How modern architecture is helping wine to change from status

Analysis of the phenomenon of new modern wineries built by known architects

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10 years ago last century ... speaking of wine

- The Asian market was driving up wine prices, but the phenomenon was not so important as it is currently.
- We had not yet gone through the 2005 vintage.
- Wine was not considered as important an asset for the financial markets 'economic funds' as it is now.
- Luxembourg based fund Noble Cru didn’t exist.
- The Live-ex descriptor had only been in existence for three years.
- Liv-Ex Bordeaux classification would be issued more than seven years after.
- Ten years ago ... Ancient times.
- The architects wineries war has not begun

Did these architects already build their wineries?

- Santiago Calatrava ... yes (2001)
  - Bodega Ysios in Laguardia
- Frank Ghery ... no (2004)
  - Bodega of Marques de Riscal
- Christian de Potzemparc ... no (2011)
  - Chateau Cheval Blanc in Saint-Emilion
- Jean Nouvel ... no (in progress)
  - Château La Dominique in Saint-Emilion

Architecture & wine

What we do not mean by the terms “architecture” and “wine”
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?”

Bodegas Ysios
Laguardia, Rioja (Espagne)
Architecte Santiago Calatrava, 2001
Marques de Riscal
Elciego, Rioja (Espagne)
Frank O. Gehry, 2004
Château Cheval Blanc
Saint-Emilion, Bordeaux (France)
Christian de Portzamparc, 2011
Château La Dominique
Saint-Emilion, Bordeaux (France)
Jean Nouvel, in progress
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?”

Change of status of wine

• Wine changed of status before ...

• And it will change of status in the future
Philip the Bold
1342 - 1404

To get rid of the “disloyal Gaamez” as in spite of its ability to grow in abundance it was full of “very great and horrible harshness”, and to replace it with the more “elegant” Pinot Noir.

Louis Pasteur
1822 - 1895

“Studies on wine” (in 1863)
the source of the often quoted phrase

“Wine is the most healthful and most hygienic of beverages”.

Treaty of Rome, 1957

• Mass consumption and the enlarging leisure society
• Wine changed from a healthy beverage to a hedonistic pleasure
• Gap between the powerful and the masses narrowed
• Decline of the basic wine with less alcohol (Vin de Table)
• Demand for more quality wines, the Appellation Wines/ Vins d'appellation
In France, 120 litres
Regular consumers

In France, 50 litres
Occasional consumers

If our parents drank wine every day at dinner, our children won’t. Wine is seen as a cultural product, something more sophisticated.

(1992) 2006, EU

- protected designation of origin (PDO)
- protected geographical indication (PGI)
- traditional speciality guaranteed (TSG).

Emile Peynaud 1912 - 2004

Le goût du vin
1981

The book popularised the idea of sensorial analysis for the masses

Fact and figures

- What about now?
- 2005, something changes, prices reached heights never seen before
- Wine was no longer an affordable product, even with some financial effort
- Division in wines between those you can buy and drink, and those that you cannot buy, i.e. Mythical wines that are more spoken of than drunk.
Bordeaux, Sales in value and volume

Change of slope

Monica Matellanes

“Gestion del enoturismo a través de internet”, 2008

“This is a fragmented industry, chaotic prices, lack of projections, preventing any planning beyond the year harvest, nor reliability, nor constant quality, the emphasis being on tradition more than innovation, with the strong conviction that the producer is the king, nor the consumer”.

Number of oenotourists

- Today: more than 8 millions of oenotourists per year in France and more than 3 in Spain.
- In Spain, in 2008, we had only 1.5 millions of oenotourists.
- In four years, Spain multiplied by 2 the number of vineyards’ visitors.
- Even an increase of 18% between 2008 and 2009.

This was just after the first financial crisis.
Nowadays, for 82% of the tourists, the Aquitaine region is a wine region. Do wine enter a sort of museum?

- You have an idea of Chateau Leoville Las Cases but less and less people drink it
- This has been compensated for with numerous articles, blogs, describing the special taste of these museum wines
- Thus, the experience of some happy few drinking some of the most expensive wines is accessible for everybody

“Why do you think that so many domains are building new wineries? For the love of art? For technical reasons? Let’s admit that. To answer international concurrence? I’ll accept it. But why since three years, why just now? You should know that the classification of Saint-Emilion is being revised. The classified growths want to stay in the club and the small ones want to enter it. To achieve that goal, all means are good”.

Alain Dourthe CEO, Château Faugères Le Monde, 2012
Mario Botta, Château Faugères 2009

Chateau Faugères was promoted classified growth in the new Saint-Emilion classification of 2012!

Marques de Riscal

Renovation by Frank Ghery

Bordeaux Castles closed for renovation

- Château Latour, closed till 2014
- Château Mouton Rothschild, just reopened
- Château Margaux, closed till April 2013
- Château Pavie, closed till June 2013
- Château Angelus, closed till June 2013
- Château la Mission Haut-Brion
- Chateau Les Carmes Haut-Brion closed till ...

Today, Bordeaux

The visitor is not an expert
The image of high level architecture as being an asset for the winery is exceeding expectations.

**Conclusion**

- Wine is undergoing a new change of status
  The changing is taking place just under our eyes
- Architecture is playing a major part in this phenomenon
  1. as the constructed ‘envelope’ of the new wine museum;
  2. as a way to make wine join the select club of monuments and paintings;
  3. by helping some less known wines enter the club of the already ‘inaccessible’ wines.
- The architects wineries war is declared

Thank you for your attention
Viña Real
Laguardia, Rioja (Espagne)
Philippe Mazières, 1998 - 2004
Château Haut-Selve
Graves, Bordeaux (France)
Sylvain Dubuisson, 1995
Graves dans Bordeaux, une des régions les plus connue pour ses vins rouges

- AOC
- Cépages
  - Cabernet sauvignon
  - Merlot
  - Sauvignon blanc et gris
  - Sémillon