organic branding
promoting and enhancing organic processes through design

miriah wright
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Can interactive and organic product’s processes be promoted or enhanced by architecture?
statement of intent
Architecture can promote and enhance the processes of organic products through holistic branding and sustainable design strategies.

Architecture helps define business identity. “Architecture plays a vital role in this equation by not only confining customer experience, but also defining it” (Talk Girl, 2009).

“Architectural branding adds significant value when the building is in line with the other aspects of branding, making the overall effect greater than the sum of its parts” (Talk Girl, 2009).

An urban organic winery in downtown Minneapolis can promote its processes and other local growers’ products by pursuing holistic design. This new urban wine initiative must connect to organic processing of other products as well as its own through holistic branding and sustainable design strategies. Holistic design, encompassing both branding and architecture, is necessary to sustain and promote local organic products and enhance their organic processes in an urban setting.

In recent years, the demand of locally grown organic goods has skyrocketed. Along with tangible goods, the demand of relating brands to their brick-and-mortar stores is on the rise. This combination promotes an overall identifiable and sustainable business. An urban winery brings a new ecology to the city, promotes staying local, and maintains itself with a branded business model intertwined with architecture.
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Promotion of the winery and enhancing its sustainable processes through architecture.

Promotion of the local organic growers & their foods within and through the winery.

Ability to sustain a regional business and product through research and design.

How the overall processes of the winery and co-op come together to relate organically to the public which instills trust in the brand. All focuses are achievable through intertwined design of architecture and business.
“Design presents your public image and dictates perceptions…” (Aawen, n.d.).

- All parts should relate to one another.
- The publics’ perceptions of this business rely on an emotional trust that is evoked through holistic design.

“Branding bridges the gap between the provider and the receiver - between authority and freedom. It is about trust and dialogue” (Gobé, 2009, p. xxix).

This project responds to the local organic movement and promotes it in a single urban environment, bringing local growers together in one harmonious vision. Interaction with the organic products, whether in raw (grape events, produce) or processed form (wine, meal), plays a vital role for today’s public health and culture and the future success of the business.
Brands are...

1. the consumer’s overall concept of what the product is
2. the complete marketing mix (product, place, price, and promotion)
3. a series of associations
4. a way in which a product can be differentiated
5. a process enabling consumers to short-circuit difficult consumption choices

“...48% of customers use brand as a primary influence in wine selection...”

- Branding is significant to this product because it displays the brands perception to the public.
- A label represents a way of business.
- Architecture has the ability to leave an image we associate to a word, even a location
  - Guggenheim, Bilbao, Spain - Frank Gehry
- What about business?
  - brand, market share, financial entity, commercial
- Identity must be associated with positivity and trust in order for consumers to connect a business to such an identity (Gobe, 2009)
- Emotion - the fourth dimension of architecture
  - Architecture is to evoke a sense of emotion in those who visit it just as a brand is to do for consumers.
  - When combined, these add brand equity, or recognition of an identity.
- The atmosphere, sense of place, and experience all add to this value the architecture has associated with a particular brand.
- By having somewhere to drink that specific wine, it becomes an emotional attachment based on overall experience and not solely on labels alone. Architectural branding links consumer to product by adding quality and preference.
Everybody experiences far more than he understands. Yet it is experience, rather than understanding, that influences behavior.”

—Marshall McLuhan
1. From Consumers --> To People
2. From Product --> To Experience
3. From Honesty --> To Trust
4. From Quality --> To Preference
5. From Notoriety --> To Aspiration
6. From Identity --> To Personality
7. From Function --> To Feel
8. From Ubiquity --> To Presence
9. From Communication --> To Dialogue
10. From Service --> To Relationship

