

The BusinessWeek/ Architectural Record Awards

In one of the toughest contests of its kind, we scrutinize both design and function: The focus is on solving client problems and achieving business goals. Here, the winners—and some finalists, too

EACH YEAR *BusinessWeek* joins with *Architectural Record*, a sister publication at The McGraw-Hill Companies, to run a contest that rewards exceptional architecture around the world. The contest goes beyond the usual aesthetics applauded in most architectural awards programs. Sponsored by the American Institute of Architects, the *BusinessWeek/Architectural Record* Awards program includes both architects and businesspeople on the jury. It is one of the toughest contests to win, requiring a series of precise metrics on how architecture is used to solve specific client problems.

This year, *BusinessWeek* is trying something new. It is writing up not only many of the winners but also several of the finalists. We felt our readers would have a special interest in how General Mills Inc. expanded its world headquarters to integrate a new acquisition, Pillsbury, into its

AUCKLAND, N.Z.
The airy, glass Britomart Transport Center



strong corporate culture. Designing the new Quintessa Winery in St. Helena, Calif., so that it fits smoothly into the beautiful surrounding Napa Valley vineyards is an intriguing tale. And so is saving an historic building in Washington,

D.C., by retrofitting it into the modern Monaco Hotel. These are all stories of how architecture was used to achieve major business goals.

There was great diversity among the 10 winners and 9 finalists the jury chose to reward out of the 208 entries in 2004. We had a martial arts center, a transport hub, a foreign ministry, a homeless shelter, a museum, a hotel, a Humane Society building, and a winery. There were winners and finalists from the U.S., Canada, New Zealand, Japan, Israel, and Ireland.

All had a relationship between architect and client that solved problems. Jury Chair Moshe Safdie, principal at Moshe Safdie & Associates Inc., said the *BusinessWeek/Architectural Record* contest "is one of the few, if not the only, awards [program] that looks at [both] design and performance."

Here are some of the best.

—By Bruce Nussbaum in New York

BusinessWeek online For a look at all of the winners and finalists, go to www.businessweek.com/magazine/extra.htm

Distinctive, with a Mellow Aftertaste

THE GOAL WAS TO BUILD A state-of-the-art winemaking facility that would complement the bucolic serenity of the Napa Valley property while conveying the quality and elegance of the wine. In the past, the owner of Quintessa Winery had harvested grapes and sent them out to independent producers to crush, ferment, and bottle. But now he wanted to build his own full-service winery, including a tasting center, production facility, and corporate offices.

The solution is a simple, sculptural, crescent-shaped building that is integrated into the hillside with seeming effortlessness. A “gravity-flow” method of

winemaking was used. Grapes are crushed above, on the terrace, and funneled down via roof hatches into fermentation tanks below.

The design minimizes the potentially damaging impact of a substantial structure on the existing vineyards and landscape by reflecting the natural contours of the geography. The use of irrigated sod roofs and night air ventilation produce natural regulation of temperature and humidity, which reduces the need for mechanized refrigeration. Visitors sample wine in a cave atmosphere and take tours of the production facilities and vineyards.

The project was a close collaboration among the owner, the winemaker, the architect, and the wine production consultant. Gathering a team of consultants at the beginning of the project allowed for a more efficient and productive design process. It also ensured that the project came in on schedule and on budget.

The design utilizes an open floor plan that will be able to accommodate changes in the future.

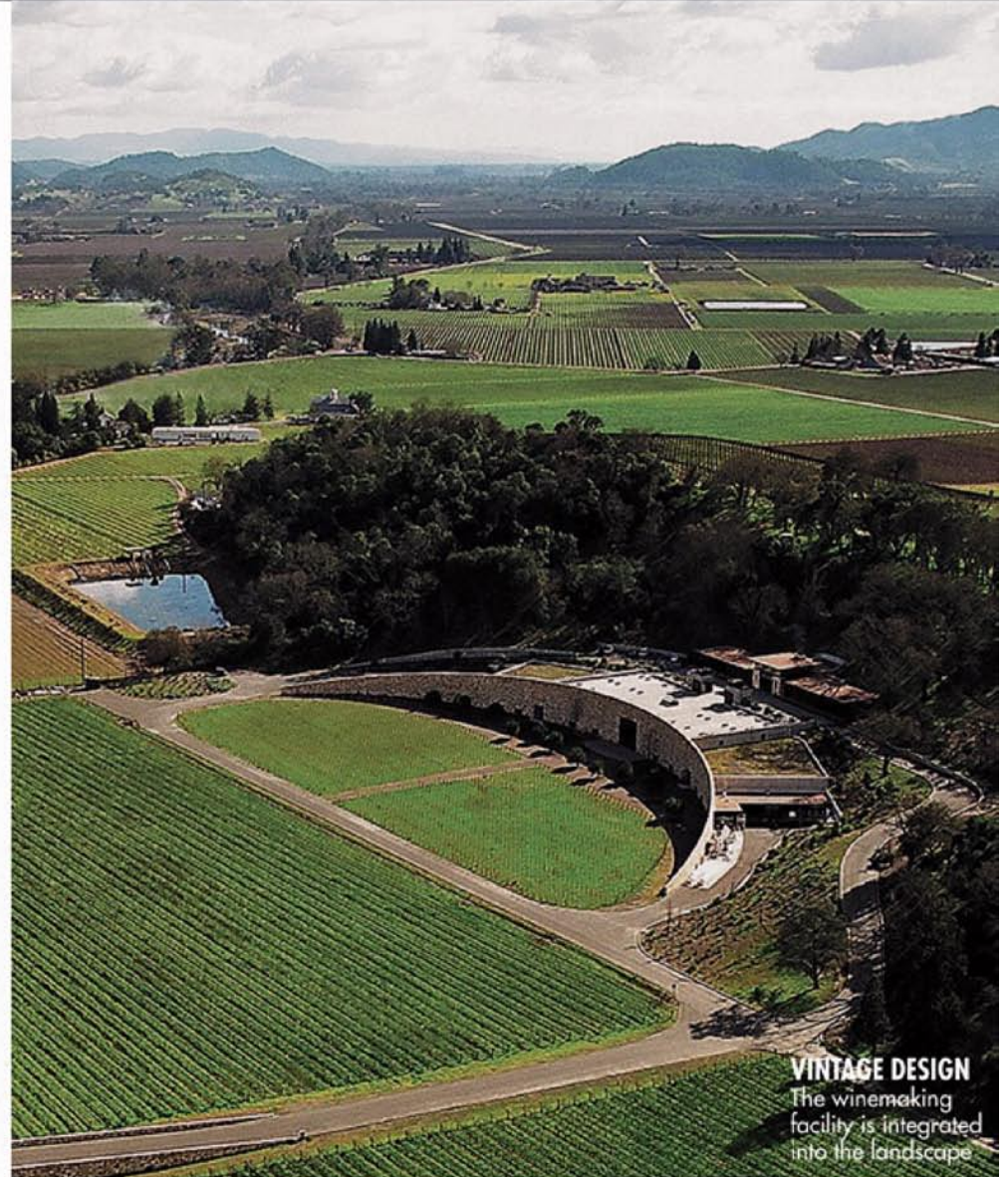
FINALIST

QUINTESSA WINERY

St. Helena, Calif.

Client Huneus Vintners LLC,
St. Helena, Calif.

Architect Greg Warner; Walker
Warner Architects, San Francisco



VINTAGE DESIGN
The winemaking facility is integrated into the landscape.