

**NOSTALGIA & IDENTITY**  
**THE CULTURAL HERITAGE**  
**OF CUBAN TOBACCO**



## COMPLEX PROJECTS

Havana 2016-2017

Kees Kaan

Manuela Triggianese

Tanner Merkeley

Michelle Provoost

Sebastian Janusz

Hrvoje Smidihen

Paul Cournet

Olindo Caso



**GRADUATION PROJECT**  
**ANNE BELL**















# INTRODUCTION

With Cuba slowly opening up to the world there's a lot to happen in Havana. It is very likely tourism will increase: a development the new masterplan for Habana's harbour area is smartly playing with. But what will happen to the adjacent districts that do not directly relate to tourism?

My graduation project can briefly and boldly be summarized as "the redefinition of the Havana Profunda identity". My focus will be on daily life and people's typical habits. How can (modern) architecture influence those principles?

Diez de Octubre is an area at the heart of Havana, serving as the residential back-end of the revolution-shaped, touristically attractive front-ends of Havana Vieja and Vedado. Personally I look at this neighbourhood as a collage of several districts, all with their own fragmented identities. The Calzada de Diez de Octubre plays a very important role in this as it connects all of them to the greater picture of Diez de Octubre. The street can be seen as the main vein that not only connects these unique districts to each other but also connects the entire area to Vieja and Vedado.

My research is based upon both my own experiences in Havana and the mapping of the area. As there was little information available the research approach was "map and learn".













**AS ARCHITECTS, WHAT IS  
OUR ROLE IN SOCIETY?**

**WHAT INFLUENCE DOES  
ARCHITECTURE HAVE ON  
PEOPLE'S DAILY LIFE?**

**RESEARCH THROUGH  
DIFFERENT LEVELS OF SCALE  
CAN HELP US FIND THESE  
ANSWERS**



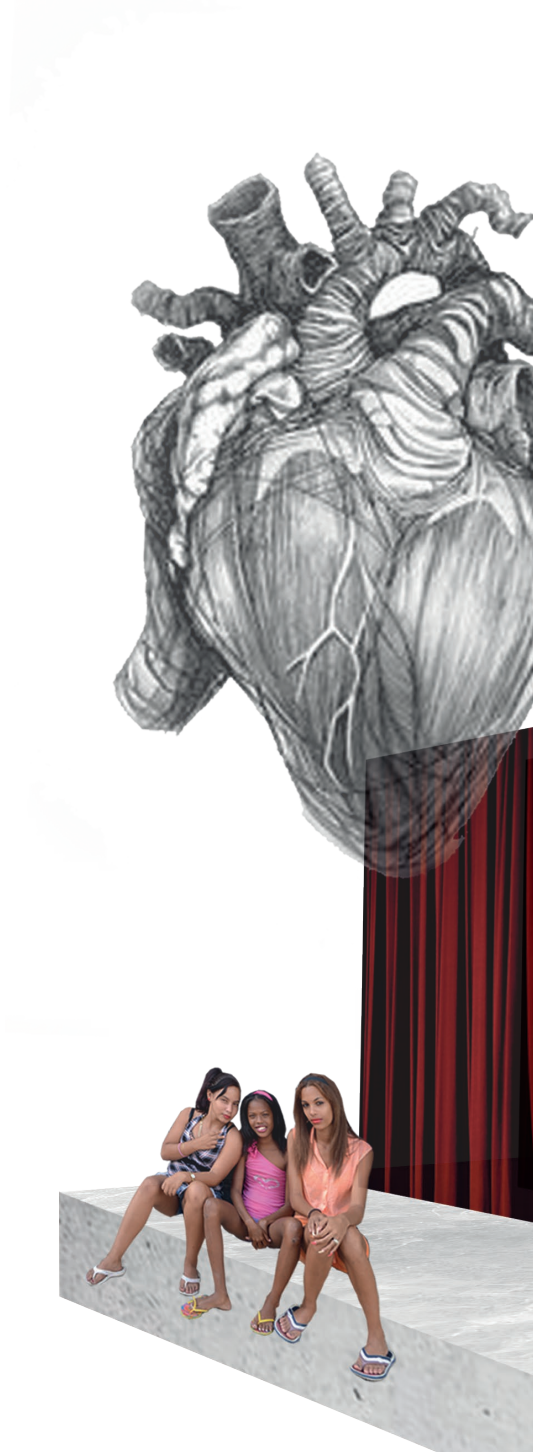
# CONTENT

|                   |     |
|-------------------|-----|
| analysis          | 18  |
| problem statement | 48  |
| site selection    | 64  |
| topic annotation  | 88  |
| program           | 110 |
| typology research | 118 |
| proposal          | 140 |
| ambition          | 170 |
| urban strategy    | 176 |





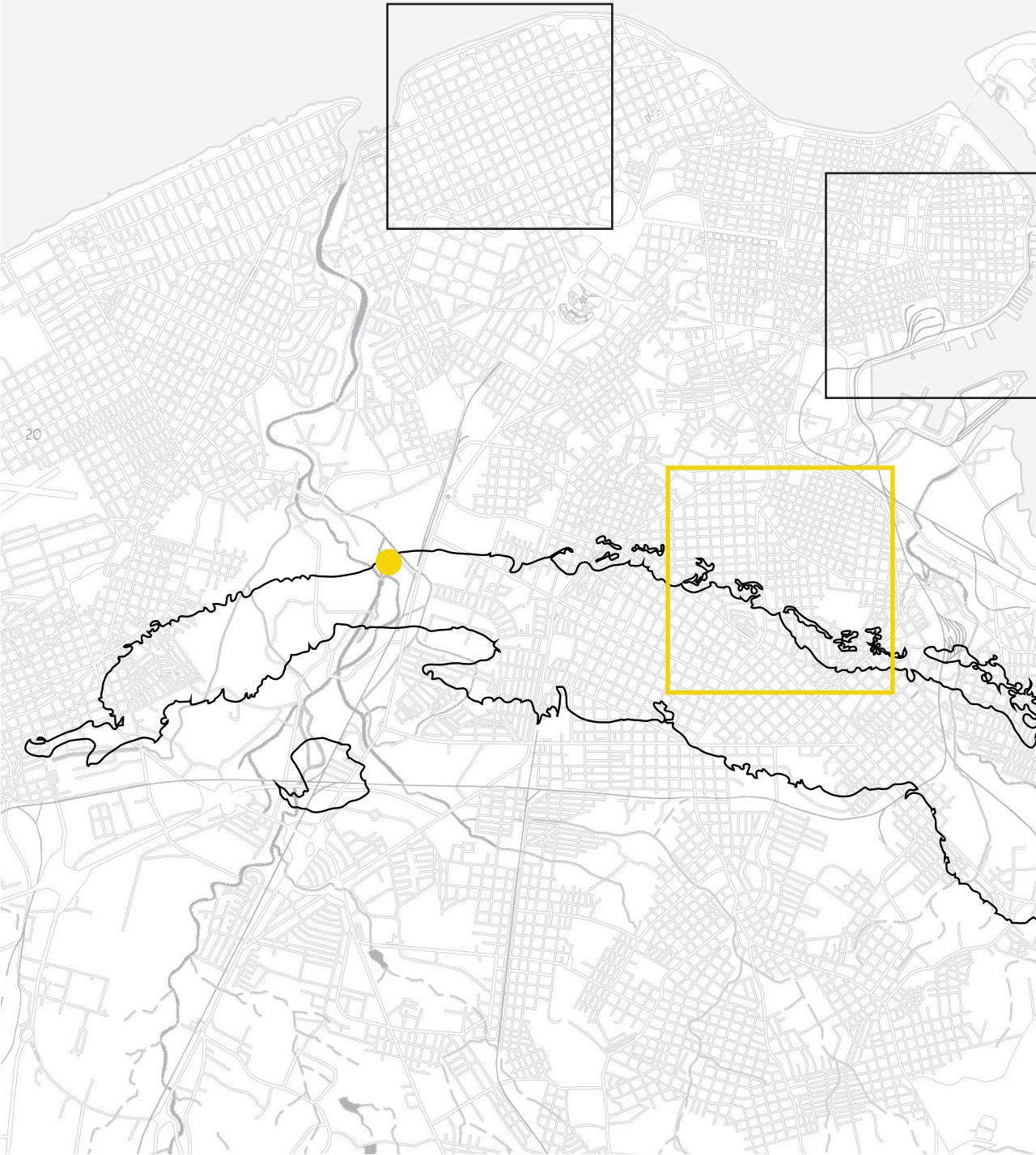




role in society, social impact,  
appreciation, influence, masterplan,  
experience

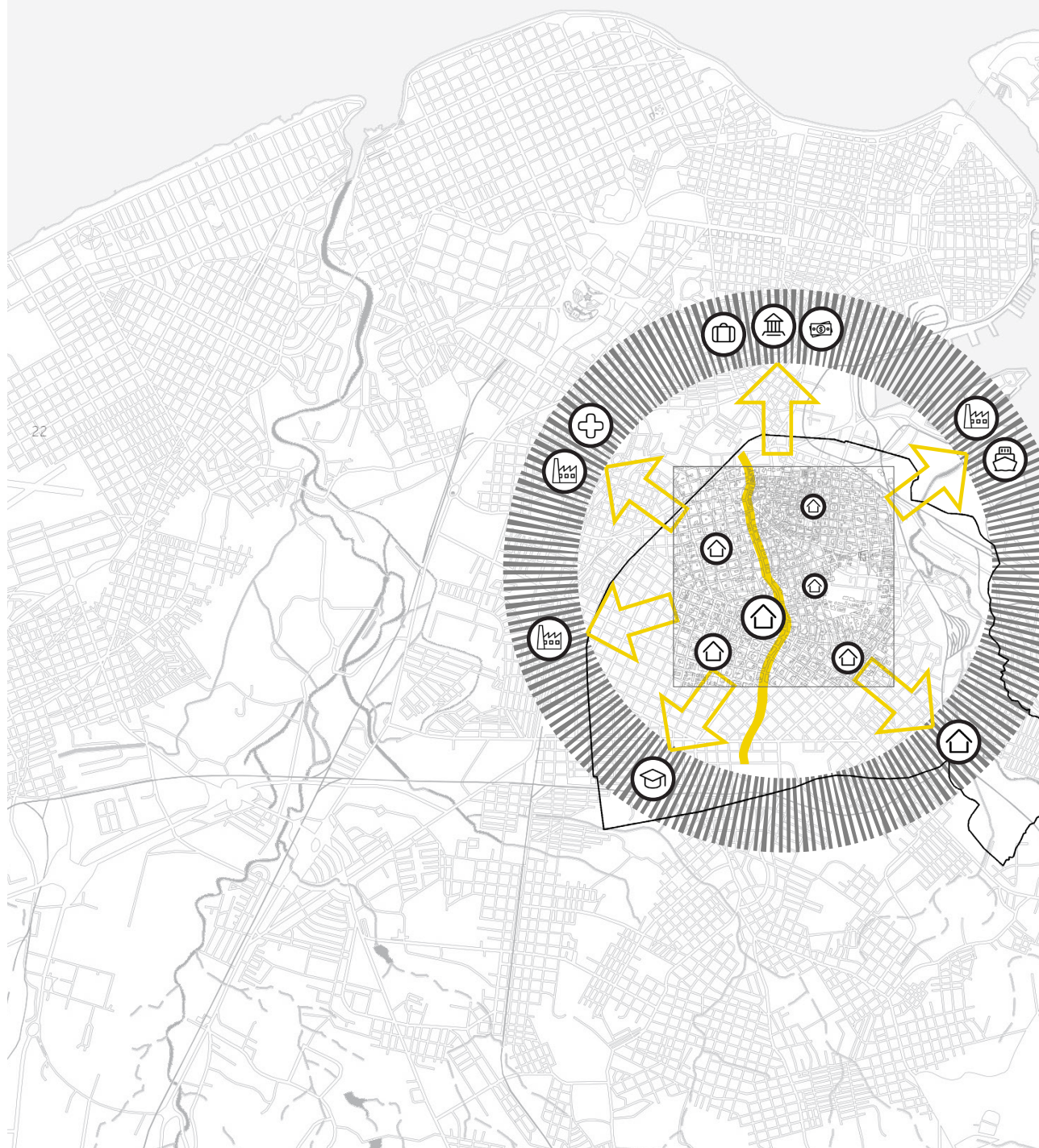






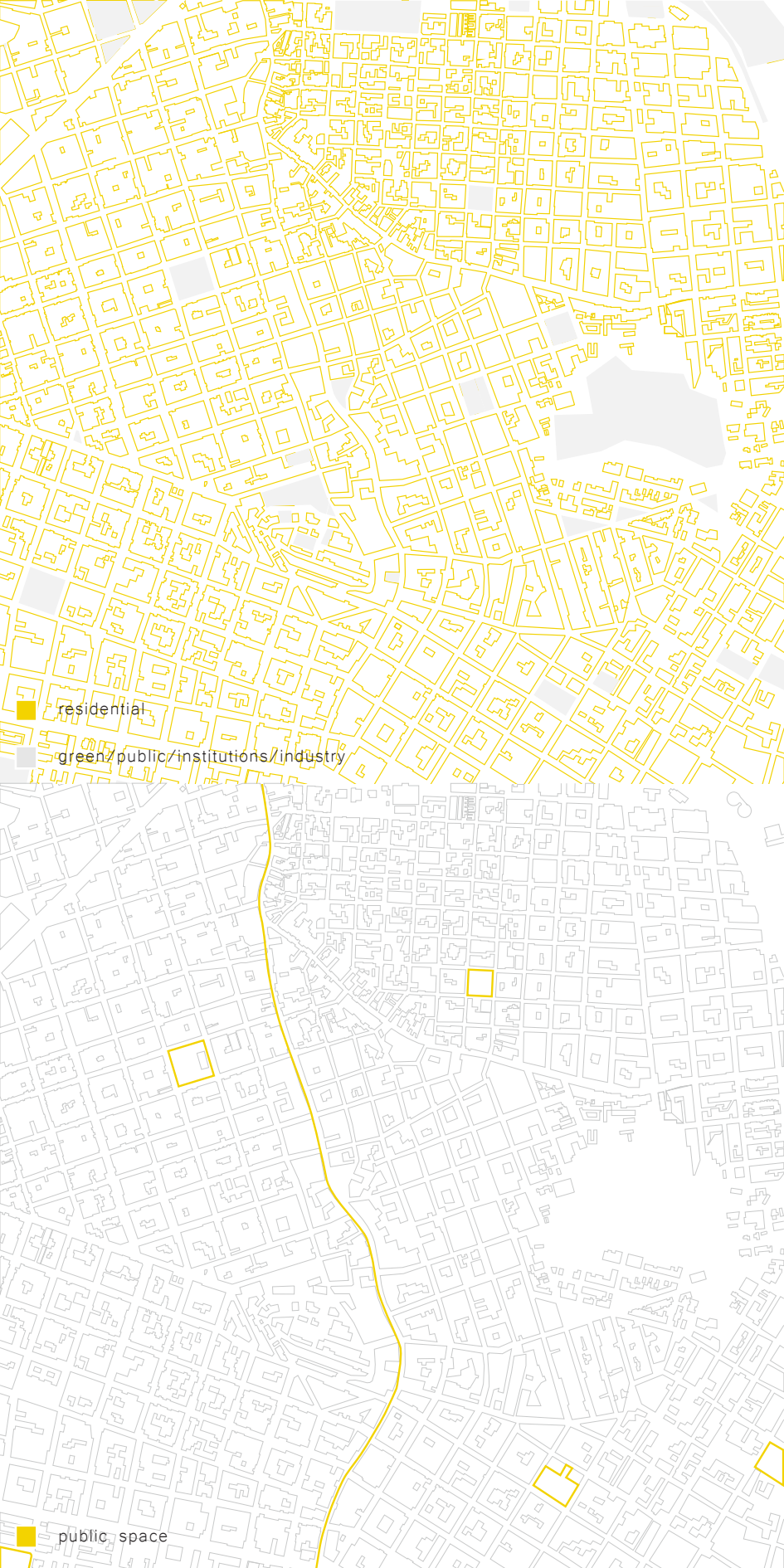












residential

green/public/institutions/industry

public space

role in society, social impact,  
appreciation, influence, masterplan,  
experience









