

Vinery Concept

15.09.2015

Approach

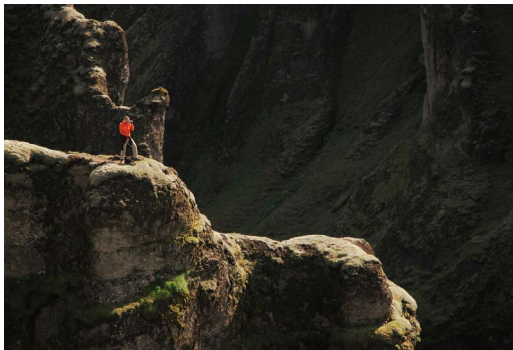
In order to keep a spectator exploring our virtual world we decided to move away from the well known. Recreating the typical stock image of a tuscanian landscape did not seem to be the right decision – if you feel like you know what expects you behind the next corner – why should you continue interacting?

Approach

That's why we decided to place our vineyard inside a setting that seems the least apt for this purpose and give it a new interpretation. Inspired by a recent trip to the volcanic, „new“ earth of Iceland we conceived an environment that is still young and bare by recent geologic activity. It is impossible to tell if this place is still young or has suffered from some massive geological impact / disaster that scorched the earth to its bare ash.



Approach



Our vineyard is the human attempt to turn this setting into something lush and habitable. Like any „winzer“ the inhabitants of our architecture try to reap the buried treasures from the soil. Growing wine is something delicate. The best wines don't grow on fertile grounds – they have to struggle to gain in quality.

Additionally wine is a deeply cultural matter that has been refined and improved or millenias until today. Aiming for quality is a serious business and can only be acheived by strong selection and concentration.

Therefore for us building a vinery inside this setting also reflected human endeavour to preserve and rebuild culture and civilization in this rough setting.

Architectural Concept

Our architectural concept combines two spheres,
which are on the first glance very contrary.



Concept

Sphere 1 – Vernacular

Conceiving the architectural concept we decided to establish a historic base the visitor can first rely to. Like in many futuristic concepts it is easier for the spectator – or in our case the „interactor“ – to rely to the world if there are elements that look familiar.

The mentioned historic base was put together from diverse vernacular architectures we knew from arid and demanding landscapes. Ranging from the swiss stone-rusticos to the greek, whitewashed island-villages we drew together highly functional inspirations. Our windpillars even had some tibethian influence. Therefore we aimed to create a highly contemplative mood for the main cluster of the building – appreciating a good glas of wine here is something unique – something almost religious in these chambers.

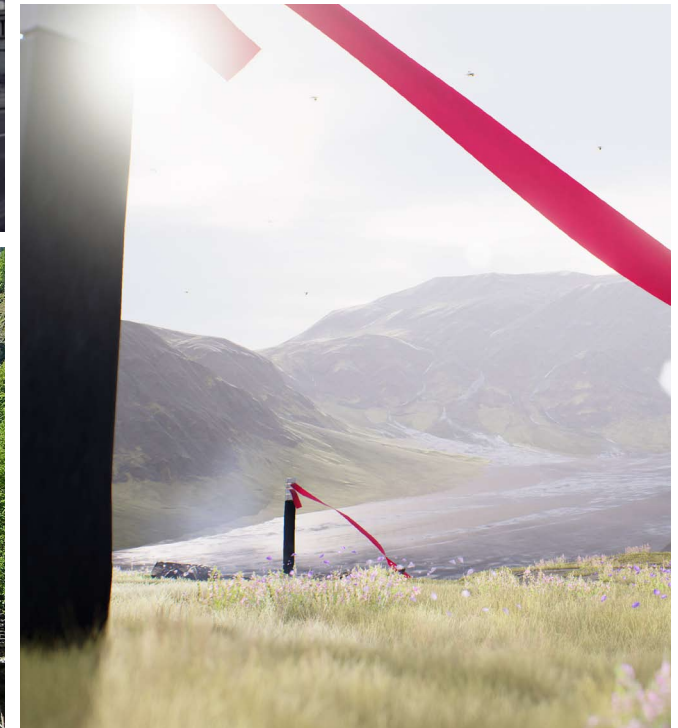
The main reference was based on a conversion of a mountain building by Valerio Oligiati. We were intrigued how pure the architect managed to carve out the very base of the building and create the most minimalistic appearance conceivable.



