



VINTAGEVIEW®
MOVING WINE STORAGE FORWARD

DESIGN GUIDE 2022





VINTAGEVIEW®

MOVING WINE STORAGE FORWARD

As the leader in metal wine rack design for more than two decades, VintageView's innovative products serve as the go-to storage option for design professionals who care about elegant, custom results.

Flip through our 2022 Design Guide for inspiration on commercial and residential projects, and learn what's possible for the modern wine cellar. Each project features our distinctive design and is backed by a remarkable quality promise and our stellar service.

Don't be shy about using the QR codes to find interactive product info and resources to inform any project, small to large.

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The background of the entire page is a dark blue color. It features stylized, light blue line drawings of wine racks and pipes. On the left and right sides, there are vertical racks with horizontal slots. Winding through these racks are various pipe configurations, including straight sections and 90-degree elbows. Some pipes have circular flanges or end caps. The central part of the page is a white vertical band containing the main text.

W

SERIES

Designed as the first label-forward wine rack in 2001, the W Series maintains its status as the most desired metal storage option for the building profession. Its mix of color, height, depth, and mounting options (drywall, floating, wood — to name a few) elevate wine rooms of all sizes around the globe.

Washington Street

Pittsburgh, PA

Steel wine racks, tucked into two custom cabinets, elevate a formal dining room. The upscale display features a unique lighting kit and textured wood backing for the ultimate one-of-a-kind wine storage nook.

Details

W Series wine racks
Single deep
24 bottles
Matte Black finish

Design: McQueen Building Co.

W SERIES

Stave Cellar

Sonoma, CA

The pinnacle of distinctive design, this traditional wine-country cellar showcases oak staves on the ceiling, hand-crafted diamond bins for large formats, and metal display racking to show off classic vintages. Remarkable.

Details

W Series wine racks
Triple deep
1,000+ bottles
Matte Black finish

Design: Wine Racks America,
an elite VintageView partner

Wine Vault

Dublin, Ohio

Epic is an oft overused term, but it feels right when describing this impeccably crafted room. With clever twists to the bottle orientation, textured walls, a beautiful tasting table, and more; it's understandable why so many glass viewing areas are incorporated.

Details

W Series wine racks with Frames
Evolution Wine Wall with Posts
W Series 'POP' wine rack
Various depths
1,700 bottles
Matte Black and Chrome finishes

Design: Dave Fox Design Build
Photo: Danielle Kravec/
Live Laugh Photograph

W SERIES

III Forks

Jacksonville, FL

If there were a perfect example of the “cube” or “jewel box” wine cellar, this is it. Frameless glass cases expose an insane wine collection to diners, encouraging them to ask, “can I speak with your somm?”

Details:

W Series wine racks with Frames
Various depths
500+ bottles
Brushed Nickel finish

W SERIES

Sweet Basil

Vail, CO

For the better part of four decades, this Vail Village institution has proved that apres ski mixes with haute dining. An inspiring remodel puts the wine list at the forefront for guests, pressing an impressive collection against glass and ensuring the restaurant remains visually relevant to keep up with a cutting-edge menu.

Details

W Series wine racks with Frames
Various bottle depths
1,000+ bottles
Matte Black finish

Design: Studio Atlantis

The Ordinary Fellow

Palisade, Co

One of the leading winemakers (and brand builders) in the West, Ben Parsons' latest project transforms an aging fruit-packing facility into the it spot of Colorado wine country, complete with an industrial chic lounge area and views of the desert mountains.

Details

W Series wine racks (below bar)
with Frames in "wall-to-wall"
configuration (above)
Various depths
552 bottles
Matte Black finish

Design: Ben Parsons
Photo: Amelia Perea

Whistler Way

Marlboro, NJ

Exquisite millwork blends with steel wine racking to create a compelling traditional wine room that blends storage for bottles, allocated cases, and wine glasses.