Gobé’s “Ten Commandments of Emotional Branding”
Economics

- *Main Street’s Landlord*, Bert Stratton of Cleveland Heights, Ohio
- \$111,000,000 worldwide sales of wine, surpassing music by 3x
- However, large market on decline while small is on the upswing
- “Production should be small, so it begins to attain a reputation that it is hard to obtain - and when it is bought its rarity value accords real status to the consumer” (Wine & Society, 2006, p. 118).
- 2015 - U.S. expected to lead France in wine sales
- Minnesota Wine:
  - 1975 - 2 wineries
  - 1995 - 7 wineries
  - 2007 - 26 wineries
- total economic impact of the grape and winery industry in Minnesota was \$36.2 million in 2007. This included grape growing, winery operation, and winery-related tourism
  - \$14 million - economic value of tourism
- industry itself as well as industry related spending accounted for over 300 jobs in Minnesota in 2007
  - 68 alone from wineries; wineries responsible for \$2.9 million in labor income
...an effective brand helps to define a company’s worth, but with fast-moving consumer goods generally, gaining large market share may be its most important impact. However, with wine it may be slightly different. Drinkers may search out less well-known products for variety, even though they use traditional cues in order to rationalize their choices. They also stress that the fact that wine is an agricultural product, subject to the vagaries of weather and disease, means that it cannot be treated in the same way as merely manufactured products; controlling the brand is a tougher challenge...brand ‘hierarchies’ exist; country, region, domain, producer, distributor and retailer are in descending order of importance. Each stage of the hierarchy can provide an element of the total brand equity, because each stage can help to foster positive responses leading to brand attachment” (Wine & Society, 2006, p. 115).
“The increasing interest in local foods and regional products not only adds value to a touristic experience it also provides more economic impact to areas where the attractions, in this case wineries and related vineyards, are located.”

“Wine, with all its intrinsic attributes, would complement and enhance the local foods movement” (Gartner, 2008).

- Complimentary - either food and wine belonging together for ambience, or flavor.
- Socially - food and wine are paired for reasons such as psychological pleasure, rituals, and even denoting sophistication. Typical respondents did not use it as a means of drunkenness.
- Wine as a lubricant is used to help wash the food down or stimulate the stomach and it even refreshes the palate.

(Wine & Society, 2006, 194-196)
pick
stem
crush
ferment
free run
tank
barrel age
bottle age
skins pressed
press wine storage
“The architectural brand, by its sheer nature, is defined by a sustained public presence and characterized by an extensive duration period” (Brandscapes, 2006, p. 8).

- Architectural branding can help promote a product, such as wine.
- Architecture can enhance processes for a winery.
  - Why it’s necessary to understand the wine process
  - Misfortune of City Winery - Chicago
- Architectural branding holistically adds value for the winery’s brand.
bodegas protos

location: peñafiel, spain
size: 209,358 ft²
3 million bottles of wine/year
year completed: 2008
distinguishing characteristics:
glue-lam, steel, & concrete structure system, natural day-lighting, interactive layout
vale d’algares winery

location: vila cha de ourique, cartaxo, portugal

winery size: 31 hectares of vineyards

year completed: 2007

distinguishing characteristics: concrete structure system, interactive layout, interior remodel

program elements: gravity flow, cellar storage
site information

figure 1: M. Wright, 2012

figure 2: M. Wright, 2012

figure 3: M. Wright, 2012

figure 5,6: courtesy of google earth, 2012

site: 9th street s/marquette ave.
site scored 94/100, a “walker’s paradise,” according to http://www.walkscore.com/

- rings signify “minutes” in walkability circumference
- the downtown is broken into several different “districts”
- numerous skyscrapers, hotels, residential buildings, street-level retail, shopping, theater, sport stadiums, event centers, low to mid-rise multi-use buildings, library, bus stops, light rail stops, and parking lots and ramps comprise the downtown area within a 20 minute walk of the site

- 5 Express Bus Routes + 11 Other Bus Routes on two stops on site, without even having to cross the street
- Free Shuttles on Nicollet Mall, 1 block away
- 2nd Avenue is next most popular bus route road, 1 block away
• Incorporate gravity flow winemaking into architecture program in a functional yet promotional way

• Create promotional opportunities through the architecture

• Design spaces and functional layout for the users’ and customers’ experience

• Let this building be a small “icon” building in Minneapolis

• Explore opportunities to grow grapes/produce within the urban environment

• Make the building a place people want to “escape” to and also engaging to passer-byers while downtown (whether local or tourist)

• **Function, Promotion, Experience**
process
2 labels
1 priv.
1 co-op

MinneVino
organic wine

wineco.
wineco

MinneVino
organic wine

MinneVino
organic wine

2 labels
1 priv.
1 co-op

MinneVino
organic wine - bridging urban/rural
stomach winery
MinneVino
lake state winery
10,000 vines
urbanapella winery & coop
organic - urban/minnesota wine & food co-op
minnesota rural...
- Organic doesn’t necessarily mean “blob” or “crazy”
- There is an order to organic things within their own shapes
- Structure/anatomy of a grape has very particular biology in order to “be” a grape
- Show how “insides” worked from outside -- “process”
concrete \rightarrow wood

"wood \rightarrow concrete"

glass

steel connections - black for wood

pigmented concrete ??