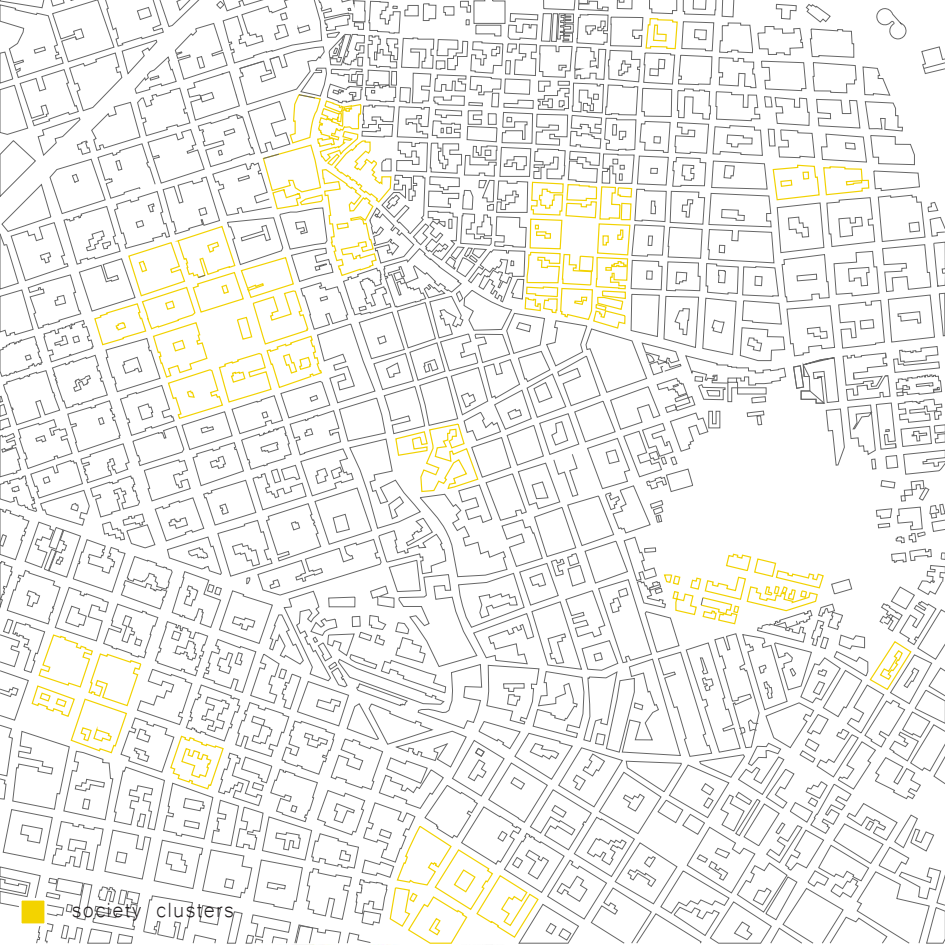




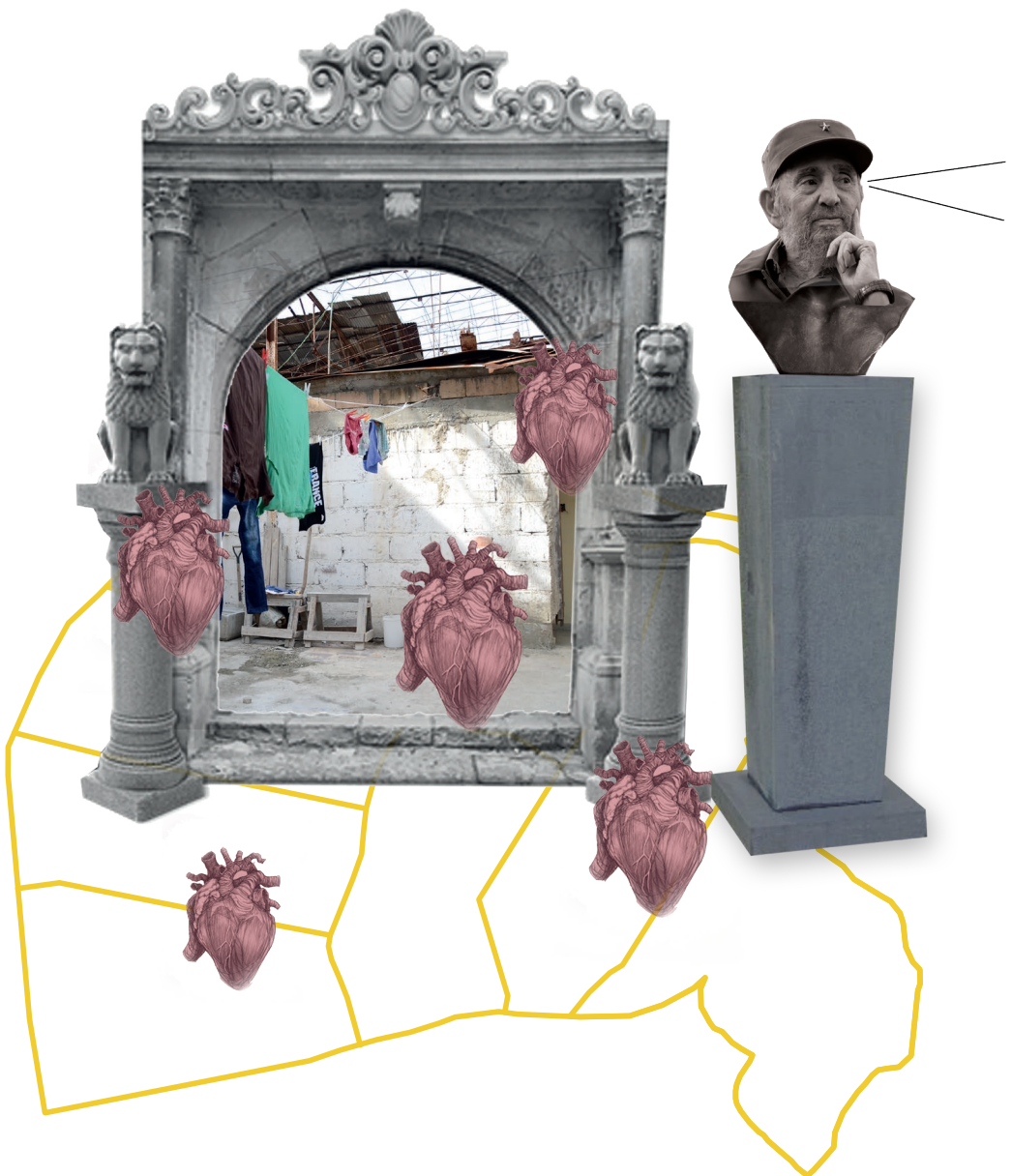








role in society, social impact,  
appreciation, influence, masterplan,  
experience







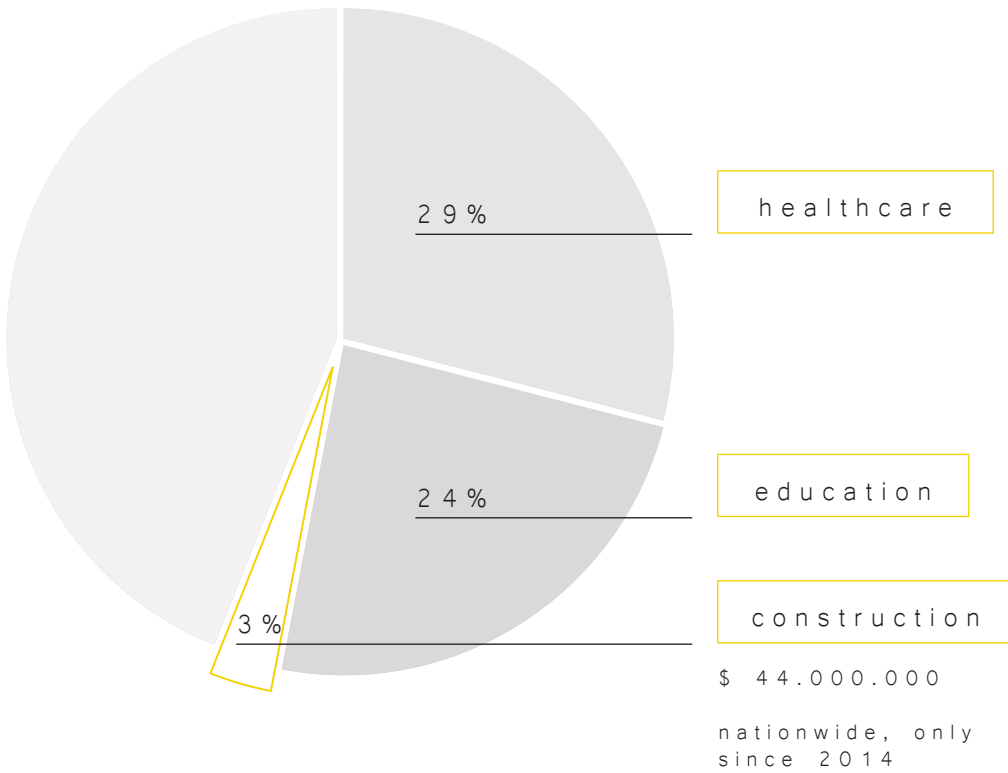












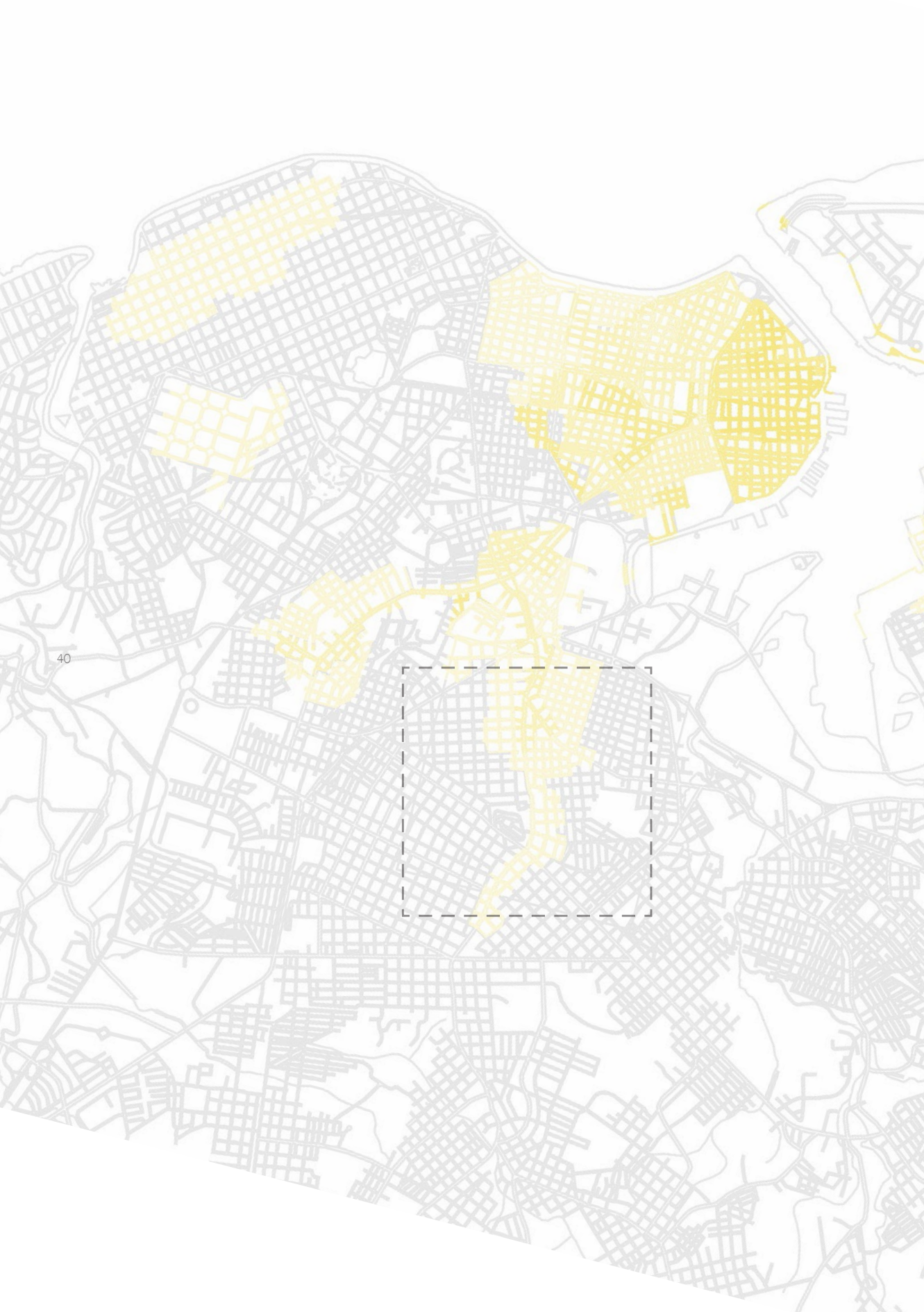
























**AN ERASED PAST: A PLAIN  
RESIDENTIAL AREA WITH  
LACKING PUBLIC DOMAIN IS  
DECAYED AND IGNORED**







# PROBLEM STATEMENT

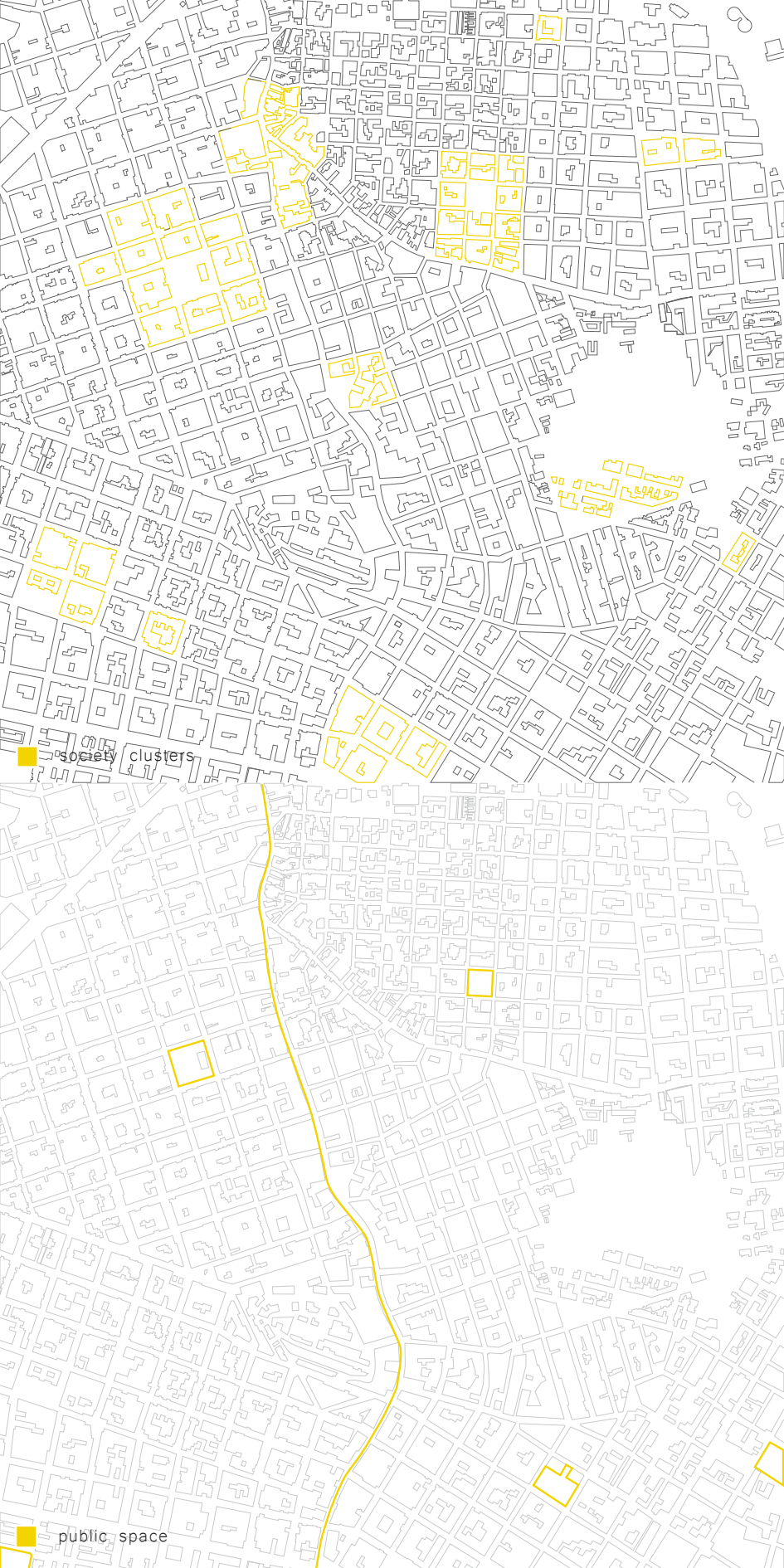


**PROFUNDA HAS LOST ITS SENSE  
OF COMMUNITY & IDENTITY**









society clusters

public space



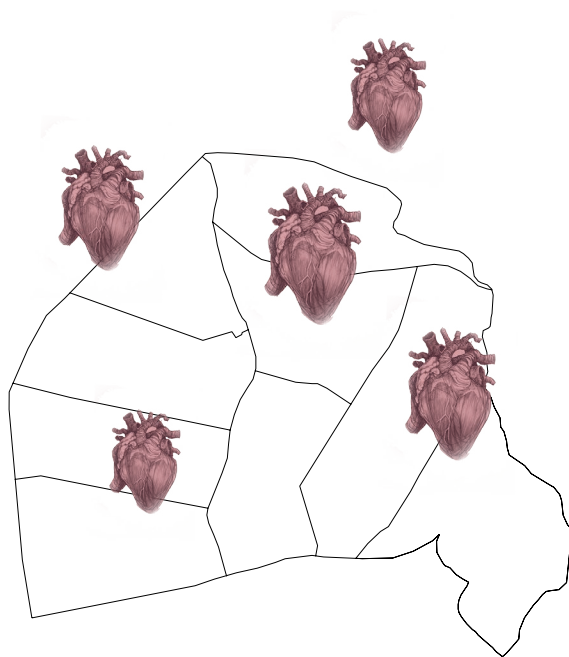
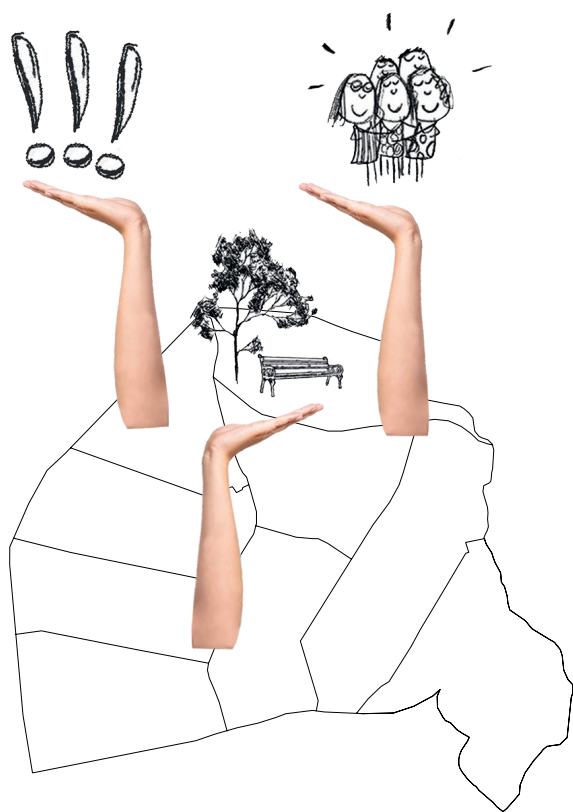








