MEDIA CENTER
Rethinking Media Center Typology in Cuba
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CONTENT

1. Introduction
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3. Programme Research
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INTRODUCTION
FREEDOM OF EXPRESSION

Trevor Timm:
How free is our freedom of the press?
TEDTalks - 5:15 - Published: Dec 2016
In the US, the press has a right to publish secret information the public needs to know, protected by the First Amendment. Government surveillance has made it increasingly dangerous for whistleblowers, the source of virtually every important story about national security since 9/11, to share information. In this concise, informative talk, Freedom of the Press Foundation co-founder and TED Fellow Trevor Timm traces the recent history of government action against individuals who expose crime.

Sasa Vuomic:
Why we should invest in a free press
TEDTalks - 5:37 - Published: Aug 2015
You can't have a free society without a free press. Here’s why we should invest in it.
Information organization controled by a small group of people who use the same cover for all the newspapers
ADVERTISEMENT Worldwide

PASS DIFFERENT MESSAGES
INTERNET Worldwide

FLEXIBLE ACCESS
INTERNET Cuba

LIMITED ACCESS

only 5% Cubans can get online
INFORMATION ACCESS
State Media

Censored Internet

Paquetete

Official

Formal

Informal

Popularity
In Cuba, An Underground Network Armed With USB Drives Does The Work Of Google And YouTube

The main source of information access for millions of Cubans

Cuba’s 'offline internet': no access, no power, no problem

Cubans have found a unique albeit semi-legal way around their country’s practically nonexistent Internet access—external hard drives passed from person to person.

El Paquete Semanal: How Offline Piracy Flourishes in Cuba

For more than a decade many Cubans have been pirating the latest entertainment without a proper connection to the Internet. Instead, they have built their own person-to-person distribution network to share a weekly package of pirated material: El Paquete Semanal.

For hundreds of millions of people piracy is mostly an online phenomenon.

In a society where the Internet access is limited, the weekly distribution of El Paquete creates a valuable underground network.

Evelin Vázquez of El Paquete (back of the table) hands her packet to Aréna Vásquez, her daughter, outside a neighborhood cinema and appears, pencil and camera. They are the stars of a unique industry of content creation.

Students stand outside a building to find an Internet signal for their phones in Havana, Cuba. Photography, Ramón Espinosa/ AFP

Huddled around a laptop at the bottom of a stairwell in Havana, a group of three teenage boys

PAQUETTE

Sarah Kessler | 01/27/15 6:06 AM
People get it once a week and the information inside the packet couldn’t always be advanced with time.
PROBLEM

LACK OF INFORMATION ACCESSIBILITY
WHEN MEDIA MEETS CUBANS

RESEARCH REFLECTION
**Revolution:** Triumph of the revolution

1959 - 1961

**1962 - 1972**

- Planned Economy

**1972 - 1991**

- Special Period

**1991 - 2011**

- Independent Cuba

**2011 - 2016**

- Market-oriented Economy

**1989**

- Collapse of USSR

**1995**

- Yndamiro Restano founded Cuba's first non-official journalism organization

**2001**

- Starting on 4th June, Cubans can sign up with ETECSA

**2014**

- In May 2014, Yoani Sánchez launched 14ymedio, Cuba's first independent news platform, with the support of a small group of investors.

**2016**

- In early 2016, ETECSA began a pilot program for broadband Internet service in Cuban homes, with a view to rolling out broadband Internet services in private residences.

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- In January, the country removed exit visa requirements for citizens traveling abroad.

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- In the Sixth Congress of the Communist Party, Raúl Castro talked about the importance to raise the professionalism and expertise of Cuban journalists.

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Revolution
Triumph of the revolution

Planned Economy

Special Period
Independent Cuba

1964
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2017

President Raúl Castro’s call for reforms in 2010.

TURNING POINT

TURNING POINT
The big context is an increasing degree of media opening in Cuba society.
WHAT DO CUBANS HAVE?

FACING THE COMING DIGITAL AGE
Printing machines from nineteen century are still in use
Printing machines from nineteen century are still in use
Equipments are out-of-date
Educational Software Catalog

**Preschool Education**
- Play and Learn
- Be like them
- A world to tell
- Between sounds and strokes
- A more beautiful world
- Let’s play with instruments
- Let’s play in books
- Pintarín
- My musical game
- Discover and love Nature
- Profession of love
- Grow up together

**Primary and Special Education**
- The mouse and the window
- The secret of reading I
- The Secret of Reading II
- Our language I
- Our Language II
- Playing with words
- Mathematics Fair
- The country of numbers
- Mathematical problems I
- Mathematical problems II
- The forms that surround us I
- The forms that surround us II
- My life my homeland
- You, me and what surrounds us
- Mysteries of nature
- Let’s love the environment
- Guaracha learning
- This is my country
- Appreciating the beauty
- Games, fantasies and colors
- Dreams of colors
- The magic baton
- Our heroes
- Our history
- Explorer diary
- Click
- Our Museums
- Playing in the world of knowledge
- In the way
- The history between medals
- The purest of our race
- To play

**Basic Secondary Education**
- Geoclío
- For the paths of my country
- Rainbow
- The fabulous world of words
- Meeting with the past
- Learn by building
- Mathematical Elements
- Educate
- Basic Computing (Linux)
- Basic Computing (Windows)
- Nature and man

**Upper Middle School**
- Sunrise
- Our planet
- Look at you
- The Art of Letters
- Physics beyond
- Sophia
- The living planet
- Eureka
- A better world is possible
- Pedagogy at your fingertips
- DNA
- Redox
- Convictions
- Field and substance