Details

W Series wine racks

Triple deep

550+ bottles

Matte Black finish

Design: Black Diamond Contracting

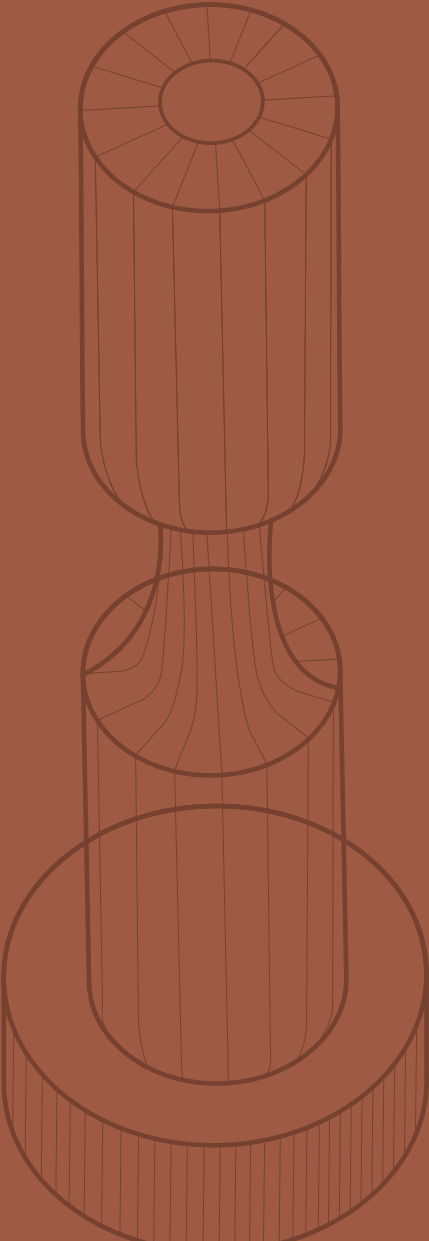
W SERIES FACTS

RESOURCES

- 
- 1 Five standard heights with magnum and big bottle options
 - 2 Five finishes, including elevated Luxe offerings
 - 3 Companion frame for floor-to-ceiling installs, up to 12' (or more)
 - 4 Patented label-forward design
 - 5 Easy install, backed by BILT 3D instructions

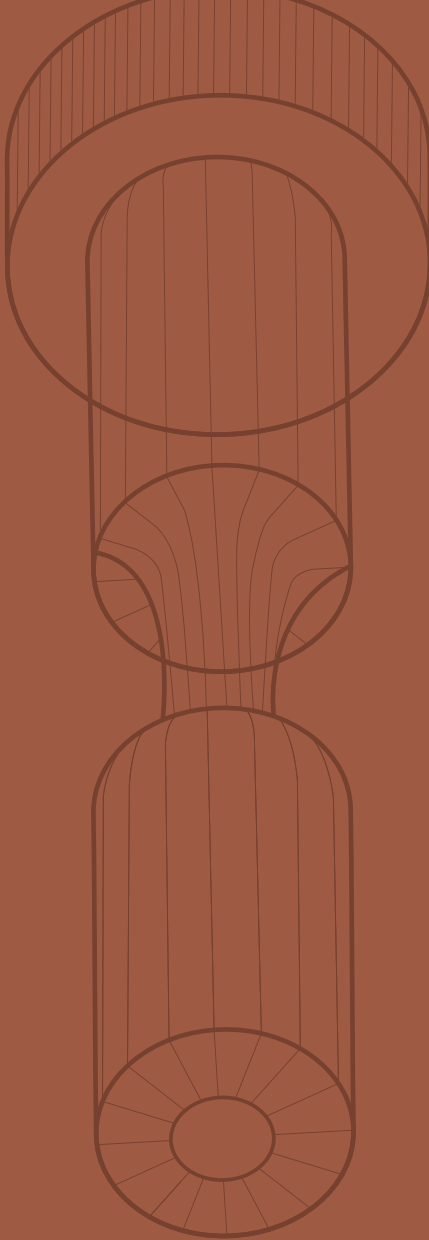
For detailed specs, installation guides, inspiration, and more, click the link below.

vintageview.com/wseries



VINO SERIES

As the ultimate peg system, the VINO Series continues moving wine storage forward with its remarkable, high-end appeal. Our Pins and Rails create innovative displays in an abstract or linear fashion, and utilize an industry-best six finish options to give design pros endless choices to produce beautiful custom results.



VINO SERIES



Deloraine Avenue

Toronto, ON

A traditional home received quite the modern transformation by a notable designer. This statement wall — storing a dozen vintage bottles — is a highlight, drawing the eye to a most chic staircase upgrade.

Details

Vino Pins
Single deep
14 bottles
Matte Black finish

Design: Designed by Iman
Photo: Muhamed Khattab

House of Barlow

Dublin, Ohio

Design influencer Gigi Melton meticulously crafted each room in her modern Tudor. It's the wine lounge — anchored by a sophisticated layout of Vino Pins — that wows her guests most often, however.

Must be the doorbell for Champagne.

Details

Vino Pins (for drywall)
Single deep
36 bottles
Golden Bronze finish

Design: Gigi Melton (@thehouseofbarlow)
Photos (cover & this page):
Natasha Anne Photography

Paseo De Valenci

Fort Myers, FL

A unique take on label-forward racking, this minimalist wine display captures the eye; even surrounded by other examples of remarkable design. Textured walls and back lighting bouncing off golden bronze racking will do that.

Details

Vino Rails with Post
Single deep
64 bottles
Golden Bronze finish

Design: HLevel Architecture
Photo: Venjhamin Reyes

Milwaukee Street

Denver, CO

With an abstract layout atop and symmetrical columns below, this glass-enclosed wine display is both compelling and practical.

A textured wall treatment further defines the beautiful storage area, enhancing the modern farmhouse vibe throughout.