**DECAYED & NEGLECTED  
BOTTOM-UP BUT FRAGMENTED**

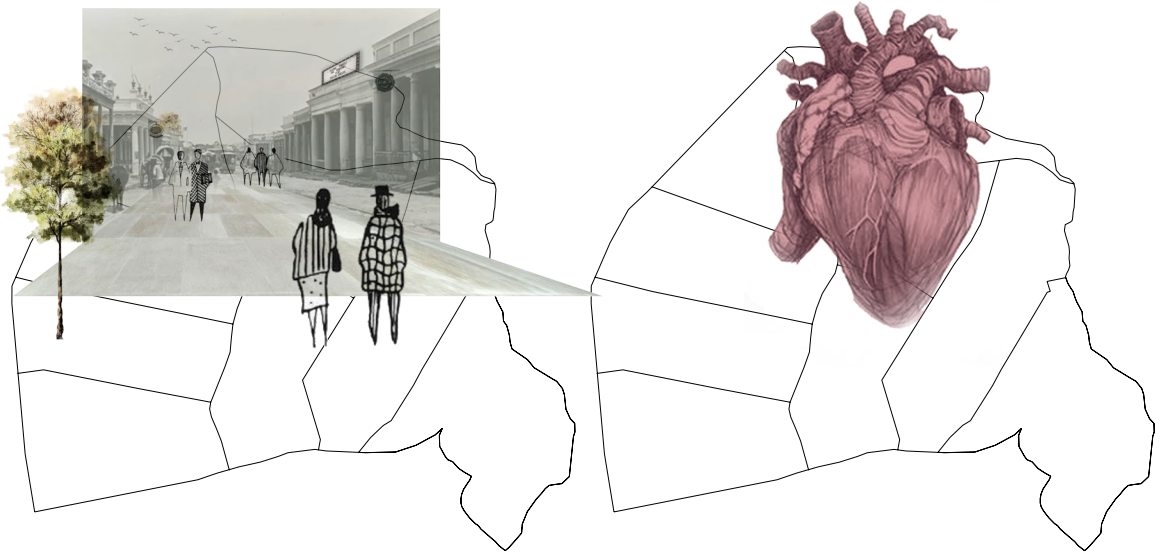






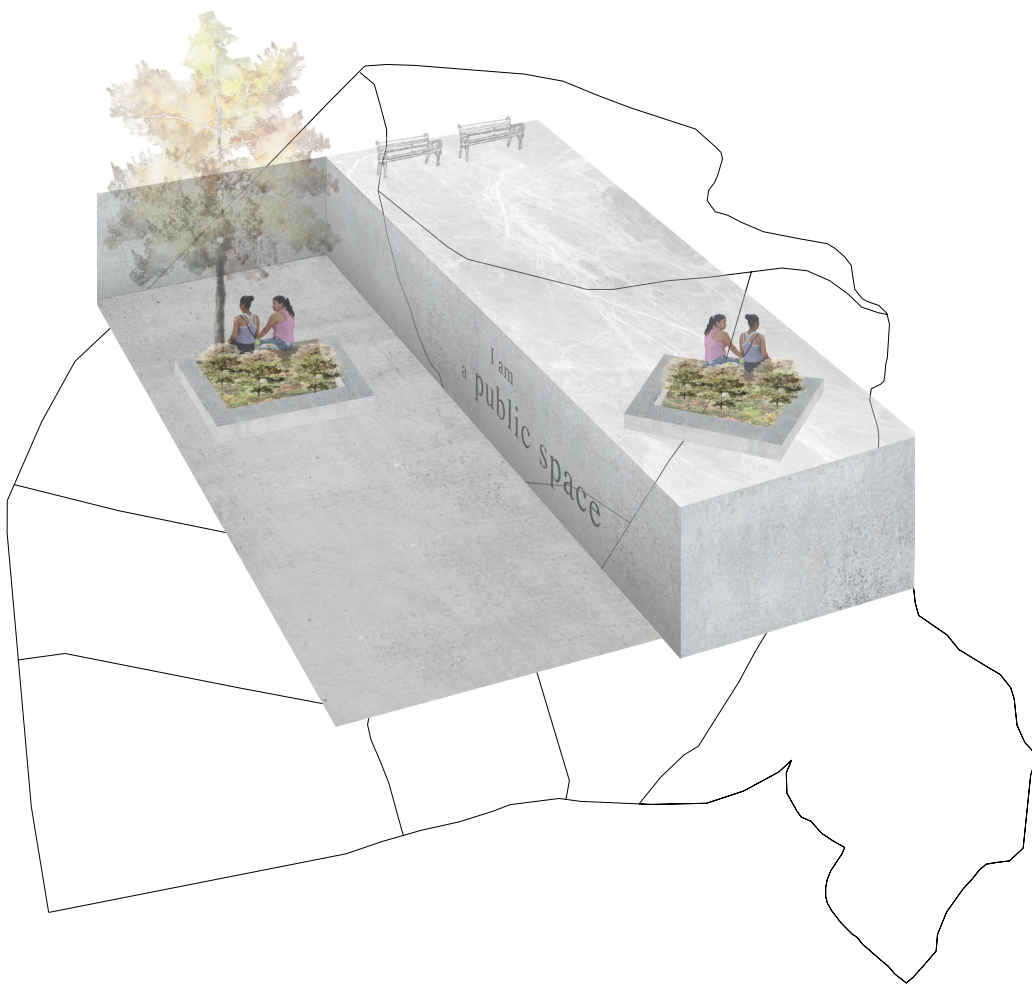






# **NOSTALGIA & IDENTITY UNITED IN THE PUBLIC DOMAIN**













# SITE SELECTION



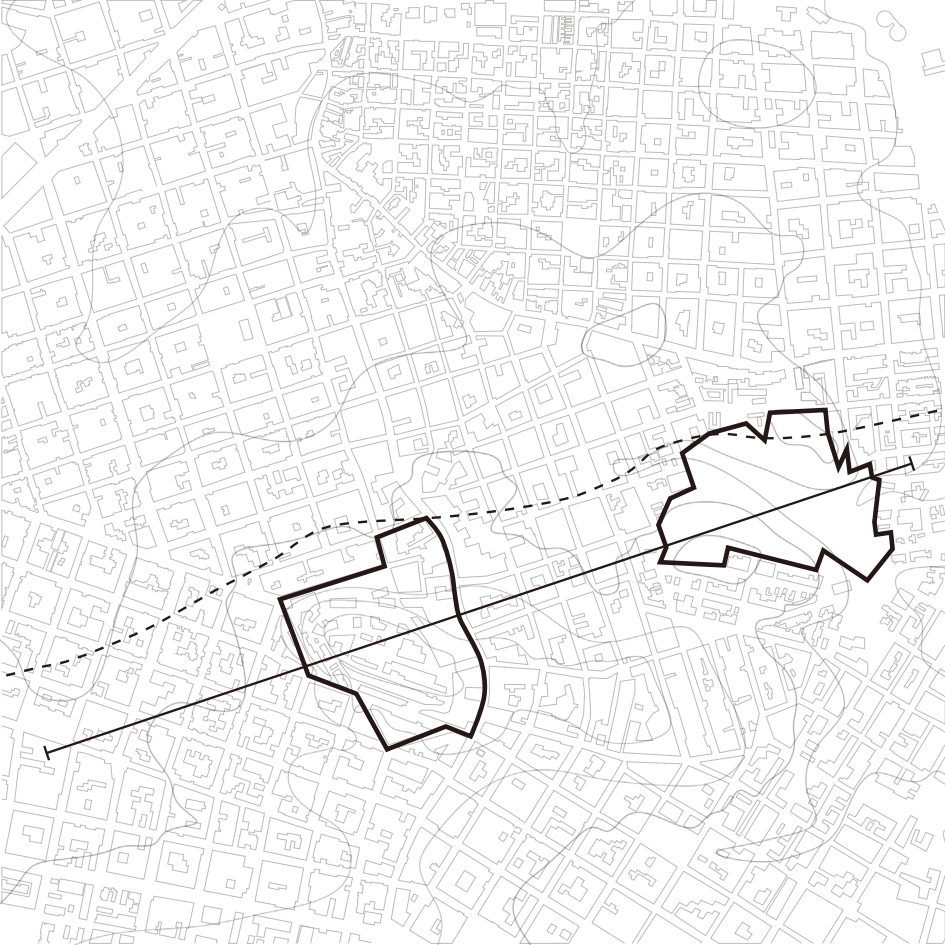




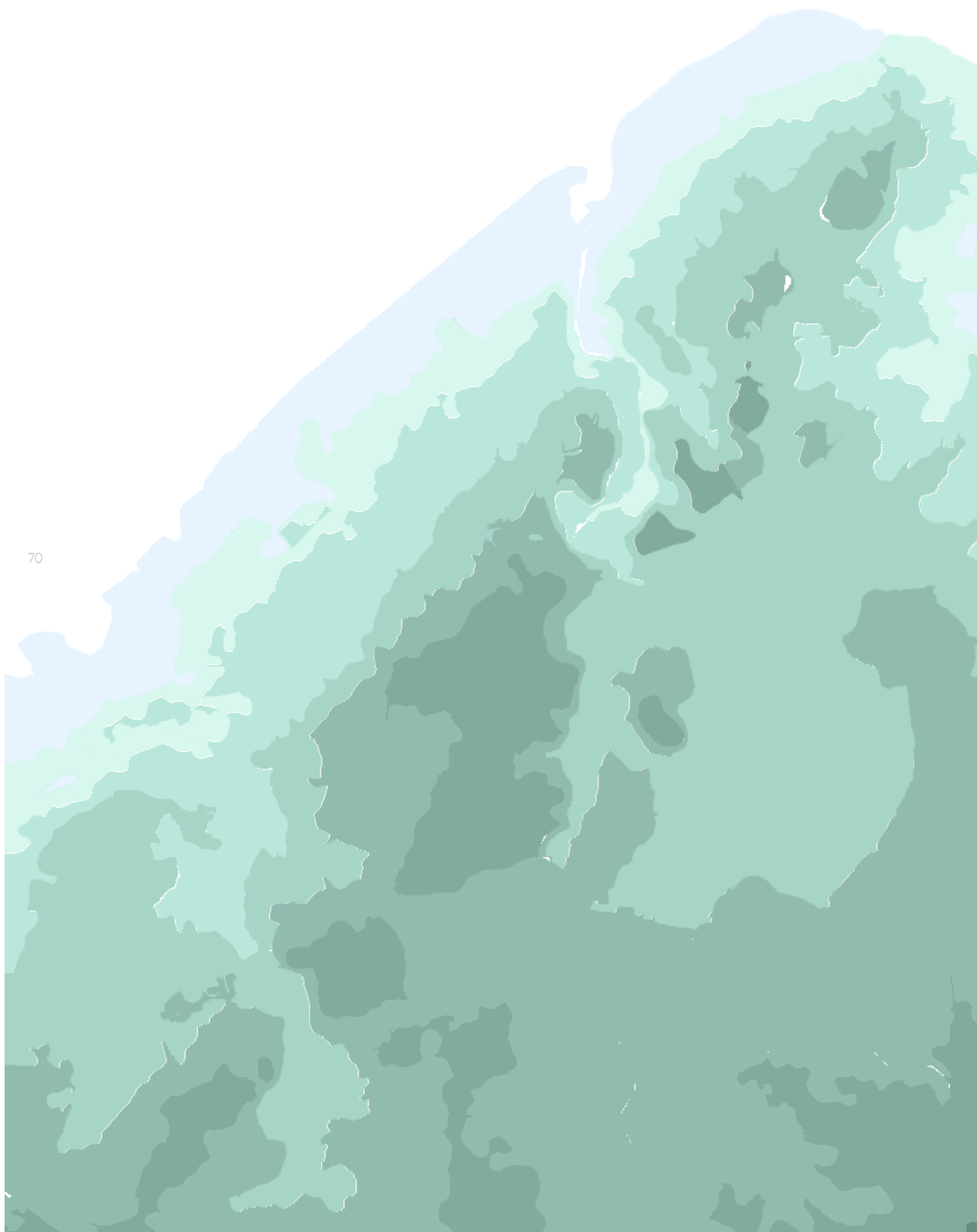




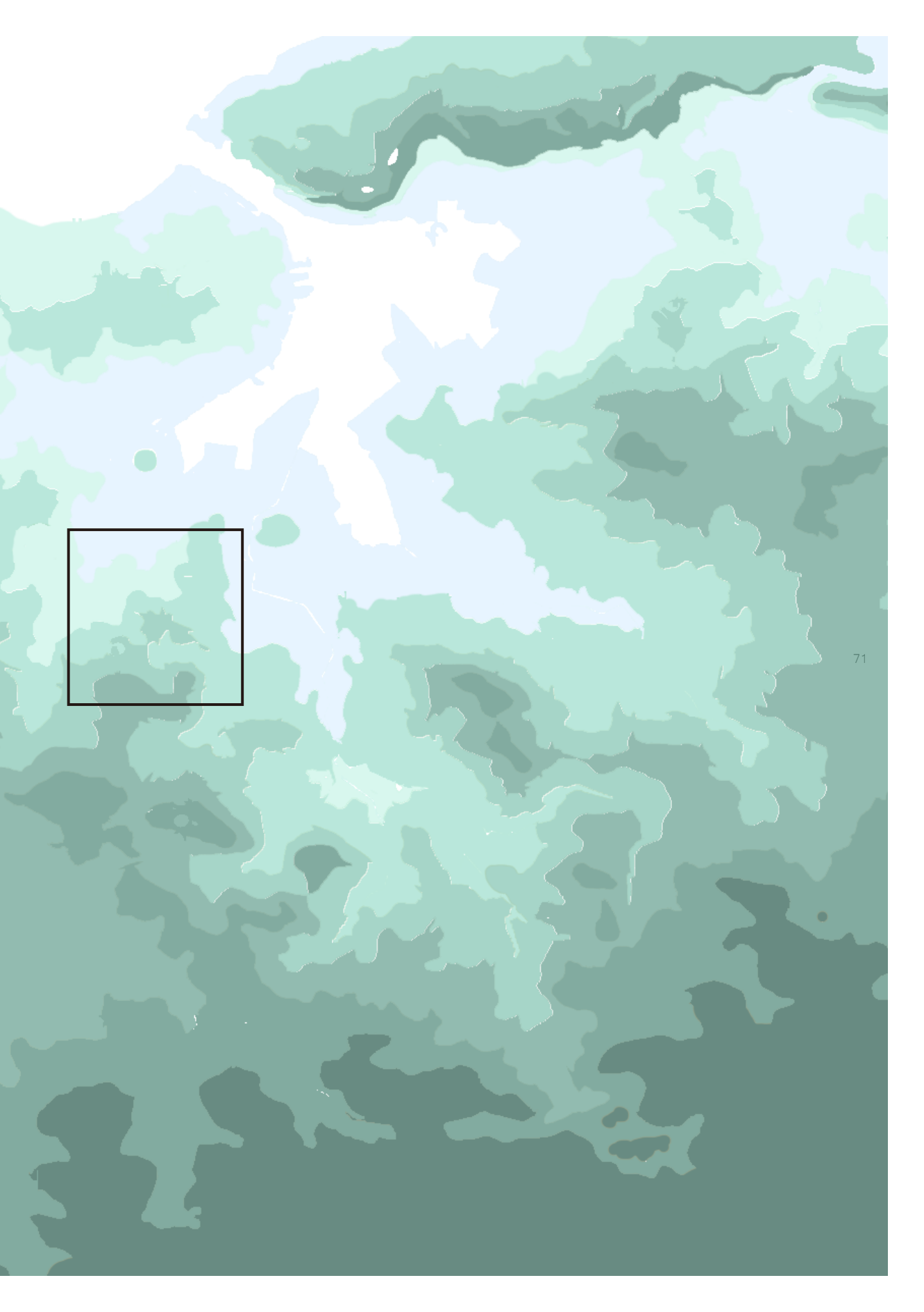




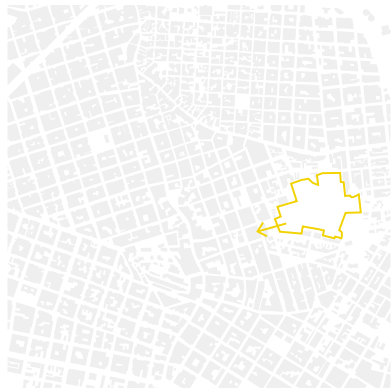










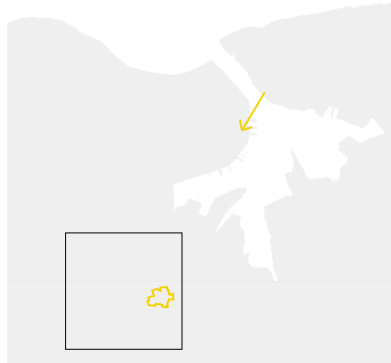


role in society, social impact,  
appreciation, influence, masterplan,  
experience









role in society, social impact,  
appreciation, influence, masterplan,  
experience





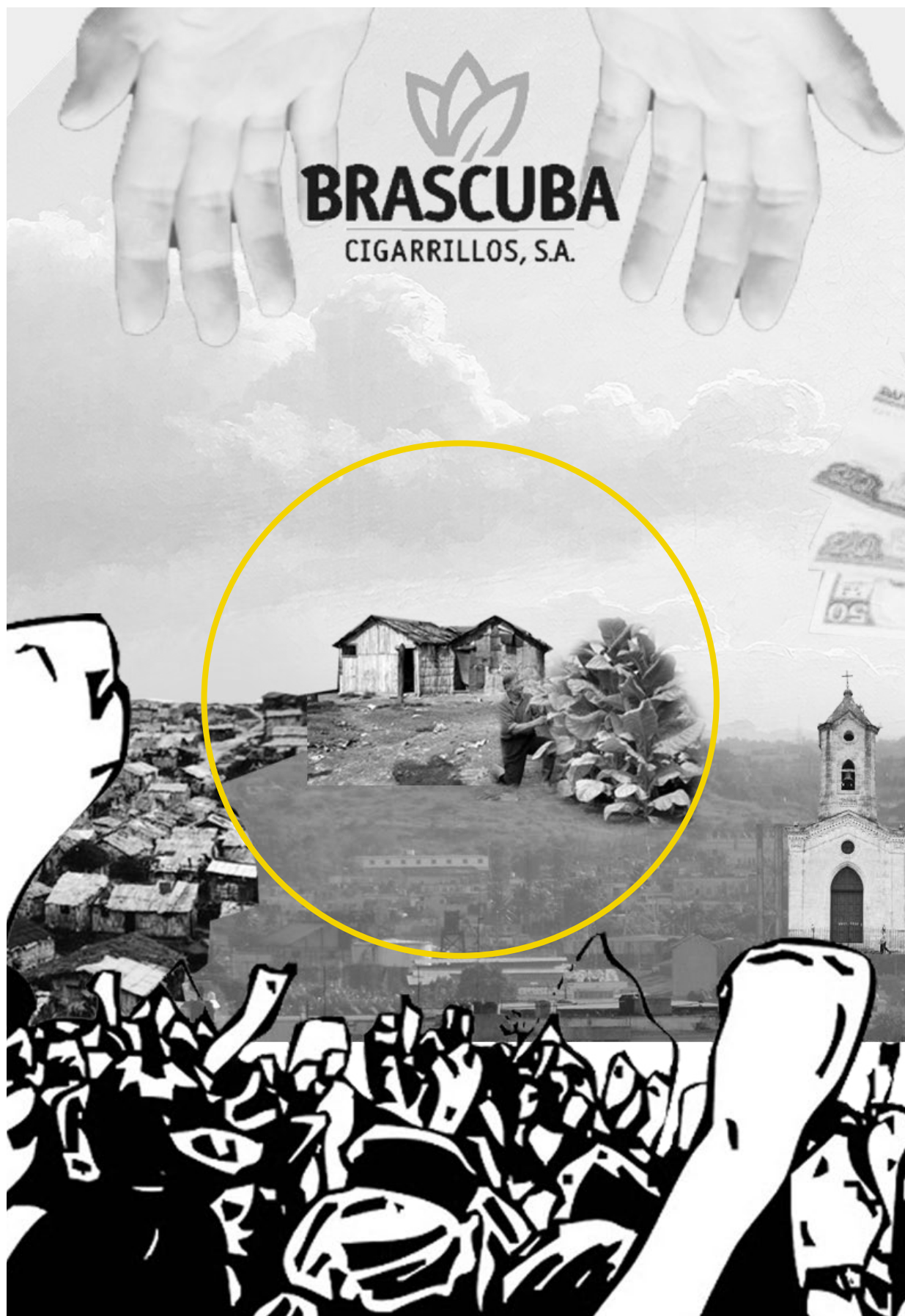






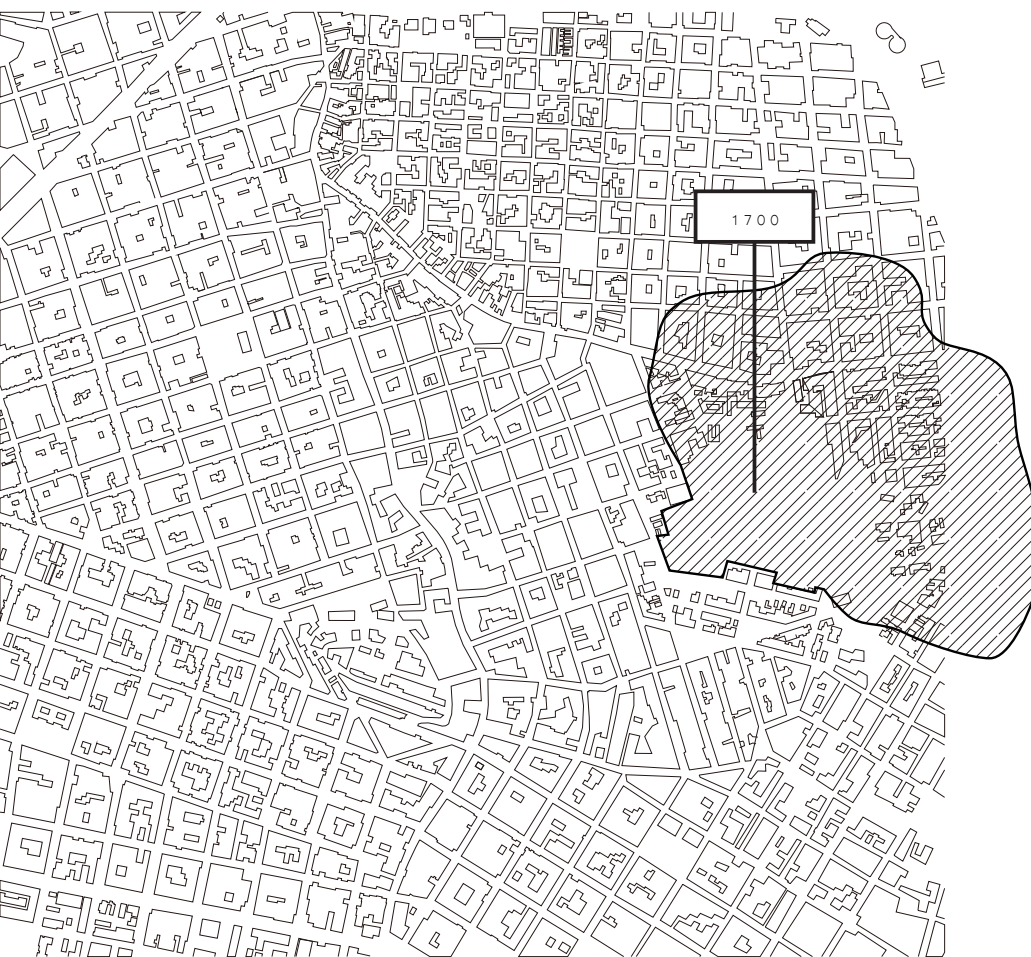
**BRASCUBA**

CIGARRILLOS, S.A.











