





Cultural District in Havana

Bottom-Up Urban Renewal Project initiated by Creative Class, Constructed through Intervention

Site:



Between the Prioritized and Neglected Neighbourhood the fast growing old town redevelopment area and ignored working-class neighbourhood that left to decaying





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Aim:

Induction of New Activity and New Connectivity

Cultural activity as means of re-molding impression of the rigid post-industiral leftover border.



Cultural Capital of the Carribean How Havana shaped/packaged itself as a Cultural

How Havana shaped/packaged itself as a Cultura Capital through education and renovations

e culture of socialism is a humanist culture in that stresses the solof men and peoples and fosters whatever is best and most progressive in the uman being. It offers the scope and the means for the universal development of the individual, and for the formation of his creative personality, so that he is capable of acting freely and effectively in various social fields through the deployment of his initiative, enriched by a deeper understanding of the world and of himself.

Instituto Superior de Arte: Site Visit Research











School of Plastic Arts - Ricardo Porro







School of Modern Dance - Ricardo Porro

Artist Training ->





School of Ballet – Vittorio Garatti

Art Events:



Artist Training -> Cultural Events



BIENAL DE LA HABANA

Renovation Projects: Revival of Historical Quarter





by PUBLIC SECTOR Office of the Historian of Havana City

by PRIVATE SECTOR Private Corporations/ Joint Venture Investment



Artist Training -> Cultural Events -> Historical City as Stage

Tourism: **Attractivness of Cuban Culture**



Tourists arriving in Cuba

Enticed by the potential flood of cash into the island's reeling economy, Fidel Castro opened Cuba to tourists in 1995, and it quickly became a top Caribbean destination. If U.S. restrictions are eased, the flow of Americans is expected to skyrocket.



Artist Training -> Cultural Events -> Historical City as Stage -> Foriegn Interest

Raul Castro's 5 Year Economic Reform:

A New Economic System for New Tourist Economy, Diversification!



Figure 1. Cuba: Self-Employed Workers: 2007-2013



Artist Training -> Cultural Events -> Historical City as Stage -> Foriegn Interest-> Business

425,000 Self-Employed Workers **110,000** Reduction in Public Jobs **7.5%** Cuba's total Work-Force The Rising Figures However are exposing the weaknesses in Cuba's Social Policy and Urban Planning



On-Going Urban Redevelopment Strong Border of Gentrification

Artist Environment: Overloaded Education & Saturated Platform



School of Modern Dance – Ricardo Porro

OVERLOADED WITH 4000 STUDENTS (DESIGNED FOR 900)

NATIONAL PERFORMANCE GROUP



GRADUATES



STUDENTS

APPLICANTS

Private Business: Failure of Sustainability





Company Size: (Unconditional)



exponential increase in income tax starting from 40% to discourage large company size & concentration of \$\$.

Working Space Rental:

IB3 CUC /month if shared by 6 employees, would account for 50% of income



Source: Office of the Historian of the City of Havana



Problems of Neglected Neighbourhood Case Study in Diez de Octubre- Densiest Residential Area





39% families living in merely adequate or 26,634 homes constructed in 2014 **45%** of which unaided by government

CATEGORY II Poor Extension on Decent Building



CATEGORY IV Adapted Post-Industrial Structure

poor condition = **1,170,000** homes Housing deficit of 1,500,000 homes



Problems of Neglected Neighbourhood Typologies of DIY extension









Category I: Singular-Expansion

Category II: Mass-Multiplication



CATEGORY II Poor Extension on Decent Building









Category IV: Metamorphosis



Unsustainable Artist Education

That lacked future prospects and necessary quality to train.

Failure of Private Economy

Full of rigidity and lack of diversity.





Unsustainable Artist Education

That lacked future prospects and necessary quality to train.

High Availability of Spaces



Failure of Private Economy

Full of rigidity and lack of diversity.



Business opportunity invited market force to open up decayed area.

Gentrification and Urban Decay

Problems as Interwoven Possibilities!!

Full of rigidity and lack of diversity.

Thesis Statement:

Creative Class as 'New' Developers

from the grass roots, honing in on their collective skills and expertise to self-procure, build and manage their own neighborhoods. Designing the "Process" from simple occupation to expansion.

Case Studies:

Case Study I: Fábrica de Arte Cubano (F.A.C.), Havana







Fábrica de Arte Cubano

The Project is located in Cocinero, originally the headquarters for Havana's electricity company, then converted to an olive oil factory. A third life was given to this space as a new exhibition/ performance stage in Havana, breeding retail branches around itself in the following 2 years.