Details

Vino Pins

W Series wine racks

Various bottle depths

101 Bottles

Matte Black finish

Photo: David Lauer

Cotton Wood Heights

Salt Lake City, UT

A few bottles go a long way. Here, a clever display of a dozen wines provides a statement above the kitchen countertop. And easy access to the Tuesday night bottle to pair with dinner.

Details

Vino Pins (in drywall)
Single deep
12 bottles
Matte Black finish

Design: Enzy Design + Hills Construction
Photo: Lucy Call

VINO SERIES



Old World Vibe

Toronto, ON

Often typecast as a modern wine rack, VINO Pins show versatility in this warm stone-and-wood wine cellar that exudes Old World charm. The traditional wine lover will love the style, enhanced by smart choices in back lighting, millwork, and chandelier placement.

Details

Vino Pins

Various depths

228+ bottles

Matte Black finish

Design: Papro Consulting

VINO SERIES

New Farmhouse

Corning, NY

The formal dining room is far from dead, and this elegant room serves as proof. Anchored by a glass-enclosed wine display, its easy to imagine festive family dinners, served with the wine of the moment.

Details

Vino Pins (for drywall)
Single deep
40 bottles
Matte Black finish

Design: WineRacks.com,
an Elite VintageView partner

Spire Collection

Calistoga, CA

The members-only experience at this Napa collective is enhanced by a casual, yet sophisticated, tasting room that personifies the less-can-be-more mantra. The wine wall uses recessed, back-lit cubbies to showcase just enough feature wines to set the mood.

Details

Vino Pins

Single deep

15 bottles

Milled Aluminum finish

Design: Jackson Family Wines



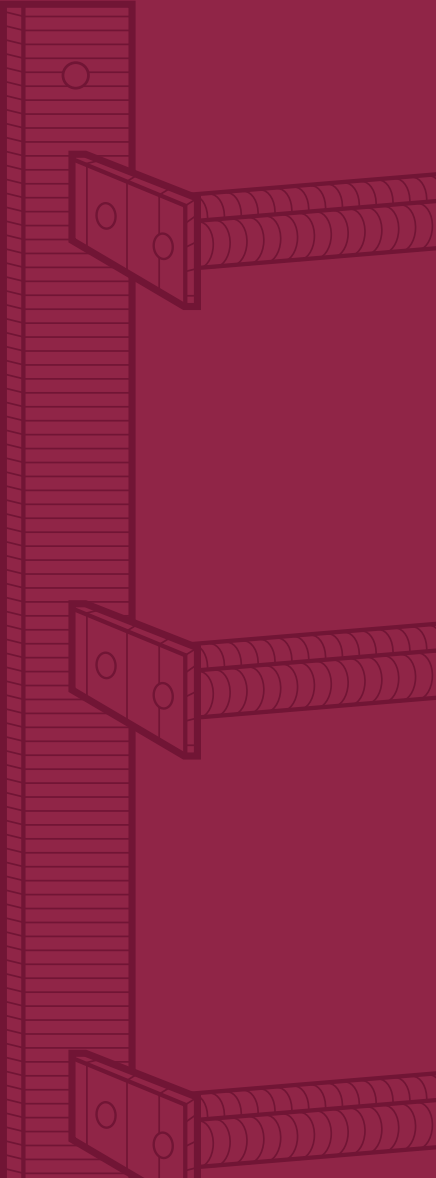
VINO SERIES FACTS

- 1 The only trusted wine pin for direct-to-drywall installation
- 2 Cork and Label-forward options
- 3 Six finishes, including Golden Bronze, Gunmetal, and Acrylic
- 4 Companion Post for floor-to-ceiling installs, up to 10' (or more)
- 5 Patented label-forward design
- 6 Easy install, backed by BILT 3D instructions

RESOURCES

For detailed specs, installation guides, inspiration, and more, click the link below.