settlement of spanish  
immigrants: tobacco plant  
on fruitful soil

protests and  
killings in 1723

tobacco plant  
moved to  
rural areas

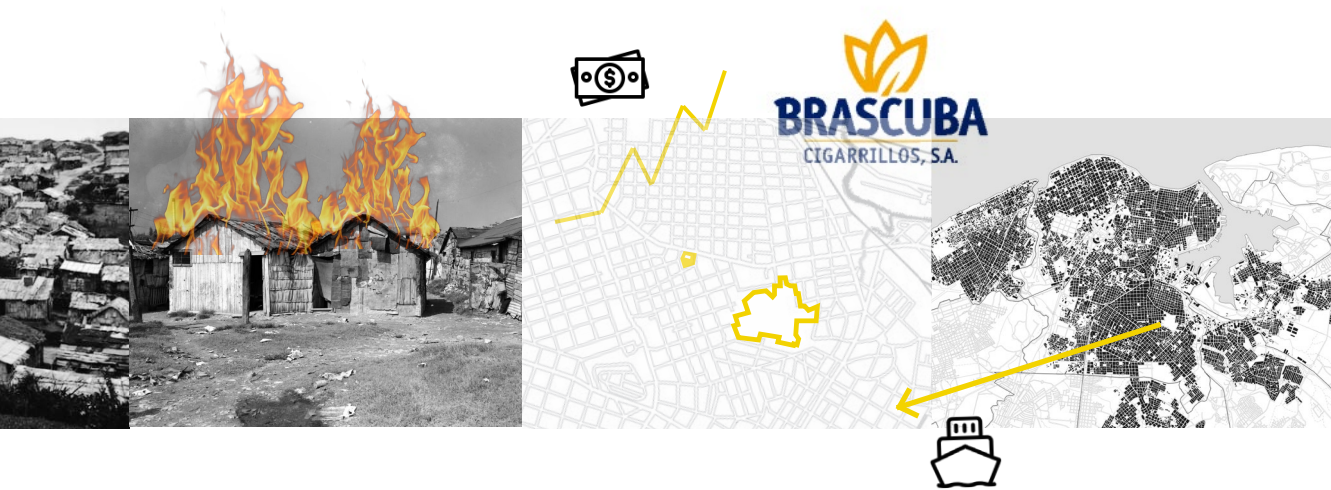
formation of las  
yaguas shantytown  
due to economic  
crisis



las yaguas burns  
down

brascuba as  
foreign investor in  
special period

brascuba moves  
to mariel



1950

1996

2017





role in society, social impact, appreciation, influence, masterplan,  
experience





# TOPIC ANNOTATION















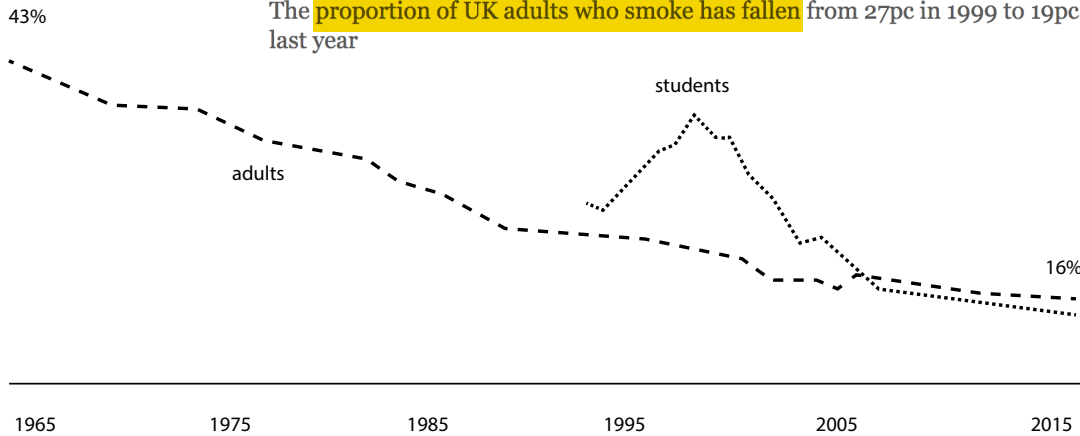


# Why Cigarette Usage Is At Record Lows And Dropping

03/26/2015 09:48 am ET | Updated Mar 30, 2015

Is smoking finally on its way to being stubbed out?

The proportion of UK adults who smoke has fallen from 27pc in 1999 to 19pc last year



## Cuban cigar sales jump 8% in 2013, says Habanos SA

Cuban cigar sales on the rise again

Production of Cuban cigars are once again on the rise after falling victim to smoking bans and the international financial crisis.

NEWS

## CUBAN CIGAR SALES INCREASE IN 2012

## Cuban cigar prices set to rise if U.S. embargo ends, experts say

Table 4. Exports of Cigars and Cheroots from Cuba, 1975-1989, in Pounds and in Thousands of US Dollars

| Year | Weight (Lbs.) | Value (US\$K) |
|------|---------------|---------------|
| 1989 | 61,130        | 45,260        |
| 1988 | 69,403        | 53,700        |
| 1987 | 67,583        | 47,770        |
| 1986 | 59,870        | 44,987        |
| 1985 | n/a           | 51,152        |
| 1984 | 54,512        | 41,226        |
| 1983 | n/a           | 72,241        |
| 1982 | n/a           | 63,377        |
| 1981 | n/a           | 45,849        |
| 1980 | n/a           | 40,552        |
| 1979 | n/a           | 41,598        |
| 1978 | n/a           | 40,350        |
| 1977 | n/a           | 37,707        |
| 1976 | n/a           | 43,819        |
| 1975 | n/a           | 28,000        |

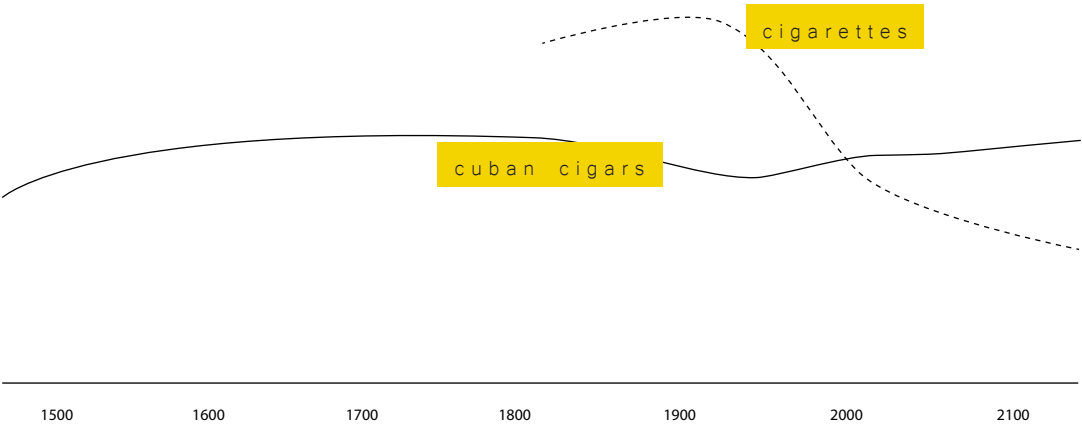
Source: United Nations, Yearbook of Inter-national Trade Statistics, various issues.

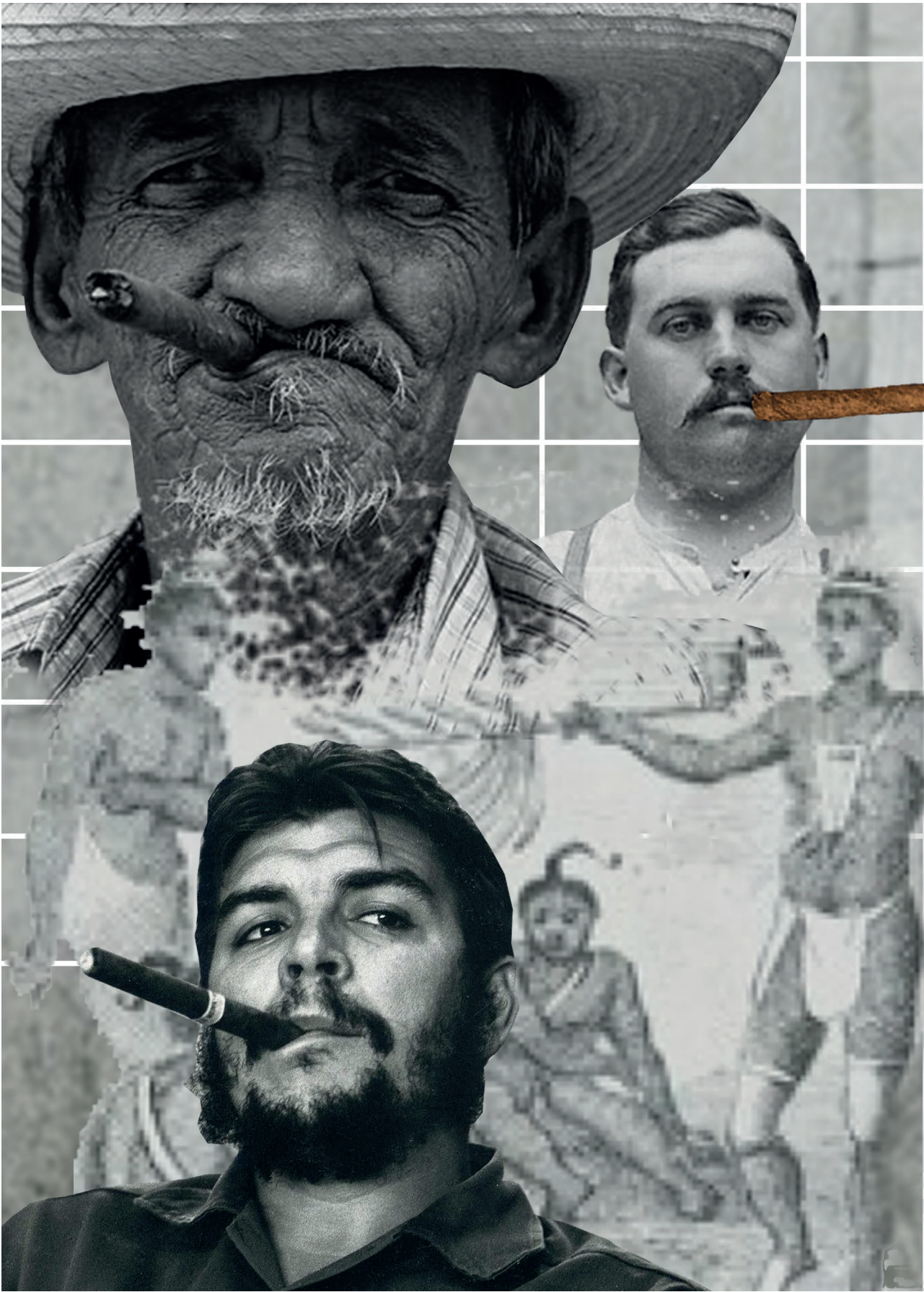
Table 10. U.S. Total and Per Capita Consumption of Large Cigars, 1980-1997

| Year | Annual Consumption ('000) | Per Capita Total Population | Consumption Male Population |
|------|---------------------------|-----------------------------|-----------------------------|
| 1997 | 3,542,161                 | 13                          | 40                          |
| 1996 | 3,097,910                 | 12                          | 35                          |
| 1995 | 2,631,987                 | 10                          | 30                          |
| 1994 | 2,334,870                 | 9                           | 27                          |
| 1993 | 2,136,720                 | 8                           | 25                          |
| 1992 | 2,211,364                 | 9                           | 26                          |
| 1991 | 2,234,204                 | 9                           | 26                          |
| 1990 | 2,334,858                 | 9                           | 28                          |
| 1985 | 3,110,311                 | 13                          | 40                          |
| 1980 | 3,952,478                 | 17                          | 55                          |

Source: Cigar Association of America, June, 1998

role in society, social impact,  
appreciation, influence,  
masterplan, experience













516.000.000  
packages of cigarettes

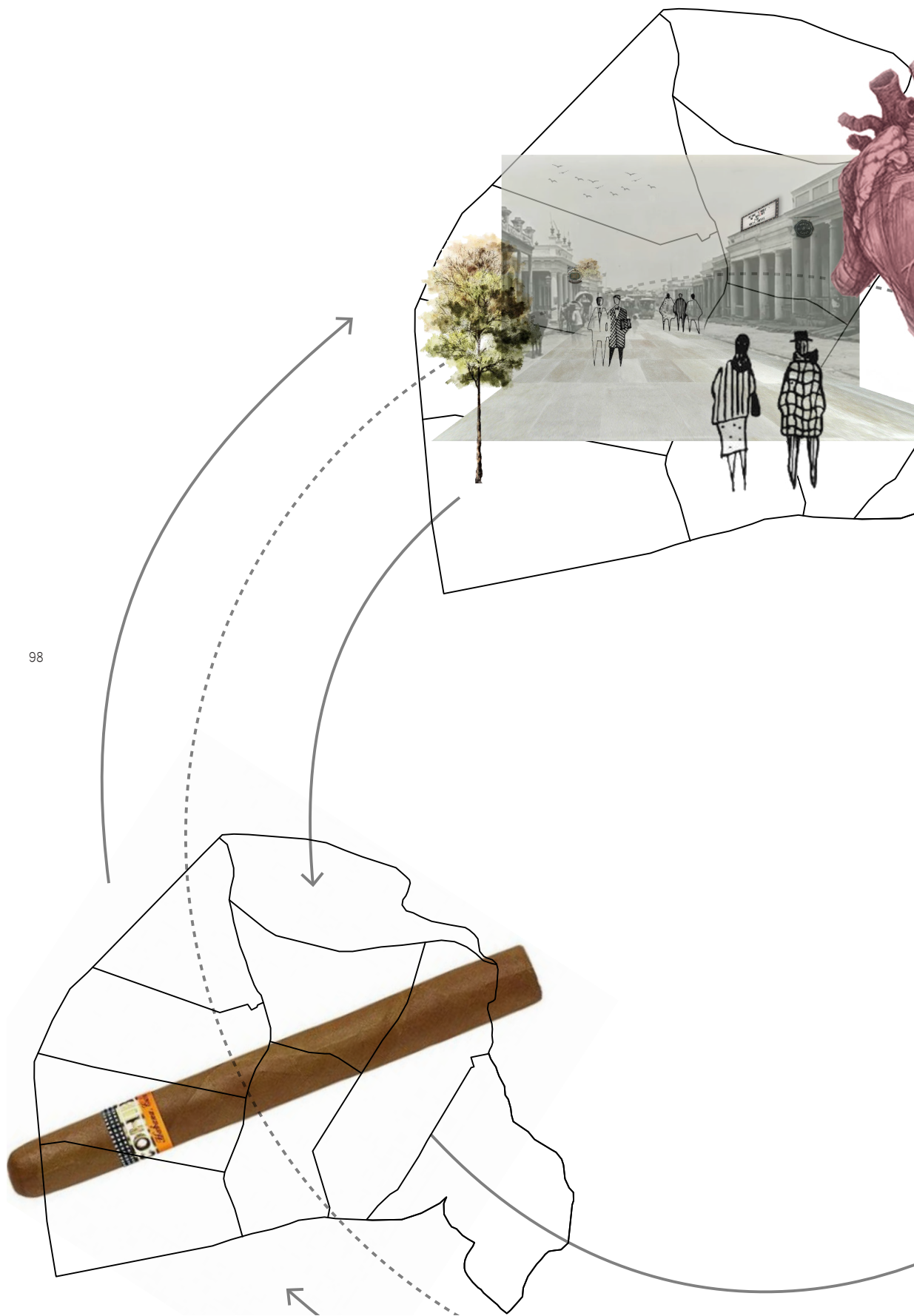
35  
cigarettes per week

314.000.000  
cigars

52  
cigars per year

1  
cigars per week







role in society, social impact, appreciation, influence, masterplan, experience



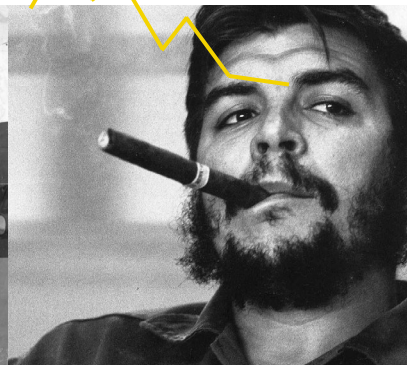
columbus  
uncovered the  
tobacco use by  
the native cubans

the spanish royal  
monopoloy arrised  
and cuba became  
the first tobacco  
exporting country

the coming of  
the cigarette  
supressed the  
cigar popularity

the revolution and  
the US embargo  
caused a dip in  
cigar export

100



1500

1600

1700

1800

role in society, social impact,  
appreciation, influence,  
masterplan, experience

the mysteriousness  
off the high quality  
cuban cigar made it  
even more popular

while cigarette  
popularity is rapidly  
decreasing, the cuban  
cigar remains just as  
popular because of its  
organic character

american  
spirit launches  
an organic  
cigarette  
to meet  
contemporary  
desires

