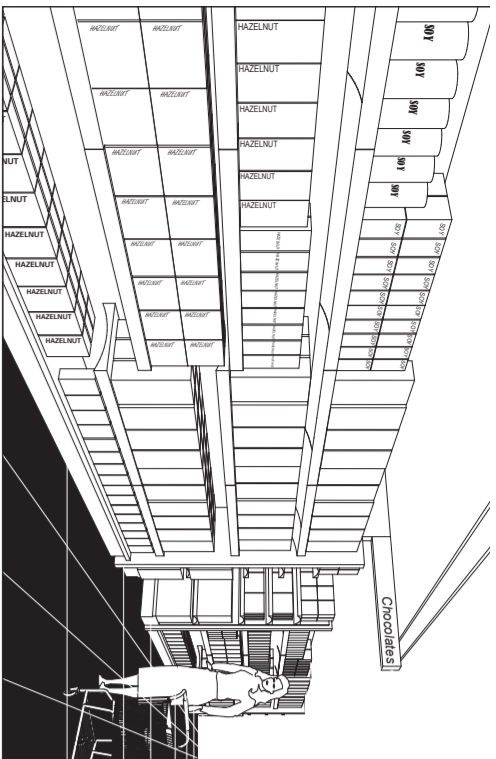


Crafted with Care imagines a small-batch bean-to-bar artisanal chocolaterie producing luxury craft chocolate under a premium brand to reflect on the preservation of craft production, sited within a heritage monument in the rural area of Switzerland.

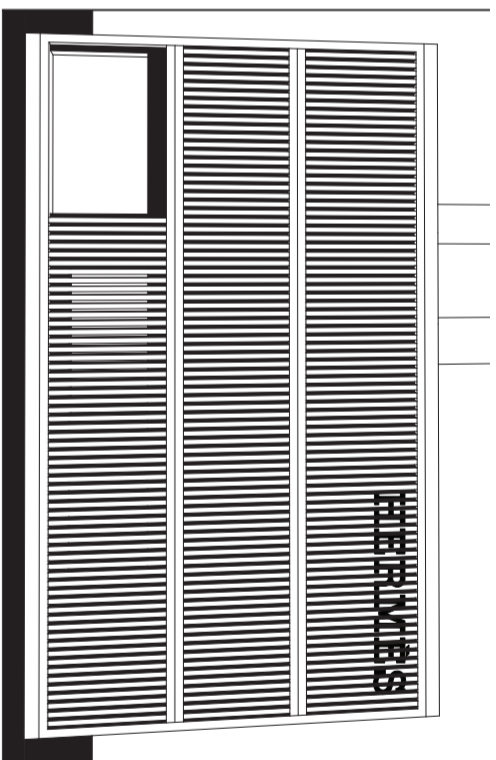
10



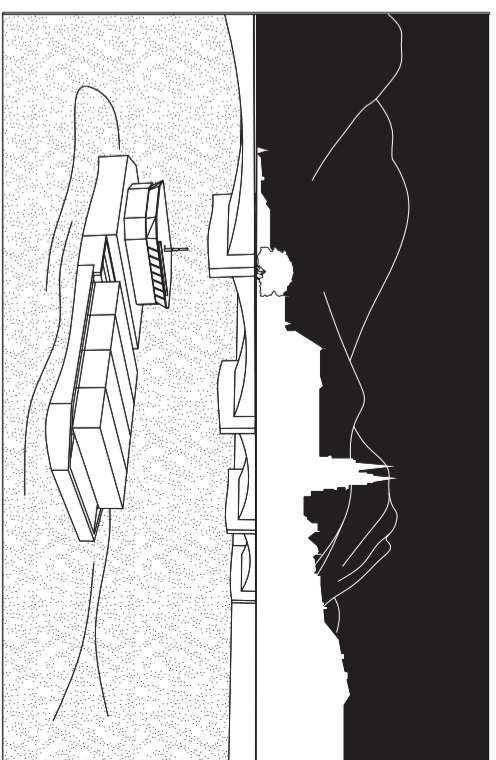
Chocolate bars have a distinct provenance originating from the territories of cocoa trees that grow in tropical areas. Current shelves, stocked with excess chocolates, seem to be real chocolates but are deceptively composed of cocoa substitutes like soy and hazelnut to gain more profits for the chocolate companies. With cacao going extinct by 2050 due to fungal disease and climate change, real chocolate will be scarce and luxurious in the future.



Willing to expand into the sector of Craft Chocolates, Hermès envisions the need for luxury chocolates to compete with other substitutes that are more profitable, thus moving towards transparency, sustainability, and corporate responsibility for socially conscious consumers. Future cocoa plantations use the resources of Hermès for research and scientific developments becoming a popular tourist attraction.



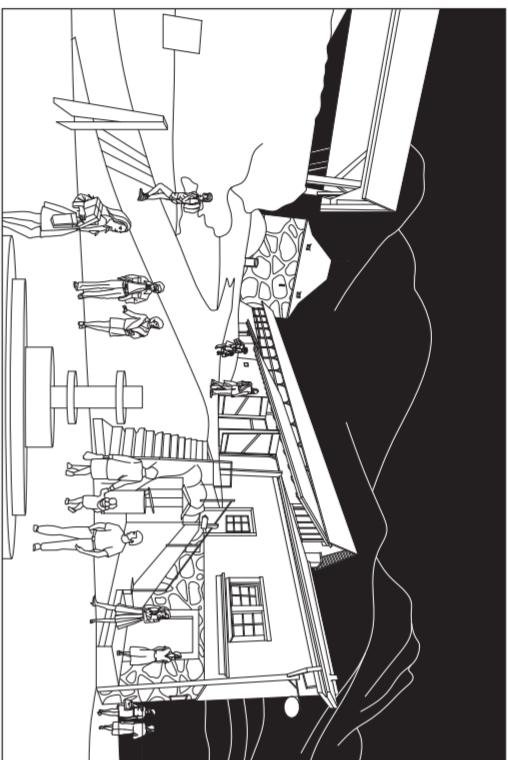
Now home to local chocolateries in Switzerland, Belgium, and Paris to preserve the craft of chocolate-making, Hermès provides the resources needed to market its products through carefully selected channels. Creating a communal culture of luxury craft chocolate globally modifies the supply chain by allowing local experts to introduce a new distribution network of real chocolate.



With consumers seeking higher quality chocolate, the market prospects in Europe still provide good opportunities for exporters in producing countries. Switzerland—the largest chocolate exporter and the current highest chocolate consumer—remains the main exporter with an added advantage of the free-trade agreement with the European Union. The cocoa beans cross the territories Amsterdam to Switzerland through the Rhine river.



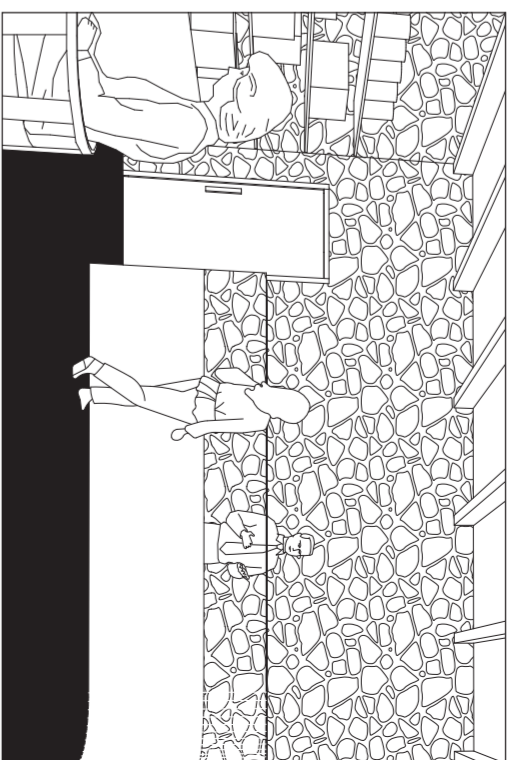
The medieval town of Gruyères in the canton of Fribourg is located at the top of an 82 meter-high hill overlooking the Saane valley and the Lake of Gruyère. Occupying a small land area, Gruyères has always been a rural town with specialized agriculture in milk production and cattle breeding as the primary sector, providing major raw materials for the infamous Gruyère cheese, and Swiss chocolate production, thus remaining a popular tourist destination.



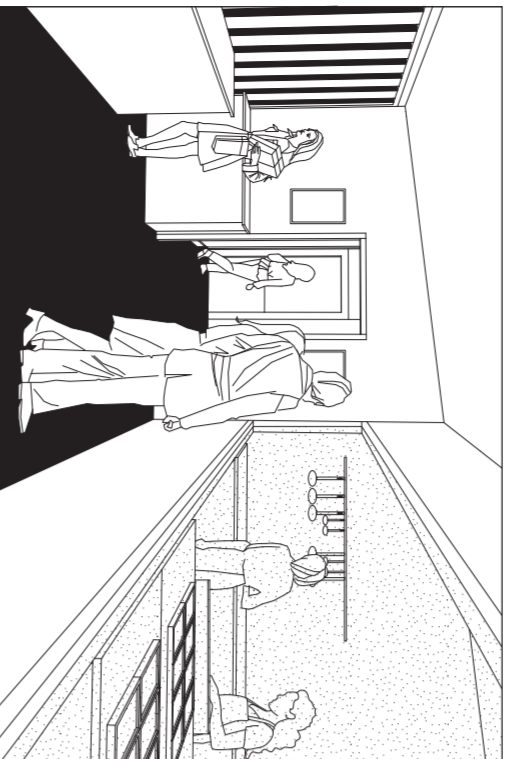
This car-free French-speaking hilltop village of Gruyères offers beautiful views of the Alps and is centered around the main road of the village. With cobbled walkways and quarried-stone fort walls, the historic village identifies itself through its distinct architectural fabric.



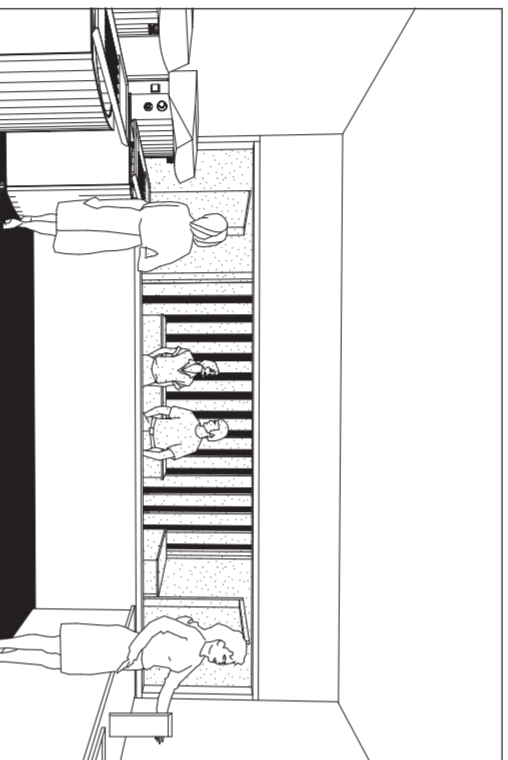
The existing chocolaterie is located next to the original shop of Chocolaterie de Gruyères as an extension on the fort wall of the village—a Heritage site of national significance—sited on a sloped terrain with proximity to regional products such as double cream, Fribourg milk, Morello cherries from Chesaux-Noréaz, and Swiss Kirsch.



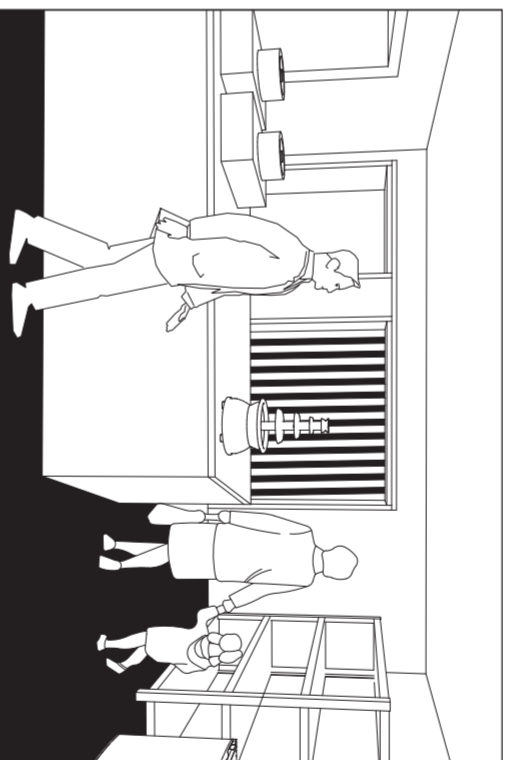
A small family business in Switzerland, the chocolaterie specializes in the art of making small-batch craft (bean to bar) chocolate products and is now housed by Hermès, a family-owned French house recognized for its luxury crafted goods. A bar of bean-to-bar craft chocolate refers to the complete traceability of the chocolate's provenance through cocoa farmers and control on each step of chocolate making in small-batch production.



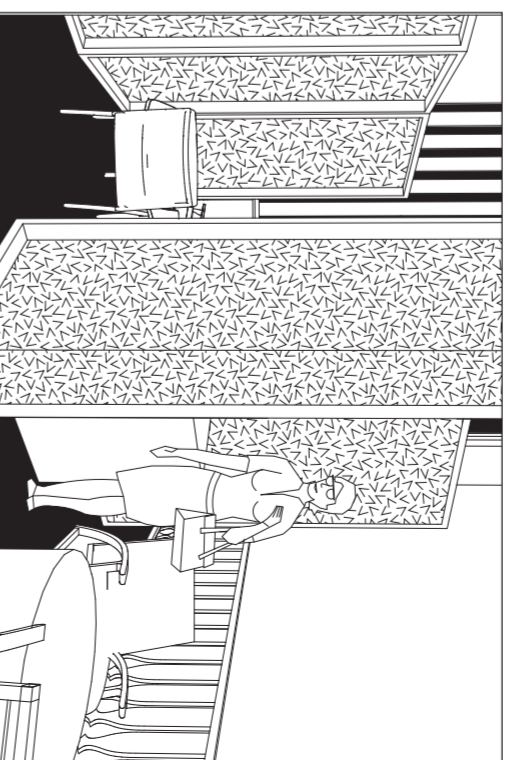
The engagement with Hermès requires a new development of Chocolaterie de Gruyères to express the luxury and craft of chocolate-making under the new branding. The chocolaterie—committed to the ethics of traceability—is designed to additionally function as a gallery, educating the visitors on the transparency of chocolate processing and the value of craft production through the implicit connection with the maker.



Through the disintegration of chocolate production into its layers of programmatic elements, the chocolaterie tends to highlight the precision at each level of chocolate-making.



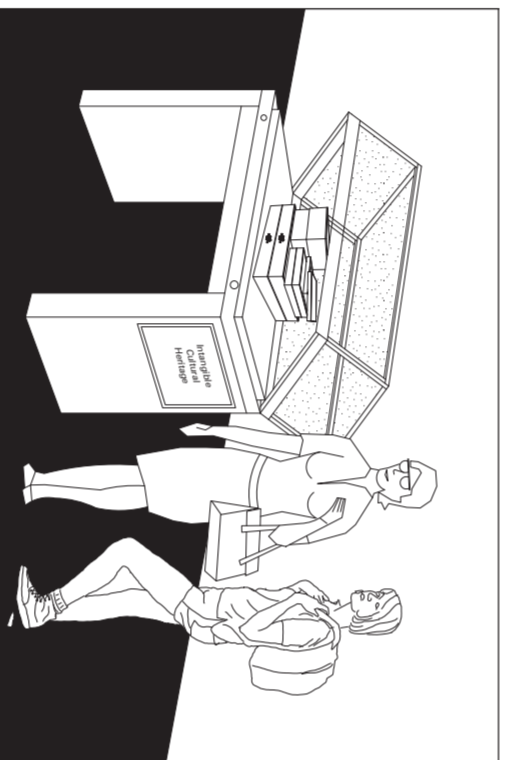
The design of the chocolaterie, embedded within the monumental fort wall, also provides a designated space on the ground floor for conducting workshops on chocolate-making, becoming highly popular amongst tourists.



