



Habana Vieja
A State within a State

ETH Studio Basel
SS 2007

Prof. Roger Diener, Prof. Marcel Meili

Christian Schmid, Milica Topalovic,
Christian Müller Inderbitzin, Christina Holona

Karin Ammann, Joanna Kwiatkowska

To defend Utopia,
to make it a Reality
- alive and immediate -
is an expression of maturity
and moral stature;
this is the ethic Message
which we, as Cubans, wish to convey.

F. Pérez Roque

Habana Vieja
A State within a State

Introduction
A Portrait of the Present

The Role of Tourism in the Urban Transformation of Habana Vieja

In the landscape of the whole Cuba occupies Habana Vieja a distinguished position. Not only it is the place of origin of the city of Havana, but also the status to which it has been recently elevated, speaks for its particularity as well as manifests the responsibility with which it is burdened.

Havana Vieja's historical, cultural and architectural heritage is unquestionable. Neglected, however, through the course of its history, starting in the middle of the XIX. century and accelerated after the Triumph of the Revolution in 1959, the city core has turned into a mere ghost of its once splendid stature.

Not indifferent to the ruinous condition of this city segment, the international community, with the Cuban authorities at the lead, has been taking drastic measures in order to delay, and further, to reverse the progressing deterioration of Habana Vieja.

The fundamental philosophy that defines the program of rehabilitation of Habana Vieja is to promote a synthesis of two already available factors: the local population and the surrounding cultural domain with a third one, viewed as a load-bearing structure, thus indispensable to the holistic process: the tourism.

The growing presence of the tourists next the locals in the Cuban exceptional cultural setting is a product of a well planned and carefully steered socio-economical mechanism, which is designed to benefit all the parties involved. This success relies on a close interaction of the three elements and involves their inevitable dependency from one another.

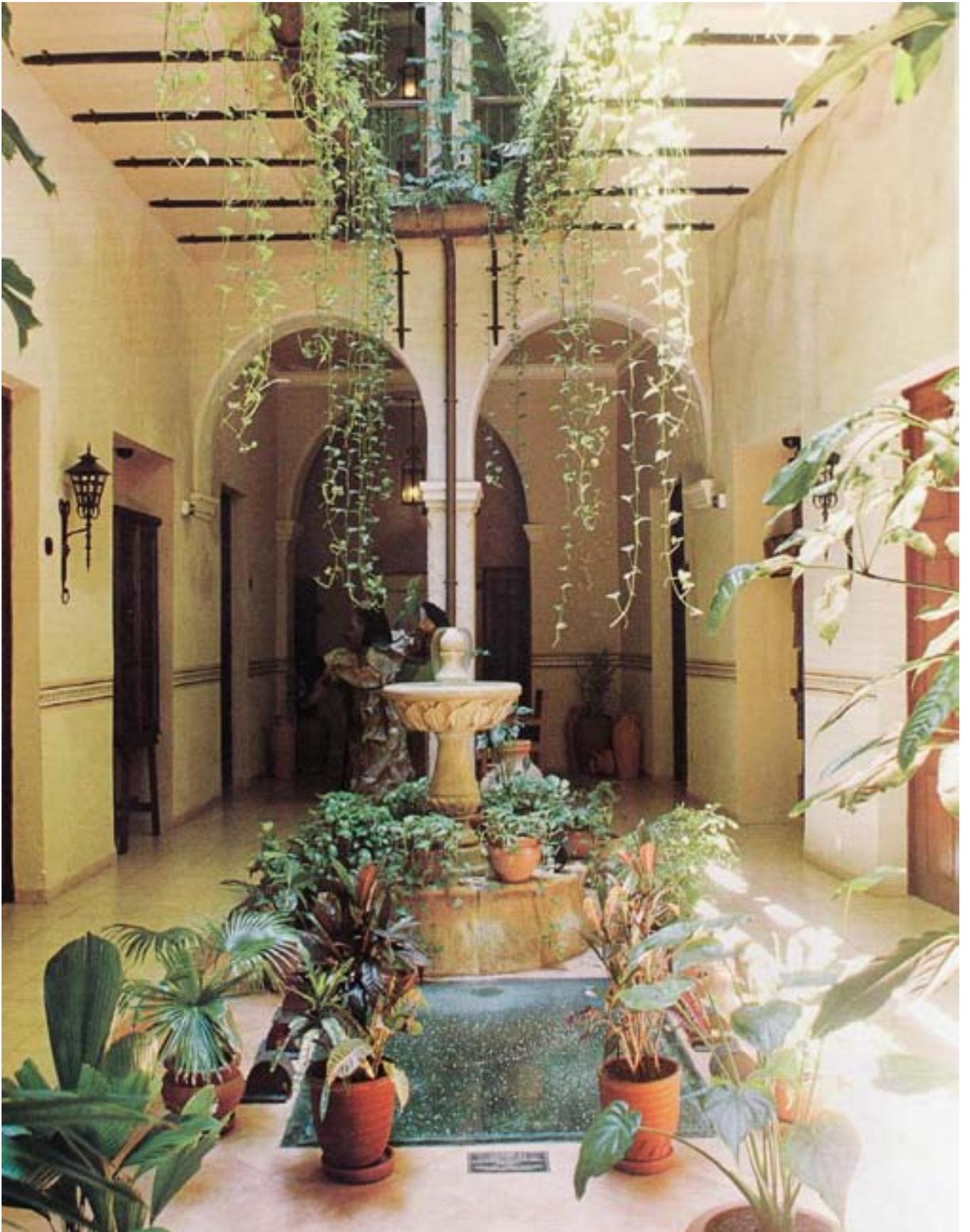
To improve the social dimension of Habana Vieja and benefit its local population, the cultural heritage is perceived as a resource, a commodity and offered to the tourists as an attraction. At the same time, the locals play a vital part in supporting the architectural legacy (employed in the service of physical repair and maintenance of the historical center as well as through their sheer presence keeping the spirit of the place alive).

The participation of the locals prevents that this corner of the city would turn into an 'open-air museum,' an artificial facade of what is to be staged as typical Cuban, but it has to be remembered that the evolvement of Havana Vieja is not representative for the entire city, or country. Concurrently, the immediate cultural scenery legitimizes the presence of cultural institutions, museums and activities in Havana Vieja, perpetuates their spread, appeal, and therefore a touristic interest. Tourism, by the same token, brings the necessary funds into the area and allows for such development to occur.

In response to the demand hotels, restaurants along with versatile customer and cultural services are being offered to those who finance the revitalization process. This interrelationship has a direct impact on the improvement of the living conditions of the locals, on the establishment of health and social institutions within the area, not to mention the growth of employment opportunities along with an extensive offer of free-time and interest activities. The present effect of 'gentrification' and the ongoing evacuation of 30% of the local inhabitants for the benefit of the extension of commercial spaces throughout the city's ground floors is planned as an integral part of the whole scenario.

The cultural heritage, on the other hand, is given a due respect and structural support, and is being progressively rescued from the grim, but still menacing perspective, to vanish irrevocably from the map of Havana. In conclusion, the privileged position of Havana Vieja as a 'Para-state' or 'a state within a state' with its unique legal status and an international support makes it possible, that radical changes could occur there and the means would be found for it. The engine behind this massive transformation is undoubtedly tourism and its demands have to be met if the entire undertaking is to succeed.









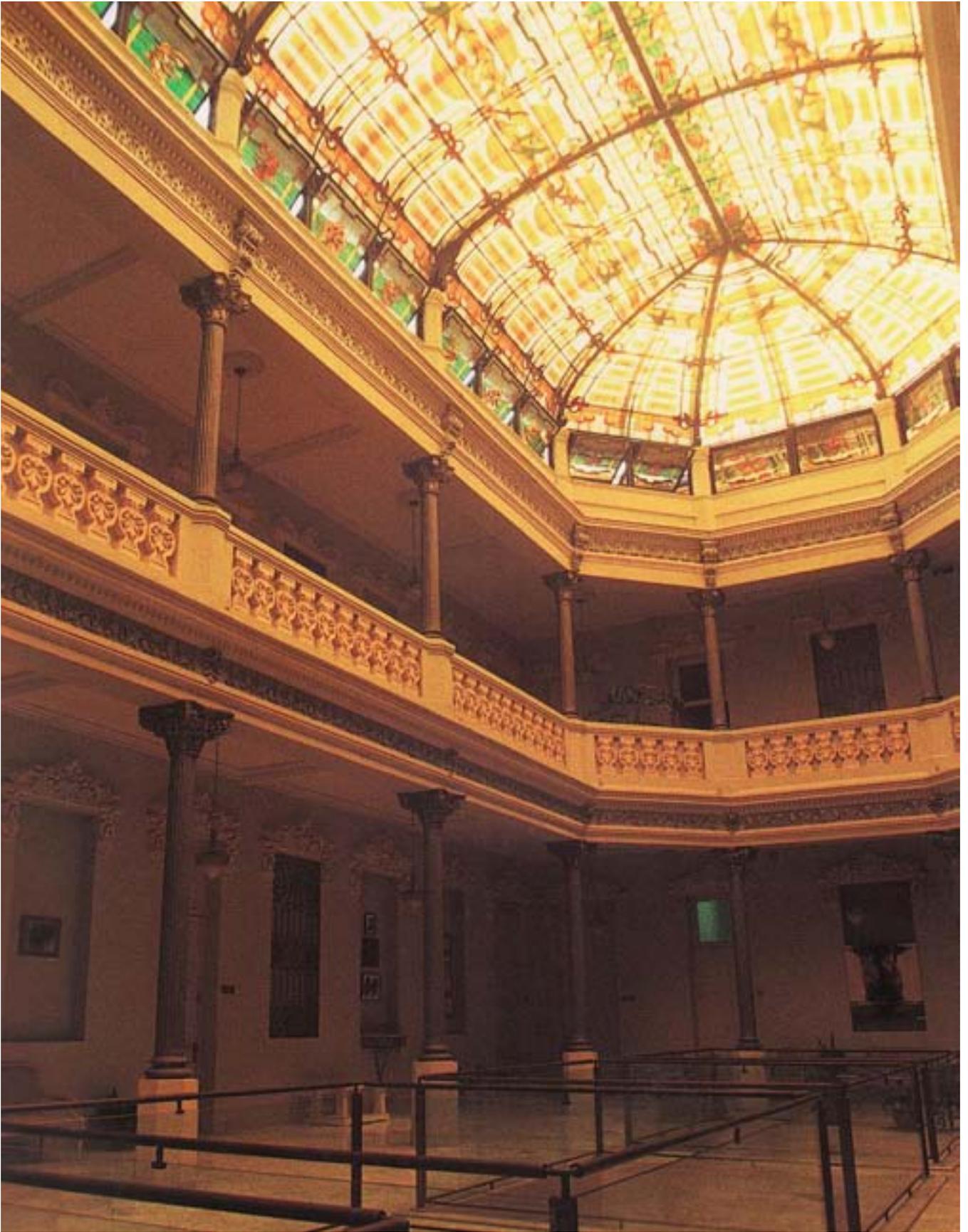




















The images were taken from
"Lest We Forget", Havana,
Ediciones Bolona, 2005

Habana Vieja

A State within a State

Content

I. Products of the Renovation of Habana Vieja

1. Urban facts about Habana Vieja
 - 1.1 Territory
 - 1.2 Population
 - 1.3 Habitation
2. Transformation of Urban Typology
3. Unrenovated Houses
 - 3.1 Ciudadela
4. Transitory Houses
 - 4.1 Casa Plastica
5. Renovated Houses
 - 5.1 Museo Bolivar
 - 5.2 Fototeca
 - 5.3 Apartmenthouse

II. Process of the Renovation

1. The Goals
 - 1.1 Economical
 - 1.2 Social
 - 1.3 Cultural
2. The Extend
2. The Historical Development
3. The Actors
 - 3.1 Oficina del Historiador
 - 3.2 Habaguanex
 - 3.3 UNESCO

III. Summary through the Case of Muralla Street

1. Groundfoor-Panorama
2. Analysis

I. Products of the Renovation

Urban Facts about Habana Vieja
Statistics

**Urban Facts:
Territory**

**The Location of the Historical
Centre**

The Historical Centre of the city of San Cristobal de la Habana is an area that comprises the traditional Old Town, also known as Habana Vieja and the former wall ring, what today is the area of two rows of large city blocks. In 1982 Habana Vieja together with a system of fortification complexes was granted the status of a World Heritage site and thus given a proper acknowledgement and initial funds for the foreseen rehabilitation. A decade later the Historical Centre was declared as Prioritised Zone for Conservation, joined a few years later by other two city parts: El Malecon and China Town.



Malecon.....1
Fortification.....2
China Town.....3
Wall Ring.....4
Habana Vieja.....5
Historical Centre.....4 & 5



The Size of Habana Vieja

The historical core, Habana Vieja, constitutes 50% of the municipality of the same name and covers a territory of 214,0 hectares. It is a very densely built network of narrow streets and blocks, organised in a pattern of an orthogonal raster, representative for the XVI c. Spanish colonised cities. The city blocks are for the most part tightly parcelled and filled with urban structures: 74% (128.3 ha) of the total area of blocks. Due to its location directly at the bay, need for green spaces has not been very strong in Habana Vieja. When the city wall was demolished, the area it occupied was turned into spacious urban blocks, instead of a green belt, as it was done at the time in Europe in order to give ‚lungs‘ to cities. The total park blocks occupy 10,5% of the entire area of blocks and the street net 19% of the whole territory of the historical centre.

Total Area of the Historical Centre.....	214,0 ha
Total Area of Blocks.....	173,8 ha
Area of constructed Blocks.....	128,3 ha
Area of Parck-Blocks.....	18,4 ha
Area of other Blocks.....	26,6 ha
Area of Road Net.....	40,7 ha



Population and Activities in Habana Vieja

Habana Vieja should be considered the capital of the capital of Cuba. The very first settlements took place here when the city of Havana was still emerging and even today, it is considered by the 'Habaneros' the most attractive quarter in the city. Its over 66 000 inhabitants constitute mere 4.4% of the entire population of Cuba, but even this relatively small amount of people is already too high for Habana Vieja's small territory and creates an overpopulation problem there. Interestingly, the proportion of all the commercial activities that are being carried out in the whole country is here very high: more than a fourth part of all business transactions in Cuba are conducted in Habana Vieja. The area is also very desirable as a working place for Cubans and statistically has proved to be the safest location of foreign investments.

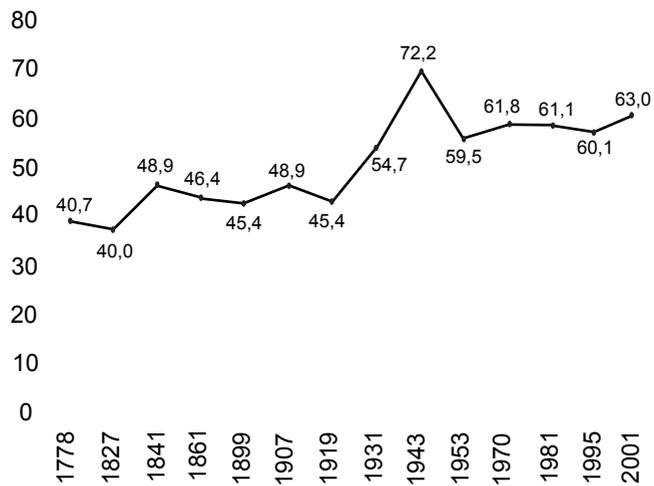
4.4 %.....of total Population
12.8 %.....of total Workers
16.0 %.....of mercantile Production
26.4 %.....of commercial Activity



Stagnation

Over decades there have been measures taken by the Cuban government to control the population of the country's capital. It would not be allowed to grow exceedingly and therefore overwhelm the urban infrastructure, as it happened so oft in many South American lands. Correspondingly, the number of people in Habana Vieja has also been kept low and amounts today (2007) to about 67 thousand.

Population in Thousand





Composition of the Residents

The population of Habana Vieja is very diversified, still certain tendencies can be distinguished. The majority of people are of working age and employed and although the female quota predominates slightly, it is men who are more present on the working market. Still, over 50% of each gender group is employed. The educational background of Habana Vieja's population lies rather high. Most have received a medium to a high level education and those with no schooling are marginal.

Total Population	66 752
Males.....	47,5 %
Females.....	52,5 %

Groups of Ages	
0-14.....	18,8 %
15-59.....	64,7 %
60-100.....	16,5 %

Education	
no educatin.....	5.3 %
primary level.....	14.1 %
medium level.....	27,3 %
upper level.....	42,7 %
high level.....	10,6 %

Working Age of Population	39 469
working age and employed.....	66,3 %
working age men.....	19 827
employed working age men.....	77,6 %
working age women.....	19 624
employed working age women.....	54,8 %



Main Problems as described by the Inhabitants of Habana Vieja

The state of repair of houses in Habana Vieja has been on a decline since the middle of the XIX c. One and a half century of neglect and disrepair has had devastating consequences for the once magnificent buildings, today off beyond a remedy. Nonetheless, the houses have always been occupied, well into today, and the presence of so numerous inhabitants have contributed as well to the ever present problems. The most common and most inconveniencing are those related to the construction condition of the dwellings: cracks on the walls, leaking pipes and mould are here to mention. The hygienic conditions inside the building are also in a very bad state: oft there are no private restrooms, kitchens are improvised and water has to be carried from a single source in the courtyard (ciudadelas). Apartments with water, however, suffer daily under the irregularity of supply.

Poor constructive conditions of Dwellings.....	73,1 %
Poor communal Hygiene.....	40,6 %
Water Supplying irregularities.....	28,4 %
Lack of gastronomic and recreational Facilities....	20,8 %
Lack of sport Facilites.....	6,3 %



Main Problems in Dwellings

The percentage of apartments with severe constructive or sanitary troubles in Habana Vieja is shockingly high, but if considered, that 45.3% of all houses in this area are 'ciudadelas' (dilapidated mansion houses), it is no more so surprising. In overall, the inhabitants suffer mostly because of the randomness and scarcity of water supply. Moreover, the roofs leak, the walls crack and the floors sink. The ceilings of their apartments hang low, due to the self built 'barbacoas' (horizontal partitions creating an upper level). Own kitchen, bathroom or a toilet are oft a luxury and the sparse living space leaves no possibility of their installation, given the funds were available.

Main Problems

Roofs deteriorations.....	43,3 %
Wall cracks.....	39,0 %
Sinking floors.....	22,0 %

Remodelling

Barbacoa.....	51,0 %
Improvised kitchen.....	20,4 %
Improvised bathroom.....	18,1 %

Water usage

External communal tap.....	21,1 %
Water entering with irregularity.....	50,1 %
Bringing in water manually.....	33,6 %

Sanitation services

No internal toilet.....	21,1 %
No internal bath or shower.....	24,3 %



Transformation of Urban Typology

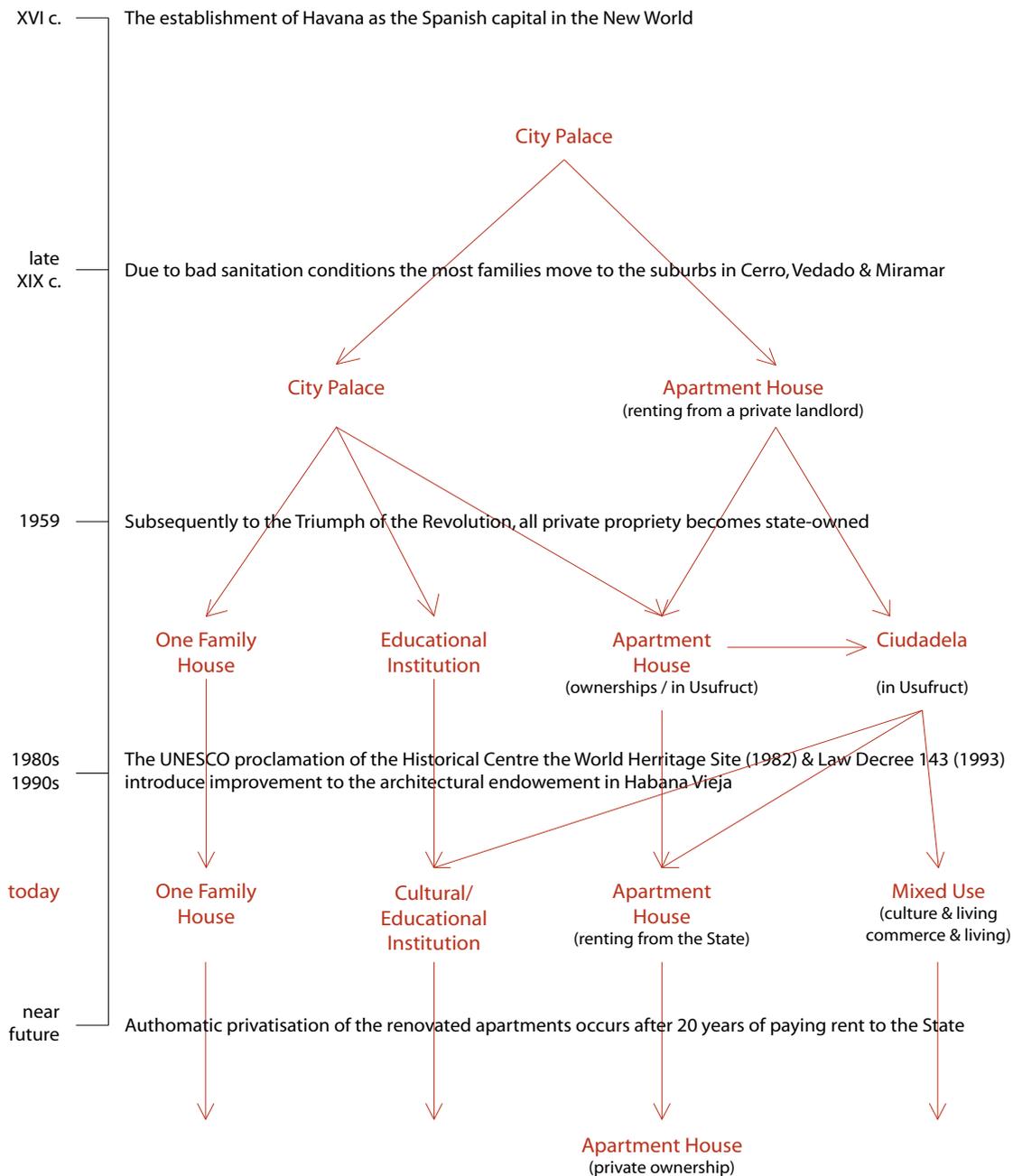
The same old house but how different

Transformation of Urban Typology:

A 'Family Tree' of Housing Typologies in Habana Vieja

Housing

The housing typologies present in Habana Vieja today can all be traced to one original and widest spread house type constructed in the historical centre: the city palace. Through time and historical development it has been considerably modified to become a single family house, an apartment house, a ciudadela and recently also a cultural, social and educational institution. Its evolvement continues.



City Palace

XVI - late XIX century

The city palaces constitute the primary house type built in Habana Vieja at the time of Spanish settlement. They were owned by single families of the most affluent colonisers and possess the most representative value.

1900 - 1959

Overcrowding and bad sanitary conditions in Habana Vieja result in transforming of the palaces. Whereas some are kept as the main residence, the most undergo a transformation: they are subdivided into several apartments and rented out.

