



**Cultivation //
Winery and Hospitality Design**

Waechter Architecture

**Project Profiles
Autumn 2022**

WA

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I. Introduction



From Central Asia, to Europe, the Middle East, the American West and all corners of the globe, the art and science of winemaking have evolved over thousands of years, and yet it retains its deep connections to the rituals of growing, gathering and celebration. All forms of cultivation are a form of partnership and dialogue with the living world.

It takes time and effort to truly know a place, and to work with it to create something of value, abundance and meaning.



I. Introduction



At Waechter, we see building as a similar conversation, which requires care and discernment to draw forth the potential of a place, to build a sense of belonging and deep appreciation.

The diversity of terrain across the West is a constant source of inspiration. We've worked in landscapes as varied as the Columbia River Gorge, the Sierras, native meadows in the Willamette Valley, coastal dunes, urban centers, and the vineyards of Oregon Wine Country.

We constantly seek to reveal what is essential to a place, and discover how the right built response can bring it into focus.



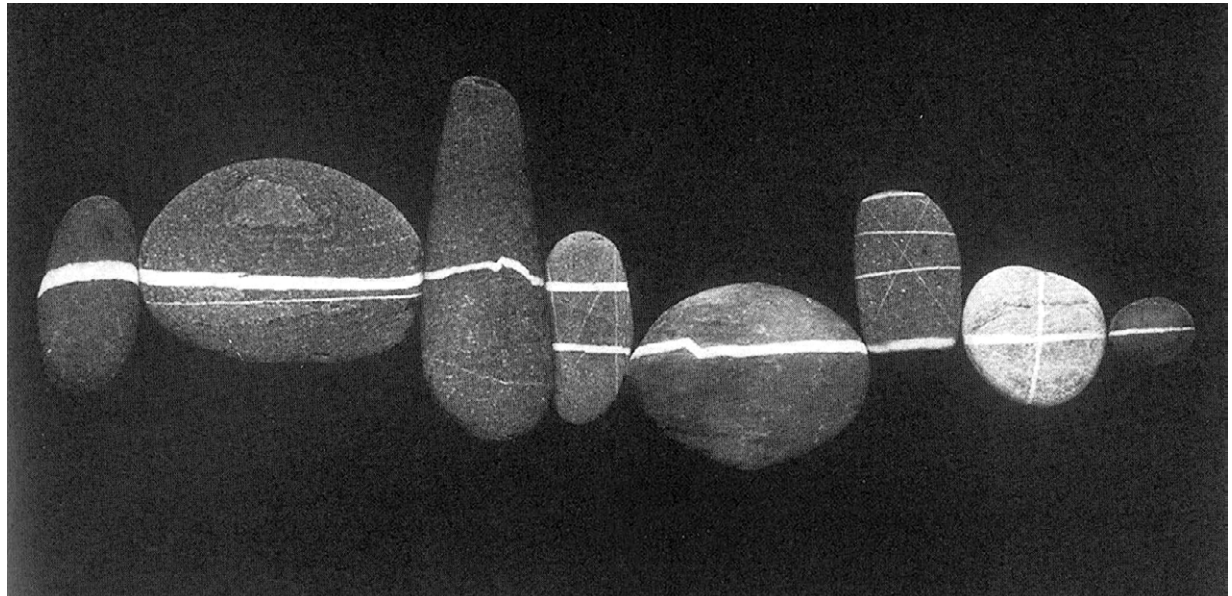
I. Introduction



In winemaking, in building, in relationships, everything connects.

