Savouring Spaces

Transforming wine houses into contemporary sensorial experiences through architecture and Interior design

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SAVOURING SPACES

Transforming wine houses into contemporary sensorial experiences
through architecture and interior design

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Fig. 01 Photo by A25architetti. (2023). The Old Wine Press / A25architetti. ArchDaily. Retrieved December 8, 2024, from https://www.archdaily.com/1022496.

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Fig. 02 Bacchus (1596), by Caravaggio. Oil on canvas. Uffizi Gallery, Florence.

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1.0 Introduction:
Redefining wine houses through architecture & design

"Italy has a winemaking tradition that spans over 4,000 years, with its viticulture becoming integral to the identity of the nation. The Greeks, who arrived in Italy in the 8th century BC, helped cultivate this relationship, eventually naming the region Oenotria, meaning 'the land of wine.' Over centuries, wine production has remained a central part of Italian culture, evolving from a daily necessity in Roman times to a key element of Italian heritage and a major global export" [01]

In recent decades, wine has transcended its role as an agricultural product to become a symbol of cultural heritage. Over the last 30 years, it has gained recognition not only for its flavors and traditions but also for its deep connection to the landscape and identity of the regions that produce it. In countries like Italy, where wine production is deeply rooted in national culture, it represents much more than an economic commodity it reflects cultural memory and territorial identity.

Wine tourism has emerged as a significant cultural phenomenon, particularly in Italy, one of the largest wine producers in the world. Tourists are attracted not only by the wine itself but also by the cultural experiences offered by the vineyards, wineries, and rural estates that dot the Italian landscape. This phenomenon has parallels in other parts of the world, such as the Mezcal Route in Oaxaca, Mexico, where colonial architecture complements the sensory experience of mezcal, creating a space for symbolic interaction between the landscape, architecture, and local culture. Similarly, the whisky distilleries in Scotland, with their robust architecture, offer a cultural immersion that connects the visitor with local traditions and the surrounding landscape, forging a direct relationship between production and territory.

01   Aardvark Traveller, "The History of Wine Culture in Italy," February 17, 2019, https://aardvarktraveller.com/2019/02/17/the-history-of-wine-culture-in-italy/.

However, in the case of wine, the full potential of its architectural and cultural context remains underexplored. While some Italian wineries have started integrating modernity with tradition, there is still a significant opportunity to create experiences that integrate not only the product and the landscape but also the historical-cultural process of winemaking. This thesis focuses on the architectural reimagination of wineries as multifunctional spaces that not only preserve the legacy of wine but also offer immersive and educational experiences for visitors, deepening their connection to the wine region.

This research examines how the history of winemaking can inform new concepts of interior design, creating spaces that not only celebrate the legacy of wine but also offer unique, immersive experiences for visitors. By integrating elements of landscape heritage, cultural significance, and modern architectural practices, this thesis aims to propose a new model for wine-related spaces, one that honors tradition while embracing the future.

In summary, as wine continues to be recognized as a fundamental part of cultural heritage, it is crucial to consider how its physical spaces can evolve. This thesis argues that through thoughtful architectural and interior design, wineries can transform into contemporary cultural hubs, offering new experiences that reflect both the history and future of wine culture.
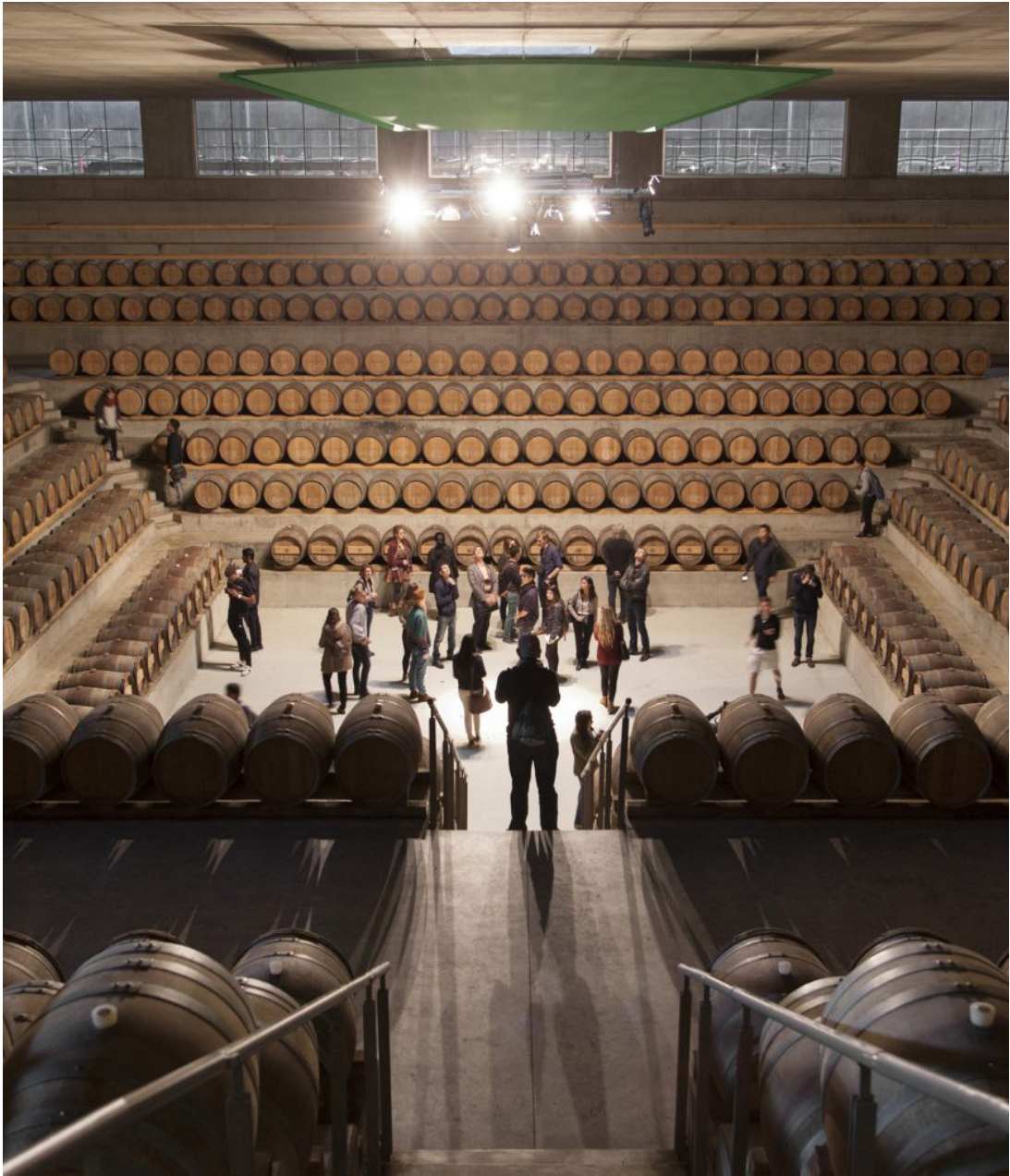
Fig. 03 "La Rocca" Winery, Renzo Piano. Terra Project. (n.d.). Tuscan wineries. From http://terraproject.net/portfolio/4yQvQ_Wcx/tuscan-wineries#/

"The winery's design harmoniously blends functionality with aesthetic appeal, embodying a modern interpretation of traditional Tuscan architecture. Its central underground chamber, designed as an inverted pyramid, reflects a philosophy of understated elegance that elevates the winemaking process to an almost ceremonial experience" [02]

02   Alice Longhurst-Jones, "Rocca di Frassinello: A Modern Interpretation of Tuscan Winemaking," My Art Guides, accessed November 22, 2024, https://www.myartguides.com.

Italian Vineyards

France

Adelaide Hills
(Australia)

Napa Valley
(USA)

Mendoza
(Argentina)

Maipo Valley
(Chile)

Vineyards
of Cabo
(South Africa)

Fig. 04 Global Wine Tourism Centers Map. Own elaboration.

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2.0 Wine-tourism:
21st Century Enogastronomic Experiences
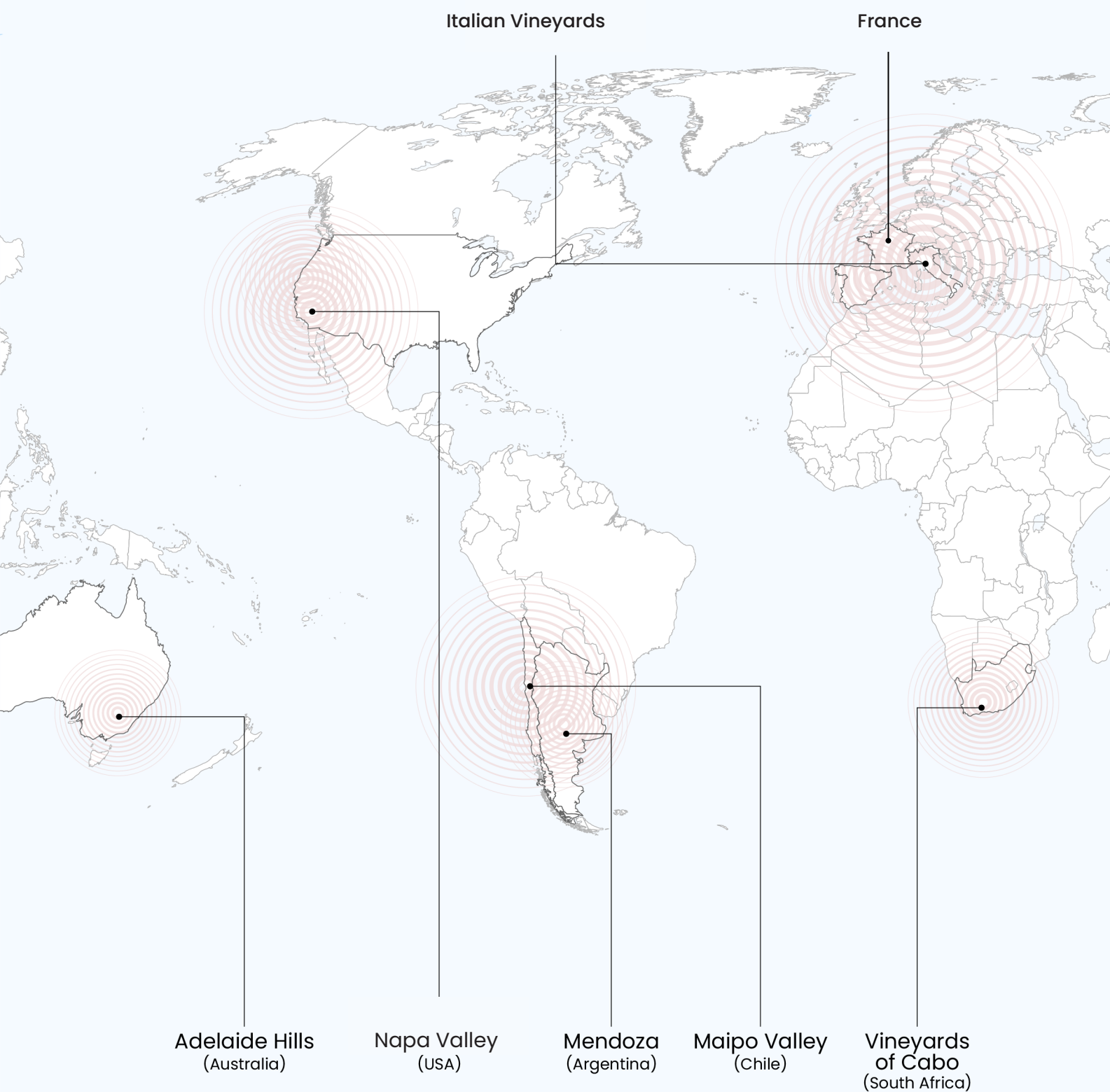
In the post-industrial context, typical products, enogastronomic tourism, and agritourism have emerged as key drivers of socioeconomic development in various regions. This shift reflects a transition from a standardized model of mass tourism to more personalized and immersive experiences. Traditionally, mass tourism was anchored in the "4 S" model (*sun, sea, sand, and sex*), which prioritized superficial activities disconnected from local cultural dynamics[03]. In contrast, the "4 E" model (*Environment, Education, Events, and Entertainment*) integrates meaningful experiences that connect travelers with the culture and environment of their destinations. As Richards notes, this approach *"promotes learning and enjoyment while valuing cultural heritage and natural resources"*[04].

The latter half of the 20th century marked a transformative period for tourism, influenced by global events such as student protests and the energy crisis. These changes encouraged a growing awareness of more authentic and less invasive tourism practices. Hall and Sharples highlight that "*taste tourism*" not only satisfies the desire for authenticity but also "*revalues gastronomy and cultural traditions as central elements of the tourist experience*".[05] This paradigm shift has been critical in the development of emerging tourism forms, which prioritize direct interaction with local culture and its preservation.

03   UNWTO. (2005). Tourism highlights. Madrid: UNWTO. The "4 S" model's definition emphasizes its focus on recreational activities disconnected from cultural heritage and local communities.

04   Richards, G. (2002). Gastronomy: An essential ingredient in tourism production and consumption. In A. M. Hjalager & G. Richards (Eds.), Tourism and gastronomy (pp. 3–20). London: Routledge.

05   Hall, C. M., & Sharples, L. (2003). The consumption of experiences or the experience of consumption? An introduction to the tourism of taste. In C. M. Hall, L. Sharples, R. Mitchell, N. Macionis, & B. Cambourne (Eds.), Food tourism around the world: Development, management and markets (pp. 1–24). Oxford: Butterworth-Heinemann.

Within this context, enogastronomic tourism has taken on a prominent role. This form of tourism has evolved from merely tasting local foods to offering a deeper immersion in the terroir, encompassing the history, traditions, and cultural landscapes of a region. This growing interest coincides with the global tourism boom, as evidenced in 2012, when international arrivals surpassed 1.035 billion.[06] Italy, renowned for its enogastronomic wealth, positioned itself as one of the most visited destinations, highlighting tourism's potential to drive economic development, even during periods of global uncertainty.

Modern tourism is understood as a multifaceted and dynamic system where spatial factors, public and private interests, and changing consumer demands intersect. This system can be broken down into four key elements: demand, supply, their interaction, and the temporal and spatial dimensions that connect them. Understanding these dynamics not only underscores the role of tourism as a driver of sustainable development but also highlights its ability to enrich cultural and natural heritage[07].

Fig. 05 Rodriguez, B. (n.d.). A wooden podium in the middle of a lush green field [Photograph]. Unsplash. Retrieved from https://unsplash.com/photos/3Ldze1IrpMQ

06   World Tourism Organization. (2012). International tourism in numbers 2012. Madrid: WTO.

07   Sharpley, R., & Telfer, D. J. (2002). Tourism and development: Concepts and issues. Clevedon: Channel View Publications.

Understanding and Segmenting Tourist Demand:
A Strategic Approach to Market Differentiation

The tourism market, characterized by its extraordinary diversity and complexity, demands rigorous analysis to identify patterns and develop marketing strategies aligned with the specific needs of consumers. According to Kozak and Baloglu, segmentation in this sector cannot be addressed using universal methods; instead, it must adapt to the distinctive characteristics of each destination and audience, considering factors such as travel purpose (leisure, business, or culture), tourists' origin (domestic or international), and their demographic profile, including age and income levels.[08]

Segmentation can also be based on specific interests, such as preferences for beaches, mountains, historical sites, or urban cultural centers, as well as the level of travel organization, ranging from all-inclusive packages to more flexible, independent itineraries. As Buhalis points out, understanding these preferences helps to profile travelers' motivations and behaviors, enabling the development of more personalized offers.[09]

Finally, segmentation not only enhances the precision of marketing strategies but also promotes more sustainable tourism. Swarbrooke and Horner highlight that this approach helps align tourism experiences with travelers' expectations, maximizing satisfaction while fostering a positive impact on host communities[10]. Thus, segmentation is not merely an analytical tool but also a strategic driver to ensure competitiveness and sustainability in the globalized tourism sector.

Designing the Tourist Offer:
Balancing Heritage and Resources

When we talk about designing the tourism offer, it is essential to highlight its diverse and transversal nature. A tourism product is not solely composed of specific activities within the sector; it also includes a range of complementary services from other areas. Additionally, its design does not depend exclusively on economic factors but is built upon natural resources, cultural heritage, and local traditions that enrich visitors' experiences.

Tourism offers are generally organized into four key areas:

08   Kozak, M., & Baloglu, S. (2011). Managing and marketing tourist destinations: Strategies to gain a competitive edge. Routledge.

09   Buhalis, D. (2000). Marketing the competitive destination of the future. Tourism Management, 21(1), 97–116.

10   Swarbrooke, J., & Horner, S. (2007). Consumer behaviour in tourism. Butterworth-Heinemann.

Region | **Number of tourists per year** | **Order in rural production** | **Number of tourists per year** | **Main reason for tourism**

Aosta Valley — 570.000
Apulia — 1.140.000
Campania — 2.570.000
Emilia-Romagna — 1.700.000
Lazio — 5.700.000
Lombardy — 5.700.000
Piedmont — 1.400.000
Sardinia — 1.200.000
Sicily — 1.700.000
Trentino-Alto Adige — 7.100.000
Tuscany — 5.700.000
Veneto — 9.100.000

Order in rural production: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12

24.470.000 — Cultural tourism (museums, historical heritage, architecture)
4.040.000 — Coastal tourism (beaches, maritime activities)
1.700.000 — Gastronomic & Wine tourism (food and wine)
7.670.000 — Winter sports (skiing, snowboarding)
5.700.000 — Events & conferences (fairs, professional meetings)

Fig. 06 Diagram of the relationship between the number of tourists, rural production and the reason for tourism for the regions of Italy. Own elaboration.

01. Accommodation Infrastructure:
This includes hotels, vacation homes, campsites, and other facilities that form the foundation of tourism activity in any region.

02. Territory and Accessibility:
This encompasses the local infrastructure, from connectivity to urban planning that facilitates tourism. Accessibility and spatial design directly influence visitors' comfort.

03. Natural and Cultural Resources:
Natural, cultural, and historical attractions are at the heart of many tourist destinations but require responsible management to prevent deterioration and ensure sustainability.

04. Local Management and Promotion:
This involves the participation of public and private entities, including governments, local businesses, and associations working together to coordinate and promote tourism in the region.
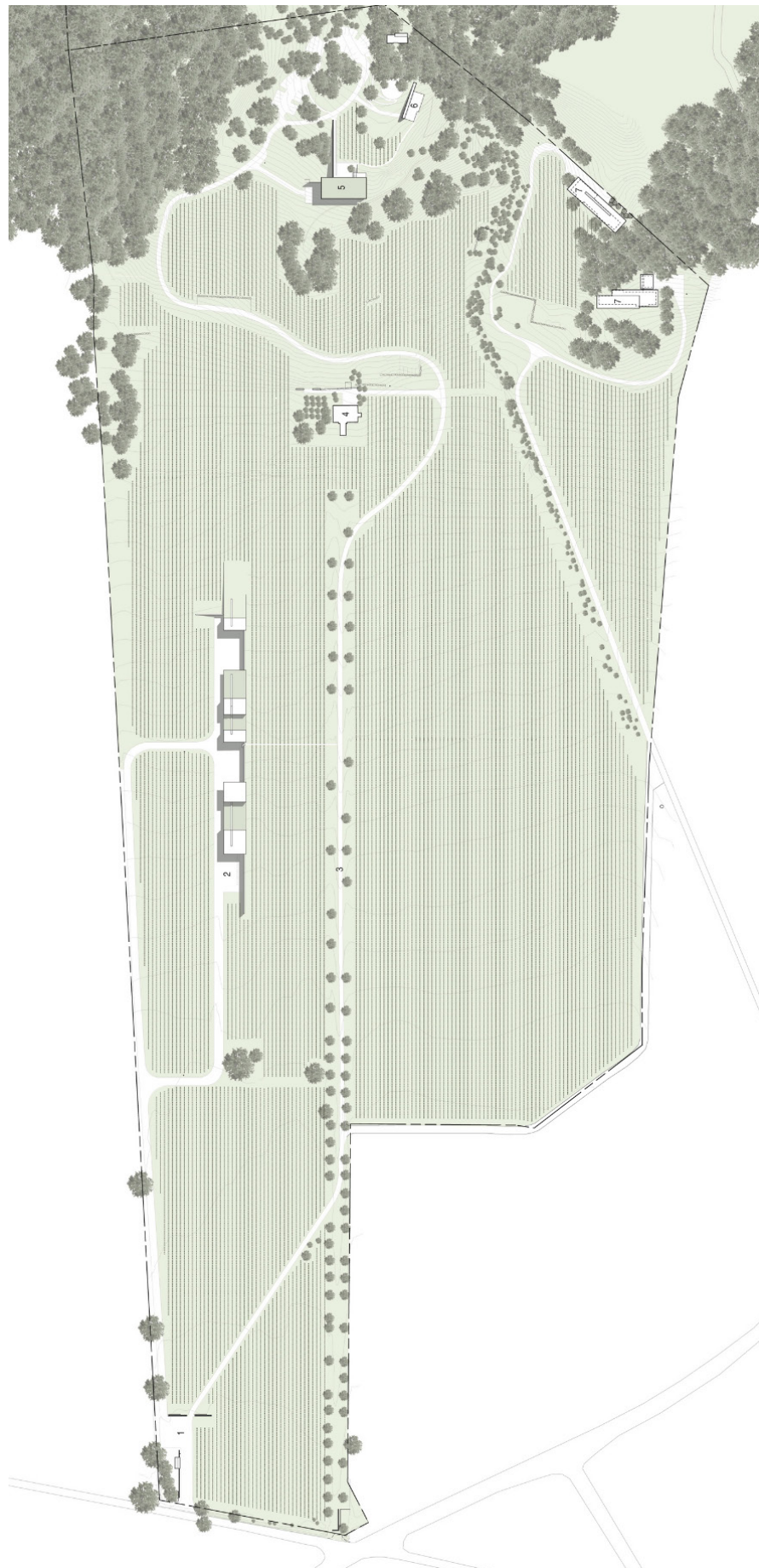
A study by UNESCO (1975) already warned of the profound social and environmental impacts that tourism can have on host communities. Among the challenges identified are the loss of local cultures—such as the displacement of native languages by global languages like English—and environmental degradation, evident in pollution and the deterioration of cultural sites. A striking example is Venice, where population density multiplies during peak seasons, increasing from 339 inhabitants per km² to over 2,264 inhabitants per km², figures comparable to major cities like Naples.[11]

The World Tourism Organization (UNWTO) has also highlighted the risks of poorly planned and managed tourism. Without a responsible approach, this activity can cause irreversible damage to both the environment and local communities. For this reason, the UNWTO encourages collaboration among governments, private operators, local authorities, and NGOs to ensure tourism management that is sustainable and respectful of destinations.[12] This cooperation aims to benefit local communities and protect the resources that make these places unique.

As summarized by the UNWTO, "if tourism is not planned, managed, and monitored responsibly, it can have negative impacts"; hence, it urges governments and private sectors to work together to avoid these risks.[13]

11 UNESCO. (1975). Tourism's impact on cultural identity and environmental degradation. Report.

12 World Tourism Organization (UNWTO). (2007). Tourism: A driver for development. Report.

13 Garrone, P. (2007). Tourism as a driver of development: A global analysis.

Fig. 07 Site Plan by Aidlin Darling Design. (n.d.). Scribe Winery Master Plan. Retrieved December 8, 2024, from https://aidlindarlingdesign.com.

2.1 Rise of wine tourism:
Promoter of rural development

Wine and gastronomic tourism, although a relatively recent phenomenon, is experiencing rapid growth. Rural landscapes and their traditional agricultural products are invaluable resources that have inspired various initiatives aimed at promoting these regions, such as enogastronomic routes. In Italy, this type of tourism began to take shape in the 1990s, when gastronomy-related tourism was limited to local festivals with modest reach. With the expansion of globalization, products certified as Protected Designation of Origin (PDO) and Geographical Indications (GI) became more common, further boosting the sector's growth and appeal[14].

Italy formalized its approach to wine and gastronomic tourism through Law 268/99, published in the Gazzetta Ufficiale on August 9, 1999. This law introduced the concept of Strade del Vino (Wine Routes), a key step in structuring the country's wine tourism[15]. These clearly marked routes allow visitors to explore vineyards, wineries, and local cultural and natural points of interest, transforming wine-growing regions into tourist destinations that stimulate local economies and promote regional development.

Recent shifts in consumer preferences have also played an important role in the evolution of wine tourism. Today's tourists are looking for distinctive and personalized experiences, often in the form of short and frequent trips, valuing service quality and the authenticity of local products.

14   European Union. (2012). Regulation (EU) No. 1151/2012 of the European Parliament and the Council on quality schemes for agricultural and food products.

15   Italy. (1999). Legge 268/99: Disposizioni in materia di "Strade del Vino" [Law 268/99: Provisions regarding the "Wine Routes"]. Gazzetta Ufficiale. Retrieved from http://www.prassicoop.it

This change in consumer behavior has led to two main profiles of tourists: **the Gastronaut and the Foodtrotter**. These travelers, generally between 30 and 50 years old, with a medium-high level of education, often take weekend trips lasting 1 to 3 days in search of authentic gastronomic experiences. They are particularly attracted to events such as food festivals and local fairs, offering immersive and genuine culinary experiences. These tourists are "willing to travel from their homes to explore and understand the culture of a destination known for its high-quality agricultural products."

The economic impact of wine tourism is clear, as it opens new business opportunities for local producers. This type of tourism adds an experiential dimension to wine consumption, fostering personal connections between visitors and producers while increasing understanding of production methods. Emotional bonds created during these experiences strengthen brand loyalty, encouraging tourists to return and recommend the region to others. This is reinforced by strategies such as vineyard tours, wine tastings, and educational experiences, which differentiate local products from those of other regions. These elements combine to create a compelling reason for visitors to prefer certain regions and brands.

From a marketing perspective, cultural events and enogastronomic festivals are crucial in defining the image and identity of a region. They act as catalysts for tourism, often attracting a significant number of visitors even during low seasons. These events create a tangible connection between tourists and the destination, offering them the opportunity to experience the region through its gastronomy, wines, and cultural heritage. It is emphasized that gastronomy plays a crucial role in defining a destination's identity, becoming a key component of territorial marketing. This strategy has been supported by cultural organizations such as *Slow Food*[16] and *Gambero Rosso*[17], which have played a significant role in shaping modern wine and food tourism since the 1980s. Through events, guides, and courses, these organizations have helped educate the public about high-quality food and wines, further promoting the sector.

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16   Slow Food. (1986). Founding of Slow Food.

17   Gambero Rosso. (1980). Promotion of high-quality gastronomy.

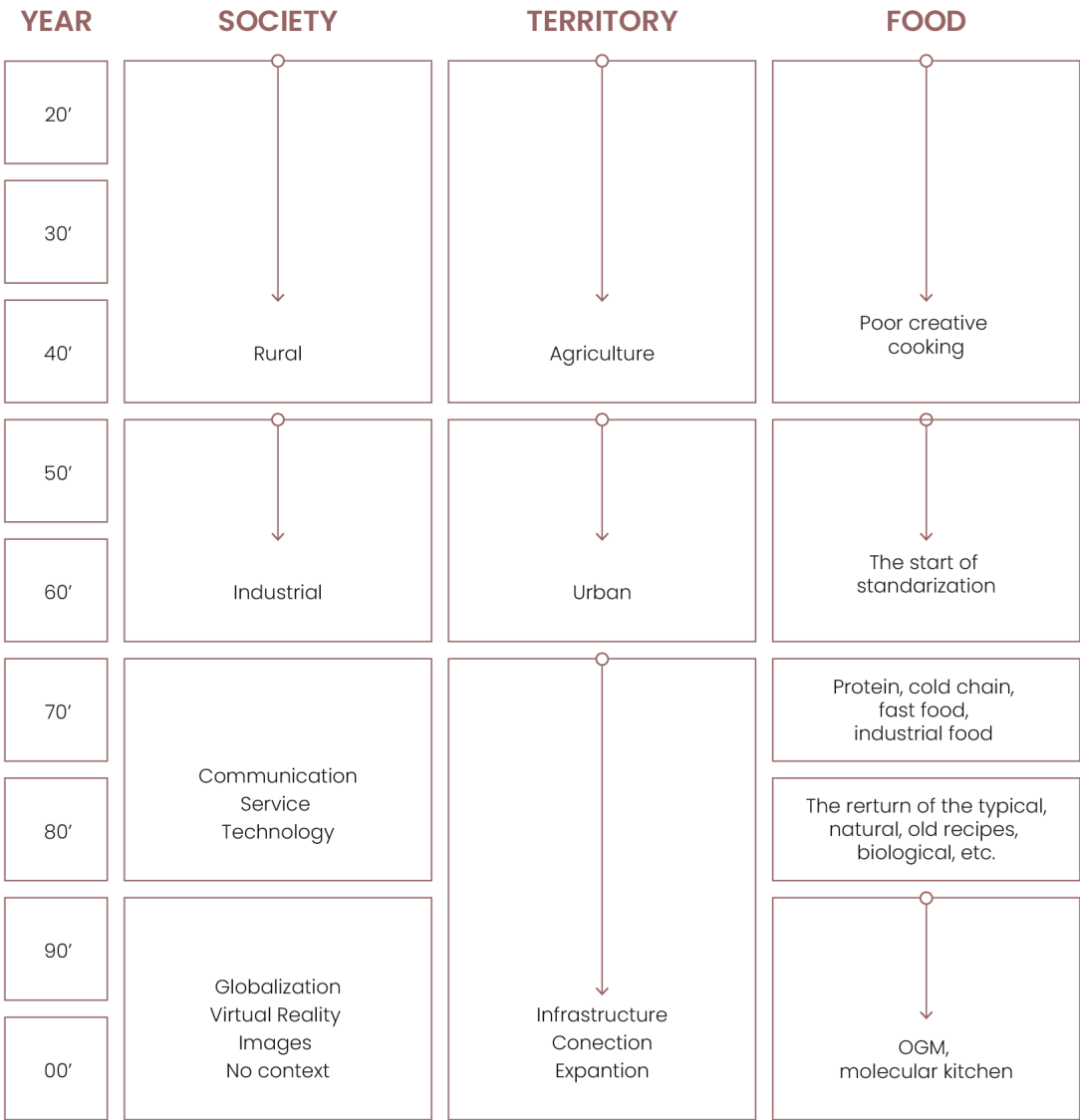| YEAR	SOCIETY	TERRITORY	FOOD
20'			
30'			
40'	Rural	Agriculture	Poor creative cooking
50'			
60'	Industrial	Urban	The start of standarization
70'			Protein, cold chain, fast food, industrial food
80'	Communication Service Technology		The rerturn of the typical, natural, old recipes, biological, etc.
90'	Globalization Virtual Reality Images No context	Infrastructure Conection Expantion	OGM, molecular kitchen
00'			

Fig. 08   Re elaboration of Croce E., Perri G., Il turismo enogastronomico. Progettare, gestire, vivere l'integrazione tra cibo, viaggio, territorio, Milano, Franco Angeli, 2010).

Gastronaut

-30 to 50 years old
-Medium High Education
-Short trips

Food trotter

-Moves with friends and family
- Interested in the local gastronomic heritage

Fig. 09   Graphic of type of toursits. Own elaboration

Fig. 10 Living Histories. (n.d.). Fattorie dei Marchesi L. e P. Antinori- Firenze Raccolto 1970 VILLA ANTINORI Chianti Classico Denominazone Di Origine Controllata Imbottigliato nella zona di Origine datle Fattorie dei Marchesi Le P. Antinori- S Casiano V.P. [Photograph]. Newcastle University. Retrieved December 8, 2024, from https://livinghistories.newcastle.edu.au/nodes/view/62537

2.2 Made in Italy:
Opportunities & Challenges

In 1993, wine with its evocative power, marked the official beginning of enogastronomic tourism in Italy, driven by the Movimento del Turismo del Vino and the first edition of "Cantine Aperte." Initially supported by a few wineries, the event quickly grew, encouraging more establishments to participate. Held on the last Sunday of May, it allows the public to explore wineries, learn about the production process, and connect with the origins of the wine.

For enogastronomic tourism to become a true development opportunity, it had to be organized in a responsible and sustainable manner, with a strong focus on quality. Tourism planning plays a key role in integrating all the components of a destination, where quality encompasses not only the products but also the entire experience offered by enogastronomic tourism, from service to the environment. The pursuit of quality is driven by both increased competitiveness and the evolving demands of consumers. While other regions embrace mass production, the Mediterranean has prioritized its culinary traditions, recovering ancient methods of production. Certifications and regulations from the EU have been essential in differentiating quality products and ensuring their proper valuation, thus strengthening the competitiveness of Italian producers.[18]

Gastronomic tourism must focus on customer satisfaction, achieved through quality products and excellent service. A satisfied tourist is an invaluable asset, as they are more likely to return and purchase additional products from the same region. According to Coldiretti (2008), local gastronomic souvenirs were the most popular among tourists, with 63% of Italians considering food and cuisine as symbols of "Made in Italy".[19]

18 European Commission. (2012). Regulation (EU) No. 1151/2012 on quality schemes for agricultural and food products. Official Journal of the European Union.

19 Coldiretti. (2008). I souvenir gastronomici locali tra i più richiesti dai turisti in Italia. Coldiretti.

Enotourism, generating 5 billion euros, is a key driver of Italy's vacation experience. The country boasts 172 products with protected designation of origin (PDO), 469 DOC/DOCG/IGT[20] wines, 546 wine cities, 284 olive oil cities, and 135 enogastronomic routes. Additionally, there are 4,396 traditional regional products, reflecting Italy's cultural and gastronomic diversity.

This potential was highlighted at the Borsa Internazionale del Turismo in Milan during Certicibit, an event promoting gastronomic tourism and local production. Enotourism fosters wine consumption through virtuous cycles, benefiting both the product and the region of production. Visitors gain a deeper understanding of the production process and the surrounding territory, experiencing the unique atmosphere of the environment.

Wine production in Italy is renowned for its diversity and prestige. The Ministry of Agriculture has promoted Italian wines as an emblem of "Made in Italy," achieving growing success in international markets. This effort is supported by the Chamber of Commerce's certification of quality and regional initiatives like the Wine Routes.

EU Regulation No. 2081/92 allows the registration of Italian origin and geographical indication labels, granting them protection within the European Union. The DOC and DOCG[21] labels ensure wines pass strict quality controls, while IGT labels are applied to broader production areas with less stringent rules. PDO and PGI certifications ensure that products have unique qualities linked to their place of origin.
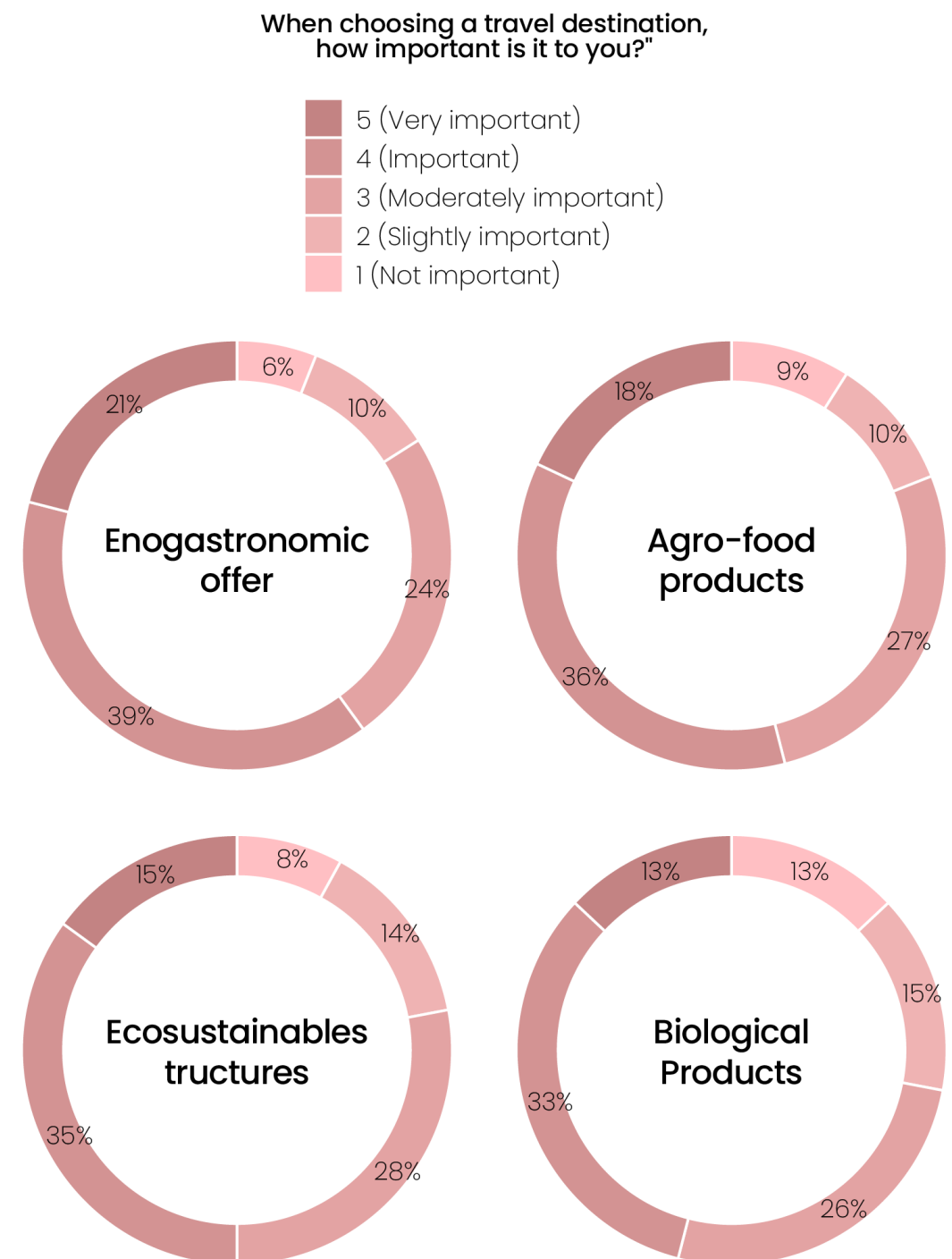
Wine and gastronomy are the second most important reason for visiting Italy and represent the primary source of satisfaction for tourists. Enotourism attracts 3.5 million visitors annually, generating 2.5 billion euros in revenue, with projected growth of 8% in visitors and 10% in revenue. According to the Censis Report on Enotourism (2006), the sector is expanding, but the lack of effective strategies between the public and private sectors could limit its growth, especially in lesser-known regions. The Delphi survey in the report indicated that enotourism in Italy attracts 4.5 million visitors, with an increase in average daily spending, which rose from 140 euros in 2003 to 167 euros in 2006. For every euro spent on wine, an additional 5 euros are generated for the local economy.

20   Regulation (EC) No. 2081/92 of the Council on the protection of geographical indications and designations of origin for agricultural products and foodstuffs. Official Journal of the European Union, 1992.

21   Regulation (EC) No. 2081/92 of the Council on the protection of geographical indications and designations of origin for agricultural products and foodstuffs. Official Journal of the European Union, 1992.

