



# organic branding

promoting and enhancing organic processes  
through design

miriah wright  
thesis | spring 2013



# problem statement

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Can interactive and organic product's processes be promoted or enhanced by architecture?







# statement of intent

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# statement of intent



## typology

urban, mixed-use winery

## theoretical premise/unifying idea

**claim**

Architecture can promote and enhance the processes of organic products through holistic branding and sustainable design strategies.

**premises**

*actor*

Architecture helps define business identity. "Architecture plays a vital role in this equation by not only confin[ing] customer experience, but also defin[ing] it" (Talk Girl, 2009).

*action*

"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).

*object*

An urban organic winery in downtown Minneapolis can promote its processes and other local growers' products by pursuing holistic design.

*manner*

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.

**unifying idea**

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.

## project justification

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.

## urban, mixed-use winery

- winery
- organic indoor/outdoor market
- restaurant/bar
- event center
- UM viticulture research

# statement of intent



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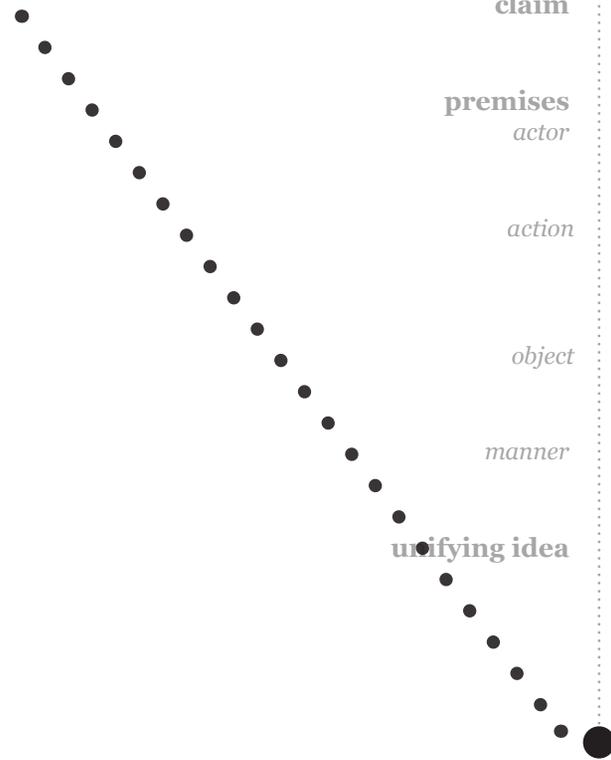
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## project emphasis

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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.**



## emphasis conclusion

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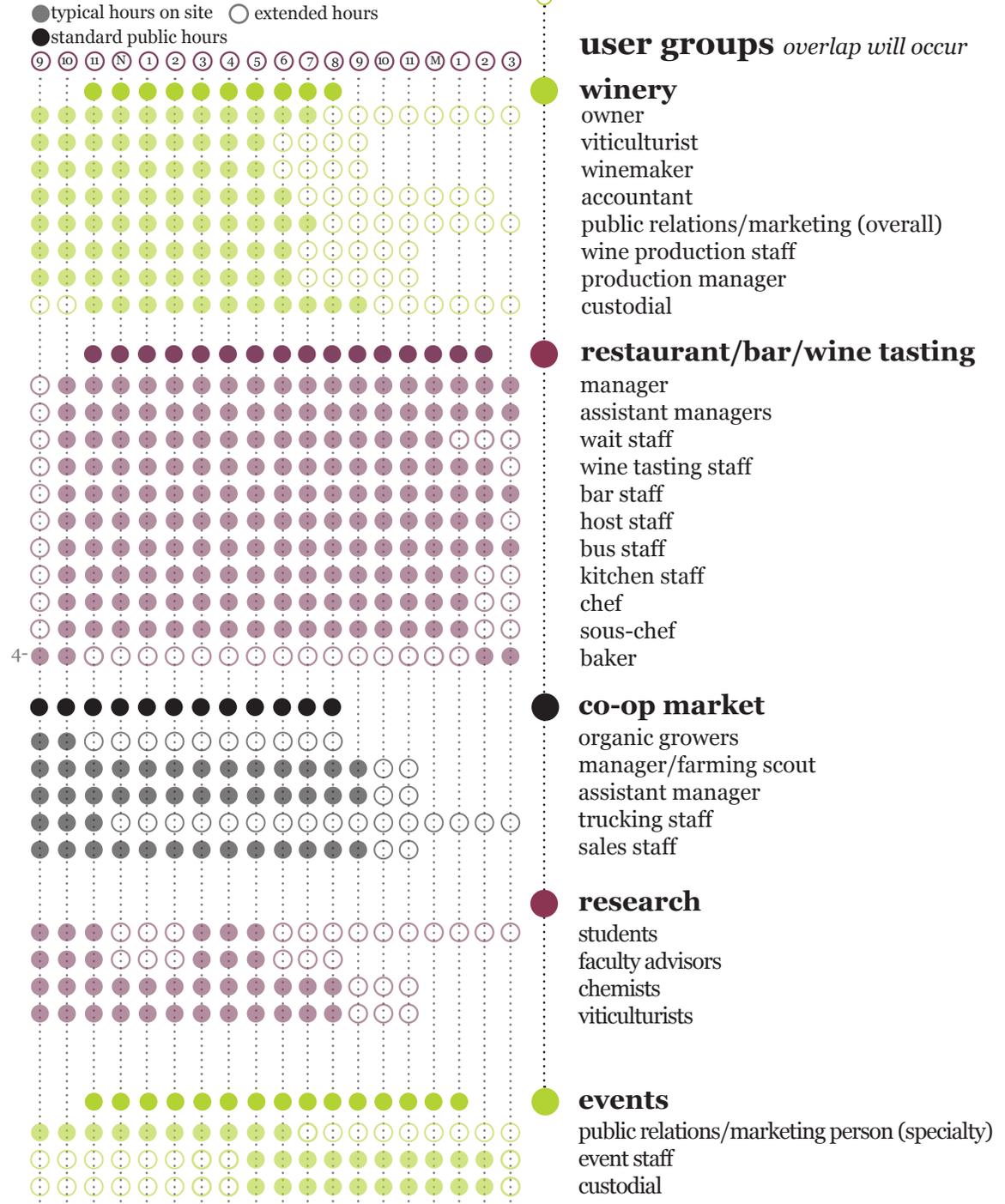
“Design presents your public image and dictates perceptions...” (Aawen, n.d.).

- 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.

# user-client description



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**research**



# branding



## 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 brand's 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).

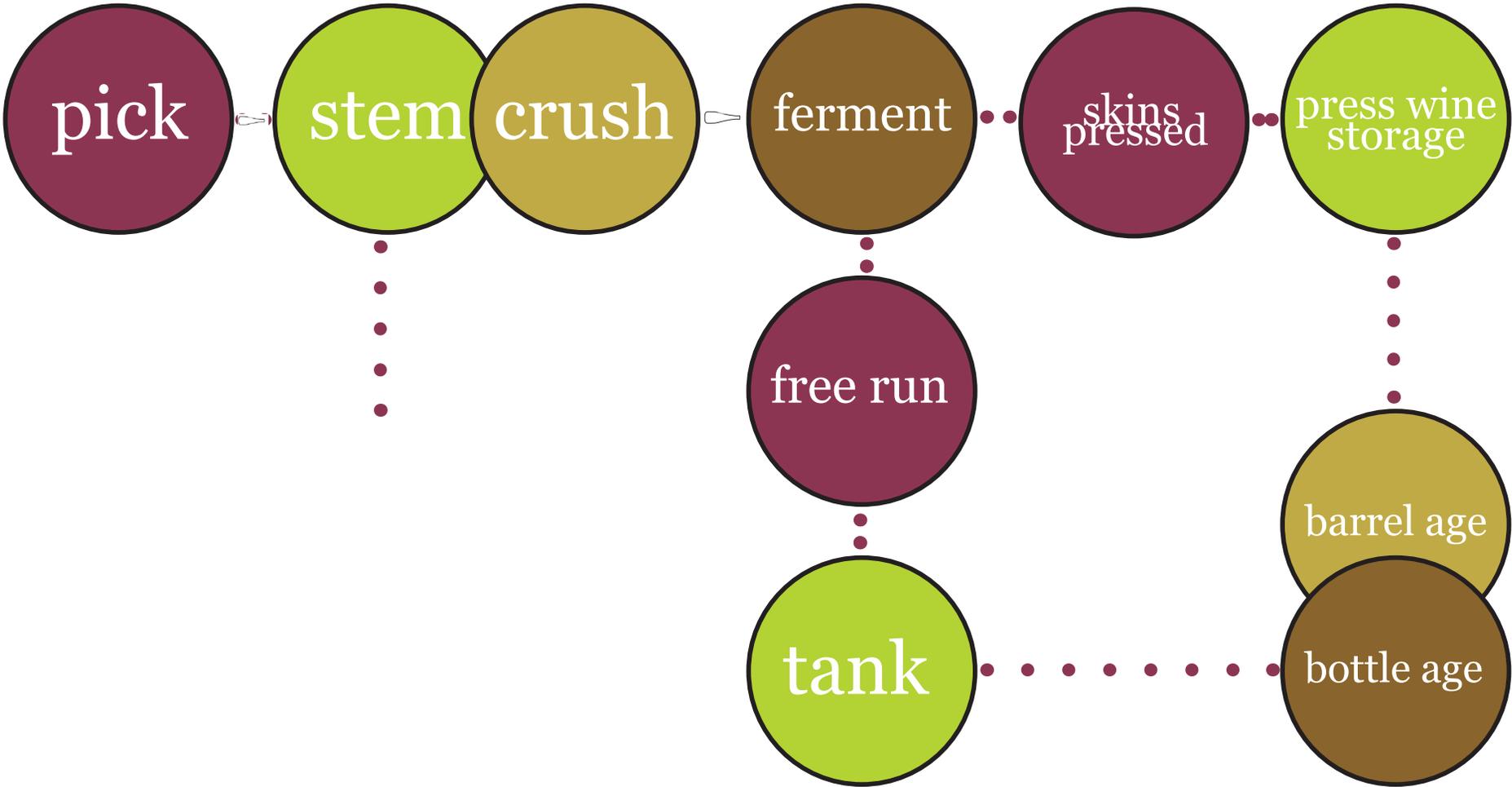
- Complimentary - either food and wine belonging together for ambience, or flavor.
- Socially - food and wine are paired for reasons such as psychological pleasure, rituals, and even denoting sophistication. Typical respondents did not use it as a means of drunkenness.
- Wine as a lubricant is used to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

(Wine & Society, 2006, 194-196)

“One-in-three born after the year 2000 will develop Type-2 Diabetes” (Food Fight, 2008).

- Whatever we purchase will shape the direction our food system takes
- Organic markets on the rise
- Variation is necessity for plants survival and to keep people interested. (Botany of Desire, 2009)
- “Community around growing food is a very powerful thing” (Ingredients, 2009).

process





# architecture

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“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

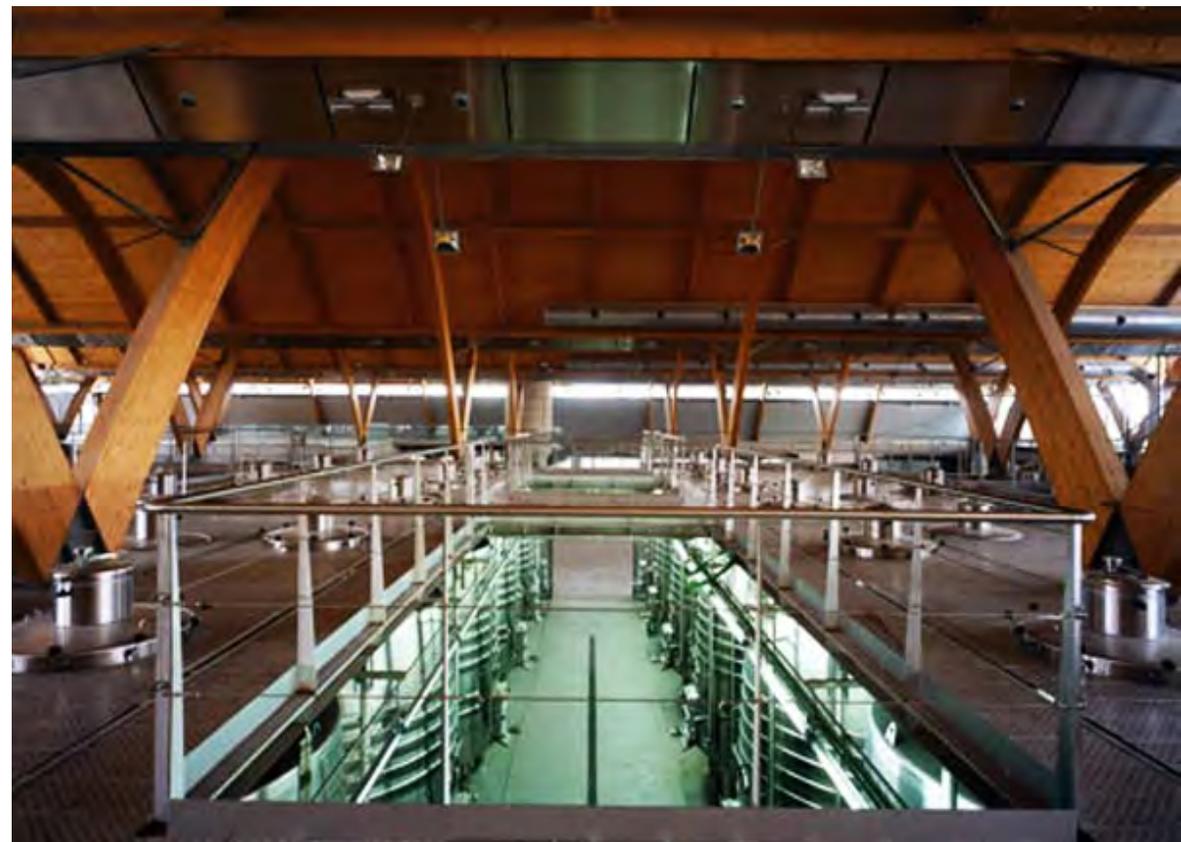
*size:* 209,358 ft<sup>2</sup>

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



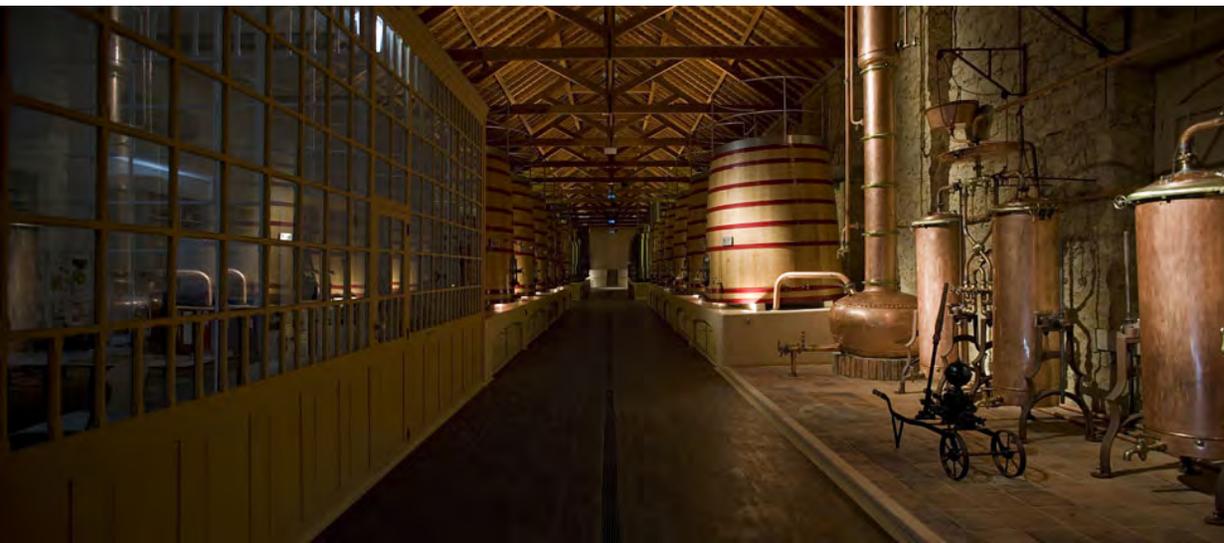
*location:* vila cha de ourique, cartaxo, portugal