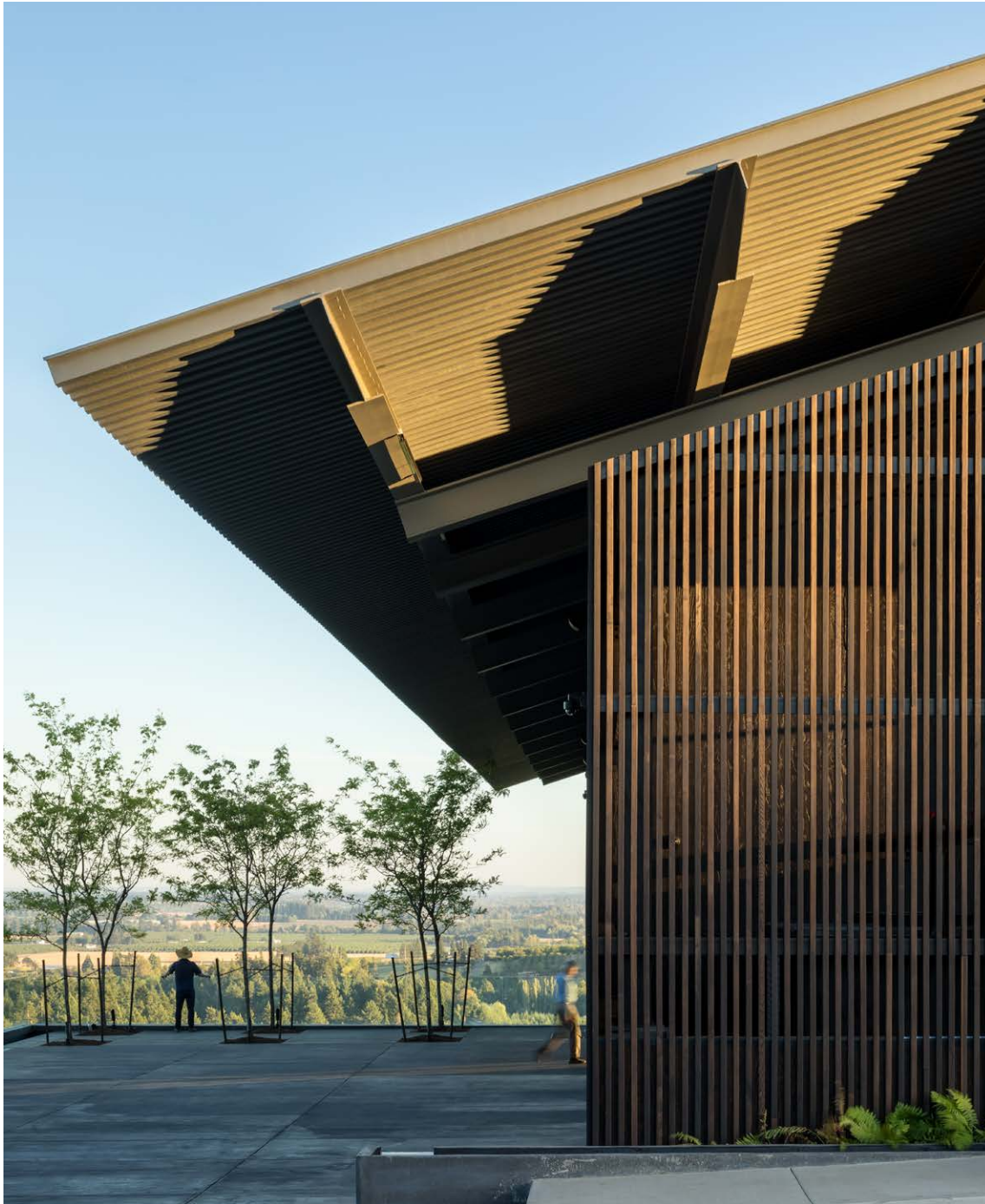
The most fulfilling endeavors are those that build on past experiences and knowledge, and equally, spring from a desire and curiosity to discover what comes next.

At Waechter, we're experts at "firsts"—we're inspired to explore what's possible in the cultivation of a site and spaces designed to create and celebrate. It's a search for what will enhance the vitality of the place, and what will offer the most rewarding experiences for owners, creative partners, and visitors alike.





Project Profiles



FURIOSO VINEYARDS

Location: Dundee, Oregon

Size / Site Area: 9.7 acres, 9,800sf

Completed: 2019

Furioso creates a new model for the winery typology, bringing together production facilities and public-facing amenities through a compact, unified architectural form.

The original Furioso estate, located in the heart of Oregon's wine country, was made up of a series of disconnected structures and workyards that provided little sense of welcome to visitors. Seeking to unify the vineyard, Waechter's design re-imagines the elements of the estate, giving each a distinct and focused identity, while enhancing and expanding the viewer's experience of the landscape and the wine making process. In the new design, elements work together to create distinct and complementary environments of their own.

