P5 PRESENTATION

JOHAN LAGNEFELDT
4511840

MSC4
COMPLEX
PROJECT
HAVANA STUDIO

TU DELFT
SUMMARY

1 Historical analysis of the social and urban grid of Vedado

2 Social typologies

3 The site

4 The users

5 Precedents

6 Design
Historical analysis of Vedado’s social space
The Social Life in Vedado
A look at the pre-revolution social Image of Vedado

The Vedado of the 20's was an image of a mobtown entertainment haven, a bastion of corruption and joy.
Despite its reputation, it was not all mobsters in Vedado, it was a vibrant meeting place for many Cubans due to its number of gathering places and nightlife.
Racially divided societies meant to pacify slaves (then descendants) and later gathering social clubs for different ethnicities.

Gambling and cabarets
Gathering place for the middle- and upper class, the sugocracies. Tourists and internationals mingled in.

Revolution, closing of entertainment venues and cabildos.
The end of racial segregation and alcohol fueled entertainment. Crackdown on music venues, the closing Buena Vista Social Club.

The return of private entertainment
Special period eventually forces tourism to return. Bars and music venues open up to cubans when tourists arrive, the social gatherings are less politically motivated and more open social clubs are allowed.

The Ideal Communist city
Professors at Moscow uni. Mixed-use development facilitate access to public services. High-density housing promote equality and community. Public transportation ease congestion by reducing the need for private automobiles.

Cuba joins COMECON
Cuba ties heavily into the Soviet bloc, increases reliance on Soviet imports

Fall of Berlin Wall
The Soviet Union dissolves. Cuba is isolated without a larger partner to supply it.
Cofradia / Cabildo

Racially divided societies meant to pacify former slaves (then descendants) and later gathering social clubs for different ethnicities
Gambling and cabarets

Gathering place for the middle- and upper class, the sugocracies. Tourists and internationals mingled in.
1959

Revolution, closing of entertainment venues and cabildos.

The end of racial segregation and alcohol fueled entertainment. Crackdown on music venues, the closing of the Buena Vista Social Club.

1960-

Circulo Social de Obras

Former burgeoise venues were transformed into social circles and clubs for workers, supervised by union.

Former exclusive yacht clubs, swimming pools etc. were opened to everyone.
The return of private entertainment

Special period eventually forces tourism to return.

Bars and music venues open up to cubans when tourists arrive, the social gatherings are less politically motivated and more open social clubs are allowed.
VEDADO until the Revolution was advertised as the social and entertainment center of Cuba.

It built an identity around it’s entertainment and lively social scene.
VEDADO BY DAY
is now a slumber town

VEDADO BY NIGHT
still has a few spots of entertainment
By comparison **VIEJA**, the historical center, has maintained its identity as a social and cultural hub for Cuba and tourists flock to get the “Cuban experience”.
VEDADO SQUARE
Modernist planning

VIEJA SQUARE
Colonial Spanish planning

VEDADO STREET

VIEJA STREET
**Vedado** Urban Situations: Lots of empty streets, lack of used public space, private interiors.

**Vieja** Urban Situations: Superactive streets, lots of formal and informal public space
The Cuban Collonade is the most important informal public space in Havana. It creates a public setting within a private sphere and the joining creates a vibrant public life, protecting against sun and rain and sheltering people waiting or socializing. It is especially frequent in Havana Vieja and almost absent in Vedado, due to the norm of fencing plots in Vedado.
Vedado is a fenced area.
Many of the social activities that define Cuban culture take place in the informal public spaces.
VEDADO’S SOCIAL SPACE PROBLEM IS AN ACTUAL PHYSICAL LACK OF SOCIAL SPACE IN IT’S GRID

Instead of the symbolic colonnades, Vedado has a green strip of public space known as a parterra. It is meant to be a place for public use but is today completely underutilized. It often lacks the actual space and cover for people to gather and activate themselves. As such, there is simply not enough social space between blocks. The interior block is completely private.

This public space is completely underutilized. As seen in the picture, the actual social space is fenced in while the formal public social space is empty.
Lack of space for social activities
Social typologies
Cuba is considered a forerunner in urban farming and is looked at as an ideal in the western world. This is because it is considered organic and equal, with few pesticides and without the exploitation of many larger farms in the third world.

This comes from the fascinating story of the Special Period. After the fall of the USSR, Cuba's food supply imports were cut short. The outer Havana borough of Alamar was left to fend for itself and developed local farming collectives known as “organoponicos” or A typical cuban urban farm plot is 10 m².

The lack of pesticides and organic farming comes from the fact that no such things were available due to the embargo. This style of agriculture stems not from ideals as much as crass material reality. Since Cubas national farming is more directed towards a few industry base crops such as sugar cane, urban farming gives way more nutritional output and supplements the locals income.

