


Update Cuba Traditional Culture Carrier with Media Technology
Cuba Mediatheque



Rich history facilitates the typical Cuban culture identity, which is preserved in passionate performance art.

A group of people are gathered outdoors in front of a building with blue trim. On the left, a man with a grey beard and a light grey shirt is looking towards the center. In the center, a woman is wearing a bright red jacket over a dark top and a wide-brimmed straw hat. To her right, a woman is wearing a vibrant blue dress and a matching blue headwrap decorated with white and blue floral patterns. Other people are visible in the background, including a man in a plaid shirt and another in a light blue shirt. The scene appears to be a cultural or community event.

When scholars want to research Cuba traditional culture, its becomes quite hard because the documents can't be open to public.

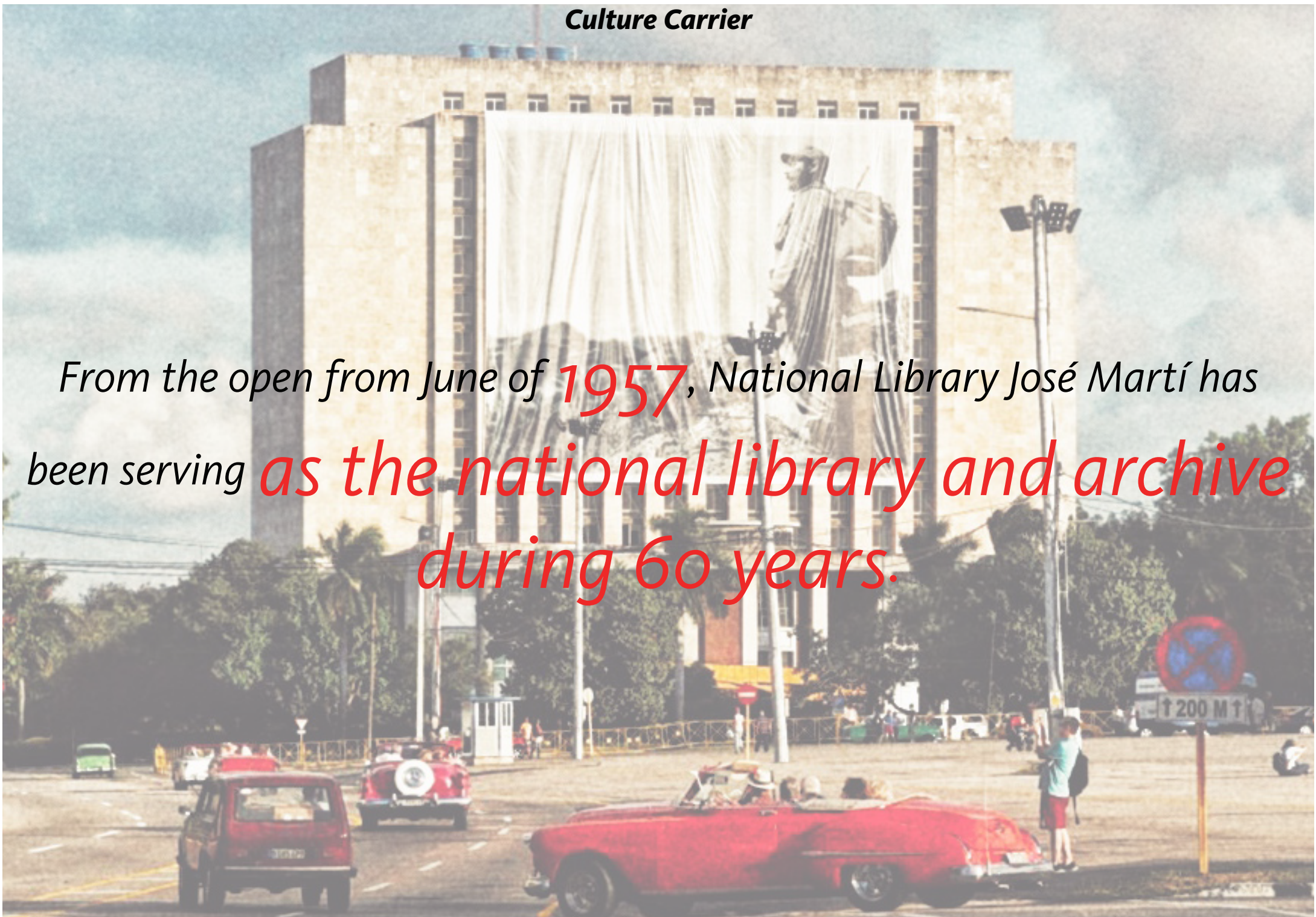


***These documents are becoming decayed. They
are stored with protection.***

Culture Carrier



*From the open from June of **1957**, National Library José Martí has been serving **as the national library and archive during 60 years.***



*Almost 3 million books, 80 thousand video materials,
However, because they are fragile and only **1/10 historical
printed materials can be open** to the public.*

INCUBATIO
15 days in the Cuba Na

In contrast with the plenty historical materials, it lacks of accessibility of searching information. Most of materials are stored as fragile printed materials and citizens has no rights to visit.

Is the National Library working in next 100 years?

A photograph of a library interior in a state of significant disrepair. The floor is covered in a thick layer of brown debris, including crumpled paper, plastic bags, and other trash. In the foreground, a wooden table is partially visible, and a small, dark, rectangular object, possibly a metal safe or a piece of equipment, sits on the floor. To the right, a wooden bookshelf is filled with books, and a sign above it reads "REFERENCE". In the background, several large windows with multiple panes are visible, letting in natural light. The walls appear aged and worn, with some peeling paint or plaster. The overall atmosphere is one of neglect and abandonment.

When Libraries lose accessibility, it will become the coffin of dead knowledge, rather than a place where people share knowledge and communication.

Conclusion

The way traditional culture prevalence is very inefficient with Cuba traditional libraries. Their common carrier of traditional culture has low accessibility to public. The traditional culture prevalence is in danger.





Wifi Park

Expensive Collective Resource



El Paquete
a World in Hard Disk



Facing the burst of global information, Cuba traditional culture prevalence is facing severe challenge.

CUBA

1958 Revolution



CUBA 2.0

Media Technology Revolution



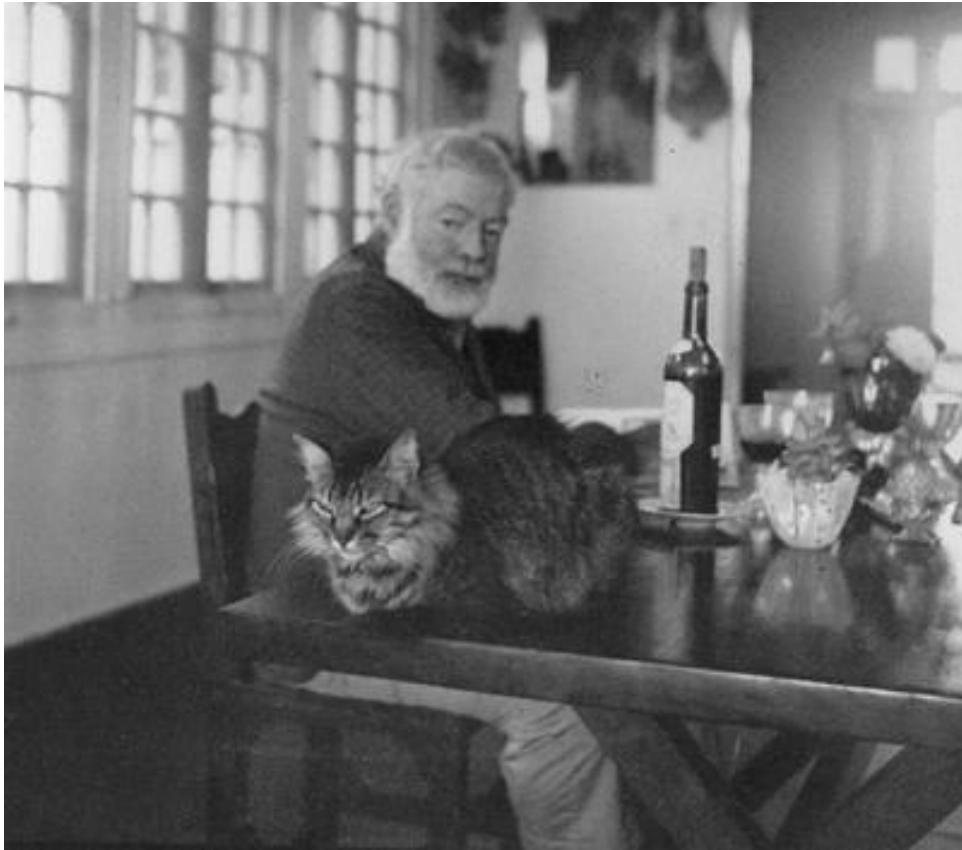
RESEARCH QUESTION



Media Technology has advantage of accessibility to public.

Is there any possibility to use media technology to promote traditional culture prevalence?

Hemingway Former Residence



Digital Literature

2 — PRIDE AND PREJUDICE

"What is his name?"

"Bingley."

"Is he married or single?"

"Oh! single, my dear, to be sure! A single man of large fortune, four or five thousand a year. What a fine thing for our girls!"

"How so? how can it affect them?"

"My dear Mr. Bennet," replied his wife, "how can you be so tiresome! You must know that I am thinking of his marrying one of them."

"Is that his design in settling here?"

"Design! nonsense, how can you talk so! But it is very likely that he *may* fall in love with one of them, and therefore you must visit him as soon as he comes."

"I see no occasion for that. You and the girls may go, or you may send them by themselves, which perhaps will be still better, for as you are as handsome as any of them, Mr. Bingley may like you the best of the party."

"My dear, you flatter me. I certainly *have* had my share of beauty, but I do not pretend to be any thing extraordinary now. When a woman has five grown up daughters, she ought to give over thinking of her own beauty."

"In such cases, a woman has not often much beauty to think of."

"But, my dear, you must indeed go and see Mr. Bingley when he comes into the neighbourhood."

"It is more than I engage for, I assure you."

"But consider your daughters. Only think what an establishment it would be for one of them. Sir William and Lady Lucas are determined to go, merely on that account, for in general you know they visit no new comers. Indeed you must go, for it will be impossible for *us* to visit him, if you do not."

"You are over scrupulous surely. I dare say Mr. Bingley will be very glad to see you; and I will send a few lines by you to assure him of my hearty consent to his marrying which ever he chuses of the girls; though I must throw in a good word for my little Lizzy."

"I desire you will do no such thing. Lizzy is not a bit better than the others; and I am sure she is not half so handsome as Jane, nor

JANE AUSTEN — 3

kindle

An Account of Egypt

NOTE

HERODOTUS was born at Halicarnassus, on the southwest coast of Asia Minor, in the early part of the fifth century, B. C. Of his life we know almost nothing, except that he spent much of it traveling, to collect the material for his writings, and that he finally settled down at Thurii, in southern Italy, where his great work was composed. He died in 424 B. C.

The subject of the history of Herodotus is the struggle between the Greeks and the barbarians, which he brings down to the battle of Mycale in 479 B. C. The work, as we have it, is divided into nine books, named after the nine Muses, but this division is probably due to the Alexandrine grammarians. His information he gathered mainly from oral sources, as he traveled through Asia Minor, down into Egypt, round the Black Sea, and into various parts of Greece and the neighboring countries. The chronological narrative halts from time to time to give opportunity for descriptions of the country, the people, and their customs and previous history; and the political account is

Loc 2

1%



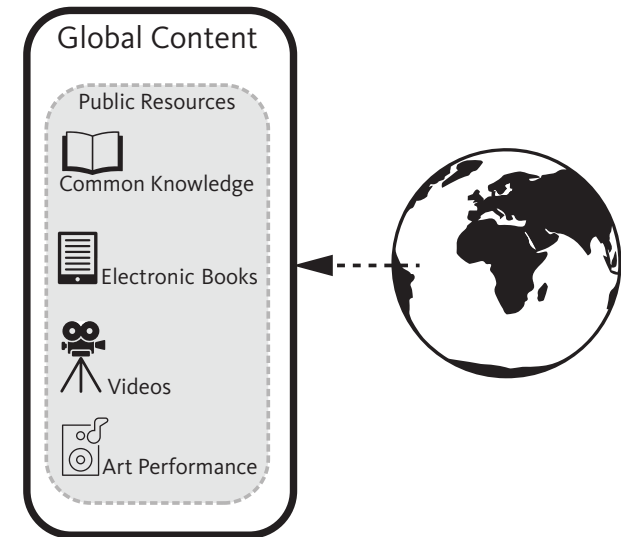
Media Technology has advantage of accessibility to public. It's not just threat to local culture. It is opportunity to promote the traditional culture prevalence.

THESIS TOPIC

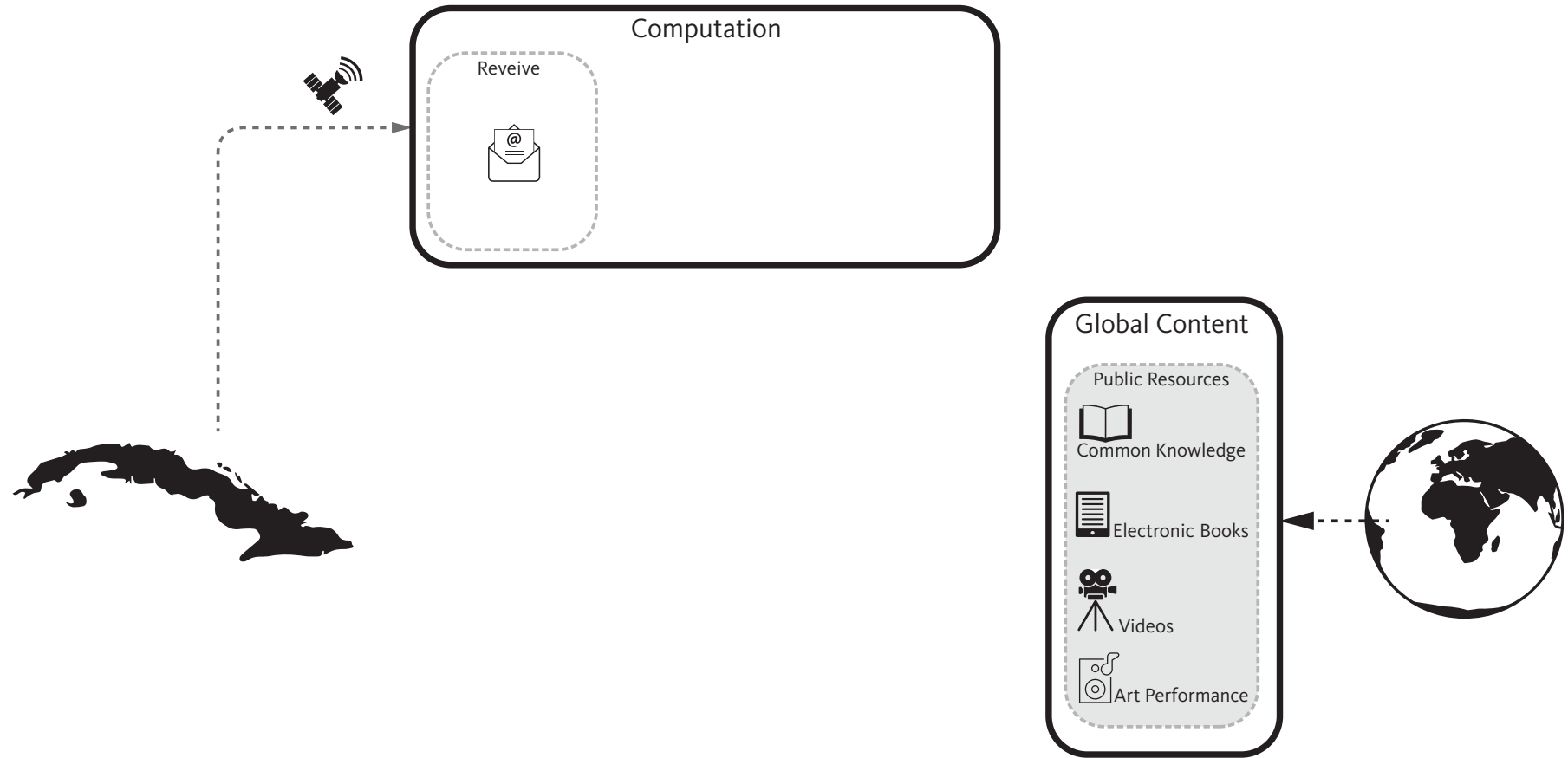
CUBA MEDIA CENTER

***Use Media Technology to Promote
Traditional Culture Prevalence***

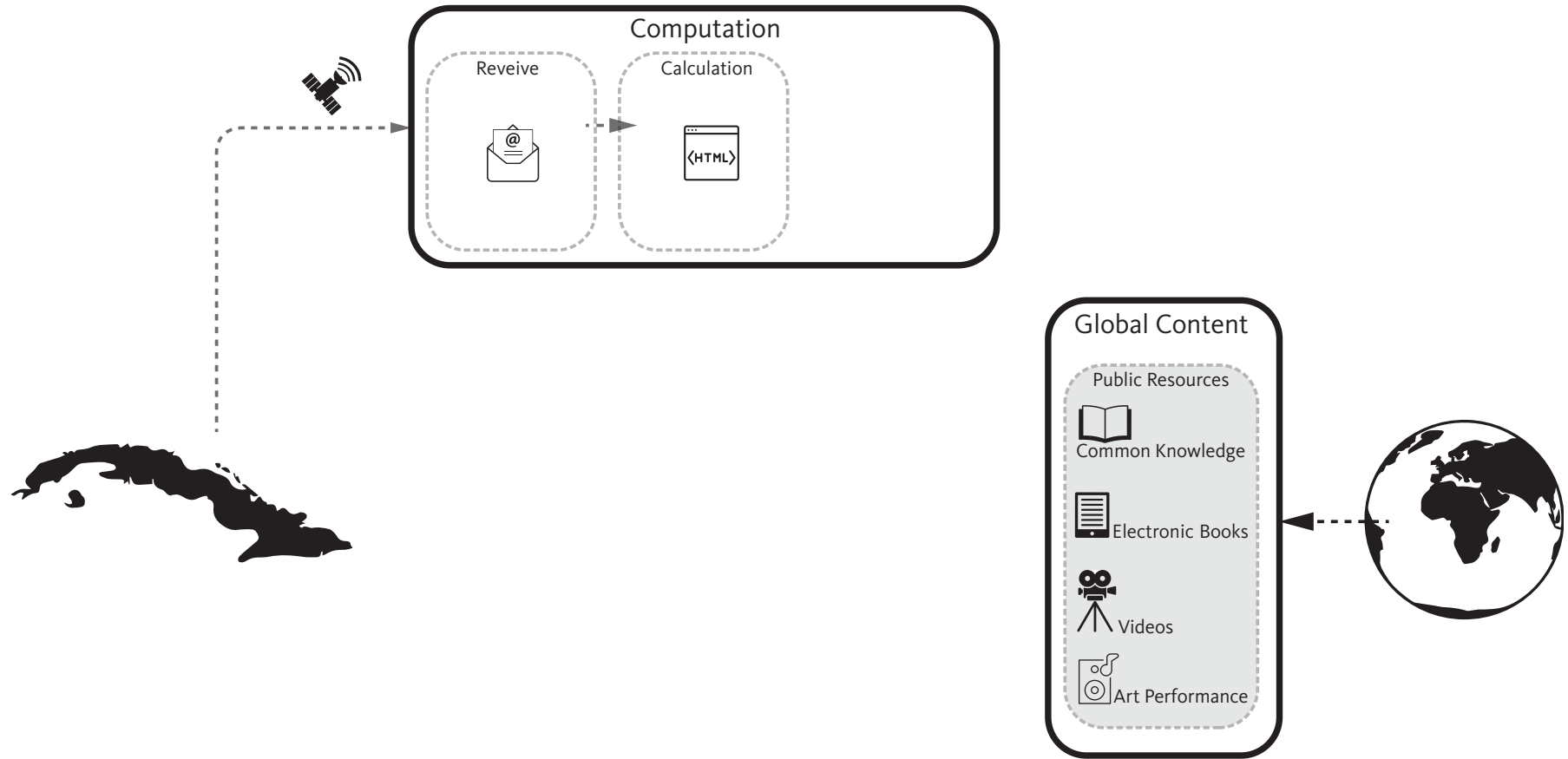
Strategy



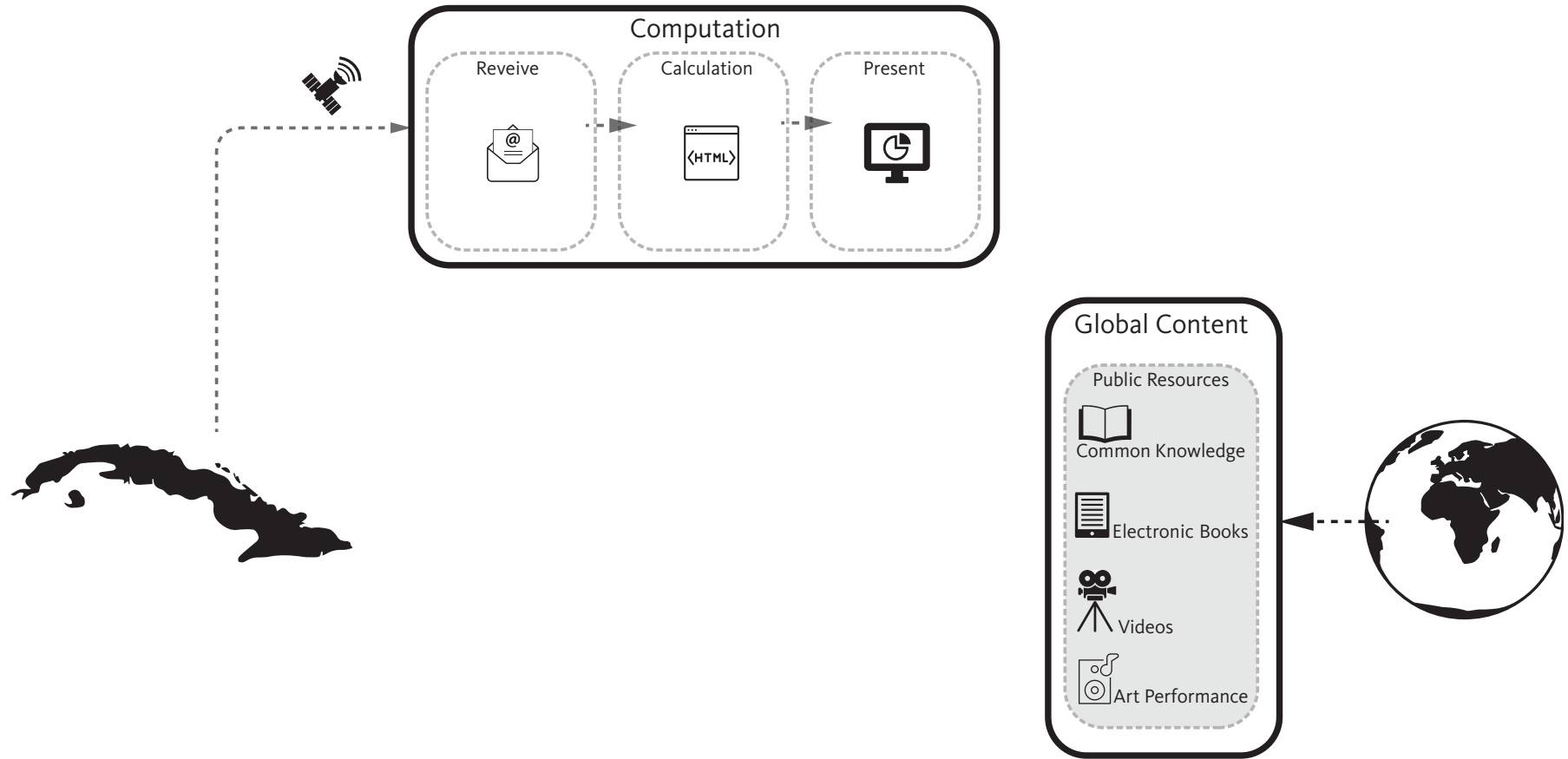
Strategy



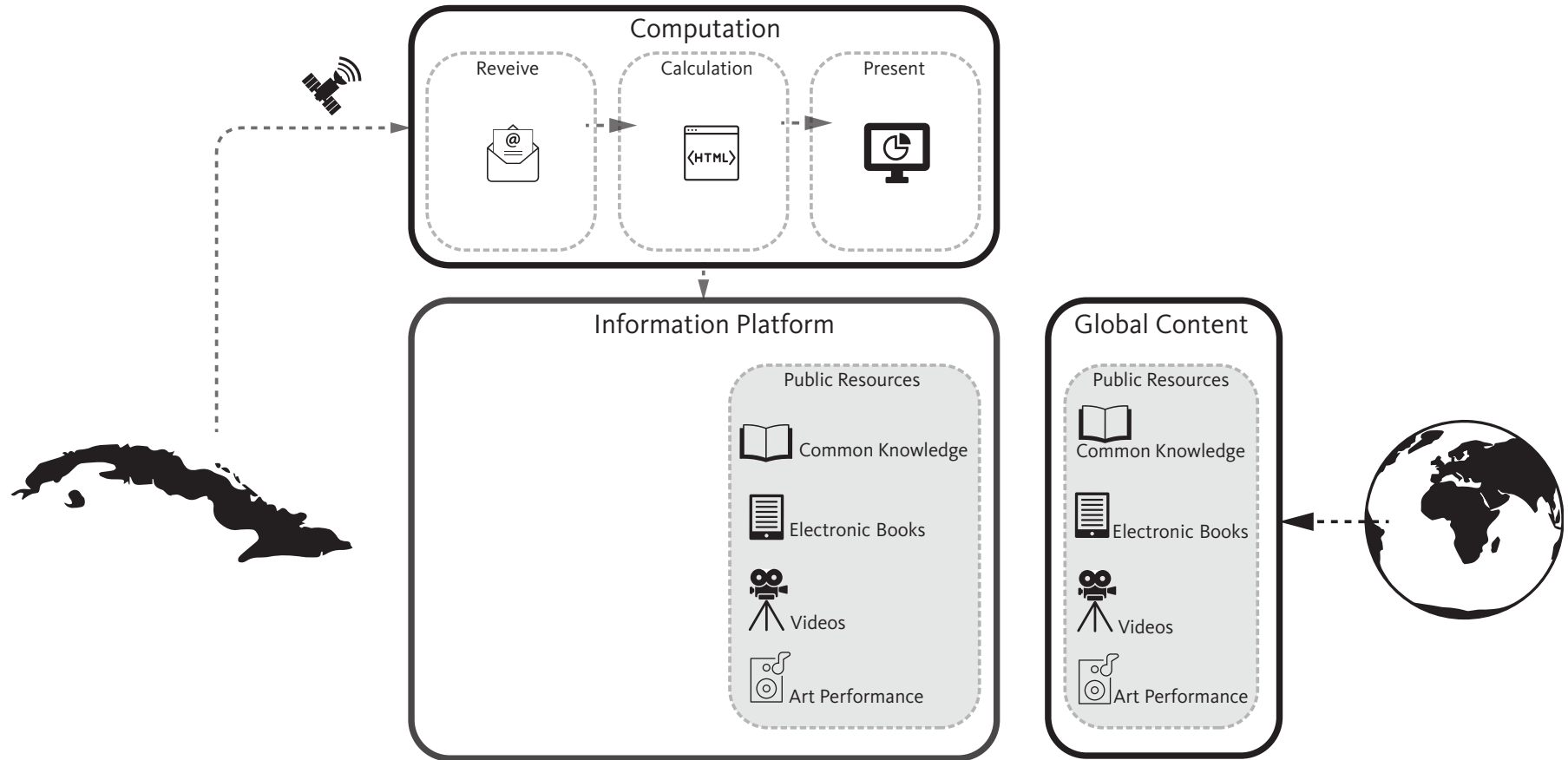
Strategy



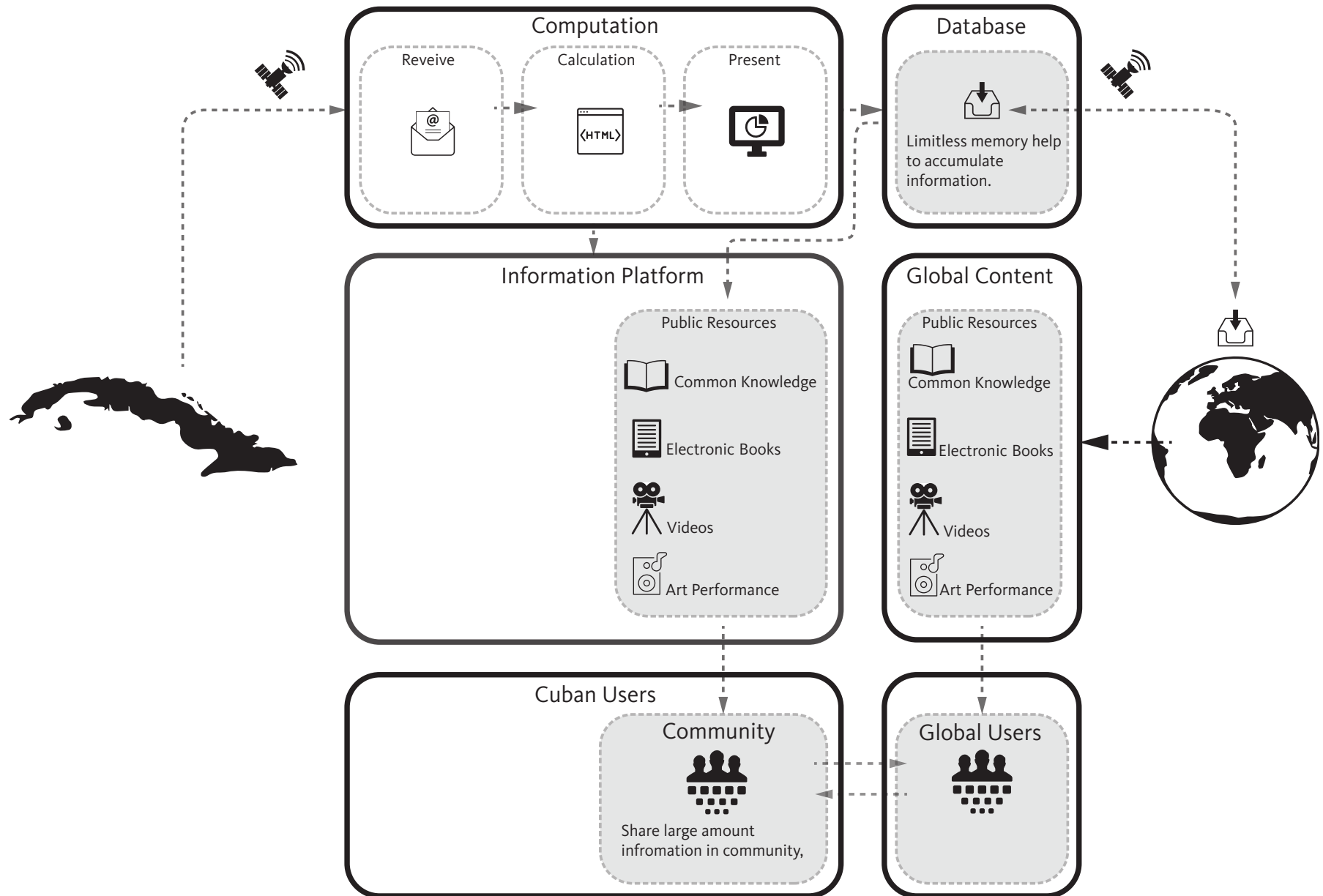
Strategy



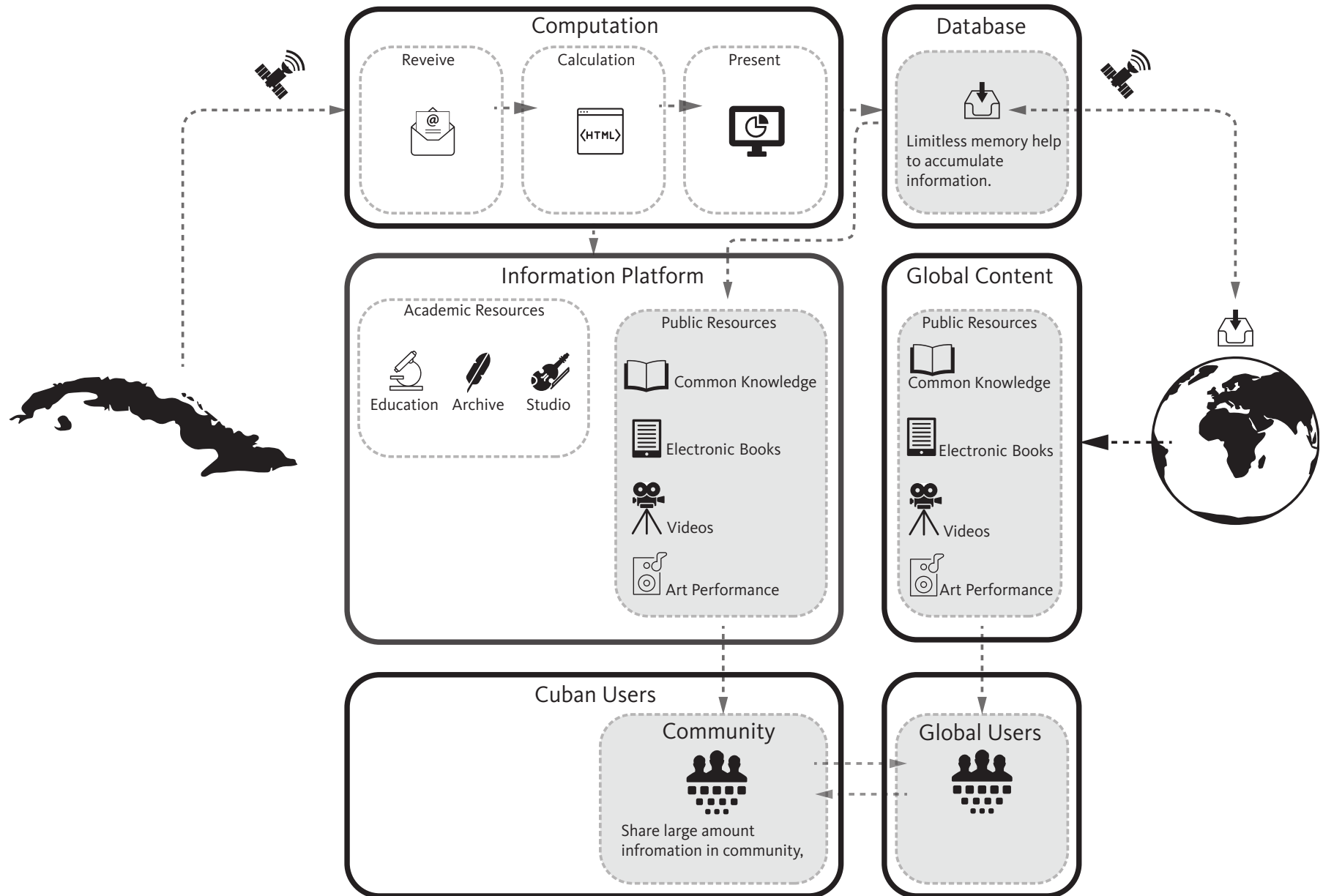
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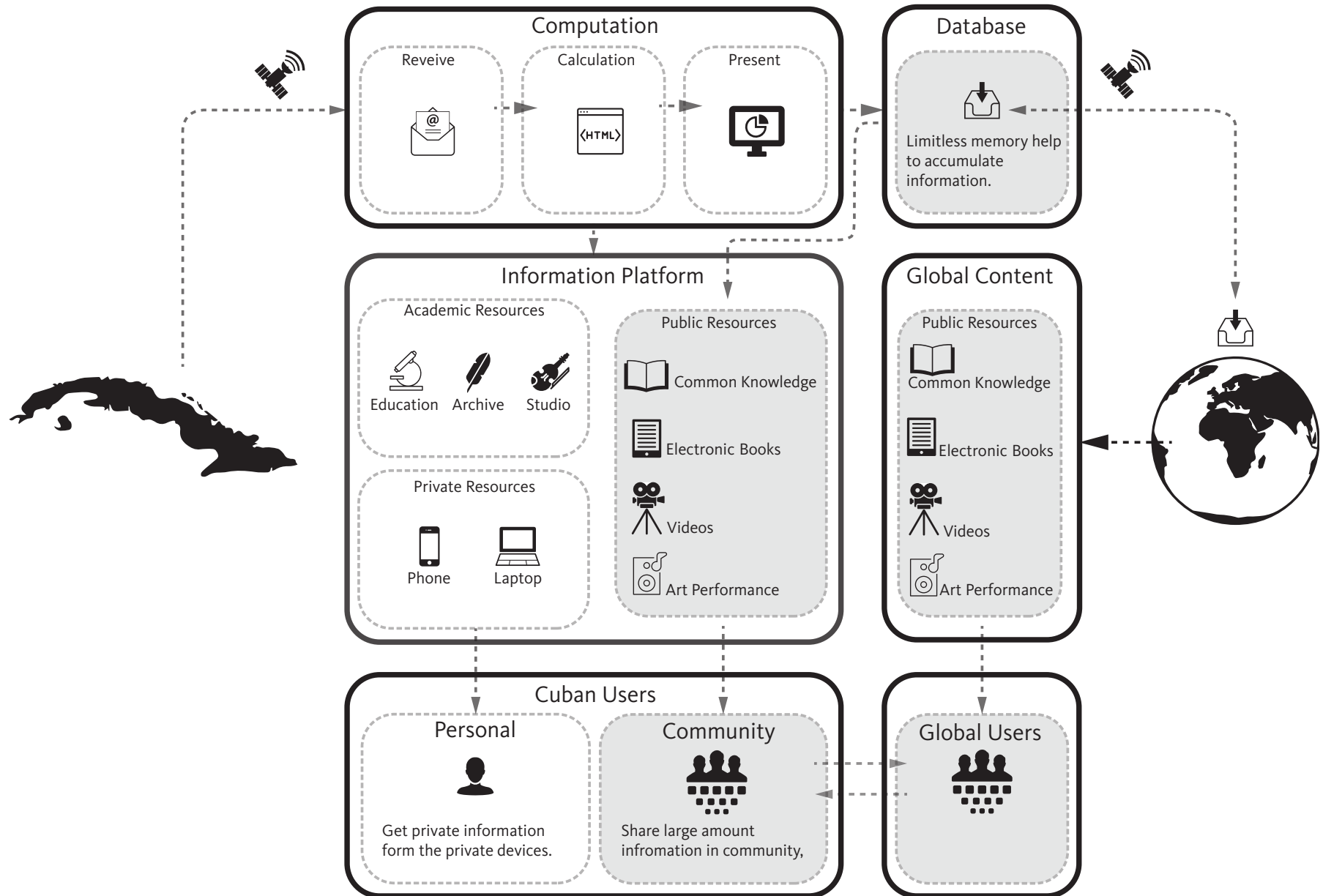
Strategy