Apartment House

1900 - 1959

Private ownership: the former city palaces generate profits for their owners, as they are rented out to a number of families. Each family lives in an apartment, which includes a few rooms, a kitchen and a bathroom. The landlord maintains the house in a good condition.

1959 - 1990s

Ownership by the State: occupying the apartments become free of charge, or 'in usufruct' for the tenants. They have, however, the possibility to buy these spaces from the State for 10% of their value and 'grow roots'. Due to neglect, the houses are subject to a rapid decay.

1990s - into the near future

Once the renovation is complete, 50% of the tenants are allowed to return into the building. They must pay rent now to the State in the amount of 10% of the household income. In return, after 20 years the tenants will automatically become owners of their apartment. The ground floors are converted into commercial spaces and managed by the State (Office of the City Historian).

,Ciudadela'

1959 - 1990s

The state-owned apartment houses are further subdivided into single room cells. They have an improvised kitchen but no bathroom. A common toilet and a water source are found in the middle of the central courtyard. Small, but tall rooms are horizontally split by 'barbacoas', thus creating more living space. Lack of maintenance has brought the buildings to a state of collapse.

One Family House

1959 - 1990s

The city mansions have fallen into the State's possession, but those of the original proprietors, who did not emigrate from the country were allowed to remain in their houses. The inhabitants subdivide their space themselves into smaller units and rent them unofficially to newcomers from outside of Habana Vieja.

1990s - today

The sub-apartments in the single family houses are newly rented out to tourists. The rent is being collected in CUC currency and the profits are being taxed by the State.

Cultural/Educational Institutions

1959 - 1990s

Some of the palaces were converted into educational institutions to meet the need for pre-schools and elementary schools.

1990s - today

The renovation process of Habana Vieja has introduced a new function to many of the buildings. The dilapidating ciudadelas, once fundamentally restored to their former glory, have been turned into museums, galleries, culture houses, as well as educational and social institutions. The buildings are open to visitors and their offered services generate considerable profits from tourism.

Mixed - use

1990s - today

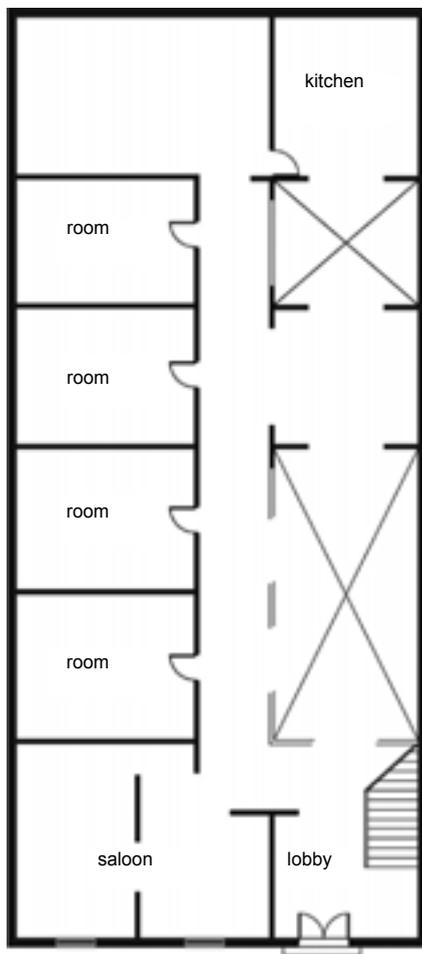
The renovation process has also generated a hybrid form of a building typology: a combination of a private (apartment house) and a public (cultural establishment) use. As an example serves the 'Fototeca' on Plaza Vieja.

Transformation of Urban Typology:

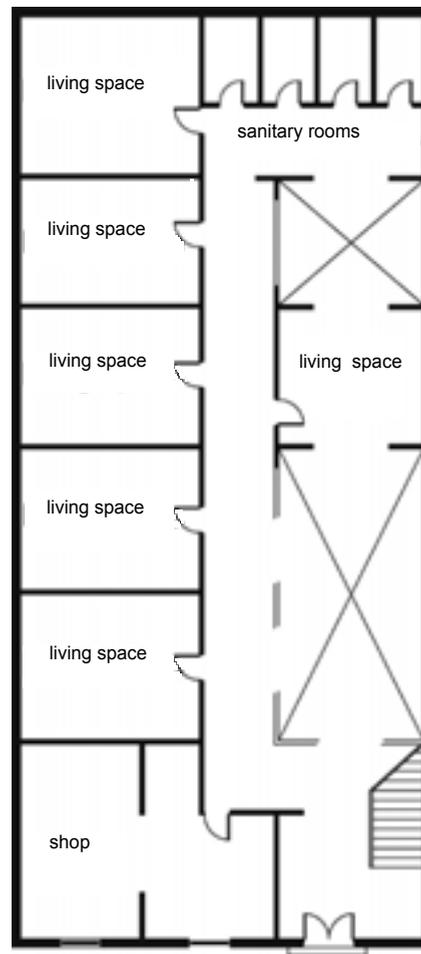
Re-Use of a LivingSpace

Housing

The transformation of a use of a house happens simultaneously with re-constructing of the building. Space that originally served one affluent family as an abode did with time fit much more people and provide them even with separate spaces. Unevoidably, the quality has been exchanged for a quantity, not without a devastating effect for the building.



City Palace
(One family house)
until the end of XIX c.



Tenant house
turn of the century:
late XIX - early XXc

City Palace
(One family house)

until the end of XIX c.

Average space per person:
22.2 m²

There is only one living unit on the premises. The living room and the entry are situated off to the front of the house. Behind there is a row of sleeping rooms along a narrow corridor or a courtyard. At the end of the house the kitchen and the bathroom are located.

Tenant house

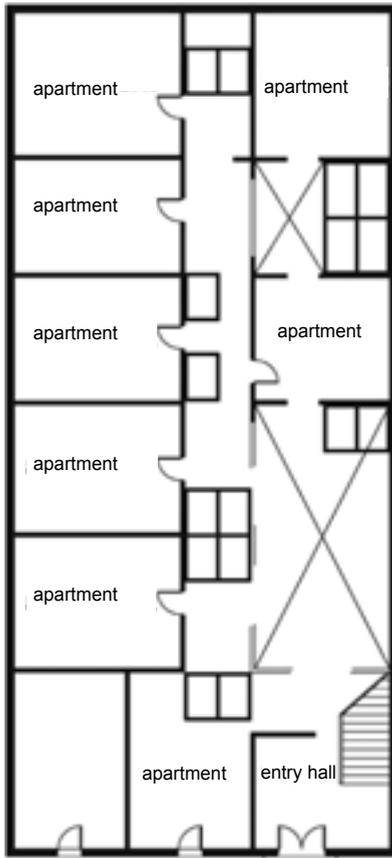
Turn of the century:
late XIX - early XXc

Average space per person:
19.1 m²

Transformation of the house into a tenement house. Rooms convert into independent living spaces.

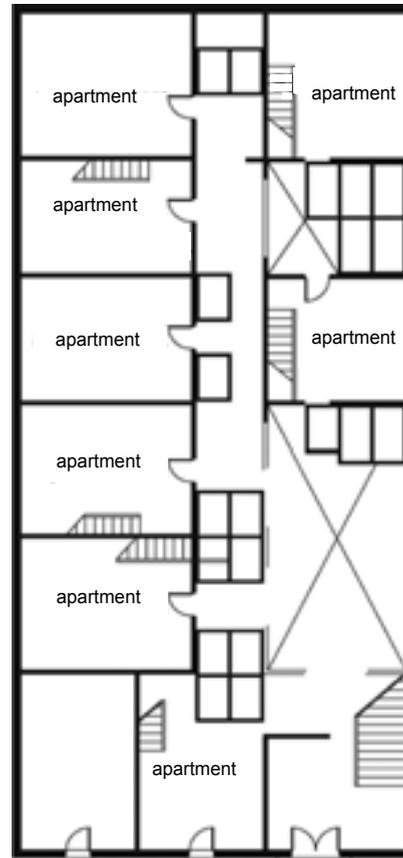
Transformation of Urban Typology:

Housing

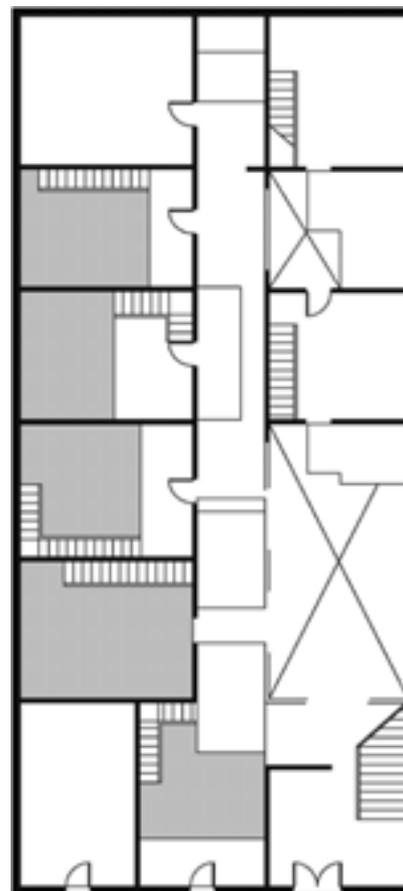


Apartment House

1940



Ground Floor



Upper Floor

Apartment House
(social house)

1959

Apartment House

1940

Average space per person:
16,63 m²

Transformation to an apartment building, each with own sanitary room. This type was popular in the 1940s and 50s after a new building law has passed. The houses are 3-5 stories high and the individual apartments have each a kitchen and a bathroom.

Apartment House (social house)

1959

Average space per person:
9.8 m²

Declaration of private houses as public property. Many are in a bad state. Maximal use of the space. This type of use of a house represents collective living, with a maximal possible number of units. The apartments lie usually around an open courtyard, on which a common to all inhabitants sanitary rooms are constructed.

Upper Floor

self-constructed through adding a split-level 'barbacoa.'



bathroom/
kitchen



barbacoa

Housing

There are 21 000 dwellings in the historical centre altogether. Most of them, almost half of the total number of dwellings are single room apartments in the 'ciudadelas'. This means that almost half of the population of the historical centre live in the worst possible conditions: no water, no own toilet, oft no own kitchen. Another type of accommodation that prevails in the area are apartments in multi-family social houses. They consist normally of a couple of rooms and functional own kitchen and bathroom. The structural conditions of these apartments are often poor, but they are undoubtedly an upgraded form of living. One family houses constitute 15% of all dwelling possibilities in the centre and these are the most comfortable, although decent.

- 1. Rooms in 'ciudadelas'.....45.3%
- 2. Apartments in social houses.....35.9%
- 3. One family houses.....15.0%
- 4. Others.....3.8%

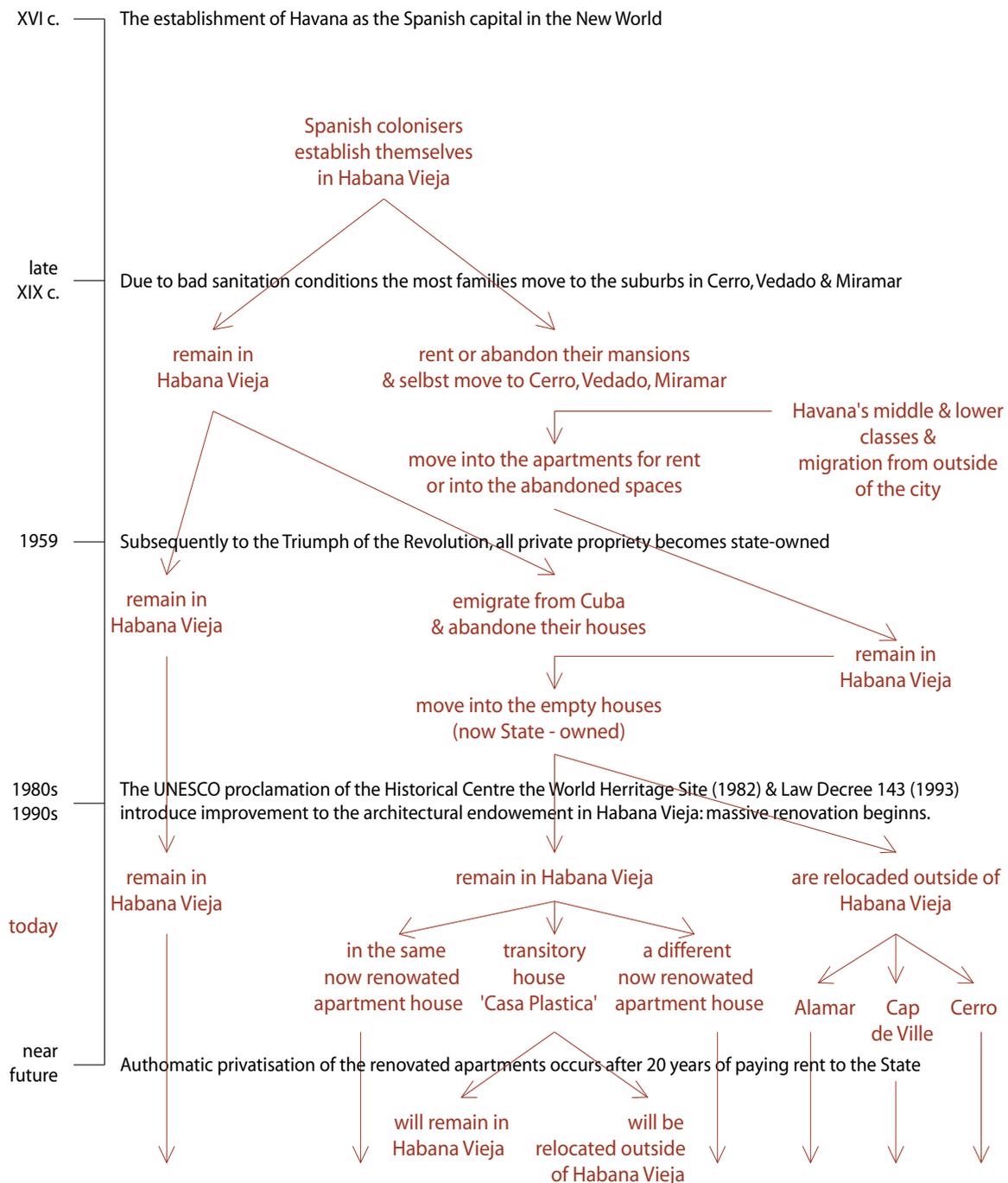


Transformation of Urban Typology:

Flux of Population

Inhabitants

Shifts of people in and out of Habana Vieja over time and the measures of the Cuban government have kept the Historical Centres' population steady. The prospect is, however, to relocate 30% of today's 67 000 ,Habaneros' away from Habana Vieja in order to rehabilitate its urban structure, commercialise the ground floors throughout the area and to create more living comfort. To be allowed to remain in Habana Vieja becomes increasingly more a privilege.





Inhabitants

People living in the Historical Centre can be fundamentally classified according to the legal status that they have as inhabitants of their apartment. They can be divided into two principal groups: inhabitants 'with roots' and those 'without roots.' Having roots means simply that people own the dwelling they live in, while the ones 'without roots' are allowed to stay in a social apartment that belongs to the State.

'With Roots'

1. Owners.....41.9%

'Without Roots'

2. Occupants 'In Usufruct'.....45.4%

3. Tenants renting from the State.....8.0%

4. Others.....4.7%



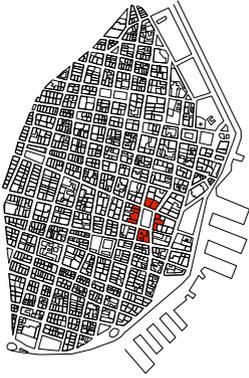
'with roots' are the families who own the apartment in which they live. This means they have paid the regulated 10% of the value of the apartment to the State and such acquired rights of ownership. Having 'roots' means also that the people have lived in Habana Vieja since generations and therefore have the priority to remain here and return to their old houses after the renovation has been completed. Owners have much larger chances to remain in Habana Vieja, also when relocated, than non-owners. 'Roots' are to them of a judicial value as well, for they can also claim their rights through negotiations by law.

'without roots' is the proportion of Habana Vieja's population which lives 'in usufruct,' in other words at the expense of the government. They do not pay rent, they occupy the social apartments without financial obligations. People 'without roots' are the first to live Habana Vieja after their apartment building is renovated, number of units reduced and no possibility of return. They receive instead new dwelling elsewhere, most commonly at the outskirts of the city.

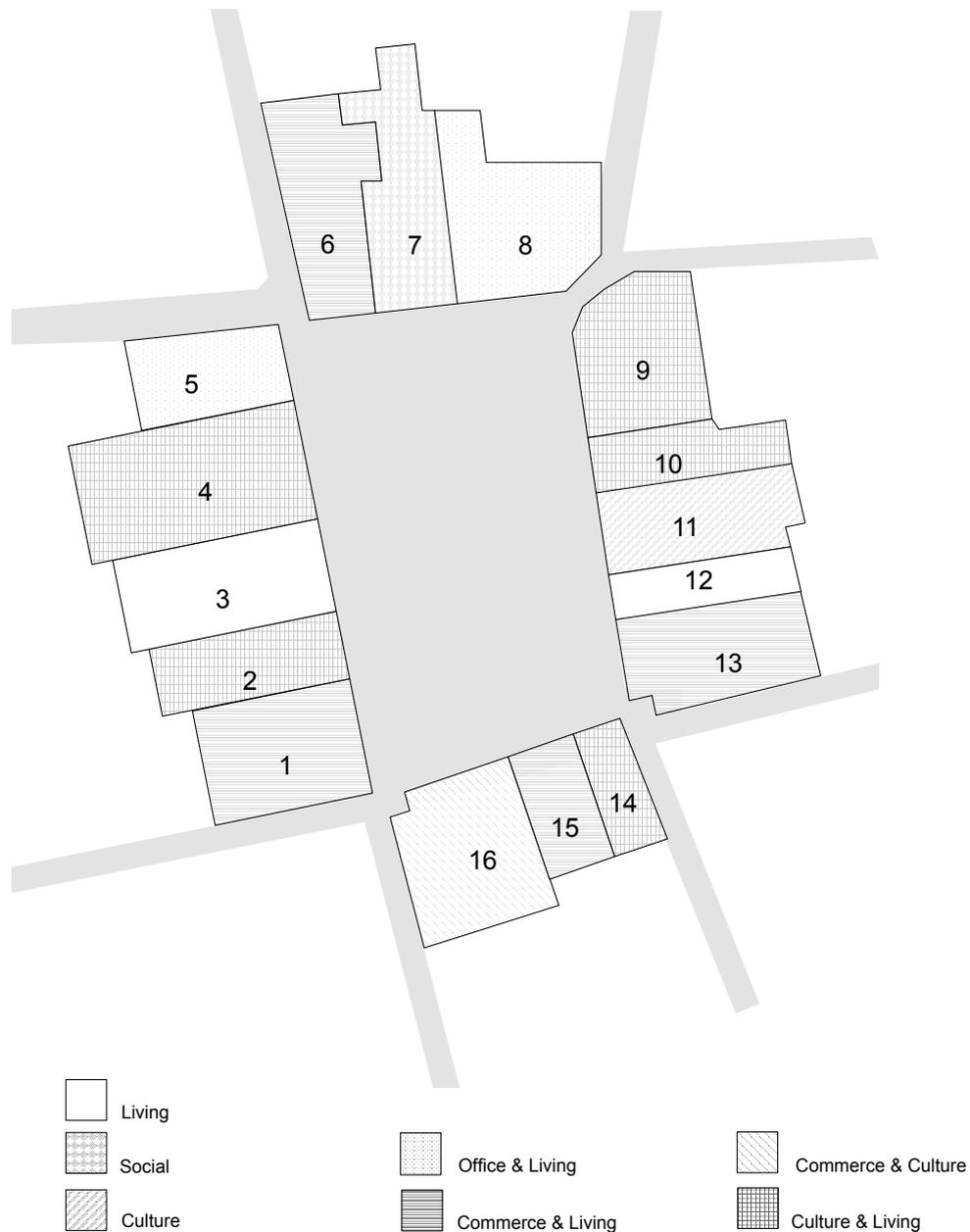
The apartments in which the people have grown their roots are usually in a better physical condition than those which were originally given to the people for unlimited use. The owners are obliged to maintain their space themselves, whereas the social dwellings are the government's responsibility, but the funds for repairs were until recently hardly ever found.

Transformation of Urban Typology

A Case Study - Plaza Vieja



An Updated Use as a result of the Renovation
The square was laid down in 1559 and named 'Plaza Nueva,' or the New Square. In the XIX c. its importance has declined and as a result it was 'Plaza Vieja,' or the Old Square renamed. Between 1950s and 1990s the space was even used as a parking lot. In the recent years, thanks to intensive renovation, the city square has regained its original appearance. The renovation procedures have, however, taken radical modern turns and the physiology, as much as the use of the place have been drastically altered: the changes have occurred mostly on the ground floors of the surrounding buildings, which are now prescribed for the commercial utilization.





