



COMPLEX PROJECTS

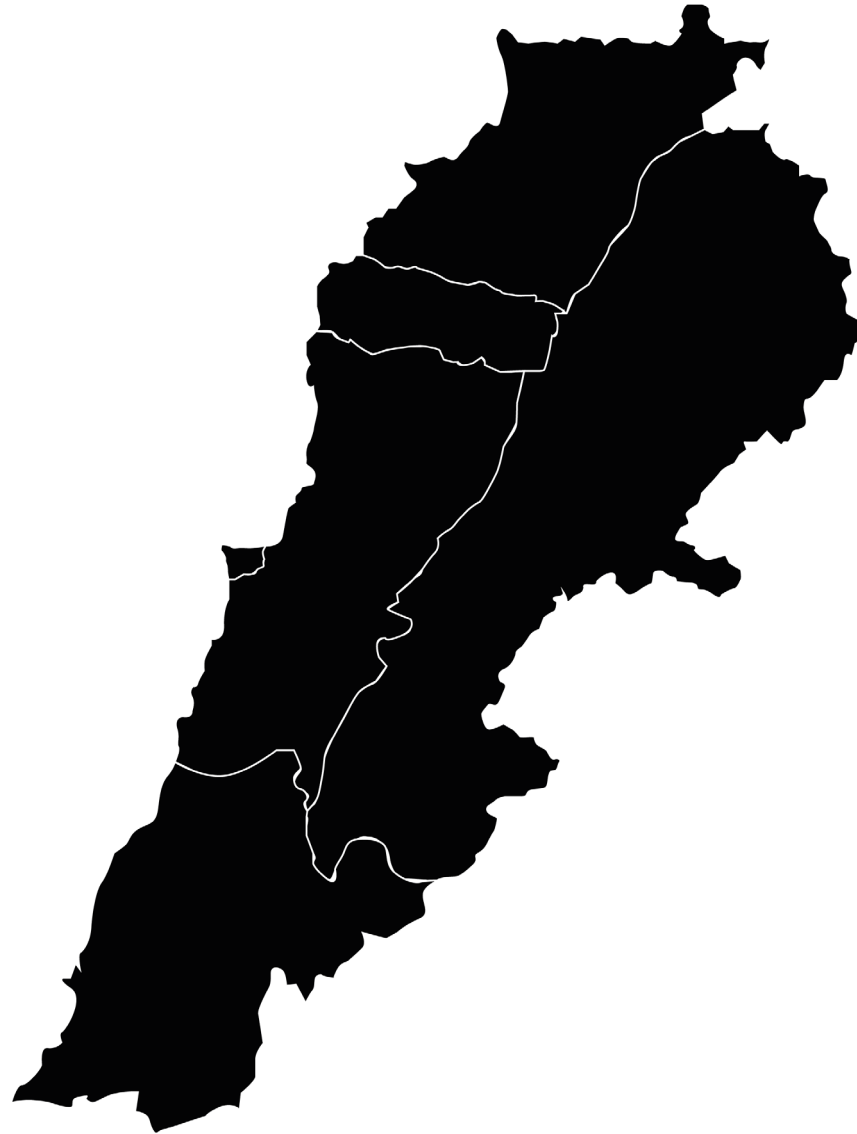
# NATIONAL WINERY

theme: catastrophe. location: beirut, airpark ibrahim sursock

martin grech, 5366283

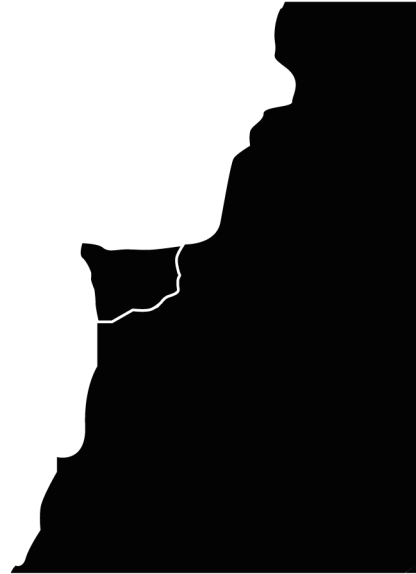
june/24/2022

# LEBANON





# BEIRUT





# POST EXPLOSION AUGUST 4TH 2020

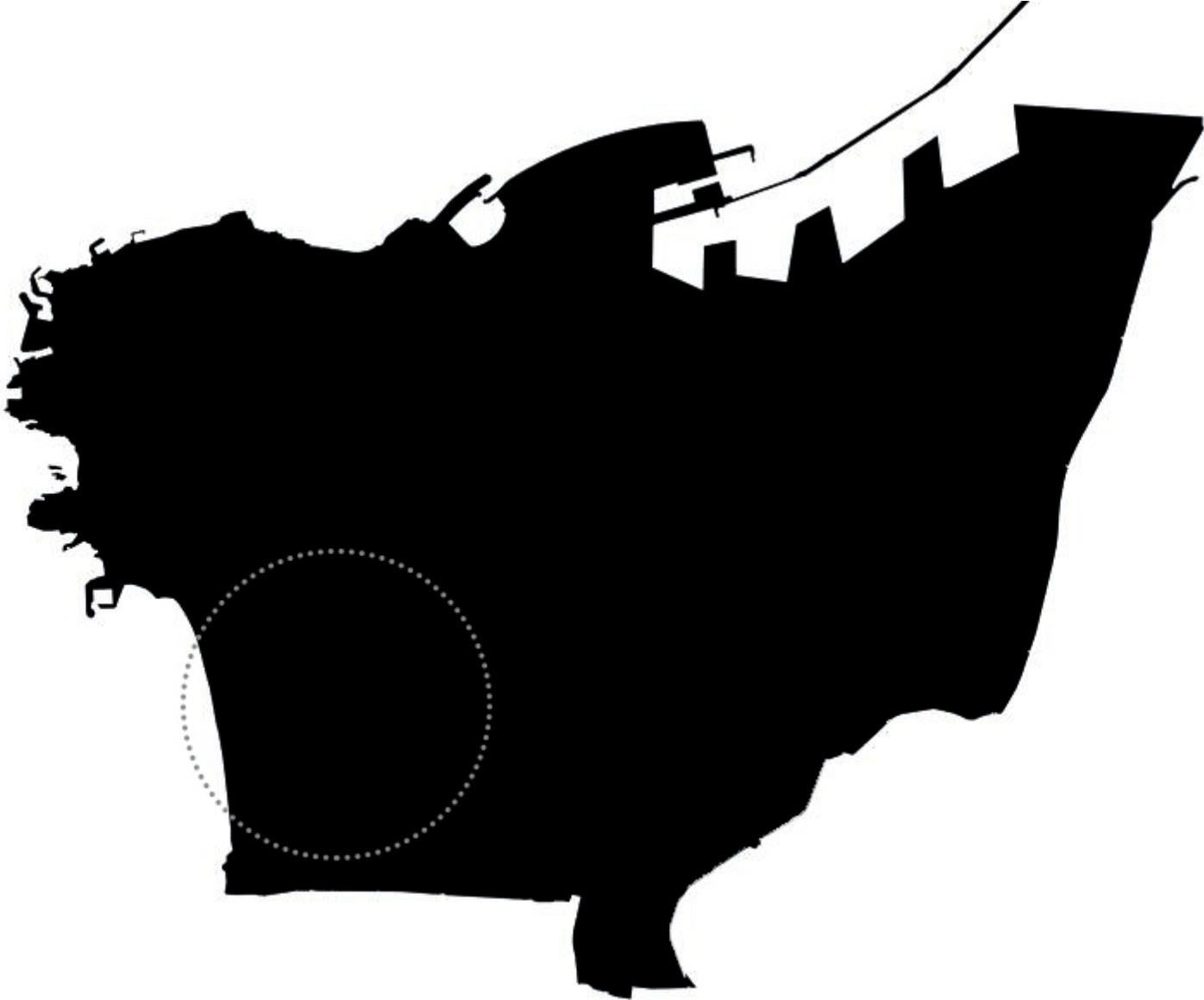




# RECOVERY STRATEGY



# GROUP FOCUS: SUBURBS





# AREA STRATEGY: BEIRUT MOSAIC



# MASTERPLAN





# SITE ON KEY PIECE: AIRPARK IBRAHIM SURSOCK



# AFFECTED ZONES: MARKET & PARK





# PERSONAL FOCUS: CULTURE





# THE IMAGE OF BEIRUT





# CULTURAL GOLD MINE





# EXODUS: LOST FAITH IN THE CITY





# COMPLICATION: FRAGMENTED DISTRIBUTION OF POWER



# IMPOTENCE OF CULTURAL INSTITUTIONS

The estimated budget for the Ministry of Culture was established in 2015 accounting for 1.56% of the total budget of the Lebanese government, i.e. US 24.3 million, which is a small amount.



# GENERAL DECLINE OF CULTURAL INTEREST

ONLY 1/10TH OF POPULATION WOULD BE INTERESTED IN CULTURAL EVENTS





# FORGETTING WHERE TOURISM SUCCESS COMES FROM

IT IS ESTIMATED THAT TOURISM CONTRIBUTES NEARLY 7% TO LEBANON'S GDP (ABOUT USD 4 BILLION)





# INABILITY TO DEVELOP EXISTING SUCCESS





# ESPECIALLY WITH INEFFECTIVE TYPOLOGIES

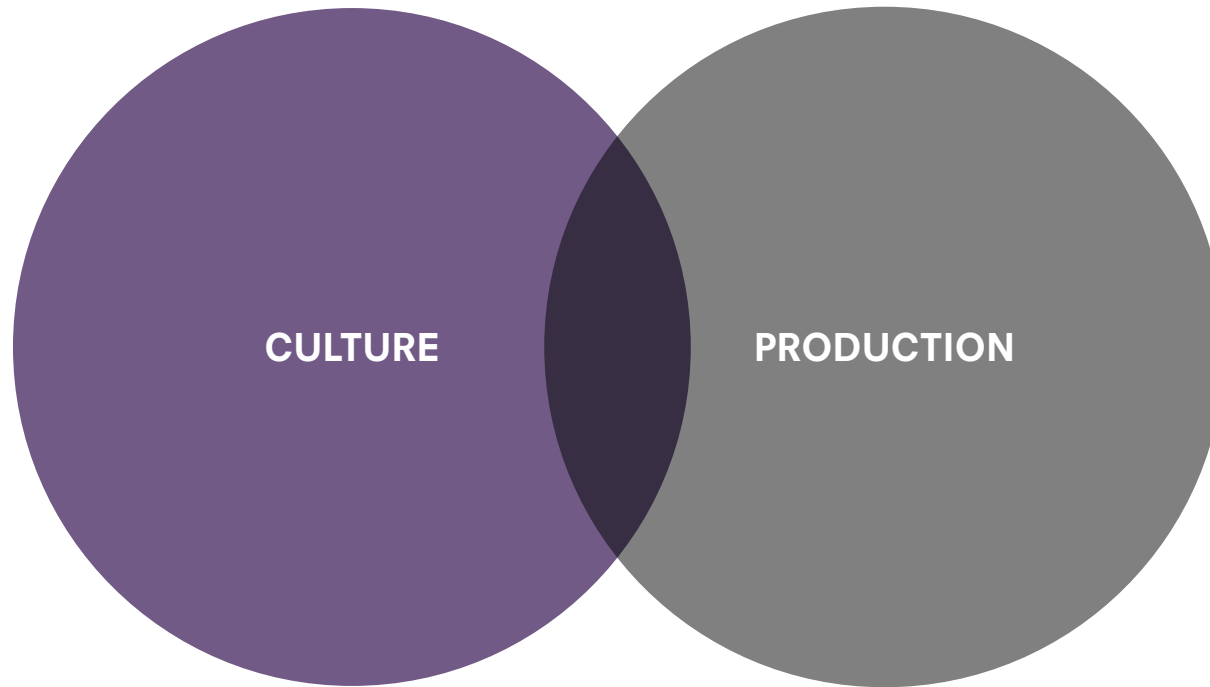




# AND A GENERAL FUNDING CRISIS



# REACTIONARY STRATEGY





# CULTURAL PRODUCE: WINE?





# ARAK AND WINE?





# PROMISING AGRICULTURE SECTOR

THE MAJOR ECONOMIC SECTORS INCLUDE METAL PRODUCTS, BANKING, AGRICULTURE, CHEMICALS, AND TRANSPORT EQUIPMENT.





# THE NATIONAL DRINK ARAK

"YOU GROW UP AROUND THE SMELL OF ARAK BECAUSE IT'S PRETTY MUCH EVERYWHERE, IT IS THE NATIONAL DRINK."





# PROMISING WINE STORY

"EACH BOTTLE COULD SERVE AS AN  
AMBASSADOR FOR LEBANON"

"LEBANESE WINE IS A SUCCESS STORY, AND WE NEED TO  
BUILD ON THE SECTOR," ECONOMY AND TRADE MINISTER

"ALONG WITH APPLES, HONEY AND OLIVE OIL, WINE IS REGARDED AS ONE OF LEBANON'S  
BEST AGRICULTURAL EXPORTS, MAKING IT A POINT OF PRIDE FOR MANY."



# NATIONAL WINERY & ARAK DISTILLERY, AIRPARK





# RESEARCH SUMMARY





# CULTURAL REFORM

RETHINKING CULTURAL MANIFESTATION IN THE URBAN ENVIRONMENT



research

# PARIS OF THE MIDDLE EAST





research

# CROSSROADS BETWEEN EU. & M.E.





# CAPITALISING ON THE STRONG POINTS

“Lebanon’s production of cultural goods and service are well received in the Arab region”



# ALSO... ANCIENT MIDDLEMEN OF CULTURE





research

# HIGH QUALITY PHOENICIAN TRADE





research

# ESPECIALLY HIGH QUALITY AGRICULTURAL PRODUCE





# SPECIAL MENTION

## A Promise of God's Blessing

They will return and dwell in his shade; they will grow grain and blossom like the vine. His renown will be like the **wine of Lebanon.**

Hosea 14:7



research

# REMAINING RELICS



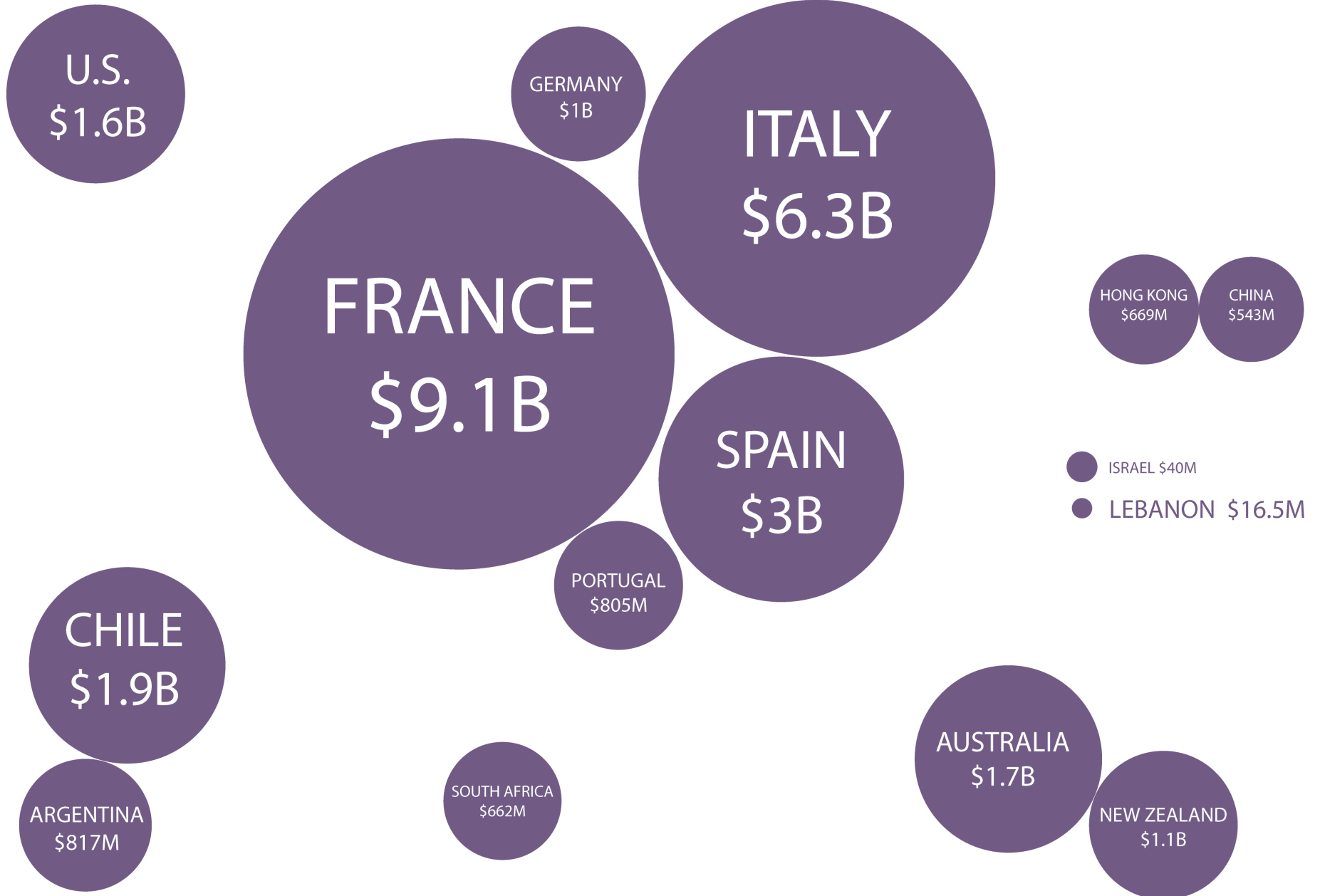


# RICH CULTURAL HISTORY OF THE LEBANESE WINE GRAPE





# STILL TODAY IN THE SUCCESS REGION





# DIFFICULTIES IN REACHING FULL POTENTIAL





# YET PASSIONATE STORY INTERTWINED WITH WAR





research

# PASSIONATE WINE ENTREPRENEURS

“Its about the daily ‘dolce vita’”



research

# HIGH AMBITIONS



“We’re going to set the benchmark really high,” Gaston Hochar



# ARAK COUNTERPART OF WINE PRODUCTION





research

# INTEGRAL PART OF DINING CULTURE





research

# TREATED AS NATIONAL TREASURE



research

# THE CULTURAL VALUE OF THE LEBANESE WINE GRAPE





research

# RESEARCH QUESTION

*How can a building complex informed by cultural production contribute to the narration and revival of cultural activity?*

