

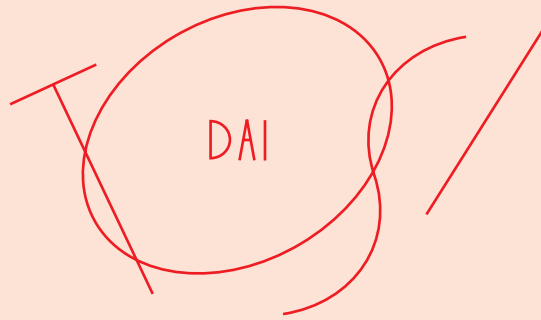
ENOTECA DAI TOSI

Via Bruno Buozi 12, 75100 Matera

T. +39 0835 314029

E. vino@enotecadaitosi.it

www.enotecadaitosi.it



PRESS RELEASE

Inaugurated within a historic cave in Matera is the enoteca dai tosi, designed by the Belgian studio architecten de vylder vinck taillieu, winner of the competition "Enoteca dai tosi - Design contest", presented by Gian Paolo Buziol and curated by the PS studio.

Born from the architecture competition "enoteca dai tosi - design contest", in which the studios of Francesco Librizzi, Andrea Caputo, Muller van Severen, StudioErrante Architecture and architecten de vylder vinck taillieu participated, the enoteca dai tosi opens its doors to Matera, the city that hosts and inspires it, as well as being the upcoming European Capital of Culture for 2019.

"Matera does not want to be different. And should not be different. Strong yet fragile. So real and yet unique. Looking forward, but rooted in the past. History and hope. Beauty and – beauty. Matera will always be Stone – the city of the Sassi", says Jan De Vylder, a partner in the architecten de vylder vinck taillieu studio, winner of the competition, talking about the city that hosts the project.

Together with Gian Paolo Buziol, promoter of the competition launched in September 2016, the Belgian studio has worked to give life to a three-level wine house within one of the historical caves of the city, whose name, "dai tosi" (toso means "boy" in Venetian dialect) is a clear reference to the Venetian origins of the promoter. Thus termed, Gian Paolo Buziol intends for his winery to be a familiar and friendly location, a convivial and welcoming place where one may savour Italian wines and cicchetti, traditional Venetian hors d'oeuvres together with Basilicata's gastronomic tradition.

The project

"The stairs make the cellar deeper. Even more as a journey to treasure. Treasures. The stairs as the key to the secret of the treasure. Because of the stairs, already as a treasure. The treasure of enoteca dai tosi. Served on ornamentes in wood."

[architecten de vylder vinck taillieu – document of the contest]

Commencing with the announcement of the competition for a winery that extends throughout the three levels of the cave, the Belgian studio designed and gave life to a place that is perfectly immersed in the history and the time of the city, which develops both as an architectural environment built for the needs of man and as a natural element, a cave, a Matera "sasso". As the architect vouches, the main challenge was to design something from a pre-existing historical and cultural heritage: exploiting the Matera nature of the area, observing the city and the buildings that have arisen and evolved within the caves throughout the centuries. The studio therefore decided to interpret the city and its forms, in a dialogue with the location, in order to be able to interpret it and thus restore an environment that could be an architectural and cultural synthesis. Matera is visible in the design elements themselves, such as in the tuff stairs, the terracotta tiles and spiral handrails, in the colours of green for the doors and the beige of the stone, and the materials, being the stone the main material of the houses and the wood of the roofs, distinguishing the enoteca dai tosi as being in praise of and in tribute to the city of Matera.

The competition

“What has to be conceived and drawn must find its scale in the module. And so the model must be the world. Layer by layer. As what matters in the world and just so climbing up, when it stands on top of the world.”

[architecten de vylder vinck taillieu – document of the contest]

In order to add value to the experience of discovery, tasting and sharing, Gian Paolo came up with an international architecture contest curated by PS which, thanks to the support of a team of consultants and a jury of experts, identified five architects and invited them to take part in the “Enoteca dai tosi – Design contest” are the Milanese studio of Francesco Librizzi, chosen for its suspended architectures; the emerging Turin-based StudioErrante Architetture for its experimentation with errors; the Milanese Andrea Caputo, chosen for his urban, underground style. Representing the rest of Europe are the Belgian studio architecten de vylder vinck taillieu, for its conceptual approach, and the designer duo Muller van Severen, given to an architecture that evolves naturally from their spatial designs and pure lines.