*winery size:* 31 hectares of vineyards

*year completed:* 2007

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

*program elements:* gravity flow, cellar storage



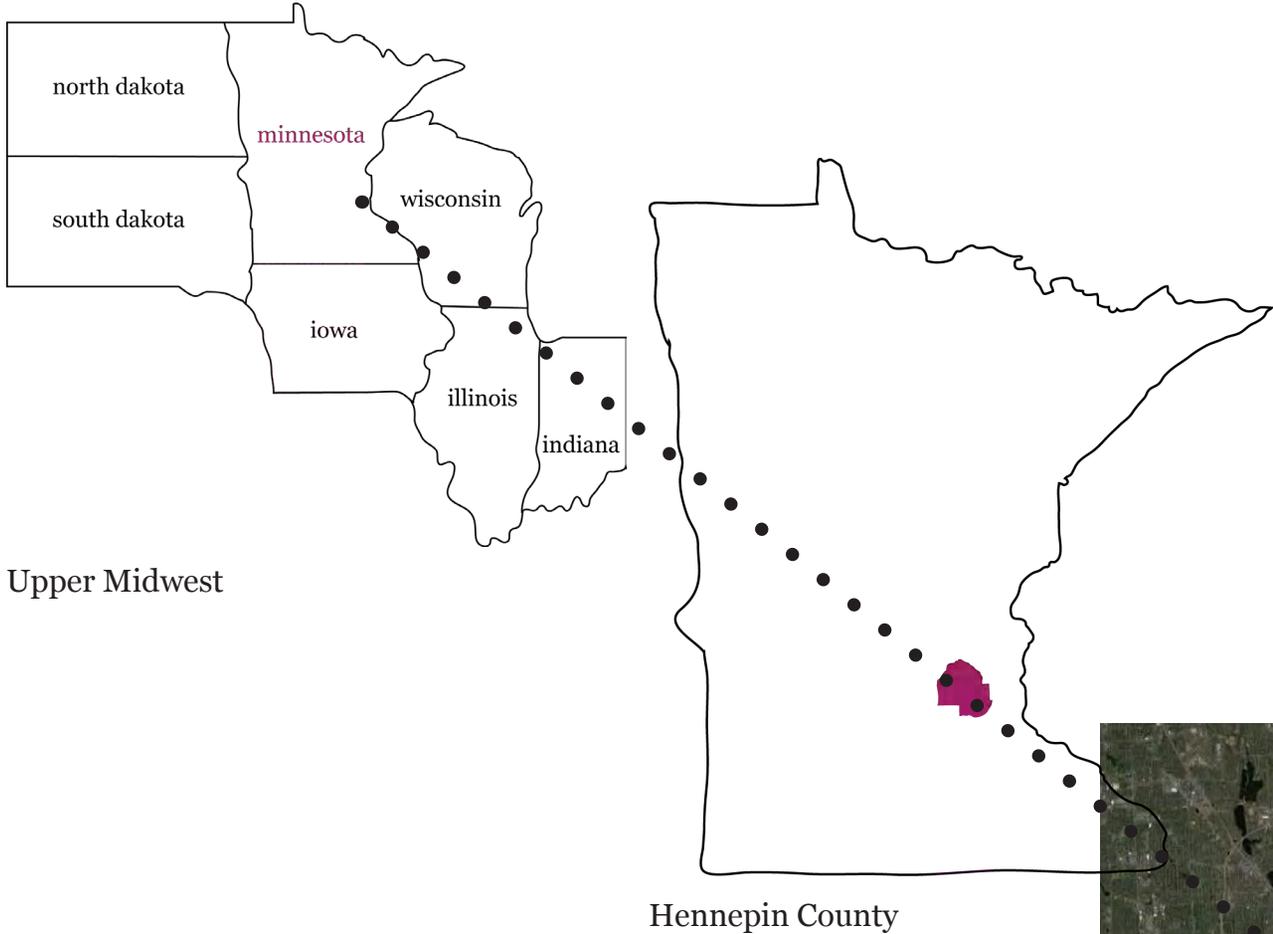


Multi-level viewing from street

**site**



# site information



Minneapolis



# site information



figure 1: M. Wright, 2012



figure 2: M. Wright, 2012

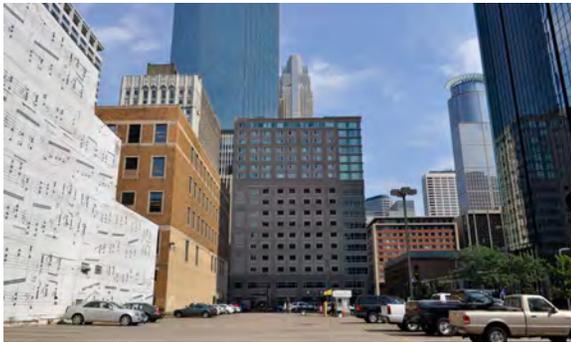


figure 3: M. Wright, 2012

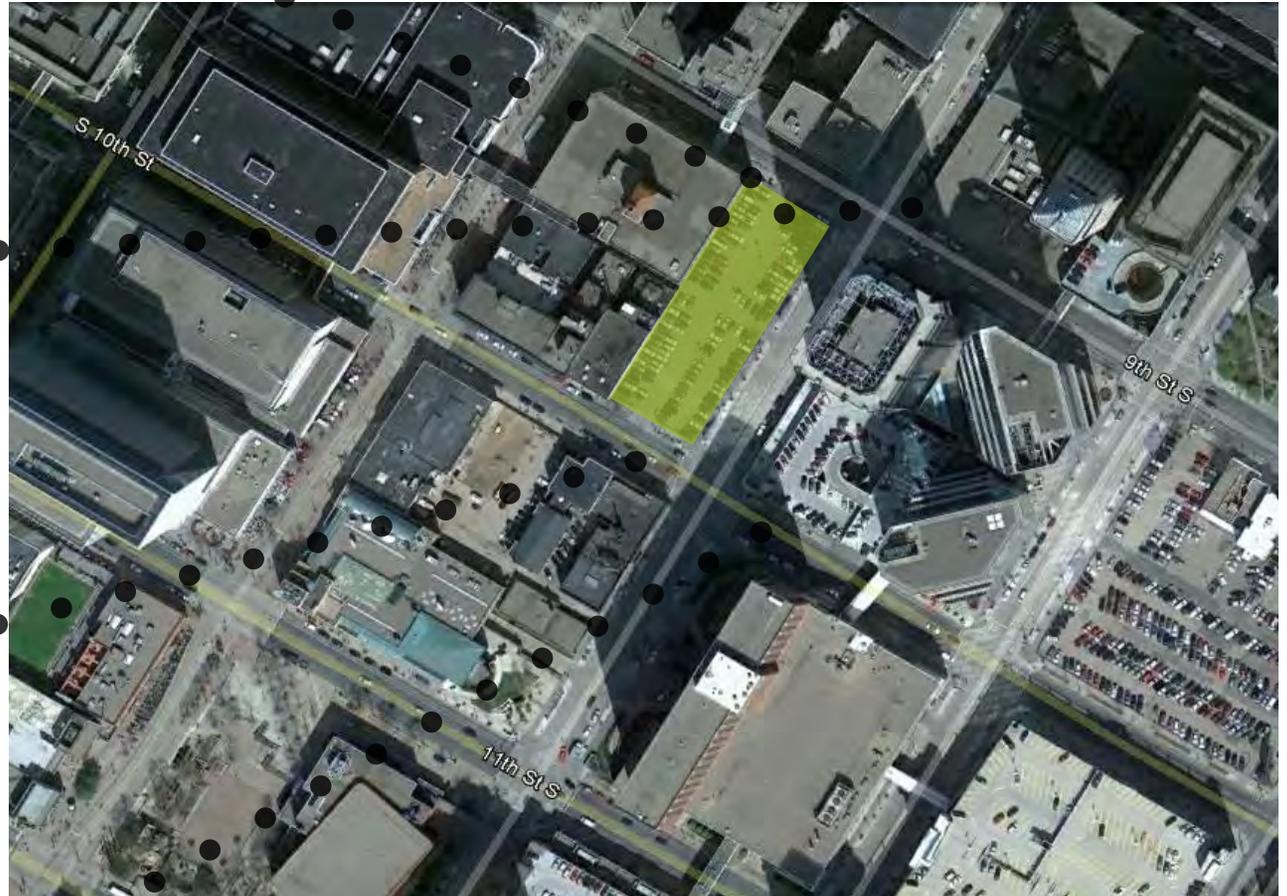
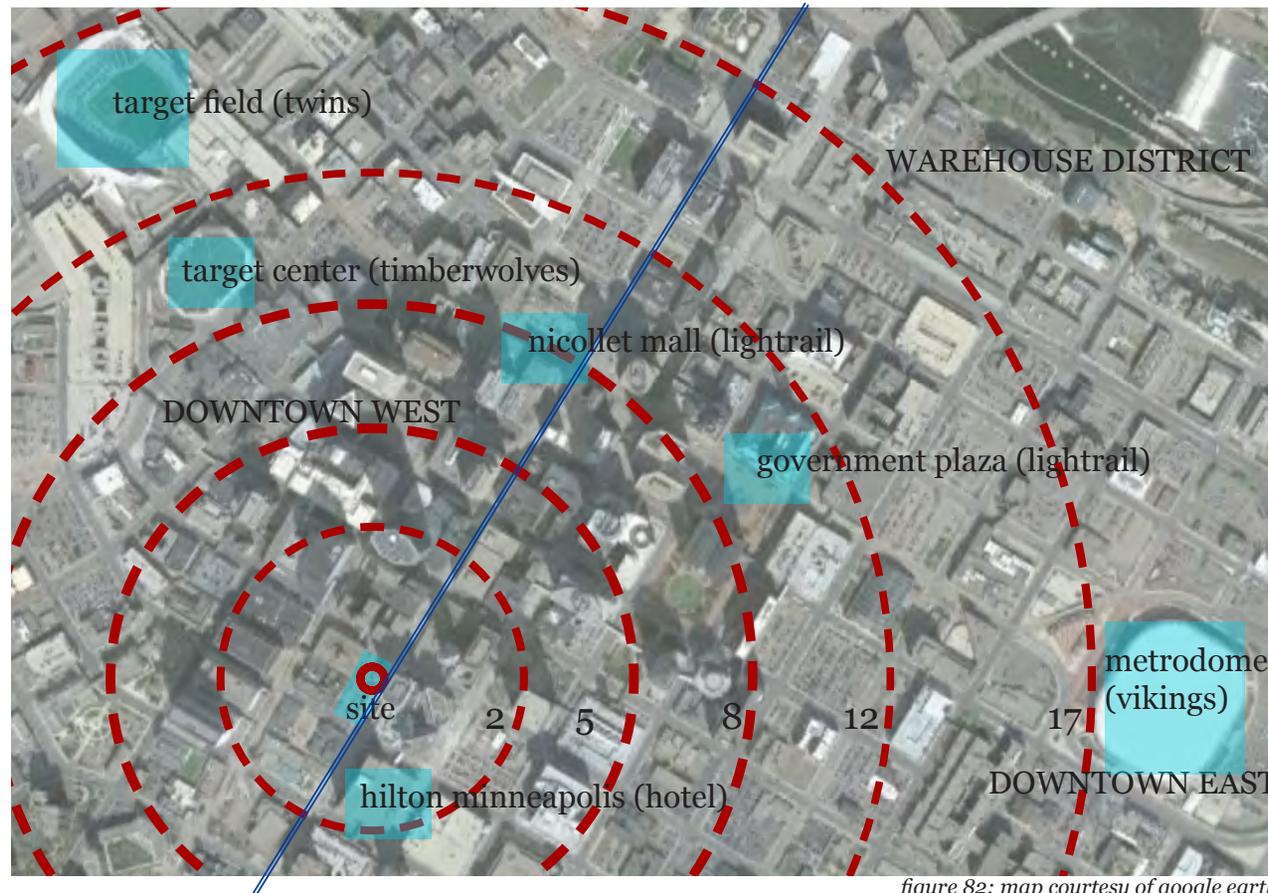


figure 5.6: courtesy of google earth, 2012

site: 9th street s/marquette ave.

## site information

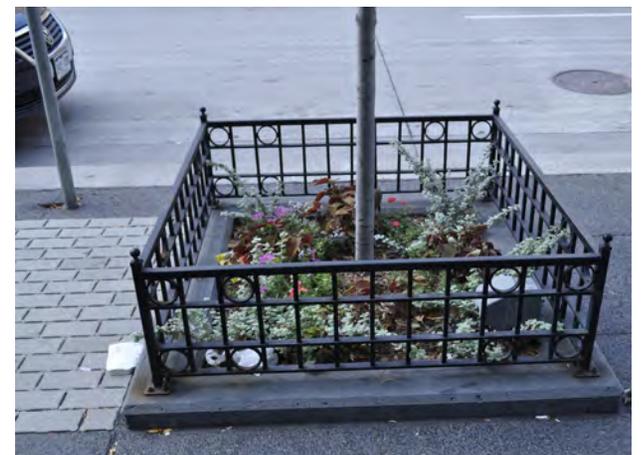
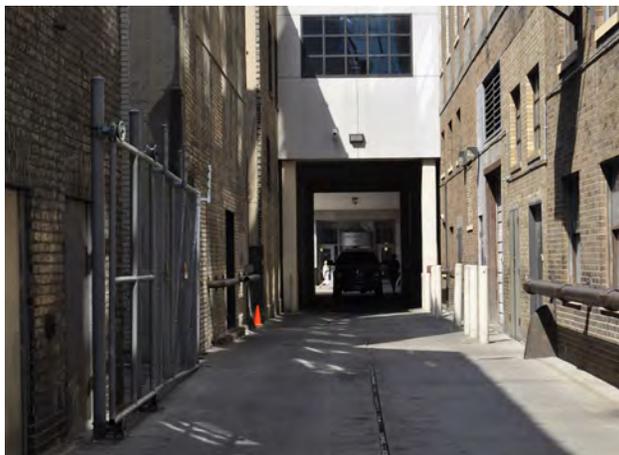
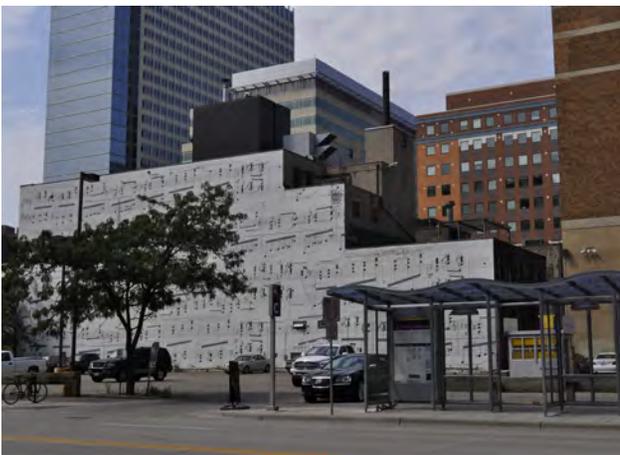


- site scored **94**/100, a “walker’s paradise,” according to <http://www.walkscore.com/>
- rings signify “minutes” in walkability circumference
- the downtown is broken into several different “districts”
- numerous skyscrapers, hotels, residential buildings, street-level retail, shopping, theater, sport 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





# site character

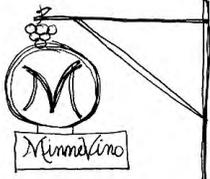
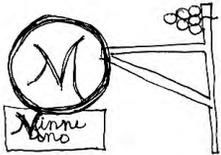
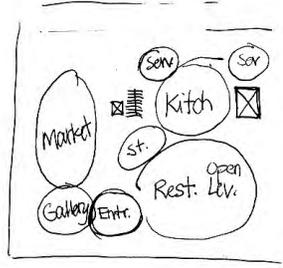
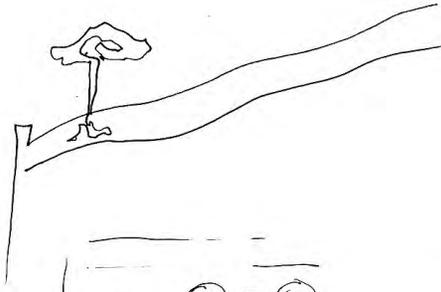
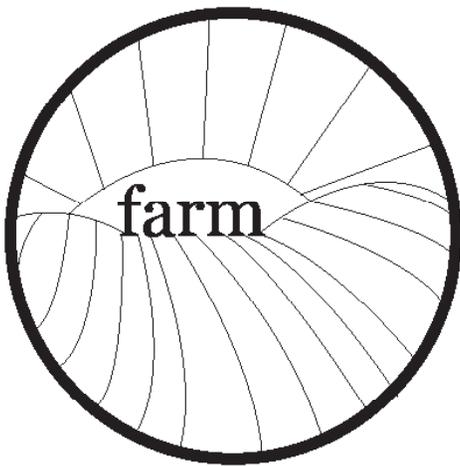




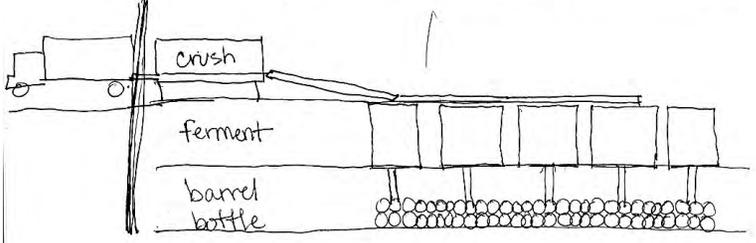
- Incorporate gravity flow winemaking into architecture program in a functional yet promotional way
- Create promotional opportunities through the architecture
- Design spaces and functional layout for the users' and customers' experience
- Let this building be a small “icon” building in Minneapolis
- 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**





	laboratory	offices
outdoor	crush	open
	ferment	rest.
store	store	store rest.



minnevino  
organic wine



minnevinooo  
organic wine

wineco  
wineco

2 labels  
1 priv.  
1 co-op

3 label styles for now  
-food  
-wine -- own vineyard  
-wine -- coop grown

Minnesota -  
organic winery - bridging urban/rural  
  
stonearch winery  
minnevino  
lake state winery  
10,000 vines  
urbanapolis winery & coop  
organico - urban minnesota wine & food co-op  
minnesota rural...



