



THE
BEST
OF

TUSCANY

OIL, WINE, AND CERAMICS TUSCANY EXCELLENCE EXHIBITION

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Project: Tuscan Revival
The design intervention will take into consideration the
PARTERRE area overlooking Piazza Liberta in Florence.
The subject: OIL, WINE, and CERAMICS - Tuscan Excellence
Professor: Arch. Vincenzo Rocco Margin

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The function of this project is to take an existing space in central Florence and turn it into a space that is more comfortable for the general public to exist in on a more daily basis by bringing in heavy influence from products and materials produced in the Tuscan Region: wine, oil, and ceramics. The existing space, the Parterre, was built in the 17th century as a French market and garden space in the most northern area of central Florence. Due to the construction of the market space, there are eight separate structures to create these community spaces. While it is important to design all eight of these spaces and create programs to signify how these areas will be used with the community in mind, this project specifically focuses on the significance of three major spaces to design, perfect, and render as if showing to a client. These three spaces must resemble in some way the aforementioned major product focuses of Tuscany: wine, oil, and ceramics.

Students were free to choose the function of their spaces, as long as the history of Tuscany, Florence, and the Parterre itself were considered. Along with history, students must consider existing conditions like traffic (foot, bike, car, and public transit), circulation within the space, and other site specific considerations before diving into the aesthetic design of their spaces.

INTRODUCTION

AIM

The aim of this project relies significantly upon the design driver and inspiration through Tuscan culture of how much pride is shown in the handmade products and hands-on craftsmanship in all products, produces, and projects within this region of Italy. Using this, the design of these spaces aim to use and reuse materials created or used in the processes of creation through wine, oil, and ceramics as much as possible. Whilst introducing these sustainable materials, the spaces intend to create a space for the community that has room to create, rest, learn, and shop. With these intentions, each Tuscan product has spaces designated to retail, lounging, learning, and creativity.

Creating spaces for the community to rest, create, shop, and learn.



Using handcrafted materials and influences within the spaces.



Reusing materials and products created in the waste of production.



- 1.. To create a space meant for the community to repurpose the Parterre existing construction.
2. To create spaces based around the Tuscan pride for their extensive and handmade craftsmanship in every product.
3. To reuse materials used or created in the waste of production within wine, oil, and ceramic projects.
4. To create spaces within each Tuscan product to create, rest, shop, and learn.
5. To reinvent the historical French market spaces while introducing modern influences.
6. Using the large ceiling spaces to the designer's advantage by including lofted spaces.
7. Bringing in color palattes inspired by photography of the Tuscan countryside.

OBJECTIVES

METHODOLOGY & TIME SCALE

OCTOBER

WEEK ONE : Draft programing iterations for eight site spaces

WEEK TWO : Begin to gather precedents and produce design drivers

WEEK THREE : Using drivers, find resources and inspiration for each space

WEEK FOUR : Iterate interior programing with sketches of each space

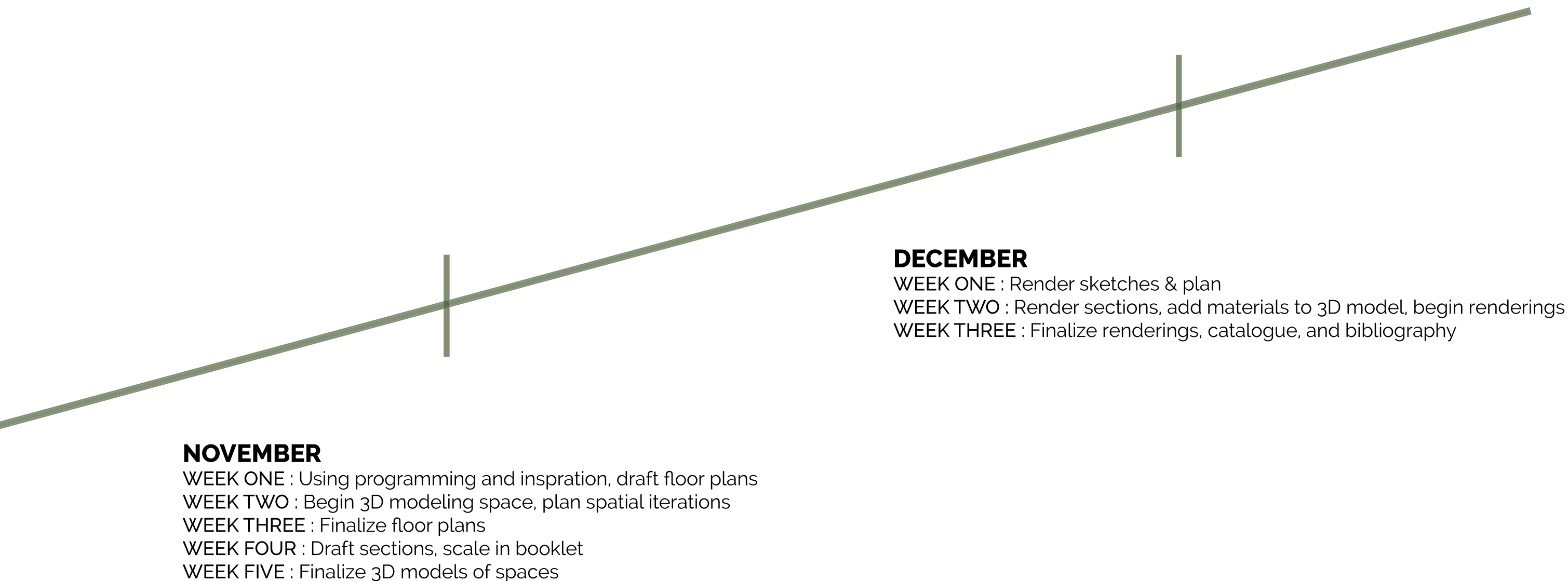
SEPTEMBER

WEEK ONE : Research the influence of wine, oil, and ceramics in Tuscan history

WEEK TWO : Site visit, study history of site and interaction with surrounding city

WEEK THREE : Create booklet layout, draft introduction, objectives, aims





For this project, the methodology used going through each week was to understand the value of what the space was asking for, then understand what impact products like wine, oil, and ceramics have on Tuscan culture. Once the importance of culture in this area and the space being designed is understood, it is then important to begin finding different types of inspiration and programming options through a combination of past projects and new personal ideas of aesthetics and intentions within the space. After aesthetics and intentions for the space were selected, multiple iterations of plans and 3D views were created before coming to a final design to be executed through renderings and technical drawings.



CHAPTER TWO

THE TUSCAN WAY

Tuscany, situated in central Italy, is a region steeped in cultural history that unfolds over centuries. It began with the Etruscans' influence and was later absorbed into the Roman Republic, leaving a lasting architectural and cultural impact. During the Middle Ages, Tuscany witnessed the rise of powerful city-states like Florence and Siena, which became epicenters of art, commerce, and culture. However, Tuscany's most celebrated era is undoubtedly the Renaissance, where luminaries such as Leonardo da Vinci and Michelangelo thrived. The influential Medici family, who ruled Florence, generously patronized the arts and sciences during this period.

This cultural heritage includes exceptional art and architecture, celebrated literary works, operatic compositions, and a renowned cuisine rooted in local ingredients. Tuscany's cultural legacy is vividly showcased through its museums, historical landmarks, and a vibrant modern cultural scene that continues to captivate enthusiasts and tourists from across the globe.

Tuscany's cultural tapestry remains woven with the threads of its rich history. From the Etruscans to the Romans, and the flourishing of medieval city-states to the golden age of the Renaissance, the region has left an indelible mark on Italy and the world. Its architectural marvels, literary masterpieces, and artistic brilliance, along with its iconic cuisine, ensure that Tuscany's legacy endures as a cherished cultural treasure, inviting exploration and admiration by visitors and scholars alike.



Florence, Italy's renowned city of art and culture, holds a storied history and immense significance. Its origins date back to Roman times, but it truly came into its own during the Renaissance, becoming the epicenter of this transformative era. Florence was the birthplace and residence of celebrated figures like Leonardo da Vinci, Michelangelo, and Galileo Galilei, whose groundbreaking contributions to art, science, and culture left an indelible mark on human history. The powerful Medici family, who ruled Florence, acted as enlightened patrons of the arts, fostering an environment of creativity and innovation. This period, often referred to as the "Florentine Renaissance," witnessed the emergence of exceptional art, groundbreaking ideas, and the foundations of modern Western thought.

Today, Florence remains a living testament to its historical and cultural significance. Its architectural treasures, including the iconic Florence Cathedral and the Uffizi Gallery, house world-renowned works of art. The city's historic center, a UNESCO World Heritage site, preserves its medieval and Renaissance charm. Florence's cultural legacy extends beyond art and architecture; it's a place where the beauty of the past continues to inspire



LOCALIZATION

HISTORY OF SITE

The project site of the Parterre, located in the Piazza della Libertà, is in a quite noble square that can be found in the northern most part of the center of Florence. The Piazza della Libertà is one of the cities major squares, known for impressive architecture and historical significance. This historical significance is closely related to the development of Florence, built in the 19th century while the city was designated as the capital city of Italy. This square was created to symbolize freedom and unity in the Italian nation. The Parterre looks towards the Arch of Triumph, a neoclassical arch designed by Architect Giuseppe Poggi, created to celebrate Italian history.

The history of the Parterre shows it was a multi-use structure sitting between Via del Ponte Rosso and Via della Madonna della Tosse. The french style of this structure was a garden area built 1937 built by Architect Sirio Pastorini as an exhibition center. Nowadays, the structure we see today includes an underground car park that was introduced during the 1990's World Cup hosted in Italy. This area also includes an exterior space, which has been used in the community for cultural activities, but was recently abandoned and now the Parterre serves as the housing space for the Registry Office, the Public Relations Office, the Employment Center or the Provice of Florence, and the Front Office Firenze Parcheggi Spa.





