



CONCEPTUAL FRAME

Havana, a heterogeneous and singular city, has a feature that makes it different from any other Latin American capital, as it did not undergo the constructive boom of the 1960's or its "modernising" consequences, irresponsible and insensitive to heritage. Likewise, it was not subjugated to the property speculation that made entire neighbourhoods in other cities look the same with an impersonal architectural language, creating anonymous marks on the former traditional zones.

On the contrary, the deep social changes that took place on the island from 1959 on made the capital city to be pushed into the background because of more urgent matters to solve in other areas of the country. The development strategies were aimed at the provincial capital cities in search of balance amongst them in relation to the capital city; the city was "frozen" and preserved in its essence as no substantial transformations to modify its image occurred. From its pleasant and valuable historic centre to the suburbs, the city grew by extension and not by replacement, which makes it the ideal city to give a lesson of architecture and town planning, as it allows to appreciate the diverse trends and styles in the gradual evolution of the urban development.

But this situation led to a complex paradox: the city has preserved an urban structure and buildings that give her great cultural values along with the exponential growth of the deterioration of the infrastructure, the public spaces and the built-up areas due to the lack of investment dynamics and systematic maintenance, which constitutes a big threat to its safeguard.

The slow and insufficient rhythm of development in Havana in the second half of the 20th century was abruptly interrupted at the beginning of the 1990's with the collapse of the eastern socialist bloc, which led the country to one of the most serious economic crises, accentuated in the context of the economic blockade imposed to us since decades.

Havana City is approaching its five hundred years of existence in a new and promising scene.

In the national context, the country is in a process of institutional reorganisation and implementation of a new economic policy; the relations between Cuba and the USA are on the way to normalisation; thousands of acres of urban soil are released for reuse in the whole perimeter around the bay. This rare asset that has preserved its values will have to preserve them in harmony with a necessary and urgent development which is not risk-free; but doubtlessly the Cuban capital city has a big potential to generate the wealth and prosperity that it desperately needs in order to take a definitive step forward from its very origin and become the prosperous and sustainable city that we all aspire to have.

In the global context, Havana must align itself with the premises recognised in the Agenda 2030 for sustainable development adopted by the General Assembly of the United Nations, which states in its eleventh goal "To achieve inclusive, safe, resilient and sustainable cities and human settlements", recognising cities as a source of ideas, culture, science, productivity and social development, and ratifying the relevance of historic centres to promote development in order to fight problems such as inequity, segregation, environmental deterioration and dehumanisation of the urban spaces, as they are laboratories for innovation and, as such, indispensable for the development of cities, because they contain a great part of the tangible and intangible cultural heritage of the peoples, and the potential to give the city essential centrality.



The link between preservation of cultural heritage and the principles of sustainable development is a relevant one. The most successful models tackle the administration of historic centres in a comprehensive and participative way, mixing strategies from the social, cultural, environmental and economic point of view, preservation actions and new developments. Therefore, the urban development depends on the balance amongst the goals for the preservation of heritage and those of the dimensions abovementioned, without neglecting the needs and aspirations of local communities, and in this sense Havana has well-known experience.

In this context, the Master Plan of the Office of the Historian of Havana City announces the **14th International Meeting on Management and Administration of Historic Centres** with the main goal of Talking about Havana in the new development scene.



Dra. Arq. Patricia Rodríguez Alomá
Director of Master Plan
The Office of the Historian of Havana City



DYNAMICS OF THE MEETING

The dynamics of the meeting will combine master lectures given by national and foreign experts and thematic workshops in full session, which under the modality of a panel, will allow participants to give their criteria and debate the central aspects.

Five thematic workshops will be held, which will also tackle transversally the legal framework and public policies for each one of the sectors:

The workshop on **“Cultural heritage and identity”** (2 hours) will deal with topics such as culture and community, cultural consumption and new technologies, management of knowledge and diffusion of heritage, singularity and authenticity of the cultural product.

The workshop on **“Cultural heritage and economy”** (2 hours) will deal with the topics of the cultural and creative industries, tourism, public-private relations, productive chains, social and supportive economy.