ō  
long o

MINNESOTA  
MINNEVINE  
MINNEVINO

*Mino  
modrena*

*Vino  
MODRENA*  
*Vino  
MODRENO*

MINNEVINO

*Minnevino*

*Minnevino*

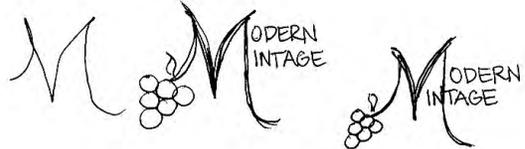
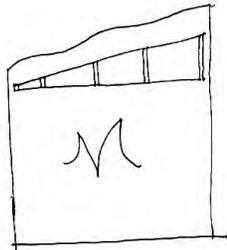
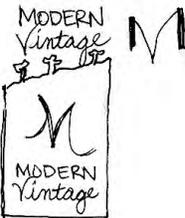
MINNESOTA  
ORGANIC WINE



MODERN  
VINTAGE

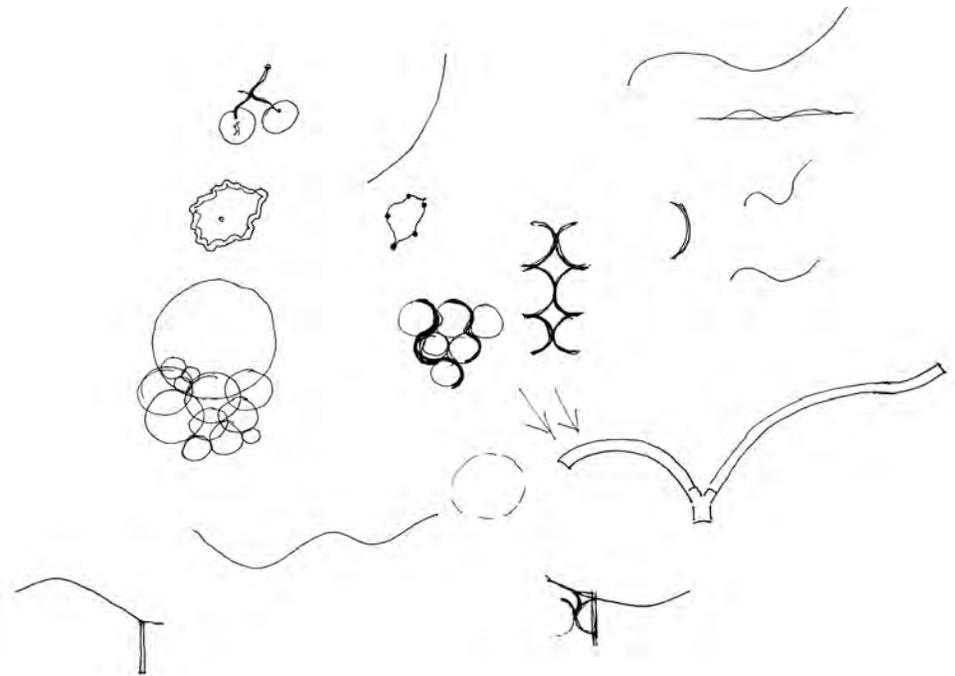
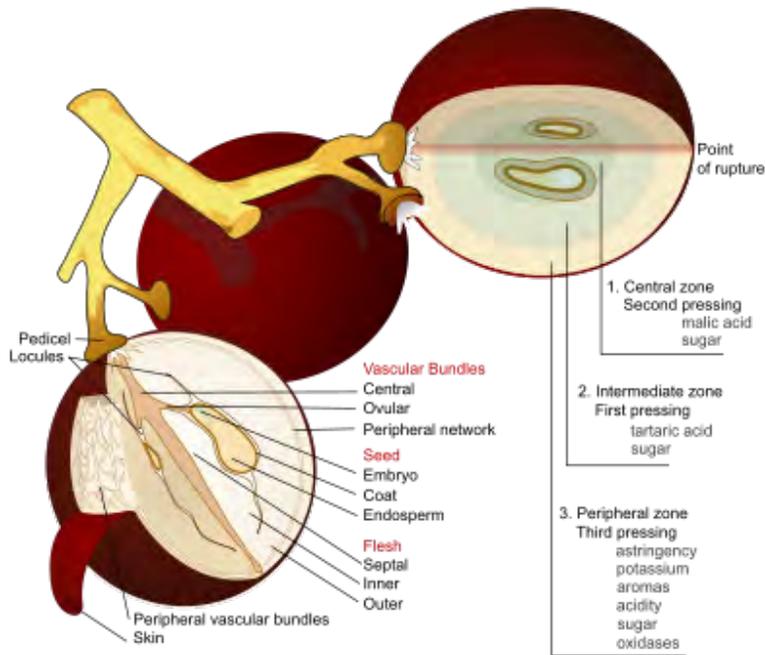
MODERN  
Vintage

*Modern  
Vintage*



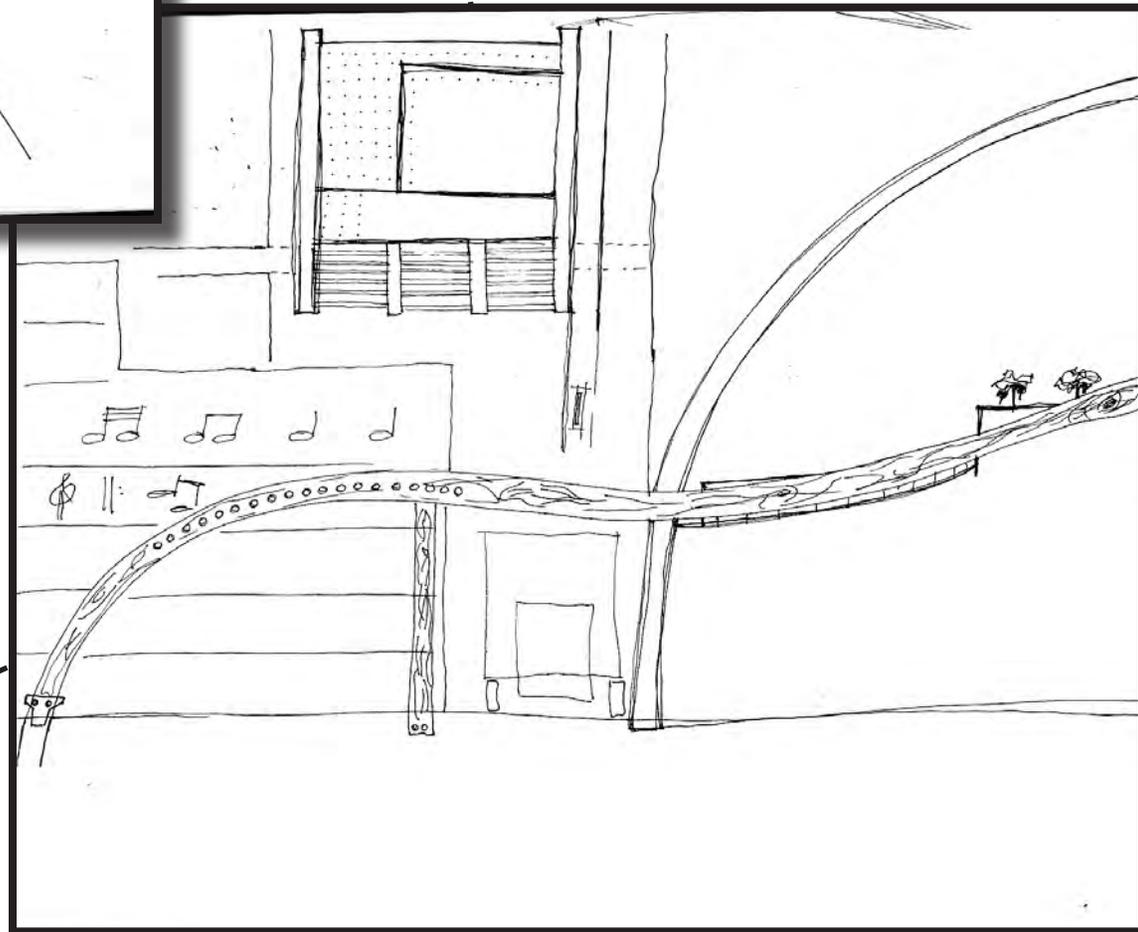
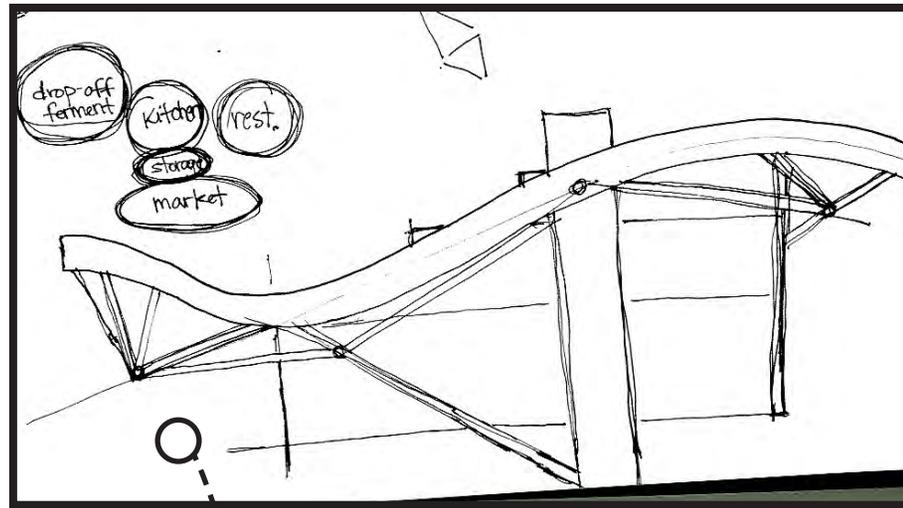
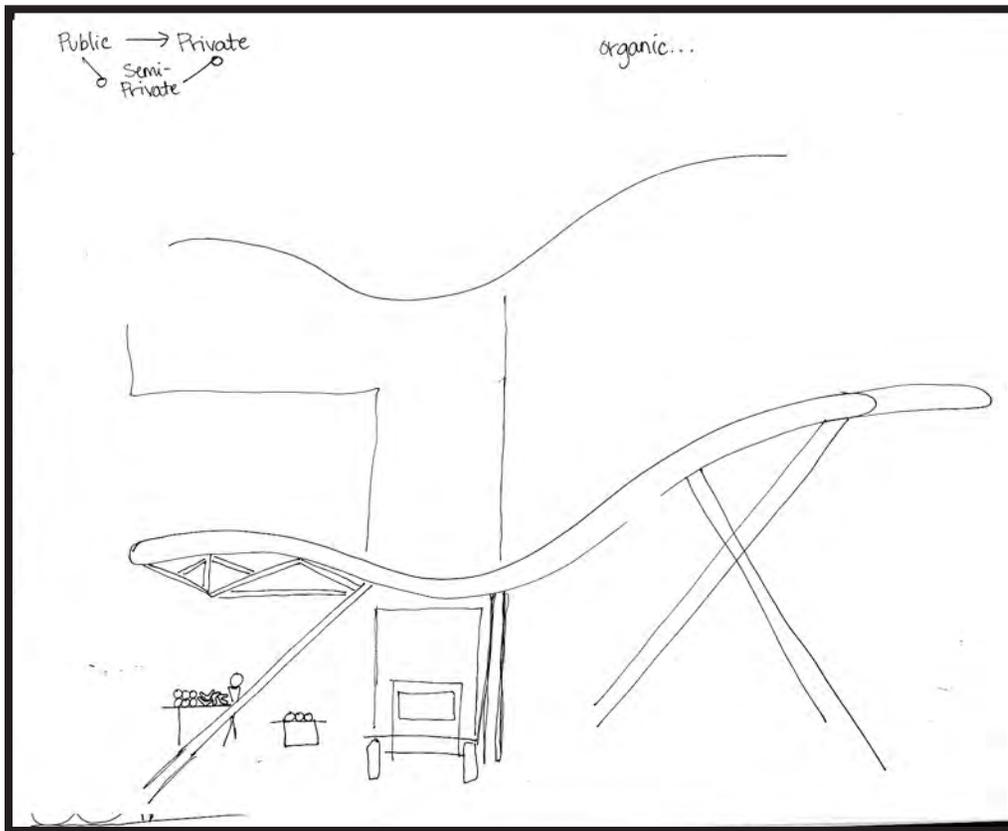
FRONTENAC | *frontenac*  
*grape Grape Frontenac*

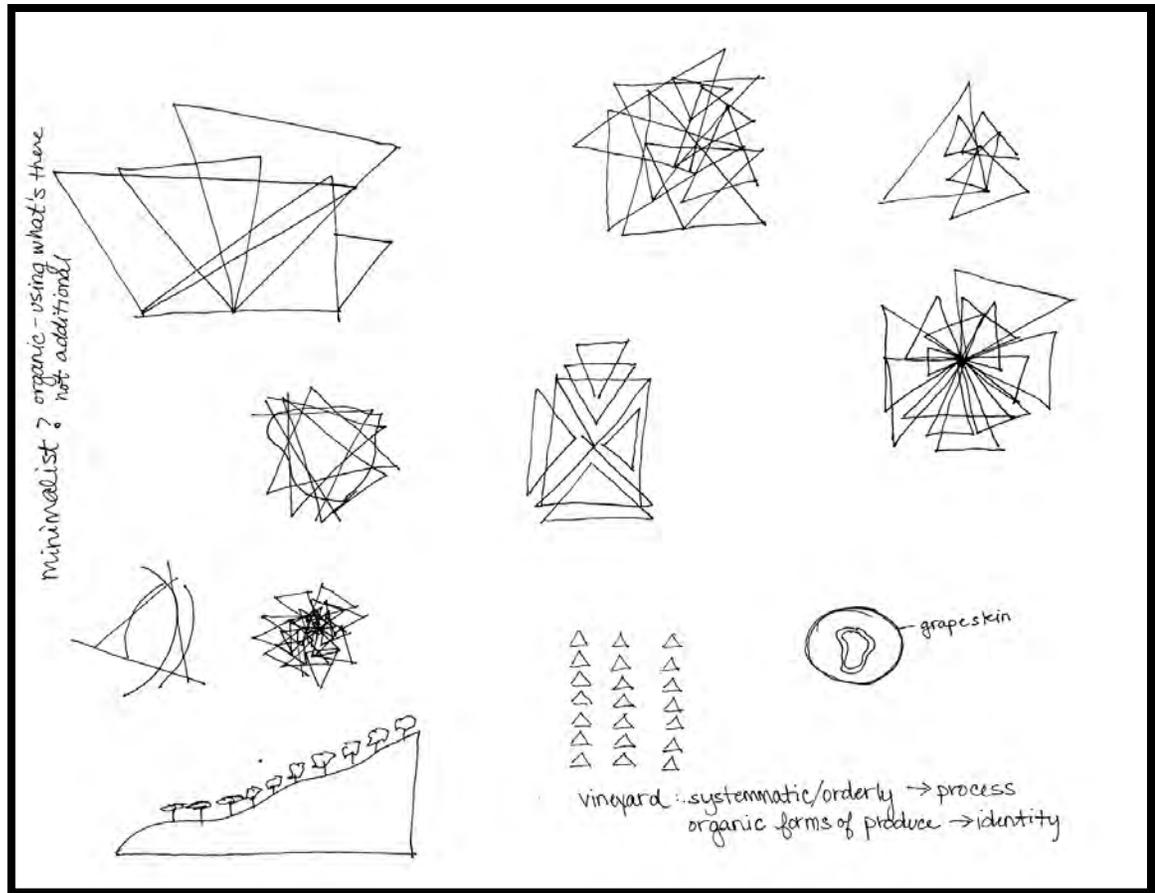
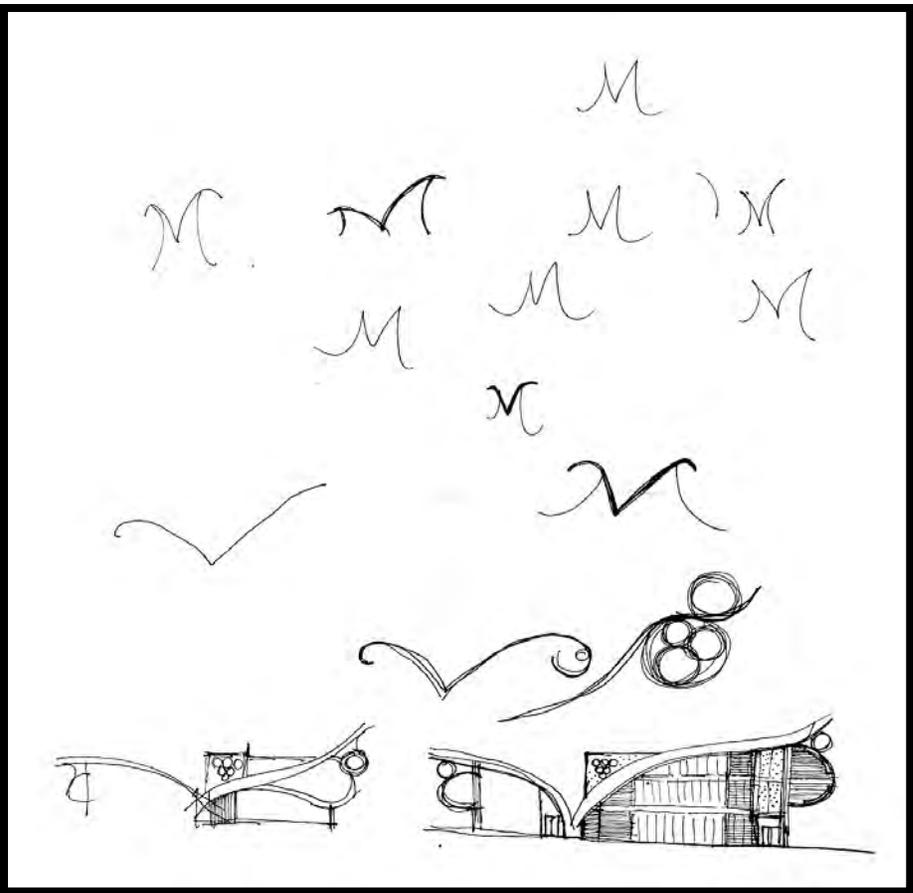