VINO

The history of wine in Tuscany is as rich and storied as the region's cultural heritage. It dates back to Etruscan and Roman times, with evidence of viticulture and winemaking practices existing for centuries. Tuscany's climate, terrain, and soil conditions have been particularly favorable for grape cultivation. During the Middle Ages, Tuscany's city-states like Florence and Siena were known for producing wine, with references to wines from the Chianti region dating to the 13th century. The Renaissance period witnessed advancements in winemaking techniques and the cultivation of renowned grape varieties like Sangiovese, which still plays a central role in Tuscan wine production. The region's wine industry continued to evolve, and in the 18th century, the Super Tuscan movement emerged, challenging traditional wine regulations and introducing innovative blends and production methods. Today, Tuscany is celebrated for its diverse wine portfolio, including Chianti, Brunello di Montalcino, and iconic Super Tuscans, and remains a global benchmark for quality and excellence in winemaking.

Tuscany's wine industry has not only shaped its cultural and agricultural identity but has also played a vital role in the global wine landscape. The region's commitment to tradition and innovation has resulted in a diverse range of world-class wines, and its picturesque vineyards and wineries attract wine enthusiasts and tourists from around the world. Tuscany's winemaking heritage continues to thrive, and its wines remain synonymous with the essence of Italy's wine culture.





The history of olive oil production in Tuscany is a long and cherished tradition that can be traced back to the ancient Etruscans and Romans. The region's climate and fertile soil have made it ideal for growing olive trees, and olive oil has been a staple of Tuscan cuisine for centuries. Tuscany's history with olive oil can be seen in the numerous olive groves, many of which have been cultivated for generations. Olive oil production reached its zenith during the Middle Ages when Tuscany's city-states, including Florence and Siena, were centers of olive oil trade, and the local "extra virgin" olive oil became renowned for its quality. Tuscany remains a prominent olive oil-producing region in Italy, and its high-quality olive oils are highly sought after worldwide.



Tuscany's olive oil tradition is deeply ingrained in the culture and cuisine of the region. Olive oil continues to play a significant role in Tuscan gastronomy, and the practice of harvesting and pressing olives during the annual olive harvest remains a time-honored tradition. Tuscany's extra virgin olive oils are renowned for their exceptional flavor and aroma, and many olive oil producers in the region take pride in preserving the ancient methods of production while also embracing modern techniques to maintain the high standards of quality that have characterized Tuscan olive oil for centuries.



OLIO

CERAMICA

The history of ceramics in Tuscany is a testament to the region's long-standing artisanal traditions. It dates back to the Etruscan civilization, which existed in Tuscany before the Roman Empire, and it continued to flourish through the Middle Ages and the Renaissance. The city of Florence and the surrounding towns and villages have been renowned for their ceramic production, known for its artistic and functional qualities. Tuscan ceramics are celebrated for their intricate hand-painted designs, distinctive glazes, and craftsmanship. During the Renaissance, the Medici family was known for their patronage of ceramic artists, which further propelled the region's ceramics to international recognition. The city of Florence is also home to the renowned "Maiolica" ceramic style, characterized by vivid colors and detailed motifs.

Today, Tuscany's ceramic industry remains vibrant, with countless workshops and studios preserving traditional techniques and producing contemporary designs. Tuscan ceramics are highly regarded for their unique blend of artistic beauty and practical utility. Visitors to Tuscany can explore the rich heritage of Tuscan ceramics through visits to workshops, museums, and local markets, where handcrafted pottery and decorative pieces continue to be treasured and sought after by collectors and enthusiasts.



“Made in Italy is not just a label. It is a renowned mark of quality, creativity, and craftsmanship.”

- Unknown

ARGUMENTS

The first argument to the space lies within the need to the public for this project to be completed. This northern-most point of central Florence contains a significant amount of potential with the amount of untouched foot traffic that comes through this space without any uses of the building. By bringing in these spaces to represent the best-of-Tuscany, the space can reinstitute its importance and positive impact on the community - once again bringing attention back to the important history that lies within this Piazza.

We bring back this significance by adding spaces for the community to use, enjoy, work in, purchase, learn from, and rest. Spaces in the program like the community and student center, the fresh produce retail, and coffee bar bring in foot traffic to the Parterre as well as provide more jobs, overall influencing this piazza in a positive way for the public.

MATERIALS

The main materials in this project will have a sustainable focus as we head into the future of design and this idea of reused materials becomes more and more significant for each designer to include in their projects. In this project, sustainable materials will be seen in the furniture pieces and decorative products created based on materials created from the waste in wine, oil, and ceramic production. Some examples of this can be shown in reusing wood from old wine barrels/containers, old olive oil containers, repurposed clay bricks, and reused glass wine bottles.



LIGHTING

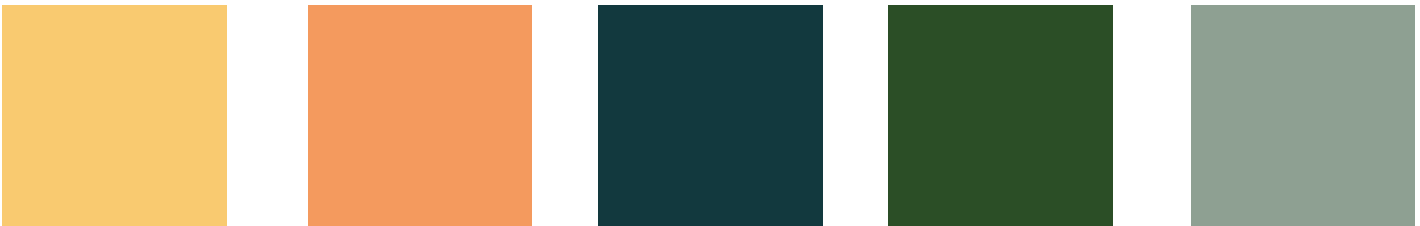
The lighting of this project is significant to manipulate as the access to natural light is quite limited. Because of this, it is important that the light in the project tricks the users into believing there is more natural light in each space than what is there, by keeping the light temperature around 5000K to create a relaxing ambiance, while being able to play around with this depending on the program of the space (warmer temperatures for lounge areas, cooler temperatures for retail spaces). Because lighting is one of the direct influencers for ambiance and mood in a space, it is important that the look of the light fixtures are as thought through as the temperature we are using. These lighting pieces will continue to follow through with the importance of sustainable materials by using reclaimed Tuscan materials in the lights, almost as an art piece in the space.

HANDCRAFTED PRODUCTS

In this project, one of the most important design drivers surrounds the quality and significance of handmade products within and throughout Tuscany. By noting this driver, it is important to bring those products into each space as a sort of sharing system from program to program in the Parterre. To do this, products and projects created in the ceramics lab (mugs, plates, tableware) will be used in each coffee bar, keeping the products within the space and creating a sort of community and communication between each space. Similarly, the products grown in the exterior and interior garden projects will stay within this space by being sold in the oil vendor area as well as used in the small food plates paired with the wine tasting. Any products that cannot be grown in this area will be imported locally to keep the Tuscan pride and high quality as much as possible.

COLOR PALATTE

The color palette of this project is directly influenced by photographs of the Tuscan countryside - showing the greens and blues of the rolling hills, as well as the golds and oranges created by the sun. These colors inspired by Tuscany are not only another way to bring the project program back into the space, but are selected because of their influence based on color psychology within interior spaces. Some examples of this are as follows: bringing oranges into a space create a more sociable space, to be used in lounge and public areas; greens create a feeling of growth and tranquility, and are to be used in spaces based around nature or rest; gold can signify tradition and warmth, so it will be shown in the wine tasting and consumption areas. Lastly, blues show intelligence and will be used in areas used for creativity.



CRITICAL ANALYSIS

Project Name : **50 Norman Restaurant and Shop**

Architects : Jo Nagasaka, Schemata Architects

Year : 2022

Location : Norman Ave, Brooklyn, New York City, NY, USA

This project is a Japanese food-themed retail complex & restaurant containing three separate companies/restaurants within the one project. Similar to design drivers in the Parterre project, 50 Norman was heavily influenced by maintaining the importance and simplicity of Japanese quality in goods and services. For the design, Schemata Architects collected old woods from a demolished house in Japan to create it's space in collaboration with TANK, a team of Japanese craftsmen dedicated to creating new furniture from old and reused materials.

This reuse of materials was a very large inspiration throughout the wine tasting venue in the Parterre as many of the retail displays will also be constructed from reused wood found around Tuscany and throughout wine/oil production.





Project Name : **Tortello Pastifico**

Architects : Siren Betty Design

Year : 2019

Location : Chicago, Illinois, USA

Tortello is known throughout Chicago for its in-house fresh-made pasta. This process of pasta making can be viewed to passerbys through the storefront window the pasta artists are working in. This fresh pasta is either for sale to bring home and create your own dish, or to be used in the restaurant in their incredible and daily-special pasta dishes. This storefront design allows viewers a 360-degree view of the pasta making process (something not as commonly seen throughout the States) and provides a bit of a show to those eating both inside and outside, along with an antique mirror above the chefs to provide more viewing opportunities.



This storefront and 360-degree view into the artistic and hands-on process of pasta making was a major inspiration for the ceramic lab space in the Parterre project to continue to bring importance to the driver of Tuscan handcrafted quality in their products - specifically to have viewers watch the traditional hand painting process of the products they use in other areas of the project.

CRITICAL ANALYSIS

CRITICAL ANALYSIS

Project Name : **Innisfree NYC Store**

Architects : Mapos Architects

Year : 2018

Location : Lexington Ave, Manhattan, New York City, NY, USA

The inspiration of this project was influenced both by the K-Beauty brand held within the retail space, as well as the traditional architecture of New York, "a place known for the juxtapositions of glamour, grittiness, bright lights, and scaffolding" according to Archinet writers. The main two design drivers of the space can be seen in the central island and the scaffolding (shown in top photo). The designers also stripped the existing space down to the unfinished steel and concrete as a celebration of the raw materials of the space. The designers took the inspiration of the island of Manhattan and Jeju (where the K-Brand is based in) to create this beautiful central design piece, as well as ever-changing New York construction for the scaffolding pieces.

The main influences brought in from this project to the Parterre can be seen in the fresh food and oil vendor space with the celebration of raw materials and fresh produce through interaction of the central island with it's raw columns.