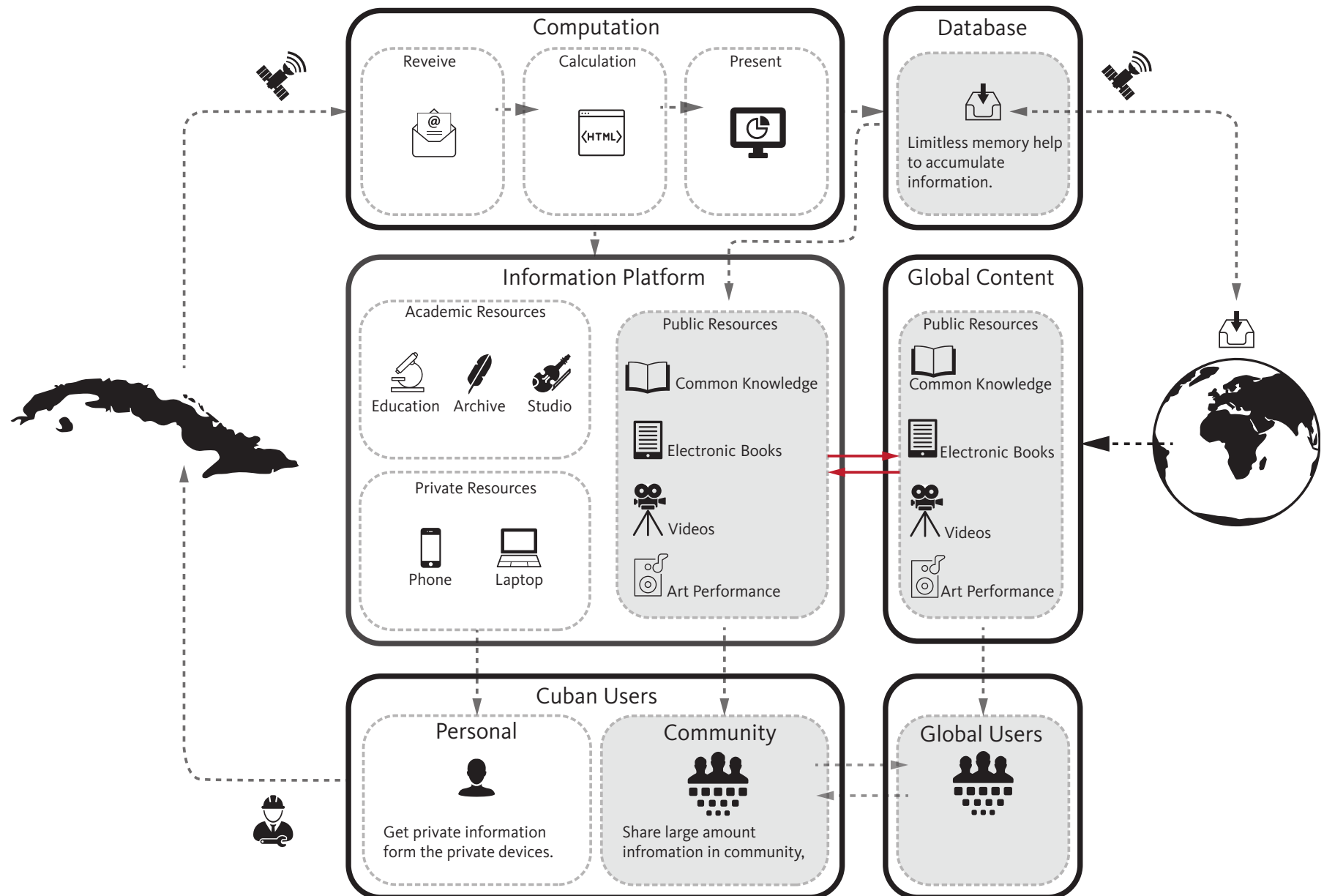
Strategy



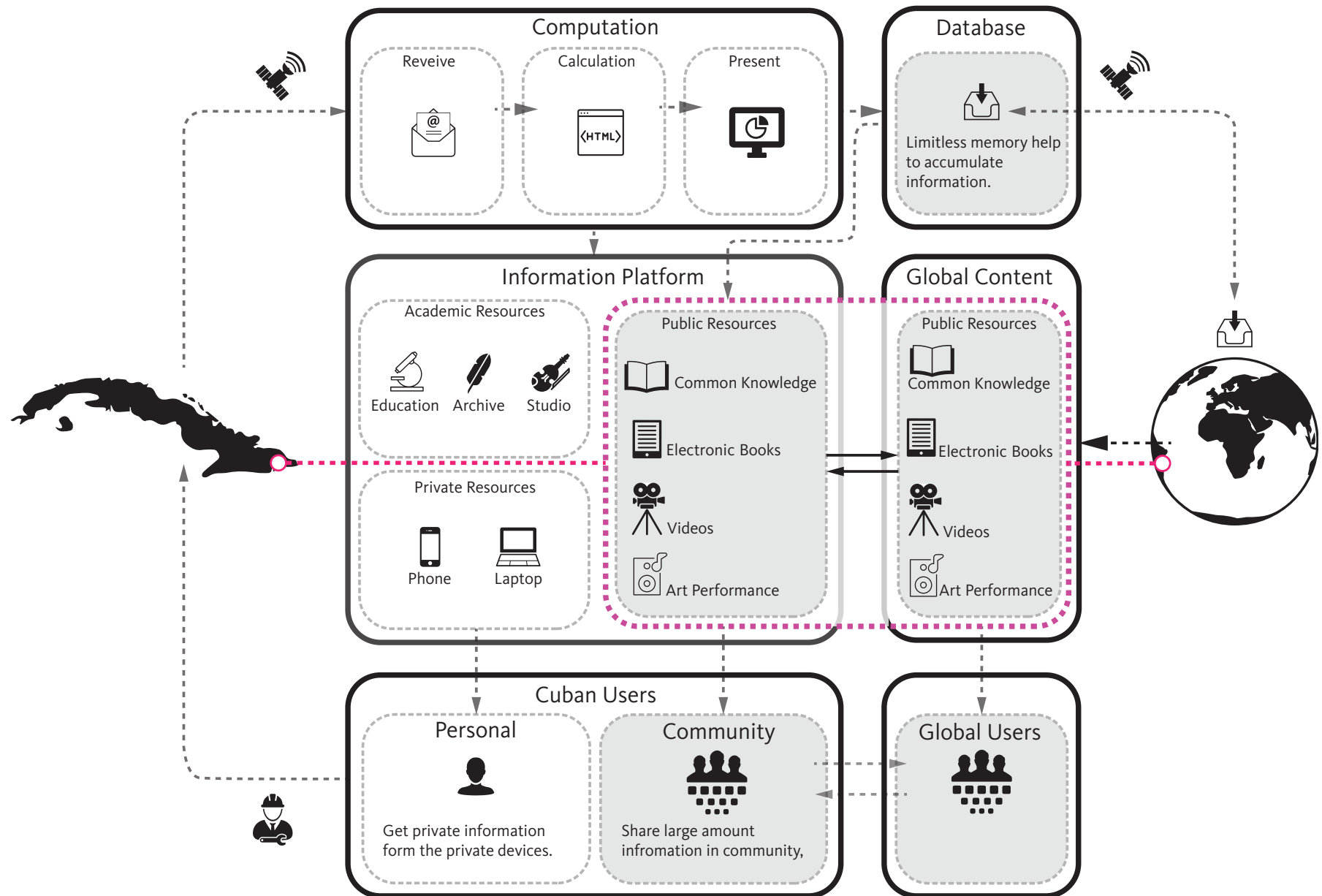
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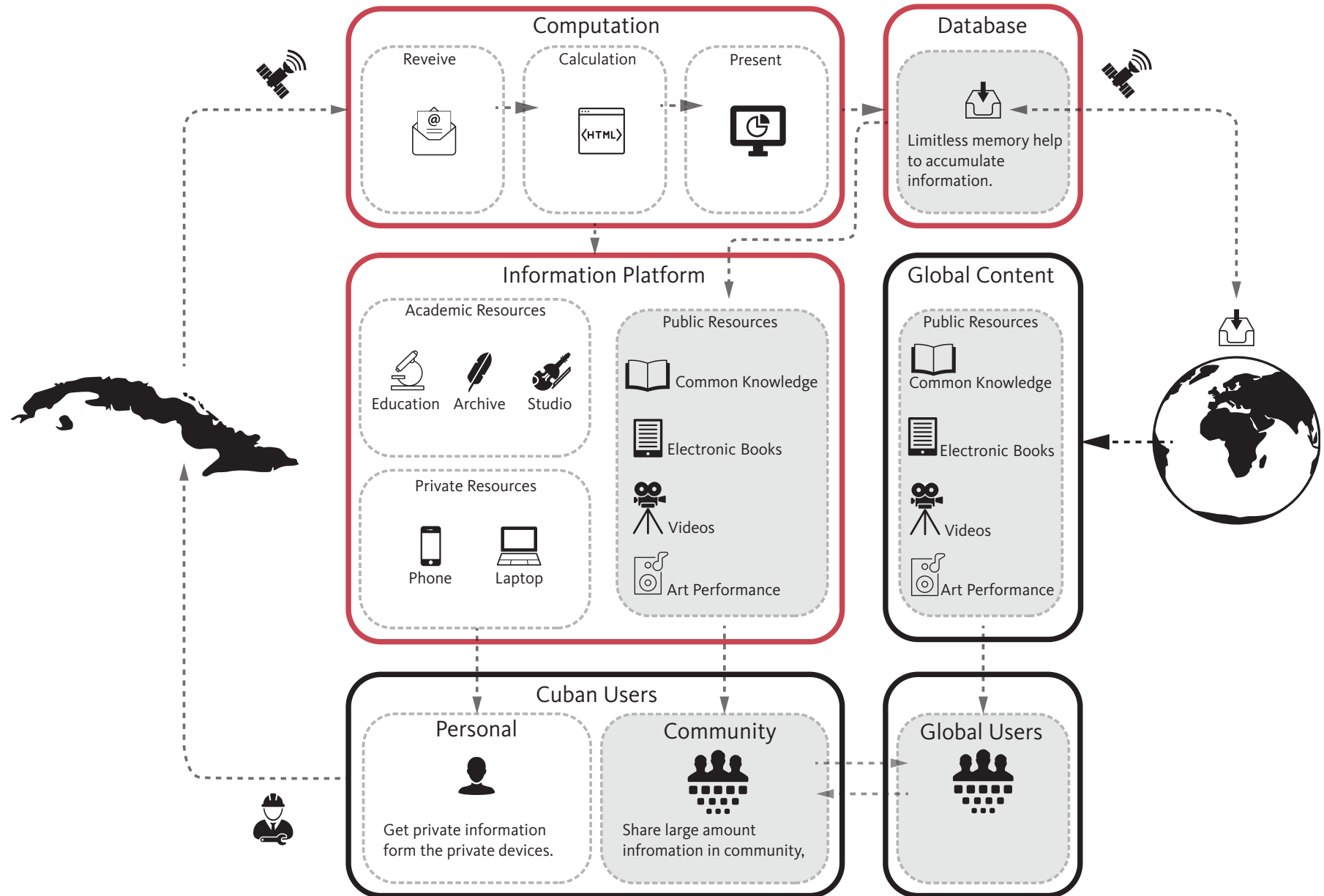
Strategy



Strategy



Strategy



Information Platform

MARTES 14
OCTUBRE 2014

La Habana
Año 56 de la Revolución

EDICIÓN
JINICA
AÑO 50
No. 245
PRECIO: 2,30 A.M.
20 ctvs

Granma

ÓRGANO OFICIAL DEL COMITÉ CENTRAL

ARTÍCULO DE FIDEL

Lo que no olvidarse

Donde



Boletín n° 25 enero 2014

Sobre el Cuba

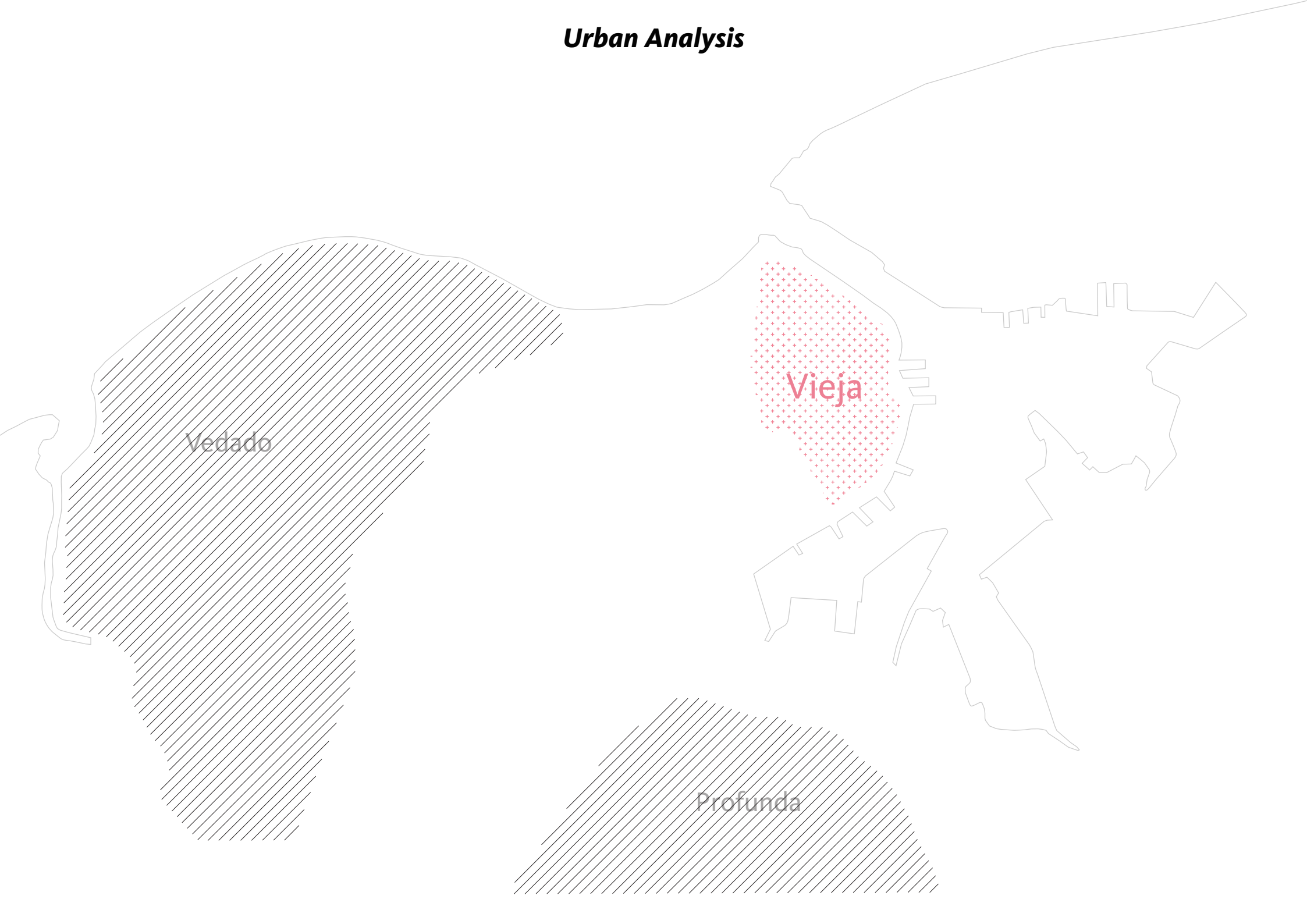
compartir la totalidad de los análisis que
continuación reproducimos sobre la qu
sucede en Cuba, nos parece que el balbuce
la nueva izquierda cubana no parece se
diferente al de la nueva izquierda en muchos
obstáculos geográficos del planeta. Ni los obstáculos
que debe enfrentarse son tampoco muy dife
res, pese a provenir de los que gobernarían autorita
mente en nombre de una Revolución. Ciertamente
si los que desde el Poder pretenden defender el socia
lismo en Cuba hubiesen invertido una buena parte de
en la socialización, discusión, comprensión y
ción de toda la riqueza de 25 siglos de tradició
cultural y humanista del mundo... en vez de
erlo invertido en denunciar demagógicamente
los "imperialistas y capitalistas" ¿no gallo cantarían
"el sentido de la libertad" y "la palabra de
orden" y no hubieran y nada
que ellos harán. La elección que es
quiere proseguir la economía política
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Ambition

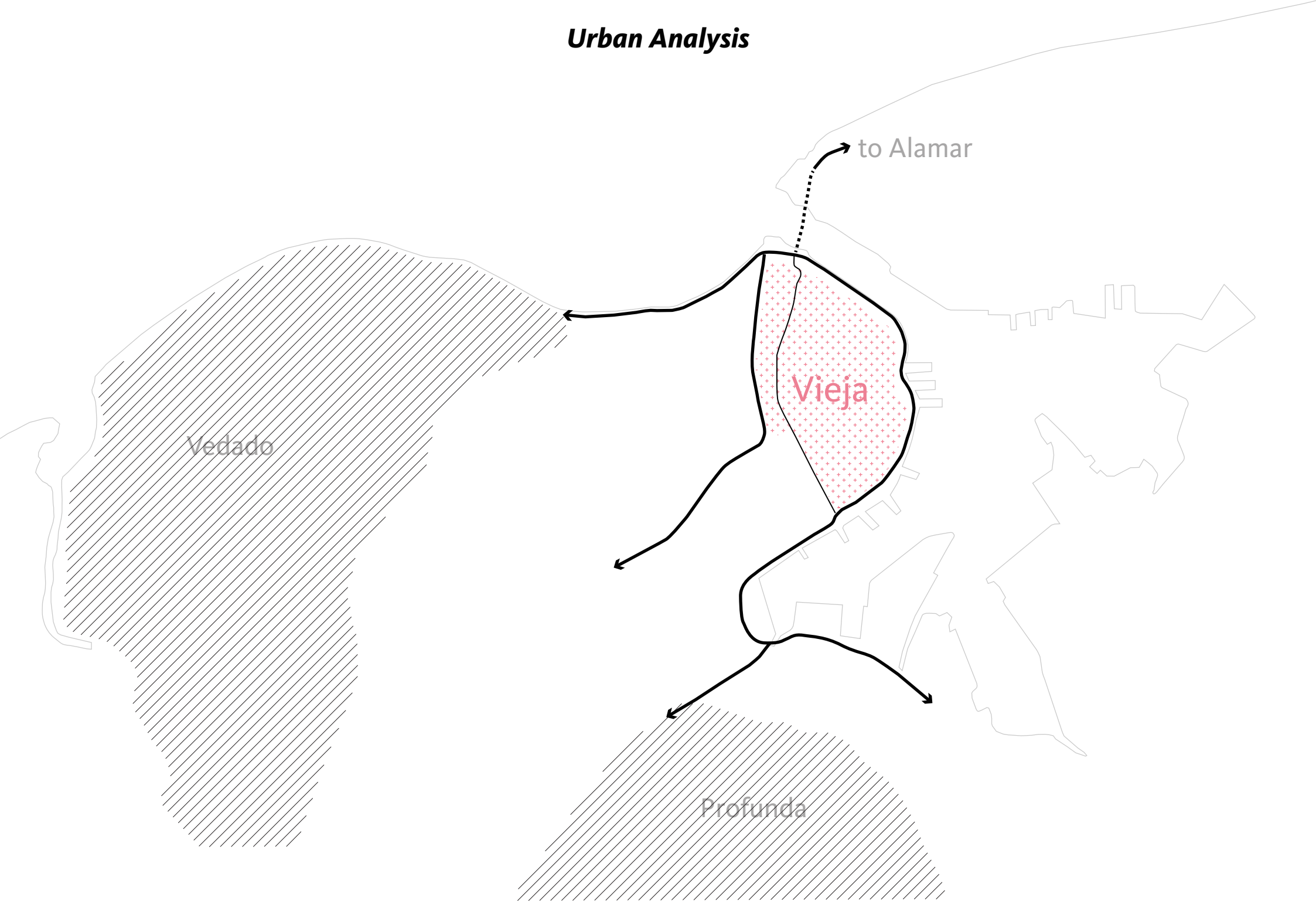
Support Life-long Education/ Community Development
+
Digitized Heritage Preservation/ Collective Memory
+
Community Resource for Everyone

CITY & SITE

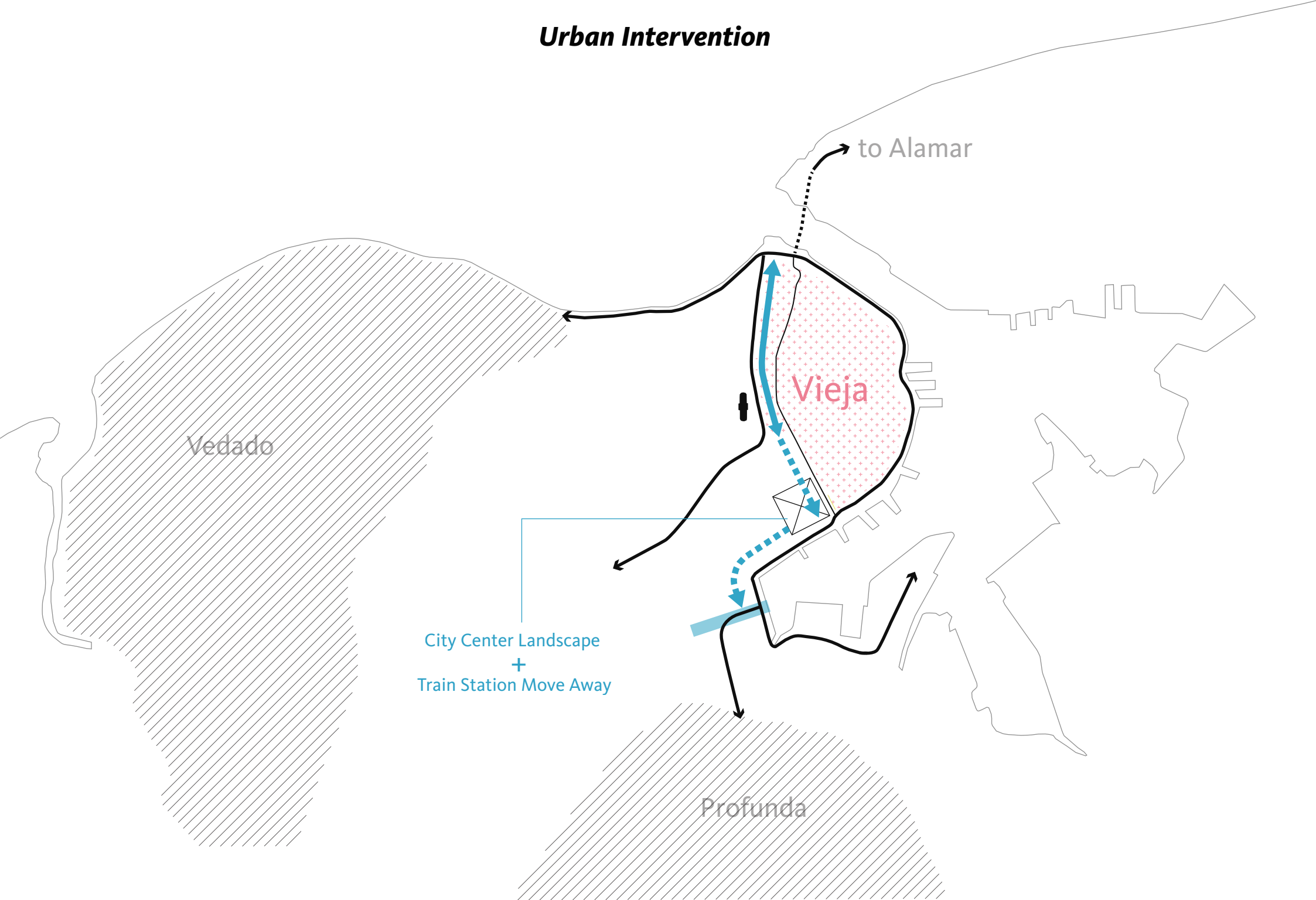
Urban Analysis



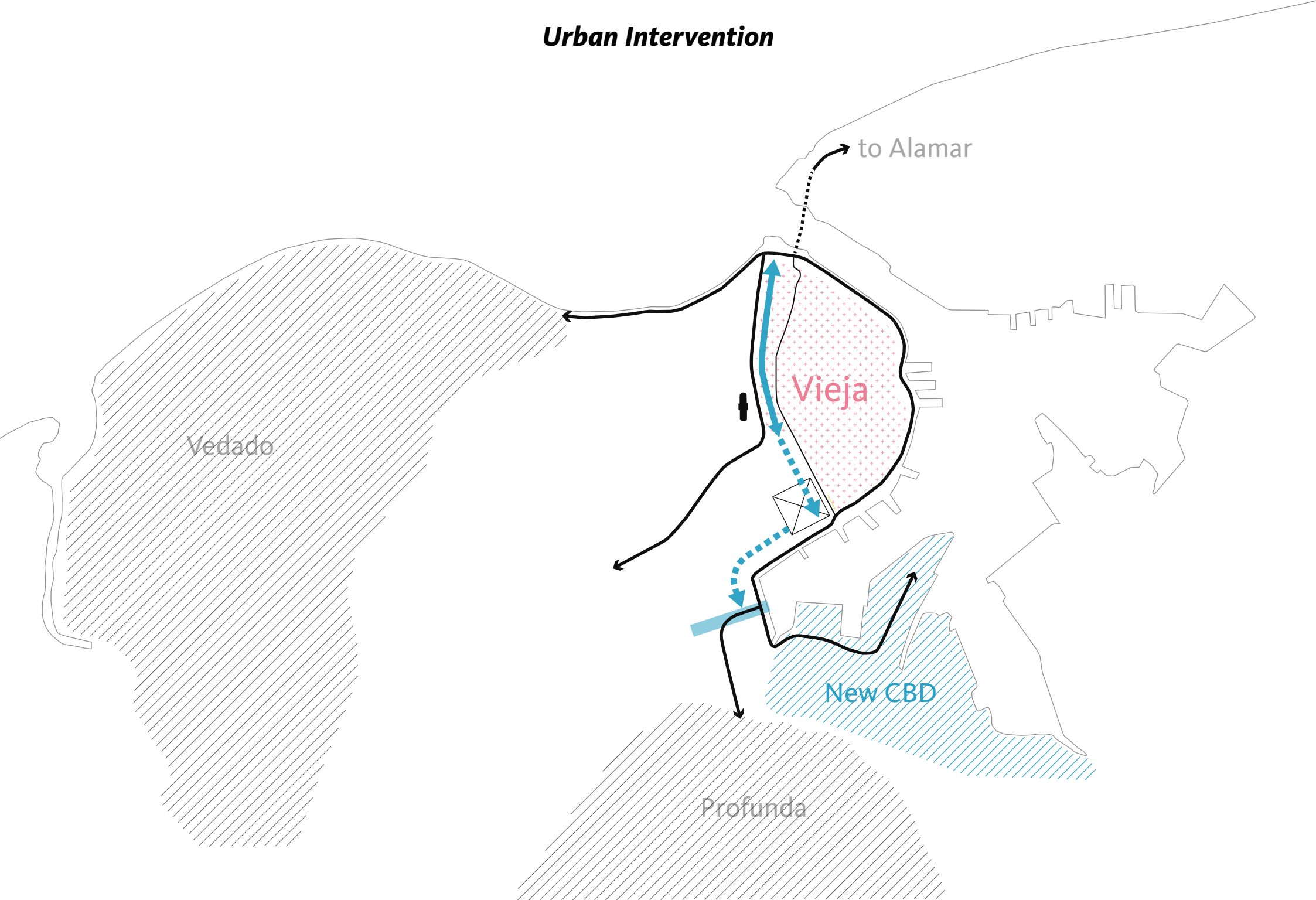
Urban Analysis



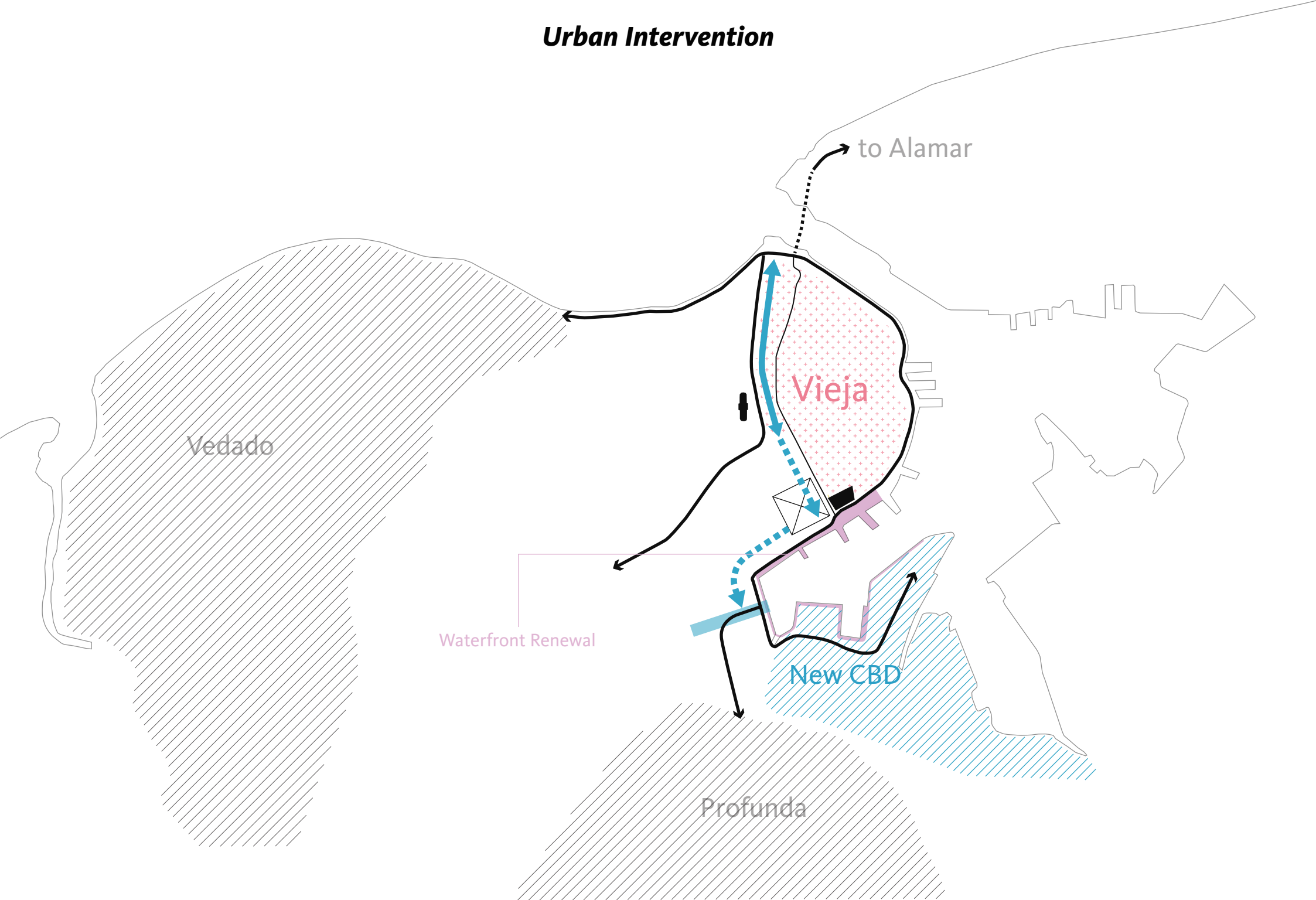
Urban Intervention



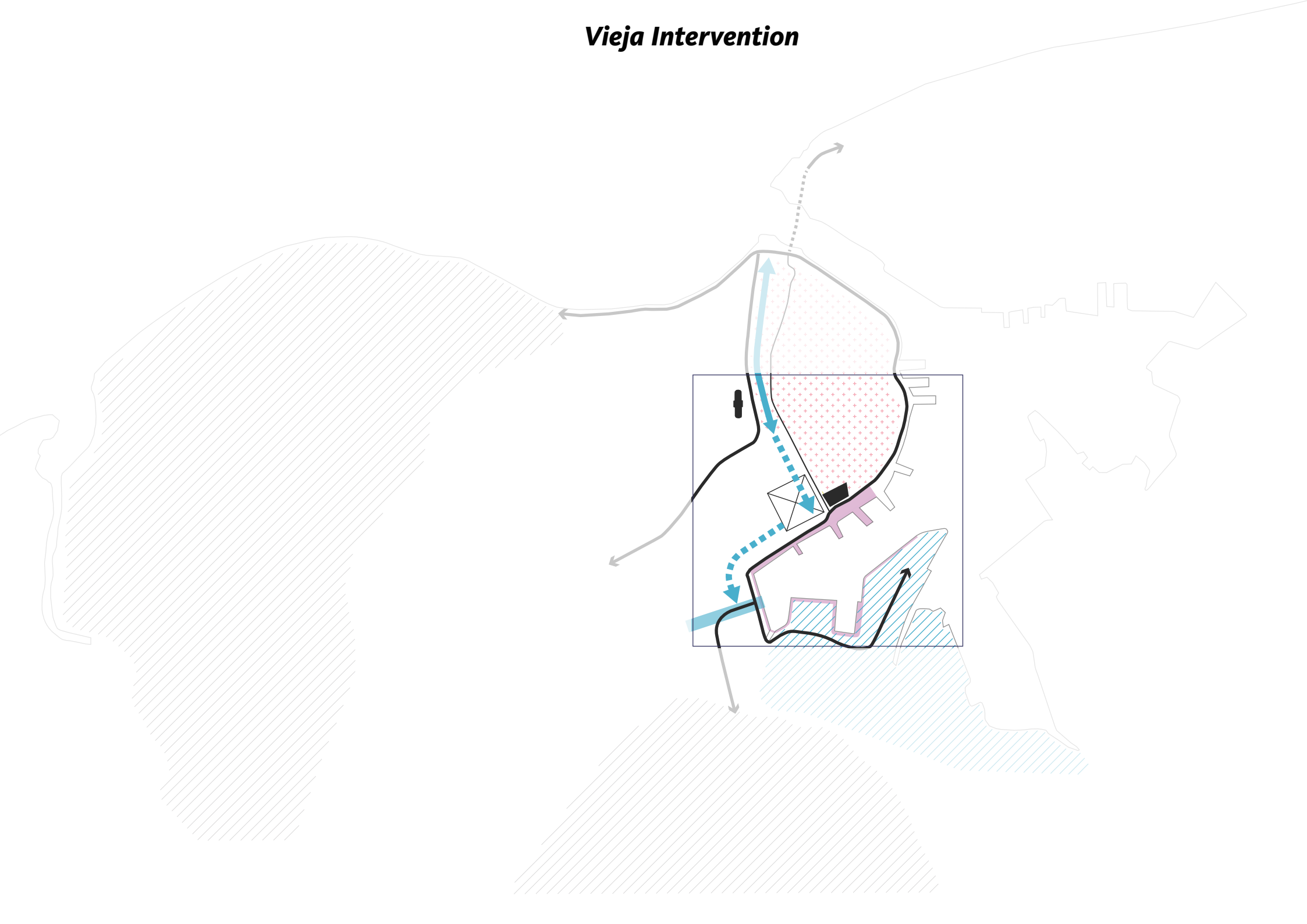
Urban Intervention



Urban Intervention



Vieja Intervention





An aerial photograph of a city, likely New York City, showing a dense grid of streets and buildings. A large ship is docked at a pier on the right side of the image. The image is divided into four quadrants by a white crosshair.