Awards

2019 Architect's Newspaper Best of Design Award

2019 Gray Magazine Award

2019 Chicago Athenaeum American Architecture Award

2018 AIA NW & Pacific Region Honor Award

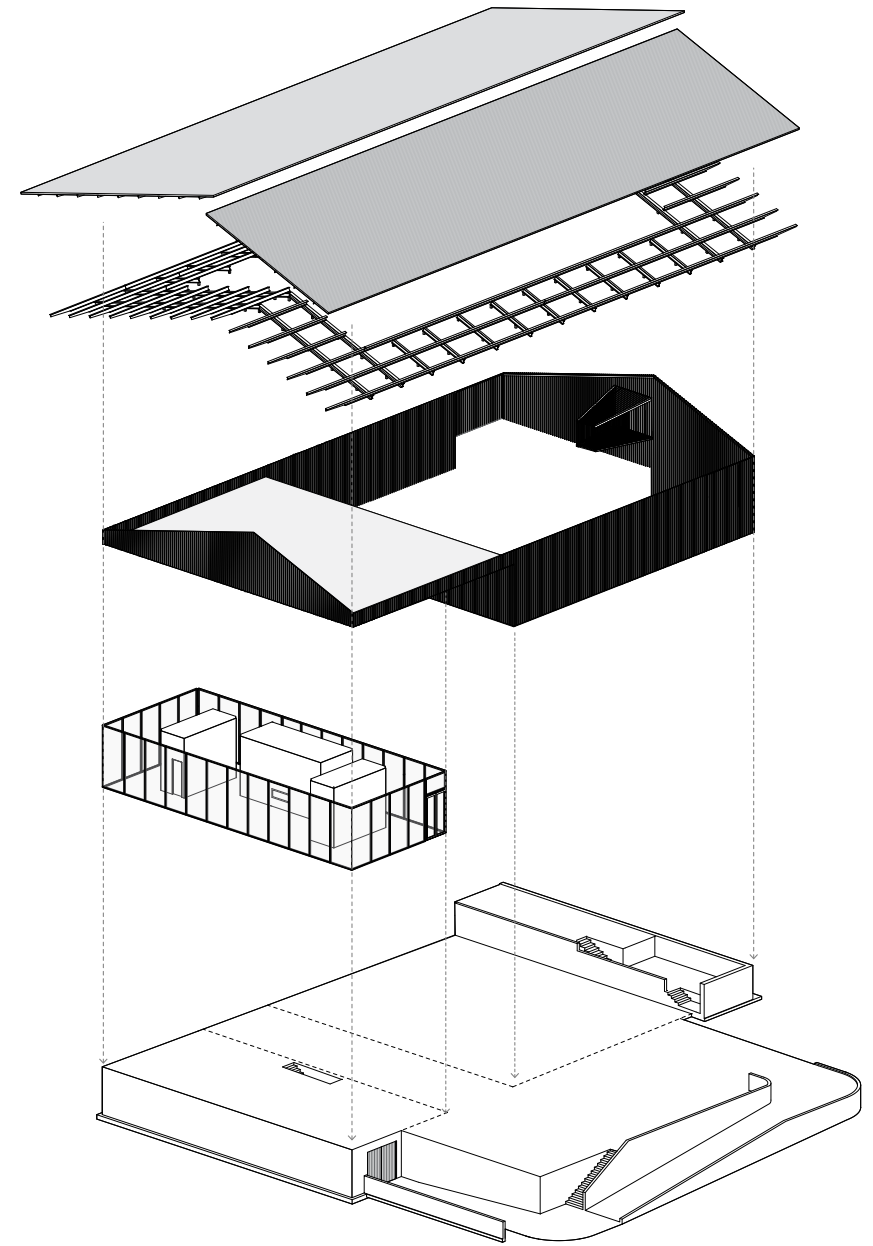
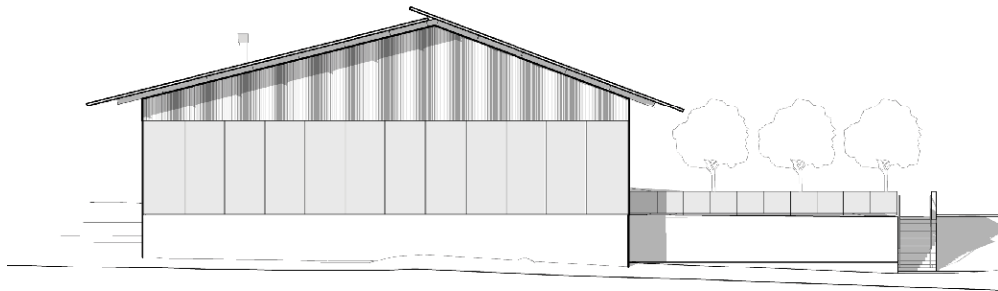
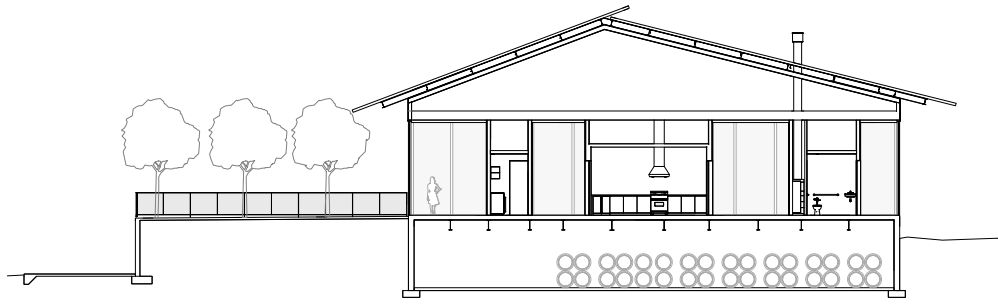
Selected Publications