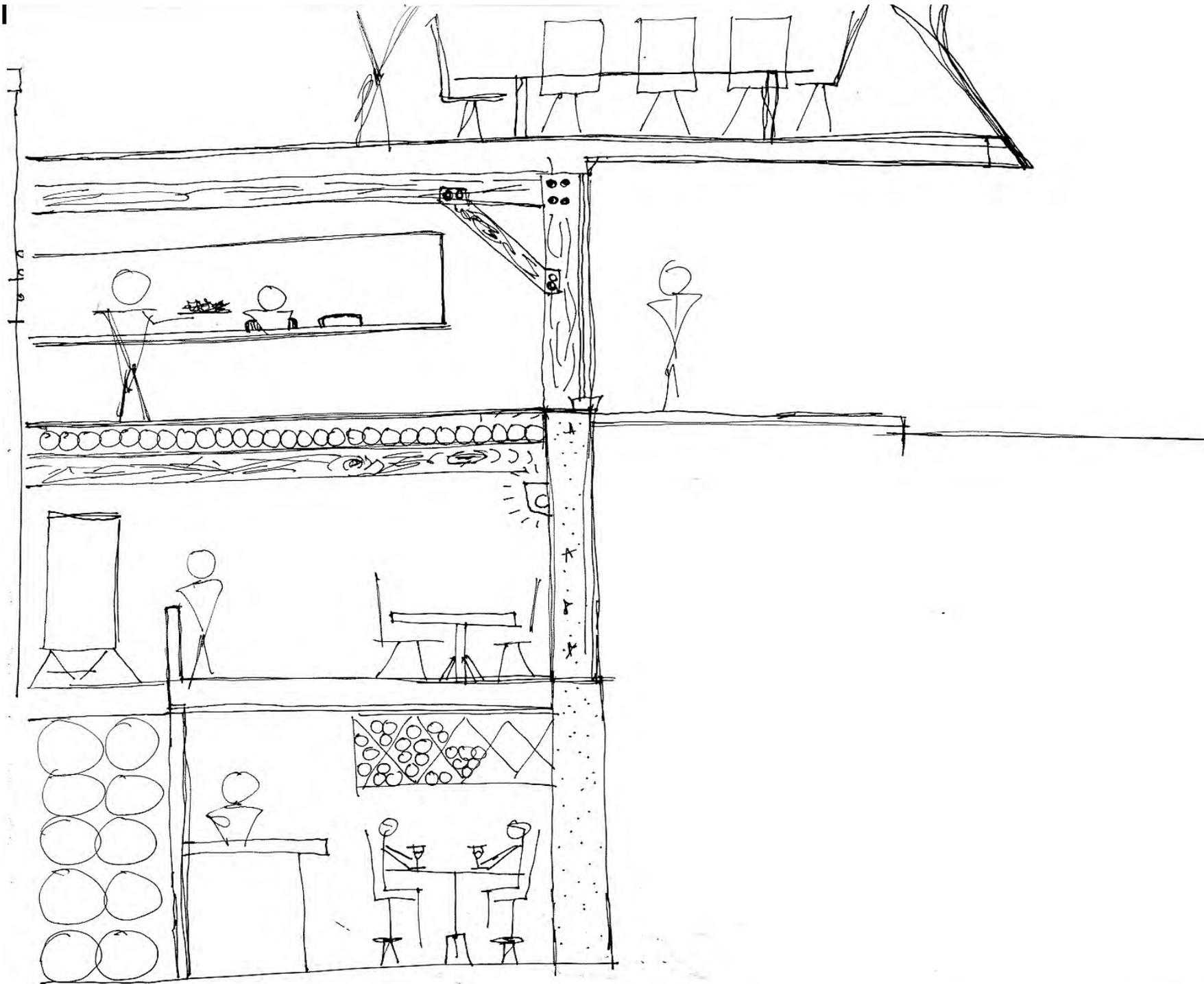


- Organic doesn't necessarily mean "blob" or "crazy"
- There is an order to organic things within their own shapes
- Structure/anatomy of a grape has very particular biology in order to "be" a grape
- Show how "insides" worked from outside -- "process"





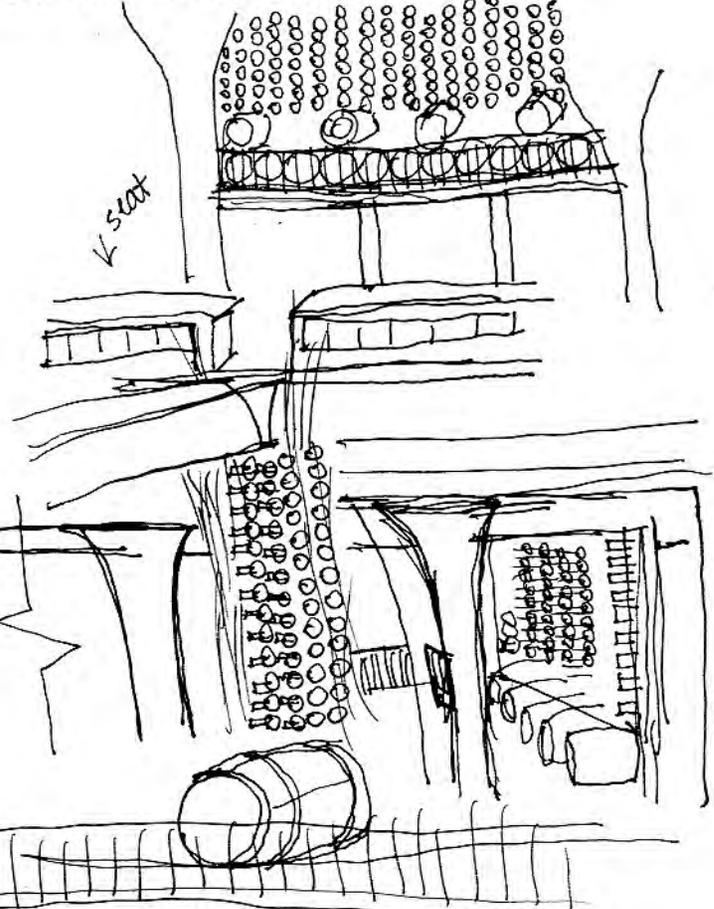
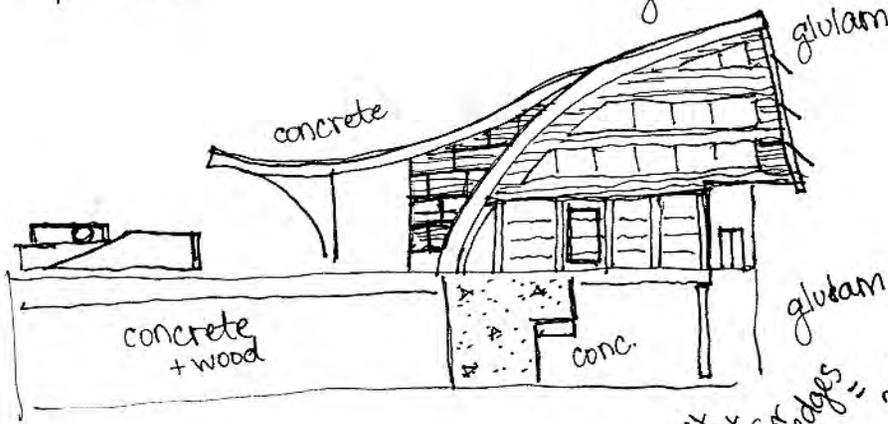




concrete → wood  
process

"wood → concrete"  
↓  
glass

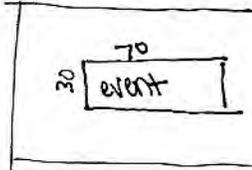
steel connections - black for wood



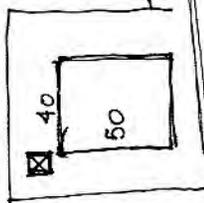
glulam  
7.5 ft left for edges = 22'

pigmented concrete??

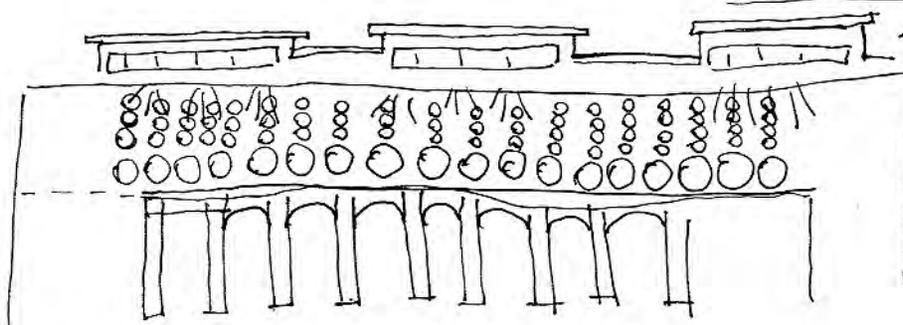
40x50



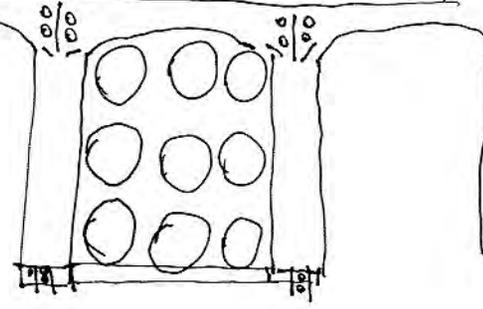
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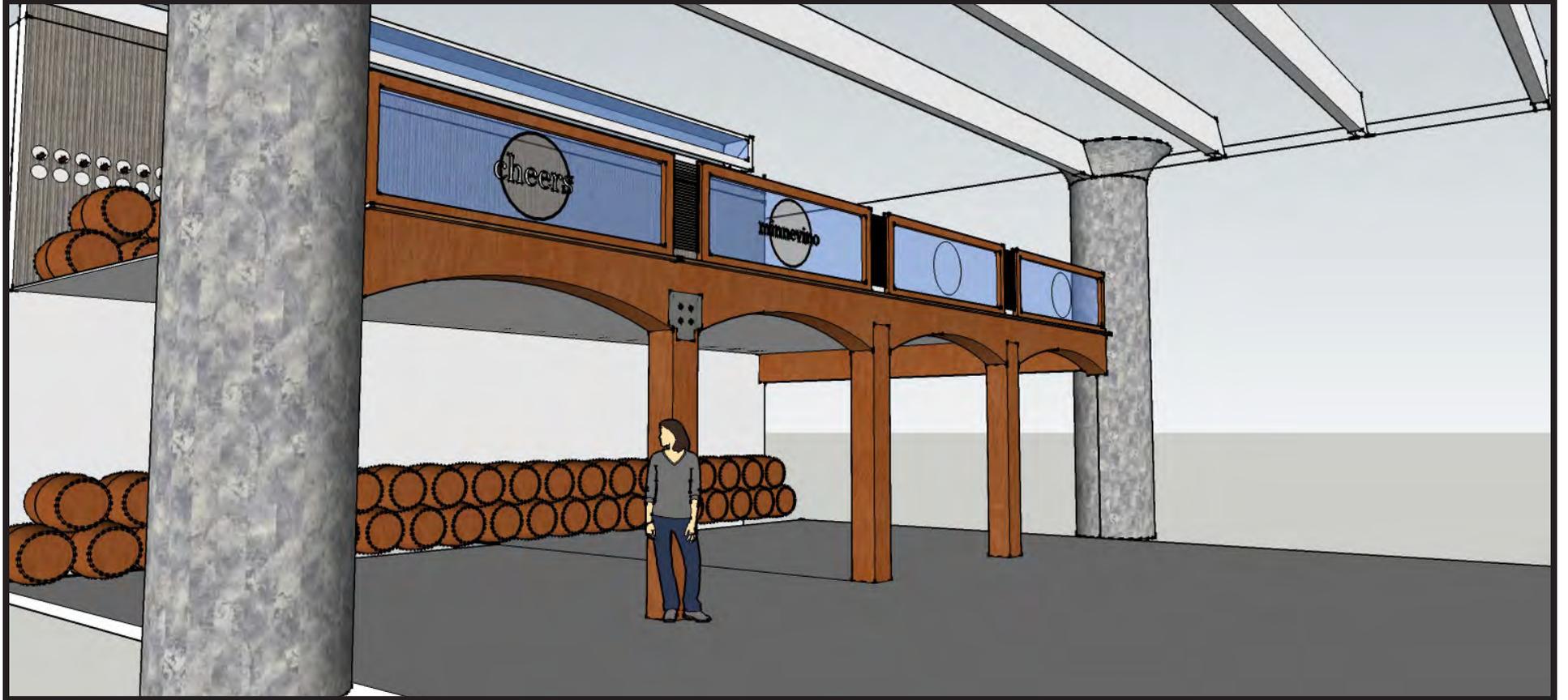
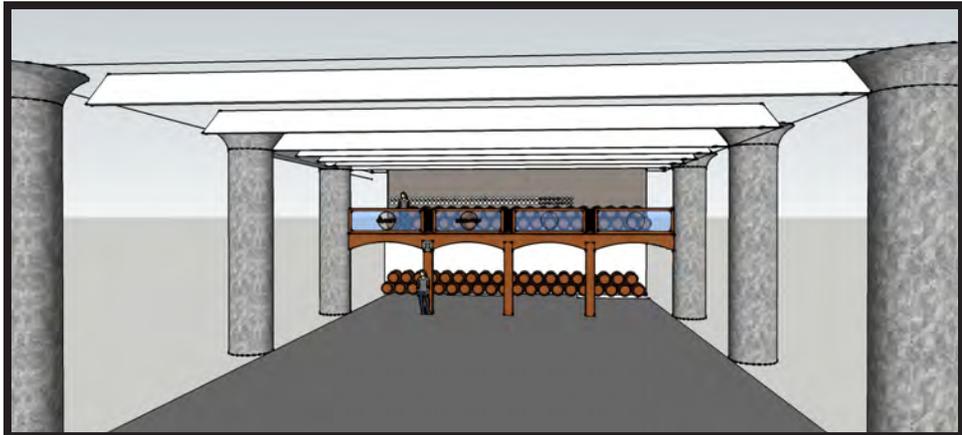
30x70

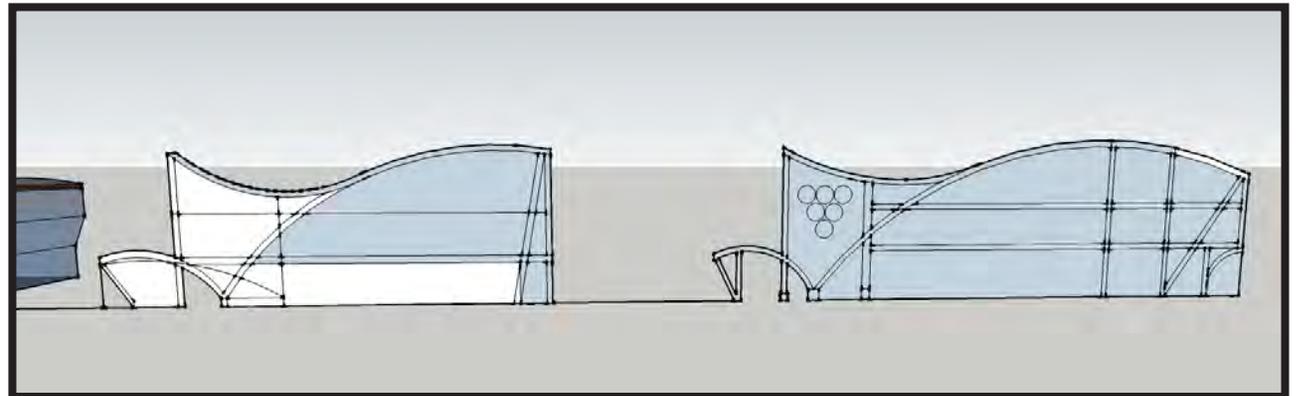
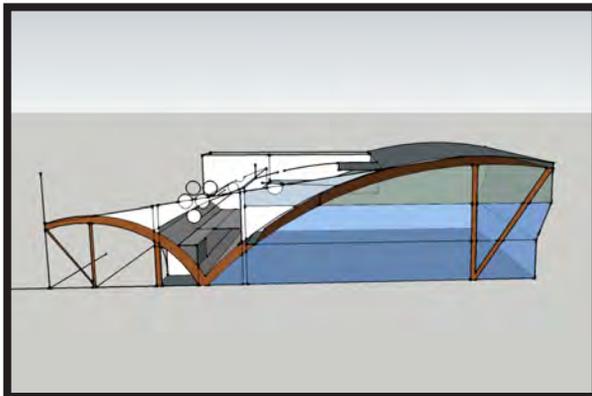
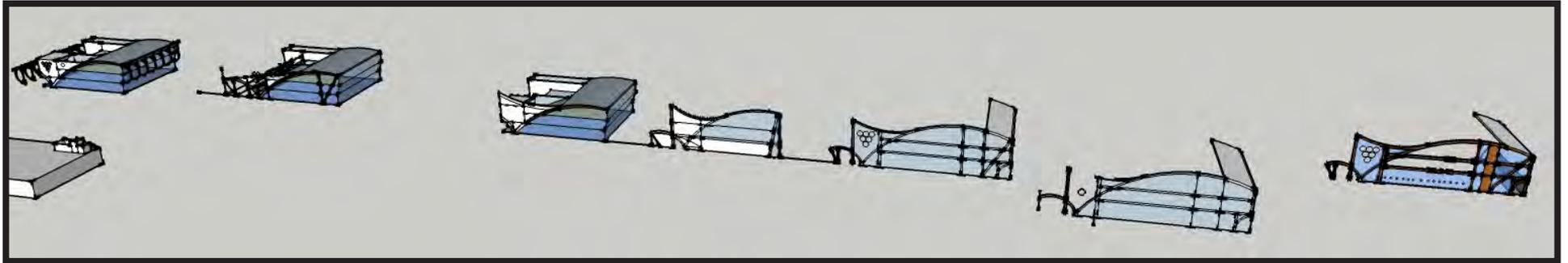
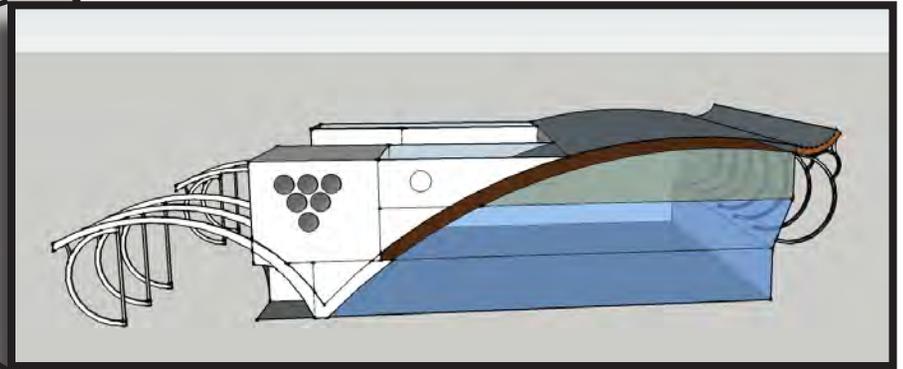
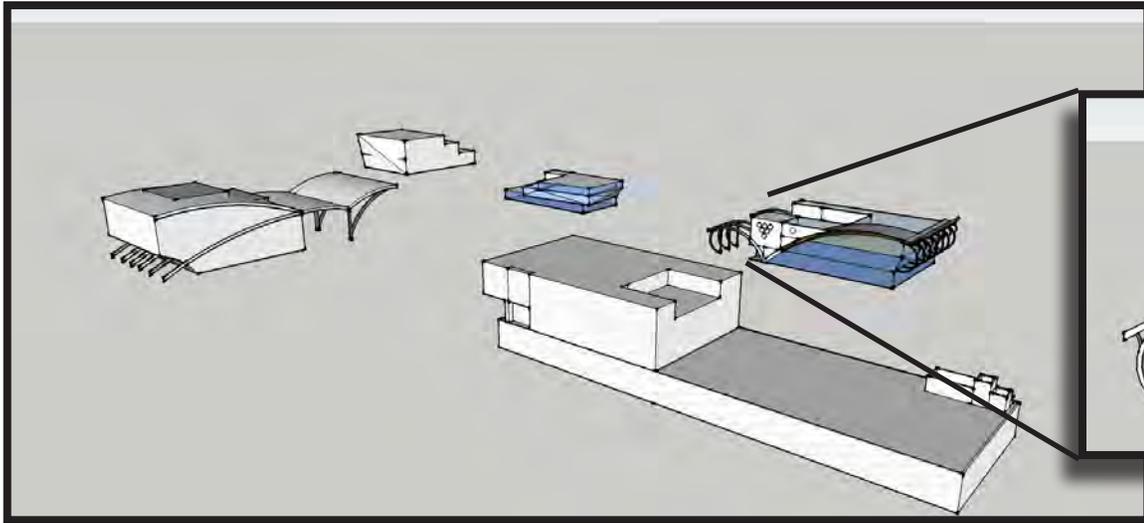