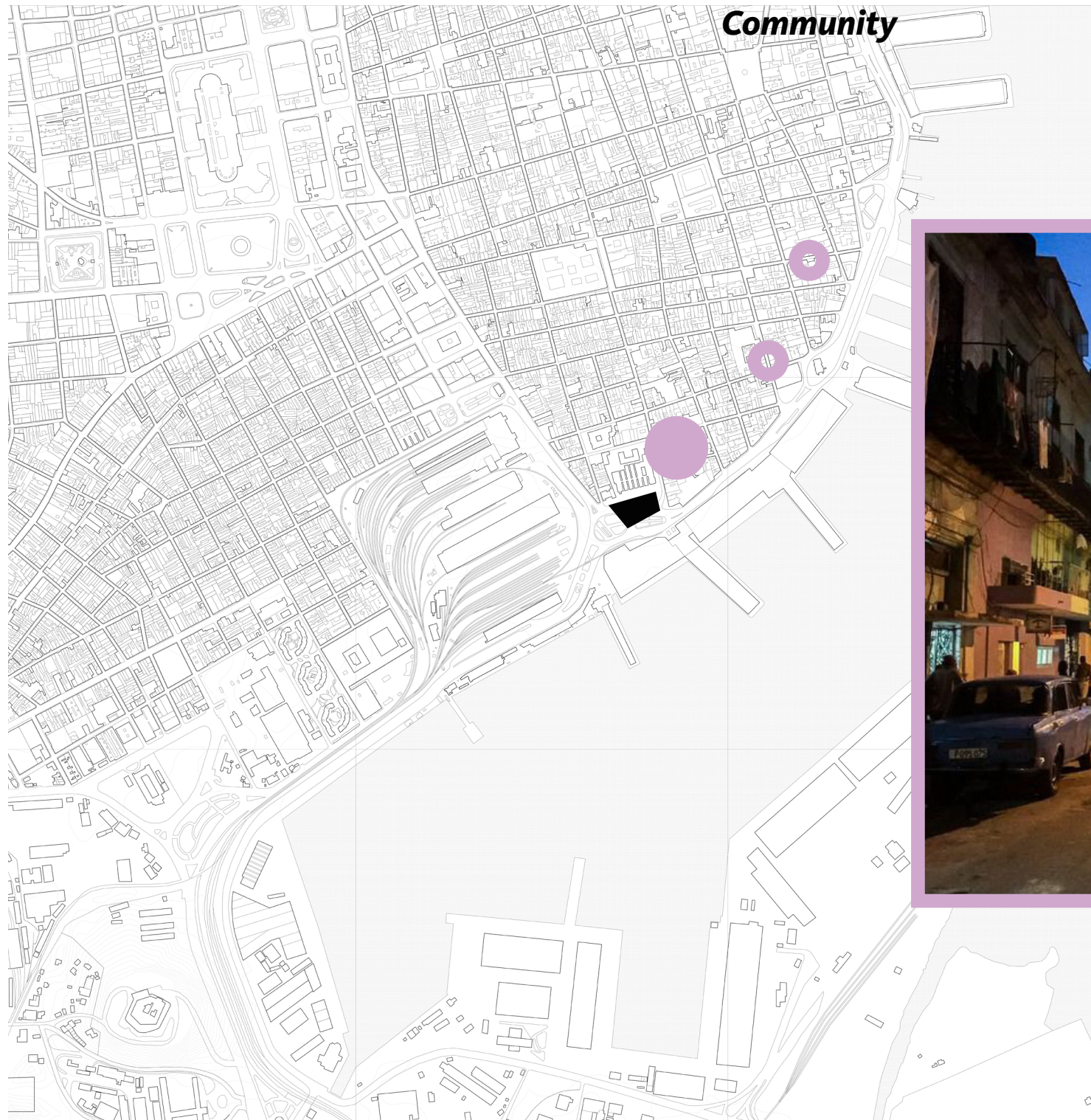
Theme

***Discuss how to combine information dissemination
with community local life.***

Mobility
+
Public Space Quality
+
Economic Development

Site





Waterfront

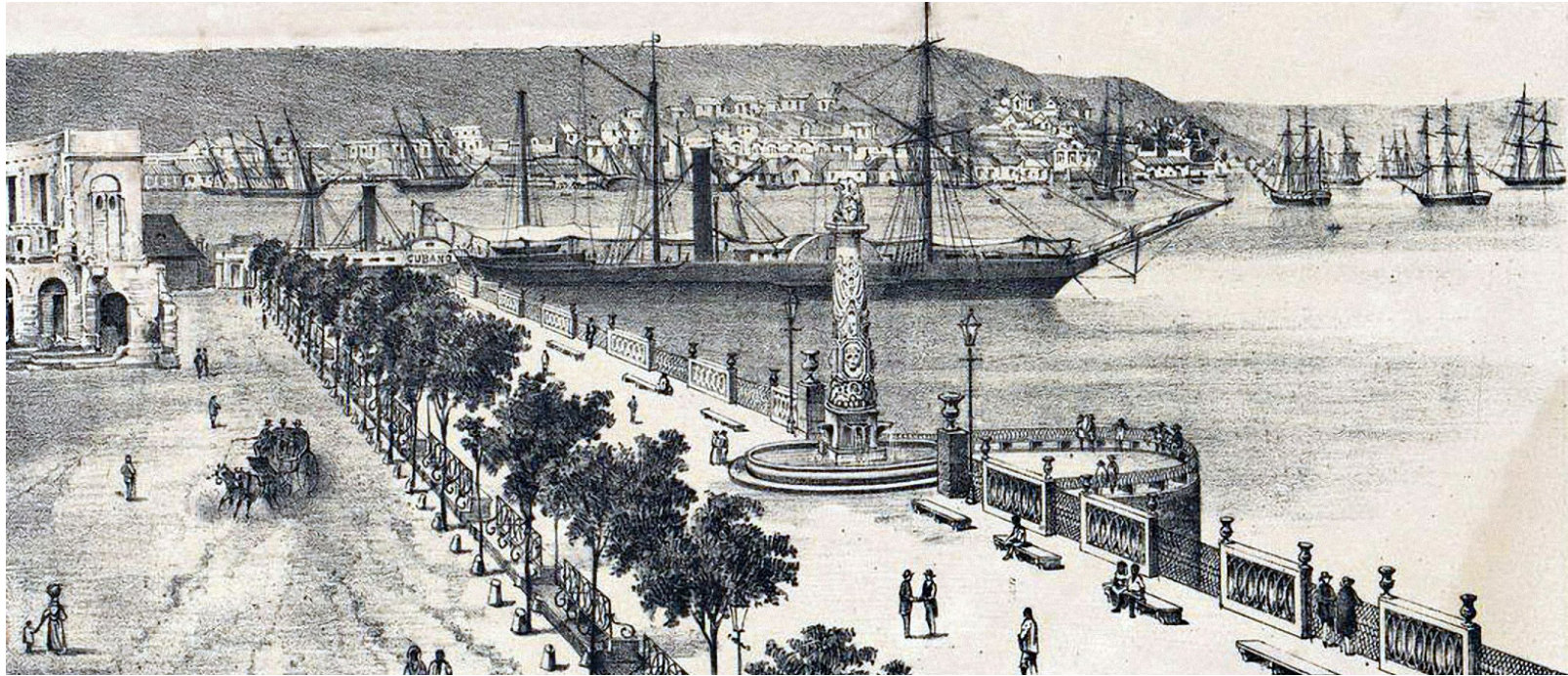


Waterfront



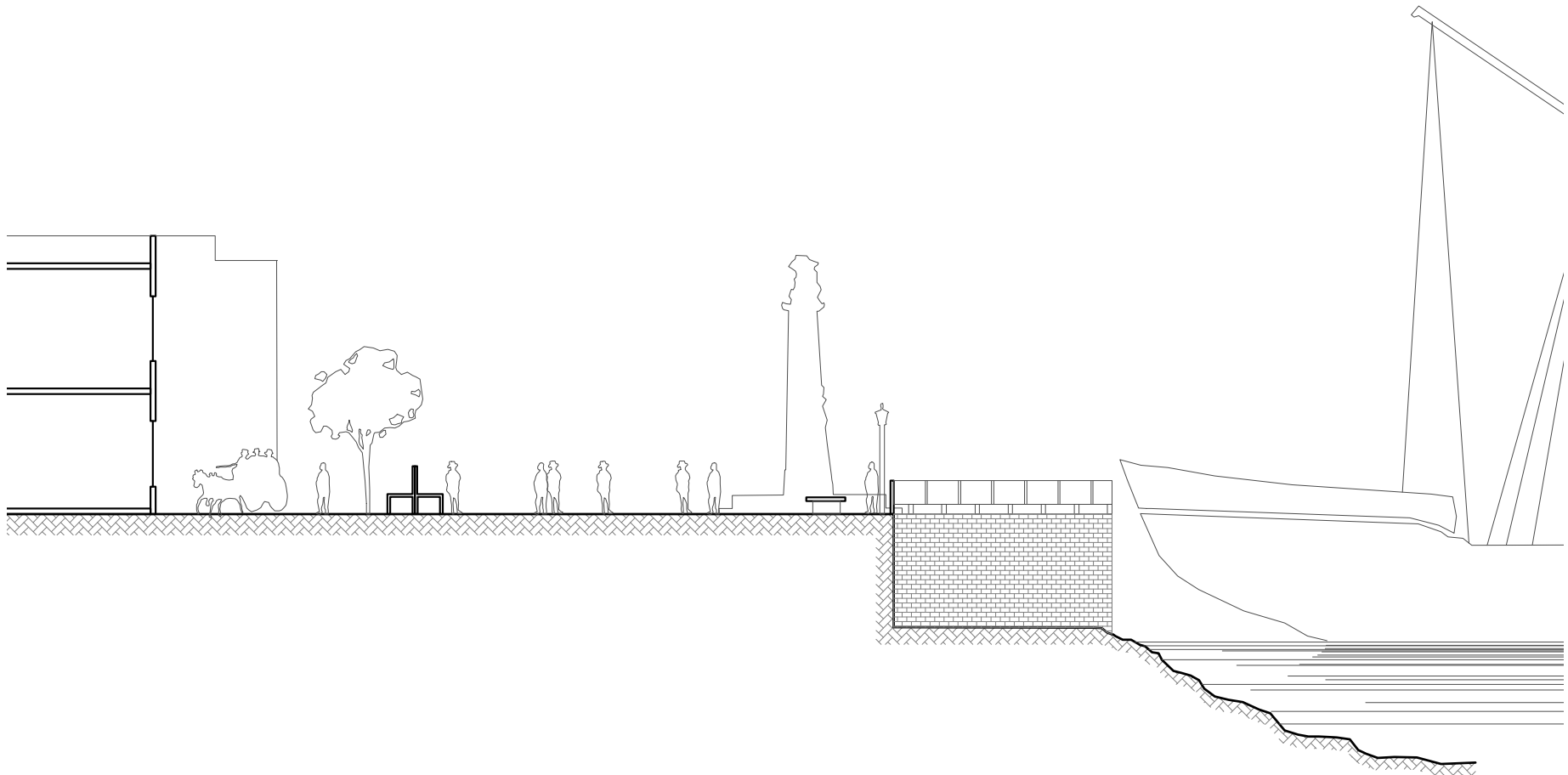
Public Life alongside Waterfront

1765



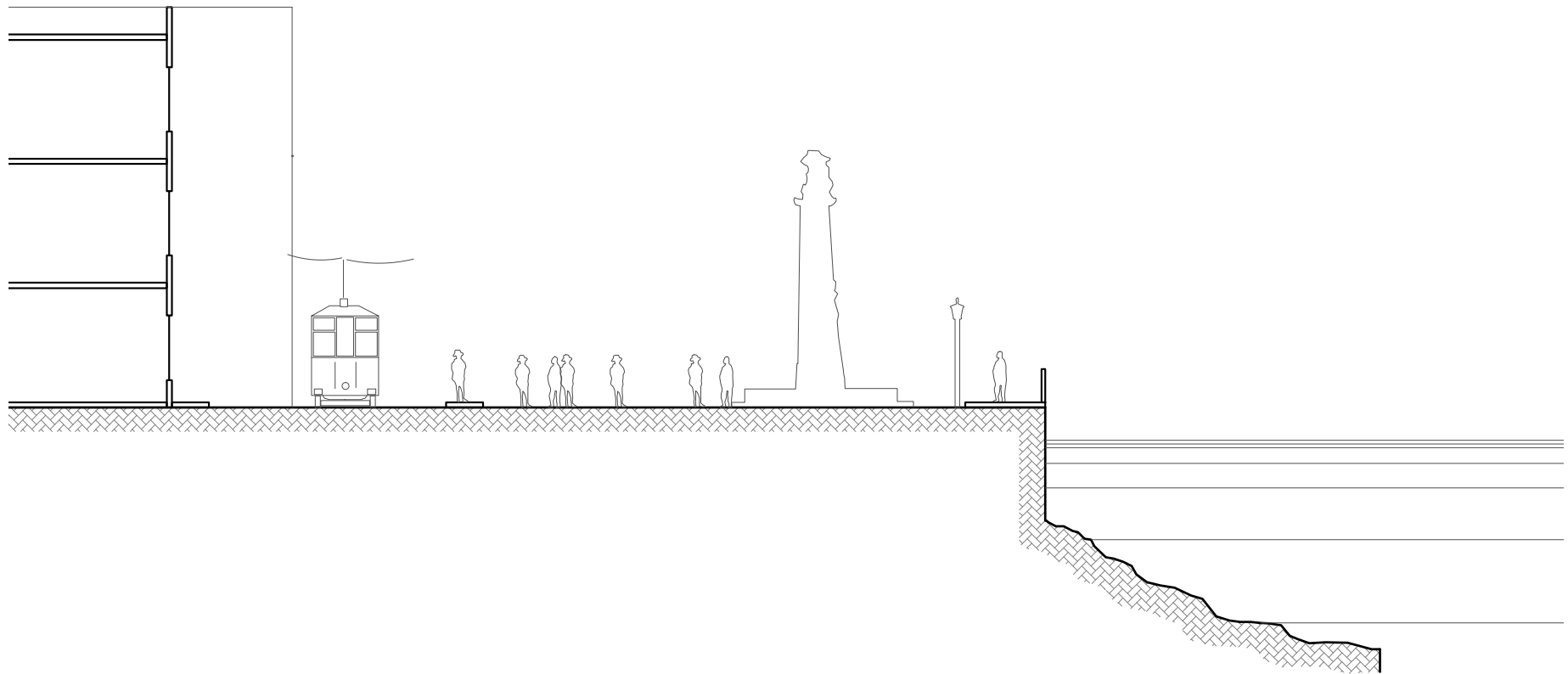
Changes of Life

1700- 1800



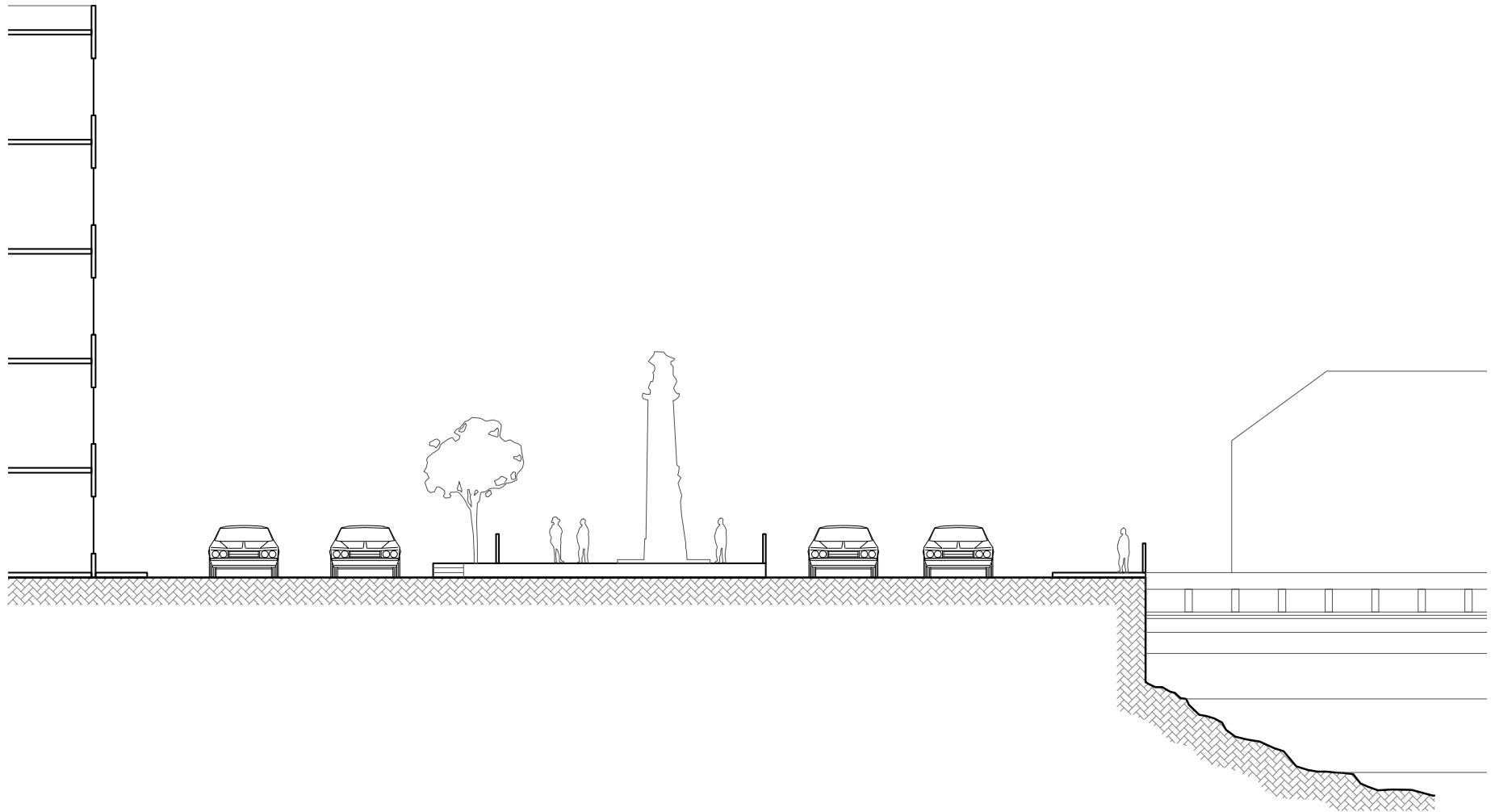
Changes of Life

1700- 1800



Changes of Life

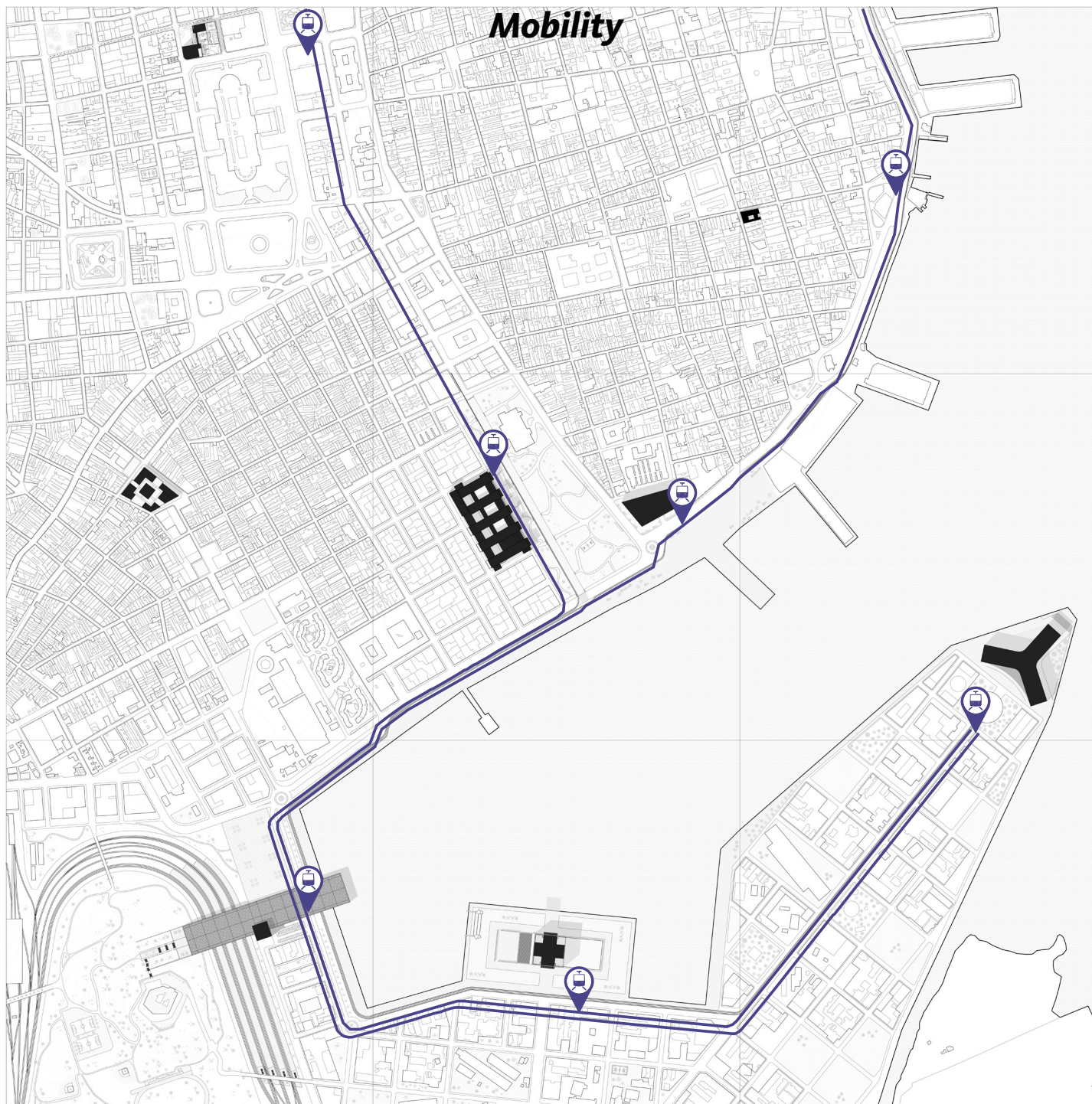
1700- 1800



Lity Landscape

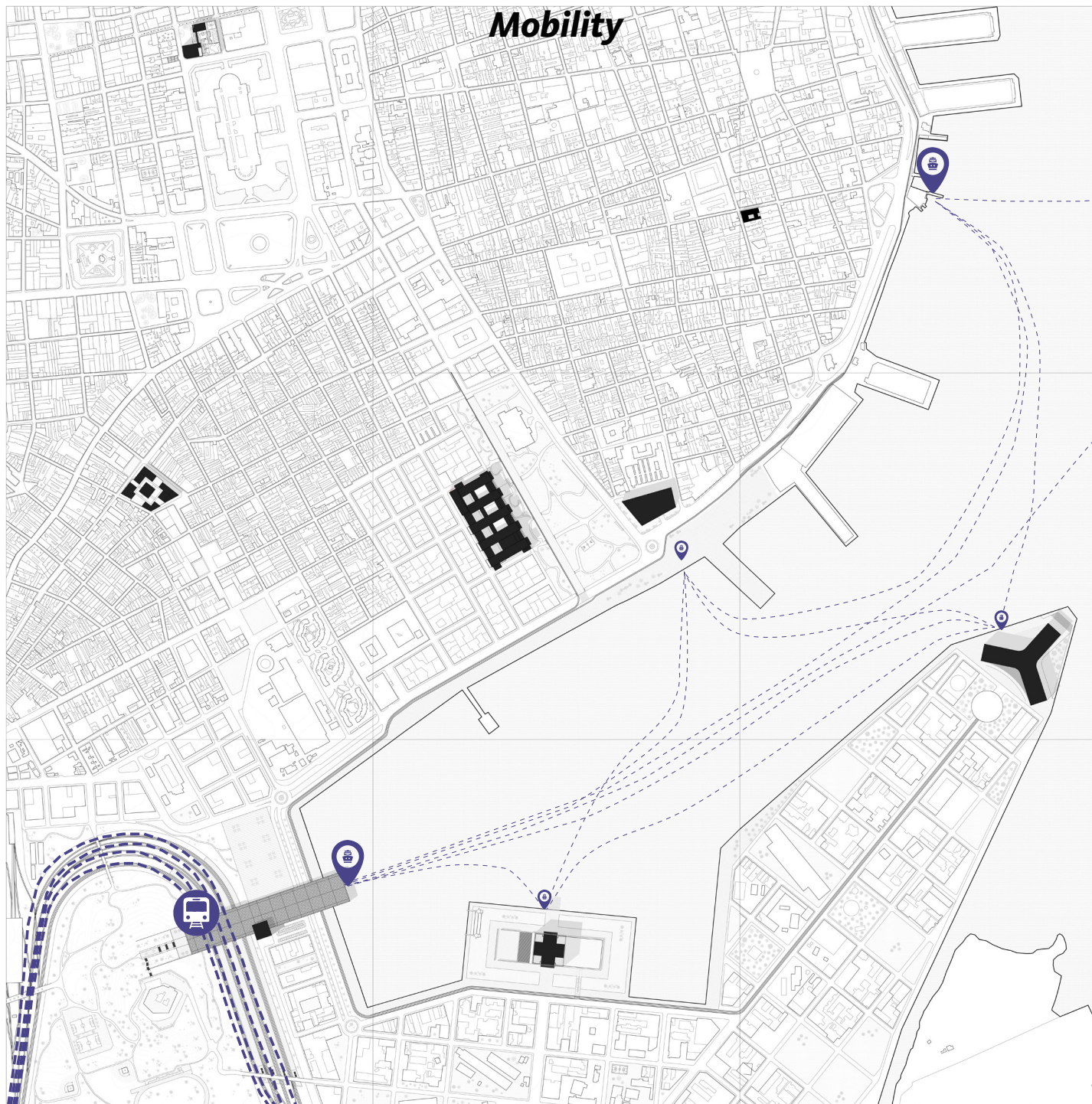






Mobility

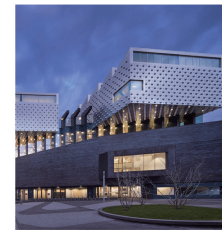
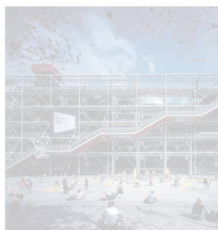
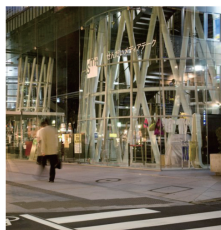
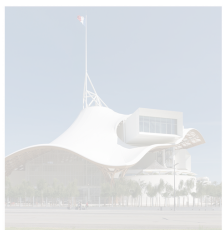
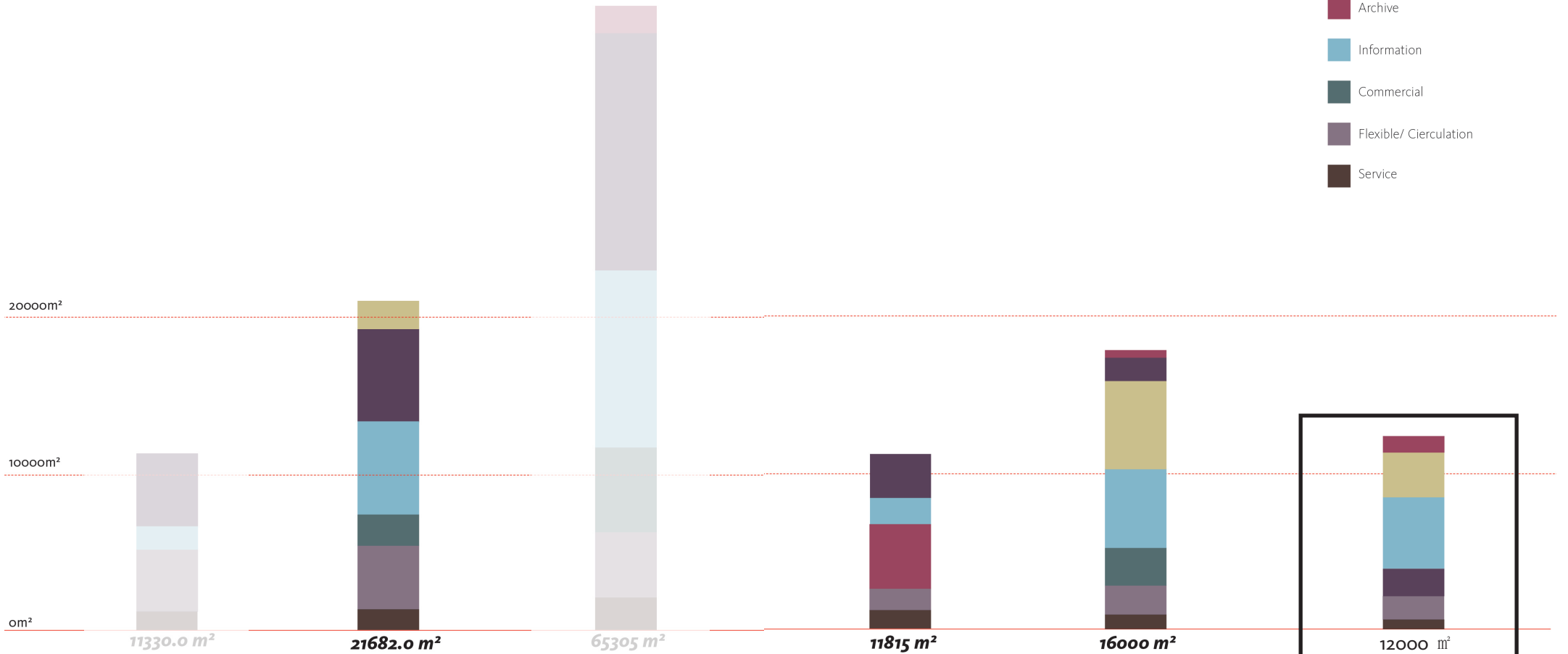




PROGRAM SCHEME

Program Analysis

- Education/ Workshop
- Gallery
- Archive
- Information
- Commercial
- Flexible/ Circulation
- Service

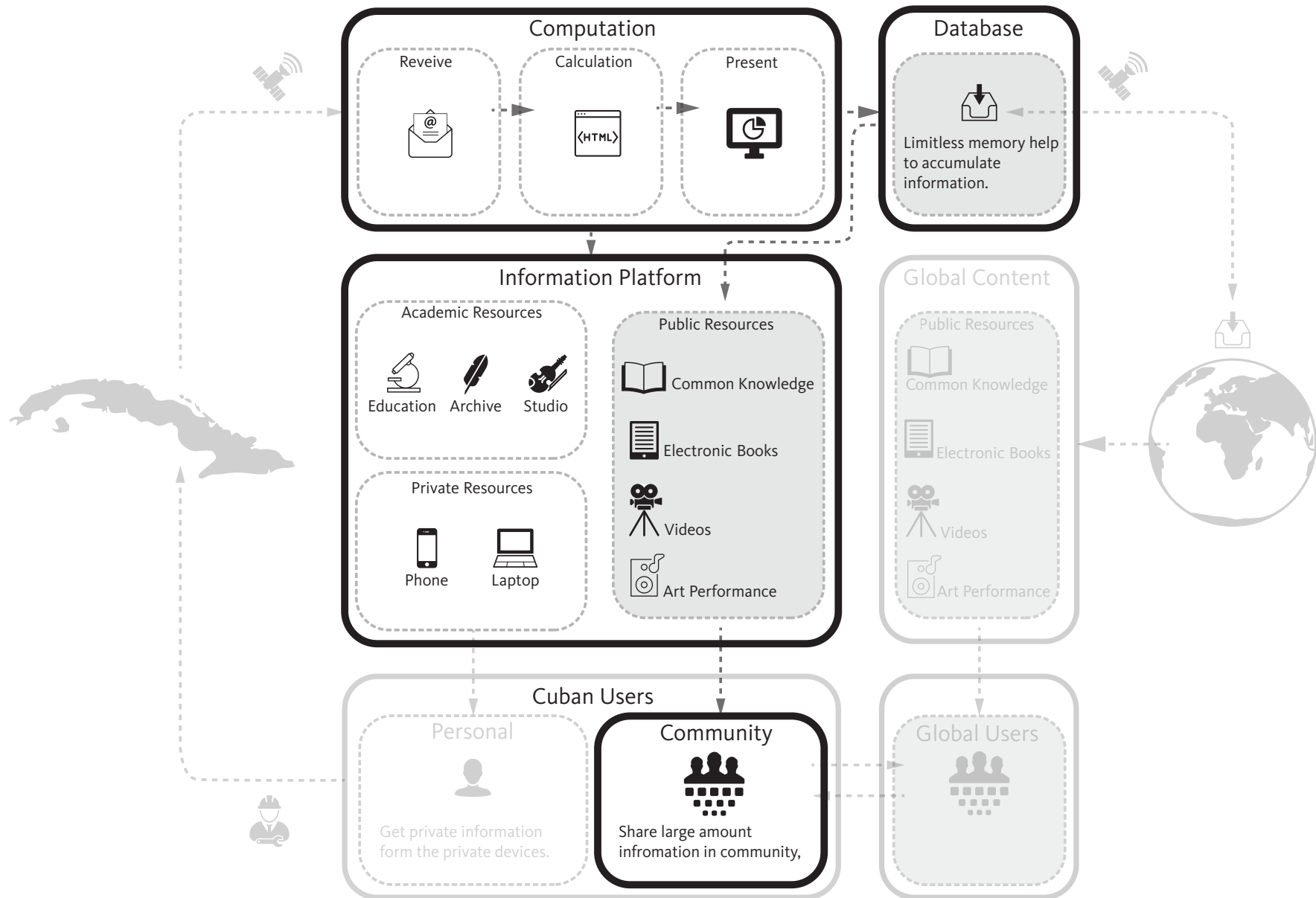


Gross Floor Area
12000 m²

Program Schedule

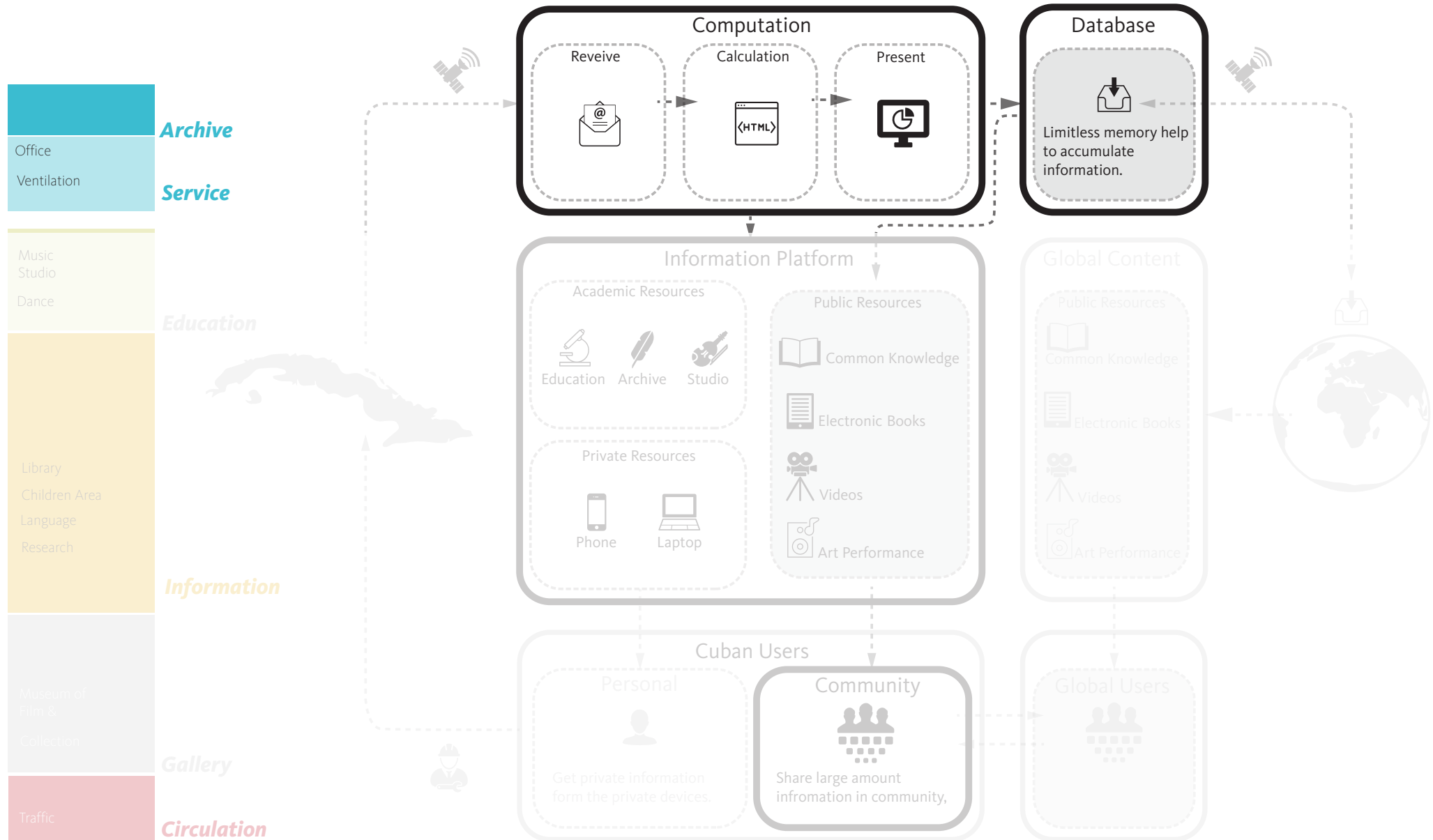
300 m ²	Music Studio Dance Studio	Education 10%
2500 m ²	Library	Library 20%
420 m ²	Lecture Hall	Information 20%
420 m ²	Language Study	
420 m ²	Research	
420 m ²	Internet bar	
1500 m ²	Museum of Film & Photography	Archive 5% Gallery 25%
600 m ²	Collection	
1000m ² 1000m ²	Office Machine Ventilation	Circulation 20%