# MASTERPLAN & DESIGN BRIEF



design brief

# SELECTED SITE





design brief

# SELECTED SITE





# SELECTED SITE





# SELECTED SITE





design brief

# BEIRUT MOSAIC



design brief

# AMBITIONS



**ENHANCE MOSAIC  
CHARACTER**



**PEDESTRIAN FRIENDLY  
CONNECTIONS**



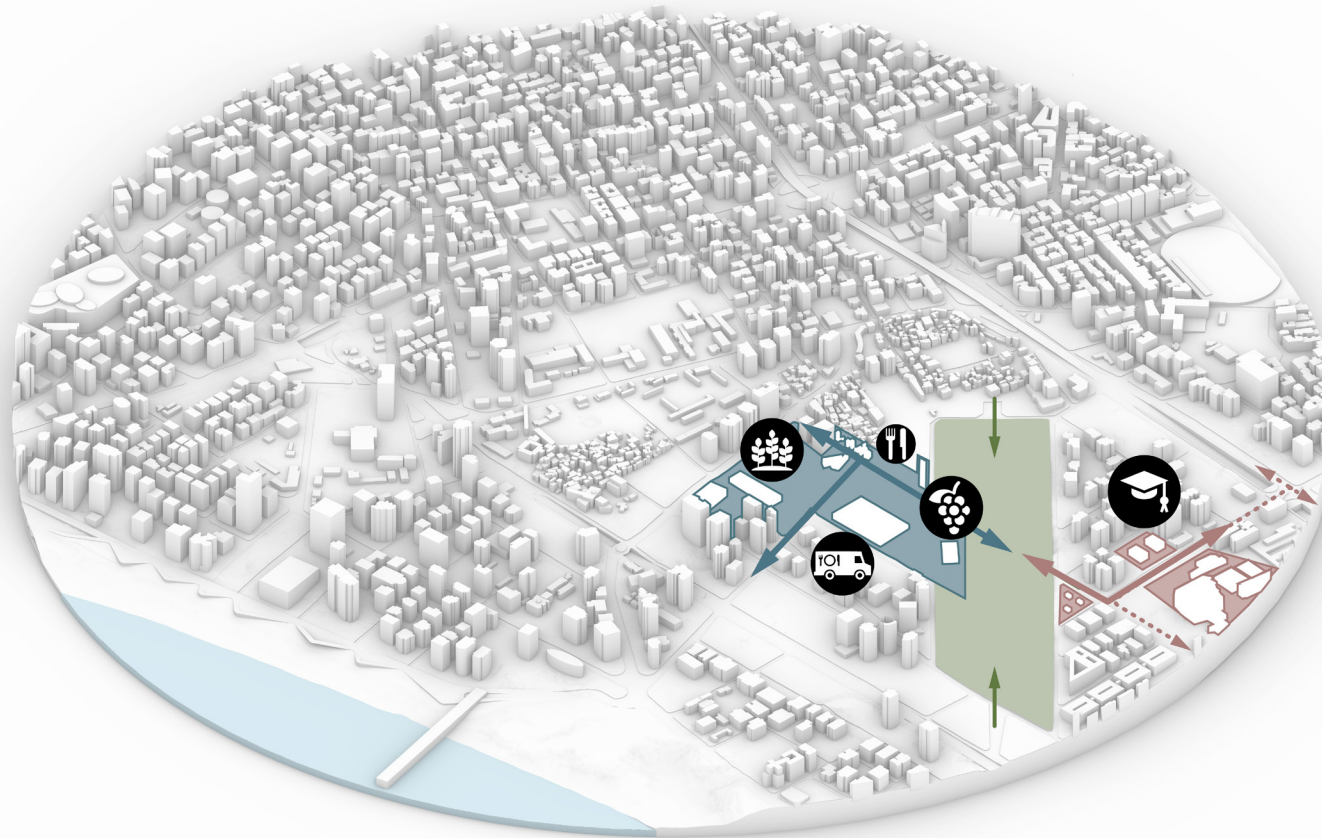
**2 KEY PUBLIC SPACES:  
BEACH & PARK**



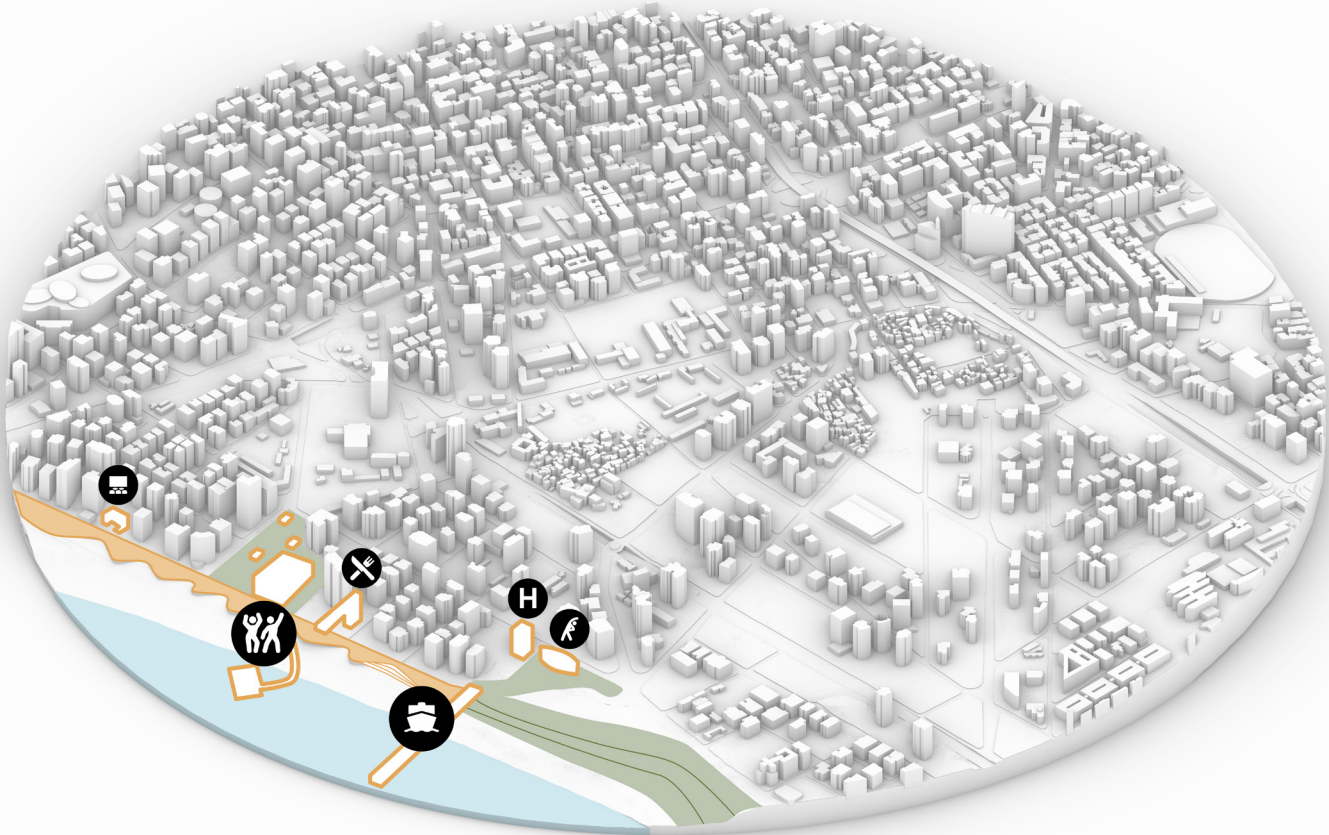
**AFFORDABLE HOUSING  
AND EDUCATION**



# MARKET, LEISURE, & RESIDENTIAL AREA



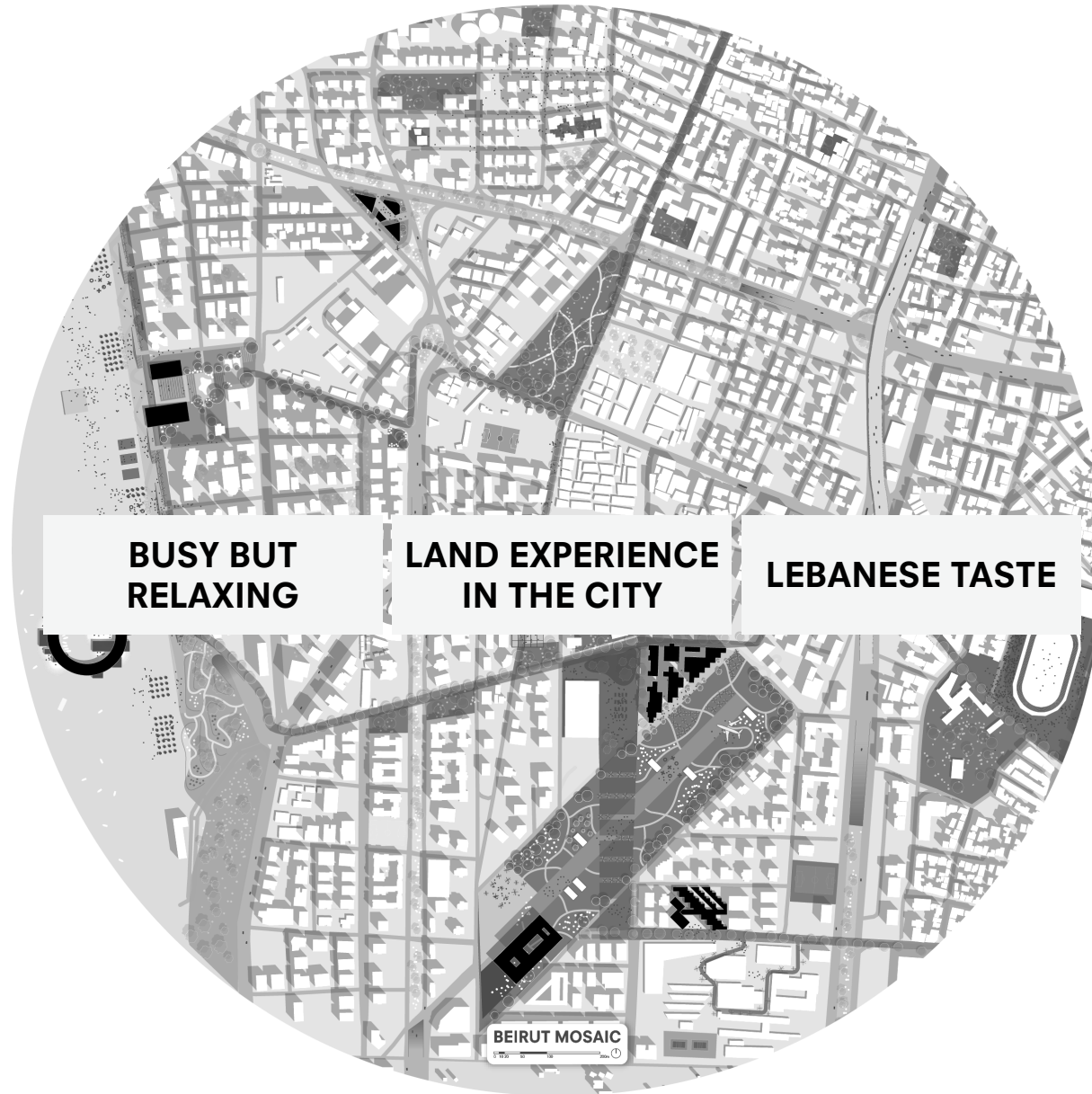
# BEACH ZONE AS VIBRANT COUNTERPART





design brief

# FUSION OF URBAN & PARK



design brief

# CENTRAL URBAN LUNG





# DESIGNATED HIGH STREET ENDING AT PARK



design brief

# A POPULAR YET CALM DESTINATION BRIDGE BETWEEN LAND AND CITY





# PROJECT FUNDAMENTALS

design brief

# ANCHOR: PRODUCTION





# LEBANESE SALES TRENDS

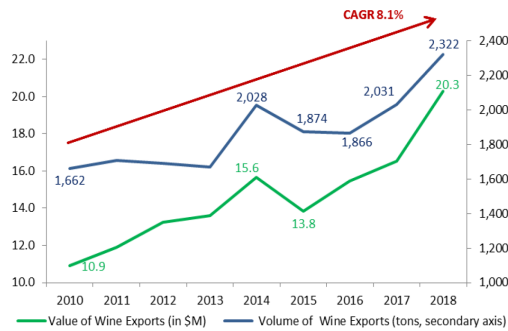
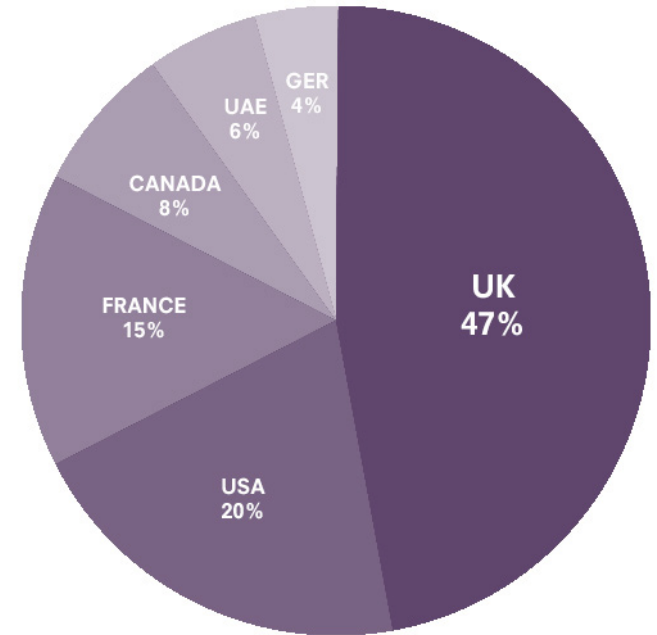
Export% Lebanon:



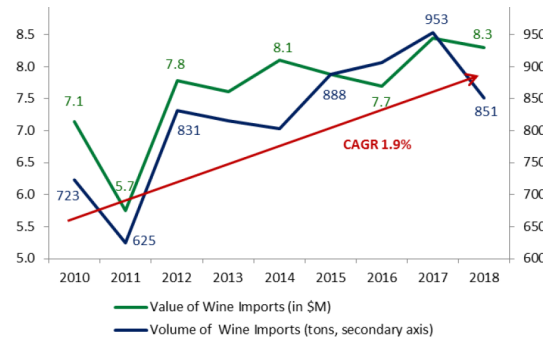
Current local market:

**27% Beirut**  
 24% Mount Lebanon  
 21% North Lebanon

Top export Destinations



Source: BLOMInvest Bank: Lebanese Customs



# LEBANESE MAJOR WINERIES

## BOTTLE RATE PER ANNUM



KSARA  
3,000,000  
GFA: 30,000 m<sup>2</sup>



KEFRAYA  
1,500,000  
GFA: 21,000 m<sup>2</sup>



MUSAR  
600,000  
GFA: 8,200 m<sup>2</sup>



IXSIR  
600,000  
GFA: 6,500 m<sup>2</sup>



TOURELLES  
350,000  
GFA: 3,500 m<sup>2</sup>



# A LARGE, REPUTABLE PRODUCTION HOUSE

Large Winery producing **800k** bottles of wine and arak p/a  
Resultant GFA: **13,000m<sup>2</sup>**, National production incr. of **9%**

design brief

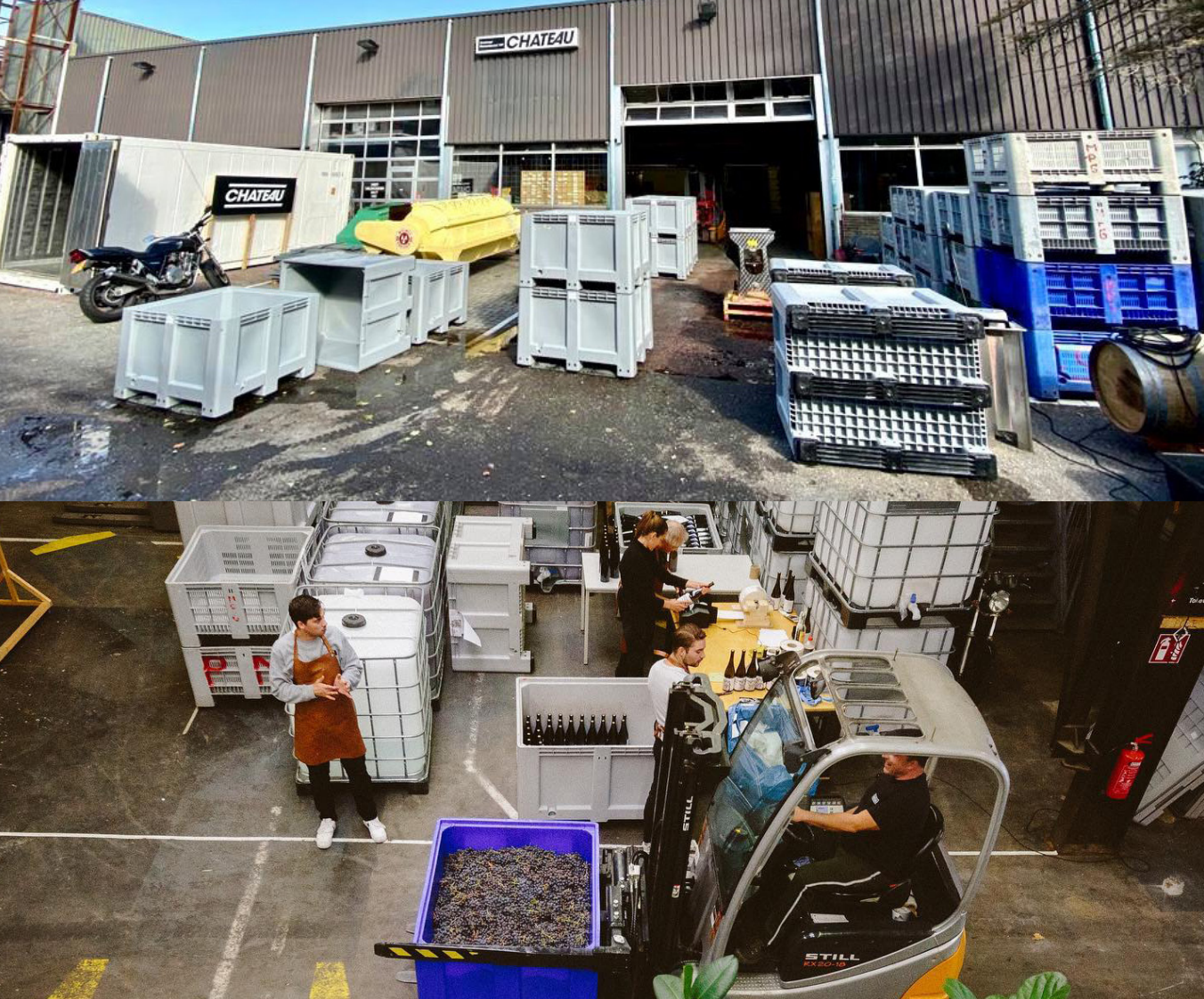
# ROOM PROGRAM





design brief

# ADMINISTRATION



RECEPTION	LOADING BAY	FOOD STORE	ADMIN
SQUARE	ARRAY	GRID	OFFICE
emptiness reception desk sculpture	crates shelves fork lifts ladders	shelves drawers coolers	desks computers
spacious breezy	loud cool	very cold	secluded comfortable
calm bright	dark industrial	dark orderly	peaceful outlook
		-	
-	crate =	-	-



design brief  
**PRODUCTION**



WINE PRESS	WATER BASIN	VINIFICATION HALL	TECH ROOMS	DISTILLATION	ARAK TECH
ARRAY	SURFACE AREA	LONG ARRAY	LABORATORY	SQUARE	SHED
press tanks conveyor belts ladders	rain harvester pump	wine vats yeast store water supply	chemical tests equipment	karkeh anise store additives	chemical tests spring water supply
vat =	-	vat overhead =	-	karkeh =	-



design brief  
**STORAGE**



WINE CELLAR	RESERVE	ARAK STORE	BOTTLING
STACKED ARRAY	STORE	GRID	LONG
barrels amphorae podium shelf rack	shelves boxes	wall mounts shelves motorised platform	equipment water supply corks labels
oak barrel =	-	amphora =	wine bottle =

# design brief

## EDUCATIONAL



WORKSHOP	VINOTHEQUE	WINE TASTING	MUSEUM
SQUARE	LONG	SEQUENCE	EXHIBITS
desks chairs test equipment	shelves wine racks	wine taps wine glasses stores	prints books artefacts
		-	
-	-	-	-



# design brief

## OUTLETS



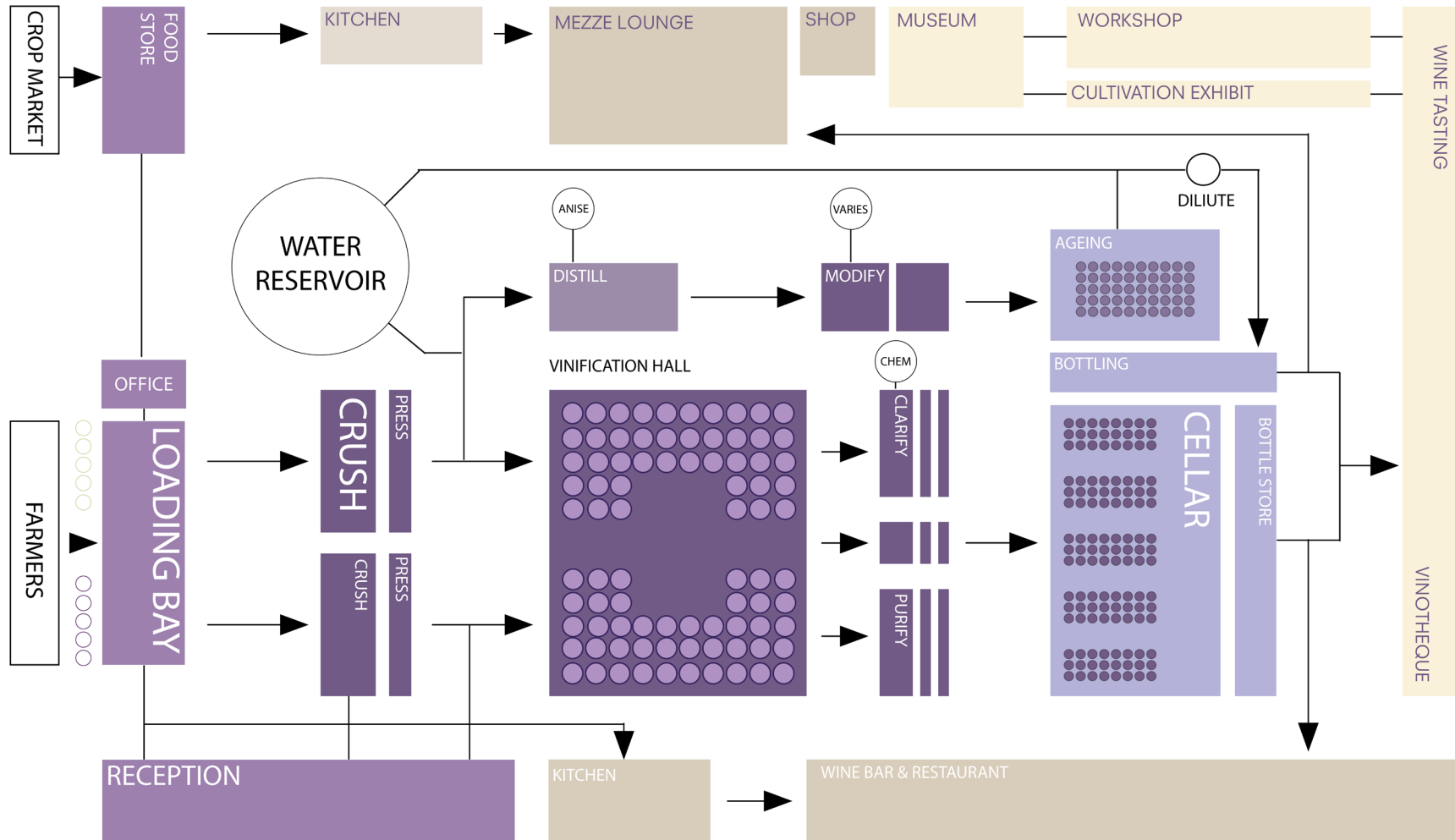
WINE BAR	MEZZE LOUNGE	SHOP
HIERARCHY	LOUNGES IN SERIES	LONG
kitchen bar 75 tables 300 chairs	open kitchen 100 coffee tables 50 tables 200 outdoor chairs 150 sofas music stage speakers	shelf counter store
half outdoor contained comfortable	comfortable vibrant loud	cool quiet
elegant intimate romantic	communal vibrant colourful natural	intimate minimal
group table =	sofa size =	-

# PRIORITIES: PERFORMANCE & ATMOSPHERE

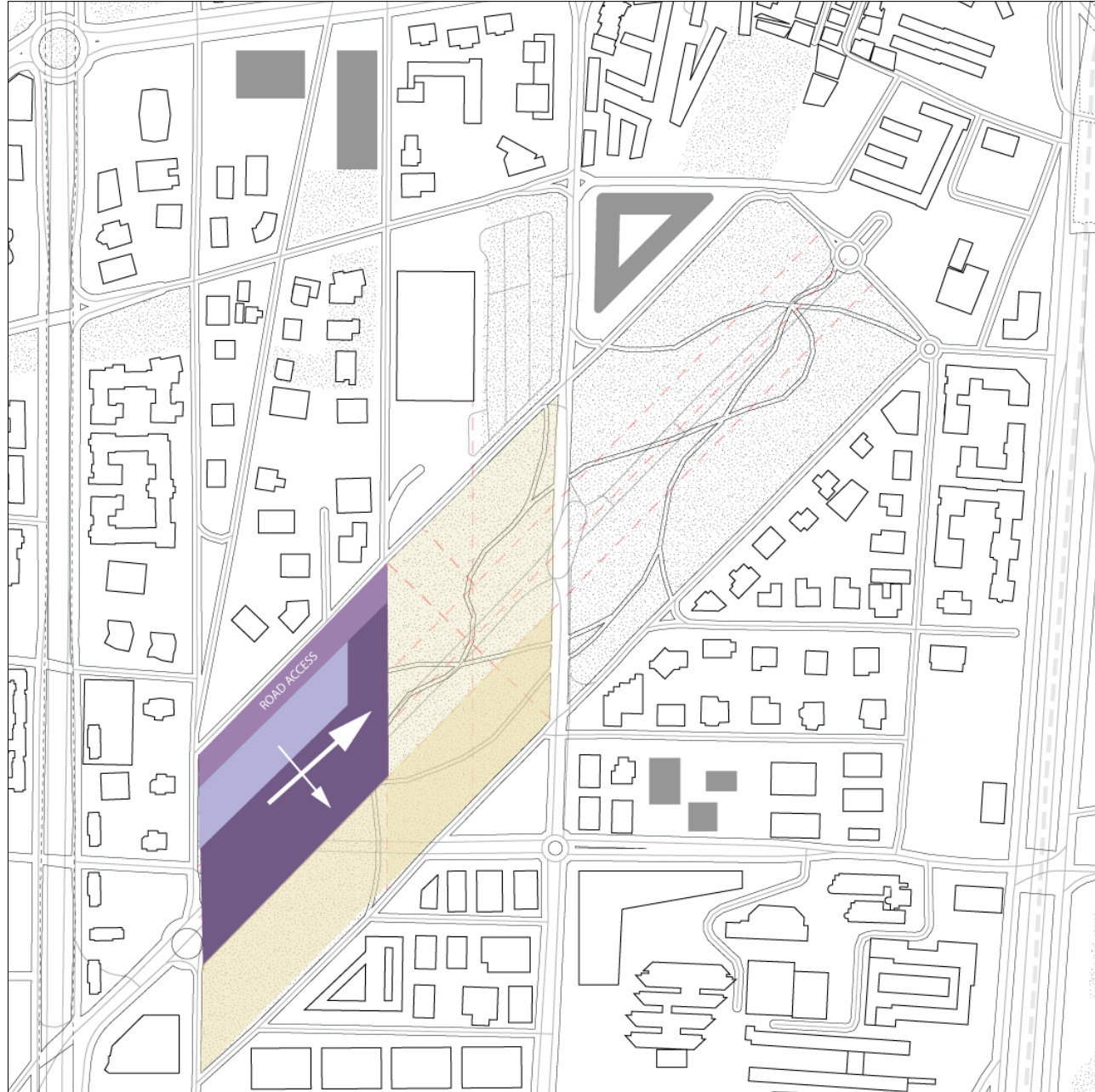
	RECEPTION	LOADING BAY	FOOD STORE	ADMIN	WINE PRESS	WATER BASIN	VINIFICATION HALL	TECH ROOMS	DISTILLATION	ARAK TECH	WINE CELLAR	RESERVE	ARAK STORE	BOTTLING	WORKSHOP	VINO THEQUE	WINE TASTING	MUSEUM	WINE BAR	MEZZE LOUNGE	SHOP
FORM	SQUARE	ARRAY	GRID	OFFICE	ARRAY	SURFACE AREA	LONG ARRAY	LABORATORY	SQUARE	SHED	STACKED ARRAY	STORE	GRID	LONG	SQUARE	LONG	SEQUENCE	EXHIBITS	HIERARCHY	LOUNGES IN SERIES	LONG
ITEMS	emptiness reception desk sculpture	crates shelves fork lifts ladders	shelves drawers coolers	desks computers	press tanks conveyor belts ladders	rain harvester pump	wine vats yeast store water supply	chemical tests equipment	karkeh anise store additives	chemical tests spring water supply	barrels amphorae podium shelf rack	shelves boxes	wall mounts shelves motorised platform	equipment water supply corks labels	desks chairs test equipment	shelves wine racks	wine taps wine glasses stores	prints books artefacts	kitchen bar 75 tables 300 chairs	open kichen 100 coffee tables 50 tables 200 outdoor chairs 150 sofas music stage speakers	shelf counter store
PERFORMANCE	spacious breezy	loud cool	very cold	secluded comfortable	loud steady climate	cool mostly shaded	steady climate good air flow	quiet contained	good air flow relatively hot	half contained traditional	cool dark air flow	cool dark air flow	relatively cool	relatively contained sanitary	active focused	cold store	fluctuating	protected	half outdoor contained comfortable	comfortable vibrant loud	cool quiet
ATMOSPHERE	calm bright	dark industrial	dark orderly	peaceful outlook	busy industrial warehouse	serene	monumental slow brooding	focused brightly lit	warm humane traditional	warm flavourful	dark ambient elegant	dull	warm light mystic	mechanical pristine	classroom laboratory	elegant	industrial mystic flavourful	antique decorative	elegant intimate romantic	communal vibrant colourful natural	intimate minimal
MATERIALS			-														-				
SPECIAL DIMENSION	-	crate =	-	-	vat =	-	vat overhead =	-	karkeh =	-	oak barrel =	-	amphora =	wine bottle =	-	-	-	-	group table =	sofa size =	-
USERS																					
EXHIBIT					stone press roman press		georgia wine pits		ottomans syria israel		amphorae french oak		lebanese stories syria	export			geography				