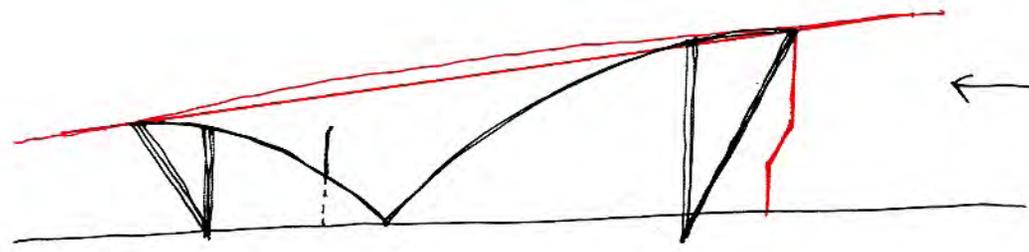
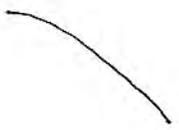
50x40



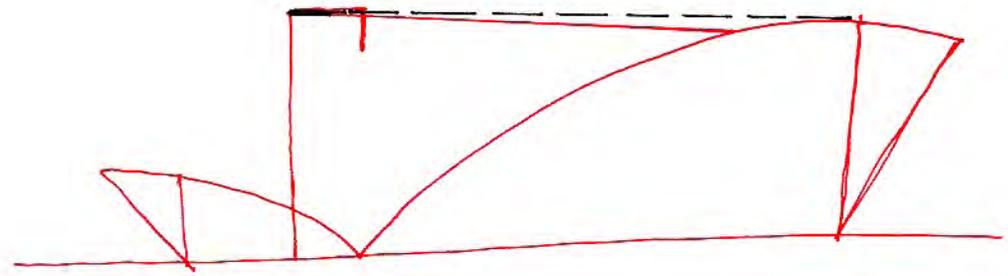
2000



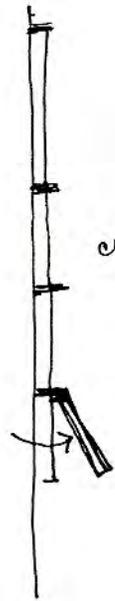
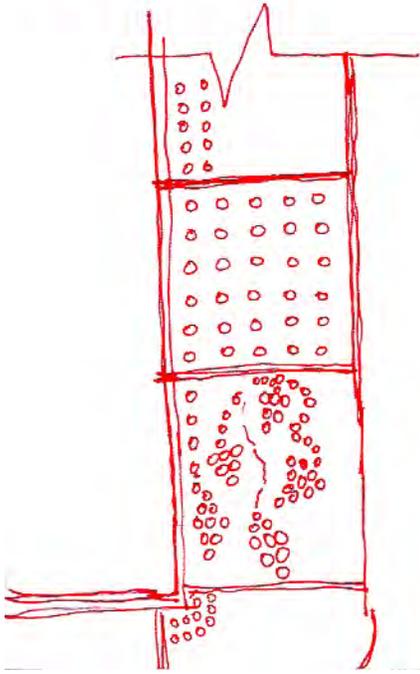




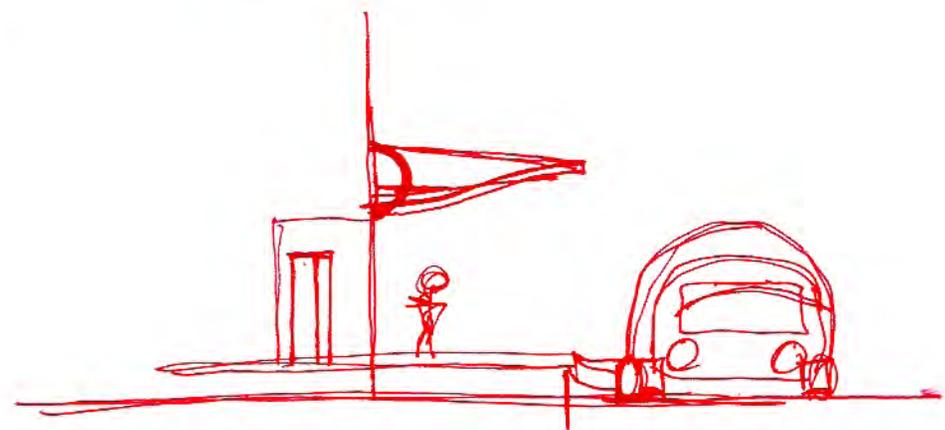
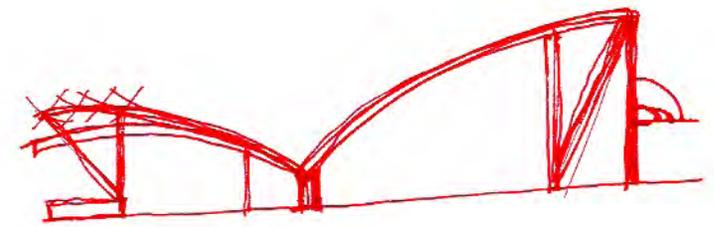
← slope higher to happen for 8' clearance @ S. end (green)



grape fritted pattern?



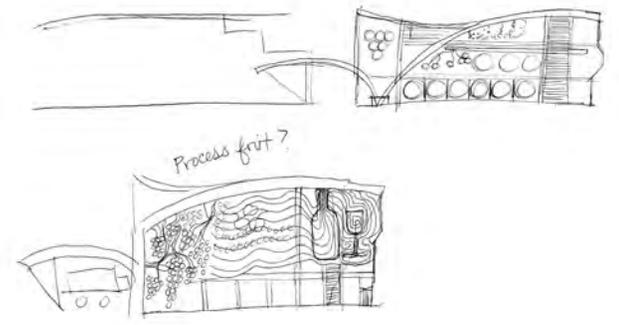
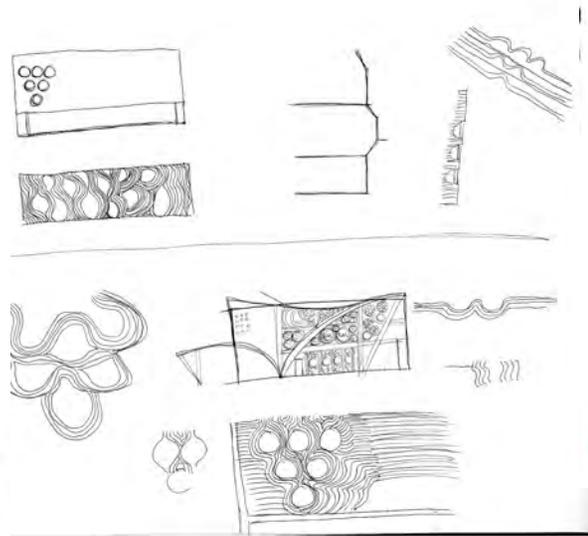
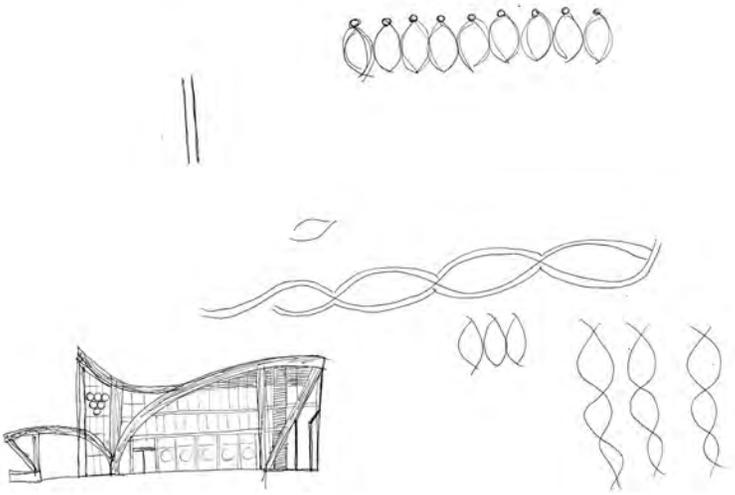
curtain wall opening



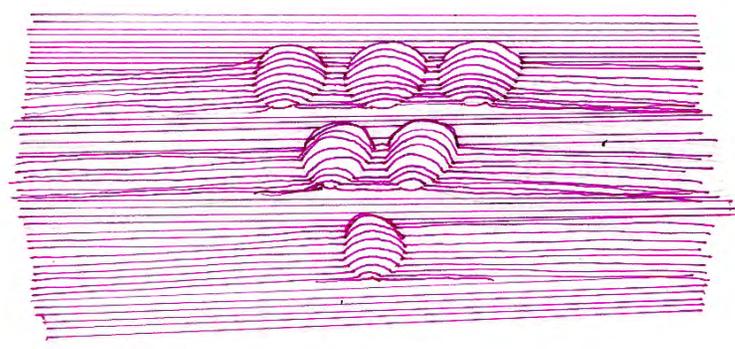
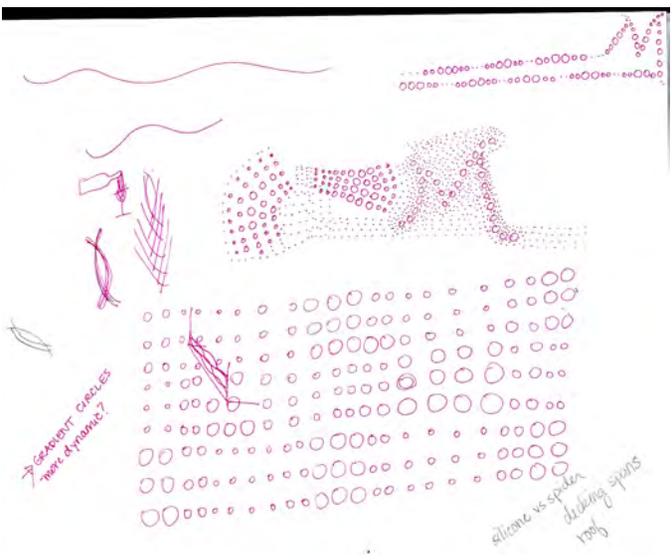
# solar frit



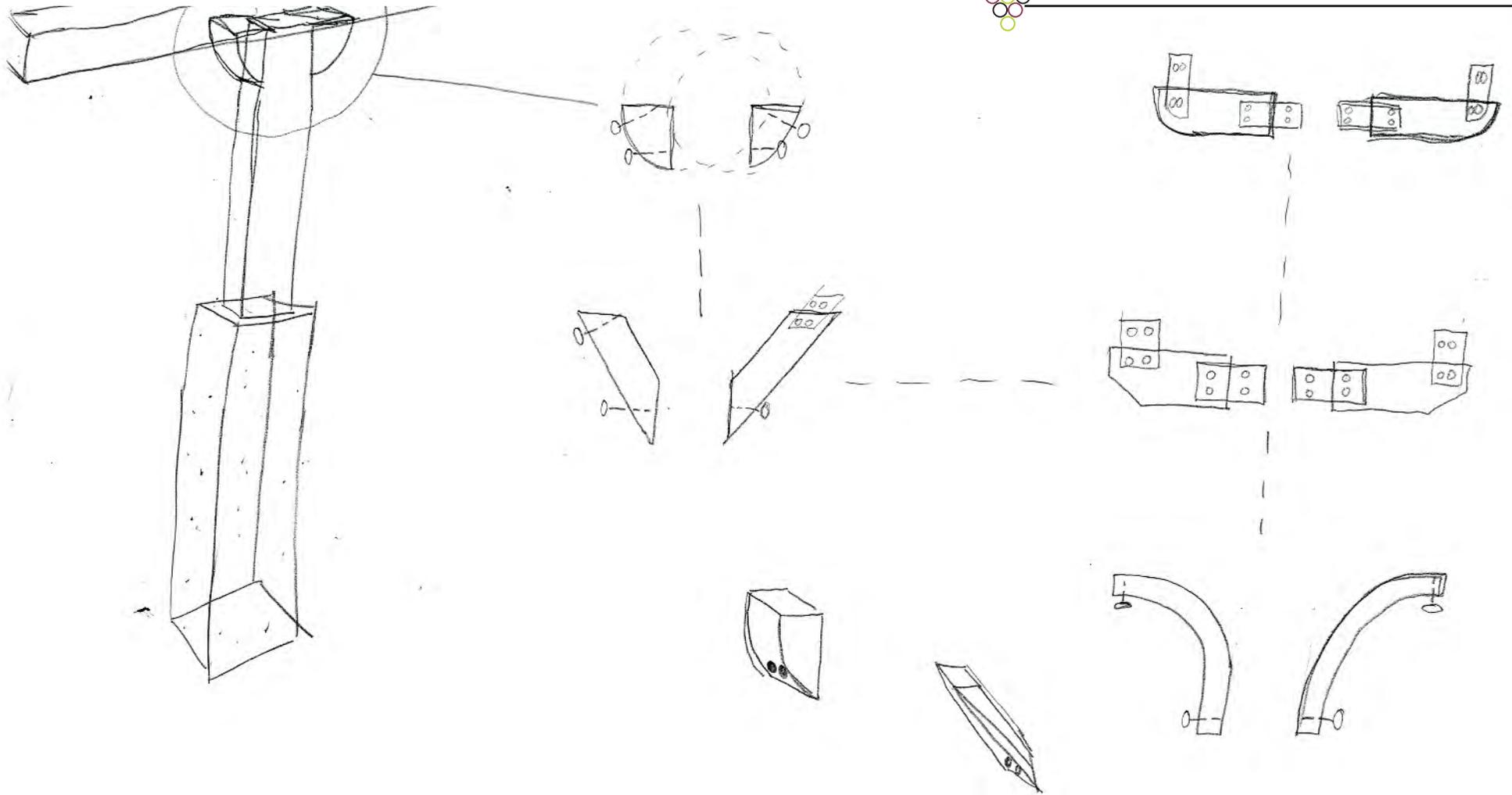
organic - line between too literal + function  
 ↳ fluid but HIGHLY functional in "internal" make-up  
 ↳ free form

