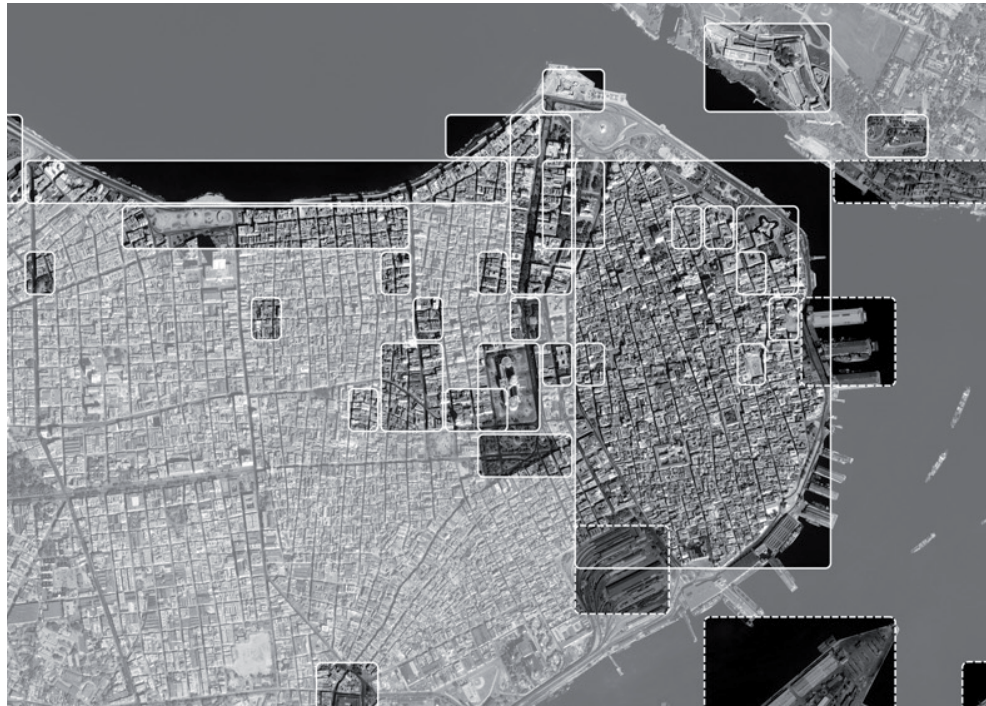
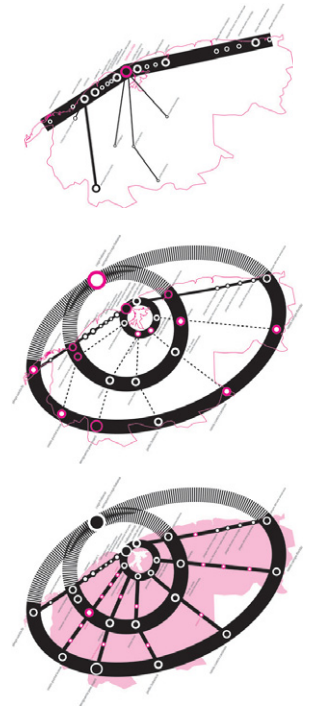


Re-Introducing the City in Havana



01



02

- 01 Locations of Spectacle
- 02 Scenarios 2007, 2015, 2025
- 03 Informal strategies



03

Visionary Power – Re-Introducing the City in Havana / 2007 Challenging the Powers of Spectacle

Project	HAV
Client	3rd International Architecture Biennale Rotterdam (IABR)
Status	Study, completed
Exhibition with	Kunsthall, Rotterdam fündc, Madrid

“With two-thirds of the world's population living in cities by 2050, the twenty-first century will be the urban epoch. How then will the city further develop? And who will bear responsibility for its future?”

— Visionary Power.

¹ Urry, John, 2007, ‘Cities of spectacle’, IABR, NAI

With a 3-scale strategy the attempt was made to answer the above questions and the given threefold assignment: ‘select an urban force that matches your own projects and research; indicate a city in which this force is strikingly manifest; and create an architectural strategy to deal with this phenomenon.’

A key power in the production of today’s cities is their transformation, due to Tourism, into spaces of consumption – their ‘Spectacle-ization’.¹ Several cities in the modern capitalist world, as well as in the remains of the socialist era, have gone through a process of Spectacle-ization, but none have done it like Havana, which in the space of six decades has gone from Spectacle-ization to De-spectacle-ization to Re-spectacle-ization while keeping the same building substance.

Three proposed interventions are a critical reappraisal of the possibilities of the City as a concept. Each one is an incursion into the powers that have, are and will be shaping Havana; an attempt to anticipate its future in the hope that as the city is further absorbed by the global tourist machine, it will continue to develop a meaning of its own.