

LOS CAMINOS DEL CAFÉ - CUBA
An heritage for the future

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Un patrimoine pour le futur

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Un patrimonio per il futuro



Presentation of the project
Los Caminos del Café - Santiago de Cuba

Co-funded by:



ICI Venice - Magazzino del Caffè - Venice

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Istituto Culturale Internazionale
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International Cultural Institute



Coffee cultivation illuminates Santiago de Cuba's golden age of the 19th century. Once referred to as the New Orleans of the West Indies, this great city stood at the heart of economic and intellectual exchange.

The French farmers fleeing the revolution in Haiti – then Saint-Domingue – in the late 18th century, settled in the area of Santiago de Cuba, a welcoming environment for coffee production. Along with their technical, industrial and cultural skills, the French brought with them "The Manual for Coffee Culture" written by Pierre-Joseph Laborie, initiating the great era of coffee cultivation in the Sierra Maestra mountains of Cuba.

Coffee production gradually took its place as an essential industry of the country, and throughout the 19th century Cuba became one of the first countries to produce and export coffee around the world. In parallel to the Los caminos del café project, and in partnership with a variety of Cuban organizations, Malongo has been committed to the revival of coffee growing in eastern Cuba.

In 2000, UNESCO designated as "World heritage", more than one hundred and seventy vestiges of coffee plantations under the new denomination: "Archaeological Landscape of the First Coffee Plantations in the South-East of Cuba".

According to UNESCO, "The remains of the 19th century coffee plantations in the foothills of the Sierra Maestra are unique evidence of a pioneer form of agriculture in a difficult terrain. They throw considerable light on the economic, social and technological history of the Caribbean and Latin American region".



TIMELINE

- 1721** Coffee arrives in the Caribbean.
- 1748** Development of the first Cafetal in Cuba.
- 1797-1807** First major French migration from Saint-Domingue to Cuba.
- 1800-1808** Development of the first haciendas coffee farms around Santiago de Cuba.
- 1809** French are expelled from Santiago de Cuba during Napoleonic invasion in Spain.
- 1814-1817, 1835** Second major French migration from France and the United-States.
- 1820-1840** Boom of coffee production in the eastern zone.
- 1836-1868** Third French migration directly from France to Santiago de Cuba.
- 1840-1868** Decline in coffee production on the island.
- 1868-1878** The "Ten Years" War
- 1895-1898** The Cuban war of independence
- 1902** Establishment of the Republic. *Las haciendas* from the 19th century are mostly abandoned because of the war.
- 1940** Creation of "Sección de excursiones" known as "Grupo Humboldt". First formal studies of the Cuban coffee production legacy.
- 1961** Creation of the La Isabelica Museum by Fernando Boytel Jambu.
- 1980-1990** Studies led by the "Facultad de construcciones" and the Art History section of the "Universidad de Oriente" for the conservation of the coffee culture legacy.
- 1990** The "Oficina del Conservador de la ciudad de Santiago de Cuba" lead a program of initiatives in order to protect the legacy coffee cultivation.
- 2000** UNESCO designed "Archaeological Landscape of the First Coffee Plantations

in the South-East of Cuba" as World Heritage.

2014 Los Caminos del Café is financed by the European Union, the OCC de Santiago de Cuba and Malongo Corporate Foundation.

In the 19th century, this house belonged to the coffee producer Carlos Dranguet Thomas. The creation of a cultural center devoted to the legacy of Cuban coffee cultivation is central to the Los caminos del café project.

Since summer 2015, the house has welcomed the people of Santiago de Cuba and tourists alike, as well as scholars and professionals, making this cultural center a vibrant focus for the exchange of knowledge and experience in the field of coffee cultivation. Located in the city center, the "Casa Dranguet" is very much at the 'crossroads 'of Cuba and Europe, facilitating international exchange, and the rediscovery of our joint history.

"Casa Dranguet" is organized into two main areas; the first is dedicate to information and education, and the second to training and formation. At the center of the museum space is an industrial coffee roaster. Here visitors are allowed to discover the process of transformation from coffee bean to beverage, and offered lessons in the art of coffee tasting. A conference room and a Café des Arts called "Café Dranguet" are both opened to the public and what's more, professionals will have access to a library with historical archives. In association with the Fraternidad, the vocation of the "Casa Dranguet" is to create a socio-cultural and economic dynamic for the Los caminos del café project at a local, regional and national level.