40 x 50

30 x 70

30 x 70 event

50 x 40

s.8

2.000
slope higher to happen for s' clearance @ s. end (green)
grape fritted pattern?
curtain wall opening
organic line between textual + function
up fluid but highly functional in "intention" make-up
free form.

solar frit
If research proves successful:

- partner with buildings to consider green roof potted grapes for green tax breaks
- increase green space infill to unnecessary parking lots & city sidewalks
- new apartments proposed to the “sea of parking lots” could plan for grape growing space and lifetime incentives for doing so

- 1 acre = 13.5 barrels = nearly 16,000 glasses of wine
- city block roughly 2.24 acres = 30.24 barrels = 36,000 glasses of wine
- 30 city blocks roughly 67.2 acres = 79,650 glasses
- (200 glasses/day for 400 days) perfect for on-demand local small winery private stock
final design
Perspective towards East (View from One-Way on Marquette Ave.)
Perspective towards West (View from corner of 9th & Marquette)
exterior materials

- Zahner Copper Penny Panels
- glulam superstructure above grade
- Concrete - market plaza
- “ShipLap” Connected Horizontal Wood Cladding
- Channel Glass
- Fritted Glass
- Spandrel Glass
interior materials

- glulam superstructure above grade
- textured concrete flooring in wine areas
- double-tee concrete superstructure below grade
- repurposed cork table-tops
- recycled wine barrel flooring/wall finish
- brown leather upholstery
- concrete on ground floor columns
- wood veneered mullions

Mezzanine Cellar
1. Private Wine Bar  2. Food Storage

Cellar
2nd Floor
1. Greenhouse Wall
2. Casual Seating
3. Market
4. Gallery Hallway
5. Crushing Deck
6. Staff Storage
7. Staff/FoodPrep
8. Food Storage
9. Kitchen
10. Restaurant
11. Bar

Ground Floor
1. Atrium Vestibule
2. Conference
3. Market
4. Gallery Hallway
5. Fermentation/Service
6. Storage
7. Food Prep
8. Freezer
9. Kitchen/Bakery
10. Restaurant
11. Wine Bar
Roof
1. Bar
2. Mechanical

3rd Floor
1. Greenhouse
2. Conference
3. Owner
4. Conference
5. Lunch
6. Open Office
7. Offices
8. UM Labs
9. UM Offices
10. Storage
11. Mechanical
12. Winemaker’s Harvest Quarters
beam to beam connection detail

10 1/2” x 15 1/8”
glulam beam

12” glulam column

column to beam connection detail - looking upward

18” concrete column at base

10 1/2” x 16 1/2”
glulam beam

12” glulam column

8”x12” thick curved column
Roof Drain Detail

1. 2’ Glulam Edge Beam
2. Fireproofing
3. Spandrel Glass
4. 4” Steel Stud
5. Soy-Based Foam Insulation
6. 3/4” Sheathing
7. 2” Zahner ‘Dirty Penny’ Copper Panel + Extrusions
8. 2” Rigid Insulation
9. 2” Zahner cap flashing
10. Blocking
11. Stainless Steel Cleat
12. Gravel
13. Cast Iron Roof Drain
14. 3 1/2” Mesh + Growing Medium
15. Roof Membrane
16. Planting
17. 8” Rigid Insulation
18. Root Control Layer
19. 4” Structural Tongue & Groove Wood Decking
20. 24x10.5” Glulam Beam
21. 16” Glulam Column

Greenhouse Detail

1. 4” Steel Stud Railing w/ soy based foam insulation
2. 1’ WF Beam
3. Steel Decking
4. 2” Rigid Insulation
5. Sloped Insulation
6. Recycled Plastic Decking
7. 3’ Railing
8. Drain
9. 16 x 10 1/2” Glulam Beam
10. 16” Glulam Column
Below Grade - Small Event/Restaurant + Food Storage Crossover
Below Grade - Event Space/Barrel Storage
Market - Ground Level
Wine Bar - Ground Level
View towards fermentation tanks
Restaurant - Ground Level
Looking towards South + Below Grade Event
Thank You.

Questions?