The workshop on **“Cultural heritage and population”** (2 hours) will deal with the topics of population dynamics, gentrification, housing and employment.

The workshop on **“Cultural heritage and territory”** (2 hours) will deal with the topics of the environment, urban metabolism, mobility and public space, value of the urban soil, the historic centre and the city.

The workshop entitled **“Let’s talk about Havana”** (4 hours) will tackle first the strengths and weaknesses of the capital city; then it will deal with the main opportunities and threats in the new global scene. In both cases focused on the development of the city and taking into account, among other aspects, both what has been debated in the previous workshops and the lessons learned.

RELATED ACTIVITIES

Meeting of the NETWORK of Offices of the Historian and Preservation of the Cuban Patrimonial Cities. On 16th May, a day before the beginning of the 14th Meeting on Management and Administration of Historic Centres, the Ordinary Meeting of the NETWORK of Offices of the Historian and Preservation of the Cuban Patrimonial Cities will take place, thus complying with the Organic Regulations of the institution.

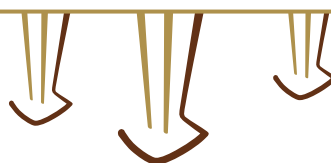
Postgraduate Course: “Old Havana: A public model of comprehensive and sustainable rehabilitation”

The 7th round of the course will take place in the week from 23rd to 27th May at the University of Saint Jerome of Havana. Its dynamics will be based on the presentation of a cycle of master lectures given by well-known specialists, each morning ending with debates and specialised tours through the historic centre in the afternoons. The course is recommended to researchers, lecturers, specialists, creators, civil servants and managers motivated by this subject.

VENUE OF THE MEETING AND COURSE

The 14th International Meeting on Management and Administration of Historic Centres will be held in Havana’s Historic Centre, 40 minutes from the José Martí International Airport. The main venue will be the former Palace of Second Cape, located in the Square of the Arms.

The 7th Postgraduate Course **“Old Havana: A public model of comprehensive and sustainable rehabilitation”** will be held at the University of Saint Jerome, located on Obispo Street between Mercaderes and San Ignacio, in Havana’s Historic Centre.



REGISTRATION

All participants of the Meeting and of the Postgraduate Course, both nationals and foreigners, will have to fill in the registration request form and send it to the email manejoygestion@ohc.cu with the subject “MG XIV Registration”, before 30th April 2016.

PARTICIPATION FEES

14 th Meeting	250 cuc
7 th Postgraduate Course	150 cuc
14 th Meeting + 7 th Postgraduate Course	300 cuc

Rights after having paid the participation fee

Meeting	Postgraduate Course
<ul style="list-style-type: none">• Identification badge allowing access to all activities• Printed programme• Materials and documents related to the event• Welcome and closing cocktails• Coffee and lunches• Tour through sites of cultural interest• Cultural activities programmed in evening sessions• Certificate of participation	<ul style="list-style-type: none">• Lectures and recommended readings for every topic of the programme• Tour through places of cultural interest and related to the topics of the course• Coffee• Certificate of participation

ACCOMMODATION AND FORMS OF PAYMENT

The San Cristóbal Travel Agency, official logistics organiser of the event, has prepared accommodation packages with preferential prices including transfer from and to the airport. The payment of the fees for participation at the 14th Meeting and the 7th Postgraduate Course, as well as those of the accommodation package can be done in cash or with credit card since 1st April to the San Cristóbal Travel Agency. Such payments will also be accepted on the first day of the Meeting (17th May) and on the first day of the Postgraduate Course (23rd May) during the registration hours (8 – 9 am) in the corresponding venues. VISA and MASTER CARD credit cards are accepted in Cuba.

For further information contact:

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Telephone: (53-7) 8683528 Fax: (53-7) 8609586

Email: margarita@viajessancristobal.cu



LETTER OF INVITATION

The Master Plan can issue a letter of invitation (which does not cover the expenses for participation) with the name of the specialist requiring this to carry out the pertinent formalities in his/her institution, in order to get resources and/or authorisation for his/her participation.

ORGANISING COMMITTEE

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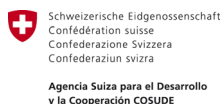
Postgraduate course and letter of Invitation

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