Concept



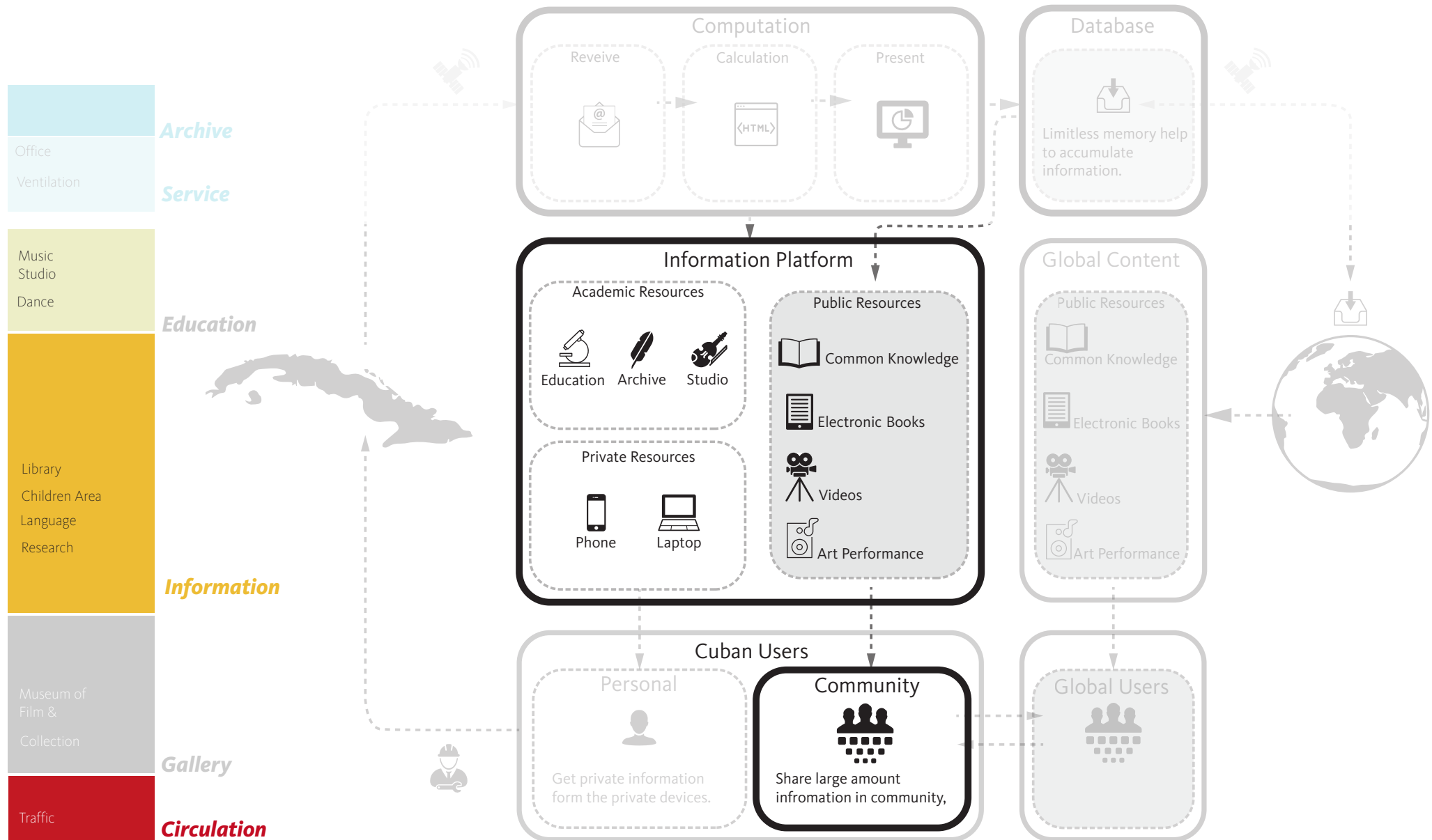
Program Schedule
11000 m²

Concept

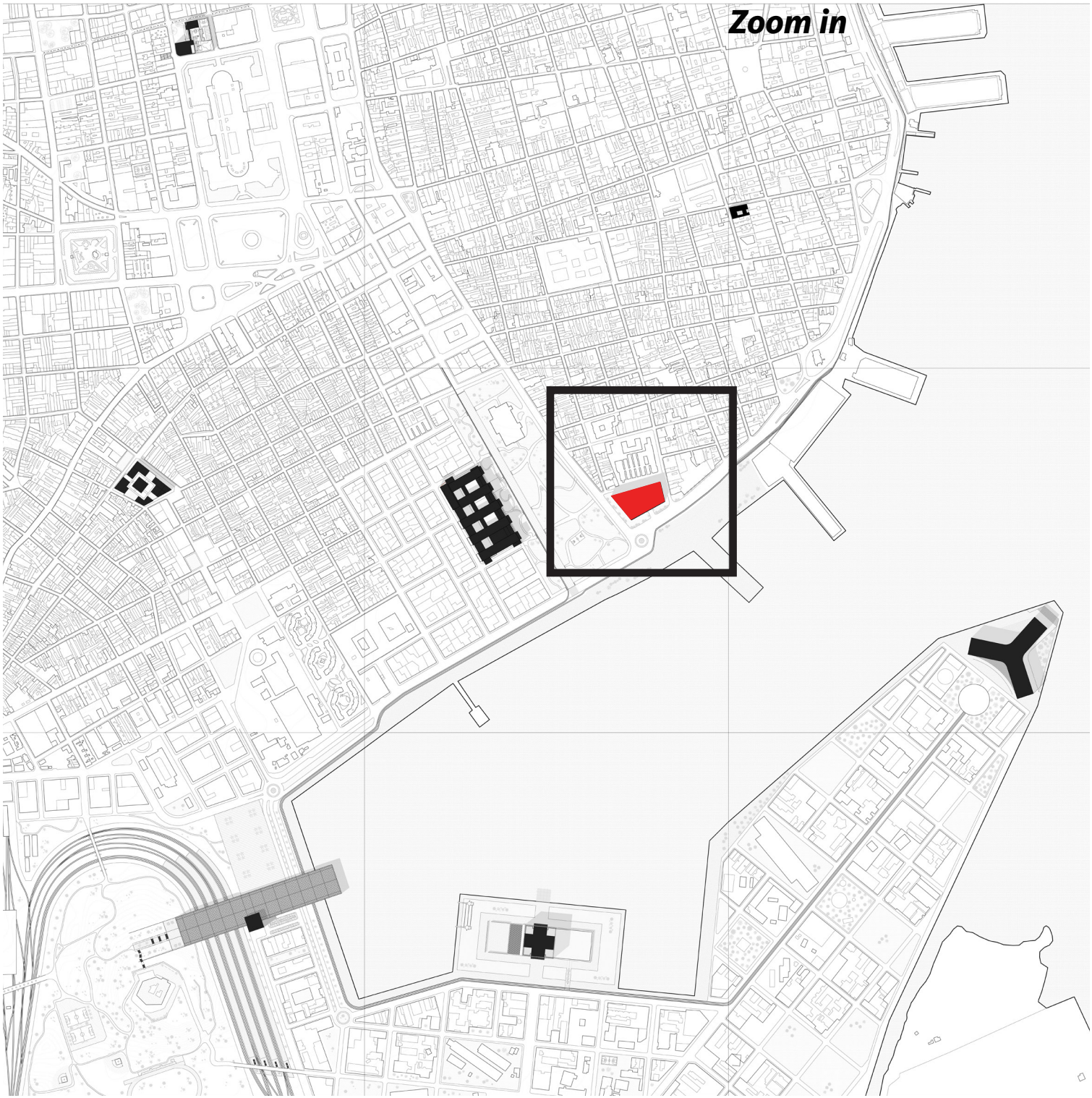


Program Schedule
11000 m²

Concept



MASSING & CONTEXT



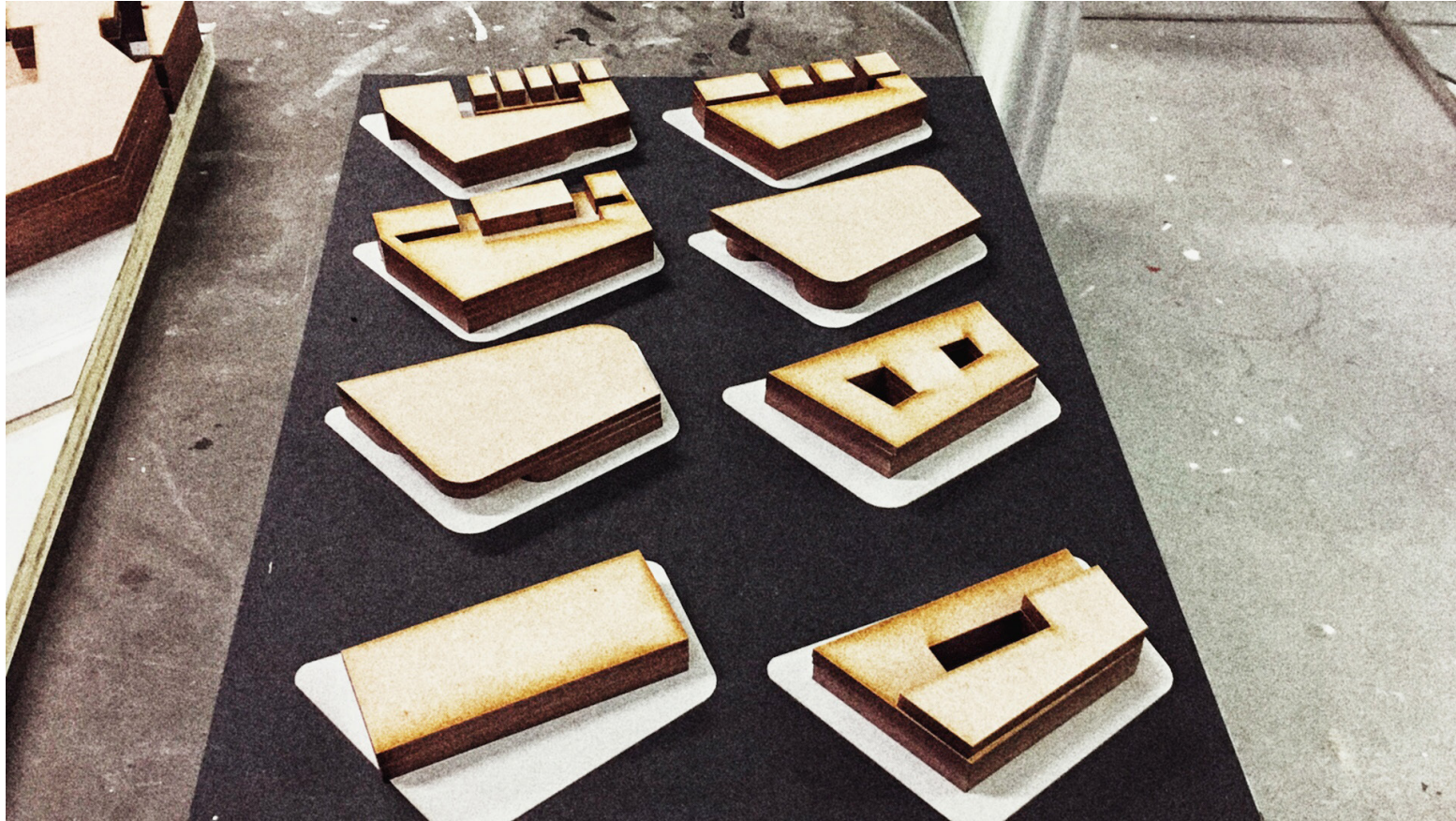
Raw Data



Site Data



Massing Test 1:1000



Massing Test 1:1000



Massing Test 1:1000



Massing Test 1:1000



Massing Test 1:1000



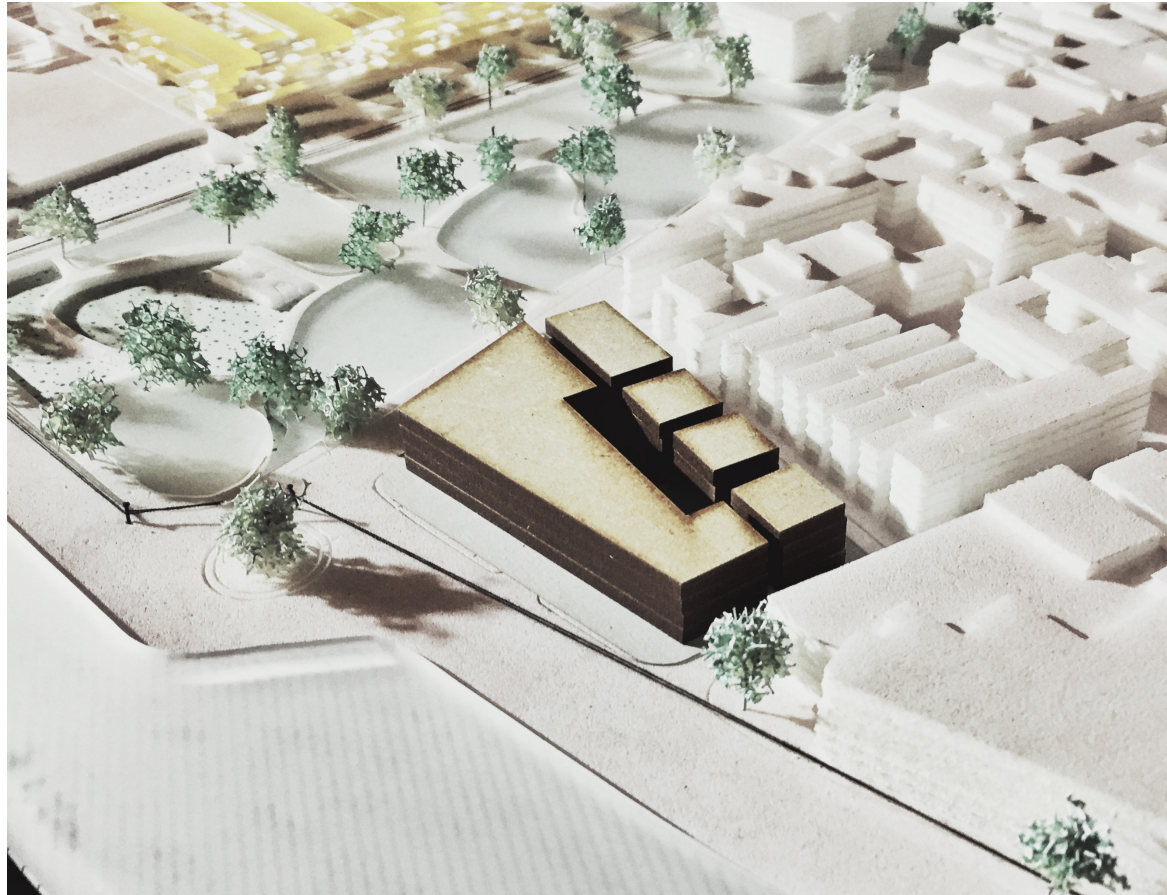
Massing Test 1:1000



Massing Test 1:1000



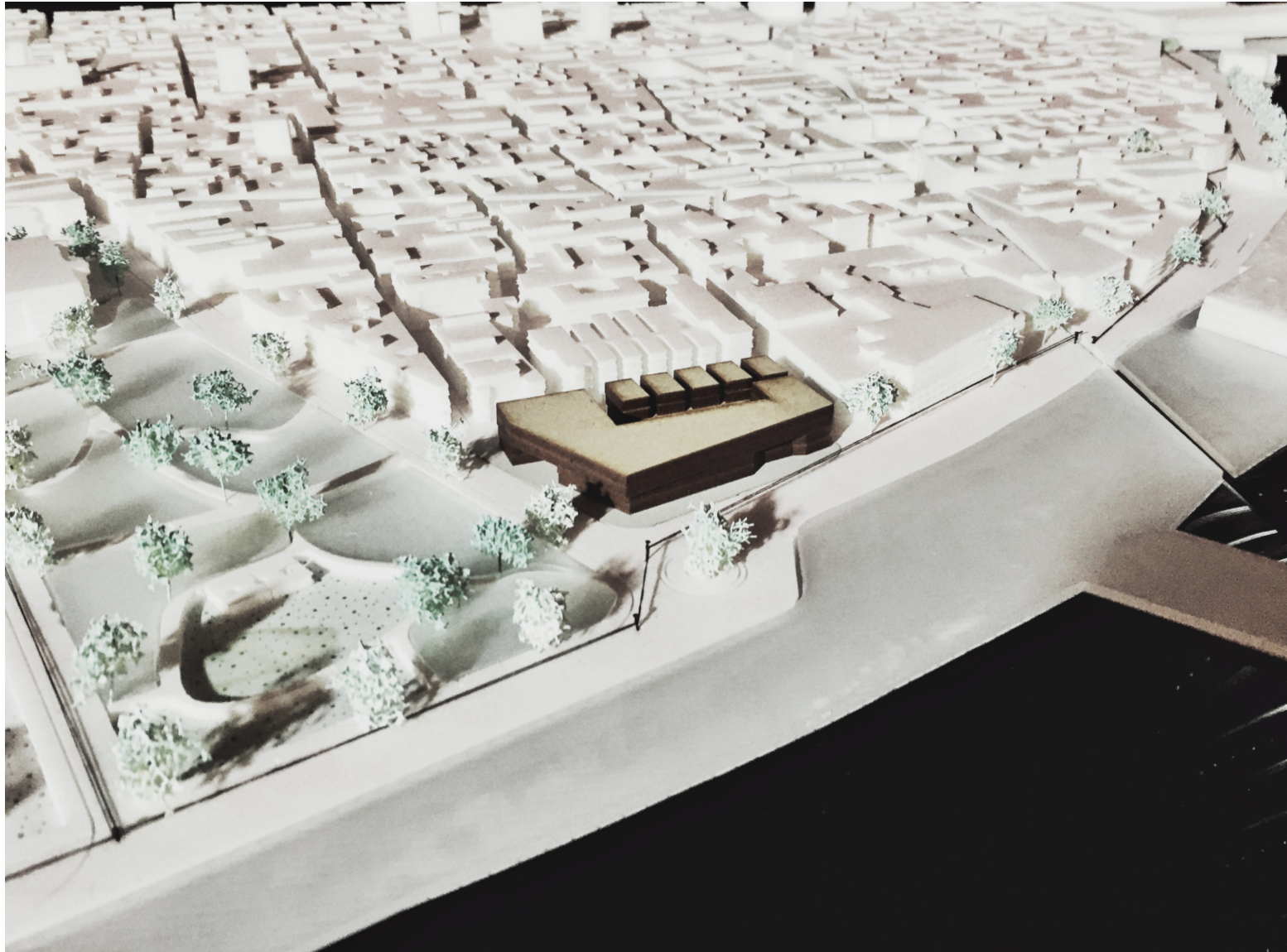
Massing Test 1:1000



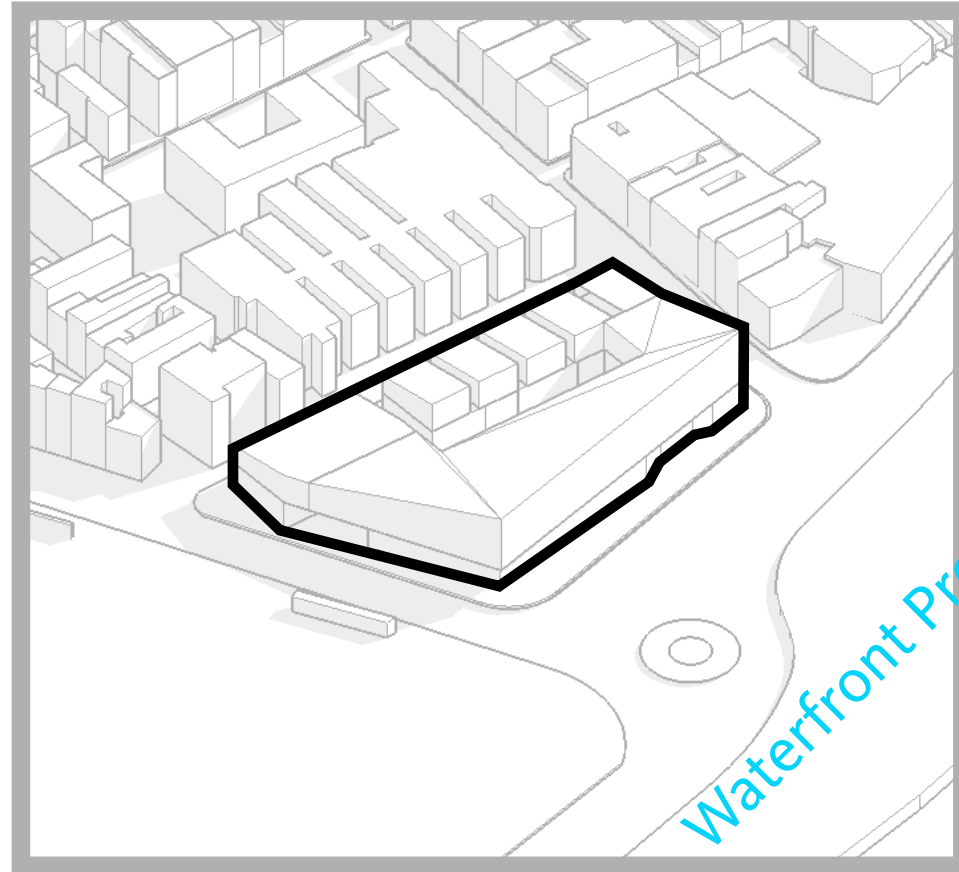
Massing Test 1:1000



Massing Test 1:500

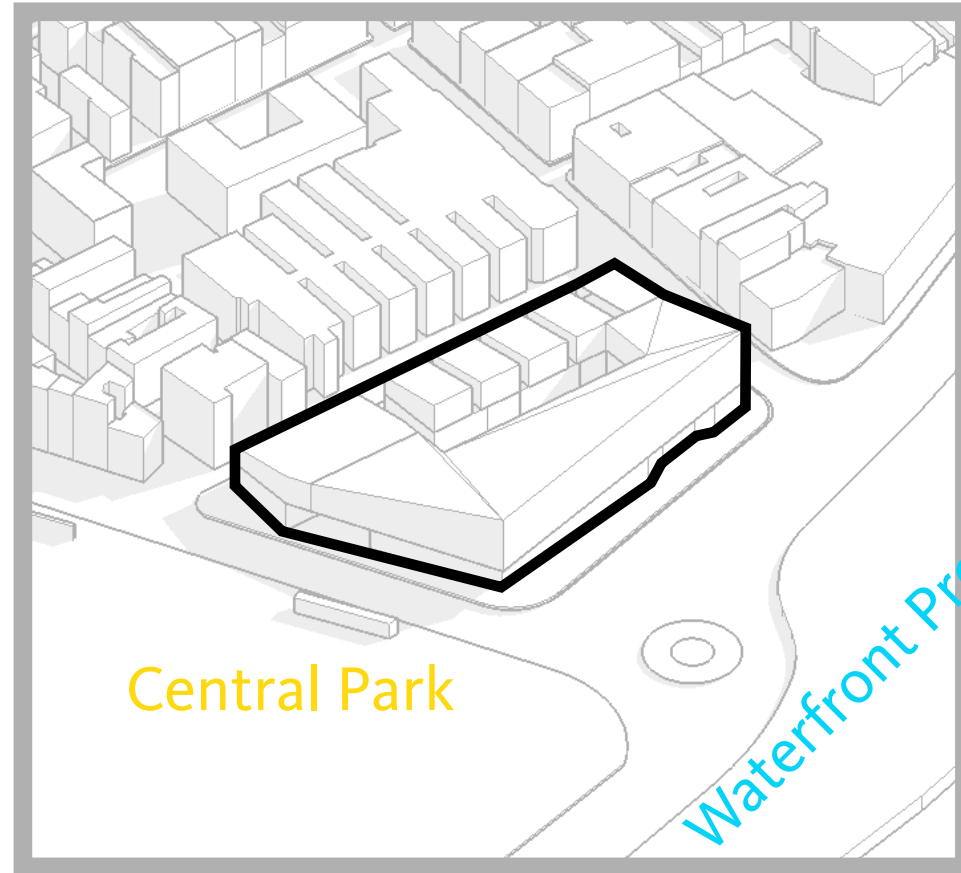


Context Response

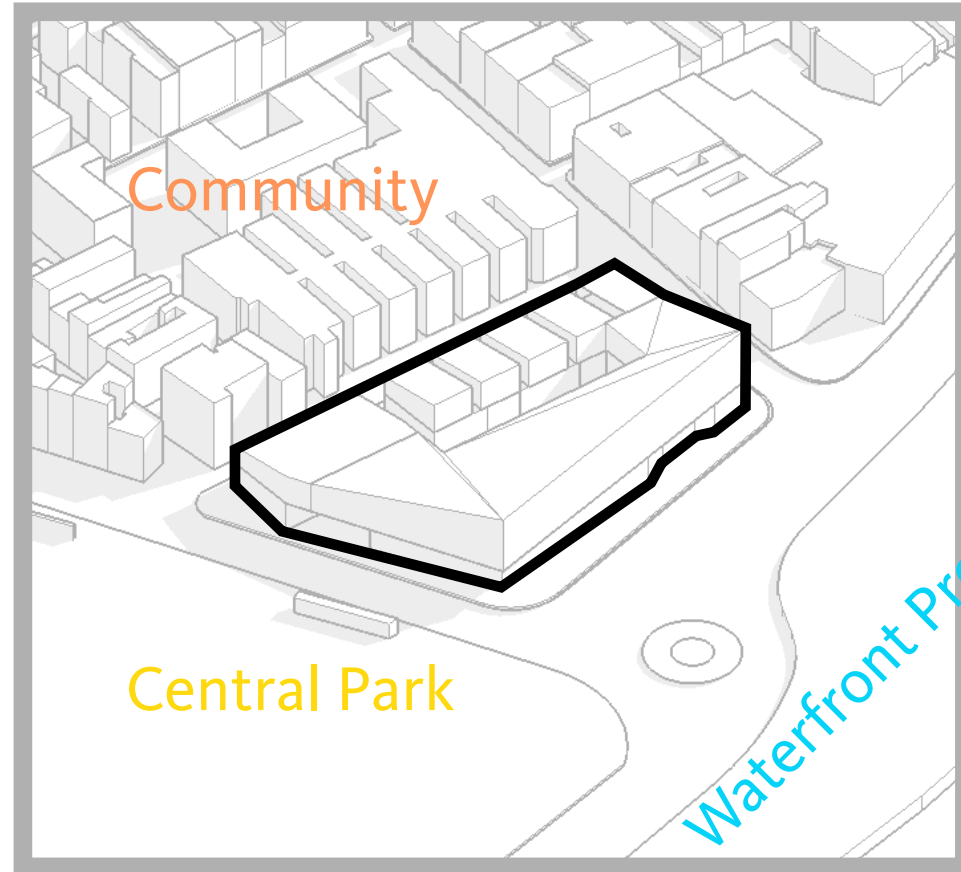


Waterfront Promenade

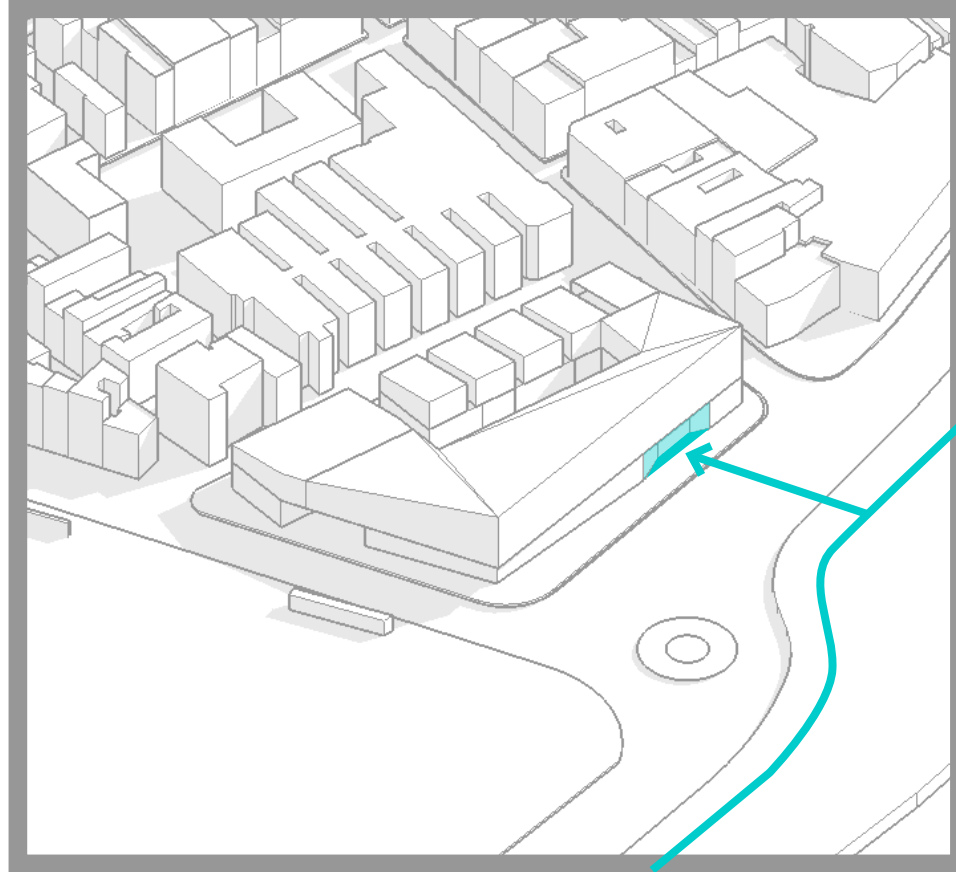
Context Response



Context Response



Main Entrance

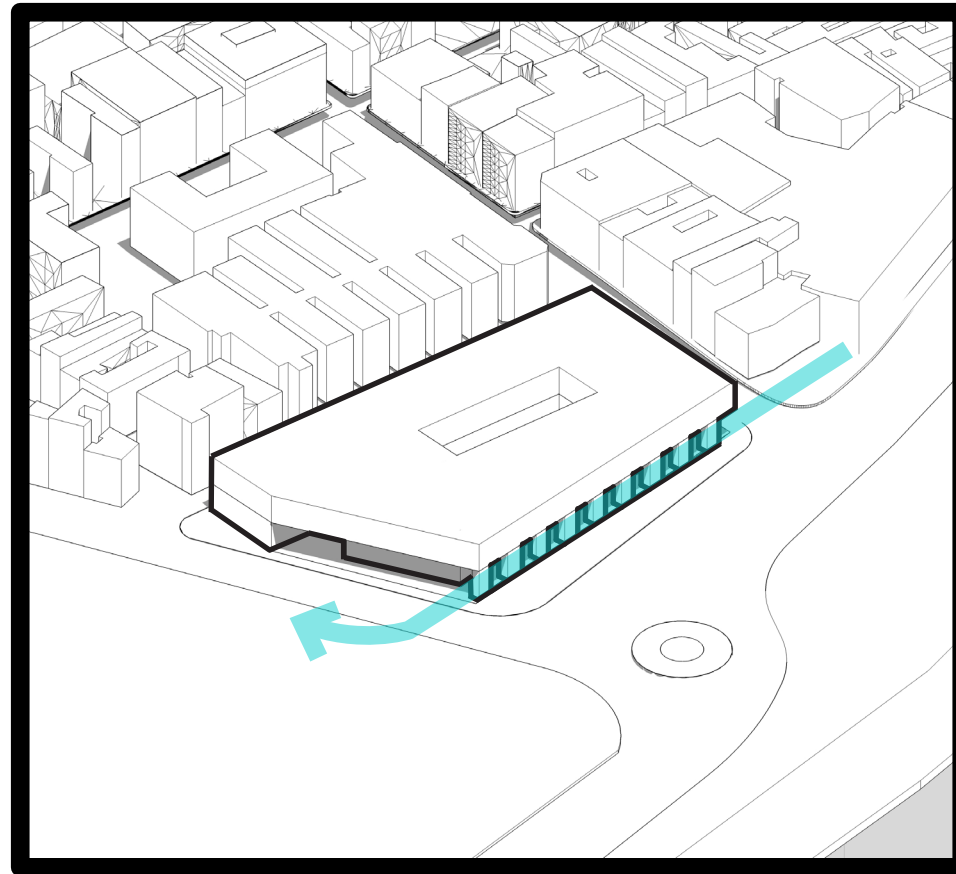


Vavate on Main Facade





Courtyard, Garden



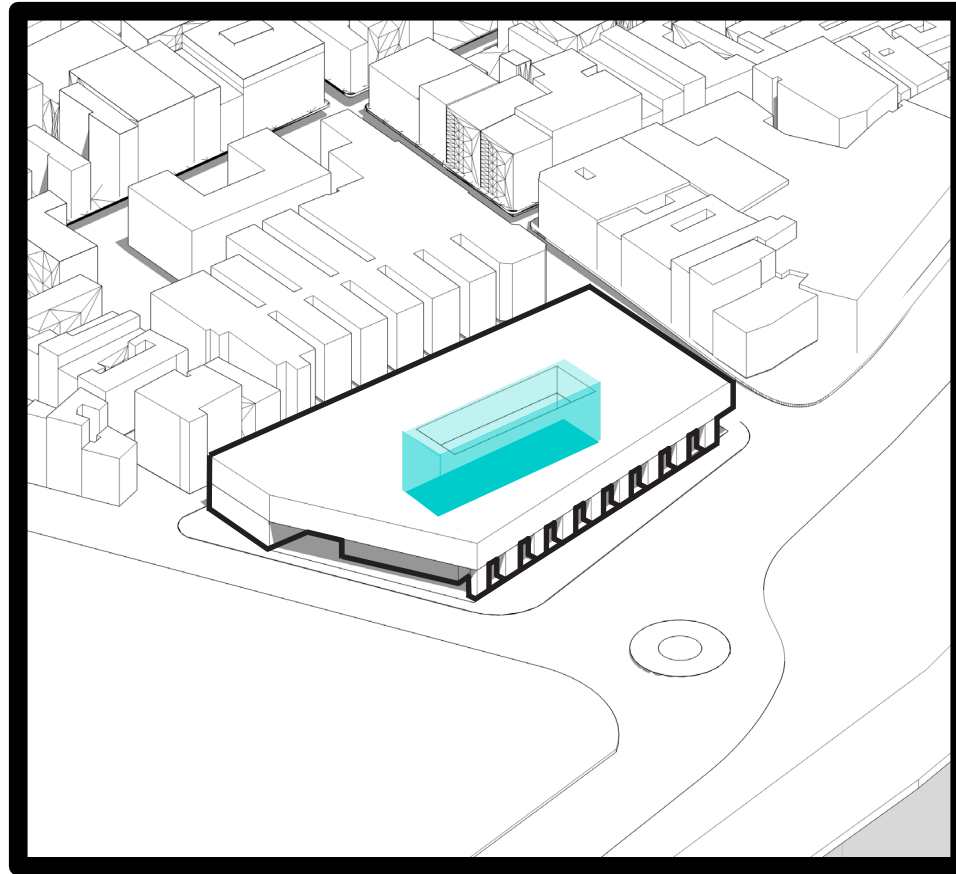
Courtyard, Garden



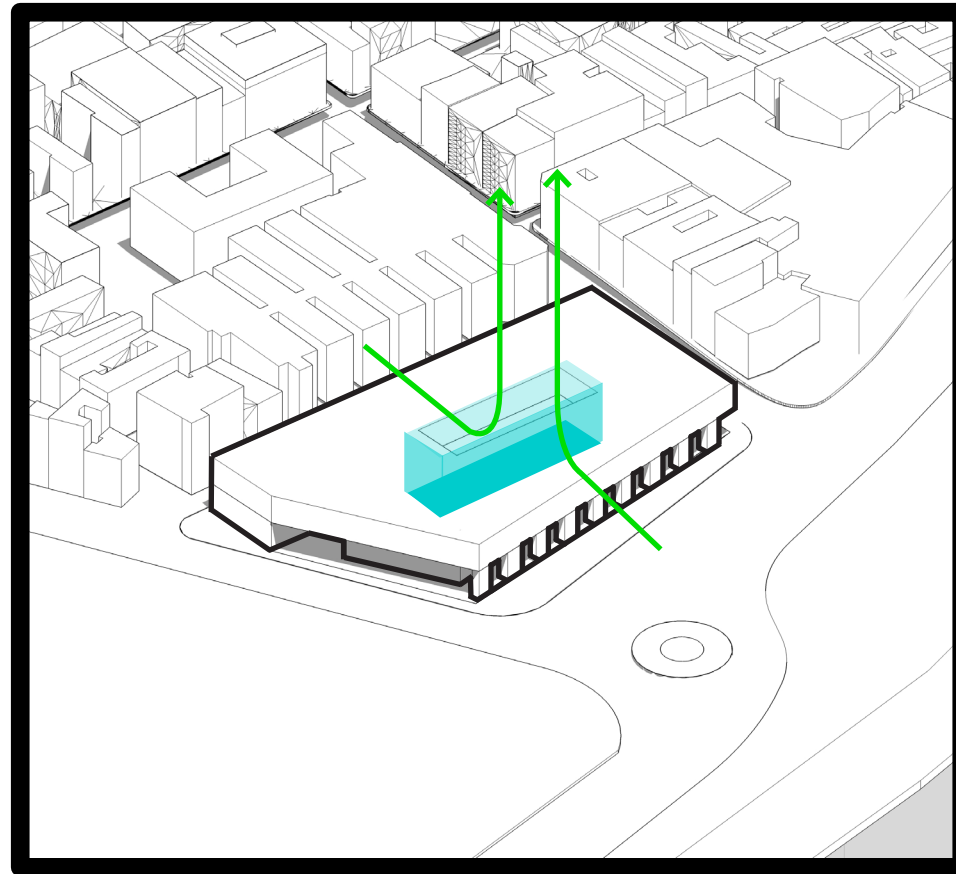