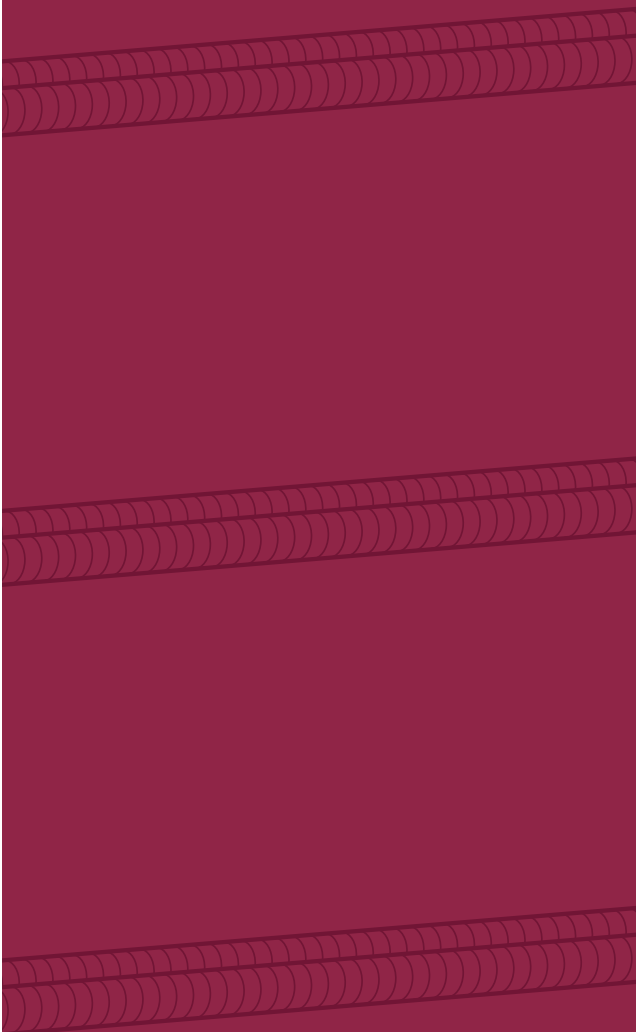
vintageview.com/vseries



EVOLUTION

collection

Evolution expands our original label-forward focus into a collection — wall mounted, freestanding, floating — featuring an airy contemporary design that plays off unique wall textures or creates see-through displays.



WINE WALL



Burnbrae Drive

Mississauga, ON

Talk about a sitting area with a view! This distinctive frameless glass wine display features customized bottle spacing to allow the proper sight lines between multiple rooms in a beautiful reno.

Details

Evolution Wine Wall with Post
and horizontal extension
Double deep
122 Bottles
Two-tone Matte Black/
Golden Bronze finish

Design: Designed by Iman
Photo: Brandon Barre

WINE WALL

Donella Circle

Upper Bel Air, CA

Setting a benchmark for sophistication high in The Hills, this 11K square-foot mansion is an architectural marvel. The home showcases a wine room with wine racks mounted directly to glass walls. Featured on Million Dollar Listing LA.

Details

Evolution Wine Wall
Vino Series Stemware
Various depths
1,116 bottles
Two-tone Matte Black/
Chrome finish

Photo: Noel Kleinman

Hy-Vee

Grimes, IA

With nearly 12 feet of ceiling space to work with, a mega mid-western retailer uses the Evolution Wine Wall Post System to reach high — and ensure shoppers can see the wine from across the store. Proof that retail benefits from elegant wine racking, too.

Details

Evolution Wine Wall with Post
Presentation Row waterfall
Single deep
520 bottles
Two-tone Matte Black/Chrome finish

Design: Hy-Vee

WINE WALL



Private Dining

Restaurant Concept

An upscale floor-to-ceiling wine display puts the best bottles on display in this private restaurant dining room, perfect for celebrations and corporate dinners alike.

Details

Evolution Wine Wall
with Post and Shelves
Triple deep
738 Bottles
Matte Black finish

Design: VintageView
Rendering: Roberto Valenzuela

Stanwell Road

Penarth, South Wales (UK)

A highlight of a Victorian remodel includes a remarkable wine room that earned praise in several magazines and newspapers. Storage capacity is bulked up with industrial chic racking and a few highlight bottles are left as art on the wall.

Details

Evolution Wine Wall

Vino Pins

Various depths

334 Bottles

Matte Black and

Milled Aluminum finishes

Design: Jason & Helen Korinek

Elm Street

Toronto, ON

A sophisticated extension to a kitchen cabinet, this glass-enclosed wine room provides valuable storage space that commands attention in a formal dining room.

Details

Evolution Wine Wall Post System
with Presentation Row
Various Depths
53 Bottles
Two-tone Matte Black/
Golden Bronze finish

Design: Designed by Iman
Photo: Mike Chajeki

LOW PROFILE

Akiau

Weston, FL

The stunning blend of lighting, marble, and contemporary racking turns two distinctive wine displays into statement pieces sure to impress guests for dinner.

The unique configuration allows for a variety of wine bottle sizes — and includes the popular waterfall look.

Details

Evolution Low Profile wine rack
in a floor-to-wall installation

Single deep

124 bottles

Golden Bronze and Matte Black finish

Design: Renata Sallowicz Design

Photo: Miranda Kruse/MissTakes

LOW PROFILE



Haber Old Tappan

Concept Cellar

The Old World gets a refresh in an expansive cellar design concept by one of the best in the business, Joseph & Curtis. Slim, steel wine racking blends effortlessly into elite custom millwork for a true collector's cellar.

Details

Evolution Low Profile wine rack
with Shelves
Vino Series Stemware
Triple deep
2,900 bottles
Matte Black finish

Design: Joseph & Curtis,
an elite VintageView partner
Rendering: Roberto Valenzuela

Alexandria Nicole Cellars

Woodinville, WA

A sharp display holds the
inventory for a standout winery
in Washington's urban wine
country, pressed against glass for
guests to see. Part brand wall.
Part practical storage.
All elegance.