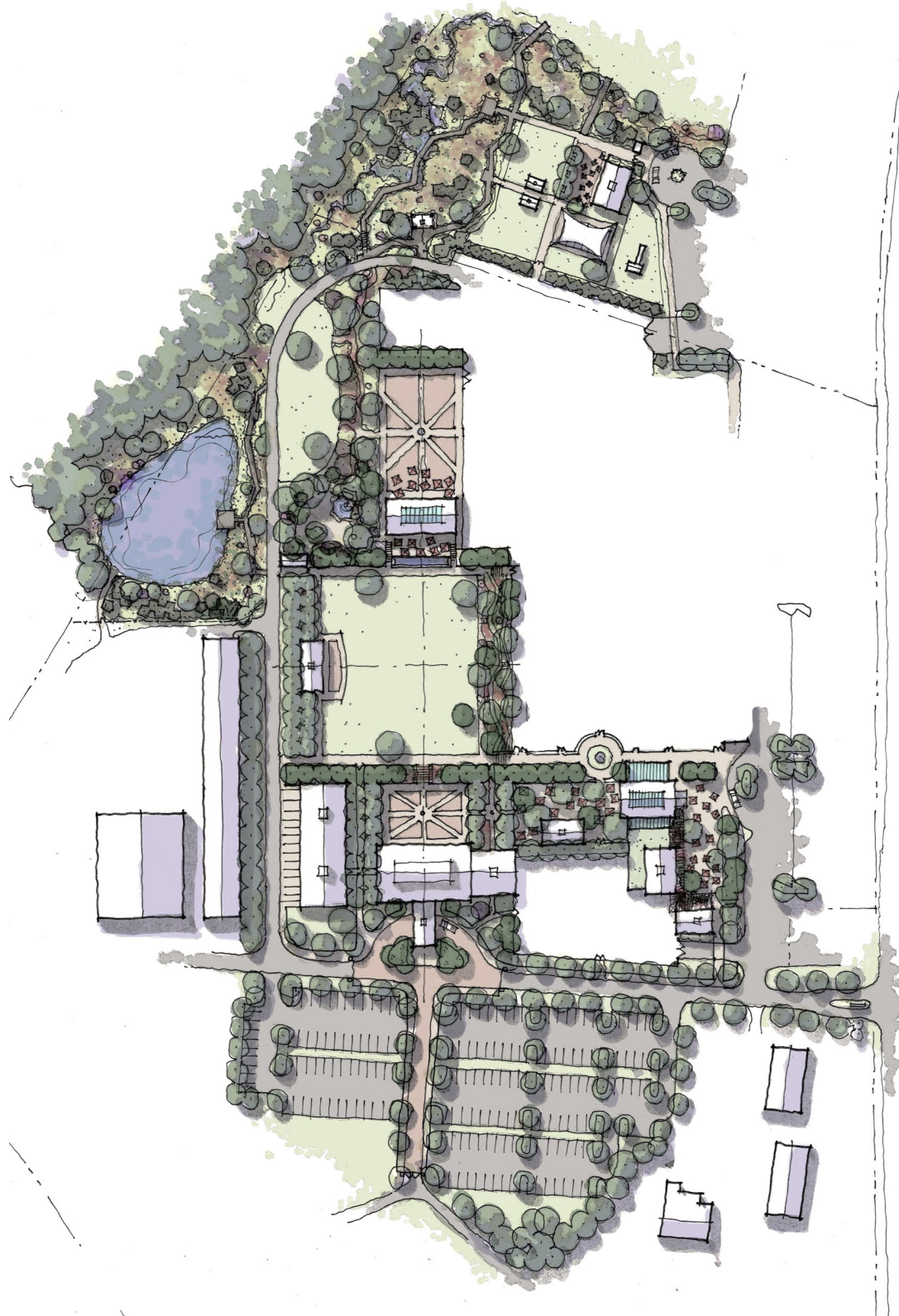**Fig. 11** UNESCO World Heritage Centre. (n.d.). Vineyard Landscape of Piedmont: Langhe-Roero and Monferrato - Gallery. Retrieved December 7, 2024, from https://whc.unesco.org/en/list/1390/gallery/&index=1&maxrows=12

When choosing a travel destination, how important is it to you?"

- 5 (Very important)
- 4 (Important)
- 3 (Moderately important)
- 2 (Slightly important)
- 1 (Not important)

Enogastronomic offer
6% · 10% · 24% · 39% · 21%

Agro-food products
9% · 10% · 27% · 36% · 18%

Ecosustainables tructures
8% · 14% · 28% · 35% · 15%

Biological Products
13% · 15% · 26% · 33% · 13%

Fig. 12 *Garibaldi, R. (2019). Profile of the enogastronomic tourist (reworked chart from the statistical results of: Rapporto sul turismo enogastronomico italiano).*

With significant growth potential, enotourism could double its current numbers, reaching 8 million visitors annually and increasing revenues from 2.5 billion to 4 billion euros. The number of attractive enotourism districts could grow from the current 10-15 to 40-50, distributed more evenly across Italy. As Floriano Zambon, president of Città del Vino, highlighted: "There is enormous untapped potential, but we need a qualitative leap in our promotion and development policies for enotourism." He emphasized the need for greater public involvement, better coordination with wineries, and stronger support for the Wine Routes system.

Italy leads the world in enogastronomic tourism thanks to its culinary diversity, boasting 4,698 traditional food specialties, including 1,438 varieties of bread, pasta, and cookies; 1,304 types of vegetables; 764 meat products; and 472 cheeses, along with beverages, honey, and artisanal confectionery. These products, crafted using methods preserved for at least 25 years, ensure authenticity and high quality. This sector generates approximately €24 billion annually, driven by consumption in restaurants, trattorias, and agriturismos, as well as the purchase of local products, which account for one-third of vacation spending. According to Coldiretti, food is the primary motivation for 35% of tourists visiting Italy, surpassing activities like museum visits (29%) and shopping (16%). Regions such as Tuscany (463 specialties), Campania (387), and Lazio (384) lead in gastronomic offerings, while areas like Veneto, Piedmont, and Sicily also stand out for their contributions to the national culinary heritage.

In addition to its gastronomic wealth, Italy excels as a European leader in organic farming and boasts 252 food products officially protected by the EU. In viticulture, its excellence is demonstrated by 331 DOC wines, 59 DOCG wines, and 118 IGT wines, solidifying its position in international markets. Food and wine, pillars of the "Made in Italy" brand, not only represent the country's cultural identity but also serve as key economic drivers. This sector reinforces Italy's role as a global tourism benchmark, demonstrating that its enogastronomic heritage is essential to its appeal and economic growth.

Fig. 13   Kimmel Studio. (n.d.). Agritourism master planning. Kimmel Studio Architects. Retrieved December 8, 2024, from https://www.kimmelstudio.com/agritourism-master-planning

2.3 Agrotourism:
A growing phenomenon in the rural economy

Agritourism in Italy has emerged as a distinctive form of tourism, offering visitors the unique opportunity to reconnect with nature while immersing themselves in rural life. This model provides an alternative vacation experience that contrasts with conventional tourism, focusing on agricultural environments and local traditions. Although initially met with skepticism, agritourism has experienced significant growth in recent years, driven by the increasing demand for authentic and meaningful travel experiences. To preserve its agricultural roots, Italian legislation, through Law 730/85, mandates that agritourism businesses maintain a close connection with agriculture, requiring that agricultural activities account for at least 50% of the total business activity[22]. This regulation ensures that agritourism supports and complements the agricultural sector rather than replacing it.

The success of this sector largely depends on comprehensive planning and the ability to offer an integrated and holistic experience. This includes accommodations in rural settings, food options with local products, the sale of regional goods, and various recreational activities such as nature walks, cooking classes, and participation in agricultural tasks. Each of these elements is designed to highlight the agricultural essence of the business, creating a unique synergy between tourism and agriculture. According to Coldiretti, food remains the primary attraction for tourists in Italy, with 35% of visitors identifying it as their main draw[23]. Tourists are not only drawn to traditional Italian cuisine but also to the opportunity to purchase local products directly from producers. This phenomenon reflects broader societal changes, particularly the shift from industrial to post-industrial values. As people seek to distance themselves from the fast-paced and impersonal nature of urban life, the demand for tourism

22   Italian Parliament. (1985). Law 5 December 1985, No. 730. Agritourism regulations. Official Gazette of the Italian Republic.

23   Coldiretti. (2023). Report on Agritourism in Italy. Retrieved from https://www.coldiretti.it

that fosters individuality, privacy, and authentic connections increases. Agritourism responds to these demands by offering vacations that provide not only physical and mental rejuvenation but also the opportunity for visitors to explore lesser-known itineraries, engage with local traditions, and experience new ways of life in rural settings.

Agritourism has also benefited greatly from the preservation of Italy's traditions and rural landscapes. These elements contribute to its appeal, allowing tourists to experience Italy's agricultural roots in a way that is deeply connected to its cultural and natural heritage. Italy boasts over 4,698 traditional food specialties and holds a leading position in organic farming in Europe, further enhancing the attractiveness of rural tourism. This activity is supported by Law 730/85, which established agritourism as a complementary activity to agriculture, ensuring that agritourism businesses maintain their agricultural foundation. Since the introduction of this law, both national and regional policies have played a key role in promoting agritourism while protecting the architectural and cultural heritage of rural areas.

Today, agritourism represents a vital economic resource, especially for small family-run farms. It allows farmers to diversify their income sources while preserving their land and traditions. According to Coldiretti, the agritourism sector generates €24 billion annually[24], underscoring its significant economic impact. Beyond its economic value, agritourism offers visitors unique cultural and culinary experiences, enabling them to participate in activities such as olive and grape harvesting, while immersing themselves in the local lifestyle, fostering a deeper understanding of the region's agricultural traditions.

The growth of agritourism has been supported by various public and private initiatives, including the European Agricultural Fund for Rural Development (EAFRD). This fund provides financial support to rural communities, helping them develop agricultural businesses and promote sustainability. However, the sector still relies heavily on word-of-mouth and localized marketing strategies, as many agritourism businesses are small family operations that lack the resources to carry out large-scale promotional campaigns.

Agritourism remains a key part of Italy's rural economy, offering tourists and locals a sustainable way to experience and preserve the country's agricultural heritage. It promotes economic sustainability while preserving Italy's cultural and environmental legacy. As agritourism grows, it fosters greater appreciation for Italy's rural landscapes and traditions, becoming an increasingly popular choice for those seeking authentic travel experiences.
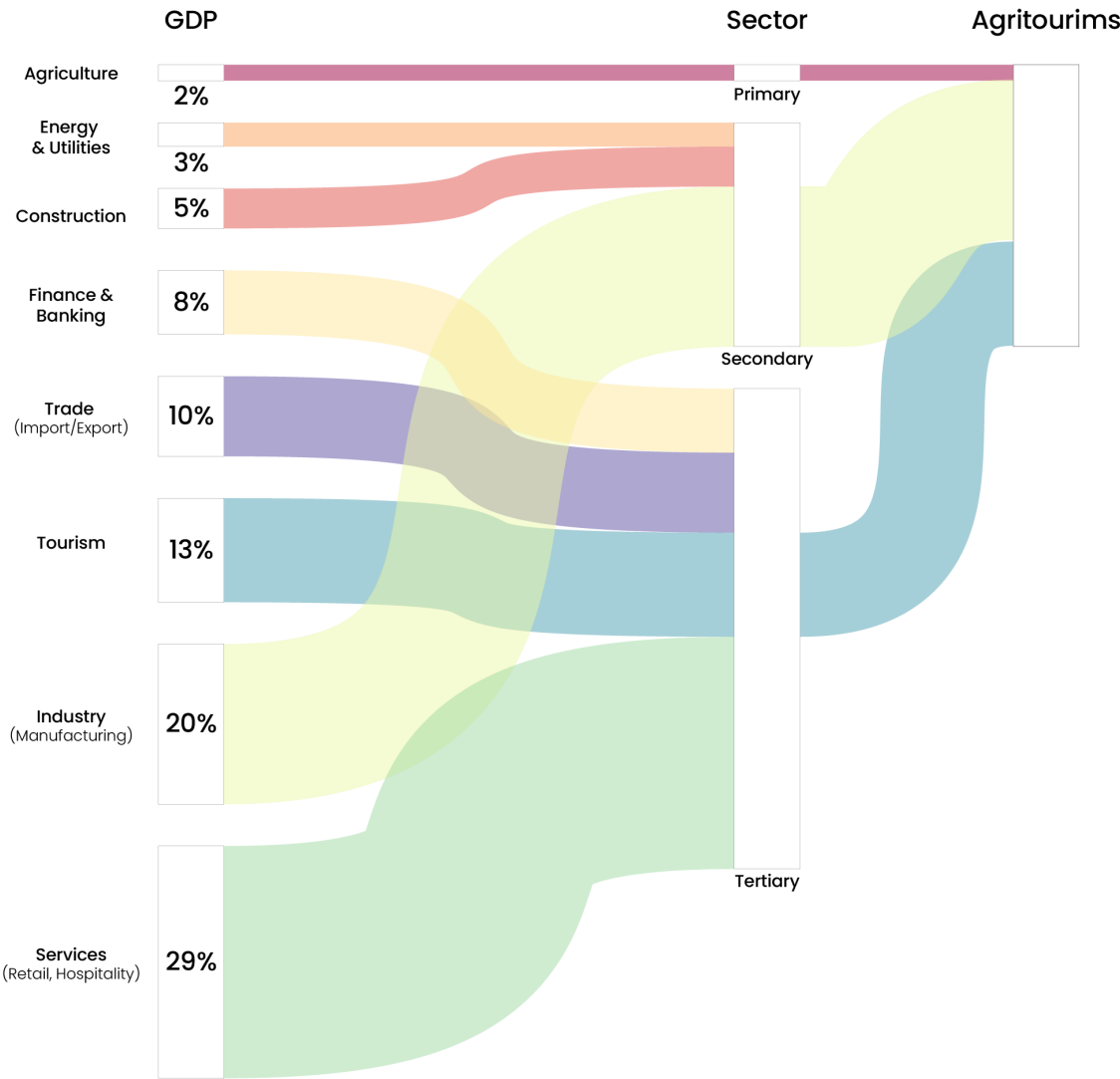
Fig. 14   Italy GDP by Sector (revaluation based on OECD data). Source: OECD, Economic Surveys: Italy 2023, OECD Publishing (https://doi.org/10.1787/eco_surveys-ita-2023-en).

2.4 Rural tourism:
Challenges of rural heritage

What remains of Italy's rural essence can be summarized in two key legacies with significant potential for the present and the future: a physical legacy represented by rural space and a cultural legacy embodied in its traditional heritage. This duality is essential for understanding the motivations behind rural tourism, often categorized as "alternative tourism" or "sustainable tourism." According to Simonicca, rural tourism aligns with this model because it allows visitors to interact with sociocultural or natural environments different from their own while aiming to leave a positive impact on the local community.

Simonicca further explains that rural tourism can be divided into two subtypes: nature tourism, which includes visits to protected natural areas such as forests and parks, and strictly rural tourism, encompassing agritourism and non-agricultural community tourism. The term "rural" derives from the Latin rus, meaning "cultivated field," in contrast to urbs, which refers to "city".[25]

The European Commission classifies rural areas into three categories based on their economic integration: integrated areas, intermediate areas, and remote areas. Integrated areas are characterized by positive demographic trends and a well-developed economy across all sectors (primary, secondary, and tertiary), although there is a risk of them becoming residential rather than productive zones. Intermediate areas are located farther from urban centers and primarily support the primary and secondary sectors. Remote areas are sparsely populated, often home to an aging population, and rely mainly on agriculture as their primary economic activity, with minimal infrastructure.[26]

25   Simonicca, A. (1997). Antropologia del turismo, strategie di ricerca e contesti etnografici. Roma: La Nuova Italia Scientifica.

26   European Commission. (2020). EU Rural Development Report. Brussels: Publications Office of the European Union.

Agricultural employment in Italy has declined significantly, with most workers now engaging in agriculture only part-time. Currently, 8.9% of Italy's labor force is employed in the agricultural sector, compared to the European average of 5.5%.[2] However, rural areas are also characterized by small and medium-sized enterprises (SMEs) with limited financial resources, making it challenging for them to compete with urban businesses and access adequate credit. Moreover, these regions often face a public service deficit due to their low population density, which makes maintaining these services economically unfeasible.

Despite these challenges, rural areas possess unique qualities and resources increasingly recognized by the European Union through rural development projects, where tourism is viewed as a promising avenue[27]. Tourism, particularly rural tourism, has an ambiguous relationship with space: on one hand, it thrives in an "imaginary space" shaped by mental maps reflecting collective and individual aspirations. On the other hand, it physically organizes geographic space through its activities.[3]

Tourism does not necessarily align with local political boundaries, as destinations are defined by their natural and cultural characteristics as well as their popular image. Rural tourism, as a form of sustainable tourism, focuses on enhancing and protecting the environment and local identity. It shares similarities with ecotourism, which emphasizes direct contact with nature and eco-friendly practices, such as staying in accommodations that use renewable energy or are located in nature reserves and rural areas. The goal of both rural tourism and ecotourism is to revitalize the region while maintaining harmony with local culture and ecosystems.

Fig. 16 Perspective illustration of the conversion of the Old Winery into a Cultural Center [Ilustración]. BEZ-KOCK. https://www.bez-kock.de/en/projects/1504/conversion-of-the-old-winery-into-a-cultural-center-bad-neustadt-an-der-saale-2020-2nd-prize/

27   European Union. (2018). Rural Development: Policy and Strategy Overview. Luxembourg: Publications Office of the European Union.

3.0 Wine-territory:
Economy, Culture & Landscape

Wine is a fundamental pillar of Italian cultural identity, recognized worldwide not only for its flavors and traditions but also for its close connection with the landscape and the territories that produce it. Each wine-producing region in Italy has a unique character, making it impossible to talk about the country without evoking its emblematic wines. This bond is regulated through various designations:

"The expressions 'Controlled Designation of Origin' (D.O.C.) or 'Controlled and Guaranteed Designation of Origin' (D.O.C.G.) indicate that the wines are produced in compliance with strict regulations that guarantee their high quality. This information may be accompanied (or replaced) by the acronym D.O.P. (P.D.O. – Protected Designation of Origin) which defines, at European level, the Designation of Origin Wines."[28]

In regions such as Veneto (18% DOC), Tuscany (17% DOC), and Piedmont (11% DOC), this system emphasizes the intrinsic relationship between local geography and the products cultivated, reflecting the unique character of the landscape that gives rise to each wine.

In this context, the territory of Langhe, Roero, and Monferrato in Piedmont deserves particular attention. These areas, famous for their impressive vineyards, are not only iconic landscapes but also the economic engine of the region. Wine production is a vital source of income that remains strong even during periods of economic recession. Various studies indicate that between 80% and 90% of Langhe's agricultural production is directly linked to wine. While industries like Ferrero are present in the area, their contribution to the local economy is minimal compared to viticulture. Wine accounts for

Fig. 17 UNESCO World Heritage Centre. (n.d.). Vineyard Landscape of Piedmont: Langhe-Roero and Monferrato - Gallery. Retrieved December 7, 2024, from https://whc.unesco.org/en/list/1390/gallery/&index=1&maxrows=12

28 Federdoc. (n.d.). How to read the label of wines with designation of origin. Retrieved November 23, 2024, from https://www.federdoc.com

between 30% and 40% of the region's GDP, and in 2022, Langhe, Roero, and Monferrato exported wines worth 2.09 billion euros, showing a 3.9% increase compared to the previous year.[29]

Understanding the history of wine production in the region is essential, as it has been shaped by centuries of tradition, dating back to Roman times and continuing to evolve to the present day. A significant turning point occurred in the 19th century when Barolo gained international recognition. However, the industry faced major challenges in the 20th century due to epidemics and the devastation caused by the two World Wars, which led to a decline in production. It was not until the 1970s that renowned wineries like Barolo and Barbaresco regained global prestige, reaffirming their status among the most esteemed wines in the world.[30]

Thus, wine in this region is not just a product; it is a cultural artifact deeply tied to the traditions, history, and local identity. Economically, it remains one of the main generators of agricultural income, while also being a globally recognized product. As previously mentioned, it is impossible to think of Italy without evoking its wine. As the industry progresses, innovation becomes crucial, particularly in terms of marketing strategies and the creation of experiences that honor tradition while appealing to new generations. The challenge lies in balancing respect for the cultural and historical heritage of wine with the incorporation of modernity and adapting to changing consumer preferences.

It is also important to note that the experience of wine involves all the senses, especially taste and smell. These sensory experiences are closely tied to the landscape and the specific vineyard where the wine originates. The geography of each wine-producing region defines the characteristics of the grapes, which in turn grants intrinsic value to the land. Therefore, the history, culture, tradition, and sensory experience of wine underscore the importance of the cultural landscape, which has led to the Langhe vineyards being recognized as a UNESCO World Heritage Site.

Through various strategies and innovative proposals, it is essential to ensure the preservation of these valuable territories. Protecting the vineyards of Langhe, Roero, and Monferrato is not only economically important but also a cultural responsibility to safeguard the heritage that defines this unique and revered territory.

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29   WineNews. (2023). Langhe, Roero and Monferrato: 2.09 billion euros in wine exports in 2022. Retrieved November 23, 2024, from https://www.winenews.it/en/

30   Prunotto. (n.d.). History of Barolo and Barbaresco. Retrieved November 23, 2024, from https://www.prunotto.it/en/

Piedmont
(11% DOC)

1. Barolo / Barbaresco
2. Barbera
3. Moscato d´Asti
4. Dolcetto
5. Gavi
6. Brachetto
7. Arneib

Tuscany
(17% DOC)

1. Chianti
2. Brunello di Moltacino
3. Trebbiano
4. Merlot
5. Vin Santo

Veneto
(18% DOC)

1. Prosecco
2. Soave
3. Bardolino
4. Merlot
5. Pinot Grigio

Fig. 18   Top three DOC wine production regions in Italy. Map illustrating Veneto (18% DOC), Tuscany (17% DOC), and Piedmont (11% DOC), highlighting key wines from each region. Own elaboration.

Fig. 19 "Map of the Vineyard Landscape of Piedmont: Langhe-Roero and Monferrato, indicating the inscribed property on the UNESCO World Heritage List. Source: UNESCO World Heritage Centre (UNESCO)."

3.1 UNESCO Recognition in Piedmont:
Langhe, Roero & Monferrato
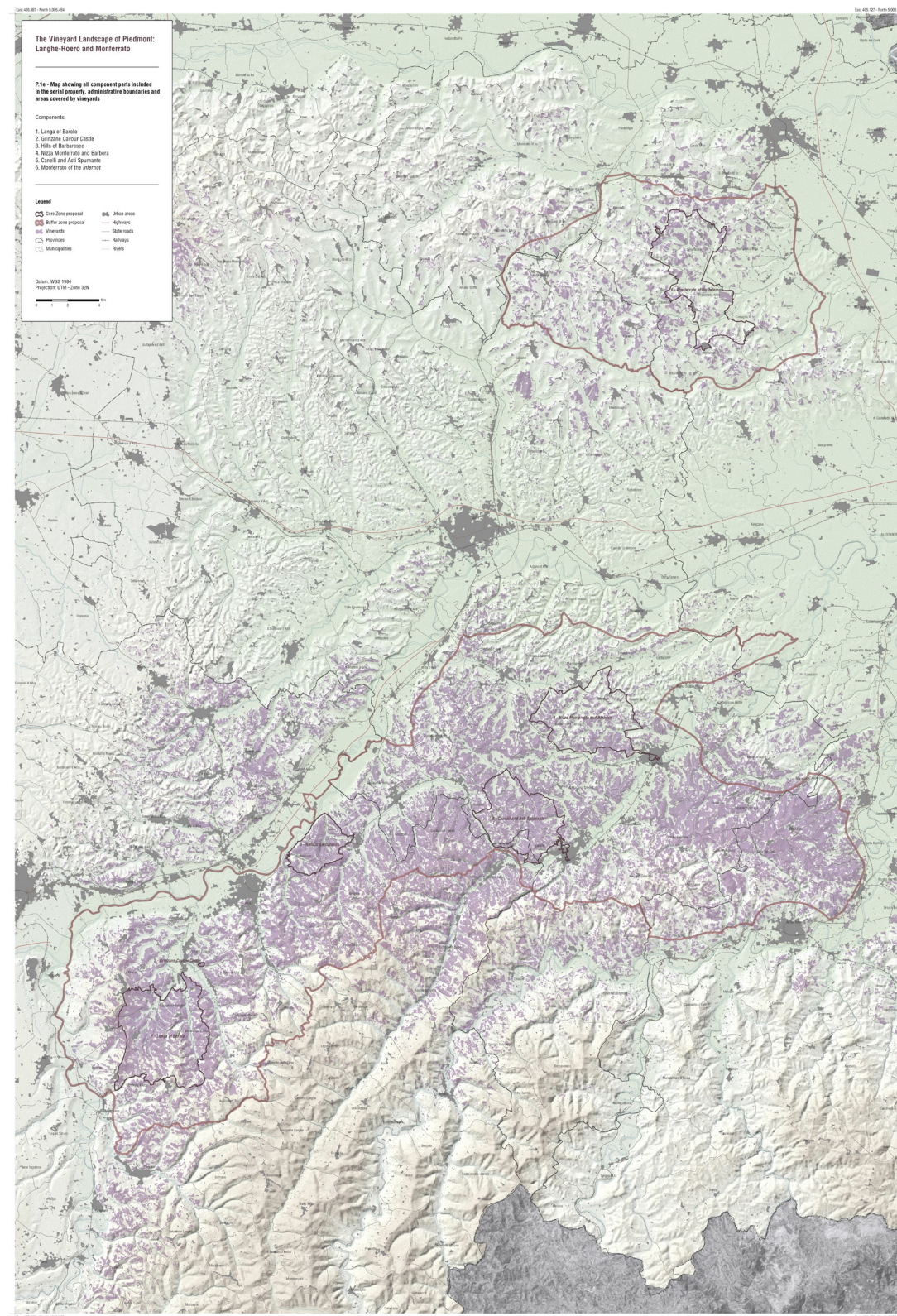
In 2014, the Langhe, Roero, and Monferrato areas were recognized and protected by UNESCO under the Cultural and Landscape Heritage Code (Decree No. 42 of January 22, 2004).[31] This region encompasses vineyards and castles whose names reflect its rich history, culture, and the interplay between people and the natural environment. Elements such as the diversity of terrains, grape varieties, and wine production processes stand out in this landscape. Additionally, the architecture shaping the territory—villages, castles, churches, farms, and rural houses—complements and reinforces the area's identity. Together, this region is distinguished by the harmonious relationship between its natural landscape and architectural elements, directly linked to its culture, history, and wine production.

This territory meets several UNESCO criteria for being considered a World Heritage Site. According to Criterion (III), it is an exceptional testimony to the long-standing tradition of viticulture, reflecting its evolution and adaptation over the years. Similarly, Criterion (V) highlights how these landscapes are outstanding examples of the interaction between humans and their natural environment, demonstrating ongoing expertise in viticulture. To evaluate and inscribe sites on the World Heritage List, UNESCO uses ten criteria divided into cultural and natural categories.[32] Criterion (III) encompasses exceptional cultural traditions, while Criterion (V) recognizes landscapes that exemplify sustainable interactions between people and the environment. In the case of Langhe, Roero, and Monferrato, their significant aesthetic value reinforces their status as a model of European vineyards.[33]

31   UNESCO. (2004). Cultural and Landscape Heritage Code (Decree No. 42).

32   UNESCO. (2014). World Heritage List Criteria. Retrieved from https://whc.unesco.org/criteria

33   World Heritage Centre. (2020). World Heritage Site Evaluation: The Langhe, Roero, and Monferrato Region.

I
to represent a masterpiece of human creative genius;

II
to exhibit an important interchange of human values, over a span of time or within a cultural area of the world, on developments in architecture or technology, monumental arts, town-planning or landscape design;

III
to bear a unique or at least exceptional testimony to a cultural tradition or to a civilization which is living or which has disappeared;

IV
to be an outstanding example of a type of building, architectural or technological ensemble or landscape which illustrates (a) significant stage(s) in human history;

V
to be an outstanding example of a traditional human settlement, land-use, or sea-use which is representative of a culture (or cultures), or human interaction with the environment especially when it has become vulnerable under the impact of irreversible change;

VI
to be directly or tangibly associated with events or living traditions, with ideas, or with beliefs, with artistic and literary works of outstanding universal significance. (The Committee considers that this criterion should preferably be used in conjunction with other criteria);

VII
to contain superlative natural phenomena or areas of exceptional natural beauty and aesthetic importance;

VIII
to be outstanding examples representing major stages of earth's history, including the record of life, significant on-going geological processes in the development of landforms, or significant geomorphic or physiographic features;

IX
to be outstanding examples representing significant on-going ecological and biological processes in the evolution and development of terrestrial, fresh water, coastal and marine ecosystems and communities of plants and animals;

X
to contain the most important and significant natural habitats for in-situ conservation of biological diversity, including those containing threatened species of outstanding universal value from the point of view of science or conservation.

Fig. 20 List of the 10 selection criteria for UNESCO World Heritage. Information retrieved from UNESCO World Heritage Centre. https://whc.unesco.org/en/criteria/

UNESCO also evaluates sites based on values such as integrity and authenticity. The integrity of this region is ensured by the presence of five key components: culture, residential structures, architecture, natural environment, and viticultural productivity. This reflects technical and social processes representative of the wine industry. On the other hand, authenticity is expressed in land use, building practices, and social traditions governing wine production from grape cultivation to the final product. These aspects highlight deeply rooted traditional practices, showcasing a unique relationship between the rural environment, architectural elements, and the extraordinary vineyards of Piedmont.

As Italian writer Mario Soldati once described, "*The Italian vineyard is a marvel of balance: the fruit of man's skill and nature's gifts.*" [34]This balance is perfectly embodied in Langhe, Roero, and Monferrato, where the breathtaking landscapes and timeless traditions have earned their rightful place as a UNESCO World Heritage Site.

Fig. 21 Langhe - Vineyard landscape from Barolo, Piedmont, Italy. Photograph retrieved from UNESCO World Heritage Centre. https://whc.unesco.org/en/list/1390/gallery/&index=1&maxrows=12

34   Soldati, M. (1975). Vino al vino [Wine to Wine]. Milan: Mondadori.

Buffer zone

06

Nizza Monferrato e Barbera

Canelli e L´ Asti Spumante

Il Monferrato d egli Infernot

Asti

Buffer zone

05

04

03

Bra

Alba

02

01

La Langa del Barolo

Il Castelo di Grinzane Cavour

Le Colline di Barbaresco

Fig. 22 Revaluation of the map 'Core of Buffer Zones,' adapted from the map available on the CPA Alba website (https://cpualba.it/mappe/)."

3.2 **Primary buffer zones:**
Ensuring the protection of heritage & Landscape
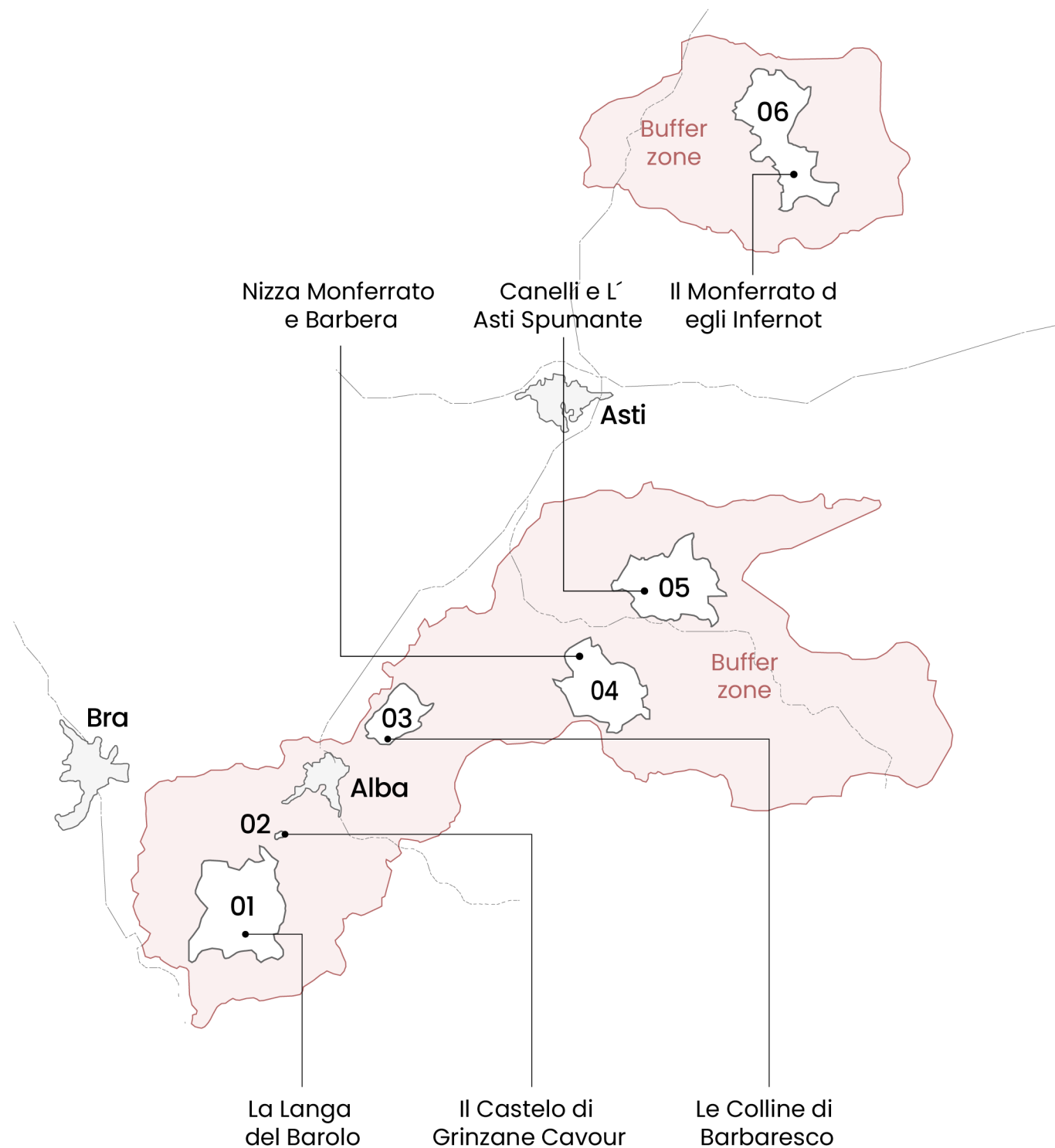
The areas of Langhe, Monferrato, and Roero are organized into buffer zones. In the context of UNESCO, a buffer zone is defined as an area surrounding the central zone of greatest cultural or natural importance, providing an additional level of protection to its essential values[35]. These zones are critical for safeguarding the integrity and sustainability of the site, regulating transformations that could generate adverse impacts on the central area. In this framework, buffer zones serve several essential functions:

A. Protection: They ensure that human activities do not compromise the cultural or natural heritage of the site, preserving the authenticity and harmony of the landscape.
B. Transition between Heritage and Surrounding Areas: They act as a gradient between the protected central zone and more modern or industrialized areas, helping maintain the visual and aesthetic cohesion of the heritage landscape.
C. Cultural Conservation: They support the continuation of cultural practices related to viticulture, traditional agricultural techniques, and other aspects of rural life and local lifestyles.

The Langhe, Roero, and Monferrato region covers a total protected area of 87,038 hectares, which includes a central zone of 10,789 hectares and a buffer zone of 76,249 hectares[36]. This protection is organized into six distinct central zones, each with its corresponding buffer zone, carefully delineated to ensure the safeguarding of their cultural and landscape values.

35   UNESCO. (n.d.). Operational Guidelines for the Implementation of the World Heritage Convention. Retrieved from https://whc.unesco.org/en/guidelines/

36   UNESCO. (2014). Langhe-Roero and Monferrato Vineyards: World Heritage List Nomination. Retrieved from https://whc.unesco.org/en/list/1390

01. Langa di Barolo:

Langa di Barolo, located in the northwestern Langhe hills, spans 3,051 hectares and includes nine municipalities, such as Barolo, La Morra, and Monforte d'Alba, known for Barolo wine, made from Nebbiolo grapes. The wine's fame grew in the 19th century as the favorite of the Royal House of Savoy. The region is characterized by monocultural landscapes, with vineyards stretching across the hills, blending seamlessly with medieval villages and castles. The interaction between these elements creates a picturesque and distinctive landscape. Notable wineries include Fontanafredda, once owned by the Royal House of Savoy.

02. Grinzane Cavour Castle:

Grinzane Cavour Castle, acquired by Camillo Benso, Count of Cavour, in the 19th century, became central to experiments improving Piedmontese wines. These led to the creation of some of the region's most famous red wines. The castle itself is a remarkable historical landmark, offering insight into the region's viticultural heritage. Its role in advancing the quality of wine production is an essential part of Piedmont's winemaking legacy, symbolizing the close relationship between culture, history, and agriculture in the area.

03. Le Colline di Barbaresco:

Le Colline di Barbaresco, located near the Tanaro River, includes Barbaresco and Neive, important examples of the Barbaresco DOCG wine system. Barbaresco, with its medieval tower, is a key visual landmark in Langhe, Roero, and Monferrato. Along with Barolo, it is one of the most renowned red wines globally, made from Nebbiolo grapes. The region is home to 87 wineries, including the Cantina Sociale dei Produttori di Barbaresco, and distribution centers like the Enoteca Regionale del Barbaresco.

04. Nizza Monferrato and Barbera:

The Nizza Monferrato area, in Alto Monferrato, includes municipalities like Montegrosso and Agliano Terme, known for over 500 years of Barbera grape cultivation. Nizza Monferrato is the commercial hub for Barbera d'Asti DOCG, situated between Asti and Alessandria. The region hosts 880 vineyards and 229 wineries specializing in Barbera DOCG. The Museo delle Contadinerie showcases traditional vineyard tools and the evolution of winemaking techniques.

05. Canelli and Asti Spumante:

Canelli, known for Asti Spumante production, is considered the birthplace of Italian sparkling wine. The refinement of Moscato Bianco grape cultivation and winemaking techniques has made it internationally renowned. In 1895, Federico Martinotti pioneered the method for Asti Spumante, later perfected by the French enologist Charmat. Canelli

is home to the first sparkling wine cellars, the "Cattedrali Sotterranee," and the nearby village of Calosso is known for its crutin, underground cellars used for storing wine. The site covers 1,236 hectares with 238 wineries specializing in sparkling wine.

06. Monferrato degli Infernot

Monferrato degli Infernot includes eight villages known for their use of Pietra da Cantoni, a unique local sandstone. These underground wine storage cellars reflect traditional craftsmanship passed down through generations. The area also features an ecomuseum dedicated to this tradition and two inactive quarries that once supplied the material. The primary grape variety is Barbera del Monferrato, distinguished from Barbera d'Asti by different winemaking techniques.[37][38]

01   02   03

04   05   06

Fig. 23 Photographs of the Buffer Zones of the Langhe, Roero, and Monferrato Vineyard Landscapes, highlighting their role in preserving the cultural and environmental heritage of the region. Source: UNESCO World Heritage Centre (UNESCO)

37 Associazione per il Patrimonio dei Paesaggi Vitivinicoli di Langhe-Roero e Monferrato. (n.d.). Patrimonio dei Paesaggi Vitivinicoli: Langhe-Roero e Monferrato.

38 Regione Piemonte. (n.d.). Paesaggi vitivinicoli di Langhe-Roero e Monferrato: Piano di gestione 2014-2016.

3.3 Landscape Potential:
An Integrated Analysis

The Piemonte region is defined by its distinctive and varied climate, significantly influencing its landscape and agricultural potential. The region experiences a cold and temperate climate, shaped by its proximity to the Alps to the north and the Ligurian Sea to the south. This geographic contrast creates complex weather patterns and microclimates due to variations in altitude and wind. For instance, Barolo benefits from a moderate climate ideal for high-quality grapes, while nearby Dogliani experiences a cooler environment due to its proximity to the mountains.

These climatic conditions form the foundation of Piemonte's viticulture, offering environments suitable for different grape varieties, each contributing to the region's celebrated wines. However, the region faces natural threats such as frost, hail, and other climatic disturbances that can reduce yields and compromise grape quality. These risks highlight the need for ongoing adaptation in agricultural practices and investment in protective technologies to ensure long-term viability.[39]

Beyond its natural assets, Langhe stands out as a cultural and gastronomic treasure, with an identity closely linked to its land's products. Known for prestigious wines like Barolo, Barbera, and Dolcetto, Langhe is also famous for its truffles and "Nocciola Tonda Gentile" hazelnuts. These products are key to the region's cultural heritage and play a significant role in its global appeal.

The cultural importance of these products is celebrated through prestigious events, such as the World White Truffle Market in Alba, which features truffle hunting demonstrations, gourmet tastings, and

Fig. 24 Photograph of the Castello di Grinzane Cavour, a historical landmark within the Langhe-Roero and Monferrato Vineyard Landscape, recognized as a UNESCO World Heritage site. Source: Paesaggi Vitivinicoli UNESCO (Paesaggi Vitivinicoli UNESCO)

39 Assumma, V., Bottero, M., Cassatella, C., & Cotella, G. (2023). SPOT Italy case study: The Langhe-Roero and Monferrato vineyard landscape. SPOT Erasmus+. https://spot-erasmus.eu/wp-content/uploads/2023/03/ItalyCaseStudy_SPOT_vFINAL.pdf

educational workshops that highlight the region's unique terroir. These events promote Langhe's gastronomic excellence while reinforcing its cultural significance as a destination for food lovers and cultural tourists.