Courtyard, Garden



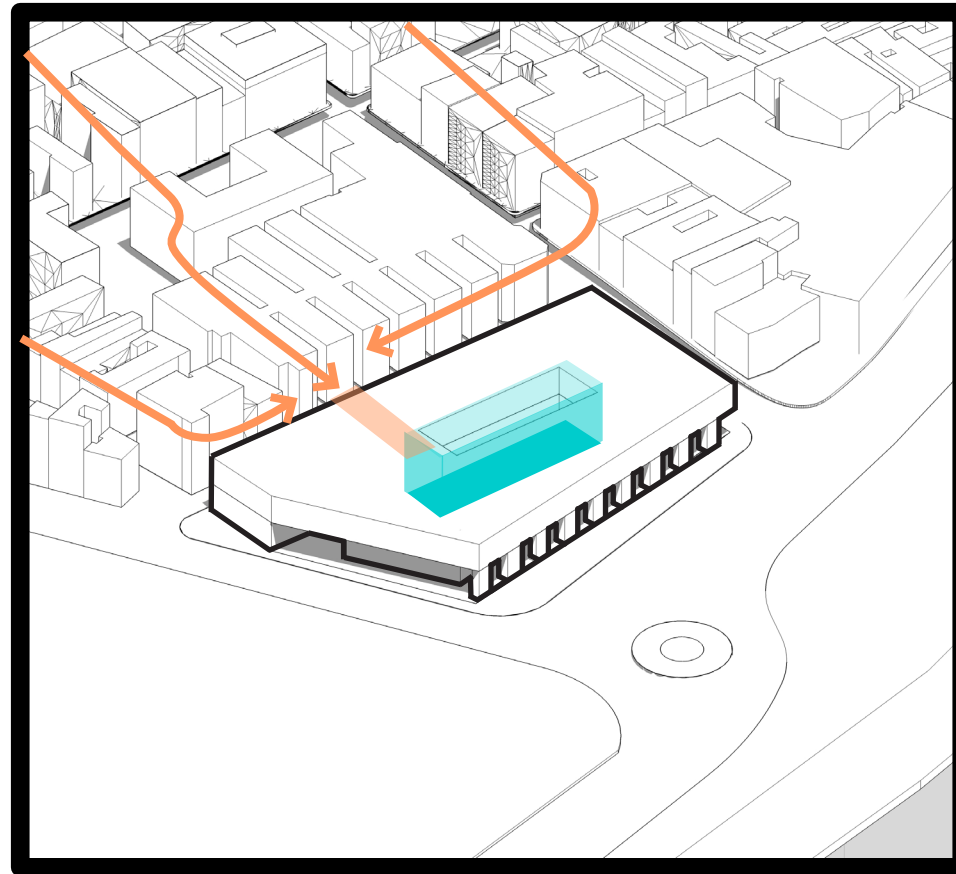
Courtyard, Garden



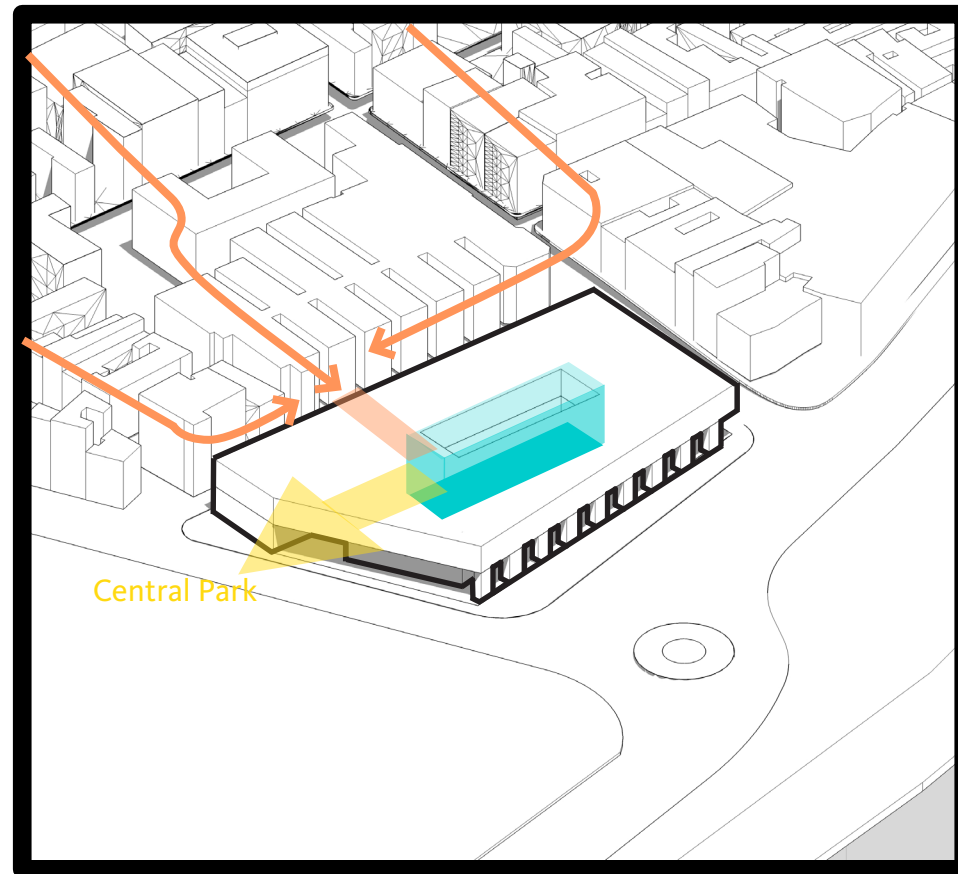
Ventilation



Courtyard, Garden



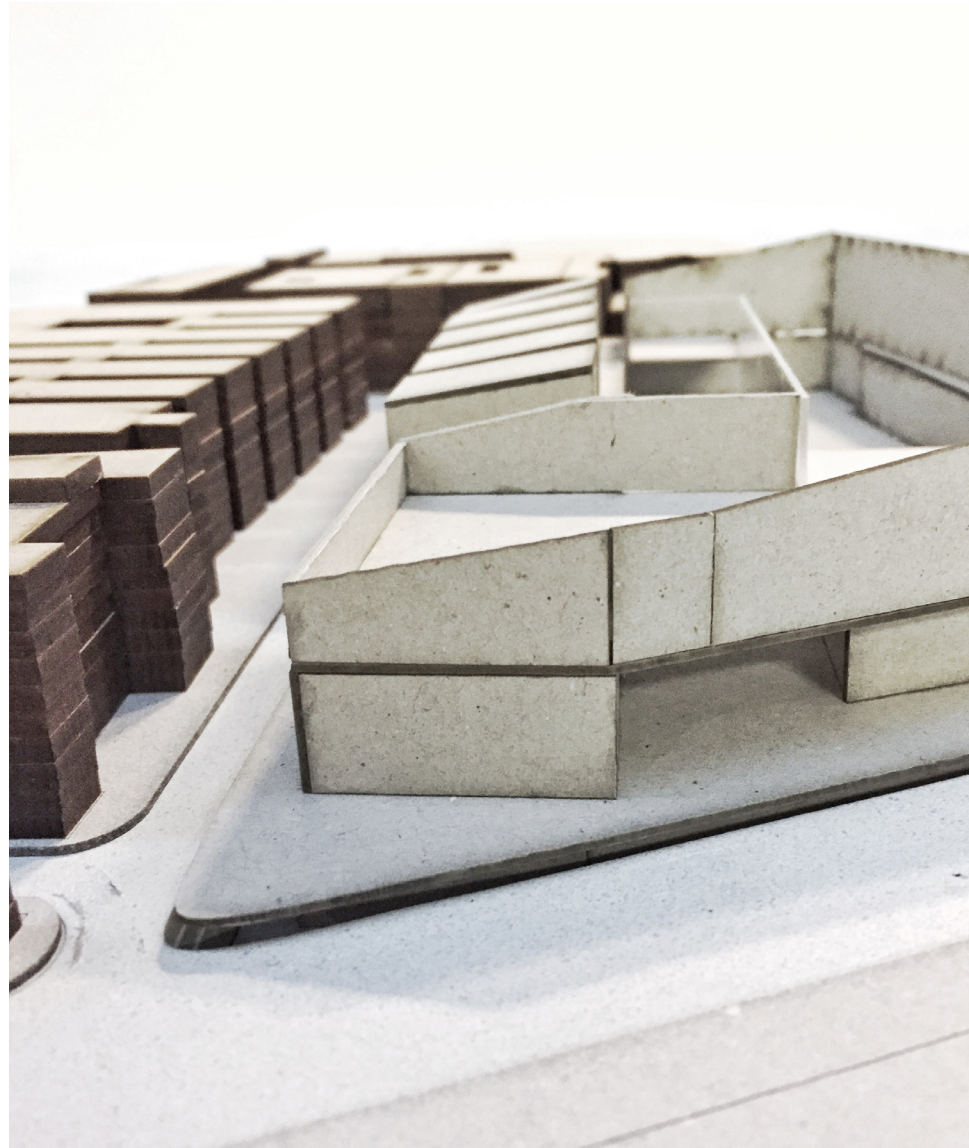
Courtyard, Garden



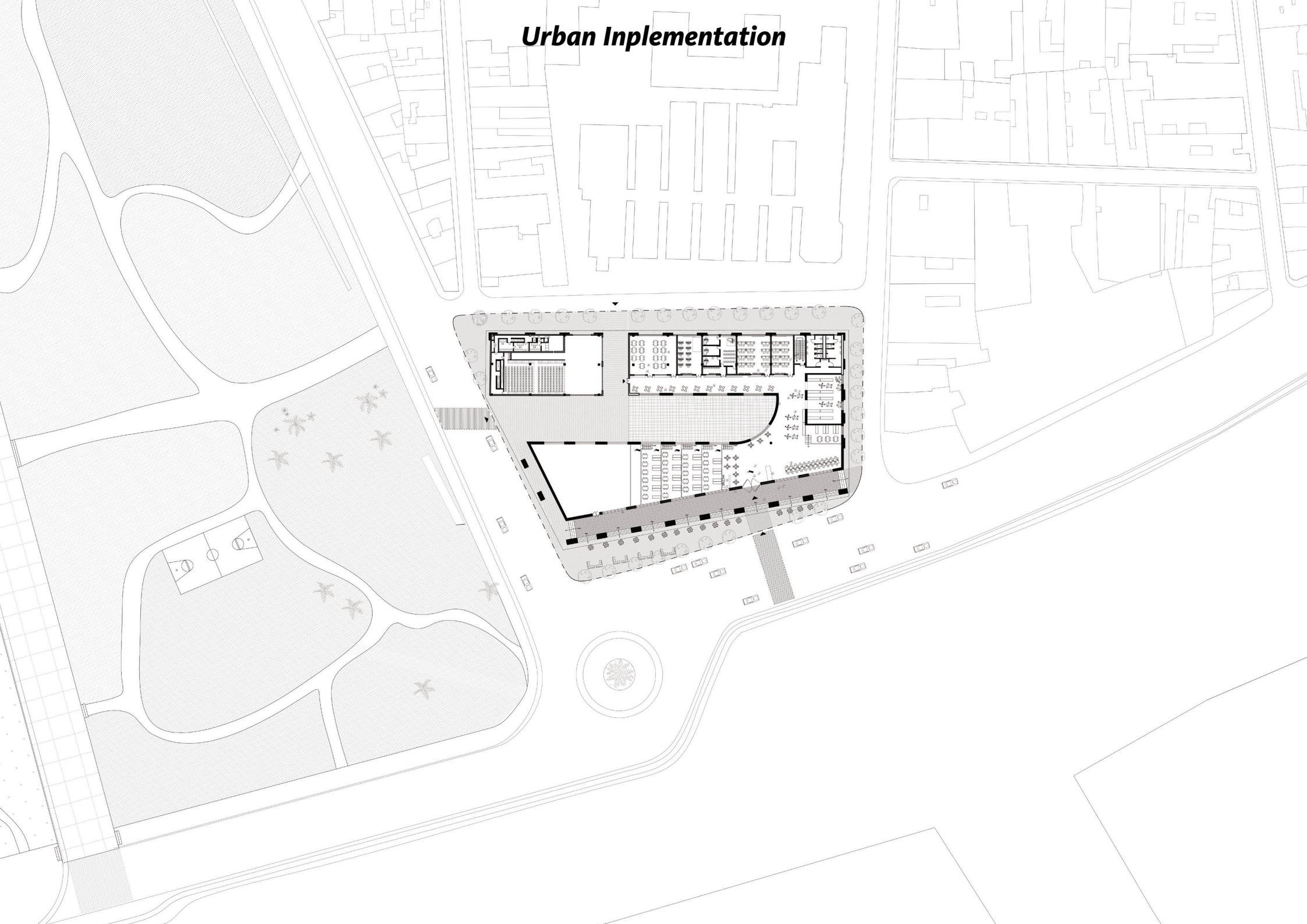
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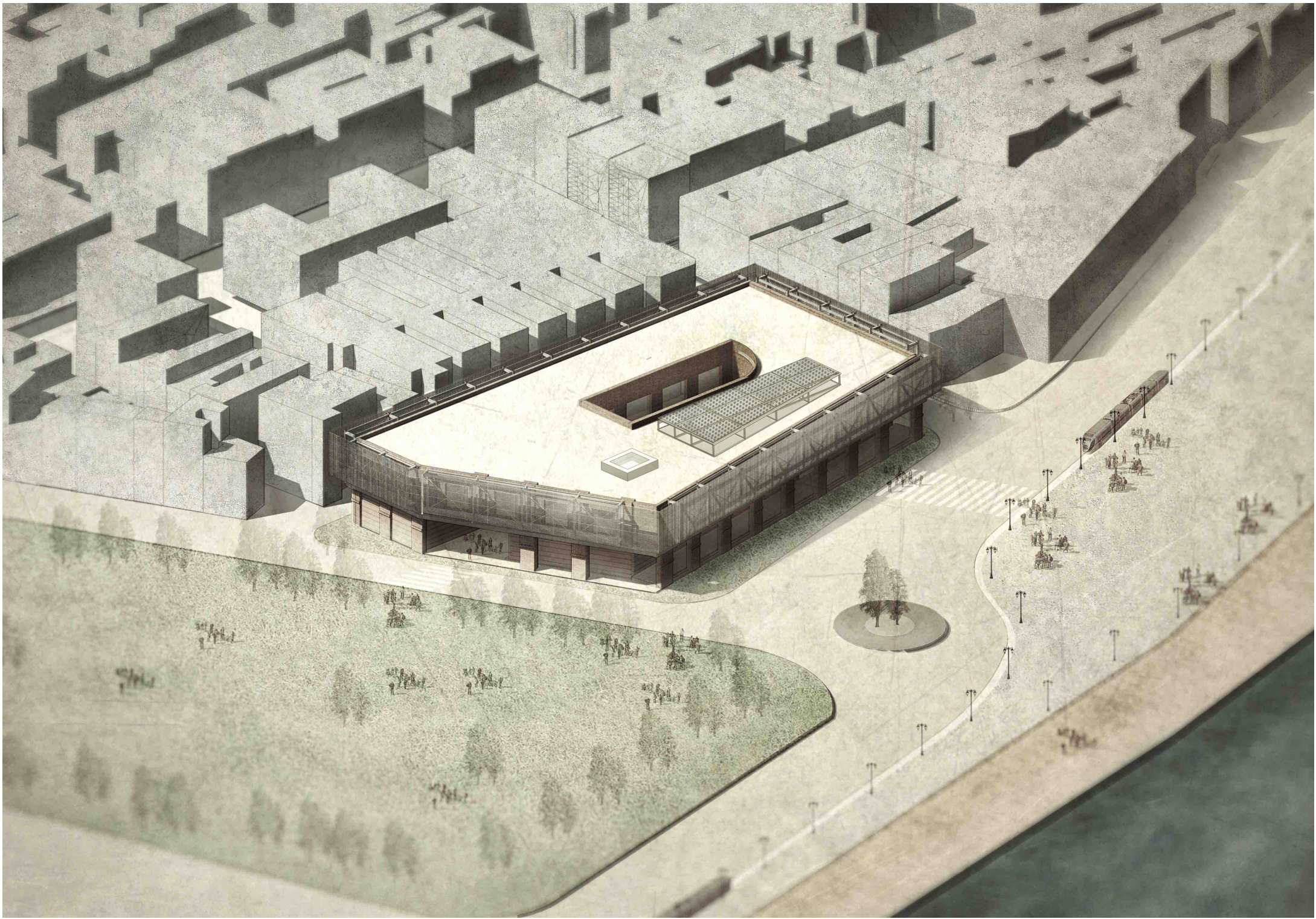


Massing Test 1:500



Urban Implementation



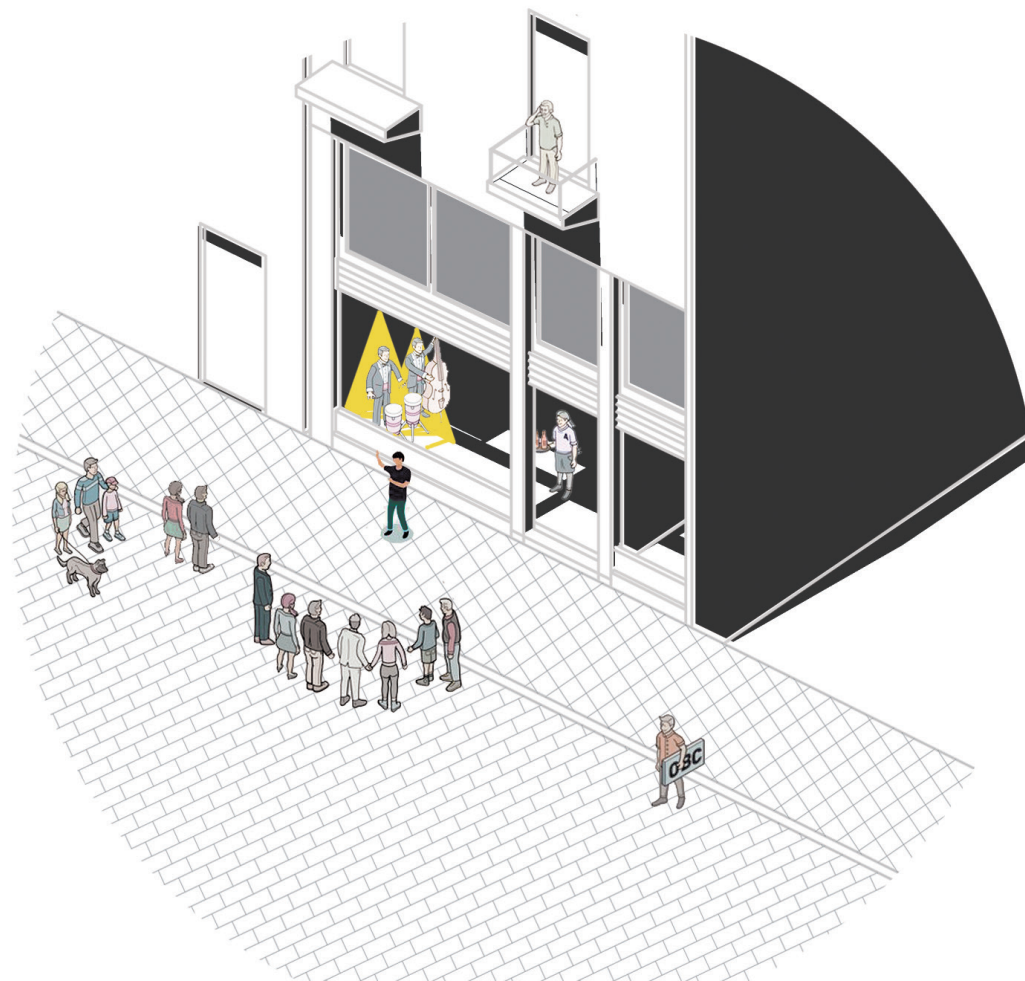


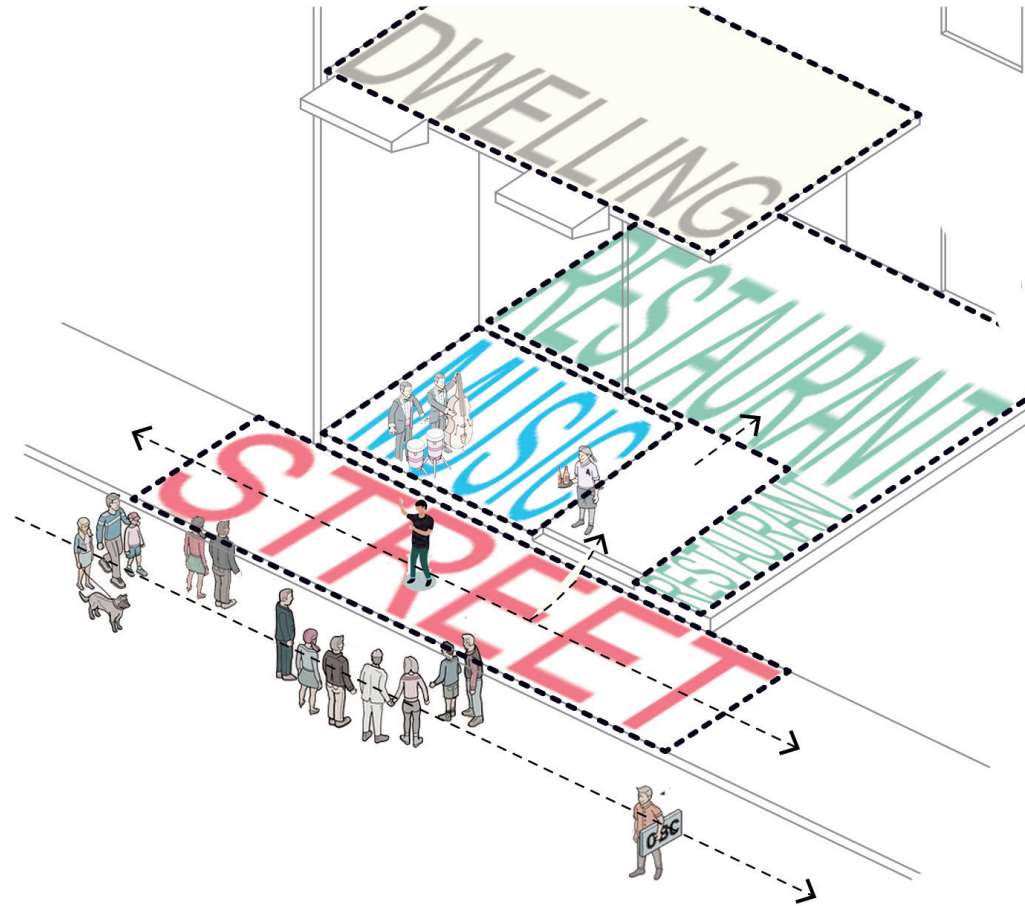
SPACE SYSTEM

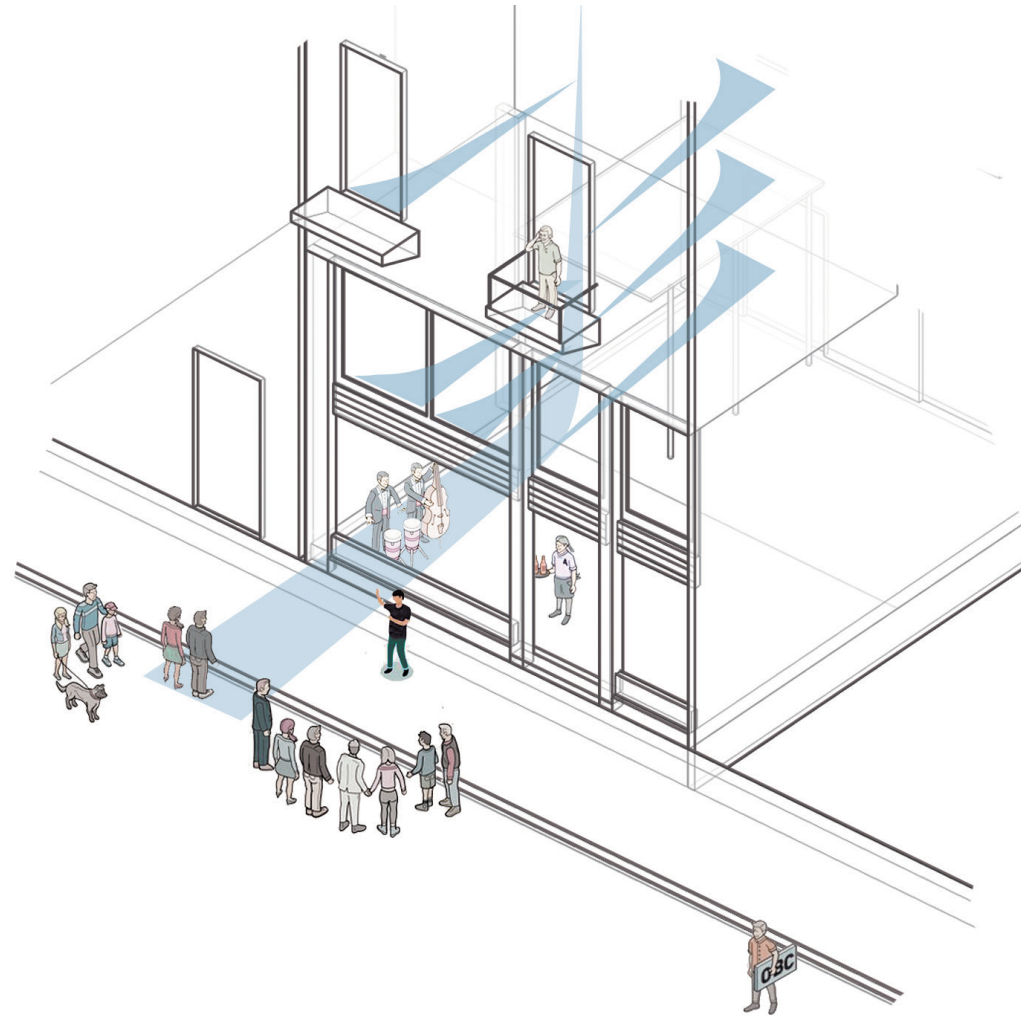
PUBLIC REALM

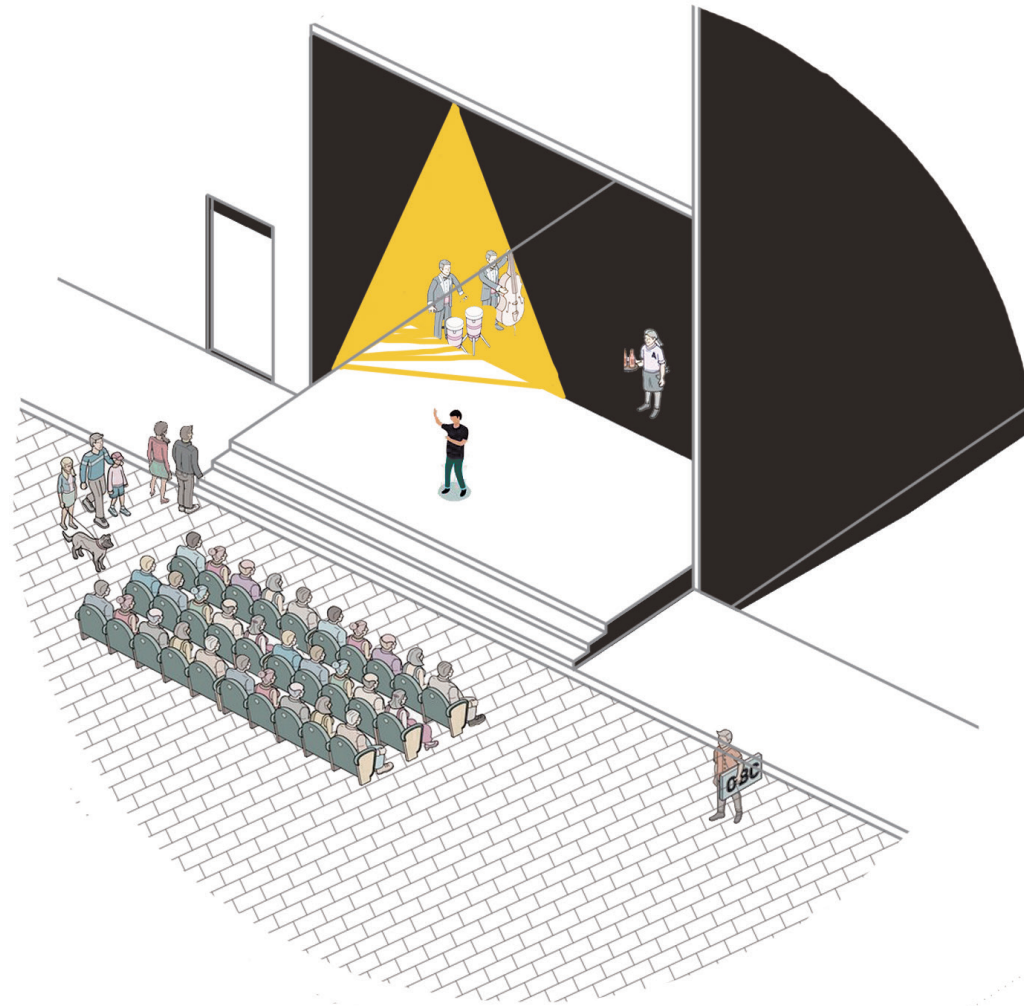
Informal Space







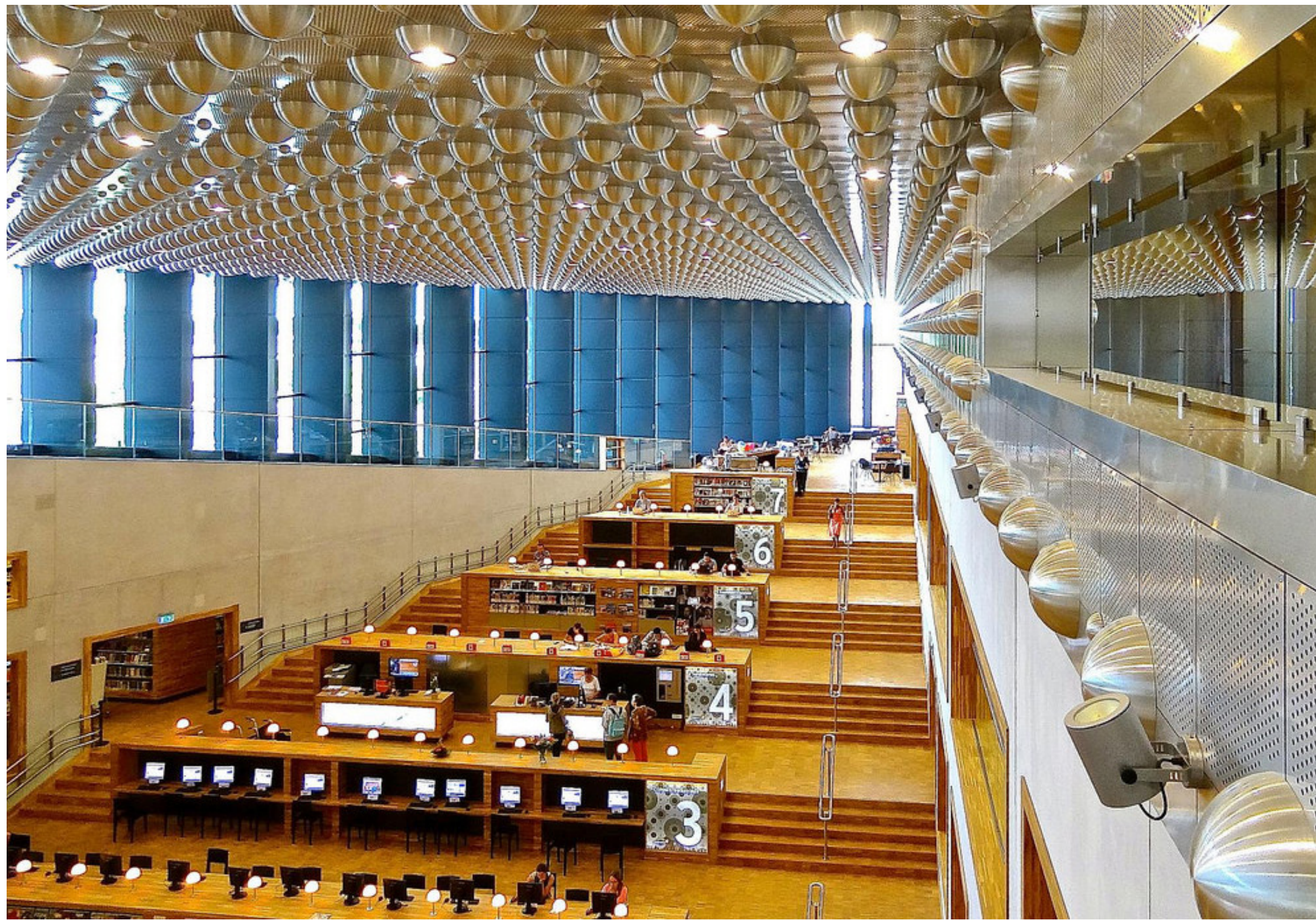


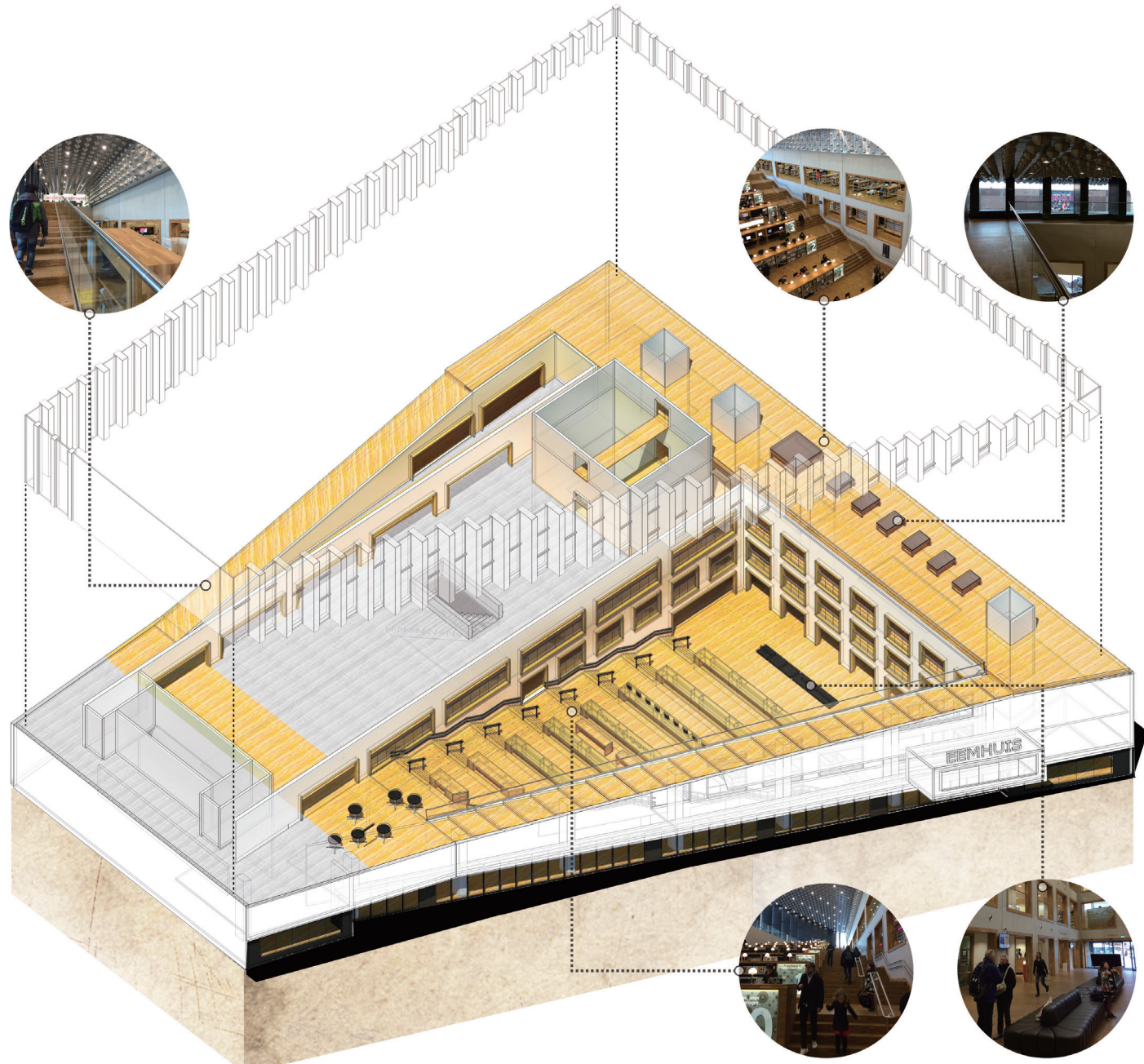


Conclusion

The collective functions in public space promotes the communication and accessibility. It is one part of Cuban traditional culture. As a result, it is positive to design the continuation of public space in media center. The full accessibility can improve their culture identity.









