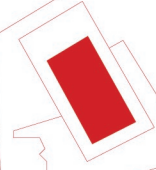
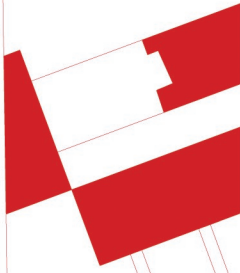
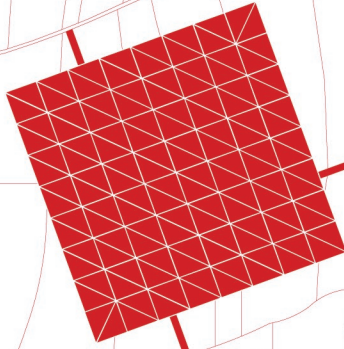


THE WINE CULTURE CENTER

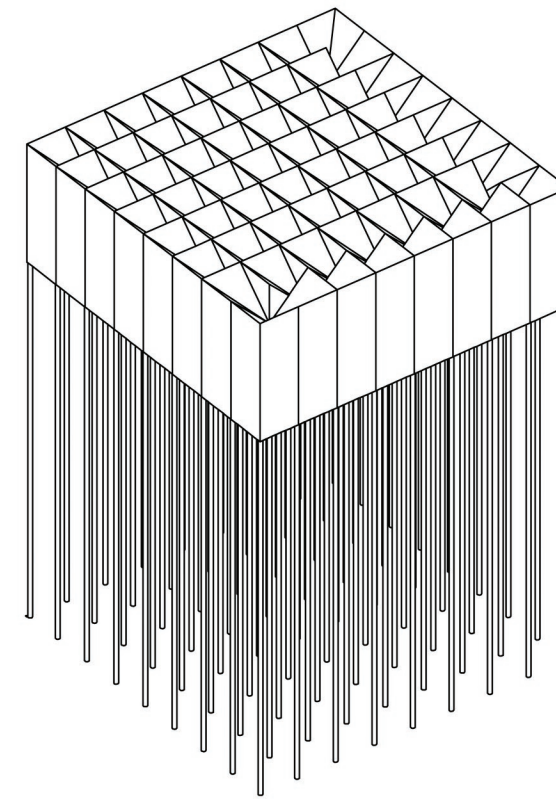
**WINERIES HUAILAI,
CHINA**

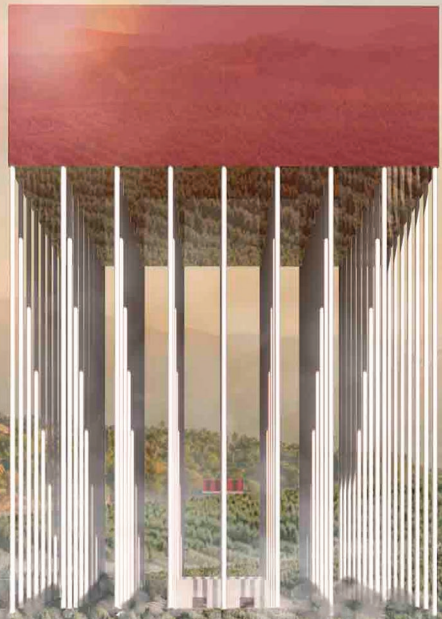


THE WINE CULT URE CENT ER

Utopia

From something that is only in the mind, a Project product of the imagination, possibly in the year 2245, we will be able to see a project with these characteristics in the fields of the region, rising tens of meters, below it are the v.i.p. vineyards, exclusive to the delight of visitors, the scale overwhelms you, the group of columns that rise seems to crush you, you look up and see a large mirror under the body that rises, this creates a reflection of you and what is there Nearby, beyond the gazes of locals and strangers, you wonder ... how do I get in? You realize that there is a large viewpoint-elevator, with a group of people who are surprised at how this can happen, you enter and go up, once as you lose the scale of things while you rise. The feeling of how you are received, you arrive tired from your flight that comes from Kuala Lumpur, but your check-in you enter your room and when you open the door you are greeted by a large window in the background, of a landscape that you can only imagine. You rest, the next day, you calmly prepare to take a great tour of all that building that you saw in the distance being out there.





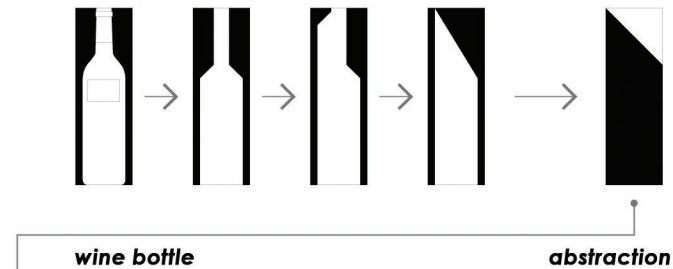
THE WINE CULT URE CENT ER

wineries



THE WINE CULT URE CENT ER

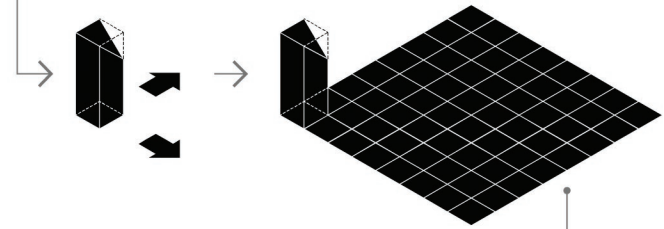
wine expo hall



wine bottle

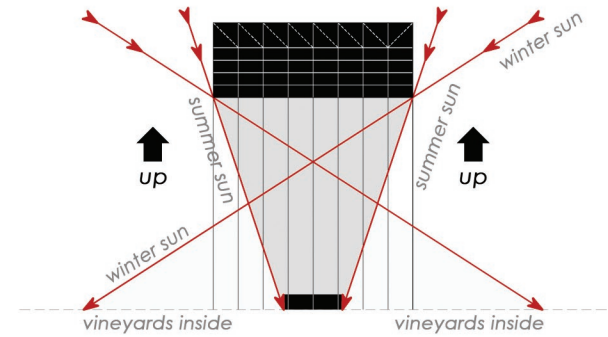
abstraction

The concept starts from the final process of a vineyard, the wine as such in its storage which is a bottle of wine, our concept starts from its figure, which on an abstraction and results in a form that represents a process.



