



YELLOW-HOUSE CANYON WINERY: This is a proposal for a new winery in Lubbock, TX that is located at Erskine St. and Avenue Q on a parcel of land that is approximately 14.6 Acres. Parking will be handled along the top of the canyon and visitors will enter and descend into the building from this location. The building is thoughtful of the existing topography and avoid the disruption of the natural landscape. Another challenge is that a portion of the site is in a flood zone. To offset this, the building will be as close to the canyon wall as possible and elevated above this flood plane. Vineyards will also be included on the site in the southern portion, approximately 6.2 acres of land are available for this, if more is necessary the land around the building can also be utilized as vineyards.

Today's wine consumer desires more than just a great wine. They desire a brand, an image, and an experience. Wine tourism generates billions of dollars world wide and is on the rise. The Lubbock area currently supports three wineries at different scales of production. I believe there is room for more. The south plains region is a unique growing area that provides grapes and juice for many wineries in Texas. The quality of grapes and varieties continue to improve as agricultural experimentation continues to explore the possibilities of the area. As the area continues to develop it will create a distinct profile and character that is distinctly West Texas.

The new winery will include a boutique vineyard, wine production facility, visitor center, wine sampling, sales, and a restaurant.

Topic - Architecture as a critical regionalism

Assertion - By clearly defining the production process, visitors will be able to better comprehend the steps in wine production.

Thesis - Responding to the environment through critical regionalism using built form and materials to express the imagery of the wine making process.

Site and region specific features are stressed
Climate, topography and light - mechanization is avoided.

Marginal Practice
Isolation of modernism but refuses to abandon the vernacular and progressive aspects of it. Focuses small rather than big.

Contextually Resonant
Senses the territory surrounding the structure, recognizes the boundary not as an object but a shape.

Wine production process
The building should be organized to show a linear production process. The equipment should be organized within the production zones so that there is minimal backtracking. It should start at one end and finish at another.

Visitor Circulation
Since public circulation is an important goal of the facility a prominent visitors entrance should be separated from the production entrance. Unlike the production circulation it should begin and end at that same location in order to make more possible there will be several locations to enter production area from the public spaces.

Shading
To maintain a constant internal temperature throughout the work day and annual cycles while reducing the requirements for active heating and cooling systems shading devices such as awnings and solar film should be used.

Warehouse Architecture
The interior of the building should have the feel of a warehouse. Large open space that lends itself to flexible uses and configurations.

Site Features
Objects within the building should be arranged to create the imagery of the grain elevators found in proximity to the site. Potential objects are wine barrels.

