



CUN
YAWA

CENTRO DE INTERPRETACIÓN
DE LA CAÑA Y LA PANELA

Sugar cane and panela interpretation centre

Why is it important to **RESCUE**

the cultural heritage of the panela production?

Panela production is a cultural heritage that employs more than 350,000 families in Colombia, being the second agro-industrial sector after coffee production, which is why promoting its consumption and showing the process to raise awareness becomes an imminent need that can be experienced in the CDI and in the panela shop.



HOW ARE WE GOING TO DO IT?

Through a CDI in a physical space in the municipality of Güepsa in Santander, the first panela centre.

And with the panela shop, a modern shop that does not lose the rural feel and that allows for a gastronomic and experiential experience.

Taking into account the above and recognising that panela, its process and tradition are the significant economic sustenance of the country's rural families, it is viable to create a museum that presents the history of panela, its importance in the department, as well as including curious facts about the product and in general allowing visitors to perceive the panela production process, through a sensory experience, so that they can take ownership of its characteristic process to a greater extent.





OBJECTIV

Rescue and disseminate the trades and memories associated with sugar cane and panela production in order to enhance the value of this product and its recognition as intangible heritage of Colombians through the implementation of an interpretation centre and panela shop.



Specific OBJECTIVES

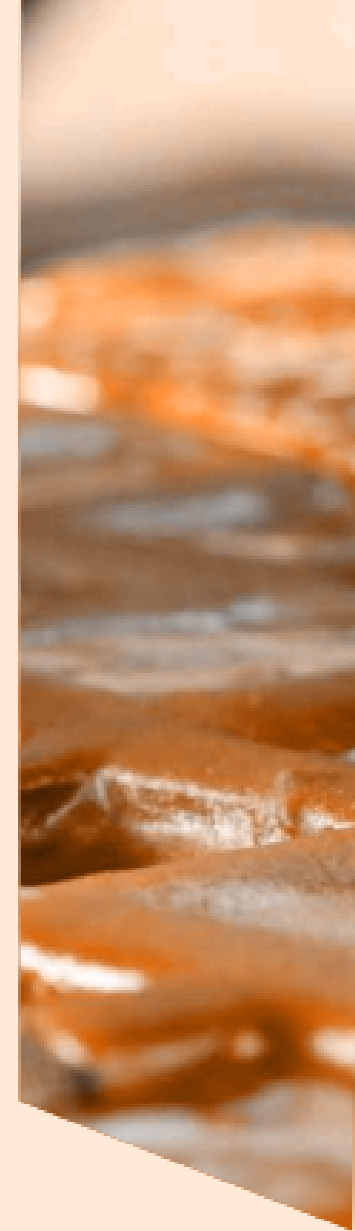
1. Develop an enabling environment for the generation of knowledge, through the use of technology.
2. Promote the consumption of panela, in order to keep the product alive.
3. Make the work of the farmers in the production of panela visible, in order to raise awareness among the population about this arduous task.
4. Transform panela-based foods into gourmet products, to give panela a different status.

EJES

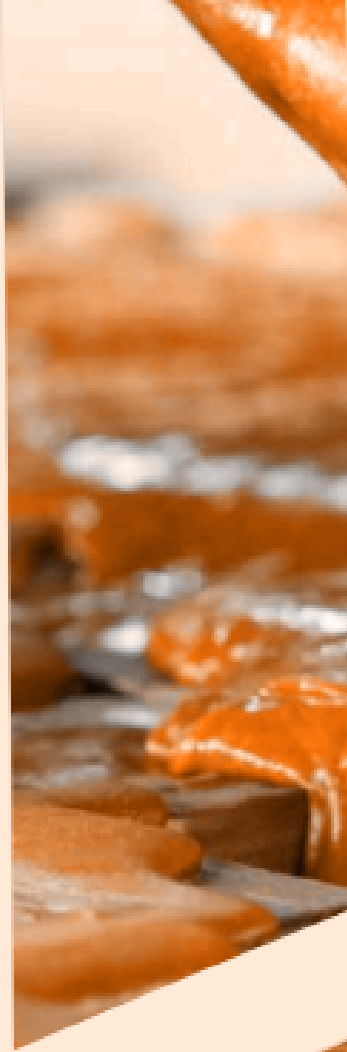
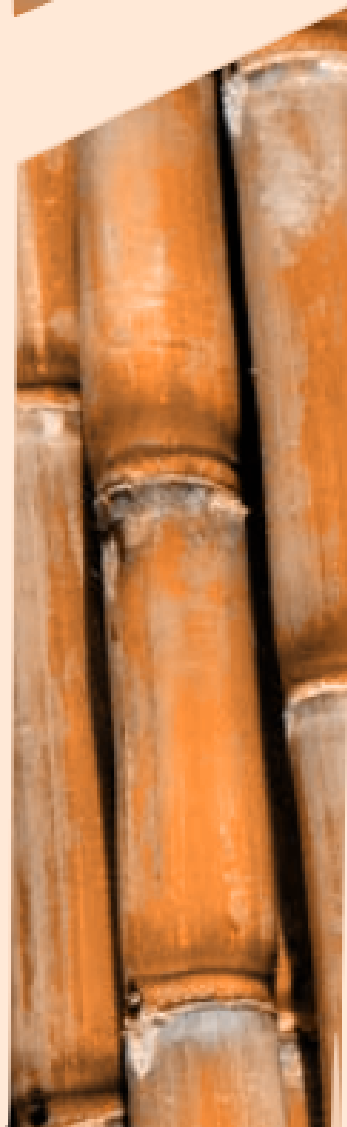
CURATORIALES