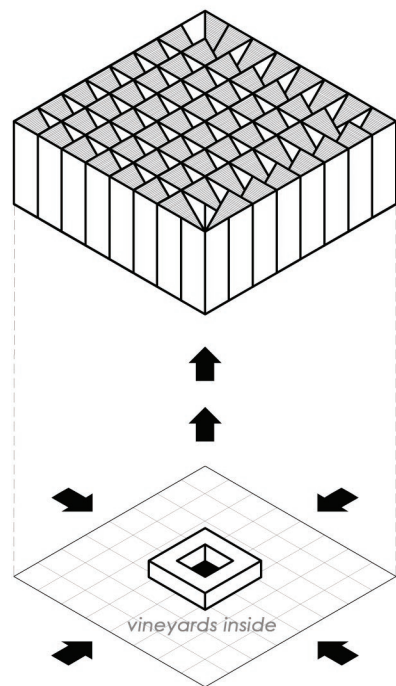
multiply

According to the architectural program, we duplicated that shape to meet the required space.



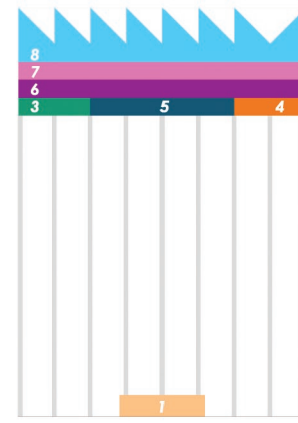
beyond

The minimal invasion of the vineyard forces us to rise and according to the sunlight during the year, it generates an ideal height, where to locate it spatially, the vineyard that is below the project, will have the guarantee of having sunlight.

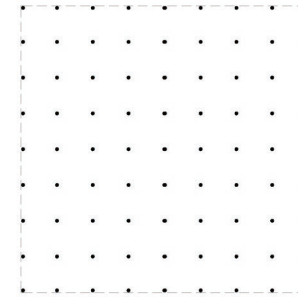


inside

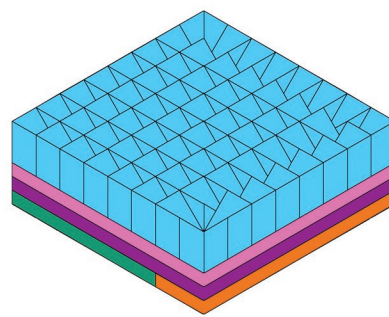
As we mentioned, the Project is spatially located at the top, this generates that it has a group of columns, in the center a body that vestibules and connects vertically upwards by means of a masterful elevator, being above generates a 360 ° view of all the panorama and the horizon.



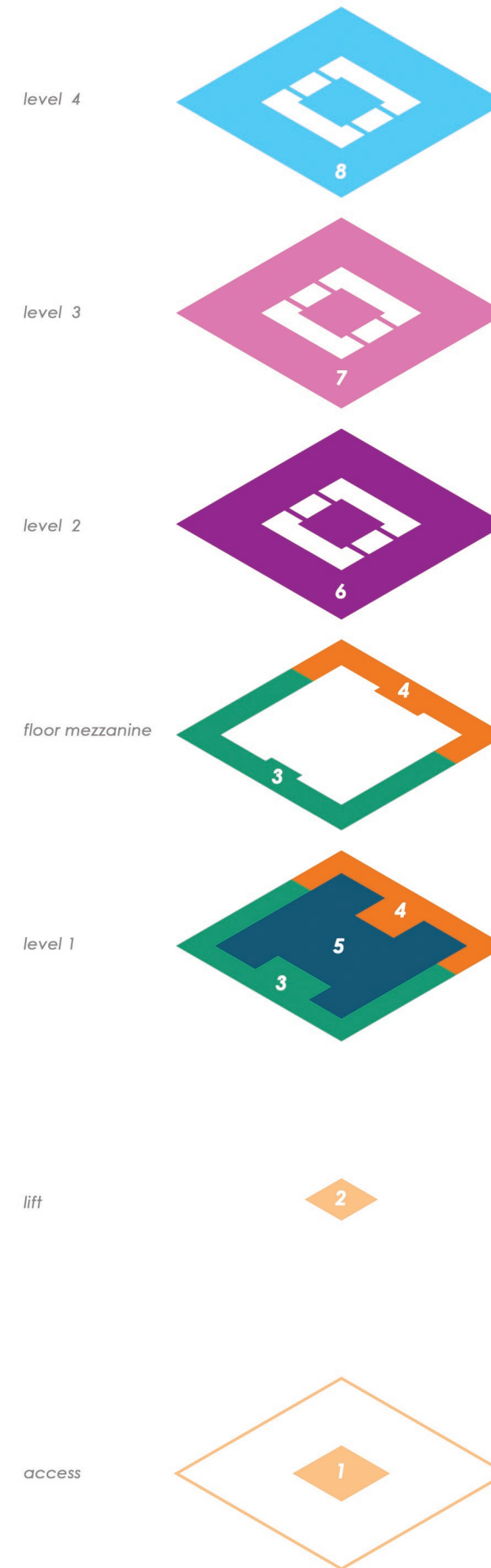
elevation



grid



schematic isometric



level 4

level 3

level 2

floor mezzanine

level 1

lift

access

8 wine expo hall
21,000 m²

The three levels house, spatially, each of the requirements of the program, they are free plants that can adapt to the evolving fence, in the plants we show a possible distribution.

7 wine museum
21,000 m²

6 cultural
21,000 m²

A total of 140 Hotel rooms, these located on the perimeter, have all the necessary services, cafeterias, convention center, rooms, along with these are the offices, in the center we propose the shopping center, which works as a public space and anteroom for the elements already mentioned.

5 retail space
12,500 m²

4 office space
10,000 m²

3 hotel
15,000 m²

2 lift
500 m²

A large lobby that takes you to a large elevator, to wait every 5 minutes, with a panoramic view, this rises in the center to a total height of 170 meters.

