUILDING

- 1. Hotel Entrance
- 2. Lobby

ROOMS (*)

- 3. Standard
- 4. Junior Suite
- 5. Suite
- 6. Master Suite The Level

(*) As Reference

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- 8. Banquet area

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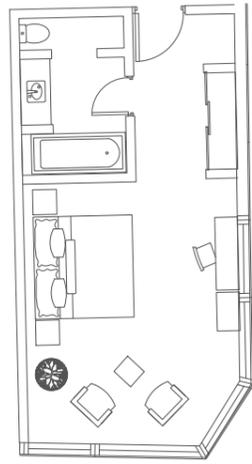
MEETING ROOMS

- 23. Convention Area
- 24. Cetro Room
- 25. Coronas Room
- 26. Lanceros Room

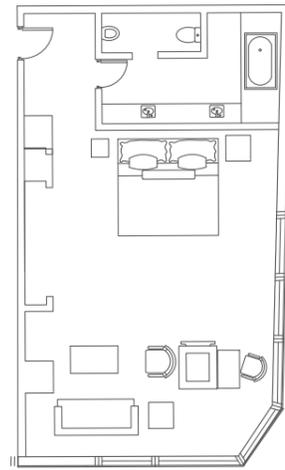
THE LEVEL

- 27. The Level Reception Desk
- 28. Cobijo Real Bar
- 29. La Gloria Salon

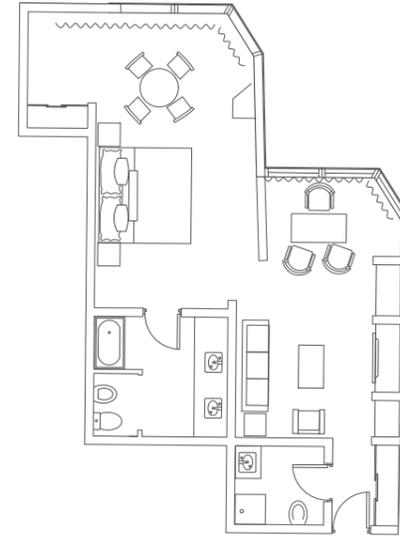
Classic
27 m²



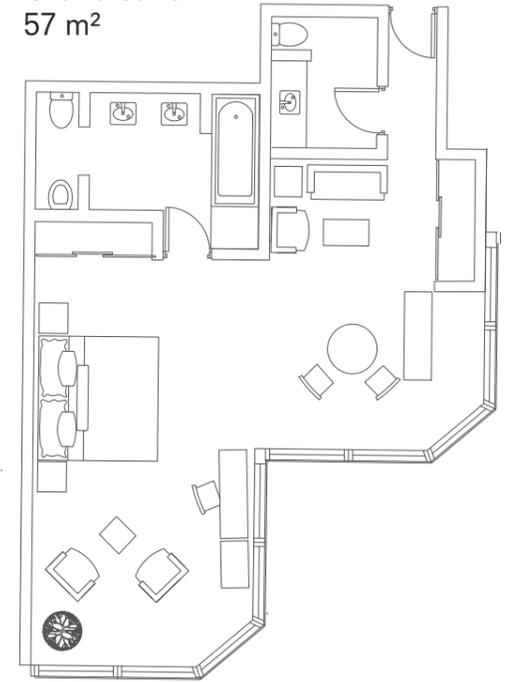
Junior Suite
43 m²



Master suite
50 m²



Grand suite
57 m²



Pool



Cigar lounge



Fitness club



Squash



Bars and restaurants



Beauty Salon

-39% MELIA FROM

OFFER ONLY AVAILABLE HERE ON

-39% NOW!

FREE CANCELLATION



GRAND SUITE

Ideal for couples or views of the sea an the necessary com 45 Grand Suites an See more

-39% NOW!

FREE CANCELLATION NOT AVAILABLE

IMAGEN NO DISPONIBLE

BED AND BREAKFAST

Payment at the hotel

Free cancellation

-39 % off

See conditions

-39% NOW!

FREE CANCELLATION



BED AND BREAKFAST

Payment at the hotel

Free cancellation

-39 % off

See conditions

Melia Comfort are specially designed for the enjoyment of a pleasant the necessary comforts and amenities. See more

-39% NOW!

FREE CANCELLATION



BED AND BREAKFAST

Payment at the hotel

Free cancellation

-39 % off

See conditions

BED AND BREAKFAST

Payment at the hotel

Free cancellation

-39 % off

See conditions

MELIA

MELIA KE

MELIA COHIBA

MON, 23 JAN - TUE, 24 JAN

2 ADULTS

-39% NOW!

FREE CANCELLATION



With pretty views of the sea and the cit Melia Cohiba are s the necessary com See more

BED AND BREAKFAST

Payment at the hotel

Free cancellation

-39 % off

See conditions

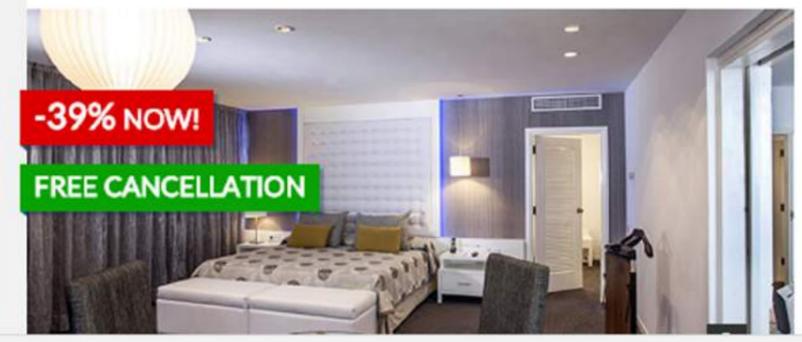
-39% NOW!

FREE CANCELLATION



-39% NOW!

FREE CANCELLATION



THE LEV

With fantas the 3rd to 21 service, unpa Suites are id See more

-39% NOW!

FREE CANCELLATION



THE LEVEL ROOM

With stunning views of the sea and providing the exclus personalized service, unparalleled facilities and privacy, Level rooms are located on the 18th and 21st floors. See more

BED AND BREAKFAST

Payment at the hotel

Free cancellation

-39 % off

See conditions

714.80€

Total price 436.03€

EMPTY LUXURY MALL: ONLY CUBAN GOODS ARE CIGARS, FOR 100 CUC PER BOX.





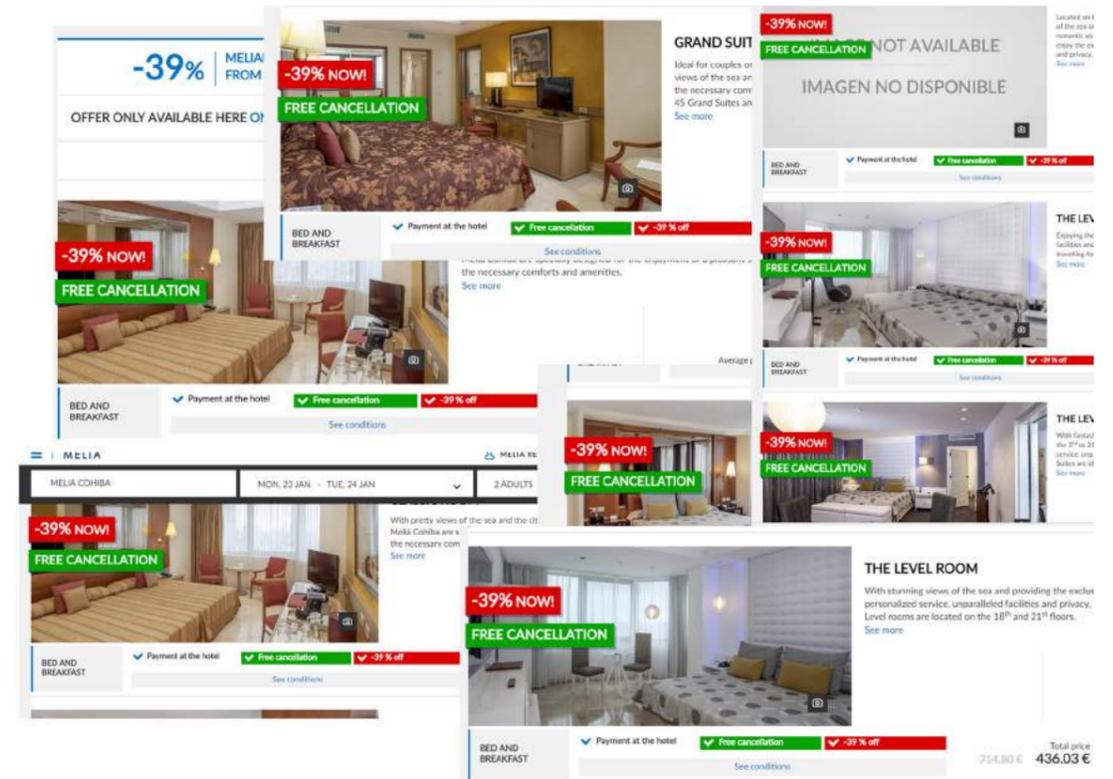
4000 M²

POTABLE WATER

Tourists looking for a Cuban experience have to go to Vieja



Not optimal for business





RESEARCH QUESTION

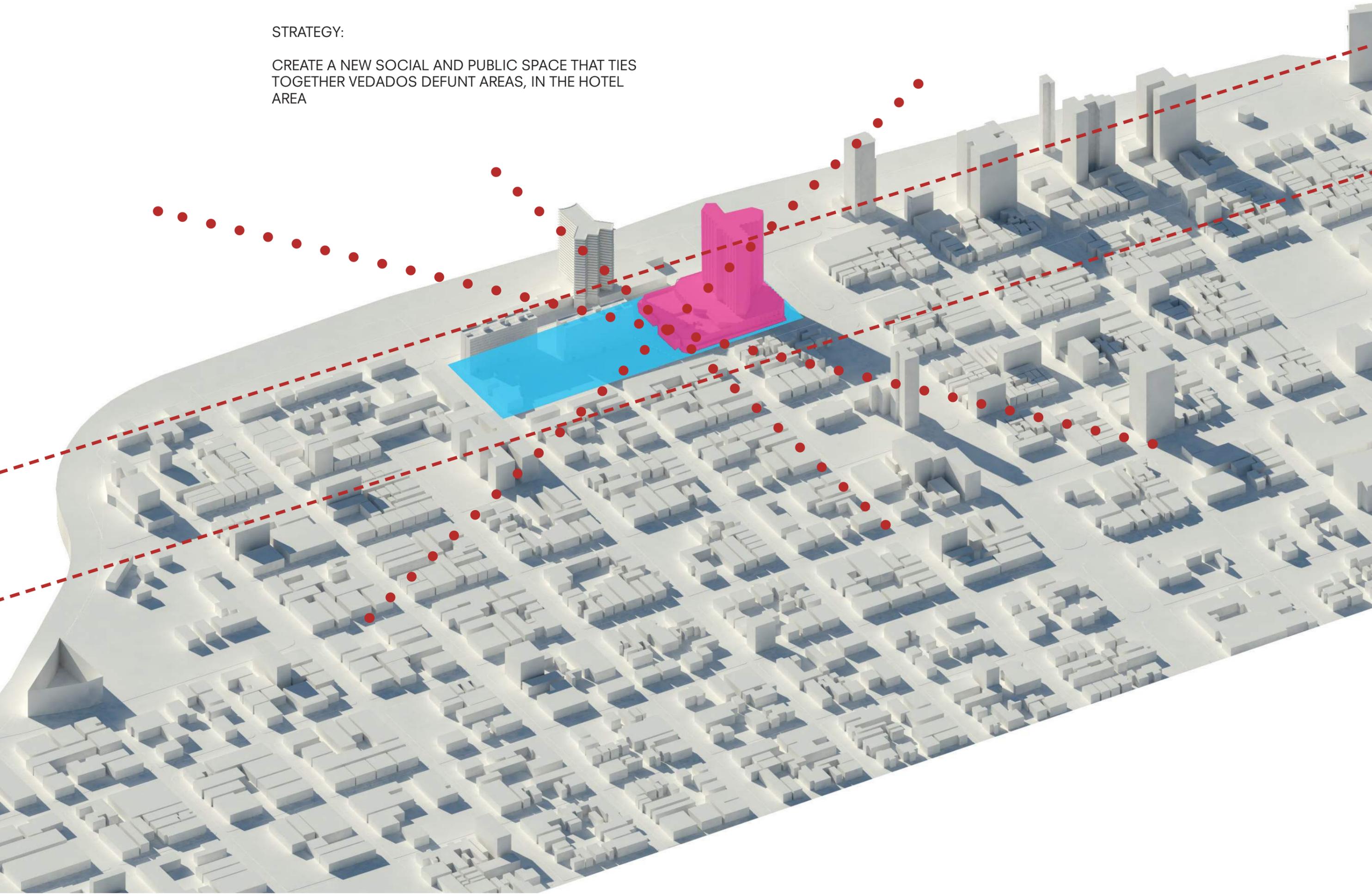
- How can Cubans gain equal access to their own social and public space through an architectural design in this area?
- How can the three socially isolated zones of Vedado be tied together?
- Can this actually add to the experience of the tourists, rather than subtract?



STRATEGY

STRATEGY:

CREATE A NEW SOCIAL AND PUBLIC SPACE THAT TIES TOGETHER VEDADOS DEFUNCT AREAS, IN THE HOTEL AREA



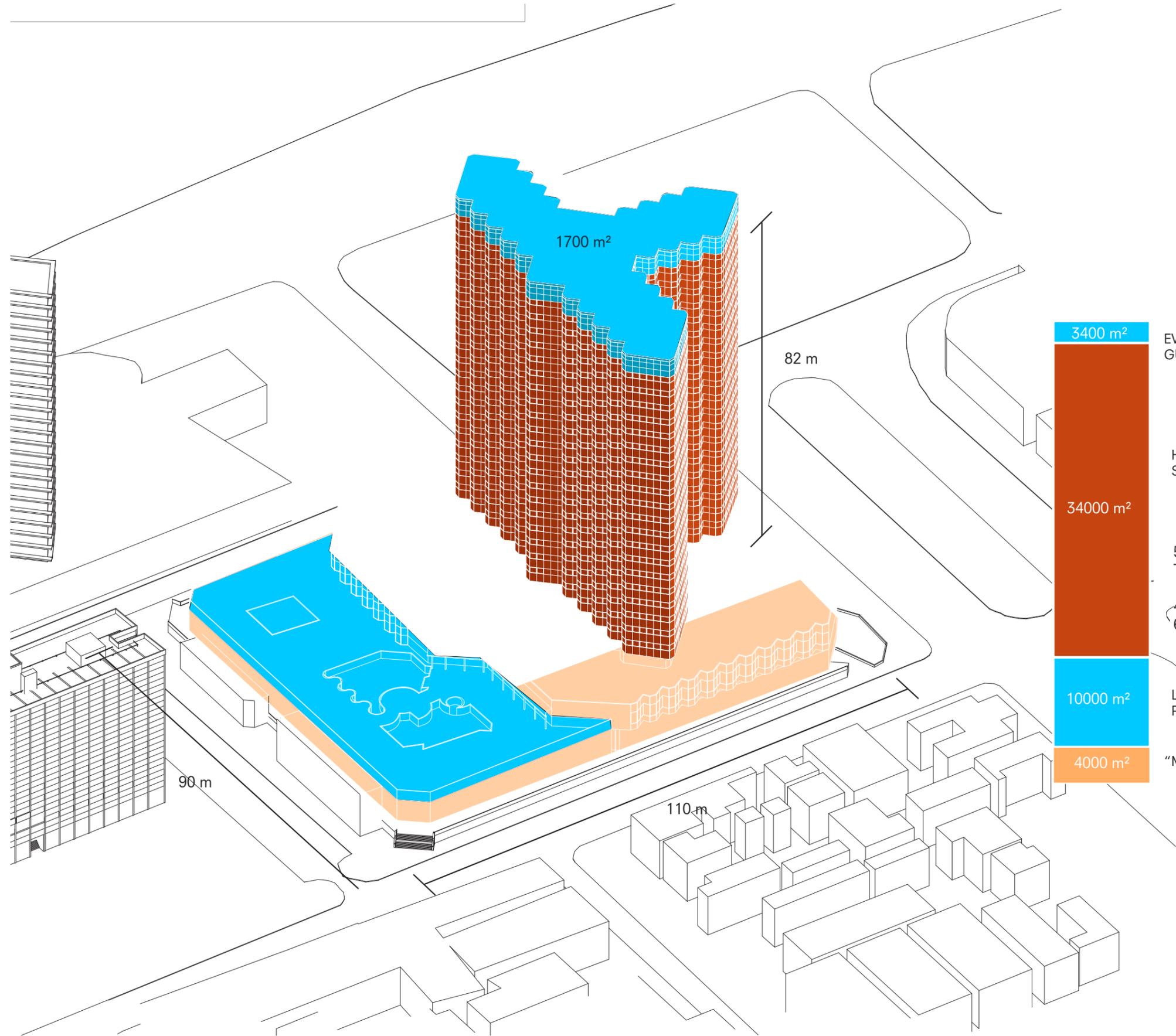
THE MELIA COHIBA

EXISTING PROGRAM AND USE

POOLSIDE IS SEPARATED FROM THE CUBAN PUBLIC BY A HIGH WALL

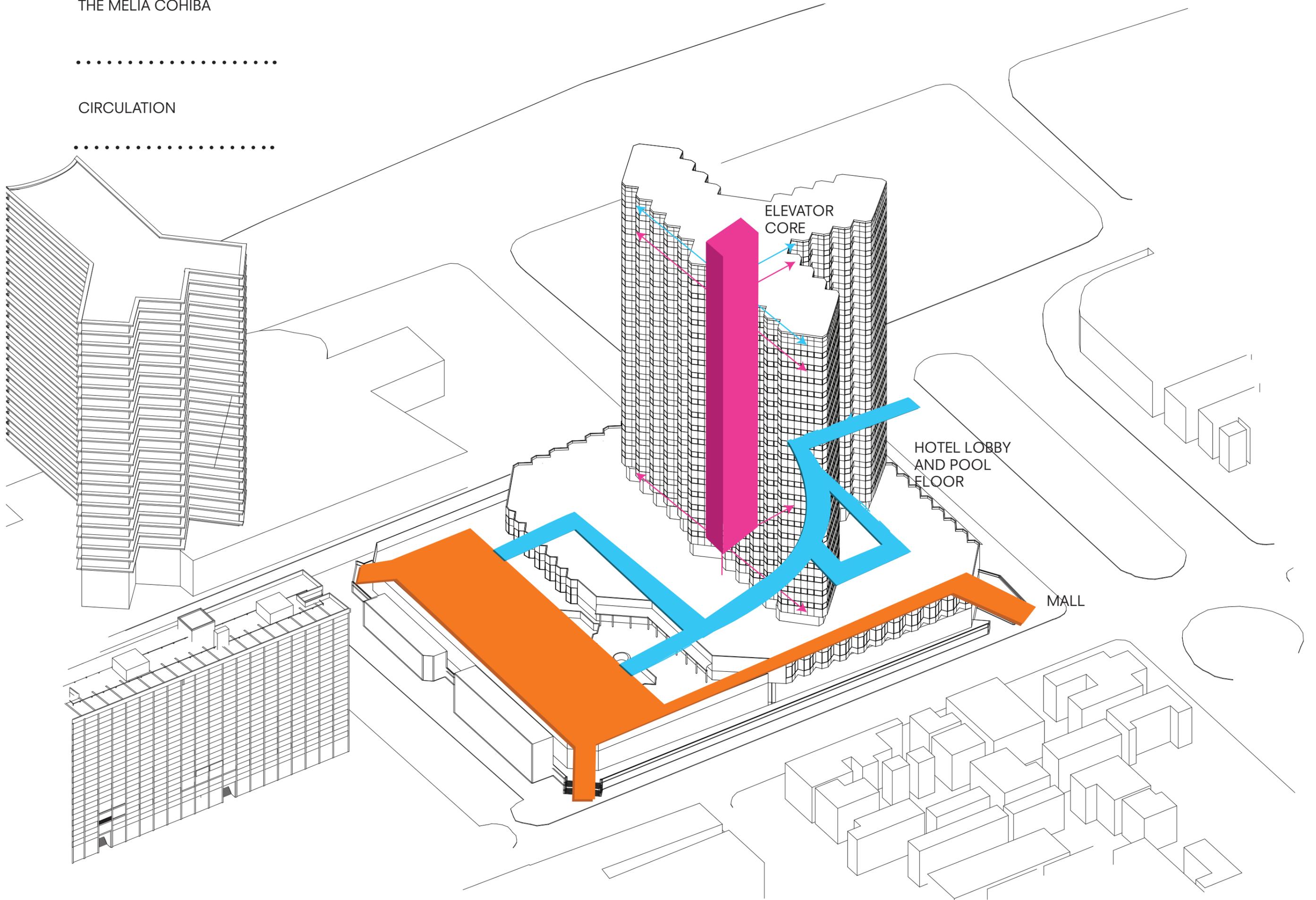
DYSFUNCTIONAL MALL WITH SPARSE STOCK, MOSTLY LUXURY GOODS FOR TOURISTS

CLEAR AIM TO PRESENT INTERIOR COMMON SPACES AS HIGH PROFILE



THE MELIA COHIBA

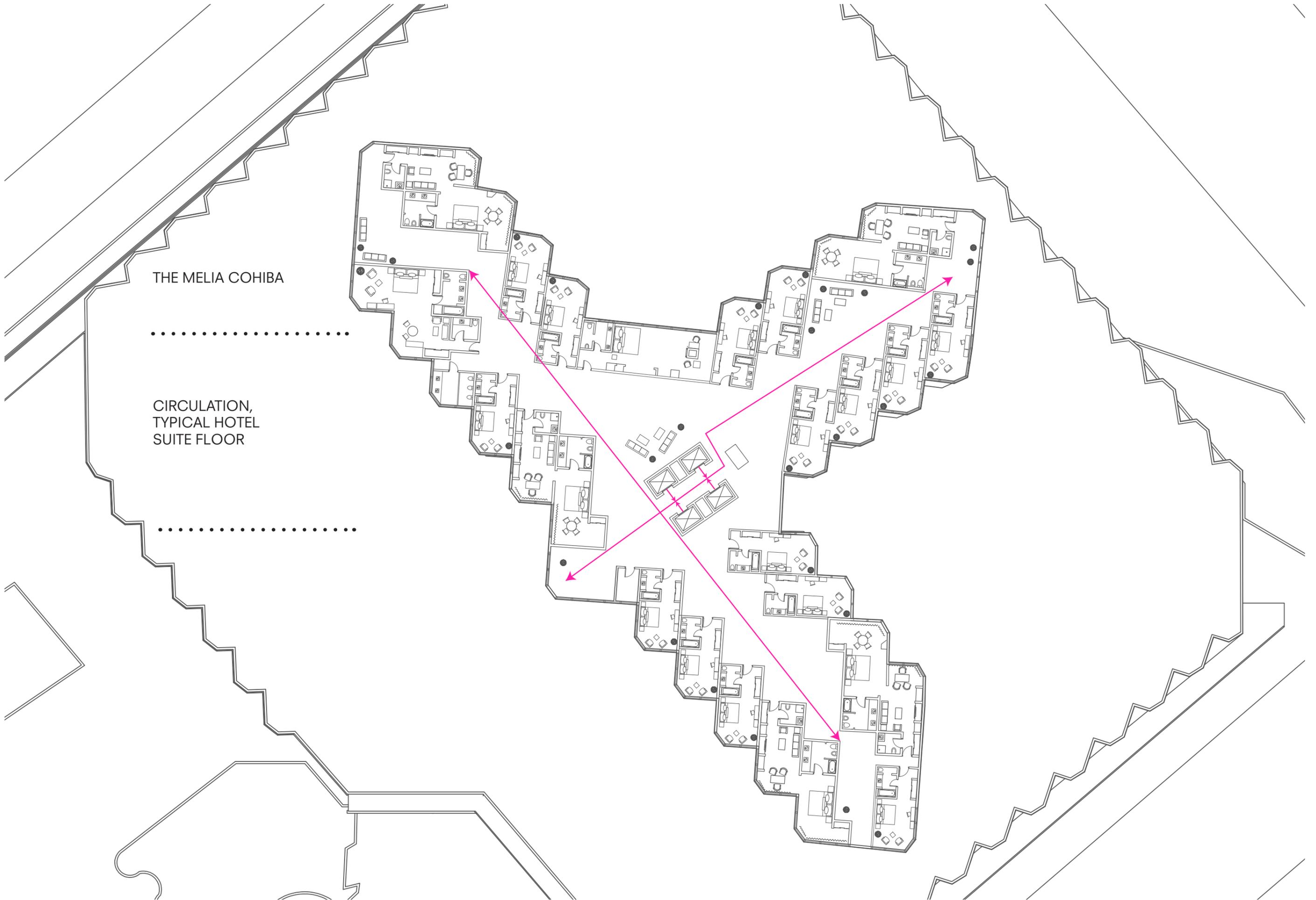
CIRCULATION



THE MELIA COHIBA



CIRCULATION,
TYPICAL HOTEL
SUITE FLOOR

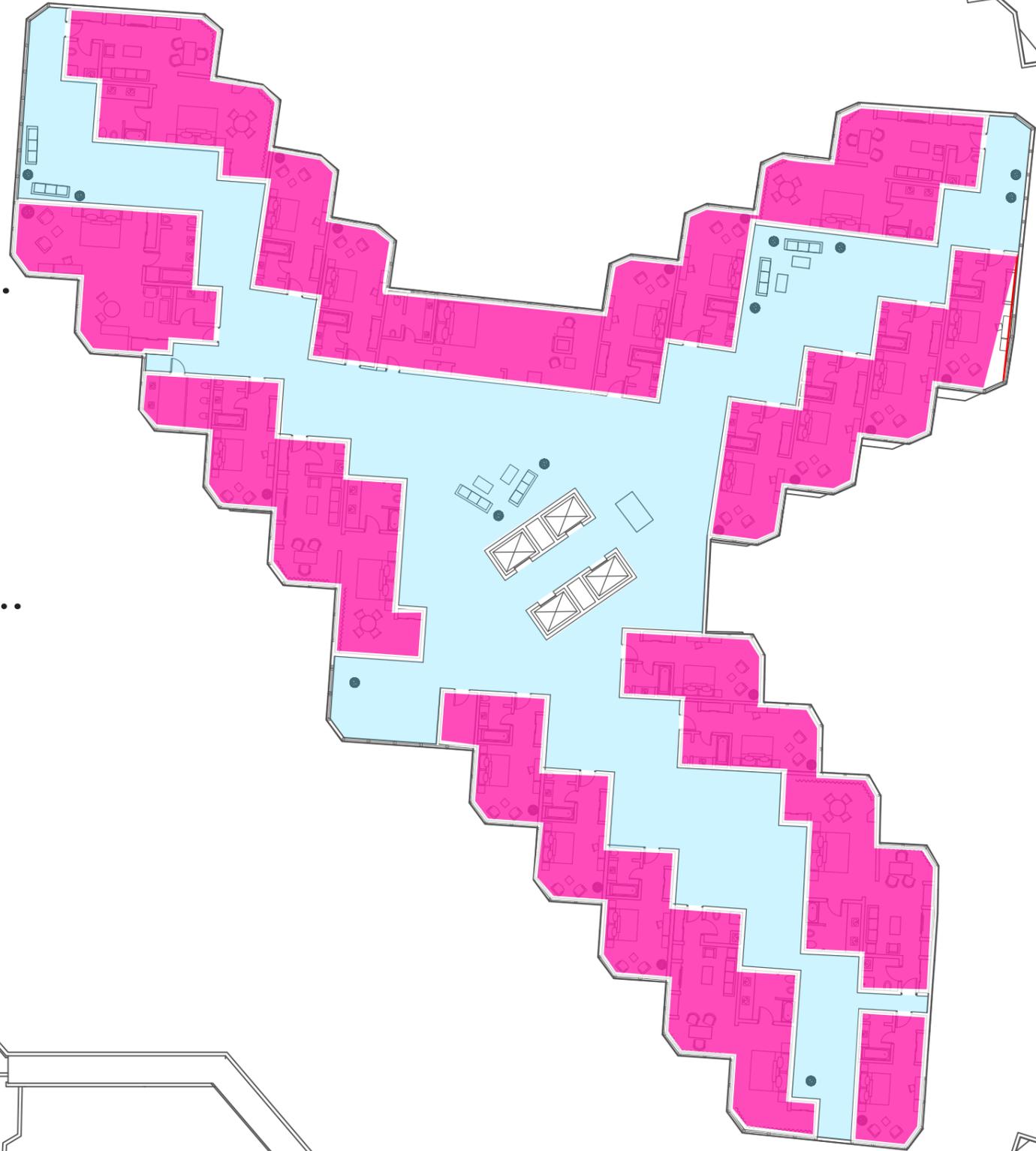


THE MELIA COHIBA

CIRCULATION,
TYPICAL HOTEL
SUITE FLOOR

55% Rooms

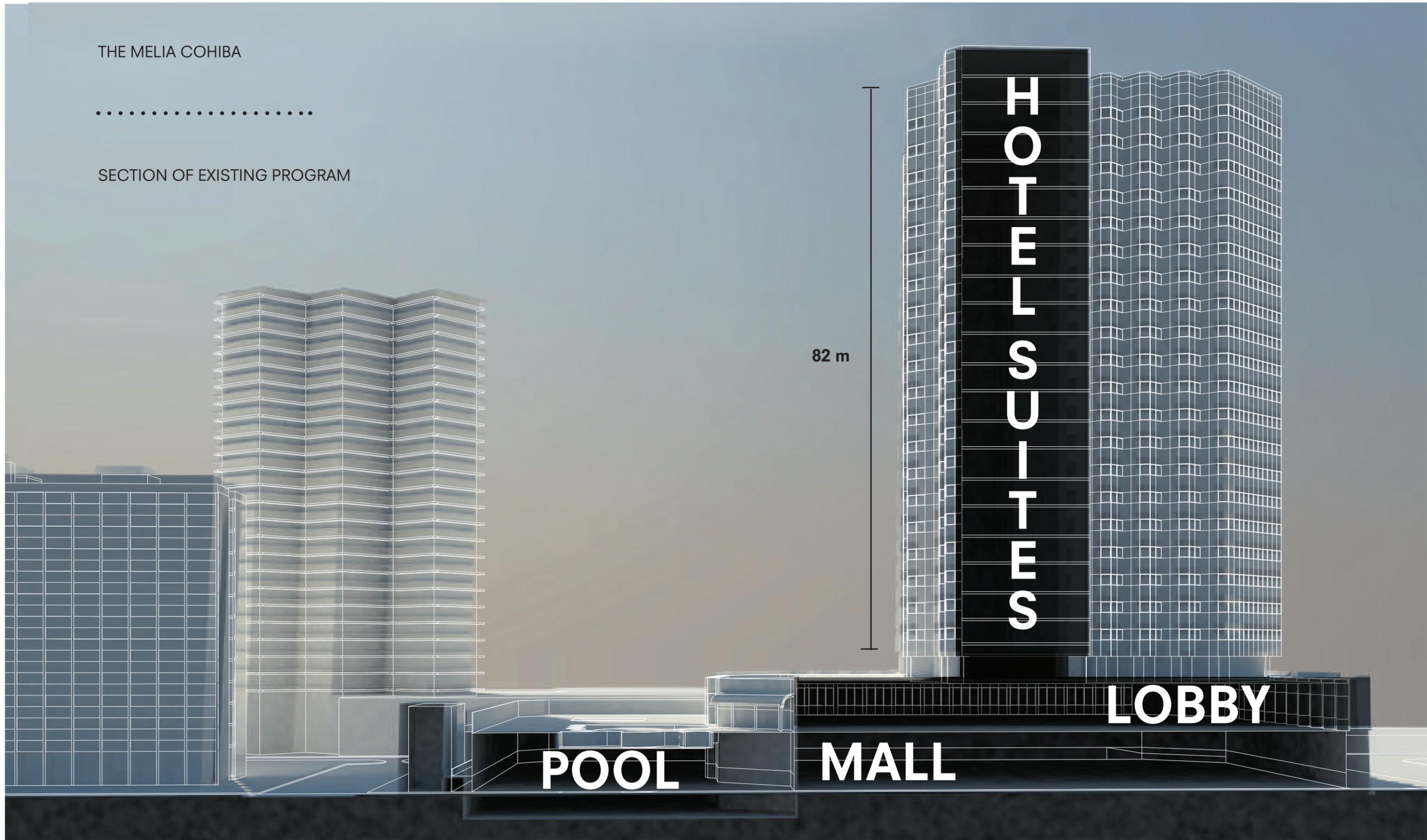
45% Circulation, lounges,
elevators, toilets and staff space



THE MELIA COHIBA

.....

