BACKGROUND

INFLUENCE OF ARCHITECTURE IN THE FIELD OF WINE

PREVIOUS STUDY

How modern architecture is helping wine to change from status?
Analysis of the phenomenon of new modern wineries built by known architects

Presented at XXth Enometrics
4th – 6th September 2013, Talca Chile

QUALI-QUANTITATIVE ANALYSIS

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FOREWORD

This work owes much to David Schlesser who realized his master's thesis under my direction (2017).

INTRODUCTION

THREE QUESTIONS about the renovation of wineries by a star architect

(i) Where?

(ii) When?

(iii) Why?
WHERE?

When did this change in the status of wine explain the projects of famous castles and architectural stars?

FIVE MOMENTS AMONG OTHERS

BEGINNING
(i) Vintage 1982
(ii) Renovation of Lafite (Ricardo Bofill, 1987)

CONTINUING
(v) New Investors
1. VINTAGE 1982

Importance of the vintage 1982 in the change of style of Bordeaux wines, more modern and more attractive.

2. RENOVATION OF LAFITE ROTHSCHILD

1987, Ricardo Bofill (Spain)

Start of prestigious renovations

3. EXHIBITION CHÂTEAUX BORDEAUX

At the Georges Pompidou Center in 1988-1989
PICHON-LONGUEVILLE

Project realized by Jean de Gastines and Patrick Dillon for Château Pichon-Longueville

EXAMPLE : LAHITE

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<tbody>
<tr>
<td>Price</td>
<td>187,20</td>
<td>468,00</td>
<td>1200,00</td>
<td>1420,00</td>
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<td>Public En Primeur Prices, all taxes included</td>
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<td>Source: La Revue du Vin de France, n° 604, September 2016</td>
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4. RAISE EN PRIMEURS PRICES

Price raise for En Primeur Campaign

2000, 2005, 2009 and 2010

Les aspects qui font comprendre cette longue période de léthargie

Médoc

Saint-Emilion

source: La Revue du Vin de France, septembre 2016, pages 198 - 199
5. NEW INVESTORS

After the bank and financial crisis of 2008.

INVESTORS OUTSIDE BORDEAUX

Before 1987, there were almost no investors interested in Bordeaux castles.

Michel Rejalot Figures

INVESTORS OUTSIDE BORDEAUX

Since the banking and financial crisis of 2008, investments are on the rise with the arrival of large groups and industrialists frightened by stock market fluctuations and speculation.

Land is a reassuring investment.
WHY?

How can we explain the interest of some of the greatest wineries, part of the greatest wine regions, in asking some of the most world renowned and expensive architects to design their new buildings?

Fabrizio Bucella
*How modern architecture is helping wine to change from status. Analysis of the phenomenon of new modern wineries built by know architects.* XXth Enometrics 4th – 6th September, Talca Chile

THE STUDY

First, we conducted a comprehensive study of the cellars, their renovations in the last thirty years.

Then we proposed an original classification by type.

Finally, we were able to attest to a style specific to the 1855 and Saint-Emilion classified growths.

WHY A STAR ARCHITECT?

Contribution of notoriety of the star architect to the benefit of the winery (château).

THE BORDEAUX SUB-REGIONS
QUALITATIVE STUDY

Left bank of the Garonne
61 Classified Growth since 1855 (red)
Mostly Cabernet Sauvignon

The specialists consider the classification as timeless. It symbolizes the aristocracy of Bordeaux wines.
Renovation by Norman Foster (2009-2015)

Budget: nc

The new cellar of apparent simplicity is located harmoniously in the extension of the wing of the old cellars. The building has twelve white columns, carved in the shape of trees, which carry a classic roof with two sides. The hat tiles have been recovered from a barn with less width so that the shades of colors are identical.
CHÂTEAU MARGAUX

The buildings are considered in the same way as the 1855 classification, as monuments of eternity (Fabrizio Bucella, 2013).

ARCHITECTURE & CLASSIFICATION

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<th>Grand Cru Classé</th>
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<tr>
<td>Dégustation</td>
<td>50%</td>
<td>30%</td>
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<tr>
<td>Notoriété</td>
<td>20%</td>
<td>35%</td>
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<tr>
<td>Exploitation &amp; Terroir</td>
<td>20%</td>
<td>30%</td>
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<tr>
<td>Conduite de l'exploitation</td>
<td>10%</td>
<td>5%</td>
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<tr>
<td>Total</td>
<td>&lt; 14 Points</td>
<td>&lt; 16 Points</td>
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SAINT-EMILION

Right bank of the Dordogne

Classified Growth since 1954 (red)

Revised every 10 years

81 in the 2012 classification

Mostly Merlot

CHÂTEAU LA DOMINIQUE

Renovation by Jean Nouvel (2010-2014)

Budget : 11 000 000 €
CHÂTEAU LA DOMINIQUE

In the distance, the shiny slats, colored in the different shades of red, appear, inspired by the creations of Anisch Kapoor (UK).

On the property, a path leads wine tourists to a large car park.

On leaving the car, the visitor is dazzled by the reflections of the pond and metal coating of the winery signed Jean Nouvel.
The advantage of using a renowned architect allows the winery to enjoy its reputation. The tool must allow differentiation with competitors. The regular revision of Saint-Emilion's ranking contributes to this race for the spectacular.

On the En Primeur Prices
No renovation effect.
We proposed a visual analysis to a panel of judges \((n = 17)\). We presented two photographs of twelve exemplary wineries (châteaux), one of the cellar and the other of the building, accompanied by a summary description.
The judges noted on a bilateral scale of twenty points, the historical trend or the contemporary trend.

Semi-expert panel
= students of the Faculty of Architecture

Here are the results of putting the architectural styles in perspective according to the rankings.
DISCUSSION

On the other hand, as we supposed, the classification of Graves and the name Pomerol do not give a clear tendency.

CONCLUSION

INFLUENCE OF ARCHITECTURE IN THE FIELD OF WINE

(i) Exhaustive categorization of the cellars renovated over the last thirty years in Bordeaux
(ii) The reasons for these investments
(iii) The change of status of the wine highlighted
(iv) Different rankings illustrated each by an exemplary renovation
(v) Visual categorization with a semi-expert panel

THANK YOU FOR YOUR ATTENTION

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