LA FRATERNIDAD

Archaeological park of the First Coffee Plantations in the South-East of Cuba" - world heritage by UNESCO.

Located in the mountains west of Santiago de Cuba, this coffee plantation is one of the plantations belonging to the French coffee producers who fled Haiti during the 13 years of the Haitian revolution between 1791-1804.

La Fraternidad once belonged to the father of the poet, José Maria de Heredia. It is a remarkable site which stands in a lavish mountain environment which combines a lovely building of significant architecture with a subtropical garden of a great variety of plants supporting the existence of economically independent communities.

The final objective of the Los caminos del café project is to turn the La Fraternidad building into a museum that exhibits the 19th century coffee production culture and way-of-life, with a special section of the building dedicated to welcoming artist in residence. The museum will make possible an intercultural exchange and study of the history of ideas in this area.

La Fraternidad is a place of symbols and changing values. The Los caminos del café project follows the economic and political programs of the surrounding communities. By integrating the local population into this major renovation, the European Union, the Oficina del Conservador de la ciudad de Santiago de Cuba and the Malongo corporate foundation wish to develop tourism and employment.



LOS CAMINOS DEL CAFÉ

In order to successfully complete the *Los caminos del café* project, the following Cuban and European organizations have joined with the project founders to unite their diverse expertise:

- **The Institut du patrimoine Wallon** - Belgium
- **The Casa de Caribe** - Santiago de Cuba
- **The Association Générale des Conservateurs des collections publiques de France** - France
- **The Catedra de Estudio Franco-Cubano y Caribenos Montaigne/Montesquieu** - Santiago de Cuba
- **The Asociacion mundial de Expertos en turismo** - France
- **Fédération des Parcs Naturels Régionaux de France** - Paris
- **Fundacion Ludwig de Cuba** - La Havane - Cuba
- **Microclima** - Venice - Italy.

FACEBOOK : Los Caminos del Café

www.loscaminosdelcafé.com



COFFEE...

...FROM PLANTATION TO CUP

The coffee plant is a bush which only grows in a hot and humid climate in the tropics.

The coffee bean is prepared to germinate and, later, the young sprout is definitively planted on the PLANTATION.

The coffee tree starts blossoming in 3 to 5 years.

Its FLOWERS turn into fruit called coffee cherries.

It is only when they're really red that COFFEE CHERRIES are ready to be picked, that's why the meticulous process of picking by hand is recommended.

The coffee bean is then removed from the thick pulp which protects it. Two methods can be used :

- The humid process consists in mechanically removing most of the pulp and then to subject the coffee bean to water fermentation to then WASH it and DRY it in the sun.
- The other method, called "dried method", consists in simply letting the coffee berries dry in the sun. After which the coffee beans are removed from their envelope with a machine before undergoing sorting to exclude bad beans and unwanted elements.

Green coffee is then stocked in jute bags, ready to be exported in containers by boat.

Once they have arrived in the country of the consumer, the green coffee is roasted.

The roasting consists in cooking coffee beans to reveal their different aromatic components.

The coffee bean volume rises as the familiar coffee aroma appears.

Quick roasting at high temperatures burns the coffee bean, and this is why Malongo insists on the slow 'traditional method' of roasting which cooks the beans from their center. The coffee beans are then cooled down, preferably in the open air.

From then on, they can be sold as is, but most of time they are ground at the factory. Various grinds are available depending on the end product: espresso, French press, filter etc.

Whether it's ground coffee or whole grain, coffee is then packaged so that its quality is

preserved without additives; the perfect method for this is vacuum packing.

Great coffee then takes only five minutes to prepare by filter or espresso machine, or by your own preferred method.



EXHIBITION

Exhibition co-produced by **Fondation Malongo** and **ICI VENICE** with the first elements of the art residence curated by **MICROCLIMA** and **FOUNDATION LUDWIG OF CUBA**, and the cuban artists or specialists involved in the project.