Additionally, the international CHEESE event in Bra showcases the region's artisanal dairy products. This event fosters a sense of community and promotes the slow food movement, which originated in Langhe. These gatherings not only celebrate food but also preserve traditional agricultural practices and support sustainable economic development through tourism and local entrepreneurship.

The economic impact of this cultural wealth is evident across multiple sectors. The value of rural properties, especially those in picturesque landscapes, has grown significantly, reflecting increased demand for real estate in culturally and naturally attractive areas. This rise in property values stimulates the local economy by attracting investment and promoting rural development. Cities like Bra and Alba serve as economic engines, leveraging their industrial capacity alongside their cultural and gastronomic heritage to create economic opportunities. Key industries such as food manufacturing, exemplified by Ferrero, and textiles, represented by Miroglio, are central to the region's economy. These sectors benefit from the region's agricultural abundance and its position as a hub for gastronomic and oenological tourism.

Tourism plays a crucial role in the economy, attracting visitors to wineries, culinary events, historic towns, and scenic landscapes. This combination of natural beauty and cultural richness positions Langhe as a unique destination, where the landscape itself becomes a marketable asset. The integration of agriculture, tourism, and real estate creates a sustainable economic model, with each sector reinforcing the others and contributing to long-term prosperity.

However, the region faces challenges, particularly in terms of infrastructure. Despite its proximity to cities like Turin and Milan, Langhe suffers from outdated transportation systems. Insufficient bus services, abandoned train stations, and the lack of high-speed rail connections hinder mobility and limit access to larger urban centers. This lack of modern infrastructure presents a barrier to economic development, especially in rural areas that are vulnerable to depopulation.

The migration of young people to cities for work and education exacerbates the risk of depopulation in Langhe's rural areas, creating a demographic imbalance. To address this, improving the region's transportation infrastructure is essential. A modern, efficient system would not only help retain the local population by improving access to jobs and education but also increase tourism, further boosting the local economy.

In conclusion, Langhe and Piemonte's landscape is a multifaceted asset encompassing environmental, cultural, and economic dimensions. Its natural beauty and unique climate create ideal conditions for agriculture, particularly viticulture, while its rich cultural heritage enhances its global appeal. The region's ability to integrate these elements into a cohesive economic model is evident in its real estate market growth, tourism success, and strong traditional industries. However, addressing infrastructure challenges is crucial to fully unlocking its potential and ensuring sustainable growth for future generations.[40]

POTENTIALS OF THE LANDSCAPE

1. VITICULTURE
2. CULINARY HERITAGE
3. TOURISM
4. REAL STATE
5. ECONOMIC HUB

CHALLENGES OF THE LANDSCAPE

CLIMATE RISK

INFRASTRUCTURE DEFICENCY

DEPOPULATION

LACK OF HIGH SPEED TRANSPORT

ECONOMIC DIVERSIFICATION

Fig. 25 Potentials and challenges of the landscape, Own elaboration.

40 Assumma, V., Bottero, M., Cassatella, C., & Cotella, G. (2023). SPOT Italy case study: The Langhe-Roero and Monferrato vineyard landscape. SPOT Erasmus+. https://spot-erasmus.eu/wp-content/uploads/2023/03/ItalyCaseStudy_SPOT_vFINAL.pdf

Fig. 26   Photo of Il Brolo della Cantina Gorgo, Phase III, by Atelier XYZ. Design by Bricolo Falsarella Architettura. From https://www.bricolofalsarella.it/it/opere-costruite/costruzioni/cantina-gorgo-parte-iii/.

4.0 Wine-architecture:
Preservation of Cultural Heritage

"The architecture of a winery not only responds to the practical needs of winemaking, but also reflects the essence of the place, blending with the landscape and creating a deep connection between the land, the wine, and the culture. Each winery is a testament to its environment, a space that not only houses the wine production but also becomes an integral part of the terroir that creates it".[41]

This passage delves into the intrinsic relationship between wine and the land, highlighting its influence on the architectural design of wineries. A winery must be a functional, flexible, and adaptable space, capable of adjusting to fluctuations in production and operational changes. This flexibility is essential, allowing for efficient transitions in workflow and future expansions without compromising its original purpose.

Furthermore, the design of the winery should reflect the identity and character of the place, seamlessly integrating with the surrounding landscape. This symbolic and visual connection between the structure and its environment strengthens the sense of continuity, where the winery appears as a natural extension of the land.

The designer holds the responsibility of creating a space that not only supports wine production but also preserves and celebrates the cultural and environmental identity of the region. In this way, architecture becomes a vehicle for both production and the preservation of the local identity.

41   Raventos, J. (2009). La arquitectura de la bodega: la tierra, el vino y el paisaje. Ediciones del Vino.

Rooted in place:
Heritage & innovation in winery architecture

Carlo Tosco presents the vineyard landscape as a symbol of cultural and historical continuity, inseparable from the regions where wine has been cultivated for centuries. He explores how vineyards and wineries have been shaped by ancient agricultural practices that have evolved in harmony with the natural environment.[42]

This interaction between human intervention and the land reflects a symbolic relationship where nature and human effort intertwine. Tosco notes how generations of local knowledge have adapted the vineyard landscape to face challenges and capitalize on the region's wealth. This constant adaptation reveals a deep understanding of the territory, recognizing its nuances and respecting its unique characteristics, such as soil composition, climate, and biodiversity. These elements form the essence of what is called "terroir," which encompasses not only the physical attributes of a wine-producing region but also its cultural heritage and environmental complexity. Tosco emphasizes that the creation of these landscapes is an act of cultural legacy building, where vineyard landscapes serve as records of human interaction with nature.

Over the centuries, the land has been transformed through adaptive planting techniques and generational knowledge. Each vineyard, therefore, represents not only the ideal conditions for producing a unique wine but also the identity and resilience of the community that sustains it. In the contemporary architecture of wineries, this historical dimension becomes even more relevant. Designs aim to respect and preserve these cultural and historical elements, integrating the traditional aspects of the landscape with the demands of innovation and sustainability.

Fig. 27   Photograph of the Ratti Winery in La Morra (CN). Source: Harpo Verdepensile. Retrieved from https://www.harpoverdepensile.it/visualizza/referenze/cantine-vinicole/cantina-ratti-la-morra-cn/

42   Tosco, C. (2002). I paesaggi del vino tra storia e futuro. In F. Chiorino (Ed.), *Cantine secolo XXI* (pp. 21-24).

"Terroir" as a Concept and Its Identity

The concept of "terroir" encompasses the combination of climate, soil, topography, and ancestral traditions that define each wine-producing region. Beyond the physical components of wine production, terroir represents a deep identity historically and culturally tied to the land. As Tosco points out, it encompasses the essence of a region's wine heritage, making each winery's production unique and reflective of its origin and the traditions passed down through generations.[43]

In contemporary architecture, terroir assumes even greater relevance due to the increasing demand for innovative designs. Winery architecture must not only meet production needs but also respect and preserve the historical and environmental qualities of the territory. Architects face the challenge of integrating the modern with the traditional, creating designs that harmonize with the landscape while preserving the terroir's identity. In this way, terroir remains a key influence in the evolution of wineries, spaces deeply rooted in both tradition and the natural environment.

Challenges and Opportunities in Modern Winery Architecture

Modern wineries face the challenge of balancing innovative architectural designs with the preservation of the local character. According to He-co, wineries must be versatile spaces that support future growth and modernization while adhering to environmental sustainability principles. This dual approach requires the architecture to be both functional and flexible, able to adapt to increases in production or changes in operational needs without compromising the integrity of the surrounding landscape.[44]

He-co highlights a shift in the industry, where contemporary winery design incorporates not only advanced technologies but also sustainable practices. This approach encourages the creation of structures that not only visually integrate with their local surroundings but also minimize their environmental impact. From renewable energy systems and natural materials to waste reduction initiatives, modern wineries are being built to harmonize with the land they occupy.

Through this commitment to sustainability, wineries are evolving from simple production sites into symbols of responsible innovation. By integrating modernity with traditional values, they reflect the evolving ethos of winemaking, where progress and legacy coexist in spaces that foster both productivity and environmental care.

"A special feature of this cellar is that, instead of a common roof, it has a garden on top of it: the thick layer of soil and grass guarantees that the space below can keep a constant temperature and grade of humidity, that's a great thing for the optimal aging process of the wine. A "side effect" of this clever implementation is the acoustic insulation; once closed the big wooden portal, the hall falls in an absolute silence, which creates an almost surreal atmosphere. You could nearly hear the wine sleeping inside the casks..."

43 Tosco, C. (2021). I paesaggi del vino tra storia e futuro. In F. Chiorino (Ed.), Cantine secolo XXI (pp. 21-24).

44 He-co. (2022). Bodegas del futuro: Innovación y sostenibilidad en la arquitectura vitivinícola. Revista de Arquitectura y Sostenibilidad, 15(3), 45-50.

Fig. 28 Text and photograph of 'The Ancient Wine Cellars of Tuscany, Part I,' by Claudio Beffa. Source: Beffa, C. (n.d.). The Ancient Wine Cellars of Tuscany, Part I. Retrieved from https://www.phoclab.com/wp/blog/the-ancient-wine-cellars-of-tuscany-part-i/

La Morra

Alba

Asti

Bra

Roero

Langue Astigiani

Langue Cunessi

Alto Monferrato

Basso Monferrato

Monferrato Astigiano

Fig. 29 Map of Langhe, Roero & Monferrato, a wine region in Piedmont, Italy. Own elaboration based on information from UNESCO World Heritage Centre (https://whc.unesco.org/en/list/1390).

4.2 Architecture of wineries in Piedmont:
Preservation of Cultural Heritage

The architecture of the traditional wineries of Piedmont represents a manifestation of the symbiotic relationship between viticulture, local culture, and the region's landscape. These structures have evolved to meet the demands of wine production while maintaining a deep connection to the surrounding natural and cultural context. In areas such as Langhe and Monferrato, the architecture of the wineries has been crucial to the development of viticulture, dating back to the 8th century, and continues to be a vital element in preserving the region's historical identity.

01. Use of local materials

Traditional wineries in Piedmont employ local materials such as stone, clay, and wood, which not only fulfill structural functions but also ensure the buildings' harmonious integration with the surrounding landscape. For example, stone is used to construct walls that help regulate the thermal conditions of spaces intended for wine aging, maintaining a stable and ideal temperature for preservation. A paradigmatic example of this material use is the Cantina Giacomo Conterno in Monforte d'Alba, whose historic building reflects perfect integration with the surrounding hills, using natural materials that ensure the quality of its Barolo wine.

02. Adaptation to the local topography

Wineries in Piedmont respond to the particularities of the land, especially in regions like Langhe, where vineyards are organized in terraces on steep slopes. This adaptation to the terrain is not only functional but also contributes to the aesthetic of the landscape, creating visual continuity between the architecture and the natural surroundings. The Cantina Marchesi di Barolo is a clear example of
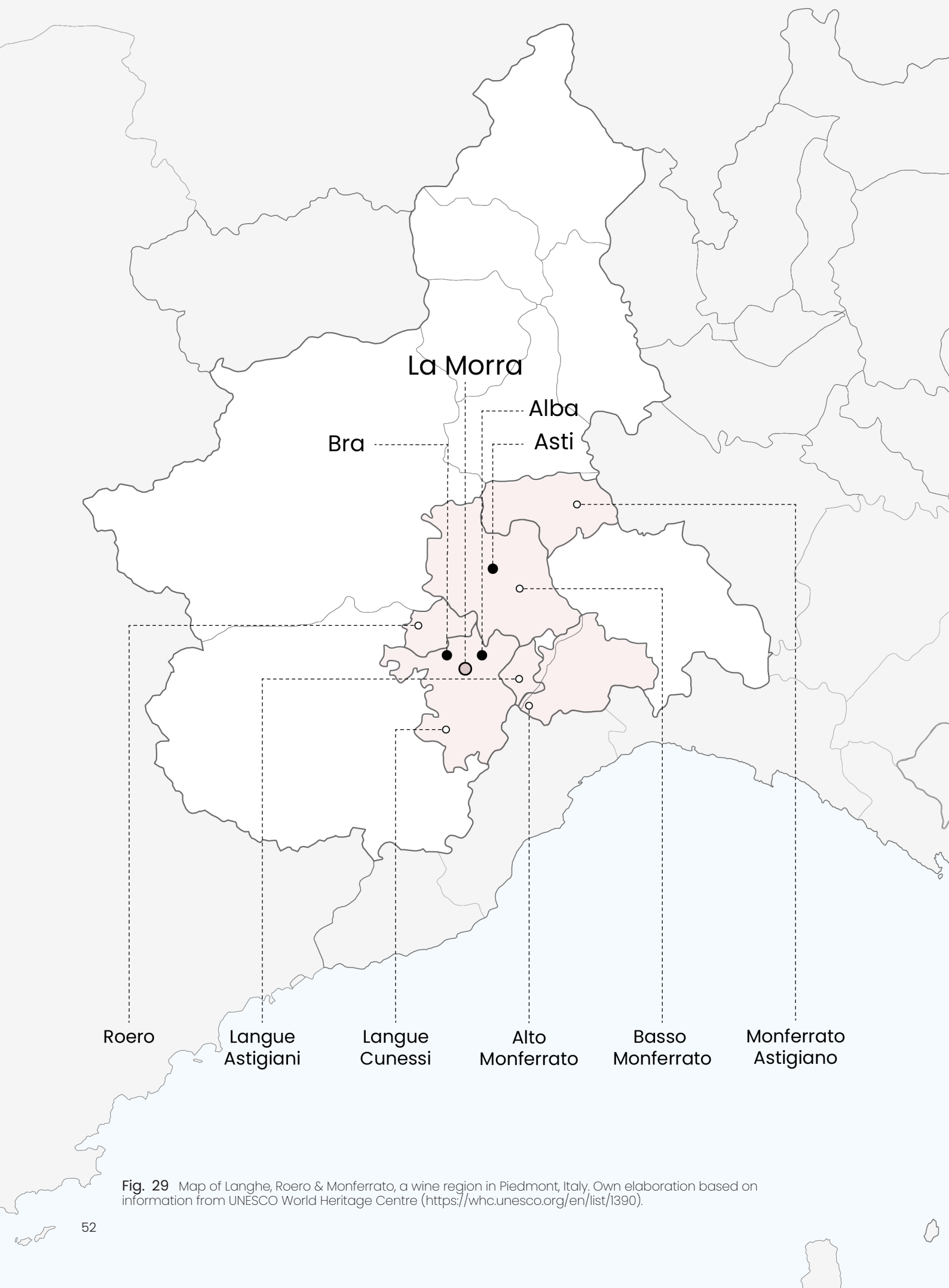
how a winery adapts to the land; situated on a hill in the heart of the Barolo region, its structures are developed on multiple levels that follow the slope of the land, optimizing sun exposure and wine storage conditions.

03. Function-driven design focused on production

The design of traditional wineries is oriented toward operational efficiency, with clearly defined spaces for winemaking, storage, and aging. For instance, barrels are stored in underground cellars or semi-buried structures, favoring wine preservation due to the stable temperature and controlled humidity of these spaces. The Cantina Fratelli Barale, also in the Barolo region, preserves these traditional elements in its architecture, with its underground cellar designed to maintain the ideal temperature for aging wine.

04. Symbolic integration with the territory

Wineries are not merely functional buildings, but extensions of the land that nurtures them. As Tosco notes, "In Piedmont, the wineries are more than buildings; they are extensions of the soil, constructions that emerge from the same landscape they cultivate".[45] This idea highlights how the architecture of wineries not only serves to house the production of wine but also acts as a reflection of local culture and terroir, the unique combination of natural factors that influence wine. Cantina Castello di Neive, in the heart of the Langhe region, exemplifies this concept, as its design and structure are a direct manifestation of winemaking tradition, blending seamlessly with the surrounding vineyard landscape.

05. Preservation of cultural heritage

Over the centuries, Piedmont's wineries have preserved their historical character while adapting to the needs of production. Starting in the 19th century, with the rise of Barolo wine as a symbol of prestige, many wineries were renovated or expanded to incorporate new winemaking techniques and meet high demand, while still retaining their historical identity. Today, these wineries continue to be emblems of tradition, serving as a bridge between the past and present of the region. An example of this preservation is the Cantina Bartolo Mascarello, which has maintained its traditional architectural style while implementing modern winemaking techniques, preserving the essence of the classical Barolo winemaking tradition.

The architecture of the traditional wineries of Piedmont goes beyond its productive function, acting as an integral component of the region's cultural identity. Through the selection of materials, adaptation to the landscape, and functional design, these structures not only facilitate the production of wine but also perpetuate the historical and cultural heritage of Piedmontese viticulture, demonstrating how architecture can serve as a vehicle for preserving local traditions and heritage.
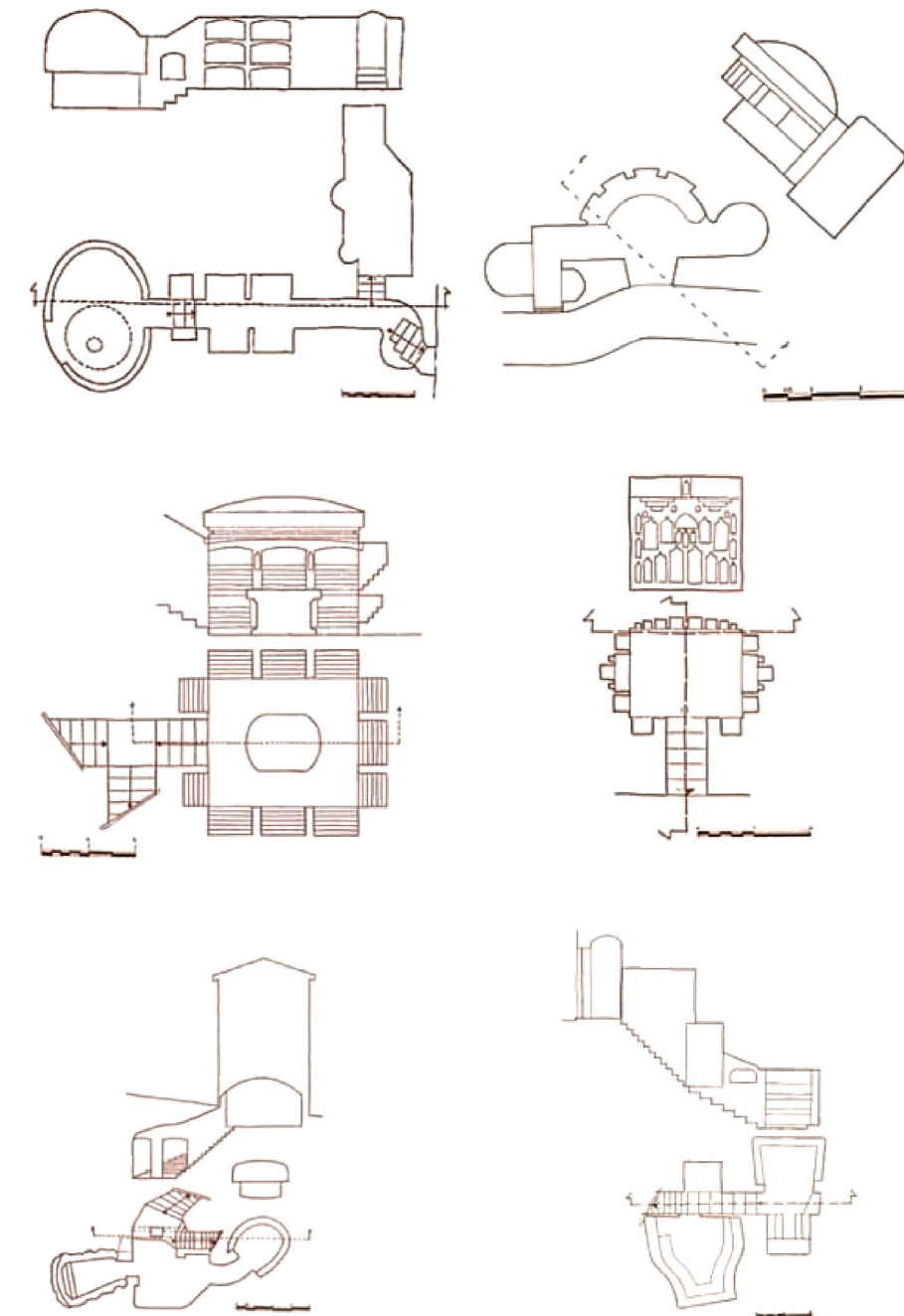
Fig. 30 Diagrams of 'Il Monferrato degli Infernot' from the UNESCO World Heritage List, Executive Summary of the Vineyard Landscape of Piedmont: Langhe-Roero and Monferrato. Source: UNESCO World Heritage List

45   Tosco, C. (2001). I paesaggi del vino tra storia e futuro. In F. Chiorino (Ed.), Cantine secolo XXI (pp. 21-24).
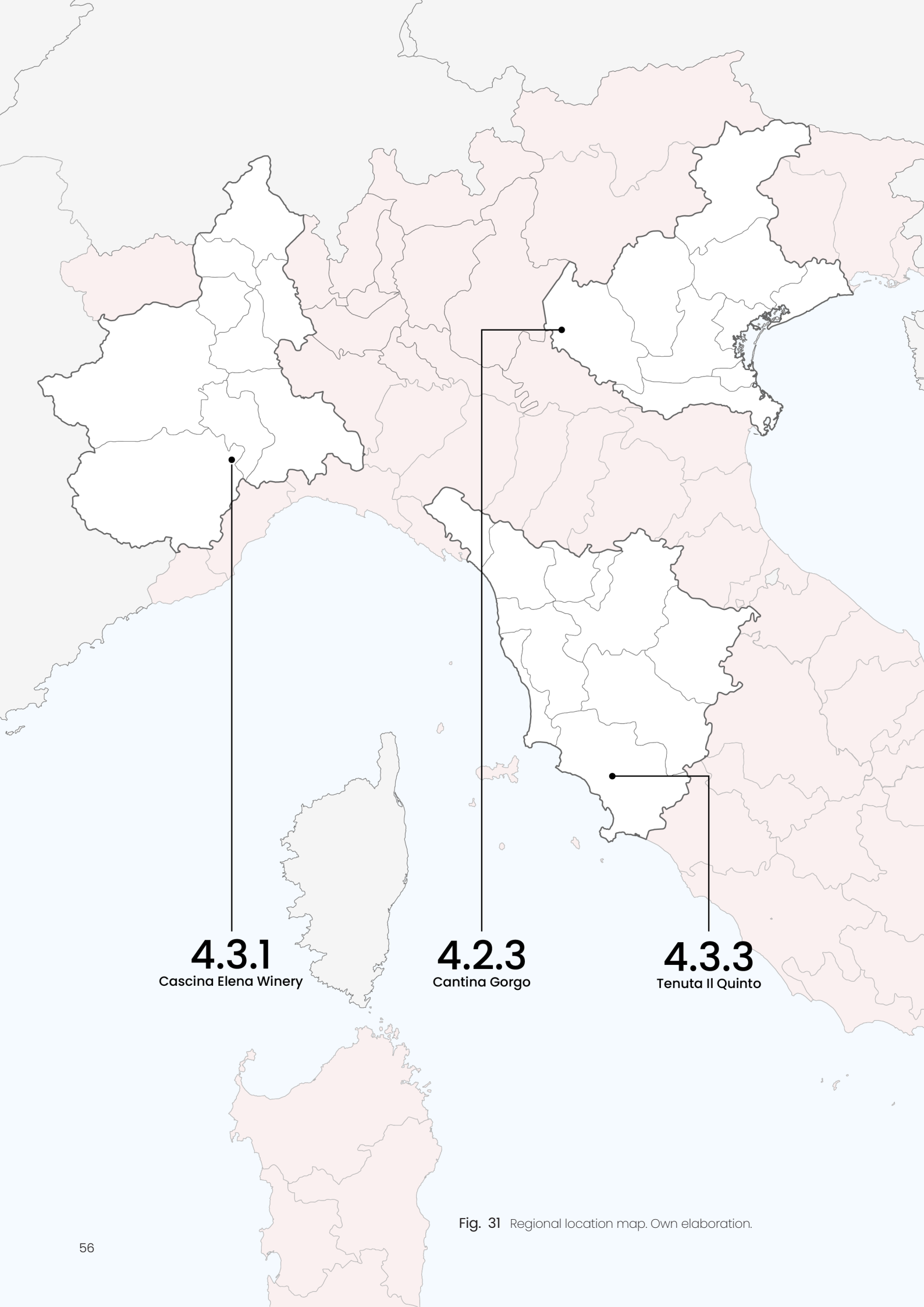
4.3.1
Cascina Elena Winery

4.2.3
Cantina Gorgo

4.3.3
Tenuta Il Quinto

Fig. 31 Regional location map. Own elaboration.

56

4.3 Paradigmatic projects of renovation:
Integrating History and Modernity

"Architecture, when combined with the process of viticulture, becomes a means of preserving the cultural heritage of a region while also responding to modern demands."[46]

The heritage renovation of wineries goes beyond merely restoring historical buildings, offering an opportunity to blend tradition with contemporary needs. This study examines three paradigmatic projects in Italy, all developed in recent years, which exemplify how contemporary winery architecture can preserve historical legacy while meeting modern demands. Despite being located in different regions (France, Portugal and Italy) these projects share a common focus on integrating cultural heritage, wine production, and the surrounding landscape.

The significance of these projects lies not only in their physical transformations but also in their ability to address the processes, programmatic needs, concepts, and materiality of both architecture and interior design. Each project reflects a careful balance between functionality and aesthetics, ensuring that the design responds holistically to the practical requirements of winemaking while creating meaningful spatial experiences for users.

La Cité du Vin (Bordeaux, France) fuses wine culture with design through its swirling, decanter-inspired form, golden hues, and immersive, curving interiors that echo the artistry and heritage of wine. **Wine Museum by Atelier 405 (São João da Pesqueira, Portugal)**, offers a seamless integration into the Douro Valley.

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46   Tosco, C. (2015). The architecture of wine: Viticulture and architecture in contemporary wineries.

a sensory use of local materials, immersive spatial flow, and minimalist elegance that connects visitors to the region's wine heritage and landscape. **Il Quinto Winery (Tuscany, Italy)** seamless integration into the Tuscan landscape, sustainable use of local materials, green roofs, functional gravity-fed production layout, and minimalist interiors that highlight natural beauty.

These projects illustrate three distinct approaches to revitalizing the architectural heritage of wineries. From sustainable solutions in rural contexts to designs that blend contemporary architecture with vernacular elements, each addresses the balance between historical preservation, functionality, and modern design. By analyzing the processes, spatial programs, and material choices involved, these wine museums reveal how thoughtful architectural and interior design can transform production spaces into cultural and tourist landmarks. These interventions position wine and its production process at the core of their architectural program, deepening the connection between visitors, the landscape, and the rich winemaking tradition.

"...the building expresses an original reinterpretation of vernacular architecture that eliminates any superfluous decoration to give shape and expression to the identity of the wine produced and the care dedicated to the agricultural practices used to obtain it. The quality of the architectural detail alludes to the care of the wine production craftsmanship." [47]

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47   BRH+. (n.d.). Cascina Elena Winery. Retrieved from https://brhit/eng/architecture/cascina-elena-winery-2/

Fig. 32   ArchDaily. (n.d.). Cité du Vin by XTU Architects [Photograph]. Retrieved January 7, 2025, from https://www.archdaily.com/788446/cite-du-vin-xtu-architects/574a1e20e58ecec3e5000309-cite-du-vin-xtu-architects-photo

Fig. 33   Ubik Architecture. (2023). Il Quinto Winery, interior view [Photograph]. ArchDaily. Retrieved from https://images.adsttc.com/media/images/63d9/3dcb/e33f/0401/7040/15d3/slideshow/il-quinto-winery-ubik-architecture_15.jpg?1675181531 3784-4783-94b1-6c6f6e486994.jpg

Fig. 34   Atelier 405. (2019). Second exhibition floor, Wine Museum [Photograph]. ArchDaily. Retrieved from https://images.adsttc.com/media/images/5d1d/8fba/284d/d145/ba00/03d6/slideshow/014_-_second_exhibition_floor.jpg?1562218394
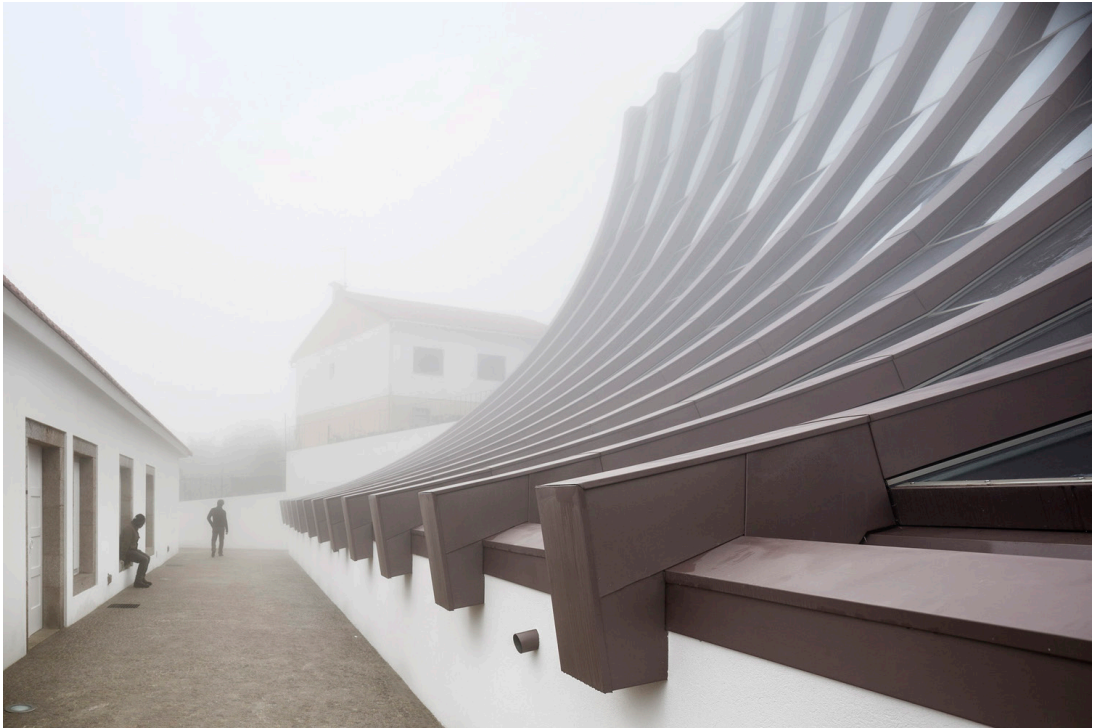
4.3.1 La Cité du vin (Bordeaux, France)

2016
XTU architects
13644 m²
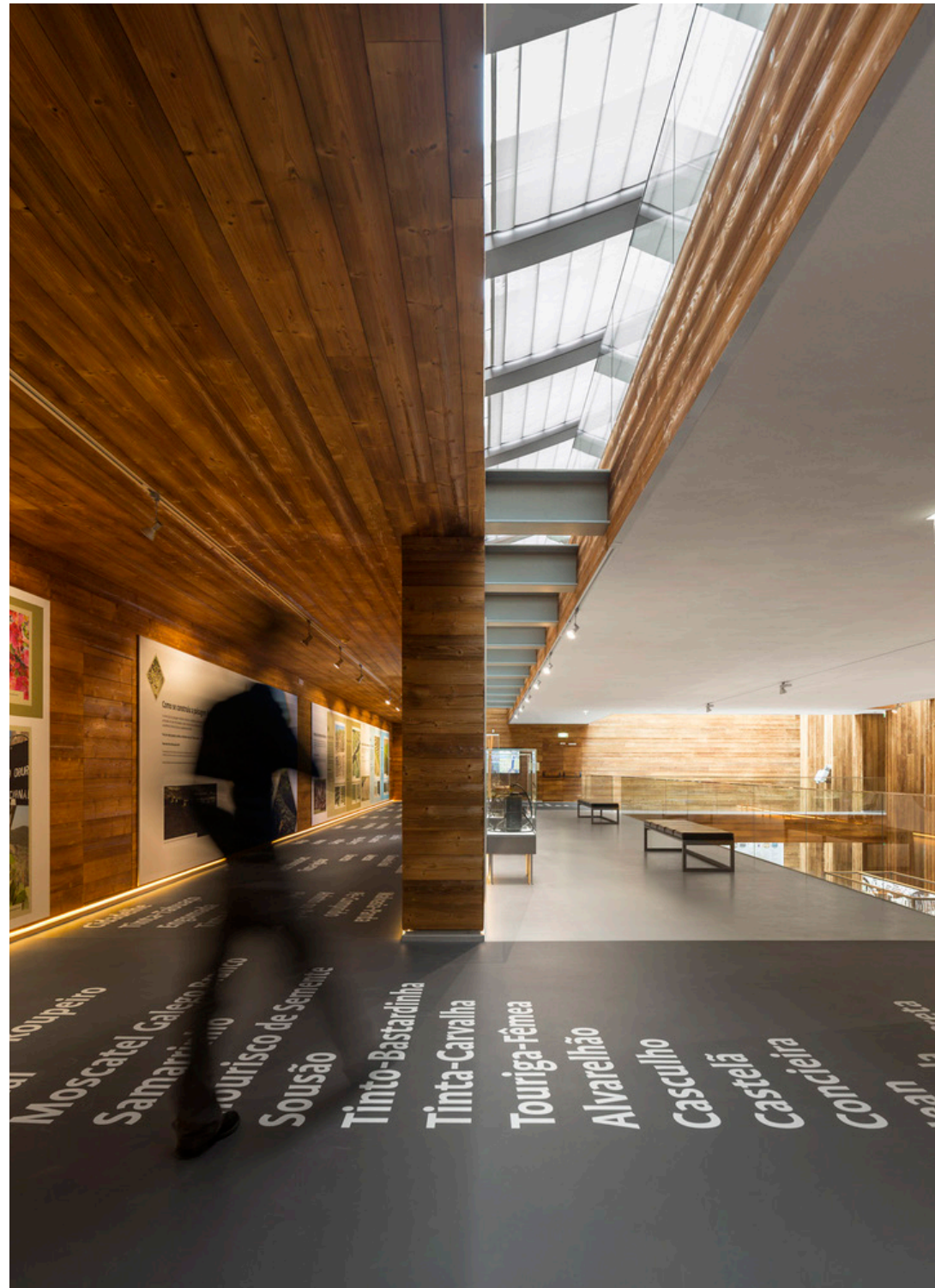
La Cité du Vin, located in Bordeaux, France, is widely regarded as a landmark wine museum and an **architectural masterpiece**, embodying innovative and modern design principles. Designed by architects Anouk Legendre and Nicolas Desmazières of XTU Architects, the museum was completed in 2016 and has since **become a global reference for wine culture** and its presentation. The building's striking design resembles a swirling wine decanter or a flowing vine, symbolizing the connection between **wine, its history, and its cultural significance.** The façade, composed of golden aluminum and glass panels, reflects natural light in a way that mimics the rich, dynamic hues of wine, enhancing its visual impact and integration with Bordeaux's skyline.

The interior design of La Cité du Vin **complements its exterior by blending organic curves with modern materials to create an immersive and fluid environment.** The exhibition spaces are meticulously designed for multi-sensory experiences, **utilizing advanced technology, interactive displays, and innovative lighting to engage visitors on multiple levels.** This approach not only educates about wine's global history and cultural importance but also creates a dynamic and memorable visitor experience

One of the museum's most remarkable features is its **rooftop bar, an elegant space** that epitomizes minimalist yet luxurious design. The bar's design is intentionally understated, allowing the breathtaking views of Bordeaux to take center stage.

Fig. 35 Atelier 405. (2019). Second exhibition floor, Wine Museum [Photograph]. ArchDaily. Retrieved from https://images.adsttc.com/media/images/5d1d/8fe0/284d/d16c/4100/00f8/slideshow/016_-_second_exhibition_floor.jpg?1562218430

Expansive floor-to-ceiling windows create an uninterrupted visual connection with the cityscape and the nearby Garonne River, fostering a **sense of openness and harmony with the surrounding environment.** The space is furnished with sleek, modern seating and tables that prioritize **comfort and functionality without overshadowing the architectural elements.** Subtle lighting enhances the atmosphere, creating a warm and inviting environment that transitions seamlessly from day to night.

The rooftop bar serves as more than just a place for wine tasting; it is a thoughtfully curated experience that u**nderscores the museum's mission to celebrate wine as a global phenomenon.** The bar features a carefully selected menu of wines from around the world, allowing visitors to explore diverse varietals and terroirs while enjoying the unparalleled ambiance. This aspect of the design reinforces the museum's thematic focus on the universality and cultural significance of wine.

Fig. 38 AXTU Architects, & Lanoo, J. (2016). Permanent tour exhibit at Cité du Vin [Photograph]. ArchDaily. Retrieved from https://images.adsttc.com/media/images/574a/1e14/e58e/ceea/7900/0131/slideshow/08_CITE_VIN_PERMANENT_TOUR©XTU-JULIEN_LANOO.jpg?1464475148

48 XTU Architects. (2016, June 22). Cité du Vin. ArchDaily. Retrieved from https://www.archdaily.cl/cl/790257/cite-du-vin-xtu-architects

Fig. 39 XTU Architects, & Lanoo, J. (2016). Permanent tour at Cité du Vin [Photograph]. ArchDaily. Retrieved from https://images.adsttc.com/media/images/574a/1e05/e58e/ceea/7900/0130/slideshow/07_CITE_VIN_

FORUM

M 23

M 22

M 20

M 21

M 07

M 13

M 06

M 05

M 14

M 02

PERMANENT
EXHIBITION

M 15

M 18

M 16

M 12

M 09

M 04

M 19

M 03

M 11

4.3.2 Wine Museum / Atelier 405

SÃO JOÃO DA PESQUEIRA, PORTUGAL. 2015
Atelier 405.
2500 m²

The Wine Museum by Atelier 405 serves as an exceptional reference in both architectural and interior design, particularly for wine museums, due to its **harmonious blend of cultural storytelling**, **material selection, spatial experience, and sustainable practices**. Its design pays homage to the local wine culture, seamlessly integrating traditional and modern elements that reflect the region's identity. By celebrating the local's heritage while incorporating contemporary aesthetics, the museum creates a space that resonates deeply with its cultural context.

A **key aspect** of the project is its **thoughtful materiality**. The use of natural materials such as **wood, stone, and metal creates a warm, timeless ambiance** that evokes the **essence of winemaking**. These materials not only echo the textures and tones of wine cellars and oak barrels but also age gracefully over time, mirroring the aging process of wine itself. This choice ensures both aesthetic appeal and a meaningful connection to the subject matter.

The museum's spatial organization enhances the visitor experience, **guiding guests on an immersive journey akin to the lifecycle of winemaking. Open spaces for exhibitions** and tastings are carefully **interwoven with intimate, contemplative corners, creating a dynamic and engaging flow.** Visitors are led through a narrative journey, starting with the vineyard, progressing through production, and culminating in the appreciation of wine, echoing the storytelling inherent in wine culture.[49]

49   ArchDaily. (2019). Wine Museum / Atelier 405. Retrieved January 8, 2025, from https://www.archdaily.com/920401/wine-museum-atelier-405

The **strategic use of natural light** is another highlight of the museum's design. Carefully positioned openings and windows frame picturesque views of the surrounding landscape, fostering a dialogue between the interior and exterior. This connection emphasizes the relationship between the vineyard and the wine while enhancing the architectural details and creating an emotionally resonant atmosphere.

Additionally, the museum's minimalist aesthetic ensures a timeless quality. **Clean lines and simplicity in design prevent the space from appearing overly trendy, making it a cultural landmark** designed to endure for decades. The adaptable layout also supports the diverse functions of a wine museum, accommodating exhibitions, tastings, lectures, and events with ease.