1 wine hall
4,000 m²

TOTAL FLOOR AREA
105,000 m²



The volume is spread over 81 columns, at a height of 170 meters, it has 3 paths that connect with the outside of the vineyard.



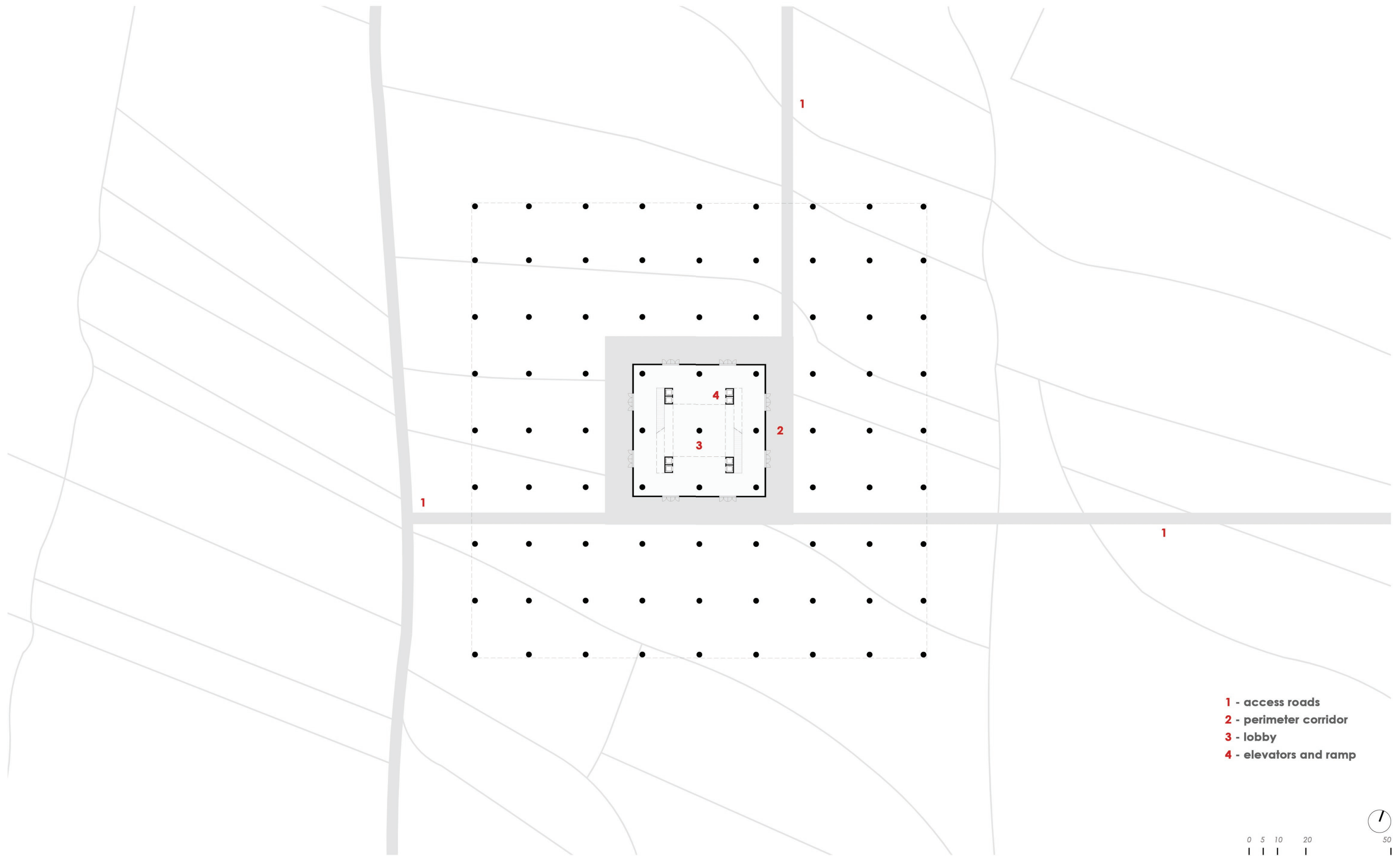
wine hall floor plan



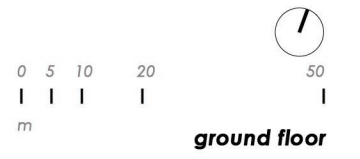
Its roof is made up of 162 inclined slabs, in such a way that the spaces between them generate natural light, generating spacious atmospheres.