Program Distribution:







Spatial Journey:







System of Elaboration:

STAGE 1. (INTROVERT)

1) Artists looking for Working Space with Low Rent 2) Collective Investment of Artist in Refurbishing Factory

STAGE 2. (EXPANSION)

1) Factory needs funding to hold public events and support expense. 2) Set-up of Bar/ Restaurant to raise money (sustainable)

STAGE 3. (CONTEXT)

1) Factory becomes a popular site in district, unconciously triggering developments around.

Case Study II: Valsts Elektrotehniskā Fabrika - another socialist example in Riga







Valsts Elektrotehniska Fabrika A POST-SOCIALIST TRANSFORMATION – FROM A FACTORY TO A CREATIVE QUARTER

VEF was the biggest manufacturer of electrical and electronic products in the former USSR. After the re-establishment of Latvia's independence in 1991 these developments left a massive abandoned territory in Riga's urban space. Today Totaldobže, created in 2010, is a private multifunctional cultural centre with a main focus to create an ongoing platform for interdisciplinary art and educational projects.

Expansion: From Building Scale Revitalization to Urban Scale Reoccupation

2005-2007



2008-2011



2011-Present



Growth Boosted by Global Economic Downturn 2008, Unemployment Rate Skyrocketed and Individuals started looking for cheap locations to conduct Private Business.

Program Distribution:

2005-2007



Artist Studio: Refurbished Working Spaces

1000 sqm

2008-2011



Artist Studio: Refurbished Working Spaces	1000 sqm
Community Design Workshops:	
Galerija Ziema	
Open Silkscreen	750 sqm
Temporary Event Spaces:	2500 sqm
Retail:	

2011-Present



Artist Studio: Refurbished Working Spaces St Community Design Works Galerija Ziema Open Silkscreen Institutions: Totaldobže Art Centre Veizāns Dance School Retail: Cafe x15 Restaurant x8 Elkor Plaza Days Hotel Riga VEF Wholesale: Domina Shopping

Recreation:

Evelatus Euronics

VEF Indoor Extreme Sports Park Park Library Performance:

Melnā Piektdiena Godvil Concert Hall Property: Ober Haus Real Estate



Studios (shops:	2000 sqm		
	750 sqm		
	3000 sqm		
	4000 sqm		
rk	6000 sqm		
	5500 sqm		
	1500 sqm		
	2200 sqm		





Totaldobže Art Centre





Godvil Concert Hall

System of Elaboration: Unconscious Bottom Up Urban Renewal?

EXAMPLE 1

STAGE 1. OCCUPATION

Creative Class discovering potential left over spaces for work.

STAGE 2. ATTENTION

Events were held to expose the work they have been doing to public, as well as attracting foriegn visits.

STAGE 3. DRGANIZATION

As the Creative Community expands they need a manageral system to manage, as well as institues to reproduce talents and exchange skills. STAGE 4. BUSINESS

To Sustain such community retail business were managed around the creative sites.

OVERT STAGE 5. Conglomeration

As business grows, it start detached itself from management of creativeclass and expands with own conciousness by discovering/renewing surrounding sites.

Case Study III: Sugarhouse Studio, London







Sugarhouse Studios

Sugarhouse Studios is a studio and events space on Stratford High Street, conceived and built by Assemble. The project seeks to find a way for private practice (space for research, design and construction) to be opened up to form the backdrop for a public building.






250 sqm

300 sqm

300 sqm

125 sqm









Studio Spaces for private work and Tools to share.





Border as Surface for Cultural Catalyst

Site Selection and Project Nature







Strip Elevation



Strip Elevation





















Creator: Pichardo y Tapia, Estéban, 1799-1879 Publisher: Office of Chief Engineer, City of Havana Department of Streets

1900 The Edge of Water



1960 Formation of Industrial Strip



Creator: United States. Hydrographic Office Publisher: Hydrographic Office under the authority of the Secretary of the Navy







1980-Present Edge of Post-Industrial Site

Probable Future Trajectory in 50 years Potential of Bay not fully developed!







An Alternate and more desirable Situation. Trajectory

RADIUS OF VALUE DEPRECIATION



An Alternate and more desirable Situation. Revitalisation of Border Increases Value of Contextual Property



Methodology of Interventing

Site Selection and Project Nature

Where To? What To? How To? When To?