Details

Evolution Low Profile wine rack
with Presentation Row
Case & Crate Lockers
Various depths
750+ bottles
Matte Black finish

WINE TOWER



Design Center

Denver, CO

We've been so enamored with the customizable nature of the Wine Tower that we utilized it in our elegant Design Center. With 4" of slim acrylic panels attached to the floor and wall, this display presses against glass and gives the impression of wine bottles floating in air.

Details:

Evolution Wine Tower (custom size)

Single bottle depth

110 bottles

Acrylic/Chrome finish

Design: Jacqueline Craine Designs

Photo: Jonathan Phillips

Galpao Gaucho

Walnut Creek, CA

The high-end Brazilian steakhouse chain knows its customers will be served endless *carne* during its all-you-can-eat service. Using compelling wine storage design, it ensures those diners can be tempted with a top-flight bottle of wine to pair to the delectable food.

Details:

Evolution Wine Tower
Triple bottle depth
324 bottles
Acrylic/Chrome finish

Design: Wine Hardware
Custom Wine Cellars

The Cellar at Milk Market

Denver, CO

A wine niche is carved out of a bustling food hall using acrylic towers that stretch to meet the ceiling. The racking keeps the wine bar open to the other stalls but provides just the right amount of privacy for a relaxing experience.

Details

Evolution Wine Towers (custom)

W Series Stemware Racks

Single deep

465 bottles; 104 wine glasses

Chrome and Brushed Nickel finishes

Design: Jacqueline Bonanno

Photo: Ryan Dearth

5

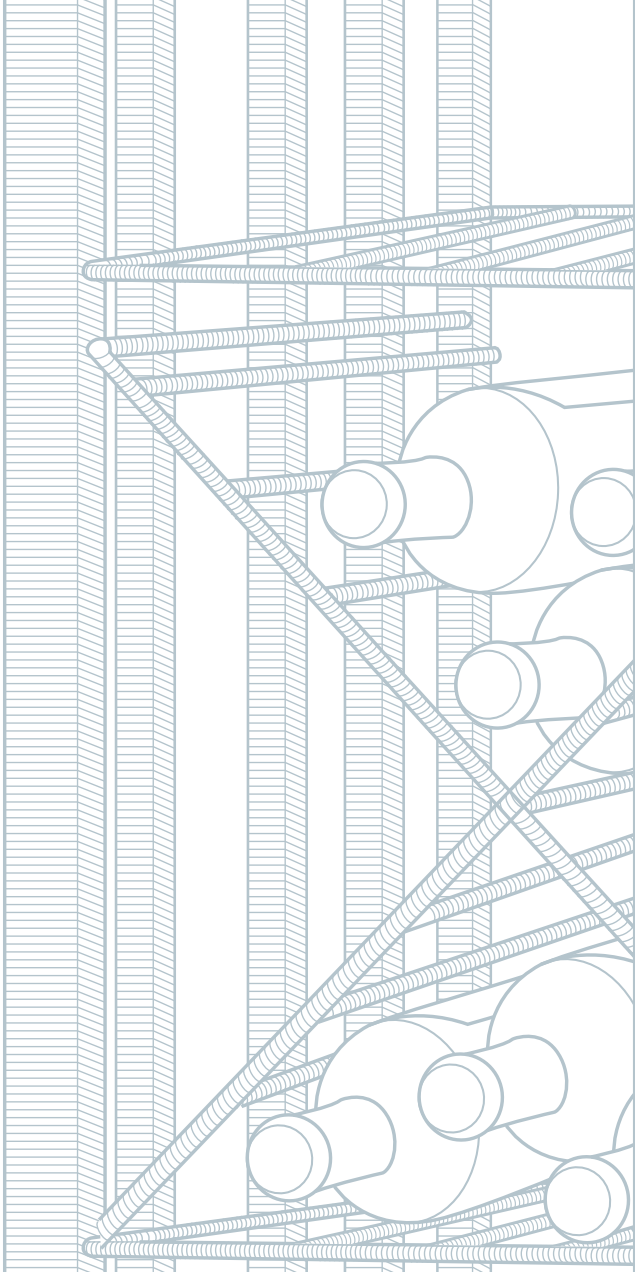
EVOLUTION FACTS

- 1 Five distinct styles: Tower, Wall, Post, Low Profile, and Custom Rods
- 2 Freestanding, wall mounted, and floor-to-ceiling configurations
- 3 Chic steel Wine Rod supports hold bottles between acrylic, steel, or custom brackets
- 4 Designed to fit standard and magnum bottles in the same row
- 5 Most customizable VintageView collection