1
Renovated
Up: Apartments
GF: Restaurant

2
Renovated
Up: Apartments
GF: Culture

3
Not Renovated
Up: Ciduadela
GF: Ciduadela

4
Renovated
Up: Apartments
GF: Culture

5
Renovated
Up: Apartments
GF: Offices



6
Renovated
Up: Apartments
GF: Restaurant

7
Renovated
Up: School
GF: School

8
Renovated
Up: Apartments
GF: empty



9
Renovated
Up: Camera
Oscura &
Apartments
GF: Offices

10
Renovated
Up: Fototeca &
Apartments
GF: Offices &
Apartments

11
Under
Renovation
Cinema

12
Renovated
Up: Apartments
GF: apartments

13
Renovated
Up: Apartments
GF: Restaurant



14
Renovated
Up: Apartments
GF: Museum

15
Renovated
Up: Apartments
GF: Clothshop

16
Renovated
Up: Artgalerie
GF: Artshop

Unrenovated Houses
A Conserved Past

**Unrenovated
Houses**

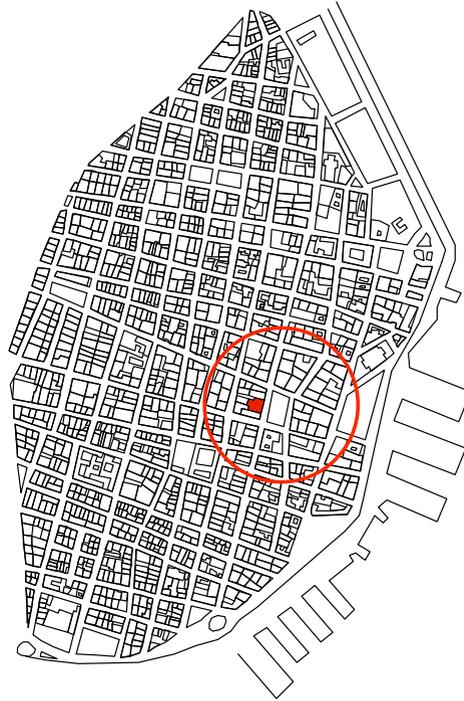
Ciudadela on Plaza Vieja





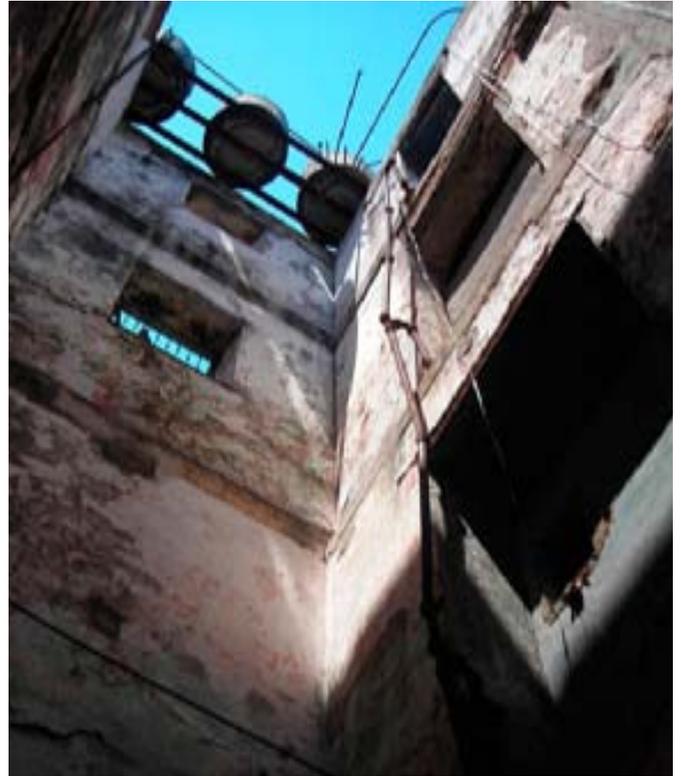
Unrenovated Houses

The Only One Remaining



The ‚Ciudadela‘ on Plaza Vieja (the Old Square) sees one immediately. It is the only non-renovated building on this tourist place. The question is why not? A general opinion is that its inhabitants do not want to move out and prefer to live under so bad conditions than to be relocated outside of Habana Vieja as an alternative. The Office of the City Historian is of an opinion that ‘the house is not in such a bad state, that it would present a priority.’

The first intend to repair the house was made in 2002, when 12 families were relocated: 6 to a transitory house, 4 to Alamar and 2 to Cap de Villa. Even an investor was found, who together with a Spanish architect has prepared a project for reconstruction and creation of 15 new apartments and a commercial ground floor. For the plan to complete, the 26 families who still live in the building must be first removed. Due to their volume, about 50 substitute apartments must be found for them, and these are not available at the moment. Most likely this is the reason why the ciudadela has not been rehabilitated, as of today.

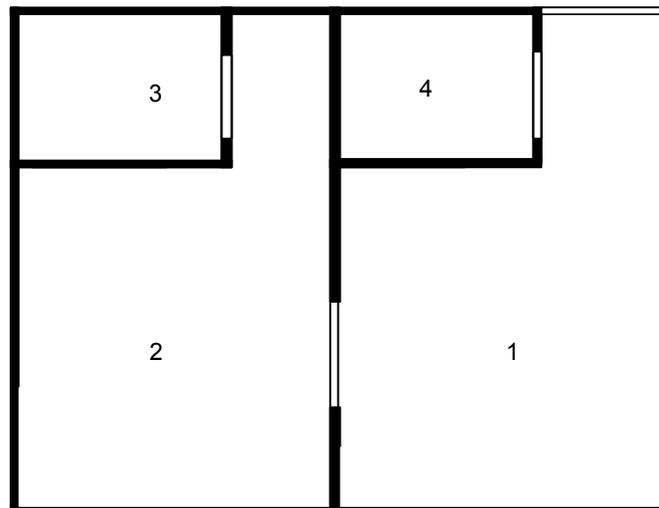


Unrenovated Houses

Interview with Lazara

Lazara lives on the ground floor of the ciudadela on Plaza Vieja. She is 74 years old, was born here and lives together with her 28 old mentally ill nephew. Seven generation of her family have lived in this building. She explains the tendencies inside the building: when a relocated family left an empty apartment behind, it will be overtaken by another numerous family who stays and in such a way the whole house remains always full. It is also how she and her brother have acquired separated spaces. Her apartment is one of the few in the building which has 2 rooms, instead of the common one. The physical condition of the house is devastating: after a fire burned down 7 apartments in the back of the building in 1977, they have never been restored. Instead, people have built new spaces on the ground floor, filling in the interior of the courtyard. Water runs down the walls of these rooms. Lazara is very critical about the renovation. As none of the inhabitants in the house, she is also not an owner of her apartment. This means she is without rights to stay in Habana Vieja, once the renovation is carried out. She will have to be relocated to a remoter city part. Her brother lives in the house as well and they both work on Plaza Vieja for the Office of the City Historian and earn monthly each 17 CUC. When moved, they will have to commute to work, that is now outside of their doors. Lazara's mentally disabled nephew remains a large problem in face of a possible relocation.

- 1.....Living Room
- 2.....Bedroom
- 3.....Bath Room
- 4.....Kitchen

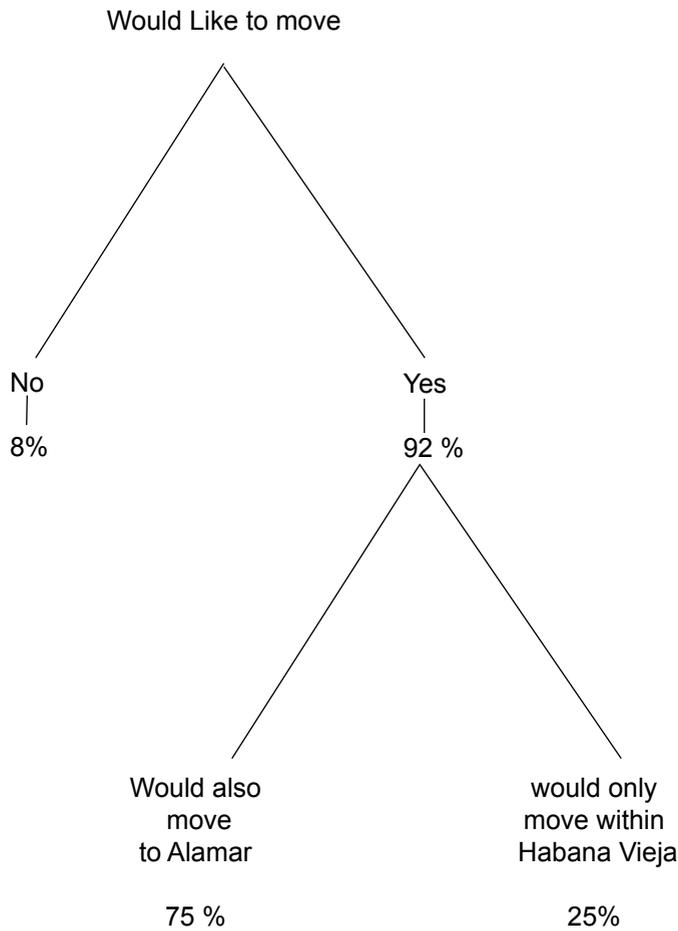




**Unrenovated
Houses**

**Staying or Moving:
Who, When and Why**

In the interviews we conducted with each family, it came surprisingly to the fore, that more than 90% of all inhabitants of this house would be very glad to move out. From these aforementioned 92%, three-fourth of the people would be even willing to leave Habana Vieja behind, when needed and to move to another municipality. However, the problem of finding substitute living quarters for their populous families hinders the transition.



Have a Barbacoa.....	85 %
Work in Habana Vieja.....	90 %
Live in 1 room.....	75 %
Live in 2 rooms.....	20%
Live in 3 Rooms.....	5 %

1

2 Person (mother with child) Since 6 years living here. She used to live with her mother in a house in Habana Vieja which got renovated and was removed here. Her mother went to Alamar. Would also like to move. Is not working. This room used to be the common bathroom but after the fire it became a apartment. She paid for the barbacoa and a new kitchen 5 cuc.

2

2 person (mother of nr.3 together with her mother, 8 on paper) Since 30 years living here in 4. generation. Her husband was born here, would like to go to Alamar although she works in Habana.

3

4 persons (2 children) Since 6 month living here. Friends of them live here. They look forward to move. He works since 27 years in Habana Vieja. They share the kitchen with Nr.2.

4

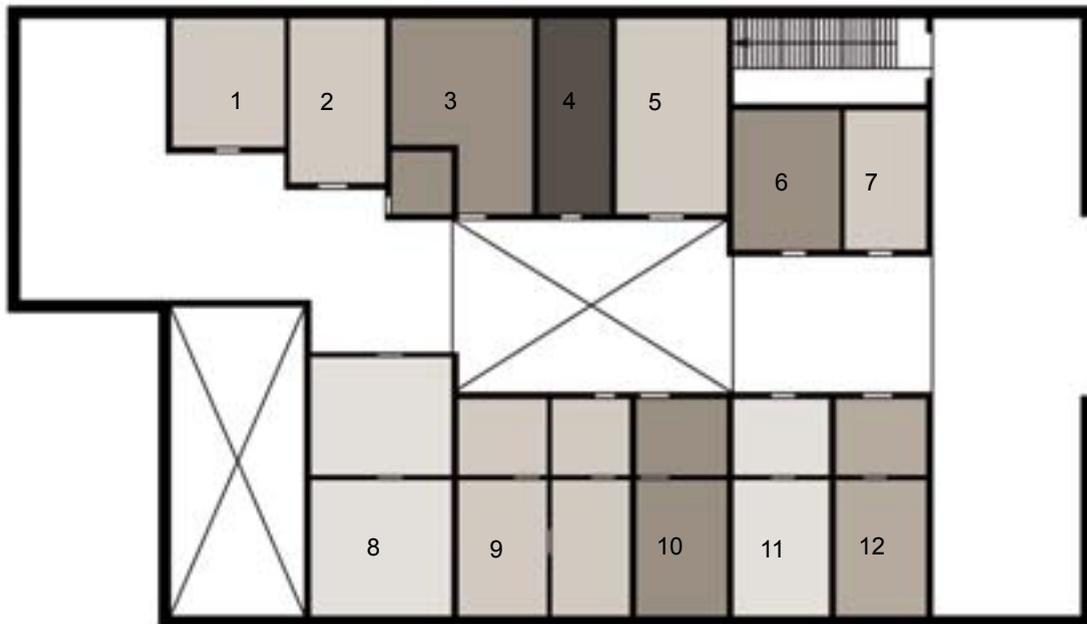
5 persons. Since 45 years living here. Her husband was born here. Would like to move. Doesn't work in Habana Vieja .

5

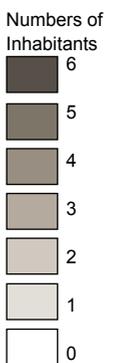
2 persons (6 on the paper) Since 10 years living here. His sister used to live here. Would like to move but only in Habana Vieja

6

4 persons Since 36 years living here. His mother used to live here. Would like to move but only in Habana Vieja. Works in Habana Vieja



Ground Floor



7

2 brothers. Since 35 years living here. There parents used to live here. Would like to move. Both are working in Habana Vieja.

8

1 Person is living her in one room with a barbacoa. He doesn't work in Habana Vieja and would like to move.

9

Lazara with her nice. Is 70 years old. Was born here. Has 2 rooms but no barbacoa. Doesn't want to move. Is working for Oficina del Historiador.

10

4 Persons They are waiting to move to Cardevillas. Have just one room and no barbacoa. Is the 6th generation which is living here.

11

1 man. Since 70 years living here. His parents used to live here. Would like to move but only in Habana Vieja. Works in Habana Vieja on the Trainstation.

12

3 men (the sons from nr 11). They splited the apartment 10 years ago. They were born here. The grandparents used to live here. would like to move. Work for Oficina del Historiador.

Unrenovated Houses

Living under precarious conditions

The condition of the building is in terrible state. Its inhabitants live under degrading circumstances. There is no running water, but every time it has to be carried from a concrete hole in the ground in the back courtyard to the upper floors. The last, third floor is already so mouldered that no more inhabitable: the staircase leading to it is rotten and its floor has holes everywhere. It creates a great danger also in case it collapses. Most of the one family rooms have no own toilet or bathroom. The hygiene is very bad. An unmistakable contribution to such a physical deterioration is the overcrowding of the narrow space.



13

5 Persons are living here. They came 2 years ago and would like to remove to Alamar, although both parents work in Habana Vieja. In front of their room they constructed a workoutstation.

14

3 Persons are living here since 28 years. She is sick of walking up the stairs that's why she would like to move. Became the apartment because her nice was living here.

15

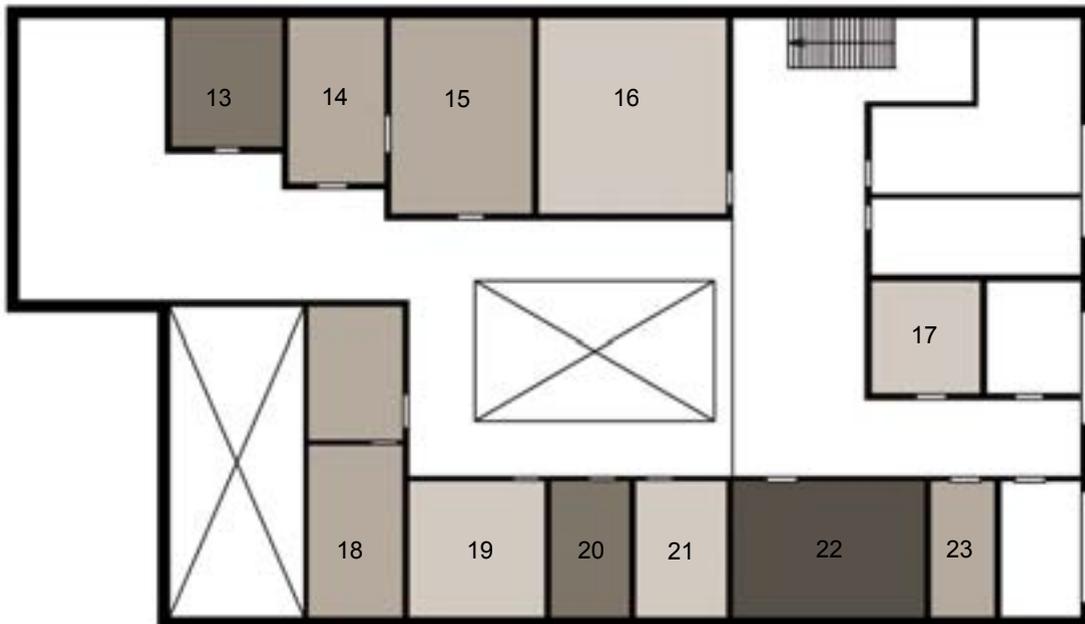
This apartment belongs to a family which could already be removed and now it is an extension of the living space of Nr. 14

16

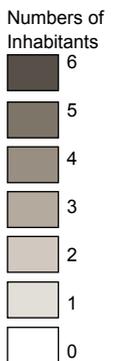
2 Person are living here since more than 30 years. They don't remember how they got the apartment. Both work for Oficina del Historiador and would like to move to a nicer apartment.

17

2 Person (the sister of Nr.23) moved in this room after it became free. They have a barbacoa. Would appreciate to move although the whole family lives here together.



First Floor



18

3 Persons are living here since 23 years. They have their own bathroom and kitchen. Would only move within Habana Vieja. They are retired but the children work in Habana Vieja. Became the apartment from his grandmother.

19

2 Persons. He was born here 35 years ago. His grandparents and sister still live here. He would like to move but prefers a room in Habana Vieja.

20

4 Persons are living here. They don't remember when they moved in here. It was a long time ago. Too long! They hope for a new apartment no matter where.

21

2 Person (mother with her adult son). The mother was born here. They don't have a bathroom but a kitchen. He works in Barriochina.

22

6 persons live in 2 rooms. He lives here since he was 18 and his wife was born here. He is a cook and works in a restaurant in Habana Vieja but would still like to move. 5 years ago they built a barbacoa.

23

3 adults (5 on paper) are living here since 49 years. All of them work in Habana Vieja, that's why they would like to stay here.

Unrenovated Houses

Living here since Generations

Most of dwellers in the house have lived here already since generations. Many of them were born in the building, many have brought here their new-born children. Their average age is 35 years. To the majority of people their apartments have been passed down from their parents and grandparents. And regardless of the odds, they have managed to establish themselves here and call it home. The neighbours know each other very well and help each other readily: be it with watching after a child, with cooking together or agreeing on the timely use of the shower. As a curious meeting spot should be mentioned the improvised fitness room, installed in the abandoned part of the building and filled with well-shaped men. The house has taken very much on a social role, as the extremely dense living conditions make its inhabitants to one family.



24

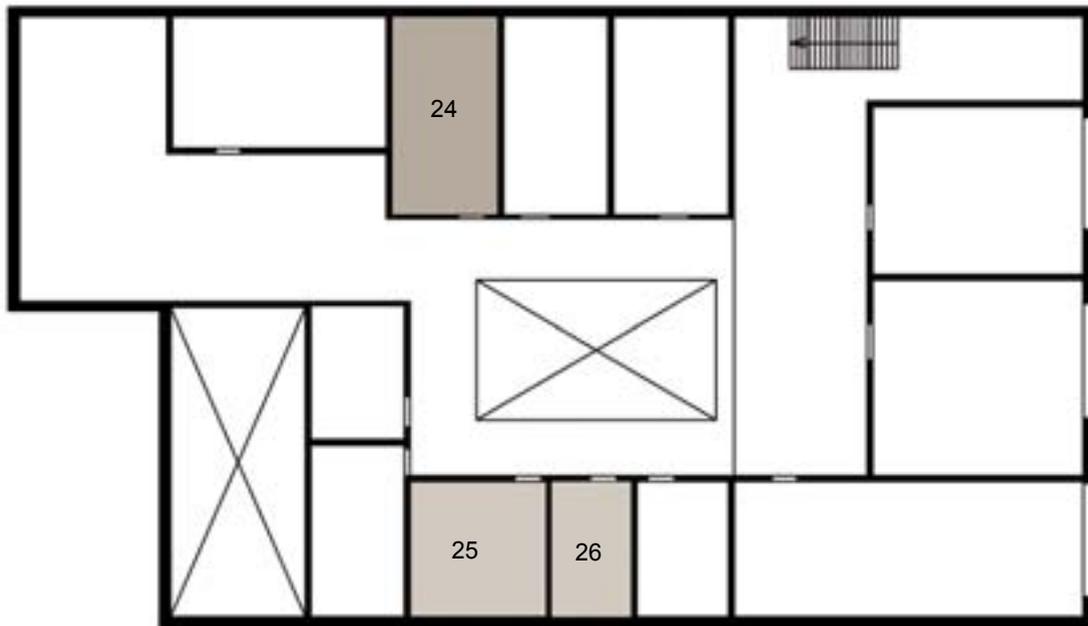
3 Person. The mother was born here. They have a bathroom and a own kitchen. work in Habana Vieja and would like to move.

25

2 Person are living here since 12 years. Here mother married a man who was living here. She would only move within Habana Vieja. The mother is retired but she works in a bank in Habana Vieja.

26

2 Persons (mother with her child) She was born her 32 years ago. Her grandmother used to live in this apartment. Would like to go to Alamar.



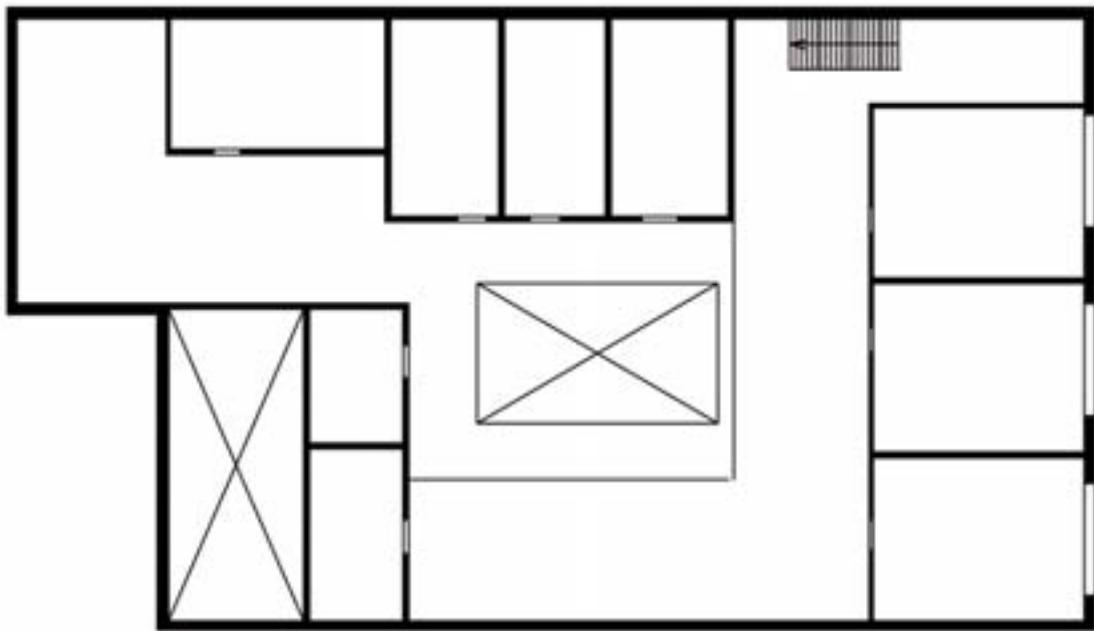
2nd Floor

Unrenovated Houses

An Abandoned Floor

The top (third) floor of the ciudadela is entirely abandoned. Not a single person lives up there anymore. Five years ago, the twelve families who occupied it at the time had to be removed. Due to the imminent danger present in their surroundings, they were considered a priority case and other accommodations had to be found for them. Some of the families were moved at first to transitory houses, while others were directly relocated to an apartment house in Alamar.





3rd Floor

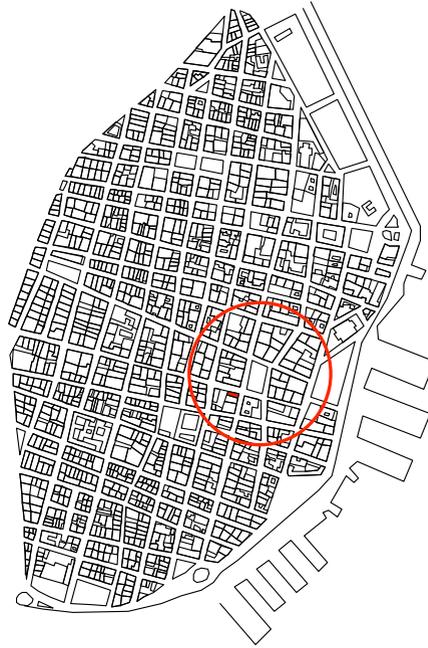
Transitory Houses
An interim Solution

**Transitory
Houses**

Casa Plastica







People who have to leave their houses, because the decision to renovate them has been taken, have the possibility to go intermediately into a transitory 'plastic' house, given there is availability. Here they wait until the return is possible or a replacement found. Such a house can be found on the SW corner of Plaza Vieja and Muralla street. It was built on an empty plot, that served the military for shooting exercises before. In 1999, due to collaboration between Cuba and Canada a project for a 'colony of plastic houses' was carried through. A Canadian architect has designed these pre-fabricated houses, for which mainly plastic panels were used: some hollow, some filled with concrete. These were imported from Canada. The main advantage of these construction is that they can be erected in very short time.