SECTION OF EXISTING PROGRAM



82 m

POOL

MALL

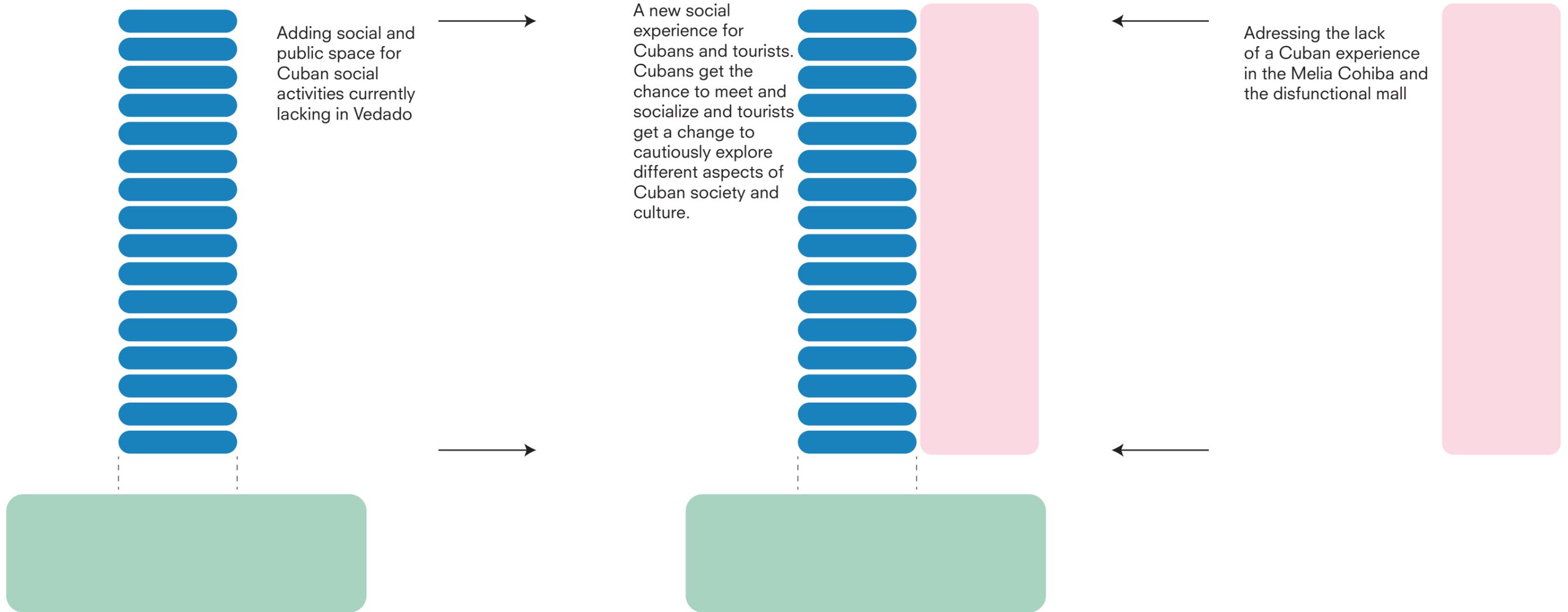
LOBBY

40 m

70 m

110 m

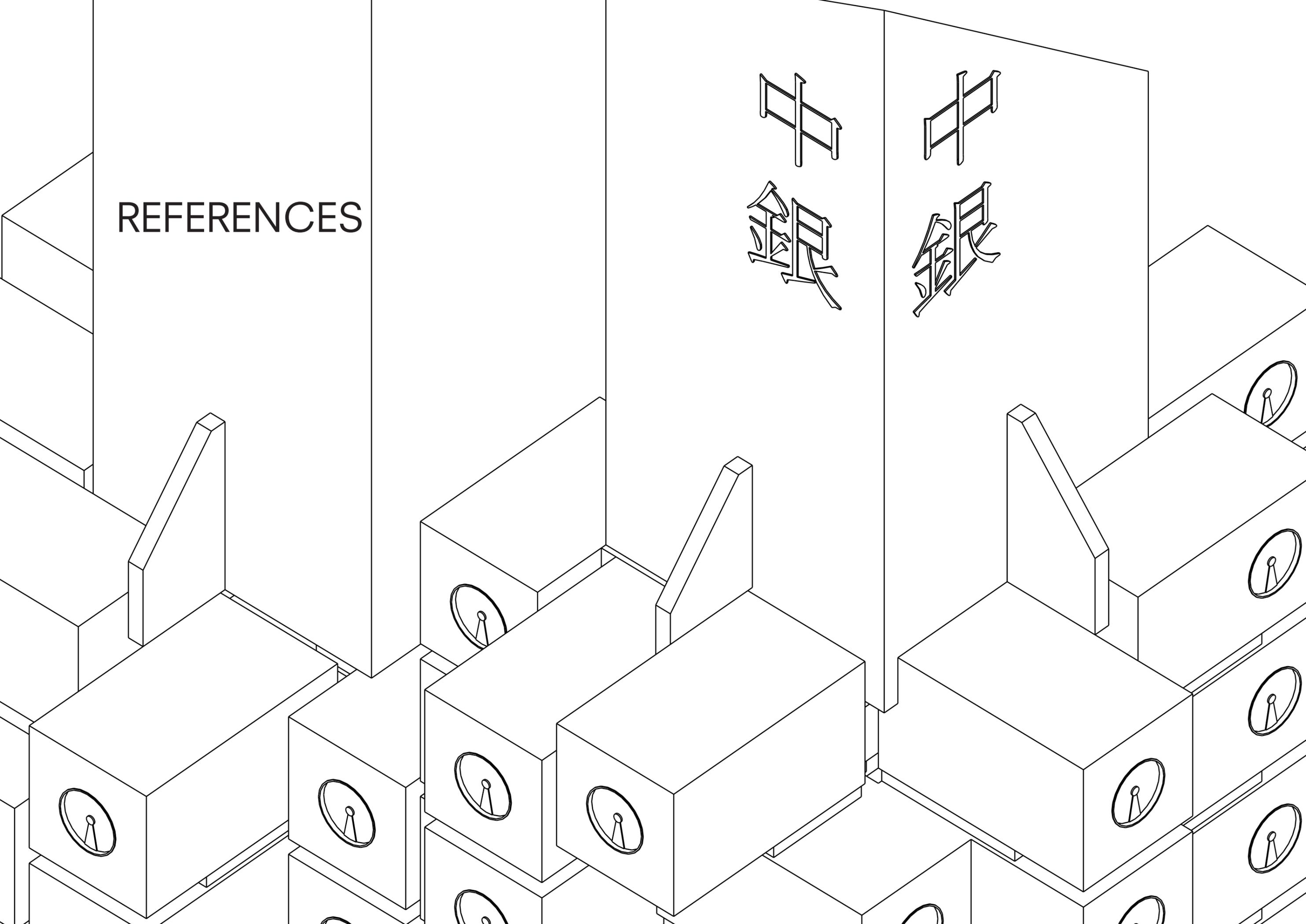
URBAN CONCEPT



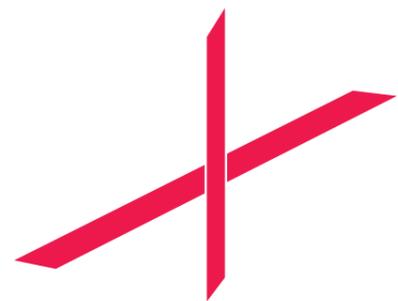
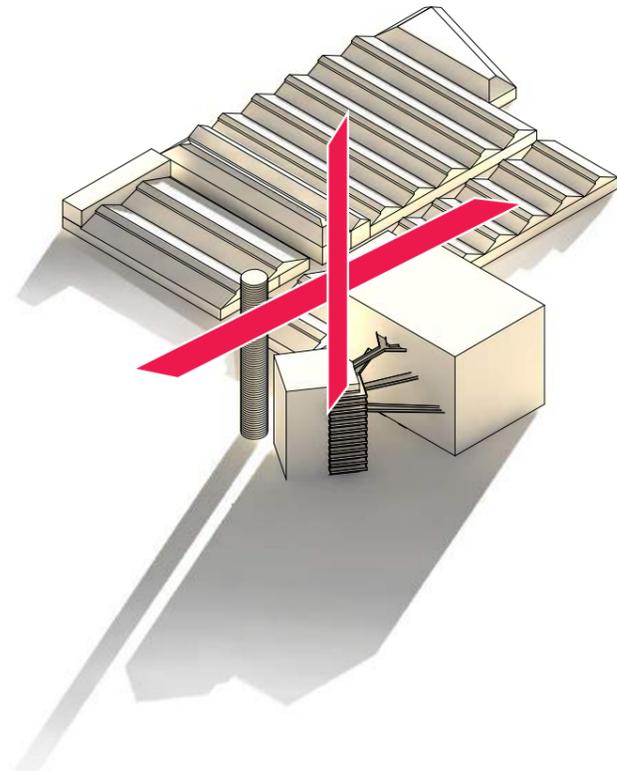
REFERENCES

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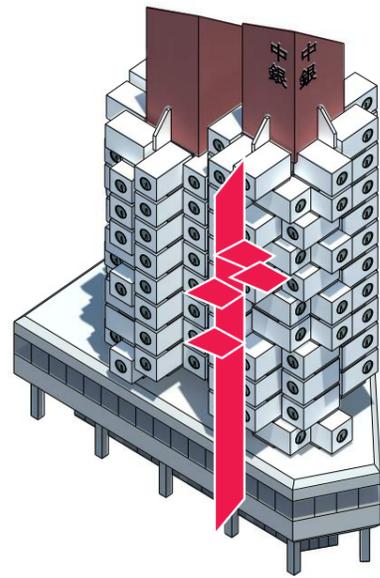
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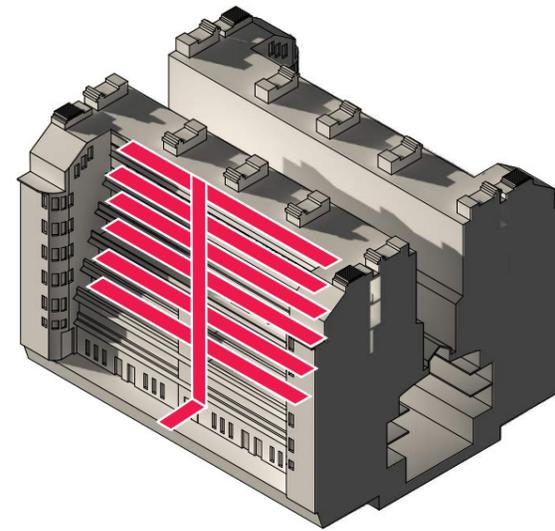
TYOLOGIES



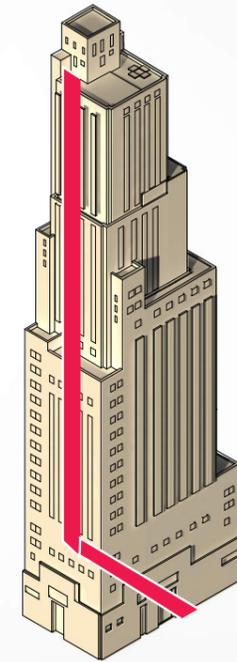
GROUNDLED TOWER



MODULAR TOWER



TOWER TERRACE

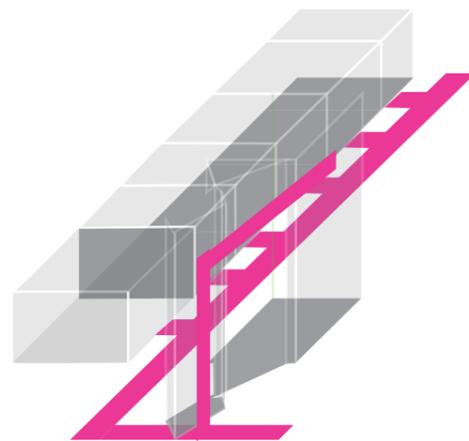
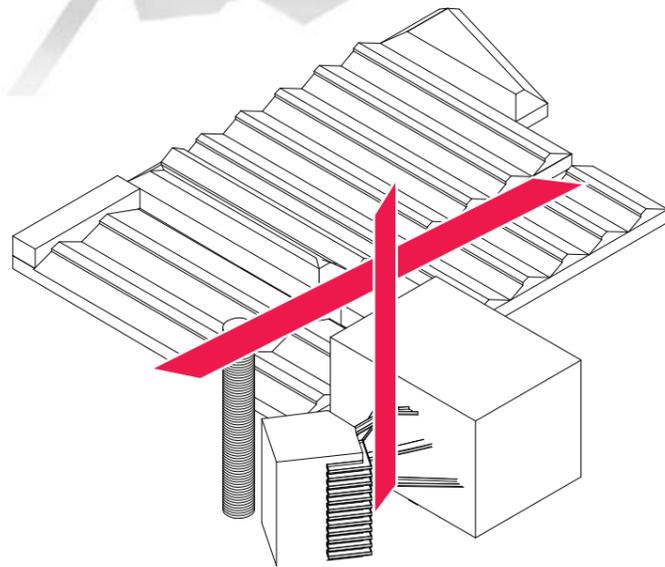
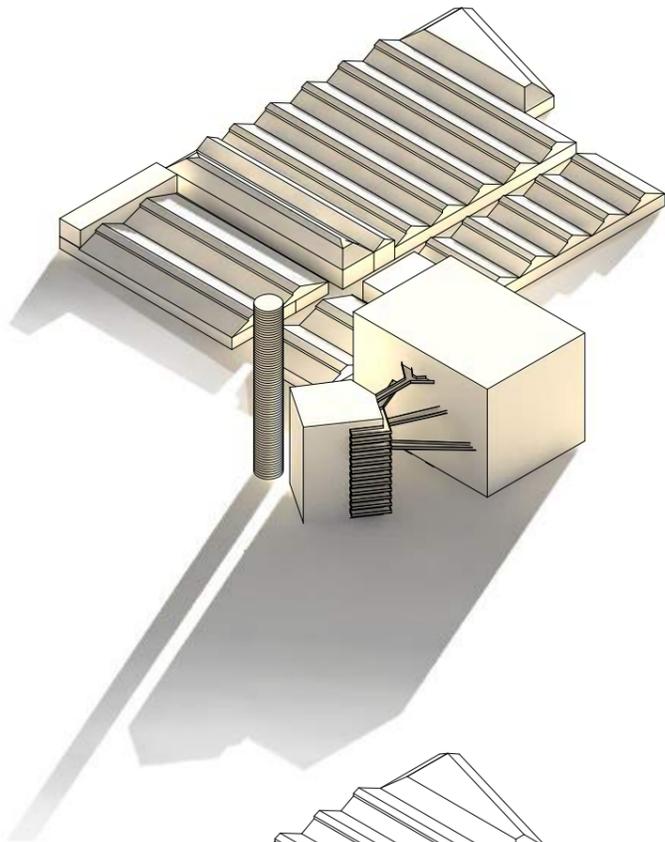


SKYSCRAPER TOWER



SESC POMPEIA
SAO PAULO
LINA BO BARDI

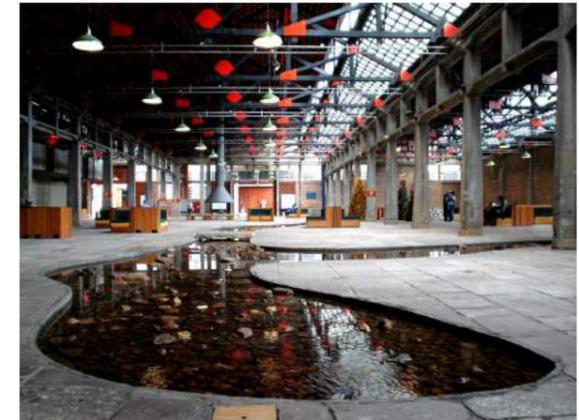
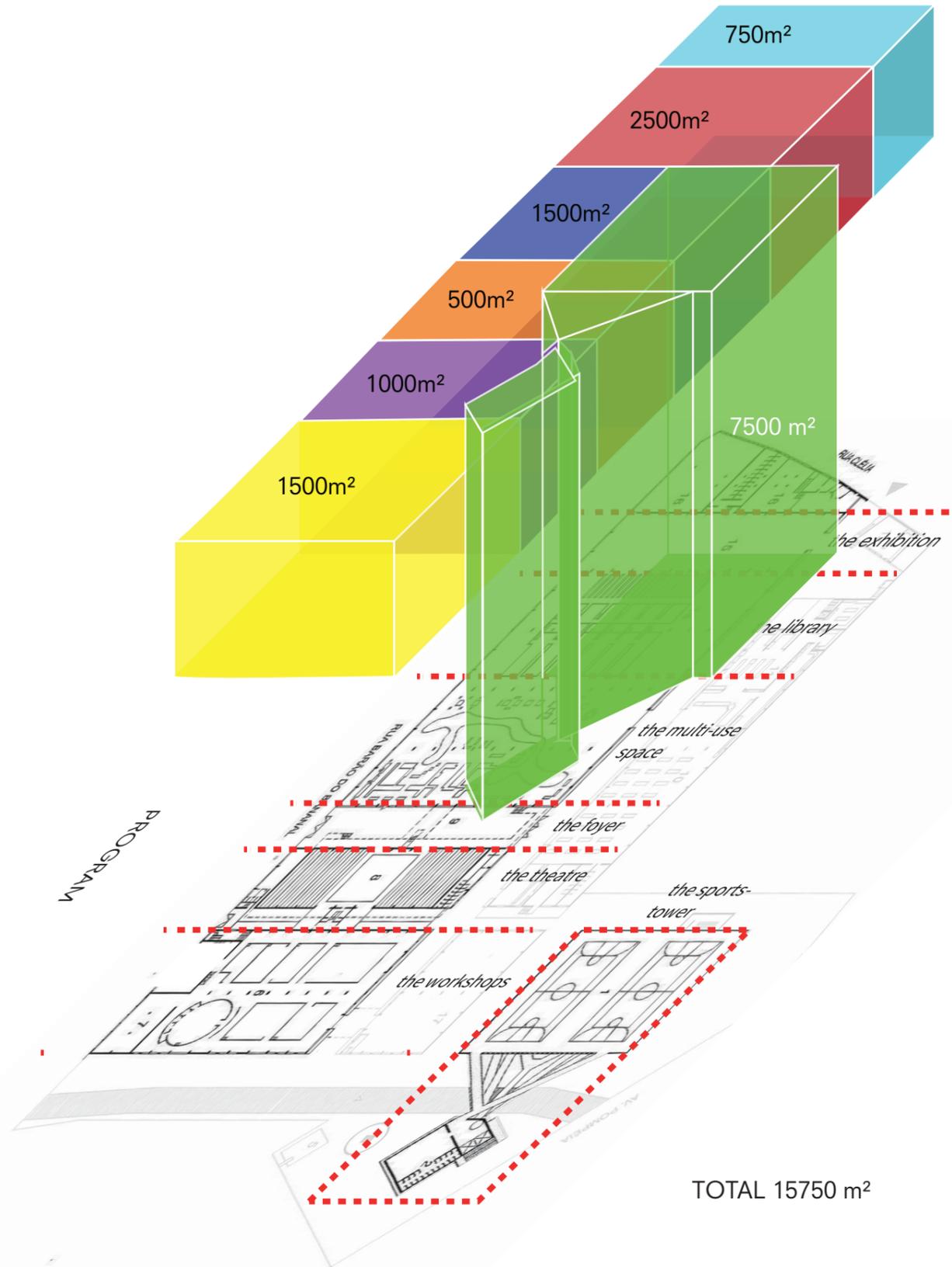
SESC POMPEIA
 CULTURE CENTRE
 SAO PAULO, BRAZIL
 ARCHITECT: LINA BO BARDI
 INAUGURATED: 1982
 TOTAL PROGRAM SPACE: 15750 M²



Both horizontal and vertical circulation

GROUNDING TOWER

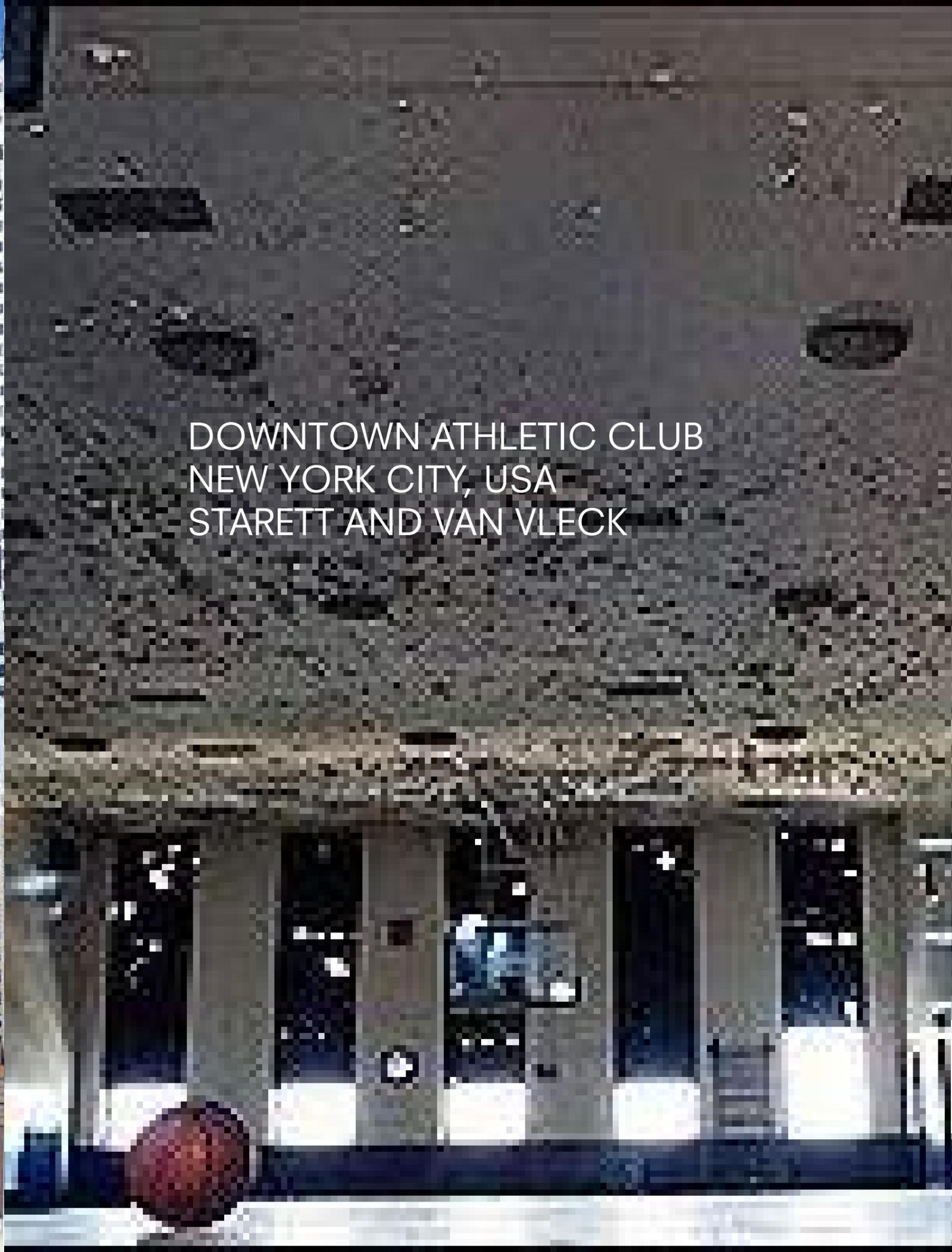
Tower with adjacent horizontal building sharing the program. Circulation is thus both horizontal and vertical.

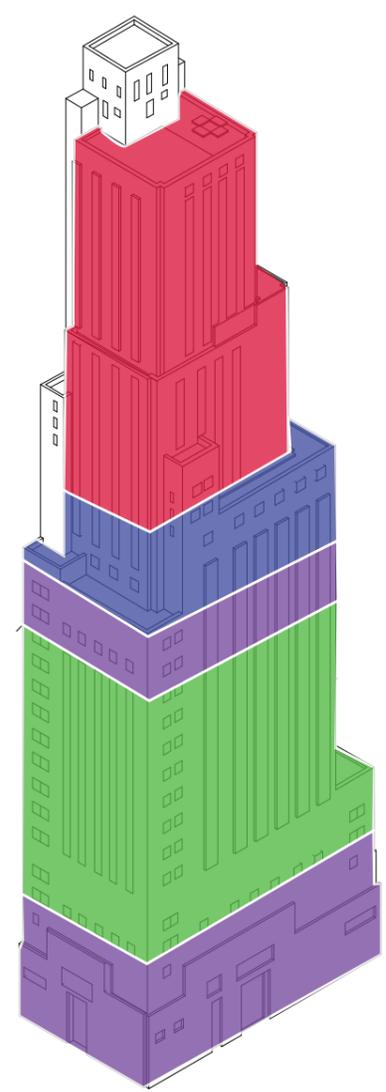
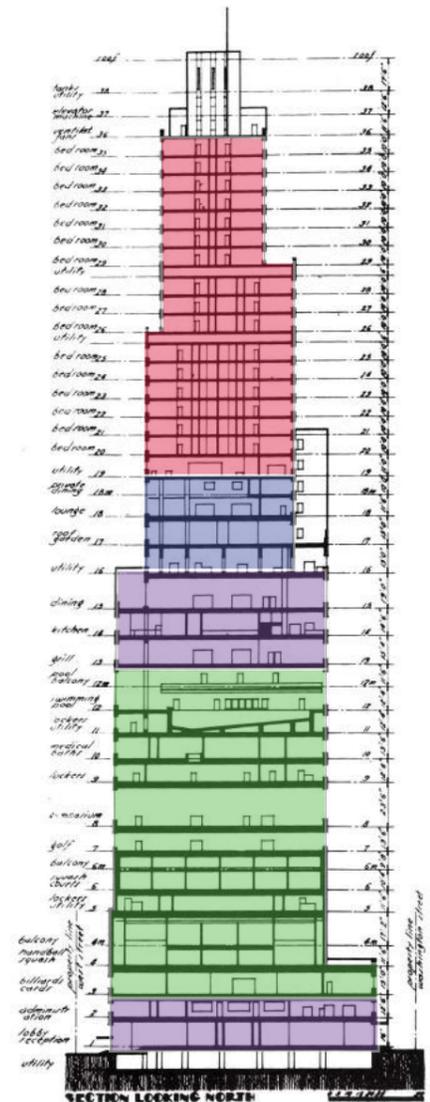
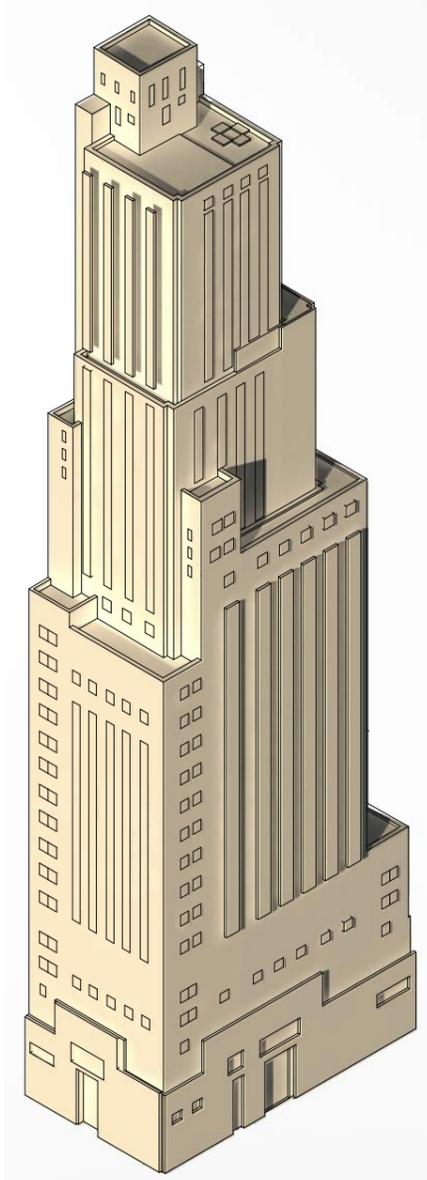


4.8 %	Exhibition
15.9%	Library
9.5%	Multi-use space
3.2 %	Foyer
6.30 %	Theatre
9.5 %	Workshops
48.6 %	Sports Clubs



DOWNTOWN ATHLETIC CLUB
NEW YORK CITY, USA
STARETT AND VAN VLECK



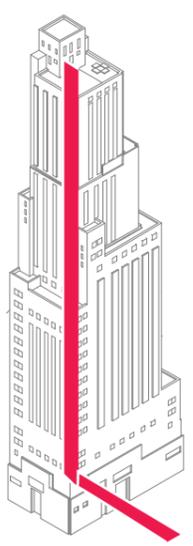
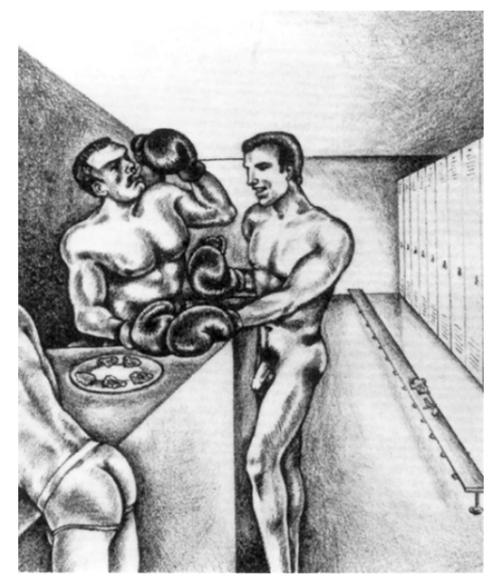
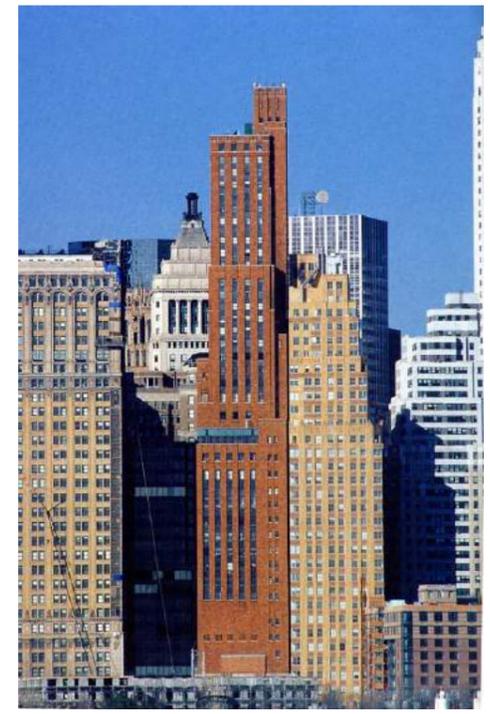


9500 m² Bedrooms

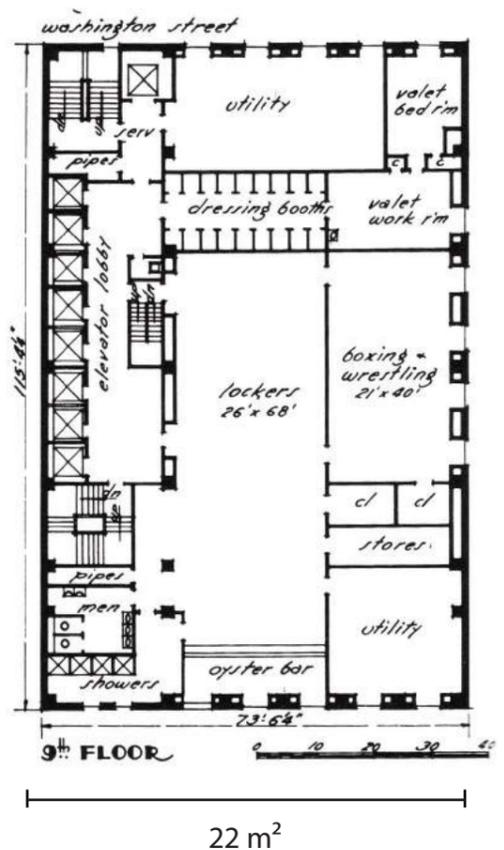
1500 m² Social space

9250 m² Sports

4900 m² Staff and Admin



SKYSCRAPER TOWER
Strict vertical circulation trough central shaft

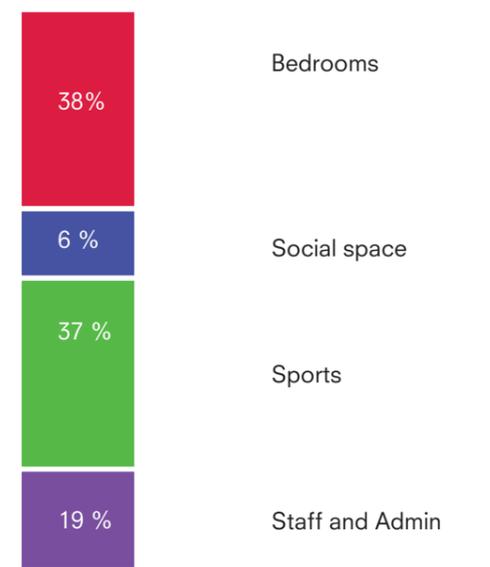


35 m²

DOWNTOWN ATHLETIC CLUB
SPORT AND SOCIAL CLUB
NEW YORK, USA
ARCHITECT: STARRETT AND VAN VLECK
INAUGURATED: 1930
TOTAL PROGRAM SPACE: 25150 M²

Example level: 770 m²

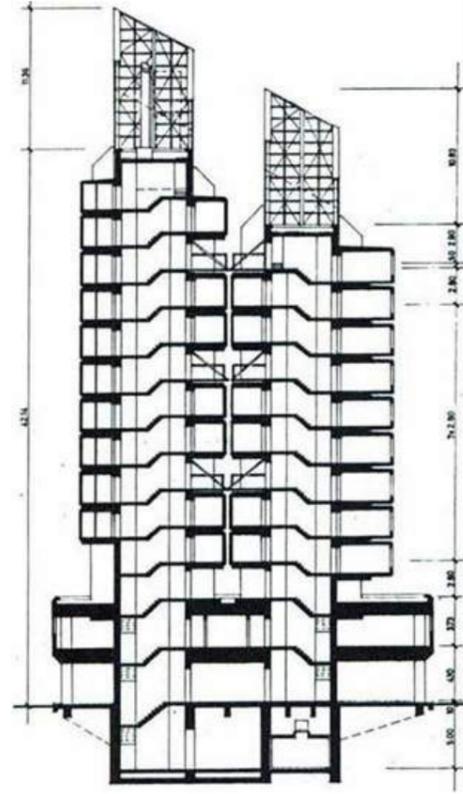
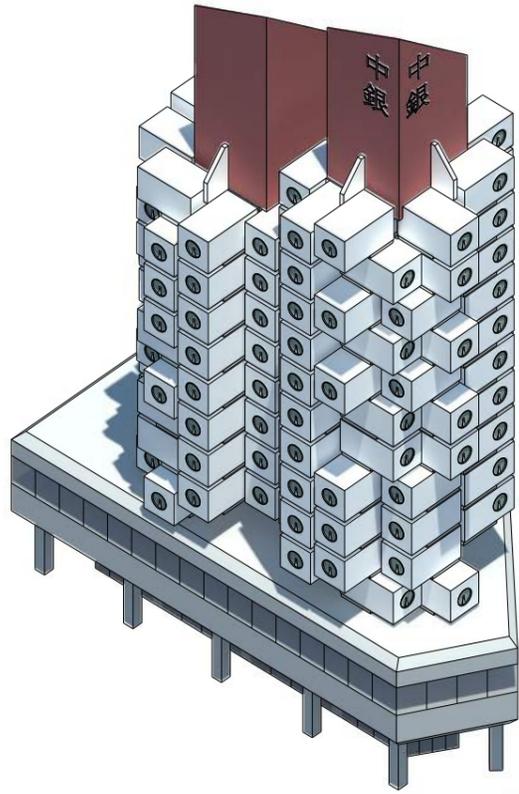
TOTAL 25150 M²



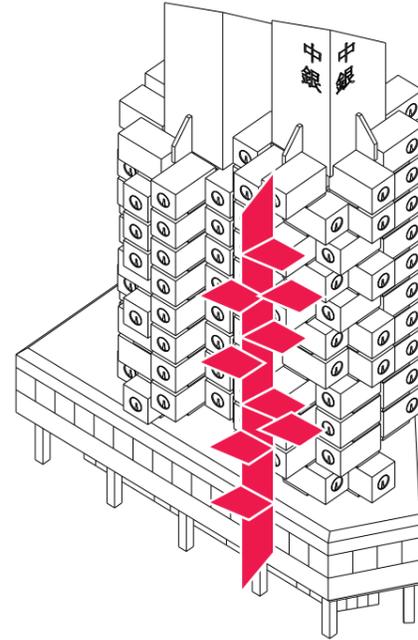


NAGAKIN CAPSULE TOWER
TOKYO, JAPAN
KISHO KUROSAWA

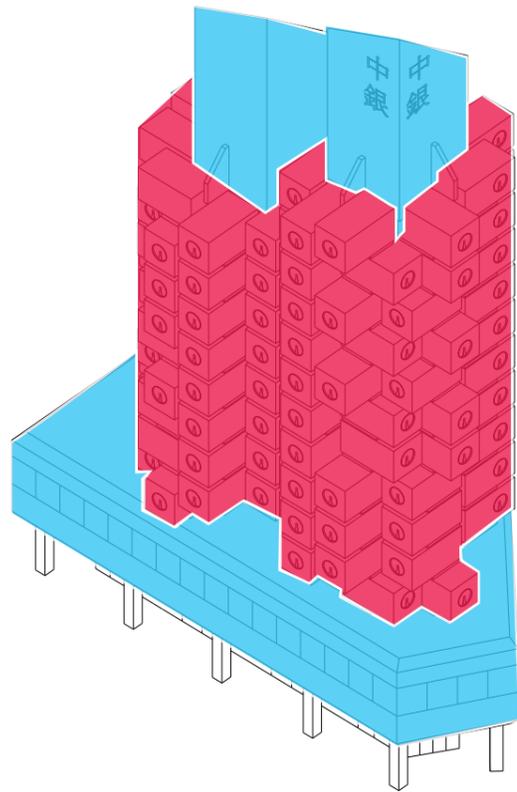




NAGAKIN CAPSULE TOWER
 TOKYO, JAPAN
 ARCHITECT: KISHO KUROSAWA
 INAUGURATED: 1972
 TOTAL PROGRAM SPACE: 3091 M²

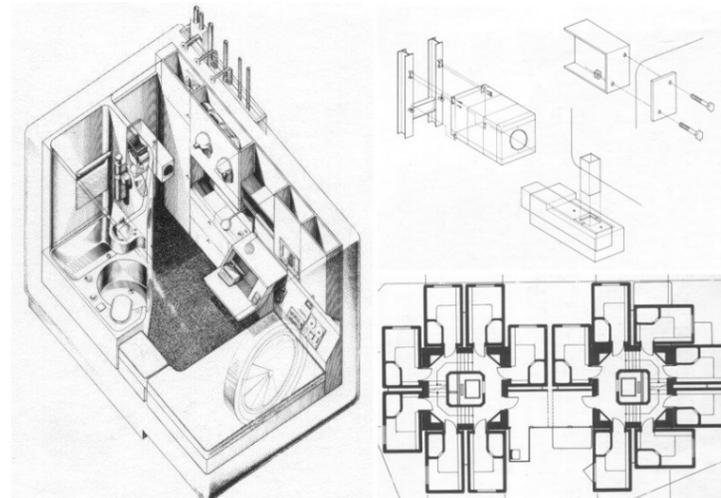


MODULAR
 TOWER
 Customizable
 and replace-
 able smaller
 units
 attached to a
 core tower
 for versatility
 and flexibility

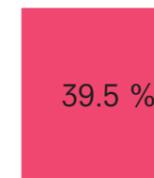


1223 m² hous-
 ing

1868 m² Admin,
 social and
 technical

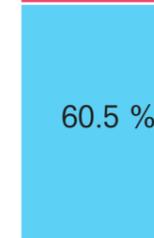


2.3 x 3.8 x 2.1 m



39.5 %

Housing



60.5 %

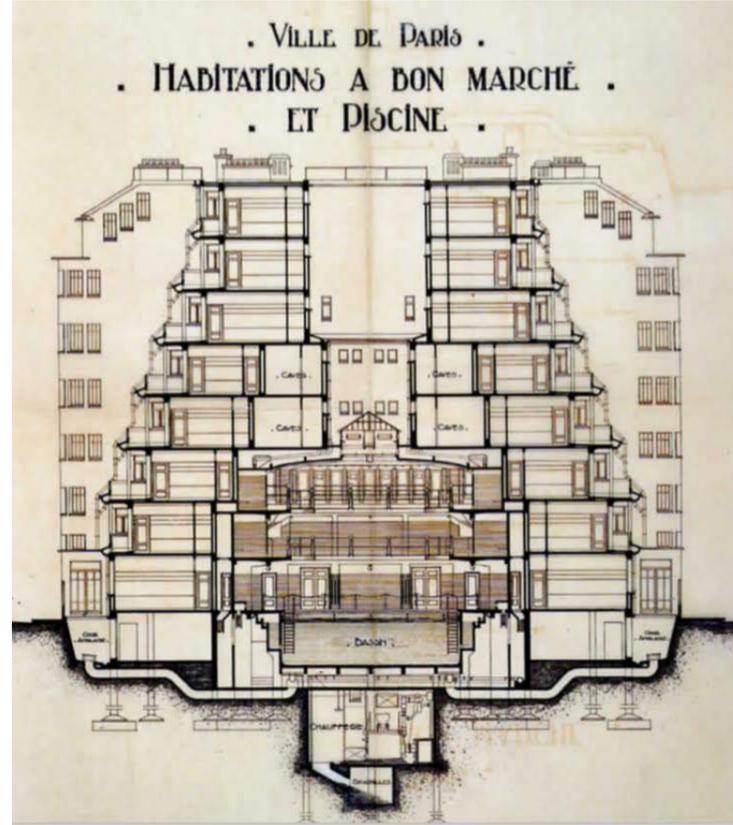
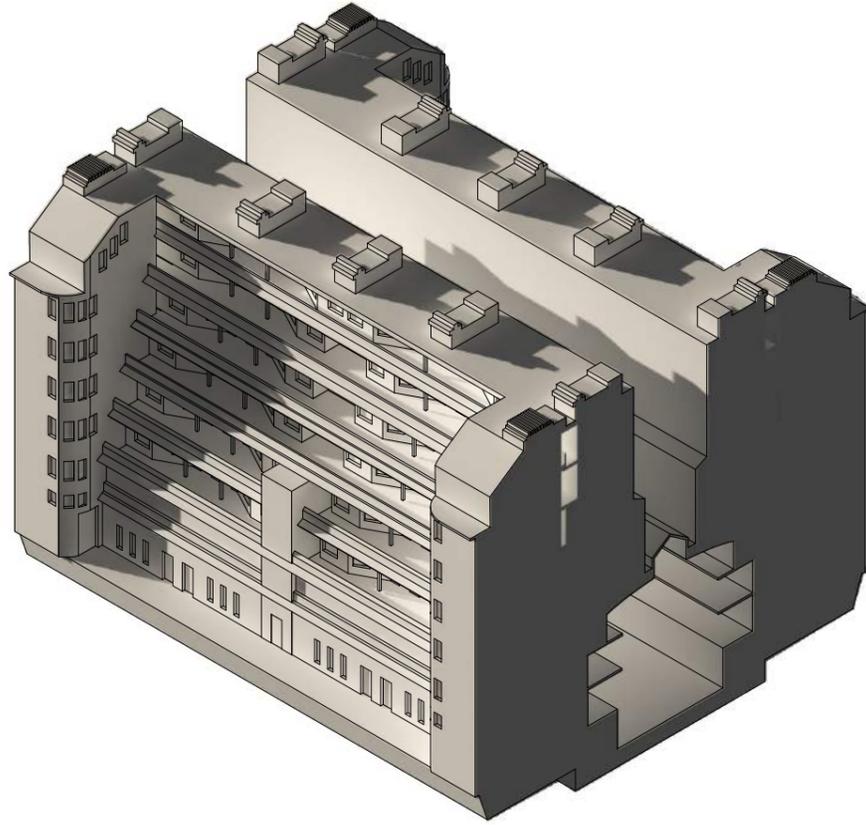
Admin, social
 and technical

A multi-story modern apartment building with a central vertical shaft and balconies. The building features a light-colored facade, a central vertical shaft with a glass door, and balconies with black railings. The ground floor has a row of green doors and windows. Several cars are parked in front of the building.

