How Modern Architecture is helping Wine to a New Change of Status? 
Analysis of the Phenomenon of New Modern Wineries built by Known Architects 
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The question this paper focuses on is “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?” So the basic question is why, why did these wineries invest in such architecture? The answer, in our opinion, is to be found in the changing status of wine. From ancient Greece and Rome till present time, wine has undergone many changes of status. There is one final change that is undergoing right now, just under our eyes. Some wines are becoming just an idea of it, what is called ‘archetype’. These are the ‘mythical’ wines that are more spoken of than drunk. When these wines are opened it’s mostly at public relation occasions, such as wine tastings or dinners for the press. These are wines that are no longer made for the purpose wine was first produced: a fermentation of vine grapes put in a glass bottle to be opened and drunk while eating. Architecture is one of the major components of this new change in wine status. The paper will show this new trend with recent facts and figures from two major wine touristic regions: Bordeaux and Rioja. In conclusion, we’ll show that architecture is playing a major part in this phenomenon: first as the constructed ‘envelope’ of the new wine museum; second as a way to make wine join the select club of monuments and paintings; third by helping some less know wines enter the club of the already ‘inaccessible’ wines. The fact that almost the major Bordeaux’ castles or Rioja’ bodegas are building new wineries, new hotels, new visitors centre by some of the most popular architects is just a consequence of this major trend. We can wonder if this trend will last for decades, or if it will just be a fashion for some years. That part of the story is yet to be written.