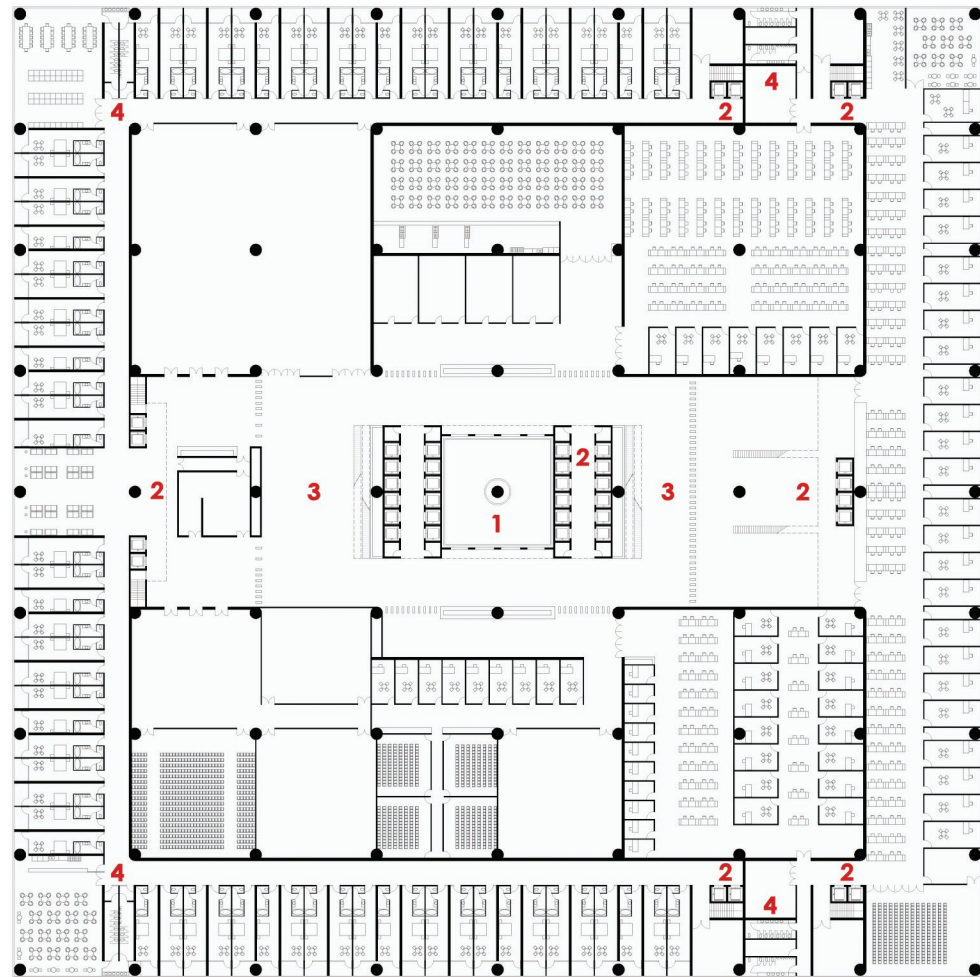


site plan

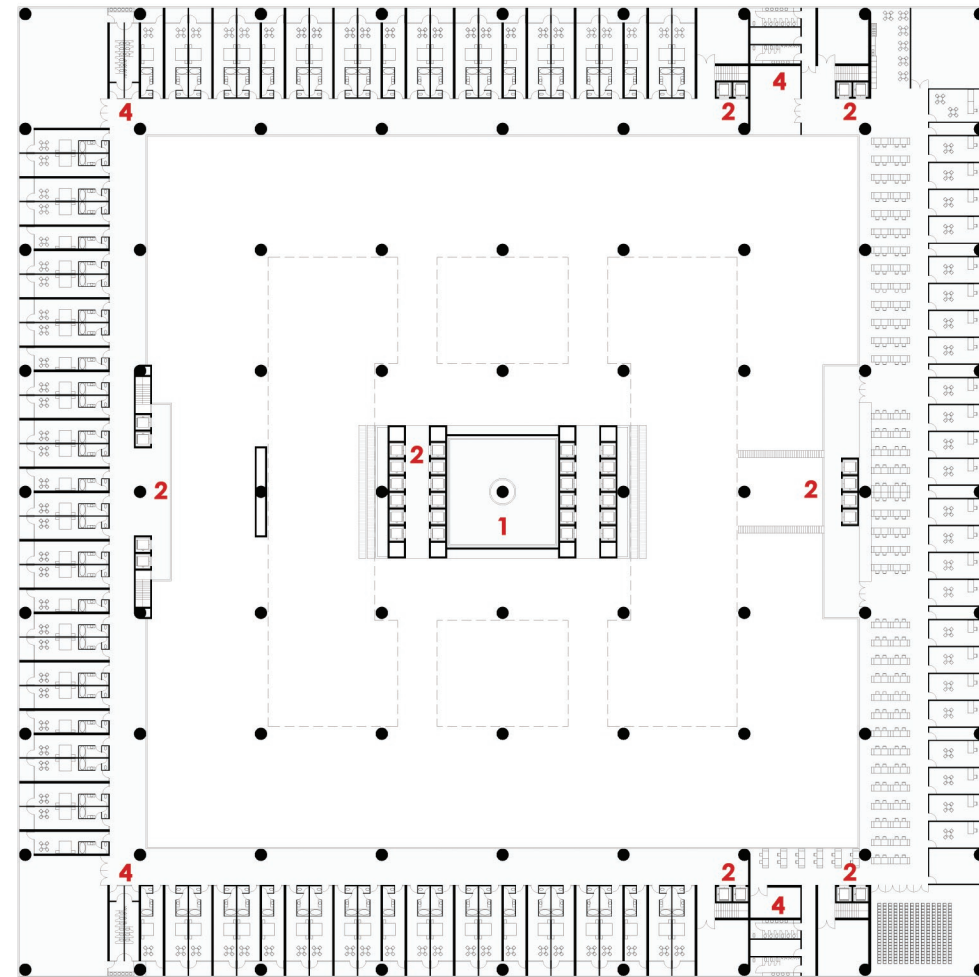


- 1** - access roads
- 2** - perimeter corridor
- 3** - lobby
- 4** - elevators and ramp





