



POLITECNICO  
DI TORINO

# Honors thesis

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MASTER COURSE OF ARCHITECTURE  
CONSTRUCTION CITY

*Abstract*

**WINE CELLARS AND GOURMET TOURISM**  
**Project for refunctioning**  
**Ex wine cooperative of Montaldo Scarampi, Asti**

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The project consists of restoring a building, the cooperative wine cellar of Montaldo Scarampi, which bore such social and historical importance in the rural world as part as the wine field is concerned. Cooperative were born at the end of the XIX century in order to let small wine makers came together as to make wine and finally sell the product. Those were the rural industries. After the second world war many of them were built in order to balance the difference between the industrial and the rural sector. The cooperative wine cellars didn't mean a change in the working method but also in the image of the wine cellar itself, since it had so far been located underground. Finally the concrete buildings came up on the ground and were completely devoted to the wine making. The research been carried out so far proved that some kind of excitement, as for the cooperatives establishment, was later replaced by a deep crises. Mass production didn't proved to be the right way to go since when the market demand focused on high-quality wines, the averaged project remained unsold. Nowadays successful cooperatives are those which actually changed their production method going through the economic crisis in the 1970's. The work herewith carried out can be divided into three steps: landscape analysis, building analysis, refunctioning project.

It was possible to analyse the landscape by means of the urban and territorial planning by Piedmont, since Val Tiglione is the hilly unit which includes the village of Montaldo Scarampi. As a result it was possible to map the landscape routes and schedule the wine and food tourism. The above mentioned village is included in the buffer zone of the newly-established UNESCO site of Nizza Monferrato and the Barbera which belongs to "Vineyard Landscape of Piedmont". Montaldo Scarampi is a hilly village in the upper Monferrato near Asti which offer visitors a wonderful views over the hills. In order to take the architecture of the cooperatives into consideration, in precise time range, their history was gone through. Tanks to industrialization of the wine sector, set up the rules to build up a wine cellar prototype. The vertical organizational pattern was the most widespread one: the setting of the productions rooms on different levels allowed the wine to go down to the lowest level, where it was aged at low temperatures, without the help of pumps during the production process. The wooden fermentation Barrels turned into the concrete ones so that they become actually a part of the building itself. Cooperatives, however belongs to the phase in which the wine cellars where intended as industries but they are in a rural landscape and so the played and essential role in the economy of hills by granting a sharing mood. After the general analysis have been carried out, we focused on the building the cooperative wine cellar of Montaldo Scarampi was founded in the 1959 although it was among the best cellars, it was not able to convert the production into a more advanced one and so it was closed down into 2000. The process of analysis goes on the wine making cycle. The grapes were taken in to the main square and then downloaded into two transport pipes. After that first step the must went through large concrete wine making equipment that proved to be the structure of the building itself.

The third steps implies the restoring and the refunctioning of the previous cooperative wine cellar turning into a rural farm holidays. The wine production in the new refunctioned building takes place underground and on the ground floor where visitors are welcomed for the wine tasting as well as the dining service upstairs. As far as the outdoor layout is

concerned on a mimetic solution because the wine cellar is the first building once entering the village.

The green façade is made up of with a grid of stainless steel along with a climbing plant namely the American vine. The new volumes can be distinguished by using corten steel which matches with the hills colours.

At first the cooperative wine cellars may not match with the rural surrounding; anyway they had an essential role in the rural economy of the 1960's.

This work has been trying to find some good solutions in order to adapt these new industrial buildings to rural setting which is nowadays part of the UNESCO heritage, in order to combine the wine production with new activities and give a new life and meaning to some old traditional local product.



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