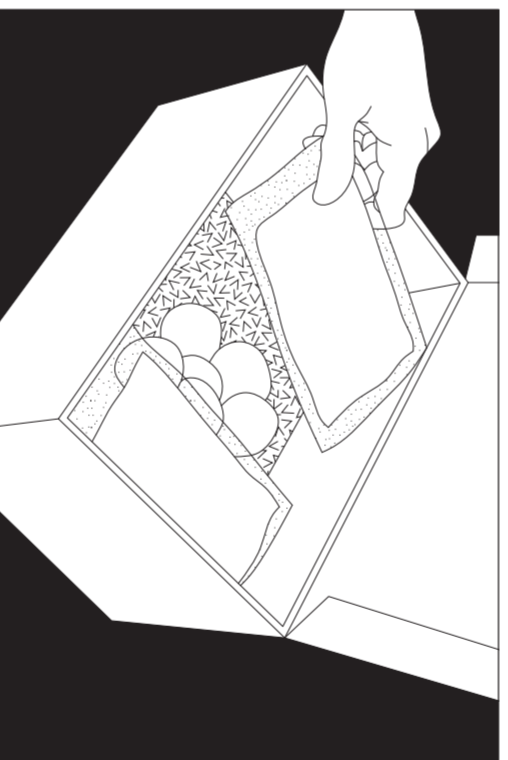
The retail area, located at the terminus of the chocolaterie, emphasizes the luxury of the brand through an exclusive sparing display of chocolates with crafted mobile partitions reflecting on the provenance of cocoa beans.



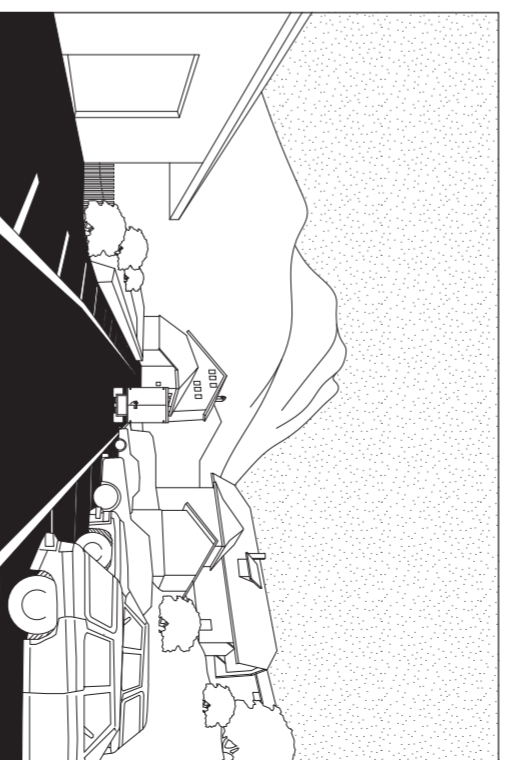
The three chocolates are made from the three different provenances of the origins of cocoa beans—Ecuador (2 regions), Venezuela, and Brazil. Additionally the box with an engraved facade of a typical Swiss Chalet house reflects the context of the place of production.



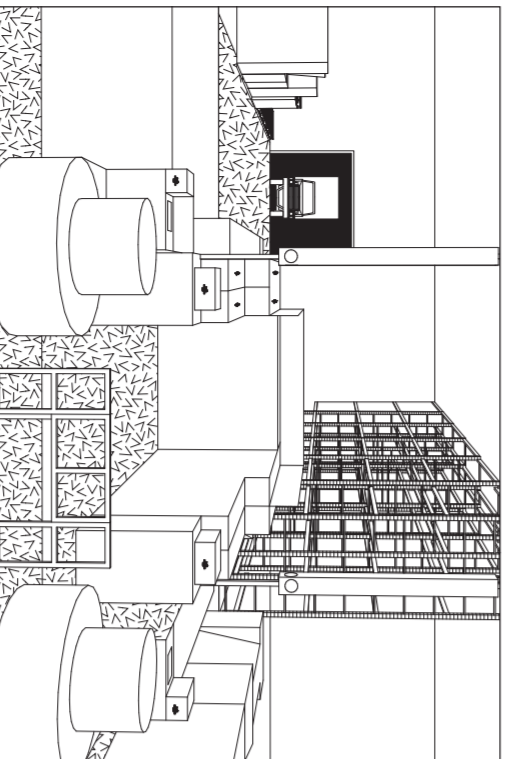
The shift to chocolate as a luxury is a necessity to save the craft of chocolate-making, thus becoming a part of the UNESCO list of "Intangible Cultural Heritage".



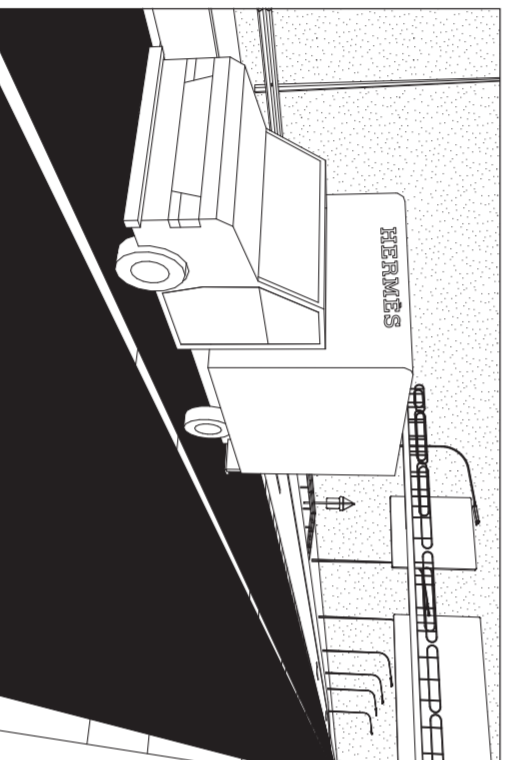
The collaboration of Hermès with specialty material provider develops packaging that utilizes molecular recycling technologies from mixed waste plastic, providing a sustainable alternative. Boxes with Earth-friendly insulation liners, refrigerant gel packs, and spacers to prevent cold packs from freezing the chocolate provide a complete solution to ship chocolates efficiently, maintaining cold temperatures for longer durations.



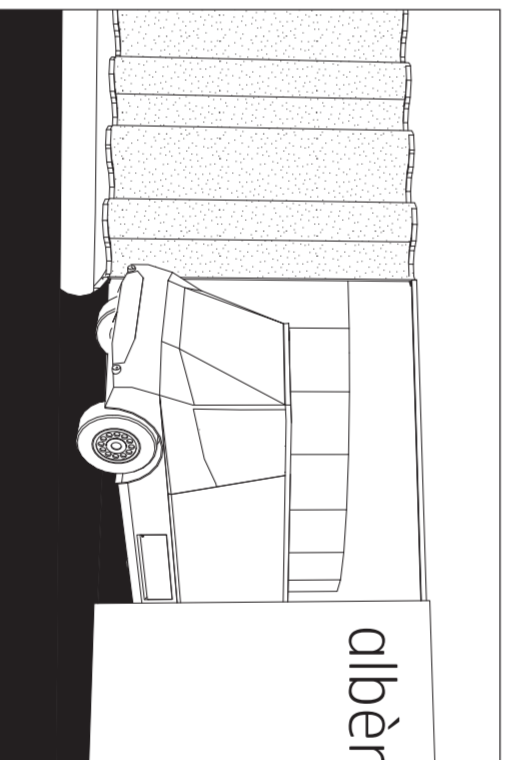
Located at the entrance of the village, the chocolaterie remains in close proximity to parking zones which allows the trucks to load the goods conveniently. The site in the village is located at a distance of 800 meters from the Gruyères, Gare railway station, and at a distance of 90 meters from the Gruyères, Vile bus stop with excellent connectivity for the transport of these chocolates into the major Swiss trade routes in Europe.



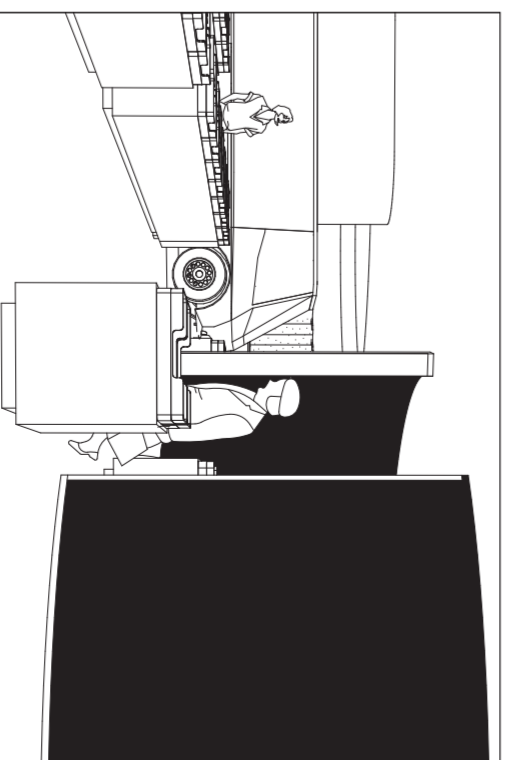
The Hermès Supply Chain makes sure that the products created by their Houses are available when and where they are needed, managed through the Headquarters in Paris. This spans planning, purchasing, production, sales administration, customer service, logistics, managing returns, etc, ensuring all the products made by their Houses receive the helpful resources, from procurement of raw materials to the sale of products in stores.



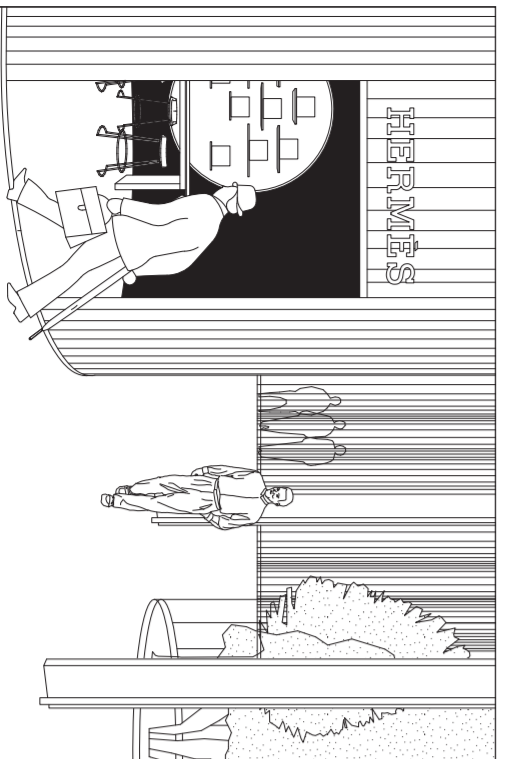
100% deliveries by electric trucks is an initiative by Hermès to protect the environment, making deliveries as environmentally-friendly as possible to lower the brand's global environmental footprint.



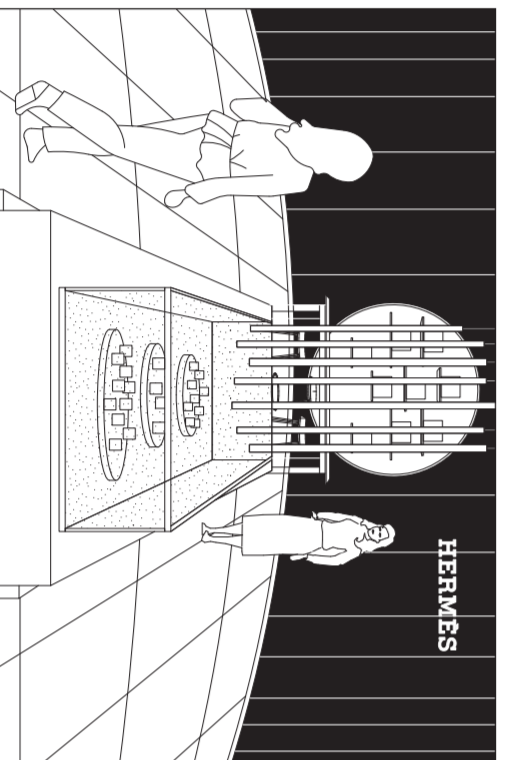
Taking advantage of the resources of Hermès, these Swiss delicacies cross their territories across the Blue Banana reaching the integrated distribution center of Albert in Martinus Nijhofflaan—the epicenter—to be distributed to the chocolate display area on the sales floor of the supermarket.



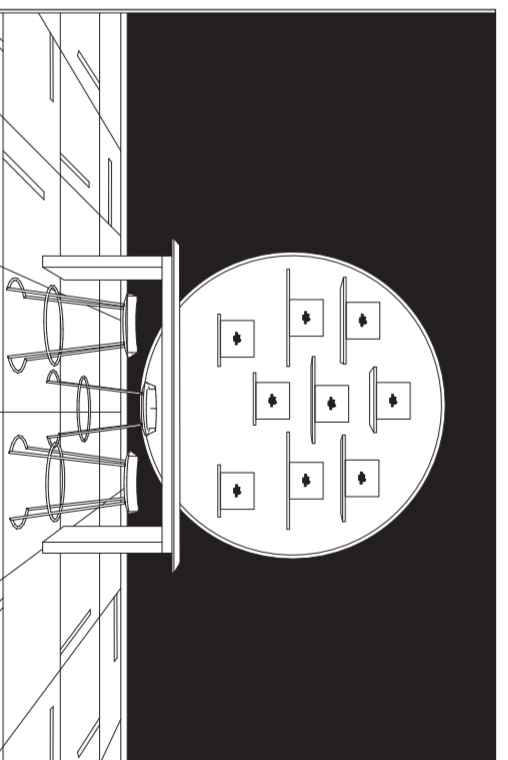
The limited selection of Hermès luxurious, crafted, and real chocolates reach Albert catering to a target demography with its artisanal opulence, challenging the notion of "experiential retail" within the supermarket with a peripheral shop-in-a-shop model to modify the sales floor and entice passers-by.



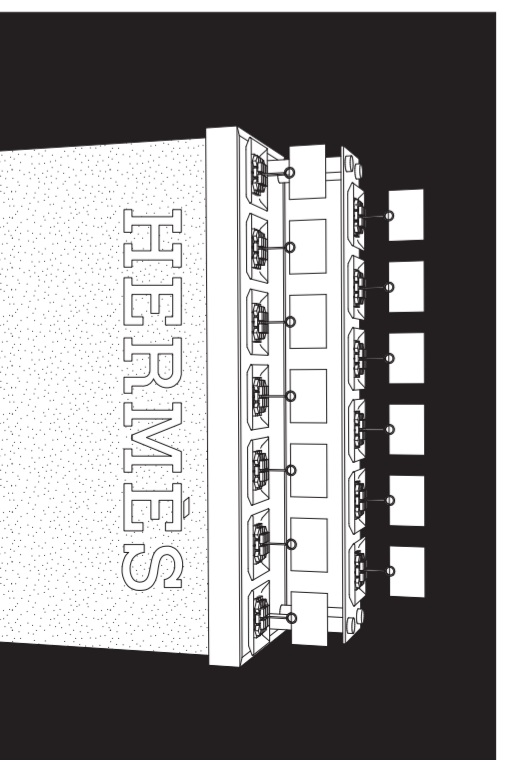
The concept of shop-in-a-shop with Albert's sister shops and local companies provides varied experiences through the design of a supermarket generating a new civic presence while also boosting the appeal of brands, creating a more comfortable shopping experience, and introducing new and exclusive products.



The brand's interior with brass inlays in flooring, marble counter tops, brass lights, and luxurious seating areas creates an exclusive context making the consumer willing to pay for the high-quality they provide.