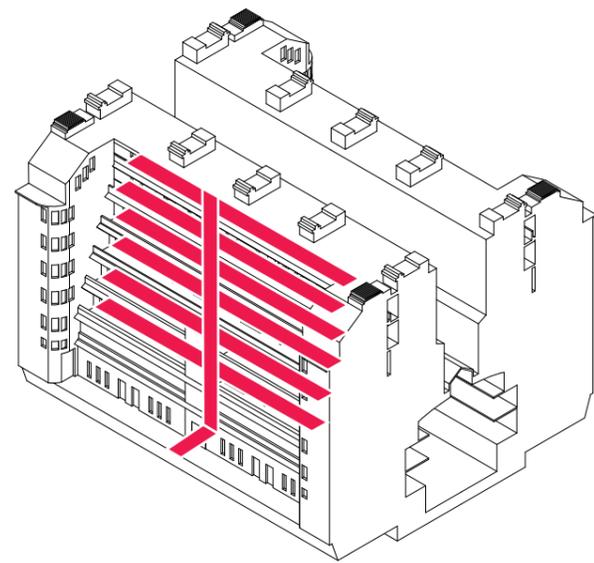
IMMEUBLE ET
PISCINE DES
AMIRAUX

PARIS, FRANCE

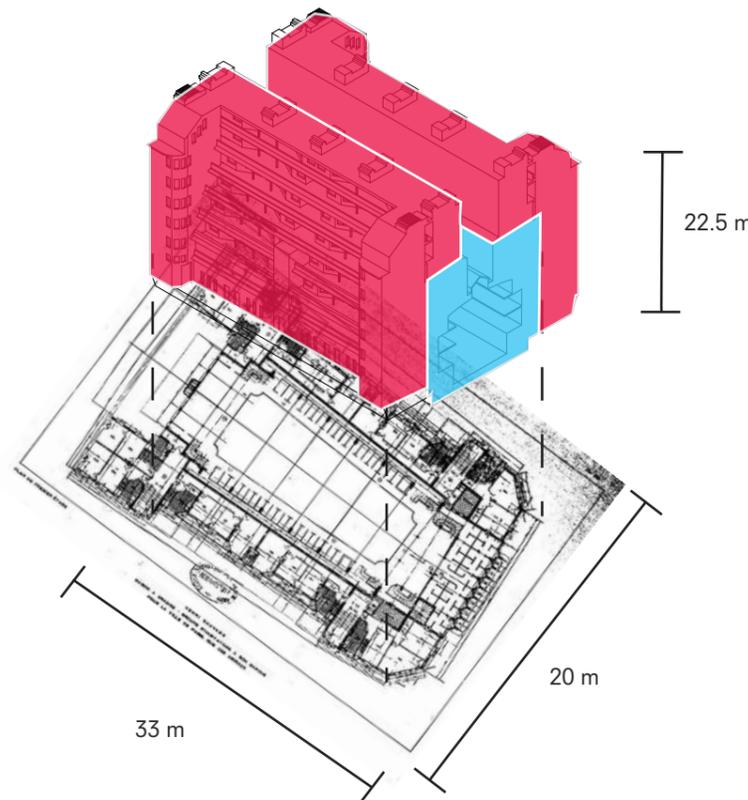
HENRY SAUVAGE



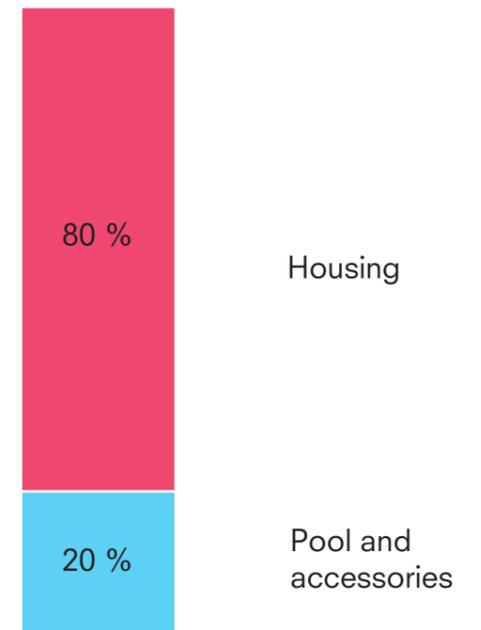
RUE DES AMIRAUX 18
 PARIS, JAPAN
 ARCHITECT: HENRY SAUVAGE
 INAUGURATED: 1927
 TOTAL PROGRAM SPACE: 3091 M²

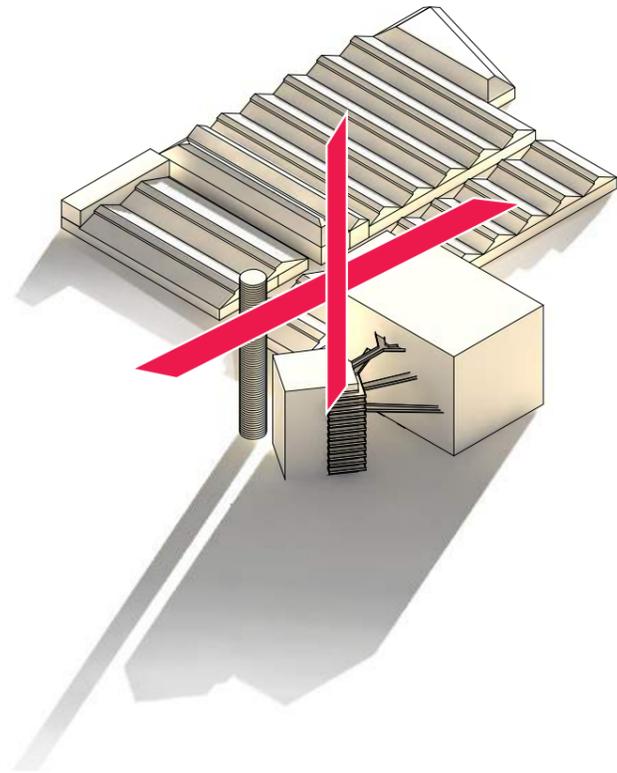


THE TERRACE
 Stairlike building with central core for circulation

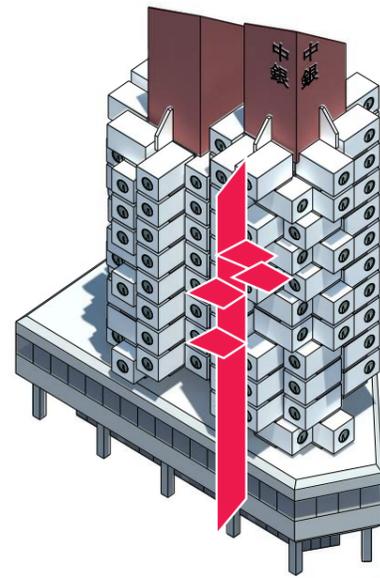


78
 Apart-
 ment

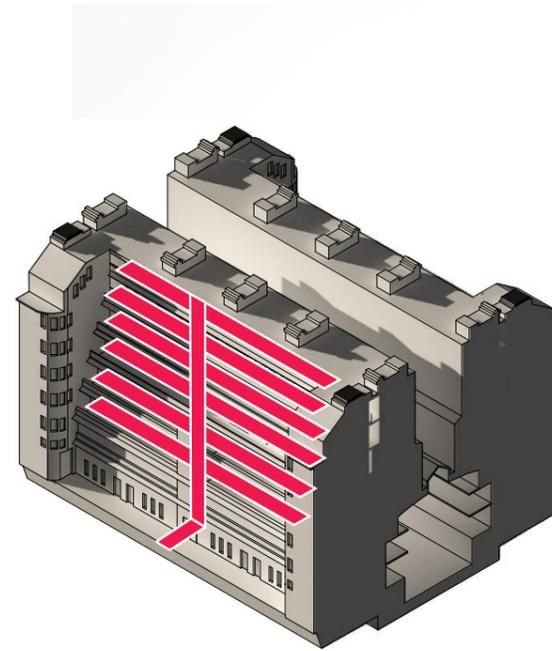




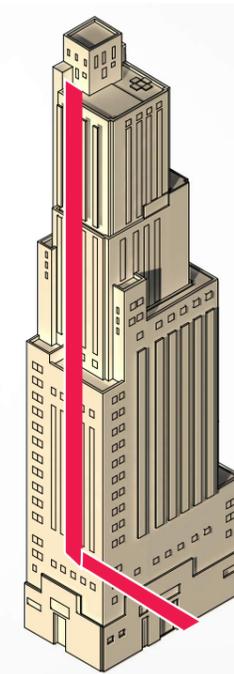
GROUNDING TOWER



MODULAR TOWER



TOWER TERRACE



SKYSCRAPER TOWER

USERS





**GUESS WE'LL GO TO VIEJA TO SEE SOME SALSA
AND GET SOME CUBAN FOOD**

**WOW LET'S STAY HERE AND
PLAY SOME CUBAN SOCCER!!!**

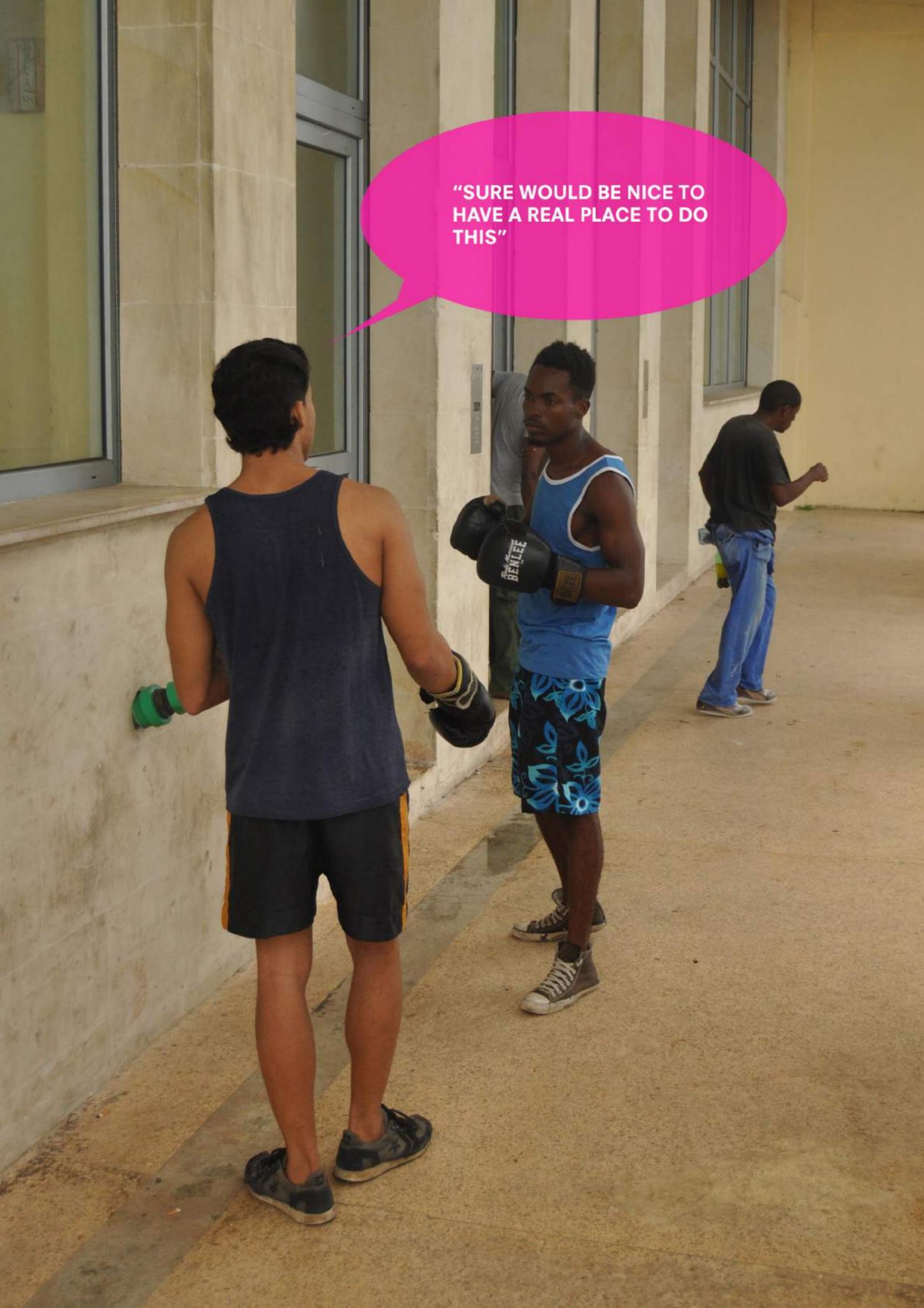




"This Cuban experience would be more fun with Cubans"

(potable water)





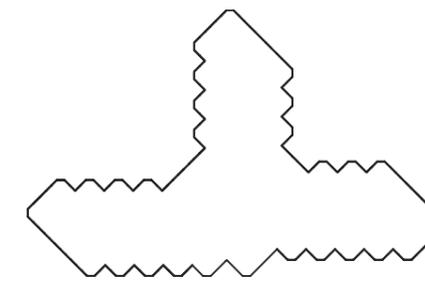
BUILDING CONCEPT



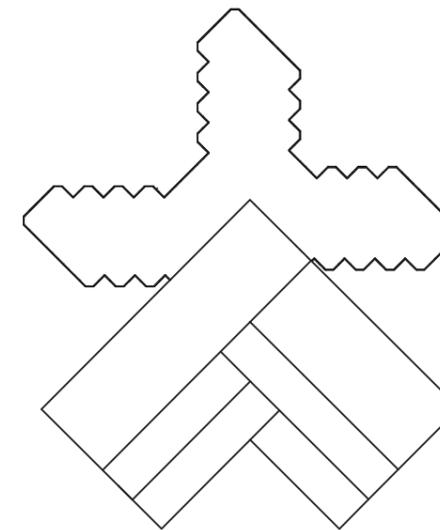
KEEP EXISTING HOTEL, OPEN UP THE CORE ZONE

INTERTWINE THE TWO TO CREATE A NEW CUBAN SOCIAL SPACE AND PUBLIC SPACE AS WELL AS A NEW WAY OF DOING BUSINESS IN TOURISM

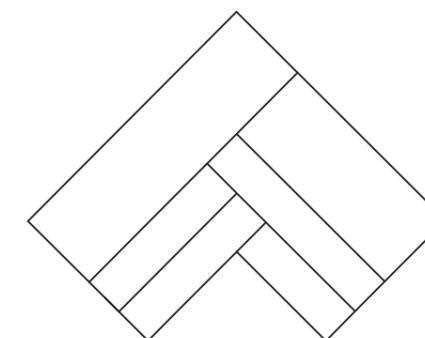
PROVIDE INFRASTRUCTURE FOR SOCIAL CLUBS BUILT BY CUBANS THEMSELVES IN TEMPORARY STRUCTURES



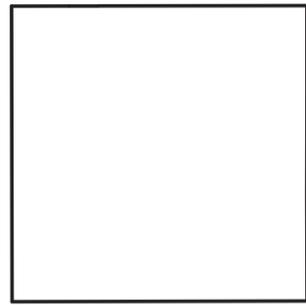
MELIA COHIBA



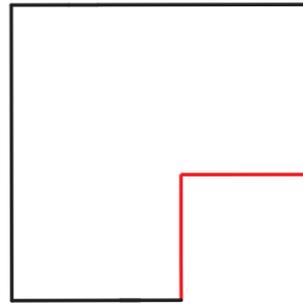
THE SOCIAL TOWER



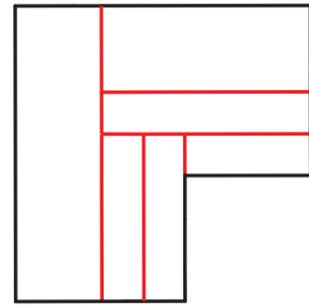
CUBAN VERTICAL SOCIAL AND PUBLIC SPACES



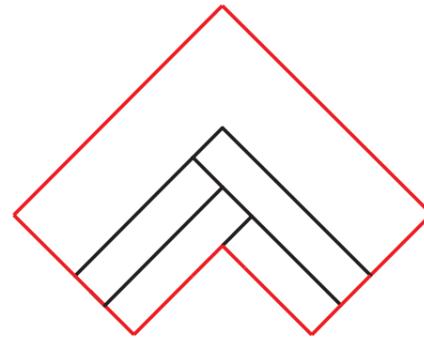
START WITH BLOCK



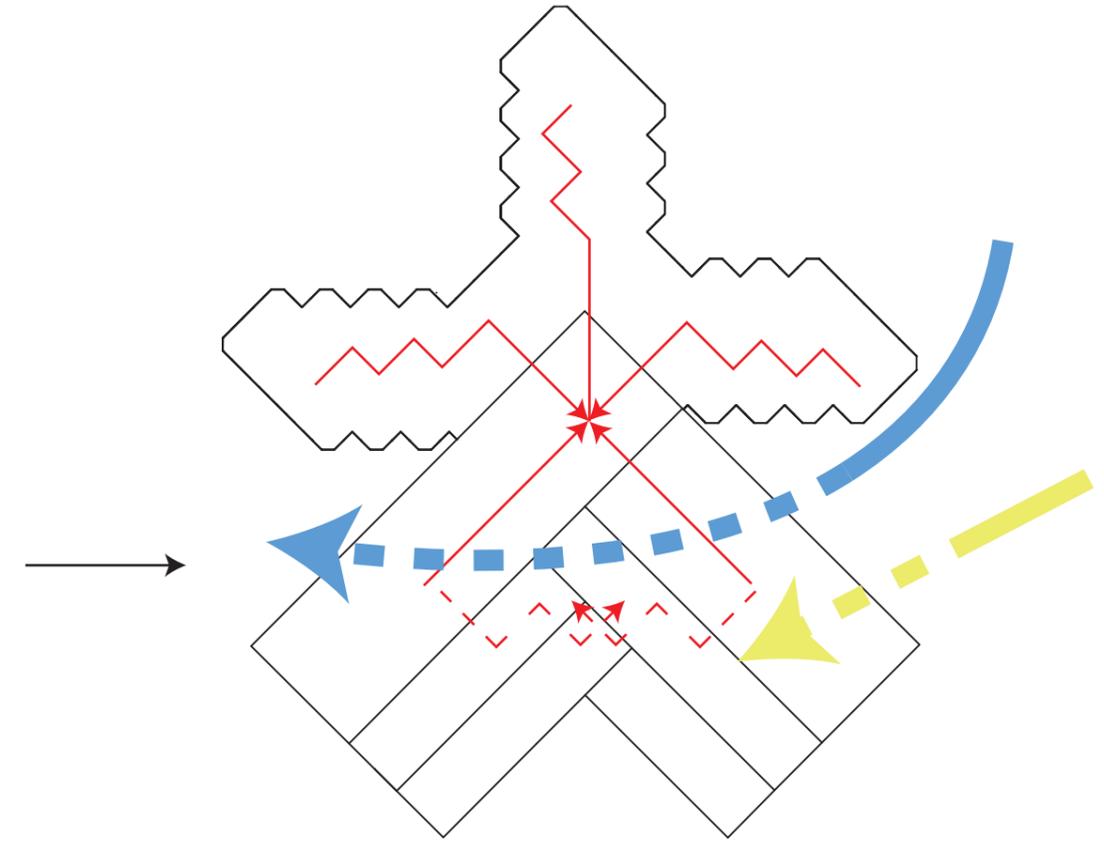
CUT HOLE TO SPUR MOVEMENT



CUBAN TERRASSING FOR SHADING AND VIEW



ROTATE FOR BETTER LIGHT, WIND AND CONNECTION TO MELIA



THE SOCIAL TOWER:

By rotating the structure a clear direction and meeting point is defined. Also the rotation betters the inflow of light and air

Usage catalogue

Size catalogue

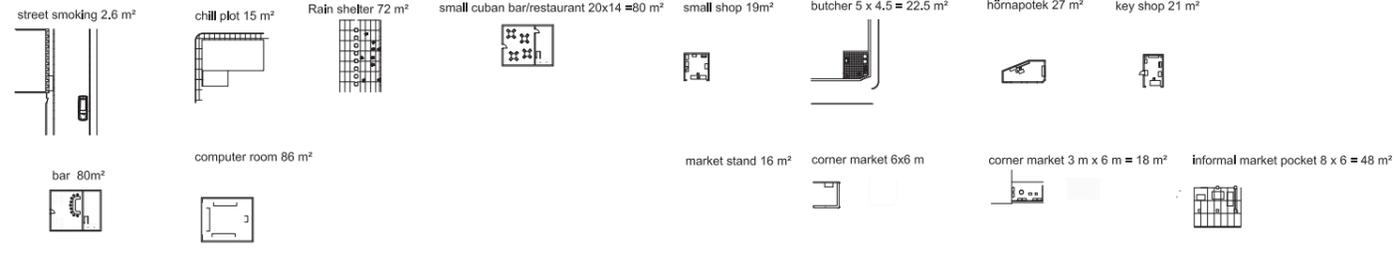
Social

Market/Retail

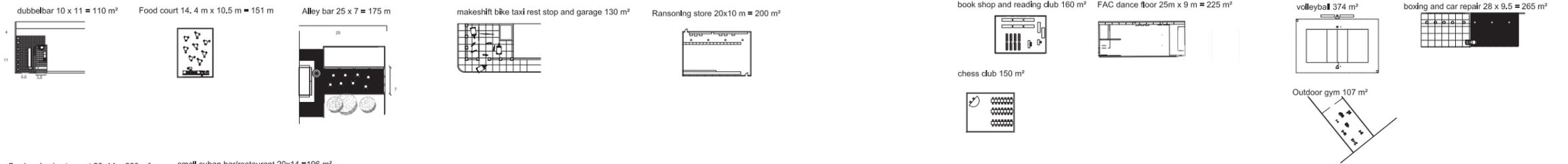
Culture

Sports

S



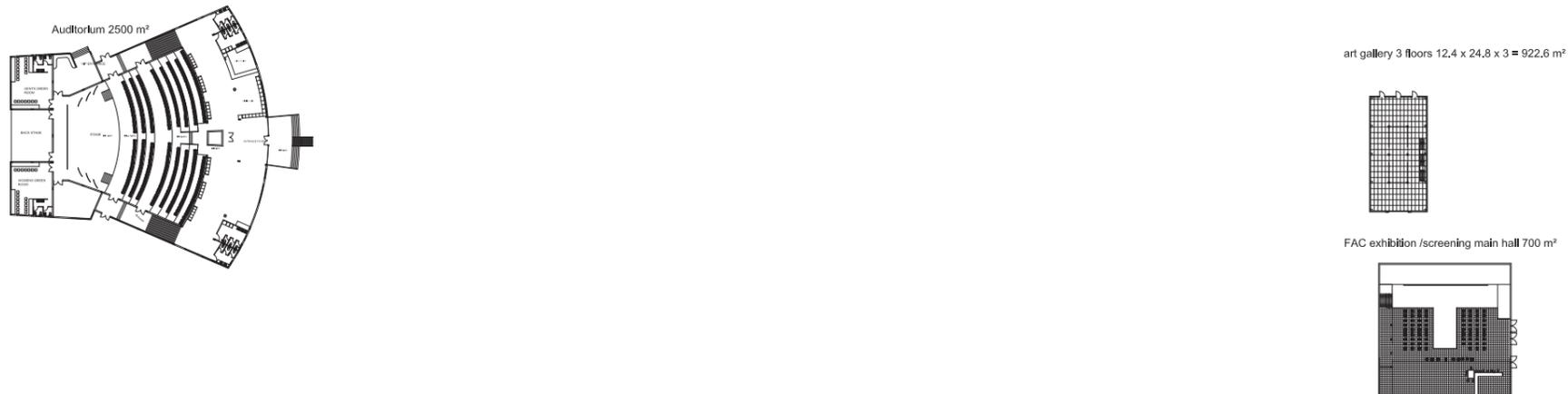
M



L



XL





BABY CLUB



FARMING



WAITING FOR FRIENDS



WIFI LOUNGE AND NIGHT CLUB

SOCIAL



FIXING

MARKET



READING CLUB



"SON" CLUB



GAME CLUB



RUMBA



SALSA



SOCCER



BOXING

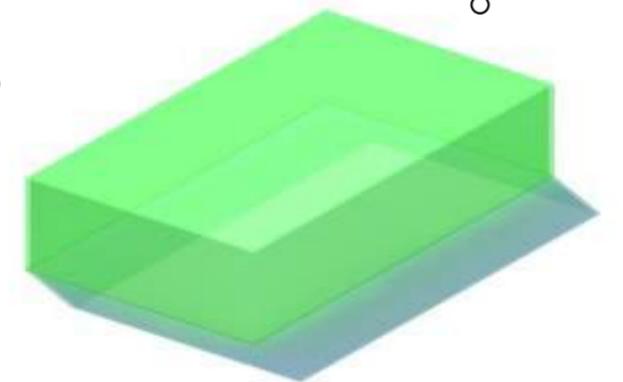
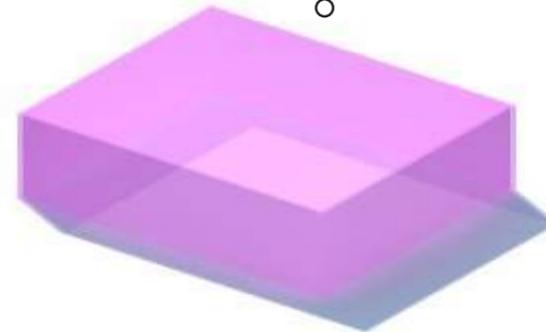
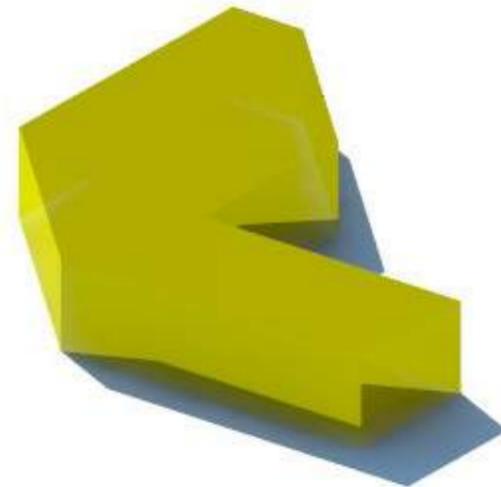
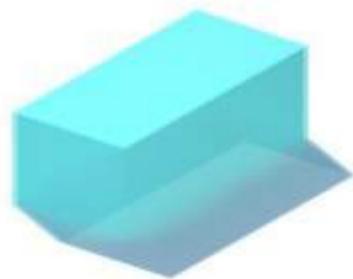