Valerio Oligati
Das Gelbe Haus, Films



Windpillars
Game / Animation

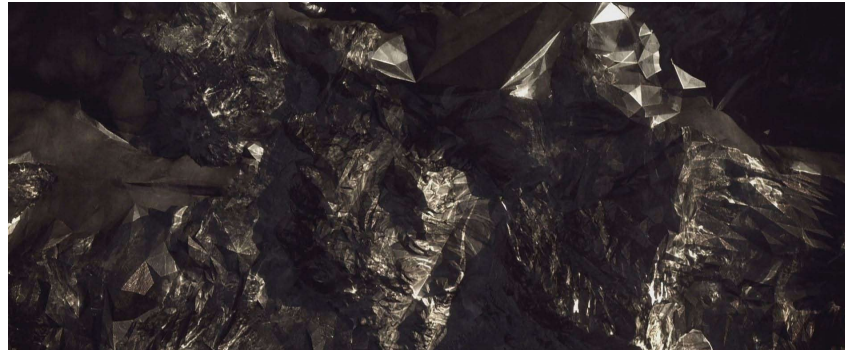


Concept

Sphere 2 – Modern Addition

The historic part of the winery is supplemented by modern elements. The crystalline shards of the new additions heavily contrast the orthogonal language of the existing. The materials also form the most stark contrast in black and white. We chose to use for the new parts a material that defies to be clearly defined; it might be of a black steel, but could also be carved out from some obsidian monolith created out of the ashen base of the earth.

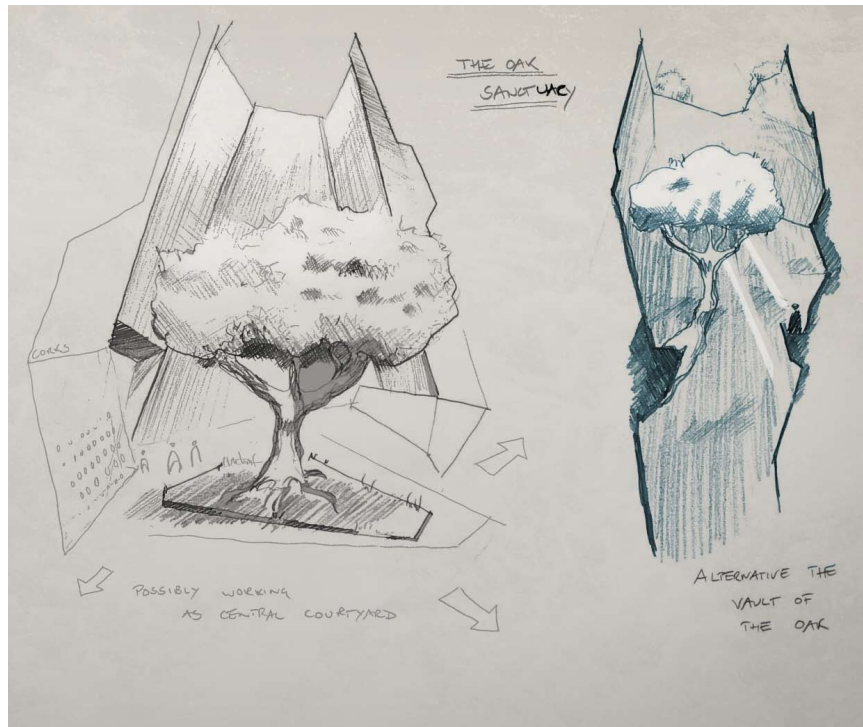
Vine draws its energy from above and below the earth. Therefore we thought it logical to reflect this ambivalence in our architectural scheme. While on the surface the white and puristic architecture prevails, a different world is revealed below. It shows that historically mankind has already explored and used the underworld caves of our island but the new additions have started to fully make use of this domain.