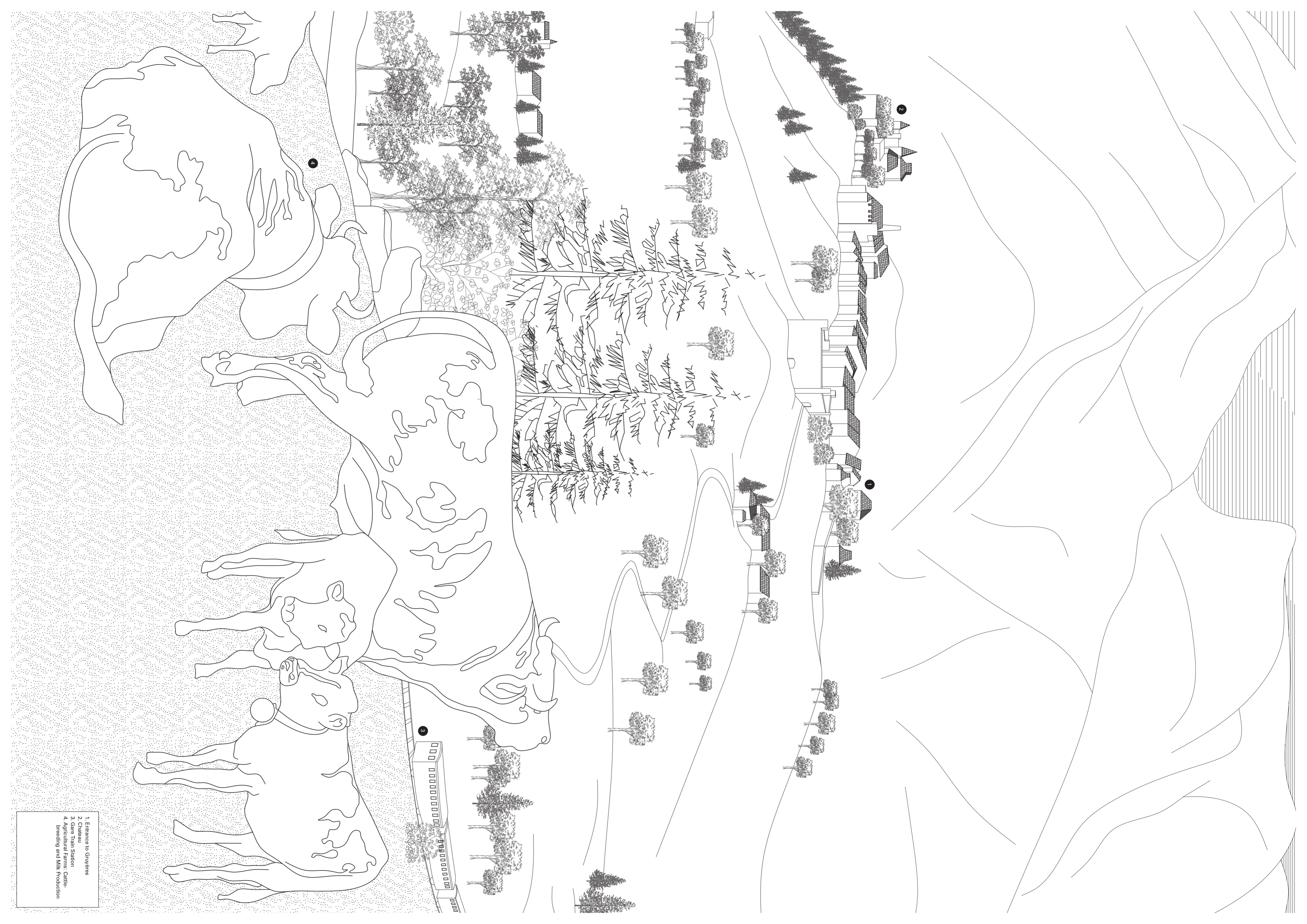
A sparing display of 100 chocolate boxes worth 250 euros each accentuates the brand's exclusivity with people reaching towards impressive experiences by wanting to spend extended periods of time in these spaces.



A small corner for chocolate tasting combined with red wine allows the consumers willing to invest in the luxury of craft to get a taste of the different milk and dark chocolates produced in the village of Switzerland, now being experienced in different parts of the world.

Presented in a set of spatial narratives, the contribution of a small-batch bean-to-bar artisanal chocolaterie producing luxury craft chocolate demonstrates the modified supply chain commencing with the medieval town of Gruyères in Switzerland to reconfigure at the future supermarket—Albèrt—on Martinus Nijhofflaan in Delft.

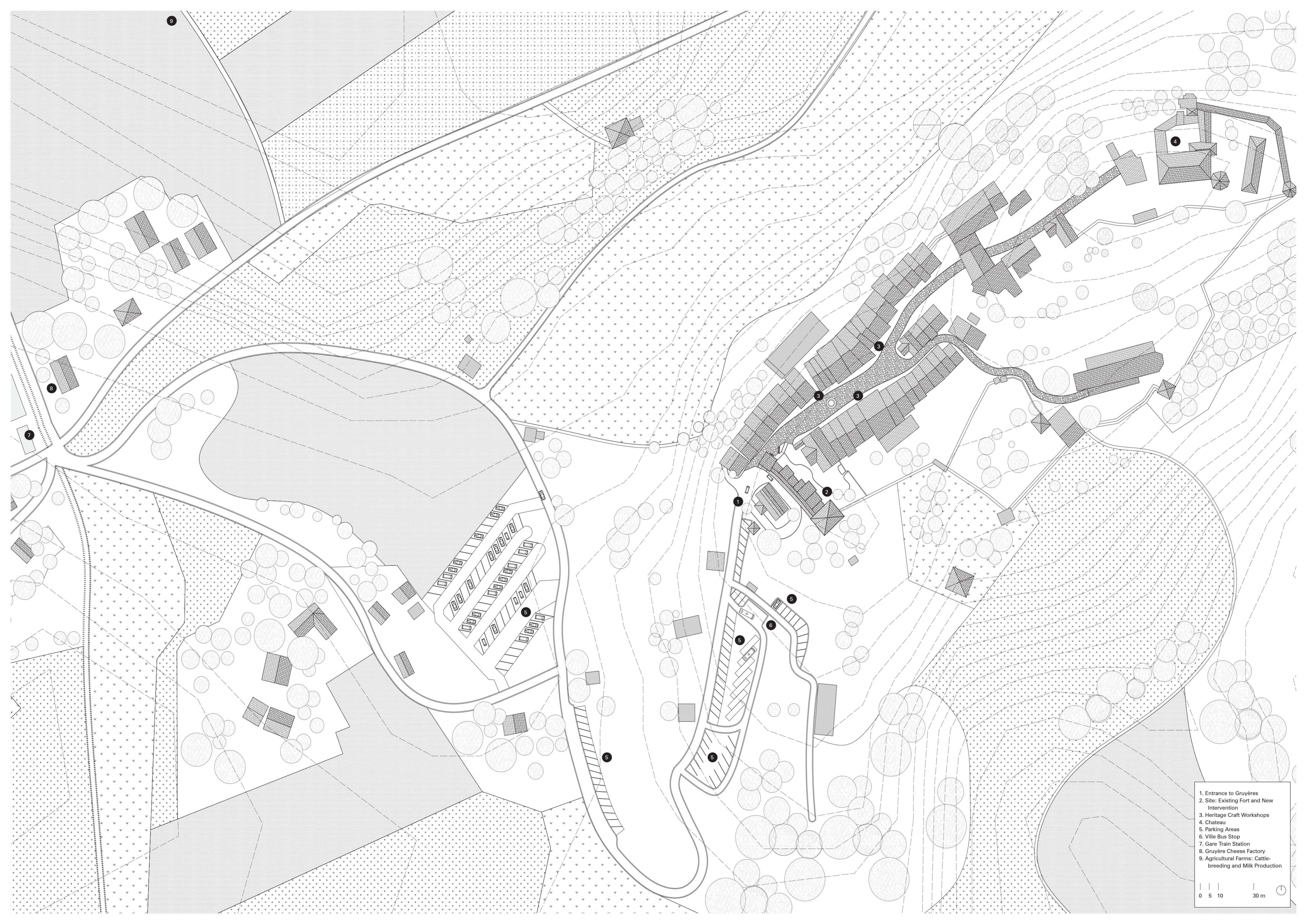
1 / 14



- 1. Entrance to Grivères
- 2. Chateau
- 3. Gare Train Station
- 4. Agricultural Farms: Cattle breeding and Milk Production

The rural town of Gruyères in Switzerland, specializing in milk production and cattle breeding remains a popular tourist destination for its traditional precision craftsmanship, especially the infamous cheese and chocolate production.

2/14

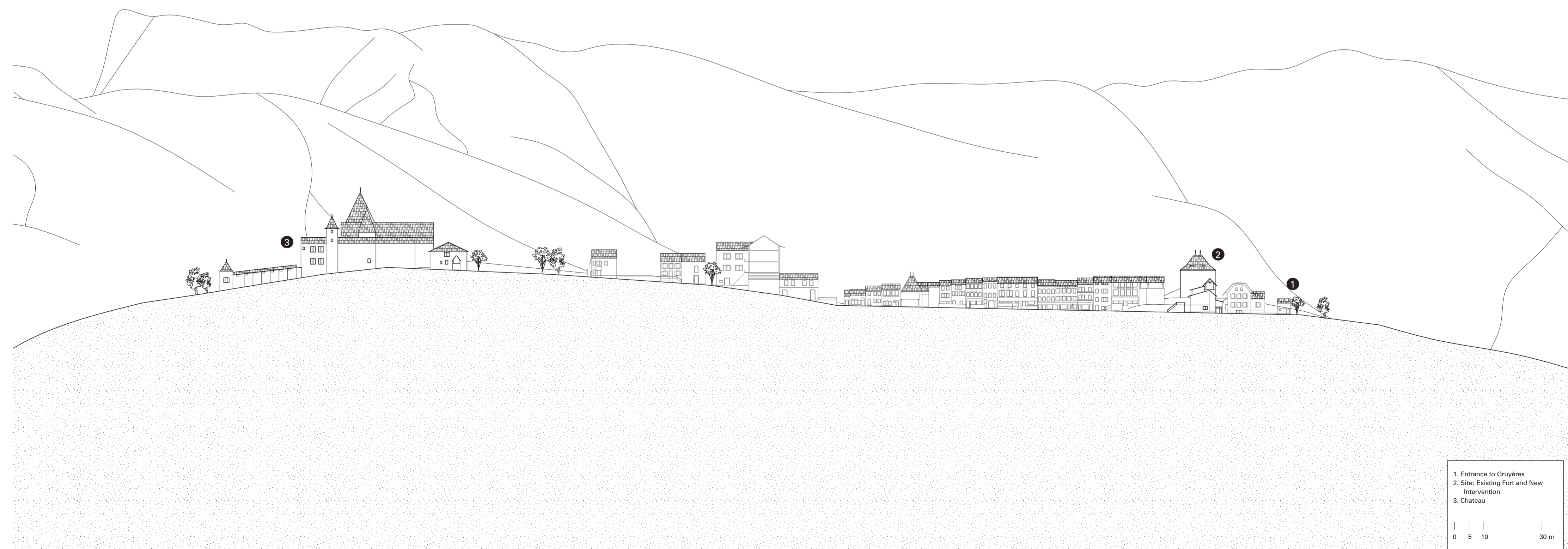


1. Entrance to Gruyères
2. Site: Existing Fort and New Intervention
3. Heritage Craft Workshops
4. Chateau
5. Parking Areas
6. Ville Bus Stop
7. Gare Train Station
8. Gruyère Cheese Factory
9. Agricultural Farms: Cattle-breeding and Milk Production



The site plan represents the car-free fortified village of Gruyères and its contextual infrastructure that offers excellent connectivity to the major European trade routes while also providing proximity to regional products required for chocolate production.

3/14

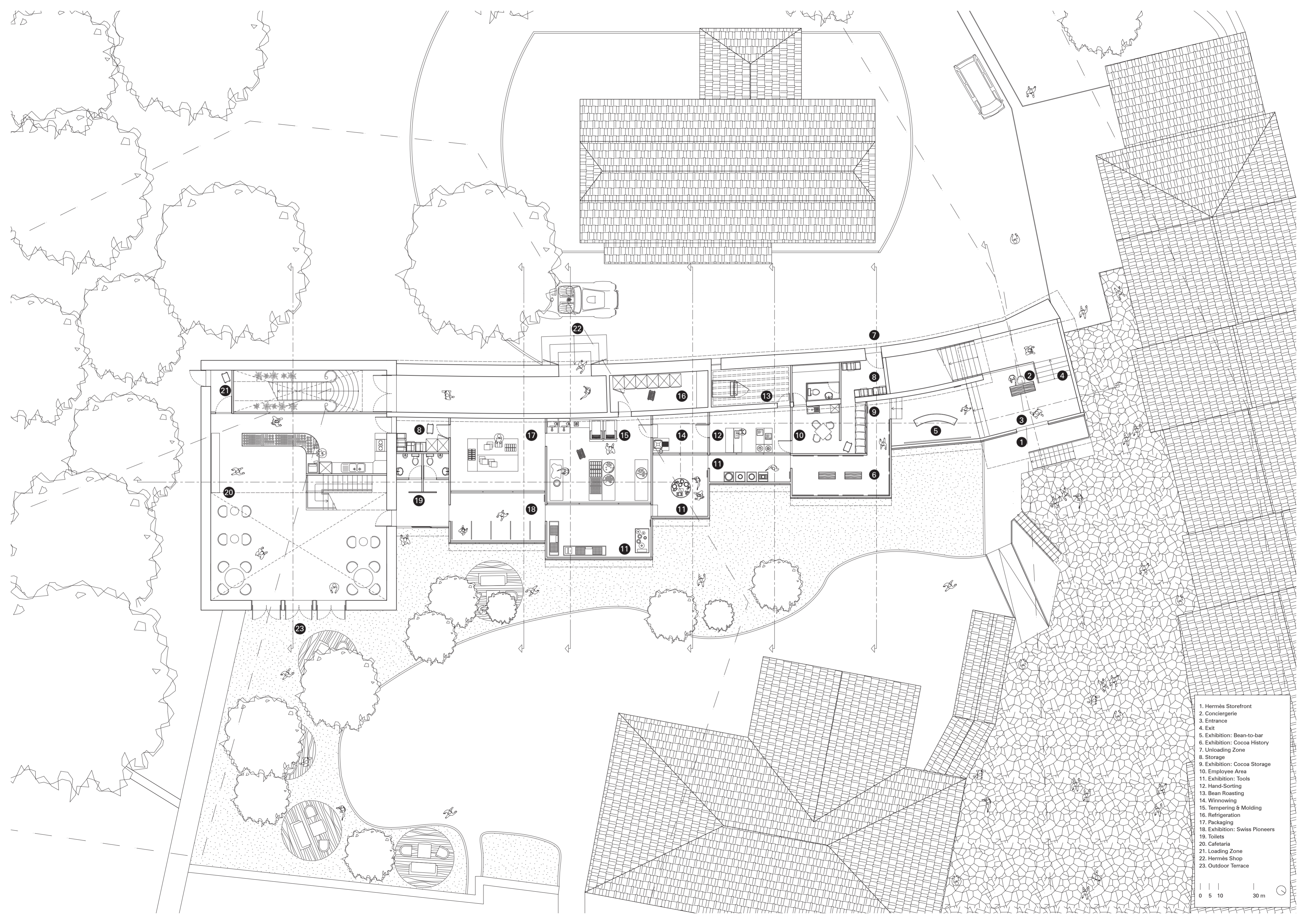


1. Entrance to Gruyères
2. Site: Existing Fort and New Intervention
3. Chateau

0 5 10 30 m

The street section highlights the fortified enclosure of the medieval town of Gruyères in Switzerland, occupying a small land area at the top of an 82 meter-high hill with a fort tower at the entrance and the chateau at its terminus.

4/14

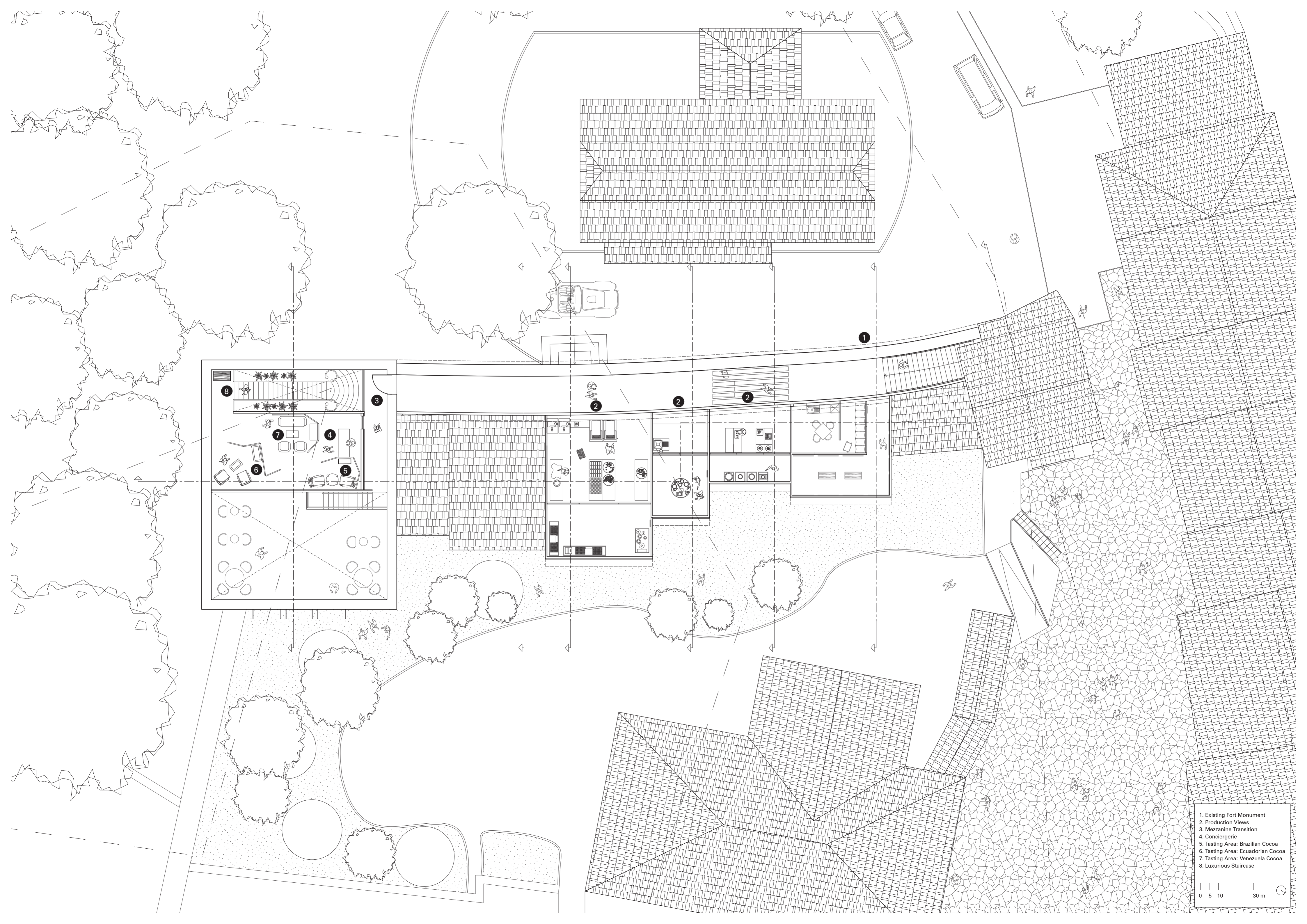


- 1. Hermès Storefront
- 2. Conciergerie
- 3. Entrance
- 4. Exit
- 5. Exhibition: Bean-to-bar
- 6. Exhibition: Cocoa History
- 7. Unloading Zone
- 8. Storage
- 9. Exhibition: Cocoa Storage
- 10. Employee Area
- 11. Exhibition: Tools
- 12. Hand-Sorting
- 13. Bean Roasting
- 14. Winnowing
- 15. Tempering & Molding
- 16. Refrigeration
- 17. Packaging
- 18. Exhibition: Swiss Pioneers
- 19. Toilets
- 20. Cafeteria
- 21. Loading Zone
- 22. Hermès Shop
- 23. Outdoor Terrace

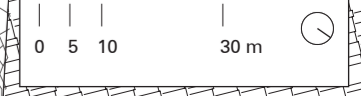


The plan locates the site at the entrance of Gruyères to show the modest expansion of Chocolaterie de Gruyères and its integration with the existing fortification.