Gray Magazine, January 2020

Architectural Record, January 2019

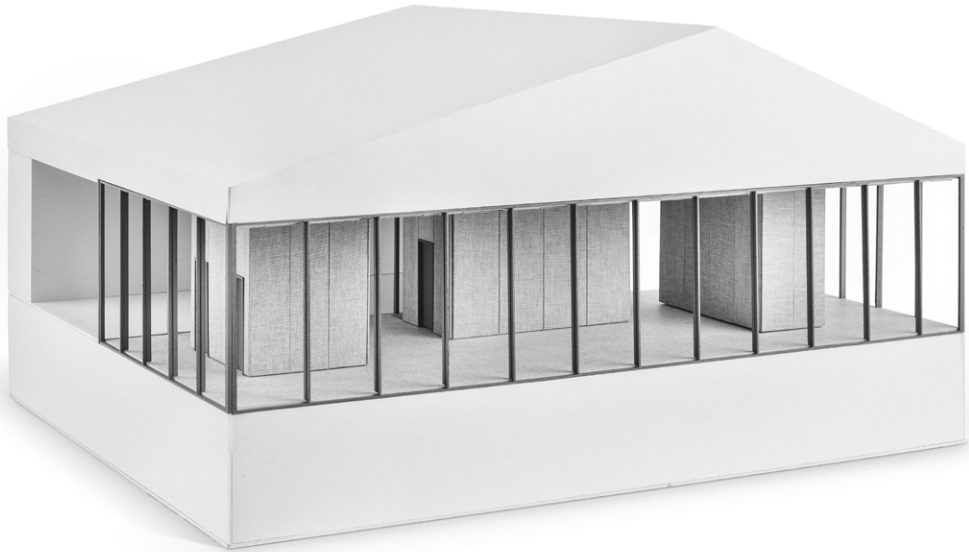
Dwell, February 2019

II. Project Profiles // Furioso Vineyards



Furioso Elements — The building springs from a new platform and piazza that supports the reconfigured winery and the all-glass perimeter of the tasting room. A skin of Shou Sugi Ban cedar and continuous roof unify both components and provide new presence and identity.

II. Project Profiles // Furioso Vineyards



Furioso Model — A large-scale model of the tasting room and adjacent loggia allowed our team to explore variations for the interior layout and experiential possibilities of the space.



II. Project Profiles // Furioso Vineyards





THE SOCIETY HOTEL // BINGEN

Location: Bingen, Washington
Size / Site Area: 20,000sf / 3.5 acres
Completed: 2019

Through its composition and pairing of historic and new architecture, the Society serves as a model for how buildings can reconcile the needs of a sensitive site, visitors and the local community, and maximize connection to the surrounding landscape.

Located in the Columbia Gorge National Scenic Area, the Society is in a residential neighborhood near the river yet separated by roads and railways. Seeking to enhance the relationship of the hotel to its natural context, we adapted the Japanese design concept of “borrowed landscape.” With a ring of freestanding cabins linked by a shared roof, the design edits the middle ground, while allowing the connection between the hotel and the Gorge to be experientially linked. Within the ring, a spa and garden of native landscapes serve as central gathering spaces.

