With the research on Cuba’s media situation, an interesting phenomenon was found that people rely on an informal way of getting information. The proposal is about how a media institute could help Cuba reinforce the information accessibility in the coming digital age.

The media institute displays a visionary interpretation of openness with the exhibition, education and publishing functions. The program is organized by a continuous loop, leading the public flow from the street level into the top floor. With the combination of staircases and curves, the design intended to promote more interactions and collaborations inside the building.

In addition, a new public space prototype was created in the site. With the use of curve lines, the site provide spaces for physical activity and sports, performances. This way of designing public space could be applied to the empty spot along Malecon, to create a new type of urban space for Cubans.

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Step 1: Take off fences and existing banal buildings

Step 2: Keep the heritage building and add extension building

Step 3: Respond to flooding issue, lift the building from ground

Step 4: Create landscape on site

Step 5: Connect different floors and public space with staircases

Step 6: Add facade and roof garden responding to climate

Step 7: Structure Analysis

Axometric Diagram
Facade Corner Floor Plan
1:20

Detail Section C
1:5

Detail Section D
1:5

Vertical Section of top part of facade
1:5

Facade Details
- Steel open grating 40mm
- Framing 600mm x 100mm
- Plain panel: flat aluminium sheet metal
- 25mm insulation
- Flat aluminium sheet metal
- 5mm aluminium sheeting bent to form
- Covered with concrete 70mm
- Hollow-core slab 150mm
- Steel reinforcement 16
- Facade stability frame 12
- Double glazing 13
- Facade aluminum structure 100mm x 100mm
- Structural component supporting the glass facade
- Rubber seals 22
- Bolt connection 20
- EPDM connecting aluminum facade 22
- Cable 23