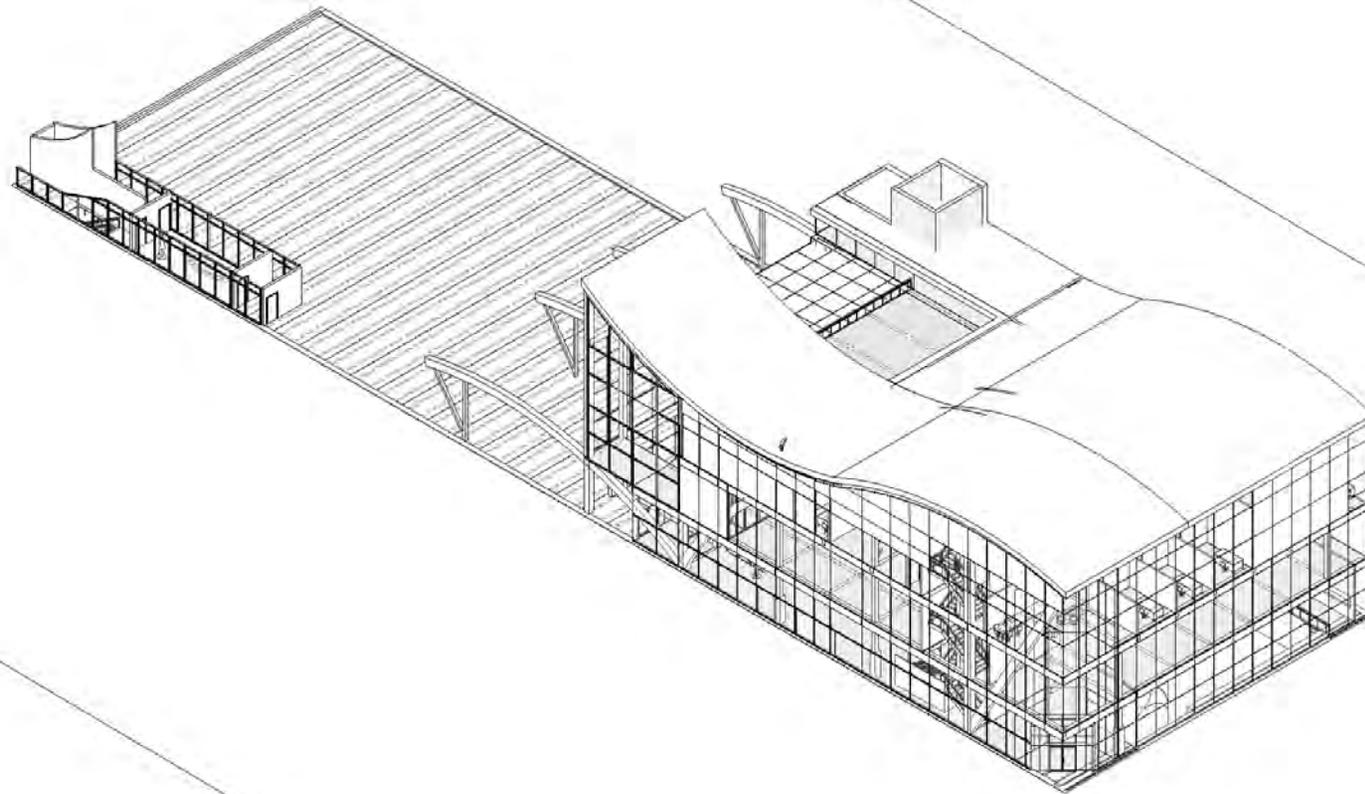


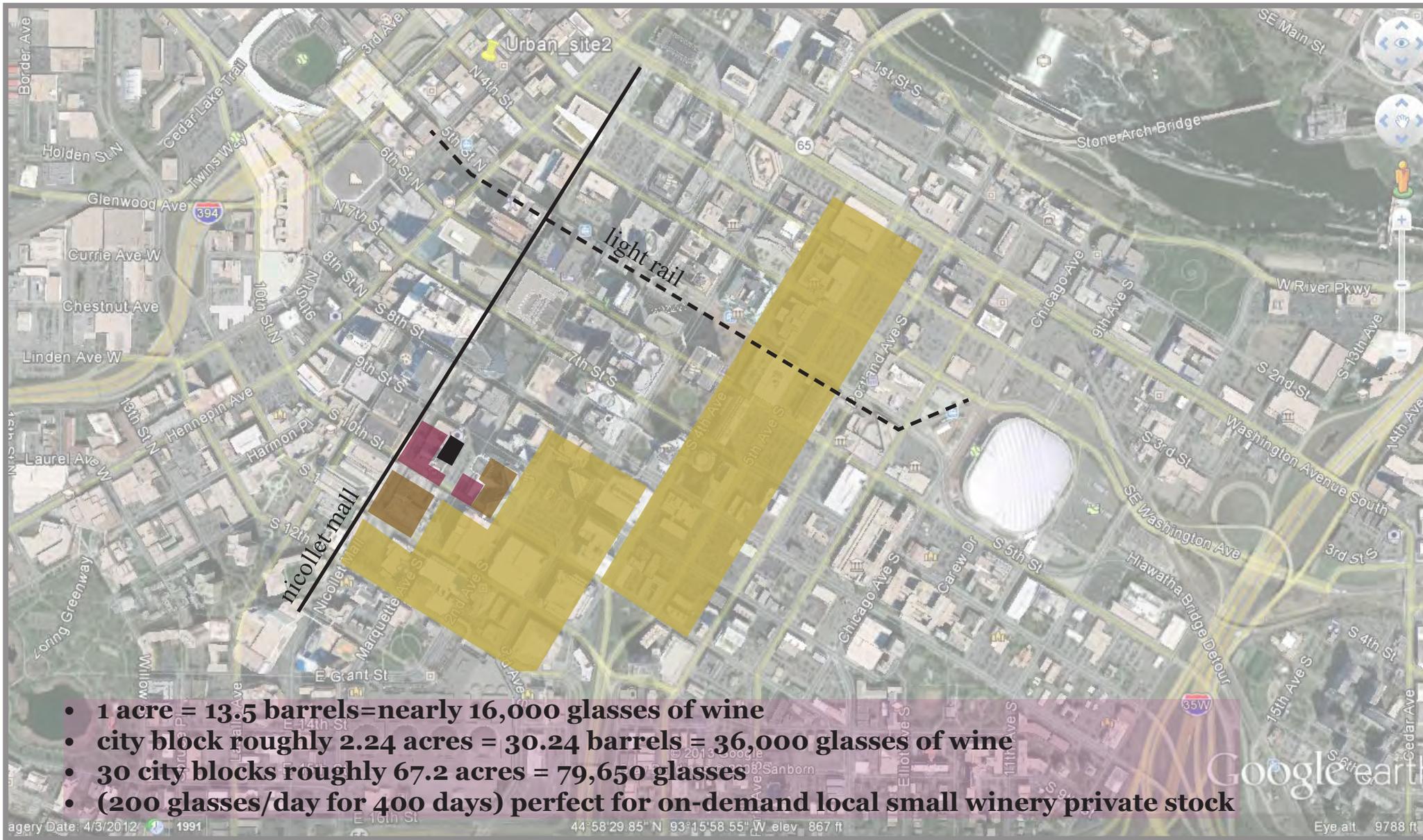
Pilkington glass  
 spider glass



# column detail







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

projected grape district of downtown minneapolis

- 5 years
- 8 years
- 20 years



**final design**

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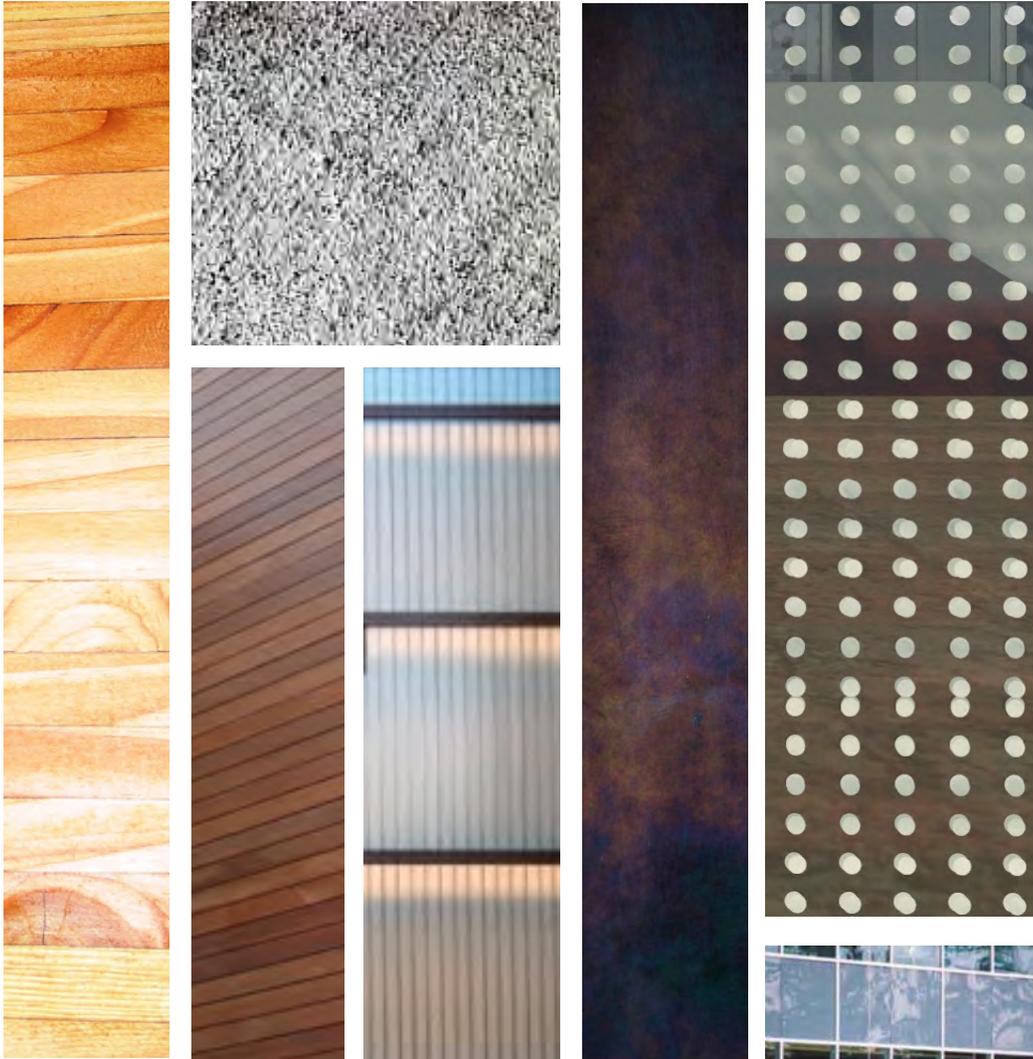


Perspective towards East (View from One-Way on Marquette Ave.)



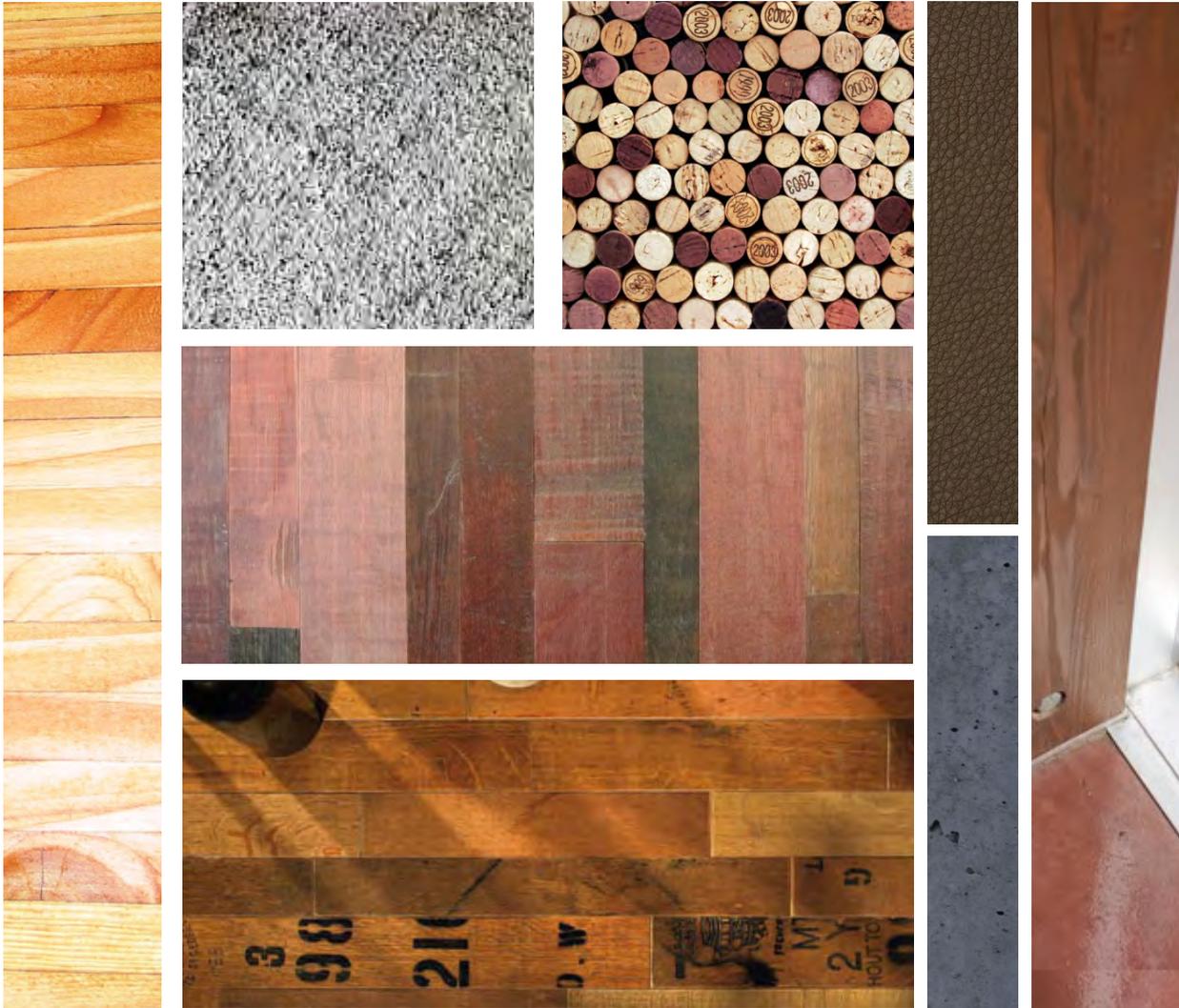
Perspective towards West (View from corner of 9th & Marquette)

# exterior materials

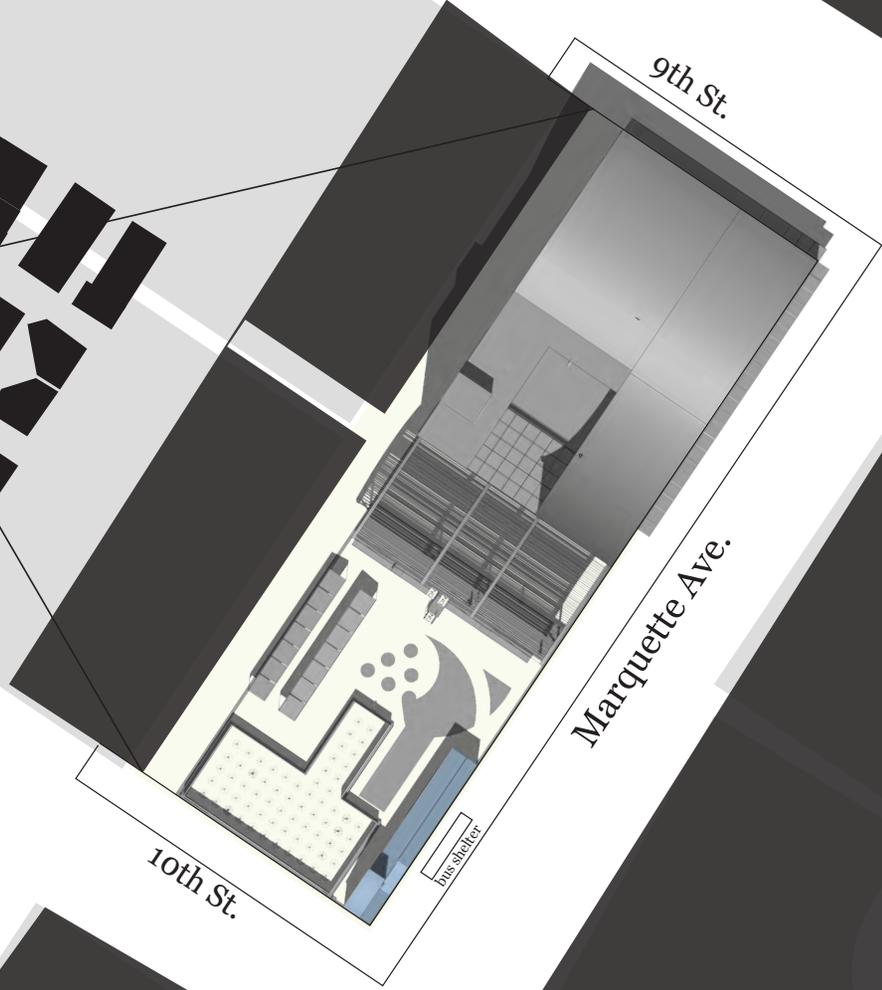
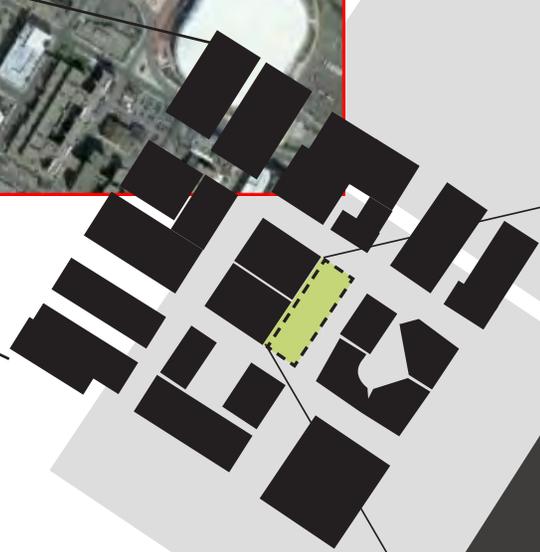
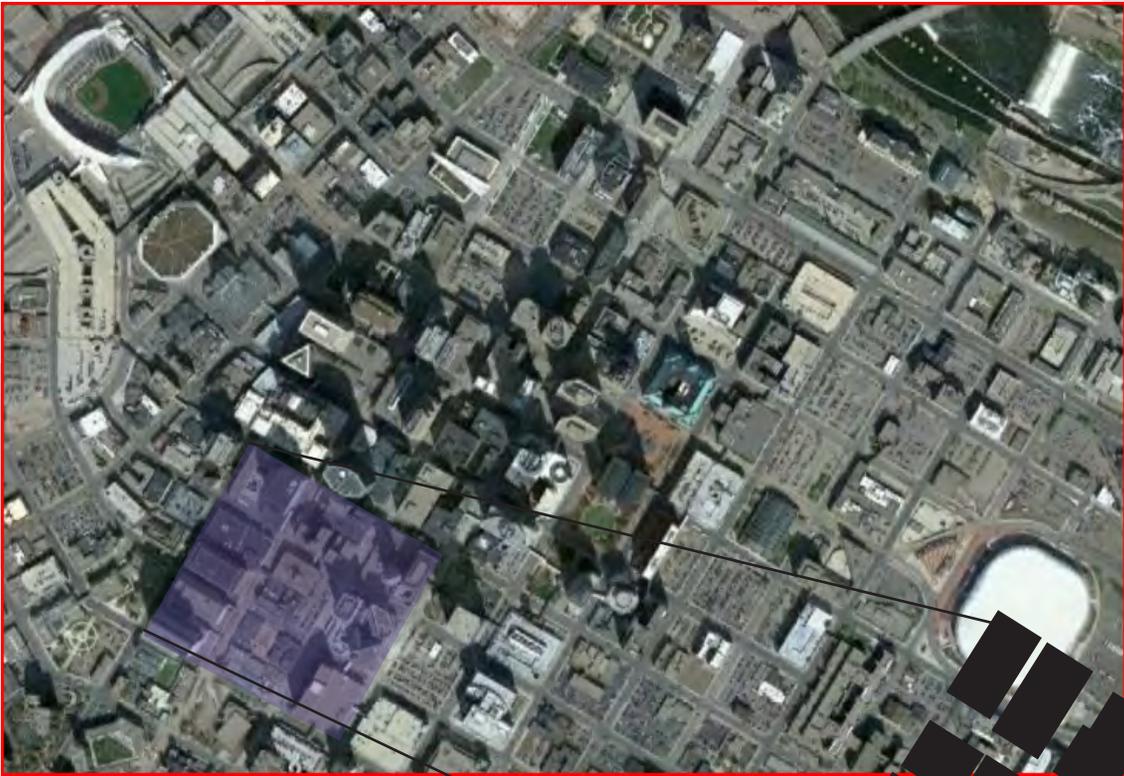