An additional, key component of the project is the restoration of a neighboring historic school building and gymnasium which provides affordable guest rooms of varied size, visitor amenities, café, recreational resources and space for special events.

Awards

2020 AIA Oregon Honor Award, Built Project
2018 AIA Portland Citation Award, Unbuilt Project

Selected Publications

Metropolis, January 2020
ARCHITECT Magazine, November 2019



II. Project Profiles // Society Hotel



II. Project Profiles // Society Hotel





On the Boards / Work in Progress



AUTOCAMP SEQUOIA

Location: Three Rivers / Sequoia National Park, California
 Size / Site Area: 25.7 acres, 13,600sf (5,800sf remodel)
 Completion: Opening early 2024

Inspired by California’s iconic landscapes, Autocamp Sequoia provides comprehensive new visitor amenities, operations and maintenance facilities while organizing pathways and views on a sensitive site.

Located on the banks of the Kaweah River, Autocamp Sequoia focuses on the “clubhouse” as a commons for visitors, a meeting place with on-site staff and hosts, and as a gateway to the expansive site. Working with our client, civil engineering, environmental consultants and landscape partners, we developed a range of scenarios for site organization, and built consensus on the direction for development, site improvement and mitigation strategies, and the overall visitor experience.

The design provides a range of amenities and social spaces including fireplace room, kitchen and dining facilities, and shared garden flanked by walls of sliding doors allowing for connection and adaptation through all seasons, and accommodating the diverse needs of visitors. Other visitor amenities on site include an outdoor pool, bathhouse, special event space, and guest cabins.









About Waechter Architecture

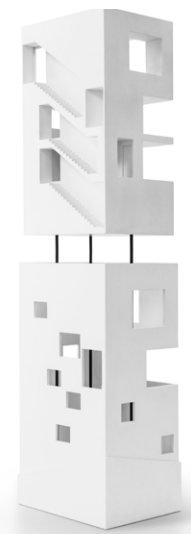
Profile & Philosophy

Waechter Architecture is an Oregon based, interdisciplinary design practice with an acclaimed and expanding portfolio of works across all project types. Over 15 years, the studio has established itself as one of the most innovative practices in the Pacific Northwest, and equally, as an original voice in American architecture.

Our vision and mission can be summarized in a word—Clarity. We're believers in the ability of architecture to build community, elevate experience, awaken the senses, and find new expression.

Our approach invites everyone to share in a deeper understanding of the art of building. We work with all stakeholders to identify essential needs, uncover insights, and forge a vision that will lead to enduring and responsive architecture. More than anything, we strive to build a culture that celebrates diverse voices, and that sees our clients as equal partners in the design process.

As a small firm, we stay focused, committed and accessible, as we feel this provides the connection necessary to create exceptional work. We draw from the diverse talents of our team to craft clear and economical design solutions, and throughout the process, we work to refine our ideas and strategies to uncover the best path to completion.



IV. Waechter Architecture / Expertise



Residential / Origami



Viticulture / Furioso Vineyards

Across all project types, we specialize in design excellence—how buildings work, how they last, and how they make people feel.

At Waechter, we're always in search of new opportunities and creative conversations, and we feel that this breadth of exploration adds value and perspective to every project.

Guided by clear and economical thinking, our commitment to design excellence translates into every context and condition.



Commercial / Blu Dot Showroom



Workplace + Mixed-use / Mississippi



Hospitality / Society Hotel Bingen

IV. Waechter Architecture / Founder Bio

Ben Waechter, Principal Architect

Waechter Architecture

A native of Eugene, Oregon, Ben grew up in a rural area outside of the city with the forest as his back yard. He was close to both his grandfathers, an architect and a local builder, in whose studios and workshops Ben learned commitment to craft and construction. These complementary passions—nature and construction—have shaped his career ever since.

Inspired by experiential and clear, distilled design, Ben founded Waechter Architecture (WA) in order to pursue these concepts in his work. Prior to forming WA, he worked locally and internationally with leaders in architecture including Allied Works Architecture and world-renowned architect Renzo Piano Building Workshop. Ben is an award-winning and published designer and educator whose principles lie in providing bold forms arrived at through exercises in concept, distillation, and intelligent programming. His experience includes a wide range of building types: cultural, hospitality, commercial, and multi-family and single-family residential.