RESOURCES

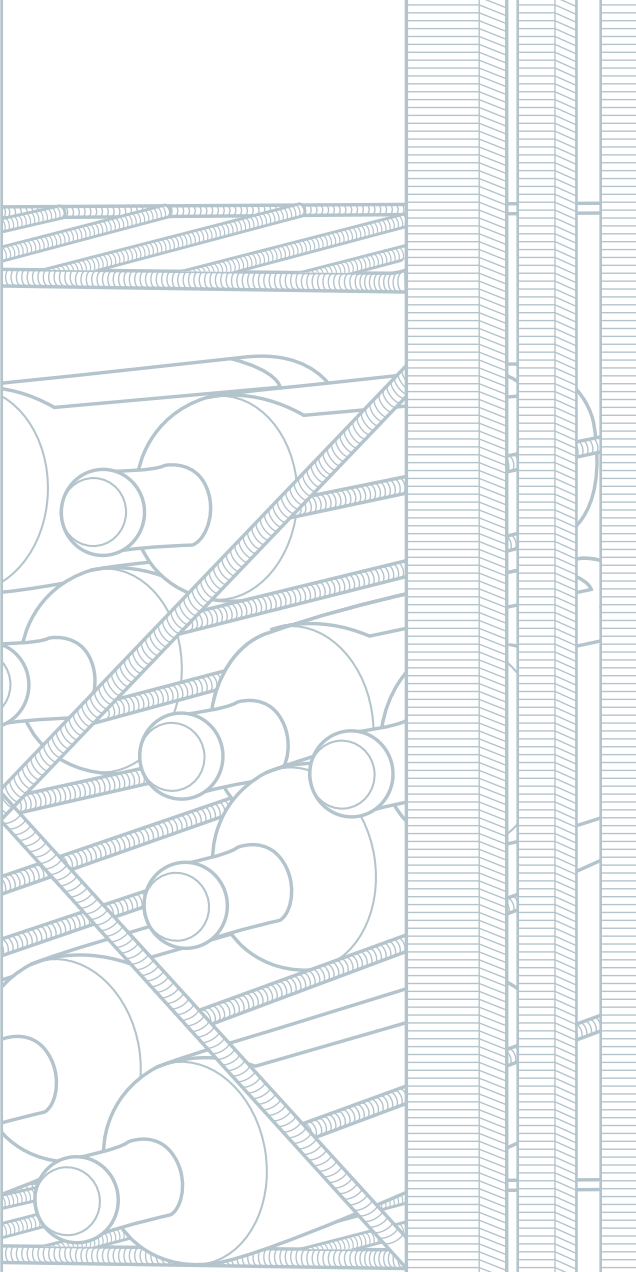
For detailed specs, installation guides, inspiration, and more, click the link below.

vintageview.com/evolution



CASE & CRATE

The Case & Crate line was born of the idea that wine lockers deserve the same attention to remarkable design as wall-mounted counterparts. This product collection brings the smart modularity of VintageView to bulk wine storage, allowing for amazing custom results when bottle capacity *and* security are top goals.



Capital City Style

Sacramento, CA

With case storage below the counter and display racking above (and against the glass), this narrow wine room packs in storage capacity while maintaining elegant charm.

All visible through the framed glass viewing wall.

Details

Case & Crate Bins

W Series wine racks

(with Frame and wall mounted)

Depth varies

750 bottles

Matte Black finish

Design: Myers & Sons Construction

Designer Showhouse

Denver, CO

The 2018 iteration of the *Denver Life Magazine* Designer Showhouse exhibits a bold, colorful basement entertainment room, anchored by a frameless glass wine cellar. Display racking against the glass complements the upscale Locker storage in back.

Details

Case & Crate Lockers
W Series wine racks
(with Frame and wall mounted)
Various depths
147 bottles
Matte Black finish

Design: D'Amore Interiors
Photo: Raul Garcia/Astula Inc.

CASE & CRATE

Design Center

Denver, CO

It's safe to say we are ready to entertain at VintageView's world headquarters.

The bank of Case & Crate Lockers and Bins is a focal point behind frameless glass, and ensures we'll never run out of bottle storage, regardless of how many top design firms visit.



Details

Case & Crate Lockers & Bins
W Series Magnum wine racks
Single deep
3,756 bottles
Matte Black finish

Design: Jacqueline Craine Designs
Photo: Jonathan Phillips

CASE & CRATE



Vintage Dining

Concept Room

The dining room is elevated with a wine feature that carefully balances the need for a large wine collection and visual elegance by merging two distinct wine rack collections. The Bins below stylishly store wines by the case load with display racking above filling the wall with art, label forward.

