An Evolving Wine Culture

Design Brief

"...If I focus on an empty signifier, I let the concept fill the form of the myth without ambiguity, and I find myself before a simple system, where the signification becomes literal again." (Barthes, p.128)

Over the past decade architecture has been bracing itself for the rapid technological shifts that are changing the future of the profession. With computation relating to the nature of the changing world, architecture is among the upcoming evolution. Computation, representing software advancements that consist of algorithmic scripting and computer based networks that are linking every day actions. The upcoming evolution could best be described through advancement and change in architectural theory. For theory to evolve we must reevaluate our goals and the paths we take to reach those goals. To achieve architecture of the future, we must first ask ourselves, how do we reach our goals?

Our design concept is to create a network of shared experiences that both bounce between one another and aggregate at the given common source. Yet there must be an impetus for such activity to occur within the network. 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.

In this studio our design goals are to create a 'franchised' series of places in which space will be created to experience and share said experiences with a like-minded community. These places will evolve into a series of hubs that (loosely) surround centralized sources. The sources in this case are wineries that would provide the base for this wine culture. Wines would be produced then experienced at the various hubs.

Our goal, then is to design the following:

•A series of three (3) 'hubs' that encompass the activities performed during the use of the apparatus from project 1. These include tasting wine, rating it based on its characteristics, computing it to create a 'flavor surface,' and sharing it with other hubs and the originating wineries. There will be a networked connection with the hubs and wineries to allow for real-time sharing and communication.

The hubs will be supplied with wine from 4 wineries. In addition to the owner of the Flying Dutchman and his new winery, there will be three additional wineries from the area supplying their product to the hubs.

In addition to the three hubs being designed, it is understood that the program calls for expansion; more hubs will be designed in the future as the need arises.

•A winery design for the Flying Dutchman, et al. This will be the flagship winery that supports the network of hubs and other wineries. In addition to accommodating the needs of any standard winery, it will also accommodate the same activities that the hubs do.

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While each of these designs must repsond to location, context and a variety of other factors, they must also be recognizable to the community at large. This is how they will be understood as a collective drive towards our goals. How this accomplished is open-ended, but should be an obvious feature of the design.

These structures will be designed with the notion that they are to foster a new wine-experiencing community. This will be a community that is open to experiencing wine in new ways and in new contexts, is willing to qualify and quantify and note their experiences, and is willing to share them with other like-minded individuals. Therefore, the architectural designs should accommodate and encourage these activities.

Sites for the Hubs have been chosen for a variety of reasons. These include their lack of proximity to wine growing culture, their variety of populations, and variety of climates and design considerations.

It should be noted that these are only three chosen sites for the Hubs, but ideally these are only the beginning of the franchise.

Although our design brief allows (and calls) for vast expansion of Hub designs and locations, the three chosen locations for this design are as follows:

• In Cottonwood Canyon, in the foothills
surrounding Bozeman, MT

• In Manhattan, NYC

• Near the Geirangerfjord, Norway
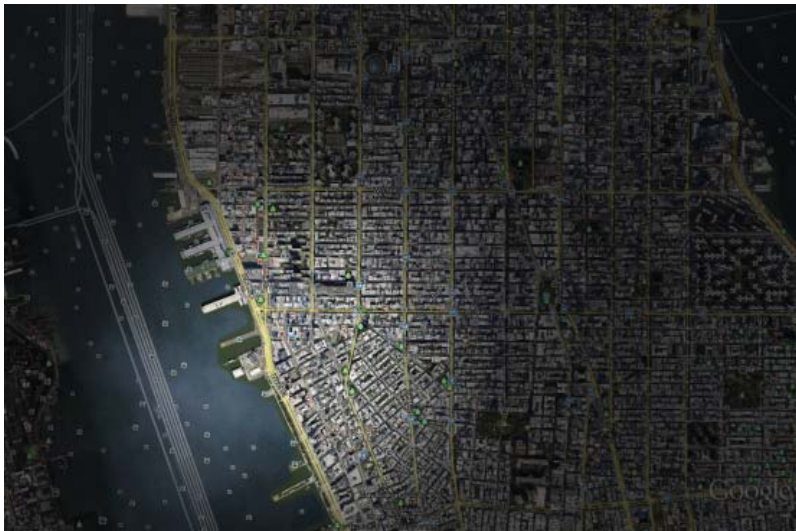
The Hubs will serve as a place in which to operate the apparatus. So the experience will include storing wine, tasting wine, manipulating the surfaces & sharing and interacting with the other Hubs and wineries.

Basic program elements will include (but is not limited to):
•Tasting Room(s)
•Sharing Center
•Surface Production
•Small Retail
•Mech/Toilet

Although there will be multiple wineries supplying their wines to the Hubs, we will be working on a new design for the owner of the Flying Dutchman Winery. This new winery be part of the group of wineries who will come together to help create this new wine experiencing community.

The site for this winery is located on the Oregon coast in Depoe Bay.
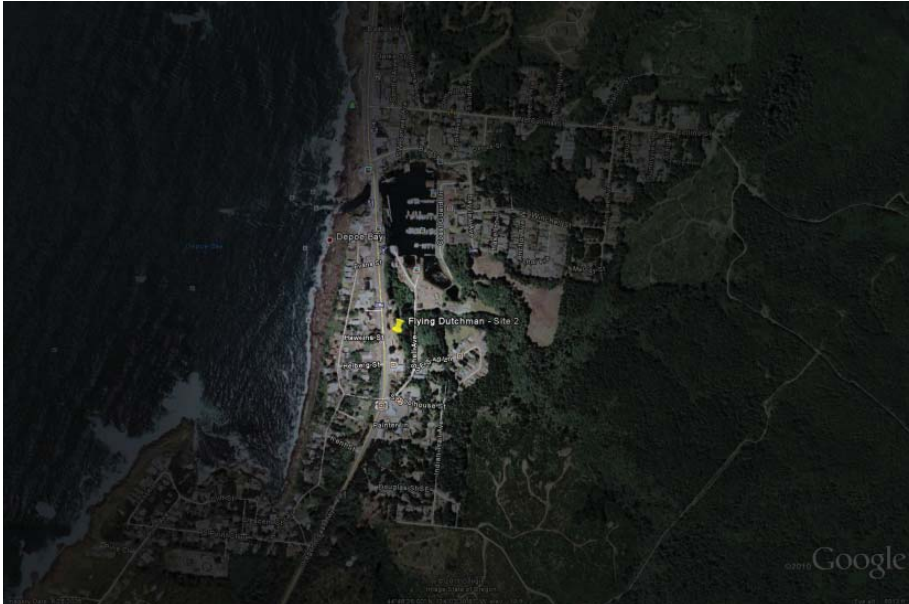
In addition to regular winery program elements...
•Grape processing
•Freezing
•Barrel Aging/Storage
•Bottling Area
•Bottle Storage
•Mech/Toilet
•Reception

...It will also include the same program elements that are found at the Hubs...
•Tasting Room(s)
•Sharing Center
•Surface Production
•Small Retail
•Mech/Toilet