A typical cuban urban farm plot is 10 m².

17 % of Cubas exports are in tobacco. Smoking in Cuba

Cuba is the origin of much of the original tobacco first brought to Europe by the Spaniards in the 16th century.

Cuba has had a large production of tobacco since it was established. Due to the embargo, Cuban cigars are organic and considered less addictive than normal tobacco due to a lack of additives.

Smoking is considered a Cuban social pastime and on average, a Cuban smokes 52 cigars per year (this statistic includes children).

Not everyone has as a right to the public space even now

Many Cuban rappers use their music as an opportunity to speak out against problems within Cuba or on global issues including war, racism, and pollution.

Hip Hop in Cuba

Hip Hop in Cuba was born, pioneered and spread from the borough of Alamar.

Hearing radio stations from Miami in the 1980's, Hip Hop started being produced after the fall of the Soviet Union in 1991. The strong american, capitalist influence in American Hip Hop made it an easy target of oppression from the Cuban government.

Hip Hop remains one of the few social activities which produce some form of voiced dissent against the current Cuban regime. For this reason, it has been cracked down upon a number of times.

A typical cuban urban farm plot is 10 m².

Culturally and socially close to a norm, 40% of Cubans smoke.

Negro Soy Yo

Hip Hop and Racial Citizenship in Modern Cuba

Marc E. Perry

Space, Place, and Community

A recurring theme in the interviews with women and men in same-sex relationships and communities is the persistence of different forms of prejudice in the early twenty-first century. While most of the narrators consider perpetuating a social problem rooted in traditional machismo, the interviews also reveal ongoing inequality in the workplace and in political organizations. This includes both direct discrimination (for example, women in same-sex relationships not being given jobs they were qualified for, or being fired for false positives) as well as a more general homophobia manifested that forces people, in the words of another narrator, Lauta (1996), to adopt a double norm. In particular, all the narrators speak of the problem of discrimination in public social spaces, as seen in the following statements, or “styles” and being denied access to clubs unless accompanied by a man, to fees of police harassment and arrest in popular gathering places such as parks or squares.

These problems are exacerbated by the lack of housing (see chapter 1) and legal spaces for social gathering. Most of the narrators make and maintain relationships with friends and lovers through informal community networks, family and neighborhood contacts, unofficial private and public gathering places, and self-organized group or community organizations for “women who love women.” In Havana, some participants in such a group held at CENESEX, where meetings and parties are sometimes held. Private parties (fiesta privada), organized clandestinely, communicated by word-of-mouth, and held at people’s houses, are ac-
LIST OF COMMON CUBAN SOCIAL ACTIVITIES,
MOST TAKING PLACES IN THE PUBLIC SPHERE
SOCIAL SPACE TYPOLOGIES

Informal salsa street space

Vedado Dance Studio

Market Stall

Boxing Ring

Wifi Hotspot

(Parque) Coppelia Ice Cream Vendor and Park

FAC Dance Floor
THE NEW SOCIAL NETWORK OF VEDADO

TAKING BACK THE MOST PRIVATE AND LUXURIOUS SPACES OF HAVANA

PLAN 1:5000
THE DIVISION OF VEDADO

THREE DISTINCT AREAS OF FUNCTION WITH NO CONNECTION
Dubbed the living room of Vedado, it is by far the most used public space in Vedado. During the day, because of the lack of shade and intensity of the heat, it’s mostly populated by hardened fishermen.

During the night all ages and social groups including prostitutes gather here to hang out. In my project I look at how to incorporate this social border edge into the rest of Vedado.
Acting as a buffer between the Malecon and the rest of Vedado, this strip was exploited heavily in the 1920-1950’s for hotel property.

The revolution put a stop to this development but after the fall of the USSR, Melia Cohiba was built, a sign of the return of capitalism.
The heart of Vedado is its residential part. A sleepy and private area of Havana, it was home to the wealthy prerevolution bourgouise.

It still maintains its city grid that would provide for private homes, had not many buildings been divided into multiple family housing for immigrants from the countryside, causing rampant overpopulation.
VEDADO: HOTEL AND MELIA COHIBA TIMELINE

HOTEL HAVANA RIVIERA

21 floors, 352 Rooms
50’s style hotel originally owned by Mobster Meyer Lansky seaside by the Malecón, boasting pool and like the Melia is physically walled off from its surrounding.

HOTEL ROC PRESIDENTE

10 floors, 158 Rooms
Art Deco Hotel located a few blocks from the Malecón. Claims to be the first high rise built in Vedado.