1. La caña en Colombia



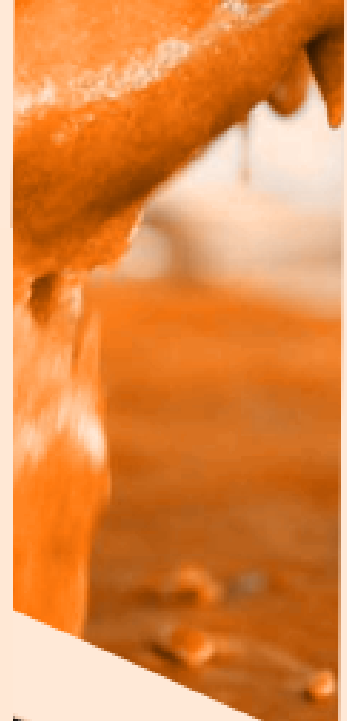
2. Los campesinos de la panela



3. Producción panelera



4. Caña y panela con los cinco sentidos



SCOPE

1. For the first year after the inauguration and opening of the CDI, a positioning of panela as a product and of the process, with the work and laboriousness behind it, at a national and international level.
2. Achieve through the CDI and through the production of panela a recognition of the Colombian peasants.
3. Scalability of the business
 - Agro-tourism
 - Confectionery based on panela and products of the region.
 - Concerts EnCantos Campesinos, payments with carbon credits
 - Deconstruction of traditional costumes
4. Recognition and positioning of the museum shop and the panela shop, with the opening of shops outside the country.

W

WEAKNESSES

- Find other products in our same category
- Identifying the product line that is efficient to keep on the menu
- Recent equipment on the market

O

OPPORTUNITIES

- Show the industry from another perspective in order to give it a new status.
- Unrecognised competition
- Unexplored market niche
- Unexplored product
- Expand farmer/supplier networks

S

STRENGTHS

- Knowledge and proximity to the industry.
- Allied panela producers and research centres participating in the product.
- Knowledge of farmers and their needs in the sector.
- Gourmet products, differentiator in the market

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THREATS

- Little recognition of the product at national level
- Concerns about generational change in the industry.
- Fluctuating raw material prices.
- Absence of consumption - disappearance of the product

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LOBBY

BIENVENIDOS AL CDI

Espacio de bienvenida donde se explican conceptos que el usuario debe tener presentes para construir mejor su experiencia en el centro de interpretación.

Ambiente integrado con las 2 salas laterales, invitando al usuario a iniciar el recorrido y comenzar a explorar las experiencias de cada exhibición.

Concepto basado en la GAVERA como elemento central articulador del espacio, que proporciona y modula los elementos de los espacios a partir del formato de la PANELA.