level 1

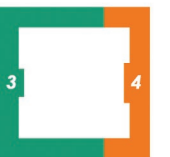


floor mezzanine

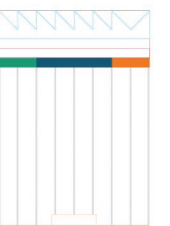
level 1



floor mezzanine

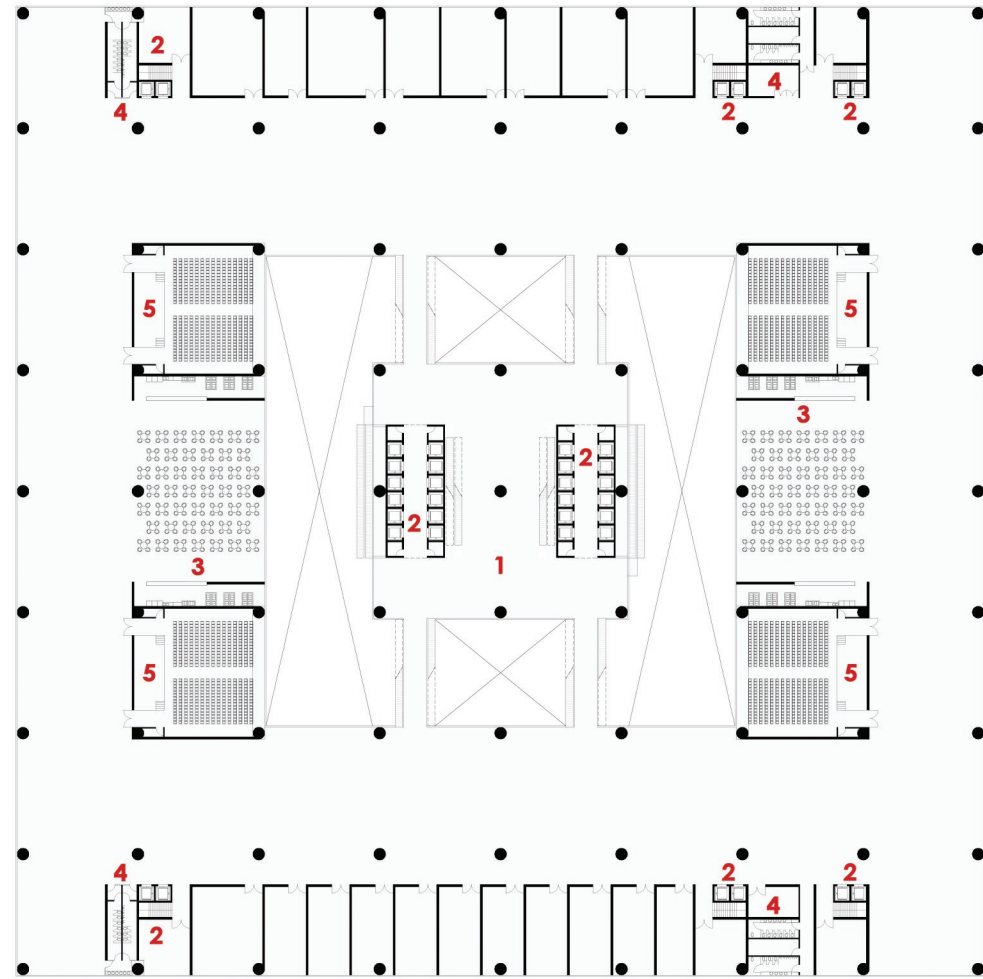


- 3 hotel
15,000 m²
- 4 office space
10,000 m²
- 5 retail space
12,500 m²

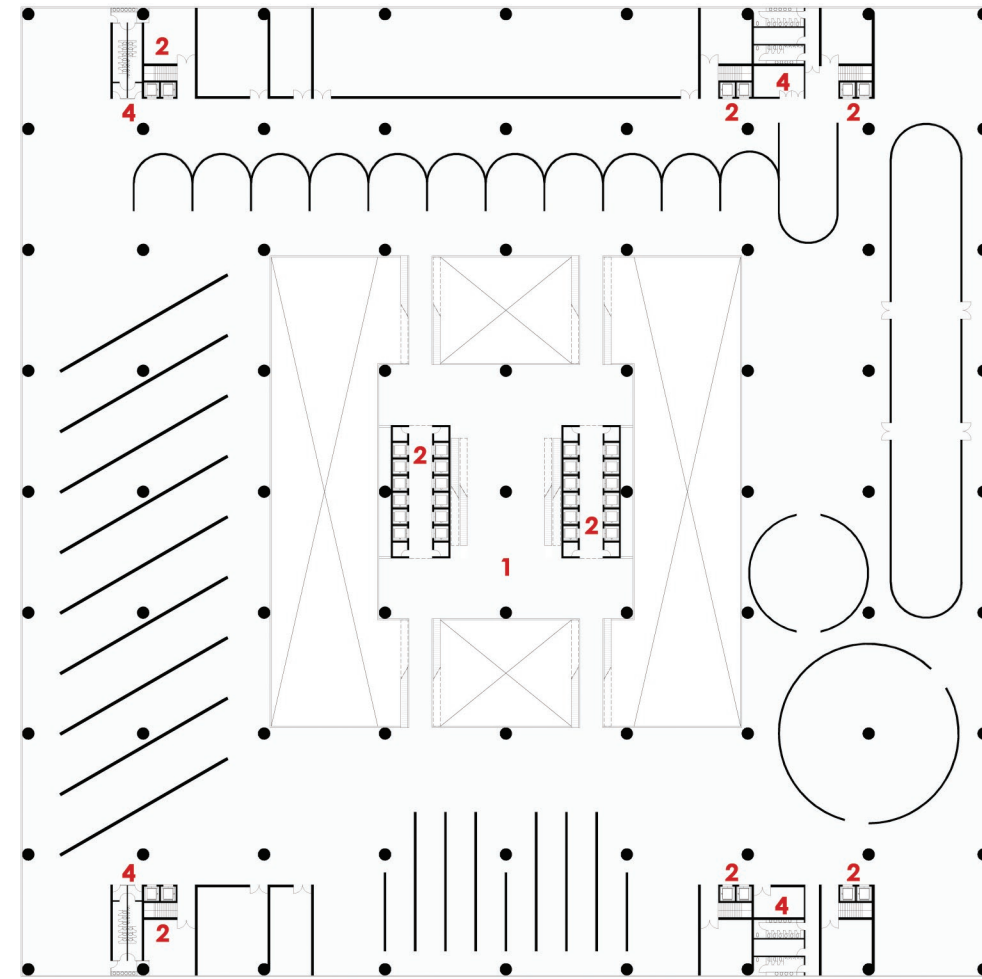


- 1 - central master elevator
- 2 - core of elevators and stairs
- 3 - lobby
- 4 - restrooms





