INFORMATION CENTER FOR DEEP HABANA
A self-sustained platform for information creation and consumption

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PART 1: RESEARCH INTRODUCTION

PART 2: SITE SELECTION
PART 3: ARCHITECTURE DESIGN
PART 4: SUSTAINABILITY
Habana Profunda (Deep Havana): LACK OF LOCAL INDUSTRY

Habana Profunda is the living space of a large part of the population which play key role in view of Havana’s future development. On the one hand, it is situated at the geographic center of the city, and features a differentiated urban structure with great qualities. It should be regarded as an important reservoir of Havana’s authenticity, and as a platform for future development. On the other hand, it is a neglected area that has until now not received the necessary public attention and is not recognized as an essential part of Havana. The consequence lead to the deterioration of its buildings, possibly producing severe social problems. So the consideration about Havana not only from the point of view of the shiny, touristy parts of the city, but also from the perspective of this hinterland part which is in longing for building up its local industry and identity.

The largest amount of pollution
TRANSPORTATION HUB AND ACCESSIBILITY

+ Situate between long-distance transportation terminal and crowded city center on the north.

+ Directly connect with railway station

+ Close to urban transportation hub with extensive network to different districts of the city

José Martí International Airport
22 minutes/car

Gate of the City
12 minutes/car

Estación Central de Ferrocarriles
10 minutes/car

Vieja
10 minutes/car

Diez de Octubre
15 minutes/car

Viejo
6 minutes/car

Gate of the City
5 minutes/car

Urban

Rural

Buffer area

Vadado
15 minutes/car

Centro
10 minutes/car

Diez de Octubre
22 minutes/car
INTROVERTED COMMUNITY WITH GOOD ACCESSIBILITY
North is the direction going to the Centro Habana.

Houses on both sides of the road are in a bad state of disrepair.

10 de Octubre is going through the community.
DILEMMA: UNEVEN DISTRIBUTION OF PUBLIC FACILITY

- Library
- Bookshop
- Archive
- Wifi Spot

Neglected area
PROFIT: EXTENSIVE DISTRIBUTION OF SCHOOL AND EDUCATIONAL SERVICE
1959

32 Public Libraries

30% literacy rate

1961

413 Public Libraries & 6000 School Libraries

 Territory free of illiteracy
ON THE CONTRARY OF TRIUMPH
A SCARCITY OF INFORMATION

United States
- Literacy Rate: 99%
- Population: 309,349,689
- Book Publication: 2,700,000,000
- Mobile phones coverage: 98.2%
- Internet coverage: 81%

Cuba
- Literacy Rate: 99.8%
- Population: 11,239,004
- Book Publication: 25,000,000 (2/3 are textbooks)
- Mobile phones coverage: 14.9%
- Internet coverage: 25.6%

Source: Report from UNESCO 2015
Unit sales of the U.S. book market from 2010 to 2015 (in billions)
Book is a rare item in Cuba

Because of embargo, Cuba only received a little amount of printed products in recent years. The amount of domestic publication is 25 million per year and more than two third of these are textbooks. It means that only 7 million can be received by the 11 million population.
The only bookstore in Profonda

The price of new book is around 10 CUC
Havana International Book Fair is the only chance for Cuban people to buy foreign publication items.
‘Nor can people go to libraries to find something to read, as these too are government-run, and seem to have few contemporary books or indeed books of any vintage...A school library we visited had mostly yellowing textbooks, dictionaries, propaganda and nine dog-eared copies of Hemingway’s The Old Man and the Sea, in Scribner paperbacks vintage 1965.’

Lorraine Shanley, Cuba is (not) book country, Publishing Trends, 2009
Informal way for obtaining information

Source: In Cuba, Will the Revolution Be Digitized? Sujatha Fernandes
Something is changing...

In February 2016, a delegation of approximately 40 American publishing industry representatives met with their publishing counterparts in Havana, Cuba. The two days of meetings, held with the support of the Cuban government, represented a historic milestone. Their purpose was to build bridges of understanding and explore opportunities for greater cultural and economic collaboration.

The American delegation included authors, publishers, distributors, literary agents, service providers, consultants, and independent booksellers. Cuba was represented by officials from the Cuban Book Institute, the Ministry of Culture, and the Cuban Writers Association, as well as by Cuban authors, publishers, academics, and students.