Judging the designs will be a selected panel of experts, including Gian Paolo Buziol, as the promotor of the contest and owner of “Sasso” itself, Andrea Bortolot, project manager and coordinator of the project, Michela Pelizzari and Federica Sala from Studio PS, Renzo Di Renzo, former artistic director of the Claudio Buziol foundation and founder of the Heads Collective studio, Michele Andrisani, on-site architect and director of works, Benedetto Marzullo, editor-in-chief of the magazine “Living” (Corriere della Sera), Andrew Ayers, journalist for the magazine “PIN-UP”, Roberto Petronio, wine expert and journalist for the magazine “La revue du vin de France” and Joseph Grima, architect and artistic director of Matera 2019, European Capital of Culture.

The wine philosophy

“If the glass holds the wine. If the bottle opens the wine. If the barrel ripens the wine. If the grapevine grows the wine. And if the grape embraces the wine - then what house is worth the wine? The wine has always been at home. From the grape embracing the yet to become wine, to the glass holding the wine dearly. The house will have to be a home as well. A home to embrace the wine - as the grape once did.”

[architecten de vylder vinck taillieu – document of the contest]

Dai tosi will be more than just a meeting place where visitors can savour the stories of a carefully selected range of regional Italian wines, it will also be a place in which to discover the history of wine, above and beyond individual products. Inside the winery there will be between 350 and 400 different wines to taste, representing the length and breadth of Italy, with a good number of wines from Basilicata, in homage to the region that is home to this project; these will be selected according to their quality, uniqueness, production method and the story they tell, so that when visitors discover the store and its products, they also discover the story behind each product.

The structure

“Architecture is made by dilemma. Heavy, but longing for lightness. [...] The stone for wine will be a stone of Matera. But a stone that will embrace - as the grape once did. Ancient forms, but new forms. Historical, but today. Arco, cupola, anfora - round forms. Embracing the wine. Simple, and yet always so rich. Rich wine needs the simple to be refined. And the house will be no different.”

[architecten de vylder vinck taillieu – document of the contest]

The result is a project that enhances all elements of the city, starting with the tuff as a material and the stairs as a shape. These are the two elements that most characterise the enoteca dai tosi. In fact, upon entering, one is immediately surrounded by a stone encasing in which the vaults of the ceiling continue along all the walls, being transformed into blocks of stairs that accommodate visitors and become display elements.

The first experience of the enoteca dai tosi occurs upon entering to the PATIO, the first open-air room of the project. This illustrates to the visitor all the elements that are going to be found within the cave, starting with the incipit of the circular staircase that wraps around the visitor, then continuing with the choice of the FLOORING that is typical of Matera, being terracotta tiles that continue throughout the cave within, to finally conclude with the opening of an ancient well, thanks to which the underlying room takes form and is to be explored.

From the green door of the patio, one enters the inner rooms of the cave: a large STAIRCASE conducts the visitors throughout all three levels, encasing each environment thanks to the circular movement of its structure. Upon reaching the first room, there is the COUNTER of the bar, being completely surrounded by the staircase and formed in a diamond structure, bearing the typical green steel fixtures of the doors of the city and having a display area for glasses and bottles behind. Contemporaneously, even the LIGHT FITTINGS conduct the visitor within: made in green glass blown by a Venetian craftsman in three different designs to recall the forms of wine glasses, they are arranged inside the various rooms so that a play of lights and shadows delicately illuminates the different spaces. A third element guides the visitor down through the winery: the HANDRAIL, also made of green metal and taking its shape from the tortiglione, typical of the city, winding from the top to bottom throughout all three levels.

Continuing the visit, a lateral opening interrupts the flow of the staircase: these are the two WATER TANKS, and their respective wells, which have become environmental aspects of the Enoteca, also embrace the development of the staircase and whose vaulted ceilings mirror the design of the stairs. Within these two environments, the first FURNISHING ELEMENTS are found, being the seating for the staircase, the tables and the first "jewel".

The seats are a modular element from which all other furnishing is formed. Developed as overlapping particle board panels, they have been painted in a green colour, like the other elements which, thanks to its delicacy, allows the texture of the wood to be glimpsed. Moving to the tables, these are made in the same way, with the addition of red lacquered screws distributed in a circular manner, also contributing to the design of the wood. From the combination of a number of tables, interspersed with large wooden planks, form the "JEWELS" of the winery: some tables and some display cases, they are located in the centre of the rooms and present references to wine-making, such as the glasses that they encase, standing out on the surface of the rock also thanks to their green colour.