“Design is the result of inspiration. It;s a continuous cycle of learning, adapting, and being influenced by the world around us.”

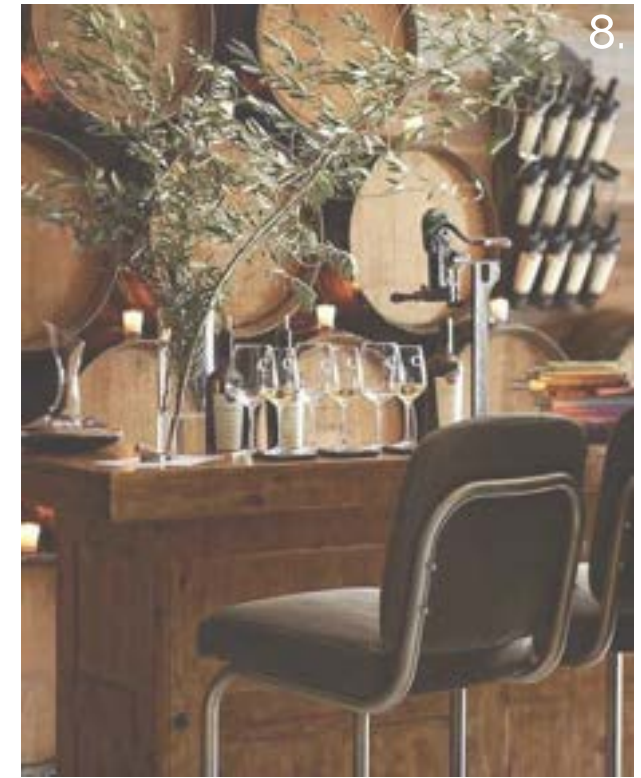
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INSPIRATIONS



1. WINE BARREL WOODS
2. ROLLING HILLS OF TUSCANY
3. PAINTED CERAMIC TILES
4. CLASSIC ITALIAN BRICK ARCHES
5. HAND CRAFTED CERAMIC PROJECTS
6. BULK PRODUCT & FRESH PRODUCT
7. REPURPOSED SUSTAINABLE MATERIALS
8. TRADITIONAL ITALIAN VENDOR SPACES





- RETAIL DISPLAY ARCHES .1
- FRESH PRODUCE RETAIL SPACE .2
- EXISTING MATERIALS IN PARTERRE .3
- PAINTED TILE HIDDEN IN DESIGN .4
- HAND CRAFTED WOOD BARSTOOLS .5
- HAND CRAFTED CERAMIC PENDANT .6
- MODERN AND TRADITIONAL ITALIAN STYLE .7
- WINE BARREL BROUGHT INTO DESIGN .8
- CERAMIC PRODUCT RETAIL DISPLAY .9

REFERENCES



MOOD BOARD





CHAPTER THREE

In this portion of the Parterre project, the exterior space is shown off for its vast possibilities in holding different experiences for the patrons of the interior spaces. With the intention of creating a temporary exhibit for this project, the structures introduced to the center area of the Parterre must be able to be set up and taken down whenever needed, with thorough intention towards the temporary availabilities of the structure. To complete this, the structures introduced in this exhibit design are made of recycled wood (typically waste created from oil and wine production and transportation), and held together with a system of nuts and bolts, with temporary wood plank flooring to add stability to the center structure as well as protect it from the grass and dirt below. The intentions of this project design are to continue to communicate with the design driver of celebrating Tuscan traditions in their high-quality, locally sourced, and handcrafted products. Through this, the smaller structures are multifunctional in their uses of seating (and some attached tables), as well as a community garden project with areas in the structures for planting fresh produce, growing local plant types, and teaching people in the community about how to keep their own gardens/the importance of having garden spaces.

INTRODUCTION

AIM

The aim of this project relies significantly upon the design driver and inspiration through Tuscan culture of how much pride is shown in the handmade products and hands-on craftsmanship in all products, produces, and projects within this region of Italy. Using this, the design of these spaces aim to use and reuse materials created or used in the processes of creation through wine, oil, and ceramics as much as possible. Whilst introducing these sustainable materials, the spaces intend to create a space for the community to sit and relax, as well as get involved with the garden project going on in the temporary structures, creating a hands-on community project.

Creating spaces for the community to rest, create, shop, and learn.



Using handcrafted materials and influences within the spaces.



Reusing materials and products created in the waste of production.



- 1.. To create a space meant for the community to repurpose the Parterre existing construction.
2. To create spaces based around the Tuscan pride for their extensive and handmade craftsmanship in every product.
3. To reuse materials used or created in the waste of production within wine, oil, and ceramic projects.
4. To create temporary structures meant to teach the community about the process of gardening, as well as create outdoor seating
5. To create a central market-inspired temporary structure with 8 sides, reflecting the 8 different venues within the Parterre
6. For the garden structures to grow fresh produce, able to be sold in the fresh bulk grocery space (inspired by oil)

OBJECTIVES

METHODOLOGY & TIME SCALE

OCTOBER

WEEK ONE : Draft programing iterations for eight site spaces

WEEK TWO : Begin to gather precedents and produce design drivers

WEEK THREE : Using drivers, find resources and inspiration for each space

WEEK FOUR : Iterate interior programing with sketches of each space

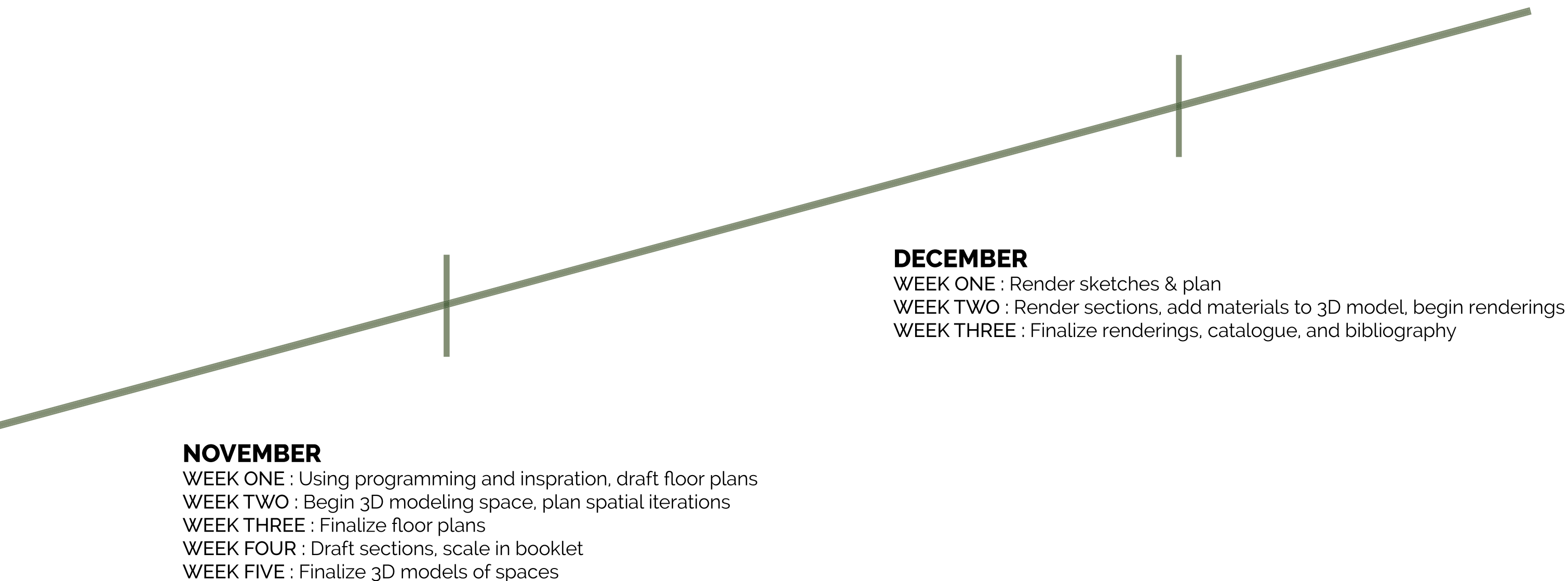
SEPTEMBER

WEEK ONE : Research the influence of wine, oil, and ceramics in Tuscan history

WEEK TWO : Site visit, study history of site and interaction with surrounding city