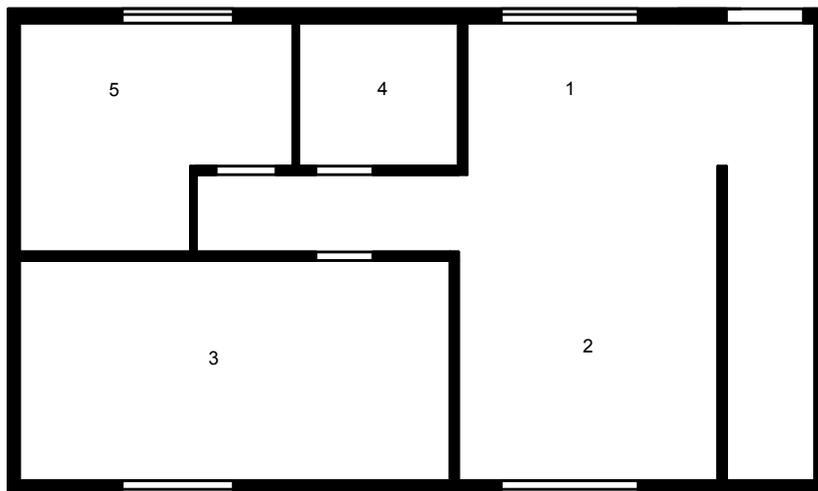


Interview with Lucia Lopez

Lucia Lopez has moved into the 'plastic house' 3 years and 4 months ago. She is already the third consecutive tenant in this house. She likes it here. The future is still not defined for her: Lucia does not know where she will be relocated to next. The old apartment she lived in belonged to her. It was situated on the top floor above a storage for medicines and had a large patio. The ceiling had to be renewed and it was proposed to her that if she gives the patio away, the apartment will be renovated for her without extra charges. She agreed and moved out. The announced project was to convert the two lower floors into an old people's home, and to keep the remaining ones as apartments. Suddenly, the plan has changed and now the residence for seniors should occupy the entire capacity of the building.

Lucia turned to a lawyer and found out that a military of a social institution is by the Cuban law a prioritised instance and the private interests have to be subordinated. The lawyer has helped her in another way, nonetheless. She could obtain an official document which guarantees her an apartment of equal standards to the one she used to own: with 4 rooms, 2 bathrooms and a patio. But what is most important: it will be in Habana Vieja. In the mid-time, a top floor apartment was offered to her, which she denied, for to climb the stairs is at her age too much of discomfort. Lucia feels by no means like a victim, for she is in a strong position to defend herself, she claims. Another possibility for her would be an immediate transfer to Alamar, but it does not come into play for her: it is dead there. Lucia is a singer in a seniors club and want to stay where the action is.

- 1.....Kitchen
- 2.....Living Room
- 3.....Bed Room
- 4.....Bath Room
- 5.....Bedroom





Renovated Houses
A Partial Sharing



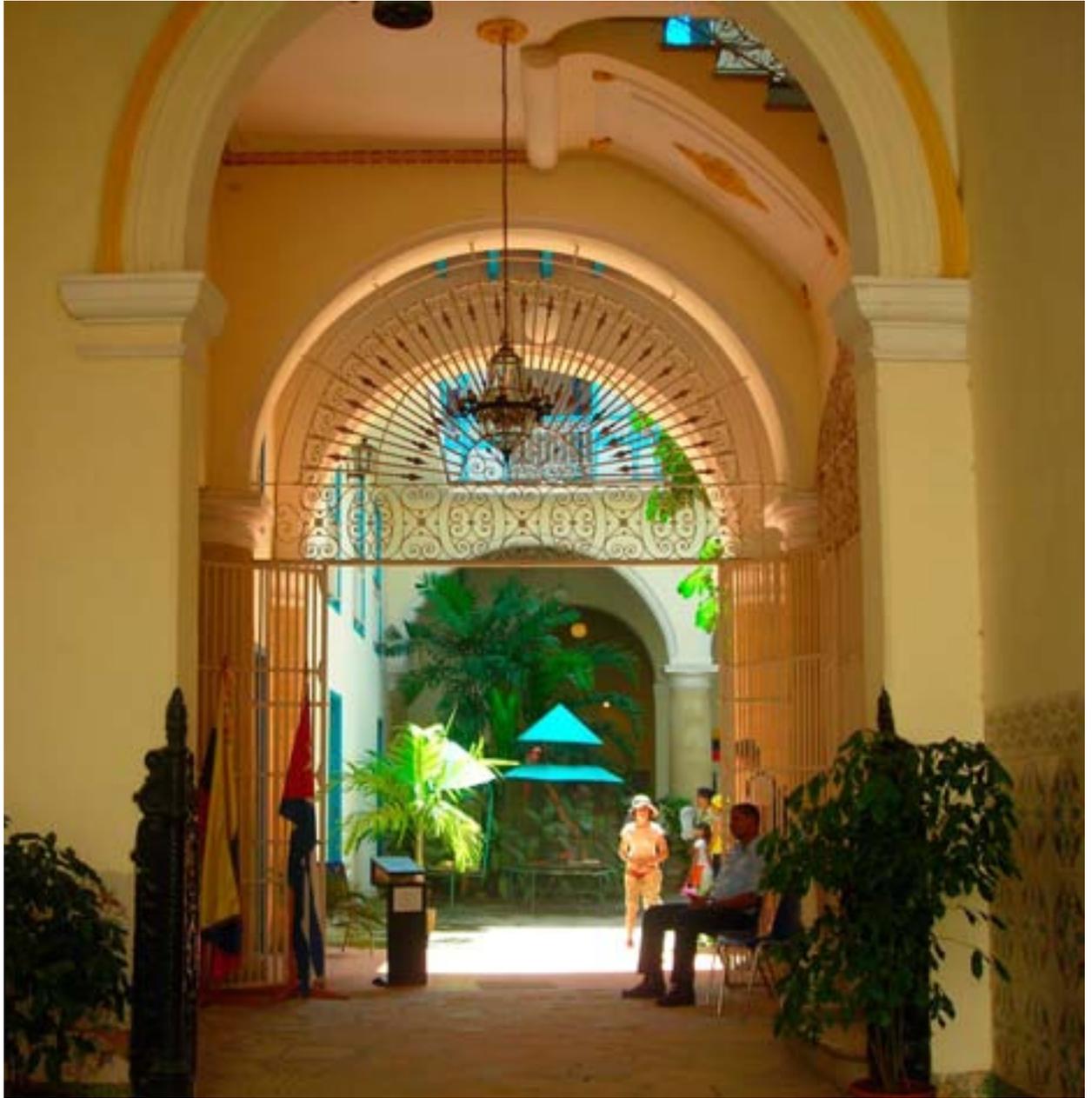


Renovated Houses

The Cultural House



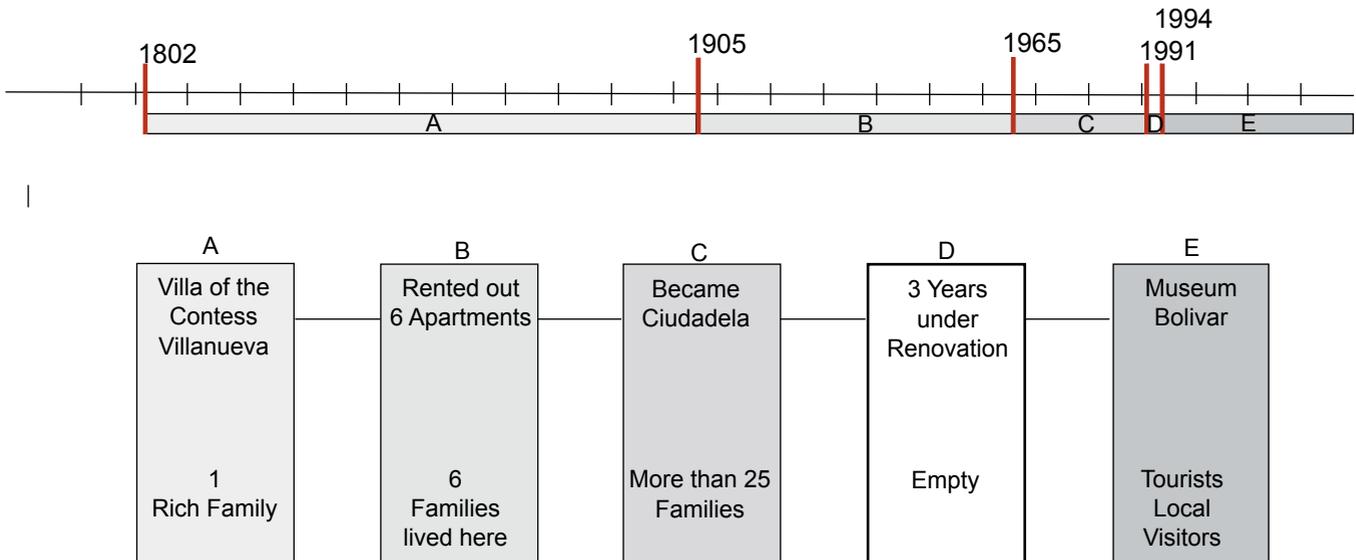
The Simon Bolivar house serves today as a typical museum. Its doors are open daily to the public, but no people are welcome to occupy its premises, as it used to be the case here. In its new renovated grand spaces, which only because of the splendid stained glass windows are worthy a visit, there are exhibited sculptures and paintings. The museum is dedicated to a Venezuelan culture and it is of an interest to tourists, as much as to the local population, for it organises regularly events, where craftsmanship is the main attraction. The visitors are encouraged to actively participate in them and try their skills. The museum has been such filled with movement and voices, and has grown into an art of a social club for aficionados. The Habaneros meet here on a regular basis in order to busy themselves with the handcraft, be it painting, sawing or doing embroideries and to spend time with each other.

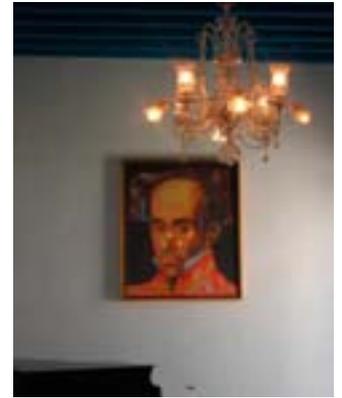


Renovated Houses

Historical Background

The original house was erected in the XVII c. and after a disastrous fire, it was reconstructed as a two level structure by the Contess de Villanueva and the Marquez de Aquas Claras. As the sanitary conditions in Habana Vieja worsened, those who could afford it, moved away to their villas in the west suburbs. And so did the Contess. She abandoned the mansion, subdivided it into separate apartments and rented it out. As a tenant house, the building has entered into a new era after the triumph of the Cuban revolution. The State gave the apartments to the people that occupied it at the time ,in usufructo': they could stay there for an unlimited time at the government's expense. Yet, this benefit did not burden them with any responsibility for the maintenance of the social house. Additional to the physical neglect, the number of the building's inhabitants grew beyond its capacity. More and more families moved in and over time they have multiplied. The apartments have had to be subdivided until each unit counted one room only. The house grew to become a ,ciudadela.' A toilet and a shower had to be shared and these were to find on the ground floor in the inner courtyard. Eventually in 1991s, because of the building's great cultural value and its utmost perilous constructive and hygienic conditions, the Office of the City Historian relocated all the families who had lived there, rehabilitated the house and converted into a museum for Venezuelan culture.





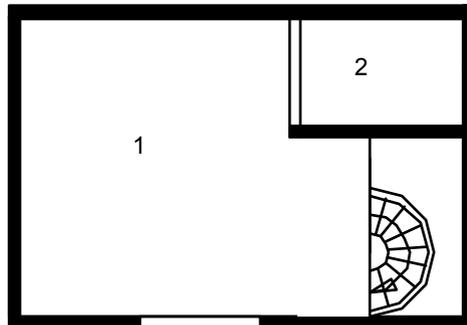
Renovated Houses

Interview with Otilia

Otilia is a former resident of the Simon Bolivar house. We found out her new address from the supervisor in the today's Bolivar museum and went to visit her. Her story: She was born in 1926 in the Bolivar house and lived there practically her whole life. The last owner of the building was Santiago Brunell, he did not take care, however, of the premises. A part of the building on the ground floor was used sometime as a storage space and the inner courtyard as a large parking lot. After the Revolution even a Swedish consulate took headquarters there. The upper floor remained always reserved for apartments, and these were more and more densely occupied. Otilia was very glad when the Project Directory for the renovation offered her the apartment she is living in still today. Together with two other families from the old Bolivar house she moved directly into a new, freshly renovated apartment house directly on Plaza Vieja, without having to pass through a transitory abode. This was, however, only possible, because the three Habaneros have had ownership rights to their spaces in the Bolivar building.

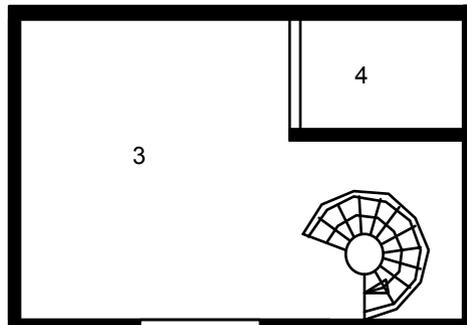
First Floor:

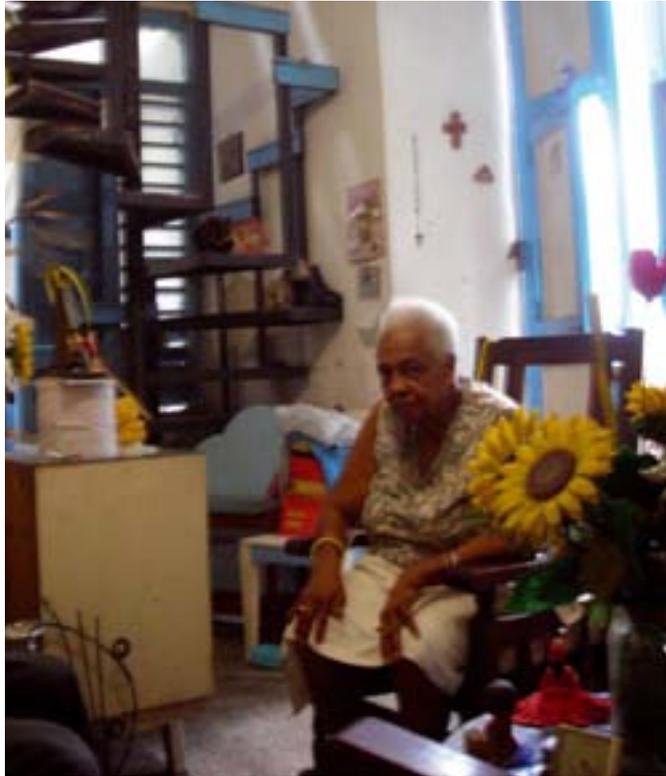
- 1.....Bedroom
- 2.....Bathroom



Ground Floor:

- 3.....Living Room
- 4.....Kitchen





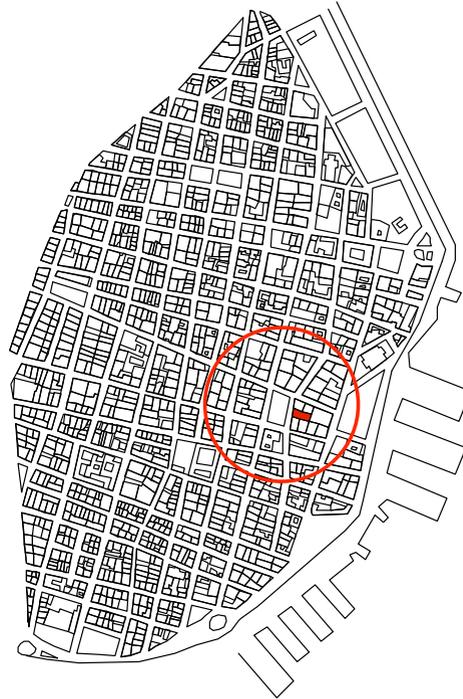
**Renovated
Houses**

Fototeca on Plaza Vieja





The Mixed House



In the Juan Rico de Mata house, which stays directly on Plaza Vieja, Fototeca de Cuba, a Photography Museum is located. The museum specializes in exhibiting photography from the revolutionary period. At the time of our visit, the running exhibit was dedicated to the work of the Swiss photographer, René Burri, whose pictures have contributed to the understanding of Cuban phenomena worldwide. Having introduced ourselves as students, we have been cordially invited to visit the premises of this house at no charge.

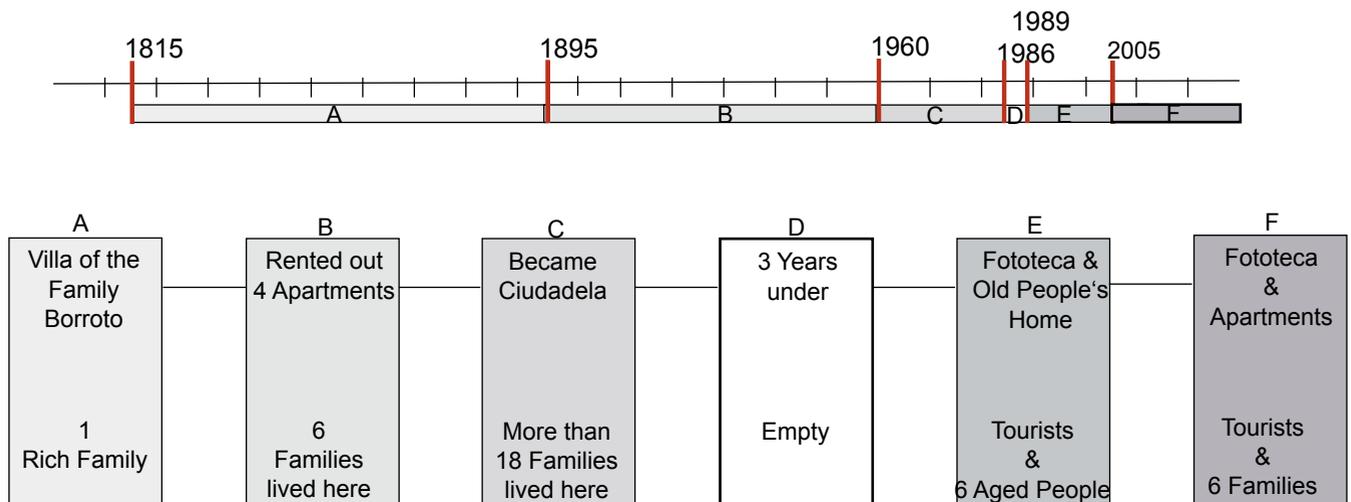
The public part occupies the front and consists of two levels: a lobby and a generous upper floor which hosts one large exhibition room, a couple of back offices, accessed from a balcony and public toilets. Laboratory and equipment rooms are stations half-way between the ground and the first floor. One did not have the impression, however, that the museum is a popular tourist attraction; we were the only visitors. Fototeca, just like the Bolivar Museum, is meant to serve not only the cultural/commercial goals, but also the social ones. The building on the back side of the courtyard was destined to be an old people's home after the renovation has been complete. With time, the seniors' families came to live with them to care for them, many of the old people have passed away and the families have stayed behind. Now they raise their own children in the very same rooms. The building took its natural course. Today it cannot assume a role of a social institution anymore.



Renovated Houses

A Camouflage

A background development of how and why a decrepit mansion house, a 'ciudadela,' turns back into a stately house can be well illustrated on the example of today's Fototeca Museum. On the one hand side, because living circumstances in the squatted house were much below decent social standards, and on the other hand side, because the strategic location of the building, in the heart of Habana Vieja, is very profitable, the Office of the City Historian of Havana has decided in 1986 to invest into the renovation of this building. In order to present the project in a favourable light, a social aim was to be included to the enterprise: an old people's home would be constructed and thus service would be given to the locals. A back thought, that when a quantity of old people move out of their apartments, houses will be suddenly empty and can be renovated and reused with a new use according to the interests of the Oficina del Historiador.



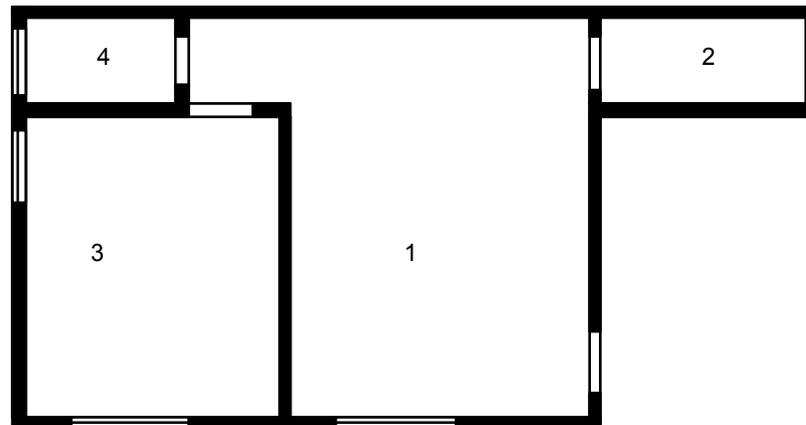


Renovated Houses

Interview with Maria

Maria lives here together with her daughter and her grandchild. She came to the house 15 years ago, when it was still a senior residence. Today, the majority of its inhabitants are middle-aged Cuban families. Also Maria's daughter will take over the old woman's apartment one day, as it was the case of her former neighbour. The process of re-directing the originally determined function of this building (from an old people's home to private apartments) cannot be really stopped, for all the seniors have acquired ownership rights to their spaces when they first moved in here. Another possibility for Maria's daughter does not exist at the moment as to share the one bedroom apartment with her mother. Still, it is an upgrade as far as the quality of living. Both are very happy here. And the thought that all the previous occupants of the house, when it still was an unrenovated ciudadela, had to leave Habana Vieja, remains incomprehensible to them.

- 1.....Living Room
- 2.....Kitchen
- 3.....Bedroom
- 4.....Bathroom

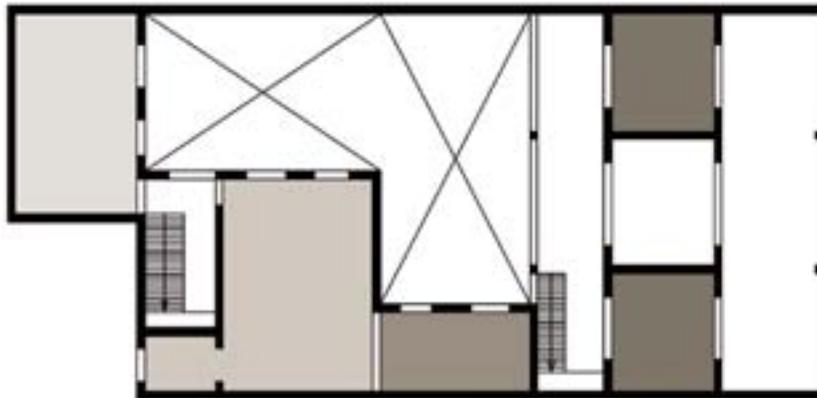




Renovated Houses

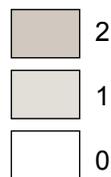
Mixed Use Culture & Living

A co-existence of private and public spaces under a single roof seems to function very well. Both parts benefit from each other insofar the use of the generous common space, the social aspect and security of the individual privacy. To dwell in an artistic environment raises the quality of life for the inhabitants; the presence of such an unusual neighbour ennobles their daily life and offers high level social activities directly at the door. The private section is in addition kept in a good physical condition, for its state and appearance are per force a public issue and can count with a fast feedback from the community, now an international one.



