Architecture vs. Viti - and Viniculture

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Abstract
This paper is aimed to set questions about connection(s) between Architecture, Viticulture and Viniculture; between three disciplines, which were in the past considered as unconnected or even for unable to connect and are in last (two) decades starting to (re)define the term Wine Architecture. The theory which the paper is trying to confirm is that there exists a connection(s) between the disciplines practically since the beginning of the Viticulture.

The key questions through which the paper is trying to confirm the set theory and to explain basic relations between the disciplines are: what (and where) is/ are/ were the connection(s) between Architecture and Viticulture, between Architecture and Viniculture and between Architecture and Culture of the Wine consumption (the term Wine Consumption is defined through the connections between Viticulture, Viniculture and Wine consumption itself).

In the conclusion the paper will through the evolution of the Architectural Design of the wine segment show that Wine Architecture is not something static, but something dynamic - in the past wineries used to be little more than a cluster of sheds and cellars, scattered around and below the owner’s house or chateau, but today architects (among the most of the world leading architects) are being challenged to explore this new building type and afterwards to re-imagine the winery as a bold contemporary expression of tradition and innovation, agriculture and technology, production and hospitality. The paper will close with indication on the possibility of designing an innovative model (AVV model) with whom would it be able to demonstrate positive effects of the Wine Architecture in first place on the quality of wine and on the (international) recognition of the wine trademarks as well.

Key words: architecture, culture, viniculture, viticulture, wine

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