5/14

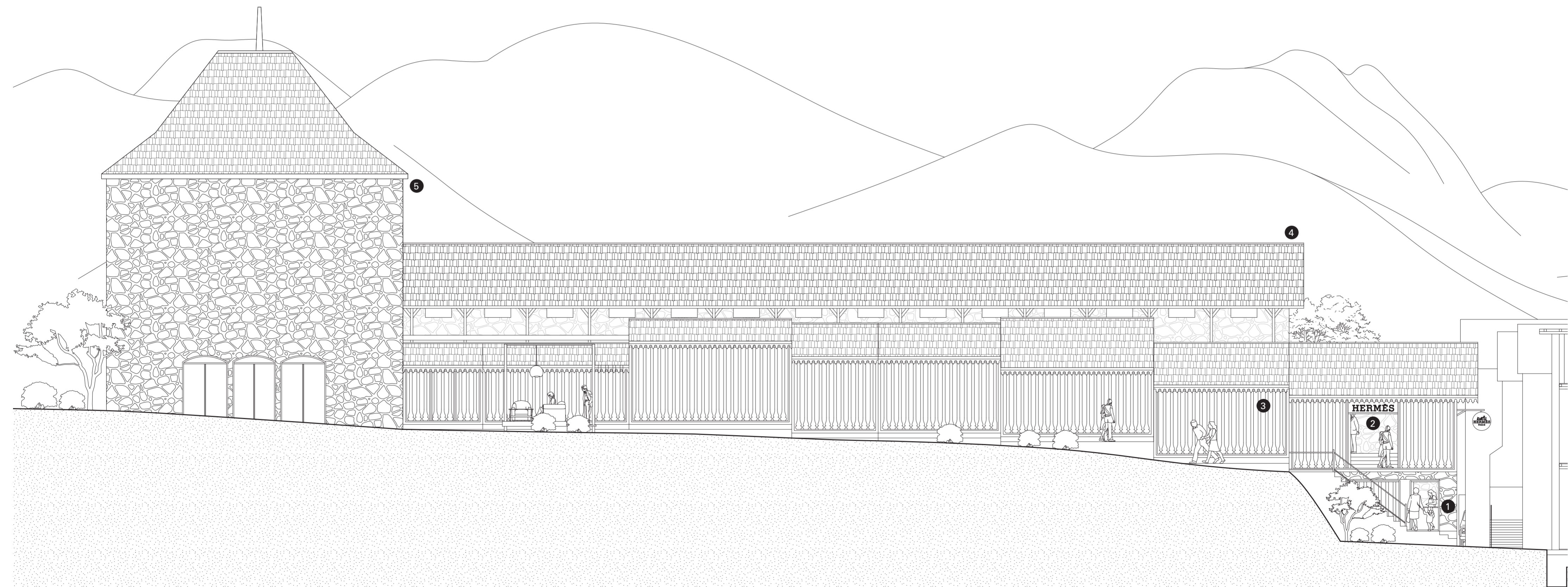


- 1. Existing Fort Monument
- 2. Production Views
- 3. Mezzanine Transition
- 4. Conciergerie
- 5. Tasting Area: Brazilian Cocoa
- 6. Tasting Area: Ecuadorian Cocoa
- 7. Tasting Area: Venezuela Cocoa
- 8. Luxurious Staircase



The first floor plan accentuates the transitional flows of varying consumers with the upper level mezzanine exclusively accessible for consumers willing to shop.

6/14

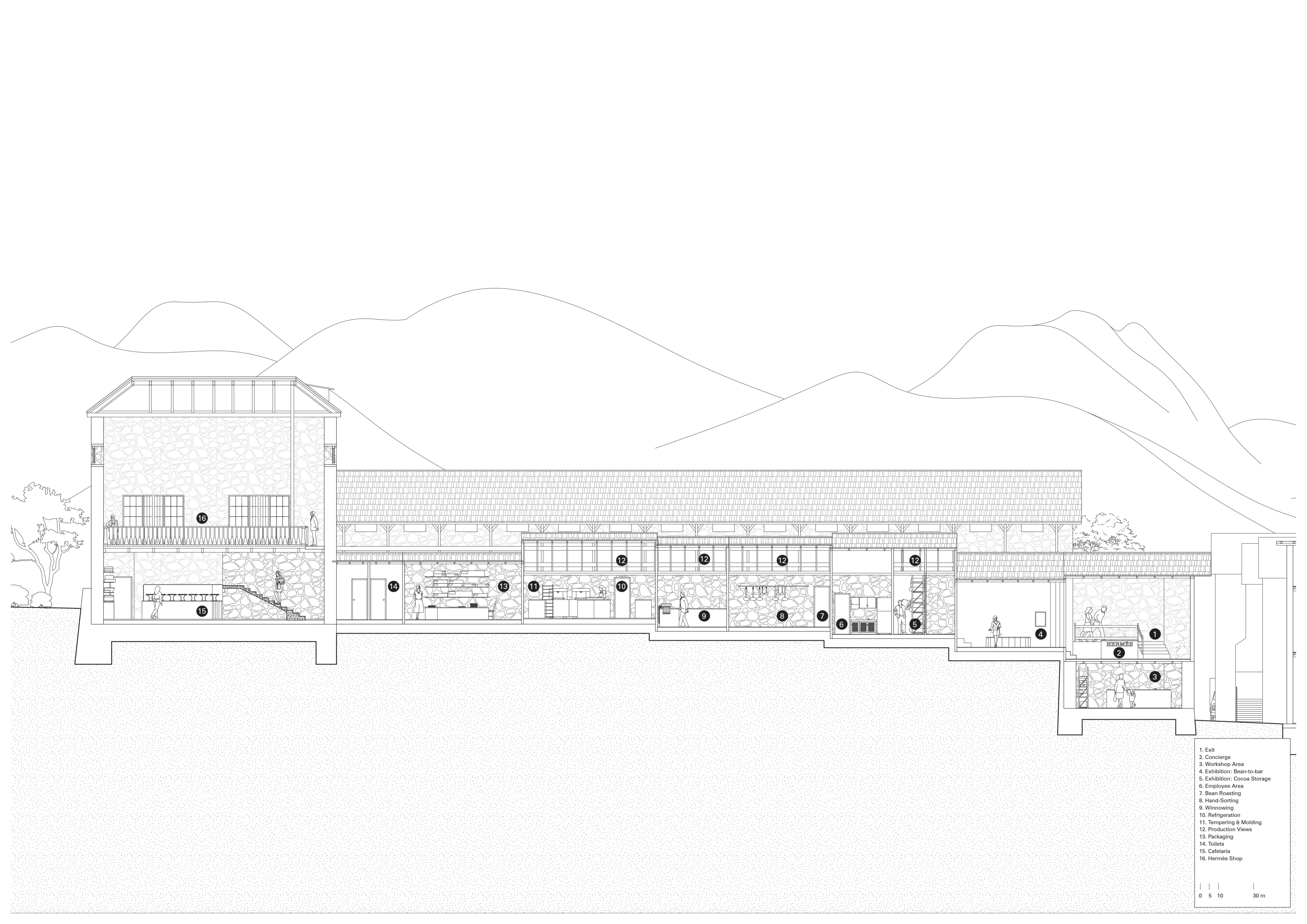


- 1. Existing Fort Monument
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0 5 10 30 m

The elevation depicts the new facade of the building, inspired by the use of wood in Swiss craft architecture, providing a variation in light, transparency, and visibility, while providing a well-illuminated facade.

7/14



- 1. Exit
- 2. Concierge
- 3. Workshop Area
- 4. Exhibition: Bean-to-bar
- 5. Exhibition: Cocoa Storage
- 6. Employee Area
- 7. Bean Roasting
- 8. Hand-Sorting
- 9. Winnowing
- 10. Refrigeration
- 11. Tempering & Molding
- 12. Production Views
- 13. Packaging
- 14. Toilets
- 15. Cafeteria
- 16. Hermès Shop

0 5 10 30 m

The longitudinal section highlights the transparency of chocolate production within the new intervention, combining traditional forms with novel materials to respect the village's distinct architectural fabric.