Groundfloor

Usage of Space

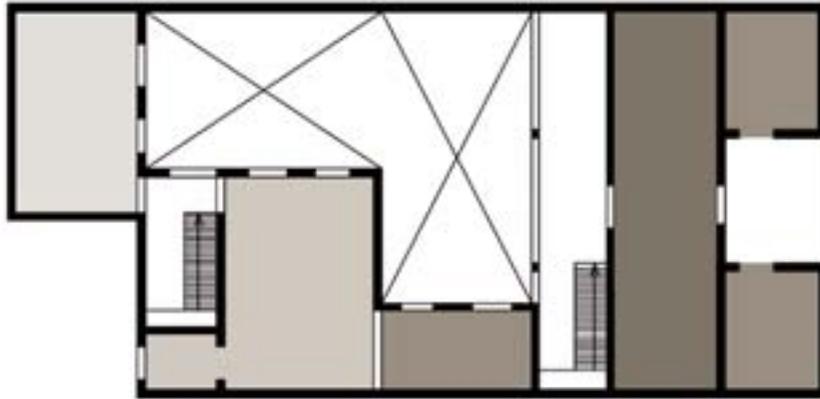


Inhabitants

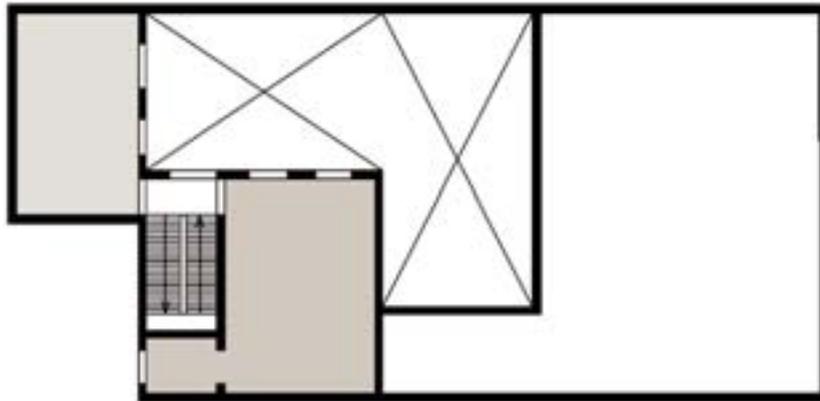




Renovated Houses

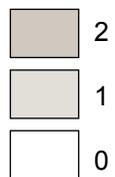


First Floor



Second Floor

Usage of Space



Inhabitants





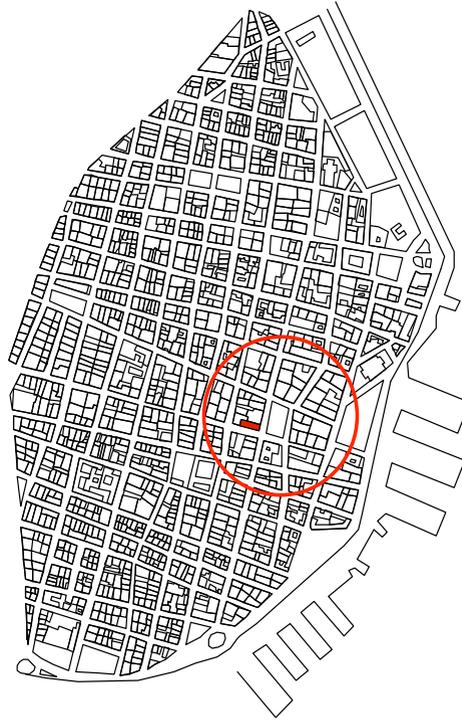
**Renovated
Houses**

Casa de San Ignacio y Muralla





The Commercial House



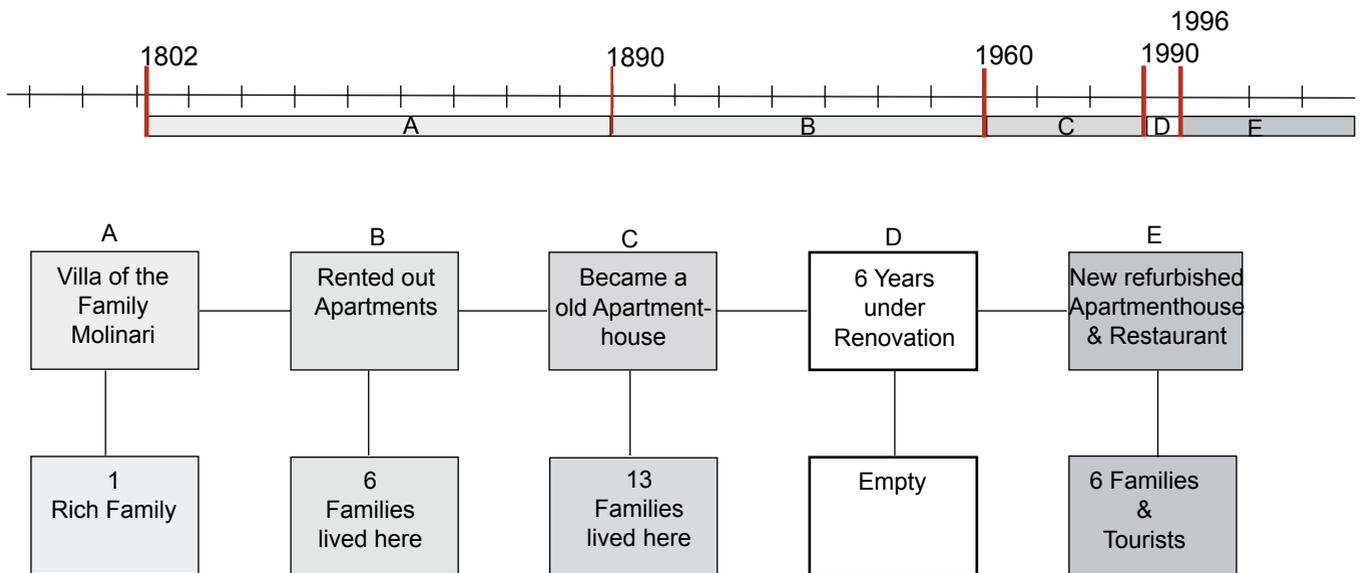
Another example of a renovated apartment house can be found at the corner of Plaza Vieja, directly across the Muralla Street from the complex of transitory houses. Also here do we find a mix of uses, introduced after the complete renovation, but in this case it is a mix of commercial and living spaces. The ground floor is completely occupied by a restaurant with large storage capacities and the upper level contains 6 fundamentally renovated apartments. The restaurant alone carries the responsibility for the sustenance of the renovation of the entire building. The profits obtained from it today are to compensate for the expenses incurred during rebuilding of the house and to determine if further objects can be submitted to a similar holistic treatment. The restaurant seems to meet the financial expectations: it is always full...with tourists. The prices in CUC currency can the Cuban customers not afford.



Renovated Houses

And the Process goes on...

It has taken 6 years for the renovation of this apartment house to complete. One of the main factors for this delay is the ever-present problem in whole country to obtain the necessary construction materials. As a result of the US embargo, access of the materials which are not available in Cuba, is very difficult. International companies that decide to dock their ships on Cuban waters and conduct business with the island, are banned from the American market for the next 6 months. For many businesses, it is simply unprofitable to deal with Cuba. Therefore the so common postponements.



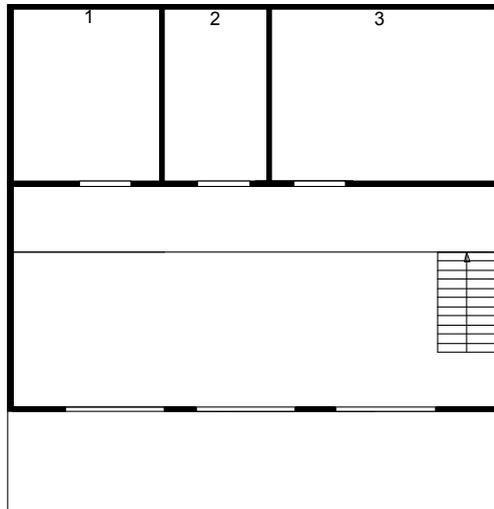


Renovated Houses

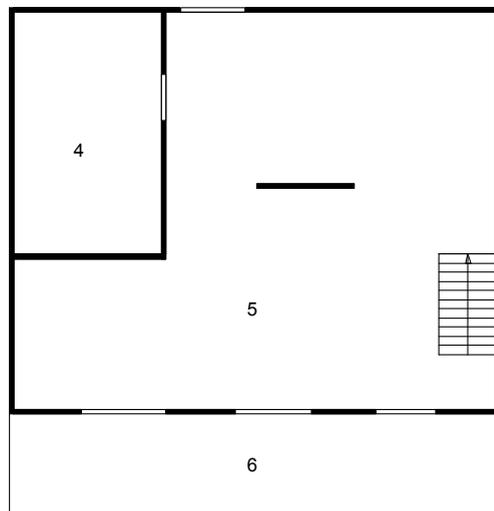
Interview with Family Obrador

In the past, 13 families have lived in this house. In 1990 the building was placed under renovation and it took six years to complete it. The family Obrador was sent to a temporary housing for this period of time. Yet, it was worthy to wait so long. Once the building was usable again, only 6 families of the 13 were permitted to return. Because the family Obrador was the only fortunate one to hold ownership rights to their old apartments, their comeback into the building was secured. Another five families, although non-owners, were lucky to regain their former apartments in the building. The other 7 households were relocated. The new place that the family Obrador was given now for use is twice as large as the previous one. There are also spacious corridors that run around the interior of the house and give access to all the apartments.

First Floor:
1.....Bedroom
2.....Bathroom
3.....Bedroom



First Floor:
4.....Kitchen
5.....Living Room
6.....Terrace





II. Process of Renovation

The Goals

Why to Renovate?

The Declared Goals:

Revival of the Economy, Welfare of the Society and Cultural Dignity

The Rehabilitation Process

taking place in Habana Vieja is a complex procedure, centrally organized and one-handed managed. It is structured around three principal guidelines: economical, social and cultural. These are formulated according to the Cuban socio-political orientation as much as to the precarious economical phase of 'Periodo Especial,' in which the country finds itself since the early 1990s.

The economical goals aim at the re-stabilization of the Cuban economy through generation of revenues (an alternative to the sugar industry) and subsequently their reinvestment; the social goals place the welfare of the people and an augmentation of employment in center of the debate; whereas the cultural goals strive to raise cultural awareness among the local population, promote the Cuban culture through institutions and events, as well as revive the neglected tradition of craftsmanship through guilds and workshops.

The three goals of the restorative program are unavoidably intertwined with one another and collaborative, for what is at stake is a political and economical survival of Cuba in times of crisis.

The Observed Situation:

Revival of Economy through Cultural Tourism

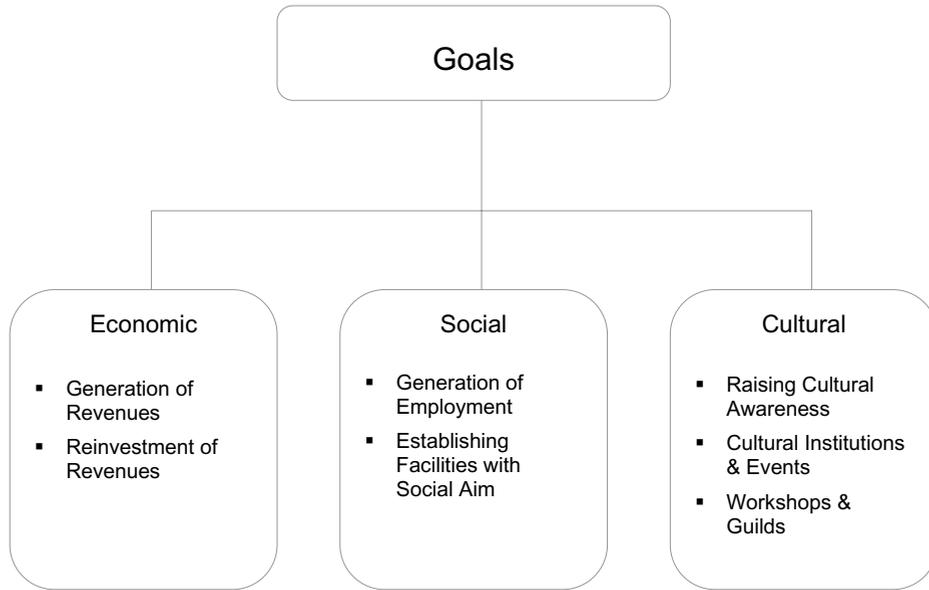
Growth of the tourist industry is vital to the Cuban economy today. It is the main and maybe even the last resource Cuba has, which could potentially lead to an economical stability, even if only at a local level. Tourism development has been prioritised and set as the highest goal of the country's sustainable growth. For its sake, multiple ways have been found to integrate other factors, cultural and social, into perpetuating of tourism. Culture, offered in forms of architectural patrimony, institutions, events and activities, breeds considerable profit from its mostly foreign participants, whereas e.g. the social aim to generate employment in Habana Vieja controls the income, withholds the foreign currency and pays its workers in Cuban pesetas. Neither cultural, nor social goals are fully altruistically motivated, both are, however, inherent players of the Cuban economy.

“to preserve the authenticity
of the legacy of the heritage

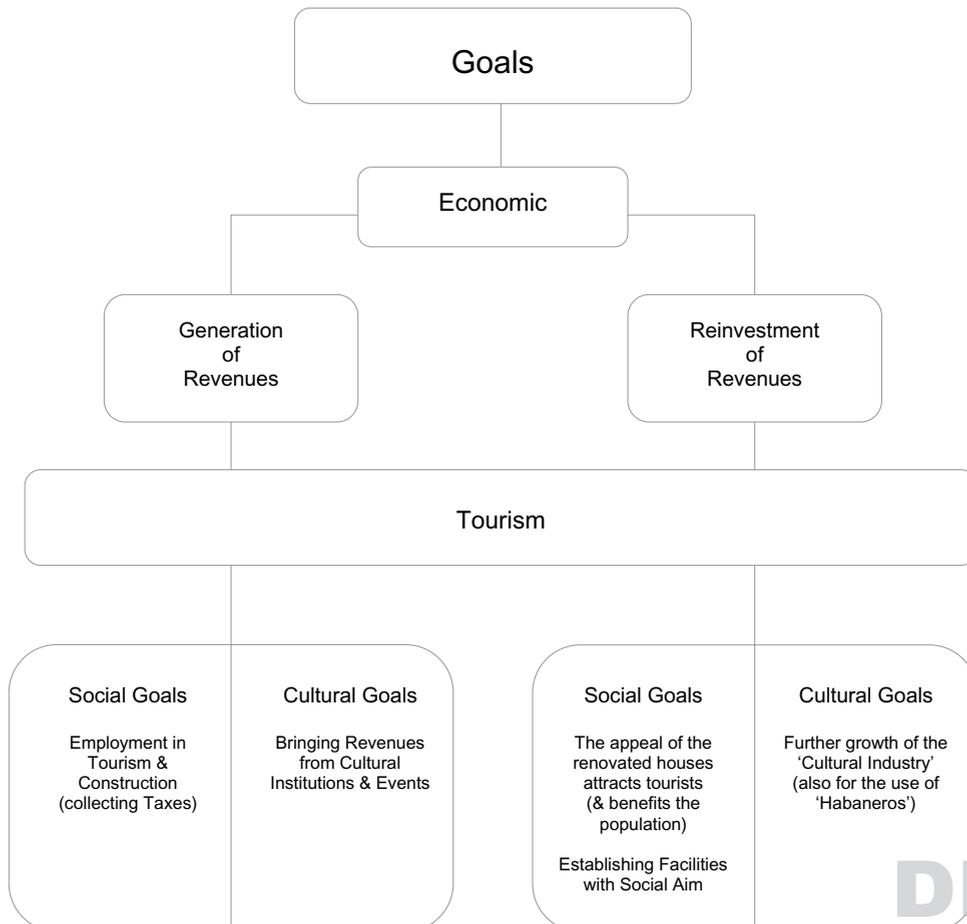
Eusebio Leal Spengler
The City Historian

Goals

The Policy:



The Observed Situation:



Goals:

Generation of Revenues:

Economic

State-run Joint Ventures

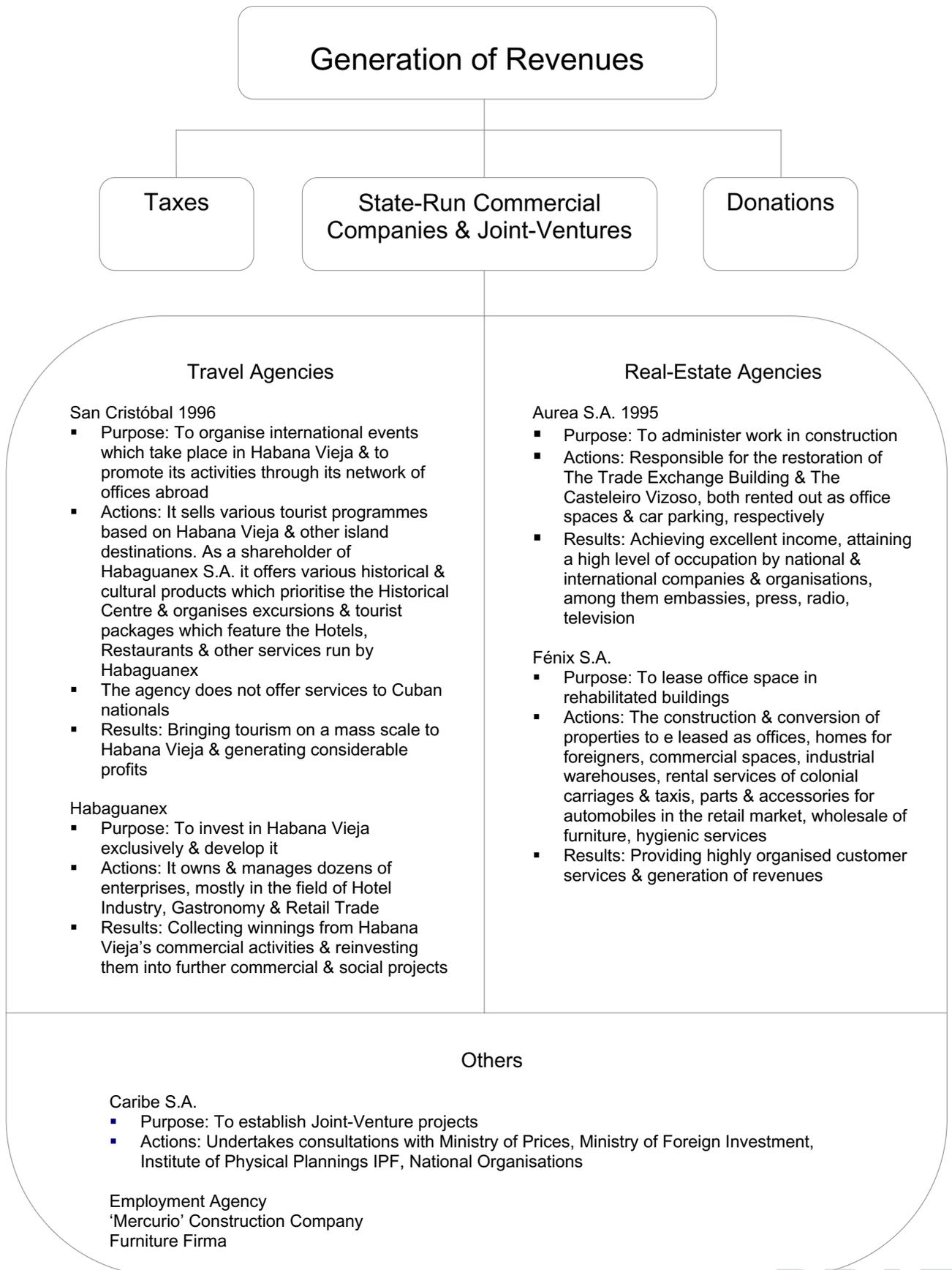
The main concern of Habana Vieja's authorities is to generate revenues, not just for the maintenance of this part of the city, but partially for the survival of the Cuban economy as a whole. The ongoing era of 'Periodo especial,' starting in 1989 has challenged Cuba's economic and political survival. A desperate response came in an unexpected form of a completely novel approach for Cuba to generate revenues. Under the specifics of the Cuban system, an entrepreneurial-like model has been elaborated, but kept under a tight control of the state. A ground-lying principle is to establish international cooperation together with the Cuban state in form of joint-ventures. These bring the necessary investment money from abroad and through a number of highly organised and goal oriented state-run companies, these assets are turned over and multiplied for the benefit of Habana Vieja.



