

GREEN WINERY

# Odette Estate Winery goes green from top down

OFFICES WILL BE FABRICATED FROM SHIPPING CONTAINERS



J.L. Sousa/Register

FRIDAY - JUNE 28, 2013 - NAPA, CA - Odette Estate Director of Marketing Christian Oggenfuss stands inside one of the recycled shipping containers the winery is using in the construction of the wine lab and offices. J.L. Sousa/Register

Buy Now

June 30, 2013 9:15 pm • [JENNIFER HUFFMAN](#)

[\(0\) Comments](#)

A woman's dress is normally something that might inspire a fashion designer. But for a local architect working for Napa's Odette Estate Winery, the corseted waist of an evening gown — the shapes and curves — became part of his vision for a new winery building.

"We took inspiration from that" to design a signature element of Odette's new winery building — a

set of 12 16-foot tall perforated aluminum screens that will cover the entrance, explained architect Juancarlos Fernandez of signum architecture in St. Helena.

“The screens have curves like a silhouette of a body of a woman,” Fernandez said. The movable screens, which act as a “veil” but also let in air and light, are just one element of the green winery building currently under construction.

The winery, which opened last August, is located on more than 45 acres in the Stags’ Leap district on Silverado Trail. Formerly home to Steltzner Winery, the parcel is now owned by partnership including John Conover, Gavin Newsom and Gordon Getty. Odette makes the third winery the trio have collaborated on, the others being PlumpJack Winery and CADE Winery.

The new owners have embarked on a multi-year renovation and expansion project, which so far includes renovated caves, a remodeled tasting room and hospitality center. Plans are also in the works for an expanded hospitality center and event space, said Christian Oggenfuss, director of marketing for all three properties.

“Our goal is to elevate the property to its potential,” said Oggenfuss. “We think Stags’ Leap is one of the most special parts of Napa.”

Tucked up into a cove-shaped section of a hill and visible from Silverado Trail, the new winery building will become home to the winemaker’s office, employee lounge, wine lab, tank room and fermentation room. More than 16,000 square feet of space will be topped by a circular and undulating steel-framed green roof topped by living plants and solar panels. It’s the first such living or green roof for a winery in Napa Valley, Fernandez said. The project should be certified LEED gold, he said.

The ridges of the new roof will contain four inches of soil and be planted with different plant species. The plantings will form a pattern, which will also be repeated on the grounds next to the building, Oggenfuss said.

Another unique element is the office area itself. It was built from three shipping containers, such as the kind that arrive loaded with electronics on boats from China.

“It’s the ultimate form of recycling,” said Oggenfuss. “It’s going to be one of a kind.”

Oggenfuss could not provide a total cost for the improvements of the property and estate, saying only that “it’s a significant investment.”

Fernandez said he’d wanted to design using shipping containers for some time.

In many cases after the containers arrive in the U.S., “no one wants them,” Fernandez said. “Instead of being abandoned, we took them and we’ll retrofit them” at the winery. Placed together to form the office space, some of the walls of the containers will be replaced with large sliding glass doors, Fernandez explained. Insulation and framing will be added to finish off the work spaces.

Besides the green aspect of recycling, the costs per square foot are lower for container modification, Fernandez noted.

While such containers have been used as housing, an office use in Napa Valley is relatively new. “A lot of clients wouldn’t even dare to think about it. But these guys really think outside the box,” Fernandez said.

---

Copyright 2013 Napa Valley Register. All rights reserved. This material may not be published, broadcast, rewritten or redistributed.

**Tags** [Odette Estate Winery](#), [Green Architecture](#), [Environment](#), [Signum Architecture](#), [Juancarlos Fernandez](#), [Stags’ Leap District](#), [Silverado Trail](#)

---