# PRODUCTION CORE + PUBLIC FUNCTIONS



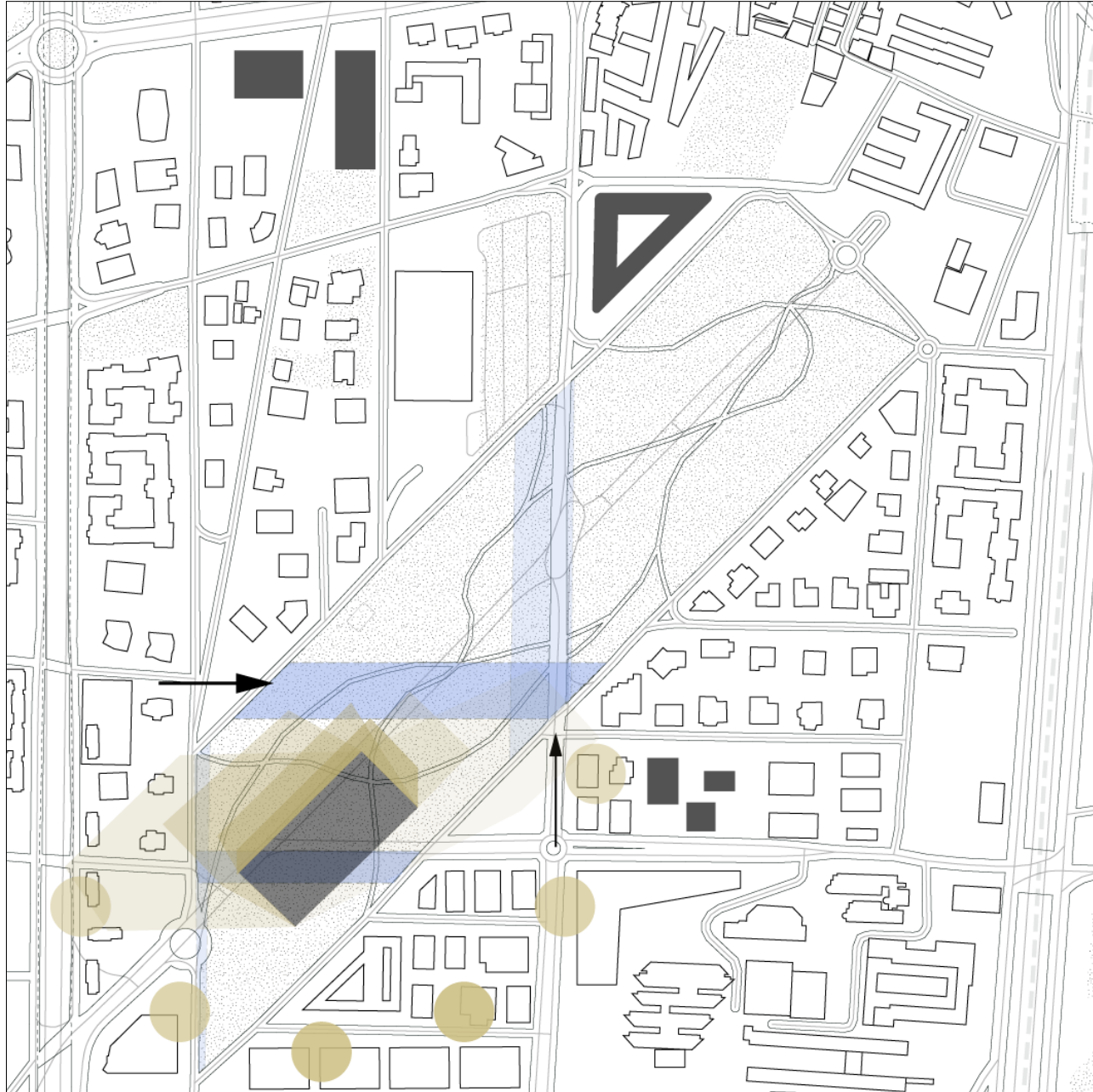
# IN NEED OF ROAD ACCESS





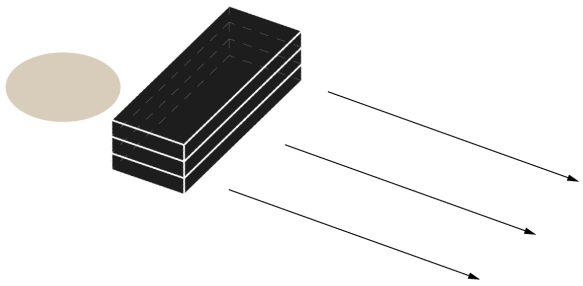
design brief

# AND SHADE

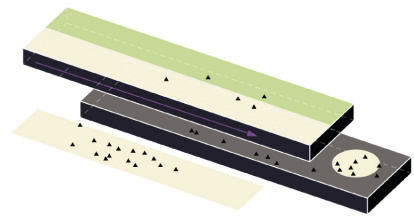


design brief

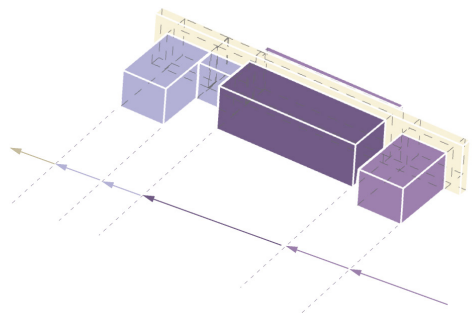
# FORMAL DUTIES



EMBLEM OF THE PARK



ATTRACTIVE SPACES



SPATIAL NARRATIVE

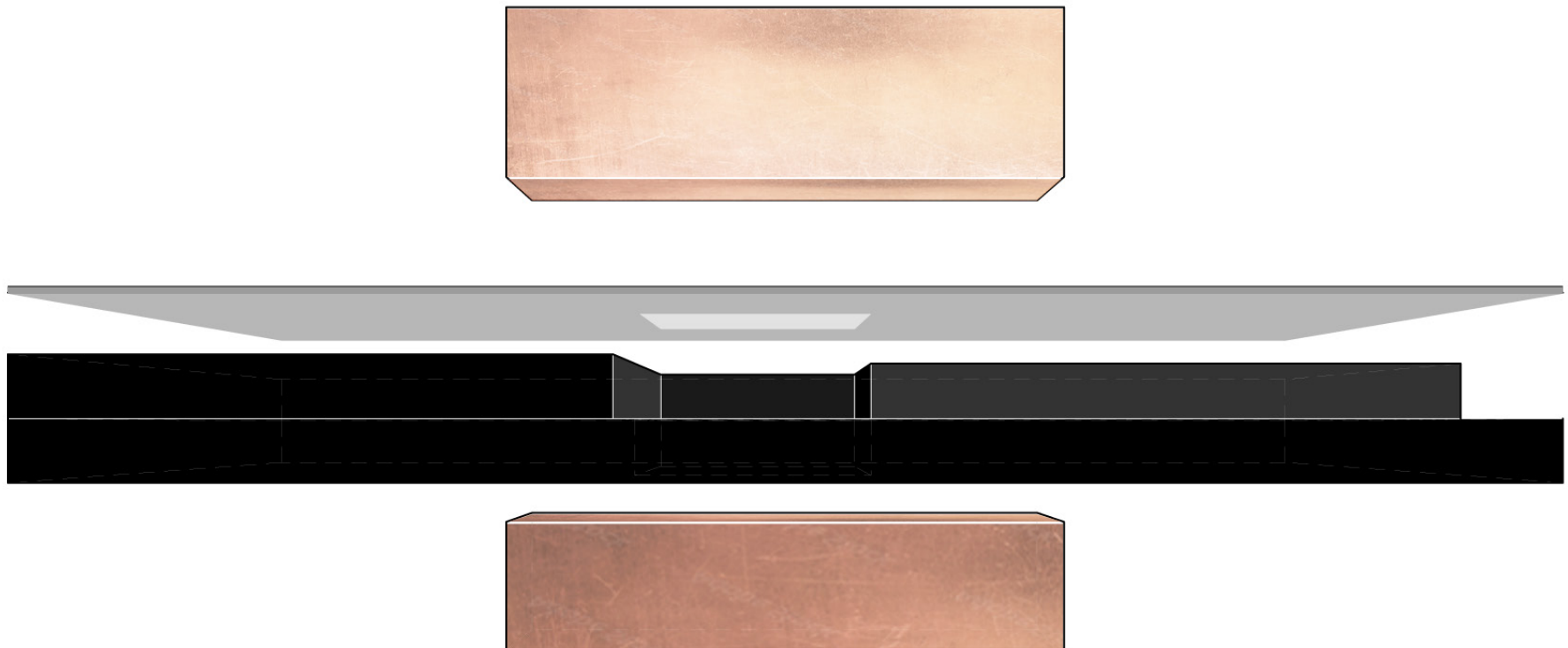


# CONCEPT

concept

# LEBANESE WINE CRYPT

## MANIFESTING THE NATIONAL GRAPE LEGACY

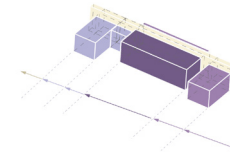
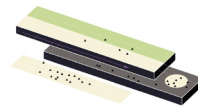
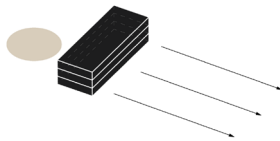
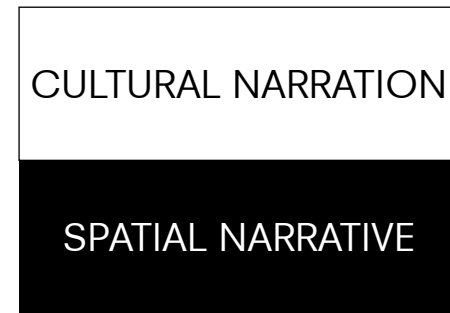




concept

# CONCEPT FOUNDATIONS

*How can a building complex informed by cultural production contribute to the narration and revival of cultural activity?*

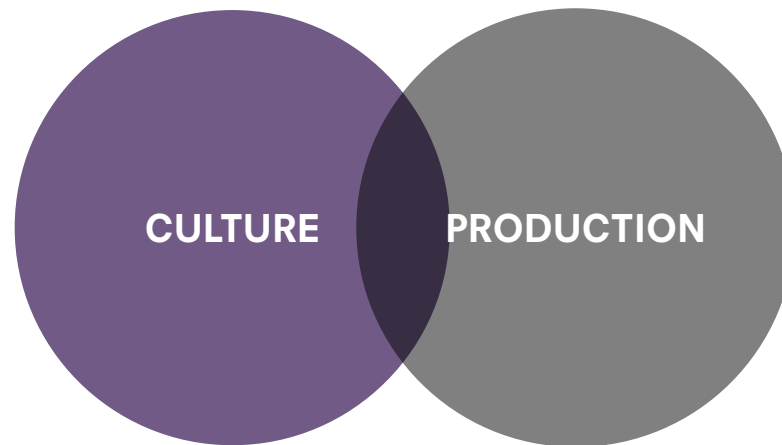


concept

# CONCEPT FOUNDATIONS

**REINFORCING  
LEBANESE PRIDE**

**FORTIFYING A PROMISING  
INDUSTRY**





concept

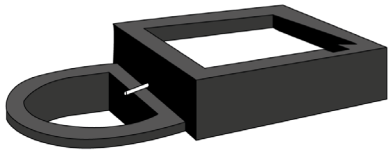
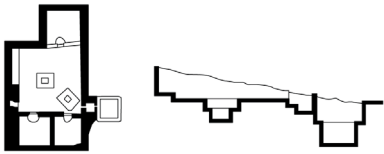
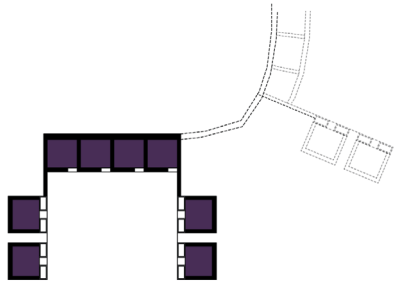
# NARRATING THROUGH SPACE



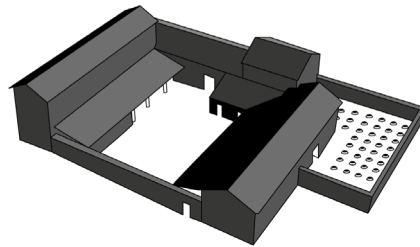
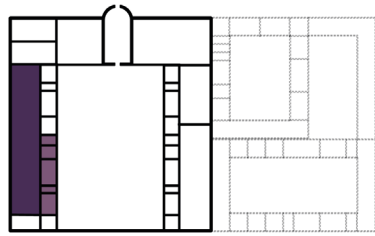
concept

# INCORPORATING HISTORICAL LEBANESE WINE TYPOLOGIES

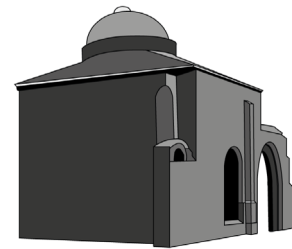
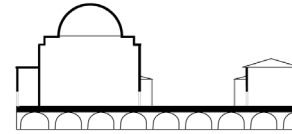
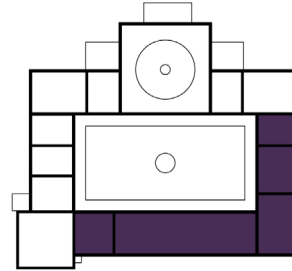
## WINE PITS



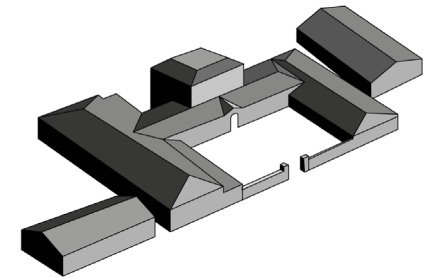
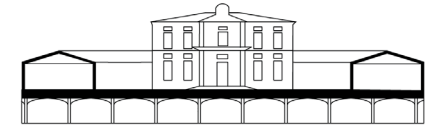
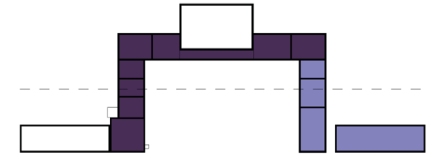
## ROMAN VILLA



## MONASTERY



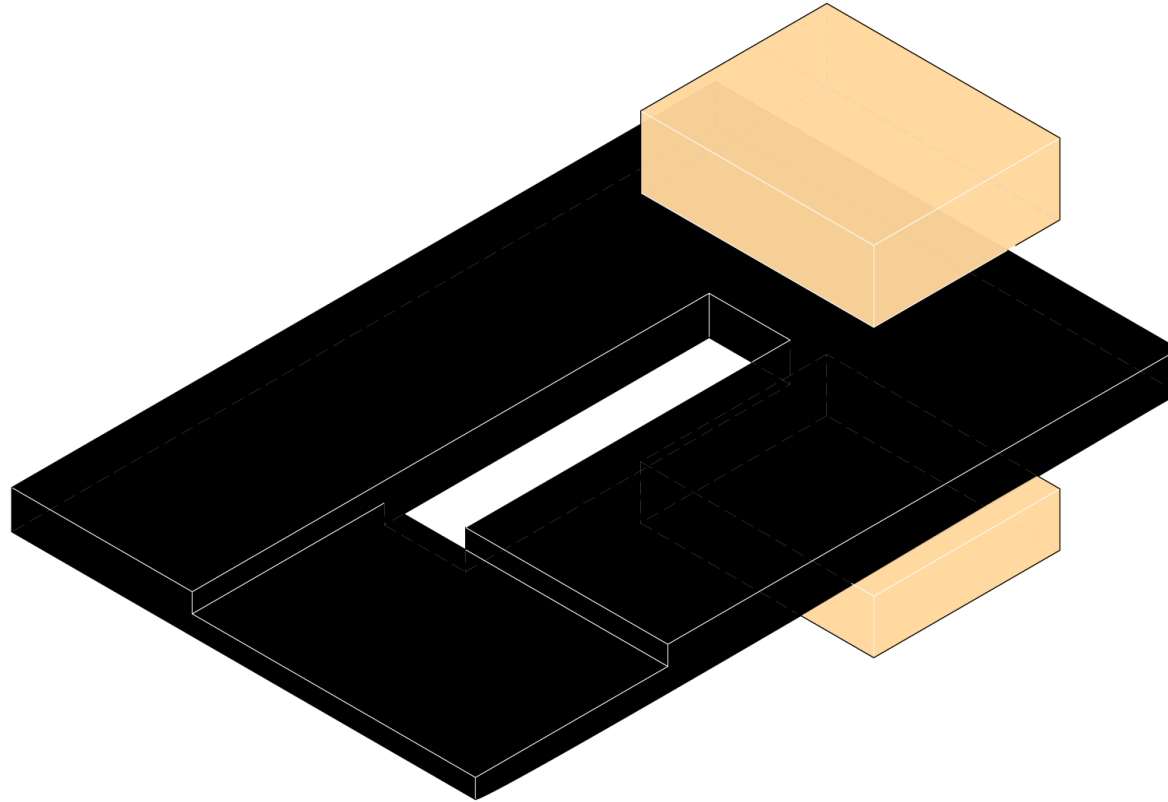
## CHATEAU





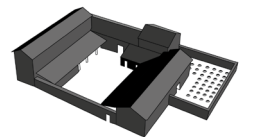
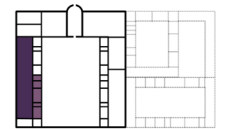
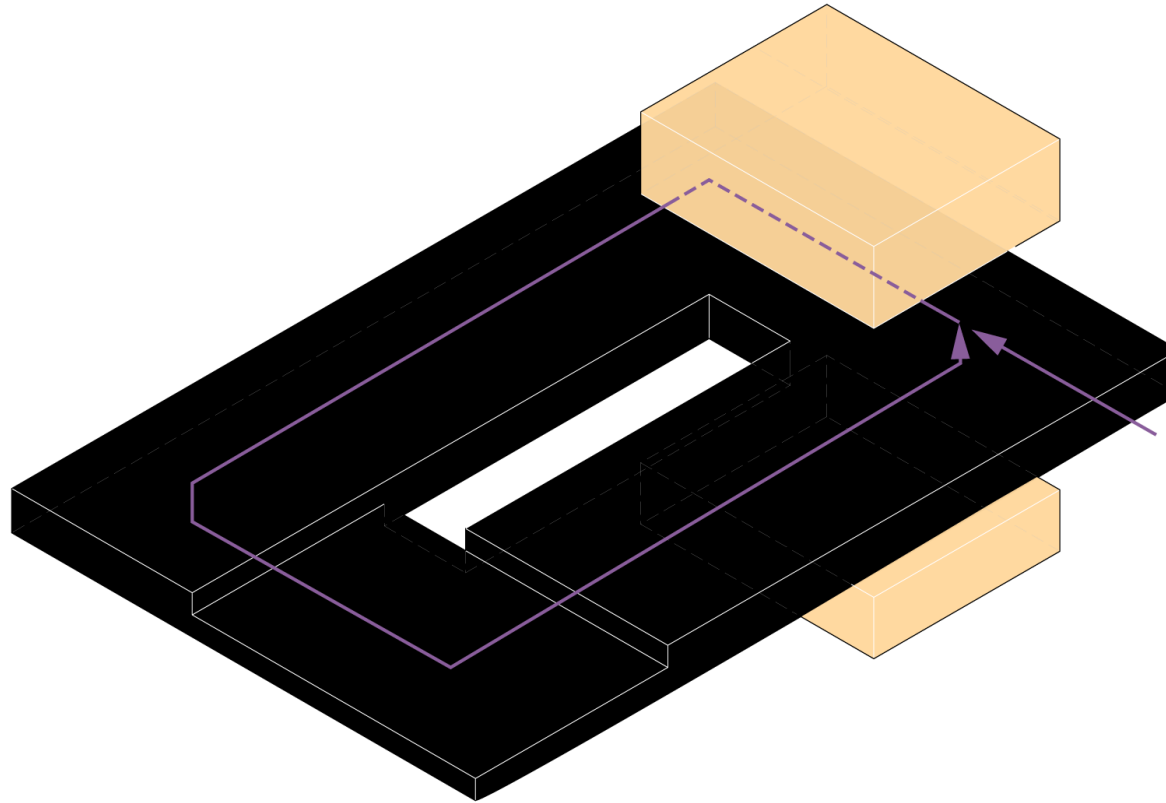
concept

# COURTYARD BUILDING WITH ICONIC CAPITOL



concept

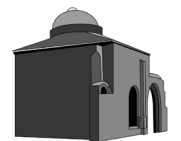
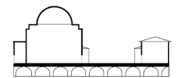
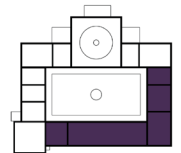
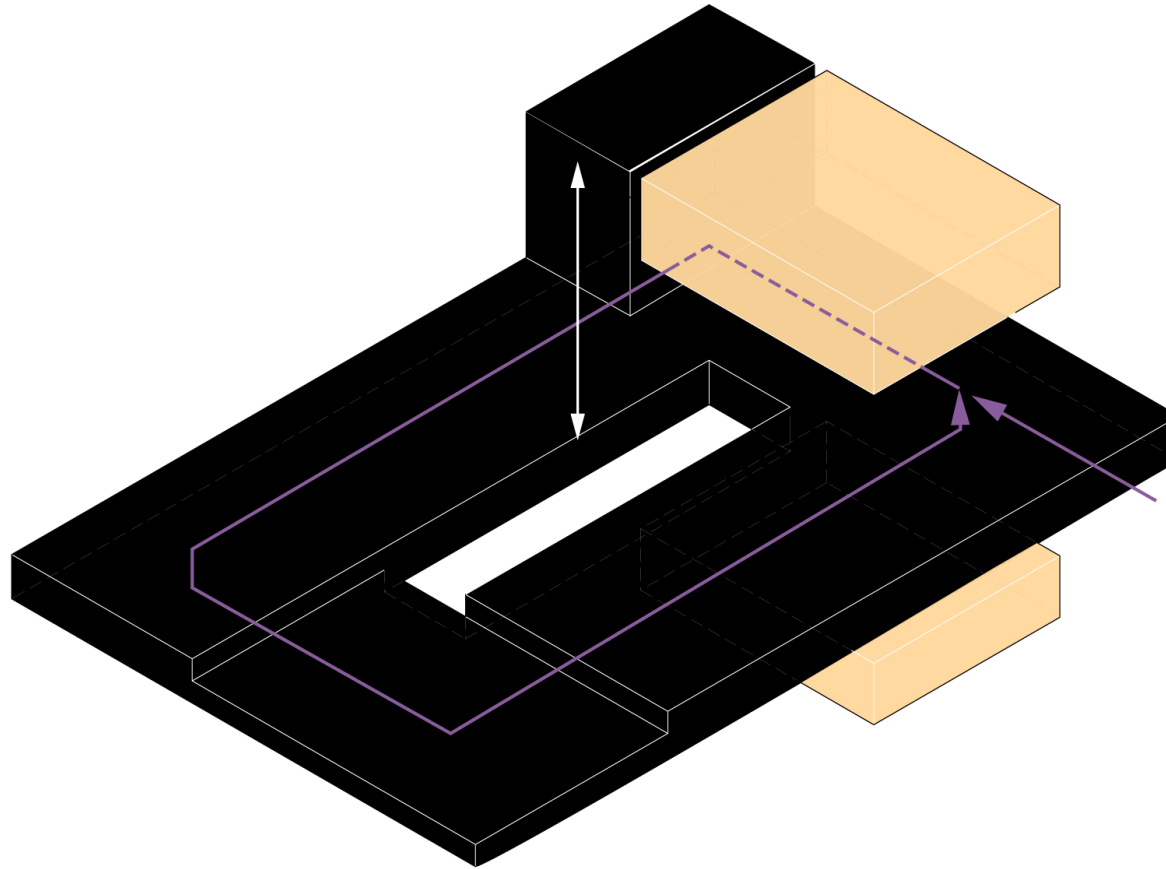
# PRODUCTION CLOISTER AROUND CENTRAL COURTYARD