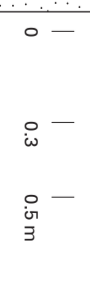
8/14



HERMÈS

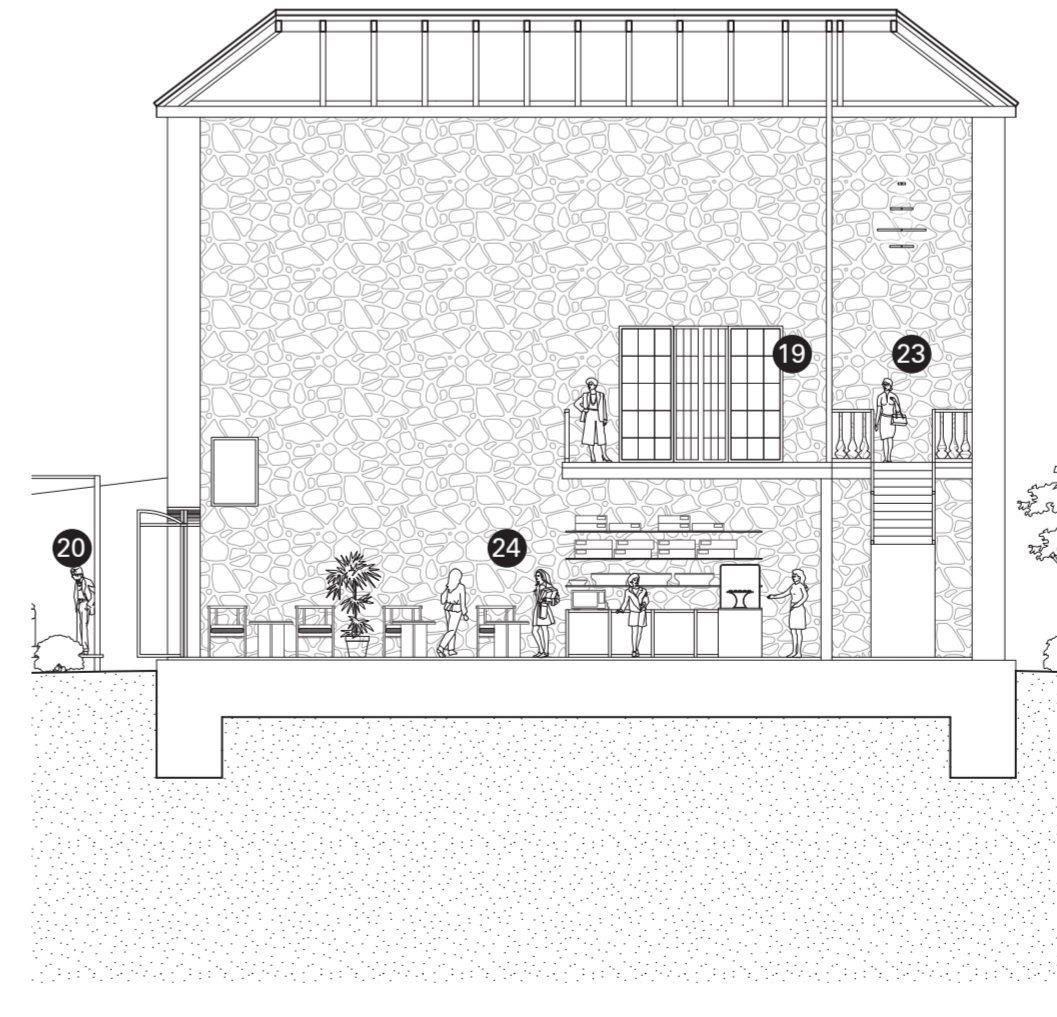
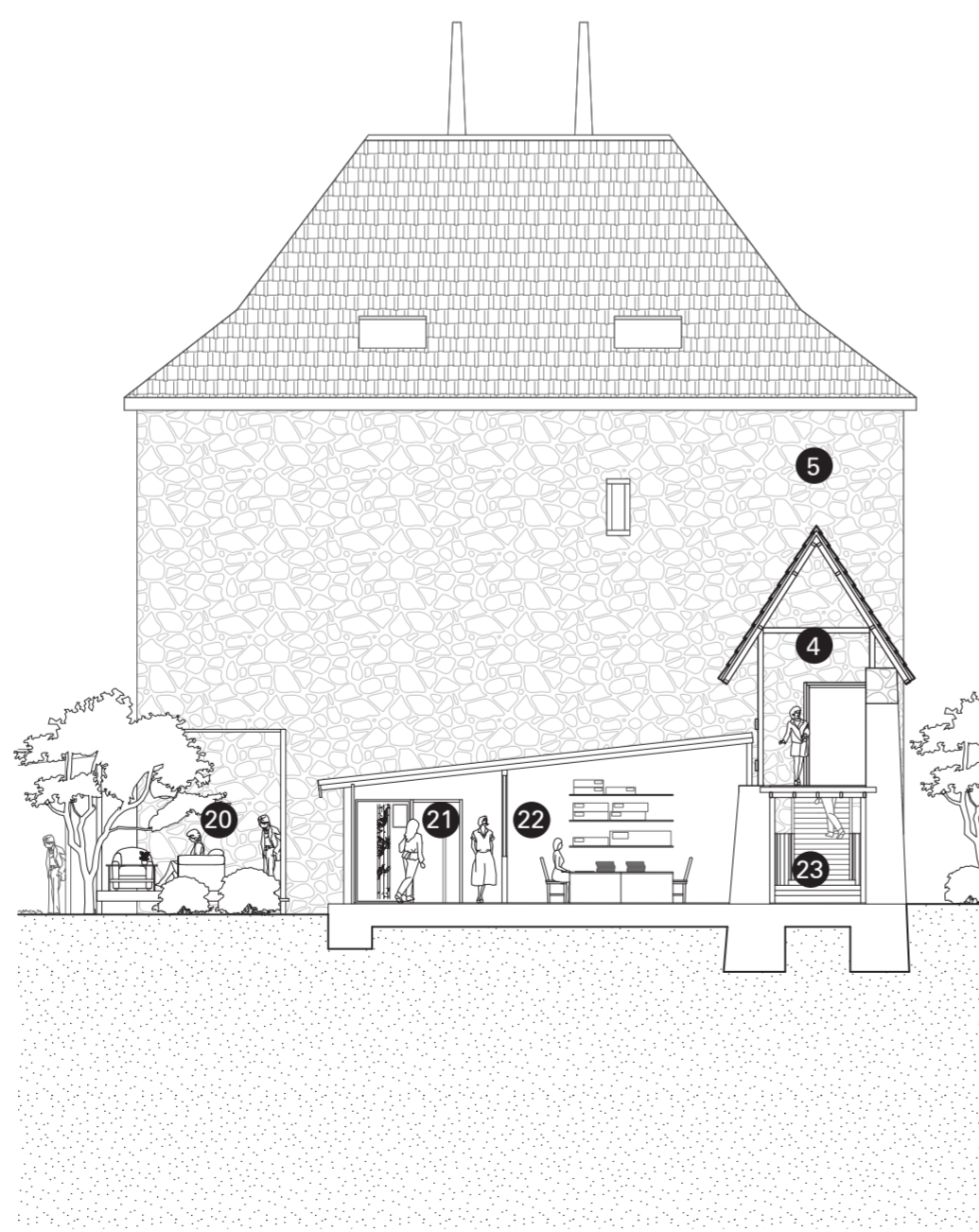
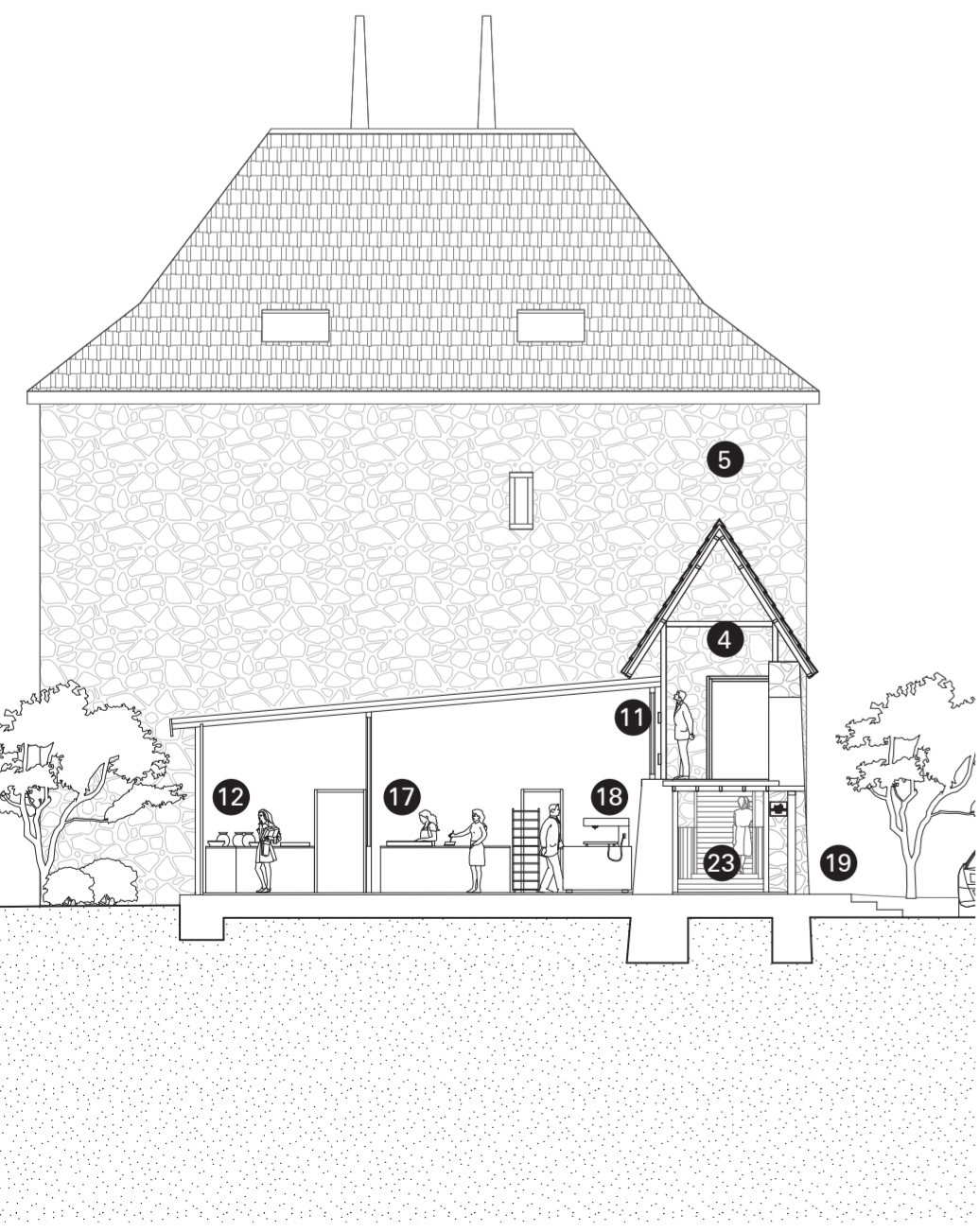
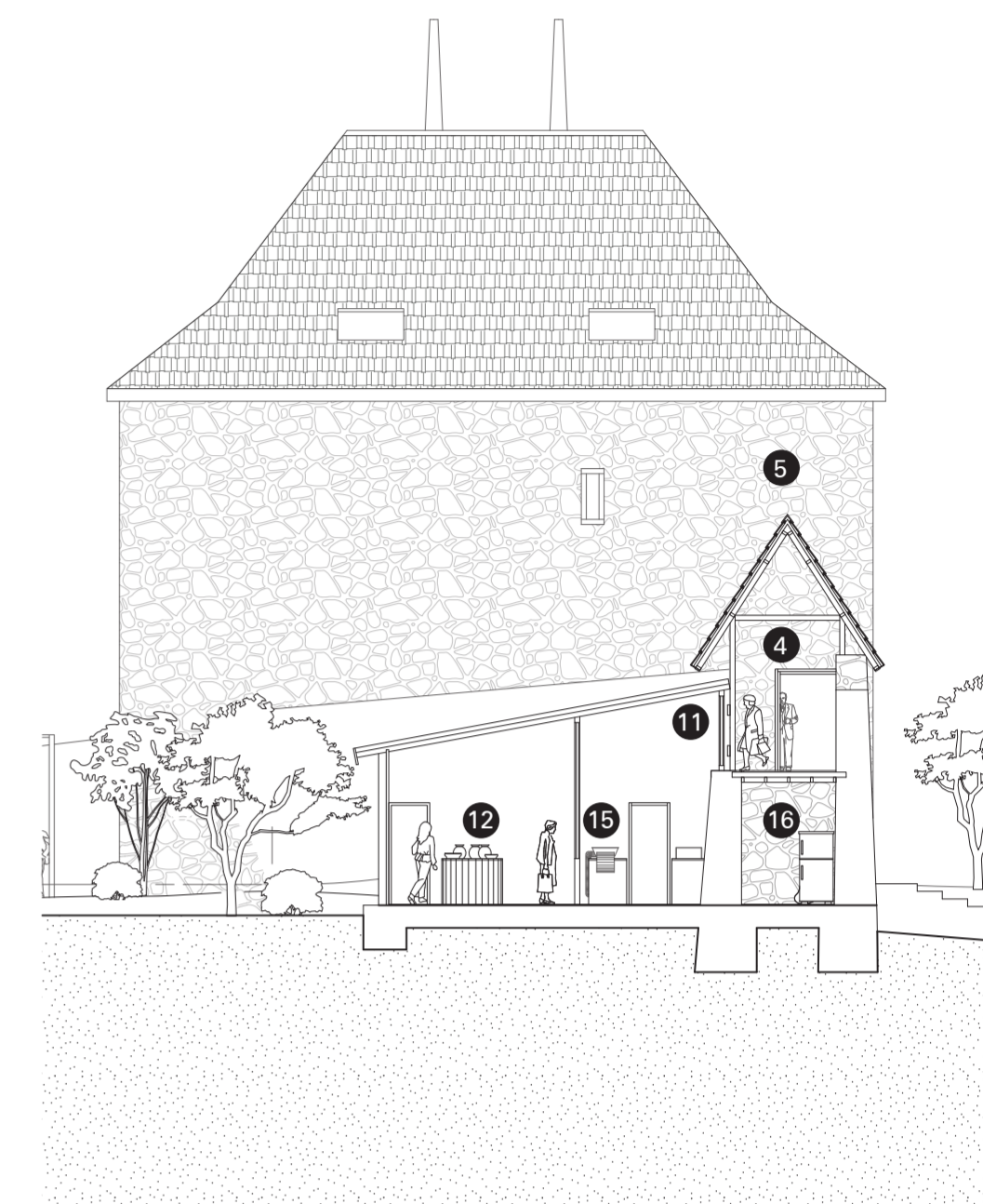
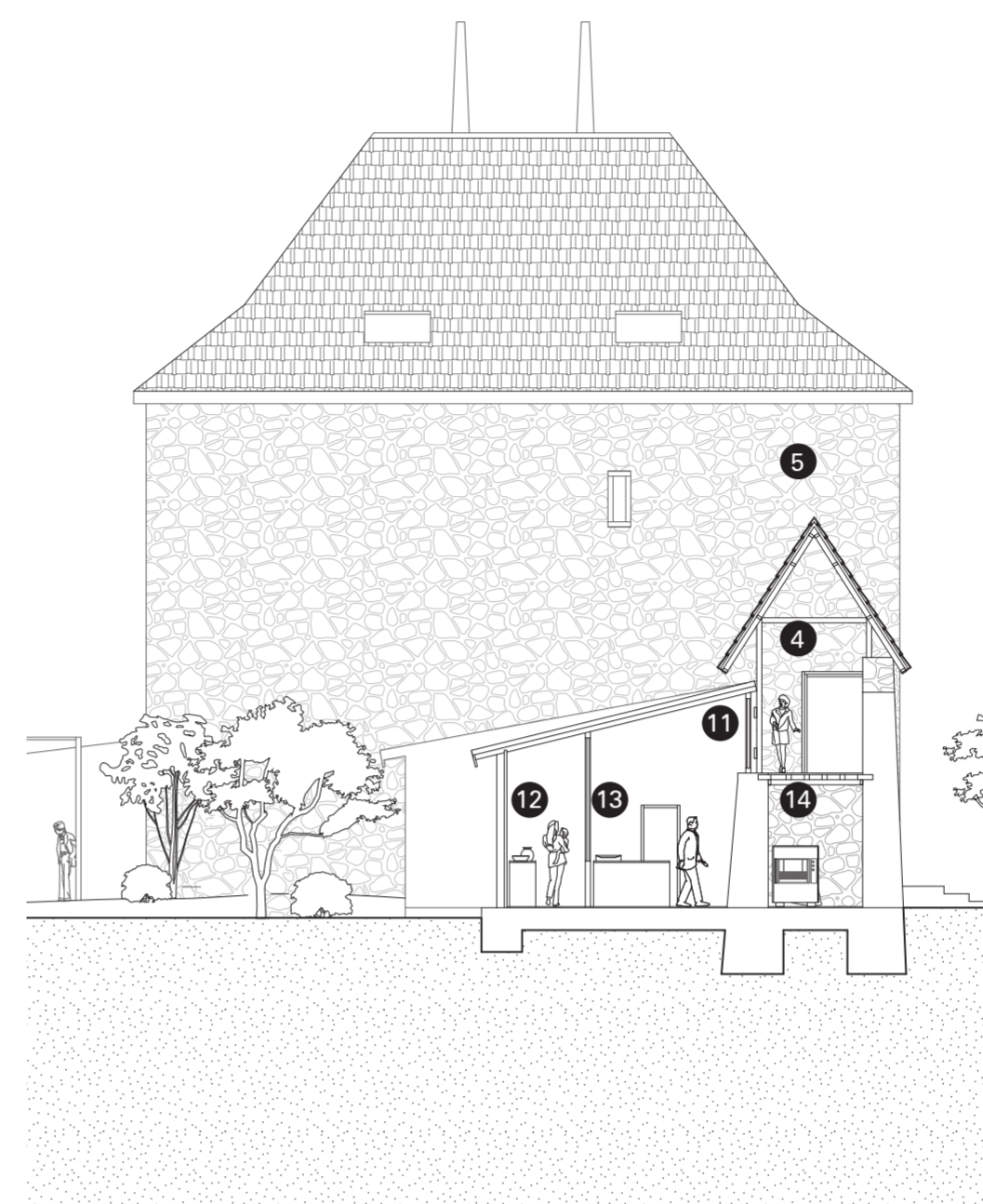
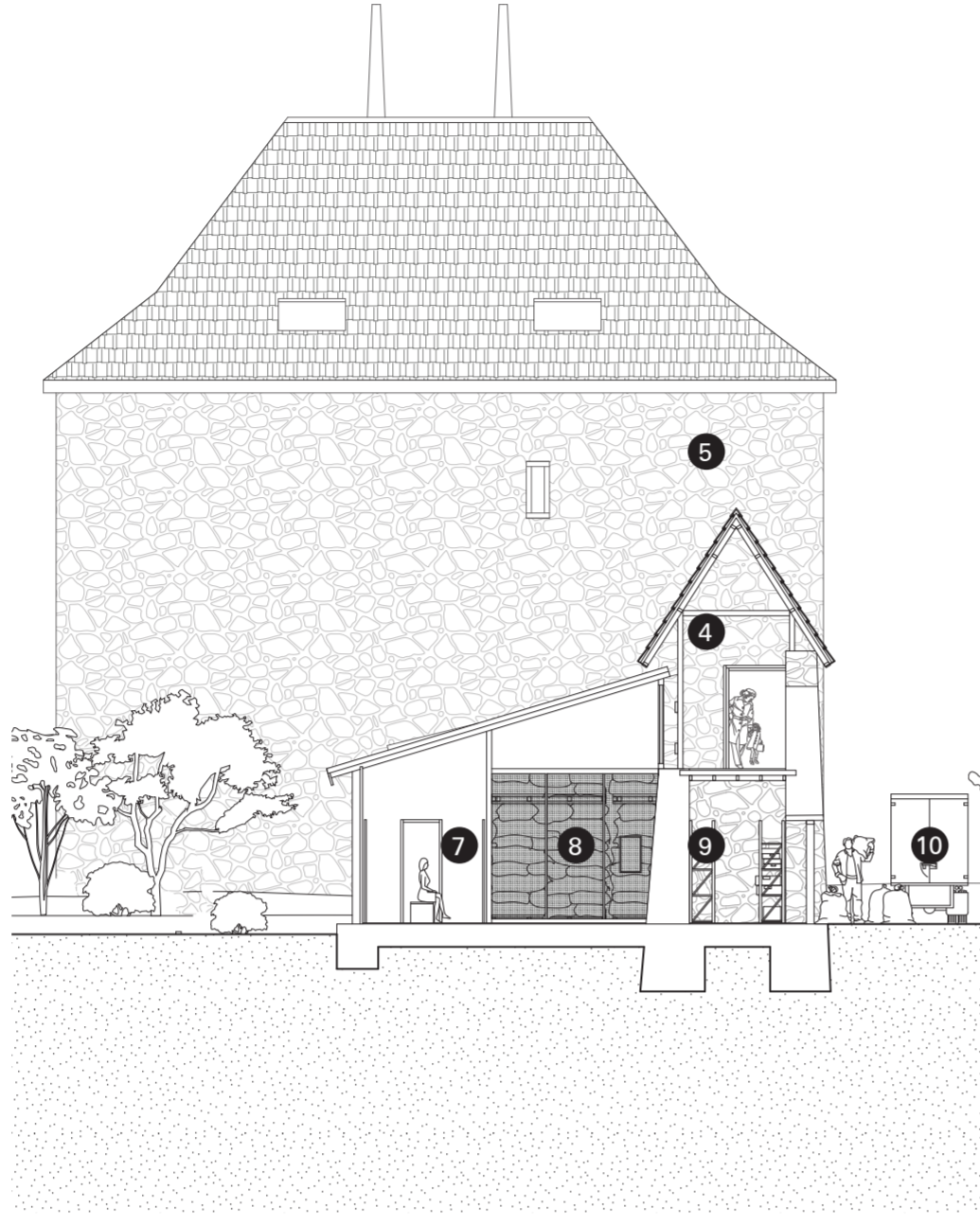
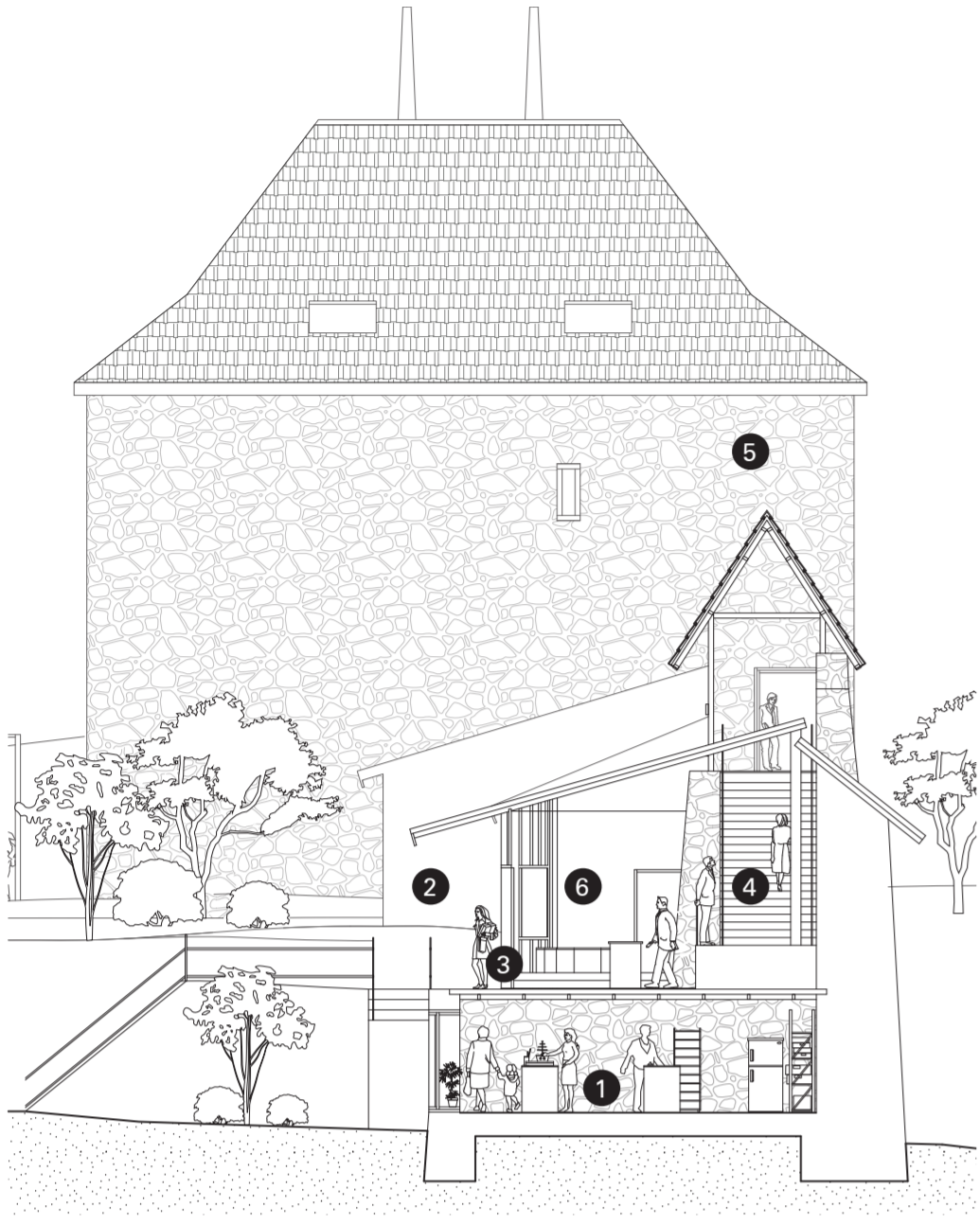