Research Document:
Revenues

Goals:

Economic



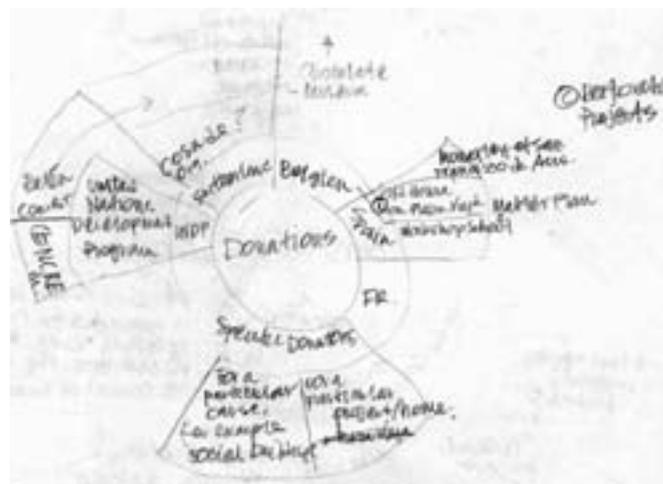
Goals:

Generation of Revenues:

Social

Donations

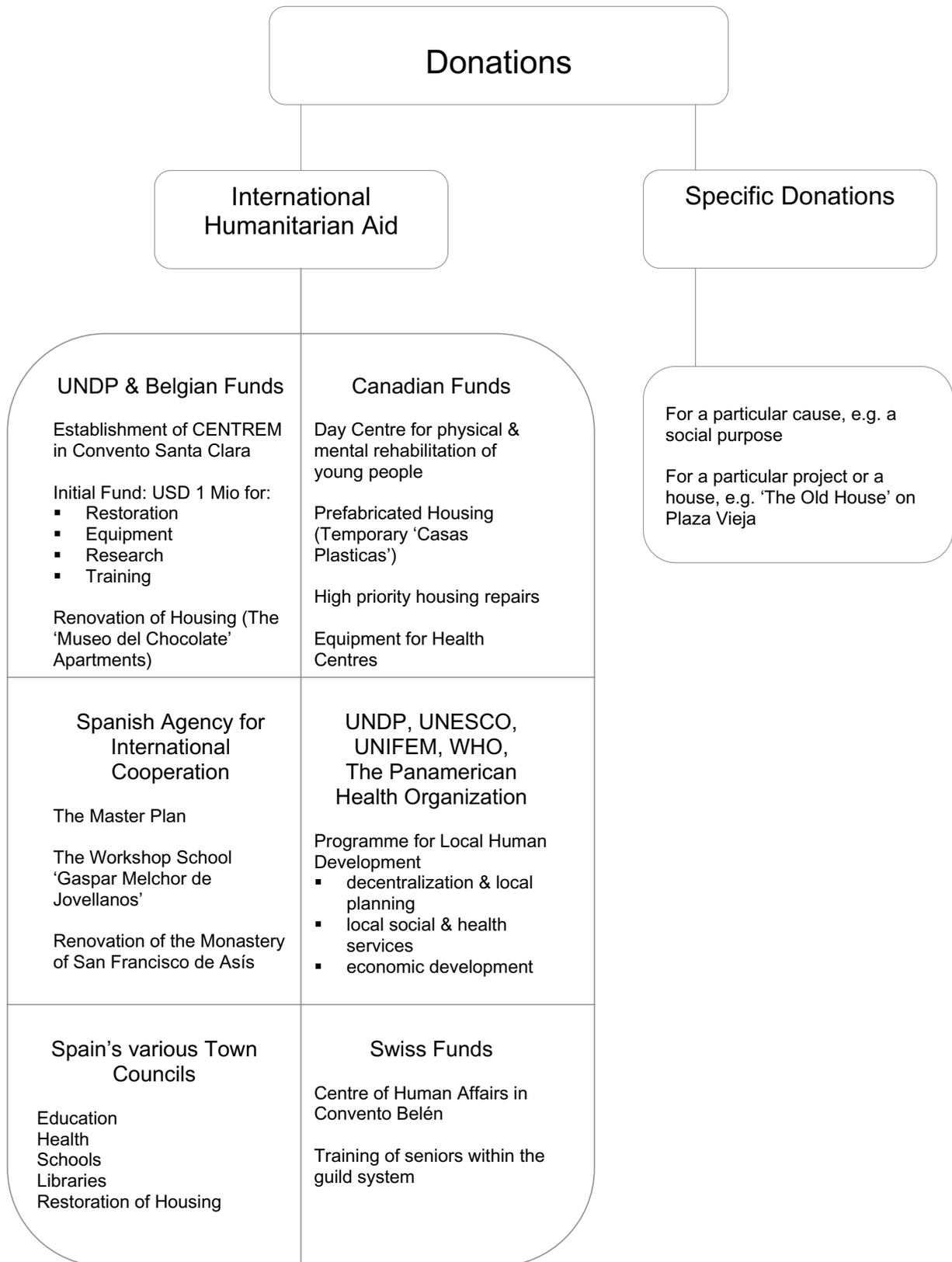
Another enormously generous source of revenues for the development of Habana Vieja has been an international charity support. The focus of these proceeds has been on the welfare of society. Many mostly European countries have expressed their support for the Cuban social involvement and in different forms of sponsorships have contributed to Habana Vieja's social and cultural evolvement. According to Cuban principles, the social programmes are not to be paid for with money generated through joint-venture activities. An initiative aimed at social benefits must originate from a social contribution. Many complex and utmost beneficial programmes have been developed and these have strengthen the fundamentals of the most influential Cuban educational, social and cultural institutions today.



Research Document:
Donations

Goals:

Social



Goals:

**Economical
and Social**

Reinvestment of Revenues:

**Commercial and Social
Programmes**

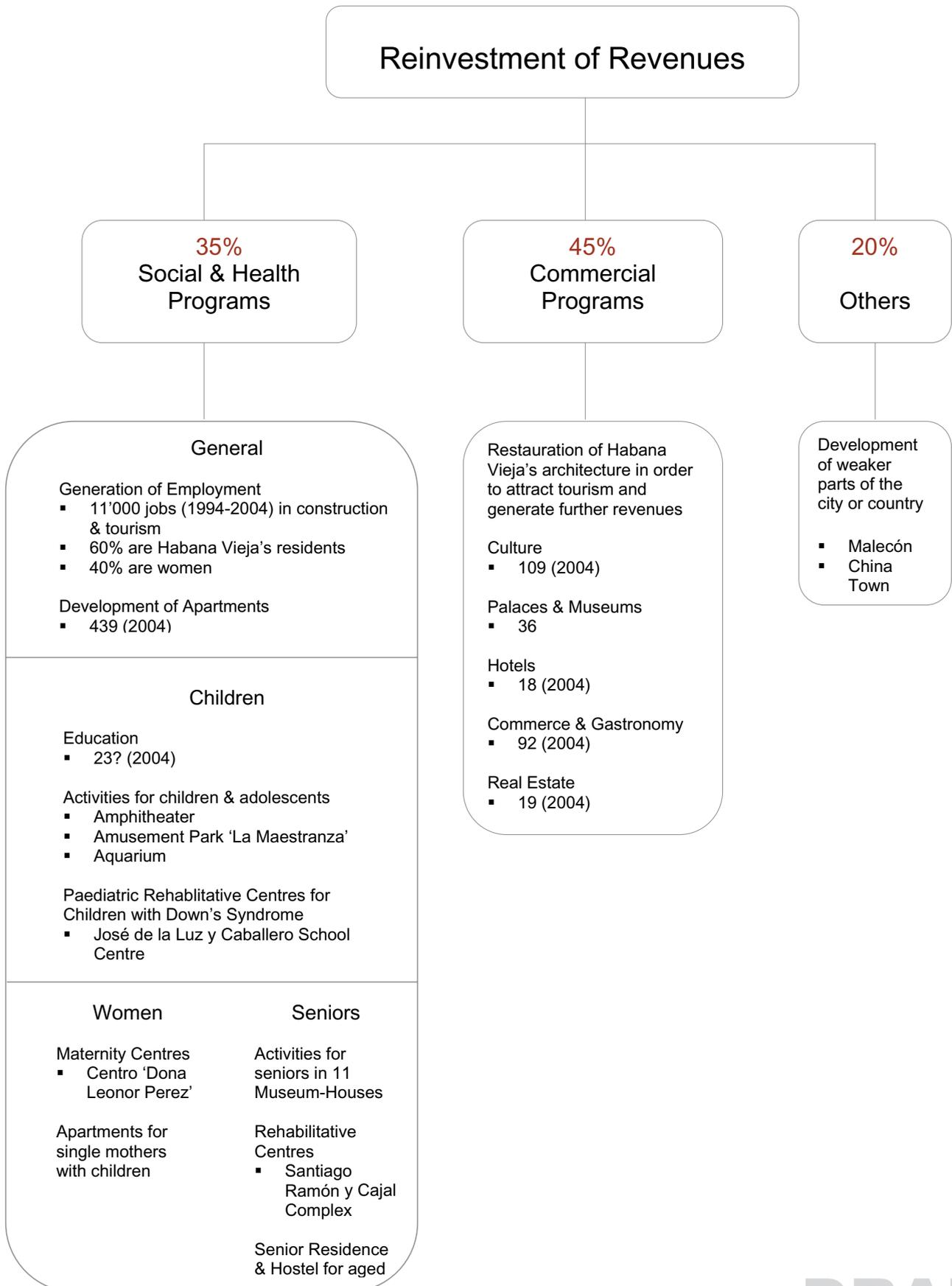
The financial returns that already have been generated within the rehabilitation programme are further reinvested in Habana Vieja, thus strengthening its economic basis. Culture as well as commerce and gastronomy are the primary targets of refinancing within the commercial goals. Health and social objectives, on the other hand, are to give employment, housing and social support to those social groups who need it most. In principle, the social aim of offering a decent life standard to the people, with all the benefits that a communist system promises, are high on the agenda in Habana Vieja. Commercial programmes dominate per force in an environment that struggles to survive, but the extend to which it is invested in social activities is impressive. A question arises, however, is Habana Vieja's model sustainable, if magnified on a national level?



Research Document:
Reinvestment of Revenues

Goals:

Economical and Social



Goals:

Cultural

Reinvestment of Revenues:

Cultural Awareness

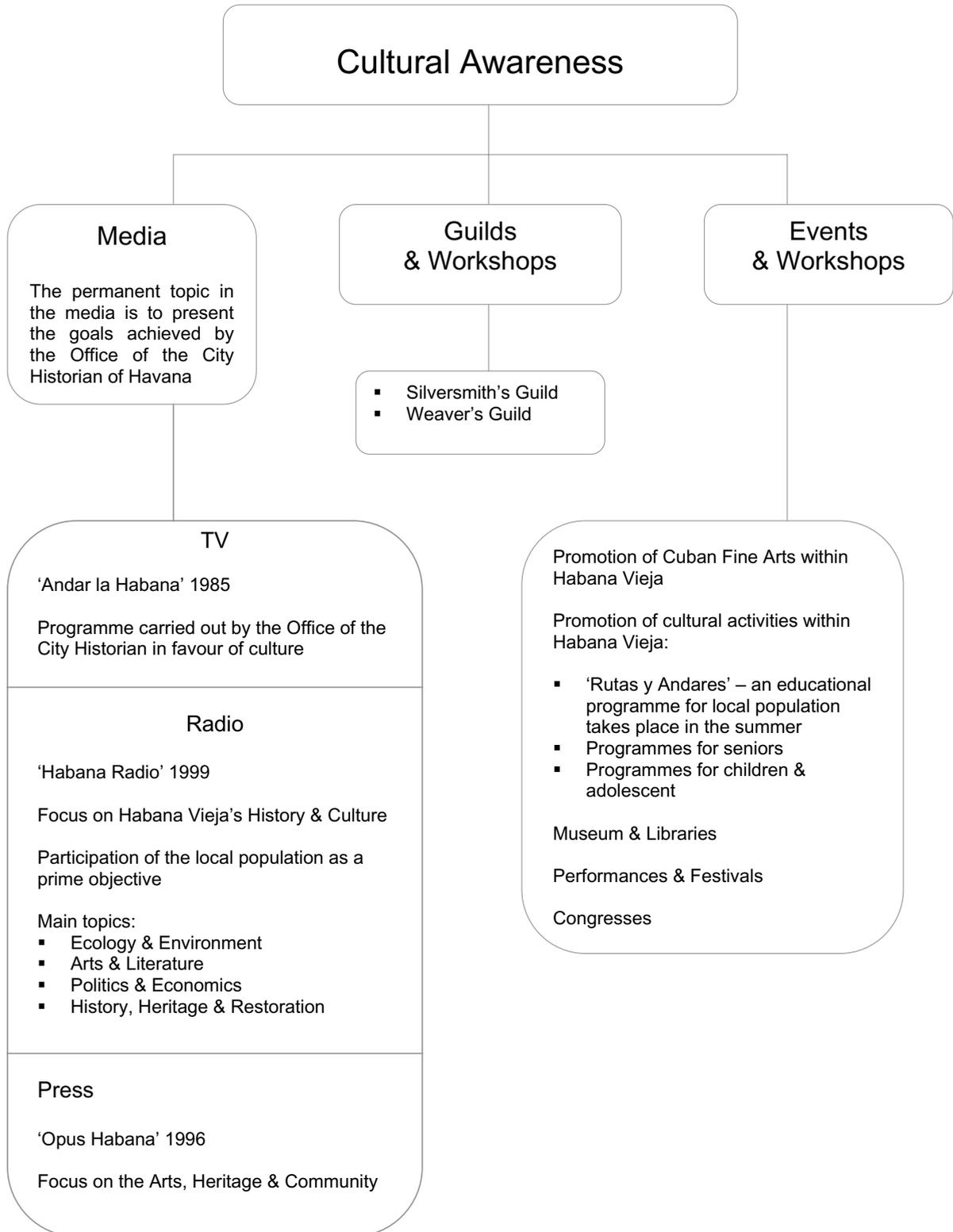
A large part of Habana Vieja's investments goes into the cultural sector and it has proven to be profitable in return. Within the programme, cultural institutions and events bring most income and tourism constitutes a major source of these proceedings. Costs to enter an establishment, let it be a museum or a cinema, differ for Cubans and tourists: the last ones pay an equivalent of western hemisphere fees, while the locals only a small fraction of it. Promotion of Cuban culture reaches also a social and economic level, as the guild system exemplifies: revival of traditional arts and crafts gives occupation to seniors and brings profits from selling products of their work. Almost every museum seems to host a social club. Institutions that benefit marginal groups are everywhere visible.

A commending goal of the city authorities is to raise cultural awareness among the locals and tourists alike about the rehabilitative undertakings in Habana Vieja. Through the media the success stories are being divulged and enthusiasts won over.



Goals:

Cultural



The Extent of the Renovation

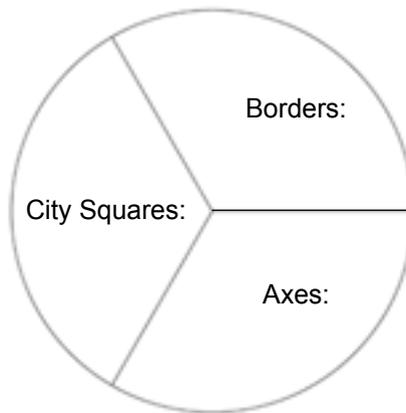
**Extent of
Renovation of
Habana Vieja**

Spread of the Renovation

**Along the Squares, Axes
and Borders**

Extending the restoration works in the Historical Centre follows strategic and logic procedures. Sites of most splendour and historical significance have been determined, developed and linked together by a net of crossing axes. A simplified maze, a path of oases among the rumbles of un-restored Habana Vieja has such been created. It can be perceived as a crayoned city map held over a black-and-white plan of Havana. Such schematic maps are indeed in circulation and made readily available to tourists as an orientation guide in the unknown city. They seem to ‚zone‘ the city into safe and unsafe places, and alert the tourists.

Spread of the Rehabilitation Work:



Main Squares:

- Plaza de la Catedral
- Plaza de Armas
- Plaza San Francisco
- Plaza Vieja
- Plaza El Cristo

Axes:

- Alameda de Paula
- Avenida del Prado

Small Squares:

- Santa Clara
- Belen
- San Isidro
-

Borders:

- El Malecon
- Avenida del Puerto

**Extent of
Renovation of
Habana Vieja**



Up- Rooting

Re-locations within Habana Vieja and beyond

One of the most evident changes that Habana Vieja undergoes under rehabilitation is a new adoption of space inside buildings. The general plan is to depopulate the city core by a third of its inhabitants and to commercialise the ground floors of houses. Such radical practice changes the urban landscape of the place enormously and causes vehement movements of people. For most Habaneros is Habana Vieja a favourite quarter in which to live, but it is also hardly accessible for many. Ownership rights to an apartment weigh a lot by negotiations with the city about the allotment of the next dwelling and many people, 'without roots' have to leave. Those who do remain, move to beautifully renovated and spacious apartments, which after 20 years of paying a compulsory rent to the state, become their own.

Habana Vieja: 3 370 Buildings

20 % are of Great Heritage Value

2004: 33.3 % are already renovated and functional

Habana Vieja: 67 000 People

30 % of Inhabitants will be evacuated to:

Alamar

Cap de Ville

50 % of all tenants in an apartment building are allowed back into the building

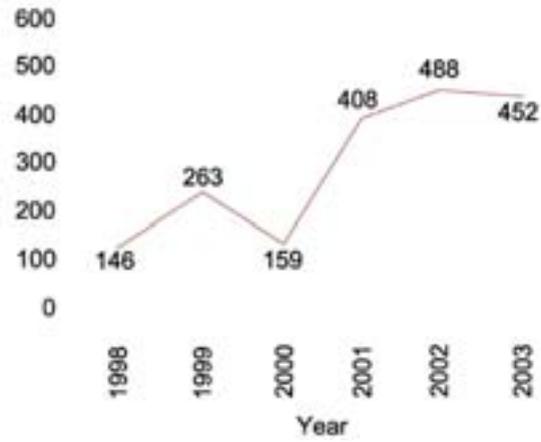
10 % of the household income is now paid to the State as rent

After 20 years the tenants become automatically owners of their apartment

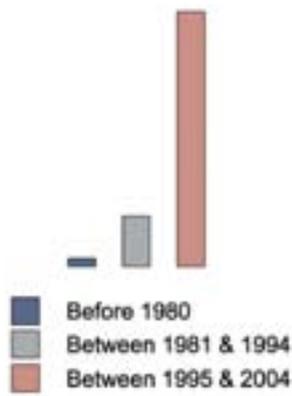
Within one apartment house there are different rents collected according to people's economic standards

Extent of Renovation of Habana Vieja

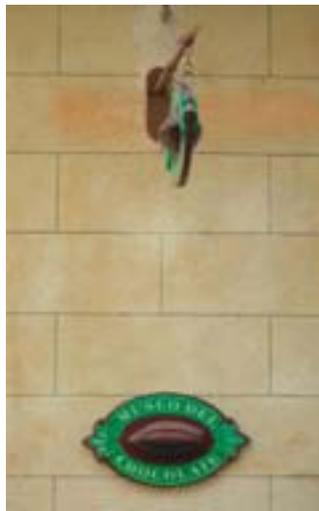
Collapses of housing units in Habana Vieja per year



Constructions totally recovered per period



A Singular Experience
UNESCO, 2006

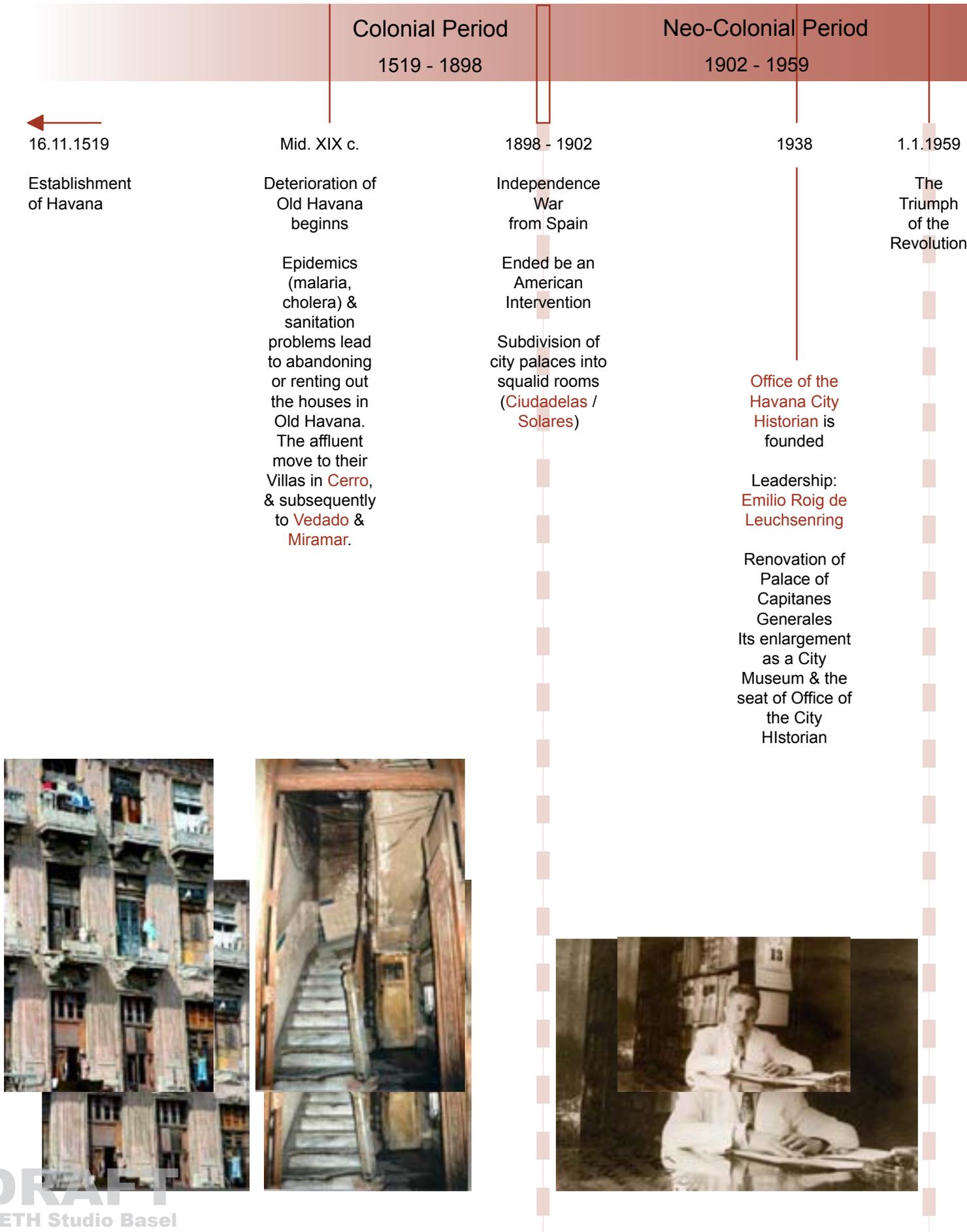


Historical Development

Historical Development

Timeline

Restorative Process of Habana Vieja in 3 Periods



The Triumph of the Revolution

1959 - Today

1964

The **National Monuments Commission** is created

Campaigns to raise awareness about the value of the Historical Centre

First projects in Old Havana & the whole Cuba

New Leadership of OHCH: **Eusebio Leal Spengler**

1978

Havana's Historical Centre & its system of fortifications are declared a **National Monument**

1981

Havana enters **UNESCO World Heritage List # 27**

CENCREM (the National Centre for Conservation, Restoration & Museology) is established in Convento Santa Clara

1982

4.10.1993

Habaguanex S.A. Touring Company is founded

Office of the City Historian is the main shareholder

1994

1995

Law Decree 143 applies to the **Malecon**, Municipality Centro Havana

Law Decree 143 applies to the **China Town**, Municipality Centro Havana

2001

2003

The **5-year-plan** for Restoration:

The State provides financial resources & ends with the economic crisis

Law Decree 143 of the Council of the State recognises Old Havana as a **Prioritized Zone for Conservation**

Transformation of the Rehabilitation Process from a state - subsidised activity to a self - financing process

Law of Foreign Investment is passed

It opens the path to private & public participation from other countries

Declaration 2951 proclaims Old Havana '**A Territory of Highest Meaning to Tourism**'



Law Decree 143

Gives Authonomy to the Office of the City Historian

Law Decree 143 allows for transformation of the rehabilitative process from state-subsidised to self-financing. It recognises Habana Vieja as a Prioritised Zone for Conservation and gives the OHCH a full authority to implement a new financial model in the area. International investments can flow into the Historical Centre and joint ventures with the State become the dominant form of locking the capital.