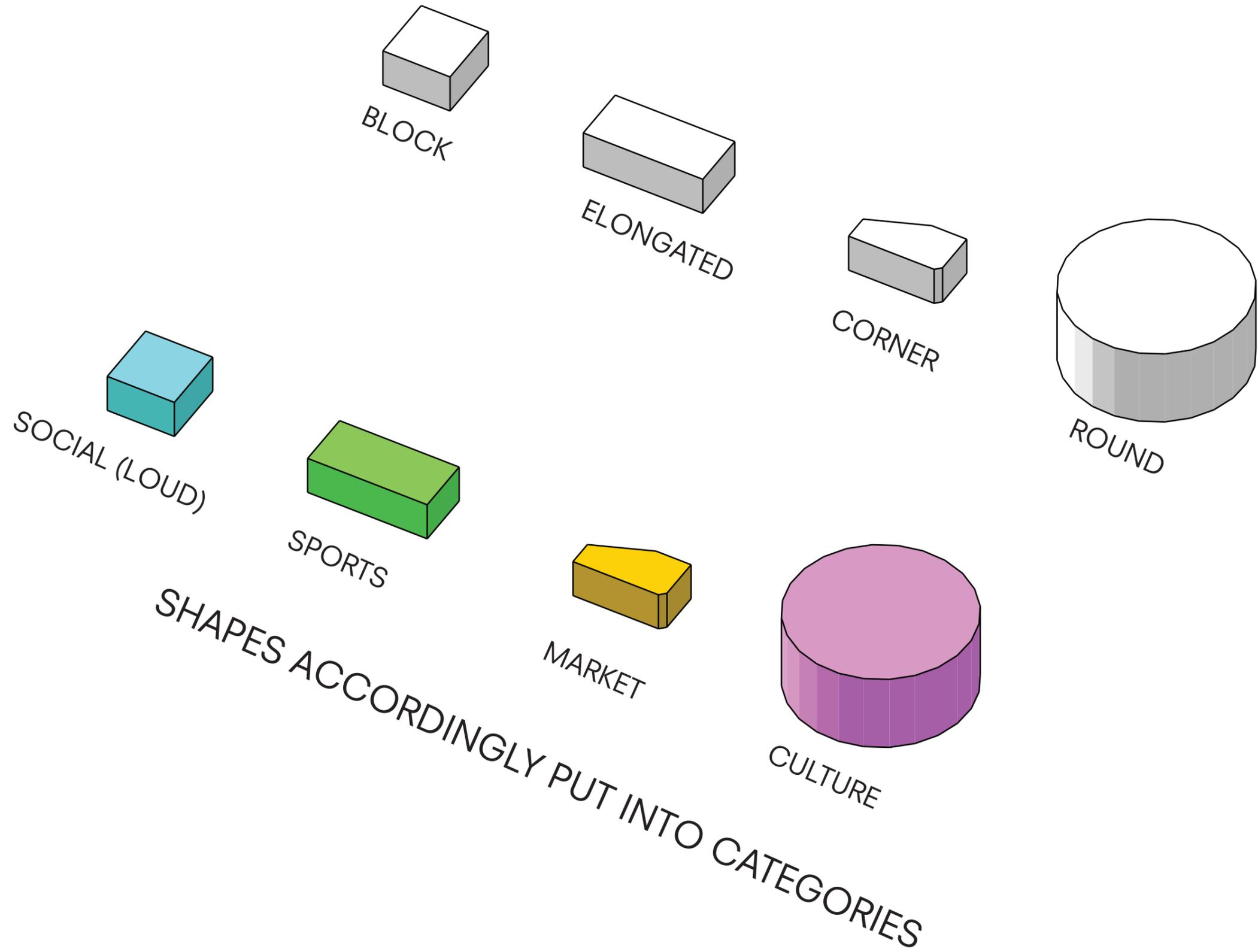
HIP HOP STUDIO AND CLUB

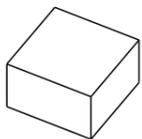


BASEBALL

SPORTS

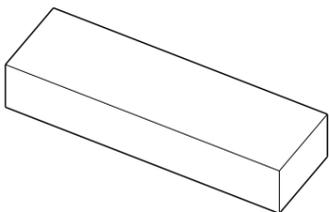






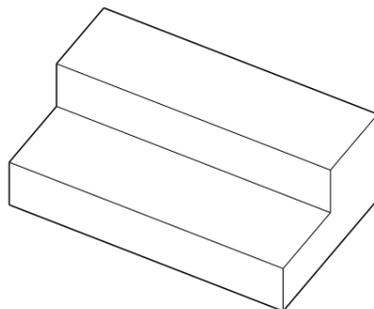
S

0 m² - 99 m²



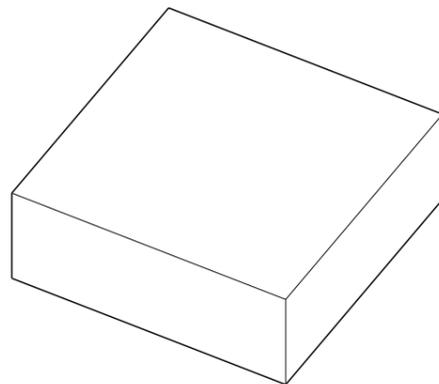
M

100 m² - 299 m²



L

300 m² - 599 m²

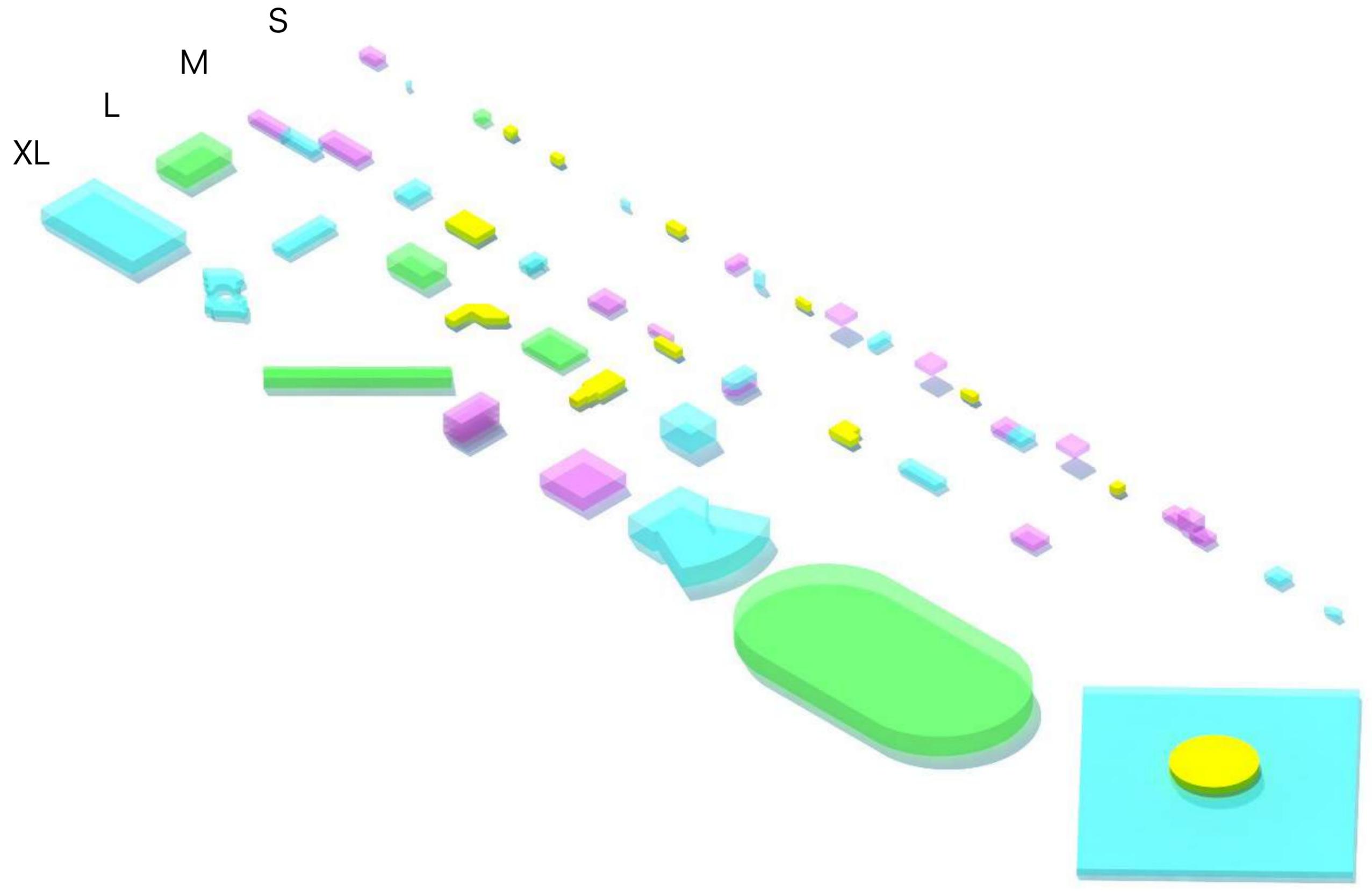


XL

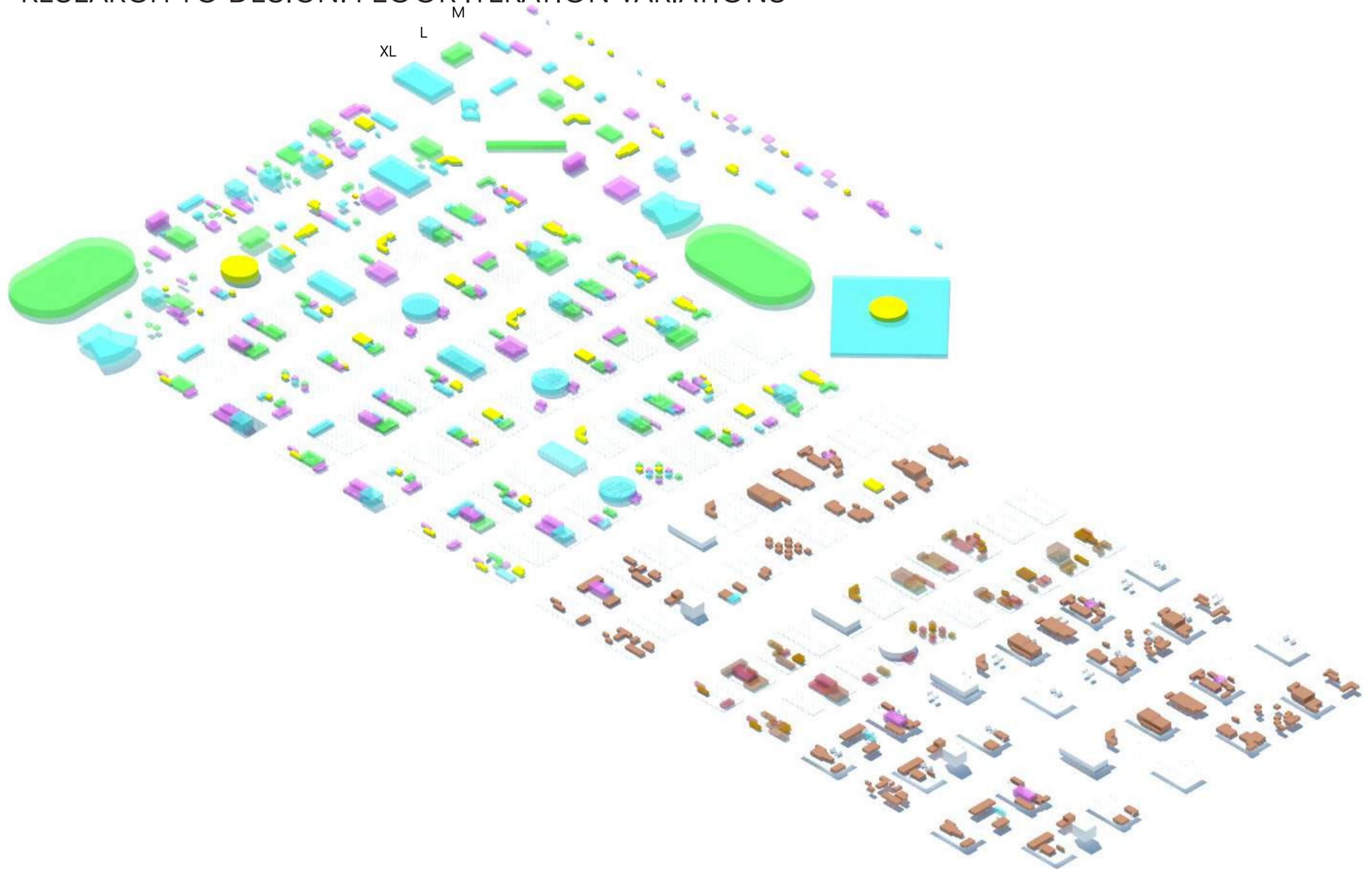
600 m² - 299 m²

TEMPORARY CLUBS COME IN FOUR DIFFERENT SIZES

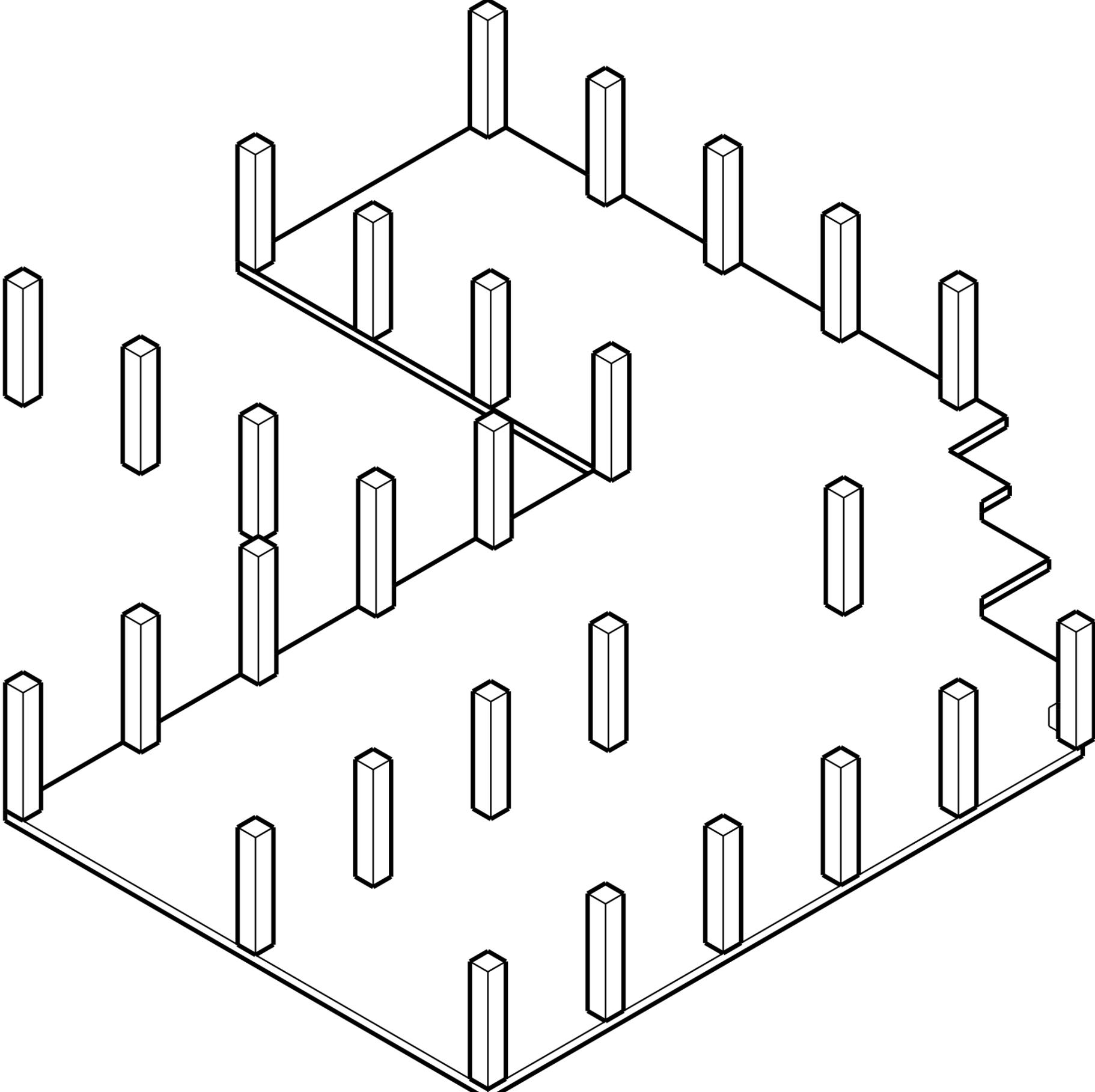
RESEARCH TO DESIGN: CATALOGUE OF SPACES ACCORDING TO SIZE



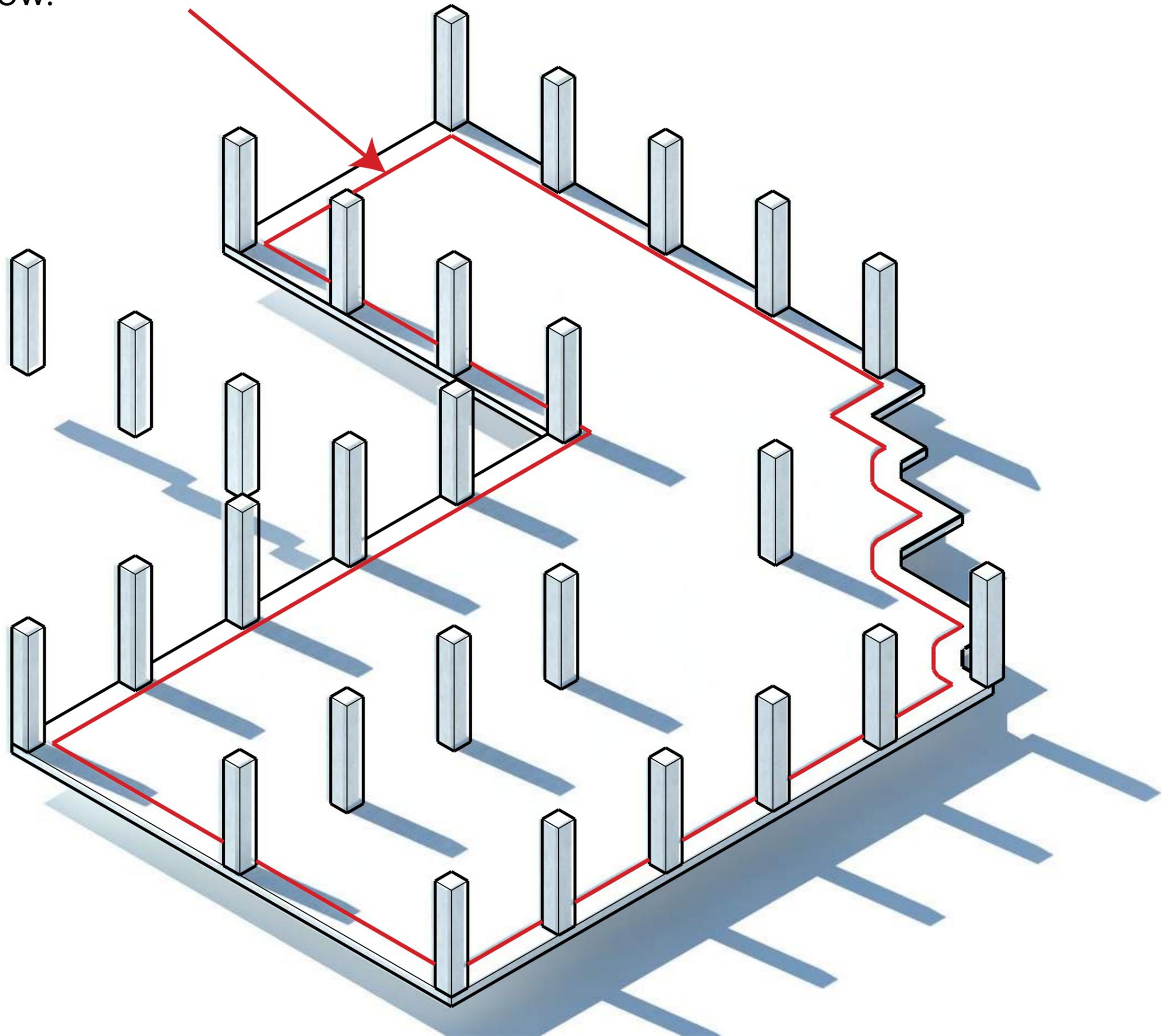
RESEARCH TO DESIGN: FLOOR ITERATION VARIATIONS



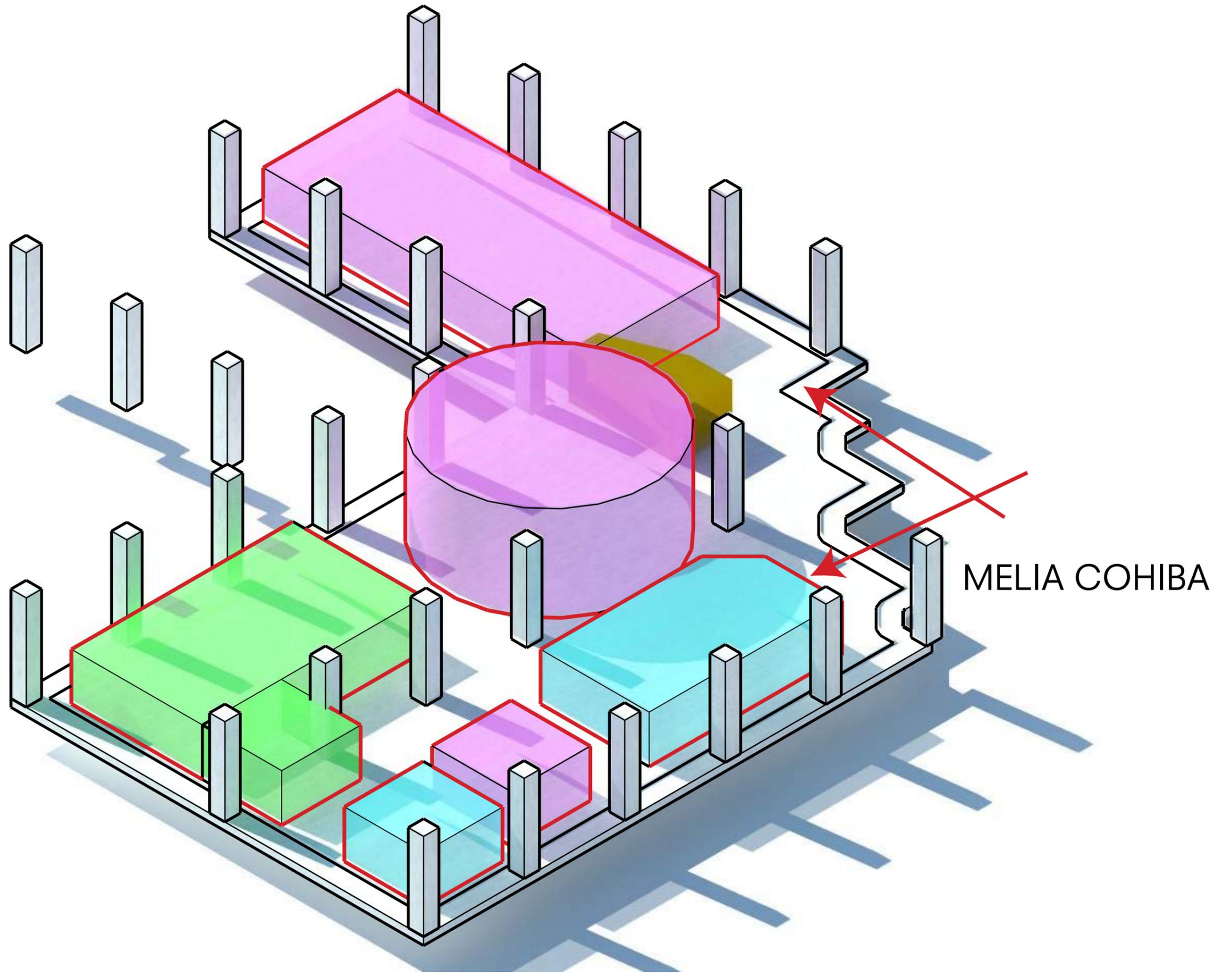
Start with a terraced slab connected directly to the Melia Cohiba to form a new vertical neighbourhood



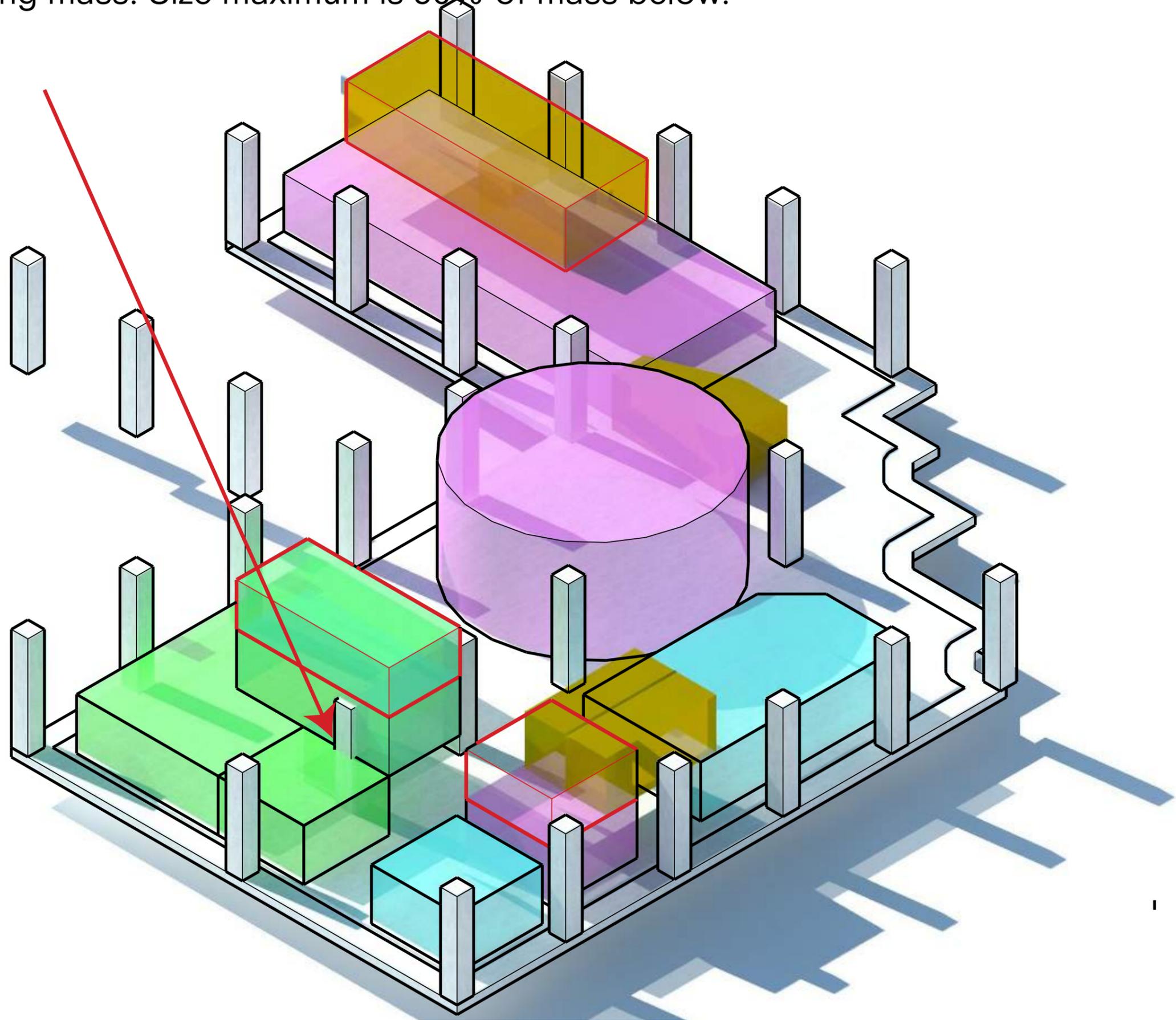
Two meter offset with 300 mm raise around the slab for columnade effect, circulation and shadow.



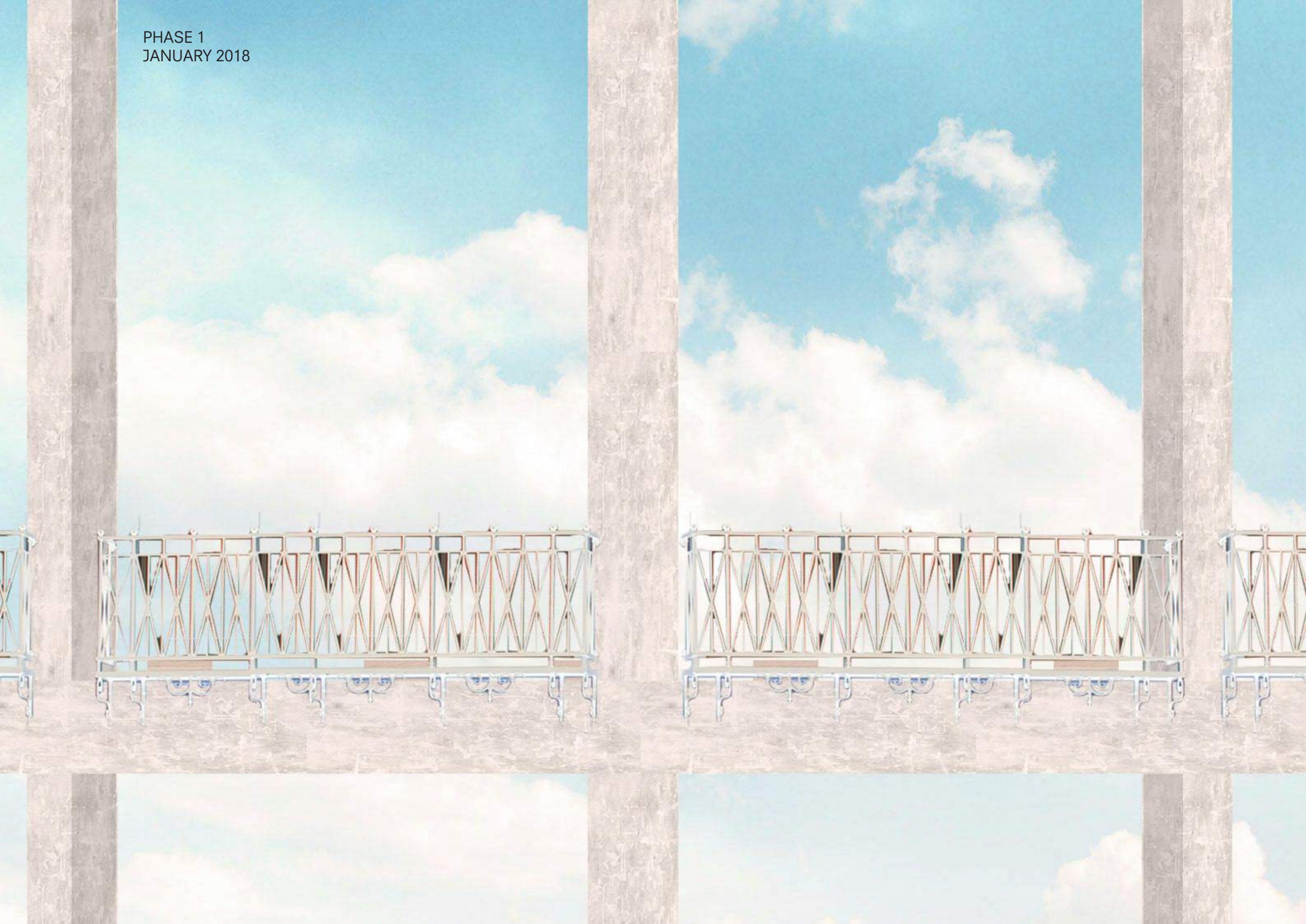
First floor level temporary structures built by Cubans until **70%** full



Another level of massing is added on top of the existing massing, offset towards a wall of the existing mass. Size maximum is 50% of mass below.



PHASE 1
JANUARY 2018



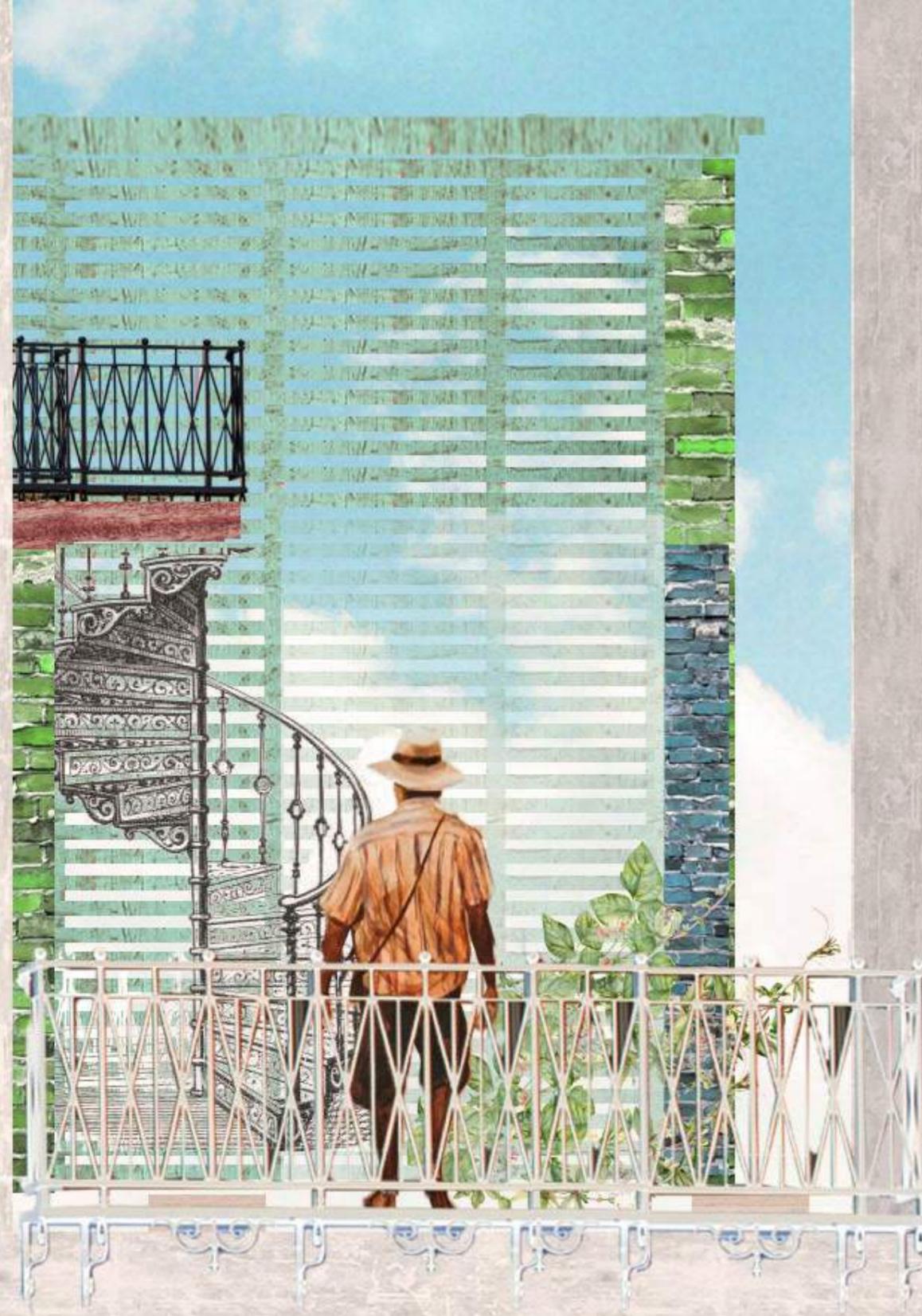
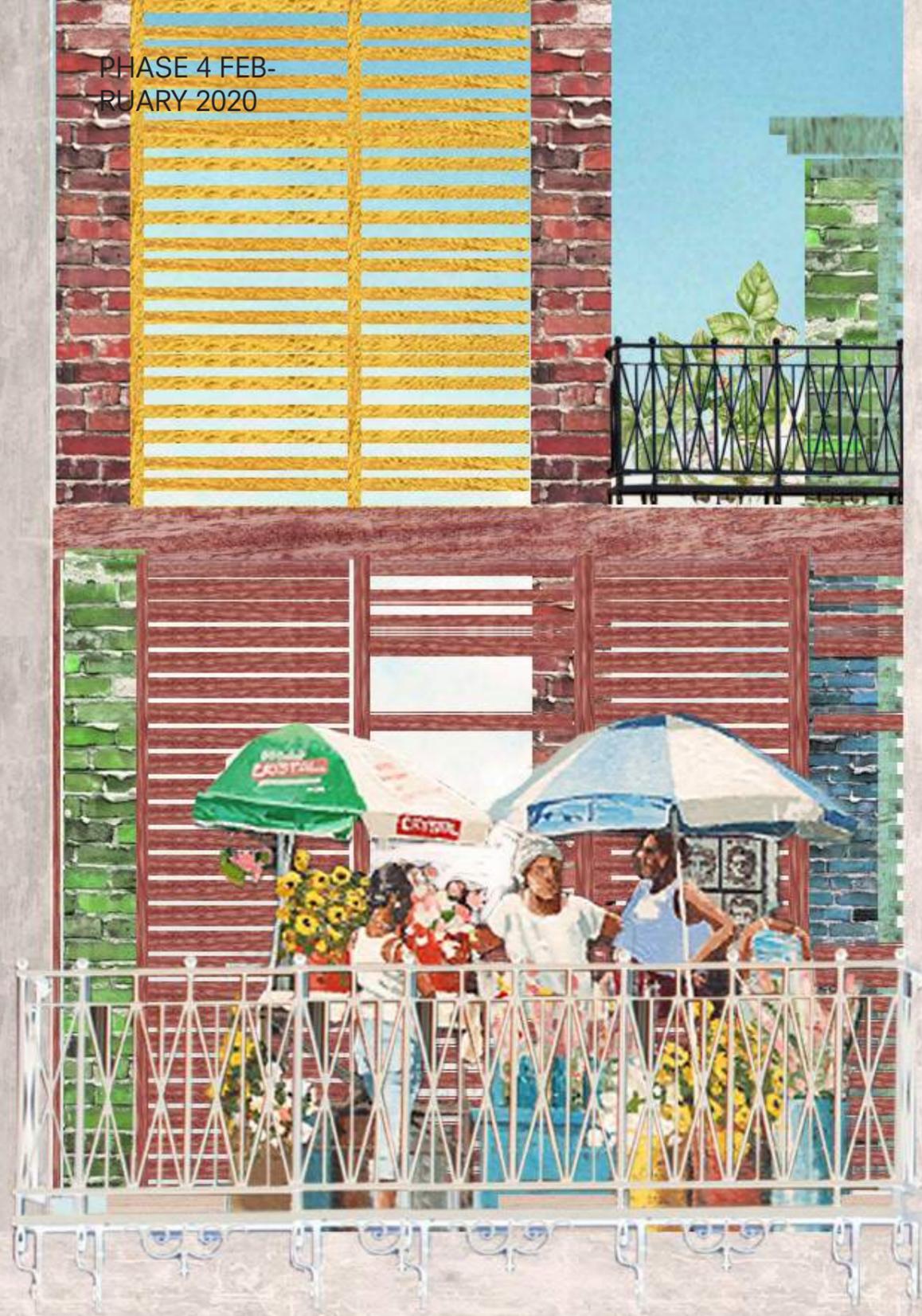
PHASE 2
JULY 2018



