

Università degli Studi Roma Tre – Dipartimento di Architettura

STUDIO PROJECT - SPRING SEMESTER 2019

**VISITING PROFESSOR LARS C. KRÜCKEBERG**

STUDIO TUTOR:

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ASSISTANT: TBD

CULTURI DELLA MATERIA

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# IL VIGNETO DI MENDOZA



# 1

## STUDIO BRIEF

Before recorded history, man traded in stories as his main social currency and living memory of cultural and moral conduct. In these archaic narratives of men, the role of wine has always played a vital part reflecting men's culture, rituals and spirituality. It is no coincidence, that it represented divine aspects of life: the gods Dionysus for the Greeks and Bacchus for the Romans were celebrated for their divine gift of wine to mankind and its essential role in the development of ritual cultural manifestations like theatre, poetry, literature, music and performance hence almost in every aspects of the cultural development of men and the arts.

The production of wine can be dated back to 8000 BC with the first winery around 4100 BC in. It is a scientific fact that no natural or cultural product is more sophisticated in its taste variety and complexity. Not even close. A winery in itself is a wonderfully dialectic exercise in architecture. It is an industrial building, but with the necessity of a highly sophisticated public interface. A winery spatially fuses landscape and architecture. And it mitigates climate, natural processes and movements into a spatial narrative of concept, performance and materiality.

In this studio we will research, conceptualize and design a winery in Mendoza, the Uco Valley on the footsteps of the Andes. Based on an existing project that GRAFT is designing right now, we will focus on the area, the climate and specific natural parameters of strong sun, mountain water and alluvial, mineral terroir, which produces the best wines of Argentina and some of the best in the world (wine spectator top 100 had 15 coming from Mendoza last year). The winery itself will focus on classic production of reds (Malbec, Cabernet Franc, Bonardo), but also introduce white wines from Germany (Riesling, Grauburgunder). In a relatively young terrain of wine production with a very innovative and forward thinking environment of new wine makers, we will discuss and design the ideal architectural vessel for a contemporary, cutting edge facility to produce the best wine possible.



## 2

### STUDIO STRUCTURE AND METHODOLOGY

Tutoring bi-weekly Fridays from 9,30 – 18,00 with pin ups.

#### PART 1 - Research - Weeks 1.6 – 2.1

The entire group will conduct general research on contemporary wineries and modern production of wine in general. We will map out and compare existing wineries, layouts, specific features responding to certain terroirs and climate. This study will identify the main topoi and general researched deepened in scale and impact. We will identify the most interesting architectural narratives and analyze concept and respectively the phenotypical resolutions.

#### PART 2 - Concept - Week 2.2 – 2.6

Based on the research, each student develops a personal argument and concept, stated by further research. The concept needs to reflect a strong narrative in terms of its performance in reaction to terroir, program, climate, function and what we might call rituals (shaping behavior by space). While considering each of these specific conditions of the site and program, the concept should at the same time define a clear strategy for the process of wine making.

#### PART 3 - Design - Weeks 2.7 – 2.9

The argument and concept is further translated into a design for the site. Format, scale and deliverables are concept and site specific and should be determined in the process. A physical model is required.

Important deadline in the studio is the trial presentation taking place on the 7<sup>th</sup> June. The design and work needs to be roughly finished by then and in such a state that a grade can be given.



### 3

#### STUDIO OBJECTIVE

The Landmark Studio has the objective to make students familiar with the multiple aspects of research and design. In our studio we will dissect existing buildings or places that can be best practise using anatomy: exposing the basic elements that define a possible landmark design or the ensemble. A landmark exists by virtue of its environment; its raison d'être has to be comprehended before analyzing the physical building itself. Through their specific location, function and distinct architecture, landmarks have become meaningful and recognizable.