- 1. Glass Façade
- 2. Crafted Wooden Screens
- 3. Roof Shingles
- 4. Workshop
- 5. Chocolaterie Entrance



Crafted wooden screens and roof shingles inspired from the Swiss Chalet style replace the original facade to create an enticing and illuminated Hermès storefront.

9/14

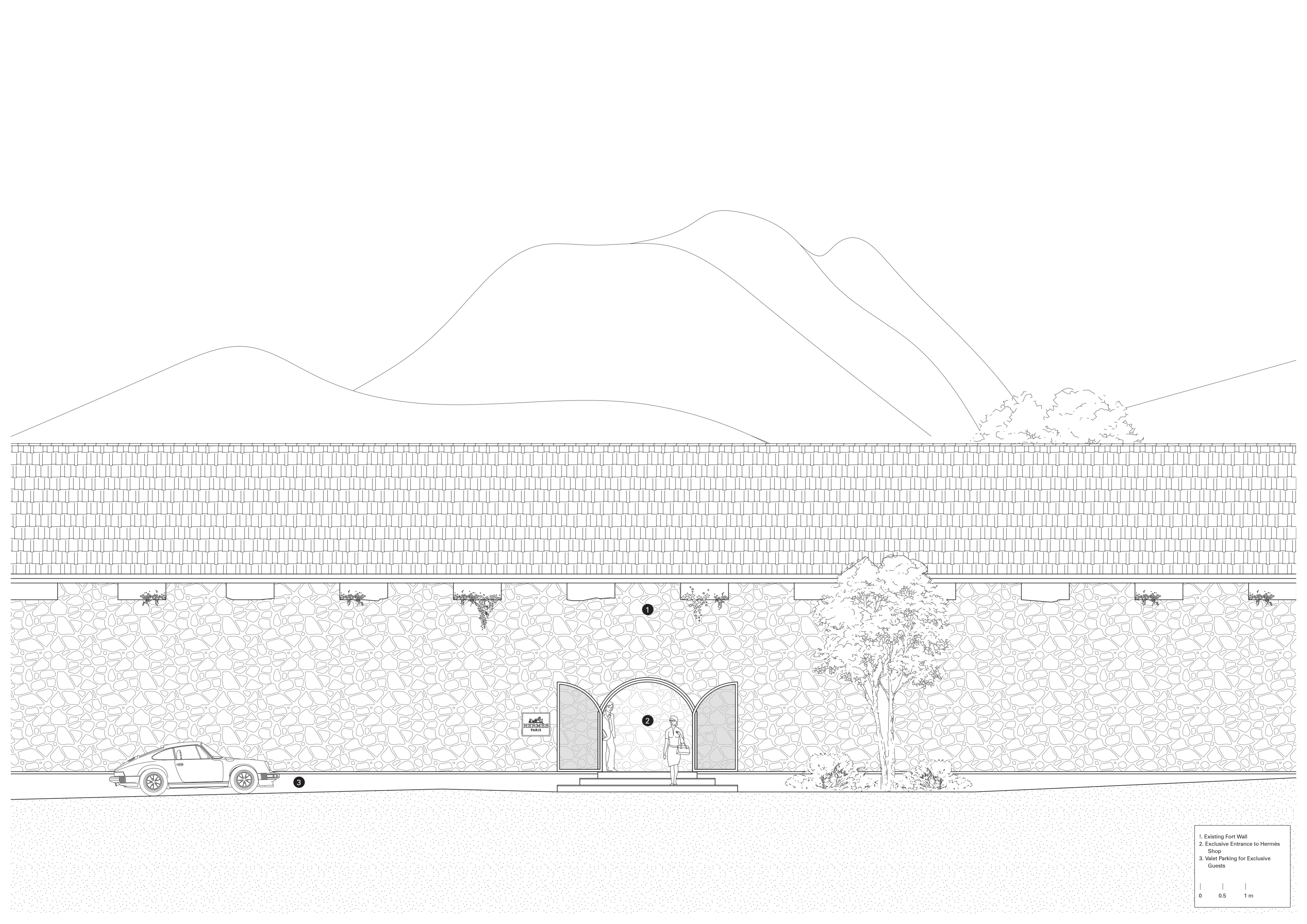


1. Workshop Area
2. Storefront
3. Entrance
4. Transitional route to the Fort Wall
5. Existing Fort Tower
6. Exhibition: Bean-to-bar
7. Exhibition: Cocoa History
8. Exhibition: Cocoa Storage
9. Storage
10. Unloading Zone
11. Production Views
12. Exhibition: Tools
13. Hand-Sorting
14. Bean Roasting
15. Winnowing
16. Refrigeration
17. Molding Tables
18. Tempering Machine
19. Hermès Shop
20. Outdoor Terrace
21. Exhibition: Swiss Pioneers
22. Packaging
23. Luxurious Staircase
24. Cafeteria



The cross-section shows the integration of the old with the new, creating visual and transitional vistas from the existing corridor, overlooking the chocolate production.

10/14

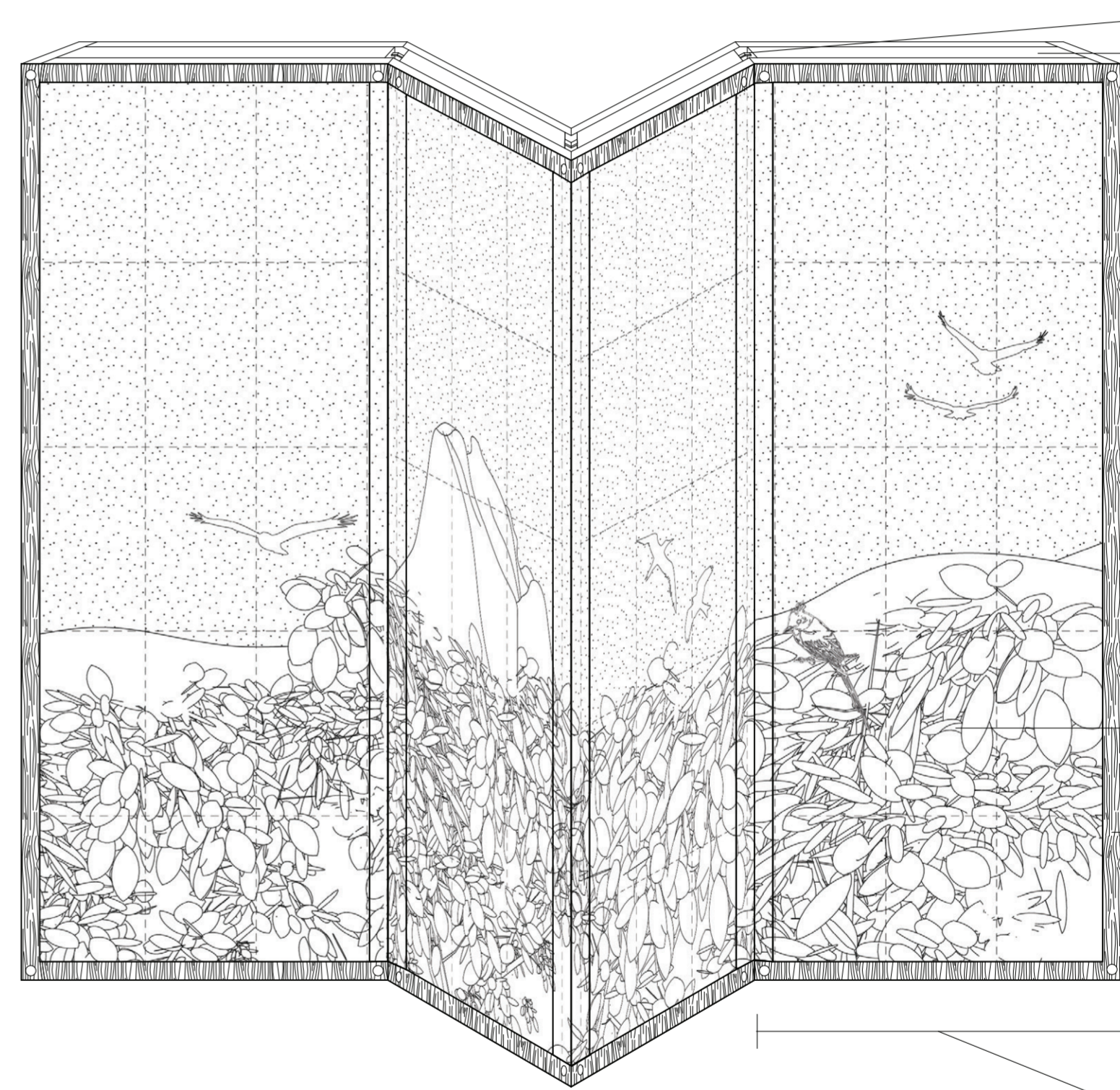
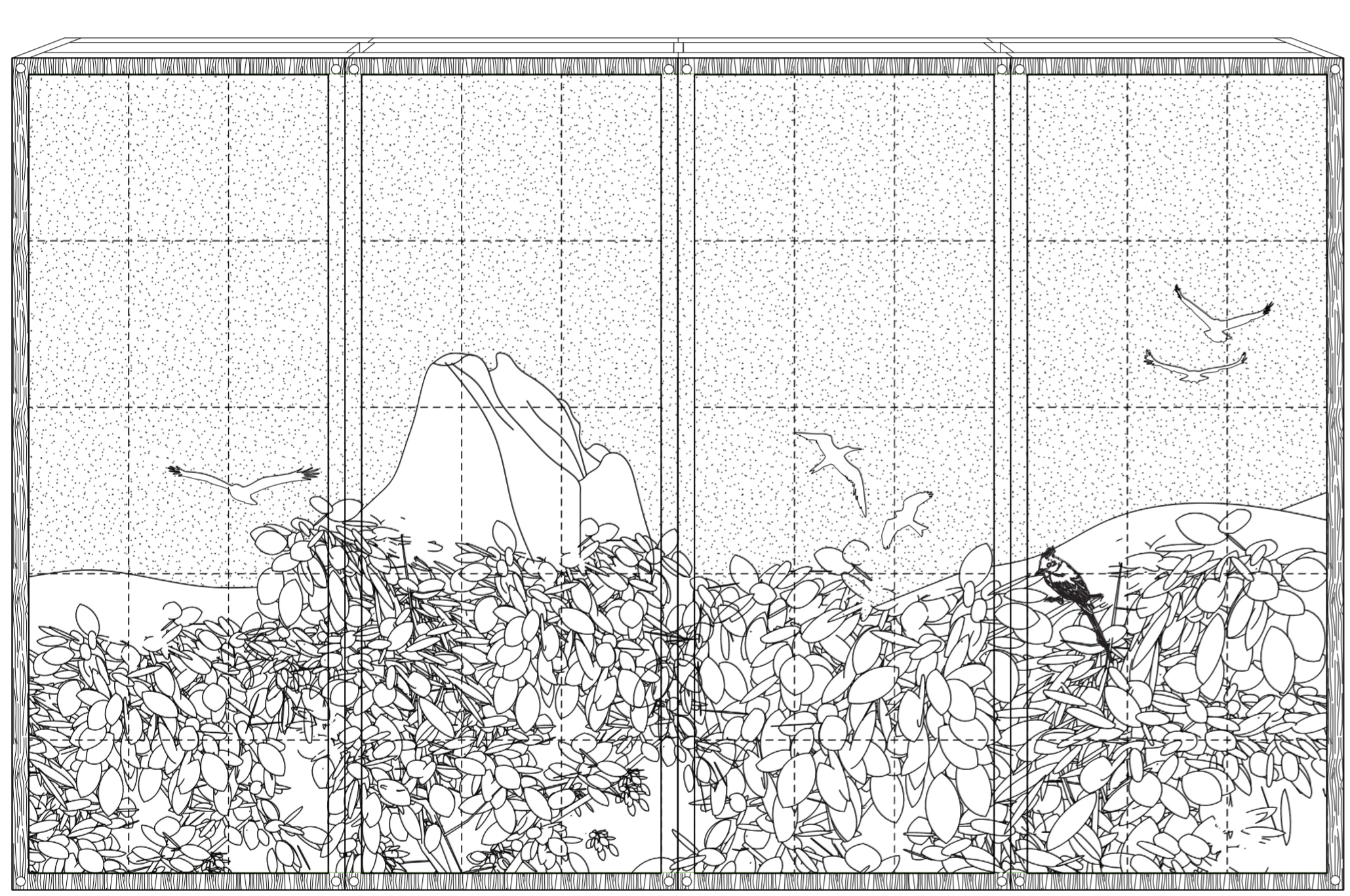


- 1. Existing Fort Wall
- 2. Exclusive Entrance to Hermès Shop
- 3. Valet Parking for Exclusive Guests

0 0.5 1 m

The elevation shows the secondary entrance and the route for affluent consumers willing to invest in artisanal luxuries, separated from the tourist traffic, offering exclusive premises with chocolate tasting experiences.