Videos

Matteo Primiterra e Enrico Casagrande,
Nomeda & Gediminas Urbonas

Photos:

Edgar Brielo Maranillo,
Alfredo Sarabia Fajardo

Works:

Yasmani Castro Caballero – Los Senderos de
la Poesia,
Martial Marquet



CURATED BY

ICI - Istituto Culturale Internazionale
Olivier Perpoint, Chantal Valdambri,
Martina Masini

Fontation Malongo
Ondine Bréaud

**Oficina del Conservador de la Ciudad
de Santiago de Cuba**

Yaumara Lopez



About ICI Venice:

ICI Venice is a cultural non-profit association whose objective is to develop international cultural resonances between East and West, between ethnographic art and a contemporary element (art, architecture, design, etc ...), as well as the promotion of the venetian heritage. Created by young Italian and French people, ICI Venice, in less than two years, has become a cultural actor recognized by the Ca ' Foscari University, the MiBACT both for its scientific rigor as for its communication on the cultures of the world. In a few years ICI Venice has created a loyal audience who visits the 'Magazzino del Caffè' to discover little-known subjects like Nepalese shamanism, the Zan Par, Bhutan, and emerging young artists.

www.icivenice.com

About Coffee world heritage in Cuba:

At the foot of the Sierra Maestra, the ruins of coffee plantations offer a unique testimony of an innovative form of agriculture on a difficult ground.

They enlighten the economical, social and technological history of the Caribbean Latin-American area. Spread over a 81475 ha territory, this heritage has been designated UNESCO world heritage en 2000.

<http://whc.unesco.org/fr/list/1008>

About the European Union:

As a part of its actions of international cooperation, the European Union has made a financial contribution to the Los Caminos del Café project.

https://ec.europa.eu/europeaid/los-caminos-del-cafe-desarrollo-socio-economico-sostenible-sobre-la-base-del-patrimonio-y-la-cultura_en

About the Oficina del conservador de a ciudad de Santiago de Cuba:

The Oficina del Conservador de la ciudad de Santiago de Cuba is in charge of the preservation, the restoration and the urban development of the historical centre of Santiago de Cuba. It is also in charge of the development policy (from preservation to the socio-economical promotion) for the world heritage of the old coffee plantations. L'OCC de Santiago de Cuba is directed by the

architect Omar Lopez.
<http://internos.occnet.cu>

About Malongo corporate foundation:

Created in 2007, Malongo corporate foundation is managed by experts of the coffee and the culture. It leads projects in relation with education, solidarity and culture. Its actions are developed as well in France than abroad.

<http://www.malongo.com/fondation.php>

About partners in the Los Caminos del Café project:

In order to complete successfully the Los Caminos del Café project, a group of Cuban and European organisations has joined the project founders to bring their expertise in their own field of skills.

They are:

- **The Institut du patrimoine Wallon** - Belgium
- **The Casa de Caribe** - Santiago de Cuba
- **The Association Générale des Conservateurs des Collections Publiques de France** - France
- **The Catedra de Estudio Franco-Cubano y Caribenos Montaigne/Montesquieu** - Santiago de Cuba
- **The Asociacion Mundial de Expertos en Turismo** - France
- **Fédération des Parcs Naturels Régionaux de France** - Paris
- **Fundacion Ludwig de Cuba** - La Havana - Cuba
- **Microclima** - Venice - Italy.

Practical informations:

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28.05.2016 - 04.09.2016

from Thursday to Monday

10:30am - 1:00pm / 2:30pm - 6:30pm

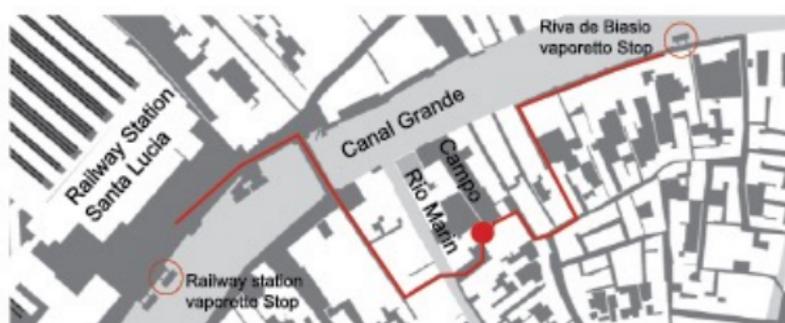
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ICI - Magazzino del Caffè



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