

experia

Poer

A modern winery design

<https://competitions.uni.xyz>



Img_1: Picking of grapes during harvest

Premise

“A drink descended from the Heavens”! That's what wine is considered in many cultures. Wine is deeply and historically rooted in our society. It is present at both festive and somber occasions. It is a **symbol of tradition, connection, craft and high spirits**. Its popularity among people has been no secret.

The art of winemaking and viticulture has evolved as a part of life, culture and diet since time immemorial. Nevertheless, in this long historical path, one thing remains unchanged; the association of wine with gastronomy, history, origin, local quality products and dignified social settings.

Wine industry is often referred to as a ‘beautiful factory’. It is one of the least polluting industries and is a major economic engine in various countries like America, Australia, Italy, France and South Africa.

But can a winery or a vineyard be more than just wine ?



Img 2: Different steps involved in winemaking process.

Unique Asset

Wine tasting as referred as a complete sensory experience . It's about **hospitality, experience and history**.A winery and a vineyard share a unique relationship with each other. **A winery is an exploration of boundaries between a man-made structure and natural landscape.**

Millions of people visit Cape Town every year to indulge in the experience of wine, food and natural landscapes of vineyards. **Winery architecture plays a key role in the complete tasting experience.** Just like Napa Valley which is famous for its wine estates, everything from century-old castles to cutting-edge contemporary designs.

According to a recently released food and wine tourism report 2018, **63% of the tour operators believe that the tourism grew in Cape Town due to wine industry. Wine business proves to be a bright light in gloomy economy of South Africa.** The perpetuity of the business makes it a reliant industry for economic growth. **The beauty of wine tourism is that, it not only helps to establish a personal connection with consumers, but also has the potential to significantly grow the job market.**



Img_3: Economic disparity within Stellenbosch which can be overcome by utilising the wine industry

Opportunity

The **tin shacks of Stellenbosch, South Africa** sit at the top of a hill overlooking one of the most beautiful vineyards in the world. Kayamandi or sometimes referred to as container mandi, is a township founded in the 1950s as a specific non-white area for laborers who were working in surrounding farms. **The area hosts hundreds of acres of vineyards but the number of wineries or wine-tasting rooms are only limited.**

While at the same time the city center of Stellenbosch is flourishing economically through its wine business. **The stark reality of the thousands of impoverished people living just above the city center is a woeful reminder of how the majority of industries are catering to the needs of elites. Combining wineries and vineyards would attract tourist traffic and create more jobs, thereby changing the urban fabric of the area.**

The wine industry provides an opportunity to **connect people over culture, tradition, nature; at the same time empowering the economically weaker section of the society.** Kayamandi sits on a hill full of potential for creating a modern-day winery that not only works for providing an experience but also for the upliftment of the economically backward area.



Img_4: Acres of vineyards ready to be utilised.

Brief

What kind of architecture can be adopted to host the most ancient yet the most contemporary human activity?

Can architecture blur the borders between an industry, nature and culture?

Can architecture be responsible for increasing wine tourism?

Can experience of the wine enthusiasts and tourists be improved through architecture?

How can building an industry help in employment and changing the urban fabric of the area?

Can a winery be more than just wine tasting?

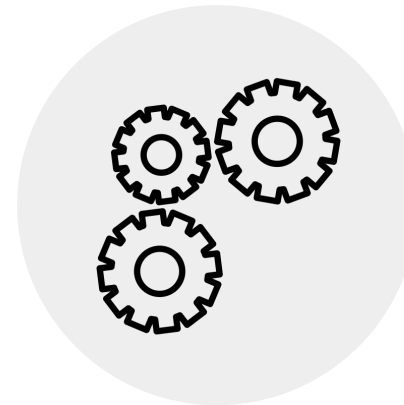
Challenge: Designing a modern day winery for kayamandi that not only provides a complete consumer experience but also contributes towards socio-economic development of the community around it. Where the flow of visitors should trigger social and cultural interaction.