'Law 143'

Enforced on the 4. of October 1993 by the Council of Ministers of the Republic of Cuba

Aim:
to proceed with the Habana Vieja's Restoration in times of crisis

USD 1 Mio was the original budget

Habana Vieja, the World Heritage area proclaimed as 'The Prioritised Zone for Conservation'

Office of the City Historian of Havana is upgraded to the national level & placed directly under The Council of Ministers

Simplification of decision-making structures:
Office of the City Historian is granted with a full responsibility & authority to manage the rehabilitative programme
&
with the status of a Juristic Person

The Activities extended beyond the mere sanitation of buildings

The entire project is altruistic & aims at social welfare

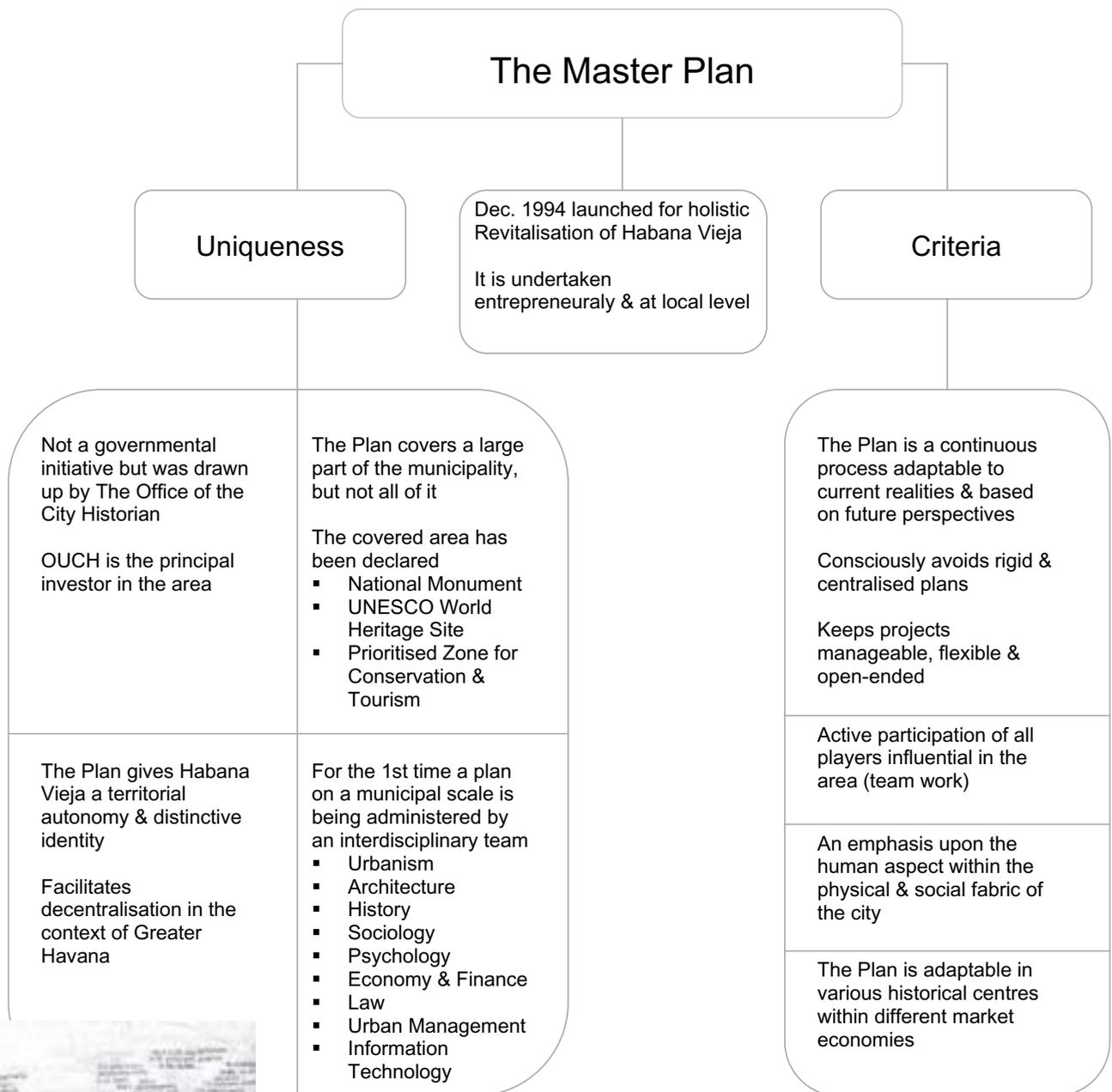
The entire project is self-financed & sustainable



The Master Plan

Gives Autonomy to Habana Vieja

The Master Plan is executed at a local level by the OHCH, surpassing the municipal authorities. It singles out Habana Vieja, without including the rest of the city. It is an entrepreneurial undertaking, administered for the first time by an interdisciplinary team of experts. The main investor in the area is the Office of the City Historian.



The Actors

Actors: ,A State within a State‘

**Office of the City
Historian of Havana**

OHCH is an organisation devoted to the restitution of the architectural heritage in Habana Vieja. Over time and due to certain laws that have been passed in favour of its course of action, the Office has grown to become an independent agency. It has responsibility before the president and the Council of Minister, but otherwise is free to decide and shape the development of Habana Vieja, even by designing own master plans for the area.



Actors:

**Office of the City
Historian of Havana**



OHCH

A highly organised structure

With specialised Human Resources
Total of 4 000 employees

Its Assets

from
USD 1 Mio Donation in 1982
to CUC 605 Mio in 2004

**A long-term programme
coordinator**

treats heritage as a resource

**UNISCO's 'Test
laboratory'**

An almost unique example
throughout the world in

- its legal structure
- its results

Adoptable by other countries

An Independent Agency

Its work, based on strategic integral planning includes:

- Organisation & Realisation of the Investment Process
- Obtaining International Cooperation
- Development of socio-cultural & economical programmes
- Management of Tourism & Real-Estate in order to raise funds
- Rehabilitation & Conservation of Housing
- Cooperation of higher education & research institutions
- A direct administrative link with a Council of State

Not responsible to municipal or provincial authorities:

- Its own legal status
- The creation & implementation of a system of urban planning
- The authority to implement change at an institutional level
- Combines a number of local initiatives
- Implements programmes of Conservation & Rehabilitation
- The authority to construct sustainable programmes of social development linked with the area's rehabilitation

Free to finance its work via public & private national & international investments:

- Its own commercial division obtains profits from tourism & service sector in general
- Raising taxes on commercial activities & to those working in Habana Vieja
- Establishing Joint-Ventures with national & international firms
- Reinvestment of funds into further restoration 1994 – 2004 USD 10 Mio have been earned & reinvested

Its Results

Embedded in the specifics of the Cuban Systems & Laws

- politic
- administrative
- economic

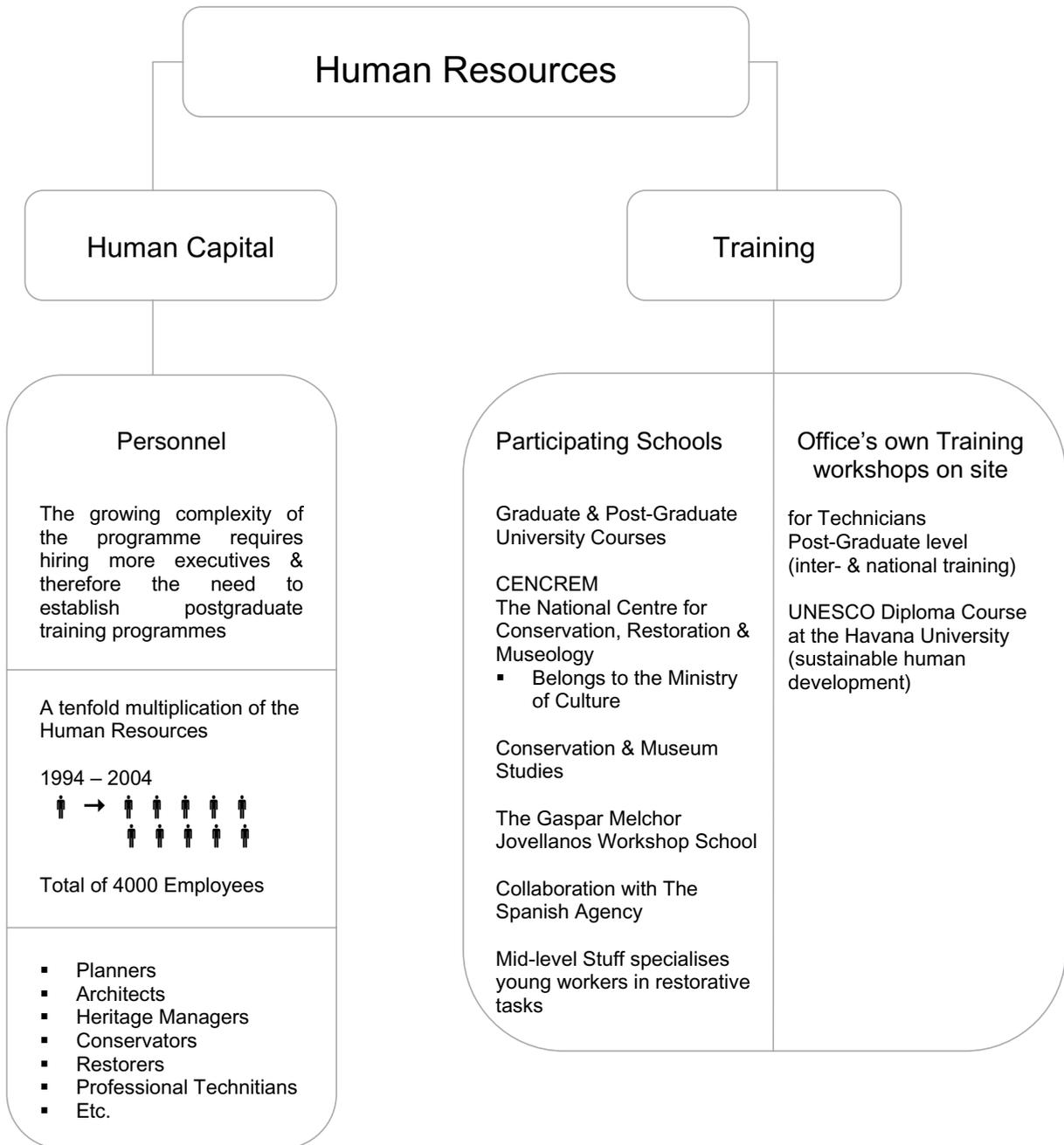
Actors:

**Office of the City
Historian of Havana**



Actors:

**Office of the City
Historian of Havana**



Actors:

The Commercial Division

Habaguanex

The company, Habaguanex, is the first joint venture created by the OHCH in order to generate revenues for the development of Habana Vieja. Its responsibilities include stimulating growth of the tourist industry in the old town and managing projects taking place in the city. Today, dozens of commercial enterprises, including cultural venues, lie within its network of activities, the most numerous being museums and gastronomy.





Habaguanex

Information

Name Chosen after an Indian Chief, who once governed the Carenas Port area, now the areas around the Bay of Havana	Symbol A relief of the silk-cotton tree, beneath which the 1st mass & meetings of the town council were held
Address Officios Street #110 between Lamparilla & Amargura, La Habana Vieja, Cuba	Purpose A tourist company, whose main share holder is the OHCH, generates its most revenues for the rehabilitative process

Activities

Generating Revenues 17 Hotels <ul style="list-style-type: none">luxury hotelseconomy class inns 33 Restaurants 60+ Cafés & Bars 80+ Shops & Commodity Stores 2 Joint-Ventures <ul style="list-style-type: none">D'Leone a commodity wholesalerThe Hotel Saratoga An Inland-Travel Agency <ul style="list-style-type: none">San Cristóbal S.A. Construction of new hotels with the goal of incrementing the existing 527 rooms (2004) to 2000 rooms	City Projects <ul style="list-style-type: none">Havana's China TownThe old business squares of the Historical CentreThe MalecónThe Prado Promenade Obispo Street <ul style="list-style-type: none">SupermarketsDepartment StoresPerfumeriesShoe StoresToy StoresDrapery StoresHardware StoresOffice SuppliesBoutiques with international brand namesPhotographic ServicesBeauty ParloursOptometry Services
---	--

Actors:

Havana - World Heritage Site

UNESCO

UNESCO has played a mother figure of the restorative process of Habana Vieja. It gave light to the project, when it granted Havana's Historical Centre the status of the World Heritage site in 1982. Since then, although it has not been much of a financial assistance, the UNESCO's stamp on Havana's physiognomy has given the city the necessary attention and brought the first investors. Barely two decades later, the city collects already numerous international awards for the restorative process conducts.

The UNESCO Regional Office for Culture in Latin America and the Caribbean has its headquarters not anywhere else, but in Havana.





Awards 2000 - 2003

1. Second international competition 'We are Heritage', Andrés Beno Agreement, 2000
2. 'Good Practice' International Award, Dubai, 2000
3. 'We are Heritage' Third International Competition, Andrés Beno Agreement, 2001
4. 'Philippe Rotthier' European Award of Architecture for the Reconstruction of the City, 2001
5. 'Cities for Peace' UNESCO Award, 2000 – 2001
6. 'Metrópolis' Award, 2001
7. 'Stockholm Partnership' Award for Sustainable Cities, 2001
8. 'Association for the Management of Urban Centers' Award, Valencia, Spain, 2002
9. 'National Restoration' Award, 2002
10. 'Royal Foundation of Toledo' Award of Culture, 2003

III. Summary through the Case of Muralla Street

Muralla Street
Groundfloor Panorama

**Groundfloor
Panorama**

Calle Muralla





**Groundfloor
Panorama**

**Calle Muralla
Section 1(7)**



Green Area



Museum Numismatic

Calle Oficinas

On the example of Muralla Street we would like to conduct an analysis of the rehabilitation process taking place in Habana Vieja today. Starting at the east end of the street, we show first the renovated, followed, once crossing Plaza Vieja, the un-renovated section of the street.

The rehabilitated portion of the street shows a complete transformation of the physiognomy of the city. It has a very clean, ordered and empty appearance and offers a variety of cultural and commercial activities, focusing on the presence of tourism in town.

The rest of Muralla street, starting in the proximity of perpendicular Cuba street, changes the image entirely. This sector is densely populated and this is reflected in people's active participation in the street life and in the presence of parked cars. The ground floor of buildings serves either living or conducting local businesses, like workshops, car parking, storages, offices, or just remains empty.

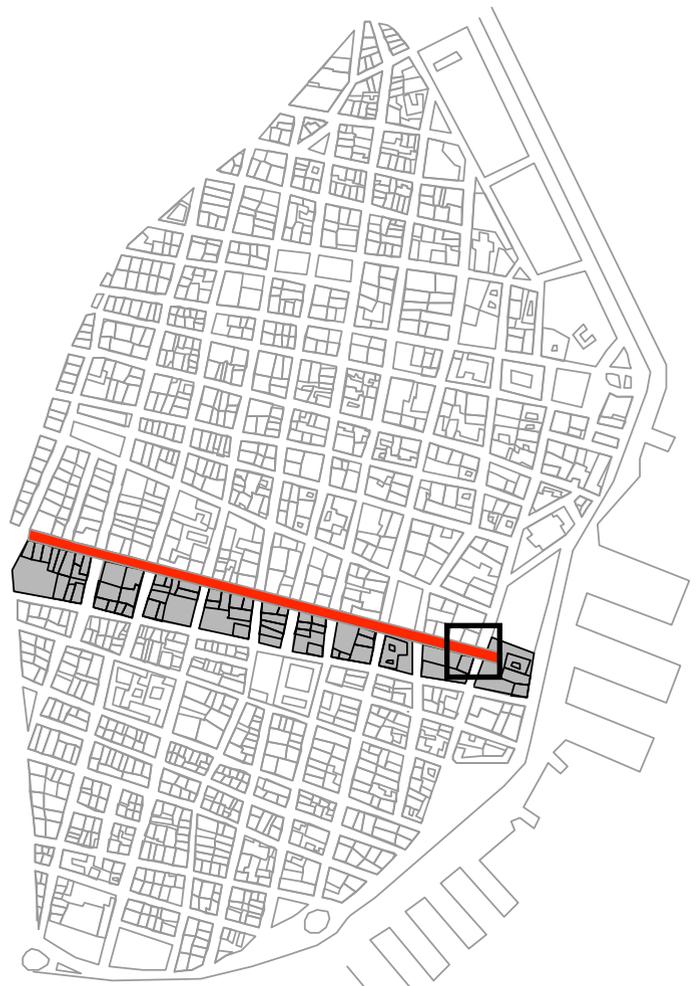
This transformation of a city life shows accurately what impact the rehabilitation for the sake of tourism has on the daily life in Habana Vieja.