level 2

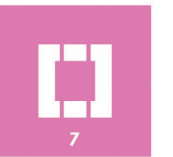


level 3

level 2

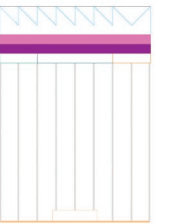


level 3



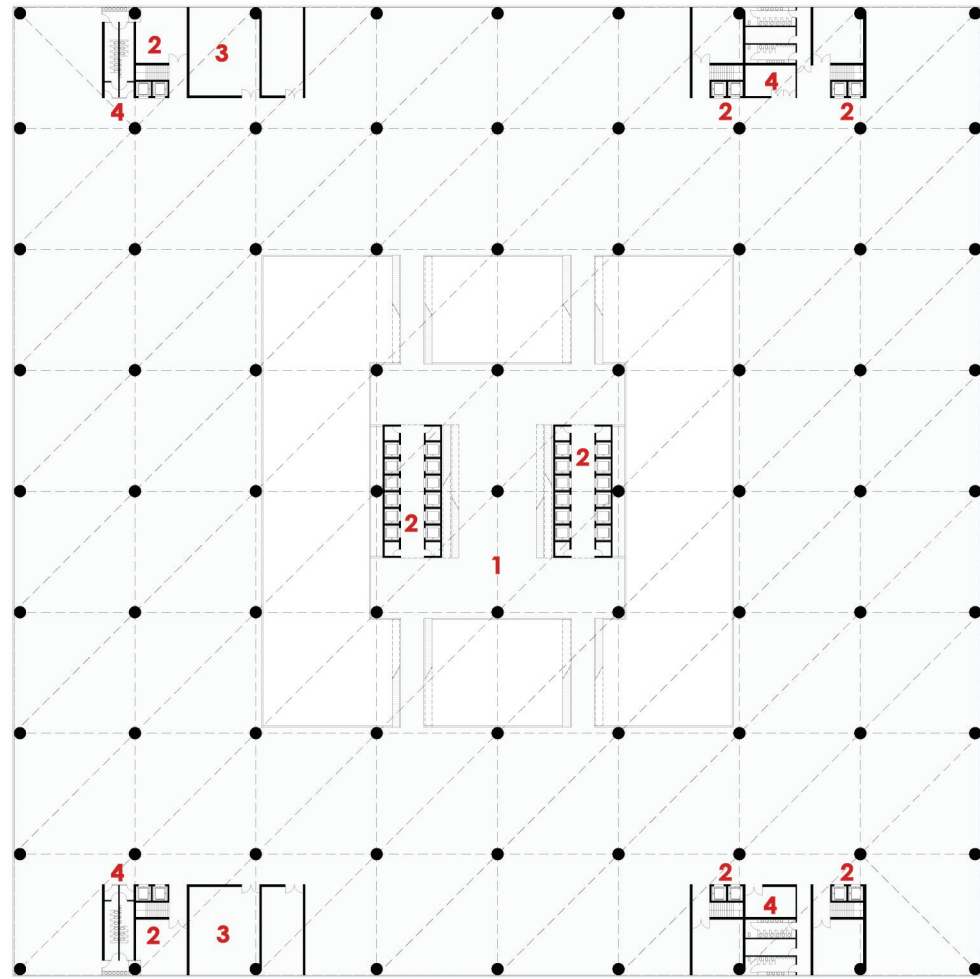
6 cultural
21,000 m²

7 wine museum
21,000 m²

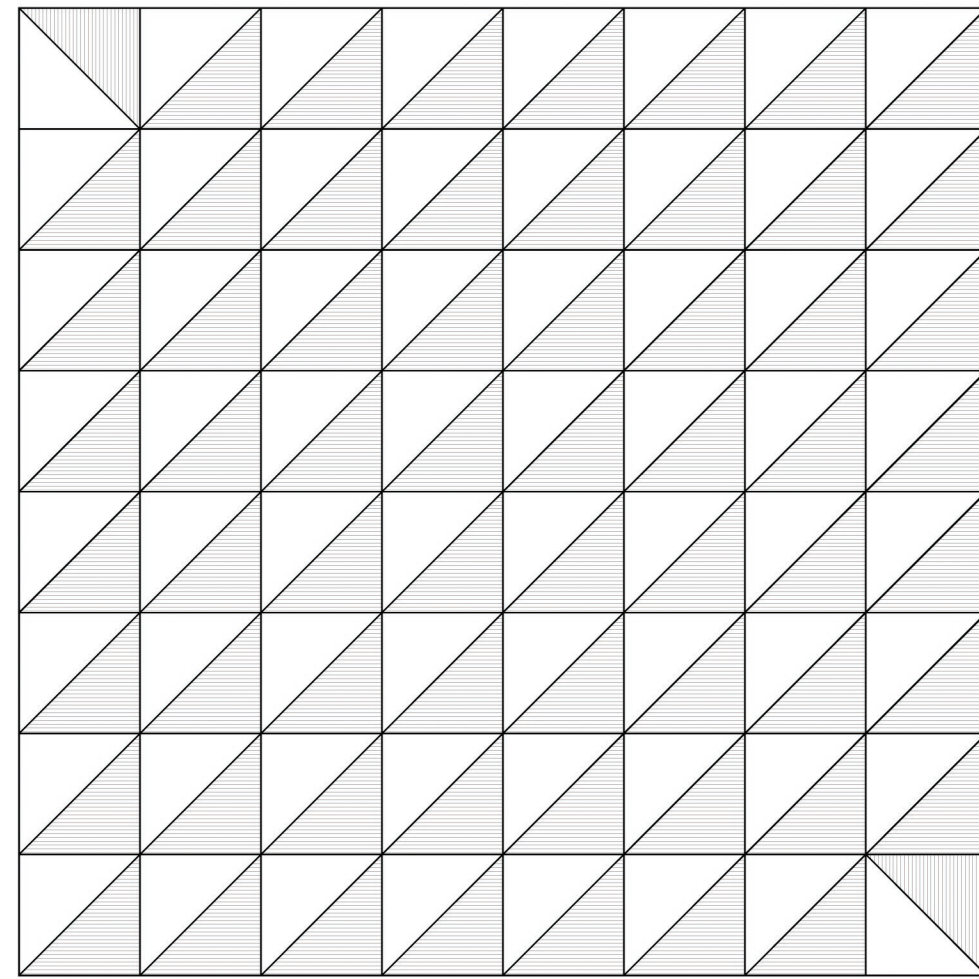


- 1 - lobby
- 2 - core of elevators and stairs
- 3 - cafetería
- 4 - restrooms
- 5 - auditorium 450 people





