



Historic winery converted to ‘Winecenter Kaltern’

Modern wine architecture with glass fibre reinforced concrete fibreC by Rieder Smart Elements

In Kaltern, a well-known place along the Wine Road of South Tyrol, it is not just delicious wine you can savour. In the newly opened Winecenter Kaltern you can now also enjoy architectural delicacies of the highest quality. The challenging project involving the conversion of the old building fabric of a 100-year-old winery into a modern Winecenter was realised by the Vienna architects’ group ‘feld72’, using the innovative glass fibre reinforced concrete fibreC.

The result is determined by the dialogue of old building elements with the clear and modern pattern language of a newly created Winecenter. The Winecenter is situated at the entrance to Kaltern and is surrounded by numerous historic winery buildings. The design solution of the feld72 team defers to both, the existing local identity as well as an architectural paradigm of the 21st century. The new L-shaped building creates an intimate inner courtyard between the main winery building that dates back to 1911 and the new sales room. Owing to the rising silhouette of the angular building volume, the view to the old buildings with the later additions of previous decades remains open.

The skin consisting of 940 m² of coloured glass fibre reinforced concrete panels fibreC by Rieder Smart Elements forms a uniform cloak across the outside walls and roof areas and thus emphasises, together with the flush-fitted fenestration, the monolithic character of the building.

The architects have employed the 13 mm thick ‘concrete skin’ in the earthy colour ‘terra’, both for the design of the façade as well as for the roof construction; in combination with the ‘matt’ surface texture the colour effect harmonises perfectly with the landscape and the natural colours of the wine. The light-weight façade panels are placed on an aluminium construction with back ventilation. Towards the inside the wall construction continues with 130 mm of thermal insulation and a reinforced concrete wall of 250 mm thickness. With its stability and flexibility the innovative

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building material fibreC meets the highest architectural demands and, with its subtle hues, underlines the purist elegance of the building.

The tension is created between the visual perception of a unified envelope and the large inside space enclosed by it, in which a sculpture-like landscape of terraces unfolds that creates a complex sequence of atmospheres and space impressions just by virtue of the different heights. Flowing transitions between the different levels guide the visitor through an exploration of the world of wine. From the sales level on the ground floor, the path leads via the lower mezzanine up to the village bar with sitting steps and a new interpretation of the bow window that is a popular feature in South Tyrol. Then it goes on into the lounge that is suspended in space above the sales area and through to the special tasting room as highlight and culmination of the exploration. The sculptural landscape of ceilings and floors provides vistas of face concrete, acacia parquet and glass, forming a strong composition against the white backdrop of the outer envelope.

The architecture of the Winecenter Kaltern impresses visitors through its unique 'flow' of materials. The new look, implemented with glass fibre reinforced concrete fibreC with its clear structures and humble materials, is systematically carried through to the inside. The modern building enters into a reserved and yet impulsive dialogue with the landscape and creates a new identity for viticulture as cultural heritage.