How to Intervent: Learning from Local Extension Typologies









Category I: Singular-Expansion **Category II**: Mass-Multiplication



CATEGORY II Poor Extension on Decent Building









Category IV: Metamorphosis



How to Intervent:

Abstraction of Typologies to Strategies



How to Intervent:

From Strategies to Architectural Language





What to Intervent:

Cultural Programs extracted from Case Studies



2. PRACTICE





- Arts

[·] Music Studio x4	600 sqm.
[·] Instrument Practice Space x5	400 sqm.
[·] Dance Studio x2	500 sqm.
[.] Gym x1	500 sqm.
[·] Studio Theater x1	1000 sqm.
[·] Visual Art Workshop x2	1000 sqm.

- Business

·Lecture Rooms x8	1000 sqm.
[•] Classrooms x2	400 sqm.
[·] Multimedia Room x1	300 sqm.
[•] Fabrication Laboratory x3	400 sqm.
Library x1	400 sqm.

- Workshop

[.] Warehouse Rental x8	500 sqm.
Construction Workshop x1	250 sqm.
·Craft Workshop x6	200 sqm.
[·] Material Library x1	100 sqm
·Storage Space x2	200 sqm
[·] Office Space x2	2000 sqm
[·] Start-Up Incubators x3	1000 sqm
[·] Administration Office x2	250 sqm
Conference/ Meeting x2	100 sqm
Product Exposition x1	800 sqm

- Exhibition

- Gallery<-> Bar x5 [.] Market x2.....
- Auction Space x1.....
- [.] Archive x2.....
- [.] Museum x3.....
- Performance
- [·]Theater x1..... [•]Public Ampitheat
- [·]Square/Park x4...
- Retail [·]Bar/Cafe/Restau
- Accomodation
- [·]Guest-house x80.

3. EXCHANGE

...1000 sqm. ..4000 sqm. ...200 sqm. ...500 sqm.2500 sqm.

	2500 sqm.
ter x1	2500 sqm.
	4000 sqm.

irants	x5500	sqm
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	2500 sqm.
	4500 sqm.
x225	11000 sqm.



Local Residential (6000sqm.)
Warehouse Rental (500sqm.)
Construction Workshop (250sqm.)
Craft Workshop (200sqm.)
Neighbourhood Machinery (100sqm.)
Gallery<-> Bar (200sqm.)
Bar/ Cafe/ Restaurants (100sqm.)
Guest-house (200osqm.)

Local Residential (5400 sqm)
 Craft Workshop (200sqm.)
 Gallery<-> Bar (100sqm.)
 Market (3000sqm.)
 Costume Workshop (100 sqm.)
 Material Library (200sqm.)
 Storage Space (300sqm.)

Craft Workshop (300sqm.)
Artist Village (1500sqm.)
Guest-house (1500sqm.)
Gallery<-> Bar (500sqm.)
Auction Space (200sqm.)
Archive (400sqm.)
Museum (1000sqm.)

Creative Education Spaces (4000sqm.)
Instructional Classroom Spaces (2000 sqm.)
Multimedia Laboratory (300 sqm.)
Fabrication Laboratory (200 sqm.)
Library (400 sqm.)
Office Space (2000sqm.)
Administration Office (250sqm.)
Conference/ Meeting (100sqm.)
Product Exposition (800sqm.)
Gallery<-> Bar (200sqm.)

[•] Public Ampitheater (2500sqm.) [•] Market (1000sqm.) [•] Bar/ Cafe/ Restaurants (300 sqm.)

Theater
 Museum
 Costume Workshop
 Bar/ Cafe/ Restaurants

AMPITHEATER

MARKET SQUARE (distribute)

GA

BAR/SHOPS

MARKE









in 5 Years, the ground floor spaces of the strip could be reoccupied with retail, empty warehouses could accomodate practical workspaces both being too expensive and competitive in other parts of city now available to new private entrepreneurs and creative class.



in 10 Years, the Occupation of the structures would go vertically, institution is formed to organize different spaces and warehouses as intermediate construction center.



in 20 Years, When Cultural District achieved a balance between Practical Space, Event Stage and Local Business.



in 20 Years, When Cultural District achieved a balance between Practical Space, Event Stage and Local Business, and would be able to categorise themselves into different domains.