WEEK THREE : Create booklet layout, draft introduction, objectives, aims



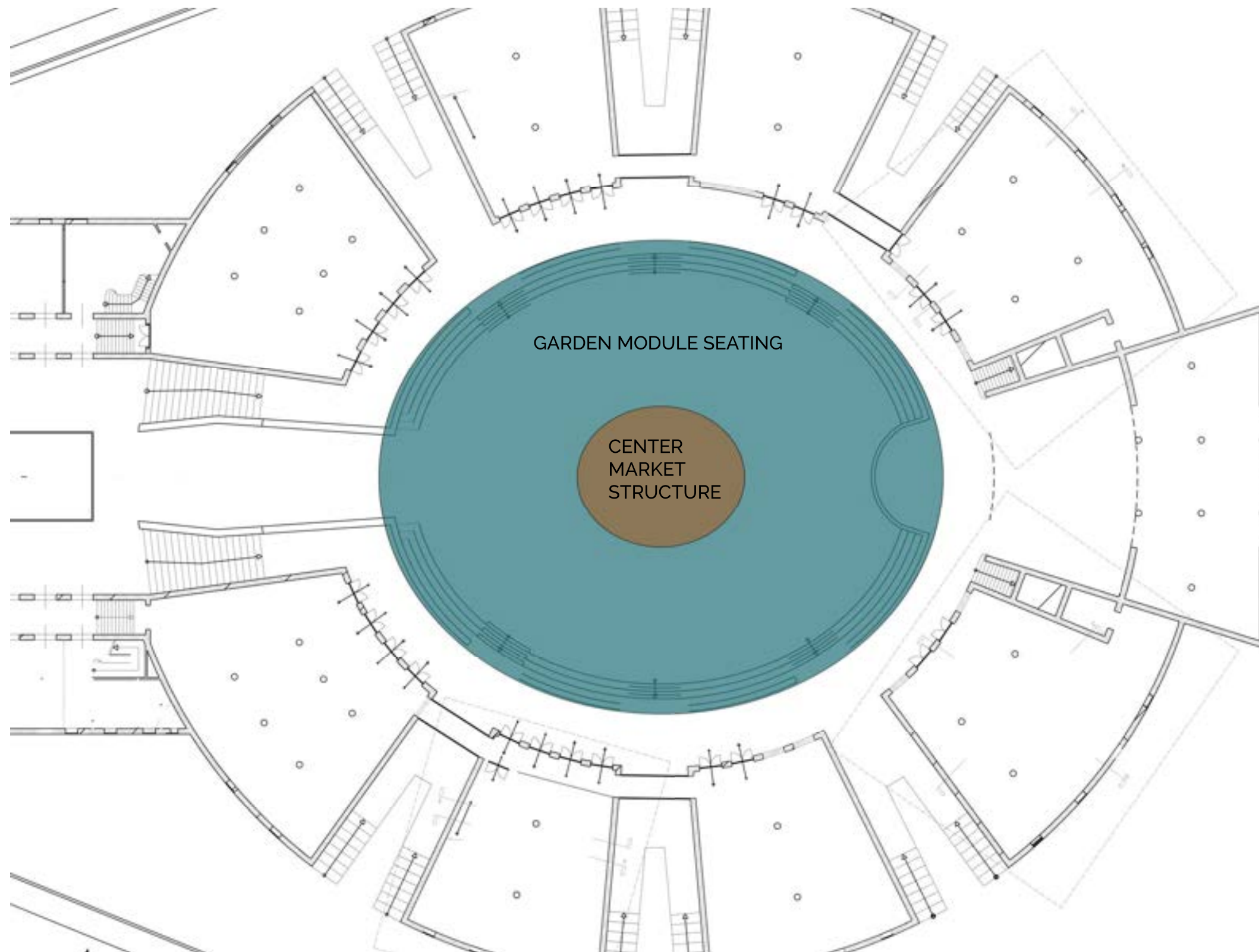


For this project, the methodology used going through each week was to understand the value of what the space was asking for, then understand what impact products like wine, oil, and ceramics have on Tuscan culture. Once the importance of culture in this area and the space being designed is understood, it is then important to begin finding different types of inspiration and programming options through a combination of past projects and new personal ideas of aesthetics and intentions within the space. After aesthetics and intentions for the space were selected, multiple iterations of plans and 3D views were created before coming to a final design to be executed through renderings and technical drawings.

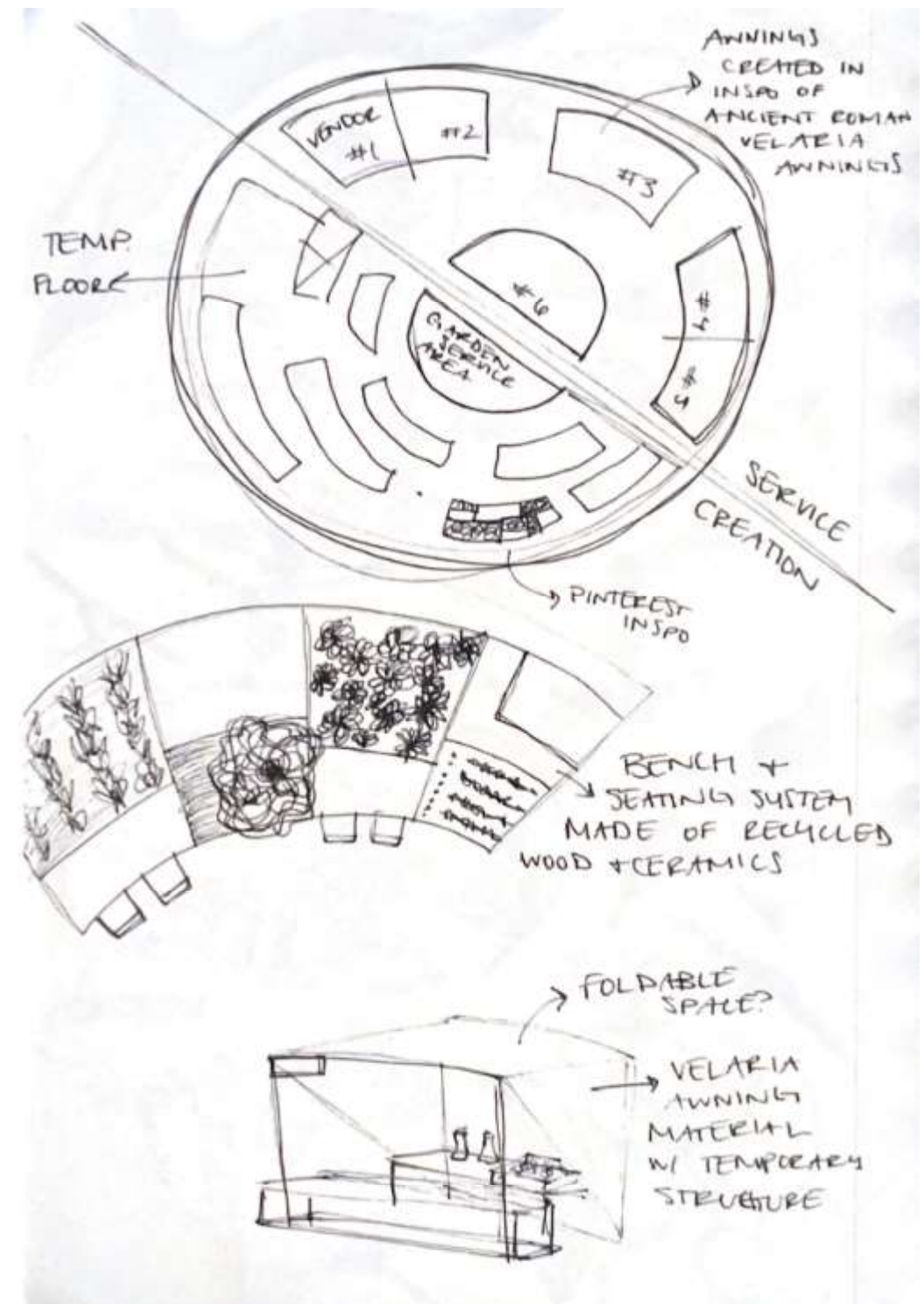
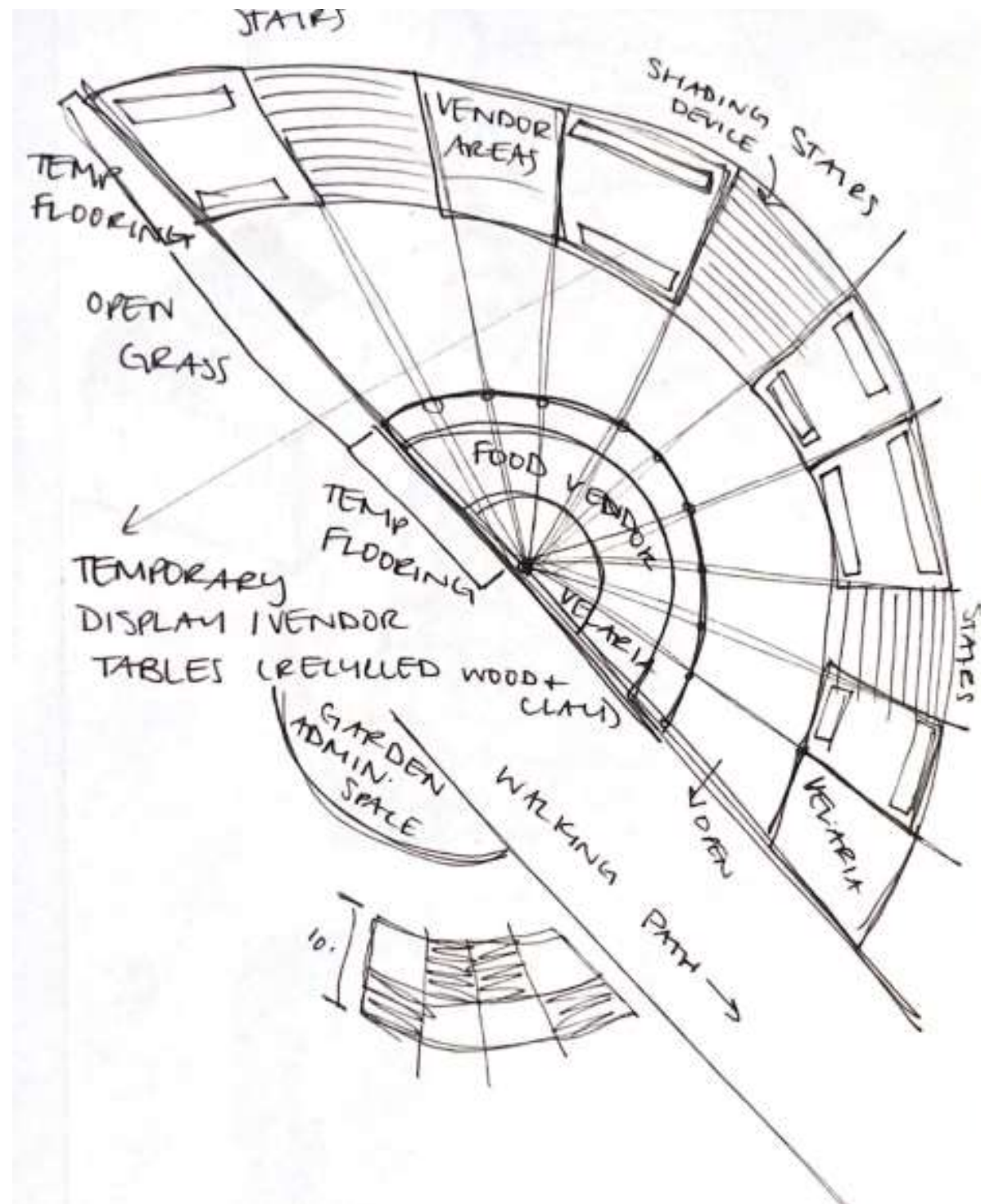