Details:

Case & Crate Bins

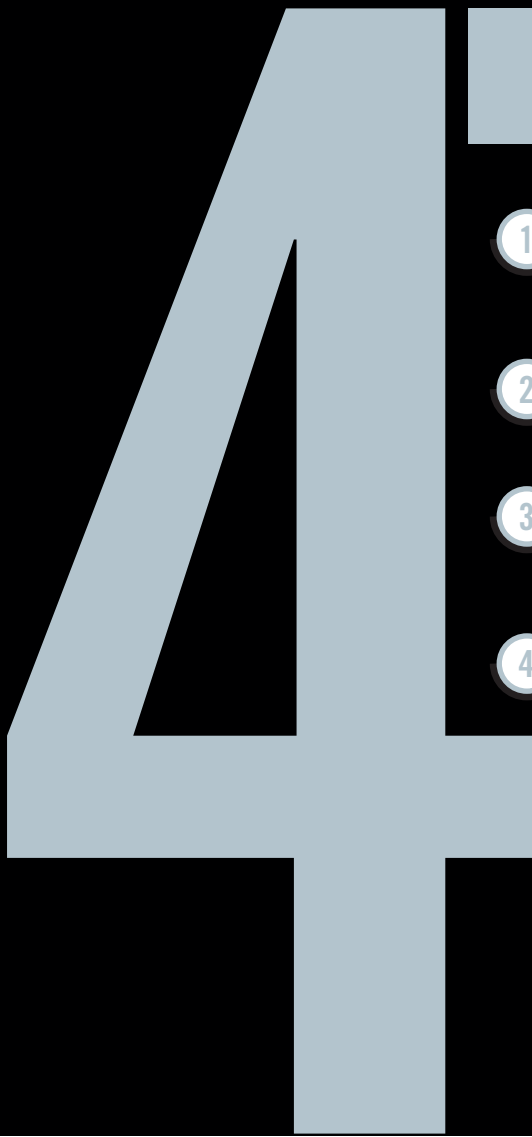
Evolution Wine Wall

Various depths

705 bottles

Matte Black and Chrome finishes

Design: VintageView



CASE AND CRATE FACTS

- 1 Redesigned in 2021 to streamline the look and incorporate magnum bottle storage
- 2 Units stack and expand to the side for maximum scalability
- 3 Secure Locker or open Bin configurations available
- 4 Add-ons include Syrah Shelves, X-bin inserts, locks, nameplates, and more

RESOURCES

For detailed specs, installation guides, inspiration, and more, click the link below.

vintageview.com/caseandcrate



ISLAND DISPLAY RACKS

Boutique wine shops and haute wineries use our freestanding islands to engage customers in the aisles with our original label-forward style. Available in Evolution and W Series configurations, Island Display Racks provide an enhanced storage option for the retail environment — chic enough for high-end residential design, too.

Shoprite

Franklin Lakes, NJ

Forgoing the typical liquor store shelving, this sophisticated approach to wine storage (on the floor and the wall) enhances the shopping experience and sets apart the wine department from the rest of the grocery store.

Details

Elevation IDR with Extension,
Shelf configuration
Two Sided
W Series Wine Racking
1000+ bottles
Matte Black finish

EVOLUTION IDR



Stylish Penthouse

Concept Room

The Island Display Rack takes a decidedly residential turn in a beautiful penthouse. This modern approach to a one-sided, freestanding wine rack serves nicely as a dry bar layout.

Details

Evolution IDR,
Shelf configuration
Single sided
72 bottles
Matte Black finish

Design: VintageView
Rendering: Roberto Valenzuela

Boutique Retail

Concept Store

Upgrading the shopping experience is the goal of any boutique wine shop, creating aisles that inspire the customer to take a look at a few more wine labels before checkout.



Details

Evolution IDRs with Extensions,
Presentation Row configuration

Two Sided
1,728 bottles
Matte Black finish

Design: VintageView
Rendering: Roberto Valenzuela

Julio's Liquors

Westborough, MA

With more than 17,000 square feet of retail space, it's no surprise that Julio's offers more than 3,000 wines to pick from. The selection is stored, elegantly, on our patented label-forward wine racks as part of one of the largest W Series Island Display Rack installations on record.

Details

W Series IDRs with Extensions
W Series wine racks
Various depths
5,000+ bottles
Matte Black finish



W SERIES IDR

Liquor Lodge

Jasper, AB

When creating a modern retail space, investing in design was as important as the wine selection to the owner of the Liquor Lodge.

The display racking mounted to the walls and distinctive label-forward wine racking on the floor create a stylish retail experience to drive customer enjoyment.

Details

W Series IDRs with Extensions
and End Caps

W Series wine racks

Various depths

4,035 bottles

Matte Black finish

Design: Laurie Griffiths Interior Design

Photo: Tracey Jazmin

Algonquin Lane

Webster Grooves, MO

Uneven brick walls created an obstacle for mounting wine racks, paving the way for a unique wine cellar with freestanding storage. Coating the walls and ceiling in black paint and adding backlighting provides an inspiring visual impact.

