

# conceptual thinking

to create a network of shared experiences that both bounce between one another and aggregate at a common source.

yet there must an impetus for such activity to occur within the network.

how then, can this type of activity be spurred? how can experiences from a wide array of locales and contexts?

what sort of stimulus must occur in order to spur the sharing of experiences?

in conversation, the most frequent sort of experience sharing occurs at a common intersection. can this intersection be an architectural design?

a virtual network is a good start, but this particular framework needs a habitable place. a place to converge, experience and share.

this line of thought suggests a form of 'franchise' framework with which to work. a familiar series of places in which to perform said activities.

## an idea

to create a 'franchised' series of places in which to experience and share said experiences with a like-minded community.

these places will form a series of hubs that [loosely] surround a centralized source. the source in this case is a winery that would provide the base for this wine culture. wines would be produced then experienced at the various hubs.

in addition to the supply link between the source and the hubs, there will also be a virtual network to supply the means to share and aggregate experiences.

# where, how & when

this franchise could exist at multiple scales. it could be a winery with a few tasting rooms in the surrounding countryside.

it could also be within the pacific NW, which enables the F.D. to share with like-minded wineries and vineyards.

further, it could exist on a world-wide scale. in this case the winery could exist in oregon, while the hubs could be in many countries, cultures & regions. I like this idea for its ability to reach a broad range of people and to have the chance at creating an enormous community.

at the world-scale, the locations could be chosen for multiple reasons. it could be the proximity of people, the unique location, the proximity to wine-growing regions or a combination of many factors.

**when?** while typical wine making activity goes in waves of intensity throughout the year, the hubs could be the constant activity that smooths out the ebb and flow at the source.

how, then, would something like this work?

the hubs could be a very simple series of tasting rooms where one simply tastes the wine, then goes home to share their experience.

better yet, I think there should be a preexisting infrastructure that accommodates tasting, rating, and sharing. still, the program could be quite simple. the hubs should be a complete destination for this sort of thing. could (or should) there be additional program elements? should there be meditation spaces or socialization spaces?

as for the source/winery, should it accommodate vineyards in addition to the wine production aspects? or should FD remain as a boutique winery?

# program elements & site

## the source

### program elements:

- grape processing (destem, etc)
- freezing
- fermenting
- barrel aging/storage
- bottling area (mobile?)
- bottle storage
- tasting room
- ‘sharing center’
- reception
- mechanical/toilet

### site:

- near existing winery on the oregon coast
- could the site be moved to a vinyard?
- should the vinyard & winery be separate?

also, could the mass experiences aggregate to form a surface that is a summation of them? this could then be posted at the source.

## branding

what about the ‘franchise’ makes it synonymous with the F.D. while still being each their own response to their context? how would branding come into play? should there be a logo? is it in material choices? is it the unique wine-tasting experiences that separate them?

## the hubs

### program elements:

- tasting room(s)
  - can there be multiple rooms with unique themes/views/contexts within one hub?
- ‘sharing center’
- retail?
  - should there be commerce within the hubs, or should they be purely academic?
- mechanical/toilet

### site:

- a wide variety of places - should be more about the idea: are they a montastic destination, an inner-city haven, a neighborhood hangout? Do they accommodate all of these?
- how does the experience change in the busy city vs. the top of a mountain?
- how do the hubs remain familiar while still responding to their unique sites?