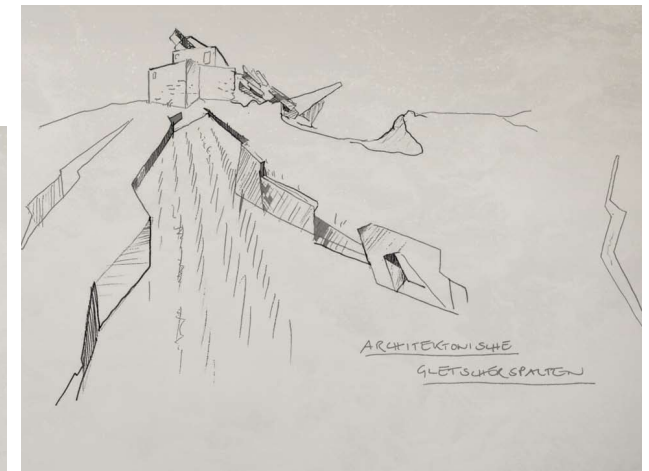
Concept Collage



Concept Conceptual Process



Oak Sanctuary
Sketch



Soil Room
Sketch

Another chamber is meant to house a study of the soil and its structure . vital to a premium product.

The several chambers we conceived for our underground world show the struggle to maintain this conglomerate: The oak sanctuary features one of the only tree structures the inhabitants managed to grow in a protected cavern to harvest the precious bark needed for the final product.

Slope Room
Preview



More secrets actually await the visitor to be explored . some of them only found their way roughly into our interactive scene.