101



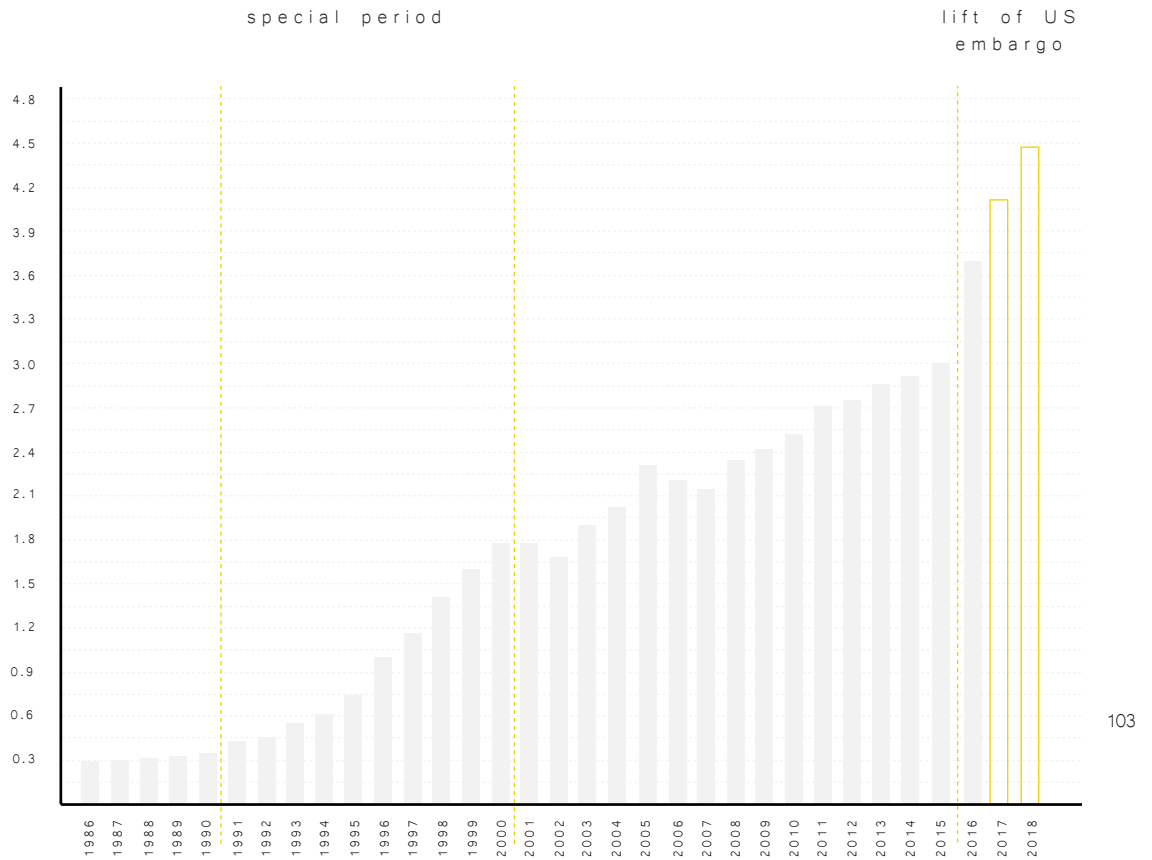
1900

2000

2100

# *Cigars La Havane*



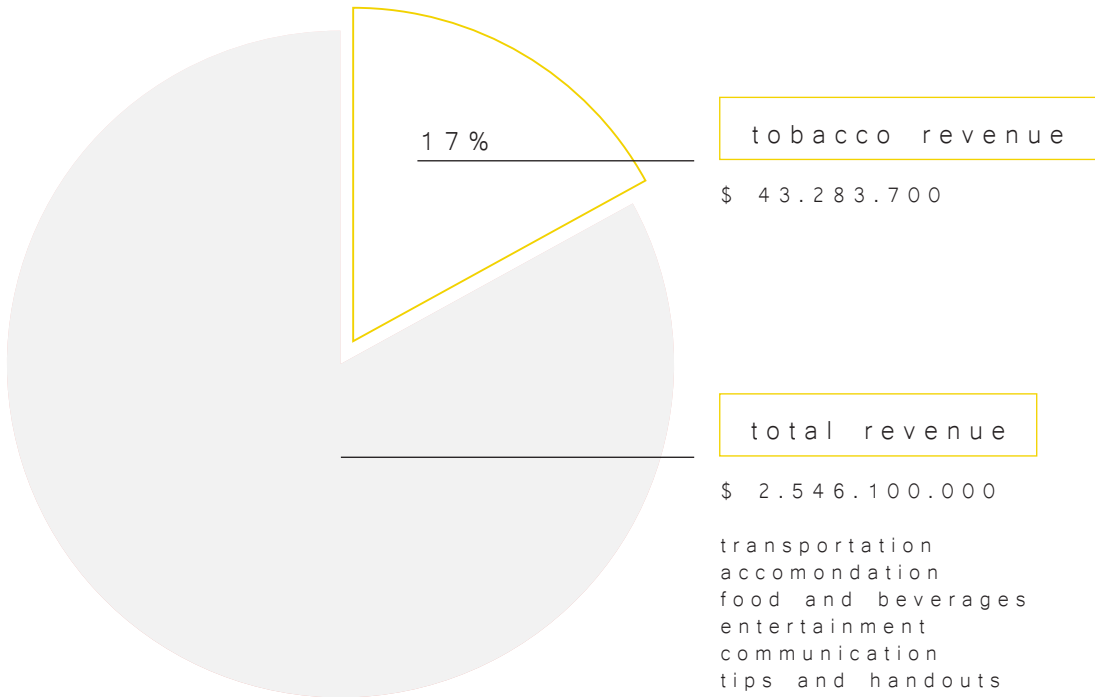


role in society, social impact, appreciation, influence, masterplan, experience, hrw'SF hwr ahte  
sjryfxgb sjryfxhgbv sjryfxg



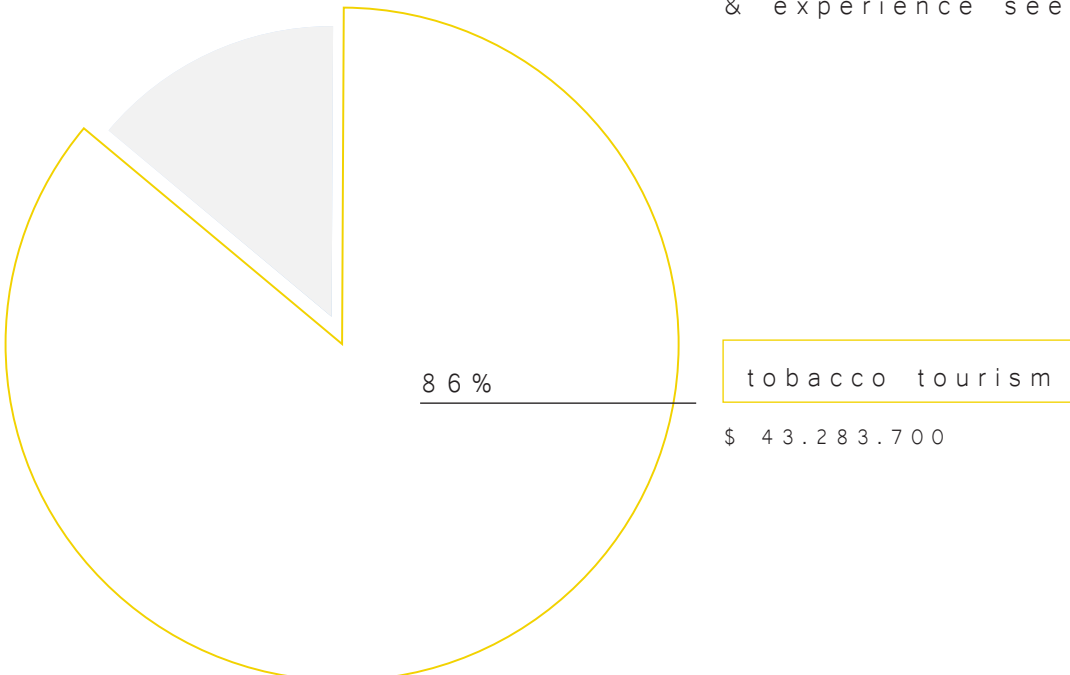


## \_tourism revenue

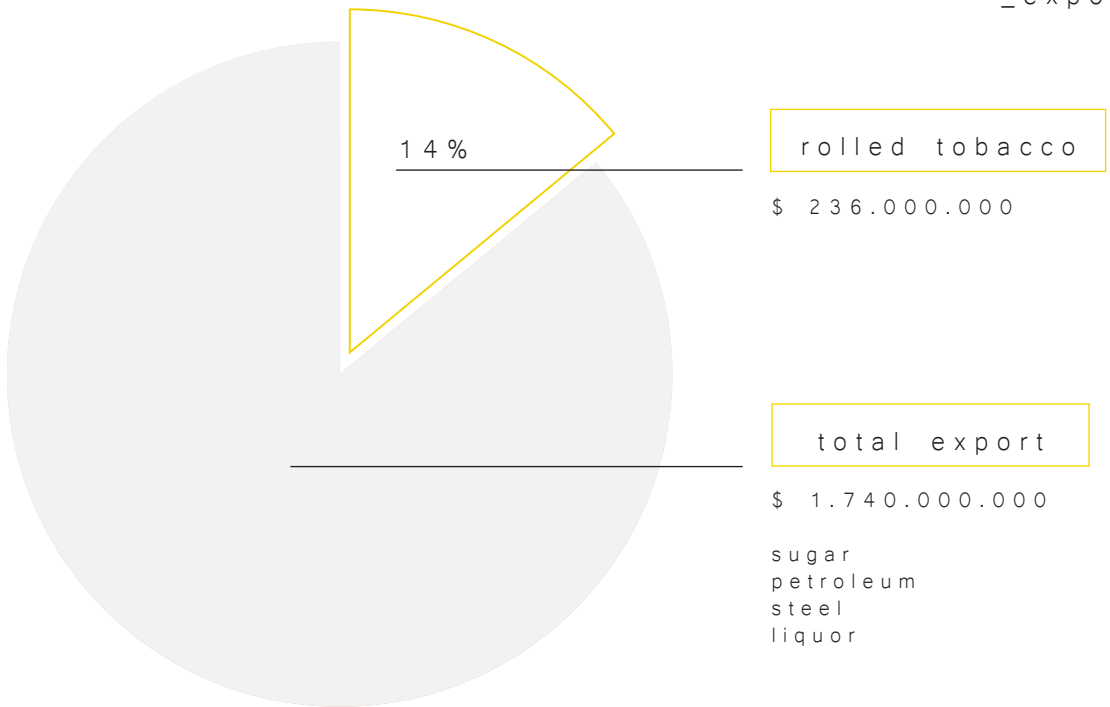


105

## \_cigar buyers & experience seekers



\_export



role in society, social impact,  
appreciation, influence, masterplan,  
experience, hrw'SF hwr ahte  
sjryfhxgb sjryfxhgbv sjryfxg





# PROGRAM







daily business:  
leisure & work

social space

place of  
production

local vs tourism:  
balanced domains

visitor  
centre

role in society, social impact,  
appreciation, influence, masterplan,  
experience, hrw'SF hwr ahte  
sjryfhxgb sjryfxhgbv sjryfxg



# COHIBA

*La Habana, Cuba*



# BRASCUBA

CIGARRILLOS, S.A.

114



role in society, social impact, appreciation,  
influence, masterplan, experience, hrw`SF  
hwr ahte sjryfhxgb sjryfxhgbv sjryfxg





# TYPOLOGY RESEARCH



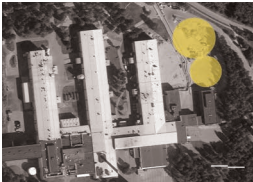
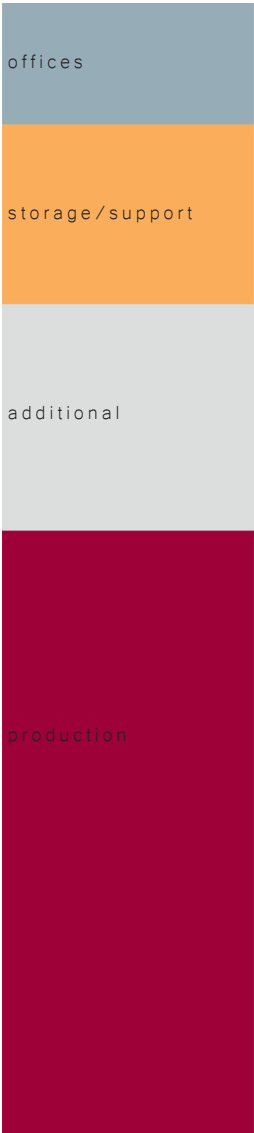








royal tobacco factory sevilla  
± 30.000 m2



fazer visitor centre  
5130 m2



heineken experience  
± 4900 m2



calem port house  
± 4500 m2



partagas tobacco factory



± 3700 m2



pport



hogl vineyard  
±1600 m2



production

storage/support

workshop

offices

conference

museo del parmigiano regiano  
±1250 m2



exhibition

storage/support

offices

la gota cultural centre  
±1200 m2



exhibition

storage/support

offices

arbory bar  
± 1100 m2



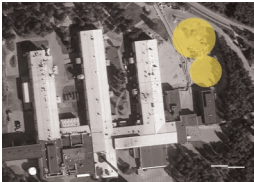
cafe

restaurant

kitchen

outdoor

fazer visitor centre  
5130 m2



partagas tobacco factory  
± 3700 m2



la gota cultural centre  
±1200 m2



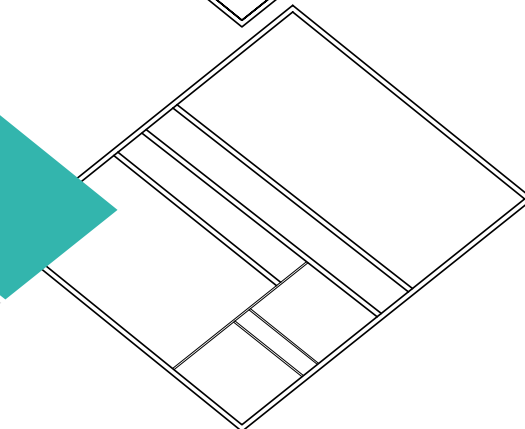
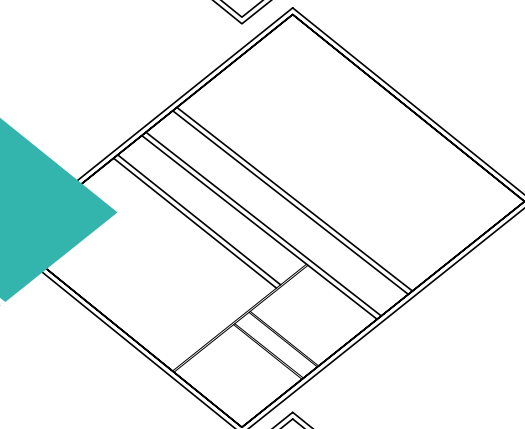
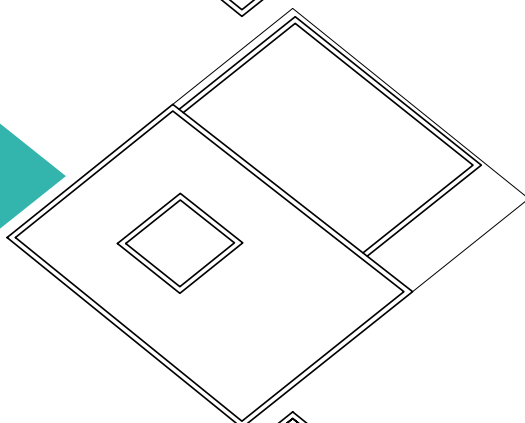
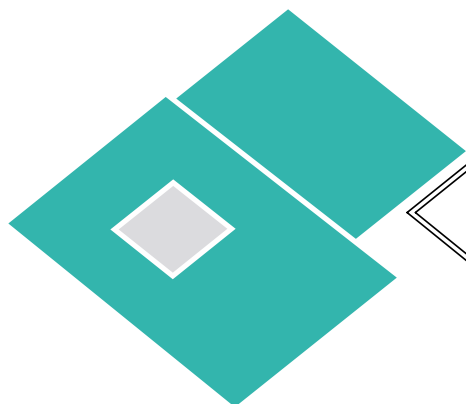
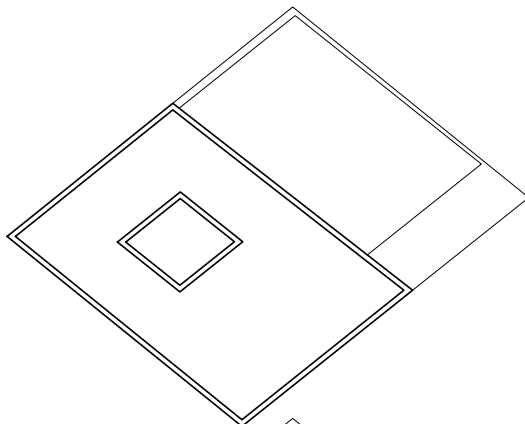
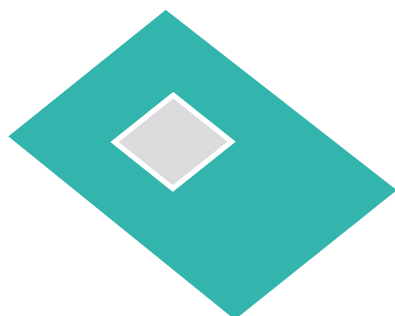
role in society, social impact,  
appreciation, influence, masterplan,  
experience, hrw'SF hwr ahte  
sjryfhxgb sjryfxhgbv sjryfxg



