

Designing the Wine Process

Spaces, Objects and Landscapes of the Wineries in Friuli Venezia Giulia



PRESENTATION

The University of Udine Architectural Summer School called "Bacco's. Designing the Wine Process", will take place from the 17th to the 22nd of September 2018 in Friuli Venezia Giulia Region, North-East of Italy.

This innovative project is organized by the University of Udine in collaboration with major wine-producing companies in the Region of Friuli Venezia Giulia - a place where the local landscape has been strongly attached to the wine culture for centuries.

The Summer School offers an intense program, made by morning and afternoon courses/laboratories/on-site work in various fields of interests with concrete opportunities of design, planning and organization.

Students will discuss together the architecture Summer School themes, will visit the wineries to know their design needs, will have up to four days of workshops on the theme and will present their works. Moreover, they will be involved in the territory through the participation to touristic trips and extra curricula activities.

Participants could choose from large-scale activities, such as product design (glasses or bottles), communication assignments (labels, fair expositions) and of course actual architectural and panoramic planning (winery establishment and landscape).

This is a great opportunity to work on-site in authentic wine producing areas, in order to provide an added value in every participant's professional agenda.

DIDACTIC STRUCTURE OF THE SUMMER COURSE

Wine has many connotations. We would like to develop some of them through drawing and planning. From the territory to the table, the wine crosses design and architecture in different ways.

Students from foreign universities and students from the University of Udine will visit the area around Udine and will work together in order to visualize new vineyards, wineries, bottles, glasses, reliving the wine supply chain through design practice.

The project is based on three different tables, which are managed by the same number of senior tutors.

The tables stand for different scales of the Designing the Wine Process project.

Table 1: Communicate the wine

A bottle, a glass, a label as the final objet d'art that brings wine to our table and through its shape communicates the origins of the wine culture, the characteristics of the winery and the wine production process.

Table 2: Designing winery

A place where wine rests in deep silence and shapes its qualities. The complexity of the winery establishment planning and design is related to the fact that these kind of places, on the one hand, must represent the specific culture of the wine producer and, on the other hand, guarantee through its' structure the specific climatic and environmental conditions for the best maturation of the product.

Table 3: Designing landscape of wine culture

More and more parts of the Italian landscape are "invaded" by the vineyard. The risk of a landscape colonization must be balanced with a great commercial opportunity of one of the leading products of our rural culture. Designing the wine landscape is the goal of this third table.

International Architectural Summer School

Where

University of Udine
Udine, north-east of Italy

When

From the 17th to the 22nd of September 2018

Who

Bachelor degree or students enrolled in the fourth or fifth year of Architecture and Design Bachelor Degree Courses

Directors of School

Professor *Christina Conti*, in charge of various national and international research, scientific and didactic architecture programs for the University of Udine, for other universities and for magazines

Professor *Giovanni La Varra*, winner of the International Highrise Award - Frankfurt am Main (Germany, 2014) and of the Award Council of Tall Building of the ITT - Chicago (Illinois, U.S.A., 2015) for the Bosco Verticale Project in Milan

The directors of the School will be supported by some tutors that will follow the daily works of the workshop participants.

Scientific Committee

Carlo Berizzi, Università degli Studi di Pavia, DICAR
Alejandro Borrachia, Universidad de Morón, FADAU, Buenos Aires

Paolo Cecon, Università degli Studi di Udine, DI4A
Bruno Grizzaffi, Comune di Udine

In collaboration with the Universidad de Morón, Buenos Aires

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The price of the School for the whole duration of the works, is:

- 800 euro lectures and full board
- 400 euro only lectures.

Extra fee (upon request) for a Sightseeing Tour at the end of the Summer school in Venice, Trieste or other excellent location of Friuli Venezia Giulia and surroundings.

MONDAY 17th SEPTEMBER

10.00 Meeting, presentation and division into groups

12.00 Departure for the inspection in the wineries

19.00 Return to Udine

21.00 Dinner party in a winery

TUESDAY 18th SEPTEMBER

10.00-18.00 Workshop

18.30 Open lesson

WEDNESDAY 19th SEPTEMBER

10.00-18.00 Workshop

18.30 Open lesson

THURSDAY 20th SEPTEMBER

10.00-18.00 Workshop

20.00 Dinner in a winery

FRIDAY 21st SEPTEMBER

10.00-18.00 Workshop

18.30 Open lesson

SATURDAY 22nd SEPTEMBER

10.00 Final presentation in a winery