AR-2

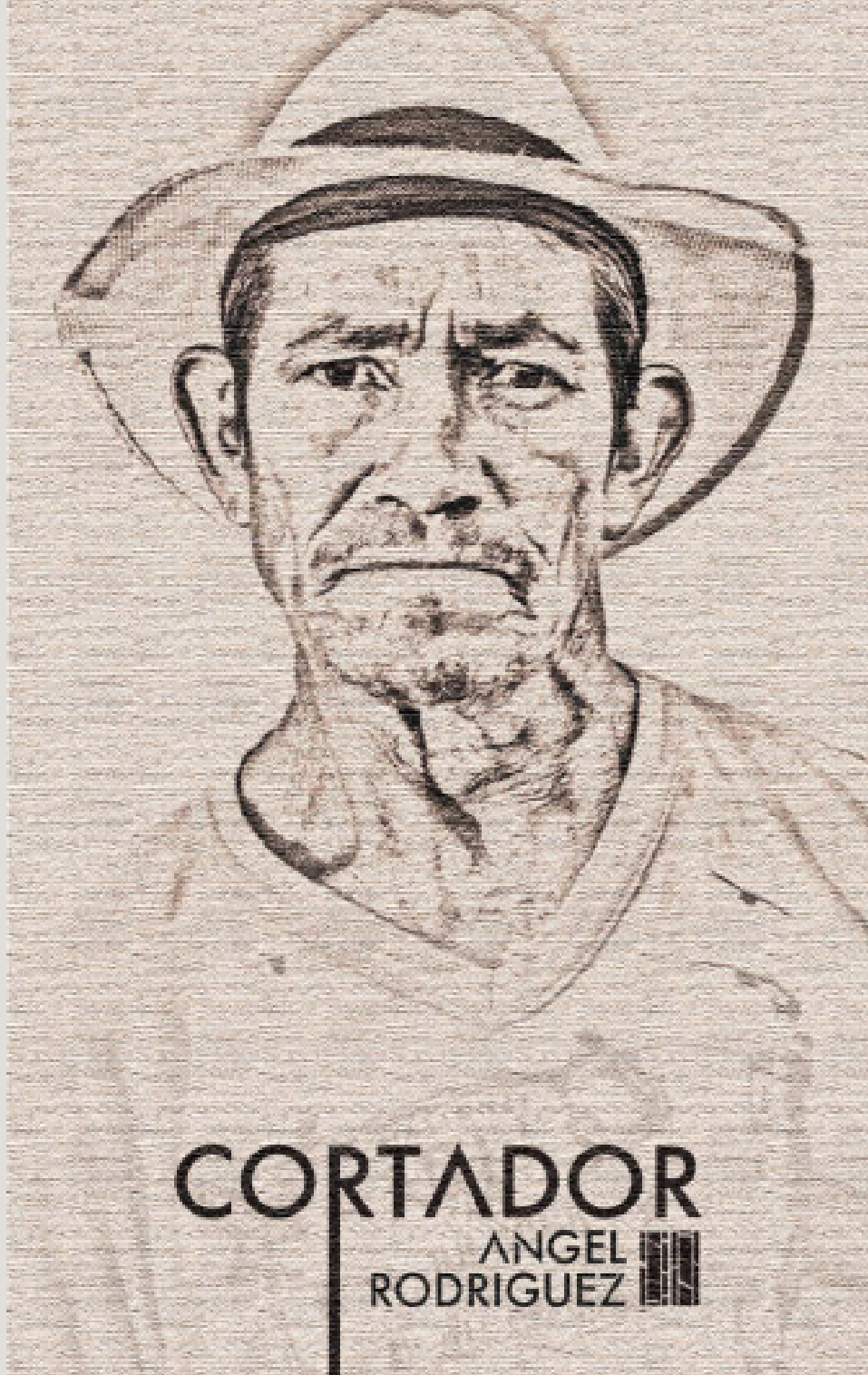
Extraer la esencia
transformar la caña



AR-1

Los viajes de la caña





Los 30 detras de una PANELA

Homenaje a los campesinos detras de cada oficio de la producción panelera, mostrando los rostros detras de la PANELA.

Planos que caen en diferentes alturas creando una composición dinámica que simula la fluidez del melao cuando cae en los moldes de la GAVERA.





HALL

Los 30 detrás de una PANELA

Un espacio cargado de significado, con alto impacto visual, basado en los oficios de la producción panelera, donde el visitante podrá vivir la experiencia desde el cañaduzal hasta el trapiche.

Salon central del CDI, espacio majestuoso que genera un ambiente envolvente integrado con las experiencias VR, vitrinas de exhibición y gavera central, invitando al

usuario a realizar el recorrido y explorar las experiencias de cada exhibición.

Concepto basado en la GAVERA presentando una abstracción del desmolde de la PANELA.