**PARTAGAS TOBACCO FACTORY**





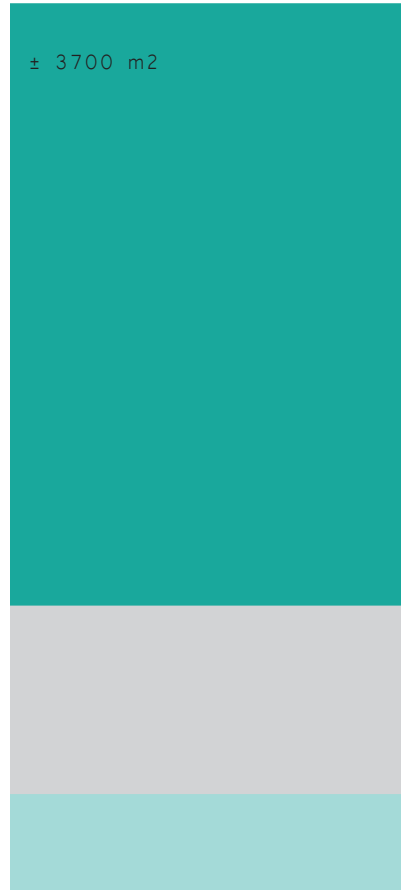




- visitor centre
- production
- social space
- general



± 3700 m2



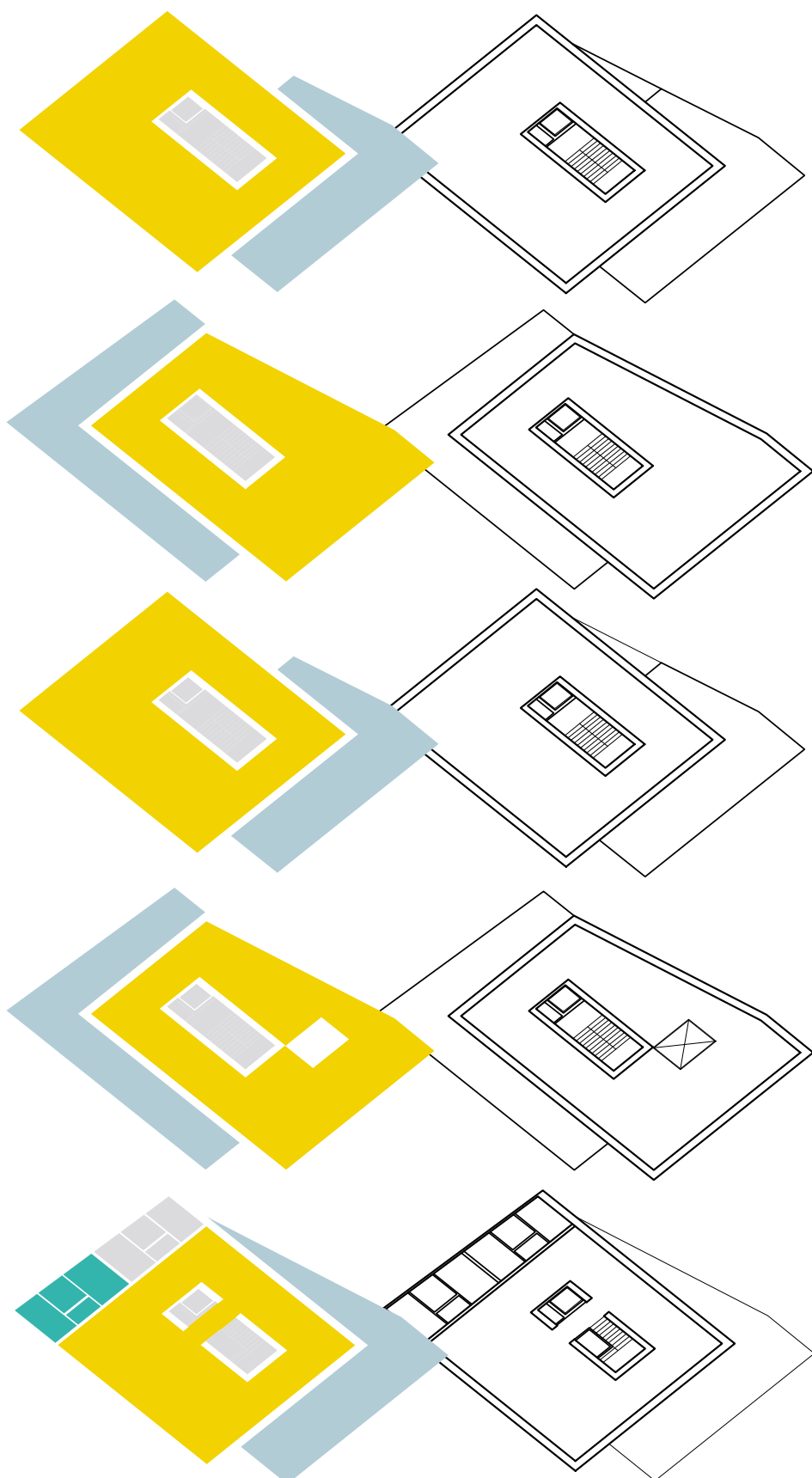
role in society, social impact,  
appreciation, influence, masterplan,  
experience, hrw`SF hwr ahte  
sjryfhxgb sjryfxhgbv sjryfxg



**LA GOTA CULTURAL CENTRE**







visitor centre

production

social space

general



role in society, social impact,  
 appreciation, influence, masterplan,  
 experience, hrw`SF hwr ahte  
 sjryfxgb sjryfxhgbv sjryfxg

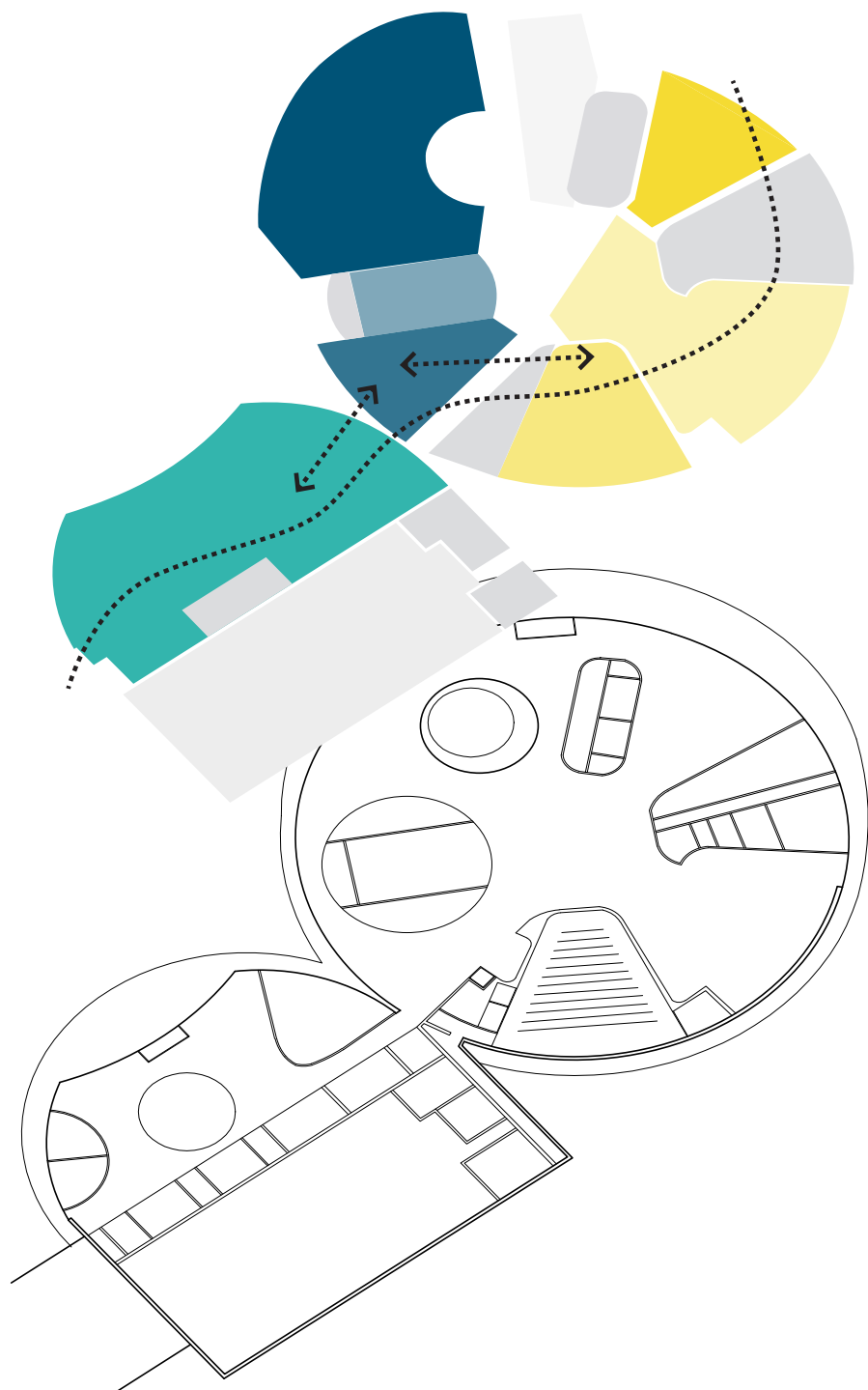


# FAZER VISITOR CENTRE







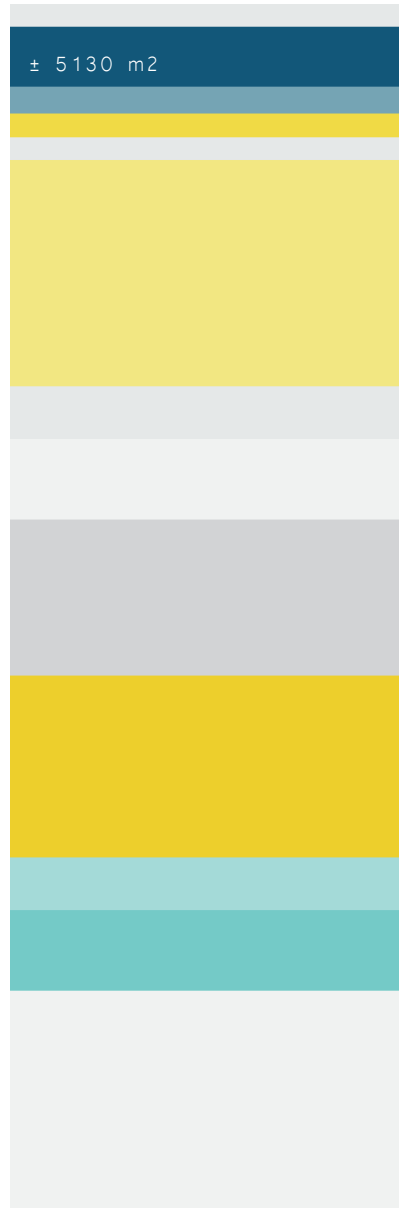
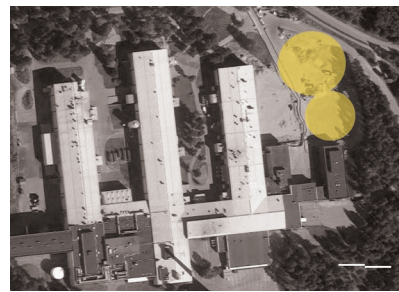


visitor centre

production

social space

general



role in society, social impact,  
 appreciation, influence, masterplan,  
 experience, hrw`SF hwr ahte  
 sjryfhxgb sjryfxhgbv sjryfxg





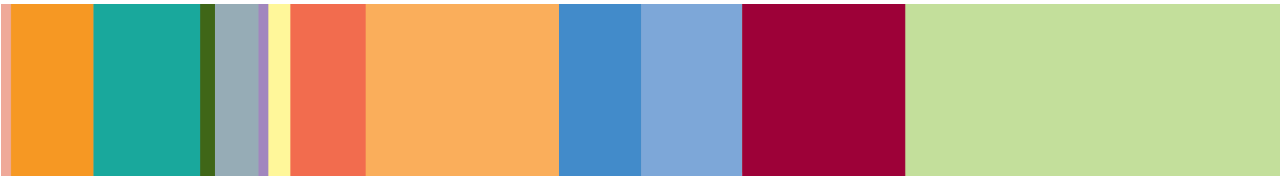
partagas  
tobacco factory



la gota  
cultural centre



fazer  
visitor centre



building  
8 6 0 0 m 2

plant  
4 9 0 0 m 2



prodcuton



storage & support



visitor centre



social space



## PROFUNDA PROPOSAL

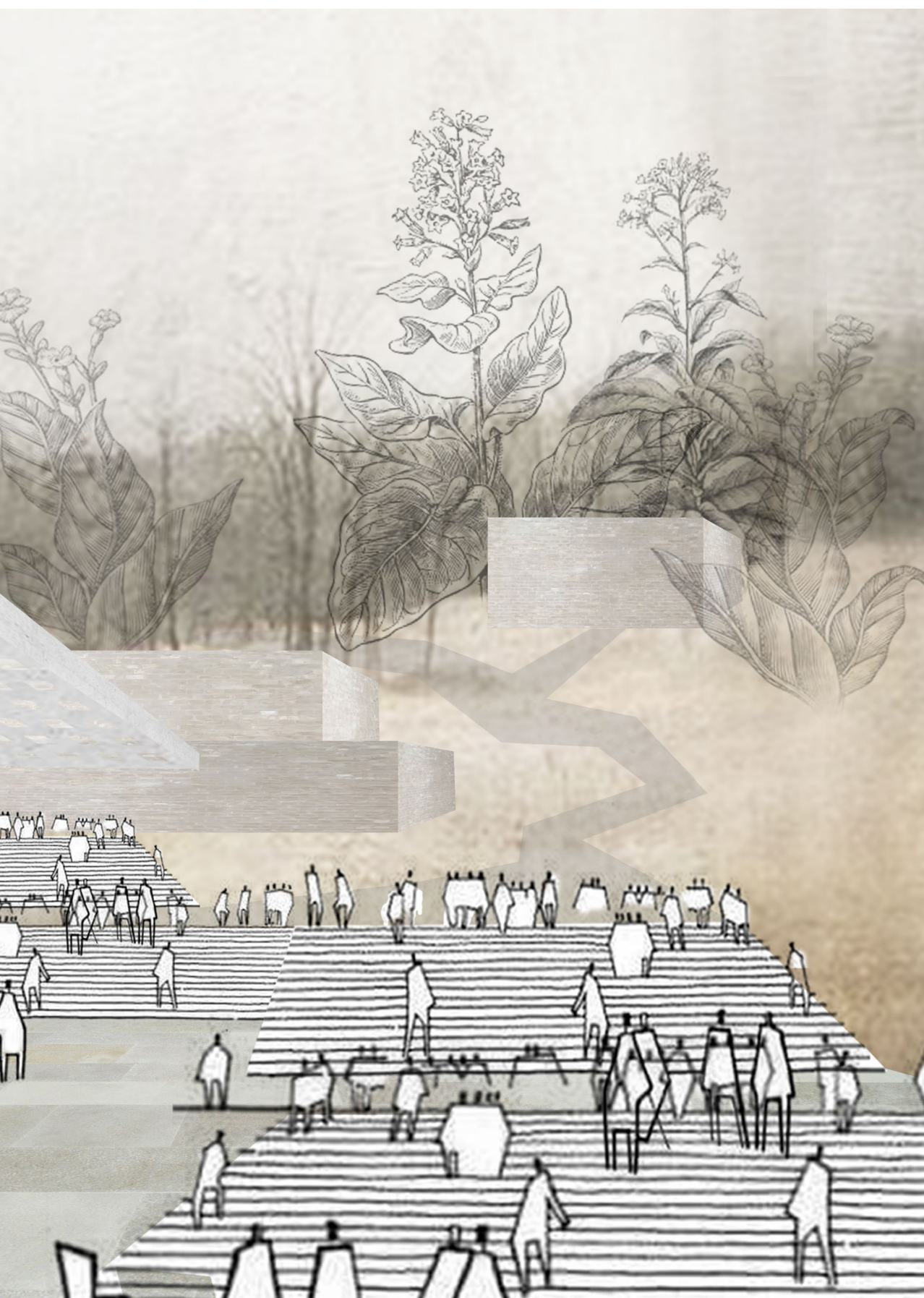
role in society, social impact,  
appreciation, influence,  
masterplan, experience, hrw`SF  
hwr ahte sjryfhxgb sjryfxhgbv  
sjryfxg

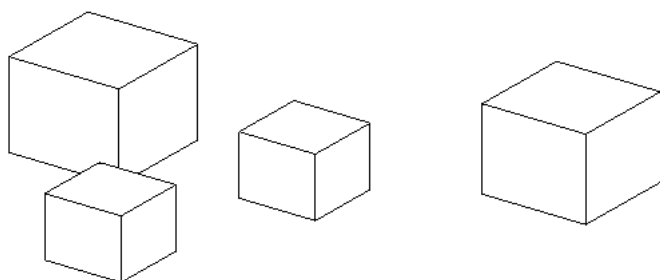
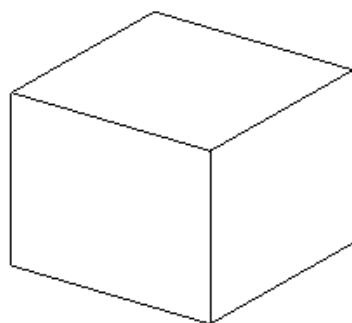
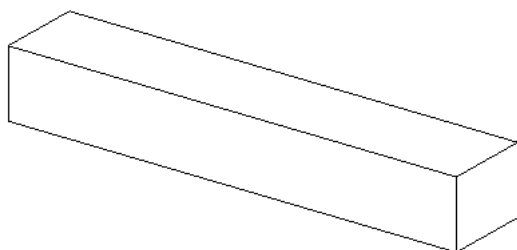


# PROPOSAL







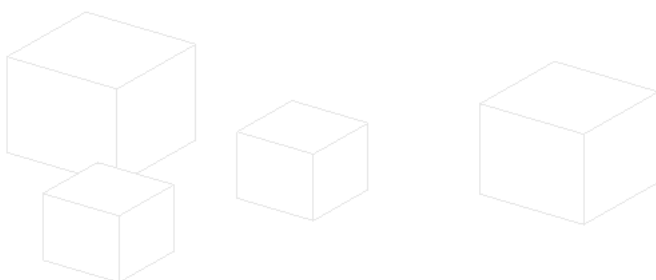
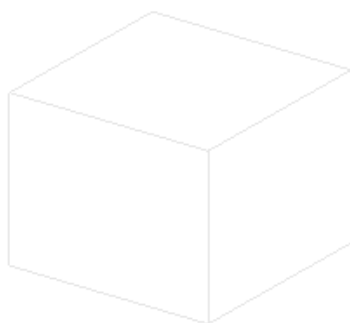
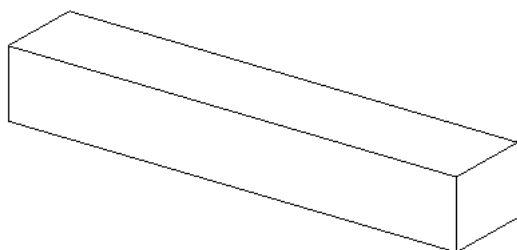


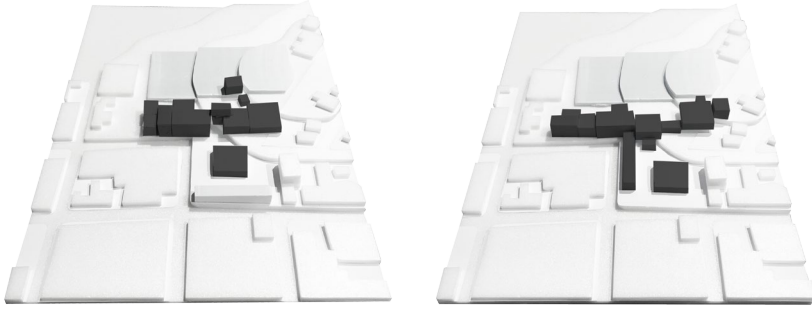
one building  
according to references

linear building  
demarcation fo the area

campus model  
matching with context

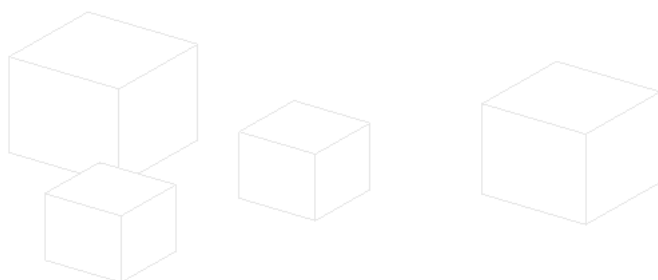
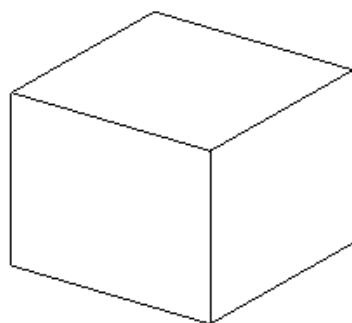