Objectives



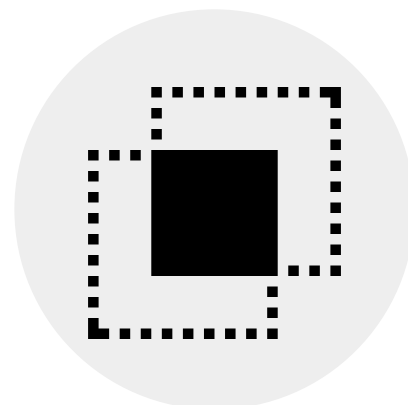
Experience

Providing an experience to the user through architecture



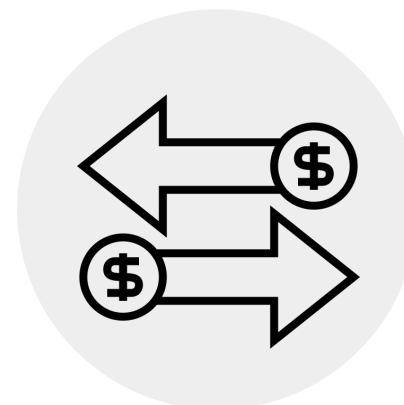
Functionality

All the spaces involved in winemaking process and their functionality.



Cohesive

Creating a fusion of natural landscaped vineyards and man made winery



Commerce

A platform for sales to grow the economy

The following objectives can be a point of beginning to conceive this design. Participants can assume their own contexts and users before initiating their design process.



Img_5: location of kayamandi

Kayamandi, South Africa

Kayamandi is a suburb of Stellenbosch located in the western province of South Africa. Like any other township, Kayamandi was founded for laborers who were working on the surrounding farms.

It is located just few miles away from Cape town (areas that have been benefiting from wine business). These towns receive a lot of tourists every year. Kayamandi can benefit from its vineyards tourism if it starts utilising the industry to its full potential.



Imq.1: selected site location for proposal

Site Plan

The site is located amidst the vineyards of Stellenbosch near Kayamandi. It is located near the primary road providing ease of accessibility for the tourists as well as for locals. **The township is located in the proximity of a huge water body that acts as an irrigation dam for the vineyards.**

Site area: 58,771 sqm
Ground coverage: 10%
Height Restriction: 8 meters
Site coordinates: 33°54'15.02"S
18°50'25.44"E

Programme

Production Analysis area/ lab Harvested grapes are examined. Area : 80-100 m² Drying hall Drying the collected harvest Area : 200 m² Crushing + pressing Crushing and pressing to convert into liquid format Area : 200 m² Fermentation tank Contains tanks with dia 4m and height 5m. Convert sugar to alcohol Area : 650 m² Maturation room/cellars Wine made stored for maturation. No direct sunlight Area : 800-100 m² Bottling area After maturation wine is put into bottles for sale Area : 100-150 m² Storage room Storing bottles and other equipments Area : 100-120 m²	Hospitality Guest rooms (to be provided to accomodate 100 guests) Single rooms & double rooms Area : 40-80 m² Linen, laundry and cleaning equipment room Maintenance of the hotel Area : 35-50 m² Cafe/Eatery Food catering entertaining to in house guest Area : 65-80 m² Aspiring viticulturists Dormitory Large hall with 60 beds Area : 120-150 m² Toilets One female and one male Area : 45 m² Presentation room Giving presentation about wine Area : 45 m²	Experience Wine tasting room Area for viticulturists, tourists and enthusiasts who are willing to experience wine culture Area : 60-80 m² Restaurant Eateries/cafe for visitors Area : 80-120 m² Wine shop Souvenir and produces wine shop Area : 25-30 m² Entrance Entrance The main gateway to the complex Area : ____ m² lobby/atrium Waiting and gathering area for visitors Area : ____ m² Reception Help desk and a source of information for the visitors Area : ____ m²	Services Kitchen Used for the guest area Area : ____ m² Electrical room Area : 12 m² Number of units can be decided as per design requirement. Water storage Storage tanks for irrigation and wine production Area : ____ m² Staff Locker room Area to store valuables Area : ____ m² Staff room Area to socialise and rest Area : ____ m² Dining hall Area to have everyday meals. Area : ____ m²
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Wine production is a process that requires a series of steps^[1]. Participants can fill their own data in given blanks. The above data is free for modification, if the design demands so. Different functions can be clubbed together, added or deleted if required.

