A Palate of Contemporary Wineries: Grafting the Property with Purple Stains
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The sybaritic settings of vineyards as exceptional venues for wine tasting have made it necessary to think about the luxury value of wineries since there is a history to designing these buildings. Similarly, the taste of wine (or its tasteless-less) of the graphics on cork stops and wine labels have impacted how individuals choose their indulgence. Wine specialists usually commission artists to design them, for example, the exceptional Italian artist Mimmo Paladino. Winery architecture is a metaphorical expansion of wine labels. Recently, a glut of buildings in which celebrity architects have enhanced the image of the property of such venues through the design of wineries in Portugal, specifically the Adega Mayor in Alentjo (2003-2007) and the Quinta do Portal in Sabrosa (2006-2008) by Alvaro Siza, mark the territory with finesse. These wineries have created wine tourism not only for connoisseurs or new romantics but also for architects and landscape architects. Interpreting the sybaritic settings in Siza’s work in particular for thinking about their luxury value, this paper will consider how the property elsewhere as an agrarian place serves as a device for extending the link with property and the future of ‘grapevine’ architecture. The paper will concentrate on a variety of contemporary buildings that represent this design type in Australia and New Zealand – by word of mouth.