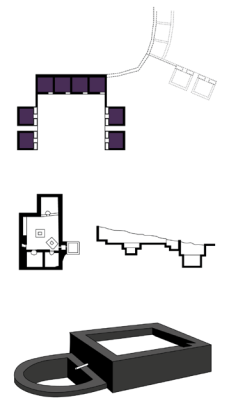
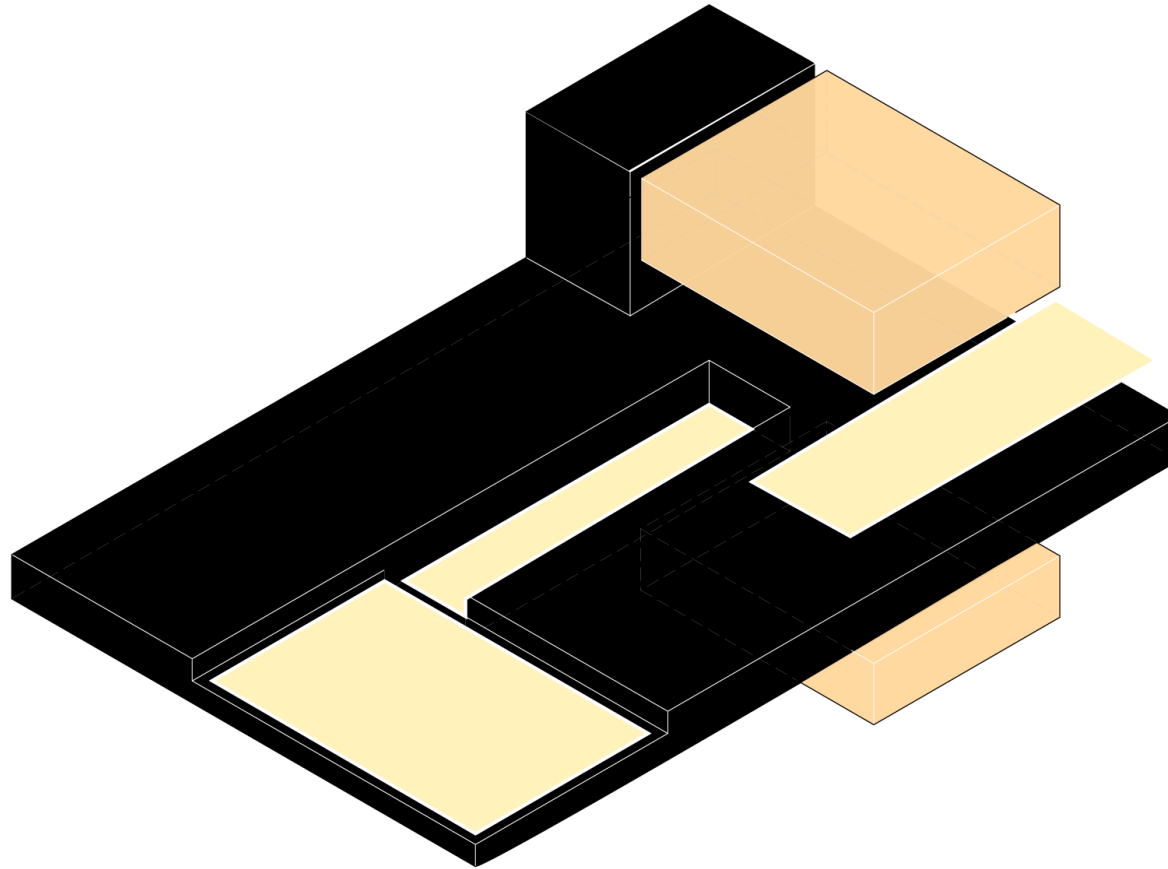
concept

# CONNECTED BY CIRCULATION TOWER



concept

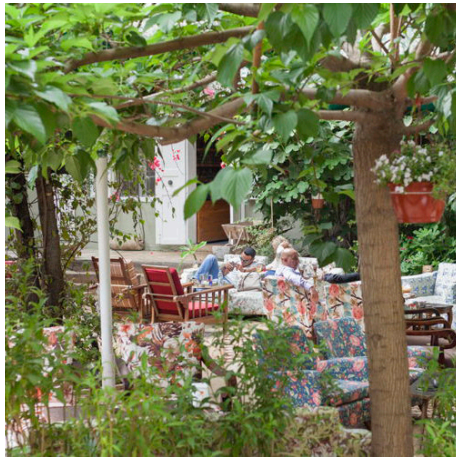
# INCORPORATING SPACES FOR CULTURAL ACTIVITY





concept

# CULTURAL ACTIVITIES AROUND WINE AND ARAK



MEZZE ARAK AND SHISHA LOUNGE

GROUND FLOOR



MUSIC EVENTS

INTERNAL COURTYARD

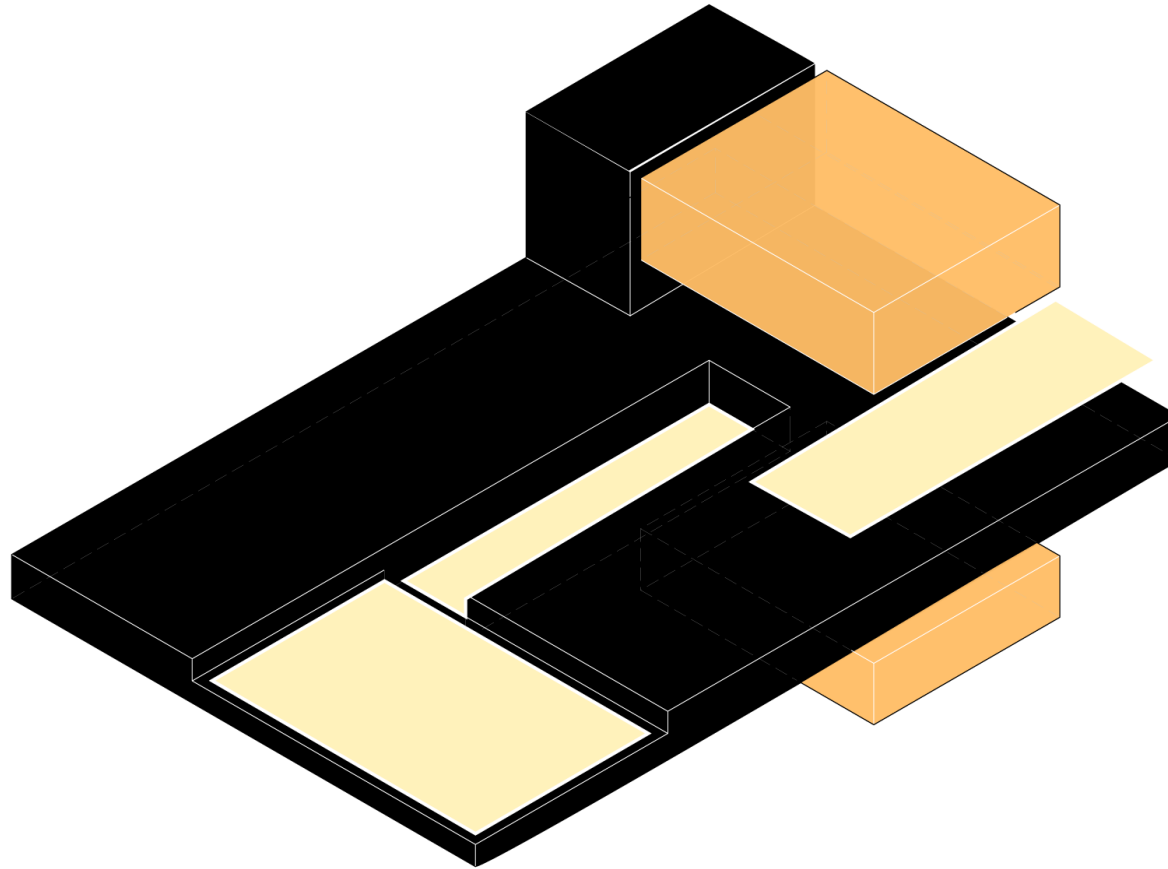


LONG ARAK LUNCH ON THE LAND

ROOFTOP

concept

# ICON AND TREASURE FOR WINE-TASTING HIGHLIGHTS



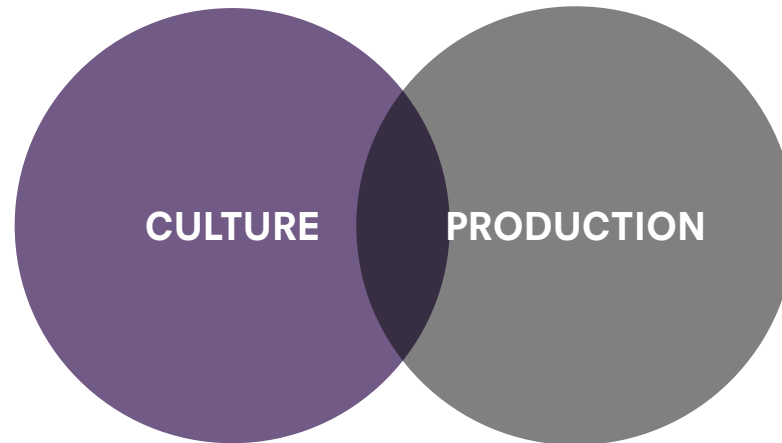


concept

# CONCEPT FOUNDATIONS

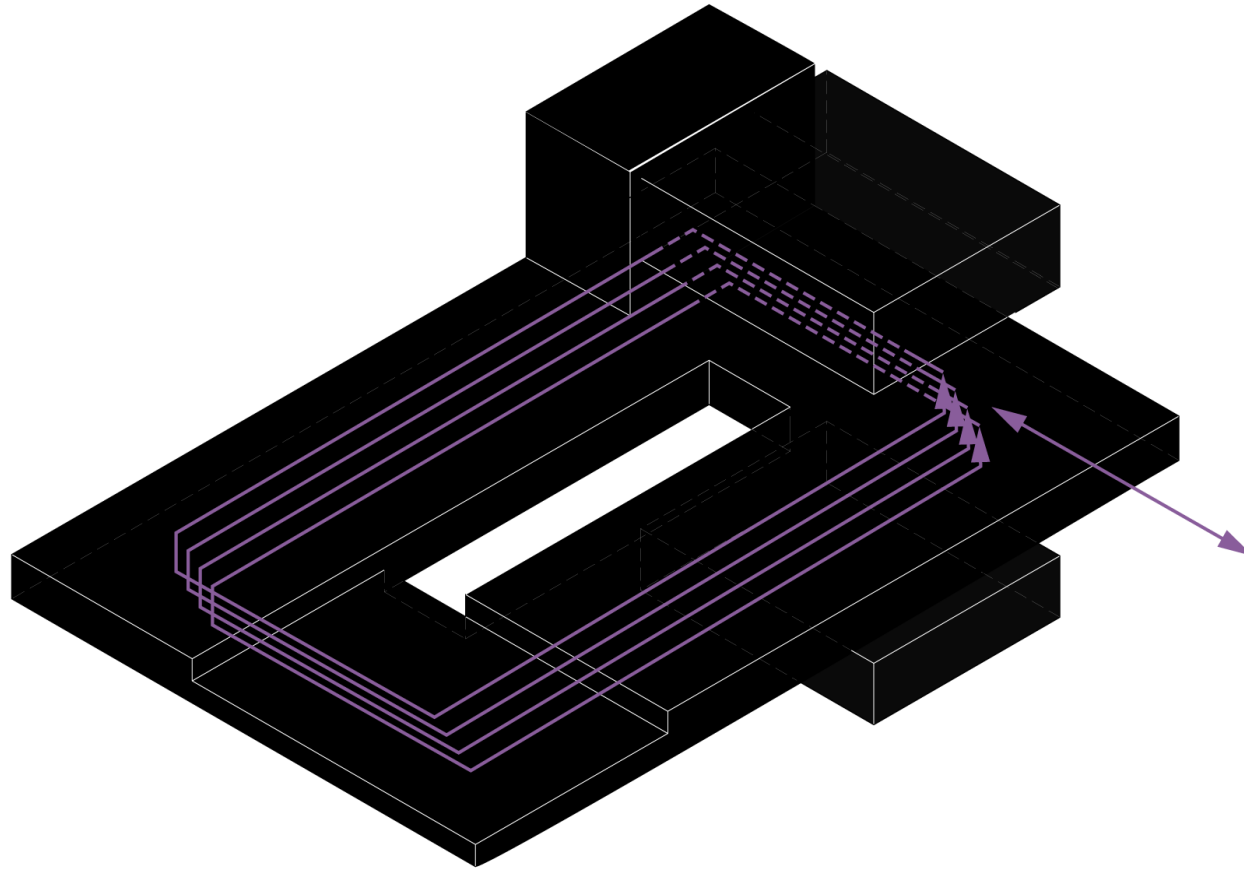
**REINFORCING  
LEBANESE PRIDE**

**FORTIFYING A PROMISING  
INDUSTRY**



concept

# EFFICIENT LOOP





concept

# VARIOUS VESSELS: LIBRARY OF FLAVOURS



NORTH BEKAA



MID BEKAA



SOUTH BEKAA



BATROUN



MOUNT LEBANON



THE NORTH



THE SOUTH



WINE REGION

CONTRIBUTION



FERMENTATION VAT

STORAGE VESSEL

concept

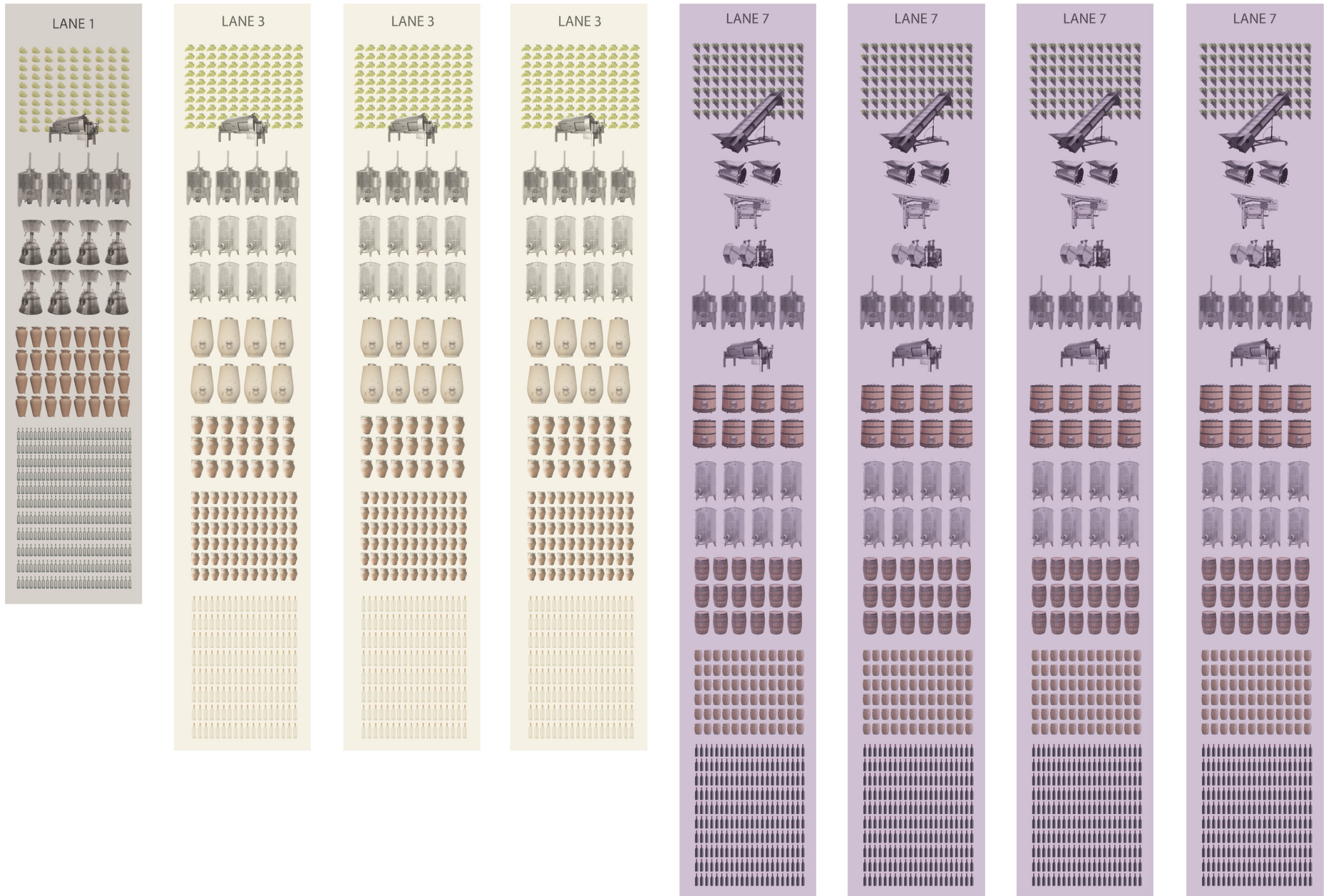
# DIVIDING SPACE ACCORDING TO PRODUCTION PHASE



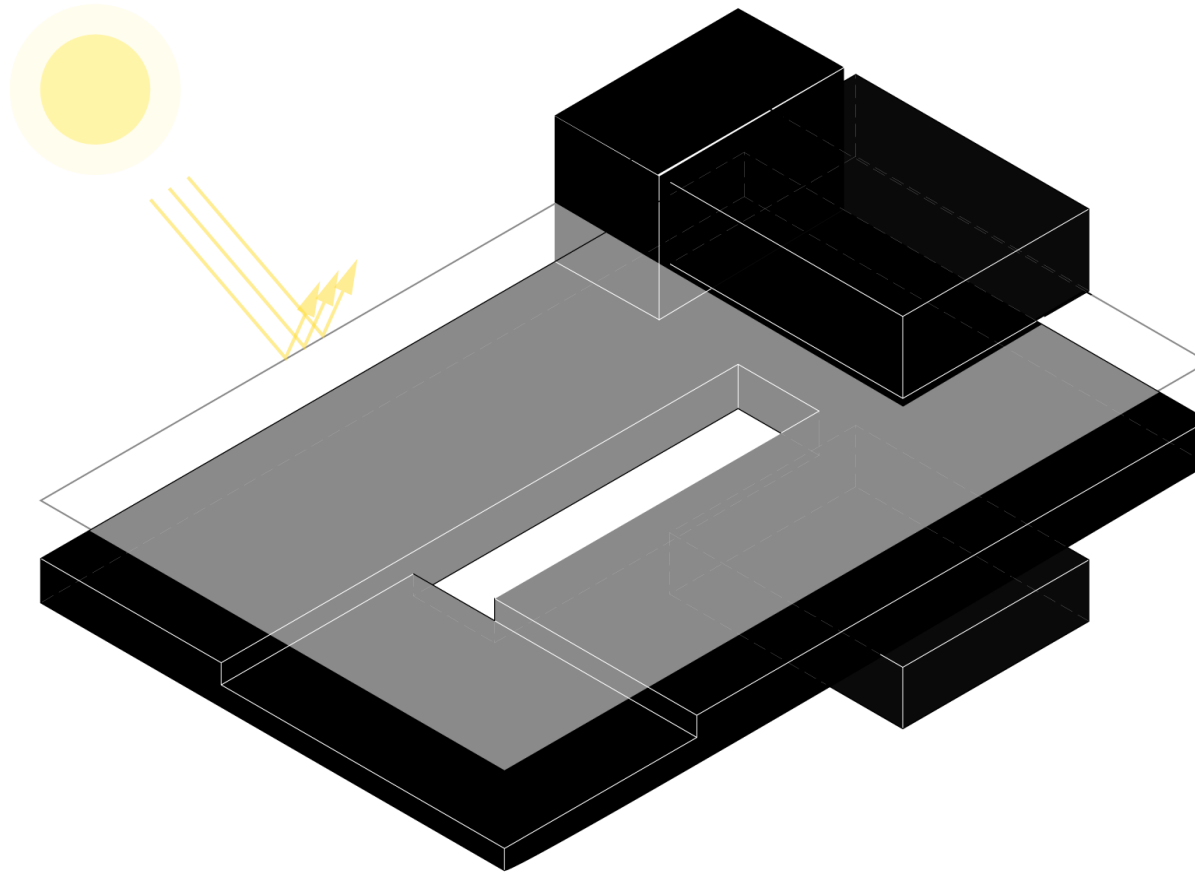


concept

# DEVELOPED ACCORDING TO OBJECT VOLUMES

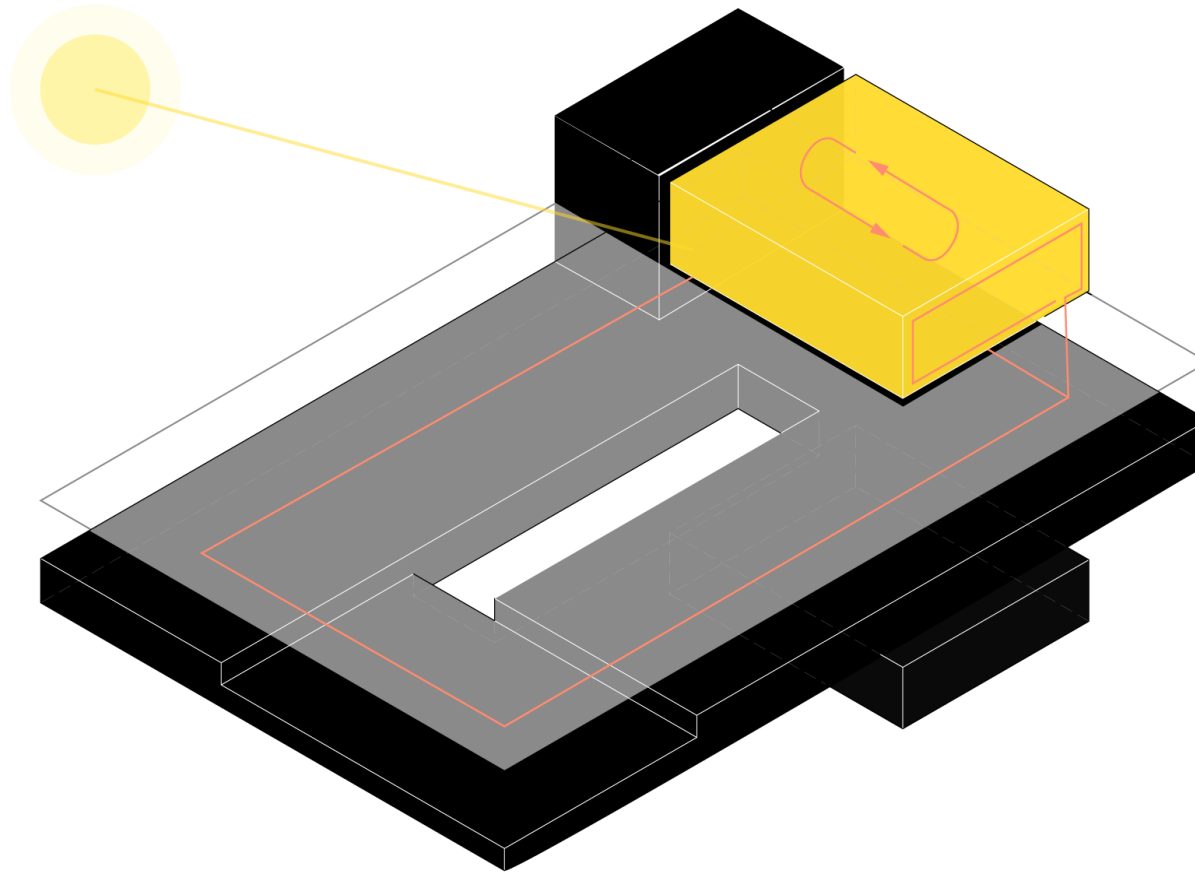


concept  
**PROTECTED**





concept  
**POWERED UP**



concept

# CROSS OF HISTORICAL & MECHANICAL





concept

# MEDITERRANEAN COLOUR SCHEME



LIMESTONE MASONRY



LEBANESE CEDAR WOOD



COPPER

concept

# LINKED TO FAMILIAR LEBANESE LAND ARCHITECTURE





concept

# LIMESTONE FOCUS: CULTURAL & AGRICULTURAL



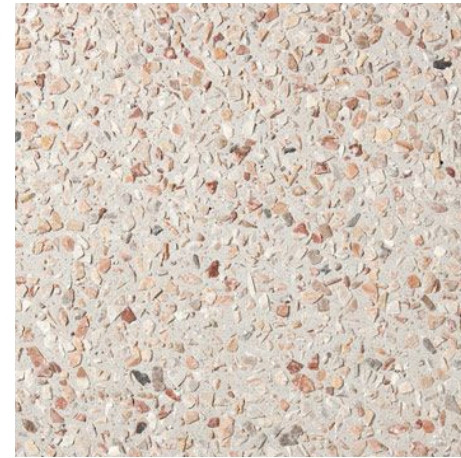
LIMESTONE MASONRY  
PAINTED WHITE FOR COOLING