Fig. 43 EAtelier 405. (2019). Exterior view, Wine Museum [Photograph]. ArchDaily. Retrieved from https://images.adsttc.com/media/images/5d1d/8dfa/284d/d16c/4100/00f2/slideshow/0FEATURED_IMAGE_01_-_outside.jpg?1562217953

Fig. 42 EAtelier 405. (2019). Exhibition space, Wine Museum [Photograph]. ArchDaily. Retrieved from https://images.adsttc.com/media/images/5d1d/7cb0/284d/d145/ba00/029e/slideshow/LC_011.jpg?1562213525

Fig. 44 Architizer. (n.d.). Idea: The Wine Museum. Retrieved January 8, 2025, from https://architizer.com/idea/1297924/
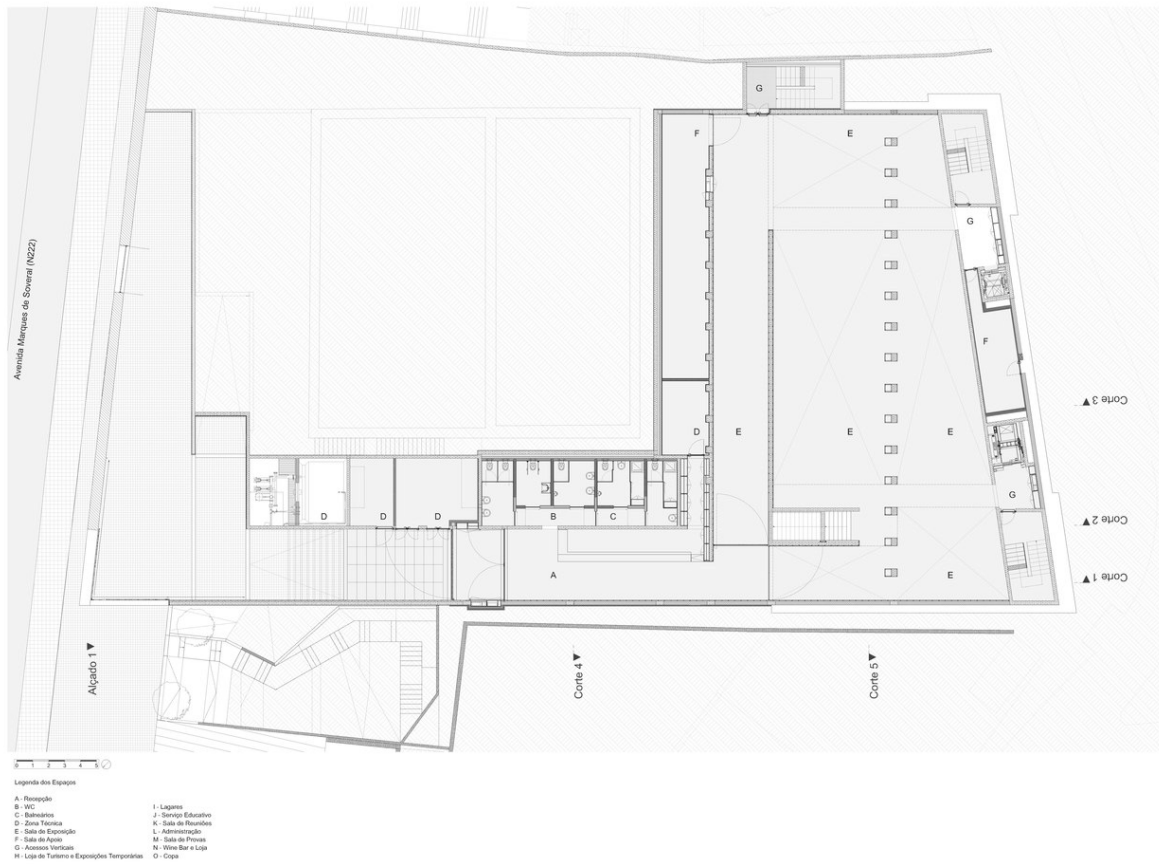
Fig. 45 Atelier 405. (2019). Ground floor plan, Wine Museum [Drawing]. ArchDaily. Retrieved from https://www.archdaily.com/920401/wine-museum-atelier-405/5d1d7652284dd16c410000e4-wine-museum-atelier-405-ground-floor-plan?-next_project=no

4.3.3 Tenuta Il Quinto

Magliano, Tuscany. 2019
UBIK Architecture.
2500 m²

"Its architecture is intended to enter into mimesis with the landscapeand to be discovered little by little as one crosses the estate that hosts it, eschewing any monumental attempt." [52]

The Il Quinto Winery, designed by Ubik Architecture, exemplifies how contemporary architecture can seamlessly integrate with the natural landscape while prioritizing sustainability and functionality. Located in the scenic hills of Magliano in Toscana, the design minimizes visual impact by harmonizing with its surroundings through smooth forms and metallic ribbons on the roof that create a sense of continuity with the environment.

The use of local materials such as stone, wood, and concrete not only respects the vinous traditions of the region but also ensures the winery's diverse spaces, from barrel cellars to tasting rooms, are both functional and aesthetically pleasing. This thoughtful approach optimizes production processes while maintaining a strong connection to the natural site.

A standout feature is the integration of green roofs, which blend with the landscape, reduce the winery's environmental footprint, and reinforce its connection to the region's identity. By incorporating native vegetation, the project enriches the surrounding environment, further emphasizing its sustainable ethos. This holistic approach to architecture

52 BIG SEE. (2023, May 5). Tenuta Il Quinto Winery. BIG SEE Architecture Award 2023 - Winner. Retrieved from https://bigsee.eu/tenuta-il-quinto-winery/

showcases how design can enhance and coexist with nature, setting a benchmark for future projects in the industry.

Fig. 47   Amoretti, A. (Photographer). (n.d.). Tasting room of Cascina Elena Winery. BRH+ Architects. Retrieved from https://brh.it/eng/architecture/cascina-elena-winery-2/
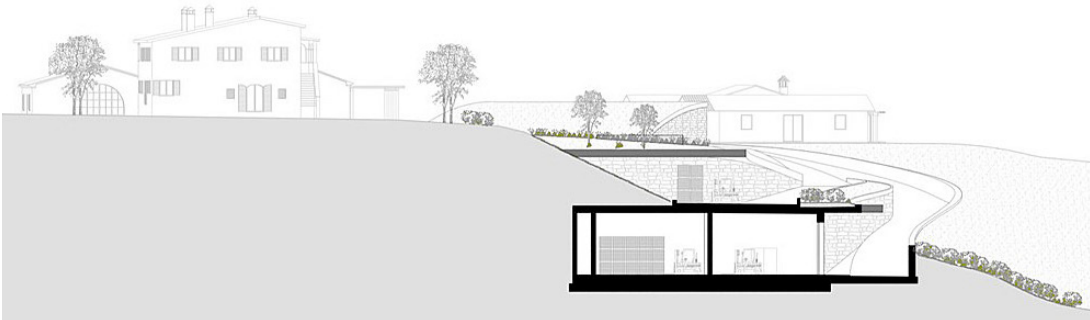
Fig. 46   *Ubik Architecture. (n.d.). Section of Il Quinto Winery. Retrieved from https://www.archdaily. com/995762/il-quinto-winery-ubik-architecture*

Fig. 48   Amoretti, A. (Photographer). (n.d.). Exterior landscape of Cascina Elena Winery. BRH+ Architects. Retrieved from https://brh.it/eng/architecture/cascina-elena-winery-2/

Cantina Mascarello
Michele & Figli

Palazzo Falletti
(XVII)

Giardini
del Conte

Giardini
del Conte

Chiesa di
San Rocco
(XVII)

Bastioni
medioevali

Parrocchia
S. Martino
(XVI)

Le Scuola
Elementari

Fig. 49 La morra, Cuneo, map of important buildings. Own elaboration.

5.0 Place to intervene:
La Morra, Piedmont
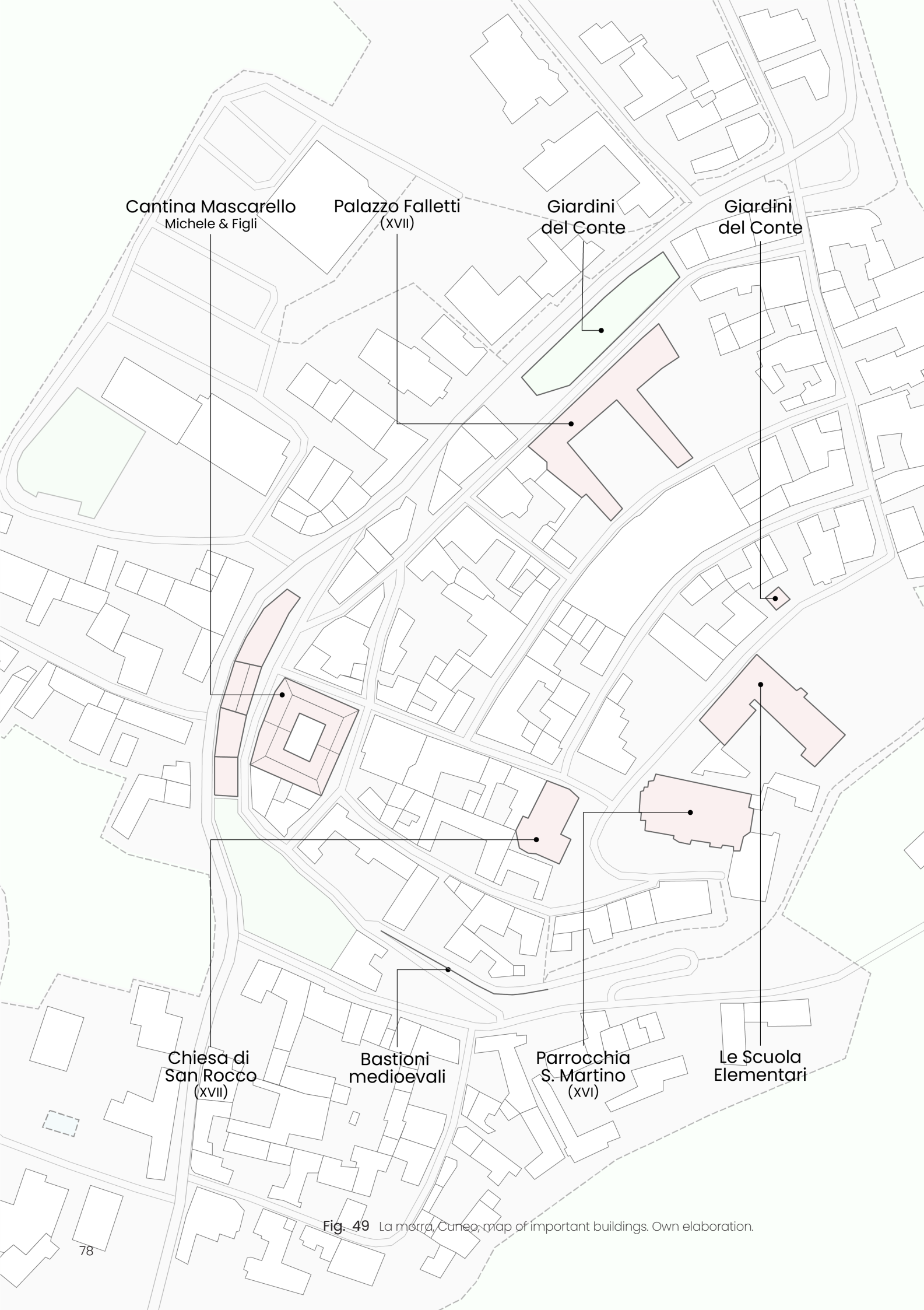
La Morra, a municipality located in the province of Cuneo, in the Piedmont region of Italy, is a historical settlement whose origins date back to the 12th century.[53] Strategically positioned on a hill at 513 meters above sea level, the village established itself as a key political and military stronghold during the Middle Ages[54]. Its subsequent development integrated defensive, religious, and administrative functions, shaping a compact urban fabric that retains its medieval essence.

The urban layout of La Morra, characterized by cobblestone streets arranged in an irregular pattern, converges at Piazza Castello, the civic heart of the municipality[55.] This square is home to the torre Campanaria, a bell tower constructed in the 18th century on the foundations of an earlier medieval structure, reflecting the architectural and social transformations of the region. Alongside this landmark, notable structures such as the Baroque church of San Martino, designed by Francesco Gallo, and the Confraternity of San Rocco, exemplify the rich historical architecture of the area

La Morra's architecture harmonizes seamlessly with the surrounding natural landscape, adapting to the slopes through terraced constructions that enhance both visual and functional integration with the environment. This territorial occupation model, characteristic of Piedmontese settlements, underscores a balance between urban demands and the specificities of the natural environment, highlighting La Morra as a prime example of cultural and architectural sustainability

53 Bosco, M. (2015). L'insediamento medievale nell'Alta Langa. Cuneo: Piemontese Press
54 Fontana, G. (2001). Storia dei comuni del Piemonte. Torino: Edizioni Regionali
55 Comune di La Morra. (2020). Planos urbanos históricos. Retrieved from www.comune.lamorra.cn.it

Surrounded by rolling hills and extensive vineyards, La Morra's landscape blends natural beauty with local traditions. From its viewpoints, the panorama of the Piedmontese territory underscores the symbiosis between human activity and the environment. Within this context, the Cantina Mascarello Michele & Figli stands out as a local icon, symbolizing the continuity of artisanal knowledge and the preservation of cultural values that define the identity of this region.[56]

Fig. 50 Wanderyourway.com. (2021). La Morra, Piemonte-1457 [Fotografía]. Recuperado de https://wanderyourway.com/wp-content/uploads/2021/04/Piemonte-1457.jpg

Fig. 51 Lookphotos.com. (n.d.). View of La Morra and vineyards during autumn at sunrise, Cuneo, Langhe e Roero, Piedmont, Italy [Fotografía]. Recuperado de https://www.lookphotos.com/en/images/13827172.

56 Mascarello, M. (2023). Tradizione vinicola e paesaggio culturale. Alba: Editrice Barolo

Manor house

Internal courtyard

Cantina

Via San Martino

Via Garibaldi

Via XX Settembre

Visual opening to the landscape

Via Rome

Visual opening to the landscape

Terrace 01

Terrace 02

Terrace 03

Medieval garden

Fig. 52 Cantina explanatory axonometry. Own elaboration.

6.0 Project to intervene:
Cantina Mascarello Michele & Figli
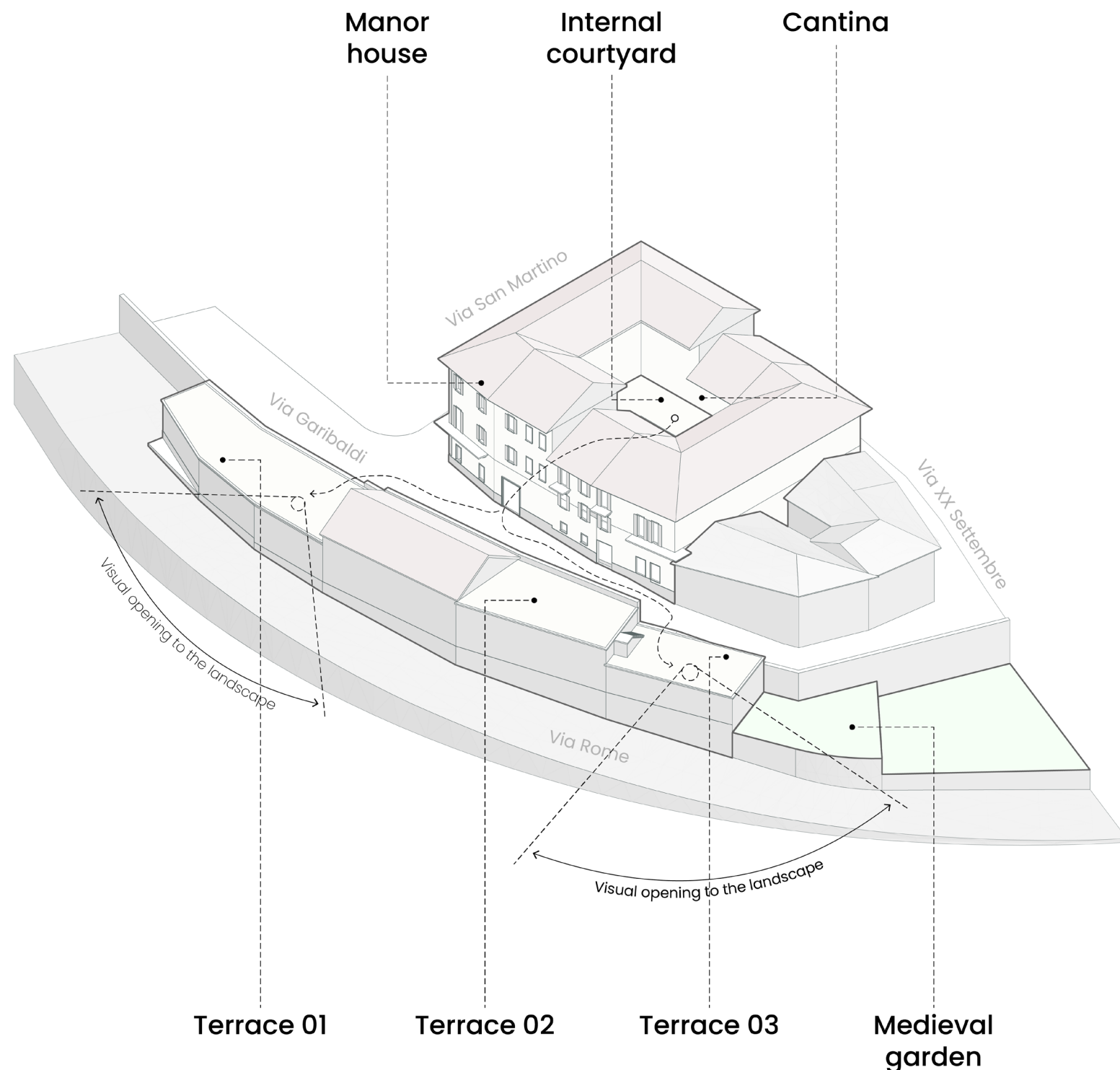
WHY CANTINA MASCARELLO ?

The decision to focus this thesis on Cantina Mascarello Michele & Figli was guided by a desire to engage with a winery **that embodies both authenticity and unrealized architectural potential.** Located in La Morra, at the heart of the Langhe region—an area recognized as a UNESCO World Heritage site—the cantina is deeply rooted in the values of tradition, family, and terroir. Unlike large-scale or highly stylized wineries designed for spectacle, Mascarello presents itself with quiet dignity, preserving a genuine connection to place and to the rhythm of winemaking as a way of life..

Its architecture, understated and functional, offers a rich foundation for reimagining spatial experience through a sensorial and symbolic lens. The winery has not been overly altered or commercialized, which means that its layers of history remain intact—ready to be uncovered, honored, and enhanced through design. T**his makes it an ideal canvas for architectural intervention: one that does not seek to impose, but to reveal.**

Furthermore, Mascarello reflects a human scale—both in its built environment and in its story. **It is a family-run business, passed down through generations, where every decision speaks of care, patience, and respect** for the land. This emotional and cultural depth aligns perfectly with the objectives of this thesis: *to create architecture that communicates, evokes, and remembers.*

In choosing Cantina Mascarello, the project not only grounds itself in a culturally rich and visually compelling context but also embraces the opportunity to demonstrate how even the most modest and authentic spaces can become powerful vessels of experience. It is in the humility of this place that the design finds its voice—one that is honest, rooted, and deeply resonant.

GETTING INTO CANTINA MASCARELLO

The Cantina Mascarello Michele & Figli, established in 1927, was built upon an old manor house located in the historic center of La Morra, in the Piedmont region of Italy. This architectural complex currently comprises two complementary structures that stand out for their functional and spatial integration within the historical and scenic context.
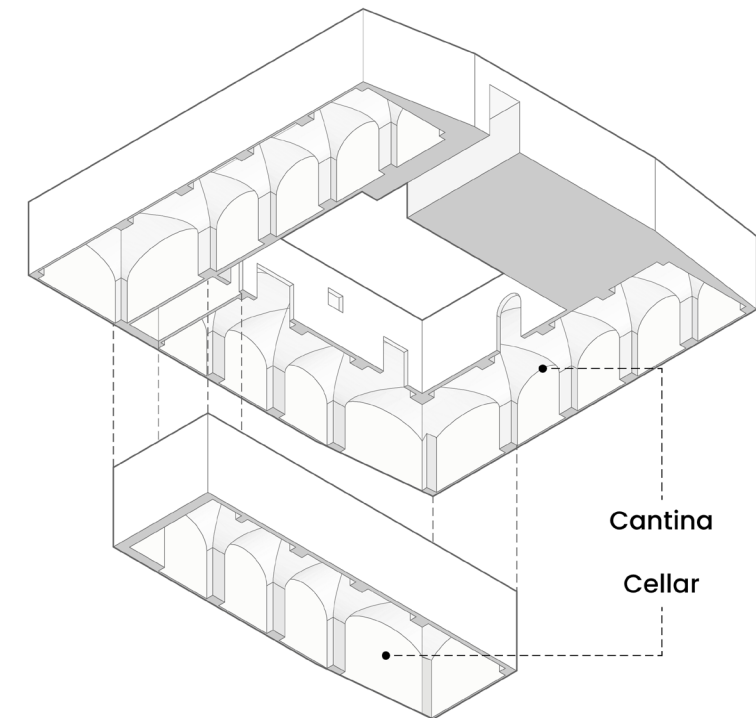
Cantina

Cellar

Fig. 54 Cantina and cellar, Vaults and arches explanatory axonometry. Own elaboration.

The first structure, the manor house, is a traditional space organized around an interior courtyard that serves as the central axis for the cantina's activities. This key element orchestrates the internal flows and connects operational areas with the underground cellar, a space that holds both functional and symbolic significance. The architecture of the manor house is distinguished by its cross-vaults, formed by asymmetrical segmental arches. These construction techniques, expressed through exposed brick and stone, create a distinctive atmosphere that evokes historical authenticity.

The second structure is an adjacent cellar built against the old medieval wall or bastion, demonstrating a historical continuity in the use of the territory. This building features three terraces accessible from different street levels, offering a sequence of privileged viewpoints. From these terraces, visitors can admire the rolling hills and vineyards of La Morra, which form a highly valued cultural landscape. The terraces culminate in the old medieval garden, reinforcing the connection between the built environment and the surrounding natural setting.

The programmatic activity of the cantina reflects a carefully designed experience centered around wine. This experiential journey begins in the underground cellar, continues through the cantina and the interior courtyard of the manor house, and culminates in the panoramic views offered by the terraces. This sequence not only highlights the interaction between architecture, history, and landscape but also creates a narrative space that enhances the sensory and cultural experience of visitors.

Fig. 53 Cavinona.com. (n.d.). Mascarello Property [Photograph]. Retrieved from https://cavinona.com/cdn/shop/files/Mascarello_Property_2.jpg

Manor house

Cantina

Internal
Courtyard
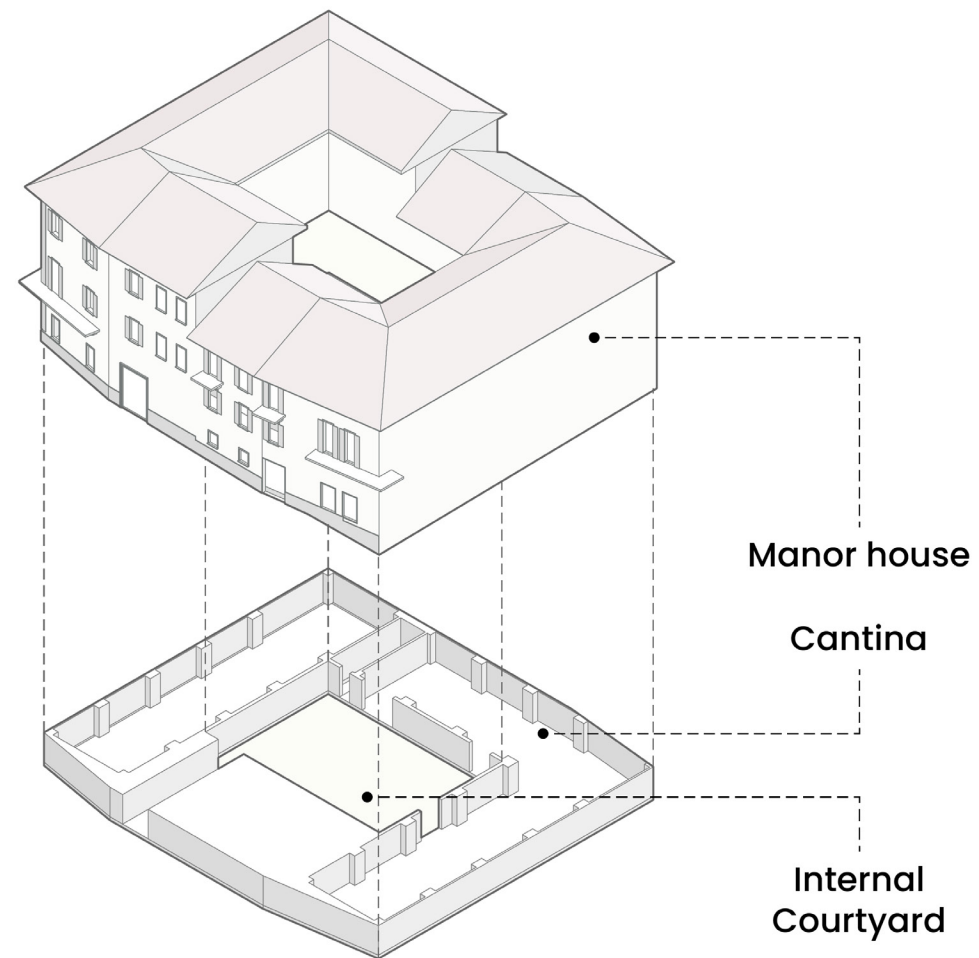
Fig. 55 Cantina Manor house, explanatory axonometry. Own elaboration.

Fig. 56 Winearound.net. (n.d.). View of the vineyards in La Morra [Photograph]. Retrieved from https://
winearound.imgix.net/img/pictures/picture_place_5c4ad699982a2c48f3eb8a9a_1549900312915.png

6.1 Heritage in a bottle :
The timeline of Cantina Mascarello e Figli

The origins of *Cantina Mascarello e Figli* it's traced **back to 1927,** when Michele Mascarello and his wife Maria embarked on a transformative journey from traditional farming to viticulture and wine commerce in La Morra, nestled in Italy's Langhe region. Their pioneering spirit laid the cornerstone for a family enterprise that would flourish over the ensuing decades.

By 1948, their sons—Luciano, Umberto, and Marco—had integrated into the family business, infusing it with renewed vigor and facilitating its expansion. The subsequent era, beginning in the **1980s**, witnessed the involvement of the third generation. Grandsons Alfio, Paolo, Ivo, and Fabio introduced innovative practices and enhancements, propelling the Mascarello name onto the international stage.

A significant transition occurred in **March 2020** with the passing of Umberto Mascarello, a pivotal figure whose leadership had been instrumental in steering the winery towards a focus on quality and personalized customer relationships.

Later that year, Fabio Mascarello, alongside his mother Caterina Valletti, assumed full ownership of the winery. This change ushered in a period of generational renewal, marked by the recruitment of 14 individuals under the age of 30, expanding the team to 40 members. This strategic move underscored the family's commitment to harmonizing time-honored traditions with contemporary innovations [56.]

The Italian Ministry of Economic Development recognized the winery's enduring legacy on **January 17, 2022,** by registering Mascarello Michele & Figli C. Valletti S.n.c. as a "Marchio Storico d'Interesse Nazionale" (Historic Brand of National Interest).[57]

In **2023,** the winery continued to honor its heritage while embracing modernity. **Fabio's son, Pietro, representing the fourth generation**, became increasingly involved, ensuring the continuity of family values and traditions. **The opening of a showroom in Turin**, the development of digital content, and a gradual expansion into the *Ho.Re.Ca* [58]. sector and export markets exemplified the winery's adaptive strategies in a dynamic industry.

By **2024,** Cantina Mascarello e Figli had solidified its reputation as a custodian of traditional Piedmontese winemaking, producing classics such as **Barolo, Barbera d'Alba, and Nebbiolo d'Alba**. The winery's philosophy remained steadfast, emphasizing **meticulous grape selection, traditional vinification methods, and a balance of sensory experiences.** This unwavering dedication to quality and tradition, coupled with strategic modernization efforts, positioned the winery for continued success in the evolving global wine landscape

57 Mascarello Michele & Figli. (n.d.). Cantina. Retrieved January 8, 2025, from https://mascarello.com/cantina/
58 Ho. Re. Ca - Hotels , Restaurants and Cafés abreviation

Fig. 58 Forbes Italia. (2024). Barolo 2016 [Photograph]. Retrieved January 9, 2025, from https://forbes.it/wp-content/uploads/2024/02/BAROLO-2016.jpeg

56 Forbes Italia. (2024, March 1). Qui, l'amore per la vigna è lo stesso di 100 anni fa: La storia della famiglia Mascarello. Retrieved from https://forbes.it/2024/03/01/qui-lamore-per-la-vigna-e-lo-stesso-di-100-anni-fa-la-storia-della-famiglia-mascarello/

1927 :
Michele Mascarello and his wife Maria **establish Cantina Mascarello Michele & Figli in La Morra**, in the heart of the Langheregion.

2020 :
Fabio Mascarello and his mother Caterina Valletti fully acquire the company

1948s :
Their sons Luciano, Umberto, and Marco join the business, bringing new energy and helping to expand the winery.

1980s :
The third generation, represented by grandchildren **Alfio, Paolo, Ivo, and Fabio**, introduces innovations and improvements,
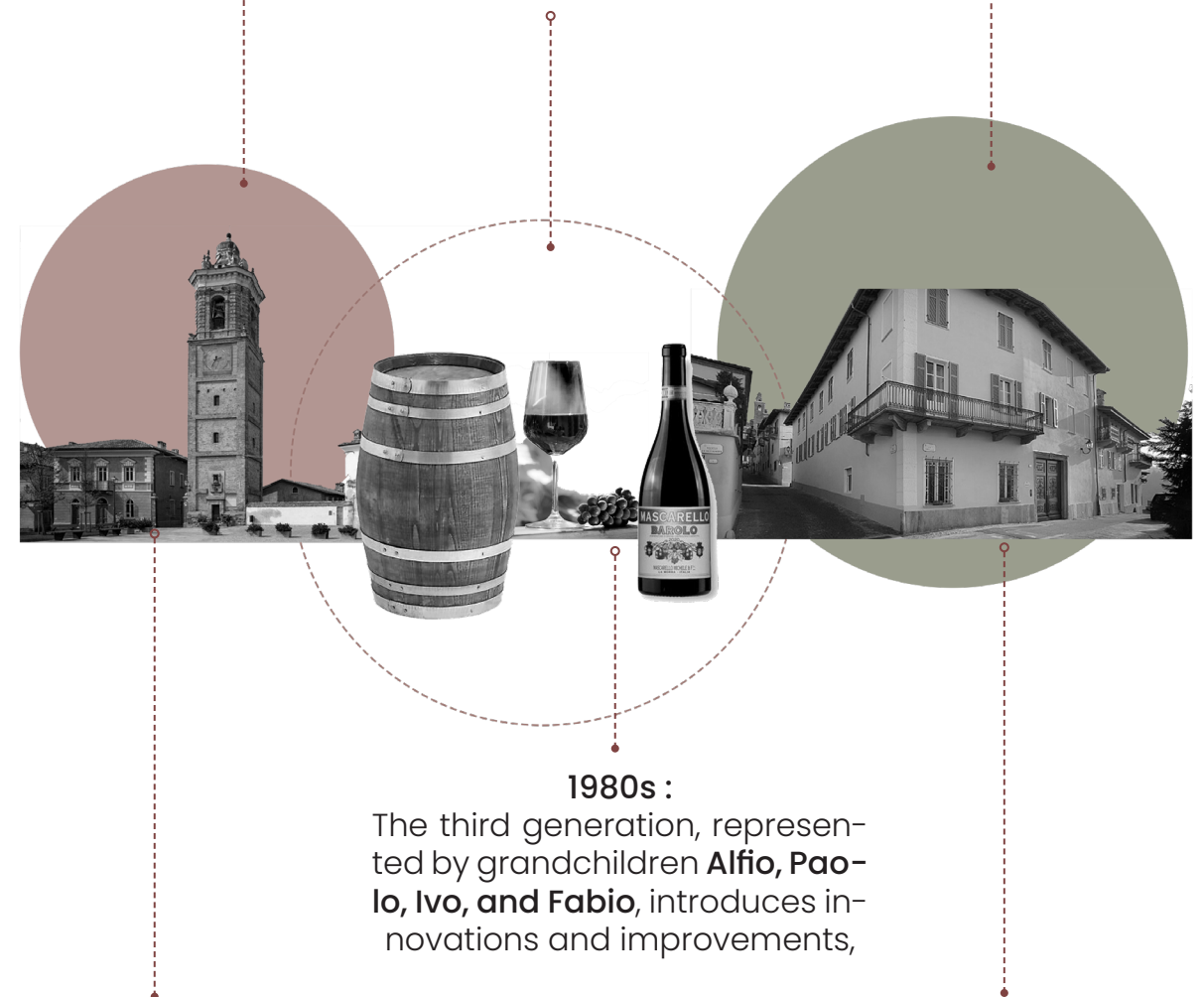
1930s - 40s :
Michele Mascarello travels through **Piedmont and Liguria** with a small truck, selling his wines.

2024 :
The winery remains under the leadership of Fabio Mascarello, supported by his son Pietro, representing the fourth generation.

Fig. 60 Macarello timeline - own elaboration

6.2 Identity in a bottle :
Cantina Mascarello's Essence

Cantina Mascarello Michele & Figli, founded in 1927 by Maria Mascarello in the village of La Morra, is a symbol of traditional winemaking in the Langhe region of Piedmont, Italy. Over the course of four generations, this family-owned winery has remained dedicated to preserving its historical roots while producing high-quality wines that reflect the essence of the Piedmontese terroir. The winery's philosophy revolves around a "*deep respect for the land and the belief that great wines are born from great vineyards*" a principle that has guided their operations for nearly a century[59]

The vineyards, spanning approximately **30 hectares,** are located in La Morra and surrounding areas, an area known for its unique microclimates and fertile soils. Collaborating with **12 partner growers**, the winery ensures a meticulous selection of grapes to maintain their high standards. Among the varieties cultivated are **Nebbiolo, Barbera, Dolcetto, Pinot Nero, Chardonnay, Arneis, and Sauvignon Blanc.** These grapes thrive in the diverse conditions of the Langhe, offering wines with distinct characteristics ranging from the structured complexity of Nebbiolo to the approachable vibrancy of Barbera

Cantina Mascarello Michele & Figli's winemaking practices **remain firmly rooted in tradition**. Techniques such as **extended maceration and aging in large oak barrels**, or **"botte grandi,"** are employed to enhance the natural expressions of the grapes while preserving their authenticity. This minimal intervention approach allows the wines to capture the unique qualities of the Langhe region. Aging in these traditional barrels imparts subtle nuances, ensuring the wines develop complexity without being overwhelmed by oak influence. This commitment to **traditional practices has enabled the winery to remain a benchmark of excellence in the region**[60]

59 (Mascarello Michele & Figli, n.d.). Retrieved from https://mascarello.com/en/
60 Forbes Italia. (n.d.). Eccellenza di Cantina Mascarello. Retrieved from https://forbes.it/eccellenza/can-tina-mascarello/

Among the winery's most distinguished wines is the **Barolo D.O.C.G.,** a classic example of **Nebbiolo's elegance and ageability.** This wine is celebrated for its aromas of **cherry, rose, and earthy undertones,** and its ability to mature gracefully over decades. **The Barolo Riserva "Umberto,"** named in honor of Umberto Mascarello, exemplifies the family's dedication to quality. With a minimum aging period of five years, it delivers an intense yet balanced profile of red fruit and licorice flavors, making it an ideal pairing for truffle-based dishes and game meats

IIn addition to Barolo, the winery produces a **range of wines that highlight the versatility** of the Langhe's terroir, which is known for its ability to bring out unique expressions in different grape varieties. *The Barbera d'Alba "La Caterina"* is a prime example, celebrated for its vibrant **acidity and rich, fruit-forward** character that pairs well with various dishes. *The Dolcetto d'Alba*, on the other hand, **provides an approachable and easy-drinking option,** ideal for casual enjoyment. Beyond these classics, the winery has also explored limited-production wines crafted from **Pinot Nero, Chardonnay, and Arneis,** showcasing their ability to work with both red and white grape varieties to produce wines of exceptional quality. This adaptability reflects the winery's innovative spirit and deep understanding of the **Langhe's unique terroir.**

The wines of **Cantina Mascarello Michele & Figli** are renowned for their *authenticity, balance, and ability to age gracefully.* Their commitment to traditional methods and careful craftsmanship ensures that each bottle is a true reflection of the Langhe's rich winemaking heritage. By honoring their past while embracing innovation, the Mascarello family has established their winery as a cornerstone of Piedmontese viticulture

In conclusion, Cantina Mascarello Michele & Figli exemplifies *the art of winemaking through its dedication to tradition, quality, and respect for the land*. With a history spanning nearly 100 years, the winery continues to produce wines that resonate with collectors and connoisseurs alike, securing its place as one of the most esteemed producers in the Langhe region.

Fig. 61 Mascarello Michele & Figli. (n.d.). Esperienze. Retrieved January 10, 2025, from https://mascarello.com/esperienze/

6.3 Cultivating Identity

The Role of Grape Varieties in Defining Cantina Mascarello

The grape varieties cultivated by Cantina Mascarello e Figli—**Nebbiolo, Barbera, Dolcetto, Pinot Nero, Chardonnay, and Arneis**—are deeply intertwined with the winery's identity and narrative. Each grape brings distinct qualities, shaping the sensory experience of their wines while reinforcing the cultural and enological heritage of the Langhe region.

Nebbiolo, often referred to as the *king of Piedmont grapes,* produces full-bodied, tannic wines with notable acidity. Its aromatic profile, ranging from roses and red fruits in youth to truffle, leather, and spices with *age, embodies elegance and prestige.* As the cornerstone of iconic wines like Barolo and Barbaresco, Nebbiolo represents timeless sophistication and the mastery of craftsmanship, positioning Cantina Mascarello as a guardian of tradition.

In contrast, **Barbera** adds a dynamic and versatile element to the portfolio. With its medium to full body, bright acidity, and flavors of **cherries and plums**, Barbera wines are approachable and vibrant. While less austere than Nebbiolo, they retain an air of refinement, making them ideal for a variety of occasions. **Barbera reflects the youthful energy and accessibility of Piedmontese** winemaking, appealing to both connoisseurs and casual wine lovers.

Dolcetto further enriches the winery's identity with its **soft, fruit-forward wines**. Known for its moderate tannins and notes of blackberries and almonds, Dolcetto offers **everyday elegance**. It serves as a perfect complement to the complexity of Nebbiolo, *balancing the portfolio with its rustic charm and connection to simple pleasures.* This grape underscores the beauty of tradition and the role of **wine in daily life.**

Expanding beyond the traditional Piedmontese palette, **Pinot Nero (Pinot Noir) and Chardonnay** demonstrate the winery's adaptability and openness to global influences. Pinot Nero, *with its light to medium body and delicate aromas of red berries and earth,* brings subtle complexity and finesse to the collection. Its inclusion highlights the winery's ability to harmonize international varieties with local terroir. Similarly, Chardonnay offers modern sophistication. Its versatility, ranging from crisp and mineral-driven to rich and buttery styles, allows Cantina Mascarello to appeal to broader audiences, particularly those seeking refined white wines for aperitifs or seafood pairings.

Finally, **Arneis,** a native Piedmontese white grape, reinforces the winery's connection to regional heritage. Known for its aromatic profile of pear, white flowers, and herbs, Arneis adds *freshness and lightness to the lineup.* Its revival by local producers exemplifies a dedication to preserving Piedmont's enological diversity, enhancing the winery's reputation for authenticity.