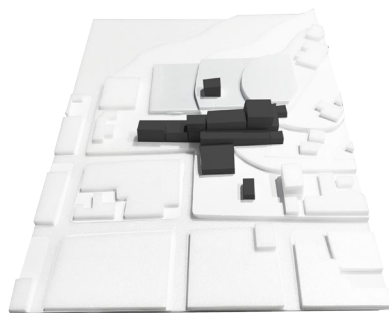
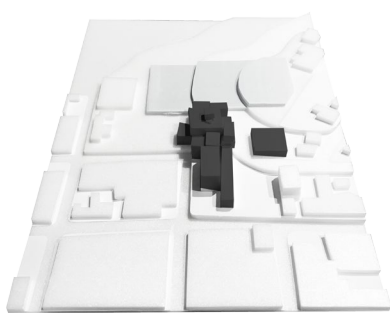
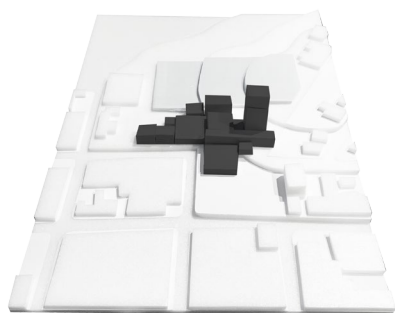




one building  
according to references

linear building

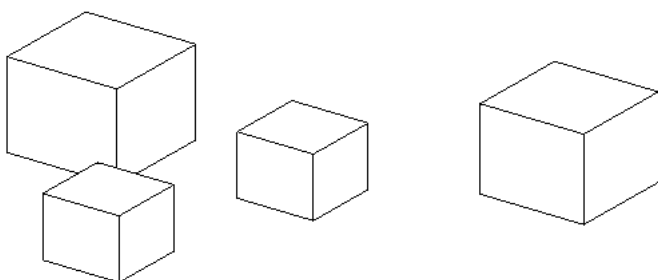
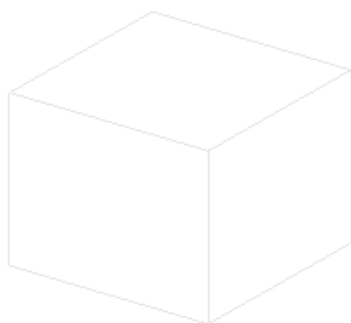




one building  
according to references

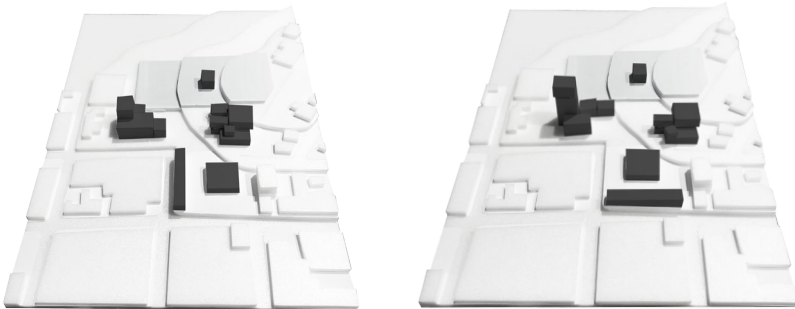
linear building

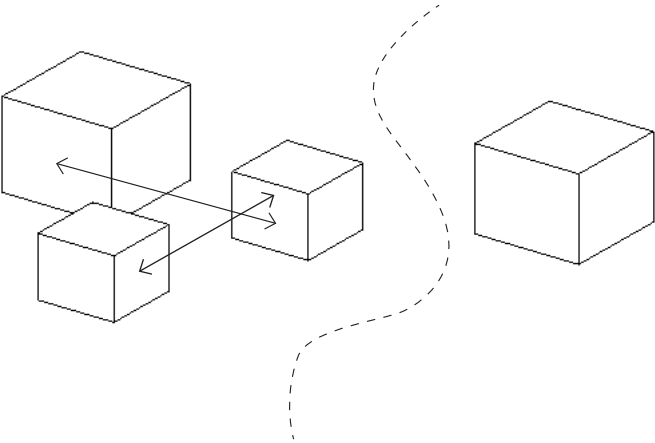
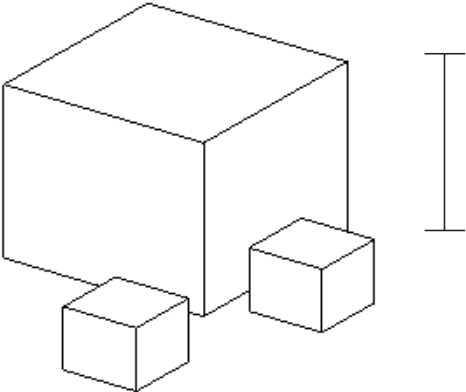
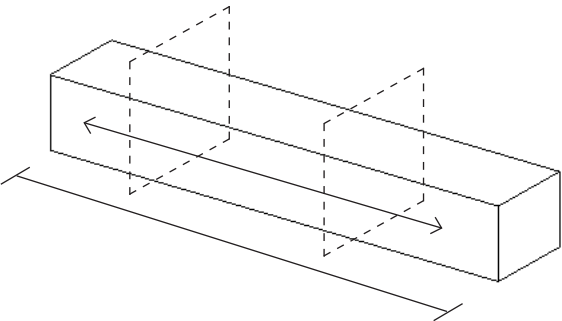




one building  
according to references

linear building



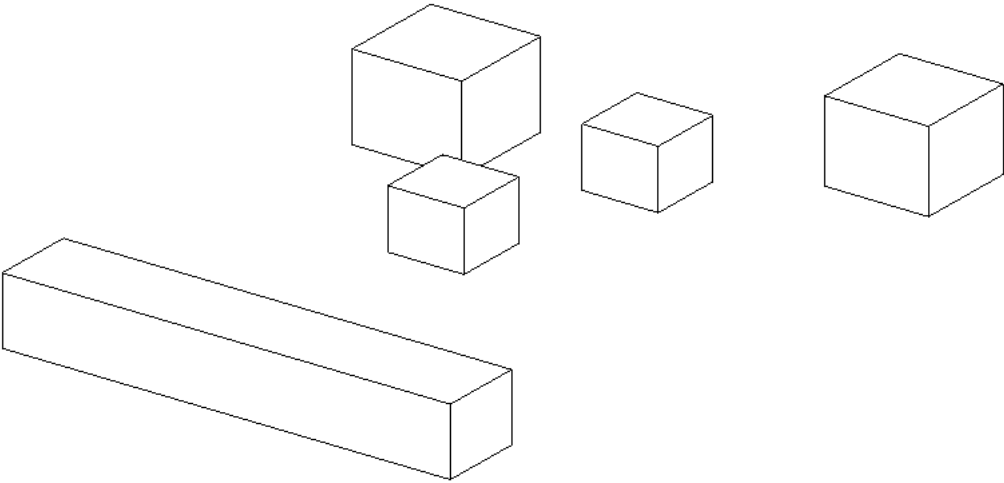


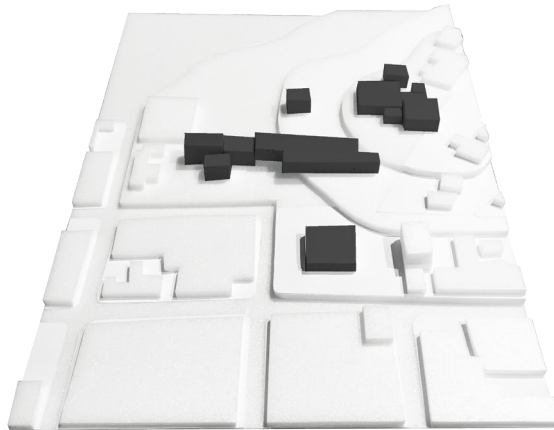
one building  
too big in context

linear building  
non-logical program connection

campus model  
no program connection & too  
open

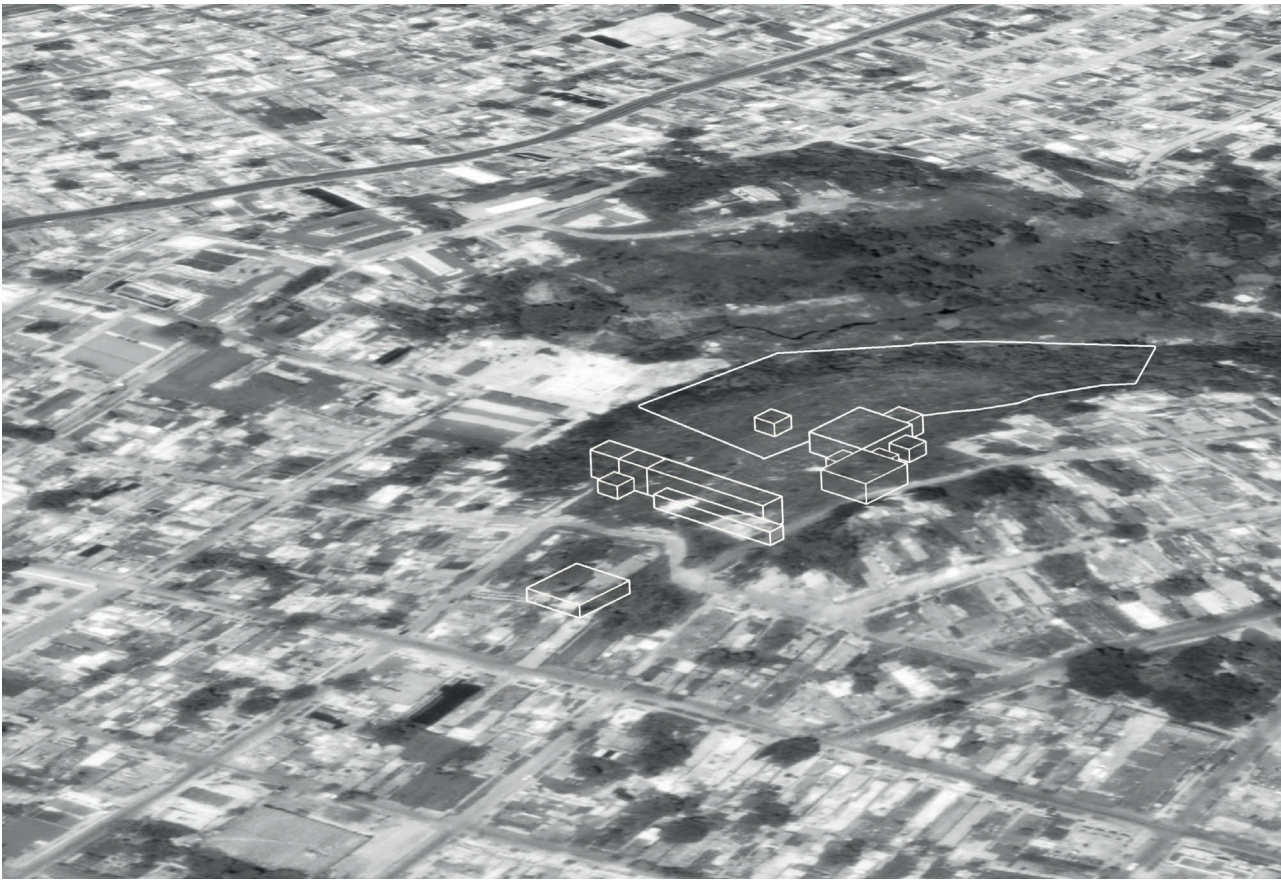




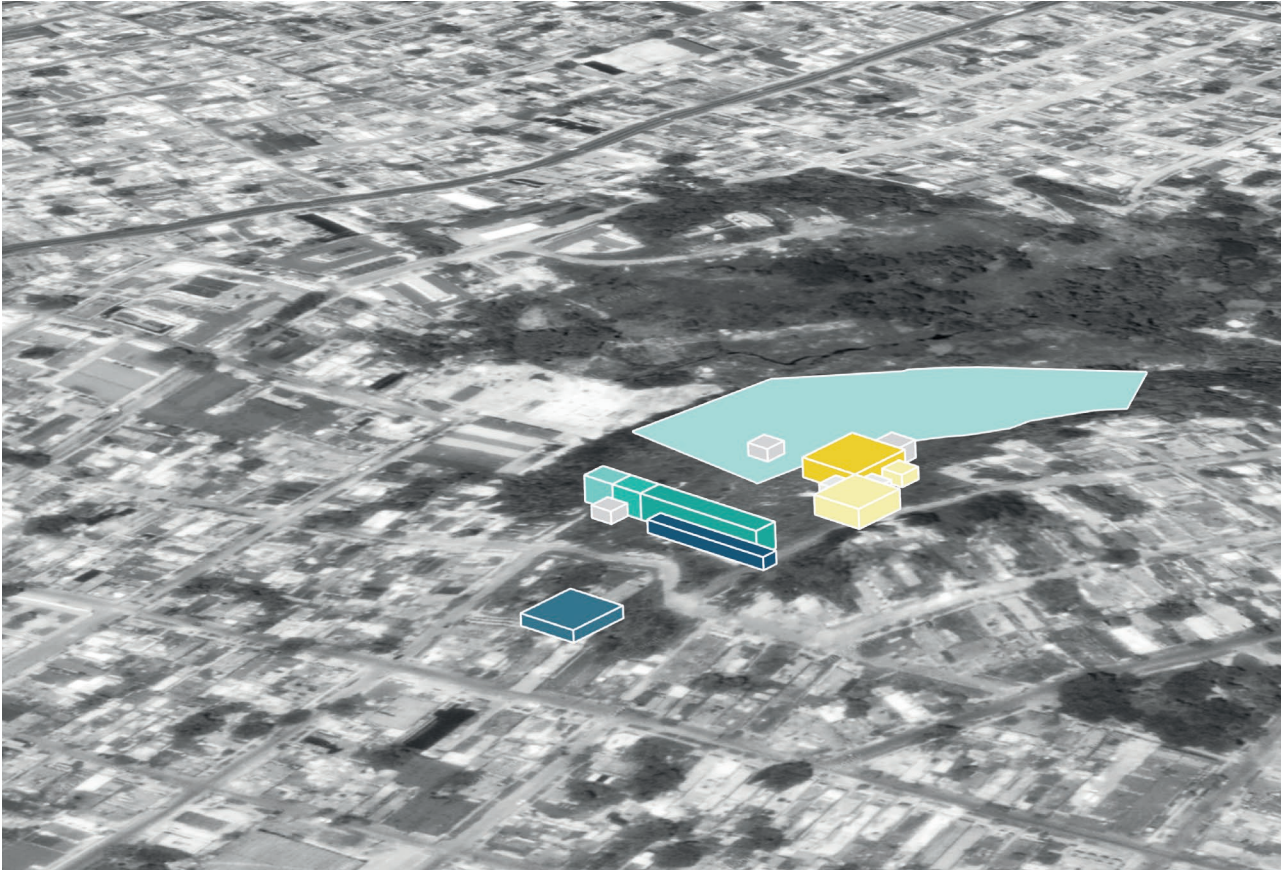


linear building & campus model

demarcation of the area, logical program connections  
& separations



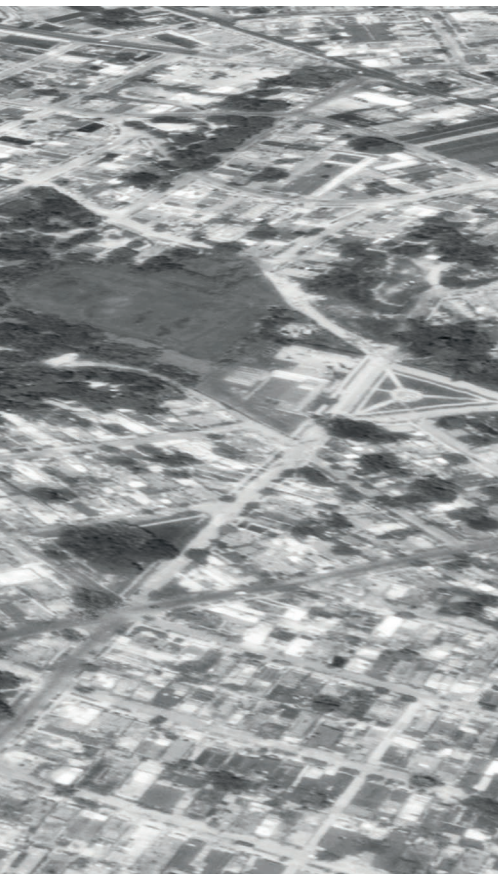
154







155



linear building & campus  
model

demarcation of the area,  
logical program connections &  
separations











linear building & campus  
model

demarcation of the area,  
logical program connections &  
seperations





linear building & campus  
model

demarcation of the area,  
logical program connections &  
seperations













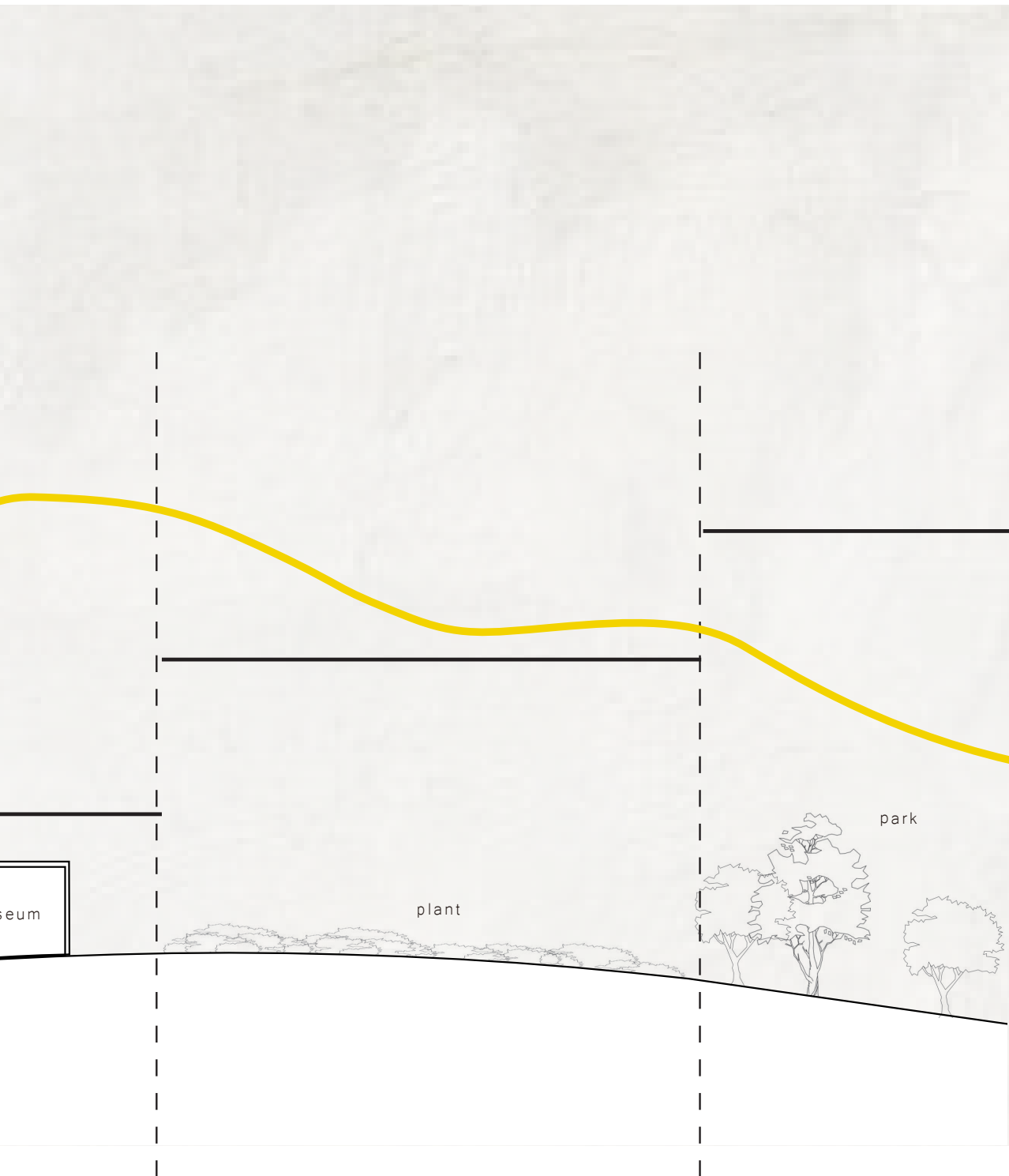


park

Museum



**LINEAR CAMPUS MODEL**  
**DEMARCATIION & SEPERATION**  
**LEISURE & WORK CONNECTED**  
**BALANCED TOURISM & LOCAL**  
**DOMAIN**