VINIFICATION CLOISTER



LIMESTONE TILES

UNDERGROUND PLATEAU & ADMIN



LIMESTONE & REUSED  
TERRACOTTA AGGREGATE

UNDERGROUND FLOORING

concept

# LOCALLY VERY AVAILABLE

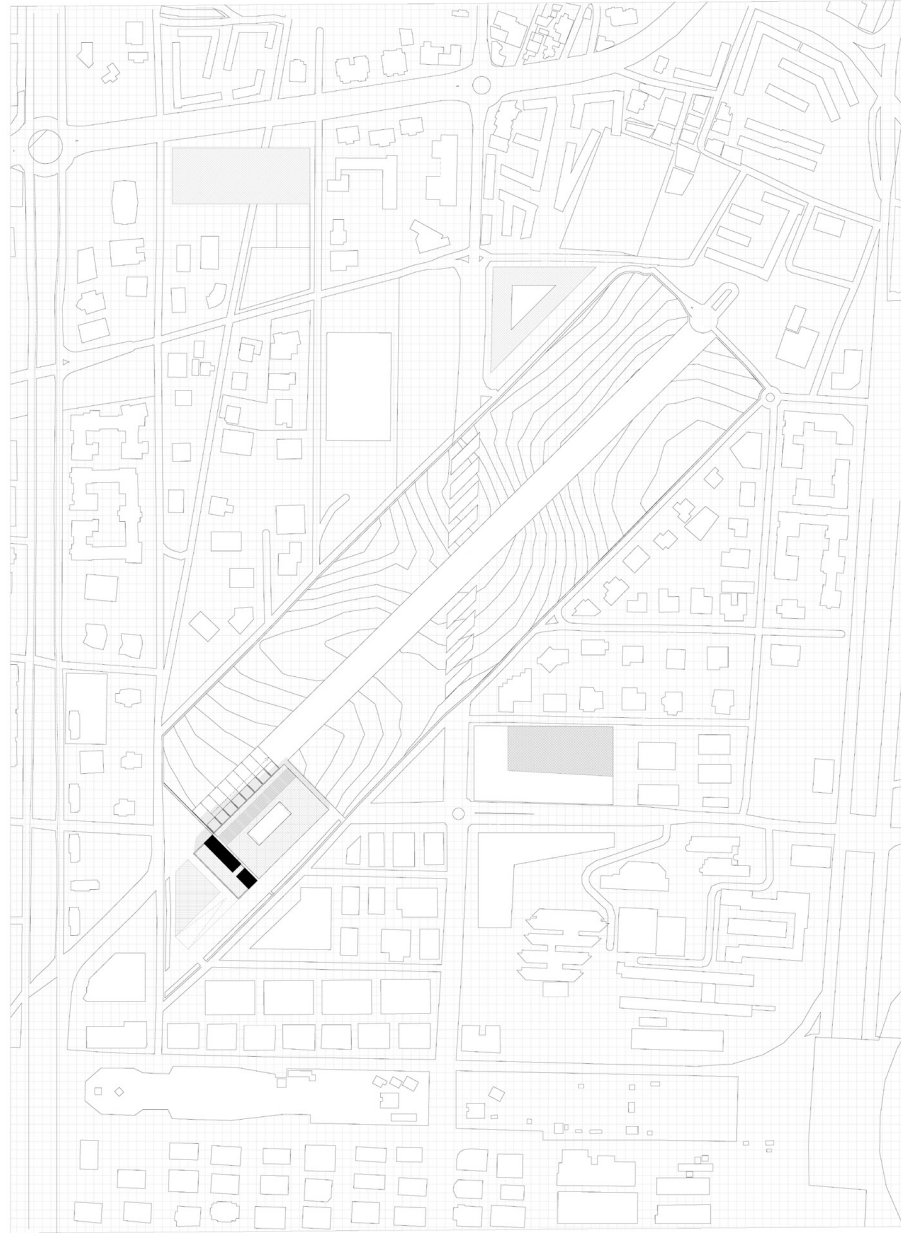




# DESIGN

design

# PARK ARCHITECTURE





design

# NATIONAL WINERY, AIRPARK, BEIRUT





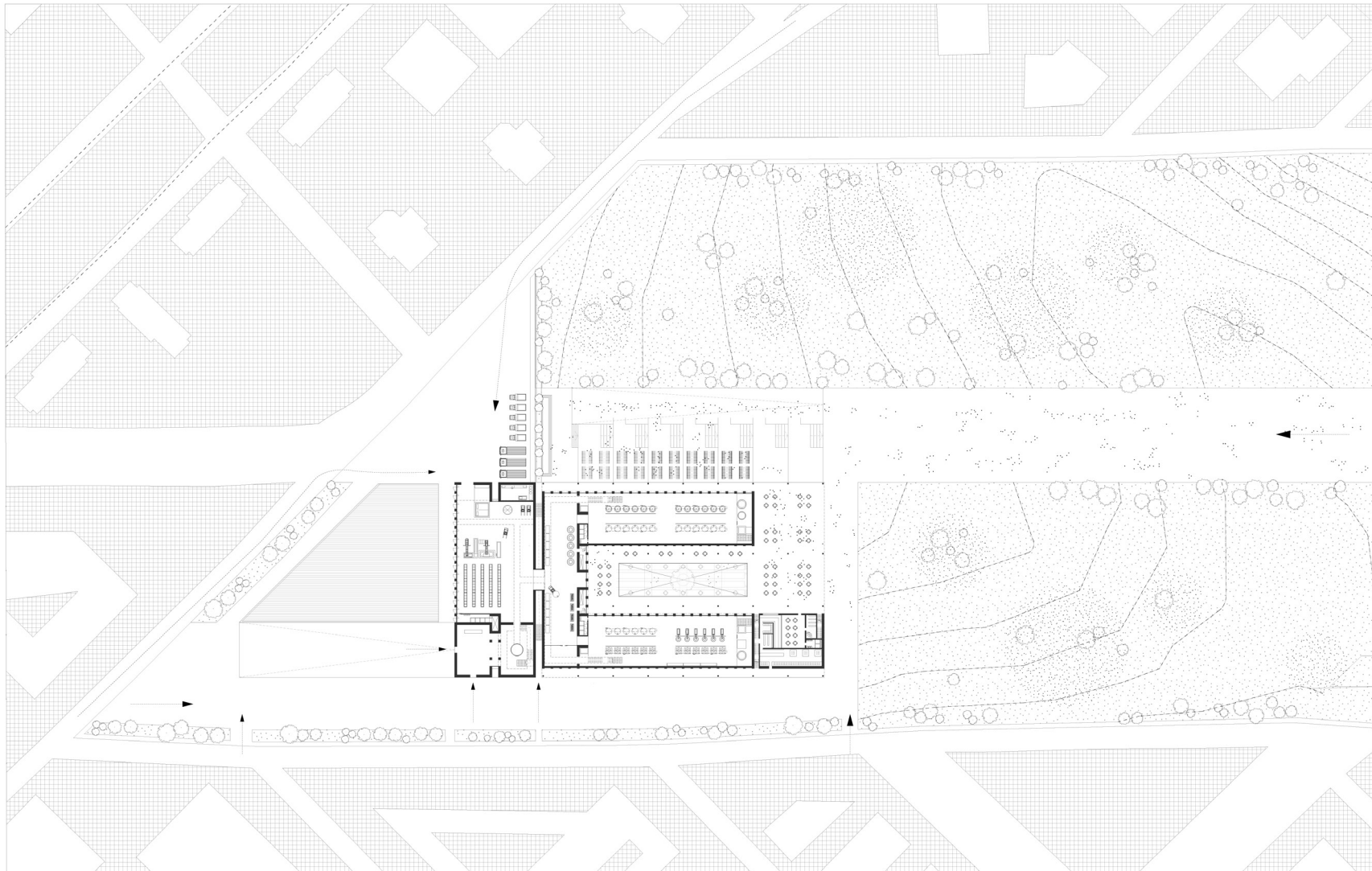
design

# GLOWING ICON FLOATING AT BACK OF PARK





# INTERCEPTING MAIN PARK AXIS



URBAN IMPLEMENTATION 00



design

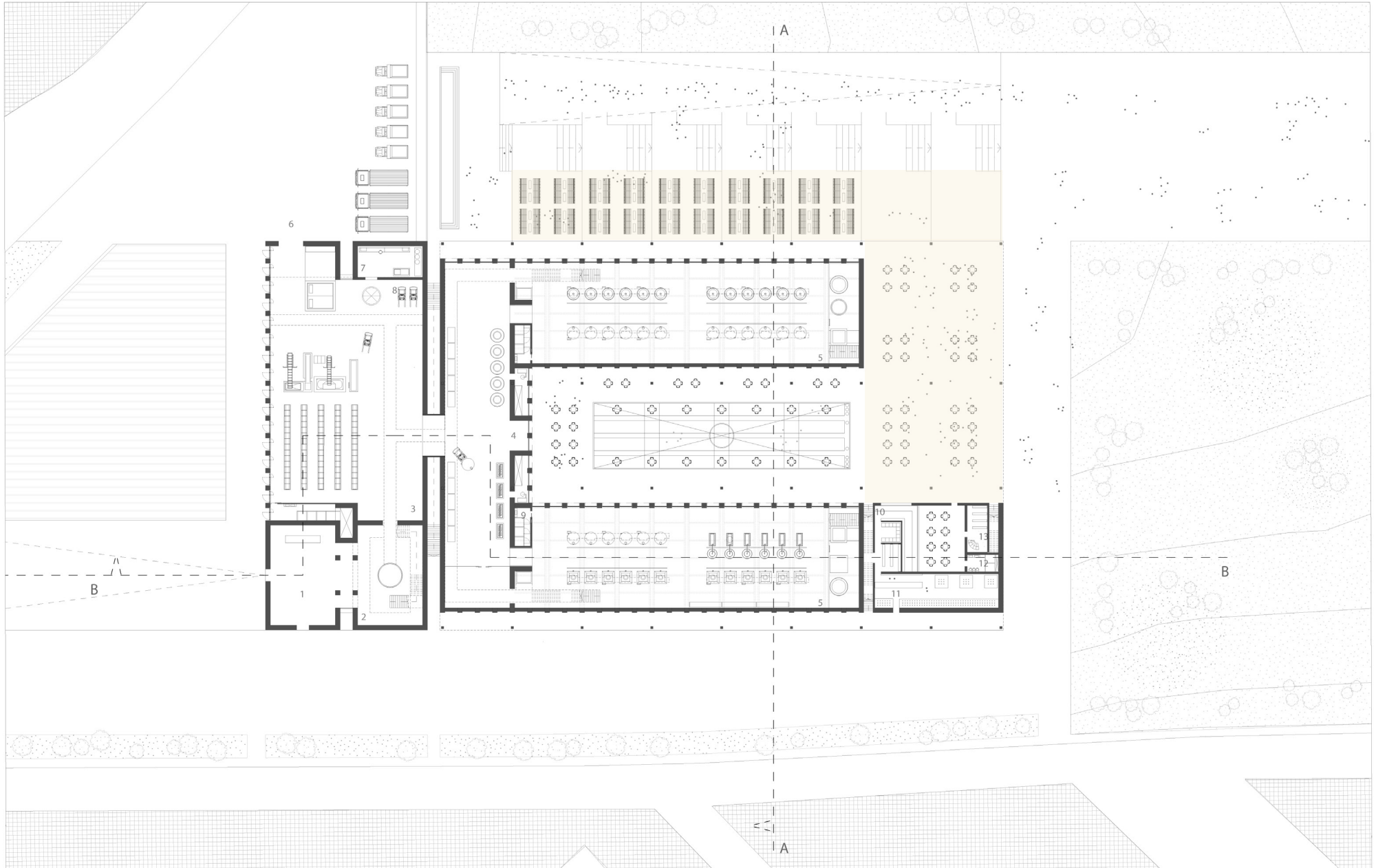
# MONUMENTAL NON-FACADE STILL INVITING PUBLIC