HOTEL TRYP HAVANA LIBRE

(formerly HAVANA HILTON)

25 floors, 572
Taken over by the state after the revolution, since 1996 it’s a private enterprise again.
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HOTEL MELIA COHIBA
22 floors, 401 rooms 61 suites
5 Star rated by the Malecón seaside and the most luxurious hotel in Havana. Built in 1994, it boasts modern facilities such as pools and a beauty salon.
The Malecón with surrounding Hotel Riviera and later Melia Cohiba

The site of the Melia Cohiba was earlier a military site
BE AMAZED BY HAVANA

The Meliá Cohiba offers spectacular views of the sea and the city. An exceptional hotel for both business and leisure guests with an excellent location, the exclusive The Level service and a lively party room.
THE MELIA COHIBA

THE ONLY 5 STAR HOTEL IN CUBA
FOR WEALTHY FOREIGNERS AND GOVERNMENT DIGNITARIES

LEVEL SUITE:
840 EURO
57 M²
Classic
27 m²

Junior Suite
43 m²

Master suite
50 m²

Grand suite
57 m²

Pool
Cigar lounge
Fitness club
Squash
Bars and restaurants
Beauty Salon
EMPTY LUXURY MALL: ONLY CUBAN GOODS ARE CIGARS, FOR 100 CUC PER BOX.
4000 M²

POTABLE WATER
Tourists looking for a Cuban experience have to go to Vieja

Not optimal for business
How can Cubans gain equal access to their own social and public space through an architectural design in this area?

How can the three socially isolated zones of Vedado be tied together?

Can this actually add to the experience of the tourists, rather than subtract?
STRATEGY:
CREATE A NEW SOCIAL AND PUBLIC SPACE THAT TIES TOGETHER VEDADOS DEFUNT AREAS, IN THE HOTEL AREA
THE MELIA COHIBA

EXISTING PROGRAM AND USE

POOLSIDE IS SEPARATED FROM THE CUBAN PUBLIC BY A HIGH WALL

DYSFUNCTIONAL MALL WITH SPARSE STOCK, MOSTLY LUXURY GOODS FOR TOURISTS

CLEAR AIM TO PRESENT INTERIOR COMMON SPACES AS HIGH PROFILE

TOTAL 401 ROOMS
61 SUITES

HOTEL ROOMS AND SUITES

EVENT & RESTAURANT FOR GUESTS

LOBBY, SHOPS AND POOL

"MALL"

THE MELIA COHIBA
THE MELIA COHIBA

CIRCULATION

ELEVATOR CORE

HOTEL LOBBY AND POOL FLOOR

MALL
THE MELIA COHIBA

CIRCULATION,
TYPICAL HOTEL
SUITE FLOOR

55% Rooms

45% Circulation, lounges, elevators, toilets and staff space
Adding social and public space for Cuban social activities currently lacking in Vedado

A new social experience for Cubans and tourists. Cubans get the chance to meet and socialize and tourists get a change to cautiously explore different aspects of Cuban society and culture.

Adressing the lack of a Cuban experience in the Melia Cohiba and the disfunctional mall
REFERENCES
TYPPOLOGIES

GROUND TOWER
MODULAR TOWER
TOWER TERRACE
SKYSCRAPER TOWER
GROUNDED TOWER
Tower with adjacent horizontal building sharing the program. Circulation is thus both horizontal and vertical.
DOWNTOWN ATHLETIC CLUB
SPORT AND SOCIAL CLUB
NEW YORK, USA
ARCHITECT: STARRETT AND VAN VLECK
INAUGURATED: 1930
TOTAL PROGRAM SPACE: 25150 M²

Example level: 770 m²
TOTAL 25150 M²

SKYSCRAPER TOWER
Strict vertical circulation trough central shaft
NAGAKIN CAPSULE TOWER
TOKYO, JAPAN
KISHO KUROSAWA
NAGAKIN CAPSULE TOWER
TOKYO, JAPAN
ARCHITECT: KISHO KUROSAWA
INAUGURATED: 1972
TOTAL PROGRAM SPACE: 3091 M²

MODULAR TOWER
Customizable and replaceable smaller units attached to a core tower for versatility and flexibility

1868 m² Admin, social and technical
1223 m² Housing

2.3 x 3.8 x 2.1 m

39.5 % Housing
60.5 % Admin, social and technical
IMMEUBLE ET PISCINE DES AMIRAUX
PARIS, FRANCE
HENRY SAUVAGE
THE TERRACE
Stairlike building with central core for circulation

RUE DES AMIRAUX 18
PARIS, JAPAN
ARCHITECT: HENRY SAUVAGE
INAUGURATED: 1927
TOTAL PROGRAM SPACE: 3091 M²
USERS
GUESS WE’LL GO TO VIEJA TO SEE SOME SALSA AND GET SOME CUBAN FOOD
WOW LET'S STAY HERE AND PLAY SOME CUBAN SOCCER!!!
“This Cuban experience would be more fun with Cubans”
“SURE WOULD BE NICE TO HAVE A REAL PLACE TO DO THIS”