The undersigned companies and individuals—drawn from the American delegation as well as other leading U.S. publishing industry participants—hereby call upon the U.S. Congress and President Obama to lift the economic embargo against Cuba as it pertains to books and educational materials. This call is consistent with the will of the American people, who, according to 2015 Gallup and Pew polls, overwhelmingly support the elimination of the U.S. trade embargo against Cuba.

Our position:

- We ask Congress and the president to lift the U.S. trade embargo against Cuba related to the production, distribution, and sale of books and educational materials.
- The U.S. trade embargo is harmful to book culture and runs counter to American ideals of free expression.
- Please see attached full statement for further analysis and explanations.
How to make it profitable?

The state’s policy for regulating the publication system has always disregarded presentation in favour of content, and the production quality of the books was extremely poor. One of the main reasons is there is a lack of connection between publishers and readers.
There are now three main ways for funding the productions of publication industry. The most successful way in which Cuban publishers are now working is in co-production with foreign publishers. Since the economy has been stuck since 1996, there is a sign that the government will have to liberalise further and bring in more economic reforms. More and more foreign companies are looking forward to invest in Cuba. At the moment the publishers are looking for a strategy for funding their production in new context. One possible answer is for Cuban publishers to enter into more long-term partnerships with foreign publishers rather than looking from project to project. It might be the right time for a major foreign publisher to invest in modern printing technology in Cuba itself. A more dynamic stage should be established for better promotion and advertisement.
Havana's International Book Fair is one of the biggest book parties in the world. For most Cubans, it is a once-a-year opportunity to buy foreign magazines or titles that are otherwise unavailable in the country. It can be regarded as a short-term platform for Cuban publishers and foreign dealers. Over 1.7 million books were sold in the International Book Fair in 2011 according to Zuleika Romay, President of the Cuban Book Institute.

7 days → 1.7 million books

365 days → ?
Location of Havana International Book Fair

San Carlos de La Caba—Main Venue

Sub-Venue

1,600 m²
Casa Del Alba Cultural

2,000 m²
Pabellón Cuba

1,000 m²
Centro Dulce María Loynaz

NEW Sub-Venue

50,000 m²
2,000 m² (Outdoor)
1,000 m² (Interior)
CONCLUSION

Outdated information resource and facility can no longer meet people's demands and fail in providing them enough advanced knowledge.

The shortage of the state's policy on publication is obvious. Publishers are isolated with the market and lack of direct contact with their consumers.

The organization of funding and cooperation system is inefficient now. There is an absent of an open platform which can build up the direct communication between Cuban publishers and foreign investors in order to search a long-term partnership and carry promotion activities.
How to build up an information platform which can involve various participants to revitalize the information industry and enhance the information accessibility among the community.
Two main programs in the whole institute

STUDIO
Information Market

LIBRARY
Information Bank

Promotion
Exhibition
Market
Business
Cooperation
Creation
...

Learning & Reading
Experience
Speech
Recreation
Storage
Database organization
...

INFORMATION CENTER
Among the whole integration, both of information and resource can be exchanged between the publication center and information library. This two parts are bound together to run a selfsustain system.
STORAGE OF INFORMATION? → CAPACITY OF LIBRARY
HOW BIG THE LIBRARY SHOULD BE: CAPACITY AND DENSITY

National Library José Martí, Habana, Cuba
Area: 15,450 m²
Total volumes: 4,000,000
Density: 258 volumes/m²

Seattle Central Library, Washington, United States
Area: 33,722 m²
Total volumes: 1,450,000
Density: 43 volumes/m²

Guangzhou Library, Guangzhou, China
Area: 100,000 m²
Total volumes: 3,800,000
Density: 38 volumes/m²
LIBRARY FOR THE FUTURE: LESS BOOK AND MORE SPACE

National Library José Martí
258 volumes/m²
16%: BOOKS
84%: SOFT AREA

Seattle Central Library
15%: BOOKS
85%: SOFT AREA

Guangzhou Library
13%: BOOKS
87%: SOFT AREA

Proposal
PART 1: RESEARCH INTRODUCTION

PART 2: SITE SELECTION

PART 3: ARCHITECTURE DESIGN

PART 4: SUSTAINABILITY
SITE SELECTION:

+ Buffer zone with interaction
+ Be closed to transportation hub
+ Not embed but close to the residential area with well accessibility

- Be cut by urban transportation
SITE ANALYSE: Road as an isolation
SITE ANALYSE: Mix-used area