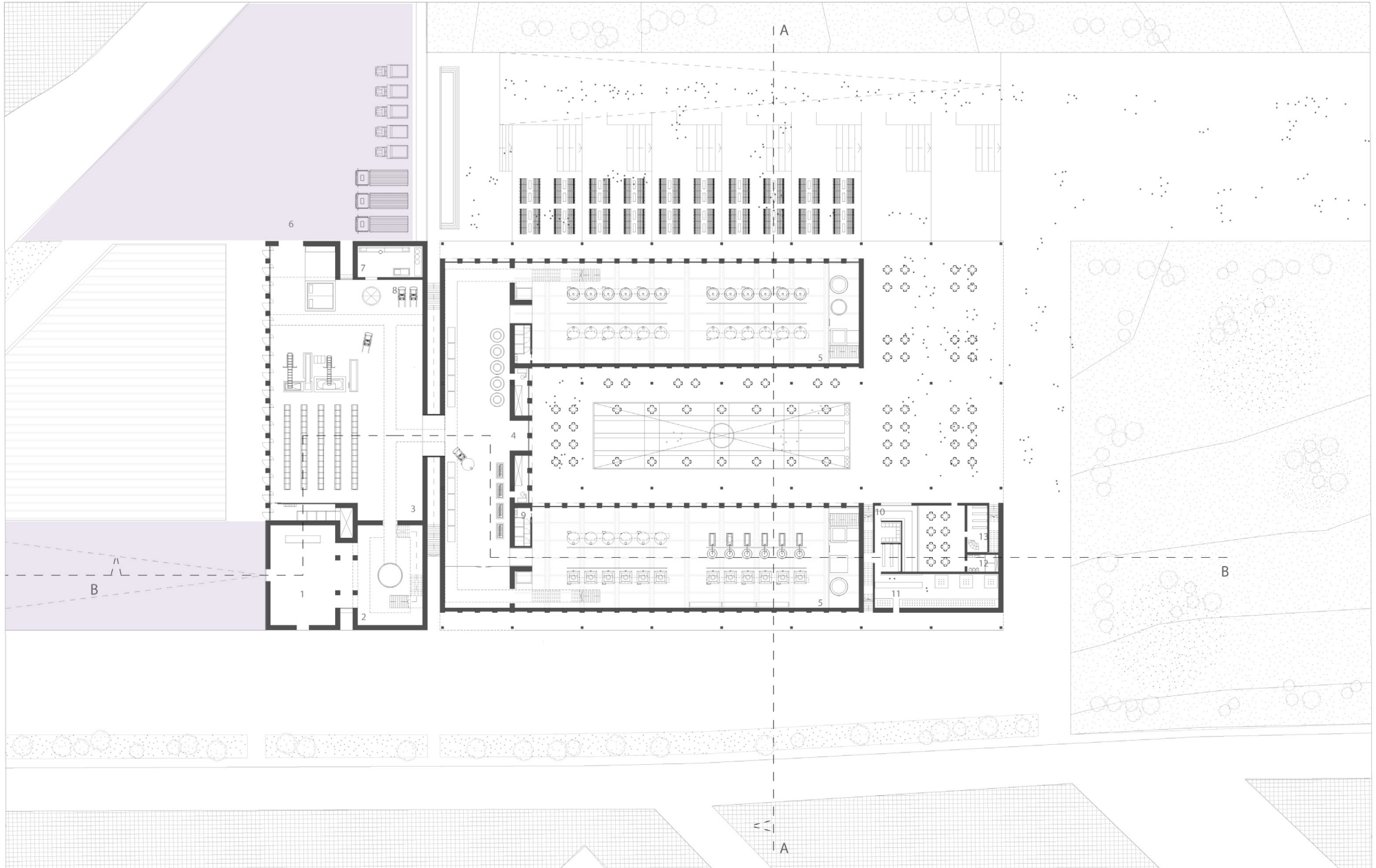


design

# PUBLIC FRONTAGE



# PRIVATE AND VISITOR ENTRANCES



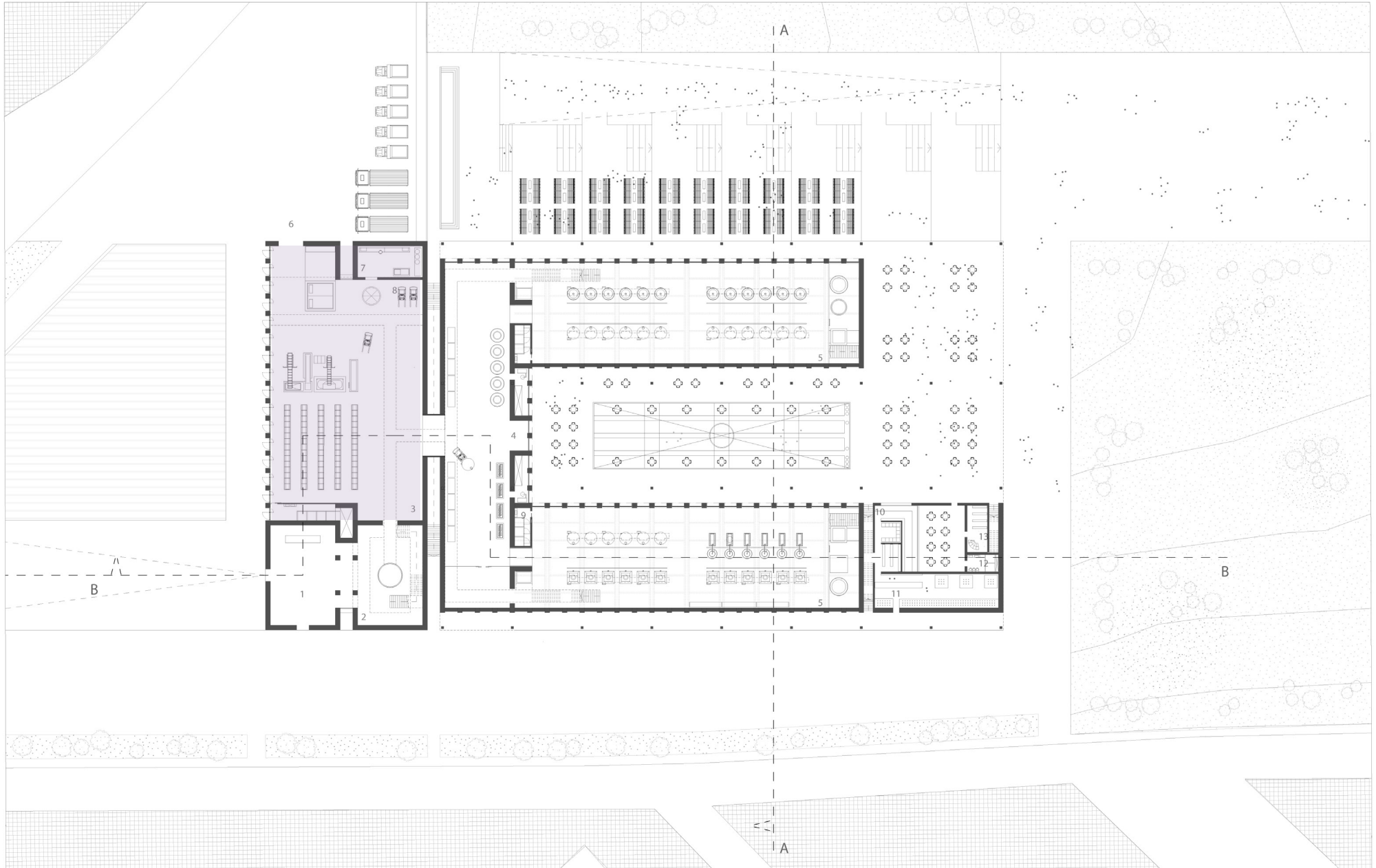


design

# COUNTERPART STATEMENT

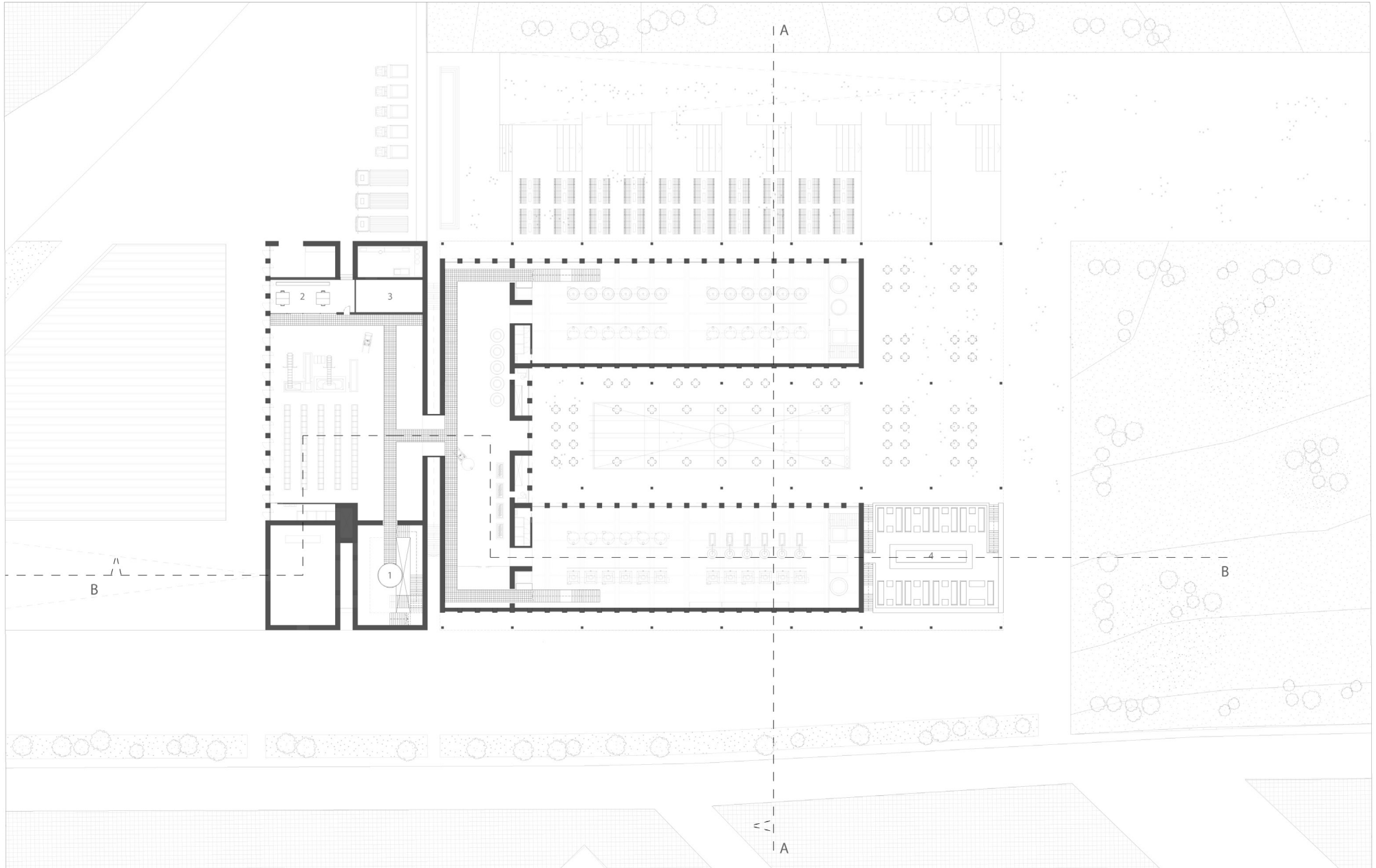


# GRAPE ARRIVAL AT WAREHOUSE

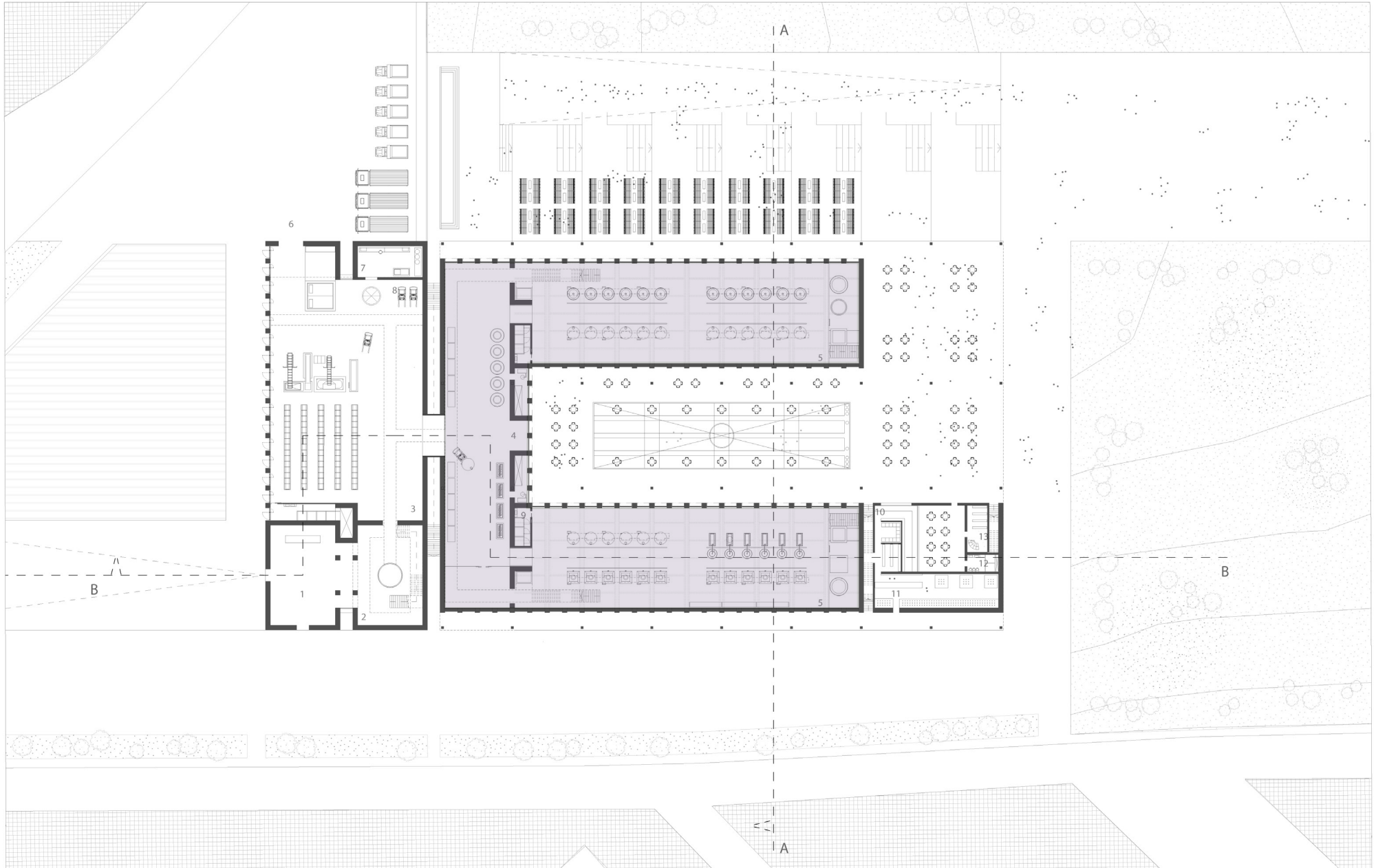




# TOUR AND PRODUCTION PARALLEL BUT SEPARATE



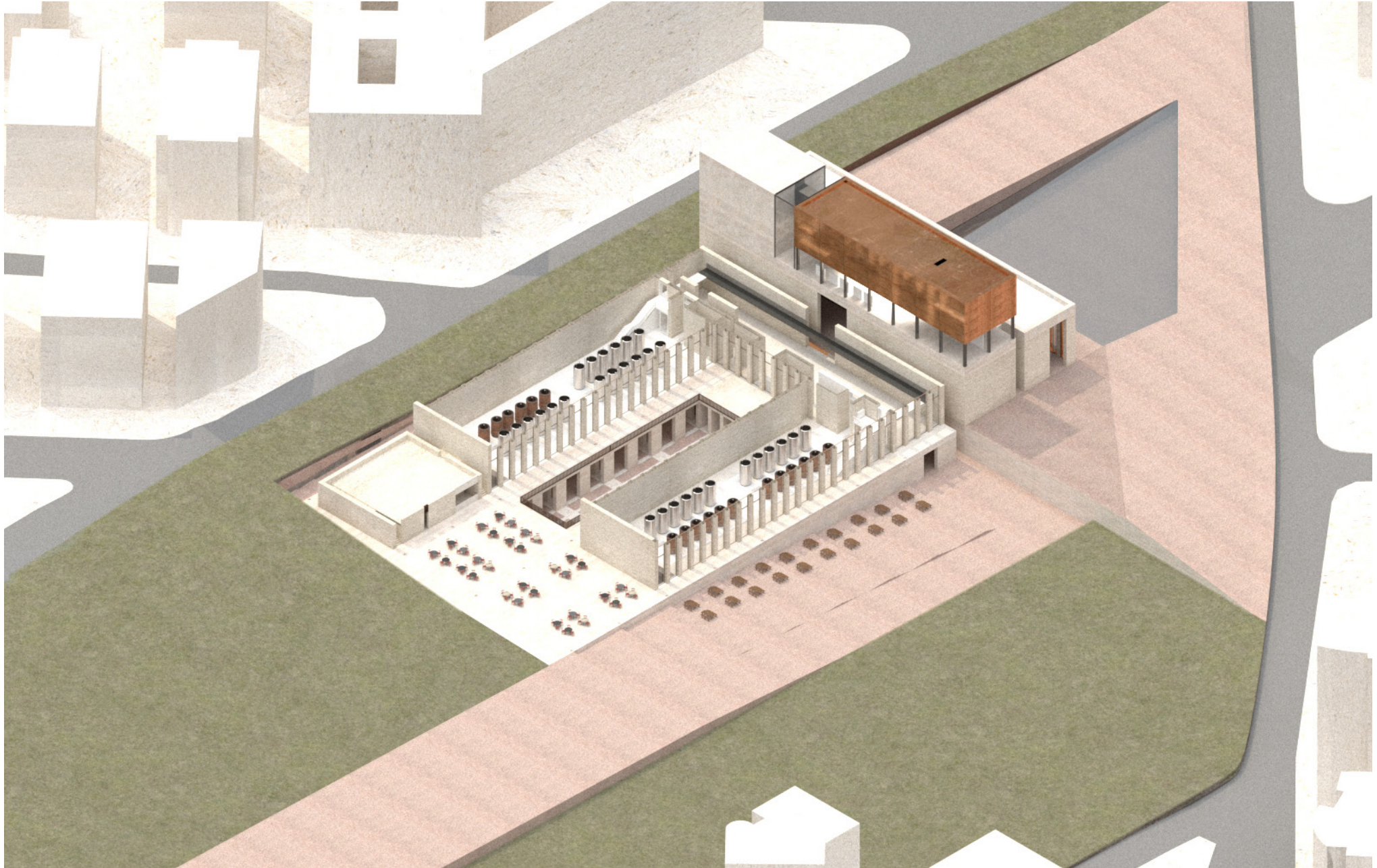
# WINE PRODUCTION CLOISTER





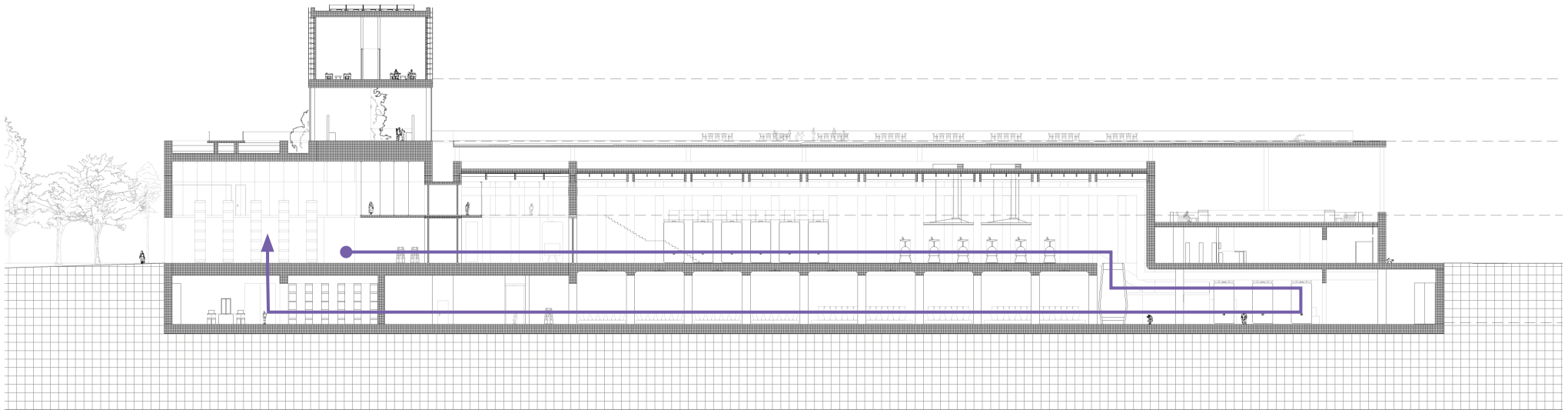
design

# ARRAY OF WINE TANKS



design