Education

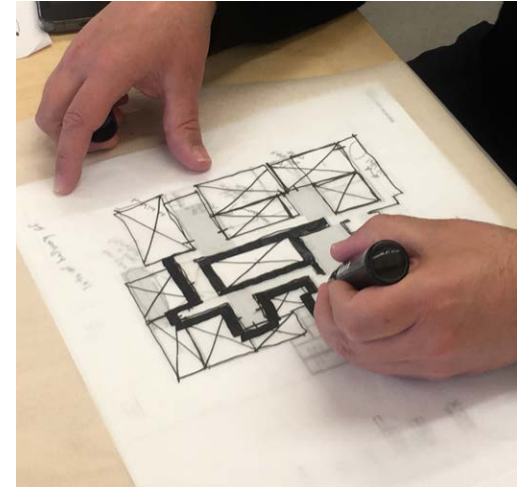
University of Oregon,
Bachelor of Architecture, 1995

Professional Affiliations

Member of the American Institute of Architects

Inducted into the AIA College of Fellows (FAIA), 2022

Registered Architect: States of Oregon, Washington, California,
North Carolina and Michigan



Selected Works

Mississippi Building, Portland, OR, 2022
Capitola Coffee // Mississippi, Portland, OR, 2022
Rockwood Village, Gresham, OR, 2022
Furioso Vineyards, Dundee, OR, 2019
The Society Hotel, Bingen, OR 2018
Origami Multifamily Housing, Portland, OR 2018
Milwaukie Way Mixed Use, Milwaukie, OR, 2016
Tower House, Portland, OR, 2011
J-Tea Café / Tasting Room, Eugene, OR, 2011c
Terrain Dundee, Dundee, OR, 2024 (est)
Corollary Wines Visitor Center, Amity, OR, 2024 (est)
Autocamp Sequoia, Three Rivers, CA, 2024 (est)
Danish Brotherhood Hall Restoration, Detroit, MI, 2024
Seattle Art Museum, Seattle WA, 2007
High Museum of Art Expansion, Atlanta, GA, 2005

IV. Waechter Architecture / Recognition

Founded in 2008, Waechter Architecture has created a broad portfolio of projects that have been lauded by visitors, industry publications, and the design press. The firm is widely considered to be one of the most accomplished, innovative and original practices emerging from the Pacific Northwest.

Most recently, Waechter Architecture was awarded the AIA Northwest and Pacific Region Firm Award for 2022.

The award is in recognition of our design leadership, inclusive culture, and engagement in the pressing issues of our day, from the need to create more sustainable and enduring architecture, to the call to ensure that the benefits of good design and placemaking are accessible to all.

Selected Awards and Recognition

Editors Pick
Gray Awards, 2020
Project: The Society Hotel Bingen

Winner
Architects Newspaper Best of Design Awards - Commercial Hospitality Category, 2020
Project: The Society Hotel Bingen

Honor Award
AIA Oregon Architecture Awards, 2020
Project: The Society Hotel Bingen

Merit Award
AIA NW & Pacific Region Awards, 2022
Meadow House

Honor Award
AIA NW & Pacific Region Awards, 2018
Project: Furioso Vineyards

Commercial - Hospitality Architecture Award
Architect's Newspaper Best of Design, 2019
Project: Furioso Vineyards

Commercial Architecture Award
Gray Magazine Awards, 2019
Project: Furioso Vineyards

The American Architecture Award
Chicago Athenaeum, 2019
Project: Furioso Vineyards

Emerging Voices Award
The Architectural League of New York, 2019

Honor Award
AIA NW & Pacific Region Awards, 2018
Project: Furioso Vineyards

Honor Award
AIA NW & Pacific Region Awards, 2018
Project: Milwaukie Way

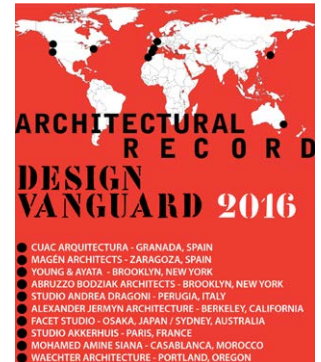
Honor Award
AIA Portland Awards, 2018
Project: Furioso Vineyards

Design Vanguard
Architectural Record, 2016

Residential Architect Design Award
Architect Magazine, 2016
Project: Tower House



CHICAGO ATHENAEUM AMERICAN ARCHITECTURE AWARDS — 2019





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