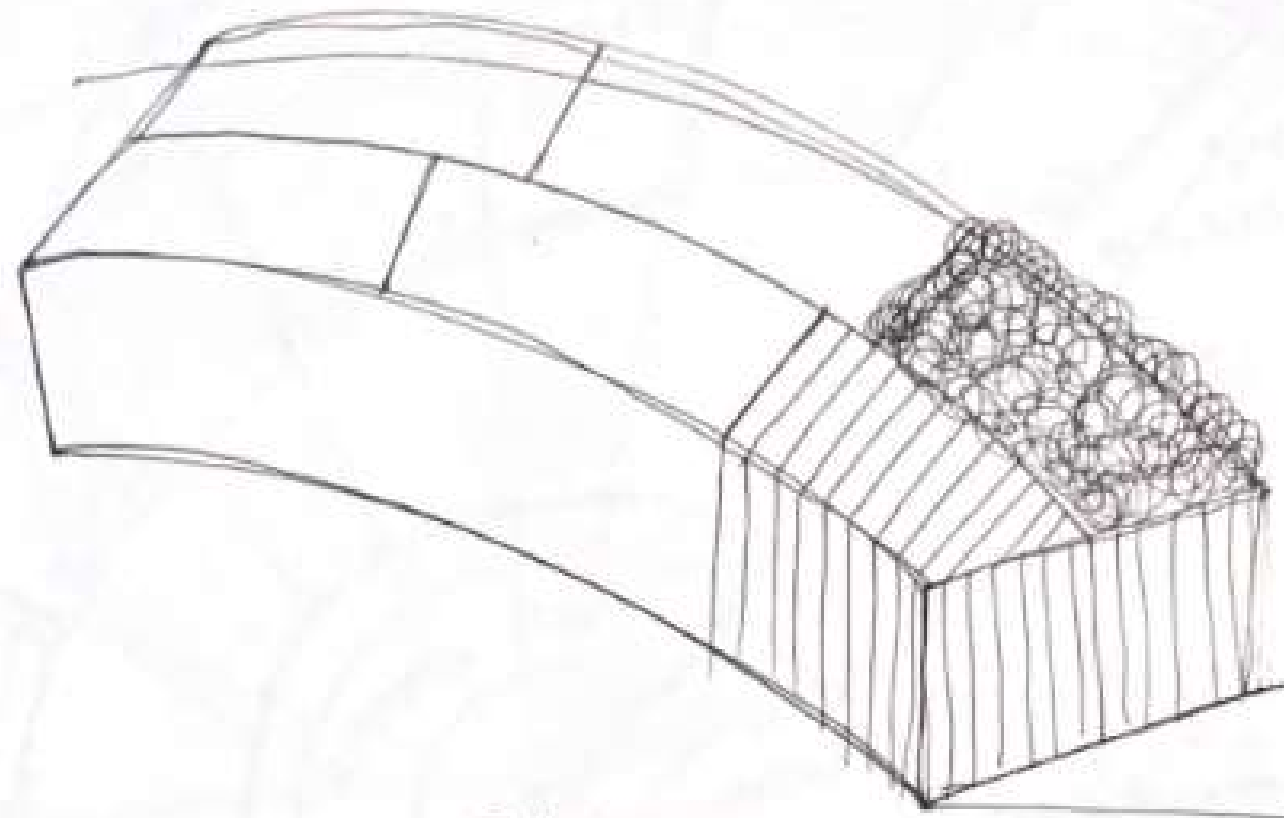
MOOD BOARD

ZONING

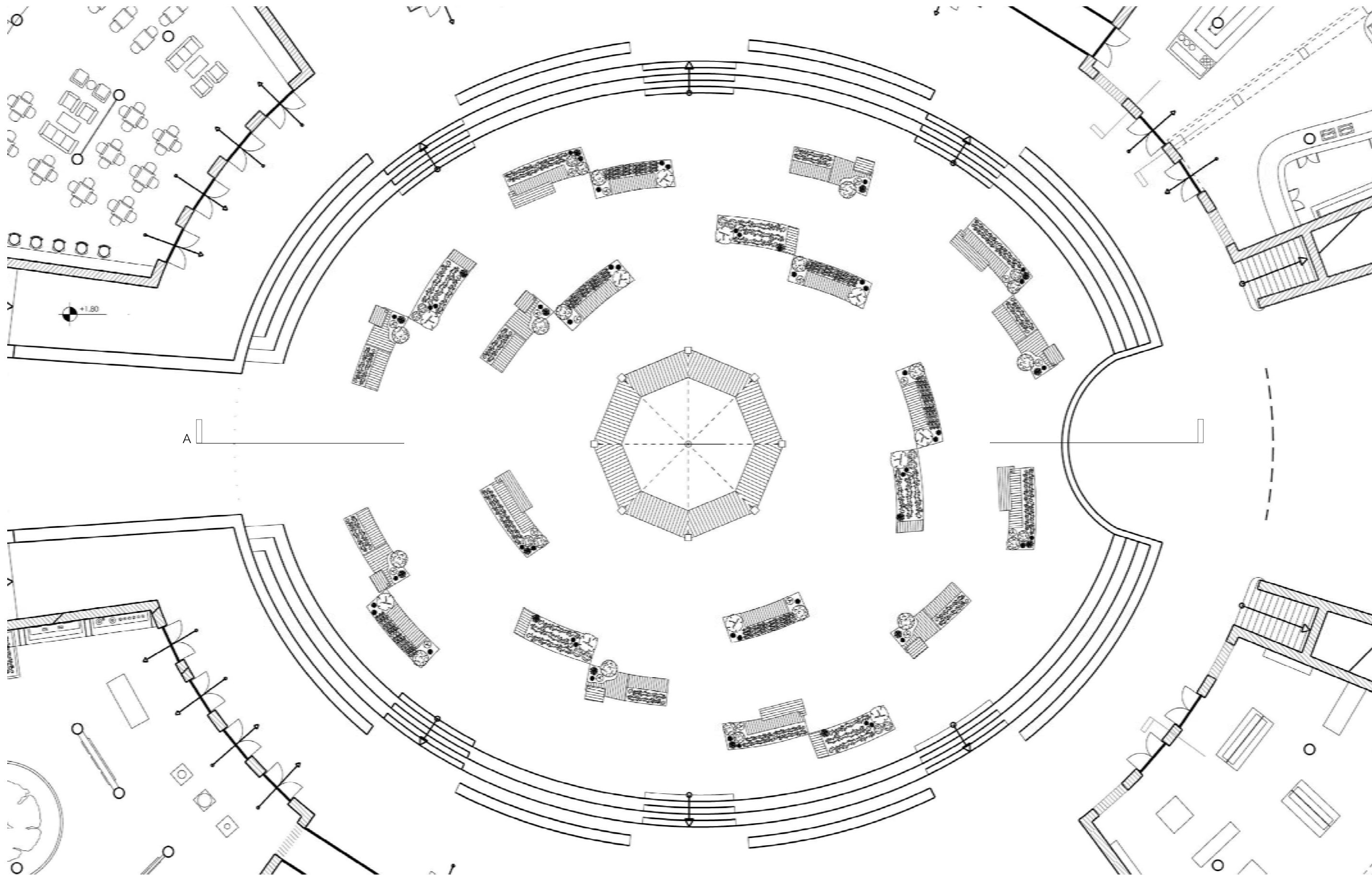


INITIAL SKETCHES

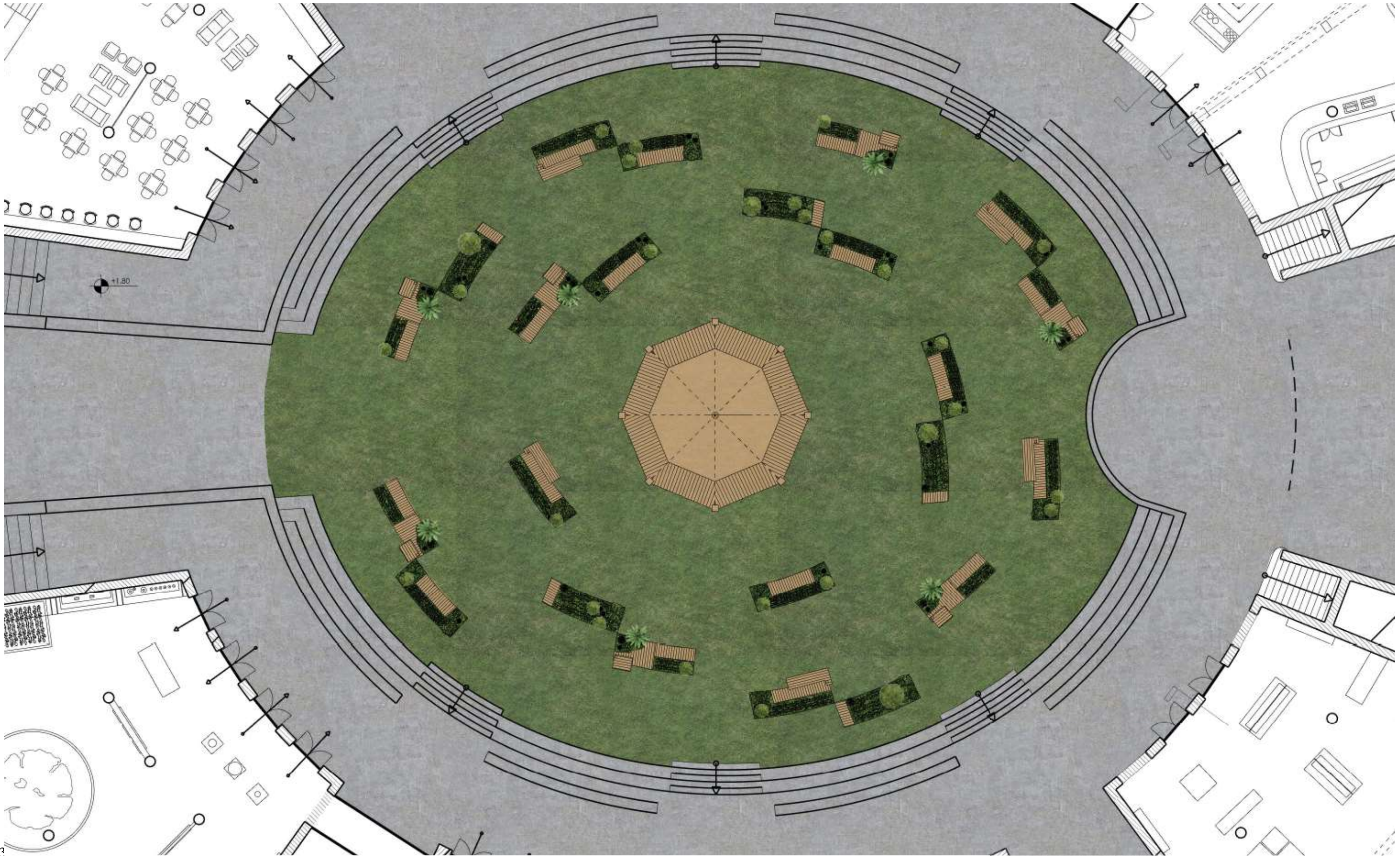