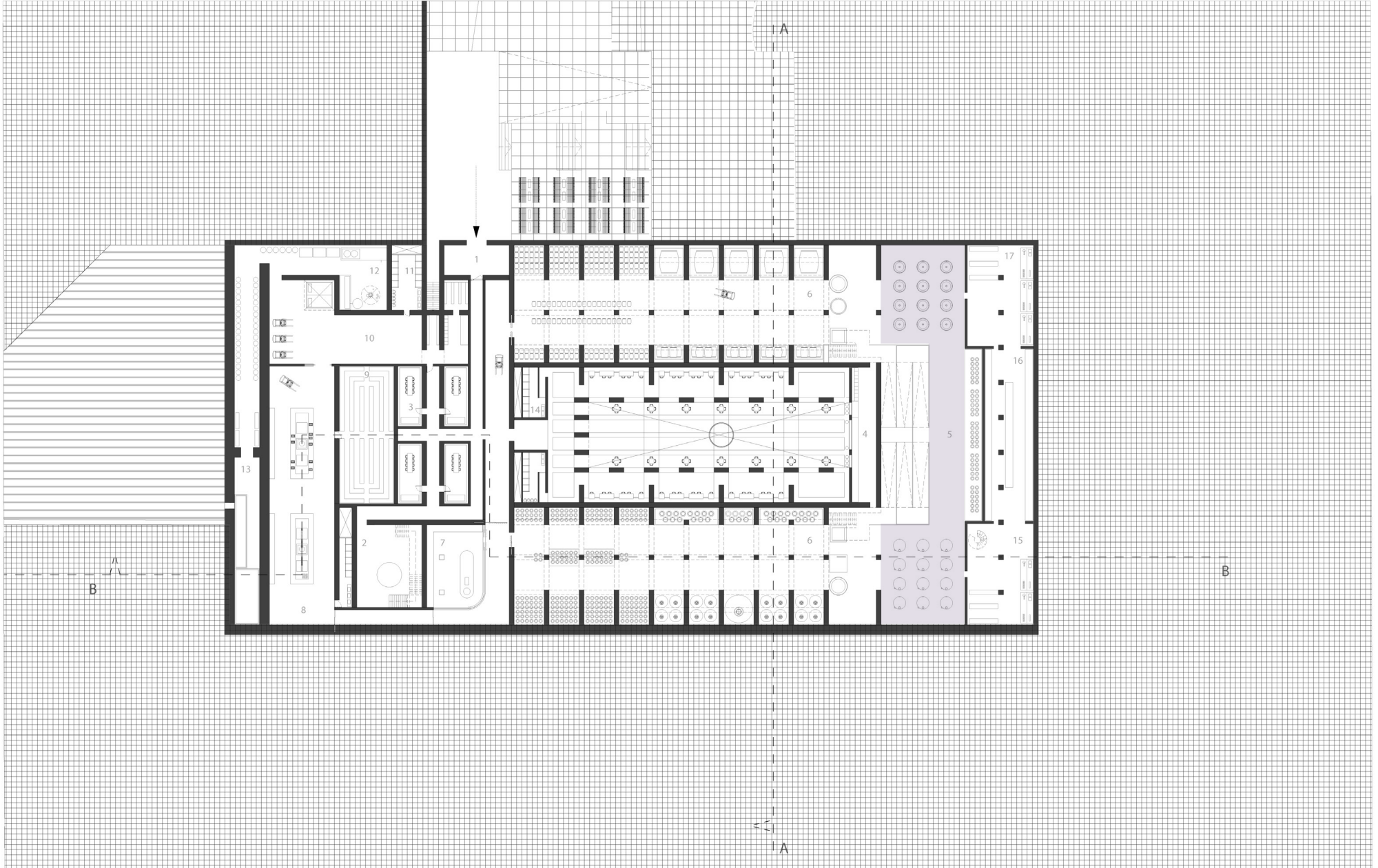
# DOWN TO THE UNDERGROUND



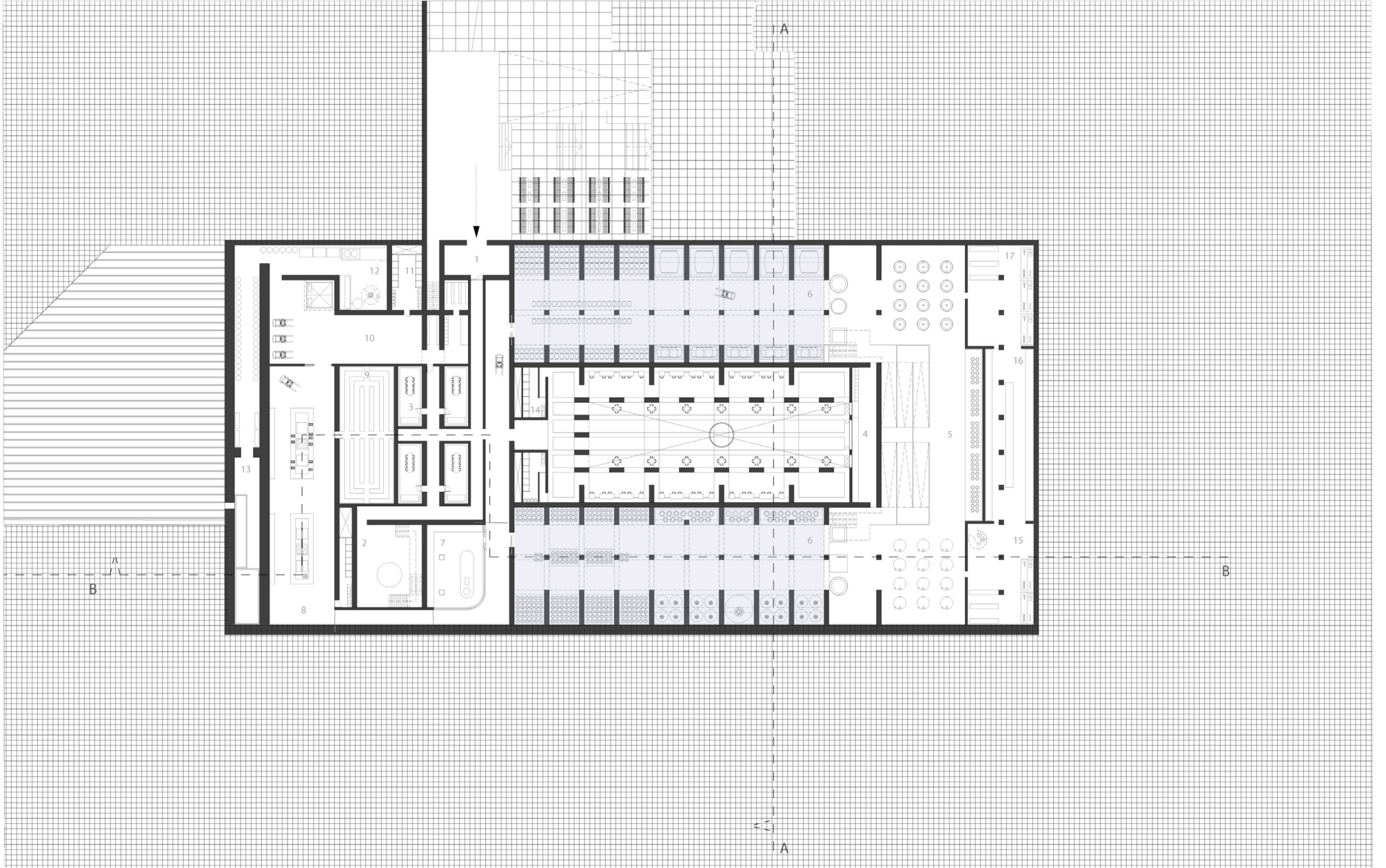


design

# MALOACTIC FERMENTATION



design  
**CELLARS**





design

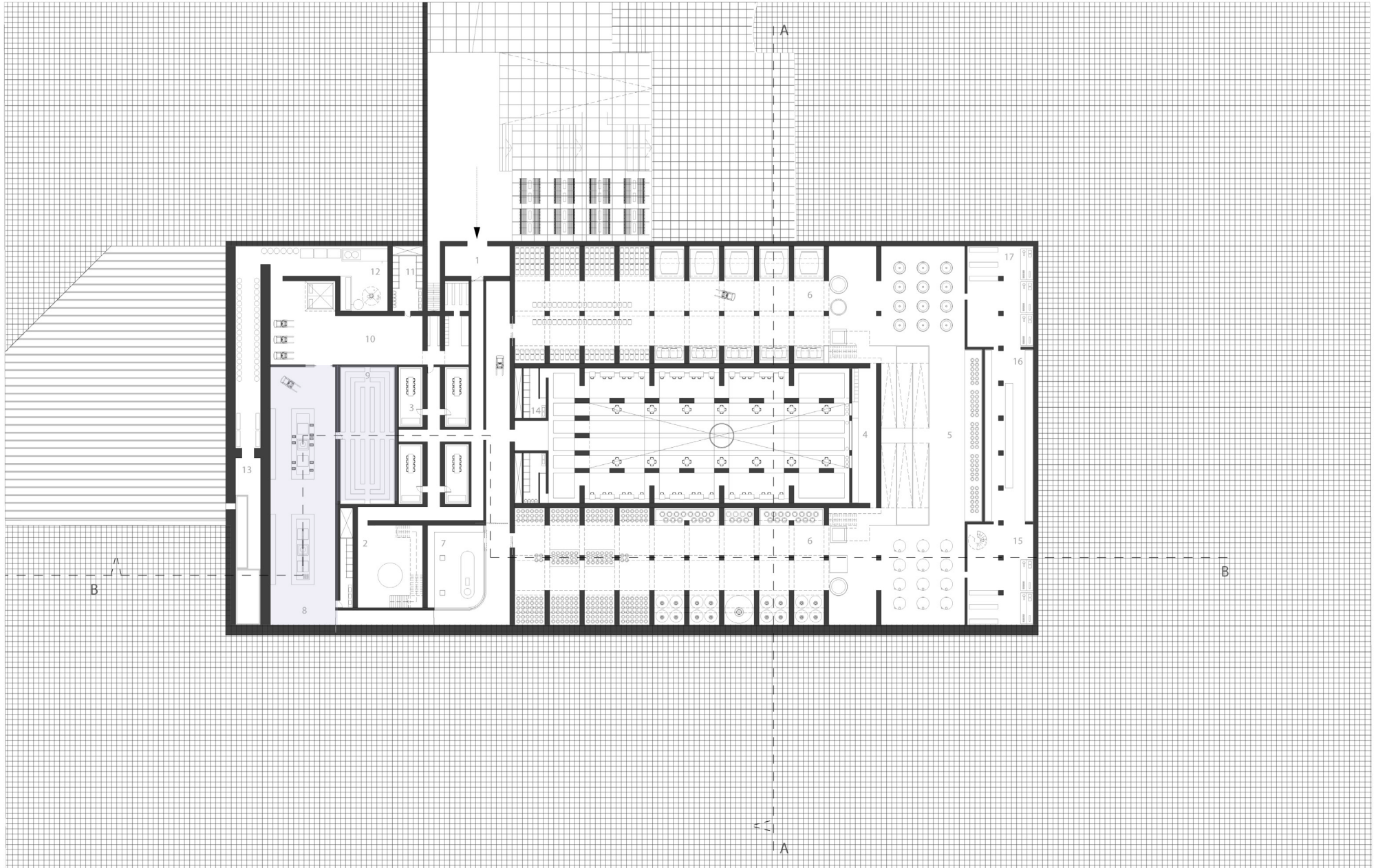
# WINE & ARAK STORAGE





design

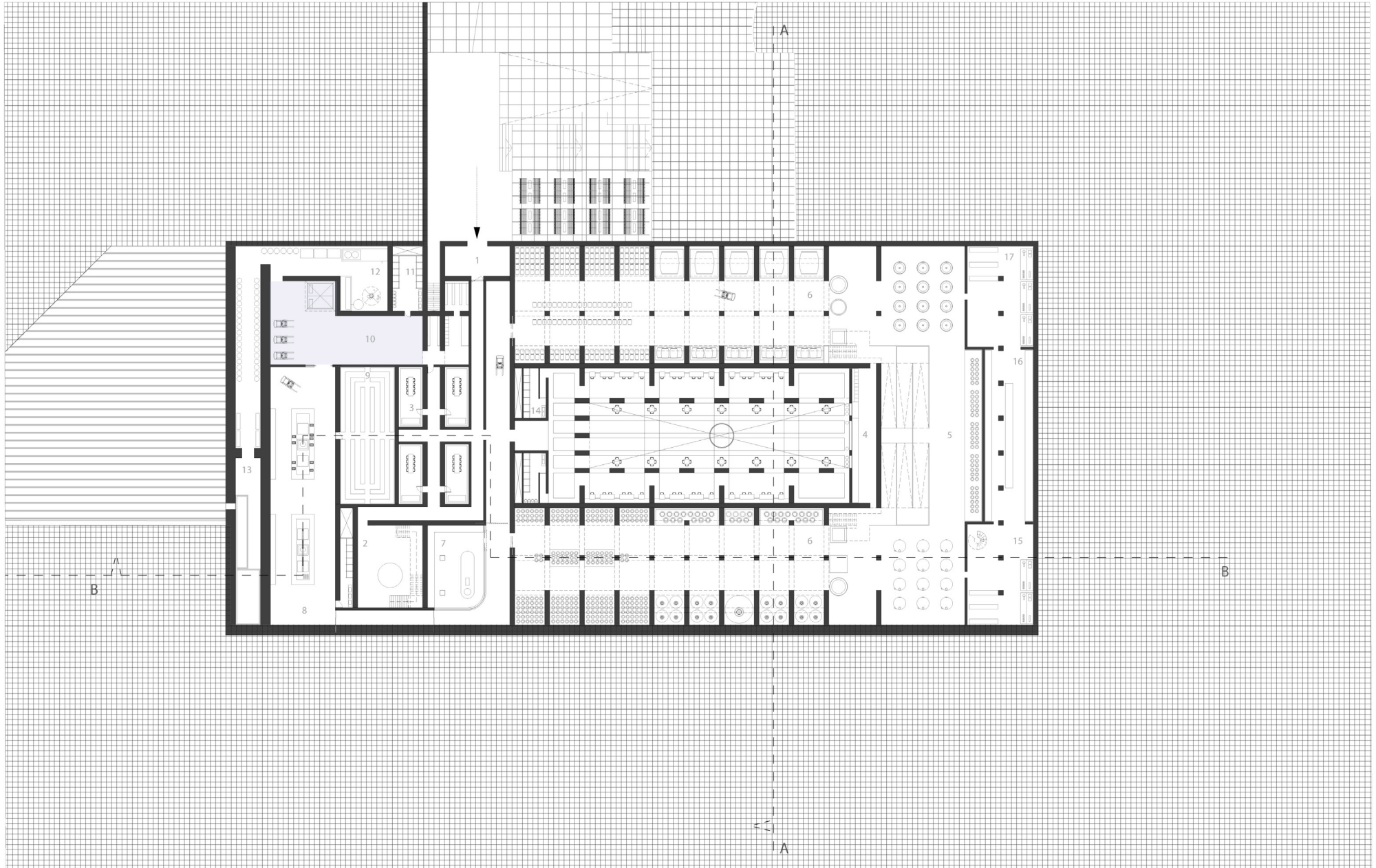
# BOTTLING & BOTTLE STORE





design

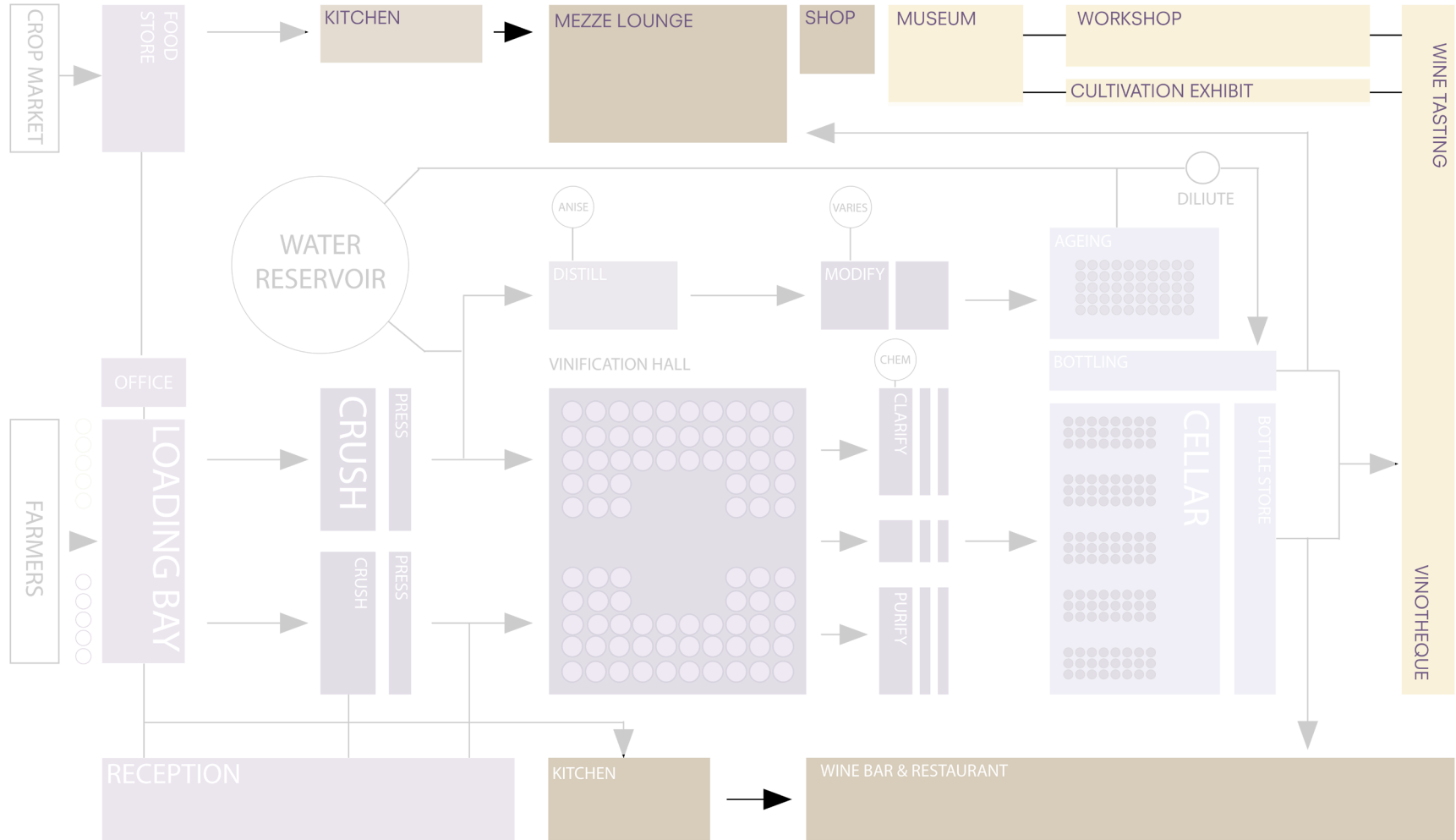
# RETURN TO THE WAREHOUSE



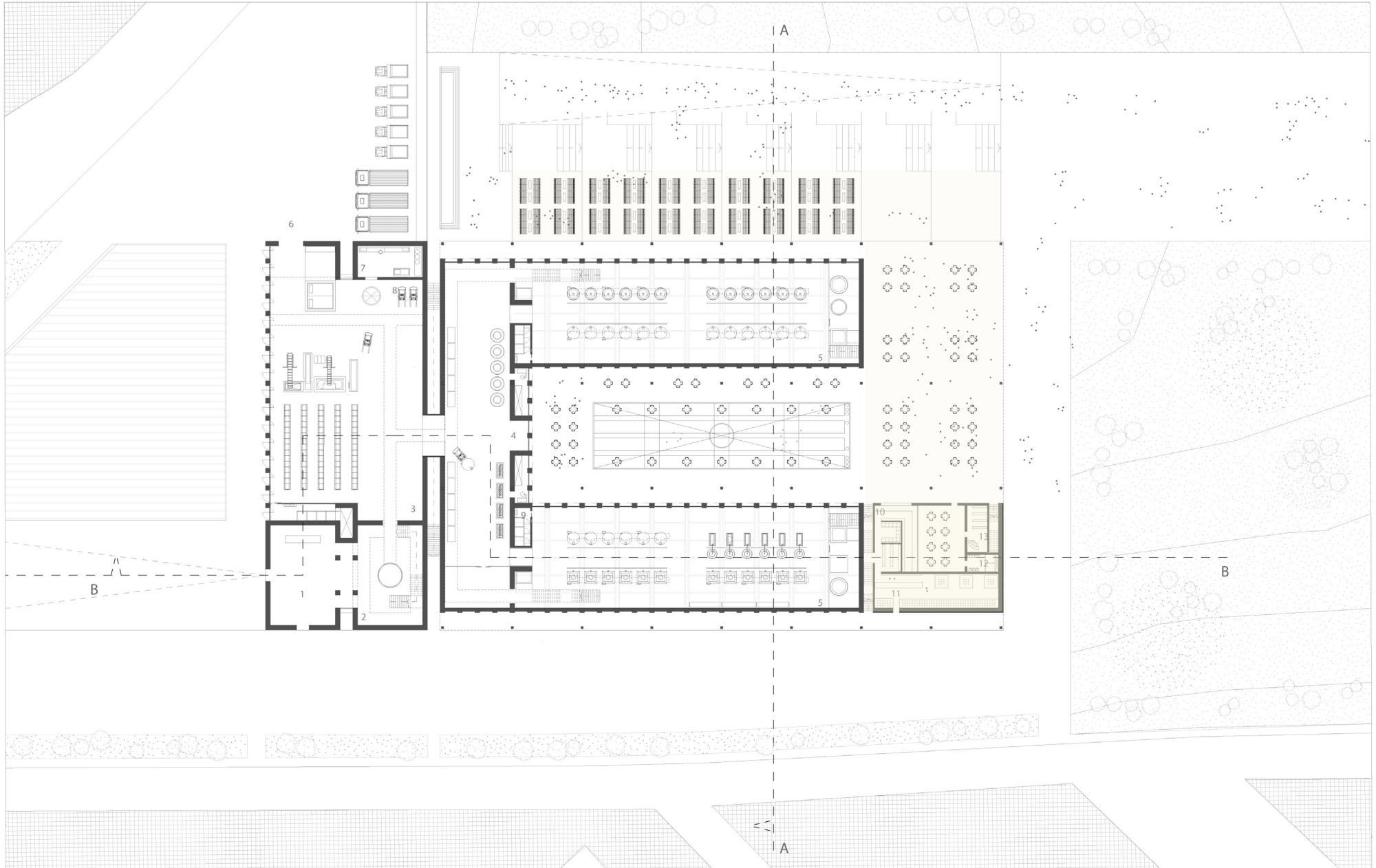
# **PUBLIC & CULTURAL ASIDE PRODUCTION**