Together, these grape varieties form a narrative that balances tradition with versatility. **Nebbiolo, Barbera, and Dolcetto anchor the winery's identity** in Piedmont's rich red wine heritage, while **Pinot Nero and Chardonnay reflect sophistication and global appeal.** Meanwhile, Arneis provides a bridge to lesser-known local traditions. These choices underscore Cantina Mascarello e Figli's commitment to quality, authenticity, and a well-rounded portfolio that caters to a diverse clientele.

Nebbiolo

ORIGIN:
Northern Italy

SYNONYMS:
Barolo, Barbaresco, Chiavennasca, Spanna

COLOR:
Pale Garnet

ROSE   CHERRY   LEATHER   CLAY POT   ANISE
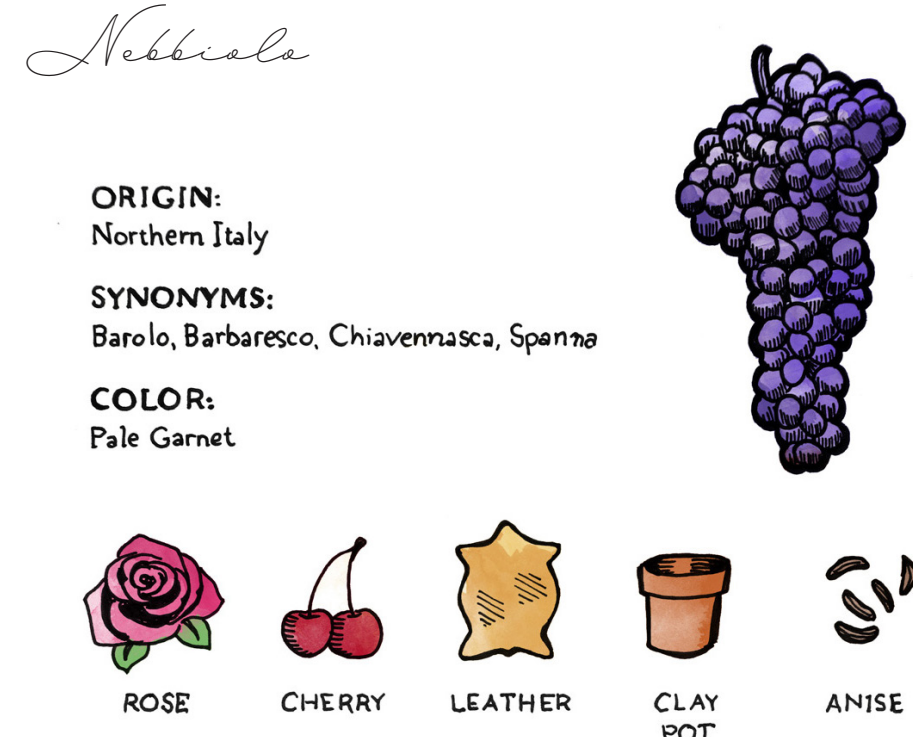
Fig. 62 *Wine Folly. (n.d.). Nebbiolo taste profile. Retrieved January 10, 2025, from https://media.winefolly.com/ Nebbiolo-taste-profile-excerpt-winefolly.jpg*

Barbera

Red Plum   Blueberry   Red Cherry   Leather   Spices

PERSONALITY
Roasted and juicy

PAIRS WITH
Lighter meat dishes, tomato sauces, pizza

SWEETNESS · TANNIN · ACIDITY · BODY · ALCOHOL
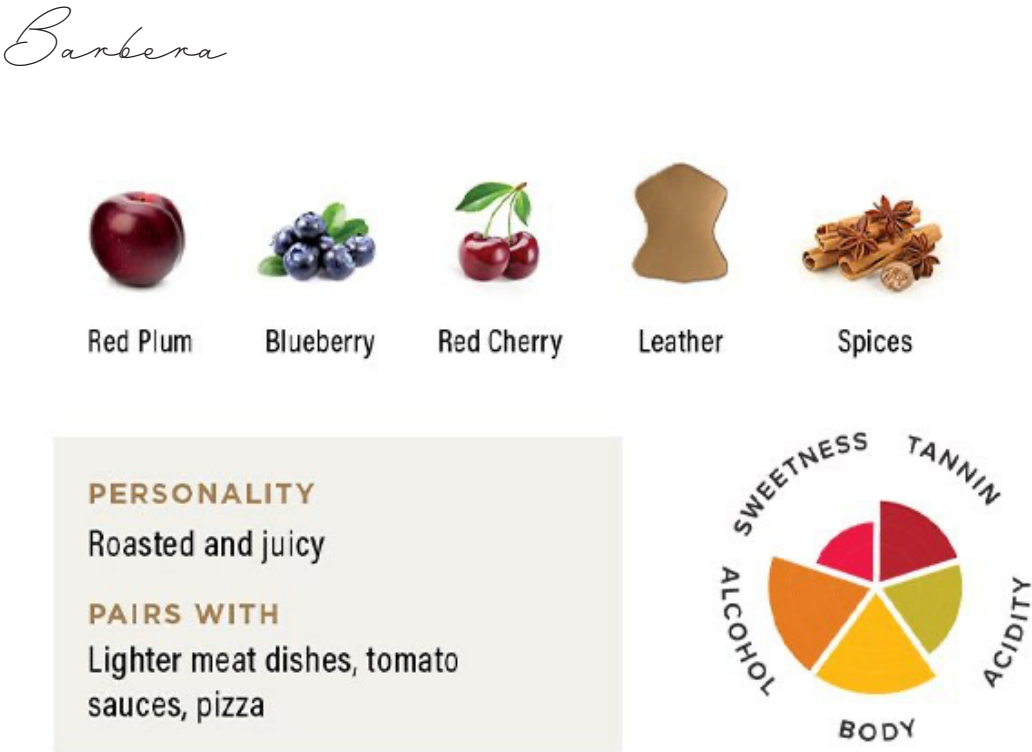
Fig. 63 *Cooper's Hawk Winery. (n.d.). Barbera ecom graphic [Online image]. Cooper's Hawk Winery & Restaurants.*

Dolcetto

TASTE PROFILE

Body ○ ○ ○ ● ○
Acidity ○ ● ○ ○ ○
Sweetness ● ○ ○ ○ ○
Fruit ○ ○ ○ ● ○

PRIMARY FLAVORS

Blackberry   Wet Earth   Blueberry   Licorice

Fig. 64 *VinePair. (2018). Grape internal [Online image]. VinePair. https://vinepair.com/wp-content/ uploads/2018/03/grape-internal.jpg*

To conclude the most representative grape of *Cantina Mascarello e Figli* is undoubtedly **Nebbiolo**, a varietal that **stands as the cornerstone of their identity.** This grape is integral to the production of Barolo, one of the most iconic and prestigious wines in the world. *Nebbiolo* embodies the values that define the **winery's ethos—elegance, complexity, and a profound connection to the terroir of the Langhe region.** Its significance goes beyond mere cultivation; Nebbiolo is **a symbol of the craftsmanship and heritage** that Cantina Mascarello strives to uphold.

Barolo's Legacy :

Cantina Mascarello is celebrated for its production of Barolo, a wine exclusively made from Nebbiolo grapes. Barolo, often referred to as the *"King of Wines and Wine of Kings,"* represents the pinnacle of winemaking tradition in Piedmont. By focusing on Barolo, Cantina Mascarello has positioned Nebbiolo not only as their flagship variety but also as the embodiment of their commitment to excellence. **Barolo is more than a wine; it is a legacy—a symbol of the meticulous care, patience, and dedication required to craft wines of exceptional quality.** This elevates Nebbiolo to a level of prominence within the winery's portfolio and identity.

Terroir Expression:

Nebbiolo thrives in the **unique soils and microclimates of the Langhe region**, which offer the perfect conditions for the grape to express its full potential. The wine's character reflects the essence of Piedmont, with flavors and aromas that are deeply tied to the land. Cantina Mascarello's approach emphasizes a dedication to terroir, authenticity, and tradition, making Nebbiolo an ideal ambassador for their philosophy. By focusing on this varietal, the winery not only highlights the natural richness of the region but also demonstrates their mastery in allowing the terroir to shine through every bottle.

Sophistication and Prestige:

Nebbiolo wines are renowned for their complexity, *nuanced aromas, and remarkable aging potential.* Young Nebbiolo often offers notes of roses, red fruits, and a hint of spice, while aged expressions reveal deeper layers of truffle, leather, and dried herbs. These qualities align perfectly with Cantina Mascarello's reputation for producing wines of unparalleled elegance and depth. The winery's meticulous production process further enhances Nebbiolo's sophisticated profile, underscoring their focus on quality over quantity.

While other grapes such as Barbera and Dolcetto contribute to a well-rounded portfolio, **it is Nebbiolo that lies at the heart of Cantina Mascarello's identity.** This grape not only reflects their legacy and dedication to tradition but also showcases their mastery of winemaking. Nebbiolo is a symbol of patience, heritage, and refinement, encapsulating everything that Cantina Mascarello represents—a commitment to excellence and a profound respect for the land and its history.

Fig. 65 Cantina Mascarello. (n.d.). MMXX Nebbiolo d'Alba D.O.C. 2020. Retrieved January 10, 2025, from https://cantinamascarello.myshopify.com/products/mmxx-nebbiolo-d-alba-d-o-c-2020?variant=49059543810390

ELEGANCE

QUALITY

LEGACY

CRAFTMANSHIP

Nebbiolo

HERITAGE

CARE

PRESTIGE

TERROIR
EXPRESSION
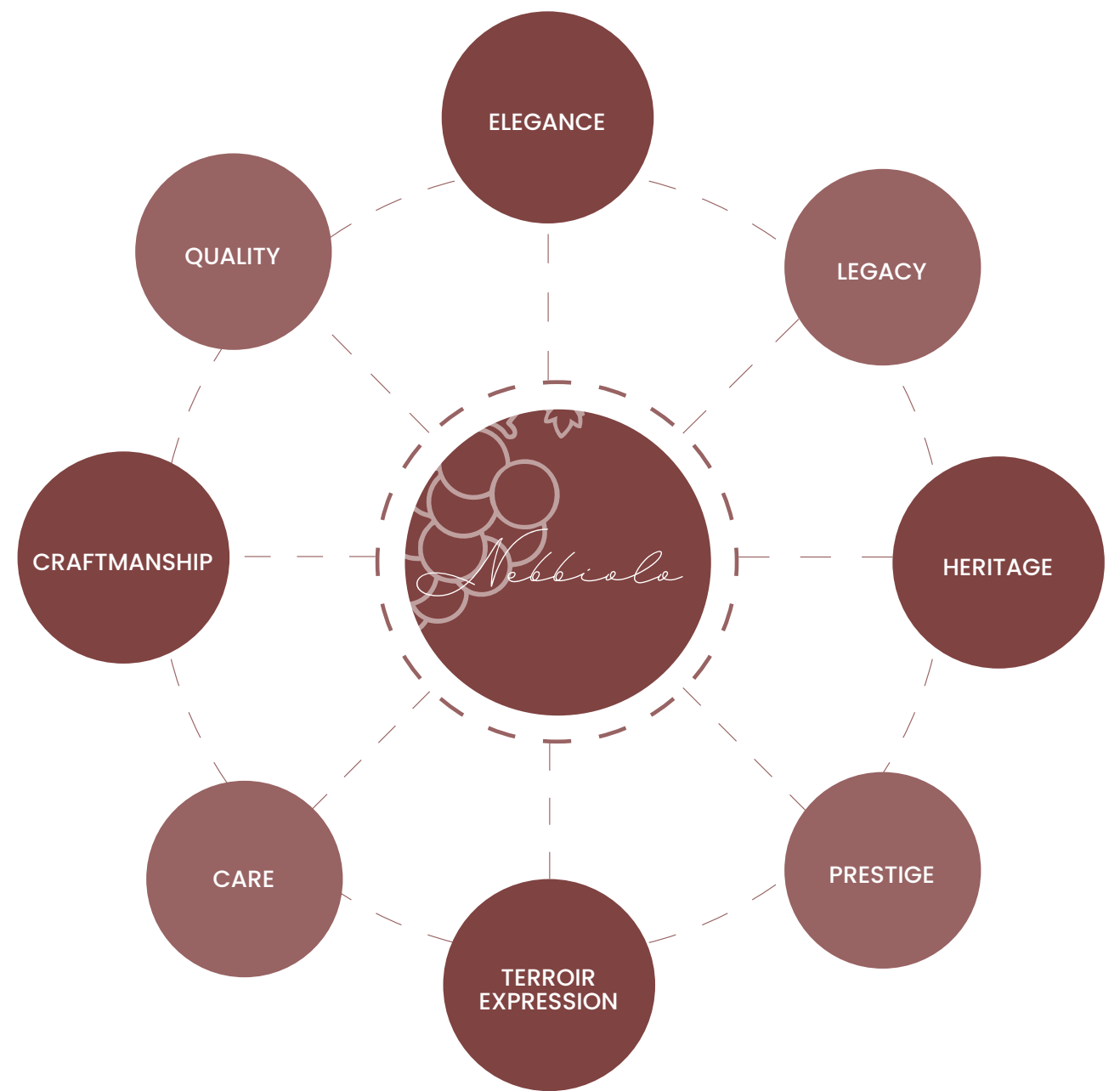
Fig. 66 Cantina Mascarello Identity . Own Elaboration

6.3.1 Heritage through Design
Interpreting Mascarello and Figli´s Brand Identity

So by understanding the brand identity of *Mascarello and Figli Cantina* is essential for crafting an **interior and architectural proposal that authentically reflects their values and enhances the experience they wish to offer.** At the *heart of their identity lies a deep-rooted commitment to tradition and heritage,* stemming from generations of artisanal winemaking. This family legacy shapes not only their **production methods but also the story they want to tell visitors.** Any architectural design should celebrate this heritage, intertwining past and present in a way that feels both **respectful and innovative.**

The cantina likely prides itself on producing **exclusive, high-quality wines,** emphasizing **small-batch craftsmanship over mass production.** This sense of exclusivity must resonate through the spaces, fostering an atmosphere of refinement and care. **Visitors** should feel they **are part of something rare and exceptional,** whether they are *tasting wine in an intimate room, learning about the process in a dedicated exhibit area,* or simply observing the *vineyards from thoughtfully placed vantage points.*

A **core value of the Mascarello brand is their connection to the land.** The terroir plays a vital role in defining their wines, and their **respect for the environment** is evident in **sustainable practices.** This connection should be reflected architecturally through the use of natural materials such as wood, stone, and earth tones, complemented by design elements that echo the landscape's rolling vineyards. Incorporating eco-conscious practices, like energy-efficient lighting or locally sourced materials, will further align with their ethos.

The customer experience they aim to create **is immersive and personal, balancing education with emotional connection.** Visitors should not merely observe **but engage with the story of the Mascarello family and their wines.** Spaces like *interactive exhibits, tasting rooms, and guided tour areas should emphasize storytelling, allowing guests to feel part of the winemaking journey.* The design must also **evoke warmth and intimacy,** reflecting the welcoming nature of a family-owned cantina. Personal touches, such as f**amily artifacts or historical photographs, can make the space feel both genuine and memorable.**

From an **aesthetic perspective,** the brand identity blends **authenticity and sophistication. Rustic elements** that honor their artisanal roots can **harmonize with modern design features** to create a space that feels timeless. **Warm, natural lighting can enhance this balance, while open layouts and glass accents may highlight** production areas or offer stunning views of the vineyard, bridging the interior and exterior seamlessly.

Fig. 68 Museum Deisgn Sketch . Own Elaboration

Key to this architectural approach is **creating spatial zones that guide visitors through the Mascarello story.** Clear divisions between production, tasting, and retail areas are essential, but these **spaces must flow cohesively to narrate the process from vine to glass.** Dedicated exhibit **areas could showcase the family's history, winemaking techniques, and commitment to sustainability, ensuring visitors leave with a deeper appreciation of the brand.**

By focusing on these key elements—**family heritage, exclusivity, sustainability, and terroir-centric design**—An architectural proposal can encapsulate the essence of Mascarello and Figli Cantina. This approach will not only honor their identity but also enhance the overall experience, aligning with their **vision of elegance, authenticity, and connection to the land.**

7.0 Project Development:
General Concept and Strategies

The interior design style that best aligns with Mascarello and Figli Cantina's brand identity is one that blends **Rustic Elegance with Modern Minimalism,** emphasizing *authenticity, sophistication, and a deep connection to the natural surroundings.* This fusion reflects the cantina's dual commitment to tradition and innovation, ensuring that every element of the space tells the story of their legacy while offering a contemporary and welcoming atmosphere.

At the **core of the design** is the **use of natural materials that evoke the terroir and heritage of the region.** *Stone, reclaimed wood, and terracotta create a warm and grounded foundation,* **connecting visitors to the land that defines the winery's character.** The **color palette** should mirror the natural environment, with earthy tones like *beige, taupe, and soft browns,* accented by deeper **hues of green or wine red, reminiscent of grape leaves and the rich color of Barolo.**

Craftsmanship and texture play an essential role in *reinforcing the artisanal values of Mascarello and Figli.* Handcrafted details—such as **handwoven textiles, ceramic accents, and forged metal fixtures**—add depth and authenticity, celebrating the artistry behind both the winery and its wines. The interplay of textures, from **rough-hewn wood beams to polished surfaces, creates a harmonious contrast that adds visual interest and warmth.**

Fig. 69 Concept Collage.. Own Elaboration

Complementing the **rustic elements is a modern minimalist approach,** characterized by clean lines, open layouts, and functional flow between spaces. This modernity ensures that the cantina feels **contemporary and accessible without losing its intimate charm.** Glass walls or partitions can frame views of the vineyards, seamlessly connecting indoor and outdoor spaces and allowing visitors to remain visually tied to the natural world. **Metal accents, such as black or brass, provide a subtle touch of modern sophistication, ensuring that the design feels timeless rather than overly traditional.**

A crucial aspect of the design is its **sustainability and eco-consciousness,** reflecting the cantina's respect for the environment. **Locally sourced materials, energy-efficient lighting, and natural ventilation systems** can enhance the environmental integrity of the space. Incorporating biophilic elements, such as indoor greenery or vineyard-inspired motifs, creates a deeper connection to nature, reinforcing the importance of terroir in Mascarello's identity.

The design must also **prioritize storytelling through spatial elements,** ensuring that visitors are immersed in the history and legacy of the Mascarello family. **Heritage** displays, featuring **curated exhibits**, **historical photographs,** and **vintage wine barrels,** can act as focal points within the space. **Custom furniture,** such as **tables crafted from old wine barrels** or **chairs upholstered in leather and wood,** further integrates the brand's artisanal and exclusive qualities into the environment.

Creating **hospitality and warmth** is essential to **embody the welcoming nature of a family-owned cantina.** Intimate tasting rooms with **soft lighting, plush seating, and personal touches like family artifacts** evoke a sense of comfort and belonging. Layered lighting, **combining natural light with ambient and accent features,** adds depth to the space, ensuring that each area feels inviting and carefully considered

This design style can best be described as **Rustic Modern with a Terroir-Centric Focus,** balancing the timeless charm of tradition with the sleek functionality of contemporary design. By *weaving together natural materials, minimalist aesthetics, and storytelling elements, the interior spaces can authentically reflect Mascarello and Figli's brand identity,* offering visitors an experience that is as memorable and meaningful as the wines themselves.

General Strategies for the Proposal

1. Preserve and Celebrate Heritage

Honor the rich history and tradition of Mascarello and Figli Cantina. This involves keeping a strong connection to the past, emphasizing with the family's artisanal winemaking legacy through curated design elements that highlight their story, such as historical artifacts or subtle architectural motifs inspired by traditional winemaking tools.

2. Connect Past and Present

Generate a balance between *rustic tradition and contemporary innovation is key to creating a timeless design.* The proposal should **integrate** modern architectural techniques and materials in a way that feels organic and respectful to the cantina's history. For example, while retaining natural materials like stone and wood, the introducion of glass or corten steel to subtly modernize the space without overwhelming its character. This blend of old and new ensures that the cantina remains relevant and inspiring for future generations while honoring its roots.

3. Strengthen the Connection to Terroir

The cantina's deep connection to the Langhe landscape should be **reflected in every aspect of the design**. Materials, textures, and colors should echo the surrounding vineyards and rolling hills, creating a seamless relationship between the built environment and its natural context. Architectural forms and layouts can also mimic the contours of the land, reinforcing this connection. Thoughtfully placed windows and outdoor spaces should frame views of the vineyards and La Morra, emphasizing the importance of the terroir in defining the cantina's identity.

4. Enhance Sustainability and Eco-Consciousness

The reflection of Mascarello family's respect for the land. Materials should be locally sourced, recycled, or reclaimed wherever possible, reducing environmental impact while strengthening the connection to regional traditions. Passive design strategies, such as optimizing natural light and ventilation, can improve energy efficiency, while renewable energy sources like solar panels or geothermal systems can further enhance sustainability. Landscaping should prioritize native plants and water-efficient designs, aligning the outdoor spaces with eco-conscious principles.

5. Create a Seamless Narrative

The **spatial design should guide** visitors on a journey that tells the Mascarello family's story, from their historical roots to their winemaking process and philosophy. This narrative should unfold naturally through a well-thought-out flow of spaces. The use of curated exhibits, materials, and interactive elements can help immerse visitors in this story. For example, stone walls might evoke the region's architectural heritage, while glass panels reveal the wine production process, tying each space to a chapter of the Mascarello legacy.

6. Prioritize Sensory Experiences

Engage the 5 senses , textures, colors, and lighting should work together to evoke warmth and intimacy, while the aromas of wine and wood enhance the sensory experience. Spaces should also provide moments of pause and reflection, encouraging visitors to immerse themselves fully in the environment. Features like tactile displays, the sound of water, or the feeling of natural materials underfoot can make the design more engaging and impactful.

7. Focus on Elegance and Authenticity

Mascarello and Figli Cantina's identity **is rooted in sophistication and authenticity**, and the design must embody these qualities. **Focusing** on refined, understated details that reflect the cantina's artisanal values. Thoughtful choices, like simple yet elegant furnishings or lighting fixtures that highlight key architectural features, can the creation an atmosphere of quiet luxury. Authenticity should be evident in every decision, from the choice of materials to the way spaces are organized and used.

8. Encourage Flexibility and Adaptability

Design for longevity by creating spaces that can adapt to changing needs and uses. Modular layouts and versatile furniture can ensure spaces remain functional as visitor patterns or operational requirements evolve. This flexibility can also extend to climate adaptability, with features like retractable roofs or heating elements allowing outdoor spaces to be used year-round. New interventions should be carefully integrated so they complement the existing structure and allow for future growth.

General Objectives

1. Respect and Enhance Brand Identity

The overall proposal must align with Mascarello and Figli Cantina's values of tradition, exclusivity, and connection to the land. Every design choice should reinforce the family's legacy and reflect their commitment to quality and authenticity.

2. Foster a Memorable Visitor Experience

The goal is to create a lasting impression on visitors by offering an immersive and engaging experience. Spaces should evoke a sense of wonder and connection, blending storytelling with moments of discovery. Whether through carefully curated exhibits or breathtaking views of the Langhe landscape, the design should leave guests with a deeper appreciation for the Mascarello brand.

3. Integrate the Built Environment with the Landscape

The relationship between the architecture and its surroundings is crucial. The design should feel like a natural extension of the land, using materials, colors, and layouts inspired by the vineyards and hills. Outdoor spaces, in particular, should celebrate the landscape, offering areas for reflection and enjoyment.

4. Promote Longevity and Sustainability

The proposal should prioritize durable, environmentally friendly materials and energy-efficient systems to ensure the cantina's operations remain sustainable. This approach not only aligns with the cantina's respect for the environment but also supports its long-term viability.

5.Tell a Cohesive Story Through Design

The design should act as a narrative tool, guiding visitors through the Mascarello family's history, winemaking process, and values. Every element, from the flow of spaces to the choice of materials, should contribute to this story, creating a cohesive and meaningful experience.

6. Facilitate Connection and Community

The proposal should encourage interaction, whether through shared tasting experiences, guided tours, or moments of informal gathering. Spaces should be designed to foster a sense of belonging and connection, reflecting the welcoming nature of a family-owned cantina.

Preserve and Celebrate

Connect past to present

Strong connection with terroir

Enhance sustainability

Create a narrative

Prioritize sensory experience

Focus on elegance
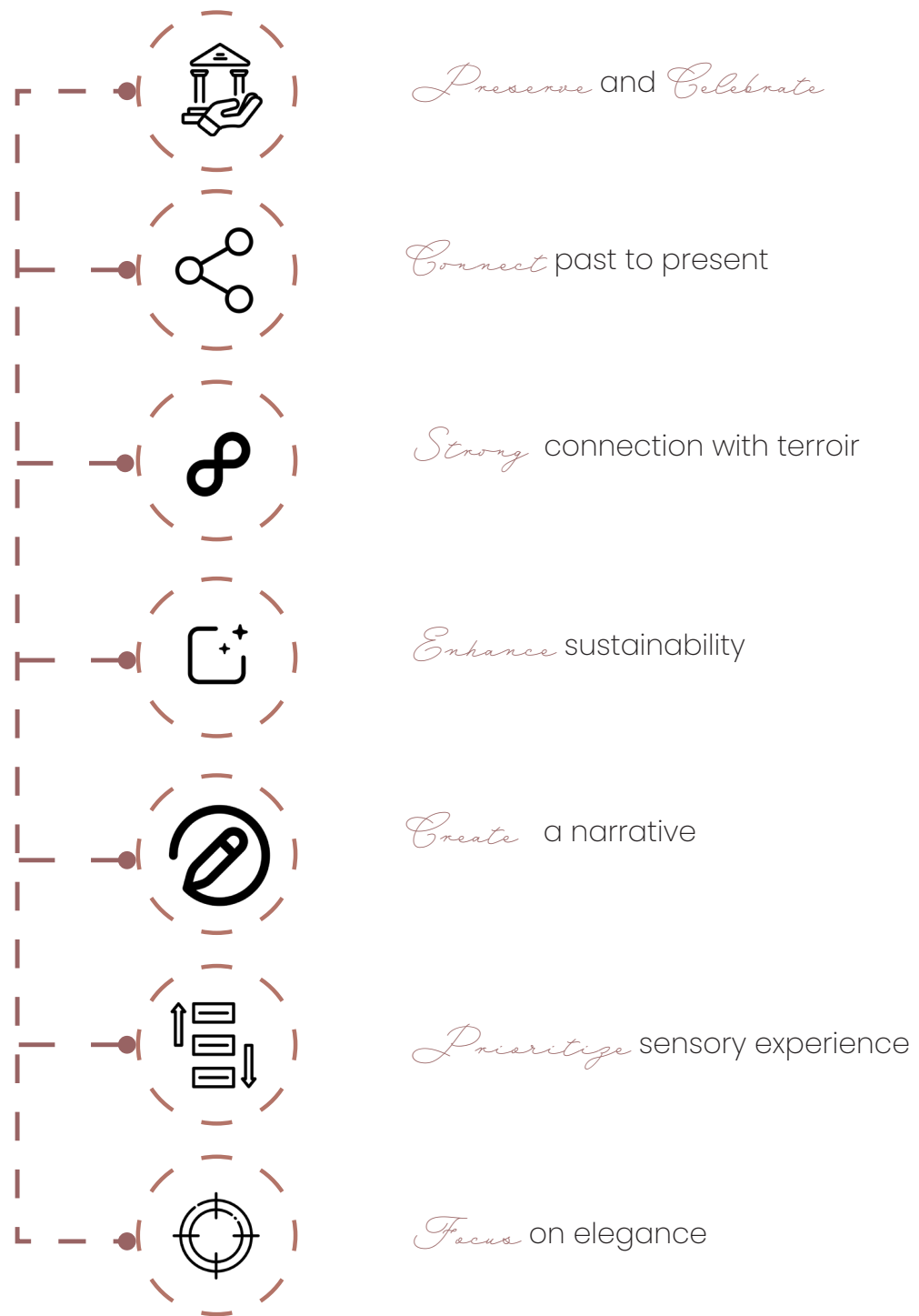
7.1 Crafting Spaces with Authenticity and Purpose

The proposed materiality for Mascarello and Figli Cantina reflects the values of tradition, heritage, sustainability, and authenticity, all central to the brand's identity. Each material is thoughtfully selected to enhance these principles while offering a balance between aesthetics and functionality.

Natural and locally sourced materials form the backbone of the design, grounding the proposal in the region's rich history and landscape. **Locally sourced wood, such as oak, chestnut, or walnut, offers warmth and echoes the craftsmanship of traditional winemaking barrels.** These finishes celebrate **natural imperfections, reinforcing authenticity and a connection to the land**. Similarly, Langa stone, a hallmark of Piedmont architecture, evokes the timelessness of traditional construction while establishing a sense of permanence and groundedness. **Terracotta, with its earthy tones,** ties the design to rural Italian roots, while cork, a direct nod to winemaking, serves as an innovative yet contextually relevant material for furniture, wall treatments, or acoustic solutions. These materials emphasize sustainability by minimizing transportation and leveraging renewable or recycled resources.

Glass introduces **transparency** and establishes a dialogue between **indoor and outdoor spaces**. Large windows and glass partitions frame views of the surrounding vineyards, immersing visitors in the natural beauty of the terroir while flooding interiors with light. This openness symbolizes authenticity and invites guests to connect with both the environment and the winemaking process. Additionally, glass can showcase production areas, offering an immersive experience that bridges functionality with storytelling

To add a modern yet complementary element, **metal accents like corten steel and wrought iron are incorporated. Corten steel,** with its weathered patina, provides a rustic yet contemporary aesthetic that **harmonizes with natural materials. Wrought iron,** on the other hand, recalls artisanal craftsmanship and adds intricate detail in railings, fixtures, and furniture.

Clay and earth-based materials further ground the design in its environment. Rammed earth walls or lime-based plasters introduce texture and warmth, reflecting the vineyard's terroir and providing excellent thermal properties for energy efficiency. These materials echo the natural palette of the region while emphasizing a commitment to sustainable design practices

Soft furnishings and textiles enhance comfort and intimacy, using natural fibers like **linen, wool, and cotton in muted tones inspired by the landscape—** vineyard greens, deep reds, and earthy beiges. These materials not only complement the architecture but also foster a welcoming and authentic atmosphere. **Handwoven rugs or tapestries crafted by local artisans** add a unique, personal touch that speaks to the Cantina's heritage..

Sustainability underpins the **material selection, prioritizing eco-friendly options** like FSC-certified wood, reclaimed stone, and recycled metals. Innovative solutions like green roofs or photovoltaic tiles align with the Cantina's respect for the environment, while high thermal mass materials like stone and rammed earth regulate temperatures naturally, reducing energy consumption.

Finally, l**ighting plays a crucial role in accentuating materials.** *Natural, warm lighting* through alabaster, frosted glass, or linen shades enhances i**ntimacy and highlights textures,** while integrated LED technology maintains energy efficiency.

By combining these materials thoughtfully, **the design embodies the legacy of Mascarello and Figli Cantina,** creating a space that honors tradition, respects the environment, and offers visitors a seamless blend of authenticity and elegance. **This material palette ensures the architecture resonates deeply with the brand's story and the surrounding landscape.**

Fig. 71 General Mateiral Moodboard. Own eleboration

Outdoor General Strategies
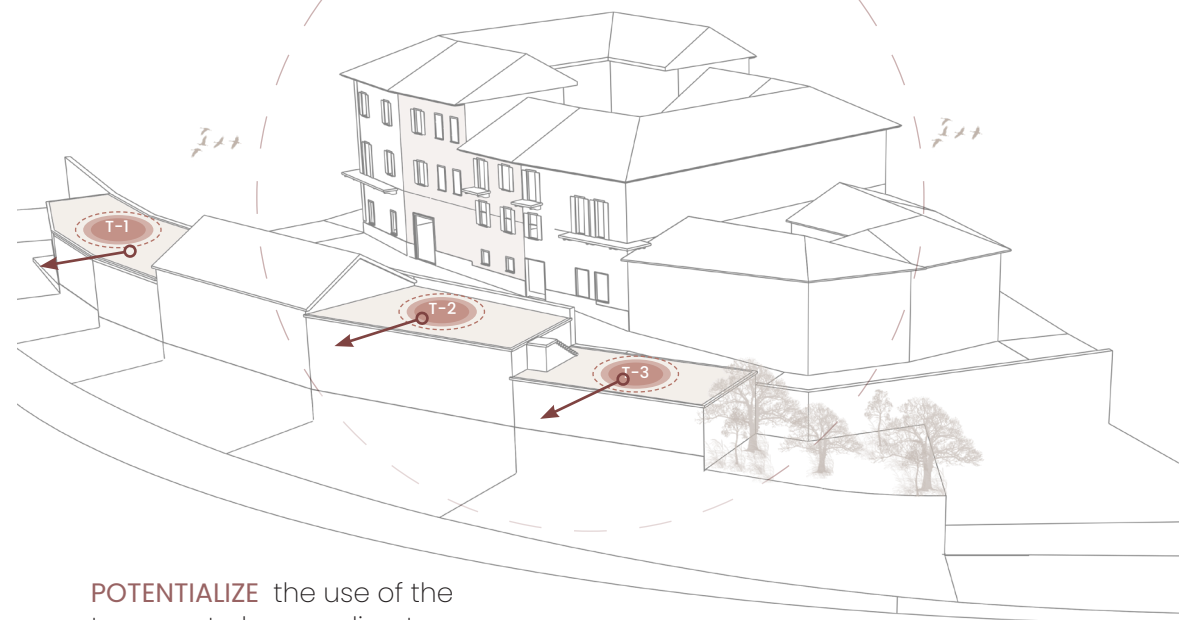
1 — **POTENTIALIZE** the use of the terraces to have a direct engagment with the views
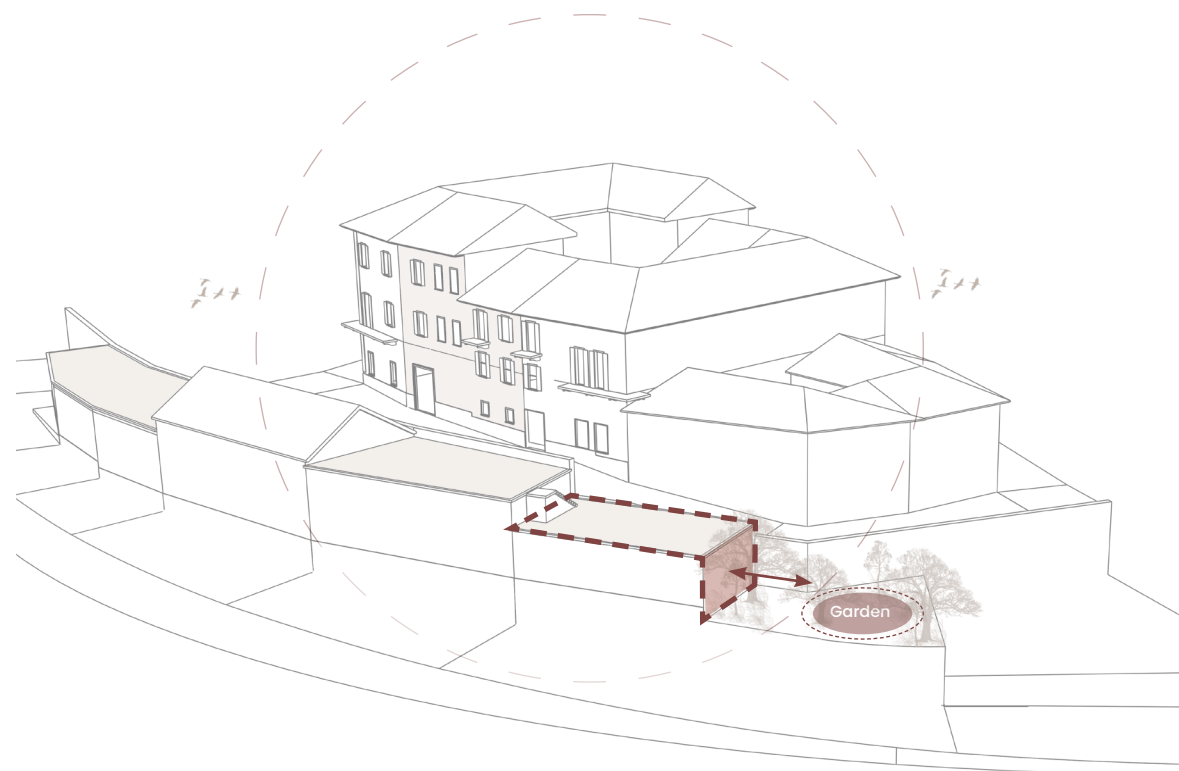
2 — **GENERATE** a direct relation with the terraces and the medieval gardens

Outdoor General Strategies
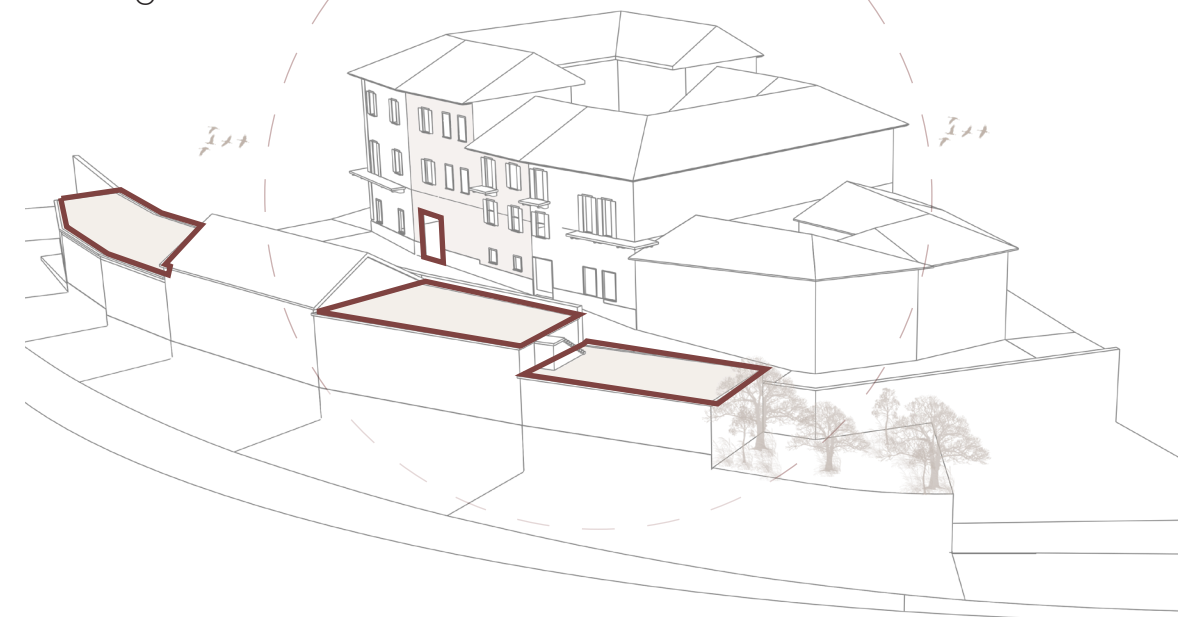
3 — **CONNECT** the main entrance of the cantine with the terraces

4 — **PROPOSE** a year-round outdoor wine tasting experience designed for both summer and winter
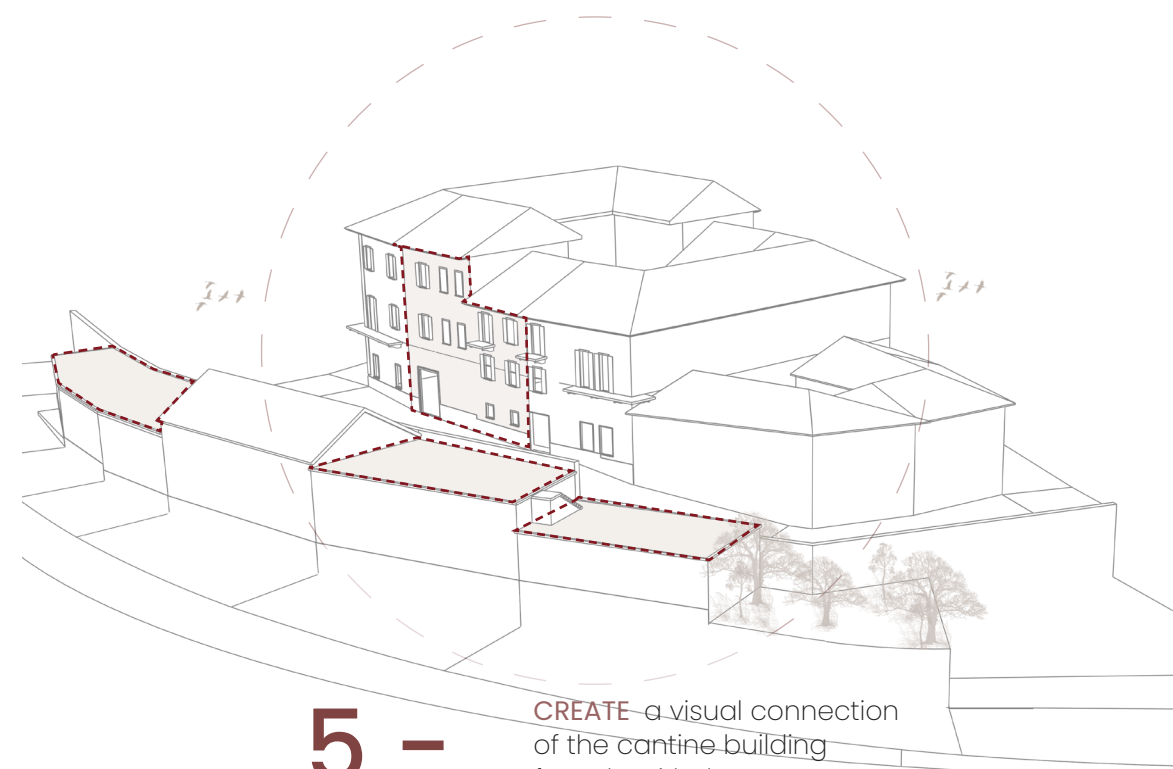
5 — **CREATE** a visual connection of the cantine building facade with the terraces

Fig. 72 Outdoor general strategies. Own eleboration
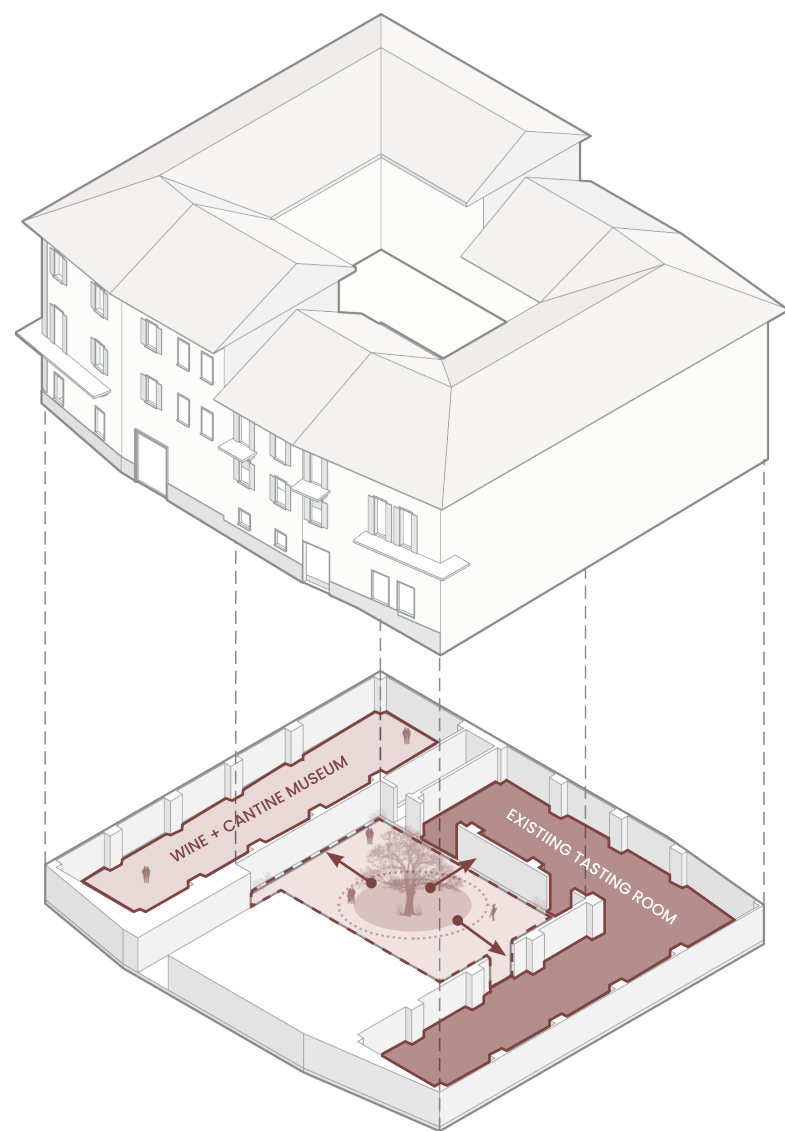
1 — CONNECT the existing with
the new making the central
patio an acitvity node.

