Bacco’s
Designing the wine process
international Summer School
MERGING ARCHITECTURE, ART AND WINE

DESIGN
ART
WINE
LANDSCAPE
AESTHETICS
MARKETING
LABELS
VINEYARD
PLANNING
OUTLINE
CONCEPTION
SHAPE
COMMUNICATION
VISUALIZE
Where
University of Udine
Udine, north-east of Italy

When
July 2018

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

Guide
- professor La Varra, winner of the International Highrise Award - Frankfurt am Main (Germany, 2014) and of the Award del Council of Tall Building of the ITT – Chicago (Illinoi, U.S.A., 2015) for the Bosco Verticale Project in Milan
- 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
- one coordinator and tutors who work in the University of Udine architecture “Space Lab”, a laboratory which studies new spaces, reuse of old ones, enhancement of building heritage, process and product technological innovation. They will accompany students in their planning path and in their everyday life during the summer school.

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The University of Udine Architectural Summer School called “Bacco’s. Designing the Wine Process”, will take place on June 2018 in Friuli Venezia Giulia Region, North-East of Italy.

This innovative project is organized by the Department of Architecture of the University 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 seven-day 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 of work on-site in authentic wine producing areas, in order to provide an added value in every participant’s professional agenda.

Please do not hesitate to contact us for any doubt.
DIDACTIC STRUCTURE OF THE SUMMER COURSE

Wine has so 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: designing 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.