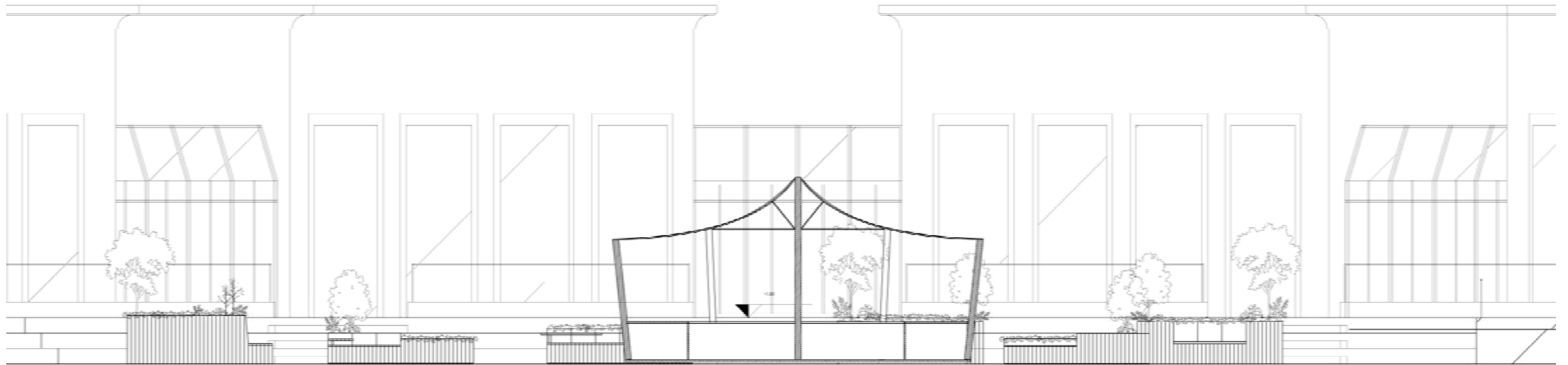


FINAL FLOOR PLAN



RENDERED FLOOR PLAN



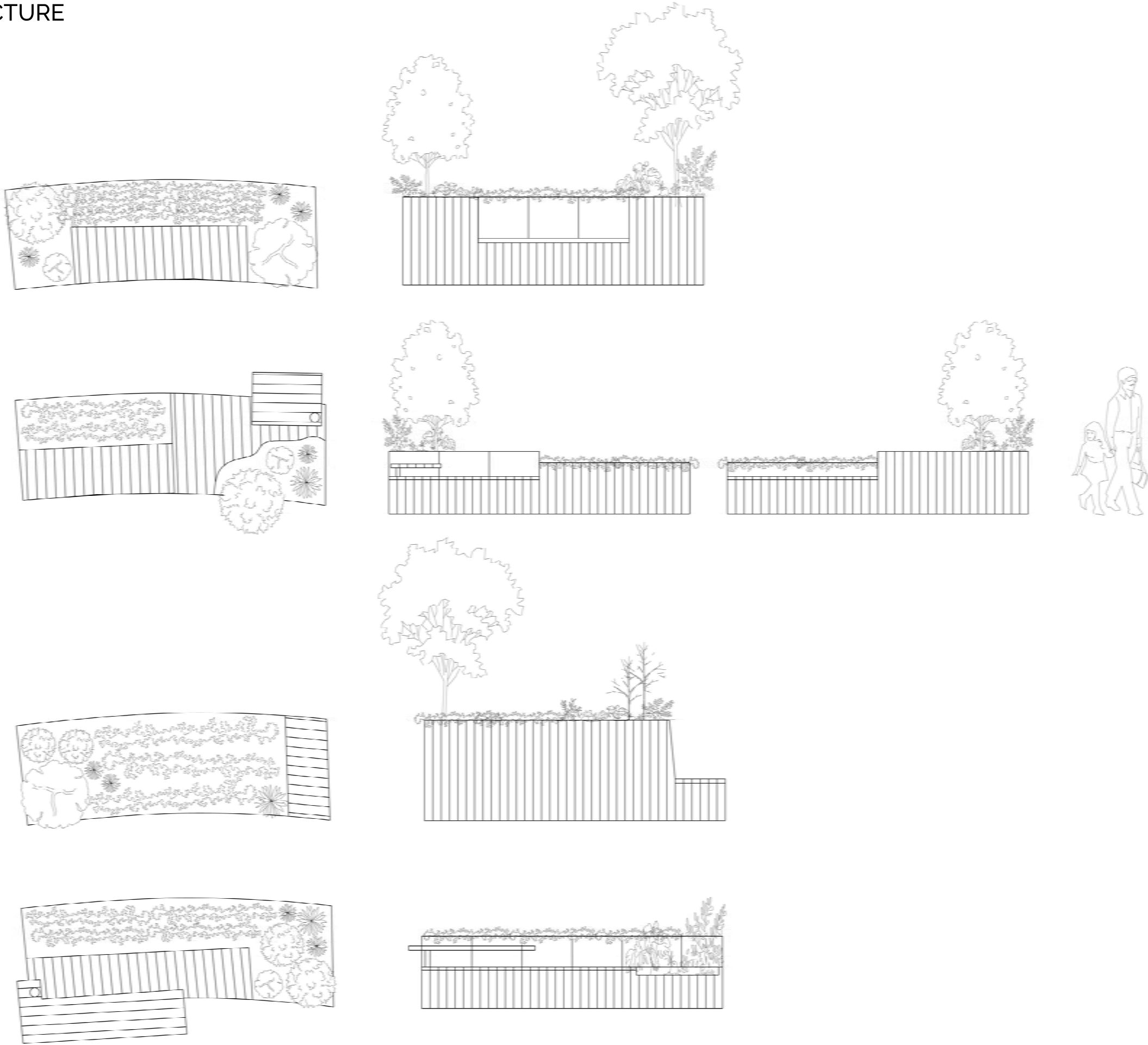


EXTERIOR TEMPORARY EXHIBIT SECTION A





CLOSE UP LOOK AT EACH