Submission

You have to deliver an architectural outcome on the following site, based on the given outlines.

- A maximum of 4 boards / sheets. – [**2362px x 3544px**] or [**400mm x 600mm in 150 dpi**] in portrait digital format (JPEG).
- Each image should be less than **15MB**

This additional resources folder contains: FAQ Questions, High Res maps, CAD file of the site plan and Topographic map

Minimum requisites in the sheets are 3 sheets/boards + Cover image containing:

This is the link for new file sizes, [here](#).

- Site plan (Compulsory)
- Key conceptual sections x 1 (Minimum)
- 3D views x 4
- Cover image/Thumbnail of size 2000 x 1000 px or larger in aspect ratio 2:1.
- Floor plans, images, sketches (if any) can be added to support the entry in the form of additional images.
- Answer 6 FAQ questions in the discussion section as given on the '[additional resources folder](#)'.

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- + Use exploded views to discuss multi levelled conceptual models better.
 - + Ensure that the final sheets which are submitted do not include your name or any other mark of identification.
 - + Mention sheet number on corner of every sheet.
 - + This is a design ideas challenge only. There is no built commission/realization is associated with the problem
 - + Plagiarism of any idea / form / design / image will be disqualified with a notice.

Registration page here: <https://competitions.uni.xyz/pour/info/about>

Discover the competition schedule and deadlines here: [Schedule](#)

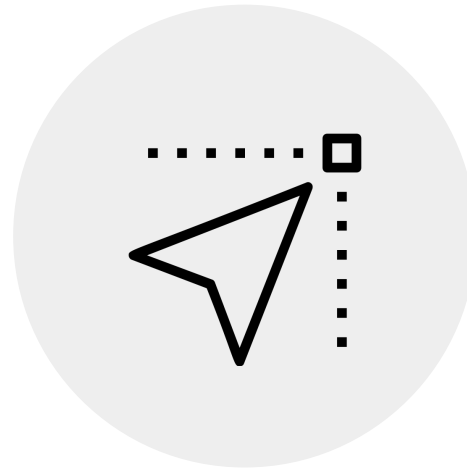
Rewards



Grants of up to a total of **15,000\$** can be won on this challenge. Learn more about the full conditions on the competition page [here](#).

Judging Criteria

The entries will be judged by an international jury of the competition on the following criteria:



Presentation

The fundamental to a good entry is a good presentation.



Concept/Idea

Quality of thought and intent in pre-design phase.



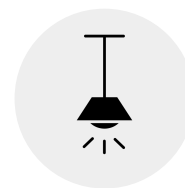
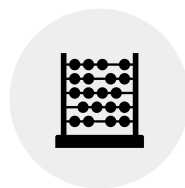
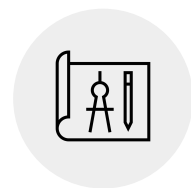
Spaces/Programme

How the spaces are calculated and ordered.



Design Output

The final architectural outcome of the solution.



The judging panel can also add other criteria based on their internal discussions - which will be in line with the problem statement. Participants are advised to fulfil above given criteria first in their design.

(Ad) Institutional access:

We believe in a world more collaborative.

And we think academia is where it can begin.

Institutional Access™ is world's only cross institution competition programme. You can make this challenge more meaningful by bringing it to your classmates and professors working together. There are a lot of perks by entering this challenge with your institution. Follow the link to learn more.

Institutional Access™



About *experia*

Experia serves as a part of UNI in the realm of **experience based architecture and tourism**. As worlds becomes a place of experiences than belonging, **experia** envisions a future where tourism is designed more intentionally and architecture becomes a part in shaping it. It intends to break the fusion of traditional design barriers and methodologies by making it a platform for experimentation. It embarks on mobilizing ideas where creators can elementally question the buildings we create. It is a research initiative dedicated to providing opportunities for designers from all domains to explore ideas that go beyond the restrictions of usual architectural discourse.

Queries: support@uni.xyz

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