PHASE 3 JAN-
UARY 2019



PHASE 4 FEB-
RUARY 2020



PROGRAM PROPOSAL



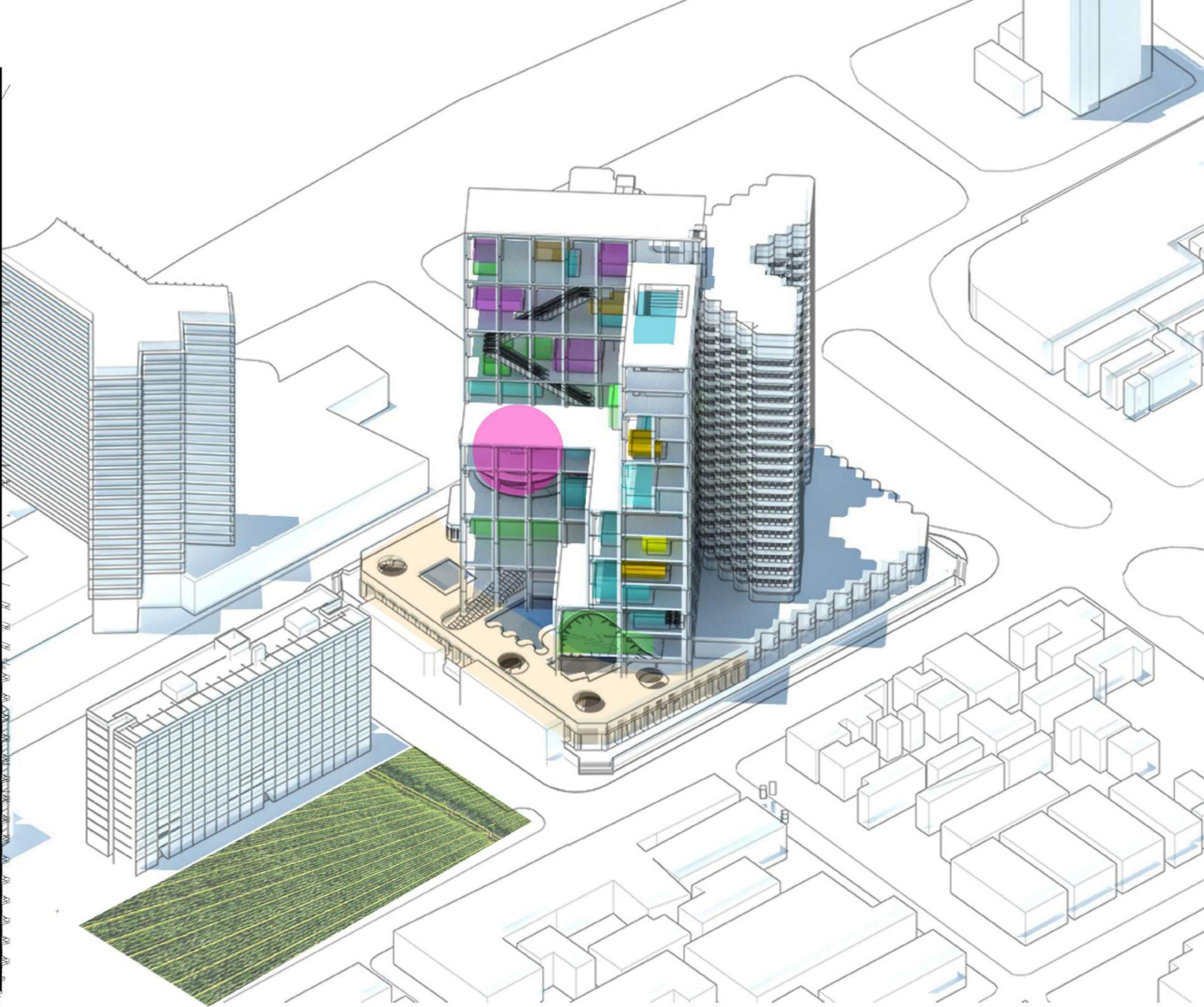
CULTURE
5000 m²

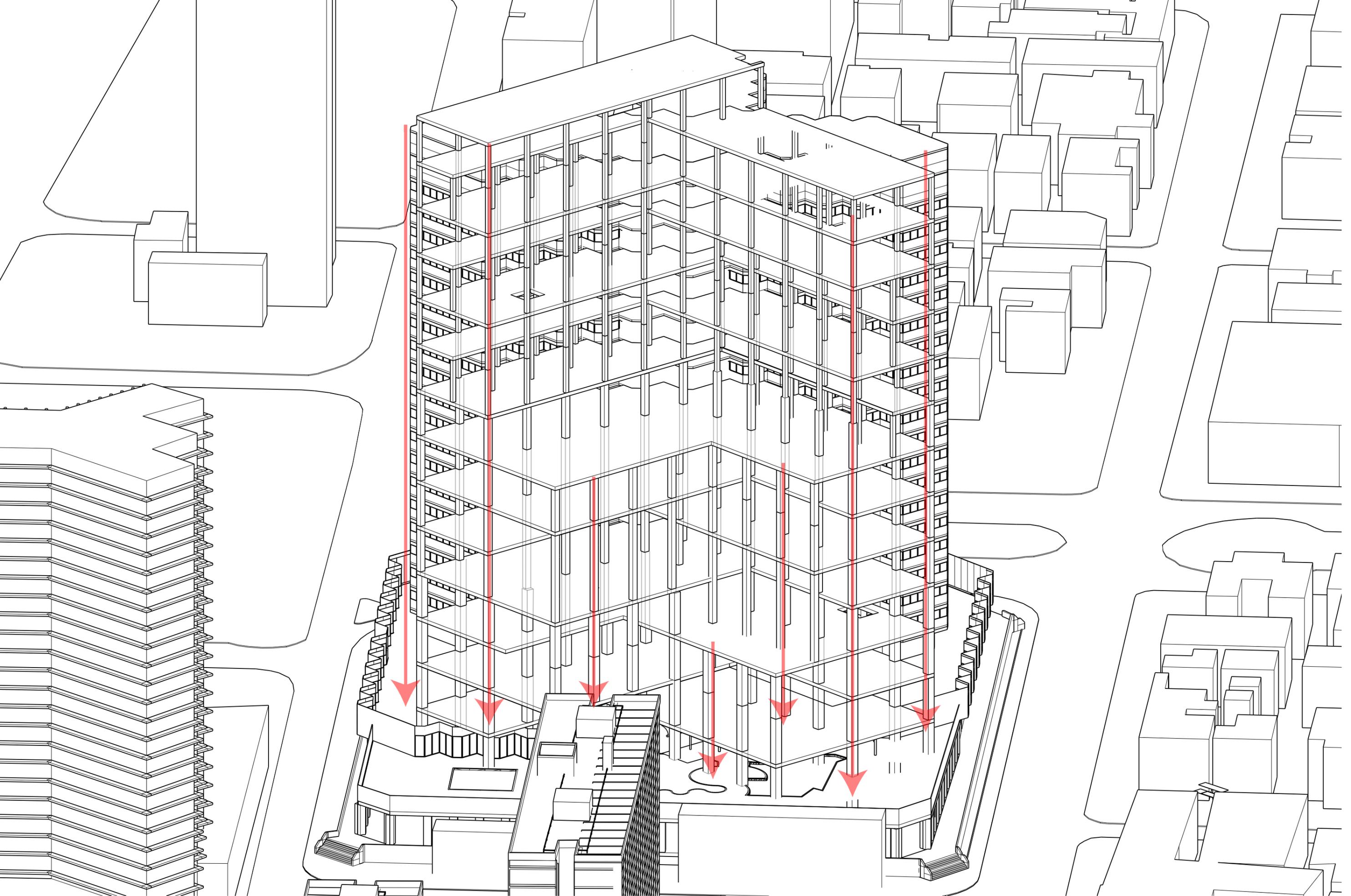
SOCIAL
5000 m²

RETAIL
5000 m²

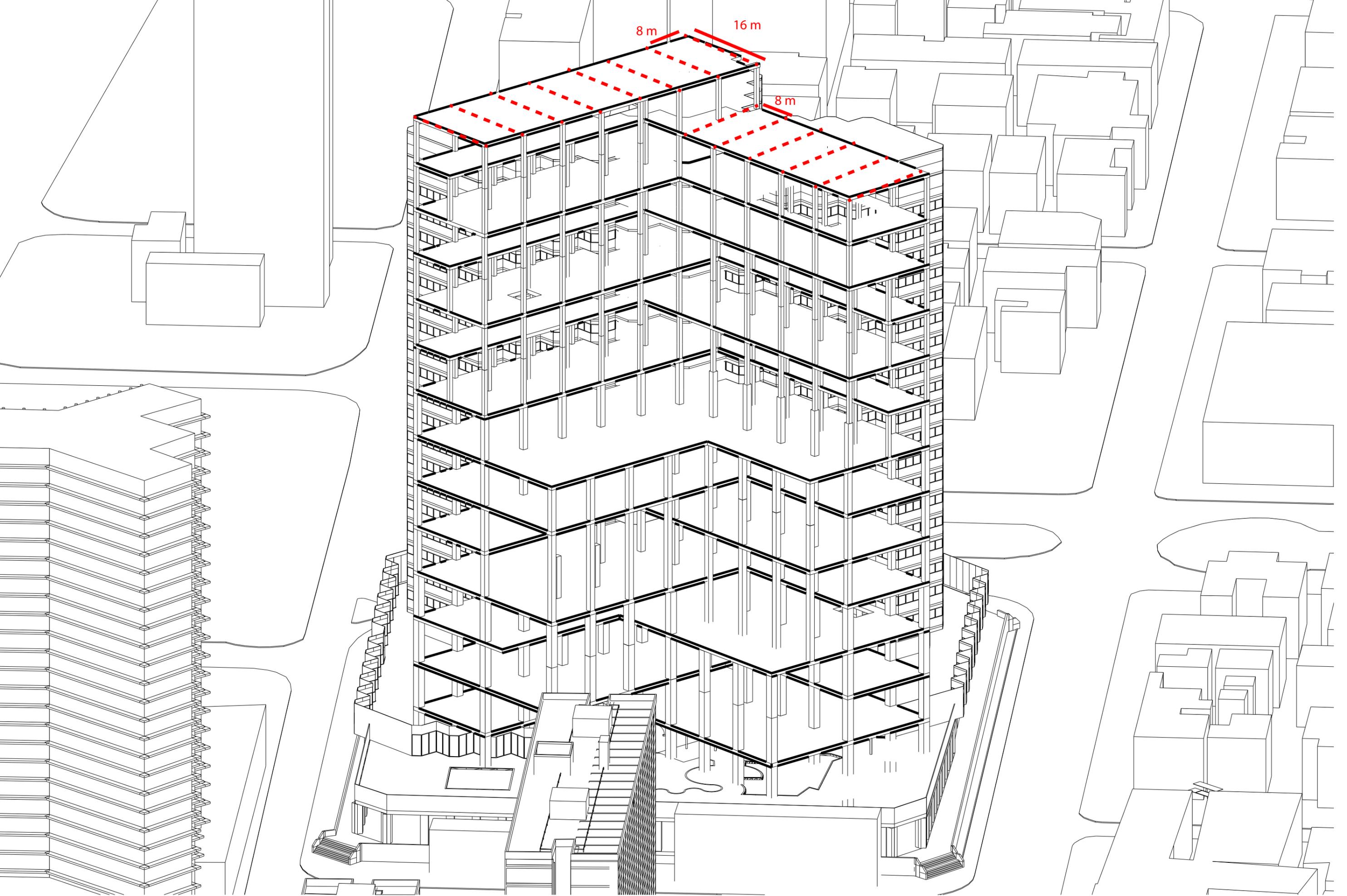
SPORTS
5000 m²

**URBAN
FARMING**
2000 m²

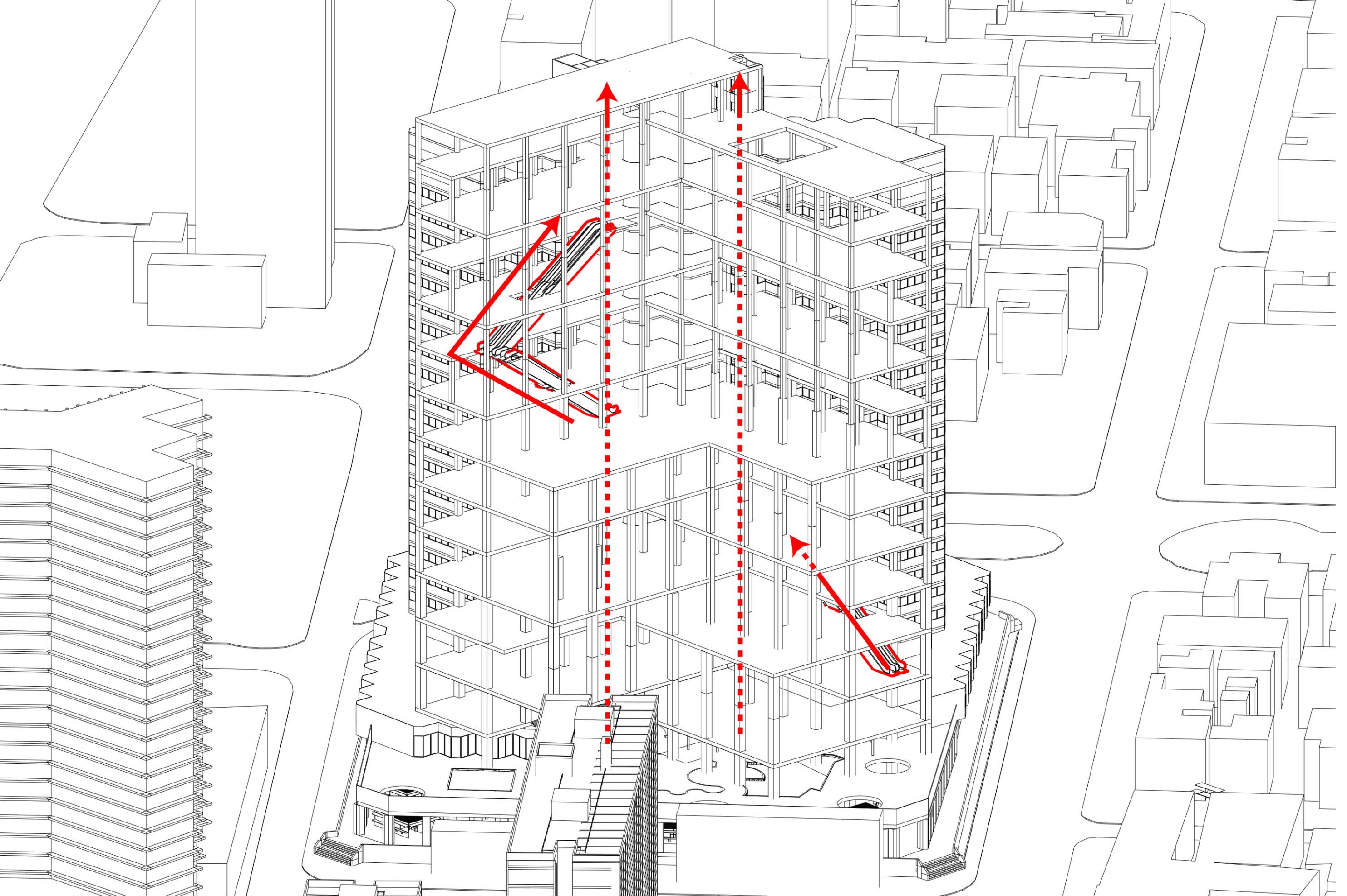




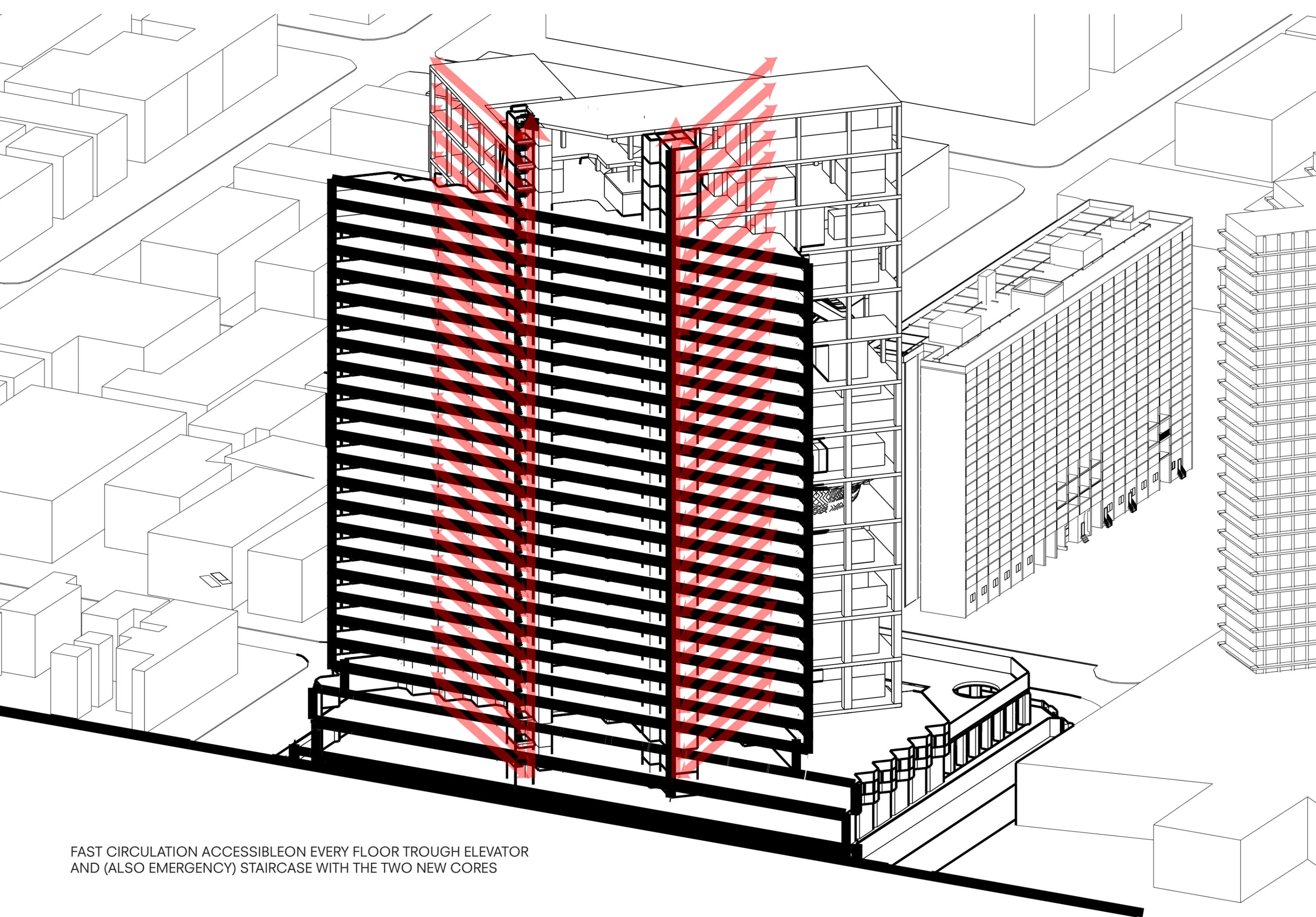
LOAD BEARING



SLAB SPAN AND DIRECTION

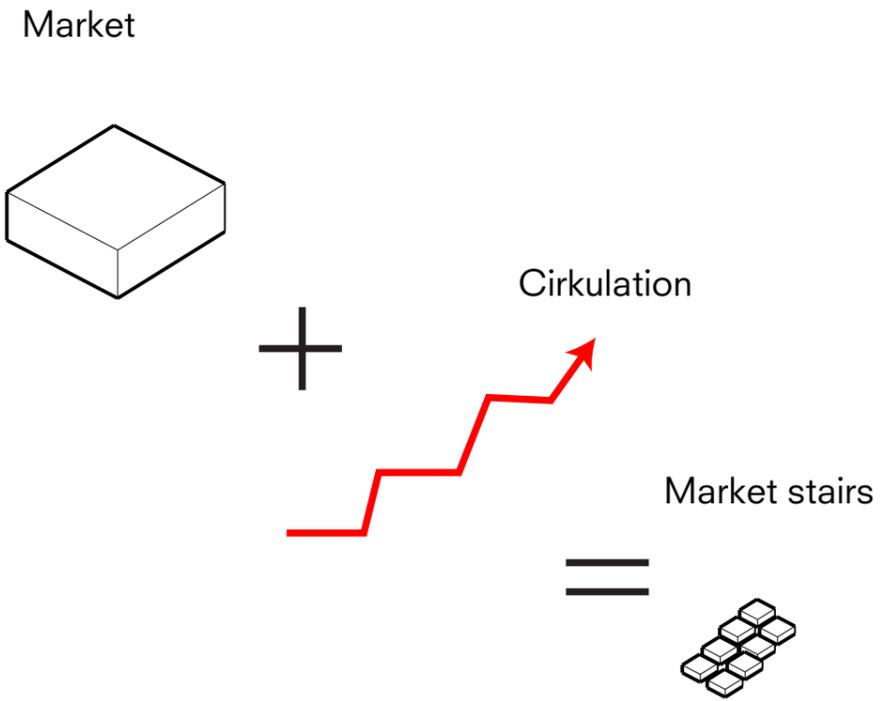


FAST CIRCULATION

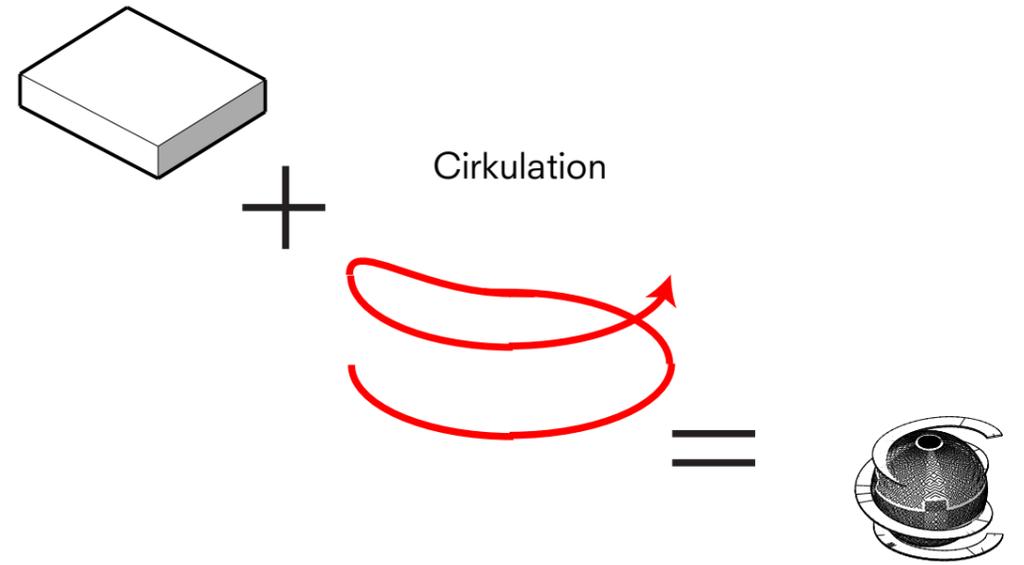


FAST CIRCULATION ACCESSIBLE ON EVERY FLOOR THROUGH ELEVATOR AND (ALSO EMERGENCY) STAIRCASE WITH THE TWO NEW CORES

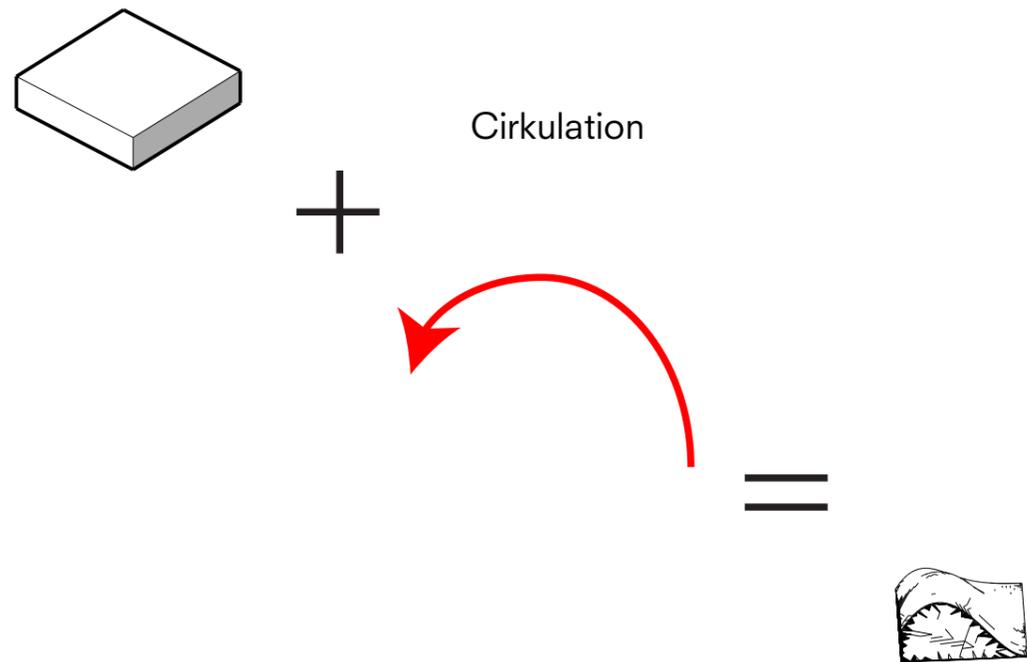
Permanent unit development



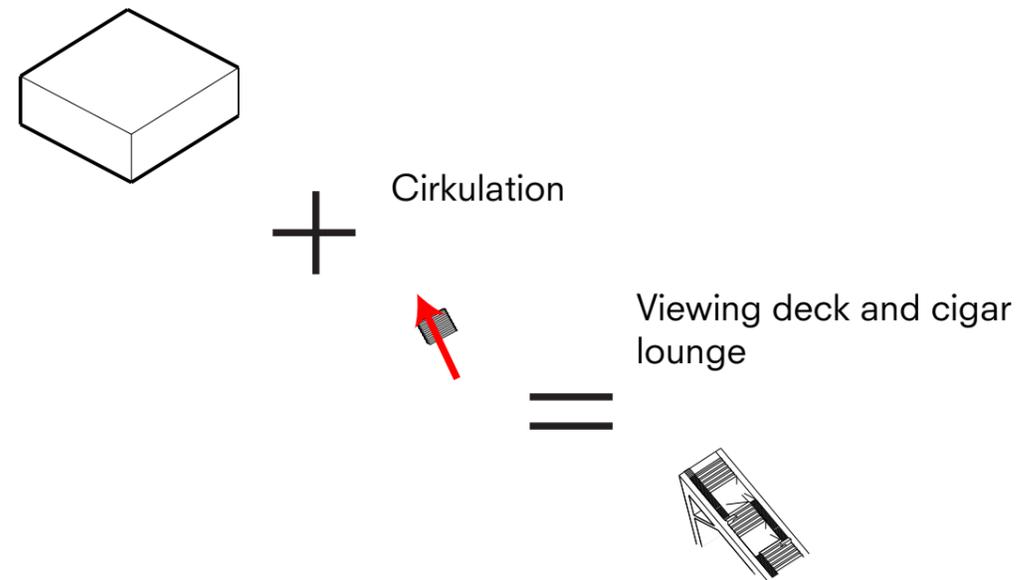
Night club & Auditorium

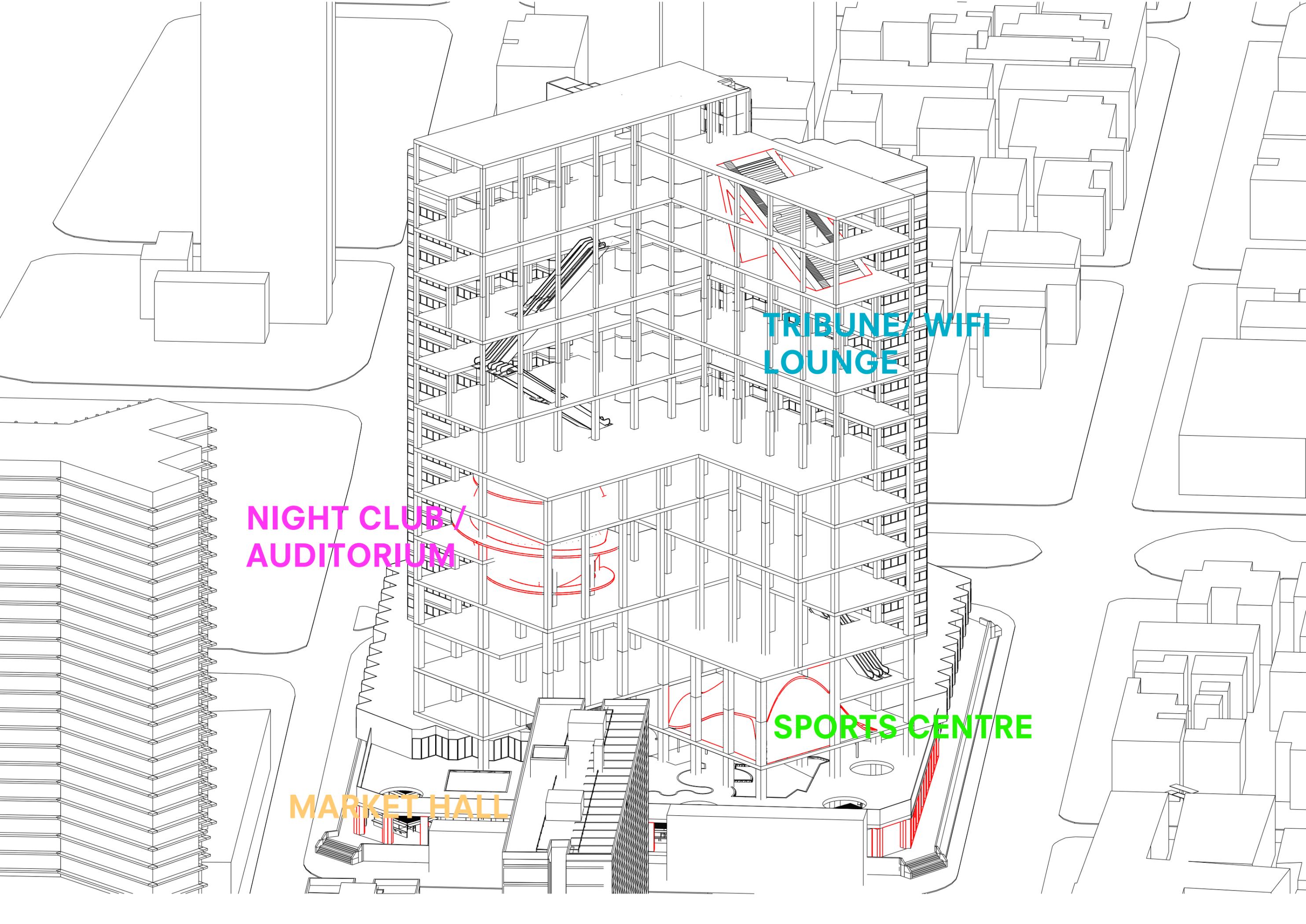


Sports centre



Cigar club



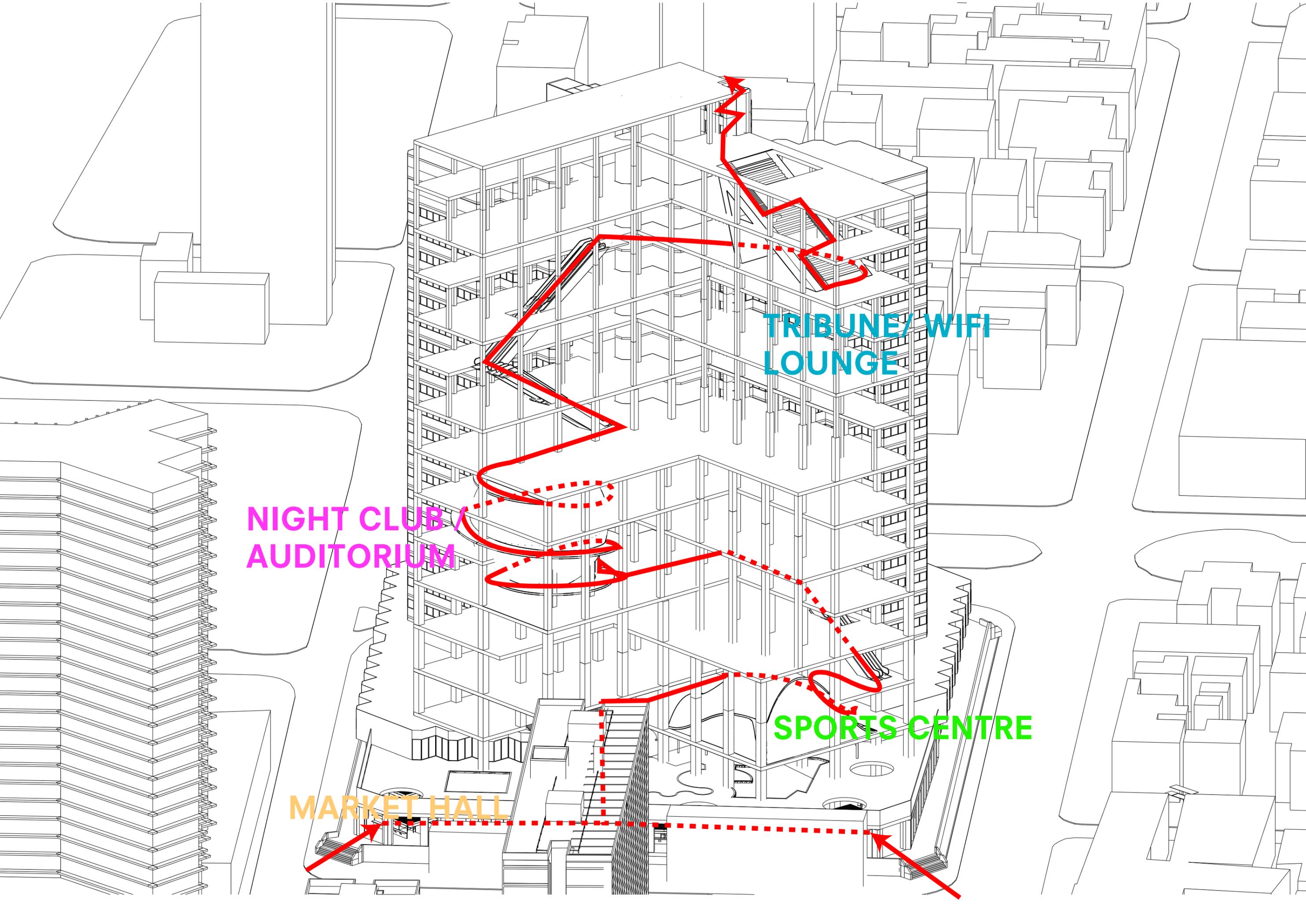


TRIBUNE/WIFI
LOUNGE

NIGHT CLUB/
AUDITORIUM

SPORTS CENTRE

MARKET HALL



TRIBUNE/WIFI
LOUNGE

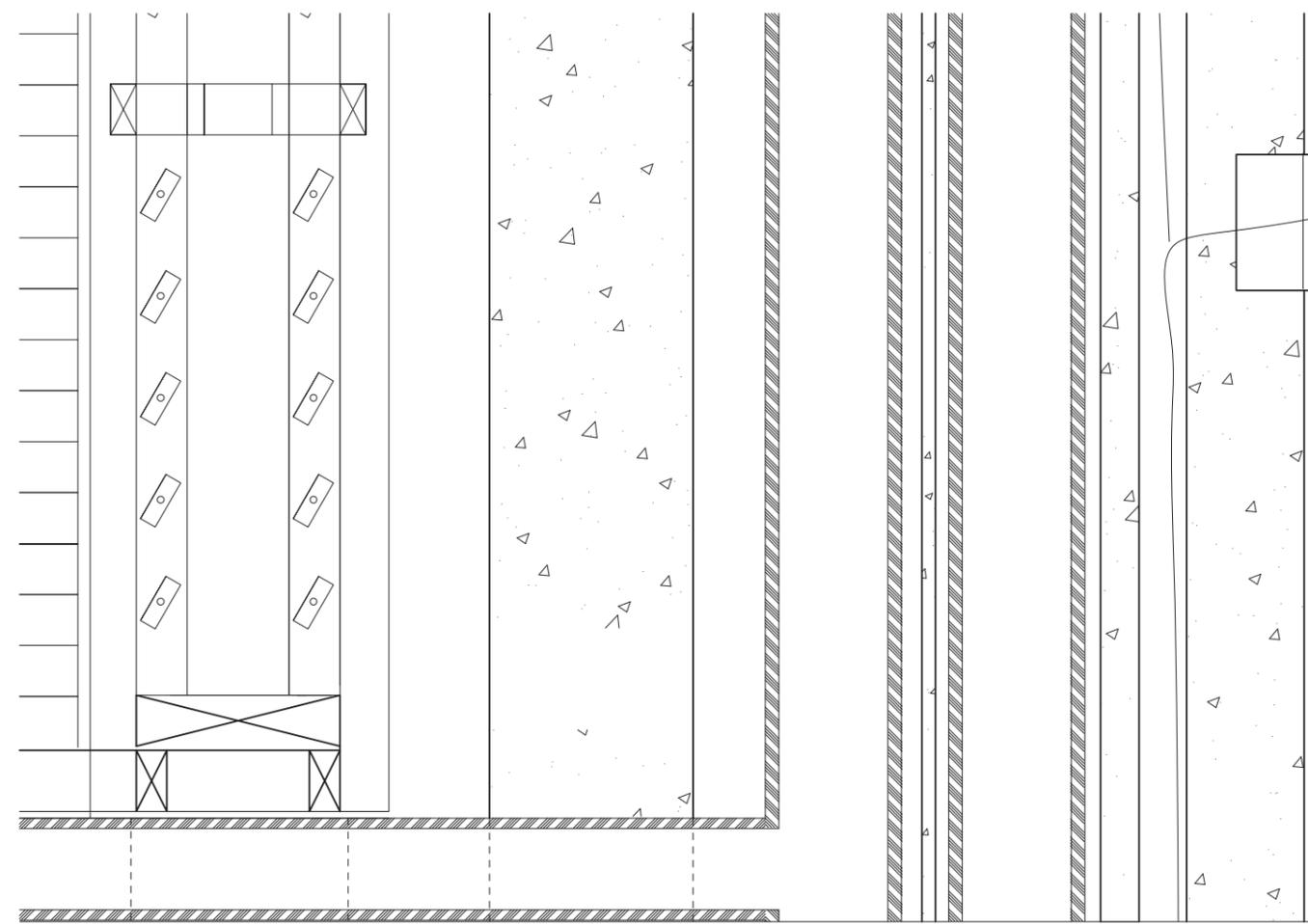
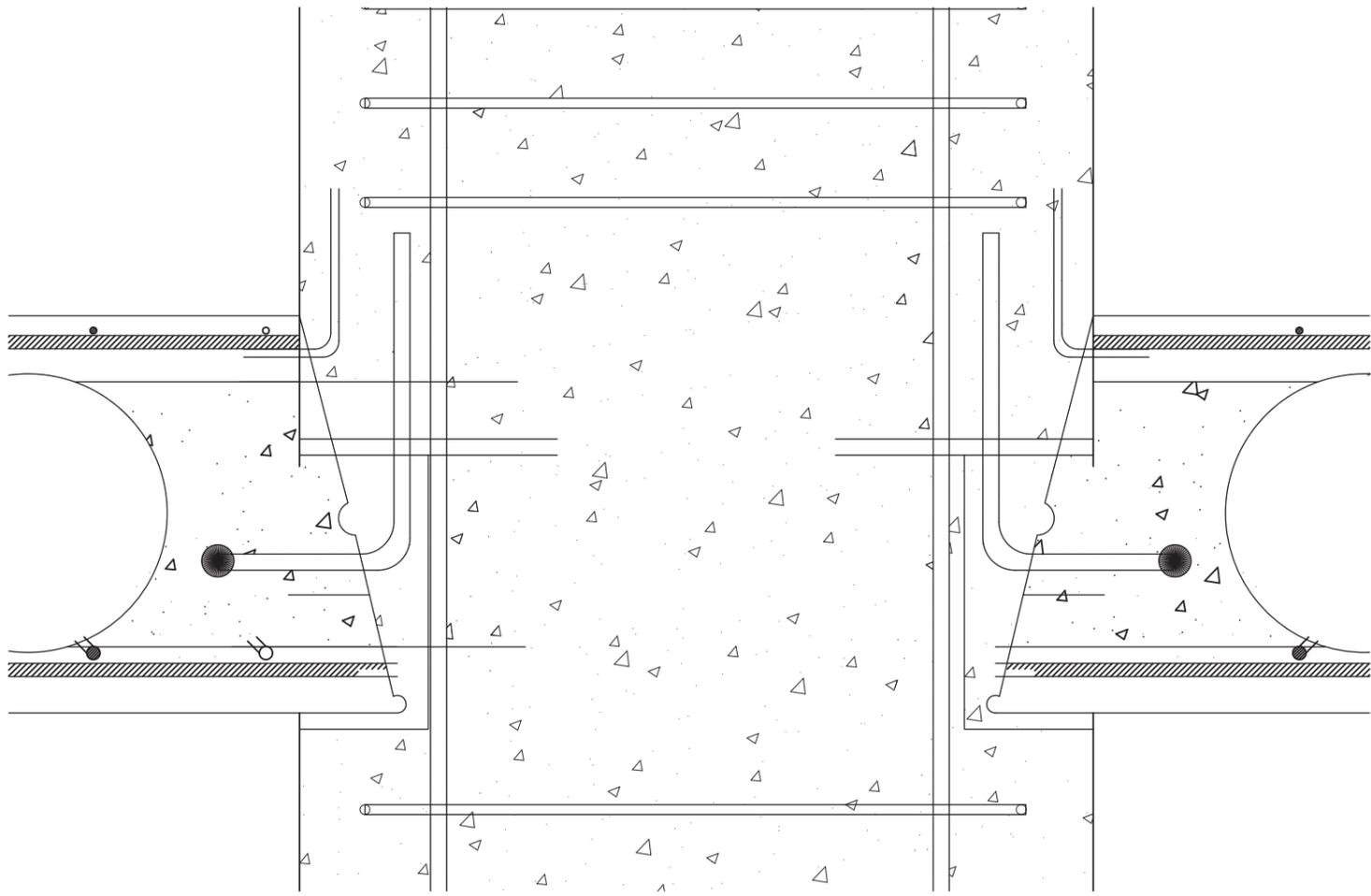
NIGHT CLUB/
AUDITORIUM