Architectural Scale of Interventing

Cultural Institution & Community Theater (Former Fabrica and Gas Station)



-Spatial Arrangements - Material & Performances - Structural Composition

Specific Site Location:



To Calzada Luyano

To Calzada Luyano

Existing Site Condition: Vacant Fabrica Building and Low Volume Gas Statio







Diagrammatic Program Implantation: Vacant Fabrica Building and Low Volume Gas Statio



Diagrammatic Program Implantation: Vacant Fabrica Building and Low Volume Gas Statio

5/F **Creative Co-Work Spaces**

4/F Creative Co-Work Spaces

3/F **Educational Spaces, Foyer Extension**

2/F **Educational Spaces, Foyer Extension**

1/F **Double Ceiling Space**

G/F Practical Workshops, Display, Social







G/F

Social Programs
Gallery
Concept Store
Workshops
Performing Arts
Extension
Co-Working Studios
Educational
i

1/F Balcony, Cafe, Practice

Social, Workshop, Performer Spaces

Revitalized Plan:

Extension to Old Structure as new shelter for Cultral Ecology











DAY Rental Public Workshops Performing Arts Education Co-Working Spaces

DAY

Public Market Park and Recreation Theater as Practice Space




NIGHT Foyer becomes Auditorium space Active Bar and Gallery



Superimposing Stages LIVE Music, Art Festival



Revitalized Plan:

Extension to Old Structure as new shelter for Cultral Ecology





Existing Building Condition: Vacant Fabrica Building



Existing Building Condition: Vacant Fabrica Building



Existing Building Condition: Vacant Fabrica Building

- 1. Studio for Rent 2. Concept Store
- 3. Gallery Space
- 4. Project Space
- 5. Lecture Room











Building Extension: Completing the Cycle of Cultural Exchange



Building Extension Completing the Cycle of Cultural Exchange







Building Extension: Terraces



Building Extension: New Circulation and Spatial Connectivity







Level of Institution,

1st Floor



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Level of Institution, 2nd Floor

23. Common Area
24. Project Space
25. Instructional
Space
26. Fabrication Lab
27. Toilets
28. Music Rooms
29, Large Music
Classrooms
30. Control Room



Building Extension: New Circulation and Spatial Connectivity



Building Extension: New Skin and Roof to Improve Climatic Performances







Level of Creative Offices

3rd Floor



Level of Creative Offices

4th Floor











Existing Building Condition: Gas Station at Traffic Conjunction



Existing Building Condition: Gas Station at Traffic Conjunction



Transition Plan

Workshop Spaces and Performer Room in Wings,

Foyer as Performing Space



Transition Plan

Workshop Spaces and Performer Room in Wings, Foyer as Performing Space



Transition Plan

Retractable Seats as Outdoor Installations to Claim Courtyard Space





Steel Truss

New Windows





Extension Plan, Gf Converted Gas Station as Event Stage

1. Entrance

- 2. Foyer Lounge
- 3. Reception
- 4. Cloak Room
- 5. Toilets
- 6. Foyer Steps (secondary performing space)
- 7. Small Studio Theater
- 8. Main Auditorium
- 9. Stage
- 10. Backstage
- 11. Changing Rooms
- 12. Green Room
- 13. Workshop
- 14. Scenic Deck
- 15. Dropoff



Extension Plan, 1f Converted Gas Station as Event Stage












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-Spatial Arrangements - Material & Performances - Structural Composition







Performance Improved Interior Micro Environment









Performance Saw-tooth roof, **Indirect Solar Gain and Ventilation Chimney**

- 01 Steel Beam
- 02 Metal Purlin
- 03 Steel Tray
- 04 Photovoltic Membrane
- 05 Thermal Insulation 100mm
- 06 Thermal Insulation 60mm 07 Pine Battens 40mmx 20mm
- 08 Fixings
- 09 Possible Lighting 10 PVC White Roof Membrane
- 11 Glazing
- 12 Gutter













Elevated New Roof











- 01 Sheet aluminium capping, bent to suit, 2mm, semi-machined finish
- 02 Polycarbonate multiple-websheets, 40x500mm U-value= 1.65 W/m²K
- 03 Glulam rail, spruce, 60x280mm
- 04 Round steel bar, 12mm dia
- 05 Steel Column
- 06 Steel Section/Track
- 07 Motor for vertical lift door
- 08 Door Driveshaft
- 09 Door Drivegear
- 10 Counter-weight
- 11 PVC White Roof Membrane















-Spatial Arrangements - Material & Performances - Structural Composition

Structural Composition Cultural Institute





Structural Composition





Structural Composition Theater





Structural Composition





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Future Implication

How Expansion of Cultural District influences Havana's Urban development Process



in 20 Years, When Cultural District achieved a balance between Practical Space, Event Stage and Local Business.



in 50 Years, When Expansion of Cultural District Coincides with Bay Masterplan Development