Shop

Artgalery

Foundation



**Groundfloor
Panorama**

**Calle Muralla
Section 2(7)**



Museum of History

Future First Class Hotel



Playing Card Museum

Clothshop

Calle Inquisidor



**Groundfloor
Panorama**

**Calle Muralla
Section 3(7)**

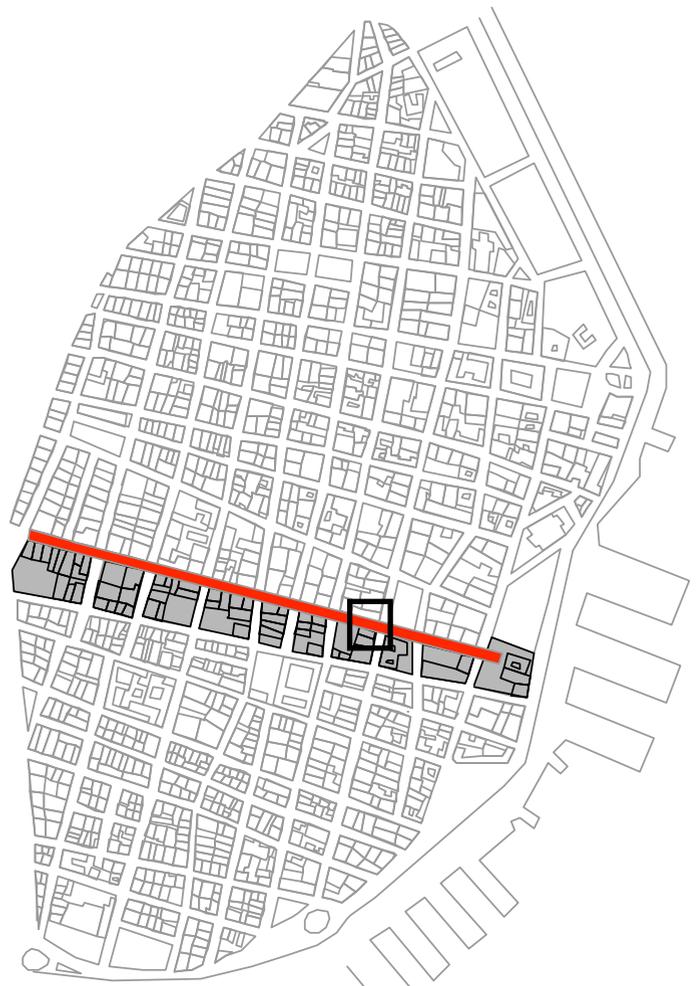


Atrefax Shop and Artexhibition

Calle San Ignacio



Transitory House



**Groundfloor
Panorama**

**Calle Muralla
Section 4(7)**

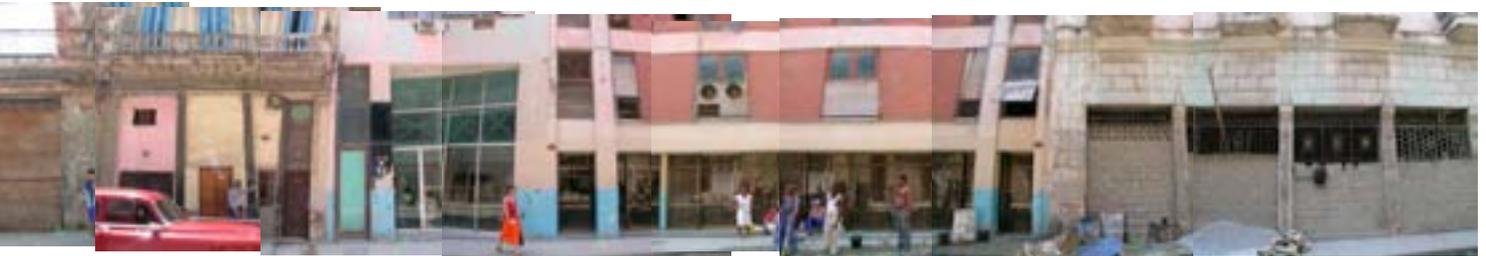


Old People Home

Apartment

Storage Space

Calle Cuba

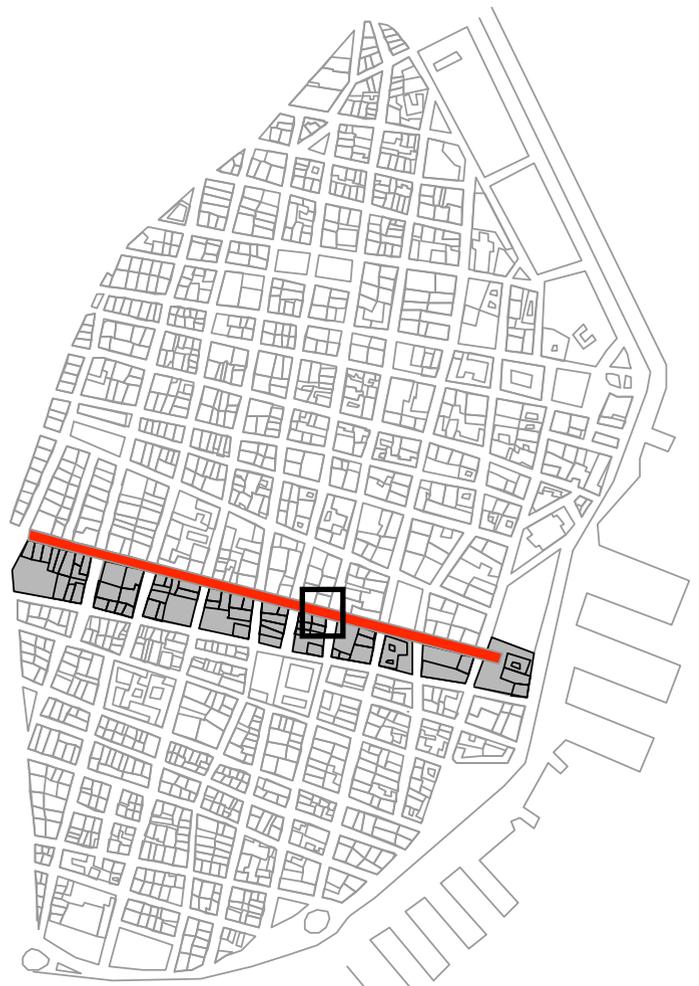


Apartments

Shop

Shop

Workshop



**Groundfloor
Panorama**

**Calle Muralla
Section 5(7)**



Empty

Empty

Parking Space

Calle Aguiar



Apartments



Offices

Calle Habana



**Groundfloor-
Panorama**

**Calle Muralla
Section 6(7)**



Workshop

Workshop

Workshop

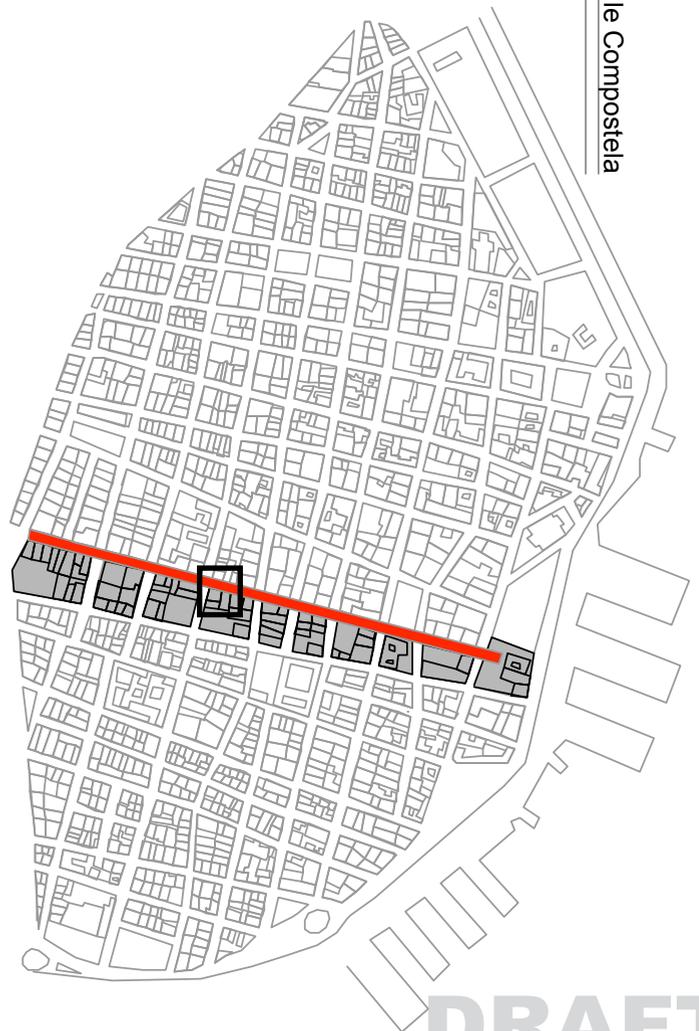


Apartments

Apartments

Offices

Calle Compostela



**Groundfloor
Panorama**

**Calle Muralla
Section 7(7)**



Office

Apartment

Empty

Parking Space

Storage S

Calle Compostela

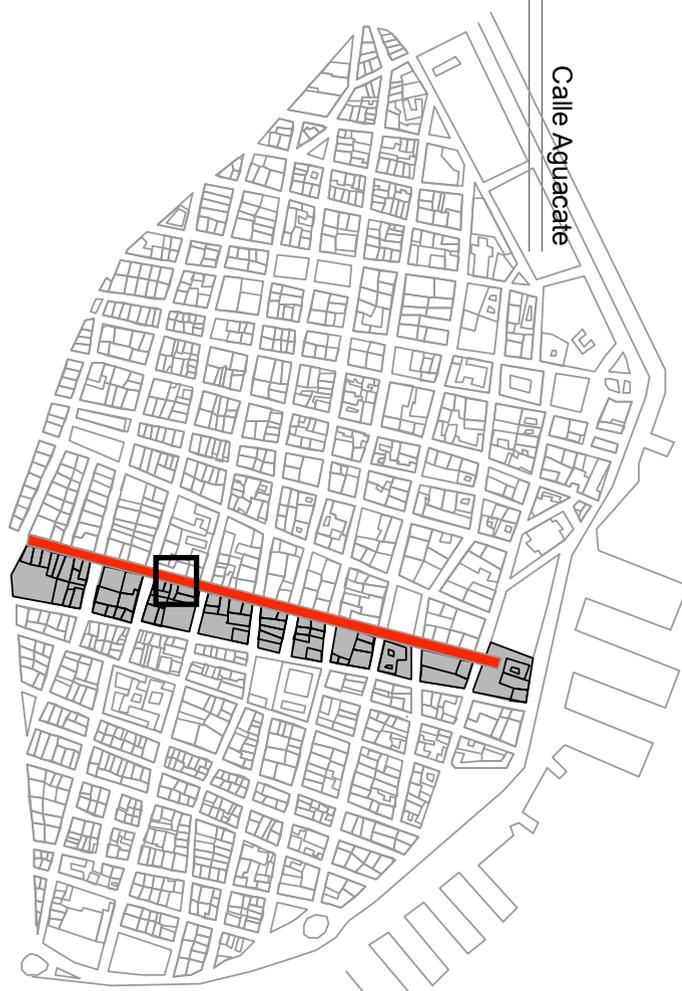


Space

Transitory House

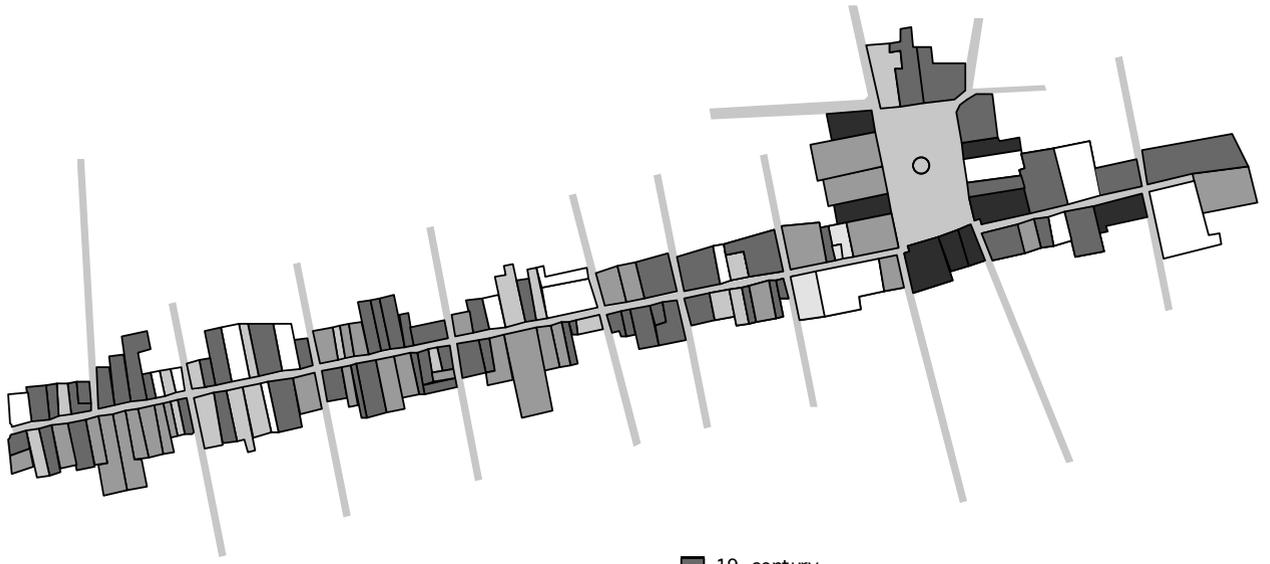
Apartments

Shop



Analysis
The context

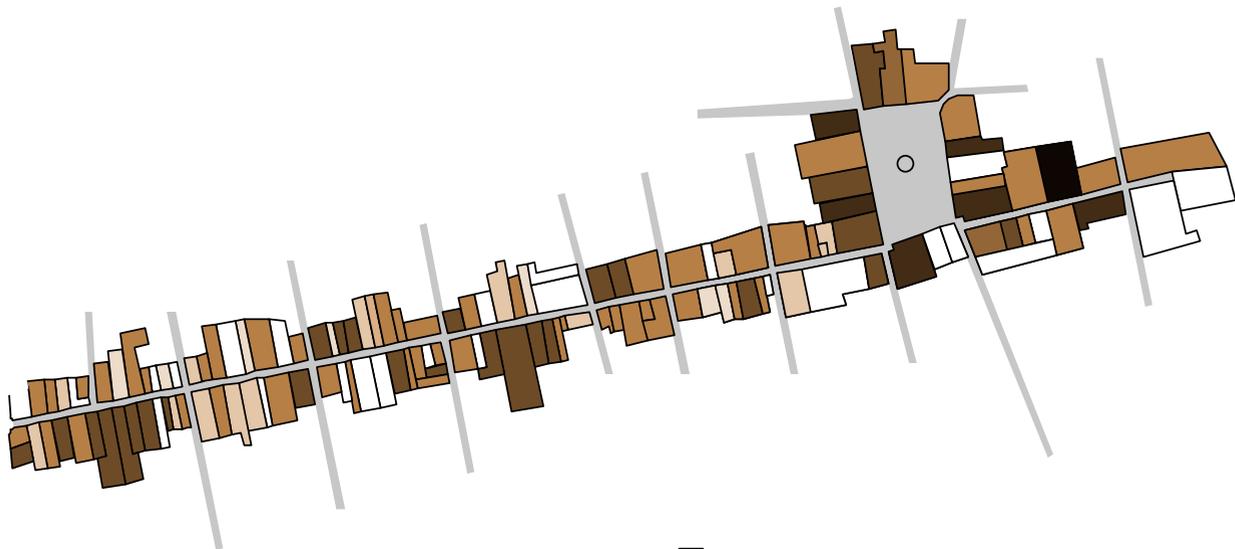
The analysis of the Muralla street continues and we have taken in account different layers of an architectural study. The period of construction of the houses on the street indicates that most originated in XIX. and early XX. century. The dominant architectural style is eclectic and neoclassical. The state of repair of those buildings is good in the rehabilitated area and from very bad to regular, west of Plaza Vieja. Buildings' protection level indicates in the majority level 3, which allows for considerable modifications in the renovation process. Plaza Vieja proves to be here of an importance, for its many houses show protection level 1 and 2. The analysis of the cultural value of buildings shows the significance of the plaza again, for there it is high, in contrast to the neighbouring street. The rehabilitation statistics indicate, that most of repairs were conducted between 1994 and 2004, with Plaza Vieja being focus of restoration already earlier. Finally, the building typology points out the domestic use of houses on Muralla street today.



- 19. century
- first half of 20. century
- second half of 20. century
- 21 century
- undefine

Analysis

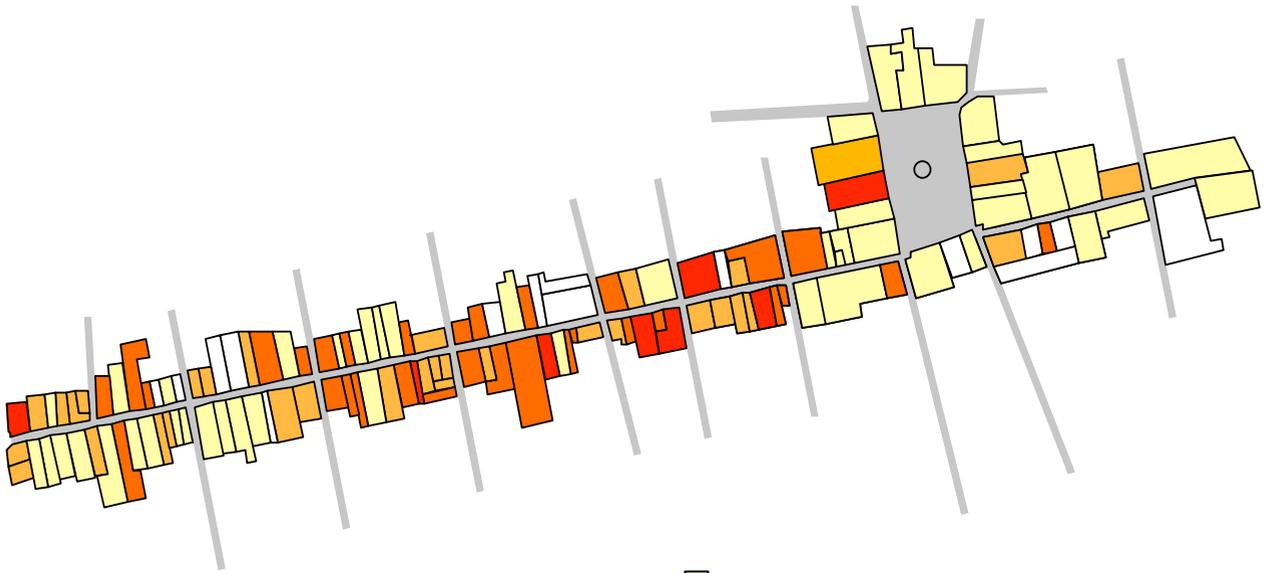
Architectonical Style



- spanish-mudejar
- baroque
- neoclassic
- art nouveau
- eclectic
- art déco
- modern
- post-modern
- indefinite

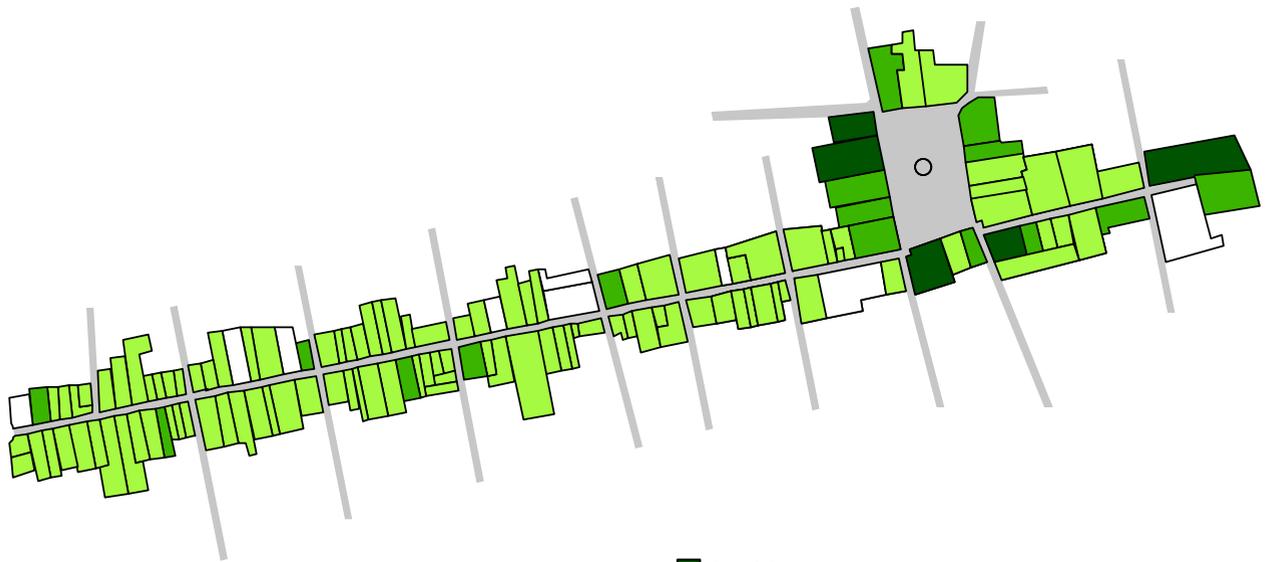
Analysis

Condition of Houses



Analysis

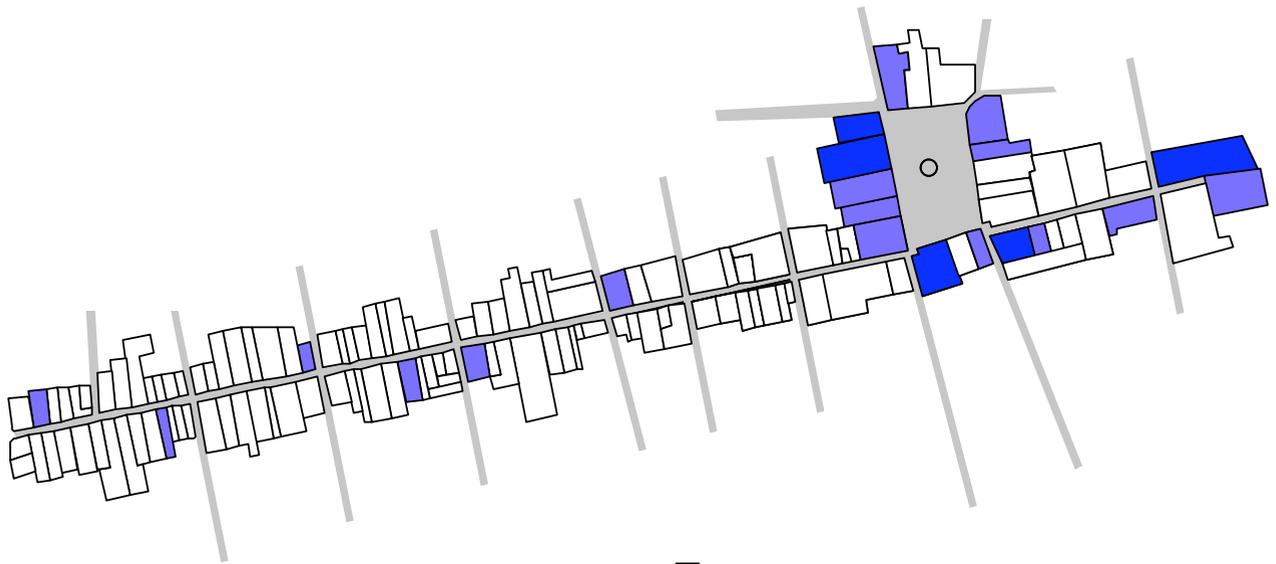
Protection Level



- Level 1
- Level 2
- Level 3
- Level 4

Analysis

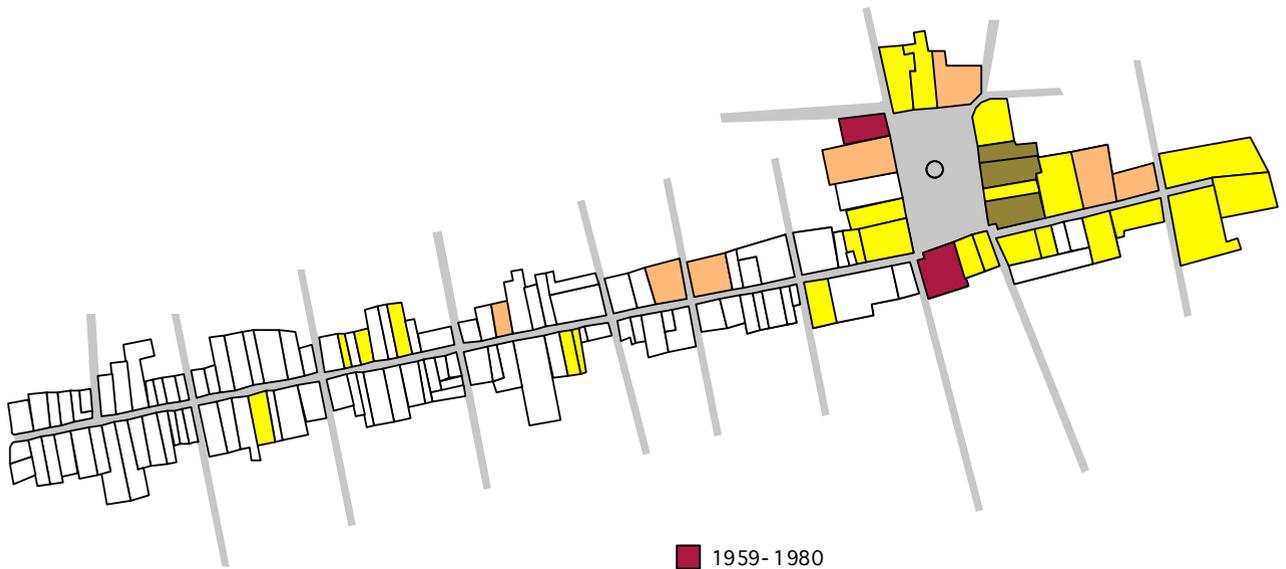
Cultural Value of the Buildings



- 1
- 2
- 3
- 4

Analysis

Rehabilitation



- 1959-1980
- 1981-1993
- 1994-2004
- in execution

Analysis

Building Typology



■ domestic
■ civil public
■ productive

Conclusion

Conclusion:

A Backstage of Touristic Havana

Habana Vieja finds itself today in an intensive period of economic and social transition. It relies upon its historical urban legacy as a novel art of revenue generation, an ultimate measure taken to elevate the Cuban economy from the 'Periodo especial.' Cultural patrimony, being one of the main travel attractions in general, has forcefully acquired a new dimension in Cuba. Since it can be 'turned into gold,' when adequately treated, the entire territory of Habana Vieja, Cuba's mostly visited area by foreigners, has been staged as a gilt facade, for the sake of the success of the new economy.

Distinguished cultural achievements have always been an emblem of the Cuban society. On the international arena, the Cuban fine arts, music, or dance have long been admired for its uniqueness and dignity. The more evident is then our surprise to witness, how heritage, this time in its architectural form, is treated in Cuba today. The awareness and the appreciation for its centuries-old beauty and the physical worth of the place are unmistakably present among the Cuban officials who have originally conceived the plan of urban transformation of Habana Vieja, and among the general population just as much. What is, however, so uncommon and strikingly radical about the current Cuban approach toward their national patrimony, is the sudden 'flatness' and matter-of-factness in their treatments of the cultural endowment as a resource: the legacy is perceived at its face value; architecture has been off enough reduced to a ghostly facade;

An argument has been supported by the local officials that tourism is to serve the society and it has often proven to be so: the sheer presence of manifold social and cultural establishments in Habana Vieja today are all benefiting from the flow of the foreign capital. But apart from the obvious success of the social programmes that prove the righteousness of 'happy communism' to the world of tourists in Cuba, the attractiveness of those benefits can be recognised as a determined manoeuvre to attract even more tourism and feed back the Cuban economy. The abruptness and impulsion of the restoration of the whole territory of Habana Vieja does not support, however, the otherwise propagated opinion, that it is conducted 'for the sake of the arts' and the cultural involvement of the local people. Many of the already conducted rehabilitative works are nothing more, but a pretty facade with the window shutters closed tightly, not to disclose the hollowness and the estrangement of what to be expected the substance of Havana's 'inner life.' This kind of a 'fakeness' about the place is ubiquitous in Cuba's historical centre and it makes it hard to believe that it constitutes a part of a real Cuban life.

Sources:**Books:**

A Singular Experience: Appraisals of the Integral Management Model of Old Havana, World Heritage Site, UNESCO, La Habana, 2006

Havana: Patrimony, Patience, and Progress: Architecture, Urban Planning and Historic Preservation in Havana, Cuba, The Vera List Center for Art and Politics, New School University, Heritage Trails Worldwide, A Conference held on December 7, 2001.

Ottmar Ette, Martin Franzbach, *Kuba Heute: Politic, Wirtschaft, Kulture*, Vervuert Verlag, Frankfurt am Main, 2001

J.L. Scarpaci, R. Segre, M. Coyula, *Havana: Two Faces of the Antillean Metropolis*, The University of North Carolina Press, Chapel Hill and London, 2002

Internet Sources:

www.netforcuba.org

www.therealcuba.com

www.lacult.org

www.unesco.org/cu/informacion/inforcalc.htm