# PUBLIC FUNCTIONS



design  
**MEZZE LOUNGE**





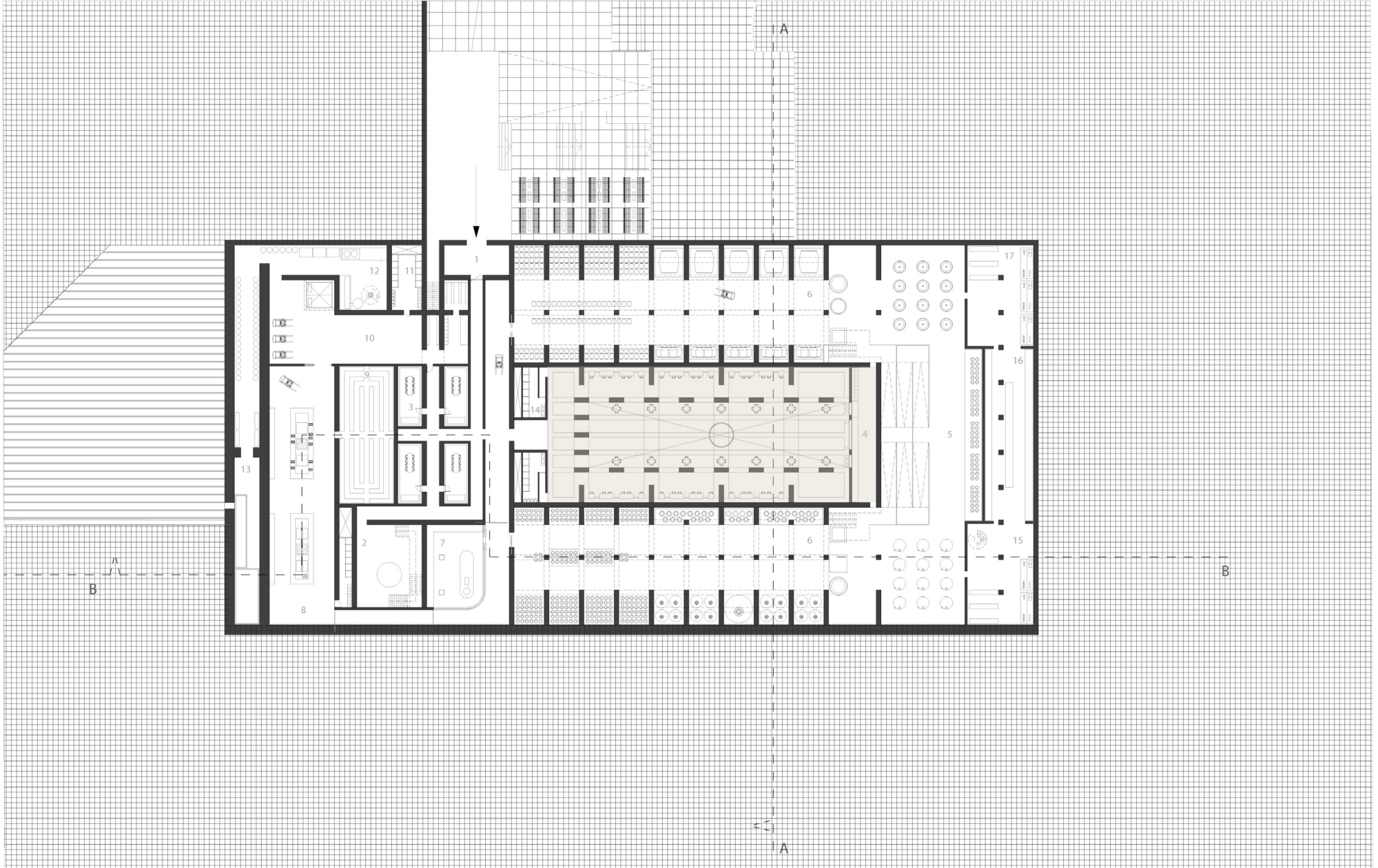
design

# MEZZE OFFERED TO PUBLIC AREAS ASIDE VINIFICATION HALLS





design  
**WINE BAR**





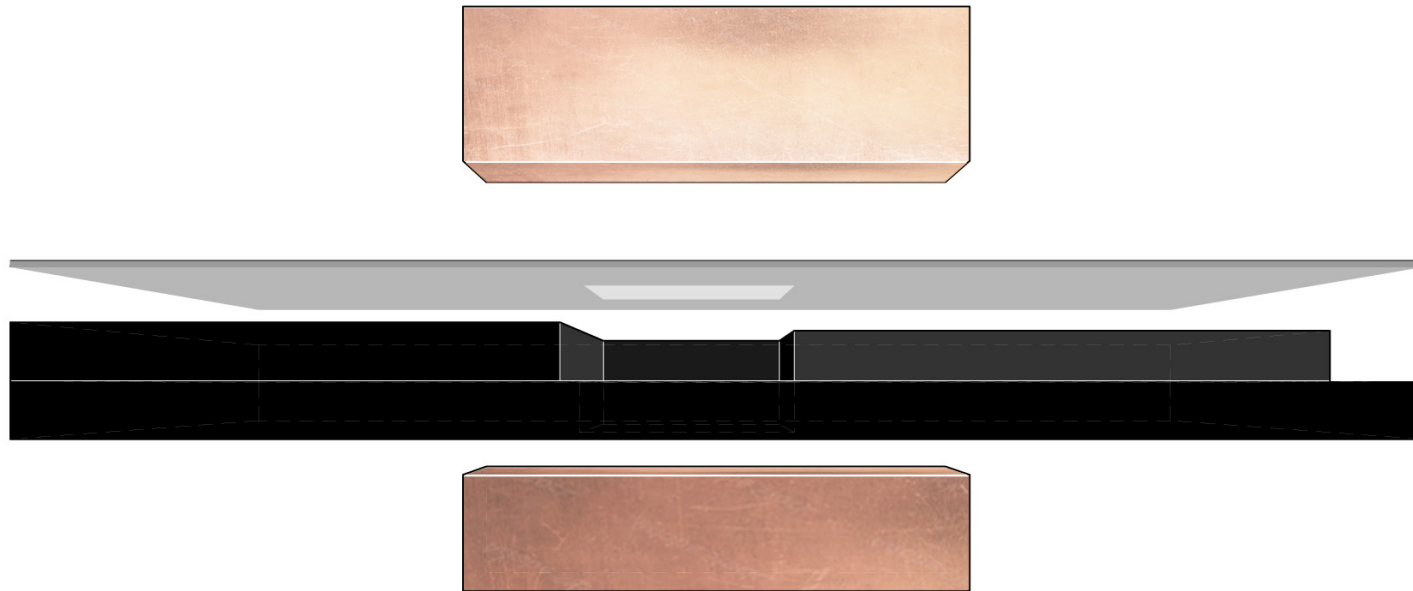
design

# WINE BAR ENCLOSED BY PRODUCTION LOOPS



design

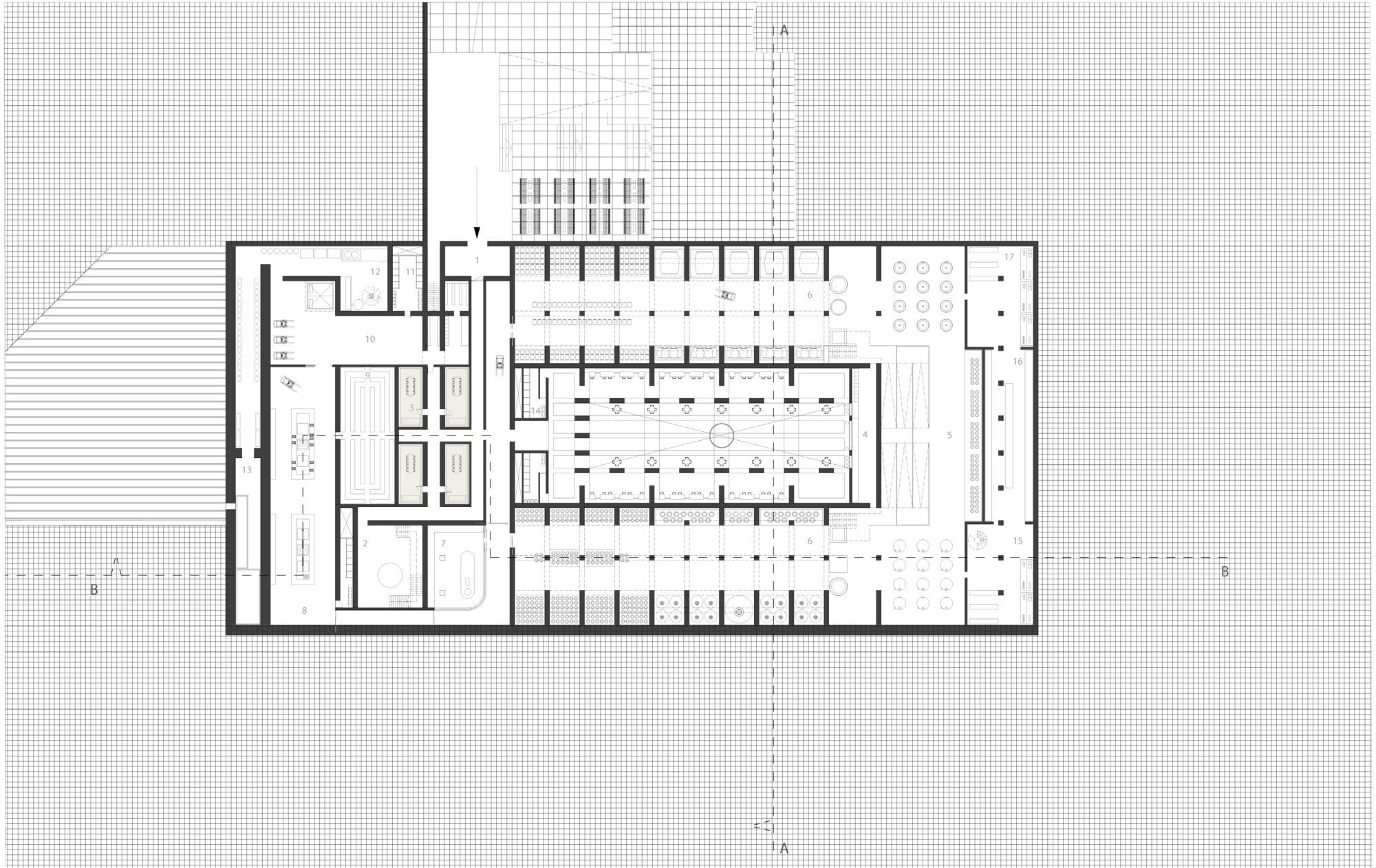
# TASTING HIGHLIGHTS





design

# WINE TASTING



design

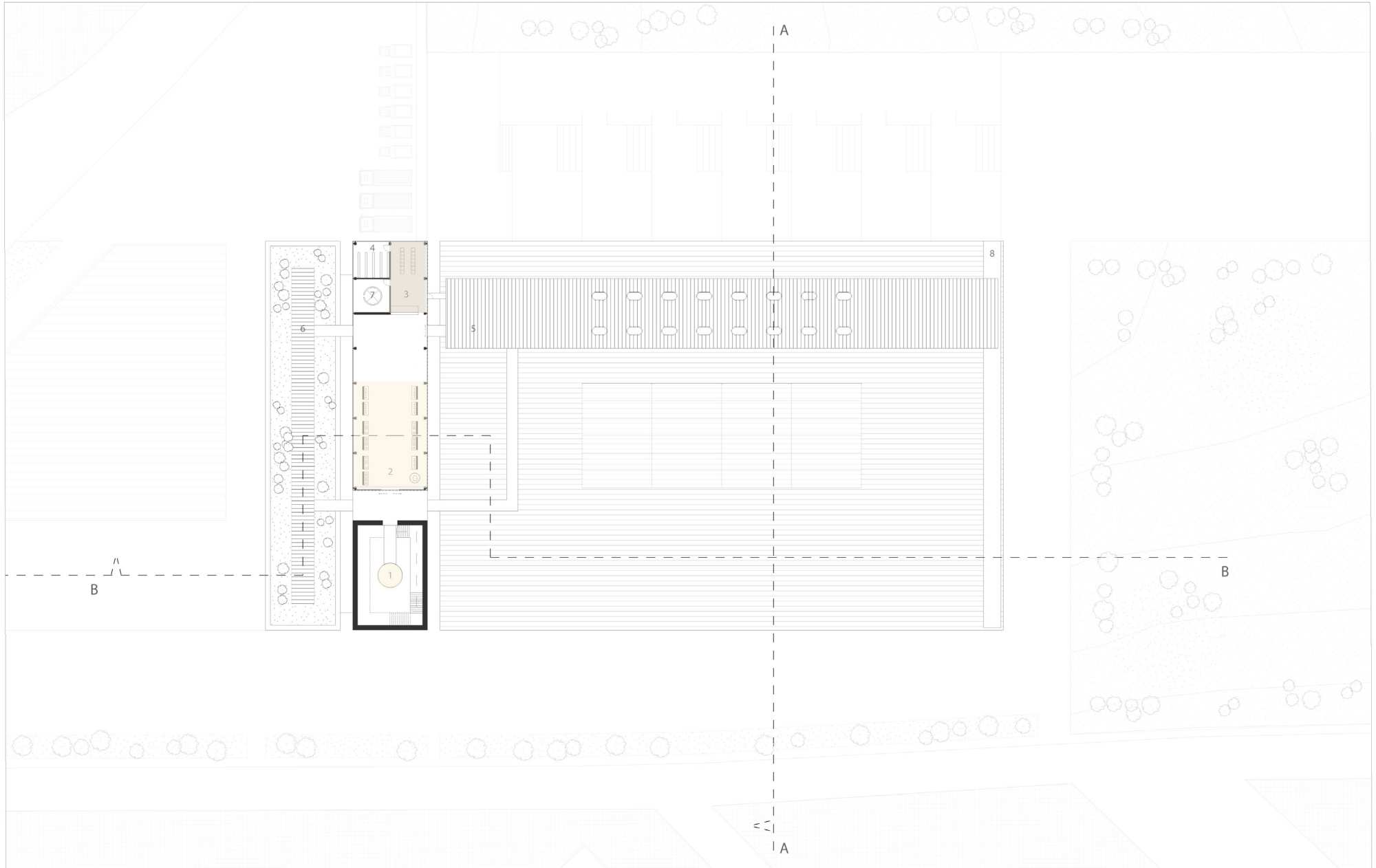
# WINE TASTING: BY THE CELLAR





design

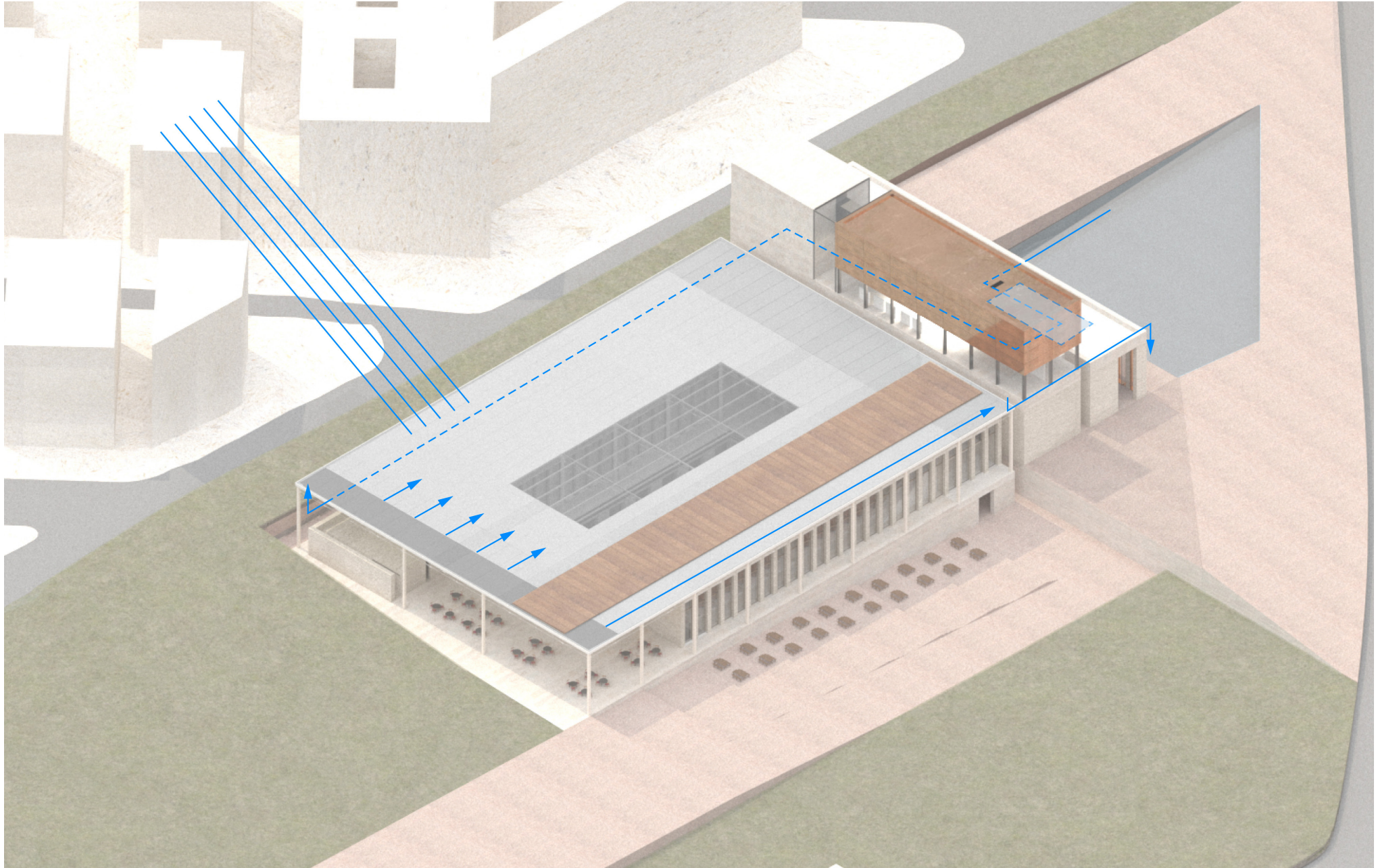
# AND ROOFTOP MUSEUM & TERRACE



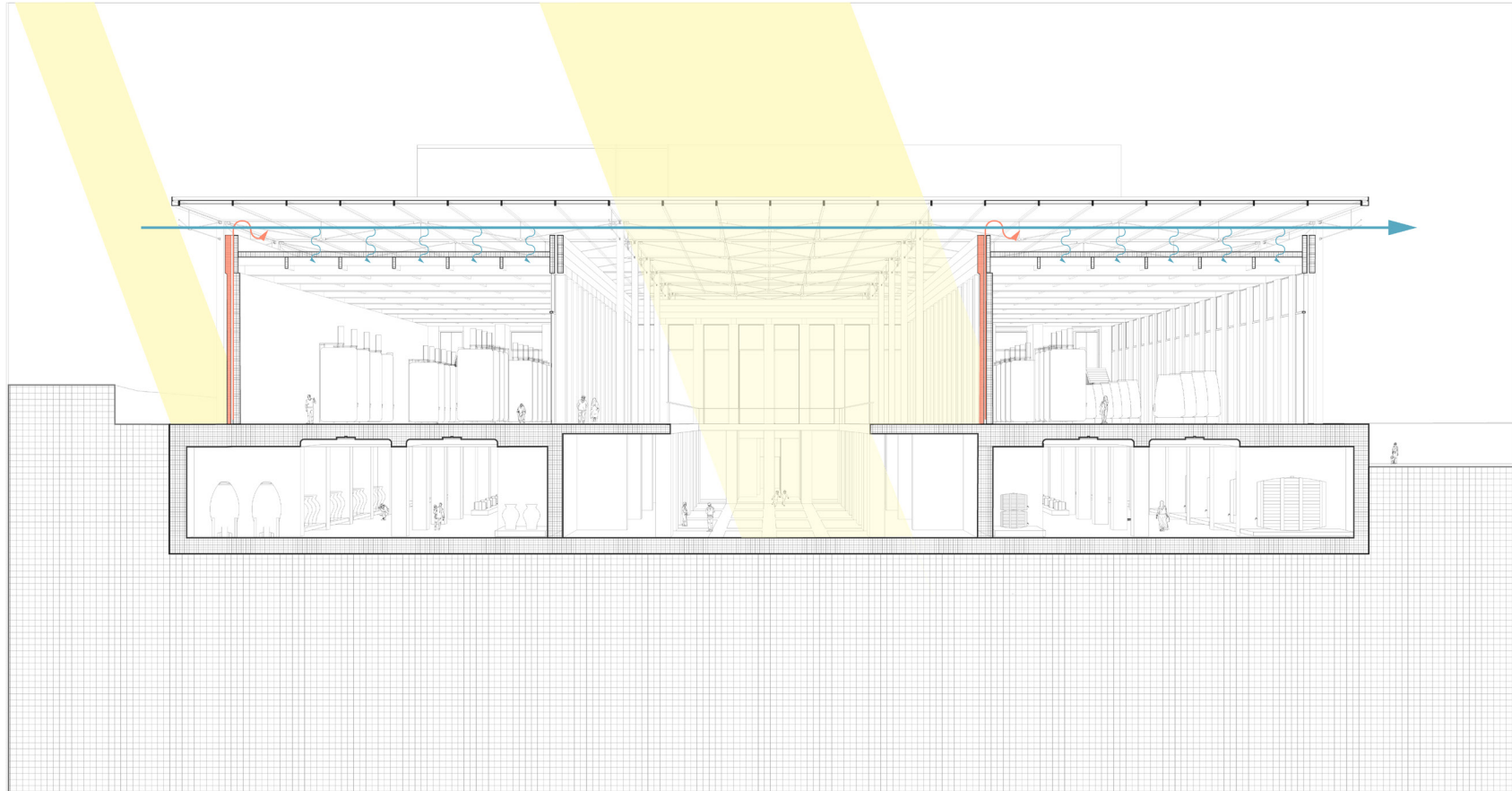
# CLIMATE & CONSTRUCTION



# SELF-CLEANING WATER LOOP



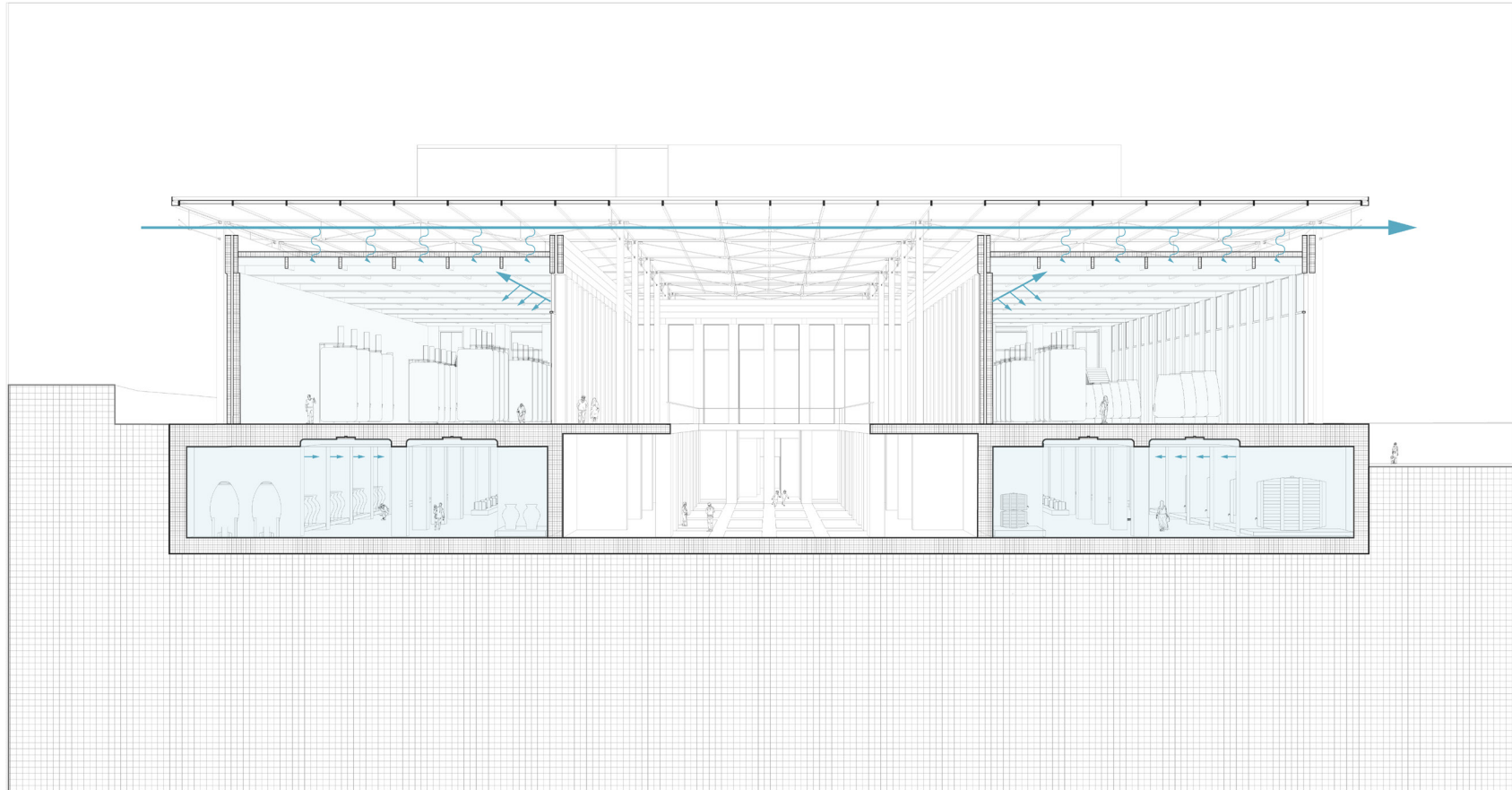
# ROOF & DOUBLE-WALL PROTECTION





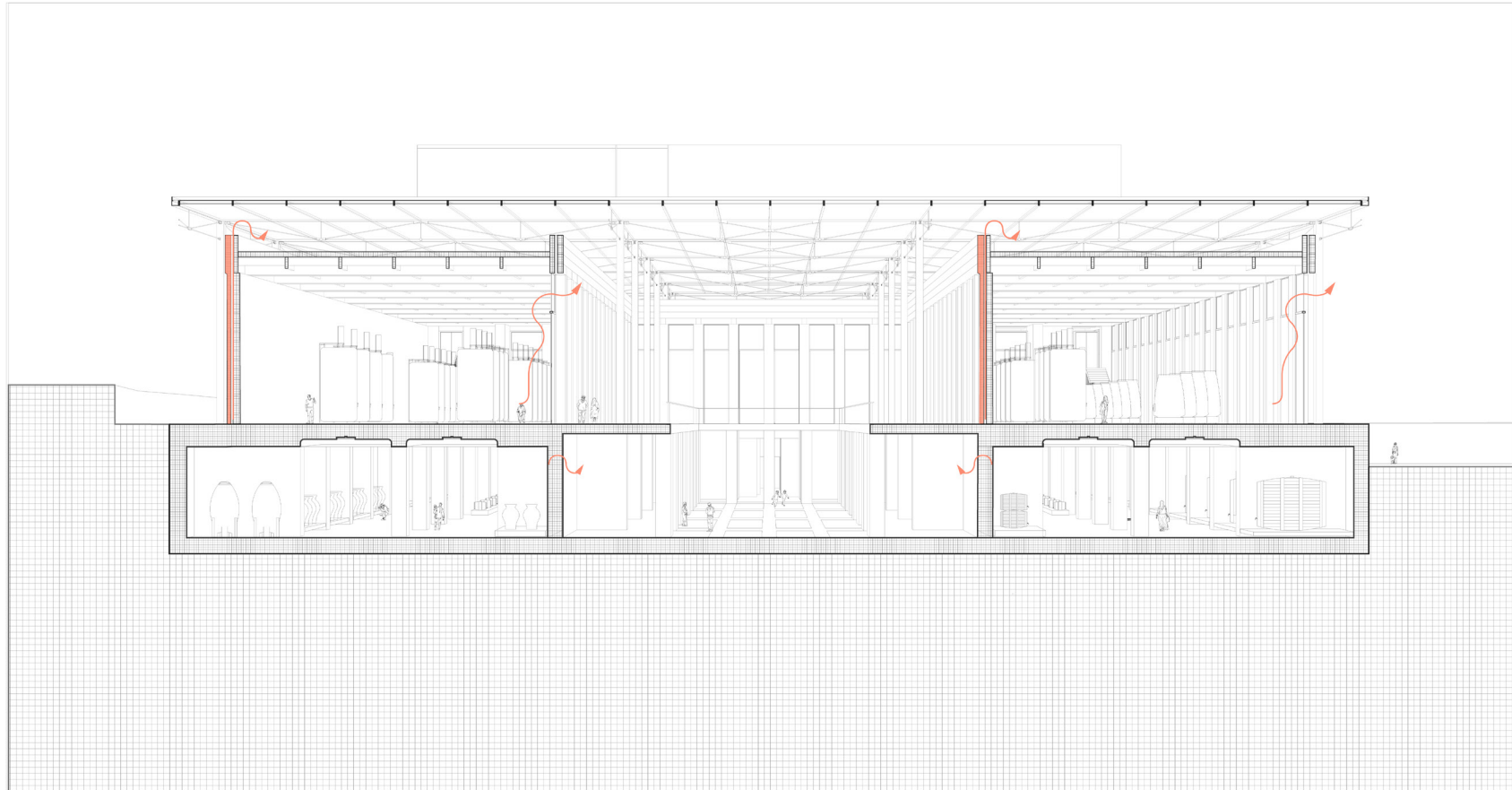
climate & construction

# COOLING PRIORITY



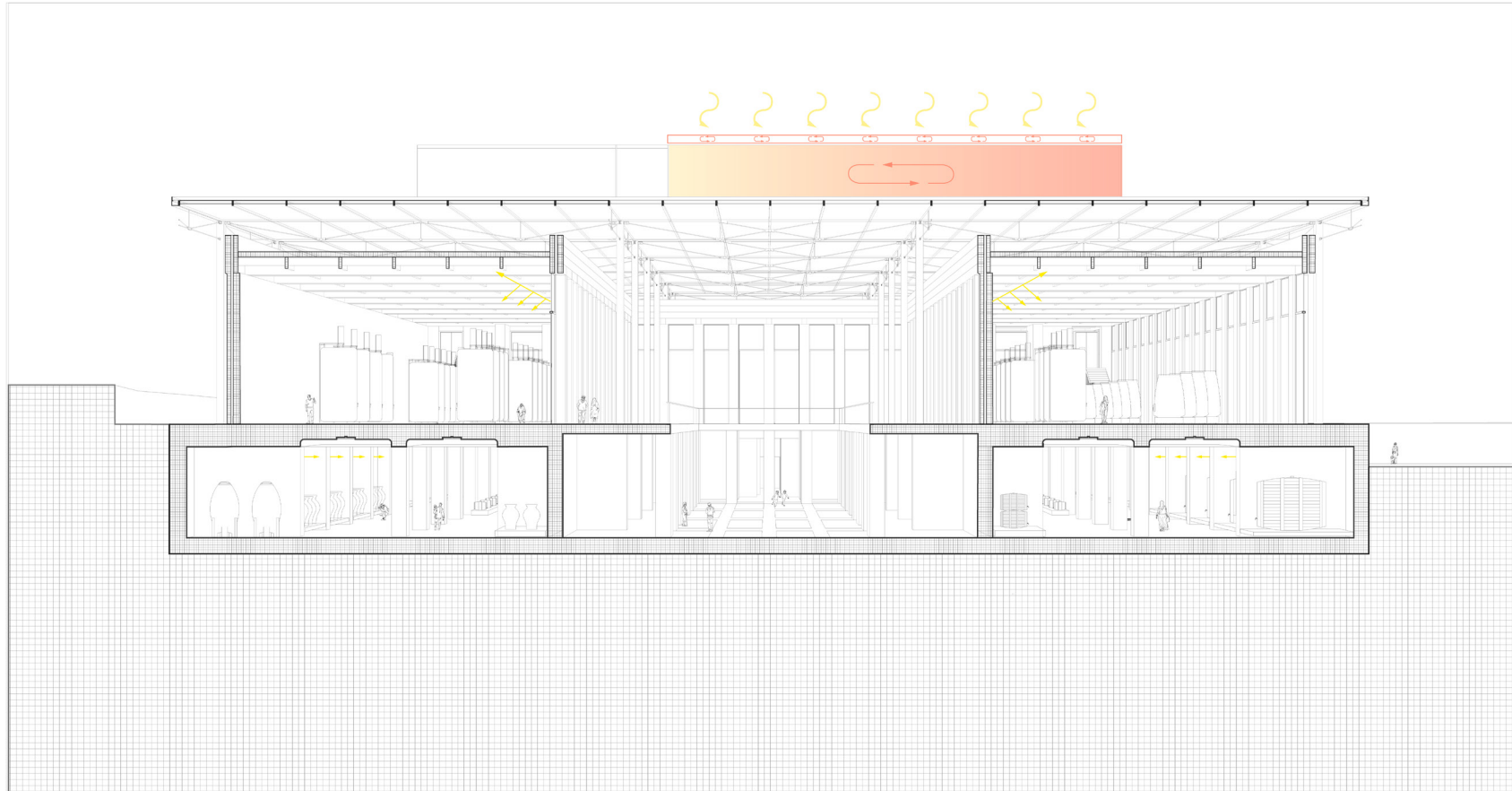
climate & construction

# HEAT OUTLETS

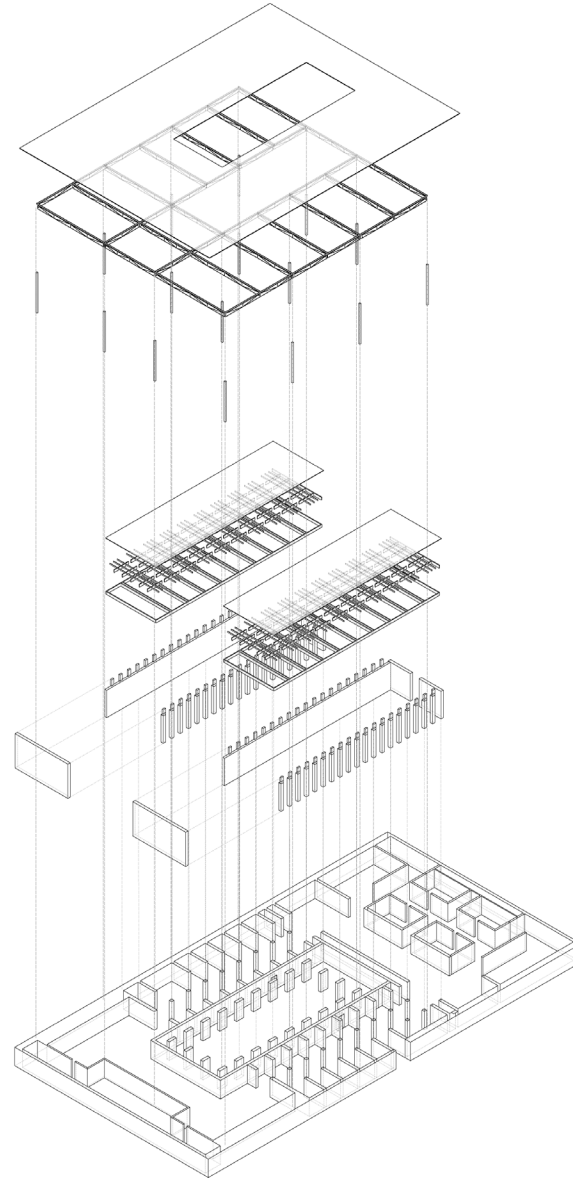




# THERMOELECTRIC COPPER FACADE



# TWO SYSTEMS ONE BASE & GRID



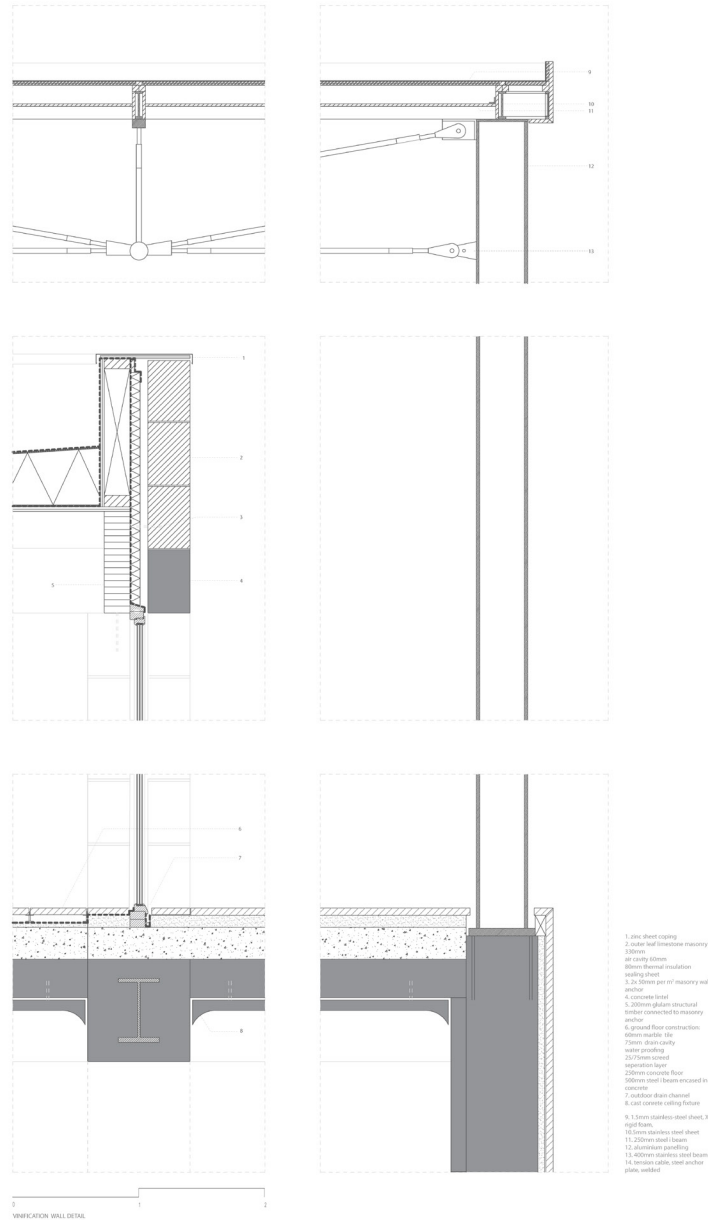


# STEEL CANOPY ENCASING LIMESTONE HALLS



EXTERNAL FRAGMENT

# THIN ROOF REINFORCED BY STEEL TENSION CABLES







# REFLECTION



reflection

# RESEARCH QUESTION

*How can a building complex informed by cultural production contribute to the narration and revival of cultural activity?*

design

# OPEN ATTRACTIVE PUBLIC SPACE WITH INSIGHT INTO PRODUCTION





reflection

# UTILISATION OF MONUMENTALITY AS PASSIVE BACKDROP FOR CULTURAL SPACE





design

# WITH EXPRESSIVE SPACES EMERGING FROM TYPOLOGIES





design

# INTRIGUING VISITORS INTO THE WINE STORY





design

# REMEMBERED AS ICONIC LANDMARK





reflection

# THANK YOU