- Zahner Copper Penny Panels
- glulam superstructure above grade
- Concrete - market plaza
- “ShipLap” Connected Horizontal Wood Cladding
- Channel Glass
- Fritted Glass
- Spandrel Glass

# interior materials

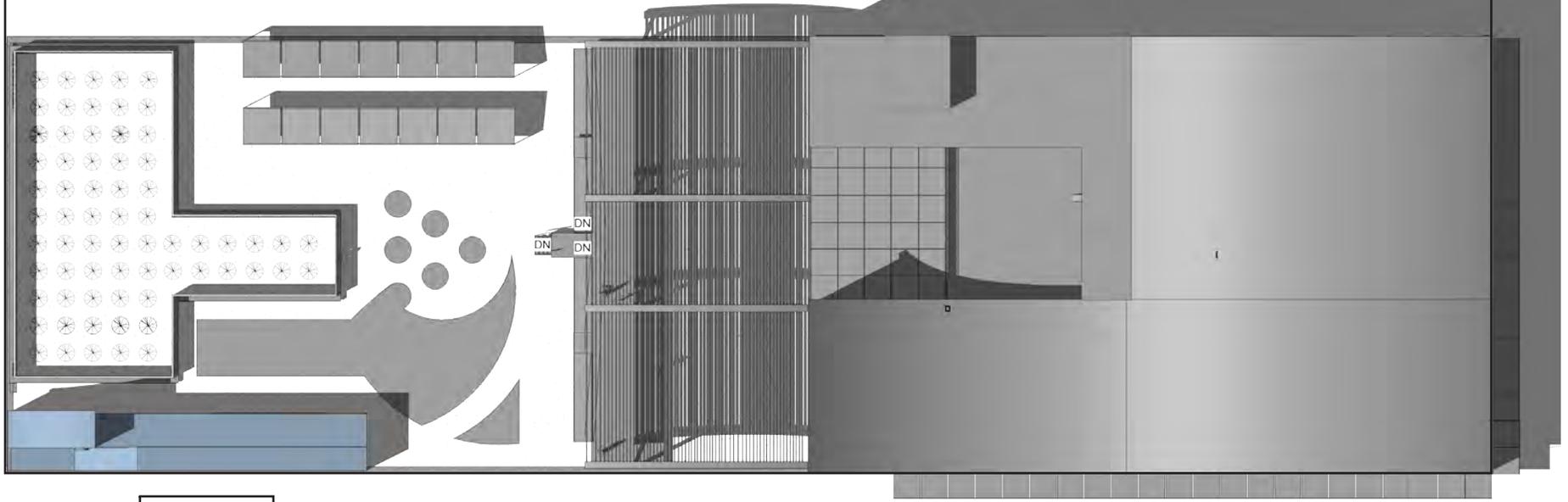


- glulam superstructure above grade
- textured concrete flooring in wine areas
- double-tee concrete superstructure below grade
- repurposed cork table-tops
- recycled wine barrel flooring/wall finish
- brown leather upholstery
- concrete on ground floor columns
- wood veneered mullions



10th St.

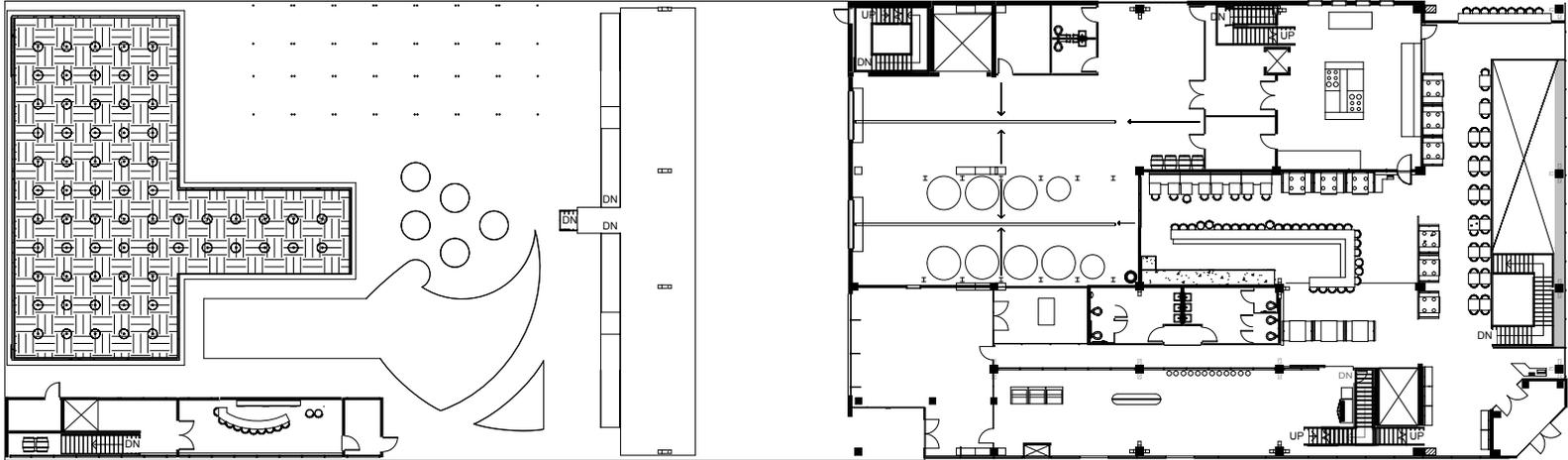
9th St.

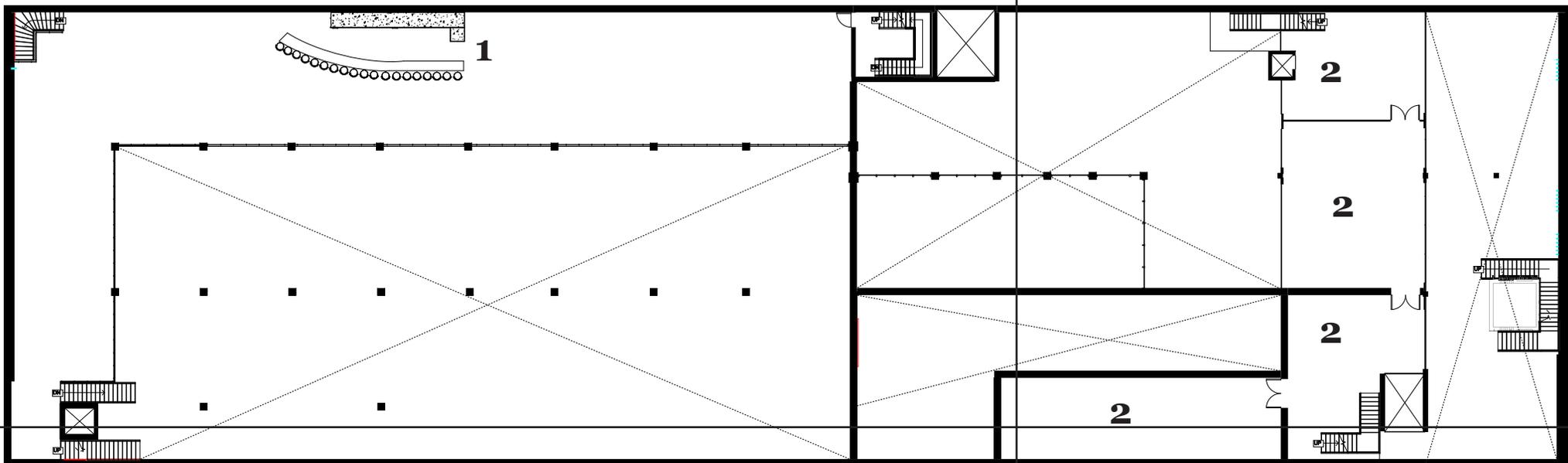


bus shelter

Marquette Ave. →

site plan





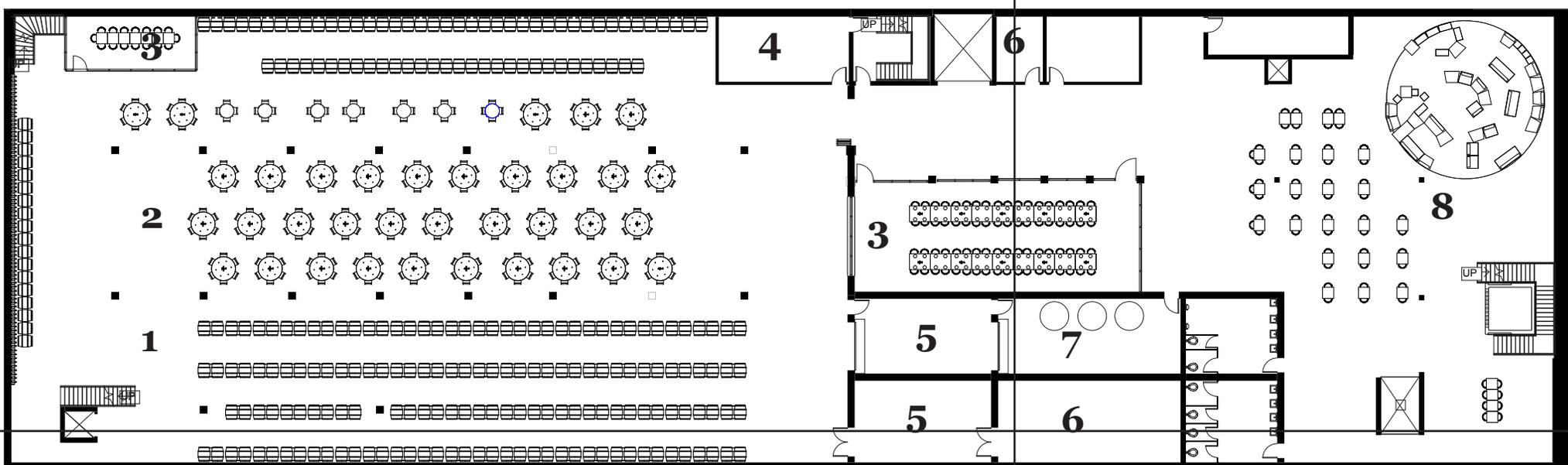
Mezzanine Cellar



- 1. Barrel Storage    3. Conference    5. Bottle/Equipment Storage    7. Settling Tanks
- 2. Event Space    4. Cistern Access    6. Mechanical    8. Small Event/Lounge