“WHERE ARE WE SUPPOSED TO GO?”
BUILDING CONCEPT
KEEP EXISTING HOTEL, OPEN UP THE CORE ZONE

INTERTWINE THE TWO TO CREATE A NEW CUBAN SOCIAL SPACE AND PUBLIC SPACE AS WELL AS A NEW WAY OF DOING BUSINESS IN TOURISM

PROVIDE INFRASTRUCTURE FOR SOCIAL CLUBS BUILT BY CUBANS THEMSELVES IN TEMPORARY STRUCTURES
THE SOCIAL TOWER:

By rotating the structure a clear direction and meeting point is defined. Also the rotation better the inflow of light and air.
Shapes accordingly put into categories:

- Social (loud)
- Sports
- Market
- Culture
TEMPORARY CLUBS COME IN FOUR DIFFERENT SIZES

S
0 m² - 99 m²

M
100 m² - 299 m²

L
300 m² - 599 m²

XL
600 m² - 299 m²
RESEARCH TO DESIGN: FLOOR ITERATION VARIATIONS
Start with a terraced slab connected directly to the Melia Cohiba to form a new vertical neighbourhood
Two meter offset with 300 mm raise around the slab for columnade effect, circulation and shadow.
First floor level temporary structures built by Cubans until 70% full
Another level of massing is added on top of the existing massing, offset towards a wall of the existing mass. Size maximum is 50% of mass below.
PHASE 3 JANUARY 2019
PROGRAM PROPOSAL
LOAD BEARING
SLAB SPAN AND DIRECTION
FAST CIRCULATION ACCESSIBLE ON EVERY FLOOR THROUGH ELEVATOR AND (ALSO EMERGENCY) STAIRCASE WITH THE TWO NEW CORES.
Permanent unit development

Sports centre

Market

Cirkulation

Market stairs

Cirkulation

Cigar club

Night club & Auditorium

Cirkulation

Viewing deck and cigar lounge
NIGHT CLUB / AUDITORIUM
MARKET HALL
SPORTS CENTRE
TRIBUNE/ WIFI LOUNGE
MARKET HALL
GROUND LEVEL
SCALE 1:1000

URBAN FARMING

HOTEL ZONE
LOBBY, SERVICE AND CHECK IN FLOOR

PUBLIC TOILETS/
SHOWER

PLANS:
Recycled brick, recycled bubble plastic for slabs and wood makes the temporary constructions sustainable.

Rotated building encourages passive ventilation throughout the slabs which are also perforated for circulation such as escalators.

Terraced slabs shields from the worst sun angle while still taking in light when sun is lower.
SPORTS
Full louvre, no openings except passageways

SOCIAL
Vertical, Large Openings

RETAIL
Horizontal openings Partial louvre

Culture
Larger louvre for more privacy and shading Partial louvre

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Full louvre, no openings except passageways

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Steel rebar 25 mm

Cast in place concrete 400 mm

First concrete layer 60 mm

Wooden studs 300 mm x 150 mm

Wooden studs 45 mm x 90 mm

Adjustable louvres 25 mm x 75 x 1200 mm

Wood stud frame 81 mm x 75 mm

Cladding canal:
- Recycled plastic bubbles 420 mm diameter
- Ventilation channel for permanent structures

Recycled brick 215 mm x 110 mm x 70 mm

CLT column 215 mm x 110 mm x 70 mm

Steel connection for louvres 25 mm x 100 mm x 25 mm

Manual handle system for adjusting louvres

Wood frame 300 mm x 45 mm

Wood roof 100 mm

SECTION, PLAN AND ELEVATION OF TEMPORARY STRUCTURE, 1:40
POSTERS ADVERTISING DIFFERENT SOCIAL CLUBS IN THE SOCIAL TOWER
A walk through the **Social Tower**
View from Urban Farming plot across the street
Front Entrance with new colonnade leading up to Public Pools
Vertical levels build up with activity over time, making every floor unique.
Permanent massings such as the Night club and Auditorium add permanent program and value.
The roof is now a public space for Cubans and Tourists to mingle.
THANK YOU!
With many years of experience and specialized competence, Norac AS offer fully fitted wet units. The Norac modular wet units are ideal for marine accommodations, from cruise ships to offshore installations.

The Norac wet units, whether standard or custom made, are manufactured according to the strictest rules and regulations and are fabricated from only first class materials.

In our design the emphasis is on using durable solutions to ensure maximum quality, comfort and well-being of our customers, whether being a ship owner, ship yard or end user.

The units are manufactured with great deal of consideration given to the ease of handling and installation.

Throughout the production process the units are subjected to strict quality control to ensure that all of our supplies conform to our policy of supplying only first class quality.

**Aluminium Construction**

Prefabricated modular wet units for all types of marine accommodations also available in light weight, non-corrosive aluminium - B15 class. Weight reduction as much as 20-25%.