Model photo 1:200

Community

Groundfloor Plan



Community

Groundfloor Plan



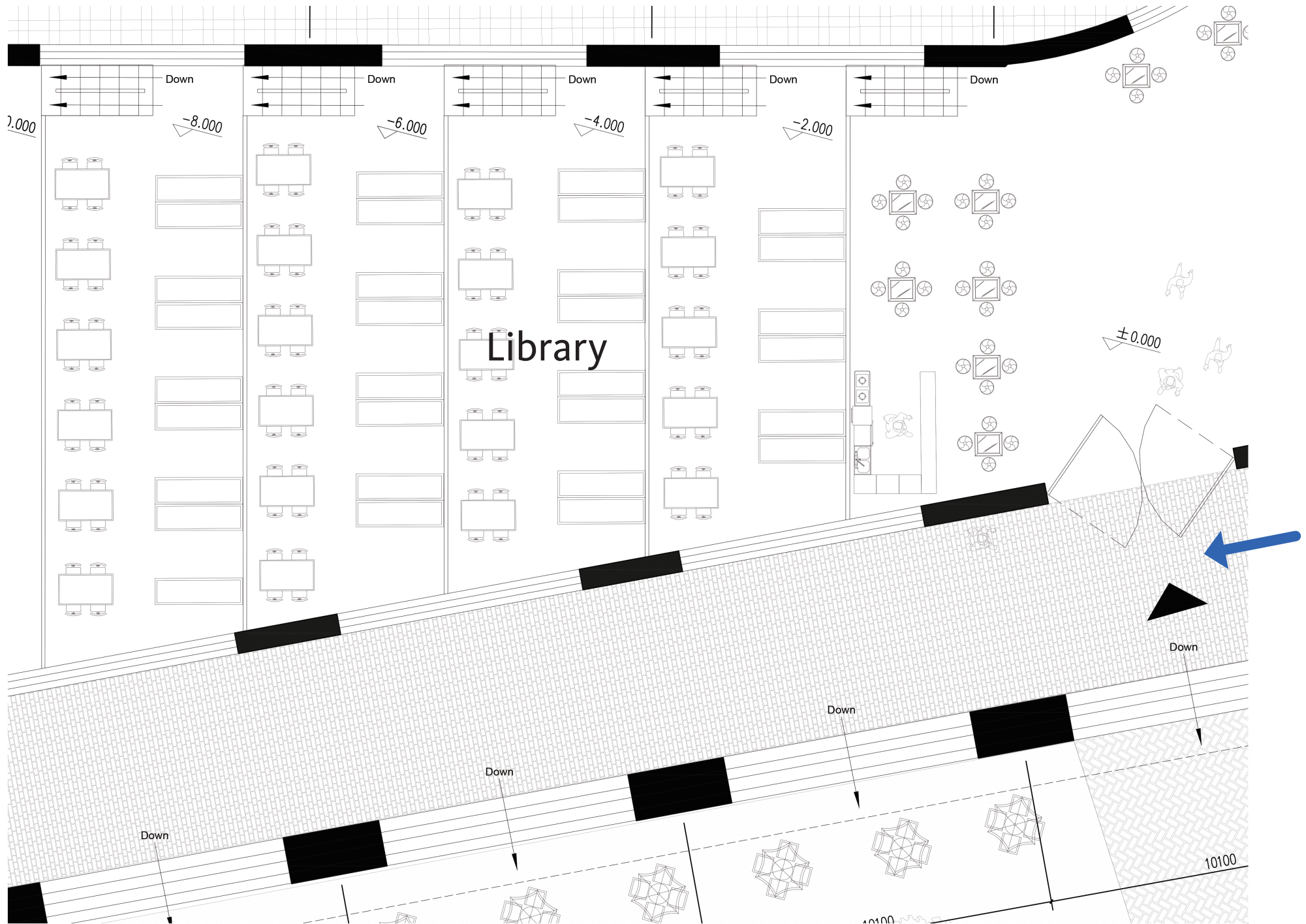
Groundfloor Plan



Community

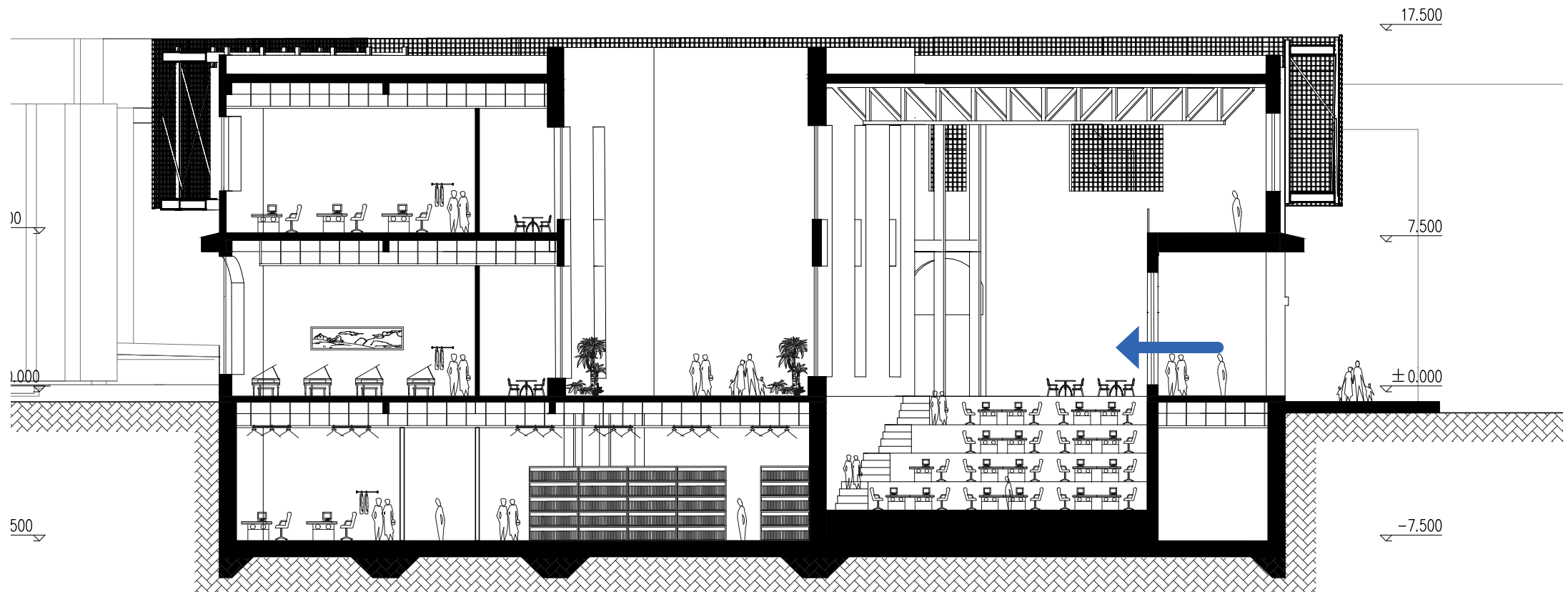
Groundfloor Plan







Model photo 1:200





Model photo 1:200

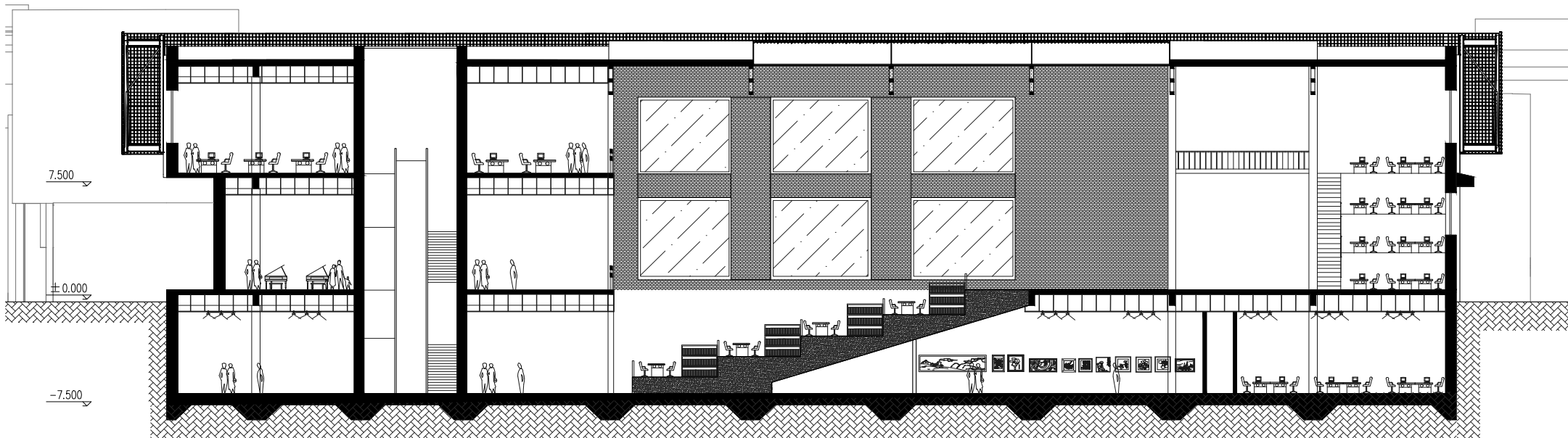


IMAGE GALLERY

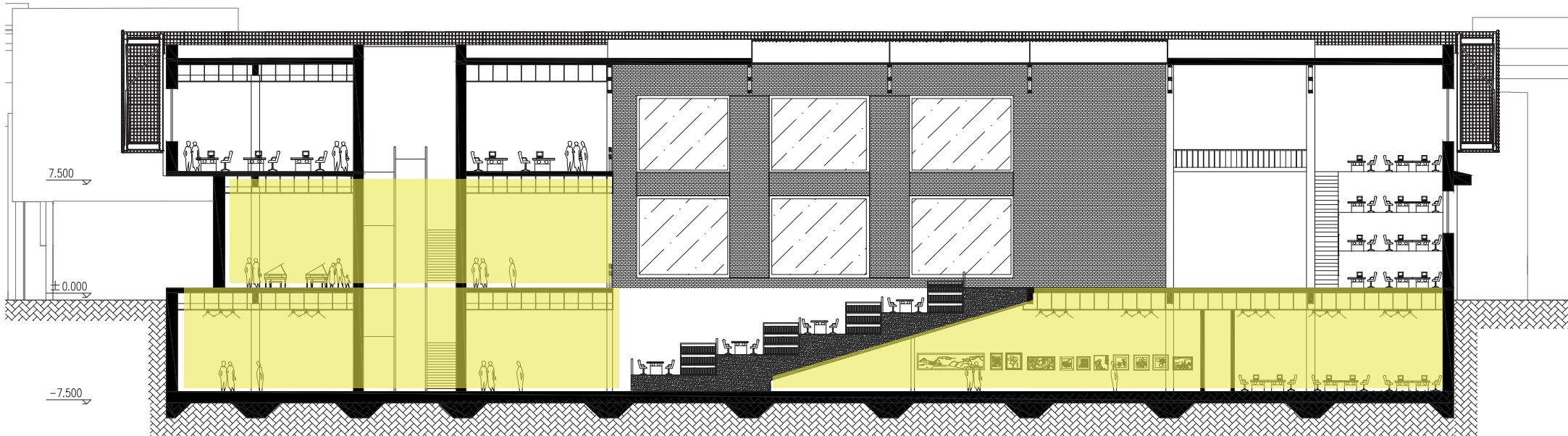
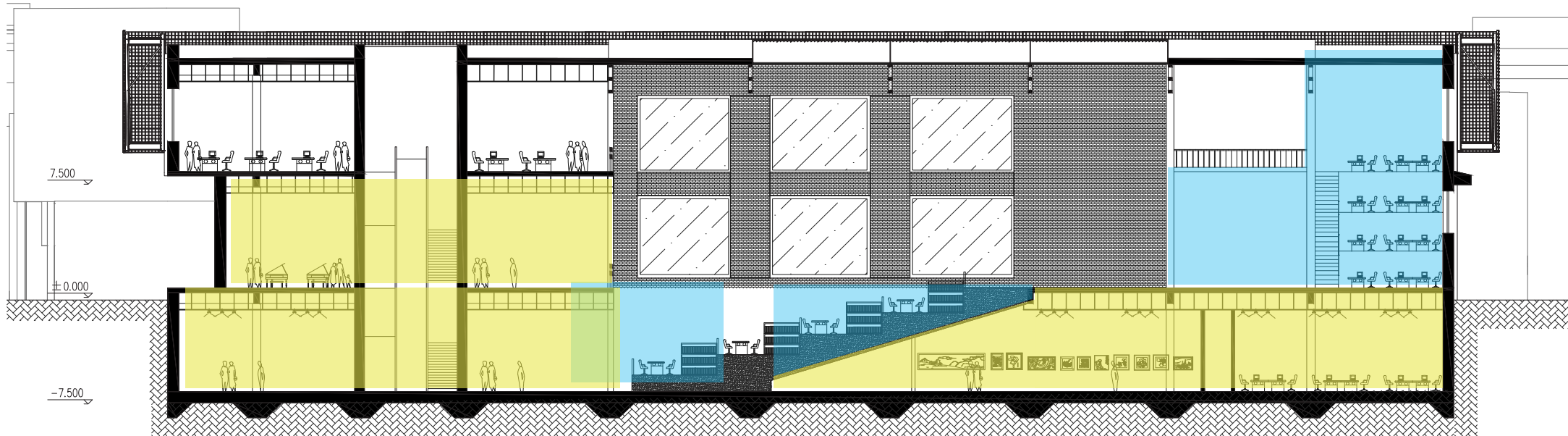