SPORTS CENTRE

MARKET HALL



NODE NETWORK FOR SUPPLY



Structural concrete
400 mm

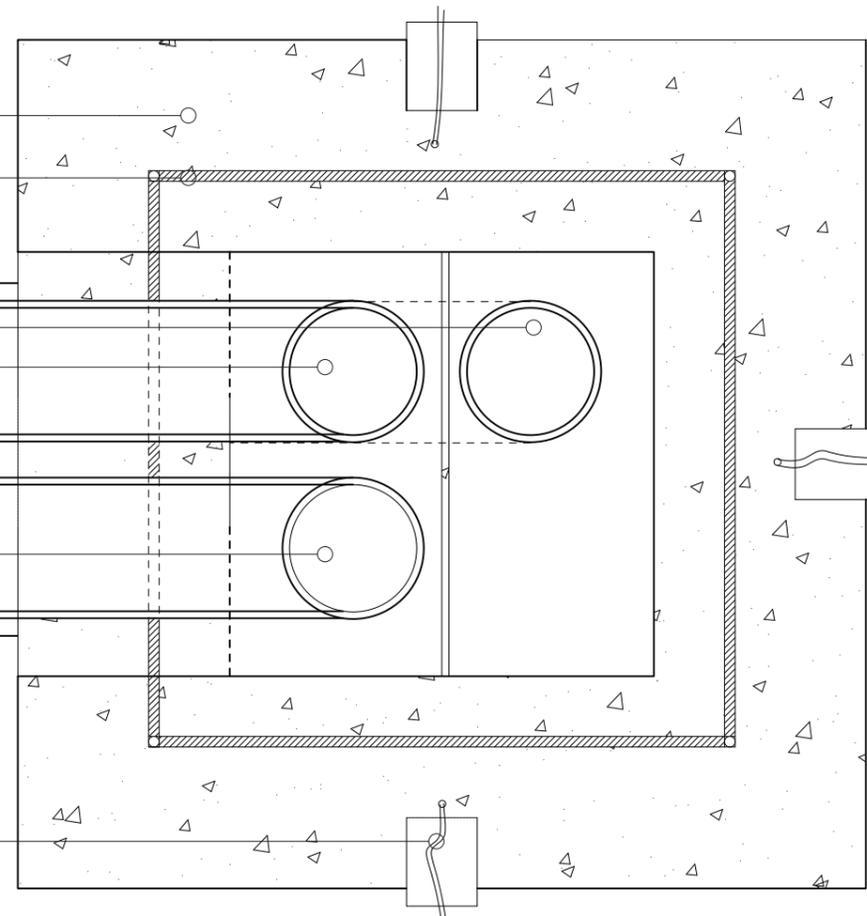
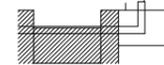
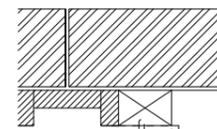
Steel rebar
25 mm

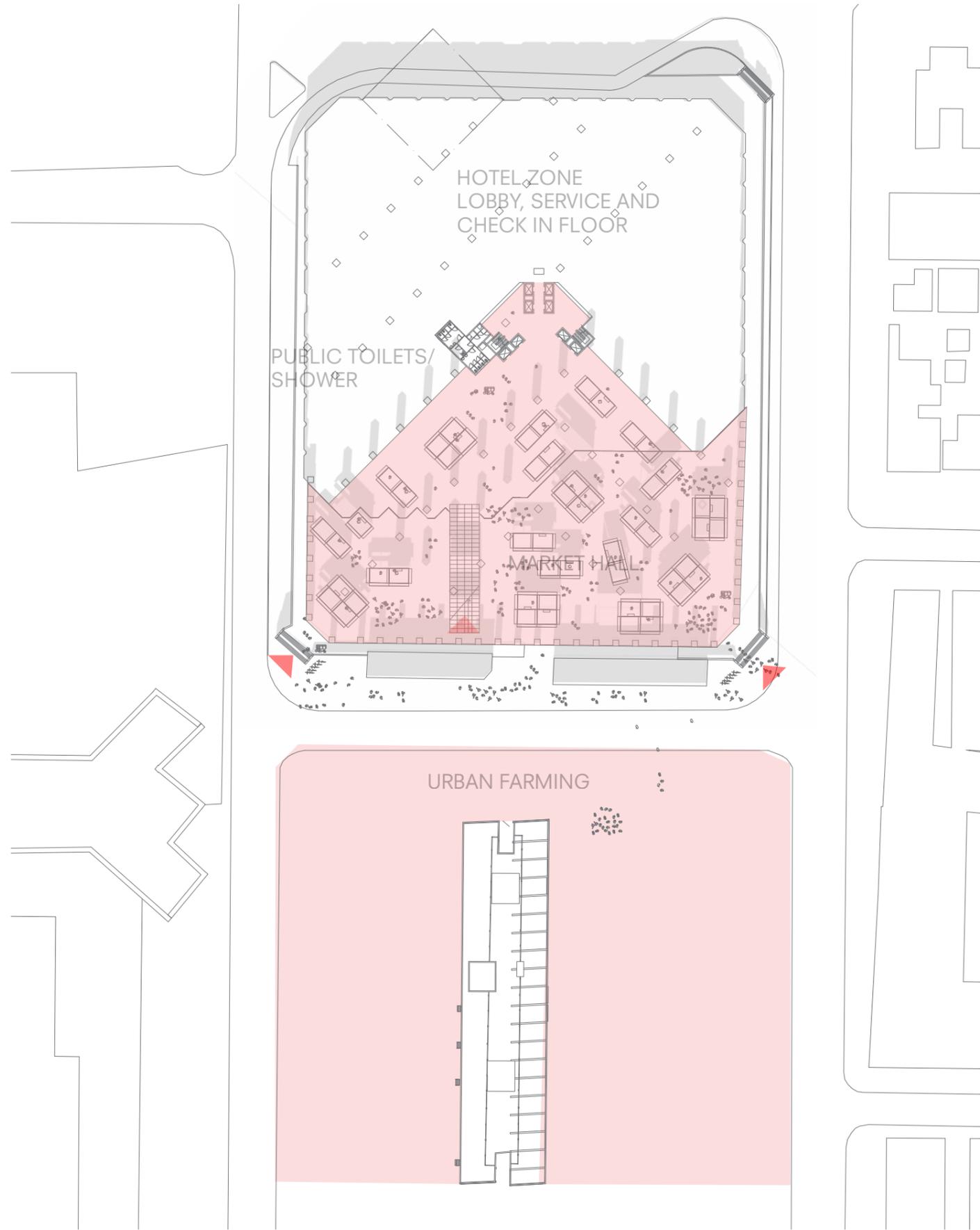
Gas pipes
200 mm

Wastewater pipes
200 mm

Potable water
pipes 20 mm

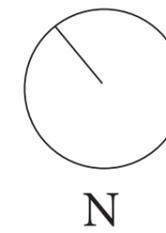
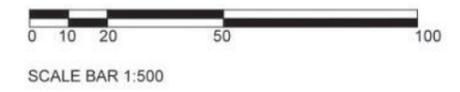
Wire canals
and electric outlet
100 mm x 75 mm

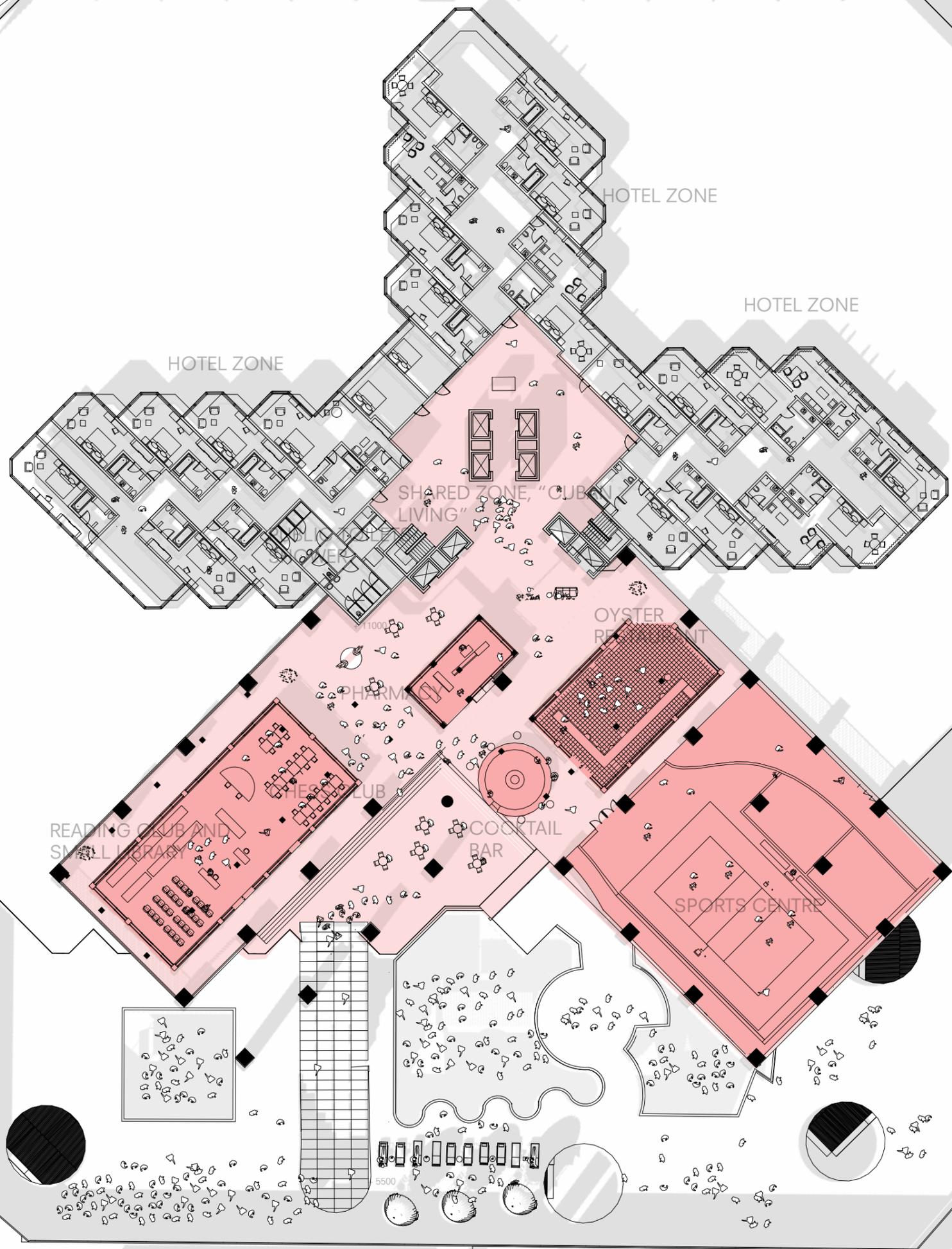




PLANS:

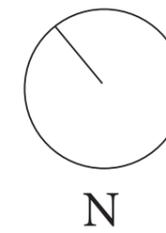
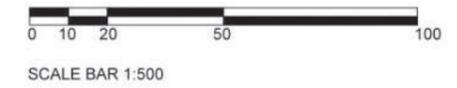
GROUND LEVEL
SCALE 1:1000

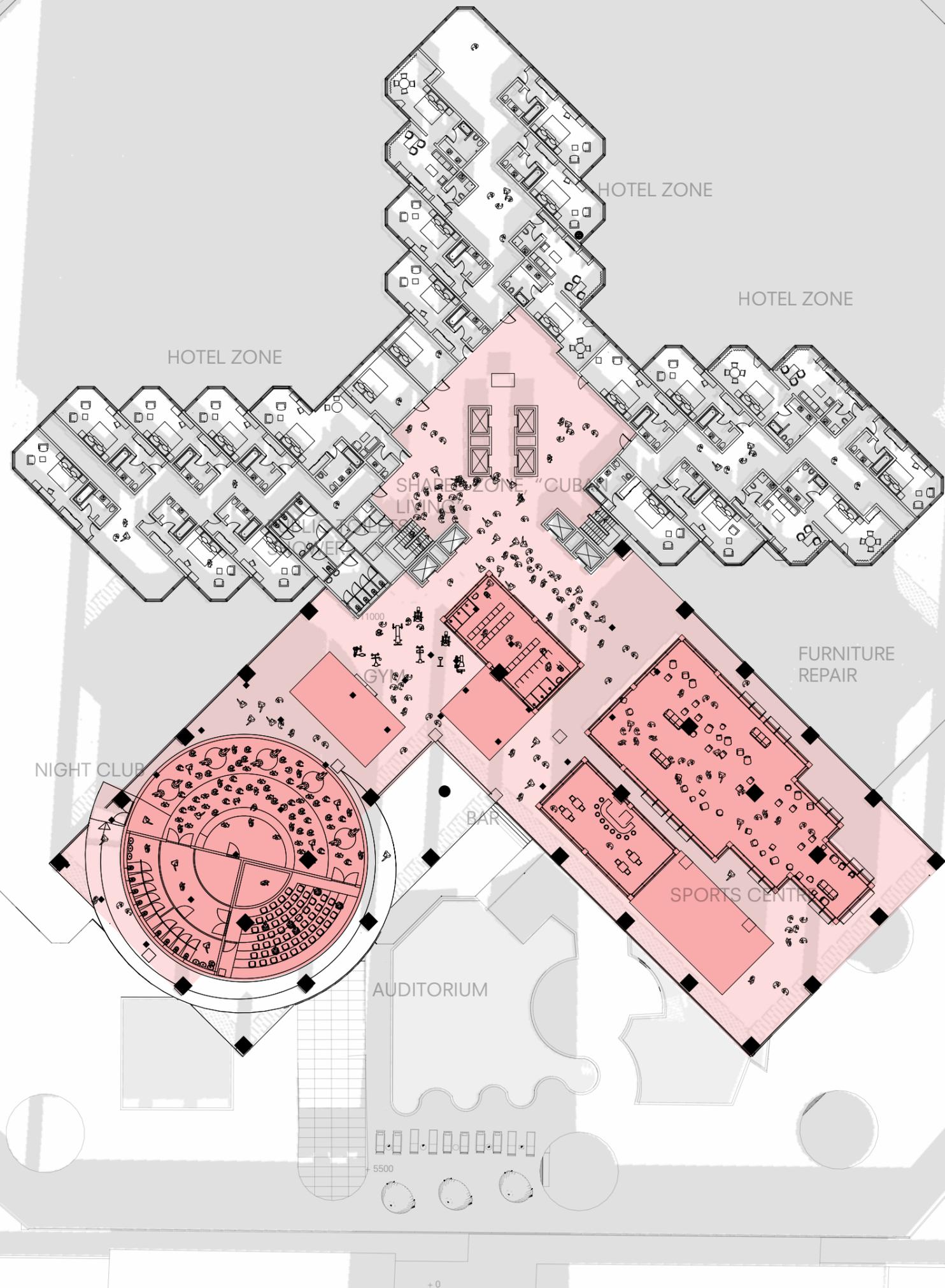




PLANS:

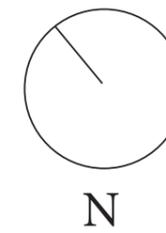
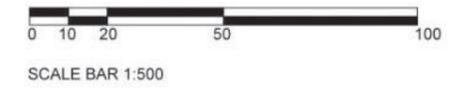
LEVEL 3
SCALE 1:1000

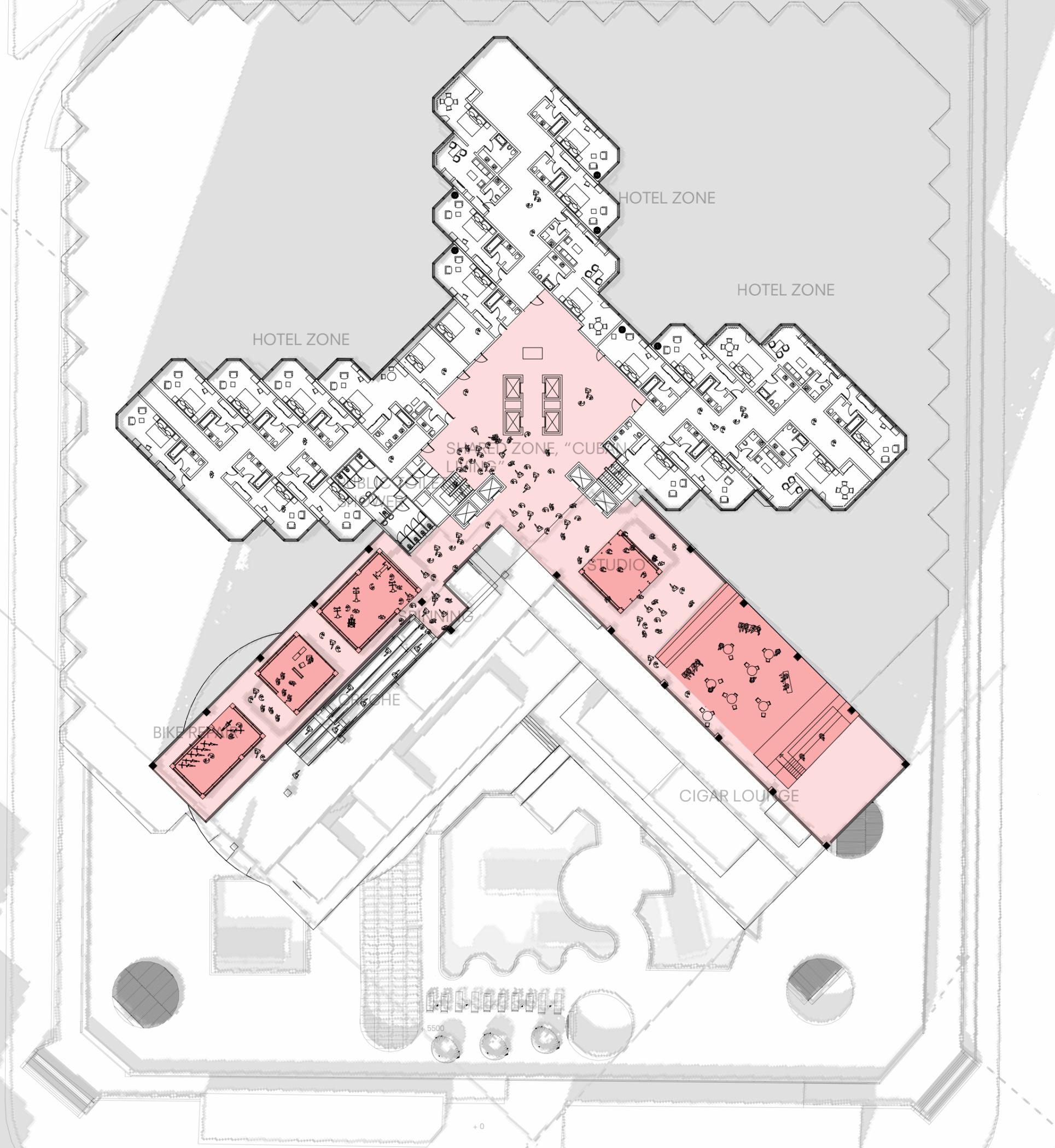




PLANS:

LEVEL 12
SCALE 1:1000





HOTEL ZONE

HOTEL ZONE

HOTEL ZONE

SHARED ZONE, "CUBAN
LIFE"

STUDIO

BIKE REPAIR

COFFEE

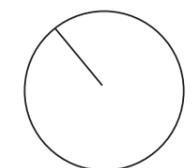
CIGAR LOUNGE

PLANS:

LEVEL 23
SCALE 1:1000



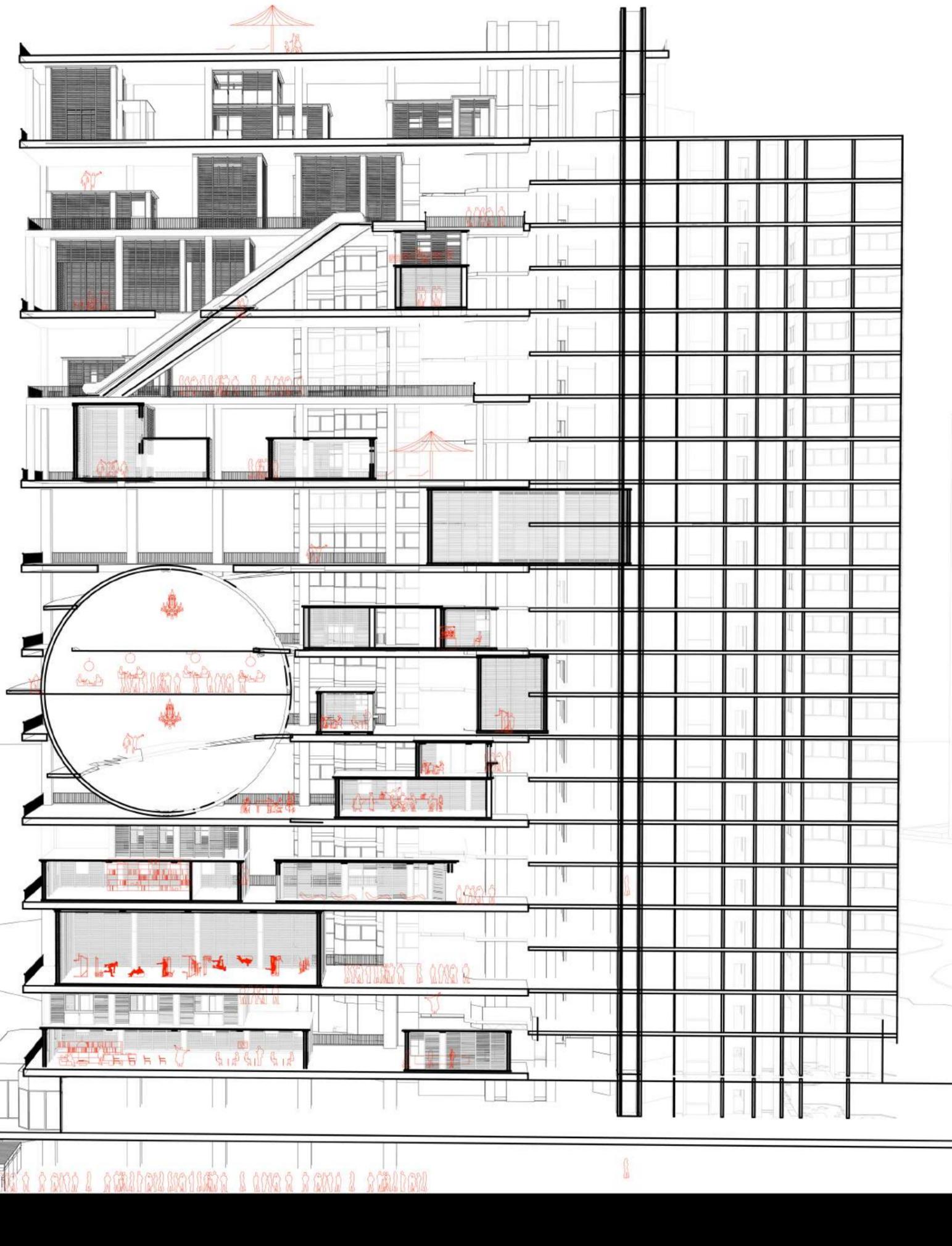
SCALE BAR 1:500



N

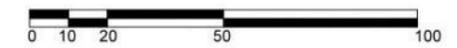
+5500

+0

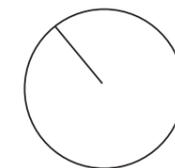


SECTION:

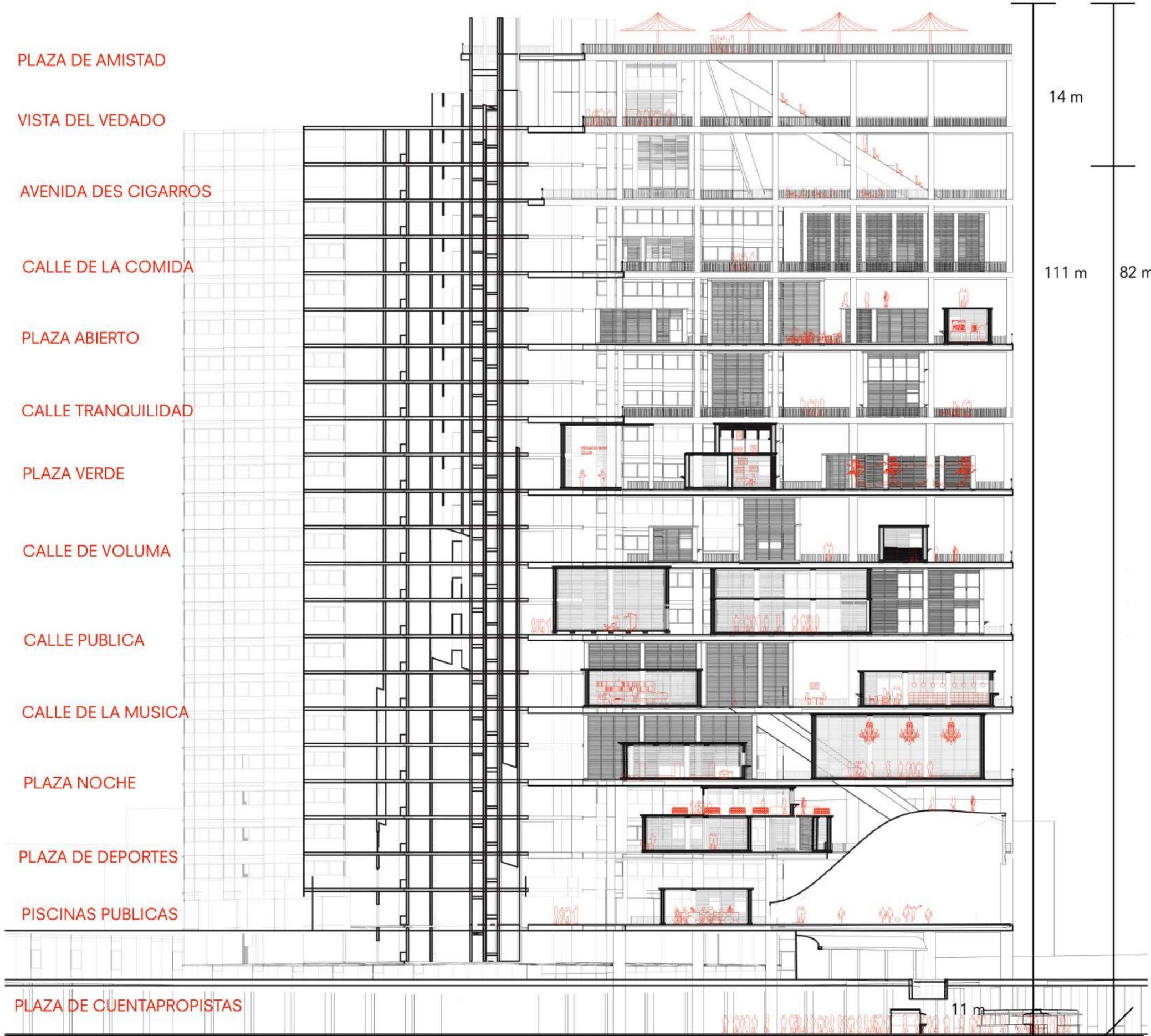
A:A
SCALE 1:1000



SCALE BAR 1:500



N



PLAZA DE AMISTAD

VISTA DEL VEDADO

AVENIDA DES CIGARROS

CALLE DE LA COMIDA

PLAZA ABIERTO

CALLE TRANQUILIDAD

PLAZA VERDE

CALLE DE VOLUMA

CALLE PUBLICA

CALLE DE LA MUSICA

PLAZA NOCHE

PLAZA DE DEPORTES

PISCINAS PUBLICAS

PLAZA DE CUENTAPROPISTAS

14 m

111 m

82 m

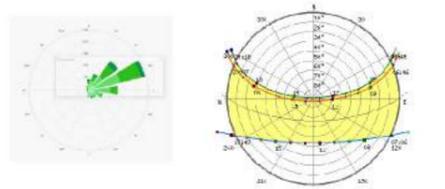
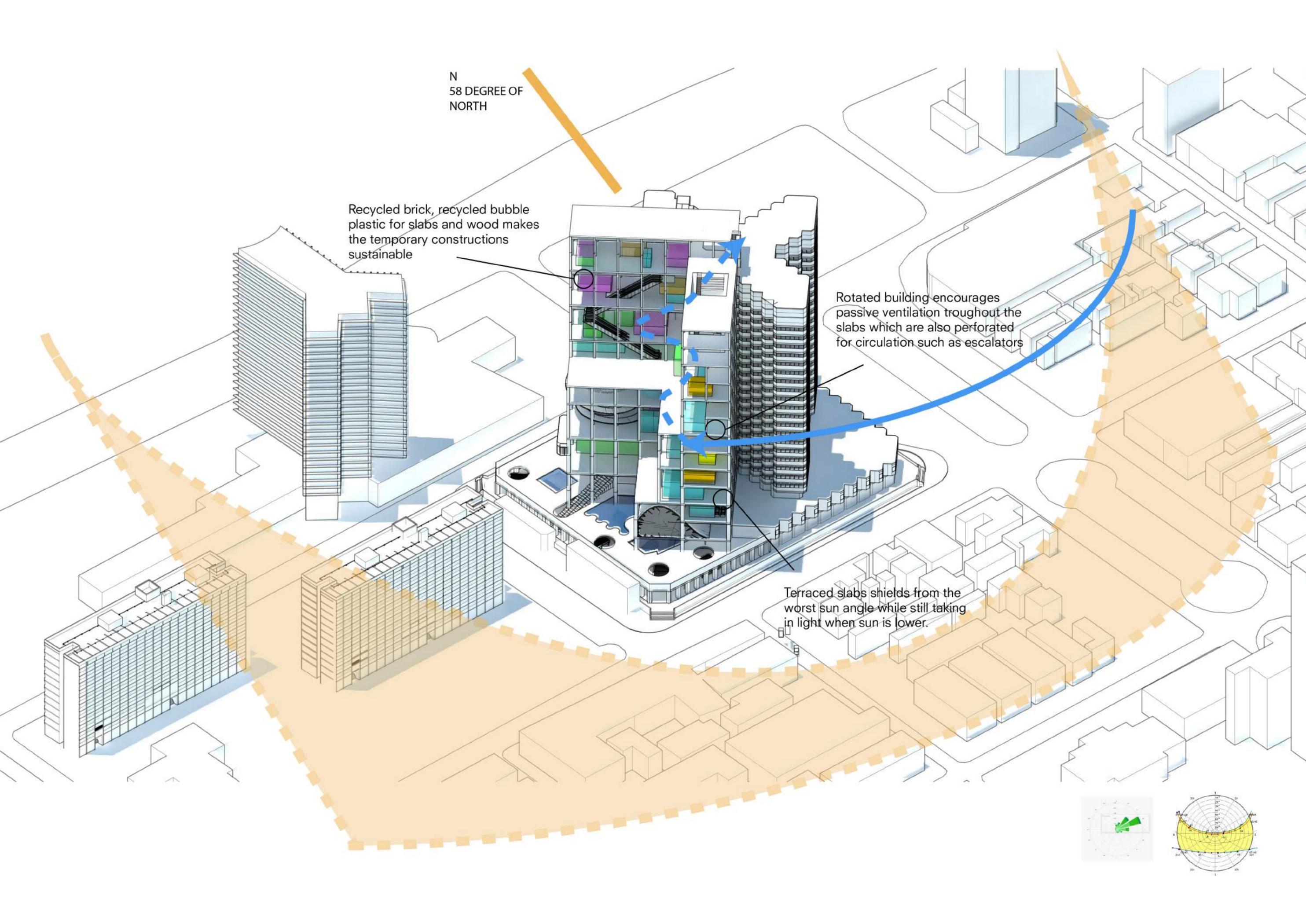
11 m

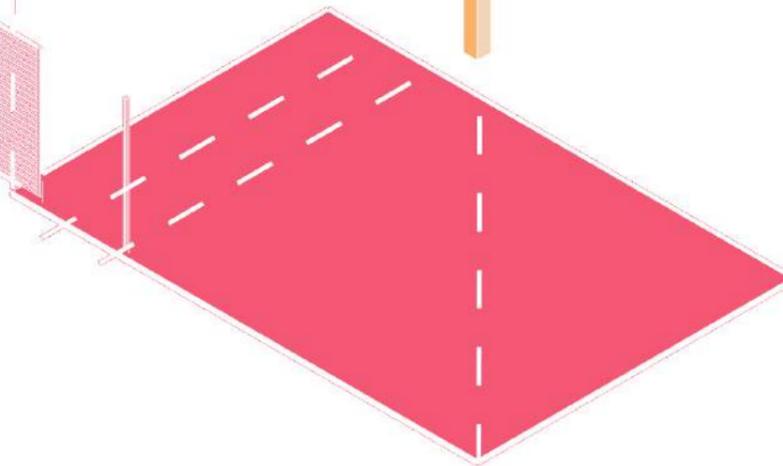
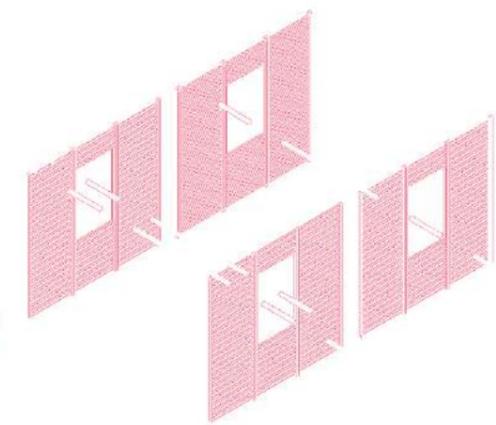
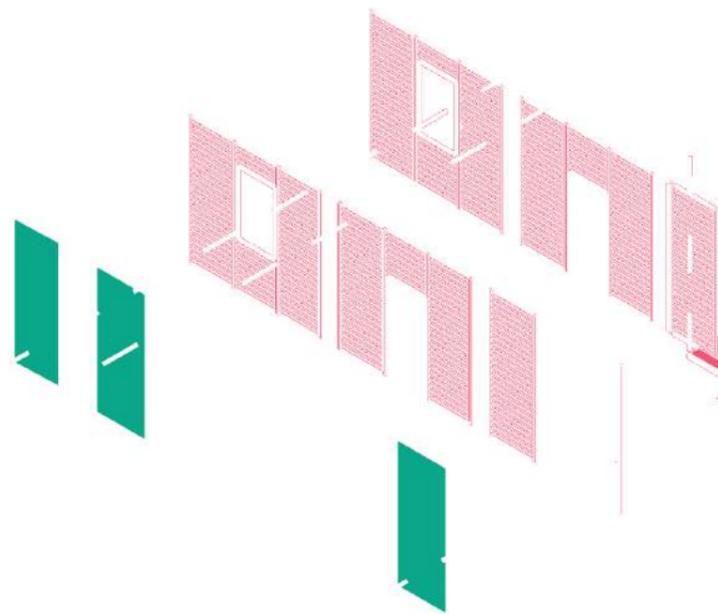
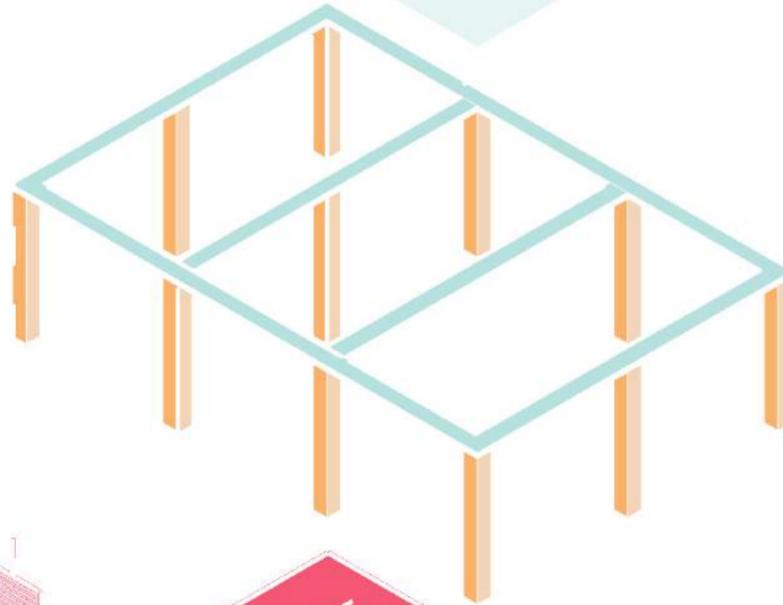
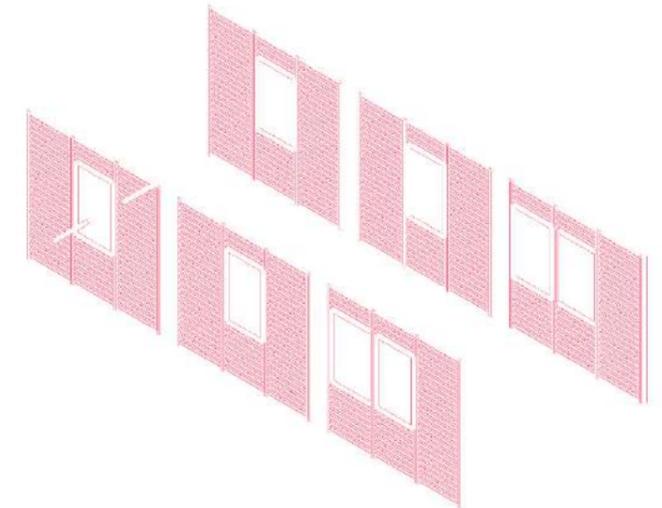
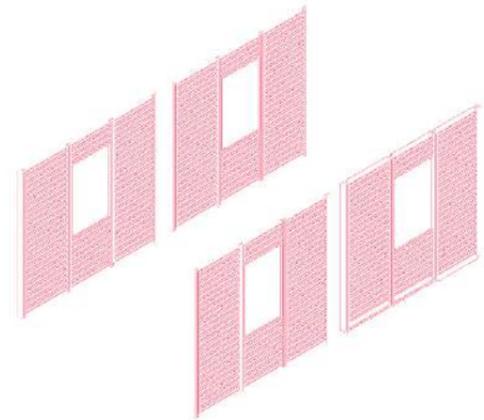
N
58 DEGREE OF
NORTH

Recycled brick, recycled bubble plastic for slabs and wood makes the temporary constructions sustainable

Rotated building encourages passive ventilation throughout the slabs which are also perforated for circulation such as escalators

Terraced slabs shields from the worst sun angle while still taking in light when sun is lower.

