



Cuba 2.0- Media Revolution

Complex Projects
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Update Cuba Traditional Culture Carrier with Media Technology

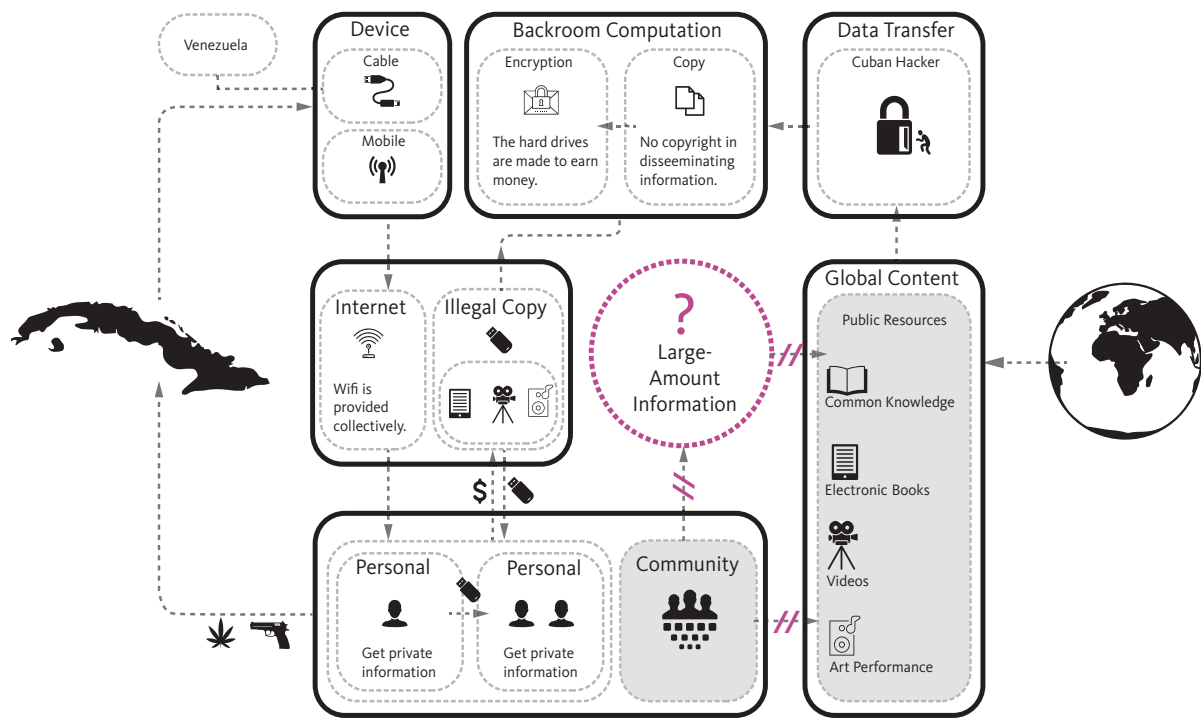
In Havana, traditional culture prevalence is very inefficient with Cuba traditional libraries. Because their traditional culture data are mostly stored as printed materials. However, this kind of storage makes the academic documents fragile. Nowadays, citizens are not allowed to borrow or read any historical documents in national library. Their common carrier of traditional culture has low accessibility to public.

In recent years, media technology began to be popular. It is a chance to use it to transfer fragile printed traditional materials to digital ones. It is easier to help citizens to visit and recognize the treasure of Cuba traditional culture.

The relationship between research and design

The research forms a foundation to design process. Designing a media center in a combination of traditional culture and new media technology requires a wide range of information including local information dissemination strategy, social background and information dissemination in both developing and developed countries. The findings in different scales from global to household illustrated that there is no institute to store and provide large amount information and common knowledge for communities. To find out the solutions to accessibility lacking was based on further researches in the development of library management.

Consequently, the lack of accessibility of information is a key. In order to provide more accessibility of traditional cultural materials, I researched different types of strategies to transfer and store information. The understanding of information dissemination and storage helps to form the architectural program – media center as a trigger to facilitate the knowledge dissemination. Furthermore, different communal programs were facilitated by analyzing information in terms of site research, cultural background and local technology. The main program is developed based on research:



The relationship between the methodical line of approach of the studio and the method

Complex project places an emphasis the research on multi-perspective and a wide range of understanding that not only in discipline of spatial, but also political, economic and social. It aims to develop critical thinking on design process. Design decision making is based on those ranges of research layers. In the beginning, personal fascination and initial design direction were stimulated by a collective research outcome. It is effective to narrow down a particular topic from a large scale of possibilities. In addition, better understanding Cuban culture thanks for assistance of architectural historian in a case of Cuba with limited online information.

The arrangement of different forms of meeting and seminar in certain topic provided a lot of additional interactive information exchange and sharing. Zoom in from urban scale to building site scale guided the master layout plan in response to site context step by step.

The approach mainly focused on the site response and narrative development, but somehow lacked of support by architectural theory. In case of media center design, it required many existing building references to create a full- accessibility media center. Typology studies is necessary for design process in order to master this kind of scale of building.

The relationship between the project and the wider social context

My proposal is a mixed-use public facility transferring partial printed knowledge to digital materials or lecture. Cuba is the origin of Latin Culture. Although it preserves the music and performance art by experience, it lacks the accessibility to historical documents for academic research. To figure out how to transfer historical printed materials, my project is separated into 3 main parts. Library (common knowledge), information plaza (global information), and the most important one, is to design different facilities to transfer books in archive to lecture, image gallery, videos, and academic research. Archive is the center of all functions. In this way, citizens have full accessibility to visit and learn their traditional culture (history). Whole space is the continuation of promenade and plaza to provide full accessibility.

My project focuses on how to define new libraries in Cuba. Libraries have always played an important role in the development of human intelligence and culture. For centuries it has been a place for storing knowledge, experience and imagination in a written form. The most important value is to provide full accessibility of information and knowledge to citizens. When libraries lose accessibility, it will become the coffin of books, rather than a place where people share knowledge and communication. With the eras changing, traditional knowledge dissemination becomes easier with media technology.