

HALL WINERY

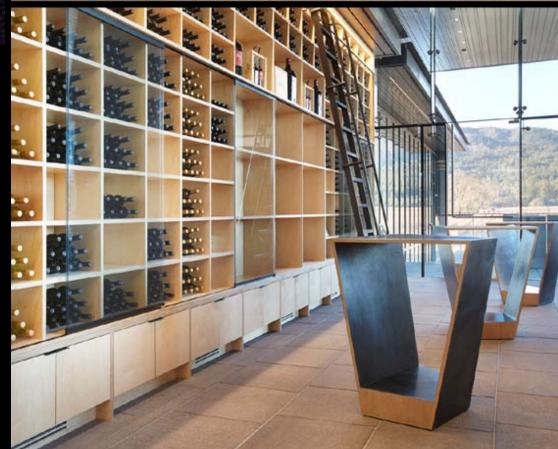
The setting for this new winery production and hospitality center was a broad stretch of the Napa Valley floor with spectacular views to Howell Mountain and the Mayacamas. The client wanted something Napa Valley had never seen in a winery, and wanted it to fit within the context of the sites' deep roots in the origins of winemaking in the region, be complementary to natural and cultural surroundings, and provide a museum-quality backdrop for art.

The result is a building whose presence feels like it stretches across the valley from mountain range to mountain range, drawing tasters from all sides. The interior palette is drawn from the native landscape and the historic structure next door: weathering steel, warm concrete, hand-applied plaster and stone. To elevate the structure and to reveal and reflect the interior materials, the winery guest experience is encased

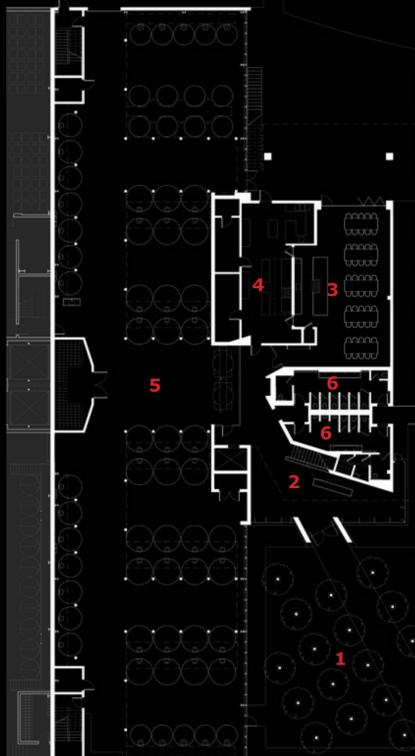
in a curtain of transparent, structural glass. The affect is stunning and dynamic in its context. Depending on the time of day, the glass either reveals the warm natural tones of the interior, tying the new contemporary building to the historic one nearby, or reflects the splendor of the surrounding landscape.

Our point of departure was the heritage oak, a natural gathering place. From that perspective the wide mouth of the entry courtyard splays inward toward the winery entrance.

Once inside, the visitor moves through a series of contrasting experiences, choreographed by the expansion and contraction of the architecture and punctuated by interludes for contemplation on the owners superb collection of art.

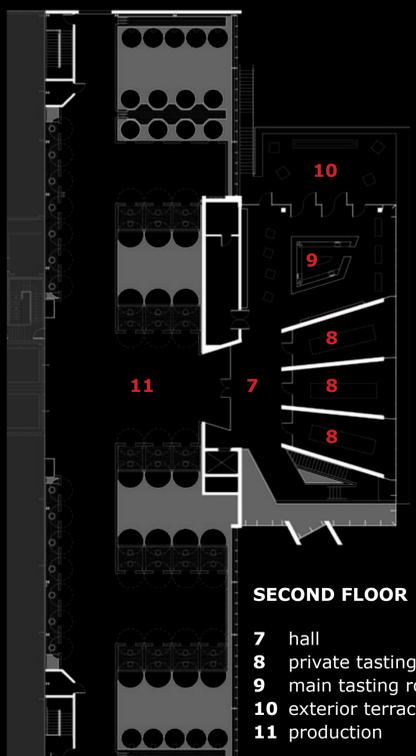


Architect: Signum Architecture
 Client: HALL Winery
 Design Team: Frank Borges Jr. Construction
 Buro Happold, Structural Engineering
 Summit Engineering, Civil & Electrical Engineering
 T.E.P., Plumbing & Mechanical Engineering
 RGH, Geotechnical Engineer
 Taylor Engineering, Commissioning Agent
 Horton Lees Brogden, Lighting Design
 Office of James Burnett, Landscape Architecture
 Newsom Brown Acoustics
 Nicole Hollis Interior Design
 Fluidity Design Consultants, Water Features
 Shore Art Advisory
 Thornton Tomasetti, LEED Consultant
 Gillern Energy Management
 Federighi Design, Kitchen Consultant
 Zetian System West, Glazing Consultant
 Reaz Engineering, Fire Consultant
 Edgett Williams, Vertical Transportation
 PCD, Audio-Visual Consultant
 Sweeney & Associates, Irrigation



FIRST FLOOR

- 1 entry court
- 2 reception
- 3 workshop
- 4 kitchen
- 5 production
- 6 restrooms



SECOND FLOOR

- 7 hall
- 8 private tasting
- 9 main tasting room
- 10 exterior terrace
- 11 production

TOP LEFT: (A) The Peterson Bergfeld during construction, following the removal of an encapsulating derelict warehouse structure.

TOP ROW: (B) Looking south towards the new tasting room and visitor center from the event lawn.

SECOND ROW: (C) The first evidence of the working winery comes as a glimpse into the compressed and dark fermentation tank room just beyond the lobby. From there, natural light pulls attention to an open stair by which the visitor ascends to their first panoramic view of the landscape and a stunning perspective on the historic, stone winery building next door.

(D) A bold red in the public restrooms reflects the HALL Winery signature color.

(E) The first floor demonstration kitchen and workshop.

THIRD ROW: (F) Specialty, private tasting chambers are arranged along the exterior walls. Side walls of these chambers splay outward as one moves closer to the windows while the ceiling slopes upward. The affect from the entrance of the rooms is a series of three "movie screen" like views of a panoramic landscape. A position near the glass brings a bird's eye view of the sculptural art installations that enrich the winery campus gardens below.

(G) At the top of the stair a bridge creates a natural pause from which a backward look showcases the heritage oak.

BOTTOM ROW: (H & I) Beyond the private tasting chambers the primary tasting bar and its adjacent terrace come into view. From this perspective, because the height of the second floor is set just above the valley floor, the vines seem to roll out from under the building like a carpet and the visitor is immersed in the winemaking process from vineyard to glass.