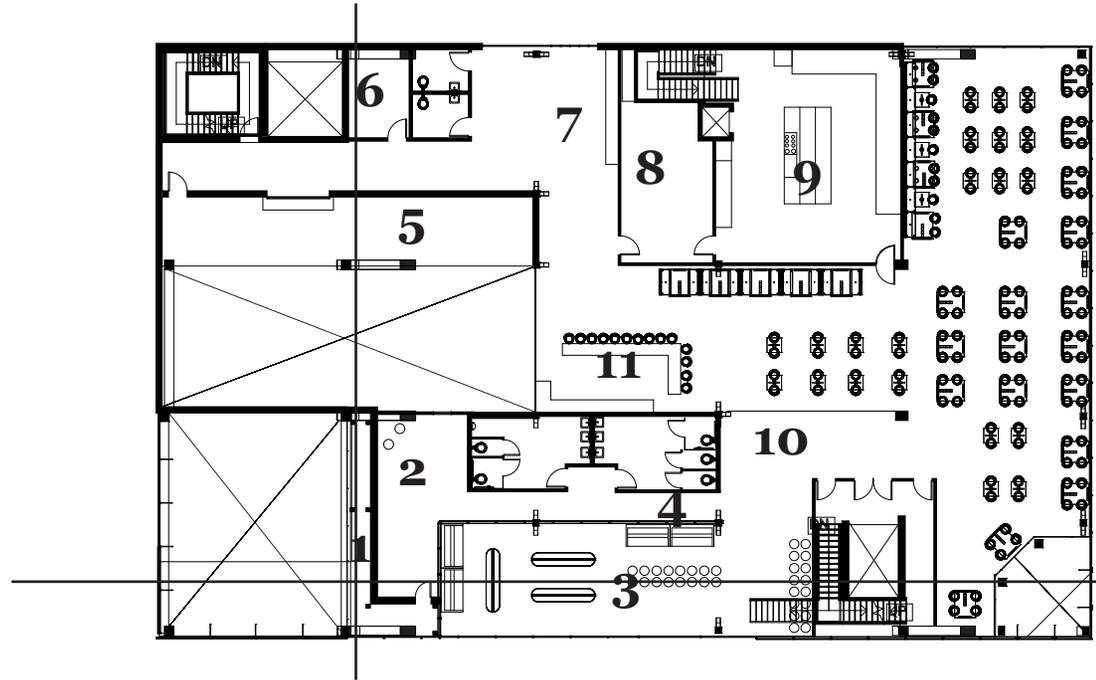
- 1. Private Wine Bar
- 2. Food Storage

Cellar



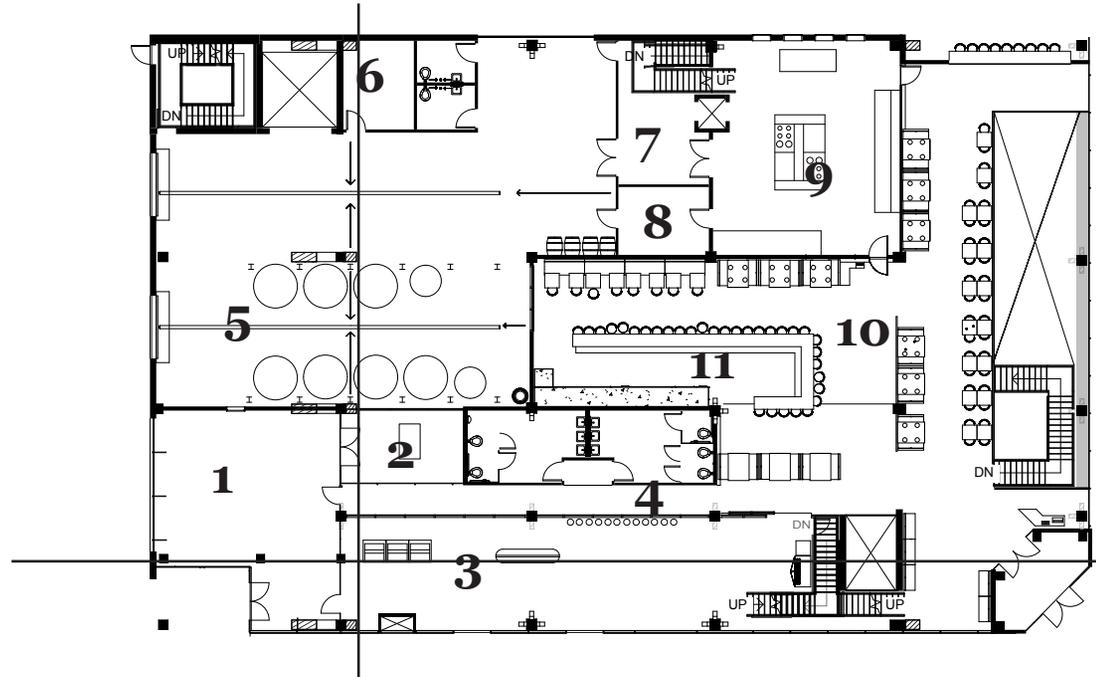
### 2nd Floor

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



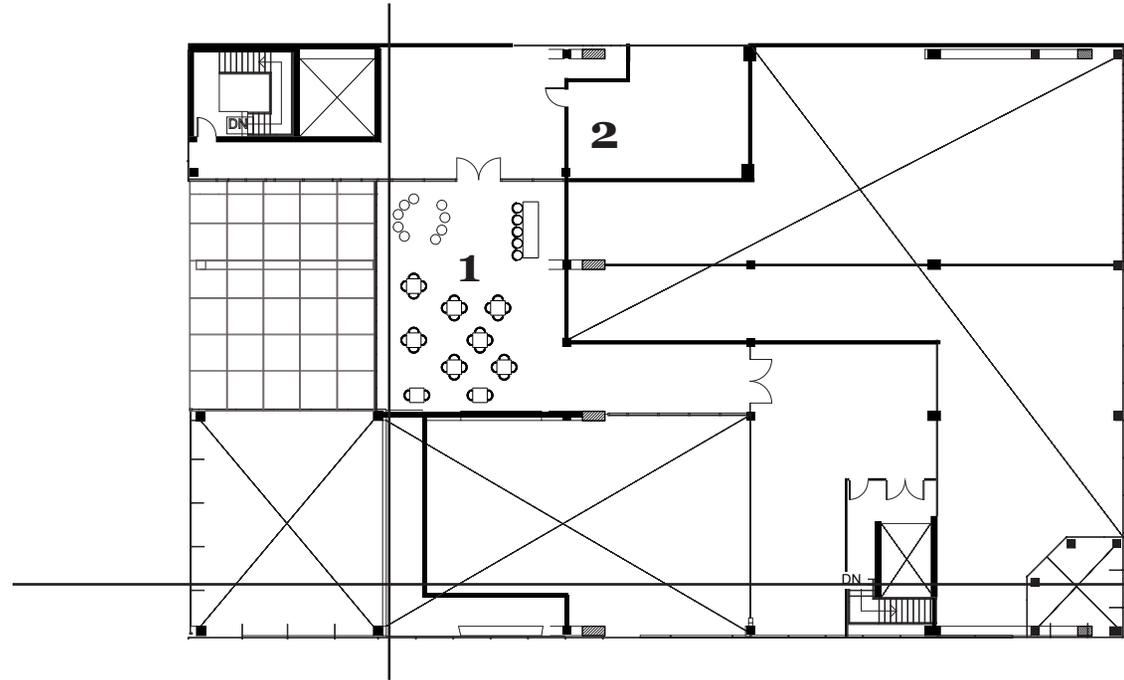
### Ground Floor

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



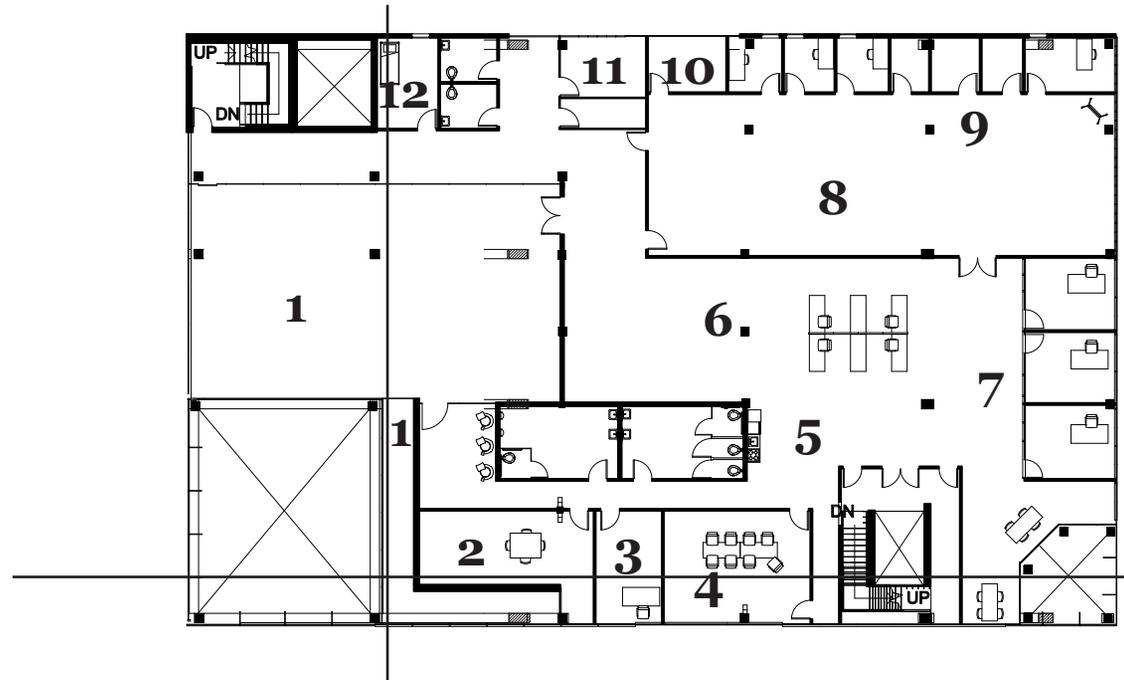
Roof

- 1. Bar
- 2. Mechanical



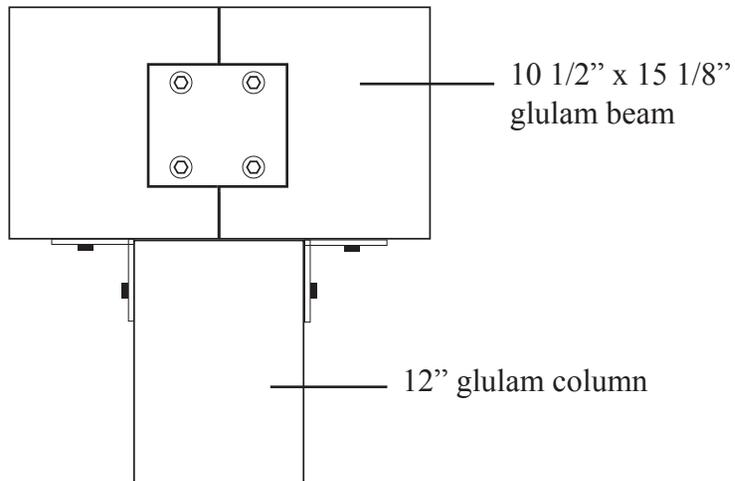
3rd Floor

- 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

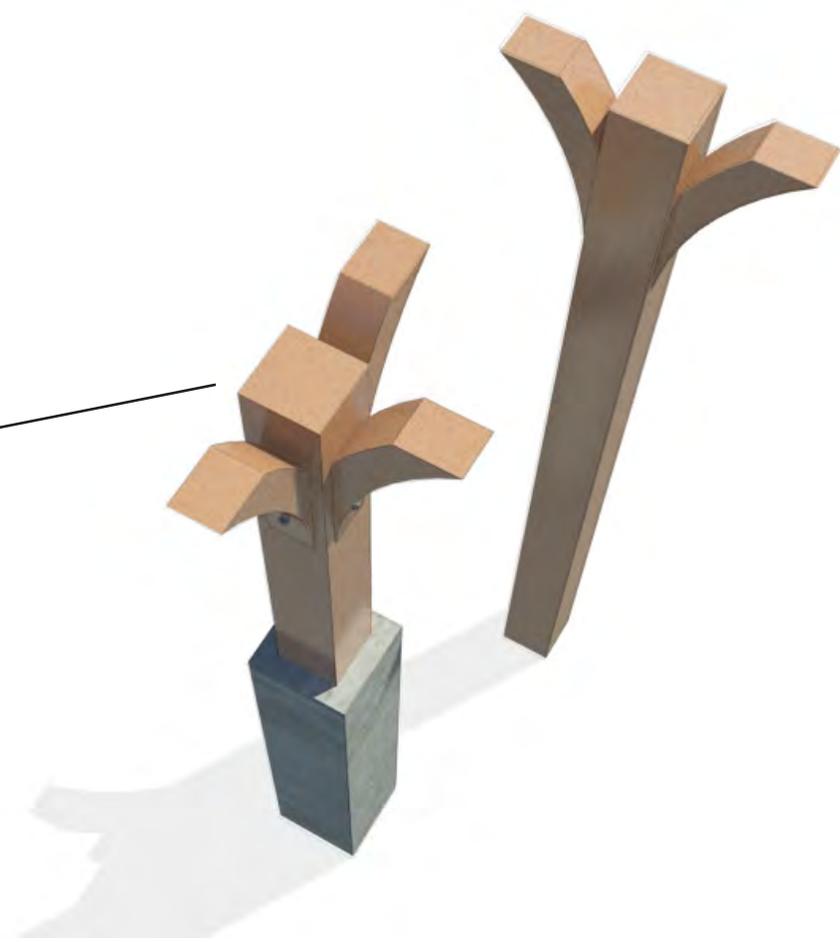
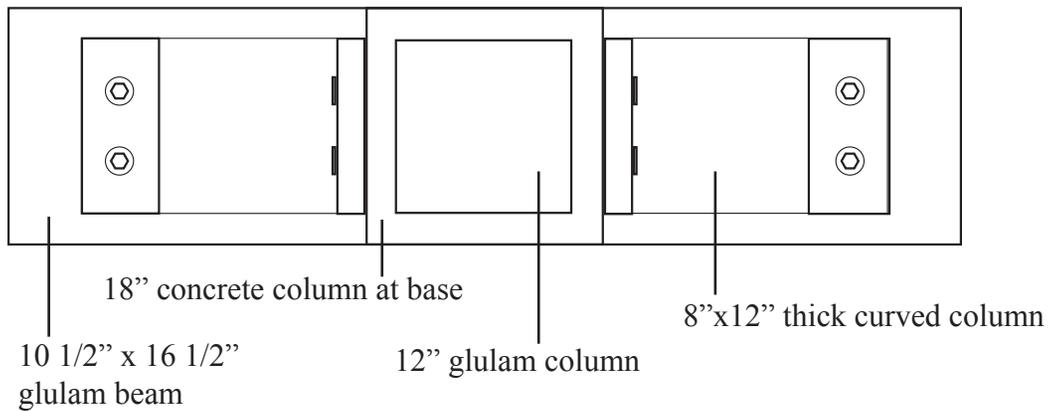




beam to beam connection detail

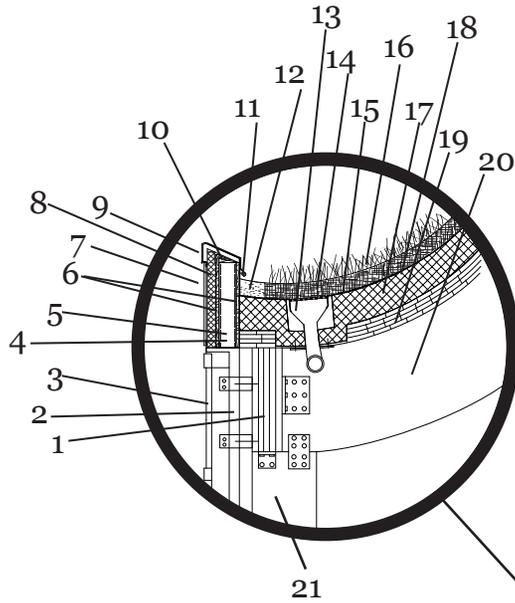


column to beam connection detail - looking upward



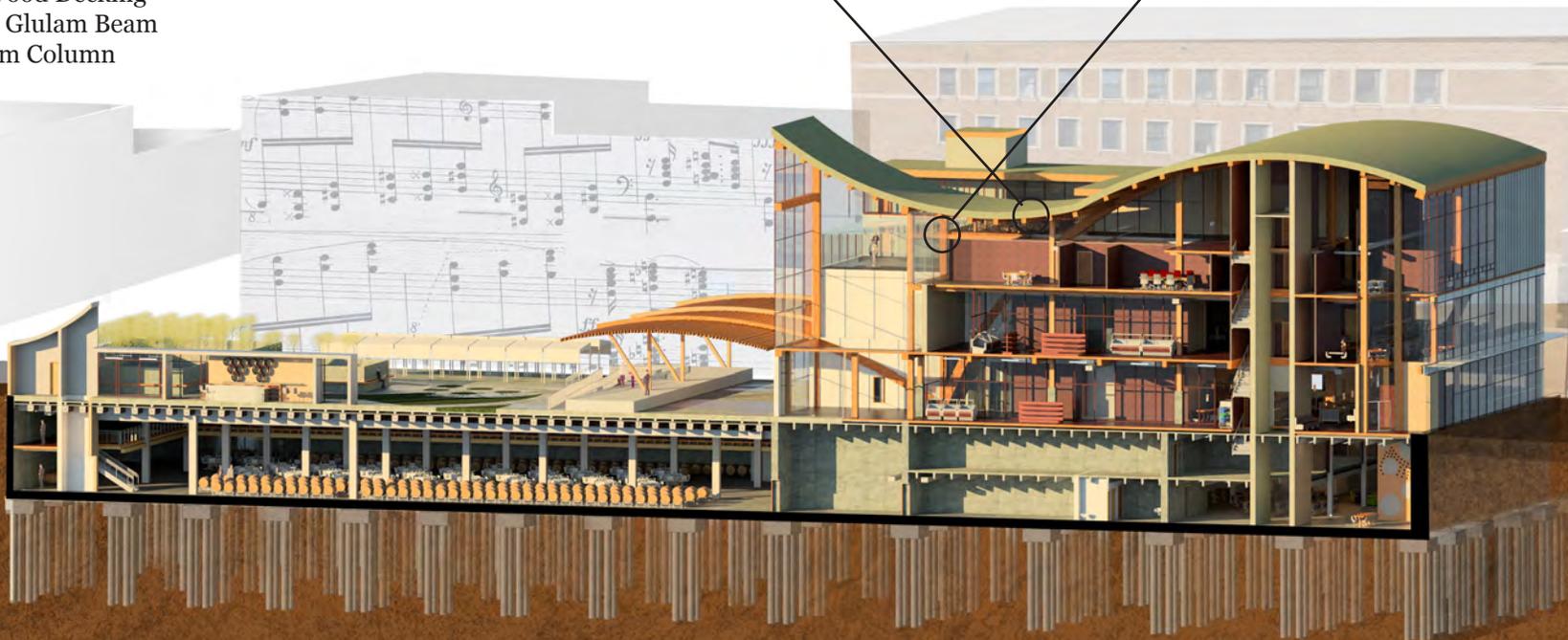
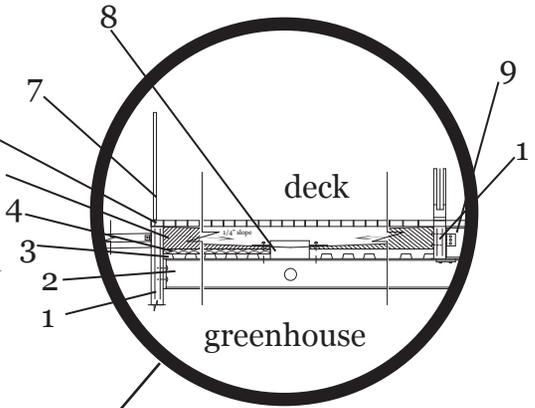
## Roof Drain Detail

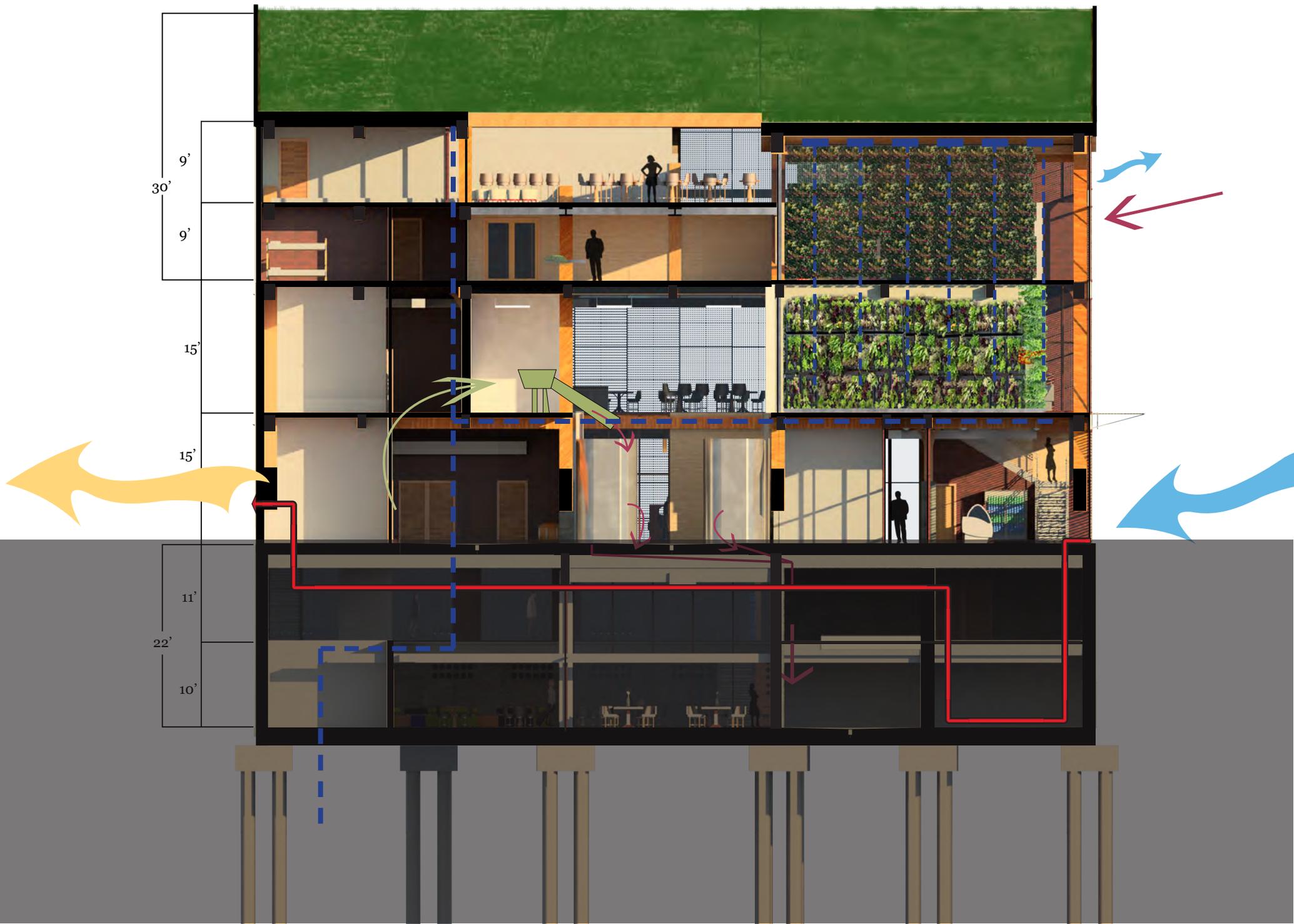
1. 2' Glulam Edge Beam
2. Fireproofing
3. Spandrel Glass
4. 4" Steel Stud
5. Soy-Based Foam Insulation
6. 3/4" Sheathing
7. 2" Zahner 'Dirty Penny' Copper Panel + Extrusions
8. 2" Rigid Insulation
9. 2" Zahner cap flashing
10. Blocking
11. Stainless Steel Cleat
12. Gravel
13. Cast Iron Roof Drain
14. 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/ soybased 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







Below Grade - Small Event/Restaurant + Food Storage Crossover



Below Grade - Event Space/Barrel Storage



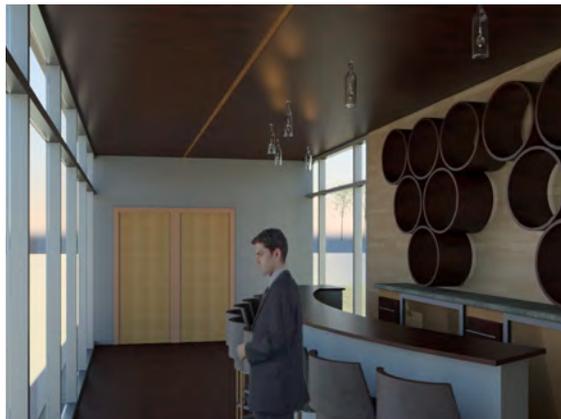
Market - Ground Level



Wine Bar - Ground Level  
View towards fermentation tanks



Restaurant - Ground Level  
Looking towards South + Below Grade Event



# Thank You.

## Questions?

