

JACKSON-TRIGGS WINERY

DESIGNED FOR SUCCESS FROM THE GROUND UP

By Whelena Sainsbury, MBA, Schulich School of Business

The Niagara wine region has matured over the past two decades, and its wineries are now winning accolades internationally. Apart from the economic success of the product itself, there has also been a boom in wine tourism. The icon for innovation and market success in the region is the Jackson-Triggs winery designed by Kuwabara Payne McKenna Bloomberg Architects.

The 47,000-square-foot building is a bracing site on the escarpment landscape, with its edgy sensibility, exterior rubble walls and giant, agrarian barn door entrance opening on to the vineyards. It celebrates the entrepreneurial spirit of Ontario winemaking and a successful alignment of business strategy, sustainability values and good design.

Donald Triggs, president and CEO of Vincor International Inc., North America's fourth-largest producer and marketer of wines, commissioned KPMB to design the winery. He wanted to house the best equipment in the world for maximum production of premier and super-premier wines, and also to create a memorable, interactive visitor experience to support retail sales from the site.

Project architect, Mitchell Hall, and partner-in-chief, Mariann e McKenna, who led the KPMB team, were committed to the principle of "wine as the hero." With agrarian-industrial influences in the design concept, and use of local materials, the architectural team was inspired by the French winemakers' notion of "terroir," a term that refers to grapes being

influenced by the local soil in which they are grown.

Key aspects of the design concept served to improve the quality of the wine, the quality of the visitors' experience and the innovative sustainability features in the building and in the winemaking process.

The architects and the client integrated a gravity flow system into the winemaking production, allowing both the fruit and the wine to move gently through the process—from high ground to low ground—to ensure the quality of the end product. (If the grapes and wine are pumped, the wine becomes bitter.) Some state-of-the-art equipment came from abroad and other parts, not commercially available, have been custom built to KPMB's design.

Vineyard and winery are seamlessly integrated on the 26-acre site. An east-west orientation allows for maximum exposure to northern and southern light. A five-meter overhang around the spectacular roof, with its full-span wood trusses, reduces the impact

of direct sunlight. Motorized, 20-foot-high doors in the Great Hall, and operable clerestorey windows in the cellar and second floor offices, allow for energy-saving natural heating, cooling and ventilation and improve indoor air quality for the staff and visitors. The building design also integrated dual purpose equipment to increase operating efficiencies and reduce costs: the refrigeration equipment for cooling the wine storage tanks also cools the water for the heating, ventilating and air conditioning system.

KPMB also designed the interior for the wine tasting area with its starkly neutral, white marble tasting counters, a perfect backdrop to show off the colour of the reds and whites. This award-winning building is the theatre, but the wine is, after all, the star of the show.

The Jackson-Triggs winery is a success story for the client, the architectural team and environmentalists.

www.jacksontriggswinery.com