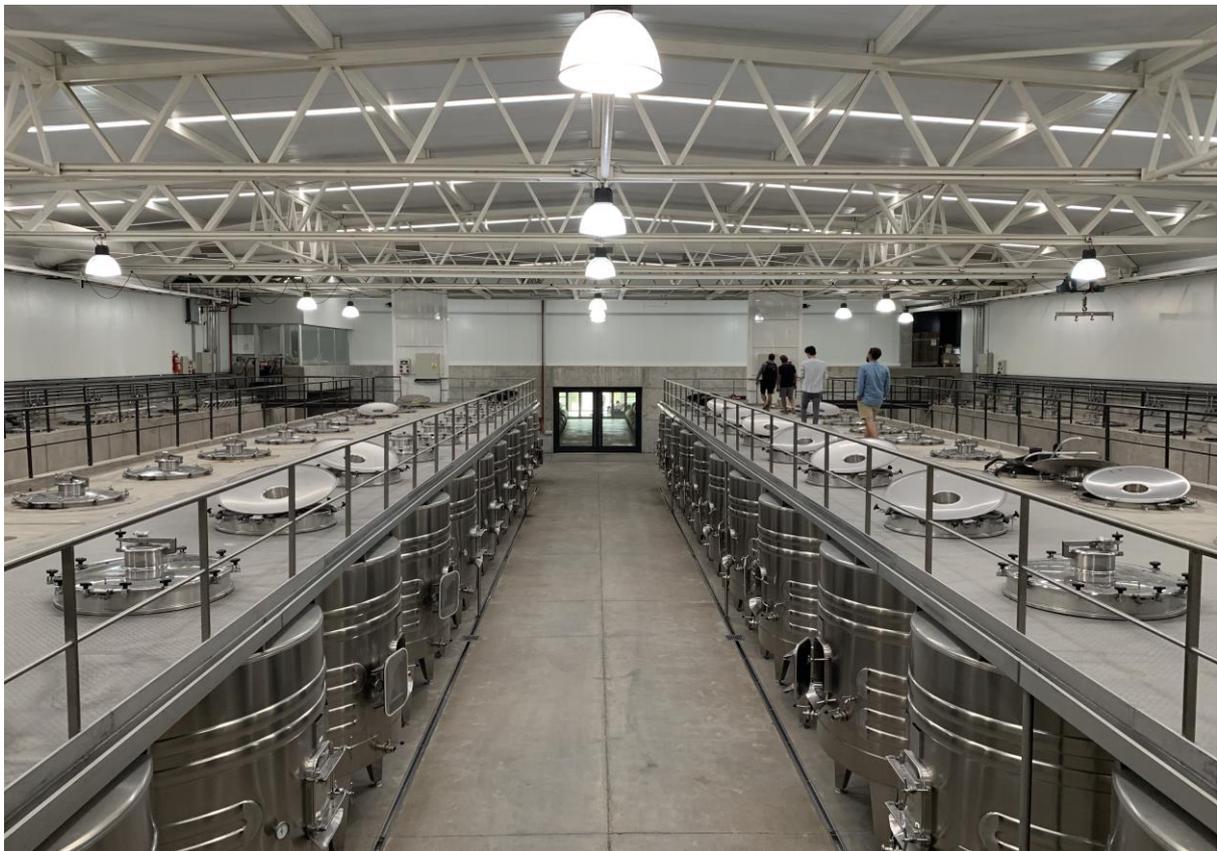
The studio promotes broad speculation, independent thinking and collective work with the aim of positioning architecture into a broader ecological, cultural and economic context. Students will perform a thorough research in order to understand the area's climate and context, and to identify the essential parameters for designing a winery in a specific environment. The research zooms in from the large scale of the area itself, to the medium scale of the site, to the small scale of the proposed architectural solution. The resulting data has to be organized into a comprehensive conceptual genotype. This serves as basis for a design narrative that on its turn is a lead for the individual (or team) design phenotypes.

#### STUDIO EVALUATION

Evaluations will be based on the overall performance within the studio. The student's performance will be determined by the quality of his/her work, commitment, teamwork, effort, presentation skills and improvement over the entire course of the semester. Concrete aspects for evaluation are: research work, argument formulation, translation argument into concept, master layout, architectural design, presentation (visual and verbal).

#### DELIVERABLES

As each proposal might play on different parametrical focus and conceptual approaches, the final products are project depending and their exact efficiency for the design will be developed in dialogue with the teacher. Next to graphic material, models play a key role in the development and presentation of the design (both virtual and analog). Through the various final products, it should be visible how the research led to the narrative and how this in its turn is translated in the design.



## 4

### STUDIO SCHEDULE

Friday 15. March 2019: Opening meeting and briefing

Friday 07. June 2019: Final crit – grades – Exhibition opening

### OTHER LECTURERS

Throughout the studio guests will be invited to lecture about their specific expertise within the topic, adding views into ecology/cultures/economies, best practice, synergies of different profession. The additional mini lectures shall be additional input for the students to broaden the approach for design scenarios.