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VR-1

Sembrar, cortar,
cargar y arrear

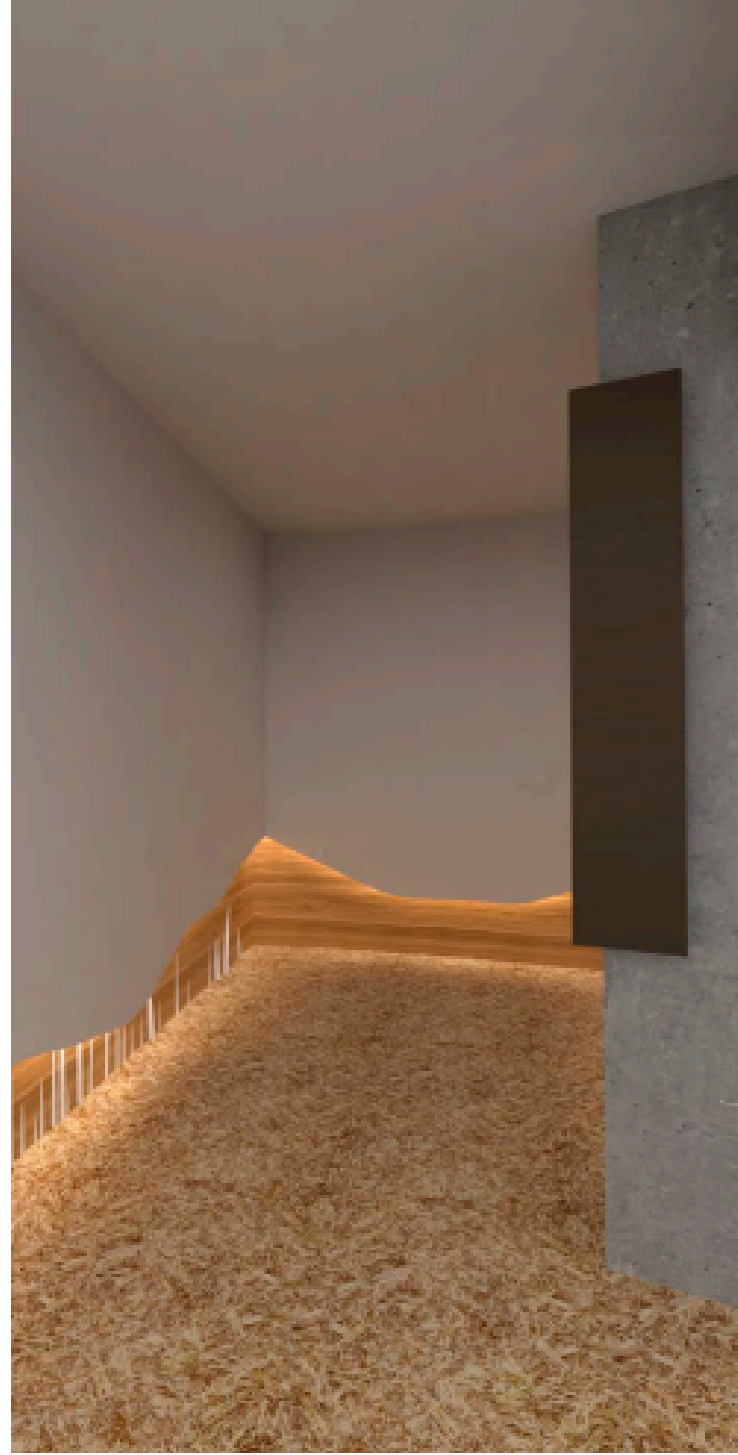


VR-2

Moler, batir, moldear



AS-1
El convite





a Panela experience

Holidays for your

SENSES

MARKET RESEARCH

CONSUMPTION

Colombians consume 19 kilos of panela per year, mainly concentrated among people over 50 years of age.

PRODUCTION

200,470 hectares per year equivalent to 3% of the Agricultural BIP

LOCATION 83%

- Norte se Santander
- Antioquia
- Santander
- Boyacá
- Cundinamarca
- Valle del Cauca
- Cauca
- Tolima
- Huila
- Risaralda

MARKET

99% of production is destined for the domestic market and the remaining 1% for export.

BENEFITS

- 20% fewer calories than sugar in 100 grams
- Minerals, calcium, iron, magnesium and vitamins A, B, C, D and E.
- Energy contribution

PROCESS OF EXPERIENCE