- Commercial programs
- Public facility
- Industrial programs
SITE ANALYSE: Detrioration
SITE ANALYSE: Transportation
Busy transportation hub
Neighbourhood without vitality
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ARCHITECTURAL CONCEPT:

Road

Programs on the site

Extra space as bonus

Public Space

Building as an Agora!
CONTEXT: TRAFFIC AND ENTRANCE
CONTEXT: TRAFFIC AND ENTRANCE
CONTEXT: PROGRAMS AND NEIGHBOURHOOD
CONTEXT: PASSIVE VENTILATION
CONTEXT: NATURAL LIGHTING
CONTEXT: NATURAL LIGHTING
Space without structure

CONTEXT: STRUCTURAL GRID
CONTEXT: STRUCTURAL GRID

Structural grid follows edge of block
Efficient span: perpendicular to road
Inside structural cores: private programs + facilities
STRUCTURE: CONCRETE CORES AND COLUMNS
STRUCTURE: ROOF TRUSS SYSTEM
STRUCTURE: SECOND FLOOR HANGING UNDER ROOF
STRUCTURE: IN ROOF: ENTRANCE TO TRANSPARENTLY ENCLOSED SPACES
PRECAST STEEL ELEMENT IN CONCRETE WALL
MATERIALS: COLOURS AS IDENTITY
MATERIALS: COLOURS AS IDENTITY

PUBLICATION CENTER
MATERIALS: COLOURS AS IDENTITY

FACILITY FACADE
FACADES: ACTIVITIES ARE VISIBLE

- Aluminium sheet
- Metal flashing
- HEA 500
- Painted fireproof layer
- White painted suspension rod
- 11/16" perforated metal plate
- HEA 300
- Welded catwalk
- 30mm plywood flooring
PROGRAM: EDUCATION & INDUSTRY

- Industrial Program
- Multifunctional space
- Educational Program
- Commercial Program

Third floor

Second floor

Ground floor & First floor
PROGRAM: PUBLIC & PRIVATE

- Roof garden
- Third floor
- Second floor
- Ground floor & First floor

- Public Space
- Semi-public Space
- Private Space
THIRD FLOOR = ROOF MEZZANINE  OFFICE

To be finished
ROOFTOP GARDEN

Air conditioning room

Planted with White Stonecrop

Covered by metal grid

Cobblestone

Solar panels

Roof Floor Plan 1:200
ROOFTOP GARDEN

- Air conditioning room
- Roof Floor Plan 1:200
- Planted with White Stonecrop
- Covered by metal grid plate
- Cobblestone
- Solar panels
- Machinery

Note: The image includes a floor plan labeled as "Roof Floor Plan 1:200."
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1. RAINWATER HARVESTING ROOF
2. CLIMATE
Pattern of garden designed by Roberto Burle Marx

Reference:

Beach stones

Metal mesh flooring
WATER SUPPLY IN DRY SEASON
SOLAR PANELS
Diffused light into 2-storey height space below
CLIMATE  Bioclimatic Conditioned Areas

- Permanent mechanical ventilation 1413m²
  - Machinery 600m²
  - Storage & Facility 613m²
  - Others 200m²

- Natural ventilation 2063m²
  - Printing lab 638m²
  - Multifunctional space 1060m²
  - Public learning area 365m²

Total area: 3476m²
Percentage of the whole building: 36%
Sunny days: passive ventilation

Rainy days: mechanical ventilation
INTERIOR CLIMATE: Regularity climate areas

- **Commercial & Leisure 705m²**
  - Book store 550m²
  - Cafe 155m²

- **Library 2950m²**
  - Digital learning 560m²
  - Open stacks 850m²
  - Lobby & Service 100m²
  - Study room 446m²
  - Closed stacks 410
  - Staff & Management 325m²
  - Reference archive 153m²
  - Projection room 106m²

- **Publication center 1758m²**
  - Promotion & Exhibition 438m²
  - Open workshop 660m²
  - Private studio 660m²

- **Administration 844m²**

Total area: 6275m²
Percentage of the whole building: 64%
Air conditioning in summer (26°C ~ 30°C)

Mechanical ventilation in winter (15°C ~ 26°C)
STREET LEVEL: NATURAL LIGHTING

Skylight is used to identify the entrance.

Glass flooring can help to introduce more diffuse light to the ground floor.
Thank you!