Guided by the staircase and the lights, the bar environment is left behind to continue along the VAULTED TUNNEL that conducts visitors to the last room, a circular space in which the vaulted ceiling also renders the form of the staircase that continues along all the sides. Divided in two by a glass wall, the room is also structured like a CELLAR: beyond the glass and contained within invisible incisions, the bottles of the winery are arranged in this space like a great wine list. These INCISIONS, hand-carved into the tuff by a local craftsman, encase the bottles in such a way so that the cork is always partially wet with wine, yet without interrupting the regularity of the staircase that continues, beyond the glass, to be transformed into seating to accommodate the visitors.

All the pieces of furniture in oil-painted particle board were created based on the architecten de vylder vinck taillieu "Maniera 05" project created for the Belgian gallery Maniera and presented for the first time in June 2016 at Art Basel.

**BIOS AND ADDITIONAL INFO**

—Gian Paolo Buziol, the youngest son of the Buziol family, born in 1991, fell in love with the town of Matera, and decided to relocate his passion, along with his recent training at the Wine and Spirit Institute in Bordeaux, to the famous cave city, UNESCO world heritage site since 1993, and soon to be European Capital of Culture for 2019. Thanks to the entrepreneurial experience of his father, Claudio Buziol, founder of the Replay brand back in 1978, and the experiments of the Buziol Foundation, active in Venice from 2007 to 2012, to support emerging creative talent in the fields of design, fashion and art through a network of top-class collaborators, exhibitions and productions, Gian Paolo developed the ideal of beauty as a fundamental value on which to build the future. The idea of a winery was therefore the expression of a desire to combine the history of wine, the enchantment of the town of Matera and design.

—In 2009 was made permanent what had already been foreseen. architecten de vylder vinck taillieu – a dvvt – is the new name under which Jan De Vylder, Inge Vinck and Jo Taillieu will further share their mutual appreciation, interest and previous realized work. Already long before each one of them, sometimes in collaboration with each other, steadily developed and realized a certain variety of projects. Since 2009 it is clear that the establishment of a dvvt has given wings to the united view on what architecture can possibly stand for. architecten de vylder vinck taillieu wants to be complete. To embrace not only design but also the making; that is the point of departure for a dvvt. Only through understanding how something is created, design is able to play out its critical attitude. Within the landscape of present-day expectations, a dvvt unexpectedly wants to give these expectations an appropriate turn through which not only what is expected is granted, but surprisingly more can be found. A critical attitude; not as just a gesture but as a living instrument to arrive further than ever expected. The social responsibility that is based within architecture should not be underestimated. But only if the architects audits this responsibility critically, this social task has the possibility to surpass a mere filling-in of expectations and obtains the chance to its cultural dimensions. Here, the architects has a crucial responsibility, a dvvt wants to recognize this. The skill of the architect – the craft; the knowledge and the critical attitude – is crucial with this. This skill ensures that present-day expectations like cultural sustainability have the possibility to stand from more than what they stand for today. The métier as the key to the future.

—PS is a strategic consulting agency founded in 2010 by MICHELA PELIZZARI and FEDERICA SALA to create content and communication projects that revolve around design. Moving from strategic communication, press office and PR activities, reaching the curation and production of many projects, PS co-operates nationally and internationally with institutions, designers and companies. The agency has a dual register, one part is focused on the curating process while the other deals with communication; these two aspects, throughout the years, made PS the ideal partner for many rebranding, start up and special projects. Among them, the three-year period of renovation for the exhibit Miart (2013-2015) carried out together with director Vincenzo de Bellis dealt with the strategic communication and the curating of the Object section for design galleries. Other important activities are: the communication strategy for the Italian entry of the American giant Starbucks, the role of Design Advisor played together with the 5VIE Milanese district since their debut in 2014, and moreover the curating and communication project for Airbnb dealing with launch of the “Casa d’Artista” in Civita di Bagnoregio (2017). Over the years, PS has also produced several successful collective exhibitions such as JUICE, presented in 2013 with a second Belgian edition in 2015; Ladies&Gentlemen that has been connecting past and present for two years, presenting the best of design and publishers on the contemporary scene.

PRESS OFFICE

PS
via B. Eustachi,24
20129, Milano
press@p-s.it
+39 02 39624450

PROJECT BY**PS •****MEDIA PARTNERS**

PIRELLA GÖTTSCHE LOWE
Living
PIN-UP