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## The Cuban Square – TerraViva Competitions



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Image source: TerraViva

**Deadline:** 18 November 2022 [ +4 months remaining ]

**Results Announcement Expected:** 19 December 2022

Architecture

TerraViva Competitions launches The Cuban Square, a new architecture competition that aims to explore the potentialities of Plaza de la Revolución (Havana, Cuba) in order to come up with creative design proposals capable of giving it a new life.

**Prizes up to 6.000 Euro** will be awarded to the winners selected by an international jury panel.

The competition is open to students, architects, designers, urbanists, engineers, artists, makers, activists and anyone interested in the fields of design and architecture. Participants can join the competition either individually or with a team.

The goal of this competition is to **explore the potentialities of Plaza de la Revolución**, in order to come up with a design proposal capable of giving it a new life. How could it be transformed into a place for community life and social interaction? What kind of intervention might turn the square into a livelier area, accessible and functional for both local dwellers and international tourists?

The brief is available on the official website.

Thanks to its extraordinary historical memory and to the authenticity of its precious architectural legacy, Havana can certainly be considered a "Heritage City". Its genuine and engaging spirit derives not only from the renowned quality of its music and rhythms, its lively street life and friendly atmosphere, but also and specially from its built environment.

The designation of Old Havana as a UNESCO site in 1982 was an important distinction that drew the attention to the preservation of its urban fabric. The program to recover the historical centre had global recognition and it has expanded successfully to other Cuban cities, contributing to the preservation of the local culture and to the development of new touristic appeal.

Unfortunately, during the last decades it has not been possible to replicate these experiences in other neighbourhoods beyond the Old Havana, where the implementation of comprehensive programs is highly required. In fact, there is actually one particular place that outstands among the others and which deserves special attention, not only for its massive extension but also for its unique history: Plaza de la Revolución.

Thought and imagined as the new heart of the Cuban capital, the current state of the square is way far from that reality. Surrounded by the concrete building of the Ministry of the Interior – known for the huge mural of Che Guevara – and by the Telecommunications one with the iconic image of Camilo Cienfuegos, Plaza de la Revolución seems to be standing still, waiting to be to be rediscovered...

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Competitors have to submit two A1 panels (59,4 x 84,1 cm) landscape oriented + a brief text describing the proposal (up to 250 words). Panels must contain all the necessary graphic information to explain the project in the best way possible (title, diagrams, sketches, 3D visualizations, plans and sections, collages, model photos, etc.). All kinds of graphic representations will be accepted.

The idea behind the TerraViva initiative is to challenge the new generations of designers to think outside the box and to deal with the most current urban issues with a strategic vision.

## The Cuban Square – Architecture Competition – Entry Fees

- Early registration (18th July — 9th September, 2022): **59 Euro**
- Standard registration (10th September 2022 — 21st October 2022): **89 Euro**
- Late registration (22nd October — 18th November, 2022): **119 Euro**

[Visit Official Website](#)



Organizer(s): [TerraViva](#)

Published in: [Architecture](#) / [Open](#)

Published after: [CAN for BALKANS – 2022 Comics Competition](#)

Listed on: **15 July 2022**

Updated on: 15 July 2022

Listed by: [Contest Watchers](#)

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In a parallel universe, Contest Watchers is a super serious gang of five fictional characters.

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