2 — GENERATE a direct visual
relation by generating a
permeable space with the
replacement of materials

Fig. 73 Indoor general strategies. Own eleboration

7.2   Current State Survey

GROUNDFLOOR PLAN
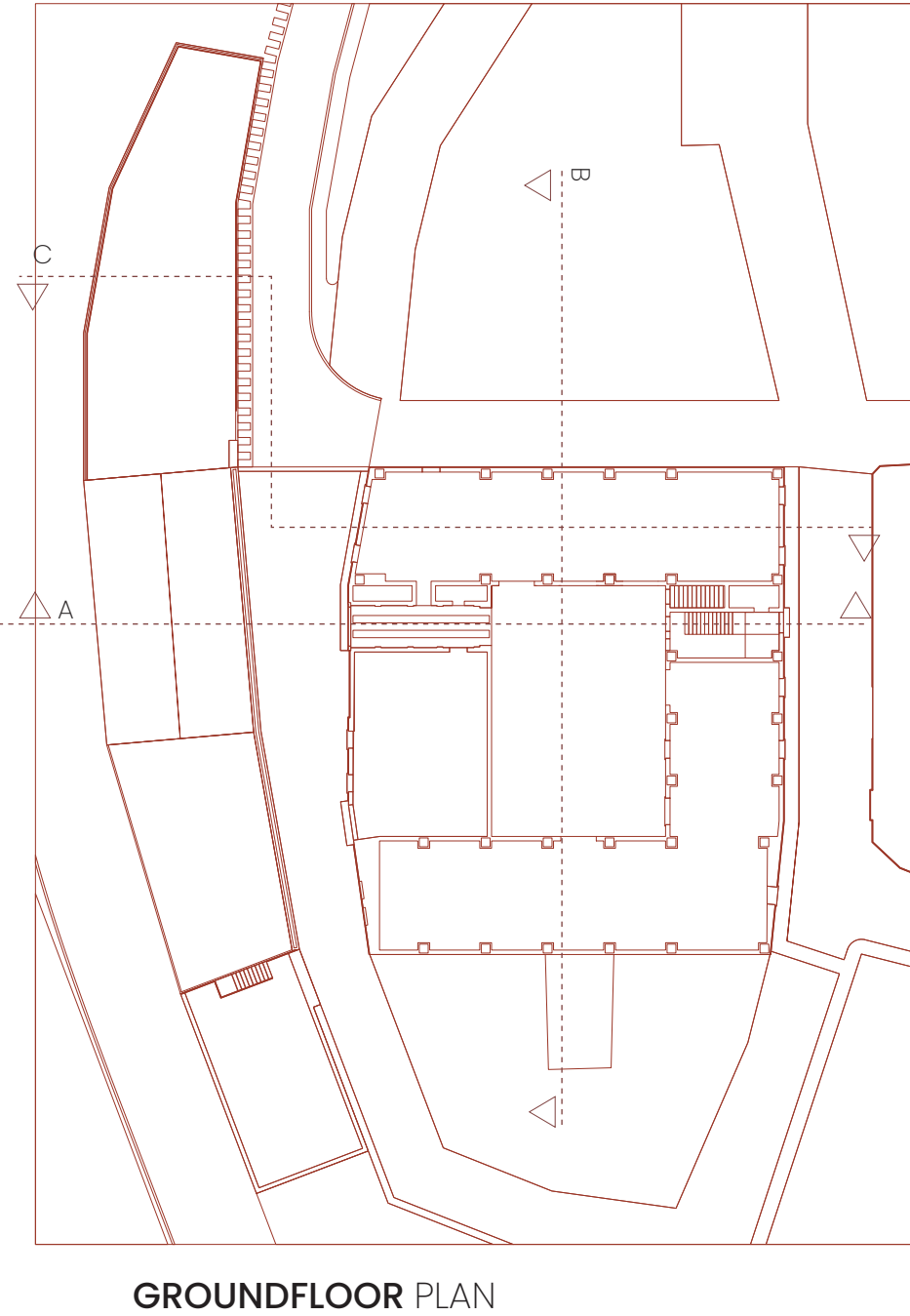
SECTION A

SECTION B
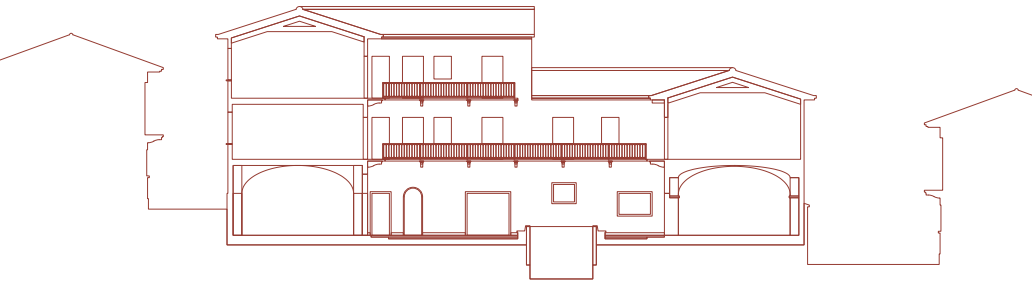
SECTION C
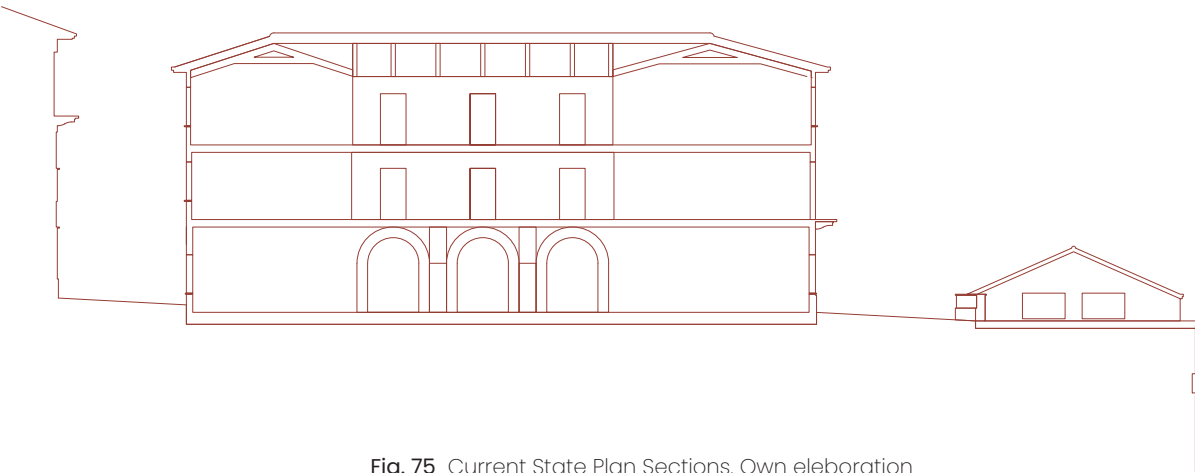
Fig. 74 Current State Plan Survey. Own eleboration

Fig. 75 Current State Plan Sections. Own eleboration

FACADE DRAWING
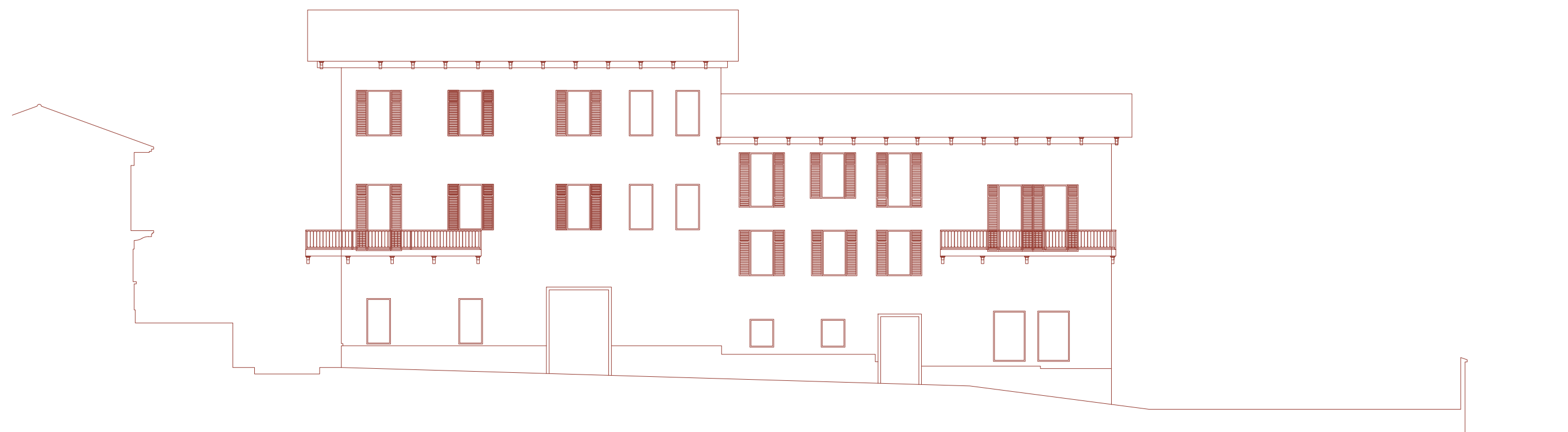
Fig. 76. Current State Facade Survey. Own eleboration

8.0 Designing the Wine Experience:
Between Emotion, Form, and Value

In the contemporary context of winemaking, architectural and interior design have transcended their traditional roles of shelter and functionality.

Today, they operate as strategic tools capable of **shaping immersive experiences, enhancing brand identity, and even driving economic value.** This chapter explores how thoughtful spatial design—when rooted in sensory engagement, symbolic language, and contextual awareness—can become a catalyst for both cultural enrichment and economic revitalization within the wine industry.

The renovation of historical wineries, such as Cantina Mascarello Michele & Figli, represents more than an aesthetic update; it is a **deliberate act of reinterpretation that connects the past with the future.** Through the articulation of materiality, spatial rhythm, and symbolic forms, architecture becomes a medium through which stories are told, values are transmitted, and visitors are emotionally engaged. Moreover, these transformations are not limited to the realm of perception—they often lead to tangible impacts on visitor numbers, product value, and market visibility.

This chapter is structured around **three interconnected dimensions** that emerge from the intersection of design and wine culture: the economic value that design can generate through increased visibility and experiential differentiation; the sensorial value, which underscores how interior design influences perception and memory; and the symbolic value, expressed through form, particularly the circle, *which recurs in the project as a metaphor for continuity, tradition, and transformation.* By examining these layers, the chapter aims to reinforce the idea that design is not merely decorative, **but a vital and multidimensional language through which wineries can evolve, connect, and prosper.**

Design
in wine culture

Economical value
that design can generate

Sensorial Value
how interior design influences
precpetion
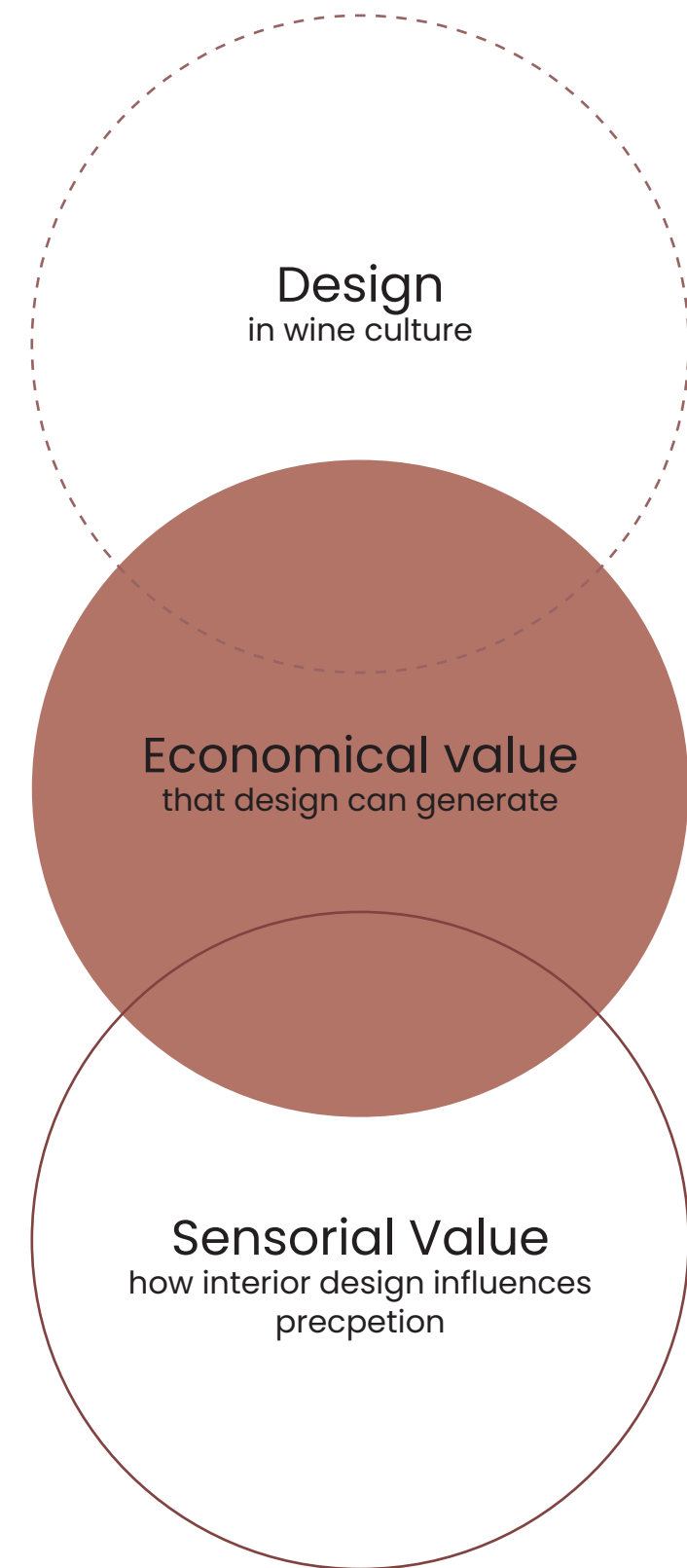
Fig. 77. Interconnection of the three dimensions. Own eleboration

8.1   Design as a Catalyst for Growth:
*Architecture, Renovation, and Economic Value
in the Winery Sector*

In the evolving landscape of wine tourism, design has emerged as a vital strategy for winery development—not only in terms of aesthetics and identity, but also as a key driver of economic performance. When a winery is reimagined through architecture and interior design, the result is often more than a visually compelling space: it becomes an experiential environment that amplifies brand value, attracts a new public, and increases both direct sales and cultural capital.

Over the last two decades, *the transformation of production spaces into architectural icons has proven to be an effective method of repositioning wineries* within both local and international markets. In this context, wineries are no longer perceived as isolated rural factories but rather as experiential destinations that merge enogastronomy, culture, and heritage into one integrated narrative. The architecture of a winery—its spatial layout, materials, symbolism, and sensory coherence—has the potential to generate what marketing experts refer to as *"experience capital"*: the value derived from engaging, memorable, and emotionally resonant visits that translate into customer loyalty and economic return.

Architecture as Investment: Evidence from the Field

Several case studies across Europe and beyond show clear correlations between architectural renovation and economic uplift in the winery sector. One of the most cited is *Antinori nel Chianti Classico*, located just outside Florence. Designed by Archea Associati and completed in 2012, the winery was **conceived as a "cathedral to wine,"** embedded within the Tuscan hills. Its design, which emphasizes invisibility from the landscape and a harmonious relationship with the earth, has attracted over **50,000 visitors per year and generated a 40% increase in on-site wine sales,** according to the estate's own reports and supported by tourism development agencies in Tuscany. The winery has become a major node along the region's wine routes, featured in international media, books, and conferences as a benchmark for architectural branding in the wine industry [57].

57 Archea Associati. (n.d.). Antinori Winery. Retrieved from https://www.archea.it/en/cantina-antinori/

Fig. 78. Antinori Winery by Archea Associati. Source: ArchDaily (2013).

Another iconic example is *Bodegas Ysios in Rioja Alavesa, Spain.* Designed by Santiago Calatrava and inaugurated in 2001, the winery quickly gained international attention thanks to its undulating titanium roof and sculptural silhouette that echoes the nearby Sierra de Cantabria mountains. Despite some controversies regarding its practicality for winemaking operations, *Ysios experienced a dramatic increase in visitors and exports,* becoming a landmark in the Spanish wine tourism narrative. The architecture, more than the wine itself, served as a primary magnet for cultural tourism, architectural tours, and design-focused media coverage.[58]

These cases are not isolated. A recent study by Plaza et al. (2024) demonstrates how iconic architecture can serve as a catalyst for wine tourism. In their research on the Marqués de Riscal winery in the Rioja region—designed by Frank Gehry—they highlight that the architectural renovation not only elevated the winery's global profile but also led to a substantial increase in visitor numbers and local economic development. The Gehry-designed structure became a landmark, attracting cultural and architectural tourism beyond traditional wine consumers. This case illustrates how design-driven spaces can enhance experiential value, strengthen territorial branding, and contribute directly to the financial sustainability of wineries operating in heritage landscapes.[59]

Emotional Architecture and Economic Resonance

The value of architecture in the wine world is not only functional or promotional—it is also emotional. Theories from environmental psychology and experiential marketing support the idea that spatial qualities, such as lighting, materiality, acoustics, and circulation, significantly influence how visitors perceive a brand and form memories. The concept of "experience design" suggests that immersive and sensorial environments foster deeper emotional engagement, which can translate into brand loyalty and increased purchasing behaviors.

A recent study by Gómez-Carmona et al. (2023) supports this notion by demonstrating that enhanced wine tourism experiences positively influence consumers' attitudes toward wine, their evaluation of wine attributes, and their loyalty to specific wine brands. The study emphasizes that engaging multiple senses through well-designed winery environments can lead to a more profound appreciation of the product and a stronger emotional connection to the brand.[60.]

58 WikiArquitectura. (n.d.). Bodegas Ysios – Santiago Calatrava. Retrieved from https://es.wikiarquitectura.com/edificio/Bodegas-Ysios/

59 Plaza, B., Esteban, M., Aranburu, I., & Johny, J. (2024). Iconic architecture as a catalyst for wine tourism: A case study of Marqués de Riscal. European Countryside, 16(1), 168–182. https://doi.org/10.2478/euco-2024-0010

60 Gómez-Carmona, D., Paramio, A., Cruces-Montes, S., Marín-Dueñas, P. P., Aguirre Montero, A., & Romero-Moreno, A. (2023). The effect of the wine tourism experience. Journal of Destination Marketing & Management, 29, 100793. https://doi.org/10.1016/j.jdmm.2023.100793

Fig. 79. Gastroactivity. (2021, June). Bodegas Ysios by Santiago Calatrava [Photograph]. Gastroactivity. https://gastroactivity.com/wp-content/uploads/2021/06/Bodegas-Ysios-Santiago-Calatrava-1.jpg.webp

In practical terms, this means that the architecture of a winery can act as a storytelling medium, communicating values such as authenticity, craftsmanship, heritage, and innovation—each of which contributes to the perceived value of the product. A visitor who senses coherence between the space, the story, and the wine is more likely to attach meaning to the brand, resulting in a more enduring relationship.

This is particularly relevant in the context of small and medium-scale wineries, like Cantina Mascarello Michele & Figli. Unlike large-scale producers that rely on distribution networks, these wineries often depend on direct sales, reputation, and visitor experience. For them, architectural and interior renovation can serve as a powerful multiplier: not only enhancing the usability of the space, but also communicating the emotional and symbolic depth of the product through a physical environment. Design allows for the amplification of identity, offering a unique, memorable, and place-based encounter that differentiates the winery from competitors.

Design as Economic Strategy in Heritage Wineries

For heritage wineries located within UNESCO-protected territories—such as Langhe, Roero, and Monferrato—the **integration of contemporary design must also be aligned with the values of sustainability, authenticity, and landscape integrity.** However, rather than seeing this as a constraint, many architectural practices have turned it into an opportunity for creative reinterpretation, developing forms, materials, and flows that resonate with tradition while projecting a contemporary identity.

In this regard, Cantina Mascarello's proposed transformation follows the logic of "*slow design*", *where the intervention does not impose itself, but instead listens to the rhythms of the territory and the story of the family*. By doing so, it has the potential to become a micro-hub of cultural and economic regeneration, where design operates as an agent of storytelling, place-making, and sustainable growth.

Design, therefore, must be understood not only as a support to production or marketing—but as a core element of a winery's strategic vision. It shapes perception, builds relationships, creates emotion, and ultimately, drives value.

8.2 Designing for the Senses:
Multisensory Spaces and Emotional Connection in Wineries

In contemporary winery architecture, design transcends aesthetics and structural functionality to become a medium for crafting immersive, *multisensory experiences* that forge emotional connections with visitors. By engaging all five senses—sight, sound, smell, taste, and touch—architects can create environments that not only enhance the appreciation of wine but also embed lasting memories and narratives within the spatial experience.

Theoretical Foundations of Multisensory Design

Multisensory design is rooted in *cognitive science, environmental psychology, and sensory marketing*. Research underscores that human perception is inherently multisensory, with crossmodal interactions—**where one sensory modality influences another**—playing a pivotal role in *how spaces are experienced* [61]. For instance, lighting can affect thermal comfort, and sound can influence the perceived safety of a space.

Architect Juhani Pallasmaa advocates for an architecture that engages all senses, arguing that the dominance of visual aesthetics has led to a diminished spatial experience. He emphasizes the importance of tactile, auditory, and olfactory elements in creating spaces that resonate with users on a deeper, more emotional level [62].

In the realm of wine tourism, the concept of **servicescapes** introduced by Bitner highlights how ambient factors—such as *lighting and sound impacts customer satisfaction and behavior, reinforcing the significance of sensory elements in shaping visitor experiences* [63].

61 Jüttner, U., & Weitkamp, E. (2020). Senses of place: architectural design for the multisensory mind. Cognitive Research: Principles and Implications, 5(1), 1–13. https://doi.org/10.1186/s41235-020-00243-4
62. Pallasmaa, J. (2005). The Eyes of the Skin: Architecture and the Senses (2nd ed.). Wiley.
63. Bitner, M. J. (1992). Servicescapes: The Impact of Physical Surroundings on Customers and Employees. Journal of Marketing, 56(2), 57–71. https://doi.org/10.1177/002224299205600205

Engaging the Five Senses in Winery Architecture

Sight: *Visual perception plays a dominant role in how we interpret architectural environments.*

The manipulation of natural light, spatial proportions, chromatic choices, and material contrasts significantly impacts mood and emotional response. According to architectural theorist Juhani Pallasmaa, visual experience becomes more meaningful when integrated with the other senses, but it nonetheless serves as the primary means of spatial orientation and symbolic reading of space [64].

Moreover, studies in environmental psychology highlight how features such as *openness, visual access, and daylight influence* feelings of calm, curiosity, and aesthetic pleasure[65]. When local materials and contextual forms are incorporated, they reinforce regional identity and foster a sense of belonging and authenticity within the visitor [66].

Sound: Acoustic design contributes to the ambiance of a space. Materials and spatial configurations can modulate sound levels, creating environments that range from tranquil to lively. *The resonance of barrels and the subtle background music can all shape the auditory experience.*

Smell: Olfactory cues are powerful triggers of memory and emotion. The earthy aroma of cellars, the scent of oak barrels, and the infusion of curated fragrances in exhibition areas can reinforce the thematic narrative and create a lasting impression [67].

Taste: While central to the winery experience, taste can be influenced by the surrounding environment. Studies indicate that factors such as lighting color and table texture can alter the perception of flavor, underscoring the interplay between sensory modalities[68].

Touch: Tactile elements—such as the texture of materials, temperature variations, and the feel of surfaces—contribute to the authenticity and comfort of a space. The use of rough stone, warm wood, and cool metal can elicit subconscious reactions that align with the artisanal nature of winemaking .

SIGHT
Natural light, spatial rythm, local materials , transparency

SMELL
Oak barrels, wood, curated fragances

TASTE
Taste of wines, and it´s different way of producing it.

TOUCH
textures of wood, metal, terracotta, leather and even vines

SOUND
Sound distribution, introducing background sound.

MULTISENSORY Winery Design
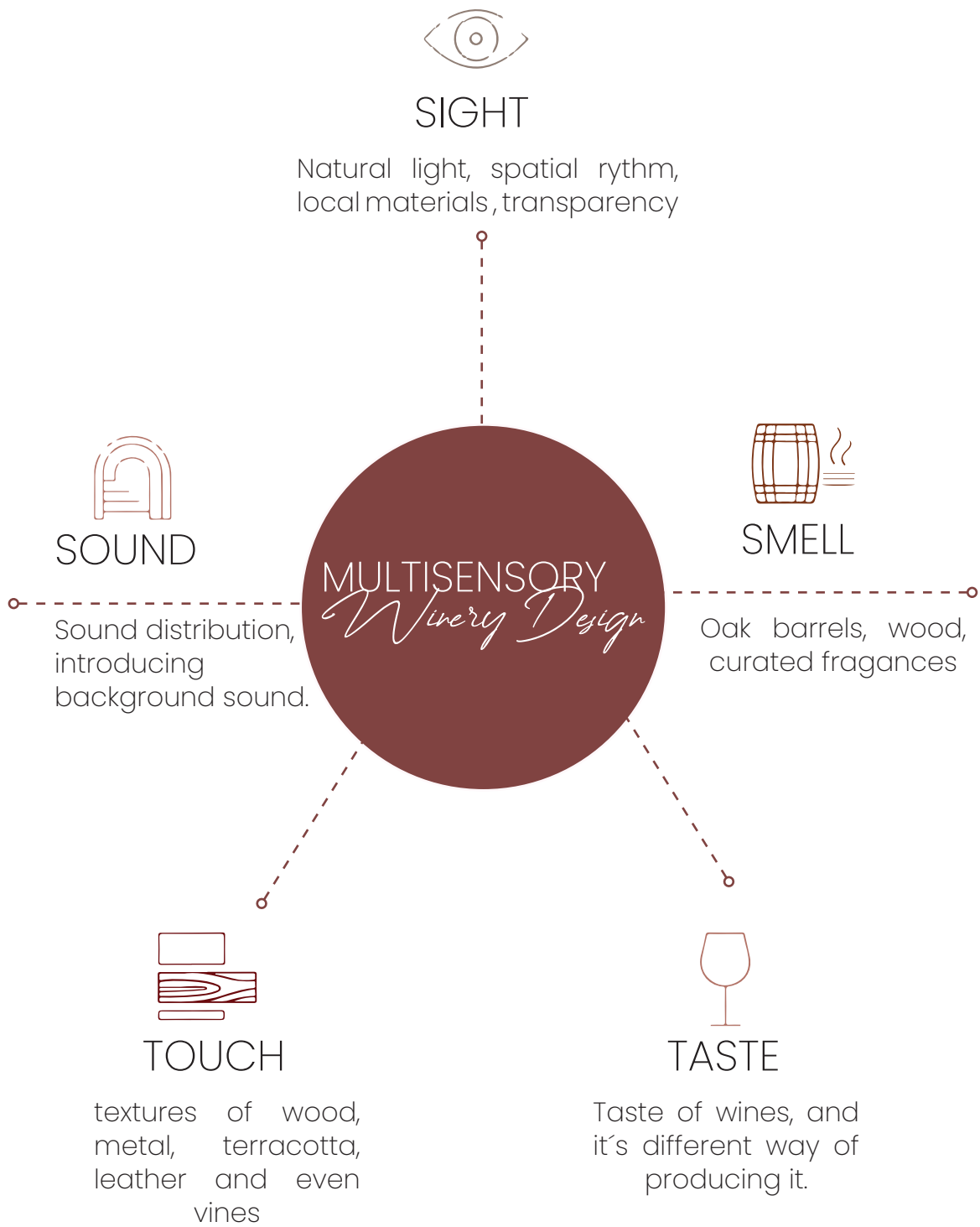
Fig. 80. Multisensory winery design concept map- Own elaboration

64 Pallasmaa, J. (2005). The Eyes of the Skin: Architecture and the Senses (2nd ed.). Wiley.
65 Kaplan, R., & Kaplan, S. (1989). The Experience of Nature: A Psychological Perspective. Cambridge University Press.
66 Malnar, J. M., & Vodvarka, F. (2004). Sensory Design. University of Minnesota Press.
67 Rodaway, P. (1994). Sensuous Geographies: Body, Sense and Place. Routledge.
68. Spence, C. (2020). Sensehacking: How to Use the Power of Your Senses for Happier, Healthier Living. Viking.

Case Studies of Multisensory Winery Design

La Cité du Vin (Bordeaux, France): Designed by XTU Architects, this immersive wine museum employs audiovisual effects, scent emitters, and tactile displays to guide visitors through the global culture of wine. The building's curvilinear form evokes the swirling of wine in a glass, reinforcing the narrative through architectural expression.

Antinori nel Chianti Classico (Italy): This winery, designed by Archea Associati, is seamlessly integrated into the Tuscan hillside. The use of subdued lighting, terracotta tones, and material continuity creates a serene sensory experience that reflects the identity of the land .

Marqués de Riscal (Spain): Frank Gehry's architectural design challenges visual expectations, with a flamboyant exterior juxtaposed against a calm and sensual interior. This contrast provides a layered multisensory journey, blending innovation with tradition [69] .

The proposed redesign of Cantina Mascarello aims to transform it from a mere production site into **an immersive, sensorial environment**. By incorporating Langa stone, controlling natural light, integrating barrel-scented wood elements, and implementing acoustic zoning, the space becomes a conduit for storytelling and emotional engagement.

Each area—from the museum to the patio and terrace—serves as a stage where the narrative of wine is not only told but physically and sensorially experienced. This approach situates the cantina within the context of contemporary heritage architecture, *honoring tradition while employing sensory strategies to enhance engagement, narrative depth, and memory retention.*

Fig. 81. Marriott International. (n.d.). Hotel Marqués de Riscal, a Luxury Collection Hotel, Elciego [Photograph]. Marriott.

69 Marqués de Riscal. (n.d.). The City of Wine. https://www.marquesderiscal.com/en/the-marques-de-riscal-city-of-wine

8.3 Designing with the Circle:
Symbolism, Sensory Flow, and Spatial Harmony

In the design of Cantina Mascarello Michele & Figli, **the recurring use of the circle is not incidental**—it is a deliberate architectural gesture rooted in the *symbolic, functional, and sensory language of wine*.

From the **shape of the barrel** and the **curve of the bottle** to the **circular shape of a glass** and the **cyclical nature of winemaking** itself, the circle emerges as a form that means cultural resonance. This chapter explores how **circular geometry, abstracted** through **contemporary tools such as parametric design**, becomes a spatial narrative that *binds tradition and innovation*. It also reflects a design philosophy that privileges *continuity, immersion, and sensory memory over linear, segmented spatial experiences*.
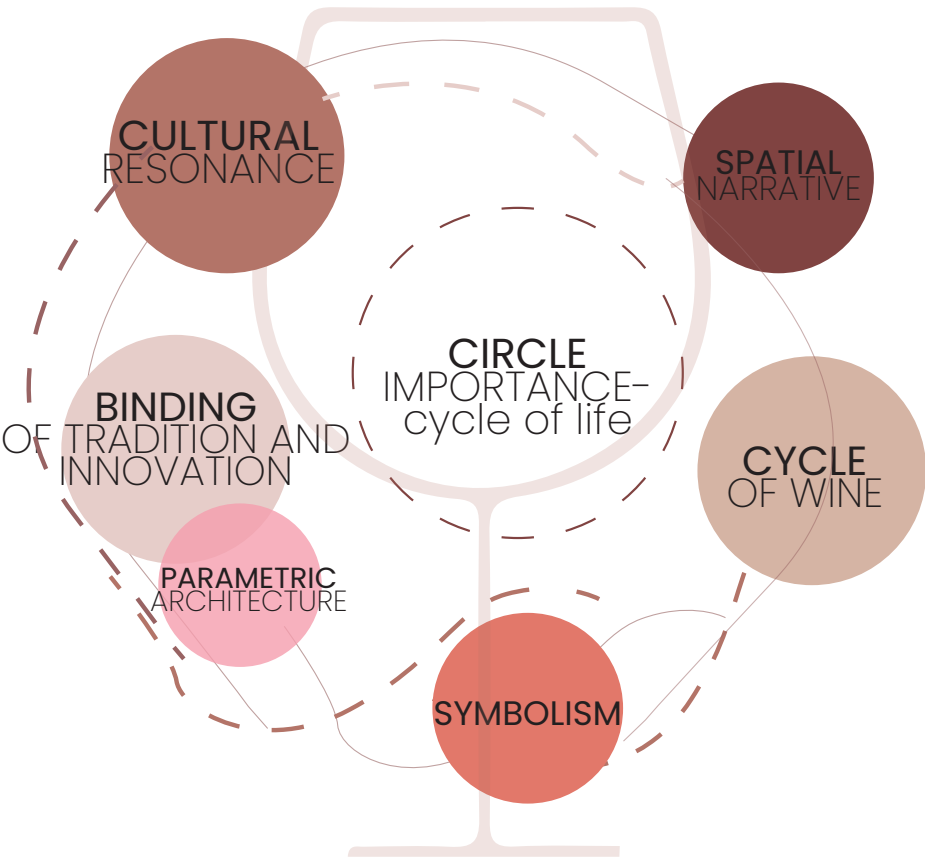
Fig. 82. Circle Importance. Own Elaboration

Symbolism and Cultural Archetypes

The circle is among the **oldest geometric symbols in human culture. It** represents *wholeness, unity, infinity, and time*. In ritual and architecture, it has historically defined sacred and communal spaces—**from ancient stone circles to Roman amphitheaters**. In the context of wine, the **circle also resonates with the cyclical nature of agriculture and fermentation: planting, harvesting, aging, and tasting**. As Gaston Bachelard (1958) notes in The Poetics of Space, **circular forms evoke intimacy and enclosure**, making them especially suited to spaces that aim to be **sensorial, immersive, and reflective** [70].

The circle is also a form deeply embedded in the collective unconscious—a geometry found in natural formations, planetary orbits, and even the very process of swirling wine in a glass. **its recurrence in the world of wine is not merely visual, but ritualistic.** This archetypal shape functions as a bridge between the tactile practice of winemaking and the symbolic universe that surrounds it.

Functional and Emotional Continuity

Circular forms are not only symbolic; **they shape the visitor's experience through continuity and flow.** Curved walls suggest movement without interruption.

Round volumes can create acoustic softness and tactile enclosure. These forms align with the **concept of spatial "atmosphere" discussed by Gernot Böhme (2017),** *where architecture becomes a field of sensory cues, and not just about the visual, so at the end "sensory desing".* In a winery, where memory and emotion areso a key to the visitor experience, *the circle fosters a sense of orientation, calm, and symbolic embrace* [71].

The psychological effects of circularity are well-documented: they **promote relaxation, inclusivity, and a sense of centering.** This contrasts with angular geometries often associated with hierarchy or detachment. In spaces intended to foster emotional engagement—like tasting rooms, sensory galleries, or patios—the circle becomes a compositional device that emphasizes presence and interaction.

70- Bachelard, G. (1958). The Poetics of Space. Beacon Press.
71- Böhme, G. (2017). The Aesthetics of Atmosphere. Routledge.