11/14



1

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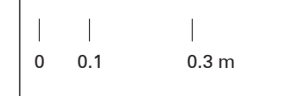
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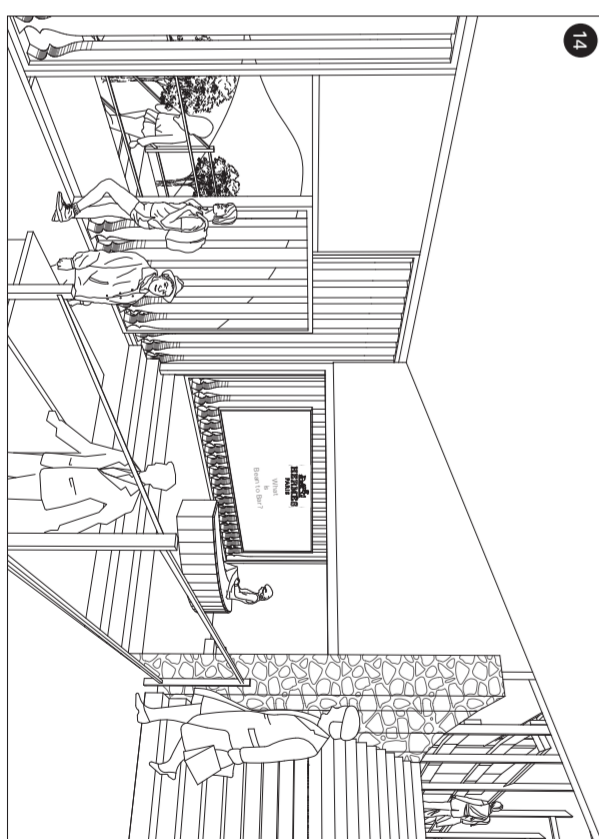
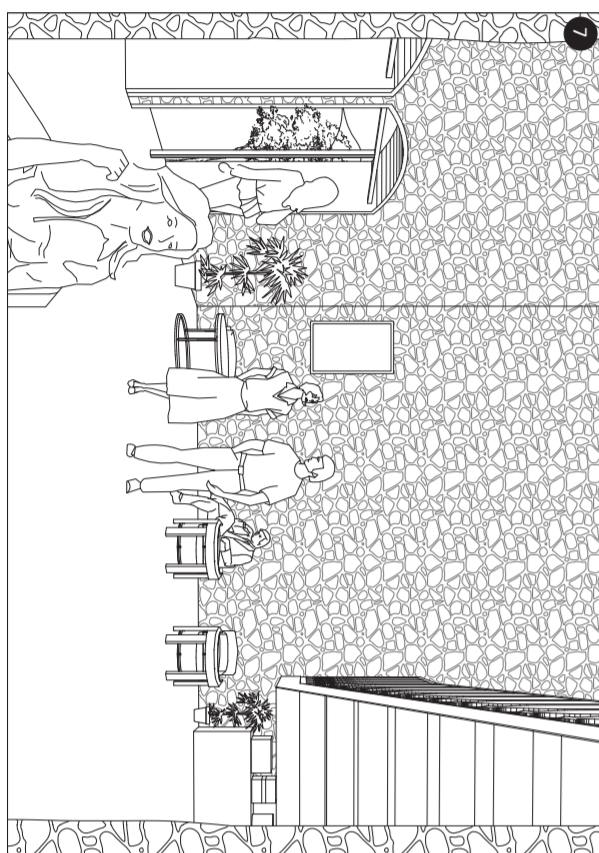
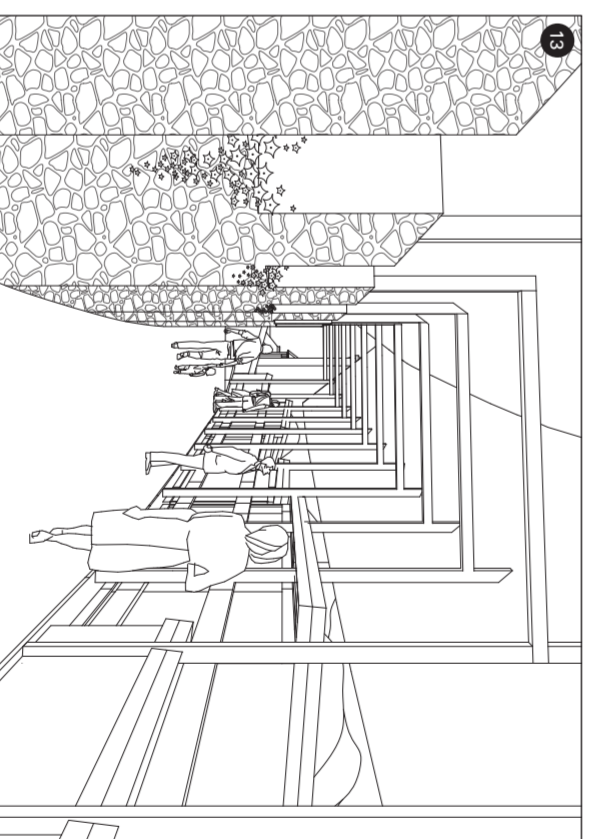
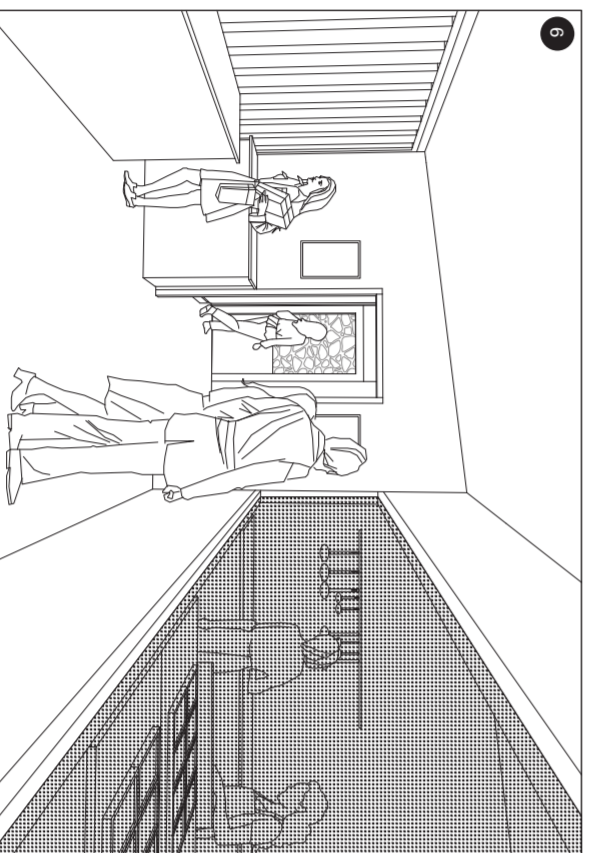
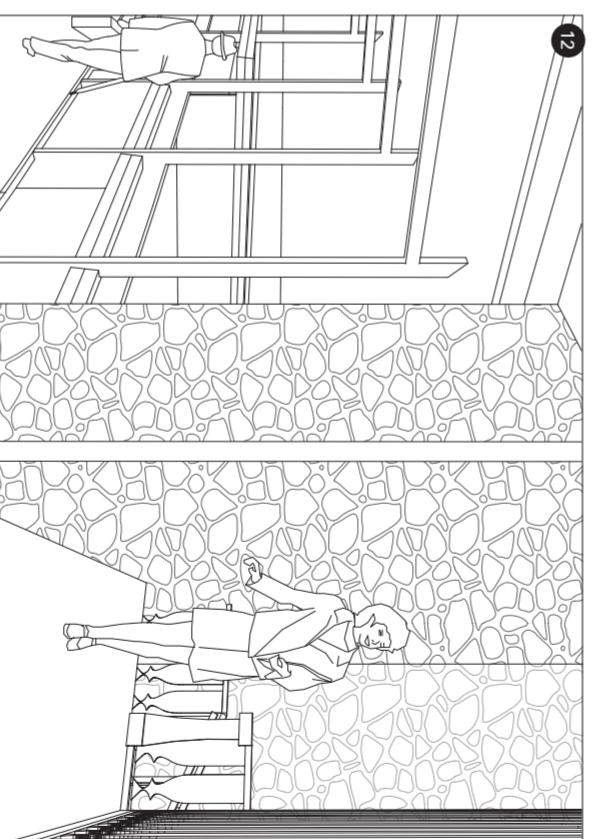
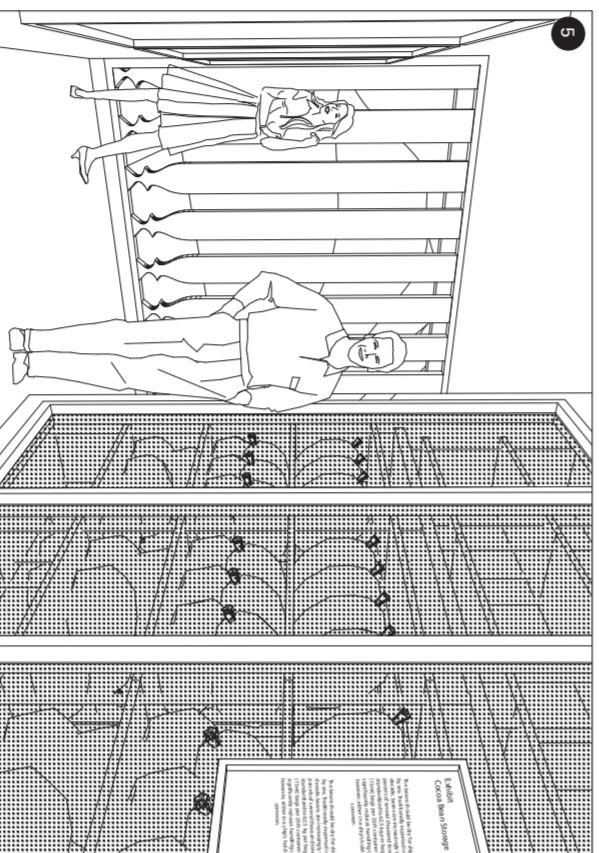
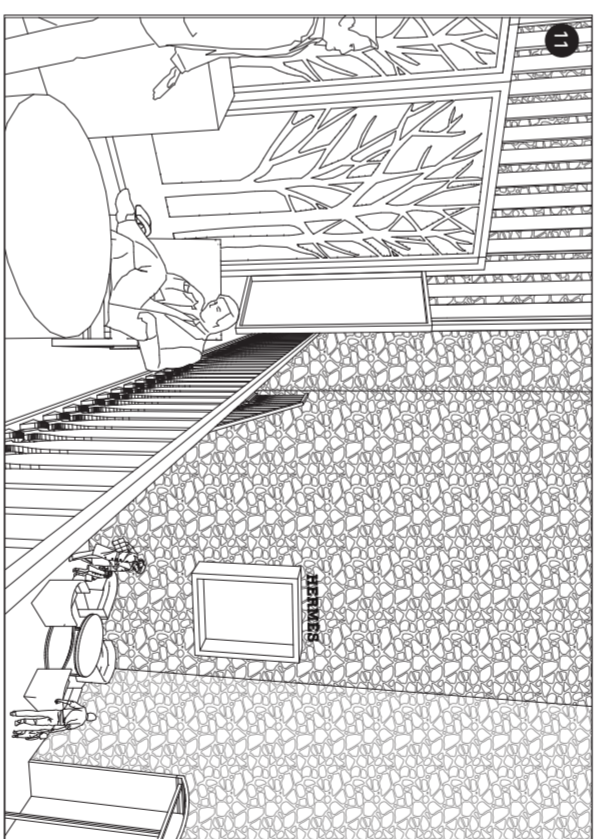
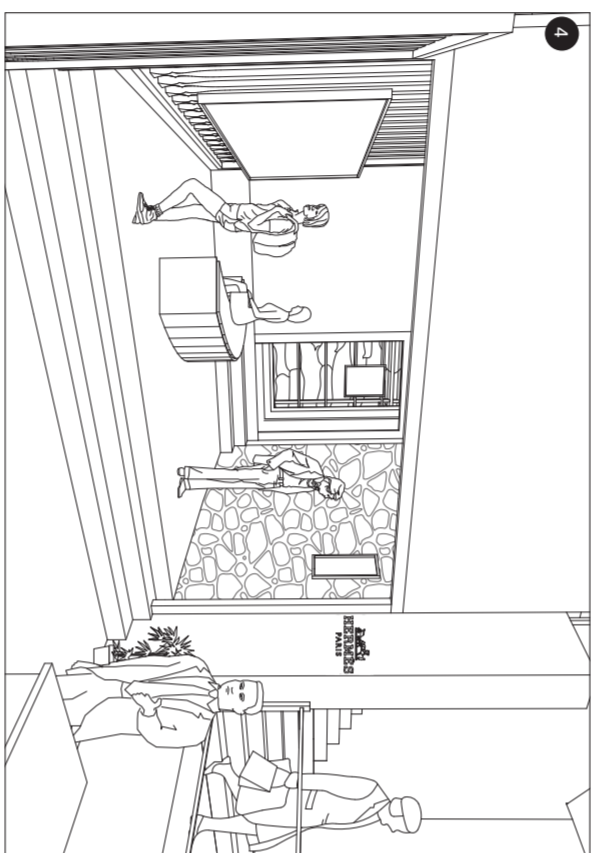
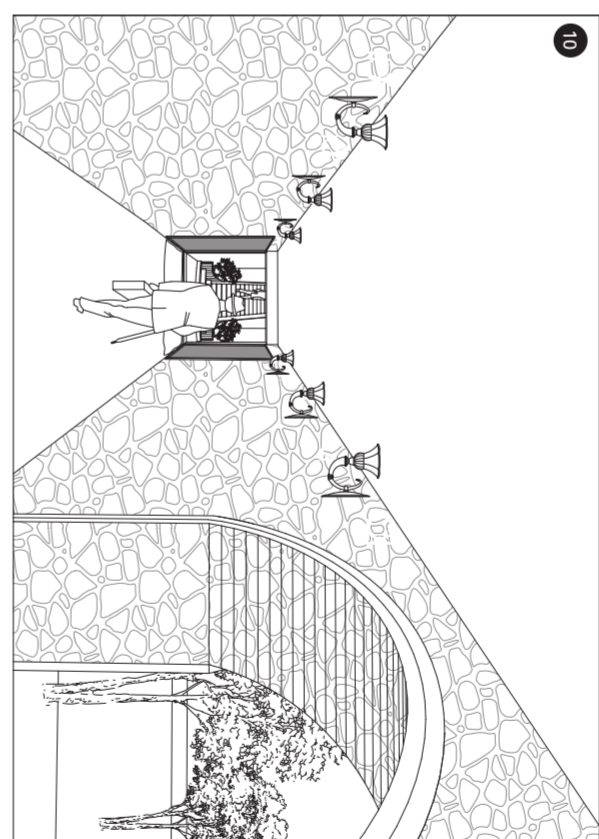
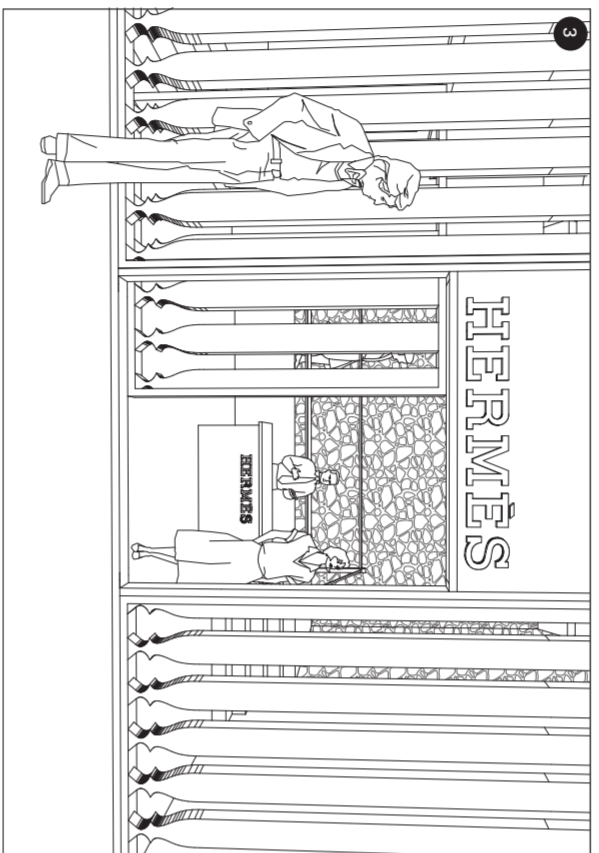
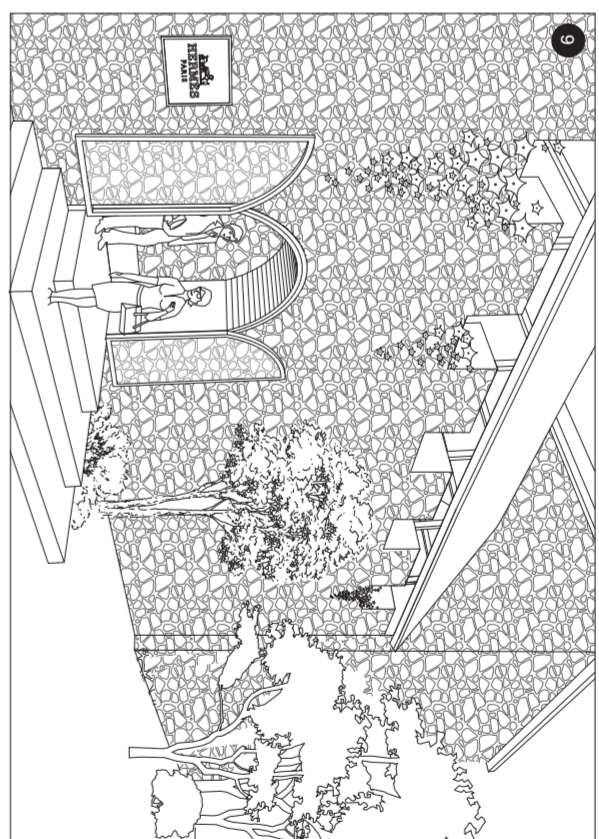
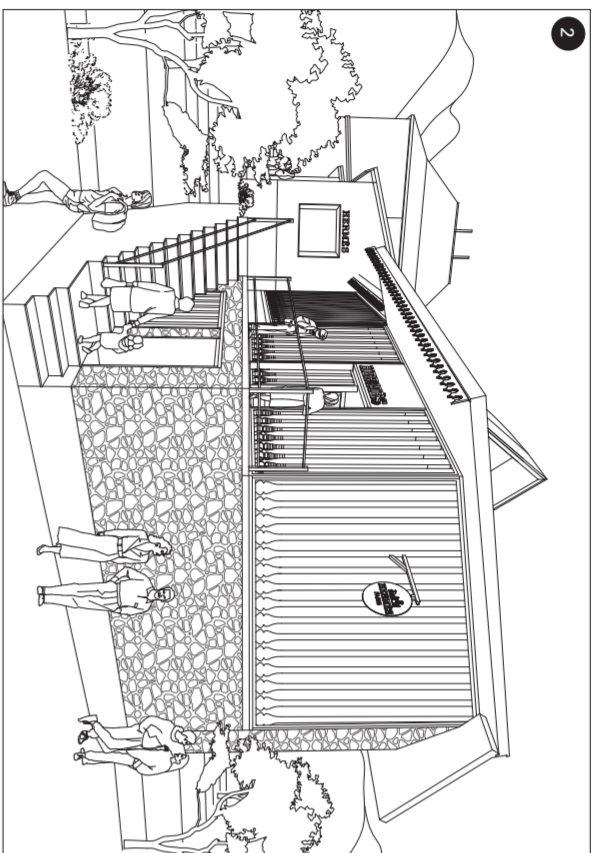
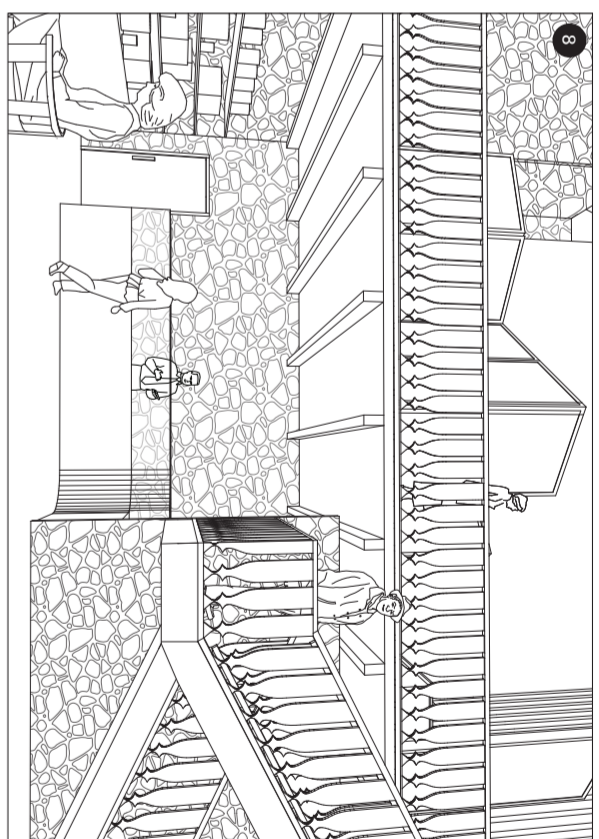
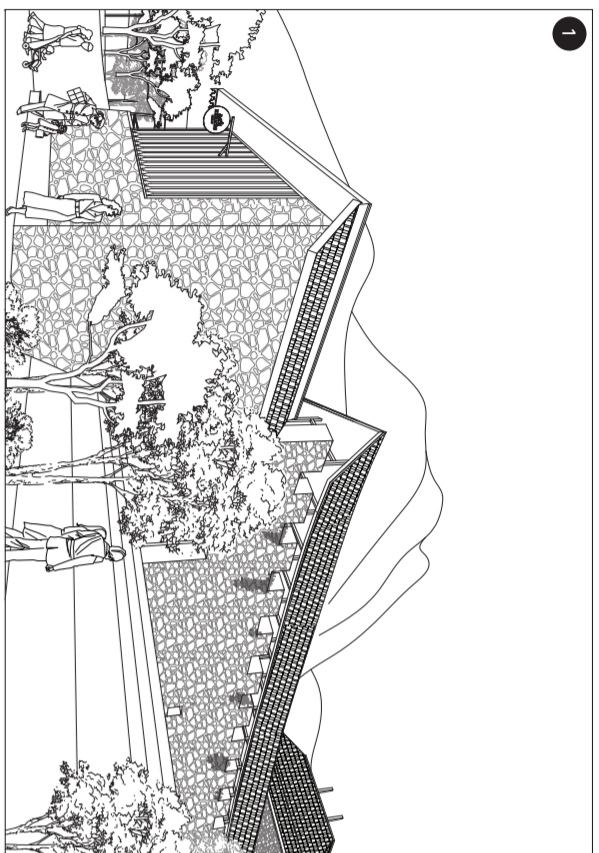
7