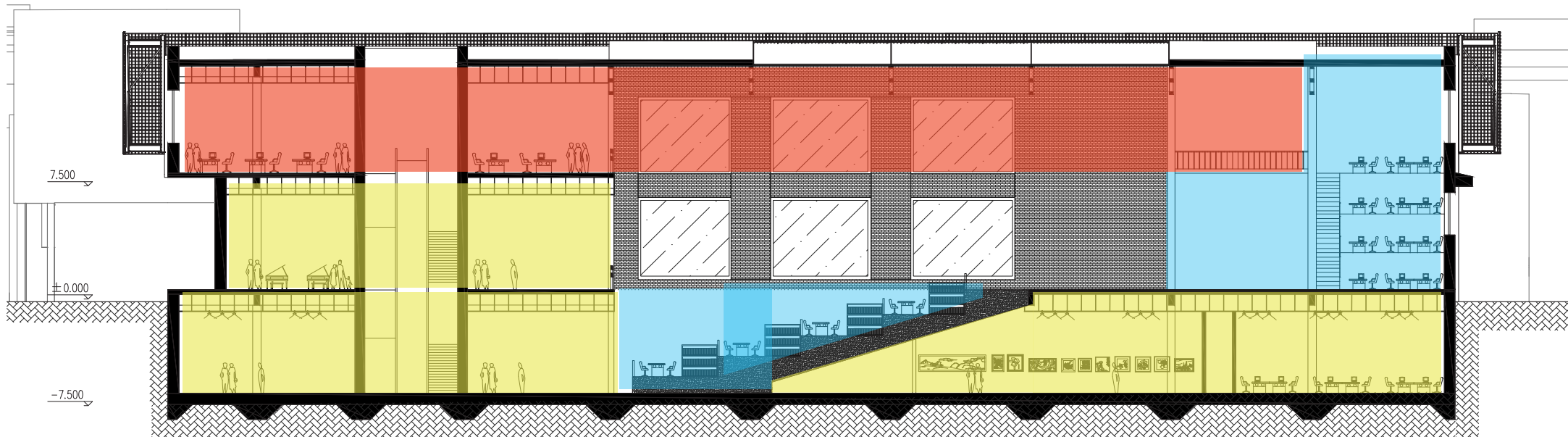


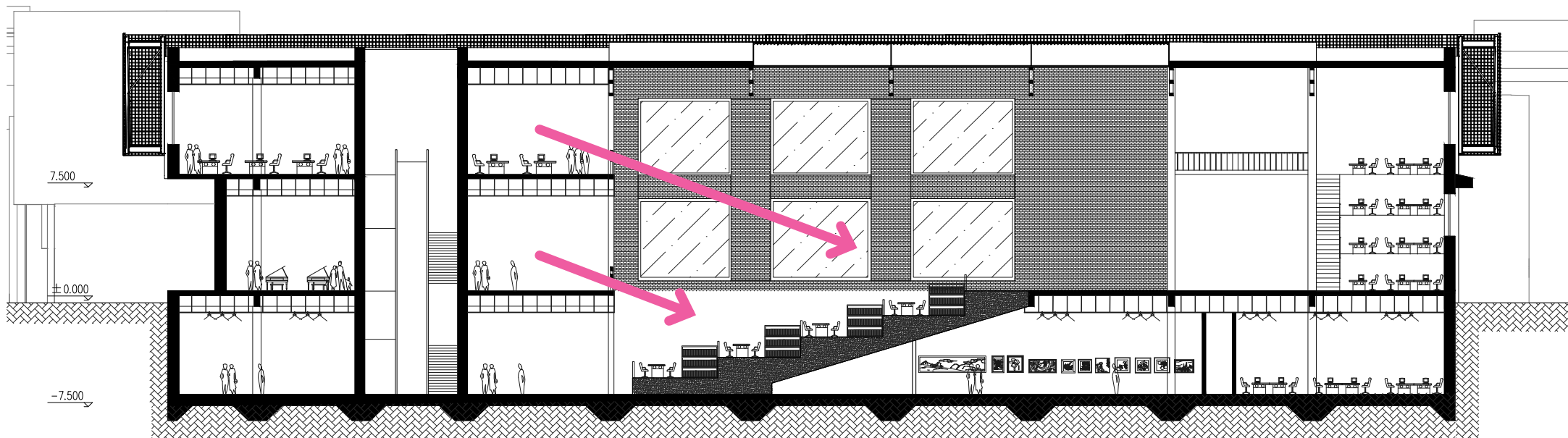
IMAGE GALLERY

LIBRARY



-  **IMAGE GALLERY**
-  **LIBRARY**
-  **INFORMATION PLAZA**





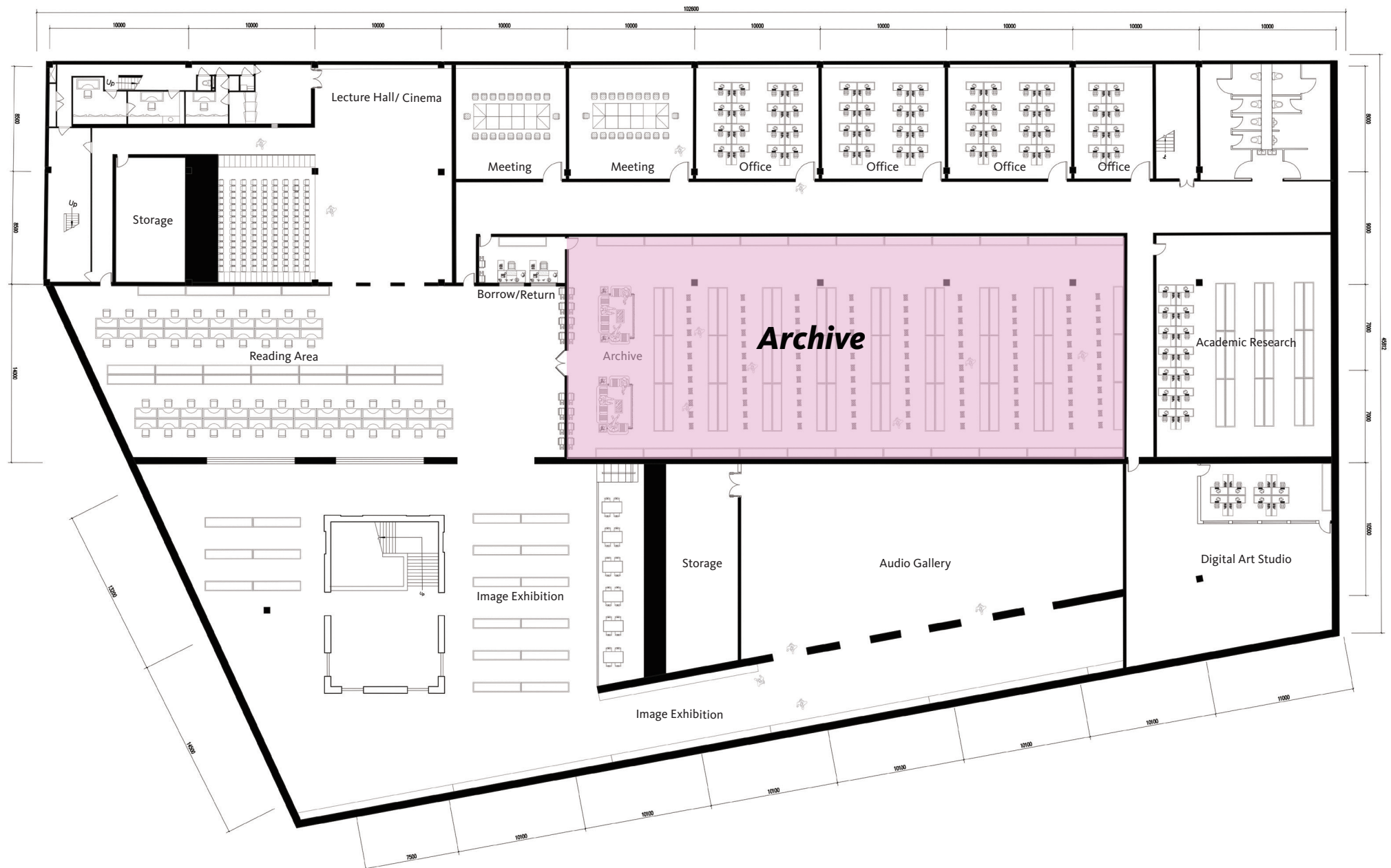


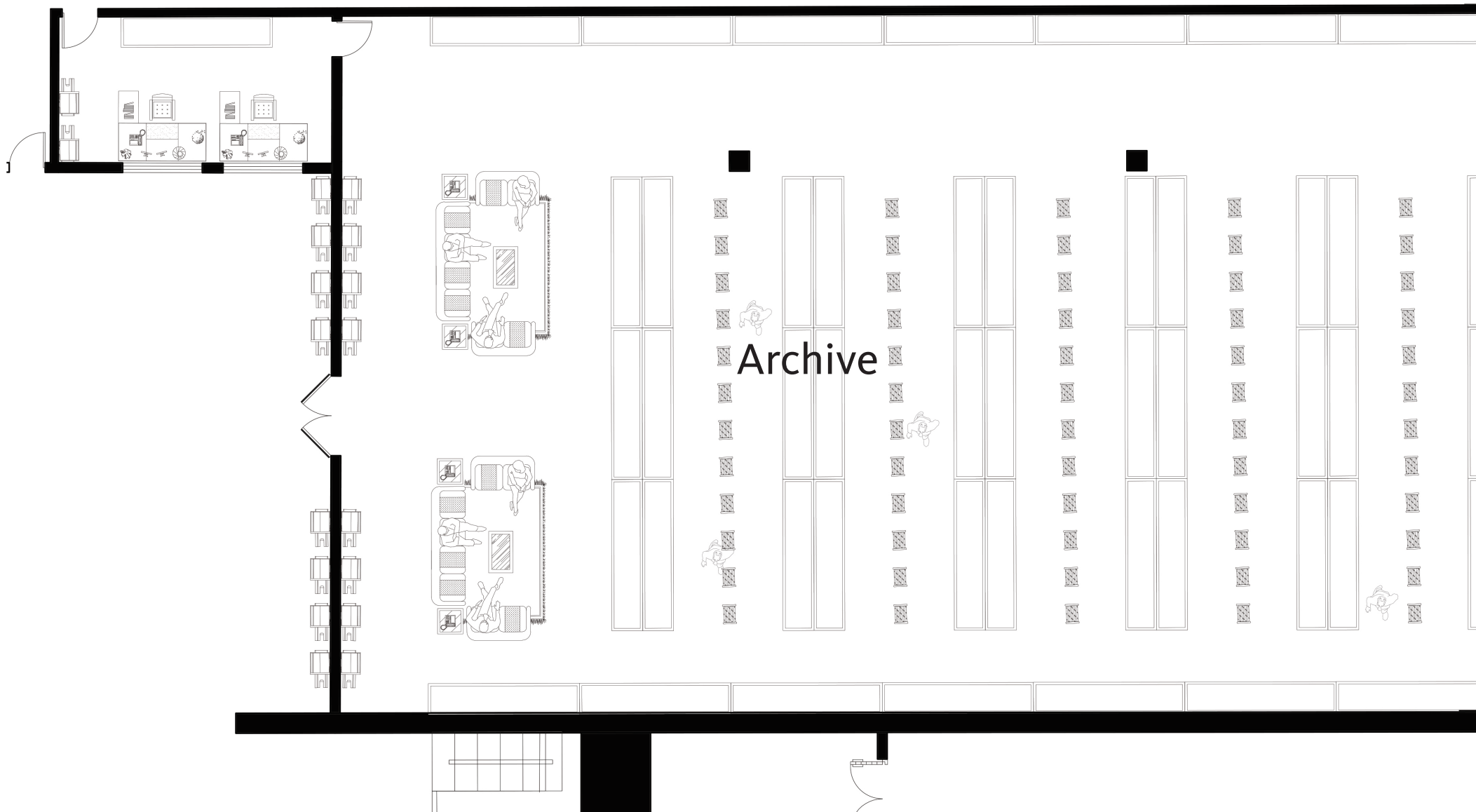
Model photo 1:200

-1 Plan

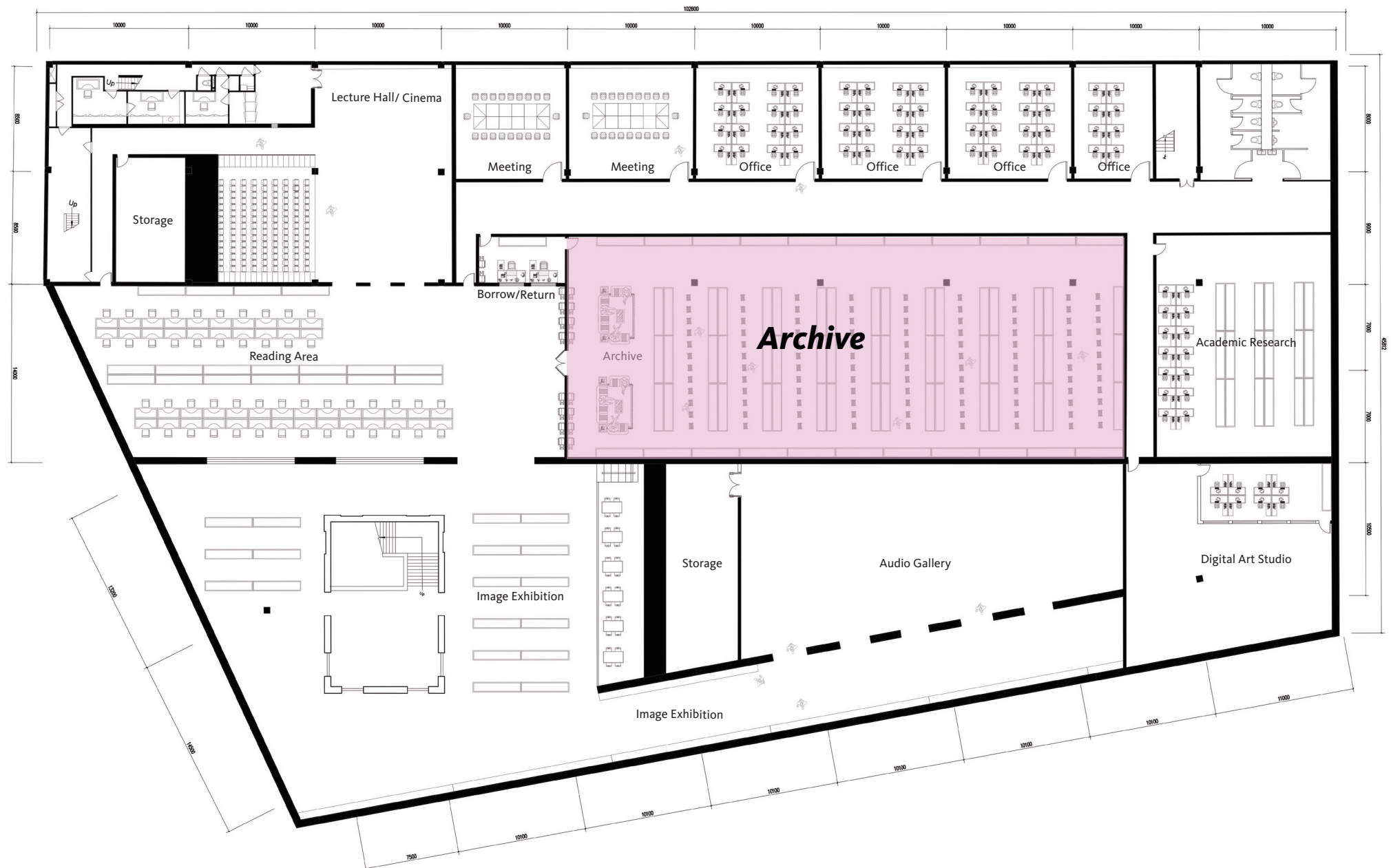


-1 Plan

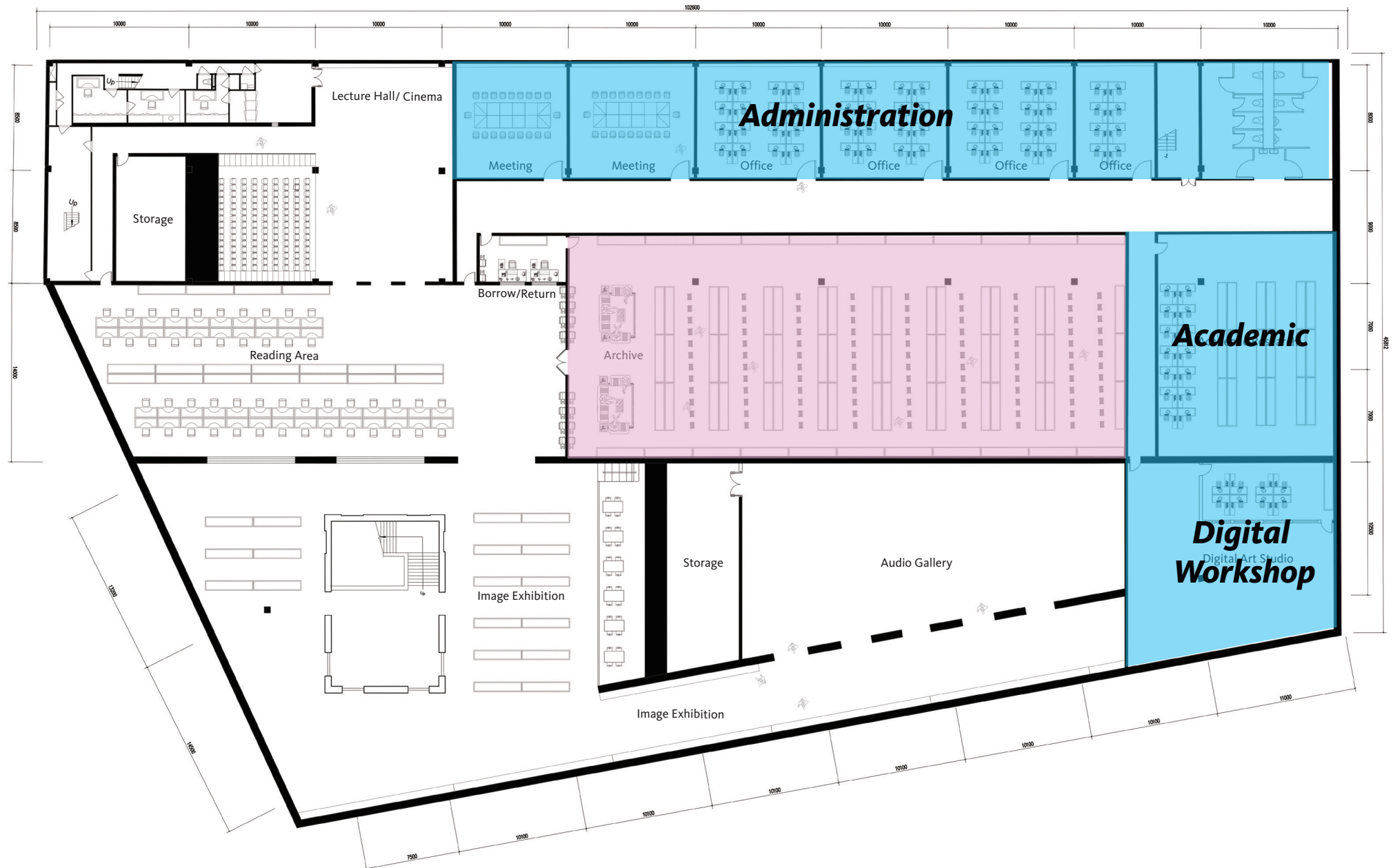




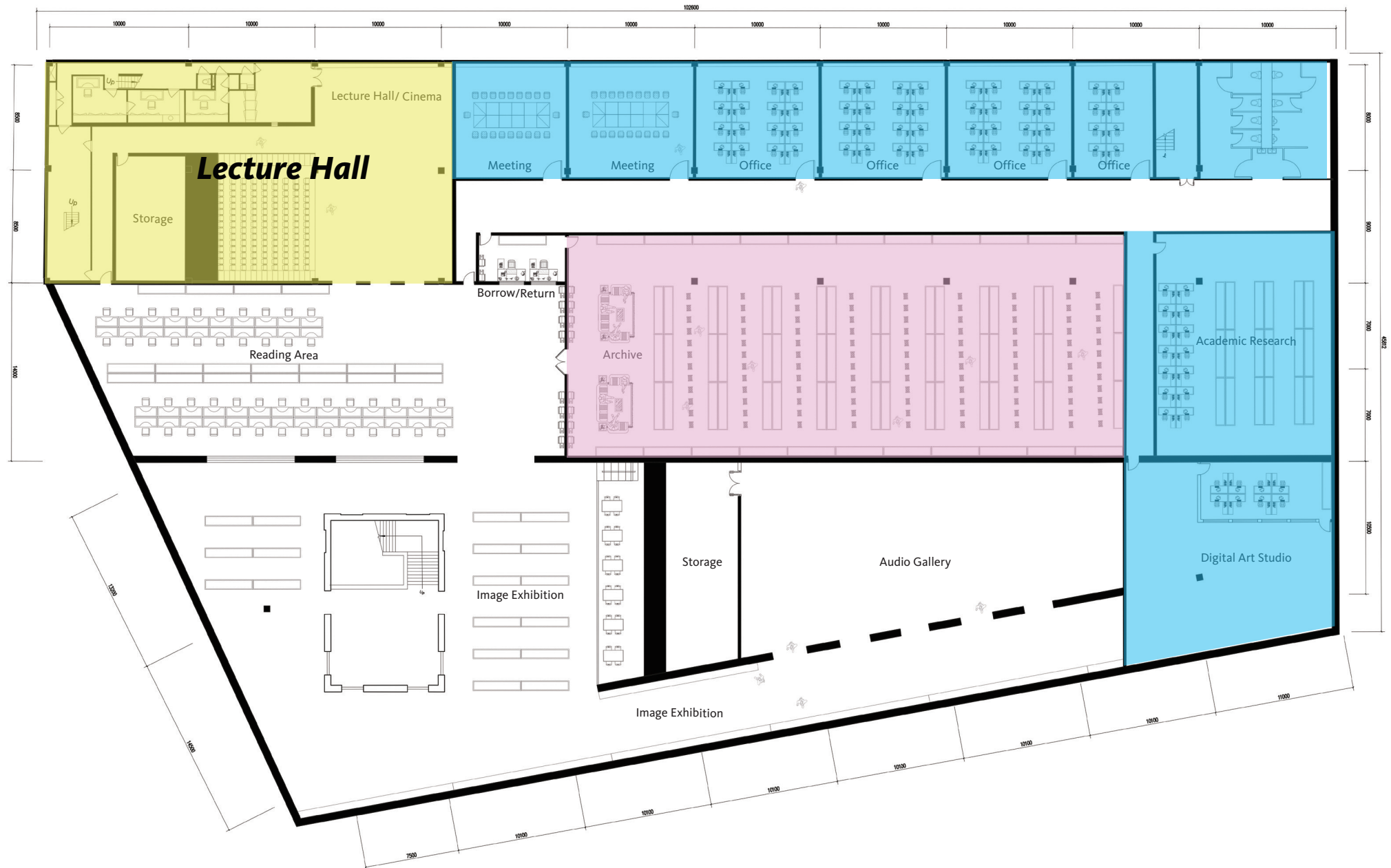
-1 Plan

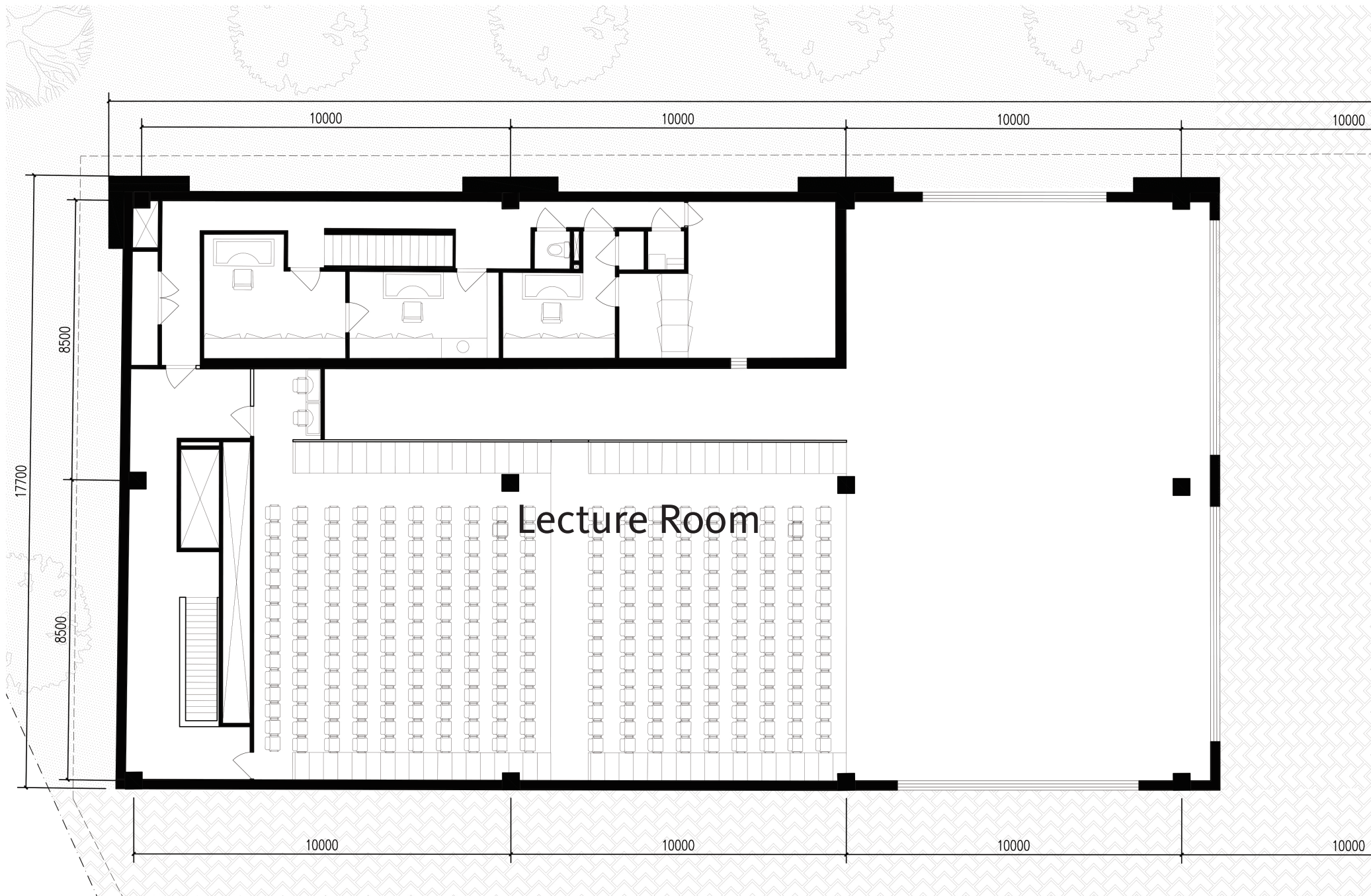


-1 Plan

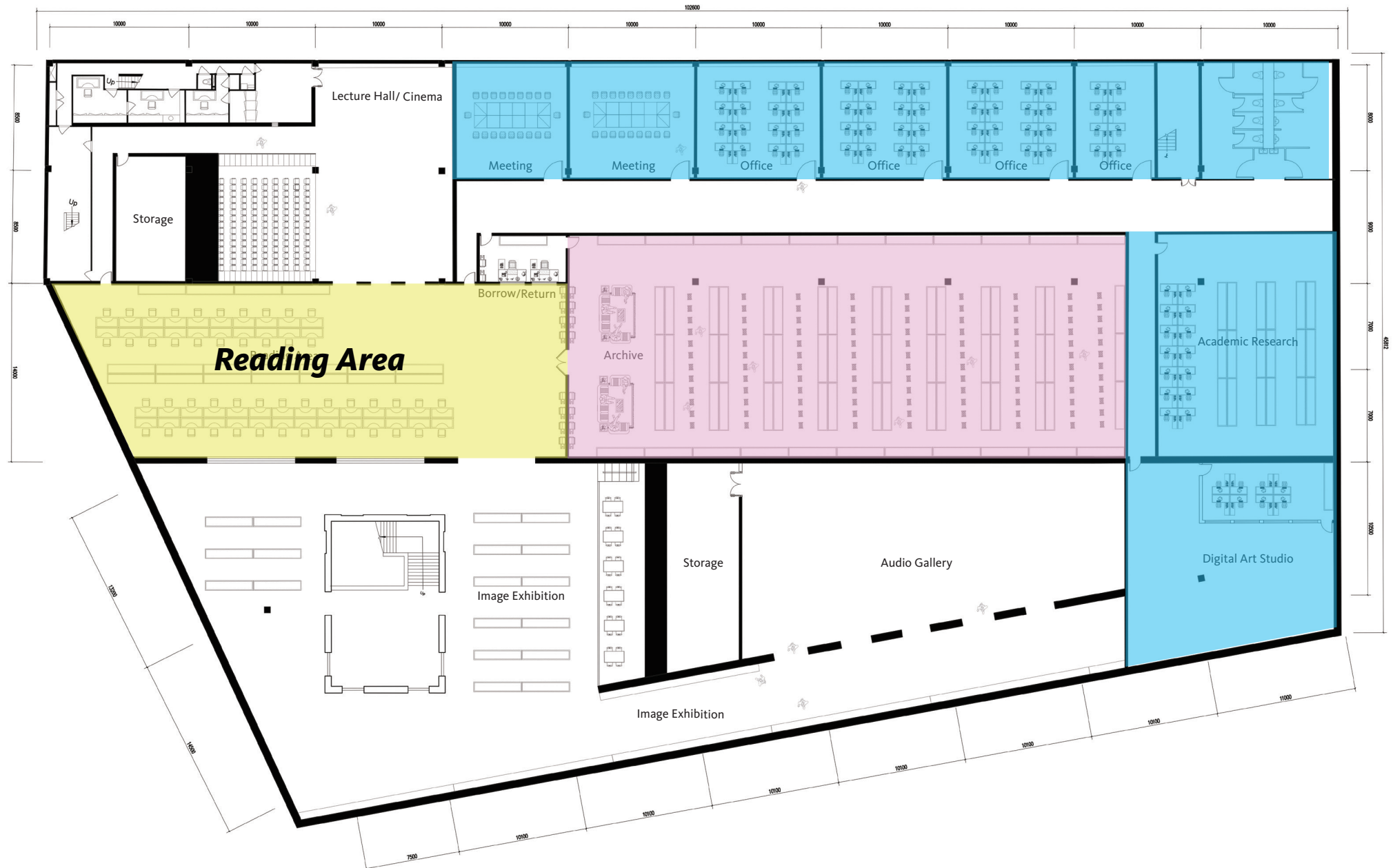


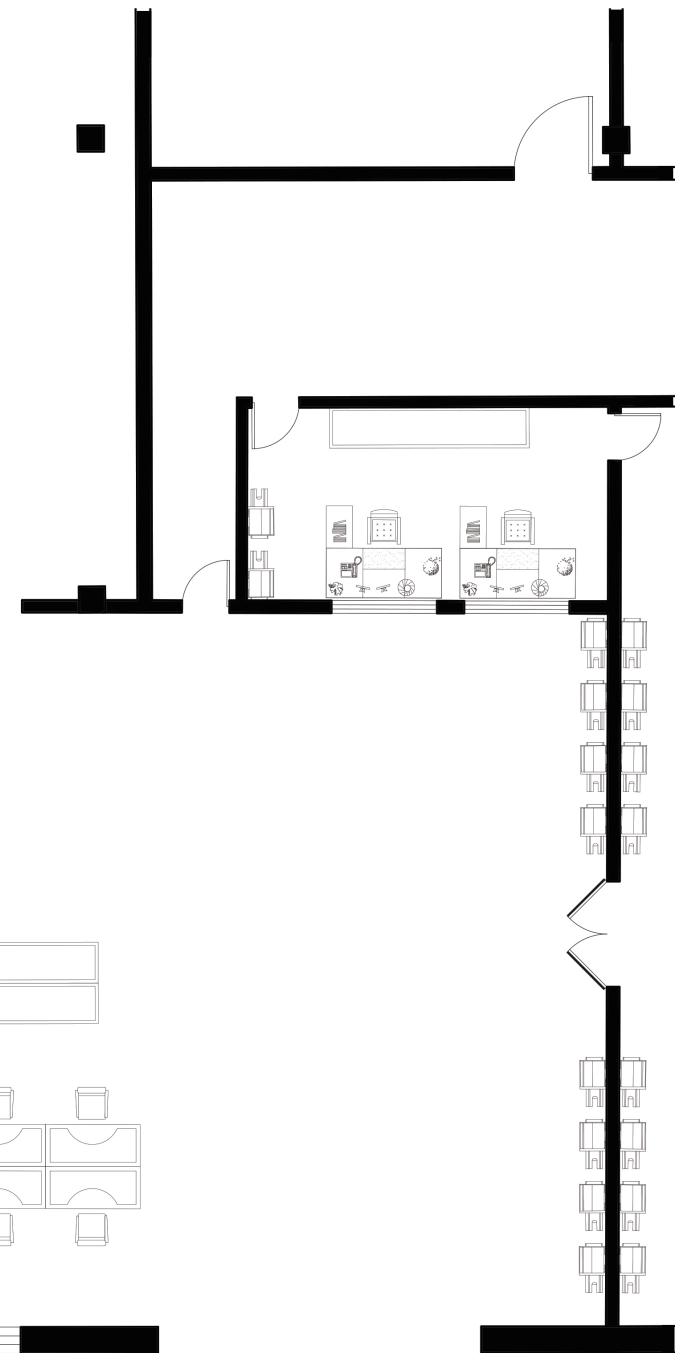
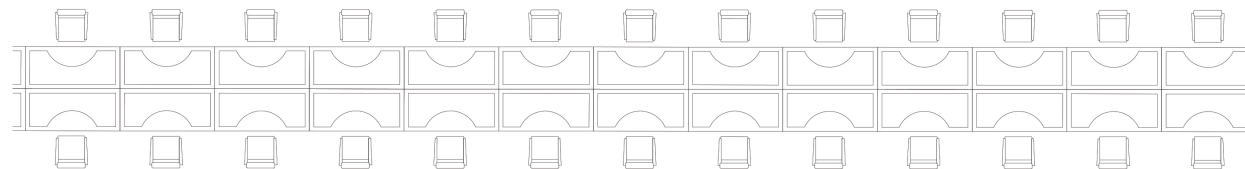
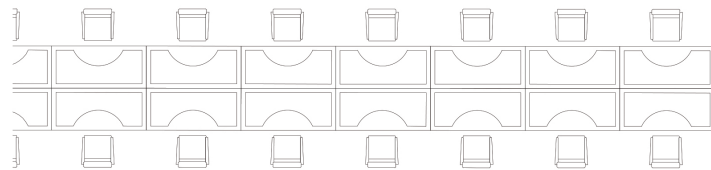
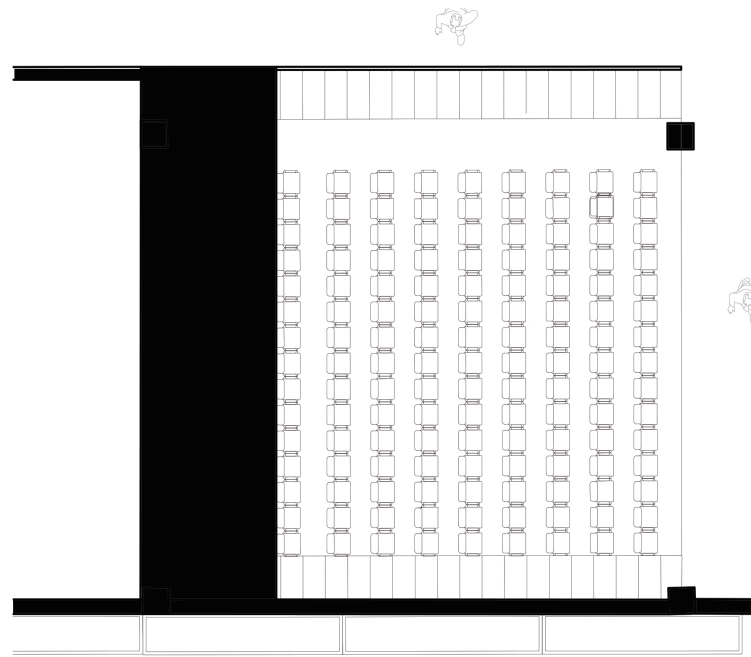
-1 Plan