Details

W Series IDR
with Extension

Single Sided

W Series wine racks

306 bottles

Matte Black finish

Design: Mr. Jim Design

IDR FACTS

RESOURCES

- 
- 1 Available in both W Series and Evolution configurations
 - 2 Extension Kits share a middle support to grow capacity horizontally
 - 3 Offered in single- or double-sided options
 - 4 Upgrades include casters, shelves, and end caps
 - 5 Three standard heights

For detailed specs, installation guides, inspiration, and more, click the link below.

vintageview.com/IDR

THE NEW
AMERICAN
SHOWCASES

HOME

REMODEL

2020

2021

2022

The world's most innovative products

combine with insanely talented design firms to create both The New American Home and The New American Remodel showcases each year.

We've been invited to the past six of these feature homes.

For a reason.

All photos by Jeffrey Davis

The New American Home 2022

Winter Park, FL

This sophisticated space takes the under-the-stairs concept to new heights — while proving our original W Series wine rack remains uniquely relevant in modern wine cellar design. Using an upscale two-tone palate and refined Luxe finish, the wine racking follows the contour of the staircase, behind a glass wall, and provides a delightful view heading upstairs.

Details:

W Series Wine Rack with Frames and Angled mounting
Evolution Wine Tower (custom)
W Series Perch
Various Depths
400 Bottles
Two-tone Golden Bronze Luxe and Matte Black finishes

Design: Envy Homes

The New American Remodel 2022

Winter Park, FL

With a chic, framed iron glass wall at the entrance, the wine cellar becomes the star of the '22 Remodel while providing ample bottle storage to the wet bar. A skinny layout required the slimmest wine rack to allow for beautiful visuals and function.

Details:

Evolution Low Profile with Shelves
Vino Pins
W Series Perch
Various depths
183 bottles
Matte Black finish

Design: Designer Trade Services
Steel Door: Maiden Steel
Cooling: CellarPro

See how *this* rendering turned out:
vintageview.com/2022





Remodel 2021

Winter Park, FL

A mid-century mod rebuild provides the canvas for the Evolution Wine Wall, perched atop a platform of a recessed living room.

Details: Evolution Wine Wall Post System with Case & Crate accents. Matte Black and Chrome finishes.

Design: E2 Homes Home

Home 2021

Winter Park, FL



The wet bar serves as the home's entertainment heart, and the dapper wine feature draws the eye right to it.

Details: Vino Pins Flex. Golden Bronze finish.

Design: Phil Kean Design Group



Remodel 2020

Las Vegas, NV

This mod marvel rises above the homes in the neighborhood with impressive curb appeal and features upgrades such as an elevator, a retractable patio roof, and a superior wine feature.

Details: Vino Pins with Post (wall-to-wall configuration). Matte Black/Aluminum finishes.

Design: Element Building Co.



Home 2020

Henderson, NV

Overlooking the city, this mansion in an exclusive Las Vegas enclave manages to shine as boldly as The Strip itself. The glass wine room serves as a jewel box upon entrance.

Details: Vino Pins with Post. Two-tone Matte Black/Aluminum finish.

Design: Sun West Custom Homes

Design Services

Whether you know how you want the room to look or haven't a clue on where to start, our in-house design team lets you lean on decades of experience to ensure you create the perfect result for your client.

2D Design (complimentary) | Real life 3D (below) | CAD blocks & Revit families



Distinctive Design

We redefined wine storage by elevating wine racking to an elegant design feature in homes and restaurants.

Remarkable Quality

Our products undergo rigorous testing during development and are backed for a lifetime.

Stellar Service

Our wine racks are exceptional. Our service, the same.

Custom Options

Our elegant wine rack systems are created to scale and give you the confidence to build unique rooms, small to large. Even with seemingly endless height, configuration, and color options, your project may call for something never done before.

We have you covered.

- Metal & acrylic fabrication
 - Powder coated colors
- Cutting (height and width)

Training

If you don't know Bordeaux from Pinot or when to specify cooling, VintageView offers a variety of training opportunities to help you walk into a client meeting with confidence.

Wine Cellar CEU

- Live (monthly)
- On demand

Webinars on demand

- product
- trends
- design



BILT for You

Seasoned contractors and DIYers alike can dive into a wine room project with confidence using the BILT app, which provides 3D instructions for most of our products right to your mobile device.

Find the Right Firm (and racking)

Give us a call and we'll help figure out what you need — from intros to design/build partners to detailed product specs. We can even direct you to amazing restaurants or showrooms throughout North American to see what we do in person.

Elite Partners include:

- Wine Racks America
- Madison Taylor
- Wine Enthusiast
- Innovative Wine Cellar Design
- Artesia Kitchen & Bath
- Vintage Cellars
- Heritage Vine
- More...

Full resource info ...
www.vintageview.com/2022



Glass wine room by Heritage
Vine Custom Wine Cellars

“ We always find it exciting to create new ways to layer wine display hardware with spectacular finishes and feature lighting... the possibilities are endless. - Madison Taylor, Madison Taylor Design ”



Connect

(888) 572-1450

Design Center & HQ

4690 Joliet St.

Denver, CO 80239

www.vintageview.com/2022



Guard & Grace wine room | award-winning
design by Kimberly Timmons Interiors