Parametric Abstraction and Contemporary Interpretation

While the circle is ancient, its *reinterpretation through parametric design tools allows for complex spatial expressions.* **In the Cantina Mascarello proposal, furniture and surfaces abstract the silhouette of bottles, barrels, and glasses into modular, dynamic forms.**

Parametric design, when used critically, becomes a tool fo**r "honoring tradition through digital craftsmanship".** It allows the designer to manipulate curvature, repetition, and proportion in ways that remain faithful to symbolic origins while addressing contemporary spatial needs

The **process of parametric** modeling also **echoes the logic of wine itself:** controlled variability within a structure. **Just as each vinyard adapts within a consistent terroir, each parametric element—while generated by algorithm—can be adapted to different variations.** This alignment of design language and production philosophy deepens the conceptual unity of the project. As Peters (2013) suggests in his study of parametric heritage design, *"the power of geometry lies in its ability to convey both structure and story."* [72] Thus, the use of circular morphologies in **Cantina Mascarello is not merely aesthetic—it embodies a design philosophy where shape becomes content, and geometry becomes narrative.**

Spatial Harmony and Sensory Integration

The circle also facilitates multisensory integration, a theme central to the overall thesis. **Circular geometries naturally support radial spatial organization, ideal for designing with light, sound, and flow**. In tasting rooms, circular tables foster conviviality and eye contact. In patios or terraces, circular patterns can f**rame views or direct attention to focal points in the landscape.**

This geometry also supports intuitive wayfinding. Visitors tend to move more organically through curved spaces, guided by lines of sight and circular openings. This enhances spatial legibility, especially important in spaces that combine exhibition, leisure, and learning.

The spatial language of the circle thus supports thematic cohesion across the project. It creates a rhythm, an identity, and a spatial coherence that is both intuitive and symbolically rich. By grounding the design in this archetypal form, the project reinforces its connection to wine culture—not just as a material practice, but as a ritual, a memory, and a sensory tradition.

72- Peters, T. (2013). Computational Design Thinking: Computation Design and Parametric Design Theory. Wiley.

8.4 Toward a Sensory and Symbolic Architecture

Across this chapter, three intertwined layers of architectural strategy have revealed how design can shape not only the physical experience of a winery, but its emotional, economic, and symbolic impact.

In the first part, we saw how thoughtful renovation can generate measurable value—attracting visitors, increasing wine sales, and reinforcing brand identity. This demonstrated that design, when rooted in narrative and authenticity, is more than visual appeal; it is an investment in continuity and growth.

We then moved into the realm of multisensory design, recognizing that spaces are remembered not only for how they look, but for how they feel, sound, smell, and flow. Through environmental psychology and experiential design, architecture becomes a stage for emotion and memory, extending the identity of the wine into the spatial encounter of those who visit it.

Finally, through the symbolic and spatial use of the circle, we uncovered how geometry itself can serve as a narrative tool—linking ritual, movement, and abstraction. Circular forms echo the material culture of wine and the cyclical rhythm of its making. Their reinterpretation through parametric design bridges past and present, honoring heritage while expressing contemporary spatial logic.

Together, these three perspectives converge in the proposal for Cantina Mascarello Michele & Figli, forming a cohesive vision where architecture is not only a shelter for wine, but a language for telling its story. It becomes a design methodology that integrates economy, emotion, and meaning through space. In this vision, the winery is no longer a background to the experience of wine but a protagonist in itself—narrating, guiding, and embodying the values of continuity, place, and ritual. What follows is a spatial proposal grounded in these principles, where the theoretical layers explored in this chapter come to life in architectural form.

9.0 Proposal :
A Holistic Vision for Cantina Mascarello:

This proposal presents a comprehensive and unified vision for Cantina Mascarello, integrating architecture, materiality, and sensory experiences to honor its legacy while looking toward the future. By enhancing key spaces within the cantina and its surrounding landscape, this project aspires to reinforce its role as a custodian of Italian wine culture and a beacon of tradition in the Langhe region.

Cantina Mascarello stands as a testament to the timeless elegance and deep-rooted traditions of Italian winemaking. This thesis proposes a unified architectural and sensory experience that strengthens the cantina's identity while respecting its heritage and the UNESCO-protected Langhe landscape. By integrating a dedicated wine museum/gallery, revitalizing the internal patio as a communal hub, and enhancing the external terraces with an immersive wine-tasting experience, this project aims to create a seamless dialogue between history, nature, and contemporary engagement.

At the heart of this proposal is the transformation of an empty room within Cantina Mascarello into a refined wine museum/gallery. Designed to narrate the history and identity of the cantina, this space will utilize natural materials such as wood, terracotta, glass, and leather to reflect its traditional yet elegant character. The exhibition will be enriched by a sensory experience featuring the distinct aromas of Nebbiolo grapes, inviting visitors to immerse themselves in the essence of the winery's production.

To further enhance the connection between past and present, the internal patio will be reimagined as a dynamic activity node linking the new museum with the existing cantina. This space will be redefined through the addition of a central tree, symbolizing continuity, and carefully curated relaxation areas with specially designed furniture. The intervention aims to foster social interaction and contemplation, strengthening the relationship between visitors, the cantina, and its cultural roots

Extending the experience beyond the enclosed spaces, the three external terraces will offer a unique wine-tasting setting that embraces the breathtaking views of the Langhe landscape and the village of La Morra. Designed with minimal impact on the surrounding environment, the new furniture will blend harmoniously with nature while ensuring comfort throughout all seasons. This space will provide an unparalleled opportunity for guests to engage with the terroir, reinforcing the sensory and emotional connection to Cantina Mascarello's wines.

GENERAL PLAN

EXISTING TASTING ROOM

Fig. 83. General Plan Proposal. Own eleboration

SECTION A

Fig. 84. Section A Proposal Own eleboration

SECTION B

Fig. 85. Section B Proposal Own eleboration

SECTION C
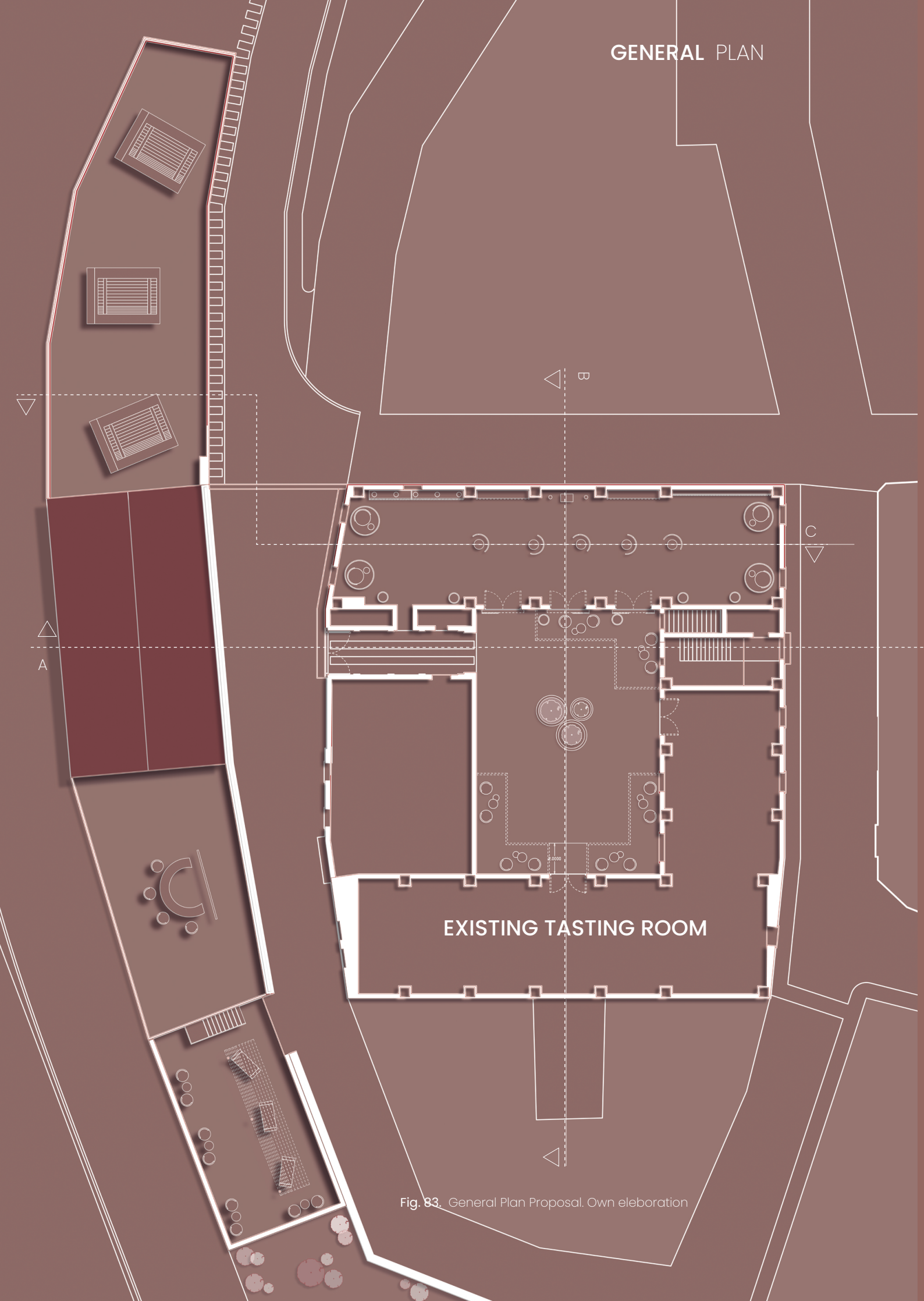
Fig. 86. Section C Proposal Own eleboration
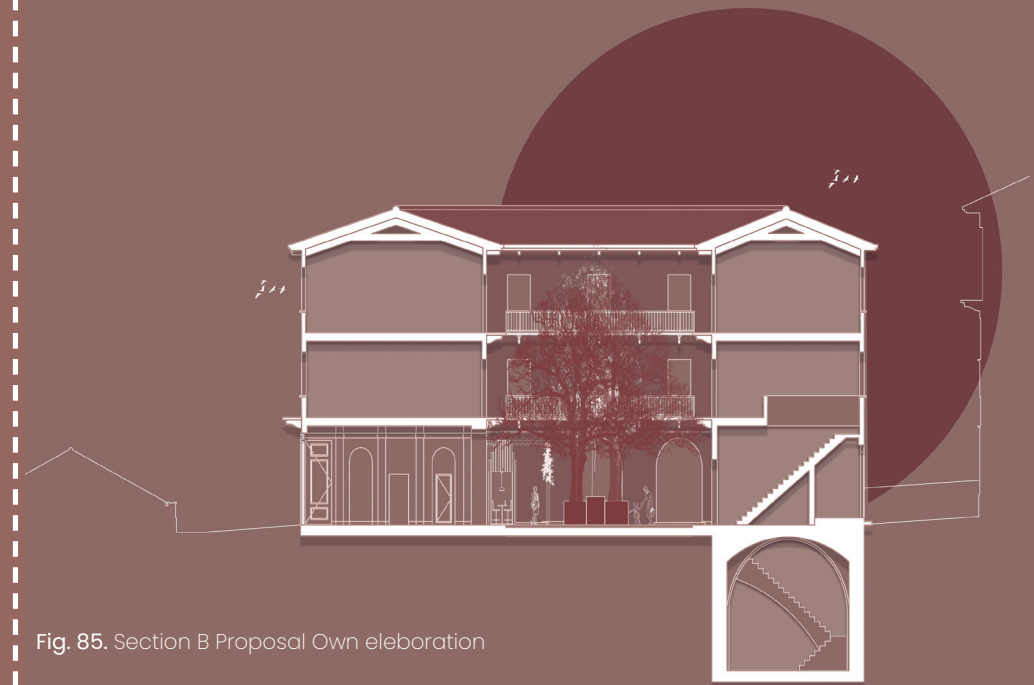
GENERAL MOODBOARD PROPOSAL

Fig. 87. General Moodboard Proposal . Own eleboration

9.1 Proposal by space: The Wine Museum -
A Tribute to Heritage and Sensory Exploration

At the heart of this proposal is the transformation of an empty room within Cantina Mascarello into a refined wine museum and gallery. This space will serve as an immersive storytelling hub, guiding visitors through the cantina's history, philosophy, and winemaking techniques while emphasizing its commitment to tradition and excellence.

The design of the museum will be centered around materials that reflect the identity of Cantina Mascarello—wood, terracotta, glass, and leather—creating a warm, elegant, and authentic atmosphere. The spatial arrangement will follow a curated narrative, leading visitors through different thematic sections:

- **The Origins and Heritage of Cantina Mascarello** – A historical introduction using archival photographs and original documents that showcase the family's dedication to winemaking. This section will highlight the generational craftsmanship that defines the brand's identity

-**The Wine Bottle Exhibition and Artistic Display** – A curated exhibition showcasing Cantina Mascarello's iconic wine bottles through time, illustrating their evolution in design, labeling, and craftsmanship. The display will highlight rare vintages, special editions, and the artistry behind the brand's visual identity. Complementing this, an artistic installation will incorporate wine bottles as decorative elements, with clusters of bottles transformed into grape-like lanterns. These illuminated installations will create a poetic ambiance, symbolizing the essence of winemaking and the luminous spirit of the Langhe region.

-**Sensory Experience Room** – A dedicated space where visitors can engage their senses through the distinct aromas associated with Cantina Mascarello's wines. Using specially designed olfactory stations, guests will experience the evolution of Nebbiolo's scent profile, from fresh berries to complex aged notes.

-**The Art of Tasting and Pairing** – A tasting corner within the gallery space where small, intimate sessions can be held to educate visitors on the nuances of Mascarello's wines. This section will be designed with refined furniture and soft lighting to enhance the sensory experience.

-**A Visual Journey Through Langhe** – The final section will feature a striking green wall composed of vines representing different seasons, creating a living connection between the cantina and its natural surroundings. This organic installation will change throughout the year, visually narrating the transformation of the Langhe landscape while symbolizing the deep-rooted relationship between Cantina Mascarello and its terroir. The green wall will serve as both an artistic and educational element, inviting visitors to reflect on the cycles of nature that shape the character of the wines produced in this historic region.

The museum will not only function as an exhibition space but also as a living, evolving entity where seasonal installations, artist collaborations, and cultural events can take place. By integrating traditional craftsmanship with modern storytelling techniques, the gallery will solidify Cantina Mascarello's role as a guardian of Italian wine culture.

MUSEUM PLAN
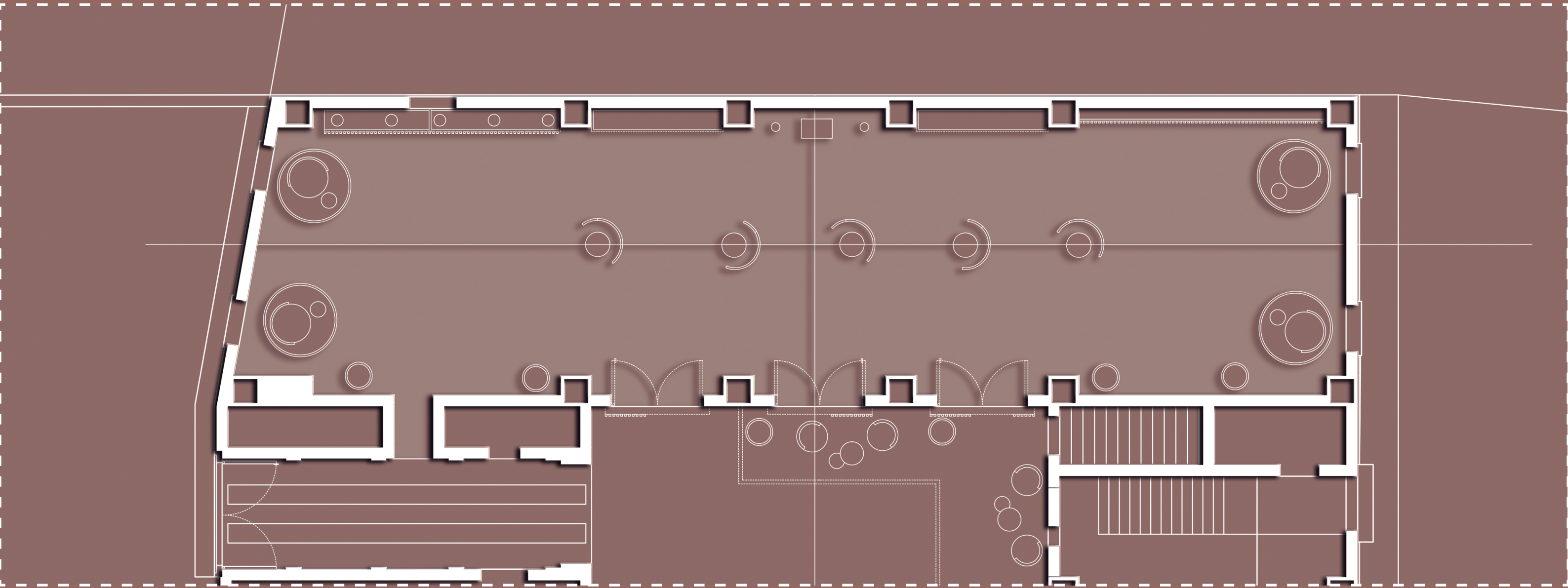
Fig. 88. Plan Museum Proposal Zoom. Own eleboration

RELAXING HUB

KNOWLEDGE HUB

WINE LIBRARY
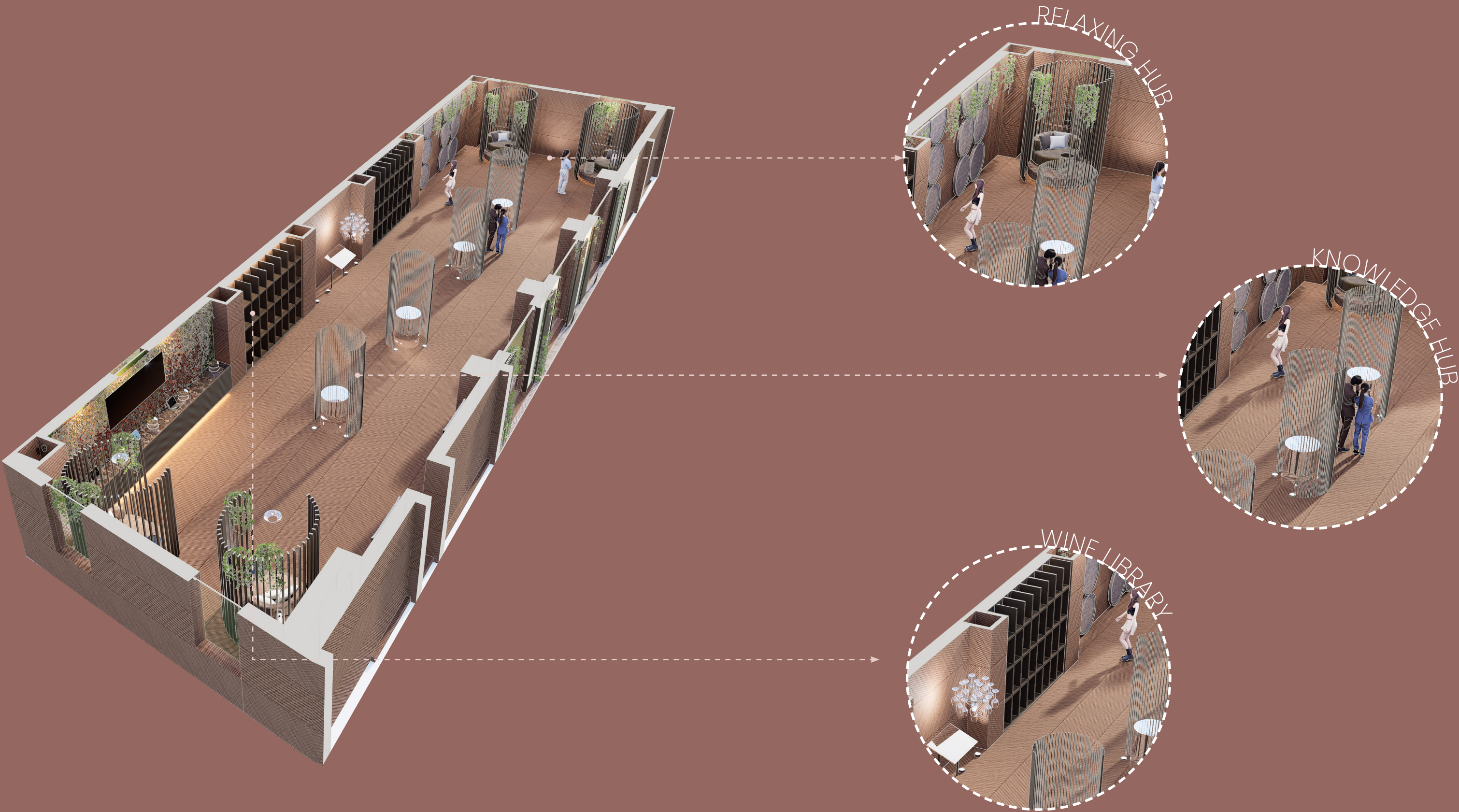
Fig. 89. Plan Museum axonometry . Own eleboration

Fig. 90. Zoom Museum Proposal Section A. Own Elaboration
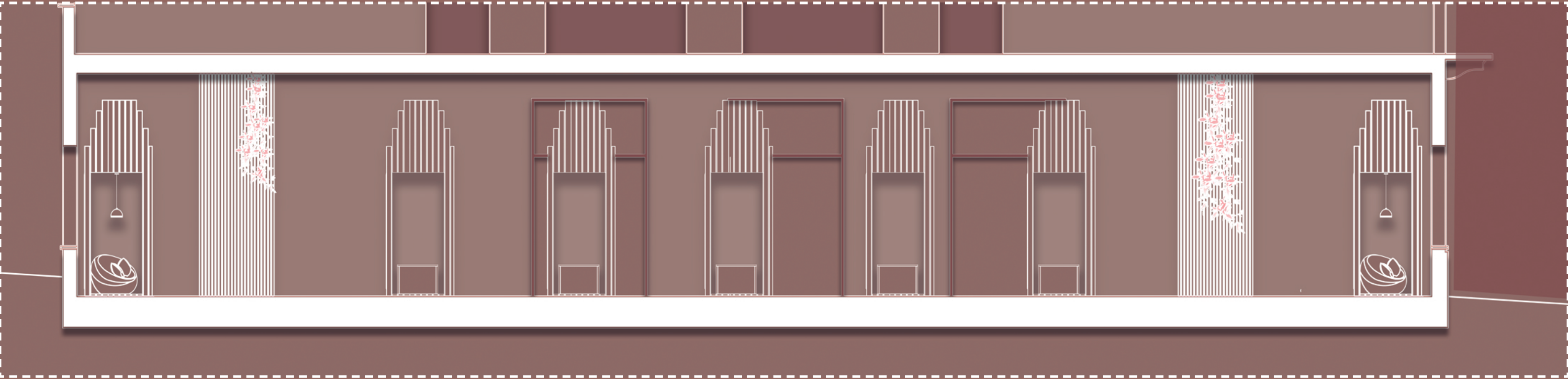
Fig.91. Zoom Museum Section C.. Own eleboration

historical lampadarium exposition

Wine bottle stands made of oak wood

WHY? because it reflects tradition , warmth and craftmanship

Terracotta tiles floor
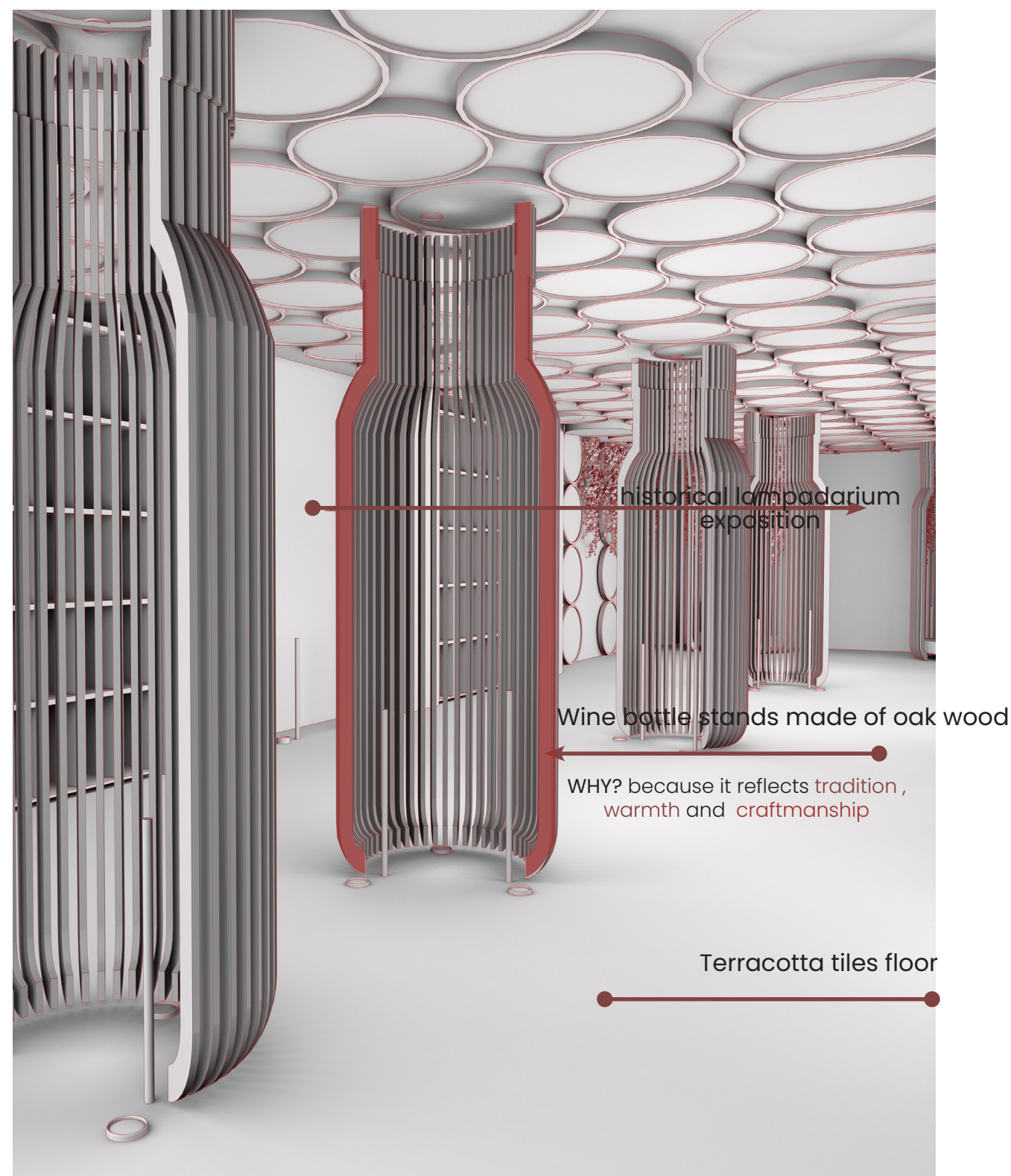
Fig. 92. Museum conceptual explanation 1. Own elaboration

VINES

recycled wine barrels rooftop

made of wood oak and recycled wine barrels wood

wine bottle relax capsule

Leather sofa

because it adds luxury and refinement; echoes traditional winemaking accessories like bottle straps or tools.
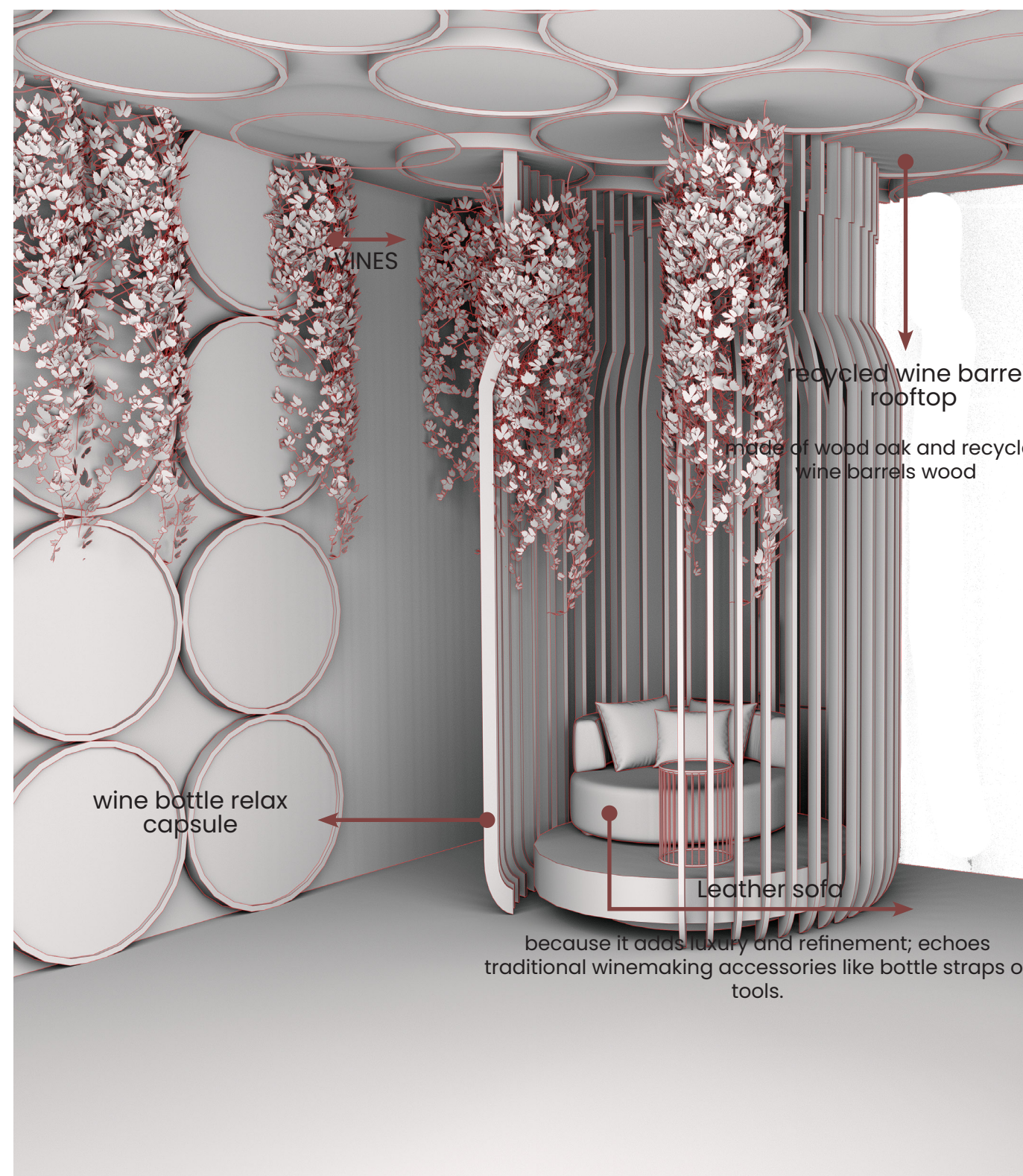
Fig.93. Museum conceptual explanation 2 . Own Elaboration

This wine museum is designed to celebrate the heritage of winemaking through natural materials, symbolic structures, and immersive lighting.

The floor and some walls are covered in terracotta tiles, reflecting the warm, earthy tones of the vineyard landscape. The wooden wine bottle structures serve as both sculptural centerpieces and a reference to the linear patterns of vineyards, reinforcing the connection to traditional craftsmanship. The green wall, filled with vines of different colors, represents the changing hues of the Langhe landscape throughout the seasons. Positioned in a sensory area, it allows visitors to experience the aromatic essence of Barolo fruit.

The ceiling is composed of recycled barrel tops, repurposing materials from the winemaking process to add sustainability and authenticity. Integrated lighting within the circular ceiling elements creates movement, while additional lighting along the wooden structures enhances depth and atmosphere. A special highlight is the historical chandelier made of wine glasses from Cantina Macarello, displayed in a minimalist setting to emphasize its significance.

To create a cohesive experience, relaxation areas are integrated within the wooden structures, forming a rhythmic spatial sequence. A wine library exhibition showcases the most important bottles, providing both an educational and aesthetic experience. This proposal blends craftsmanship, sustainability, and storytelling, offering visitors a modern yet deeply rooted journey through the world of wine.

MUSEUM RENDERS

Smell Tasting Experience Inbetween the vine wall

Fig. 94. Museum Render 1. Own eleboration

Cantinas History Gallery

Fig.95. Museum Render 2. Own eleboration

Relax Zone Museum sorrounded by Vines

Fig. 96. Museum Render 3. Own eleboration

Relax Zone

Fig. 97. Museum Render 4. Own eleboration

9.2 Proposal by space:
Internal Patio - A Connection Hub

The internal patio will be transformed into a vibrant social and experiential space that bridges the new museum with the existing cantina. This reimagined courtyard will act as a dynamic transition zone, inviting visitors to engage in moments of relaxation, reflection, and interaction while staying connected to the winery's essence.

At the core of the patio, a central tree will serve as both a symbolic and functional element. Representing continuity, growth, and rooted tradition, this tree will provide natural shade while enhancing the ambiance with seasonal changes in foliage. The selection of the tree species will reflect the native flora of the Langhe region, reinforcing the deep connection between Cantina Mascarello and its landscape.

Surrounding the tree, a carefully designed seating arrangement will encourage conversation and contemplation. Custom-designed furniture crafted from natural materials such as wood will blend harmoniously with the setting, ensuring a timeless aesthetic. Different seating configurations, including intimate lounge areas, will cater to diverse visitor experiences, from casual wine appreciation to in-depth discussions about winemaking.

To enrich the sensory experience, planters with aromatic herbs and grapevines will be integrated into the patio's design. These elements will provide subtle scents that evoke the wine-tasting experience, allowing visitors to engage with the environment in a multisensory way. The incorporation of wood and ceramic planters will further reflect the cantina's traditional craftsmanship.

Additionally, the patio will serve as a flexible space for events and informal gatherings. Mobile wine-tasting stations and small-scale cultural events, such as poetry readings, intimate concerts, or discussions on viticulture, can take place in this inviting atmosphere. By keeping the space adaptable, it will remain functional throughout different seasons and occasions.

Lighting will play a crucial role in enhancing the ambiance. Discreet warm lighting integrated into the seating and pathways will create a soft, inviting glow during evening hours, ensuring that the patio remains an enchanting space at all times. The illumination will be designed to highlight the textures of the materials used.

By transforming the internal patio into a harmonious retreat that bridges tradition and modern engagement, this intervention will reinforce Cantina Mascarello's role as not only a place of wine production but also a cultural and social landmark where visitors can experience the depth of Italian winemaking heritage.
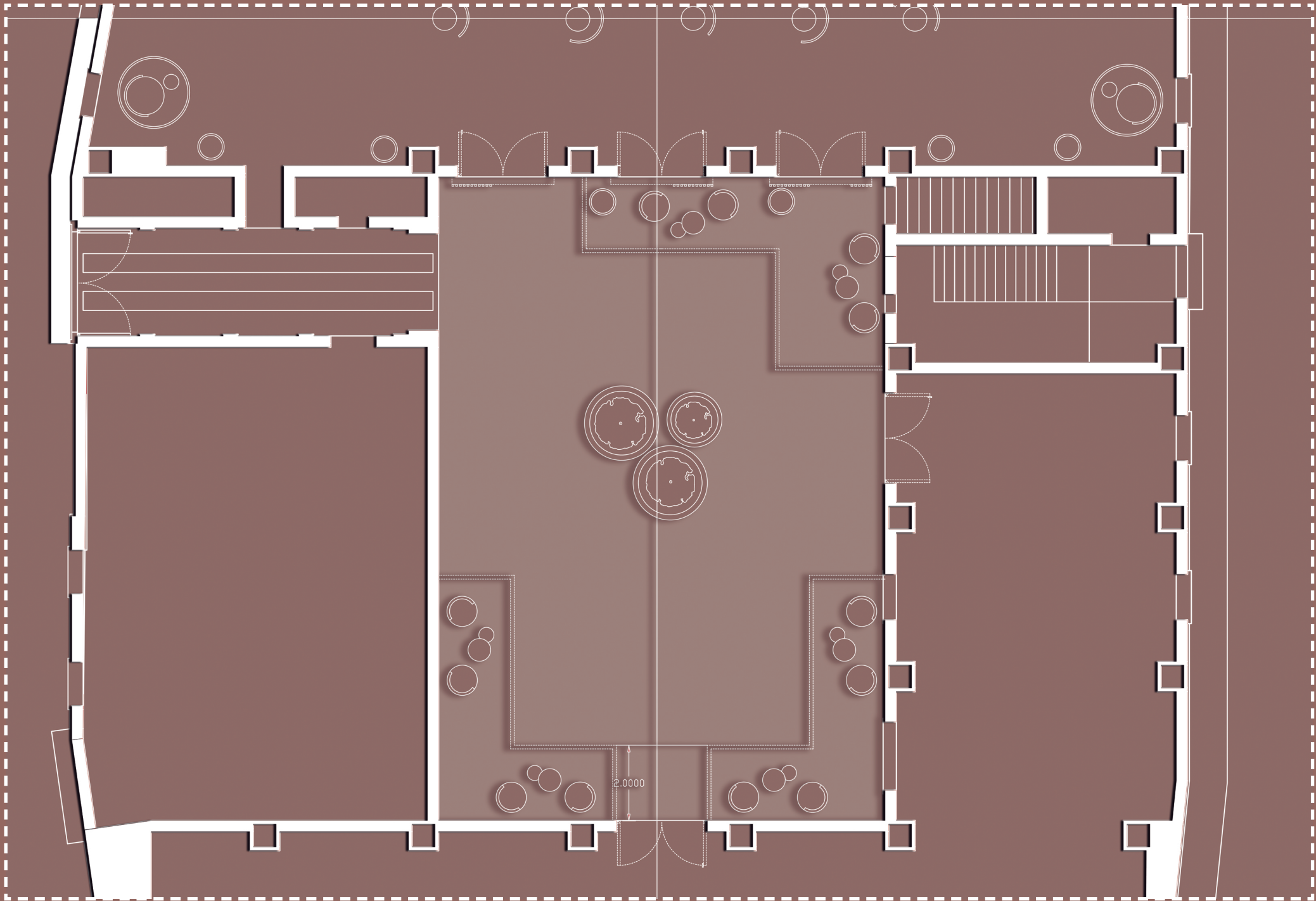
Fig. 98 . Zoom Patio Proposal . Own eleboration