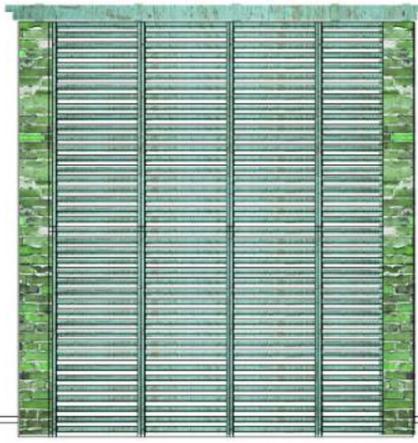




SPORTS

Full louvre,
no openings except
passageways

6800 m



SOCIAL

Vertical, Large
Openings



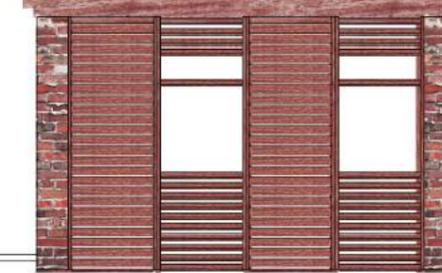
RETAIL

Horizontal openings
Partial louvre



Culture

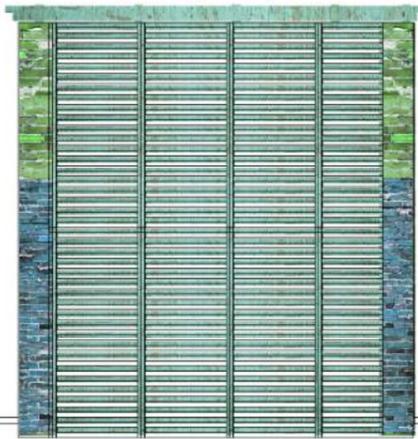
Larger louvre for more privacy
and shading
Partial louvre



6800 m

SPORTS

Full louvre,
no openings except
passageways



SOCIAL

Vertical, Large
Openings



RETAIL

Horizontal openings
Partial louvre



Culture

Larger louvre for more privacy
and shading
Partial louvre



SPORTS

Full louvre,
no openings except
passageways



SOCIAL

Vertical, Large
Openings



RETAIL

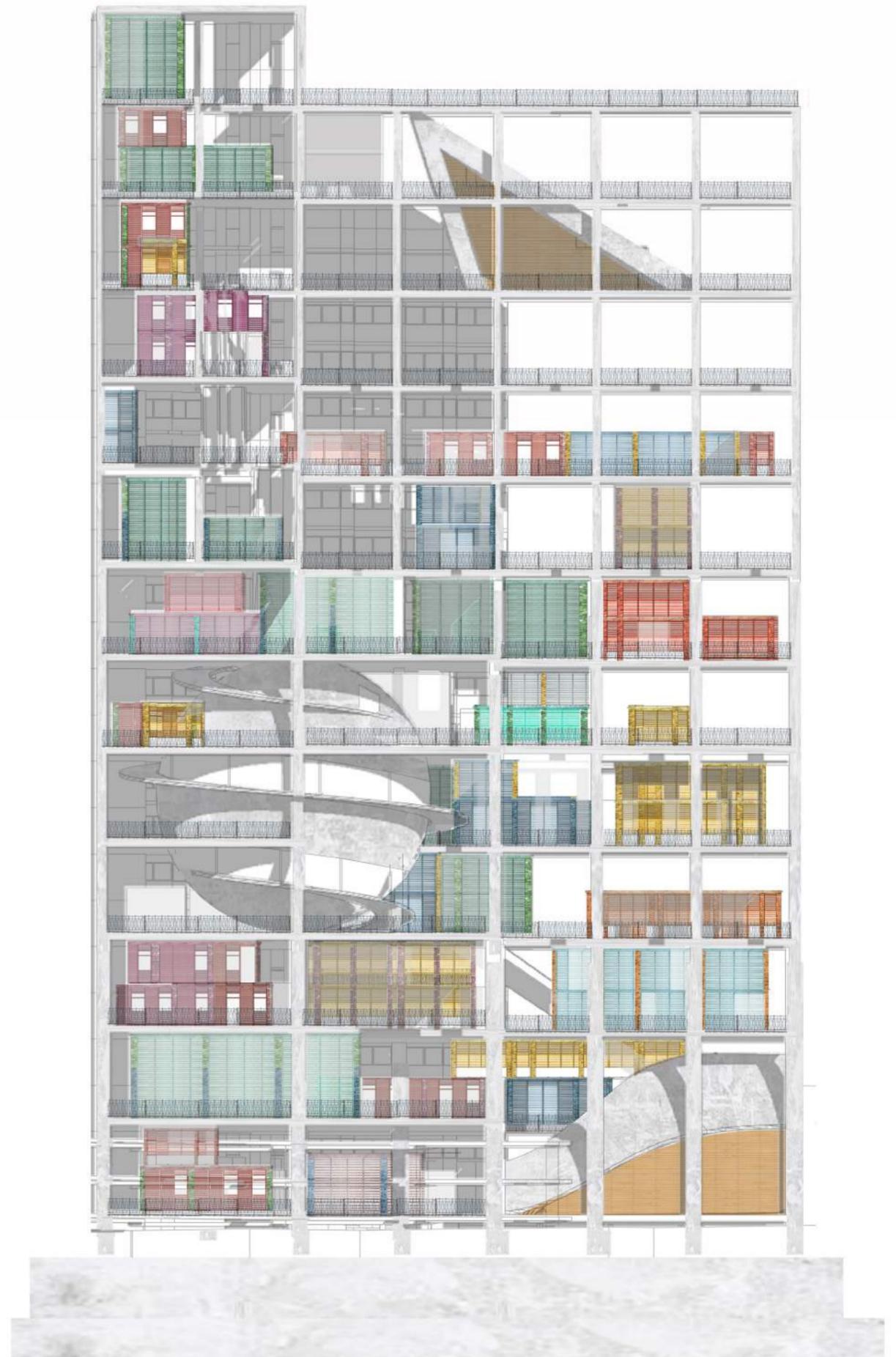
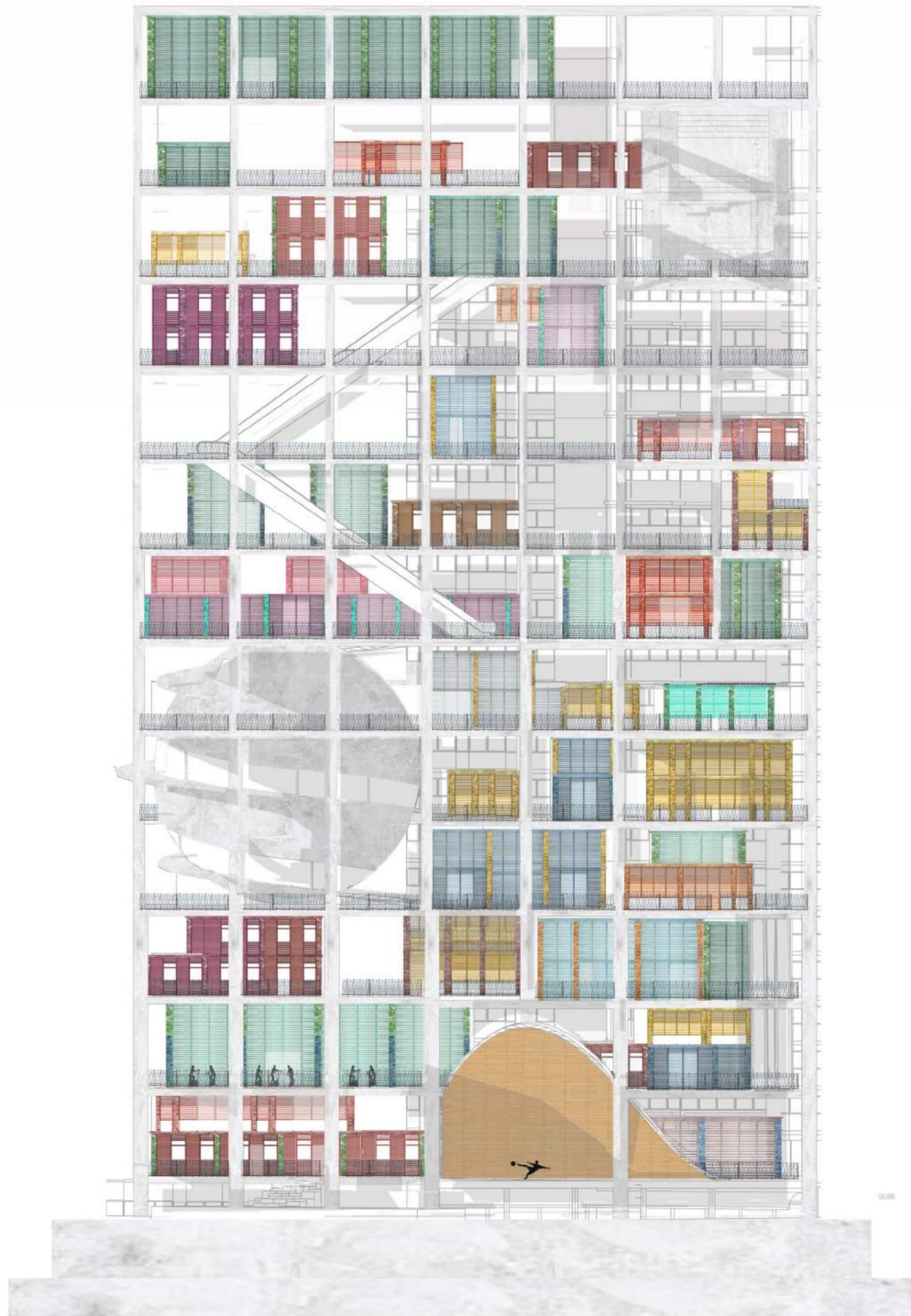
Horizontal openings
Partial louvre

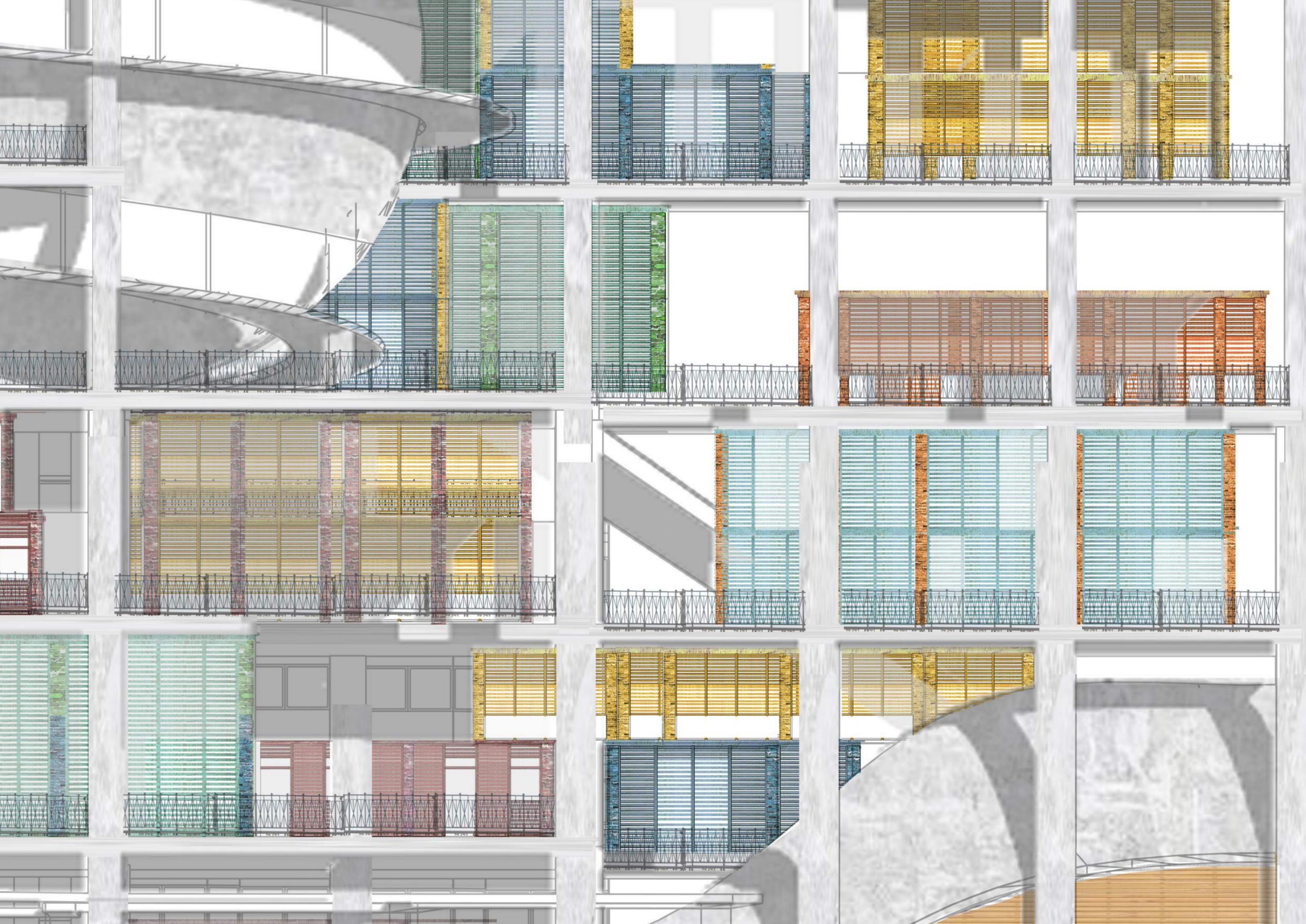


Culture

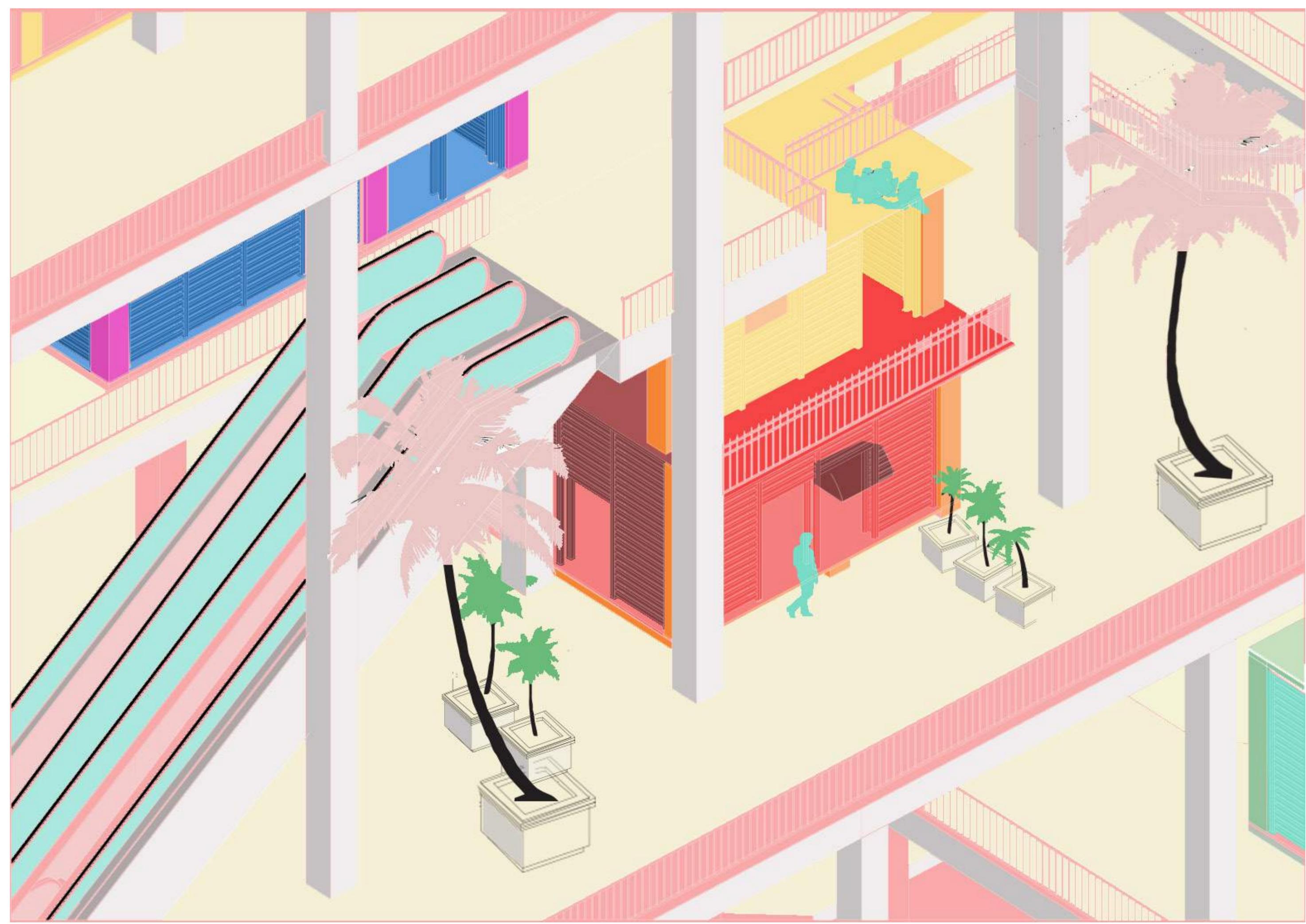
Larger louvre for more privacy
and shading
Partial louvre

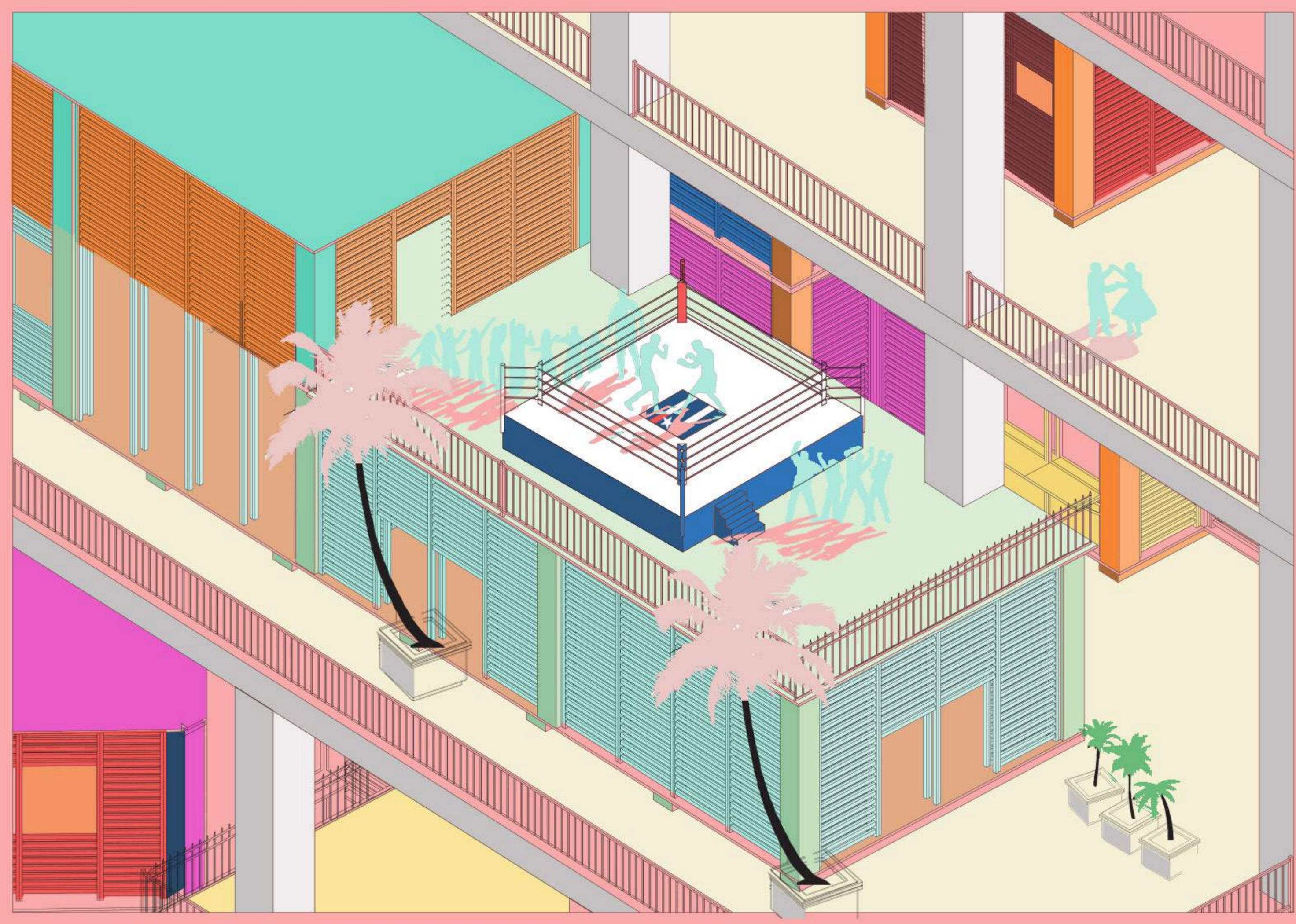




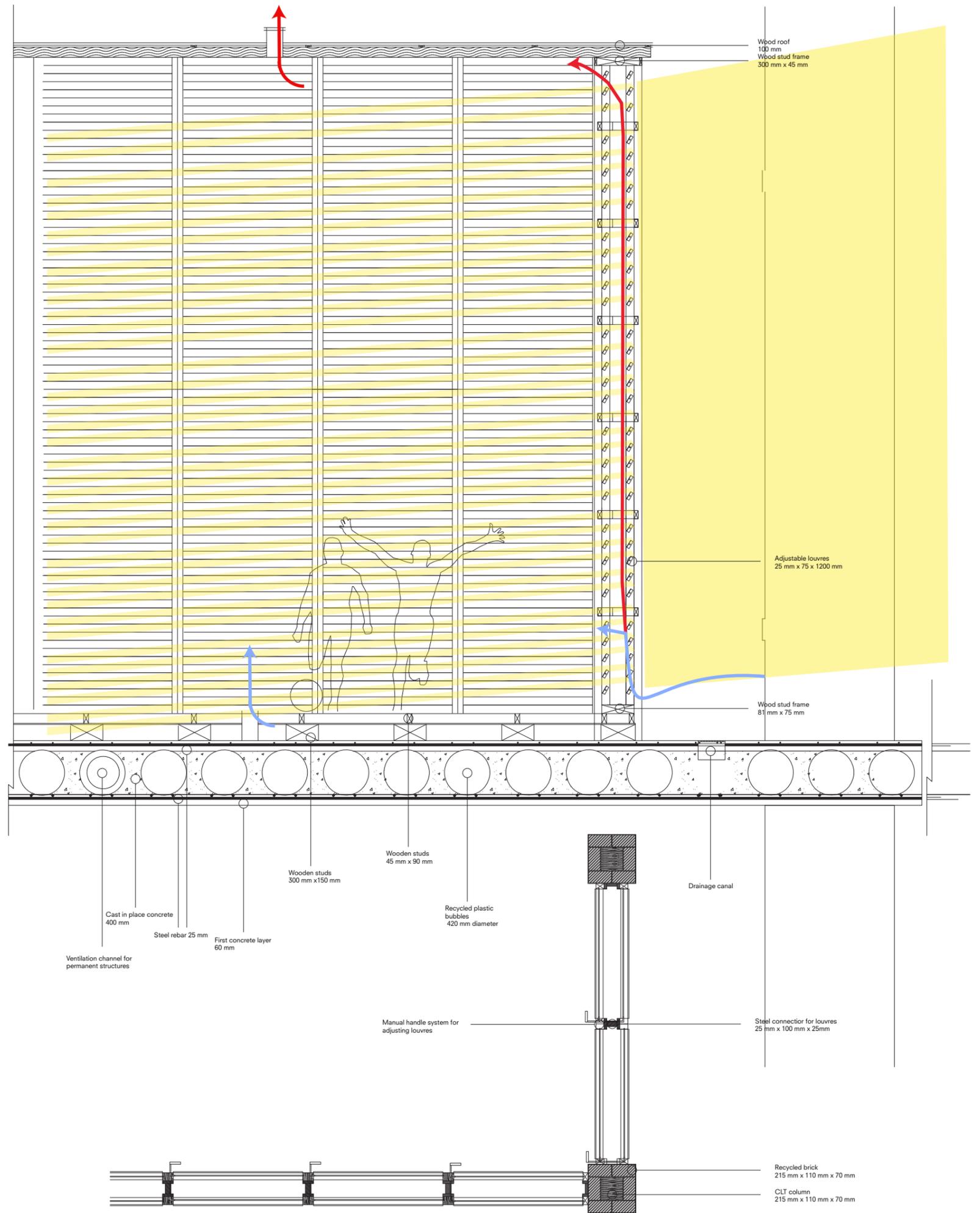
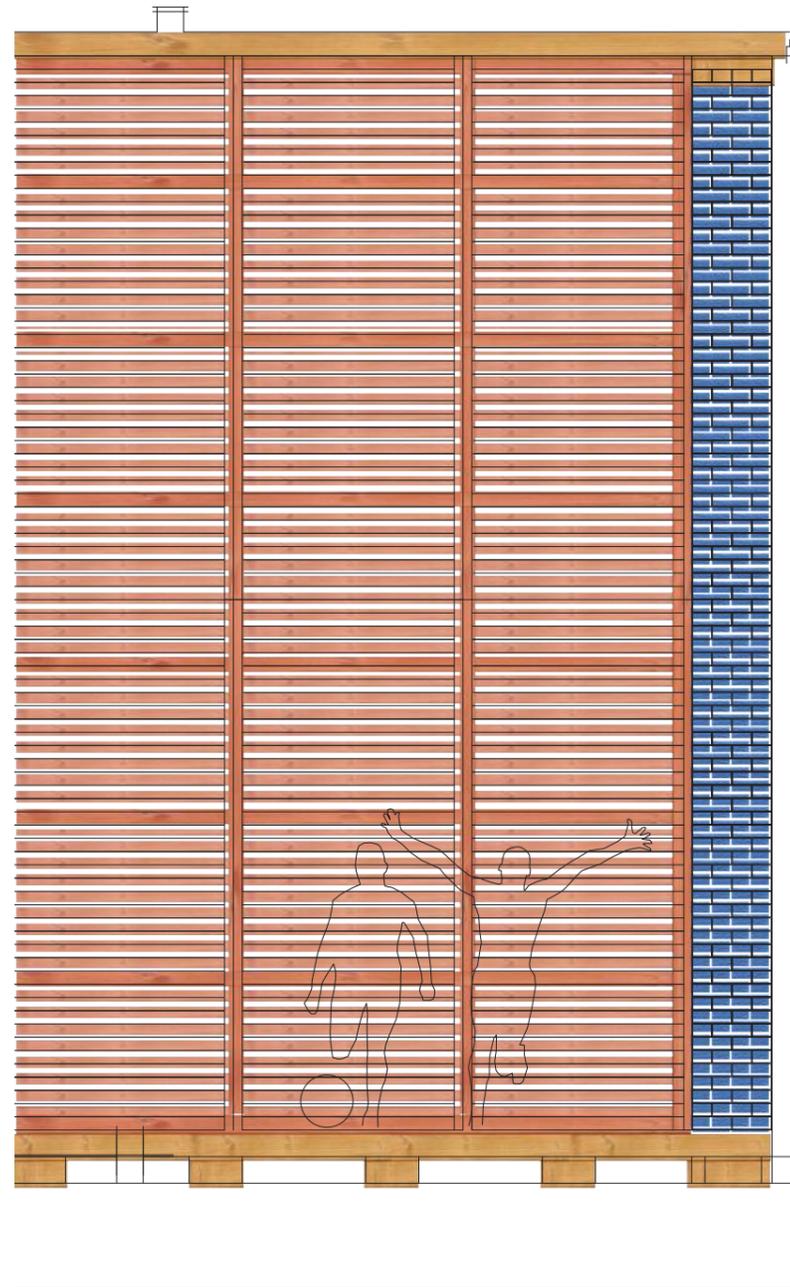




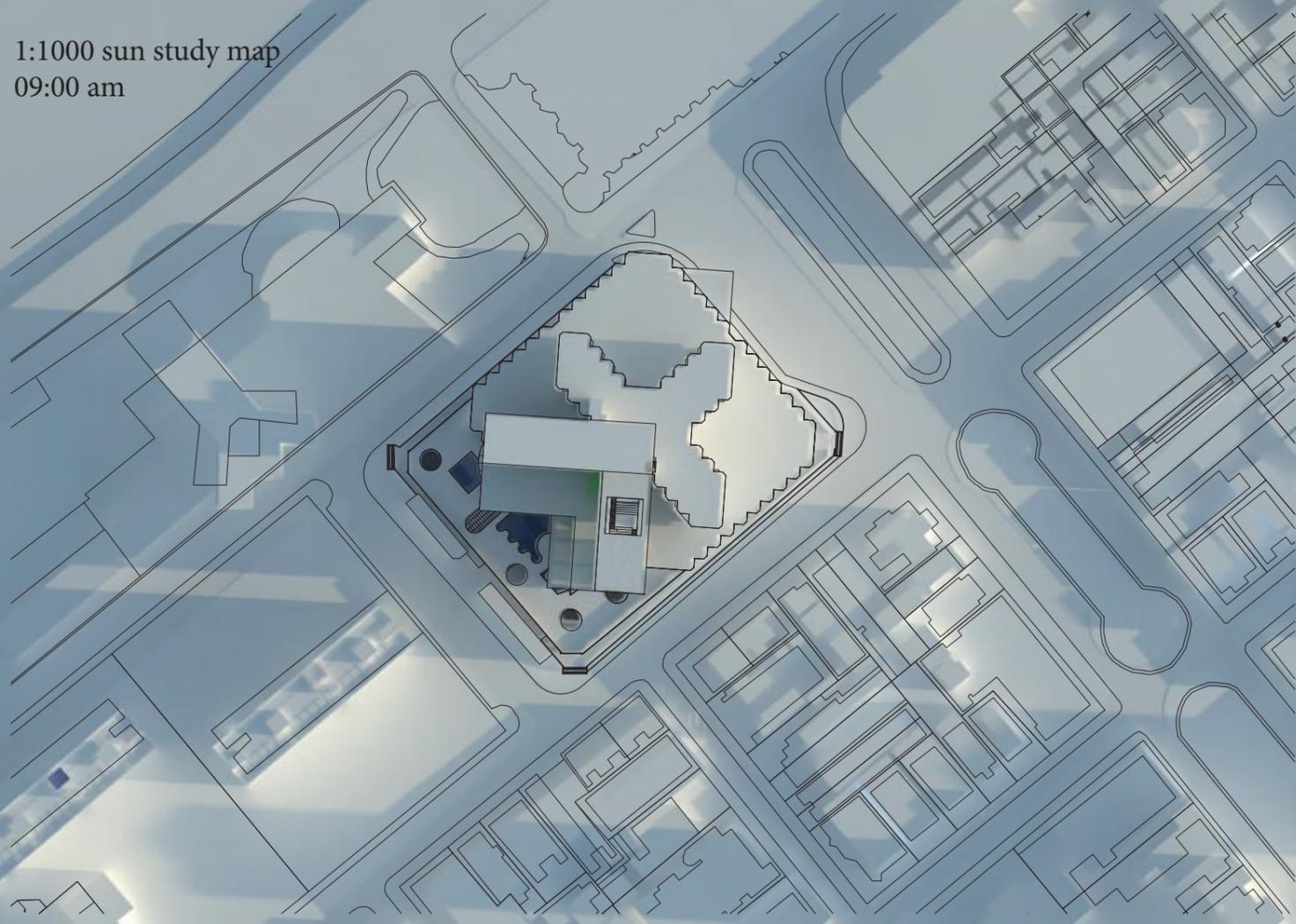




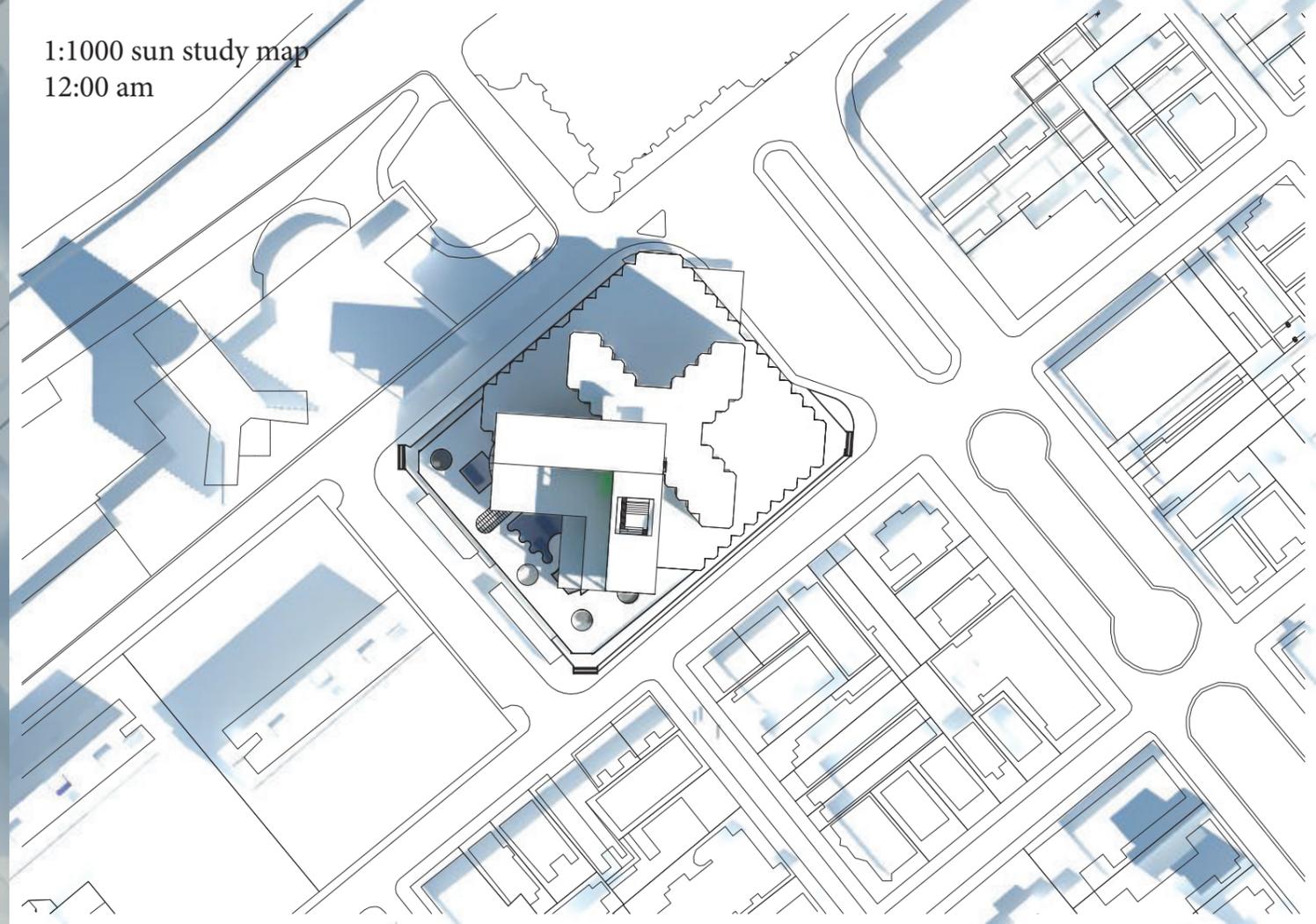
SECTION, PLAN AND ELEVATION OF TEMPORARY STRUCTURE, 1:40