GARDEN SEATING STRUCTURE

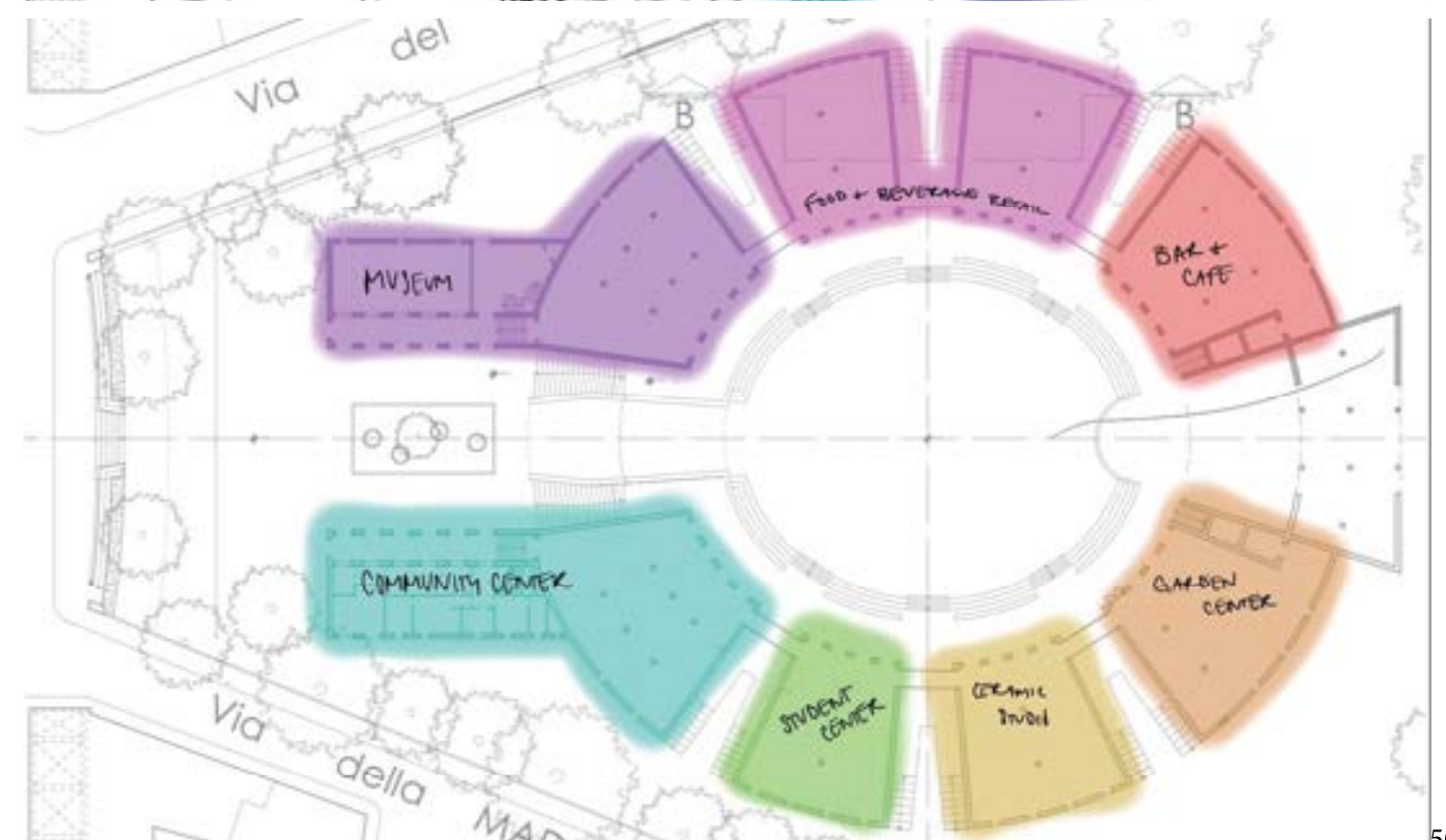
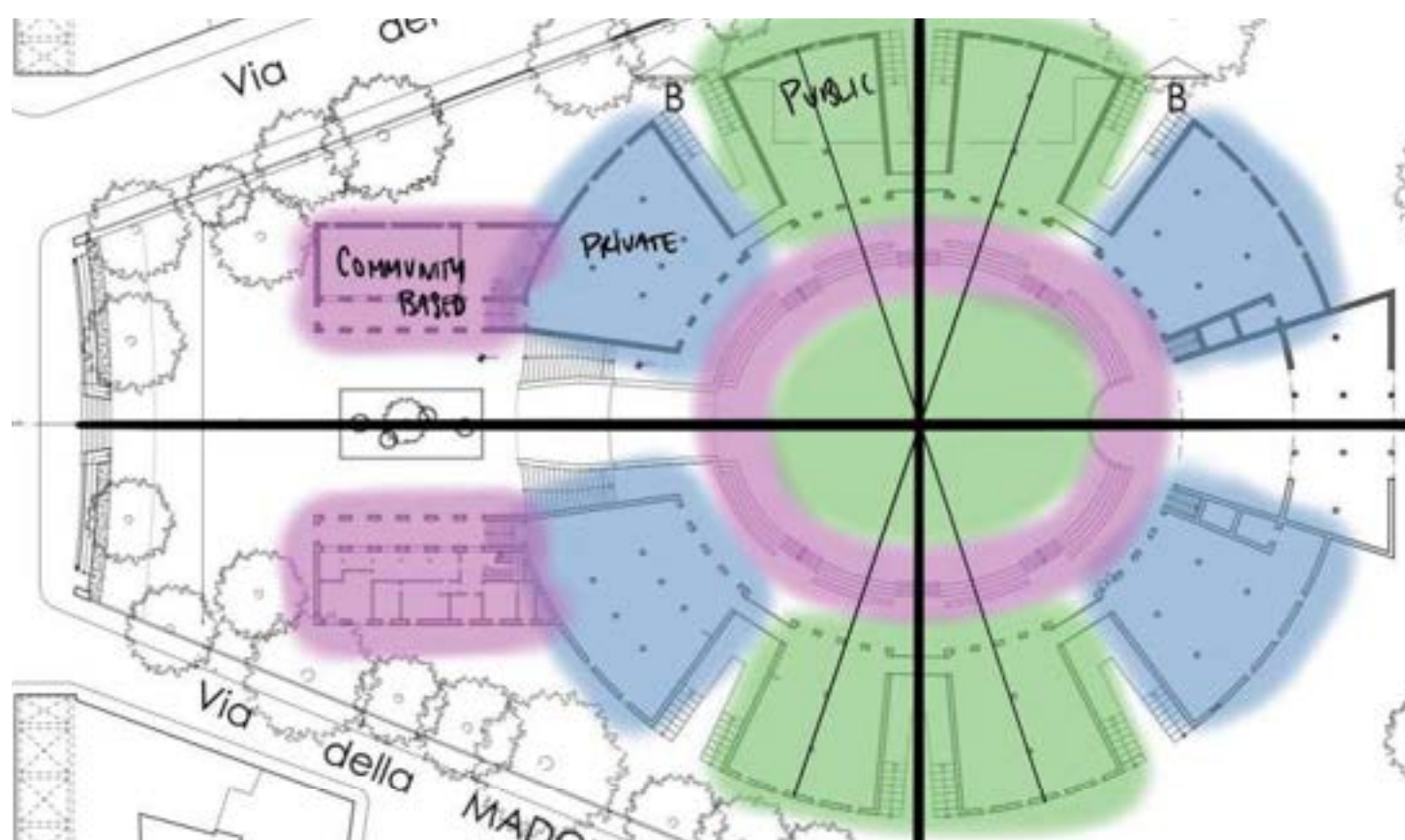
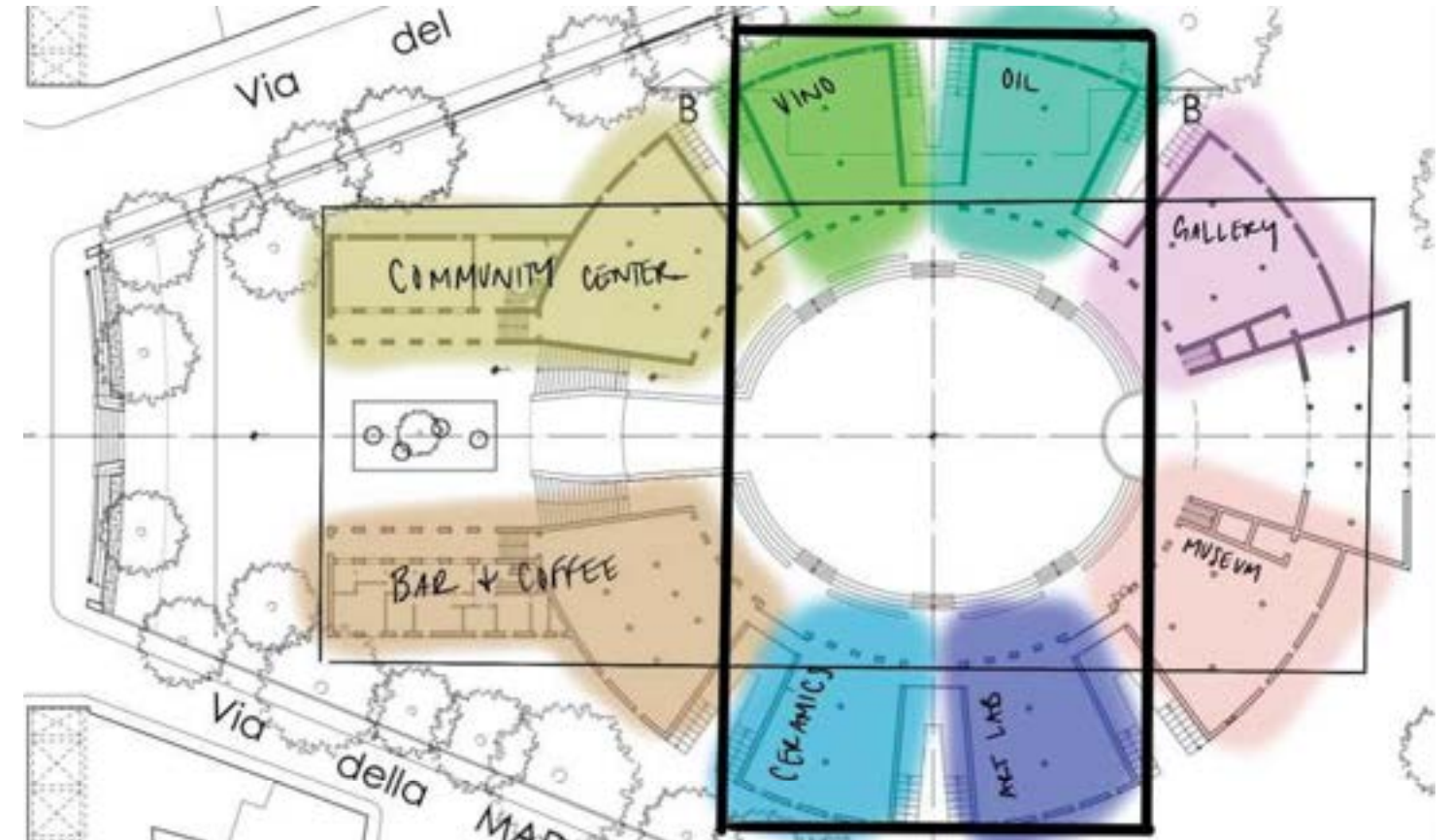
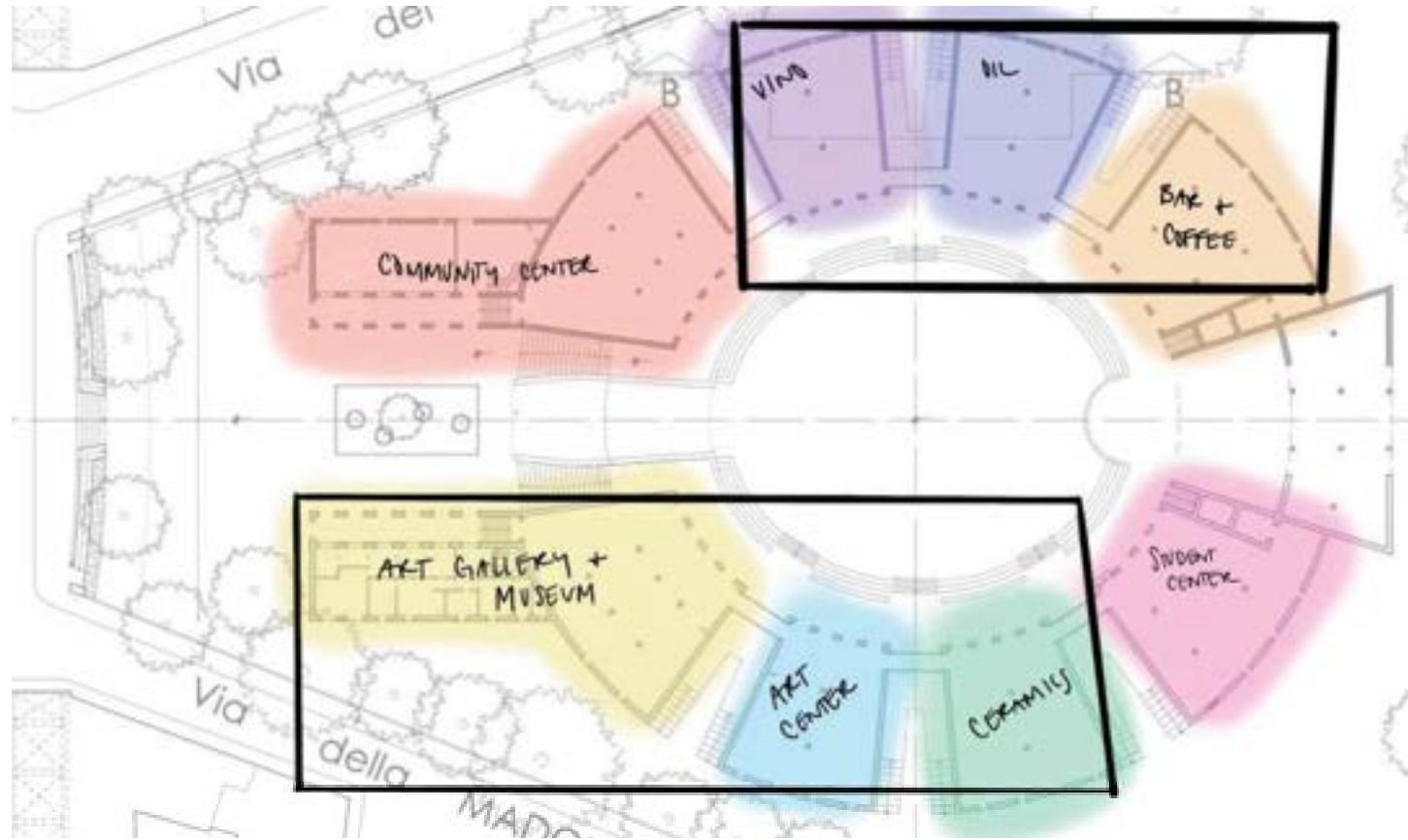