PATIO AXONOMETRY

SEATING PUB

DETAILS

DESIGN POTTERS

Fig. 99 . Zoom Patio Proposal . Own eleboration

Fig. 100 . Zoom Patio Proposal Section A. Own eleboration
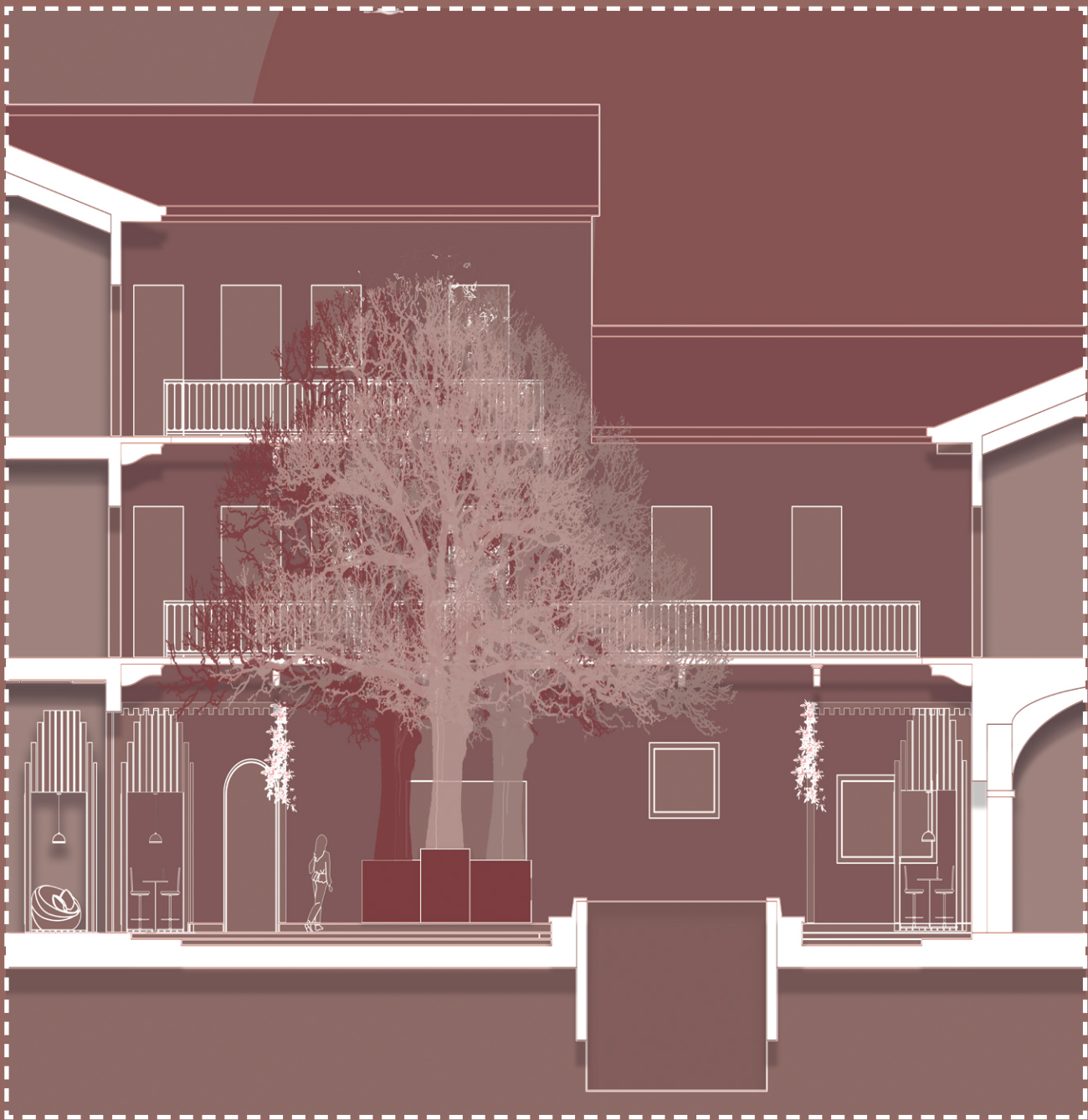
Fig. 101 . Zoom Patio Proposal Section B. Own eleboration

vines
immersive natural
expirience

Wine bottle capsules made of oak wood
- -
WHY? because it reflects tradition ,
warmth and craftmanship

**Circle oak wood
chairs**
- - - - - - - - - - - - - - -
Also made by recycled barrels wood

Fig. 102 . *Patio Conceptual Explanation* Own eleboration
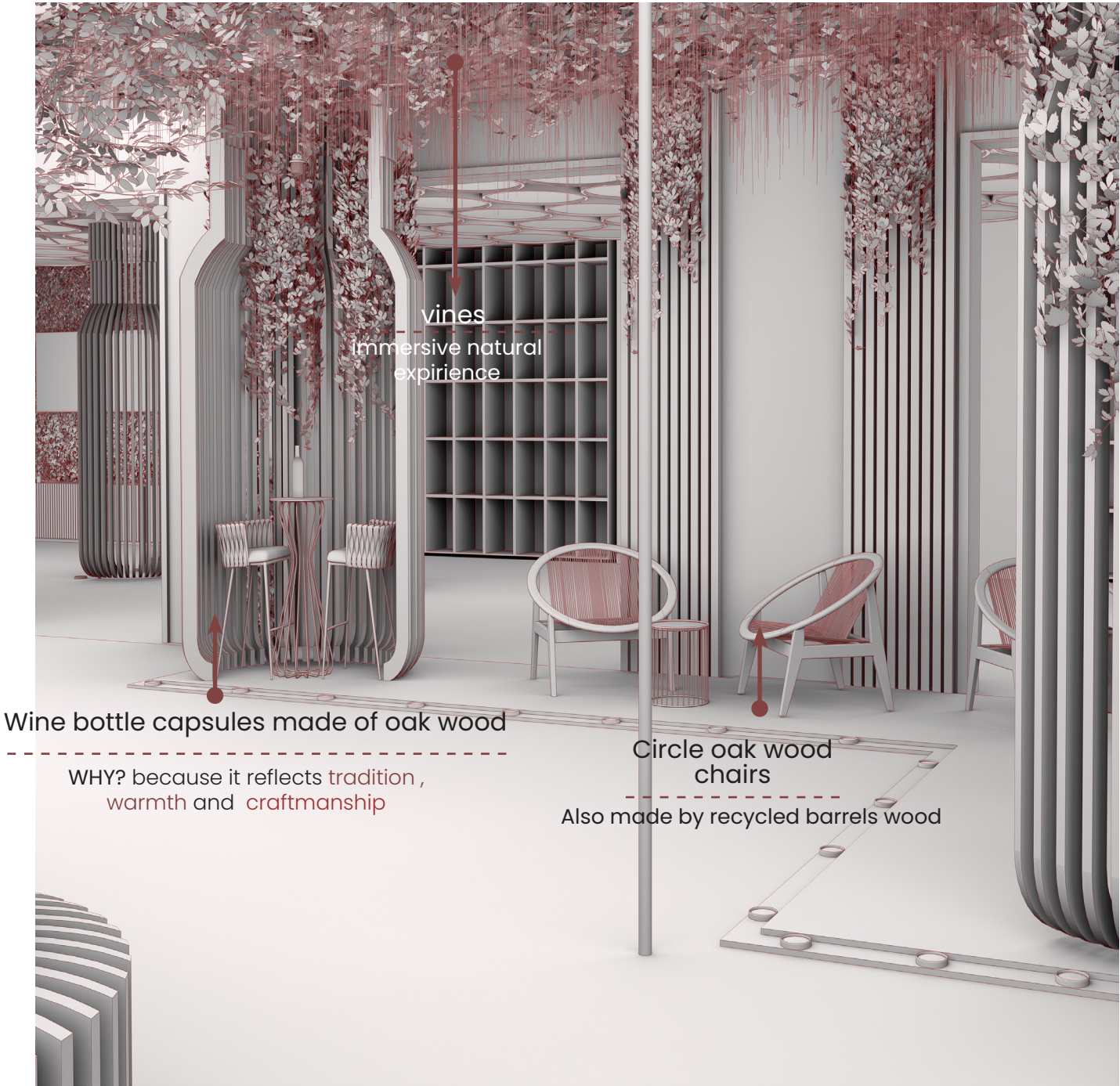
The internal patio serves as a seamless extension of the existing wine tasting areas and the museum, creating a fluid connection between tradition and contemporary design. The space is centered around a wine bottle-inspired structure, which functions both as seating and as planters for the central trees. This design reinforces the organic integration of nature within the space, bringing a natural and artisanal touch to the experience.

The materiality follows the same principles as the museum: terracotta tiles cover the floor , adding warmth and authenticity, while the wooden elements, including the wine bottle structures, reference both the craftsmanship of winemaking and the linearity of the vineyards. The use of recycled barrel wood for select elements further emphasizes sustainability and a direct link to the wine production process.

The lighting is subtly embedded within key architectural features, enhancing the ambiance while maintaining a modern and elegant aesthetic. The patio becomes a space where visitors can immerse themselves in the world of wine, offering a sensory experience that bridges heritage and innovation.

Internal Patio relaxing zones experience.

Fig. 103. Render 1 Patio. Own eleboration

Metaphoric Vineyards and Connection with Museum

Fig. 104. Render 2 Patio. Own eleboration

Central Natural Experiences

Fig. 105. Render 3 Patio. Own eleboration

9.3 Proposal by space:
Wine Tasting on the External Terraces:
A Harmonious Experience with Nature

The external terraces of Cantina Mascarello will undergo a sensitive and visionary transformation to become **immersive platforms** that extend the cantina's architectural language into the surrounding UNESCO-protected landscape. More than just outdoor seating areas, these terraces are conceived as sensory interfaces—places where visitors can fully engage with the spirit of Langhe, not only through sight but also through touch, taste, sound, and memory..

Each terrace will feature carefully designed furniture that respects the natural surroundings while ensuring comfort and adaptability across all seasons. The furniture will be crafted from sustainable materials such as weathered wood and stone, allowing it to blend organically into the environment. The seating arrangements will include ergonomic lounge chairs, shaded tasting tables, and modular seating elements that can be reconfigured based on group sizes and events.

The design incorporates multisensory principles at every scale. Seating areas will be equipped with ergonomic lounge chairs, modular tasting tables, and movable furniture clusters that adapt to solo visitors or large groups, enabling both intimate and collective experiences. The material palette reflects a deep respect for the environment and local traditions: reclaimed Langhe stone, weathered chestnut wood, recycled metal with matte finishes, and tactile textiles inspired by regional crafts will ensure a timeless aesthetic that also minimizes ecological impact.

A key aspect of this intervention is its **seasonal adaptability.** In the summer, lightweight pergolas with retractable fabric canopies in neutral earth tones will create shaded zones that gently filter the sun and wind, allowing guests to linger comfortably. In the colder months, discreetly integrated heating elements in the seating and flooring, along with wind-blocking transparent panels, will extend usability throughout the year. The goal is to maintain continuity between indoor and outdoor experiences regardless of season.

Ambient lighting will be embedded into the architectural language of the terraces—subtle, low-level fixtures will be integrated into pathways, handrails, and even the edges of seating surfaces. This strategy supports a soft, atmospheric glow in the evening, reinforcing both safety and sensory appeal without compromising views of the starry Langhe sky.

Each terrace will also host dedicated wine tasting stations, envisioned as sculptural elements that anchor the space. These tasting points will include interactive educational panels with technologcial elements, explaining the influence of terroir, climate, and winemaking techniques on Cantina Mascarello's unique varietals. This approach turns wine tasting into a participatory journey of learning, memory, and place.

Beyond daily visits, the terraces will serve as event spaces for curated experiences: limited-edition wine launches, food and wine pairing nights, cultural programming with music or storytelling, and sommelier-led tastings. These events will reinforce the cantina's identity as not only a producer of wine but as a custodian of local culture, ritual, and emotion.

Ultimately, these redesigned terraces aim to embody a philosophy of quiet innovation—where technology, tradition, and tactility converge in a subtle choreography. The result is a living threshold between architecture and territory, designed to leave a lasting imprint on the visitor's senses, fostering emotional connection, cultural awareness, and environmental harmony.

FUNCTIONAL COMPONENTS

VISUAL CONTEXT

TERRACE EXPERIENCE

SUSTAINABILITY AND IDENTITY

VISUAL CONTEXT

Fig. 106. TERRACE MAIN STRATEGIES. own elaboration
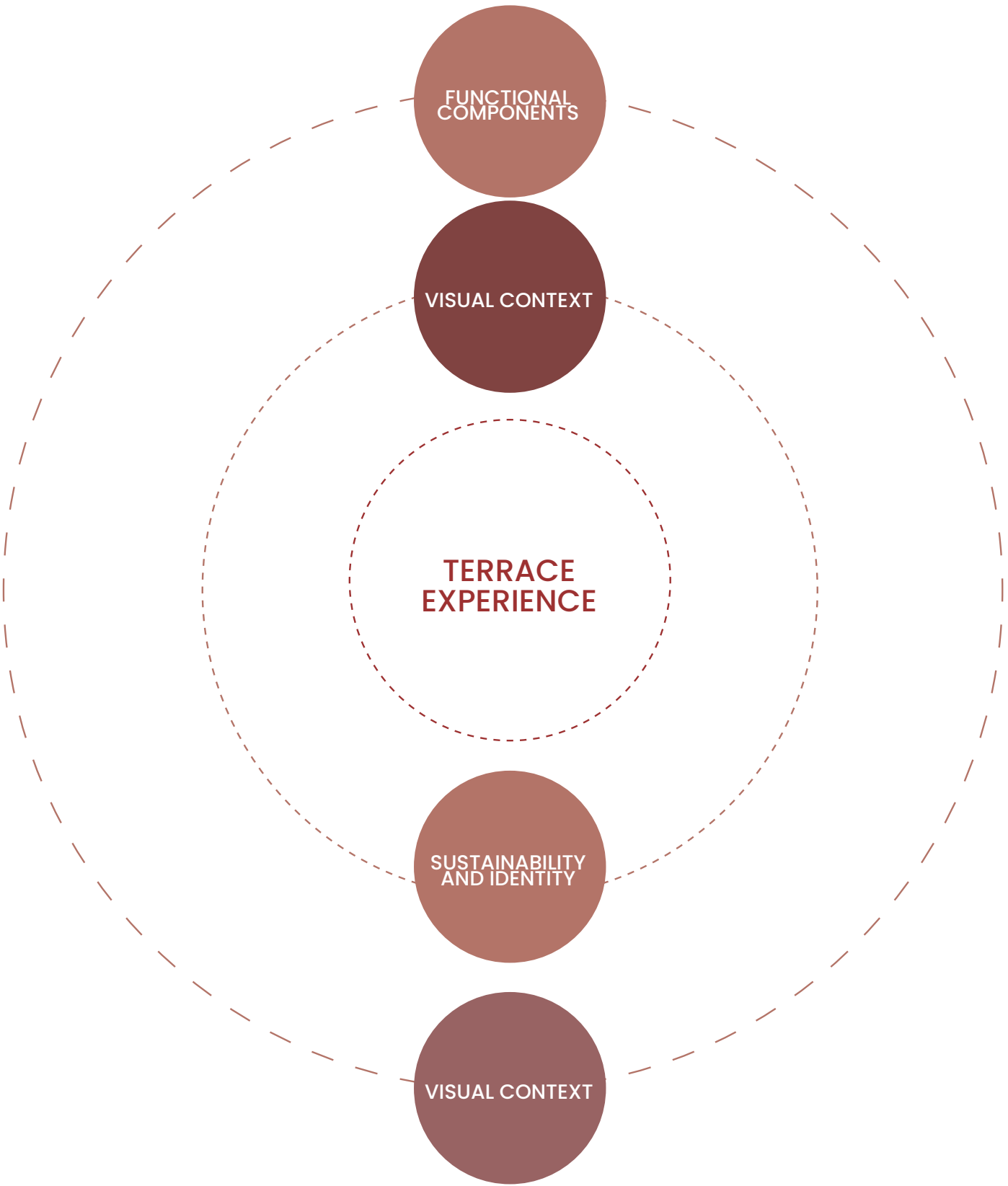
TERRACES PLAN PROPOSAL
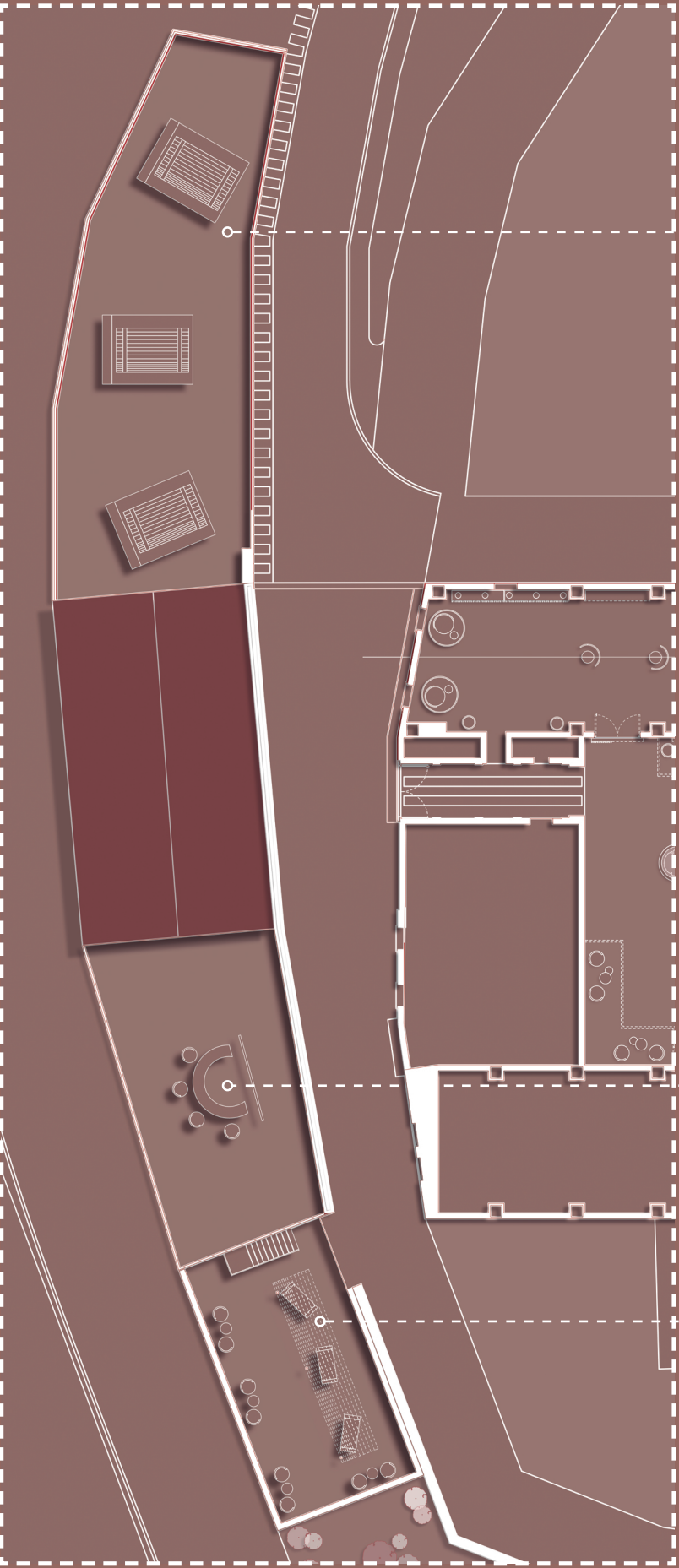
1.
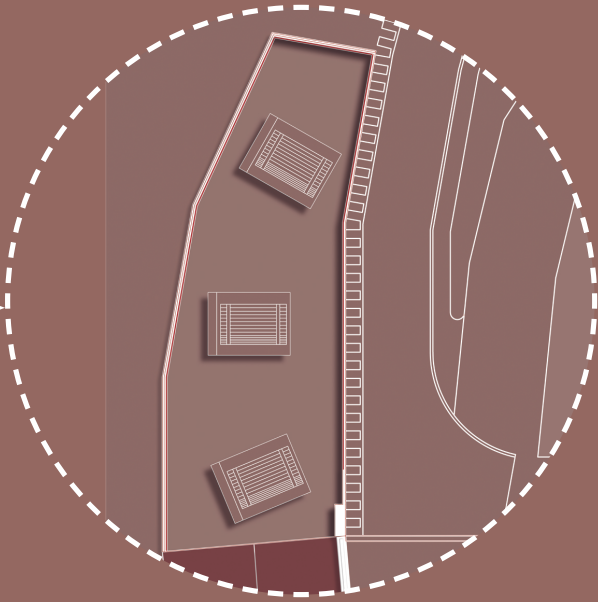
2.
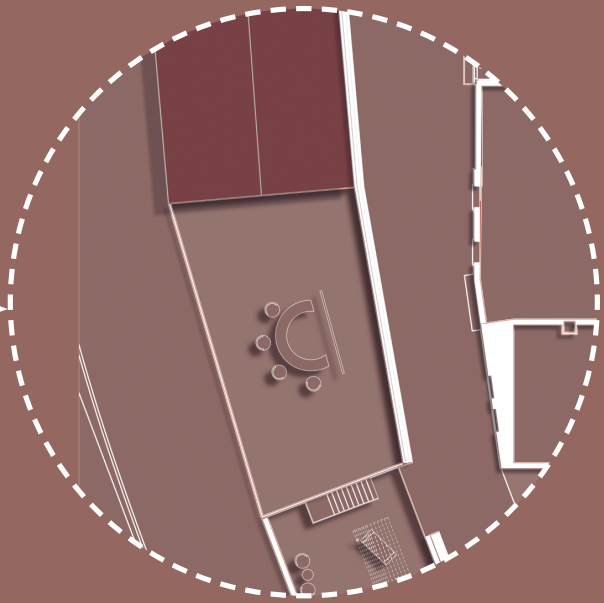
3.
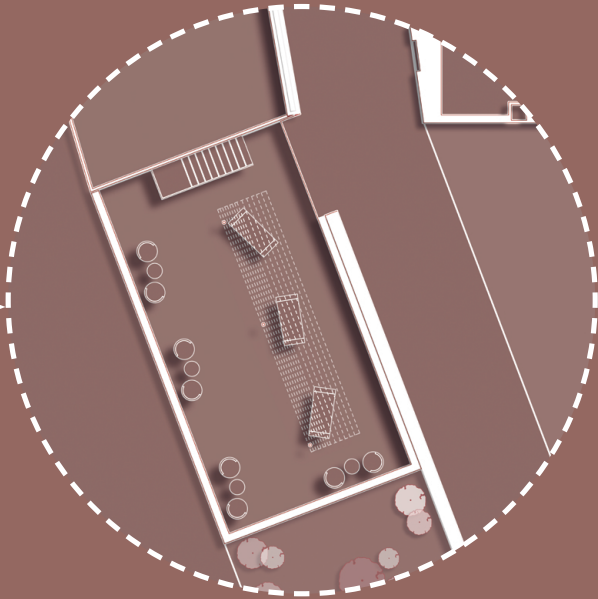
Fig. 107 Terrace Plan Proposal Zoom. Own eleboration

CENTER BAR -
WINE BOTTLE ABSTRACTION
(BAR TABLE - NATURAL STONE)

VINEYARD LINES
(OUTDOOR TREATED MDF)

HORIZONTAL VINEYARD
STAND

GLASS AND WOOD

TRENCHED CHAIRS THAT
REPRESENT VINEYARDS LINE
(FABRIC)

NATURAL FLOOR
(TERRACOTTA TILES)
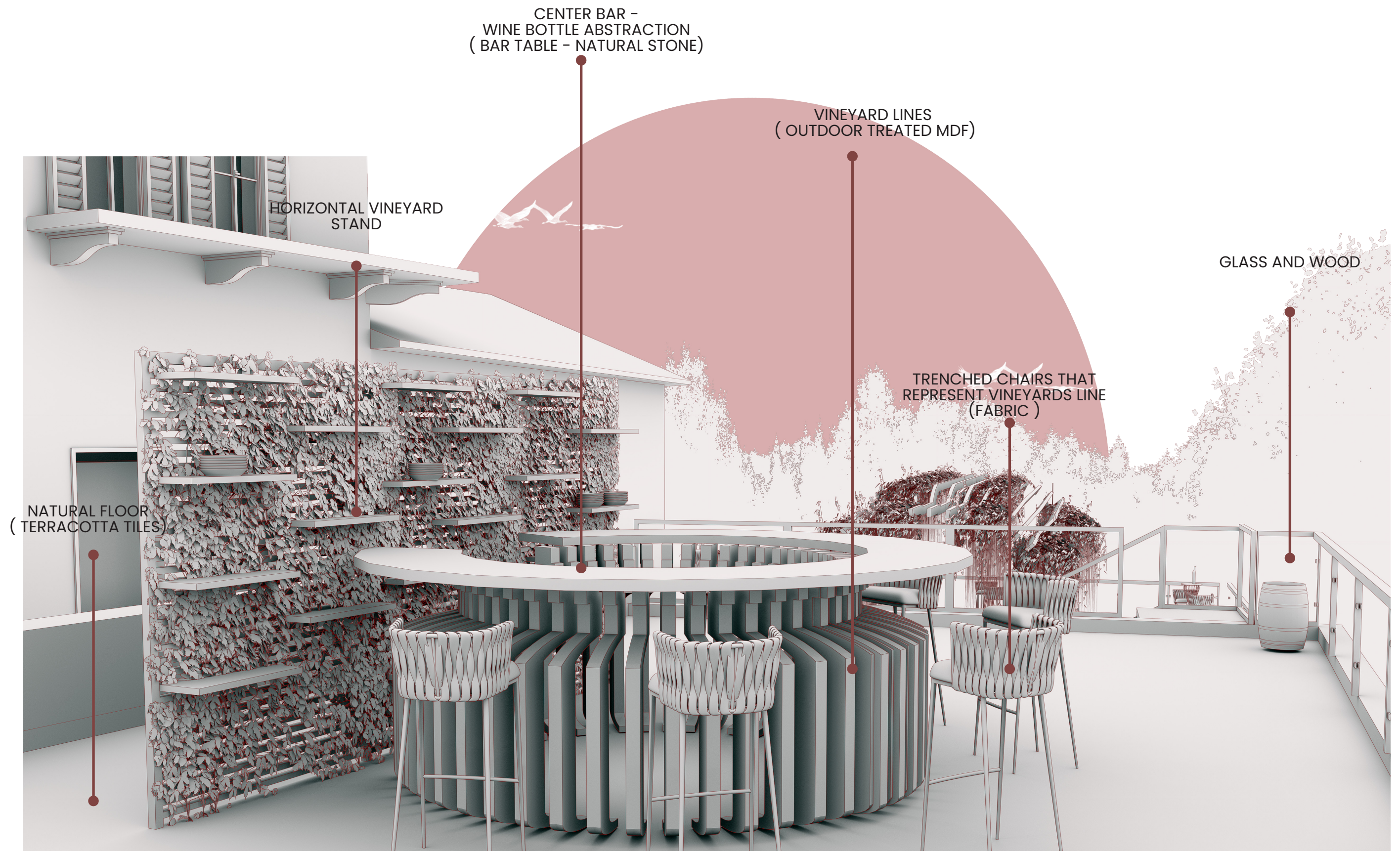
Fig. 108 Terrace Conceptual explanation 1. Own eleboration

WOOD OAK

GLASS

WINE BARRELS CAPSULES

TERRACOTTA TILES
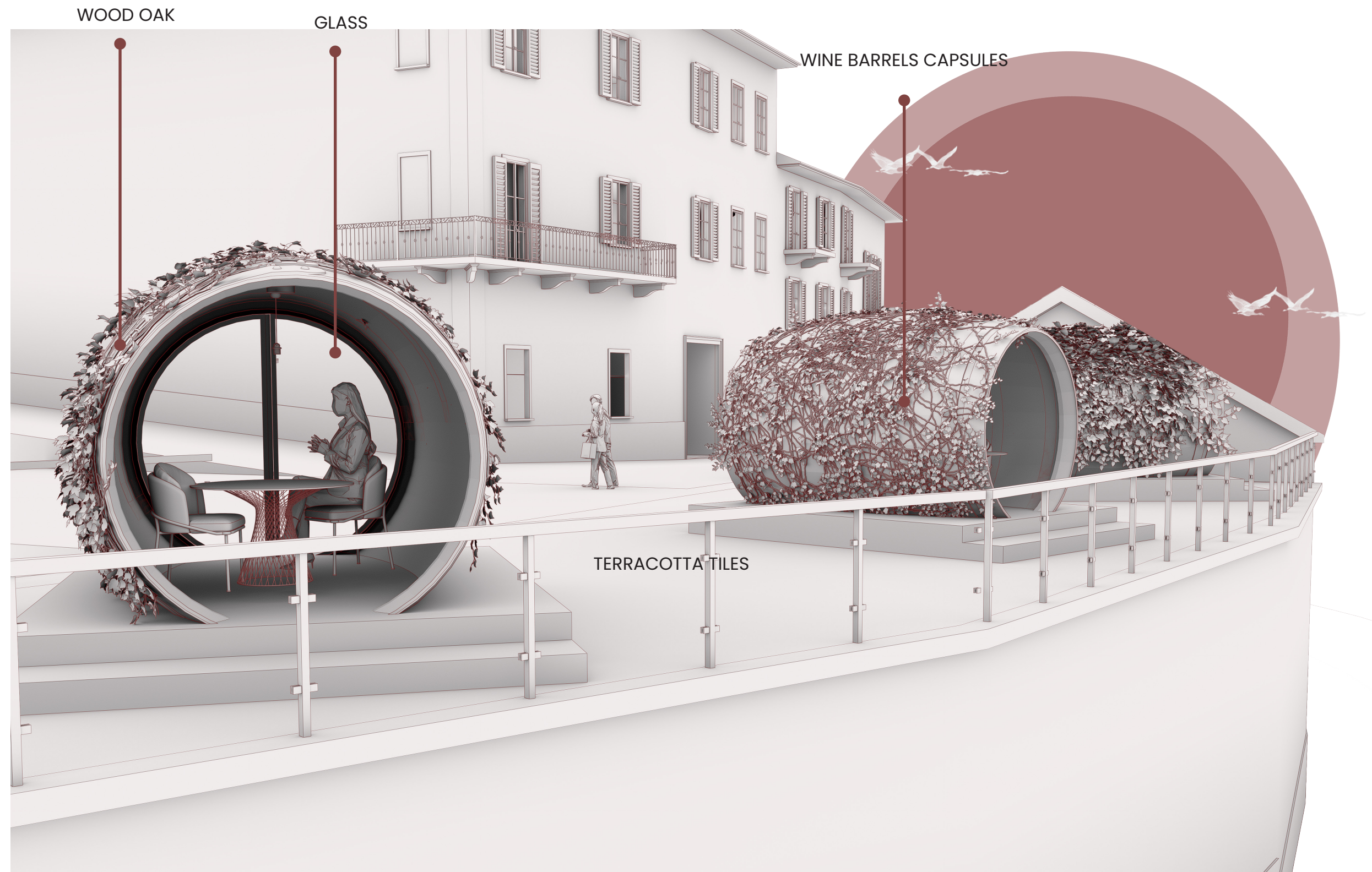
Fig. 109 Terrace Conceptual explanation 2 . Own eleboration

Barrels of Perception (N.1)
A multisensory beginning to the Mascarello journey.

The first terrace is the initial space that welcomes visitors as they arrive at the cantina, and therefore holds a crucial role in shaping the first impression of the entire experience. Its design is carefully conceived to create a strong emotional and visual impact, while still maintaining a sense of harmony and respect for the surrounding landscape and the architectural identity of the cantina. It serves as a threshold between the external world and the sensory journey offered by the winery, inviting guests to slow down, engage their senses, and prepare for a deeper connection with the environment.

This terrace features a series of custom-designed "wine barrel cabins" — small, inhabitable structures inspired by the form of traditional wine barrels. These cabins reinterpret the iconic symbol of winemaking through contemporary architectural language, offering an immersive and intimate experience for visitors. Each cabin is carefully positioned to frame views toward the landscape, the nearby city, and the cantina itself, allowing guests to feel fully embedded within the rich cultural and natural context of the Langhe region.

Upon entering the cabins, visitors are enveloped in a multi-sensory environment. Here, the experience of tasting wine and enjoying local food is elevated through an intentional choreography of sight, smell, sound, touch, and taste. The materiality of the interiors — predominantly wood, recalling the aging barrels of the cellar — enhances the sensory engagement, creating a warm, authentic, and tactile atmosphere. The carefully filtered light, and the panoramic views all contribute to a deeply rooted connection to the territory.

The first terrace is not just a place of arrival; it is the prologue to the story that the cantina wishes to tell. Through the interplay of contemporary form, traditional symbolism, and sensory engagement, it sets the tone for the entire visit. It invites guests to pause, to look carefully at the landscape, and to begin their journey into the rich world of wine, culture, and nature that defines the identity of Cantina Mascarello.

Barrels Perception Capsules

Fig. 110. Render Barrels of perception Terrace . Own eleboration

Fig. 111. Render Barrels of perception Terrace back view . Own eleboration

The second terrace occupies a central position within the overall composition and serves as an important **functional and connective space.** It acts as the **heart of the outdoor experience**, linking the first and third terraces, while at the same time offering a welcoming area where visitors can pause and enjoy a glass of wine. This terrace is designed to host the bar area, complemented by a few carefully placed chairs and seating arrangements, allowing guests to comfortably gather, socialize, and prepare for their exploration of the surrounding spaces.

The bar itself is conceived as a reinterpretation of a traditional wine barrel, a symbol deeply rooted in the identity of the cantina and the winemaking culture of the Langhe region. However, rather than replicating the form in a conventional way, the design embraces a contemporary and dynamic approach, using parametric architecture to redefine the familiar object. The structure is constructed with vertical elements — wooden sticks made of outdoor-treated MDF, combined with metal components for additional structural stability and durability against external conditions.

This method continues the architectural language established across the terraces, where the repetition of vertical lines alludes to the orderly rows of the vineyards stretching across the landscape. The consistent use of wood, MDF, and metal creates a coherent material palette that unifies the different spaces, while also ensuring resilience and a sense of warmth and authenticity.

Beyond its functional role, the second terrace emphasizes the symbolic connection between the act of wine consumption and the process of winemaking itself. By reinterpreting the barrel as a sculptural, inhabitable object, the terrace becomes not just a service area, but a meaningful architectural gesture that reinforces the cantina's identity. It invites visitors to engage with the space in a sensorial and cultural manner, bridging tradition and innovation, while maintaining a strong dialogue with the surrounding landscape.

Fig. 112 . Vineyard core terrace render. Own eleboration

Sotto la pergola del vino (N.3)
" A poetic pause with a view "

There are a total of three terraces designed as part of the outdoor experience. **The third terrace**, in particular, plays a significant role within the project. Positioned to overlook both the medieval garden and the sweeping landscape of the Langhe hills, it is conceived as a dedicated relaxation and wine-tasting area.

At the center of this terrace stands a distinctive bottle-shaped pergola, whose design is defined by a parametric architectural language. The structure is composed of vertical sticks made of outdoor-treated MDF wood, carefully chosen to ensure resistance to weather conditions while maintaining a natural aesthetic.

The rhythmic repetition of the wooden elements not only defines the form of the pergola but also metaphorically recalls the orderly rows of the surrounding vineyards, reinforcing the connection between the built environment and the agricultural landscape. On one side of the terrace, a wall constructed from recycled wine barrels introduces a more rustic and tactile element, celebrating the heritage of winemaking and sustainability through the reuse of materials.

The importance of this terrace lies in its ability to offer visitors a moment of serenity. It creates an intimate and welcoming space where one can sit with a glass of wine, fully immerse themselves in the beauty of the landscape, and experience the deep sense of peace that the Langhe region naturally conveys.

Through the integration of architectural form, materiality, and the surrounding scenery, the third terrace becomes not just a place of rest, but an extension of the cultural and sensory journey proposed by the cantina.
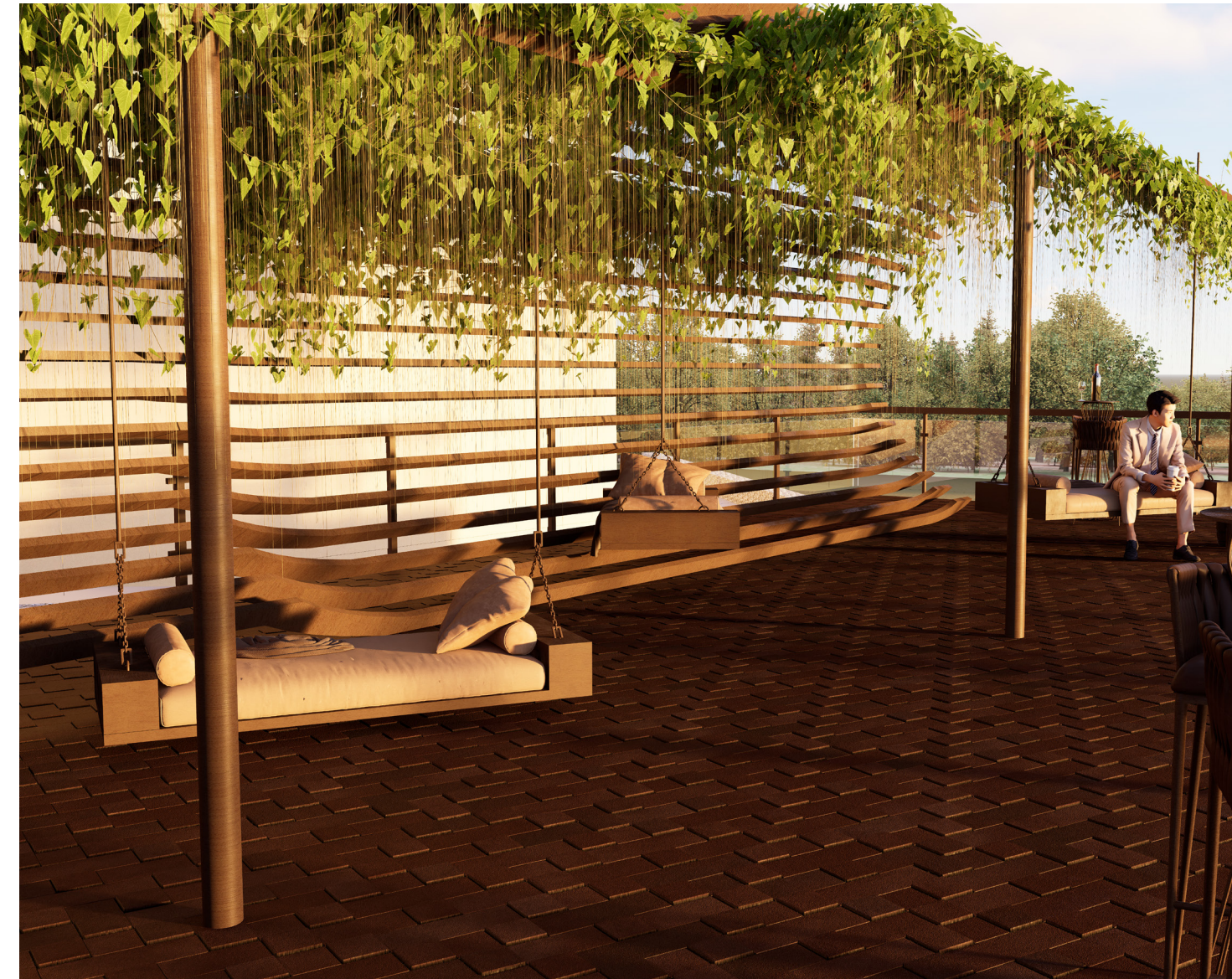
Fig. 113 . *Sotto la pergola del vino terrace render. Own eleboration*

Fig. 114 . Sotto la pergola del vino terrace render 2. Own eleboration

Fig. 115 . *Sotto la pergola del vino terrace render 3. Own eleboration*

10.0 Conclusions
A Holistic Vision for Cantina Mascarello:

This thesis began with a simple yet powerful question: *"can a winery be more than a place of production?". "Can it become a space of memory, identity, and emotion?"*. Through the study of Cantina Mascarello Michele & Figli, set in the rolling hills of Langhe, this work has explored how architecture and interior design can activate the sensory, symbolic, and cultural dimensions of wine.

Wine is more than a drink. It is a bearer of stories—of territory, of time, of people. Every bottle encapsulates the character of a landscape and the memory of those who work it. Yet so often, the architecture that surrounds wine is silent. It does not speak of its richness, nor evoke its emotional depth. This thesis responds to that silence with a design language grounded in empathy, narrative, and sensory engagement.

The research has drawn upon diverse yet interconnected themes: the rise of wine tourism as a cultural phenomenon, the value of Made in Italy and agrotourism in preserving rural identity, the architectural potential of UNESCO-protected landscapes, and the role of contemporary design in communicating tradition. Case studies from Italy, France, and Portugal served as references to envision a new kind of winery—one that is not merely functional, but meaningful.

The proposal for Cantina Mascarello embraces circular geometries, natural materials like Langhe stone and oak wood, and a sequence of spatial experiences designed to stimulate the five senses. It is a path that begins in a wine museum that tells the family's story through sound, scent, and tactile materials; continues through a contemplative patio centered on a symbolic tree; and opens to panoramic terraces that reconnect the body to the landscape. Every detail—from the texture of the walls to the modulation of light—seeks to evoke a sense of place that is intimate and lasting.

But perhaps the most important contribution of this thesis is not physical, but conceptual. It is the belief that architecture must do more than solve problems. It must inspire, resonate, and remember. In this work, design becomes a gesture of care—for the land, for heritage, and for the people who will inhabit these spaces.

Understanding that architecture is not only about drawing and building. It is about listening—to the rhythms of the land, to the silence of old stones, and to the intangible essence of what makes a place unique. Designing for Cantina Mascarello became an act of storytelling, of translating emotion into space, and of honoring history through contemporary forms.

In conclusion, the future of winery architecture lies not in spectacle, but in experience. Not in innovation for its own sake, but in the delicate balance between past and present. Cantina Mascarello becomes, in this vision, a sensorial landscape—one where wine is not only made, but deeply felt.

11.0   List of Figures

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