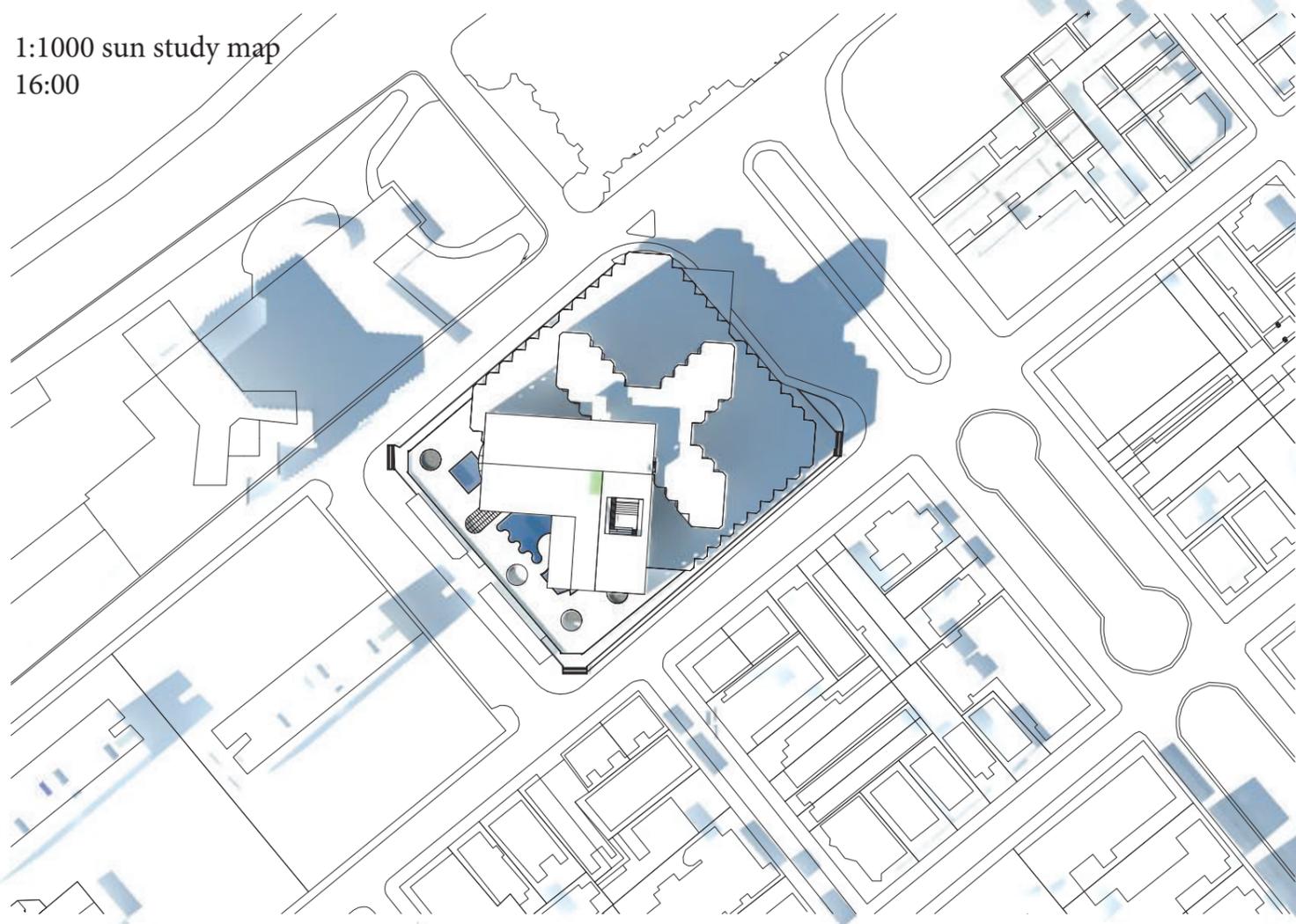
1:1000 sun study map
09:00 am



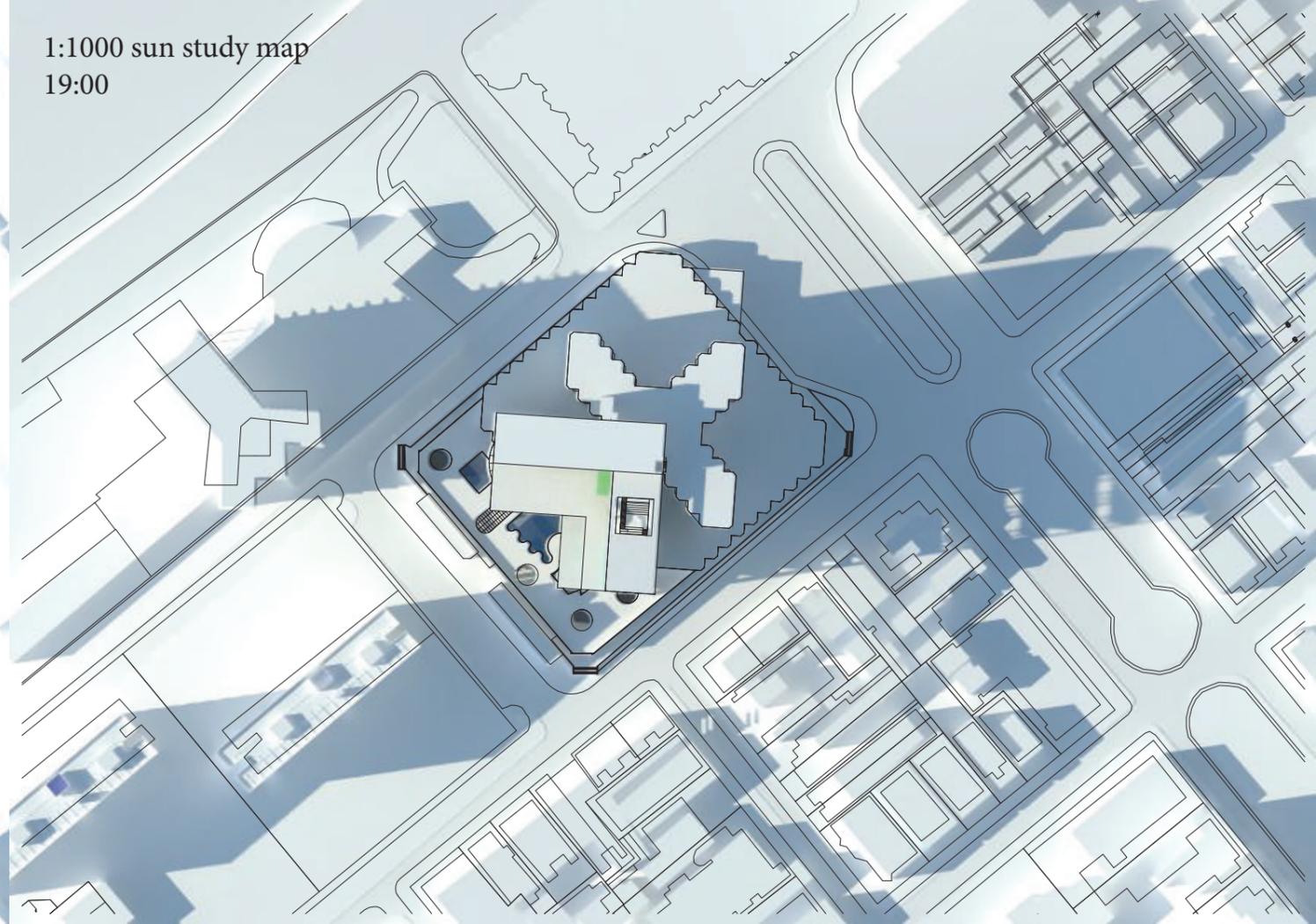
1:1000 sun study map
12:00 am

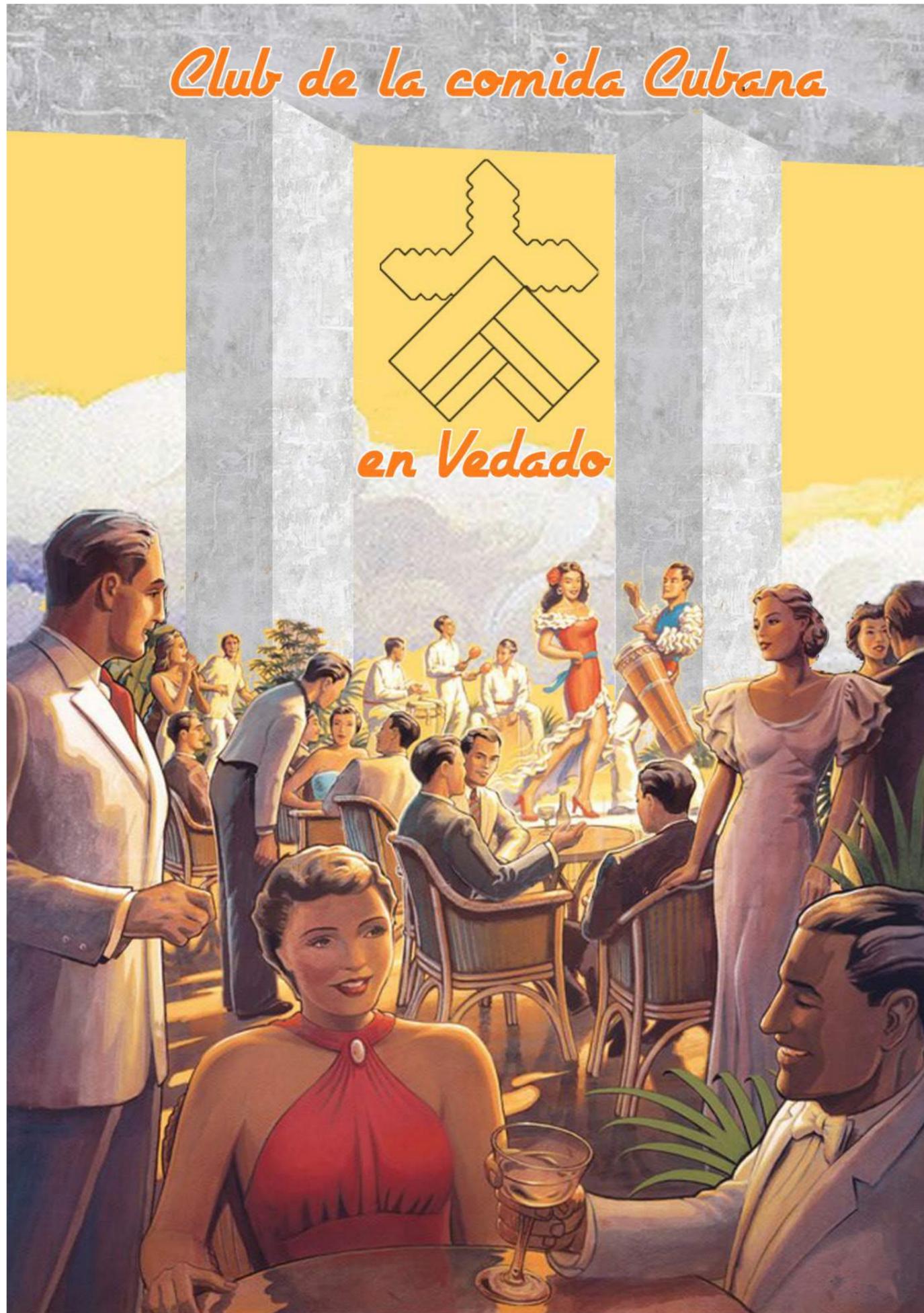


1:1000 sun study map
16:00

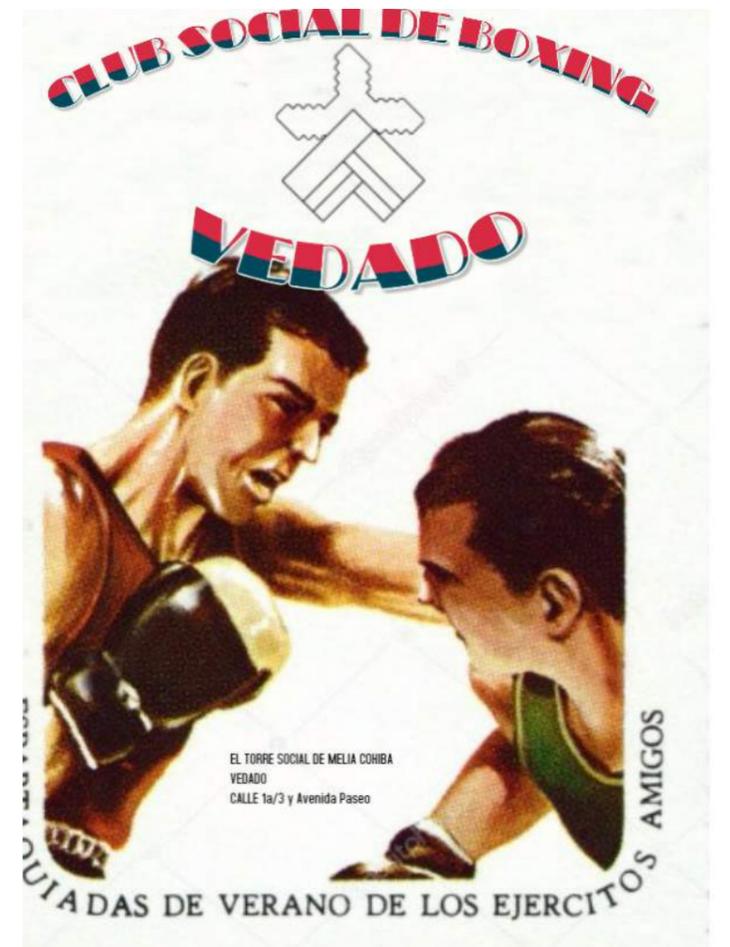
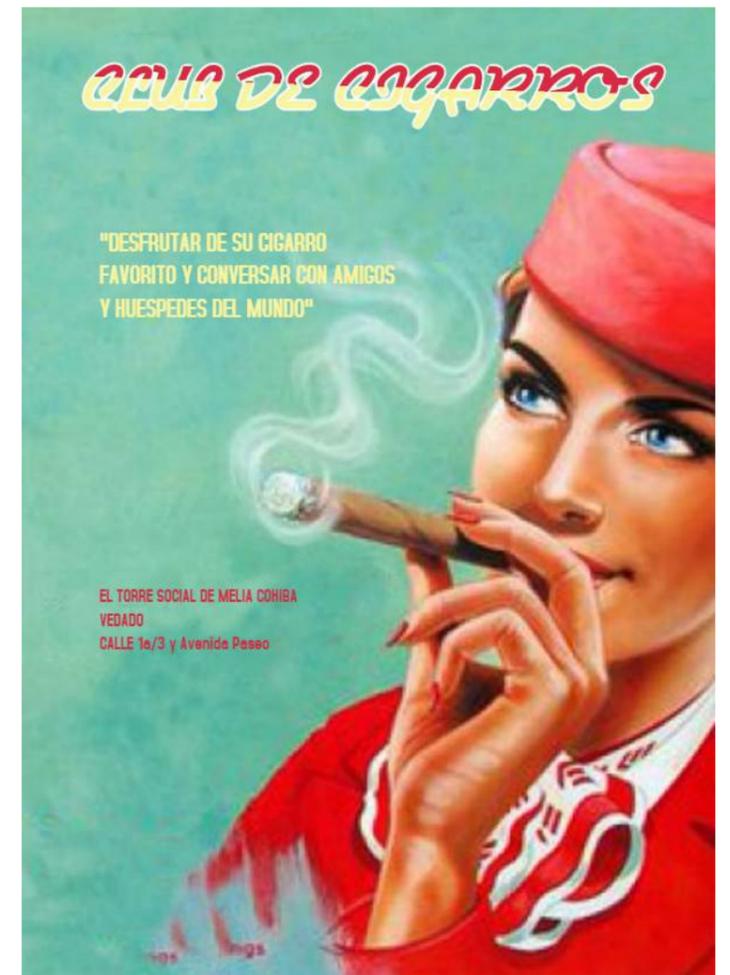


1:1000 sun study map
19:00



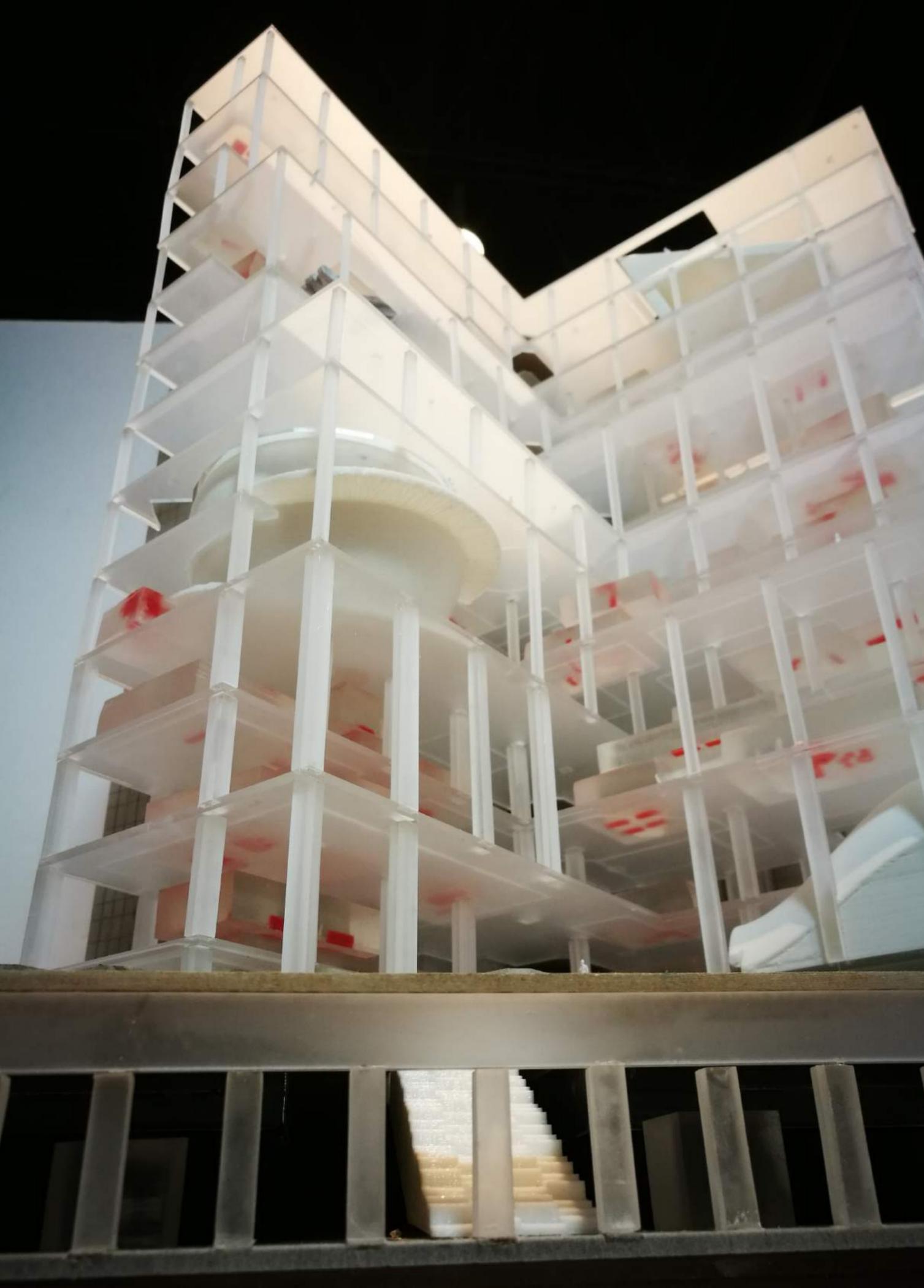


POSTERS ADVERTISING
DIFFERENT SOCIAL CLUBS IN
THE SOCIAL TOWER



A walk through the **Social Tower**





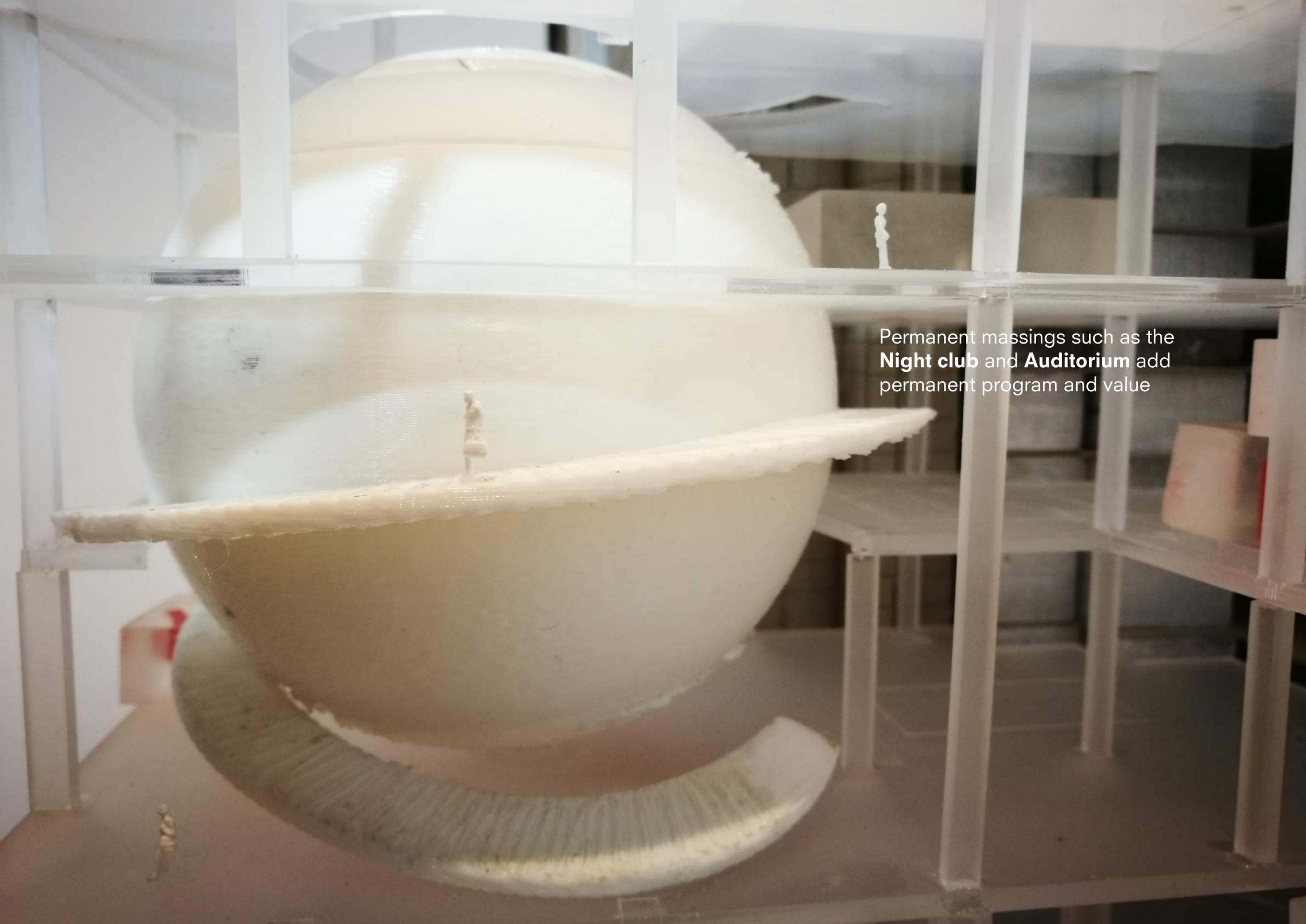
View from **Urban Farming** plot across the **street**



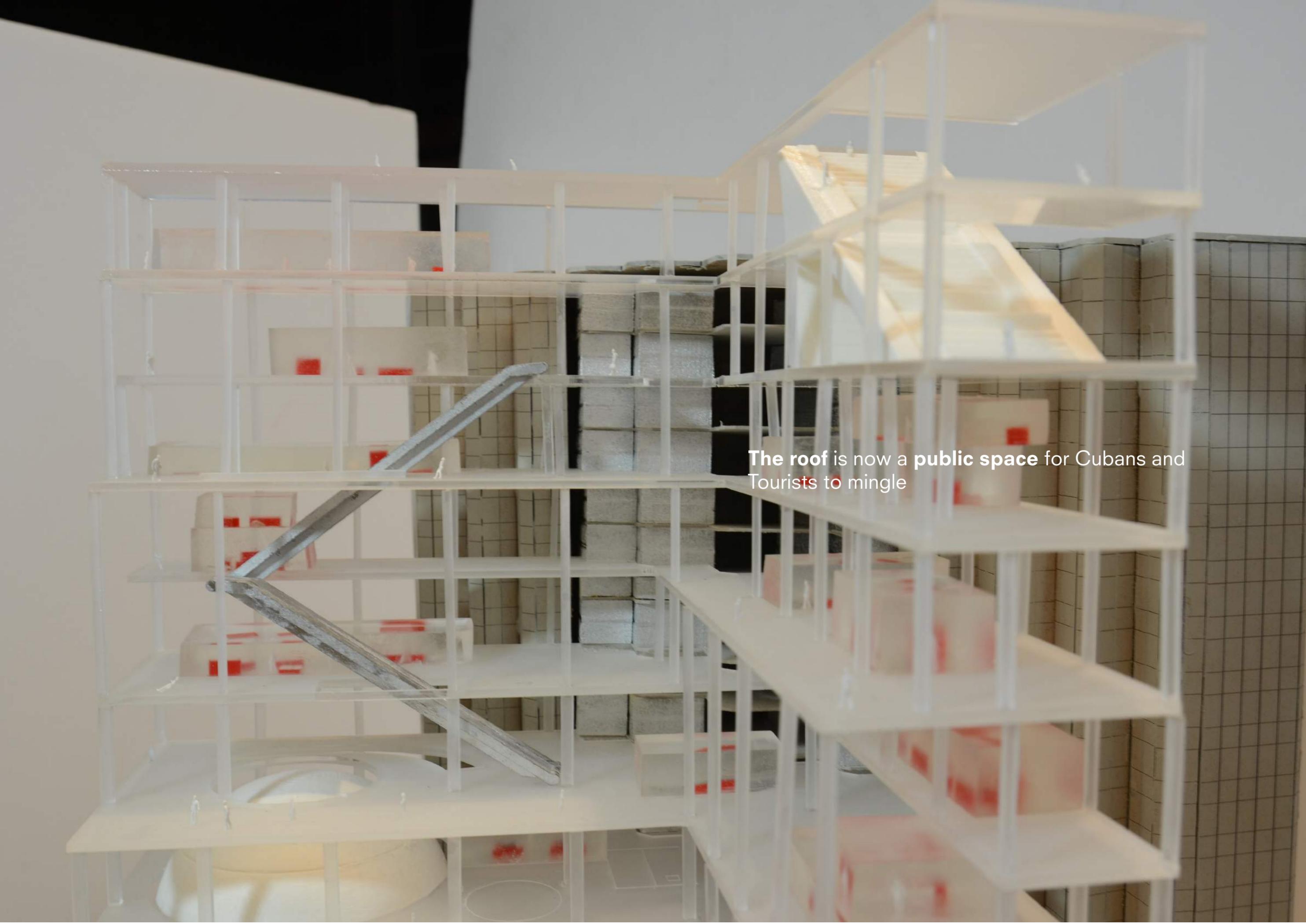
Front Entrance with new colonnade leading up to
Public Pools



Vertical levels build up with activity over time, making every floor unique



Permanent massings such as the **Night club** and **Auditorium** add permanent program and value



The roof is now a **public space** for Cubans and Tourists to mingle



Full frontal







THANK YOU!

Prefabricated Wet Units

With many years of experience and specialized competence, Norac AS offer fully fitted wet units. The Norac modular wet units are ideal for marine accommodations, from cruise ships to offshore installations.

The Norac wet units, whether standard or custom made, are manufactured according to the strictest rules and regulations and are fabricated from only first class materials.

In our design the emphasis is on using durable solutions to ensure maximum quality, comfort and well-being of our customers, whether being a ship owner, ship yard or end user.

The units are manufactured with great deal of consideration given to the ease of handling and installation.

Throughout the production process the units are subjected to strict quality control to ensure that all of our supplies conform to our policy of supplying only first class quality.



ALUMINIUM CONSTRUCTION

Prefabricated modular wet units for all types of marine accommodations also available in light weight, non-corrosive aluminium - B15 class. Weight reduction as much as 20-25%.



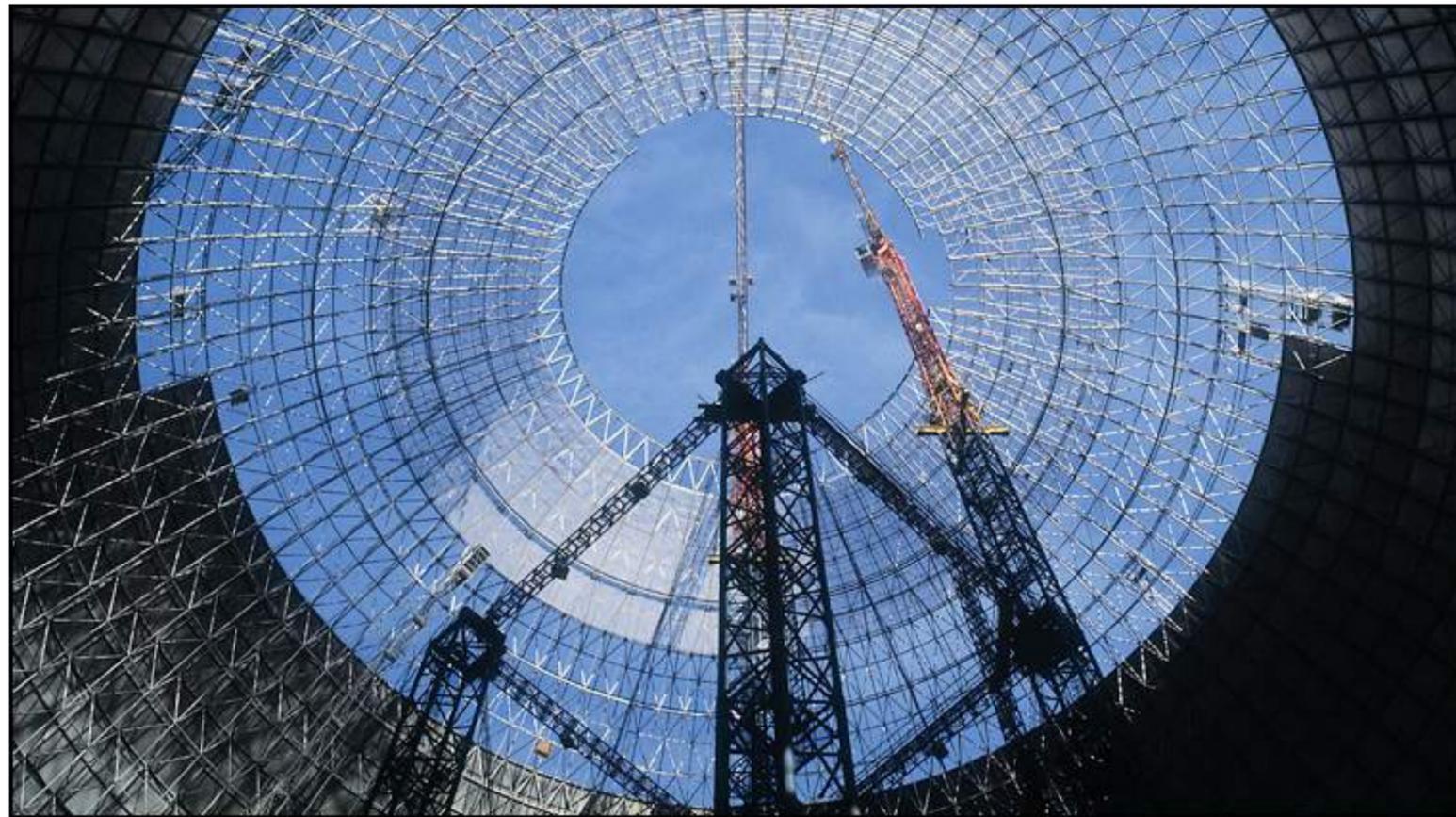
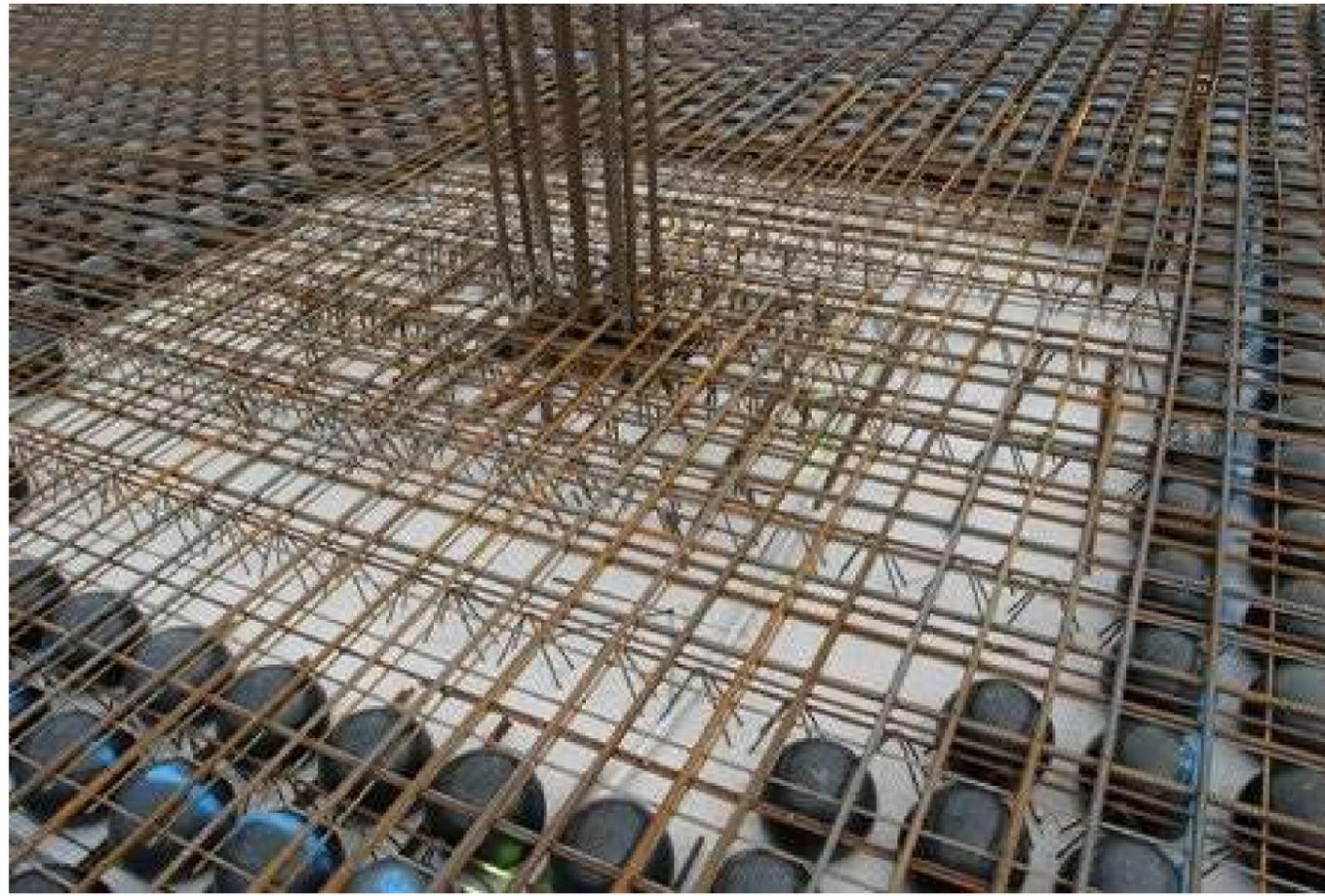
0575

MARINE INTERIOR SYSTEMS



NORAC

WWW.NORAC.NO





ROYAL PALM



KAPOT



SHORT
LEAF FIG



EMERGENCY



Revolucion de Cuba



BOOK YOUR PARTY NOW

BOOK YOUR PARTY NOW