level 4



roof floor

level 4



8 wine expo hall
21,000 m²

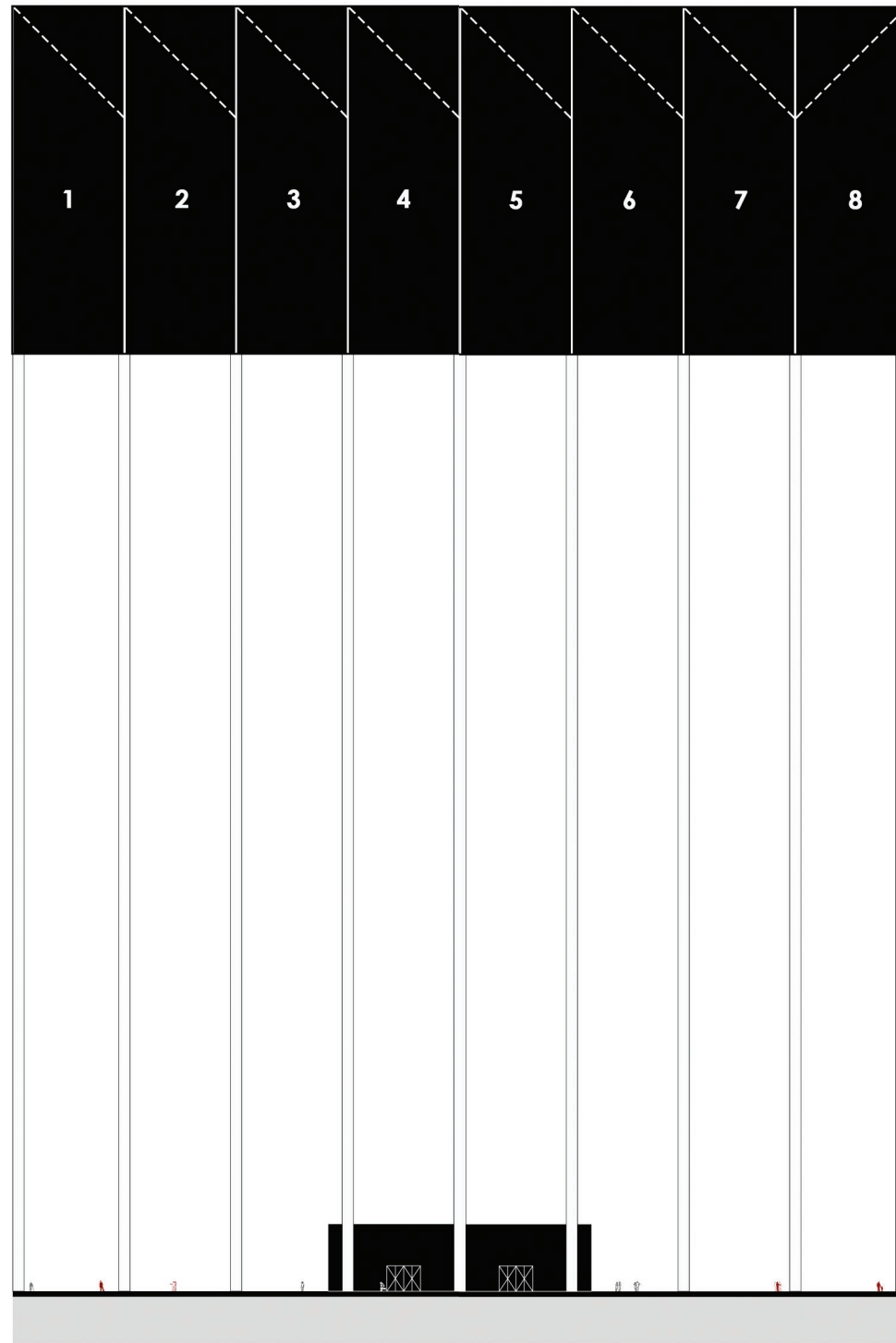


- 1 - lobby
- 2 - core of elevators and stairs
- 3 - art curatorship
- 4 - restrooms