# AMBITION



## **ARCHITECTURAL CONTEXT THEMES**

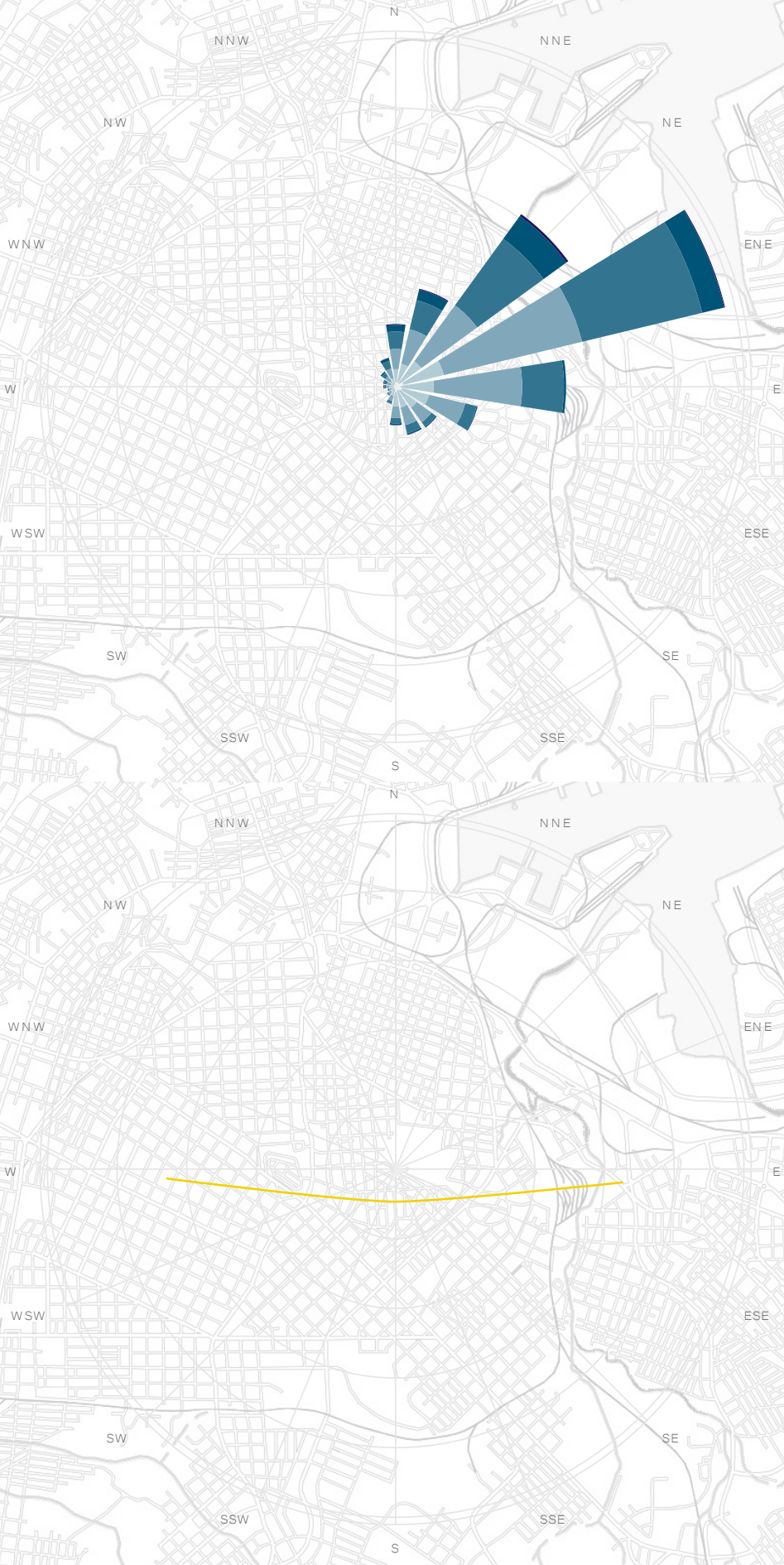
**LANDSCAPE EMBEDDING  
MONUMENTALTY & MODESTY:  
NEW BUT FITTING  
ENVIRONMENTAL IMPACT OF SITE**

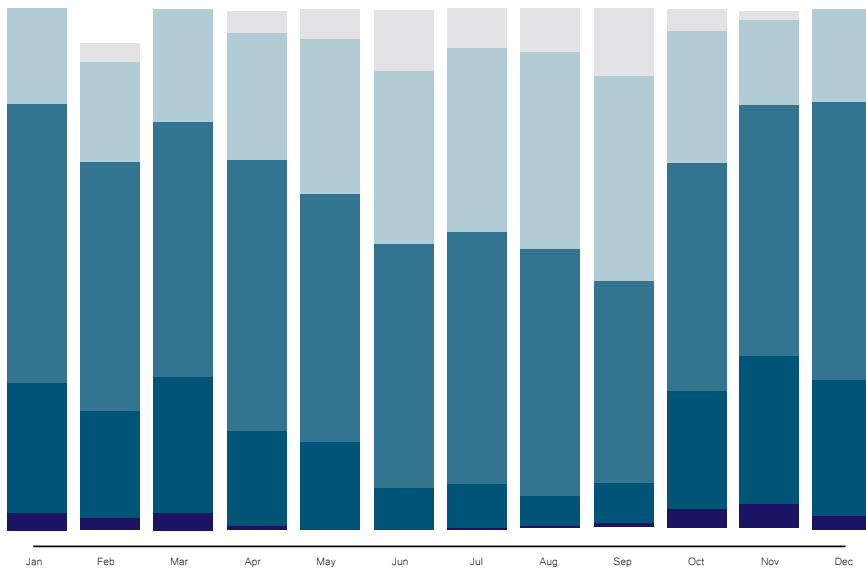




STUDIO ANNE HOLTROP

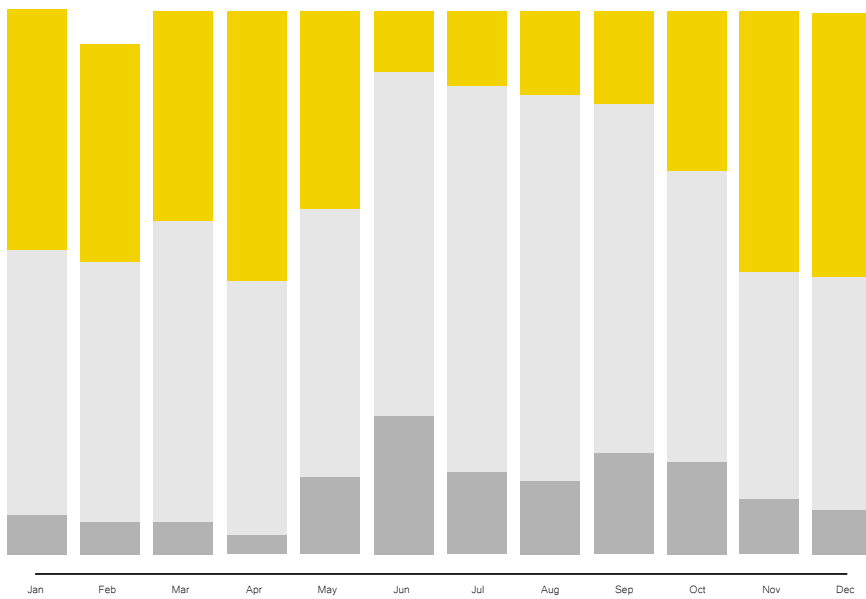






linear building & campus model demarcation of the area, logical program connections & seperations

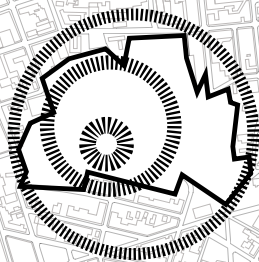
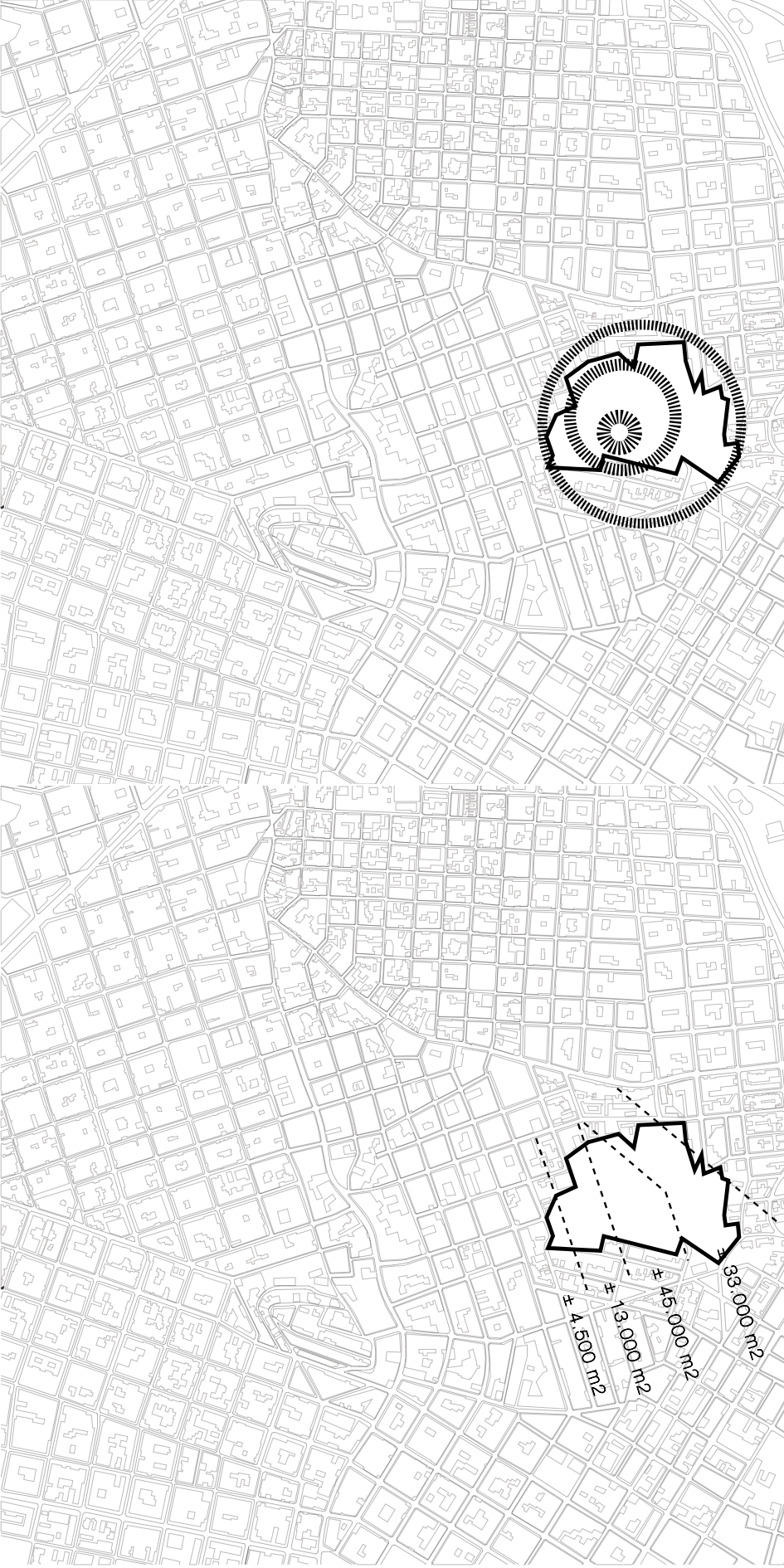
173



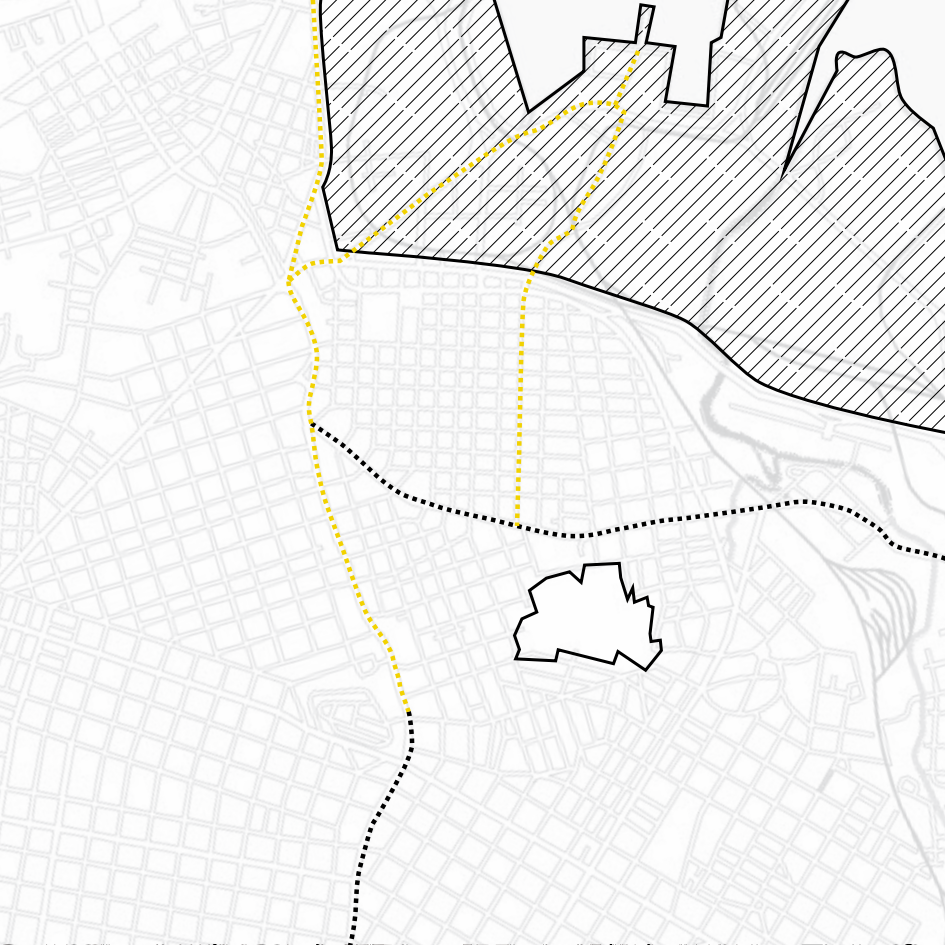


# URBAN STRATEGY

























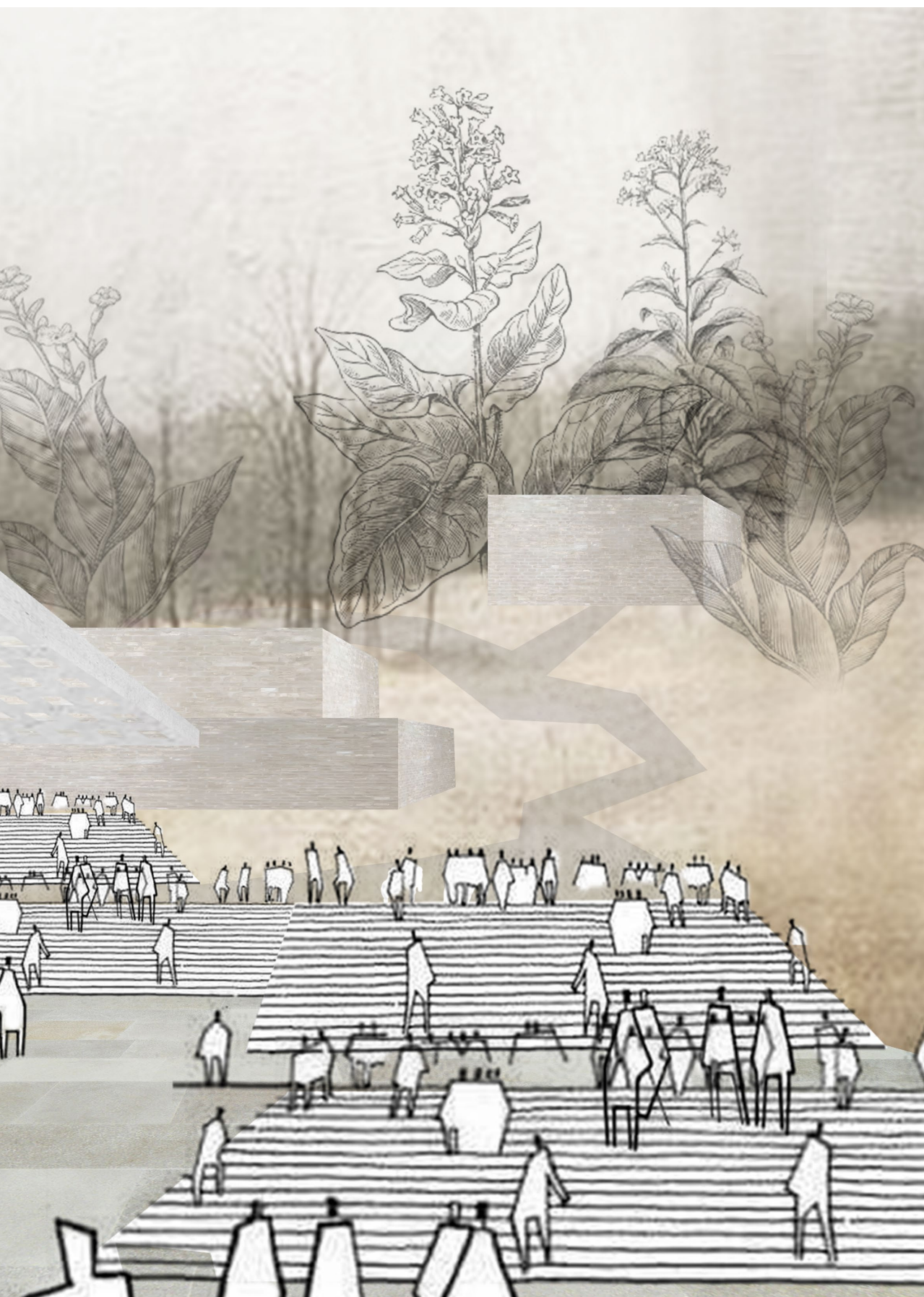
**BALANCED TOURISM & LOCAL  
DOMAIN IN ZONING  
LAYERS OF NETWORK  
DIFFERENT ENTRANCES  
CONTEXT INTERACTION**













**THE EXPLOITATION OF TOBACCO  
AS LOCAL PRODUCT TO ADDRESS  
PROFUNDA'S IDENTITY AND  
NOSTALGIA ISSUES**