- 1. Display Screen for Bahia
Cocoa from Brazil
- 2. Threaded/ Leather/ Paper
Hinges allowing Flexibility
- 3. Wooden Lattice Core
- 4. Brazilian Wood
- 5. Pasted Paper Cover
- 6. Wooden Border on four sides
- 7. Panel/ Screen



Wooden mobile screens from the craft of byobu-making create luxurious and independent display areas for three different origins of cocoa, assembled there and alluding to the exoticism of the provenance of beans through the specific imagery and wood used.

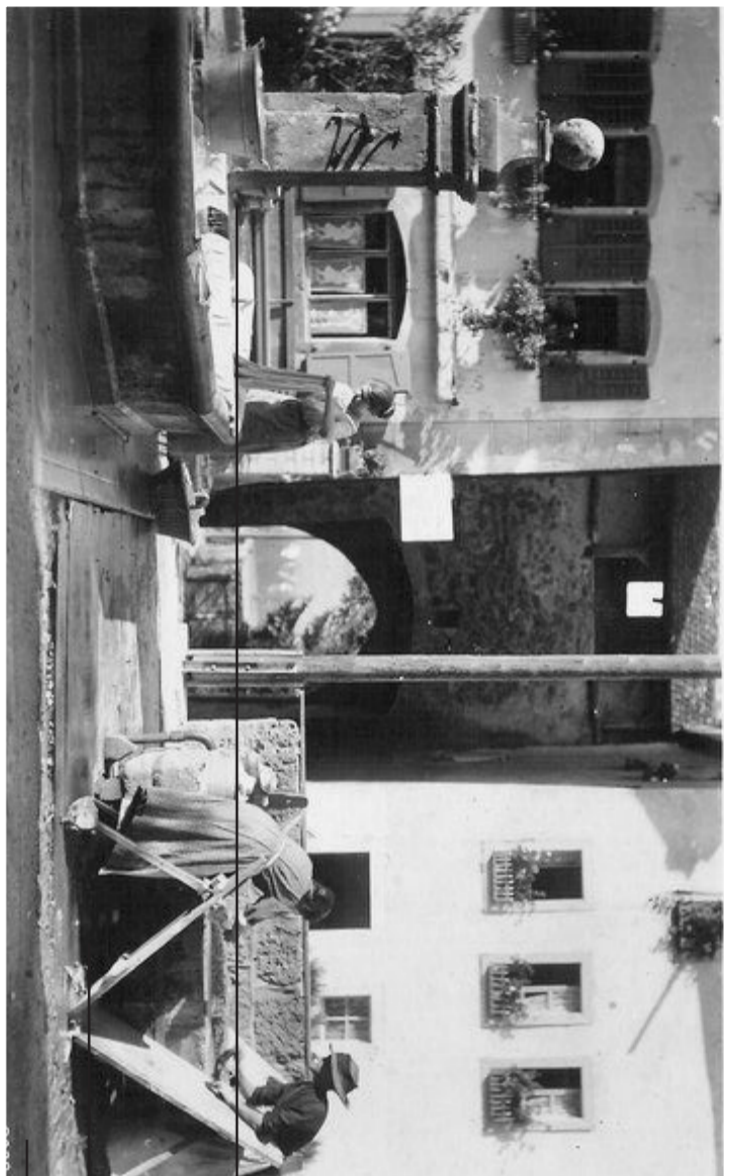
12/14



1. Entrance to Gruyères
2. Hermès Chocolaterie de Gruyères
3. Storefront Entrance
4. Concièrgerie and Exhibition: Bean-to-bar
5. Exhibition: Cocoa History and Cocoa Storage
6. Chocolate Production Views and Exhibition: Tools
7. Cafeteria
8. Hermès Shop Mezzanine
9. Exclusive Entrance to Hermès Shop
10. Luxurious Staircase
11. Tasting Areas
12. Mezzanine Transition
13. Transition through Existing Fort Wall
14. Exit

A series of spatial perspectives narrating the distinct consumer experiences through a curated journey that intersects with the new intervention and the existing heritage site of the chocolaterie.

13/14



1

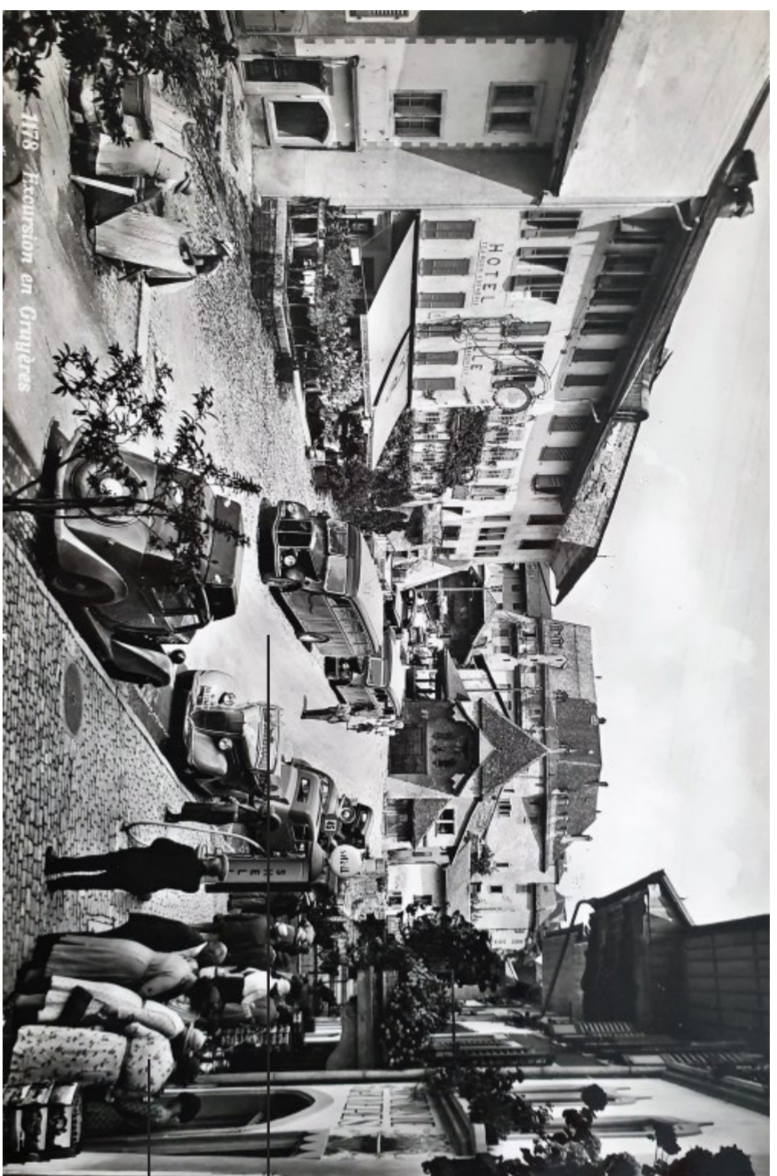
1950

Gruyères as a place of work for day-to-day life

Medieval village
Gruyères Town Fountain

Women using the water from the fountain

Streets as children's play area



2

1970

Village's transformation with rapid industrialization

A symbol of trade
Dominance of vehicular traffic

A symbol of trade
Street Shops



3

2000

The pursuit towards recreation and tourism

Attraction
Bus for Tourists
Restored town fountain



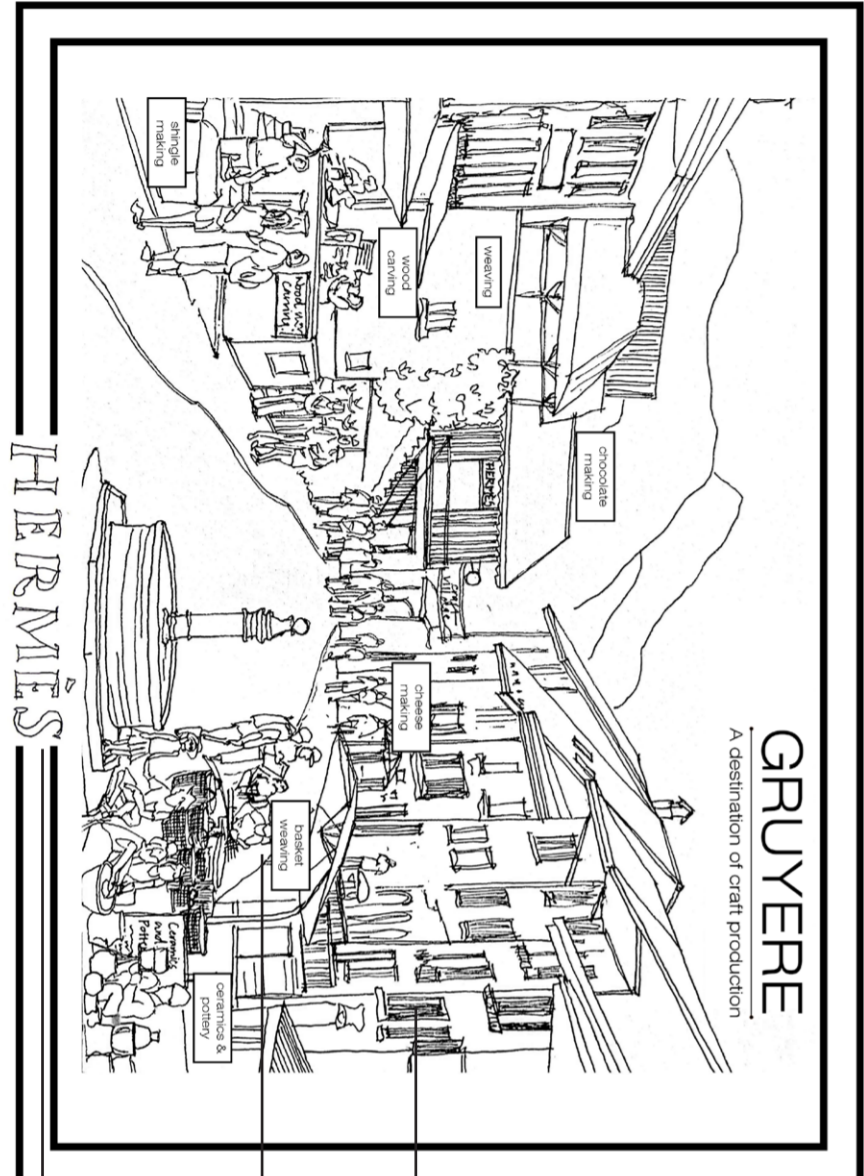
4

2020

Village identified as a mass tourism destination

Touristic Destination
Souvenir Shops and Terrace Restaurants

Car-free village
Hustling crowds



5

2050

A destination of craft production

Craft destination
Variety of heritage craft professions and workshops

Village's shift back to "a place of work"

Village's new identity through the craft chocolate preservation initiative by Hermès

1. 1950: Gruyères as a place of work for day-to-day life
2. 1970: Village's transformation with rapid industrialization
3. 2000: The pursuit towards recreation and tourism
4. 2020: Village identified as a mass tourism destination
5. 2050: A destination of craft production

A collection of postcards from Gruyères that trace its history from a place of work to a place of value, entitling a renewed identity of heritage craft preservation to move beyond mere tourism.

14/14