Vinery Landscape Renderings



Vinery Landscape Renderings



Vinery

Architecture Exterior



Vinery

Architecture Exterior



Vinery

Architecture Exterior



Vinery

Architecture Interior



Vinery

Architecture Interior



Vinery

Architecture Interior



Vinery

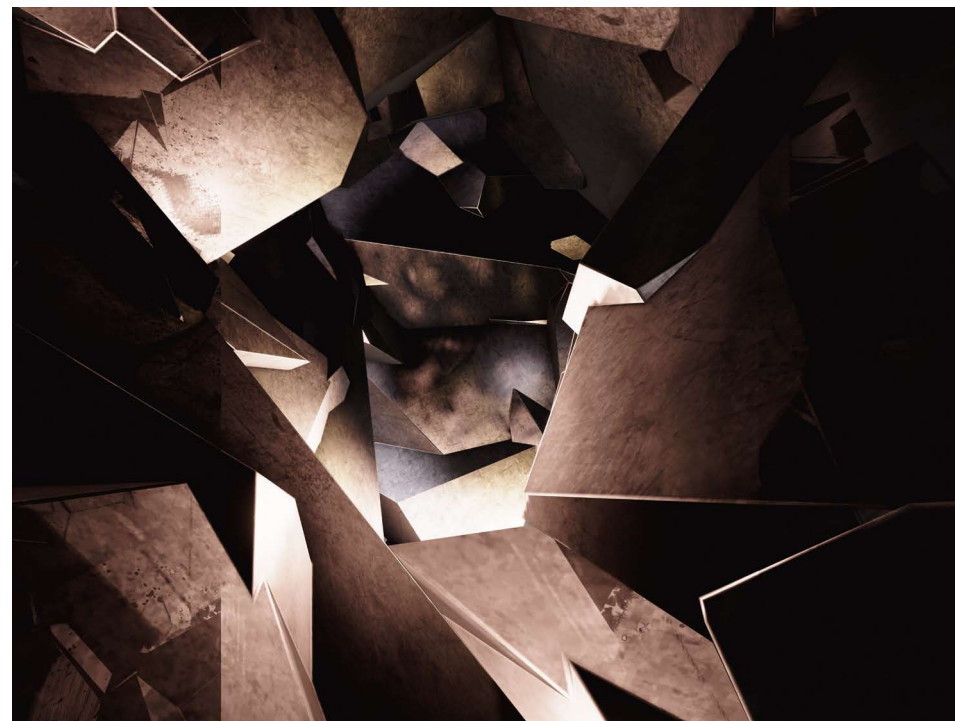
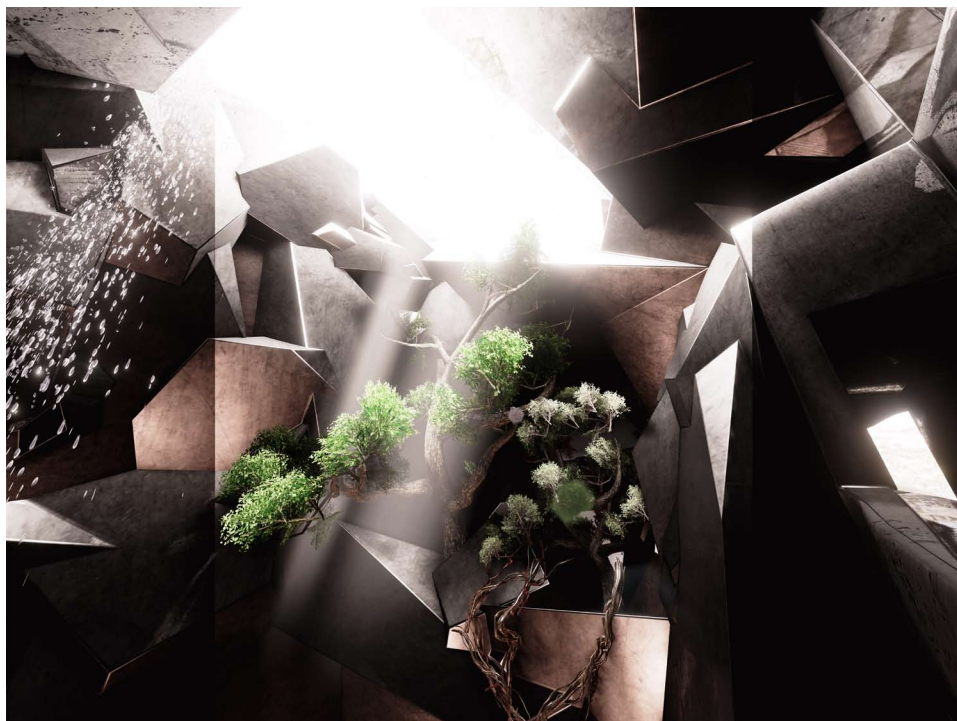
Architecture Interior