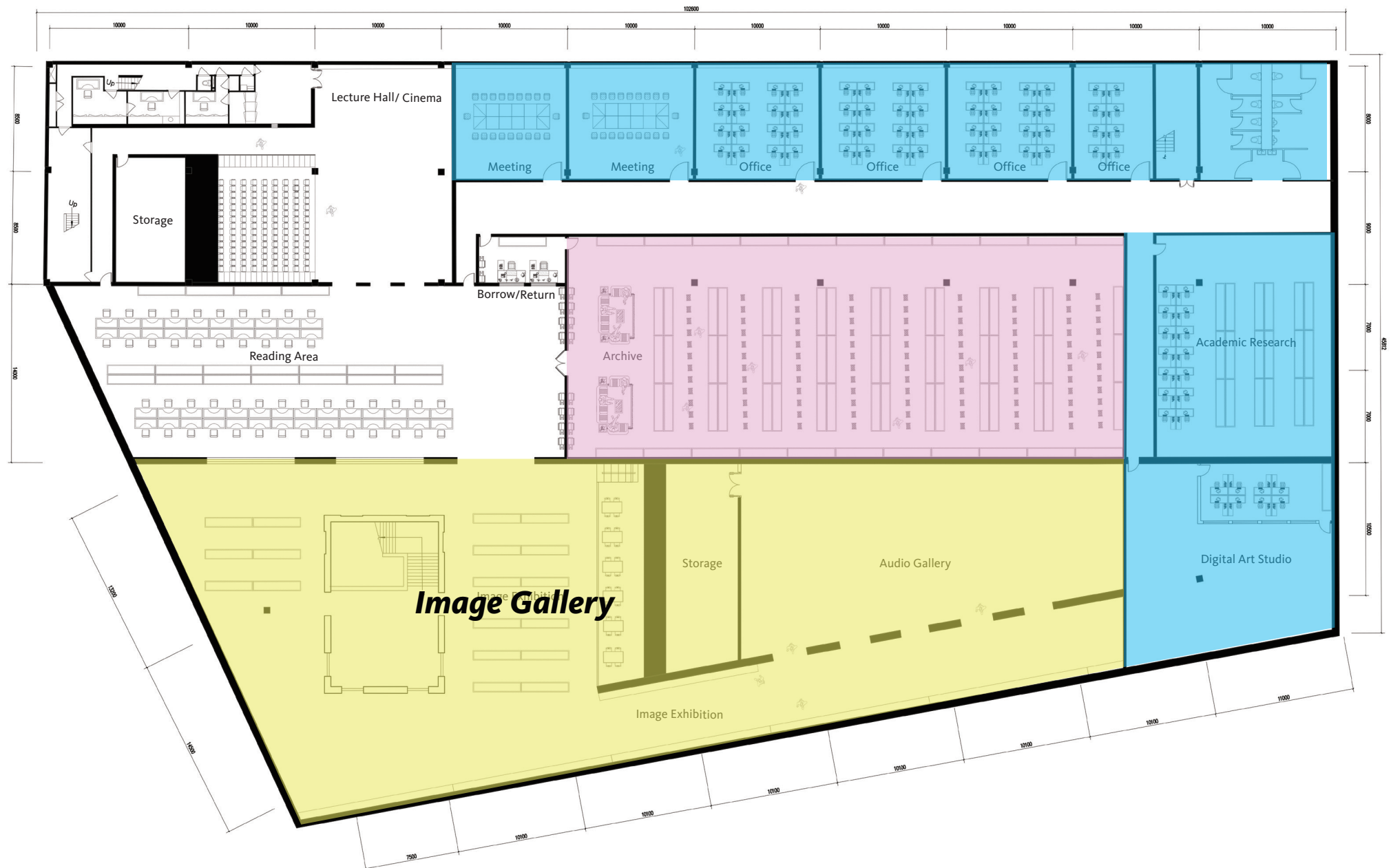


-1 Plan

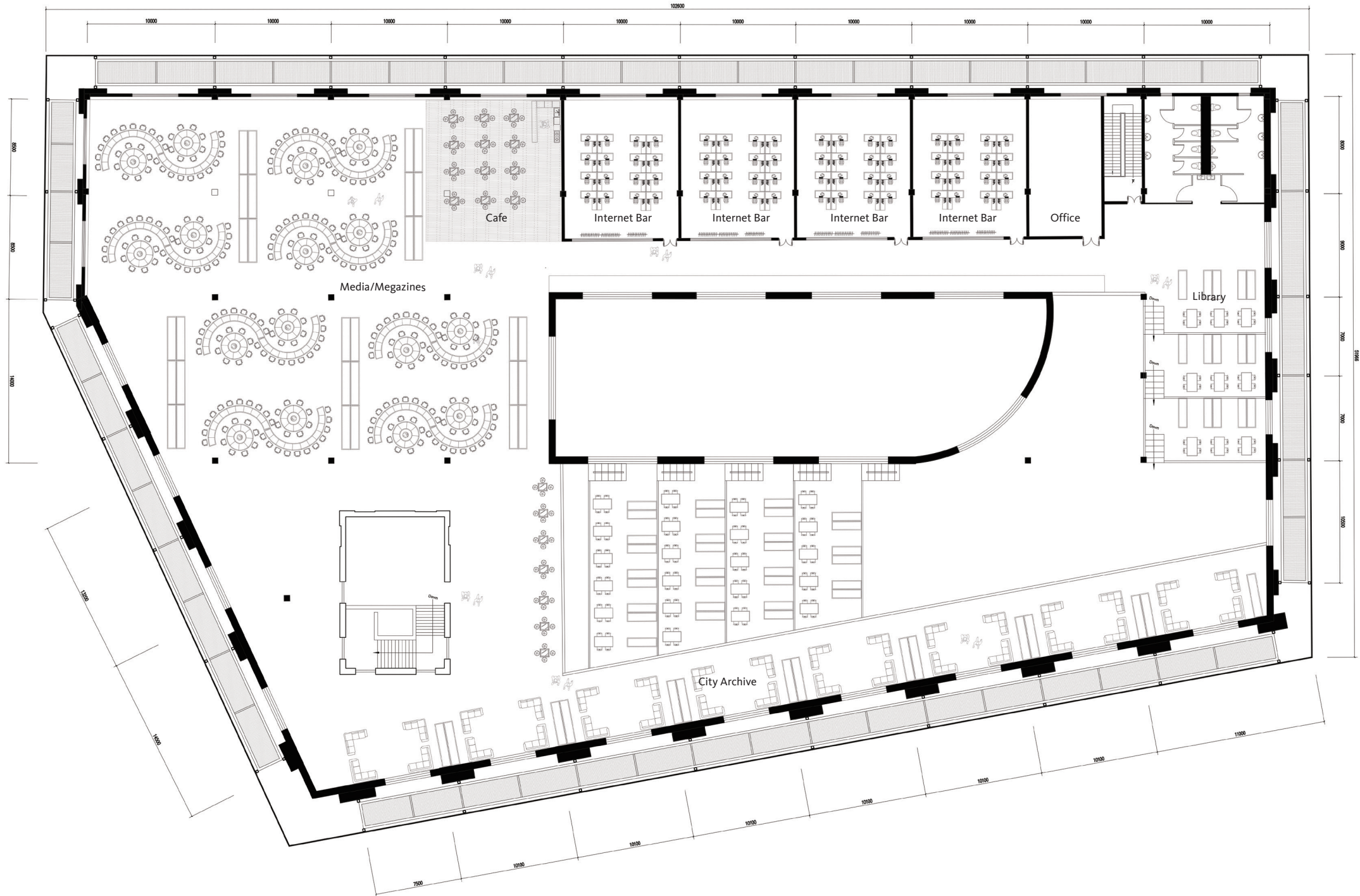




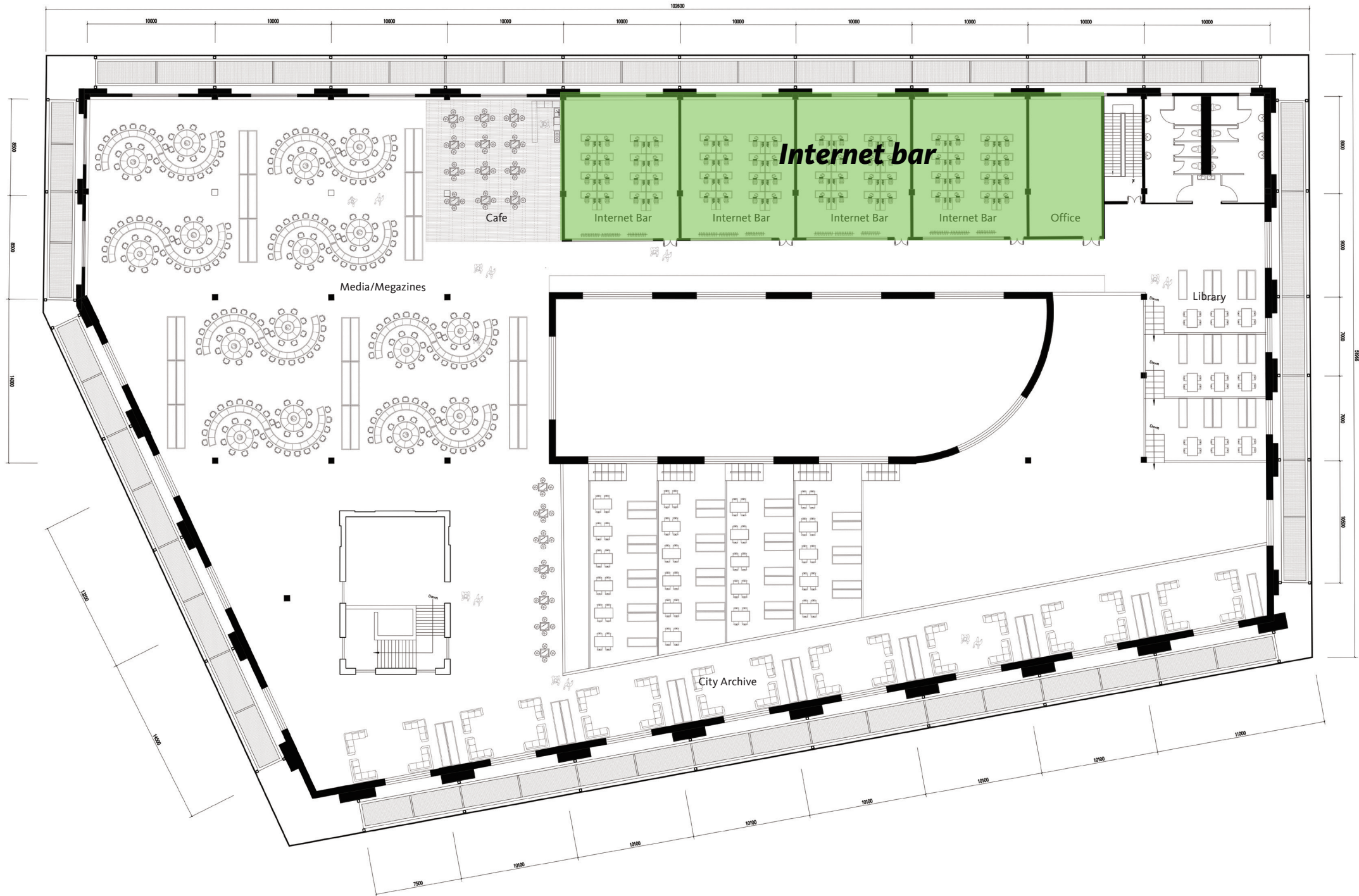
-s Plan



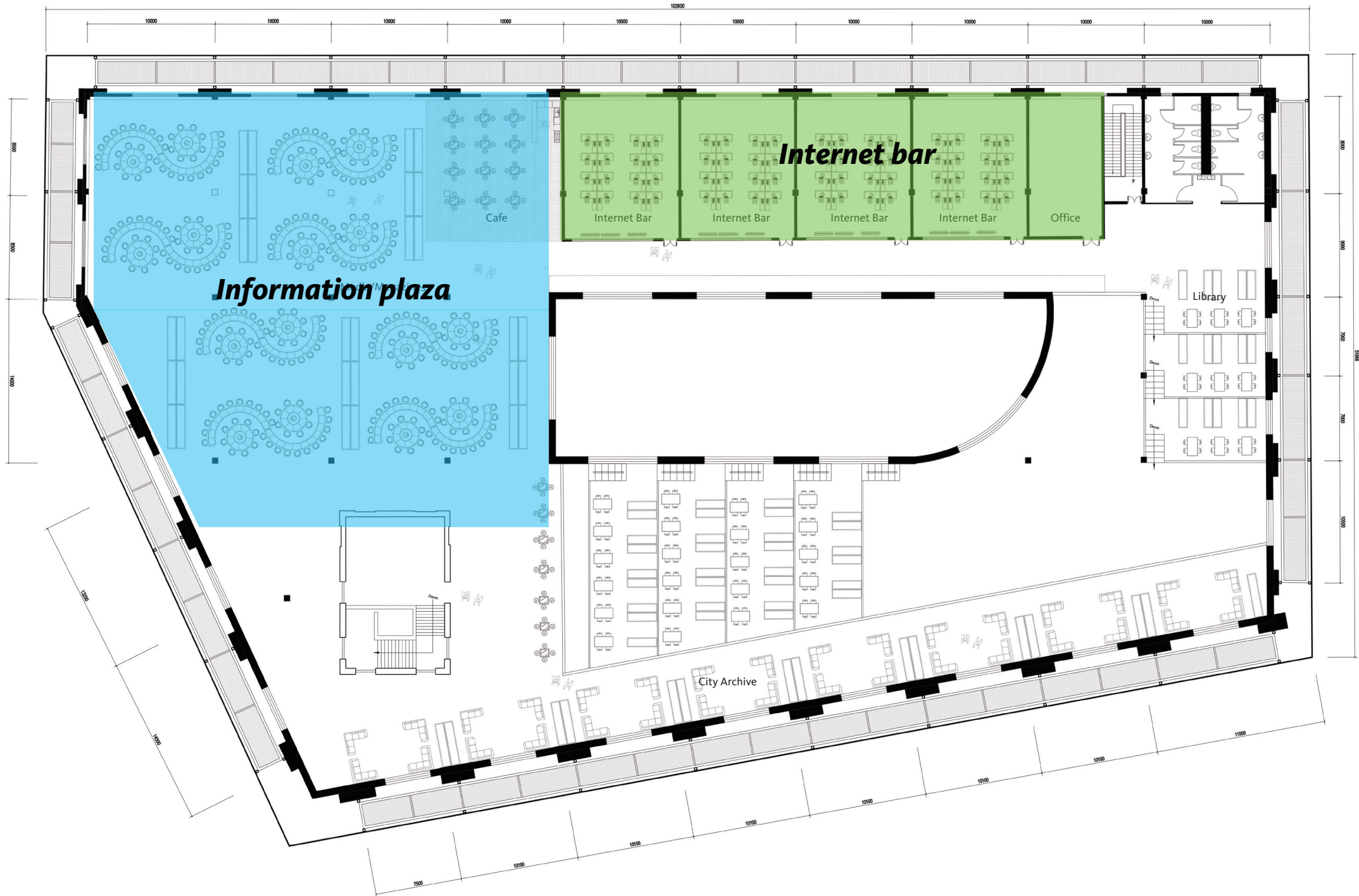
Topfloor Plan



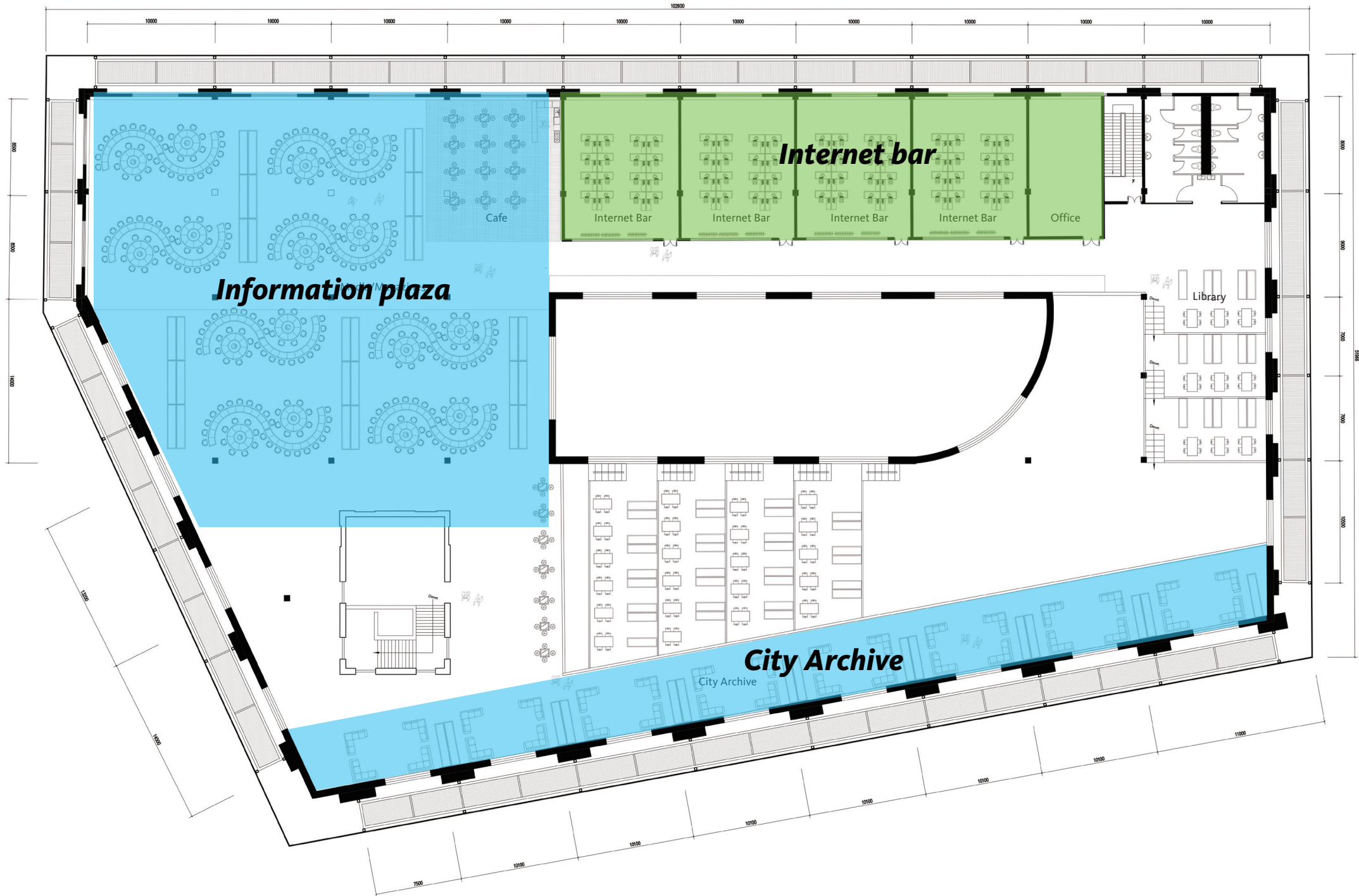
Topfloor Plan

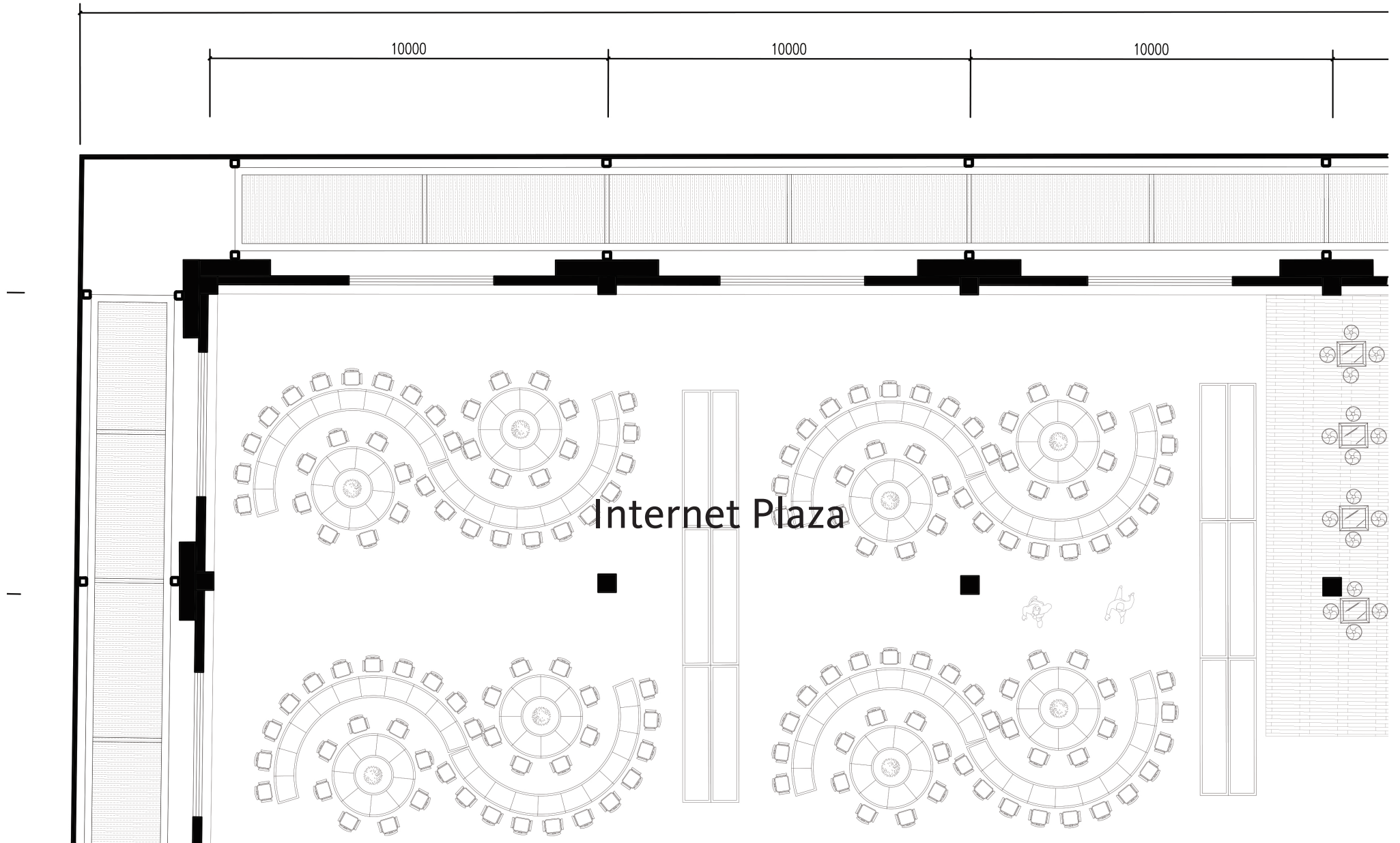


Topfloor Plan



Topfloor Plan





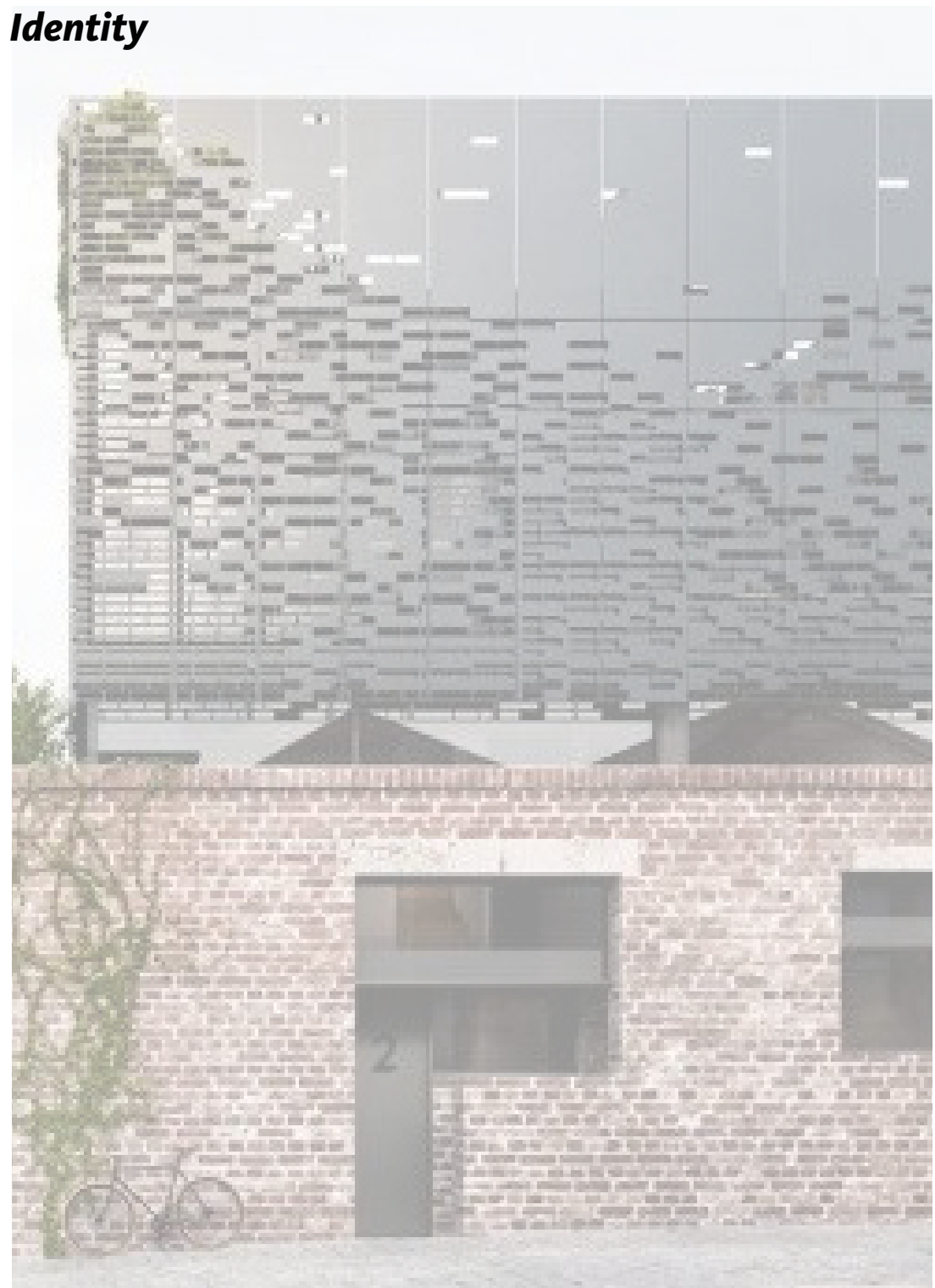
MATERIALIZATION

TRADITION OR MODERN

National Library Facade



Facade Identity



Facade Identity



Facade Proposal



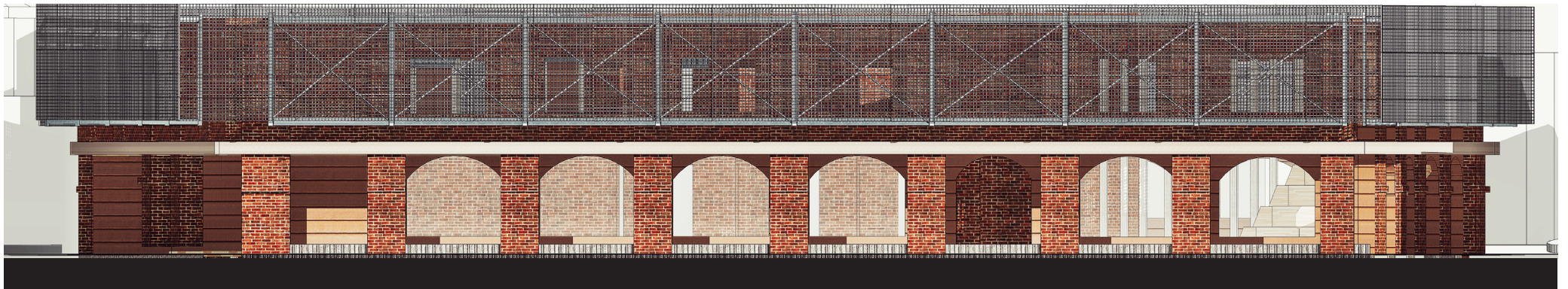
Facade Proposal



Facade Proposal



Southern Elevation



Eastern Elevation



Northern Elevation



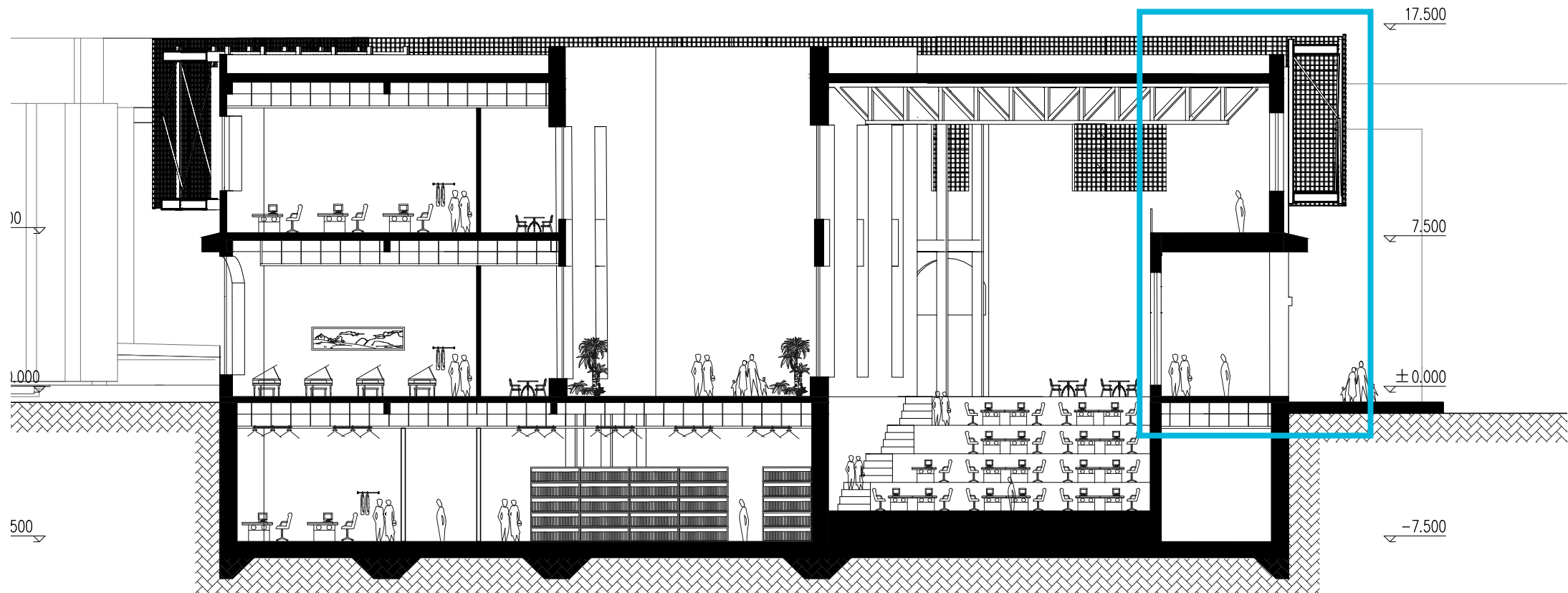
Western Elevation



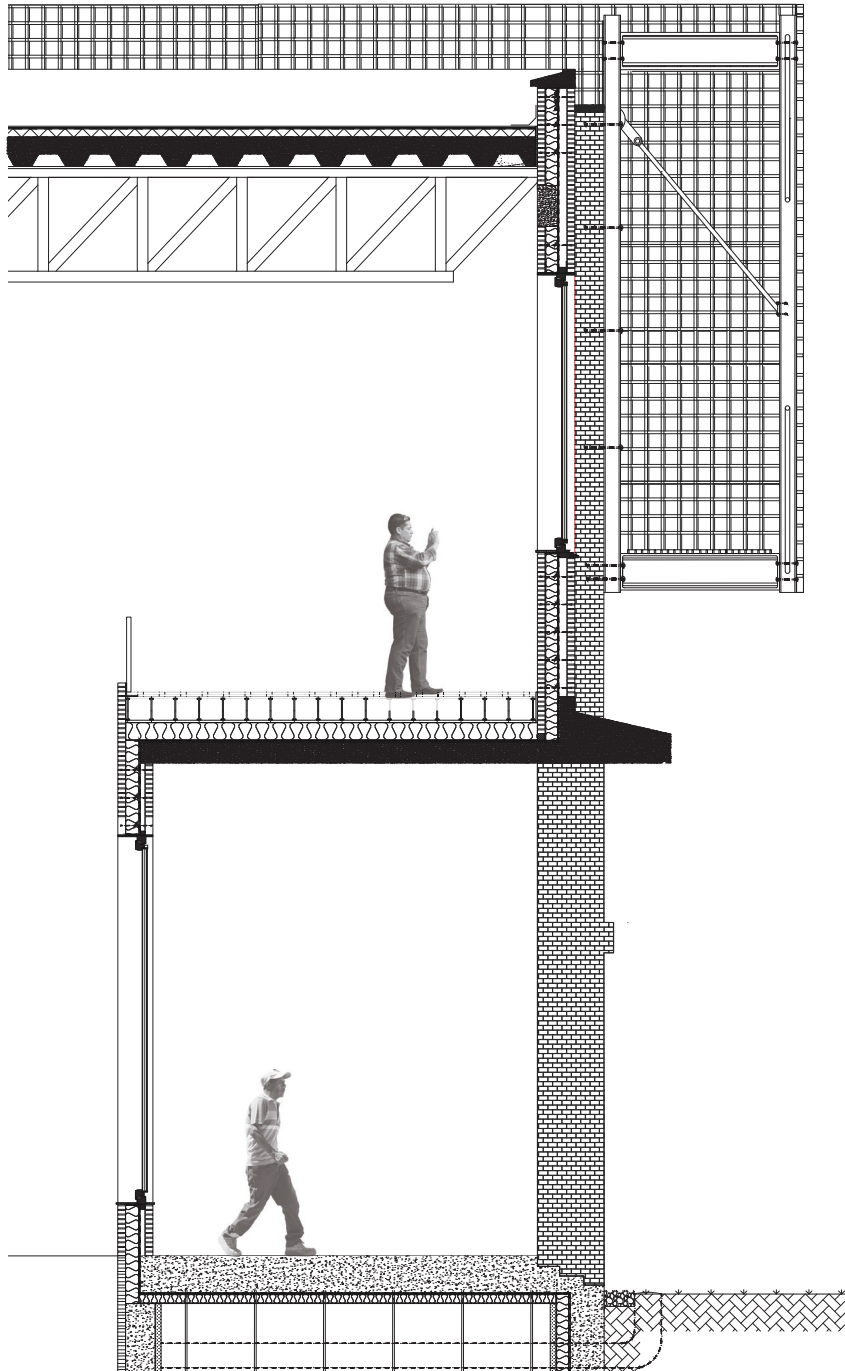


Model photo 1:200

Traditional @ Modern



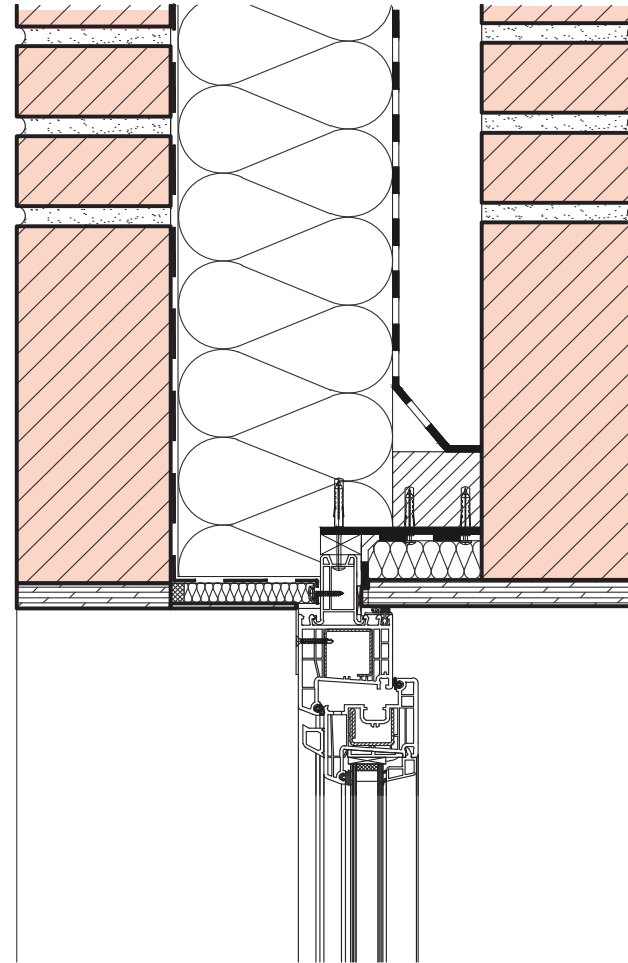
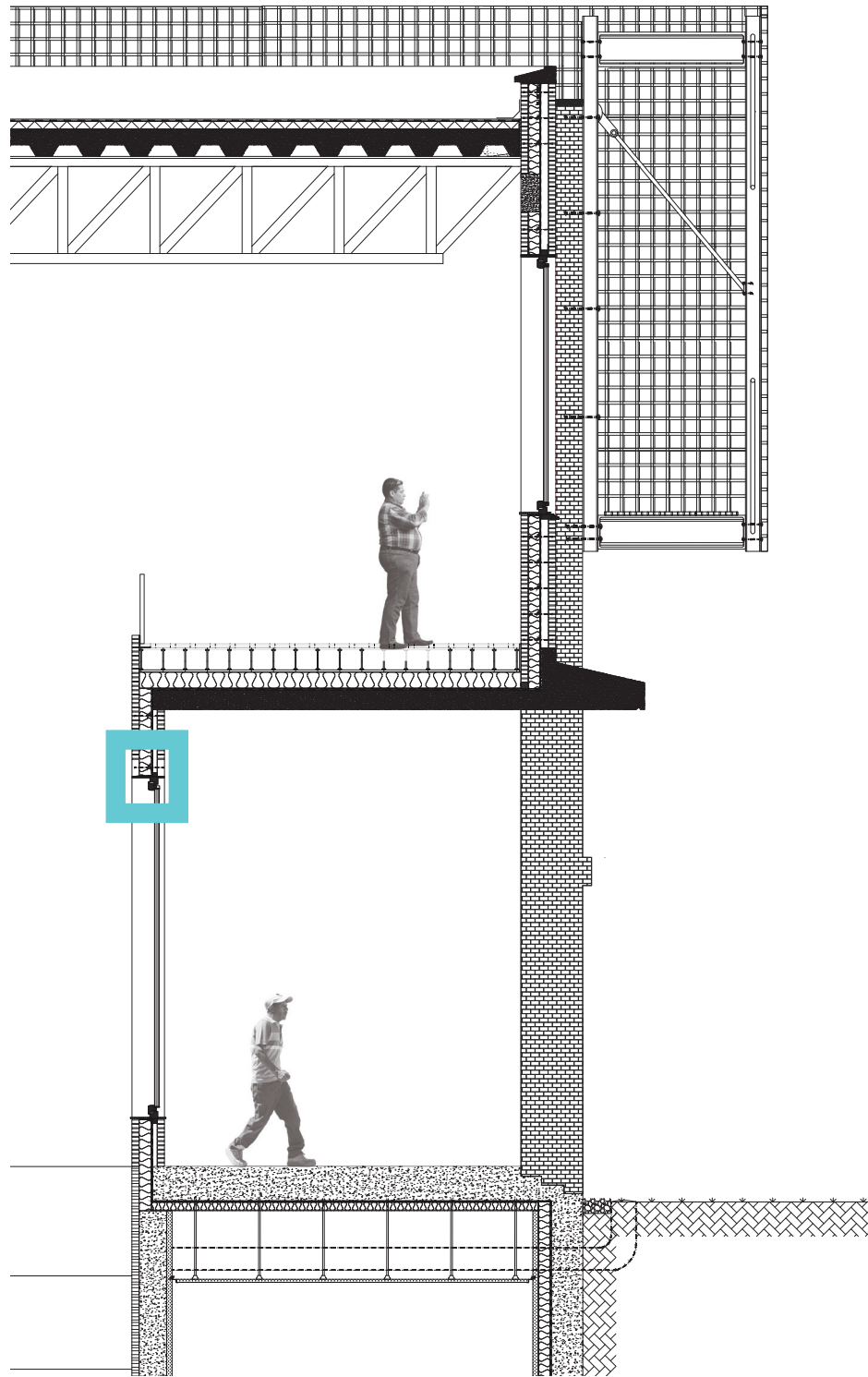
Facade Detail



Brick Arc

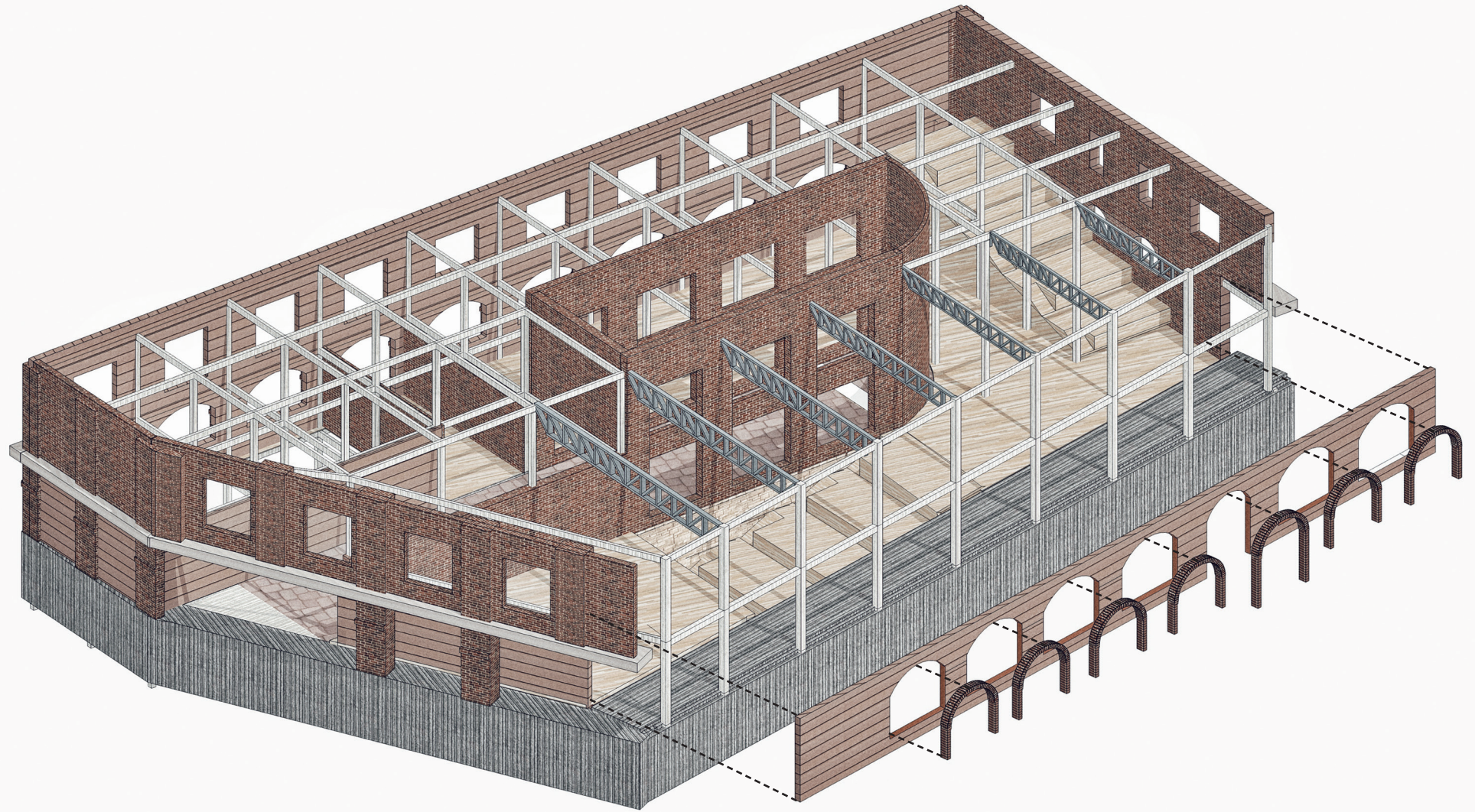


Detail 1

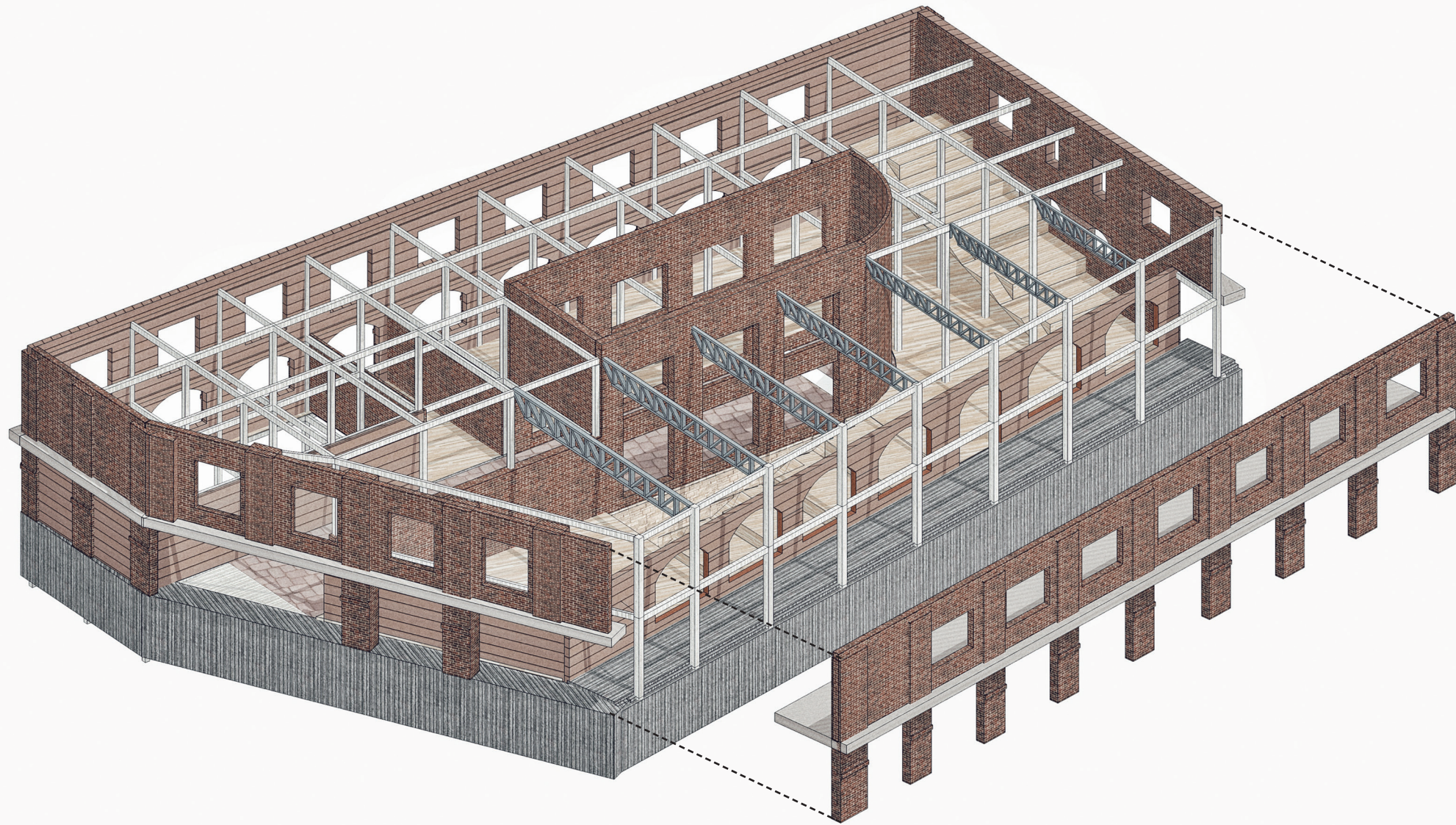


CONSTRUCTION

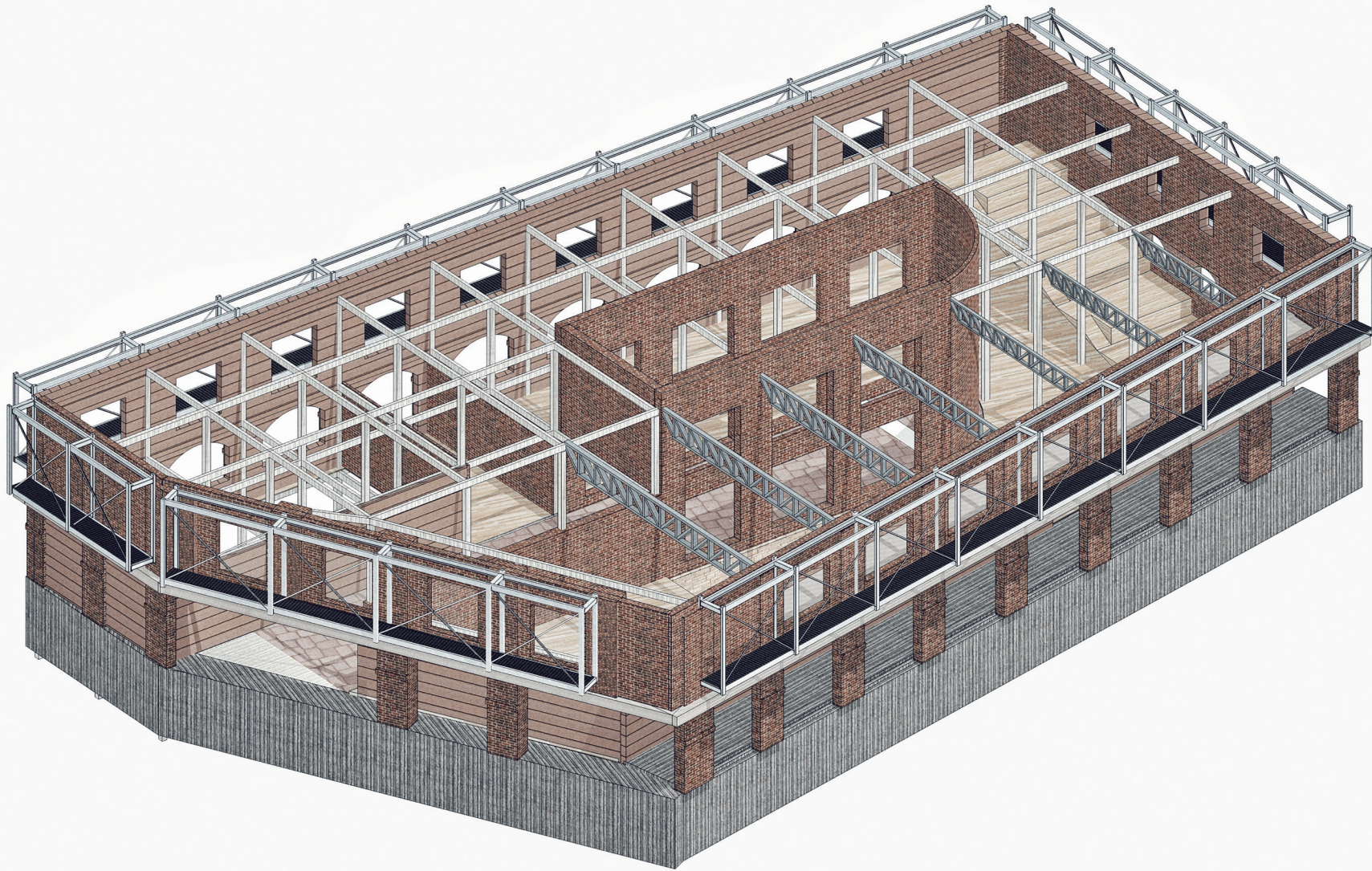
Brick Arc @ Window



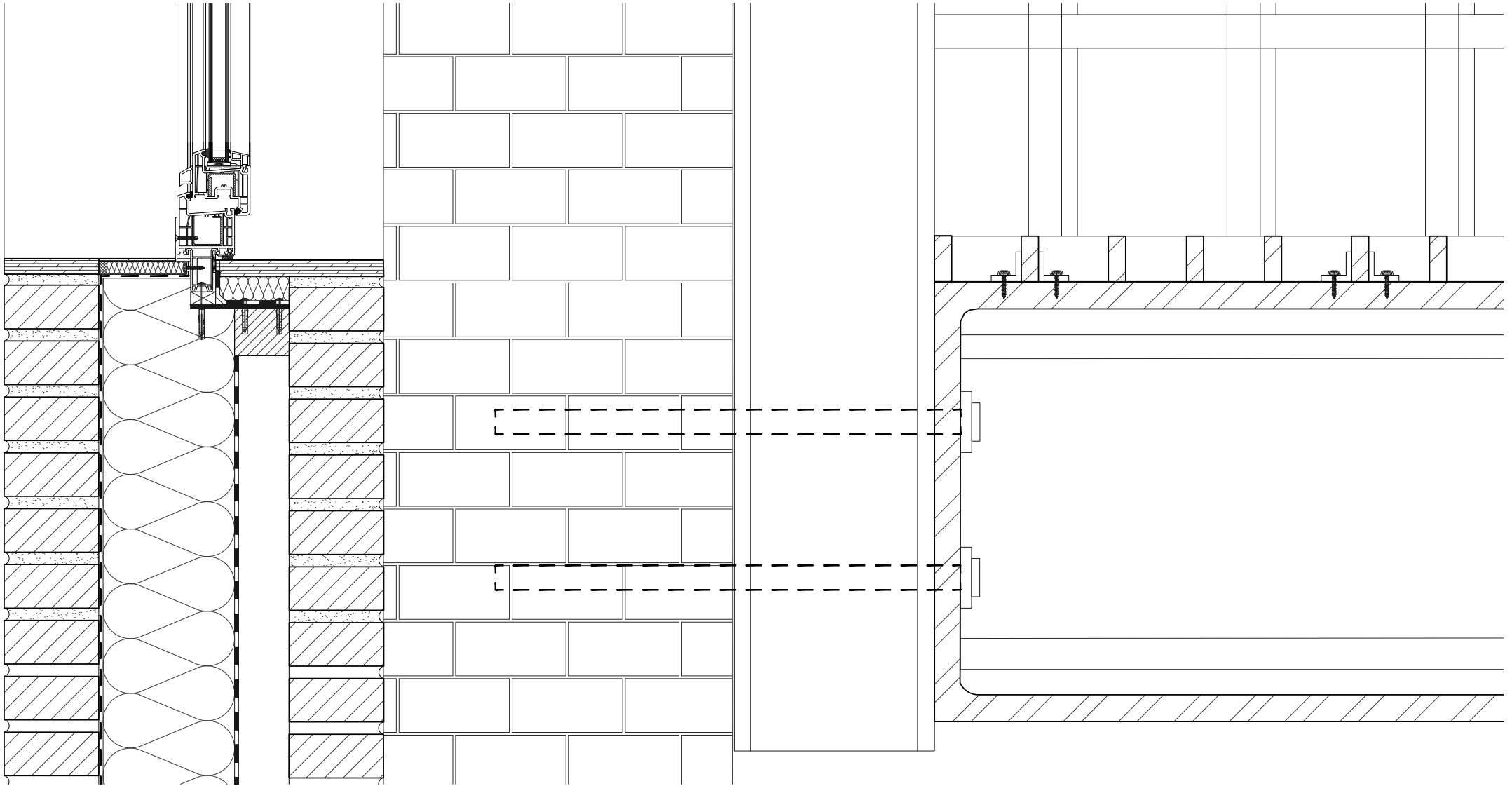
Brick Columns



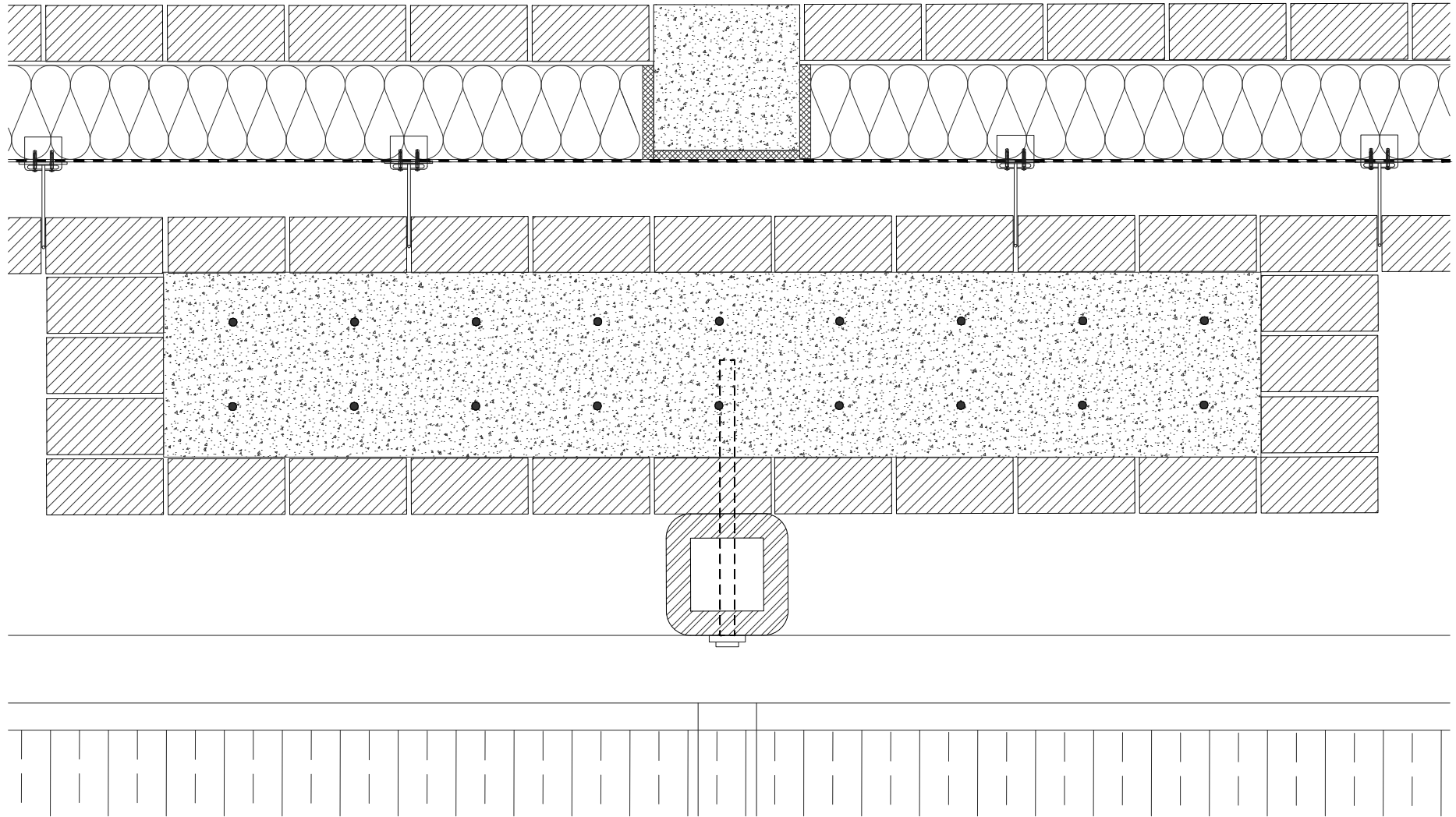
Steel Structure



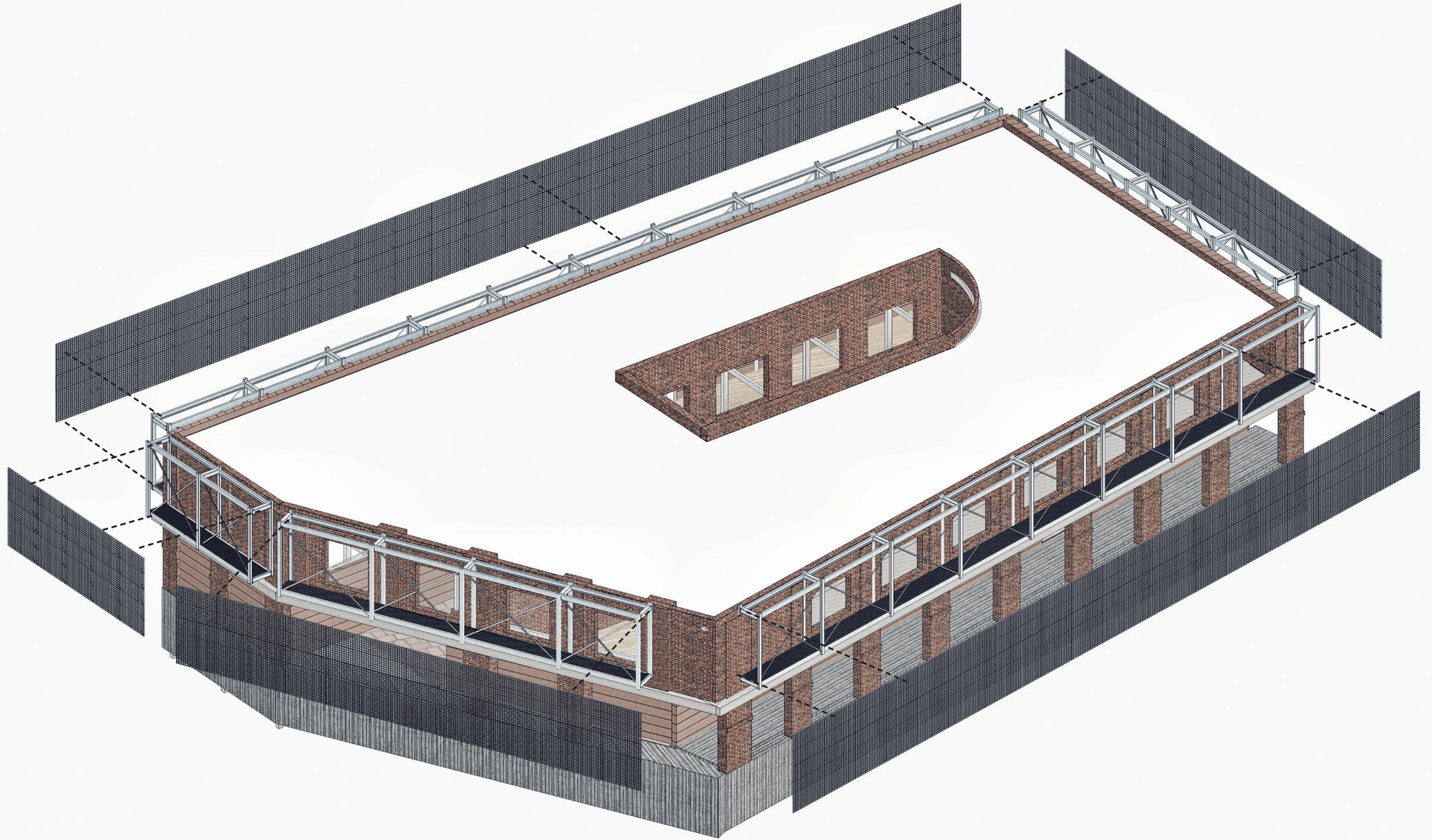
Detail 2



Horizontal Detail



Grating Layer



Climate System