**History Patria Collection**
- The protest of Baraguá
- The Bayamo Fire
- The invasion of Camilo and Che
- The Battle of Guise
- The landing of the Granma and the heroic subsequent days
- The Maceo toast at the Venus Hotel in Santiago de Cuba
- Cuba, its symbols and attributes
- Fidel Castro: five texts on our history
- Girón in memory

Educational software is limited in scope, quantity and not Internet oriented
AMBITION

Architecture as mass media, reinforce information accessibility and construct a collective information network for Cubans
PROGRAME RESEARCH
WHAT IS A GOOD MEDIA CENTER IN CUBA CONTEXT?
**PAST**

individual consumption

**NOW**

communal space for interactions
PROGRAMME COMPONENT

LEARNING → MEDIA CENTER → PUBLISHING

SHARING
EDUCATION ROLE

Learning Center 3,062 sqm
- Permanent Exhibition 704 sqm
- Computer Room 630 sqm
- Special Collection Area 384 sqm
- News Reading Area 256 sqm
- Flexible Space 704 sqm

Publishing House 1,203 sqm
- Media Studio 825 sqm
- Print Room 250 sqm
- Flexible Space 128 sqm

SOCIAL ROLE

Open Stage 824 sqm
Viewing Terrace 670 sqm
Current

Information

people
Future

Information

people

Media Center
1902

Vedado Tennis Club was founded.

Vedado Tennis Club

1902

1916

1917

1959

2014

Founding ➔ Building Built ➔ Extension ➔ Open to Public ➔ Function Changed

Colonisation by Spain
Occupied by United States
Dictatorship
Revolution
Special Period
Independent Cuba
1916

The mansion was built on Calzada and 12th.

Vedado Tennis Club was an entertainment place for the use of bourgeoisie.

Vedado Tennis Club

Founding → Building Built → Extension → Open to Public → Function Changed

1902 1916 1917 1959 2014
An expansion of Vedado Tennis Club was undertook.
Vedado Tennis Club

1959
The club renamed to the José Antonio Echevarría Social Club and opened to the public.

An extension of Ground Floor

1902 1916 1917 1959 2014

Revolution
Occupied by United States
Dictatorship
Built
Function Changed

Founding ➔ Building ➔ Extension ➔ Open to Public ➔ Independent Cuba

Colonisation by Spain ➔ Special Period

1902 1916 1917 1959 2014
A meeting was held to reformulate the Hall of Fame, which is a hall of fame that honours eminent baseball players from Cuban baseball. The planned site for the new museum is in the Vedado Tennis Club.

Vedado Tennis Club
Site Analysis - Public Space

- Parque Trotcha: 4,500 sqm
- Vedado Tennis Club: 37,200 sqm
- Parque Lennon: 10,000 sqm
- Public Square: 8,000 sqm
Site Analysis - Programme
Step 1 Take off fences and existing banal buildings
Step 2 Respond to flooding issue, lift the building from ground
Step 3 Create landscape on site
Step 4 Connect different floors and public space with staircases
Step 5 add facade and roof garden responding to climate.
PROGRAME

WHAT CAN PEOPLE DO IN THE BUILDING?
Learning
- exhibition space
- news reading
- computer room
- reading space
- lecture
- multifunctional space

Sharing
- fliming studio
- thetre
- recording studio
- print workshop

Publishing
- computer room
- fliming studio
- theatre
- recording studio
- print workshop
Facade panels hang from the top with the cables.

External walls hang from each floor.

Extra components are added to make the facade more stable.
1 roof construction:
- plants
- growing soil, 200mm
- drainage layer 30mm
- protection layer 30mm
- waterproof membrane construction deck 100mm
- hollow-core slab 150mm

2 steel open grating 40mm, framing 800mm x 100mm

3 flat aluminum sheet metal

4 ceiling construction:
- flat aluminum sheet metal
- 25mm insulation
- flat aluminum sheet metal

5 3mm aluminum sheeting with white coating

6 L shape steel supporting slab 8mm

7 steel main beam I-beam IPE 400, connected with secondary beam with connection plate 584mm x 330mm x 10mm

8 steel secondary I-beam IPE 400

9 plain panel:
- flat aluminum sheet metal
- 25mm insulation
- flat aluminum sheet metal

10 facade cable structure

11 5mm aluminum sheeting bent to form

12 facade stability frame

13 operable window

14 steel circular hollow section, filled with concrete, 200mm

15 floor construction:
- covered with concrete 70mm
- hollow-core slab 150mm

16 steel reinforcement

17 facade aluminum structure 100mm x 100mm

18 structural component supporting the glass facade
Detail

2 steel open grating 80mm framing 600mm x 100mm
9 plain panel
10 facade cable structure
11 5mm aluminium sheeting bent to form
12 flat aluminium sheet metal
13 25mm insulation
3 flat aluminium sheet metal
12 facade stability frame
13 double glazing
17 facade aluminium structure 100mm x 100mm
22 rubber seals
20 bolt connection
21 EPDM connecting aluminum facade
23 cable
The prevailing wind in Cuba in general is East to West.

Sun elevation varies 50 to 80 degree, 50 degree in winter and 80 degree in summer.
Climate Strategy

Natural Ventilation & Mechanical Ventilation
Solar Radiation Avoidance

Climate Strategy

Roof Garden to reflect solar radiation

Roof of atrium with wood louvres to reflect solar radiation and provide indirect sunlight

Metal facade to reflect solar radiation and a buffer created to avoid direct heat convection
A platform where anybody can collect, edit, disseminate information
A platform for learning and sharing information
A platform for events and social activities
Present a better future