50

m



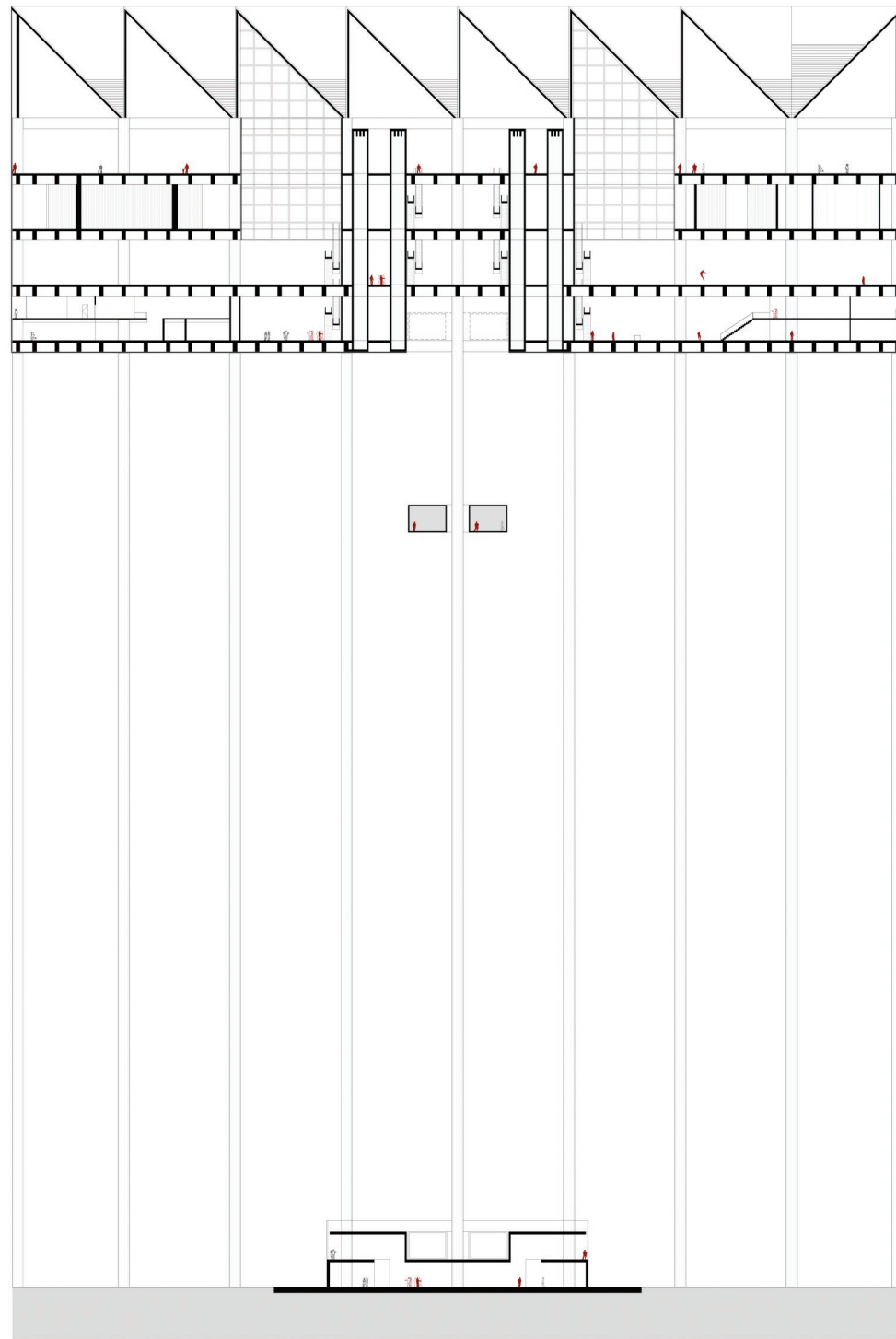
facade

level 4
 level 3
 level 2
 level 1

access level

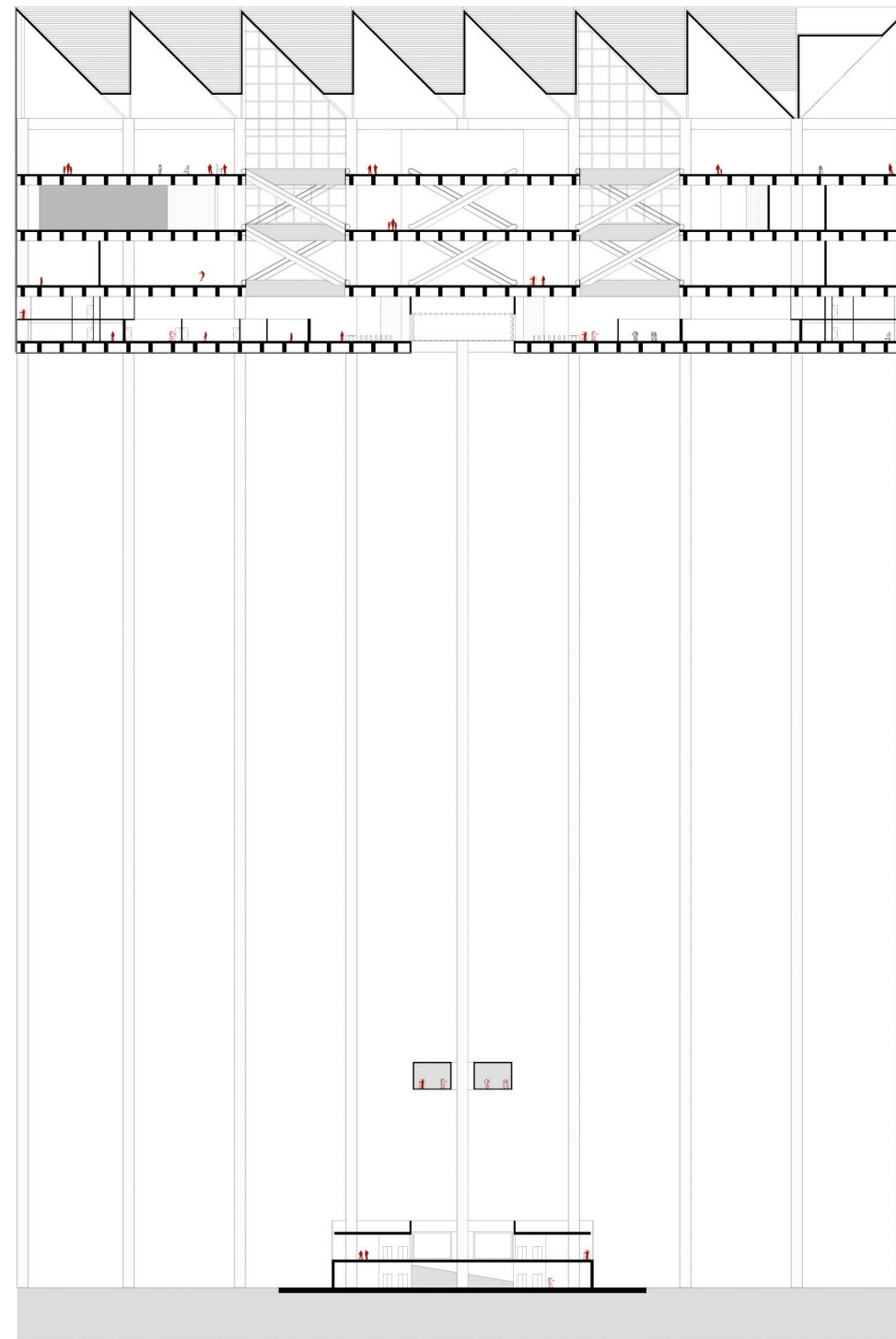
- AL** - wine hall
- L1** - hotel, office space & retail space
- L2** - cultural
- L3** - wine museum
- L4** - wine expo hall





section - a

level 4
 level 3
 level 2
 level 1

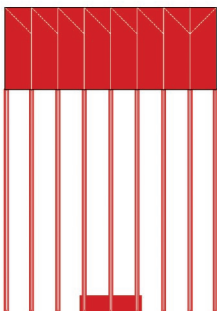


section - b

access level

- AL** - wine hall
- L1** - hotel, office space & retail space
- L2** - cultural
- L3** - wine museum
- L4** - wine expo hall





UTOPIA