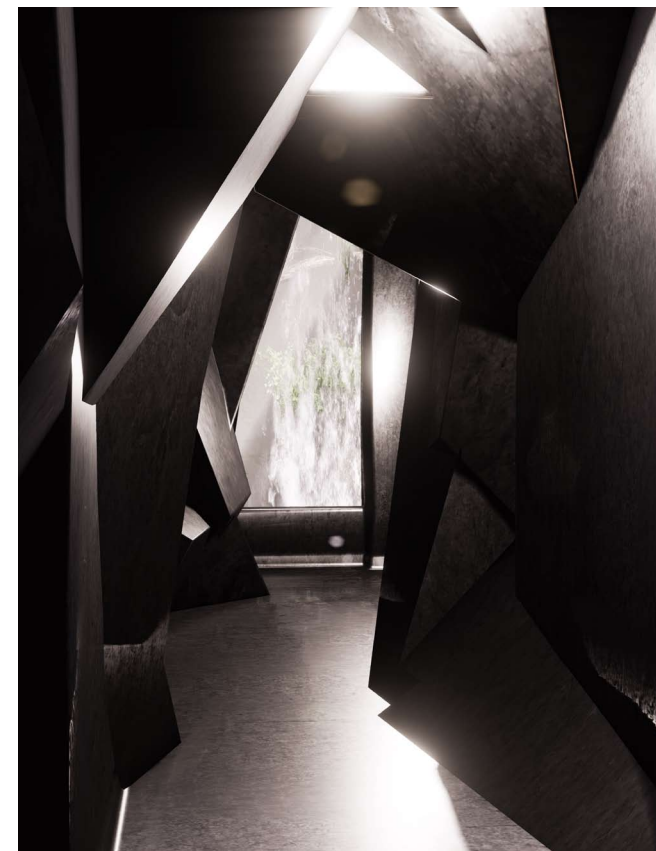
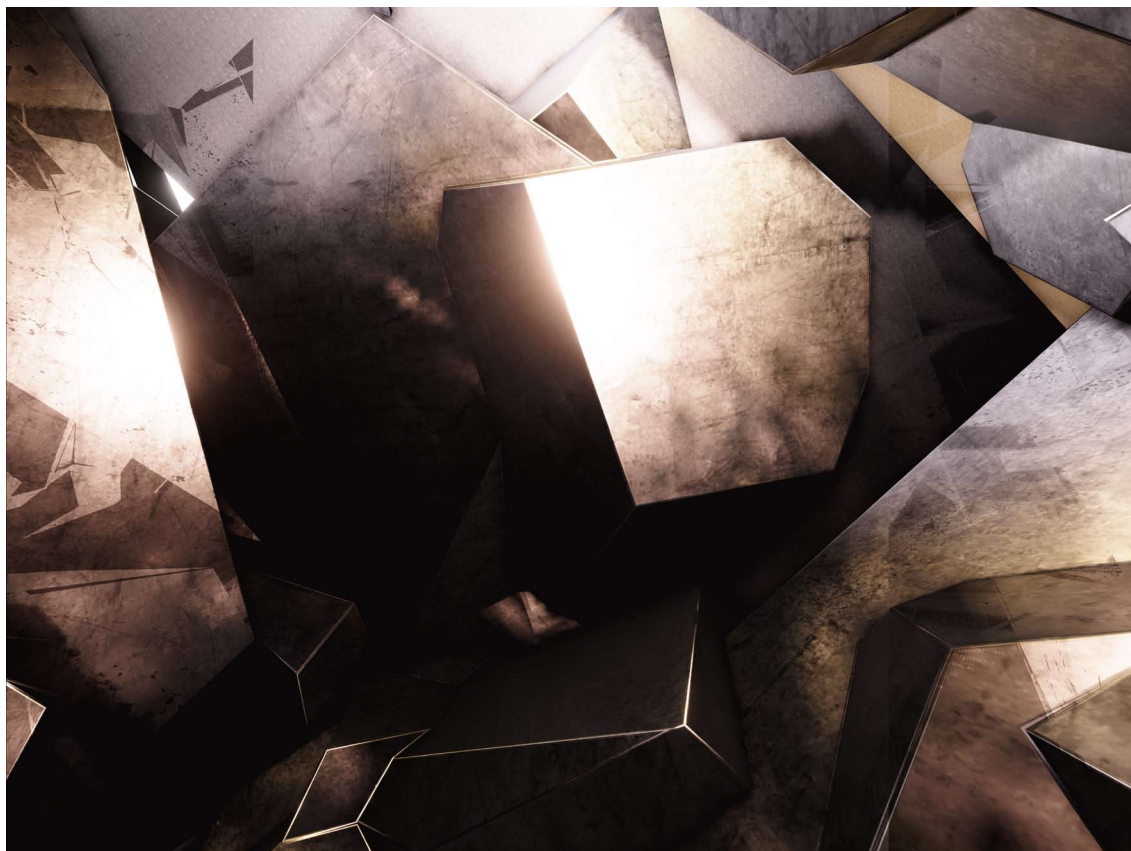
Vinery Caves



Vinery Caves



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