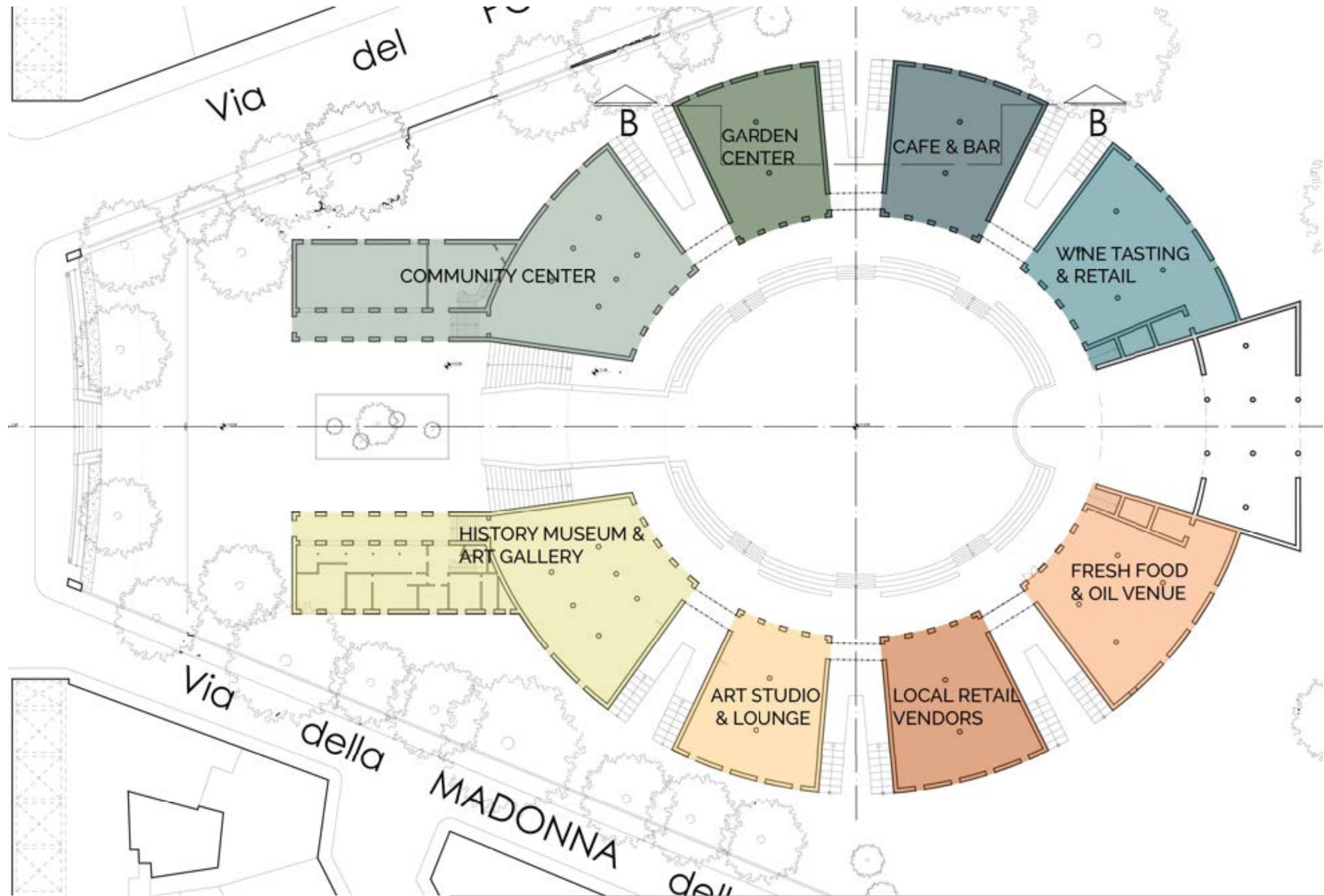




CHAPTER FOUR

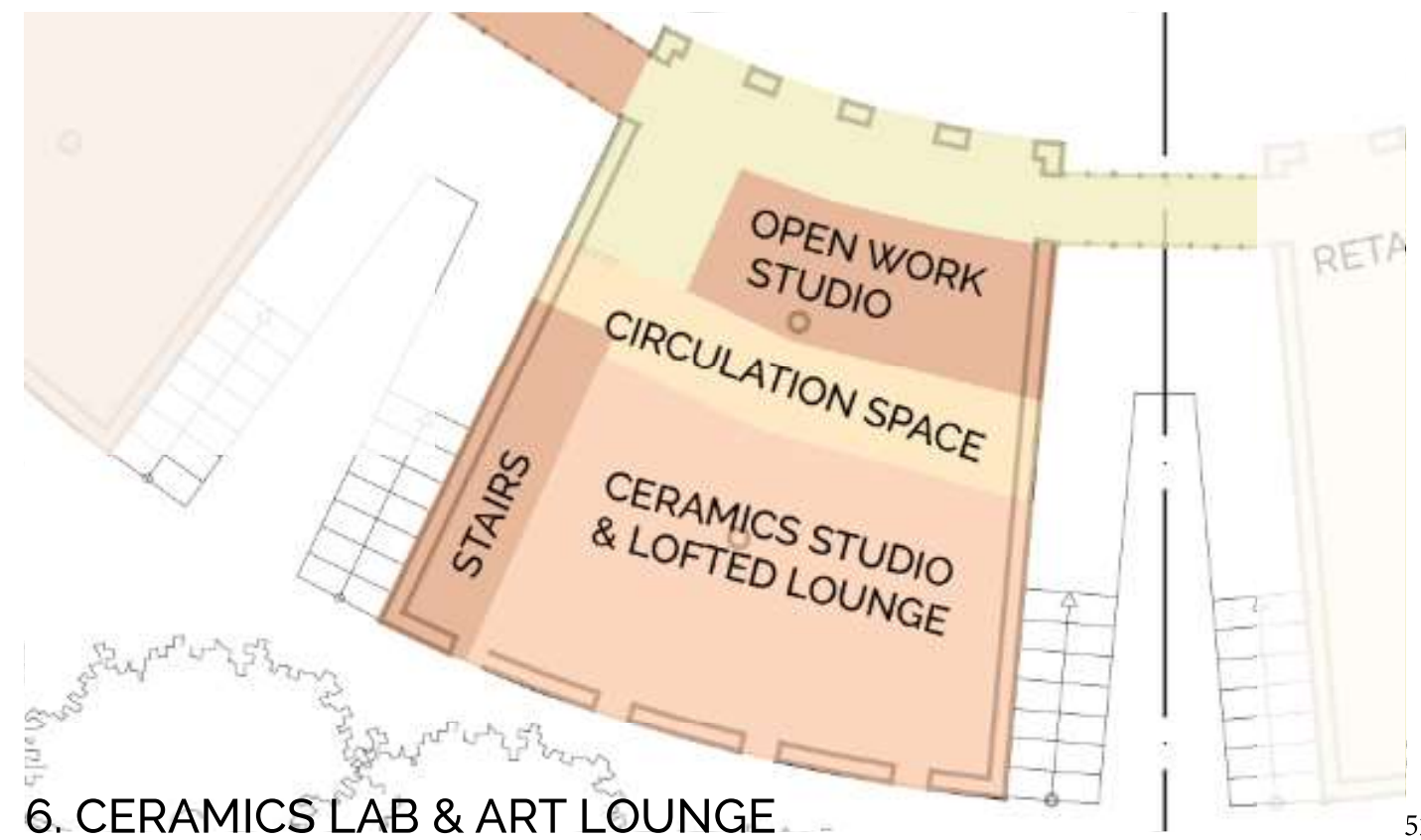
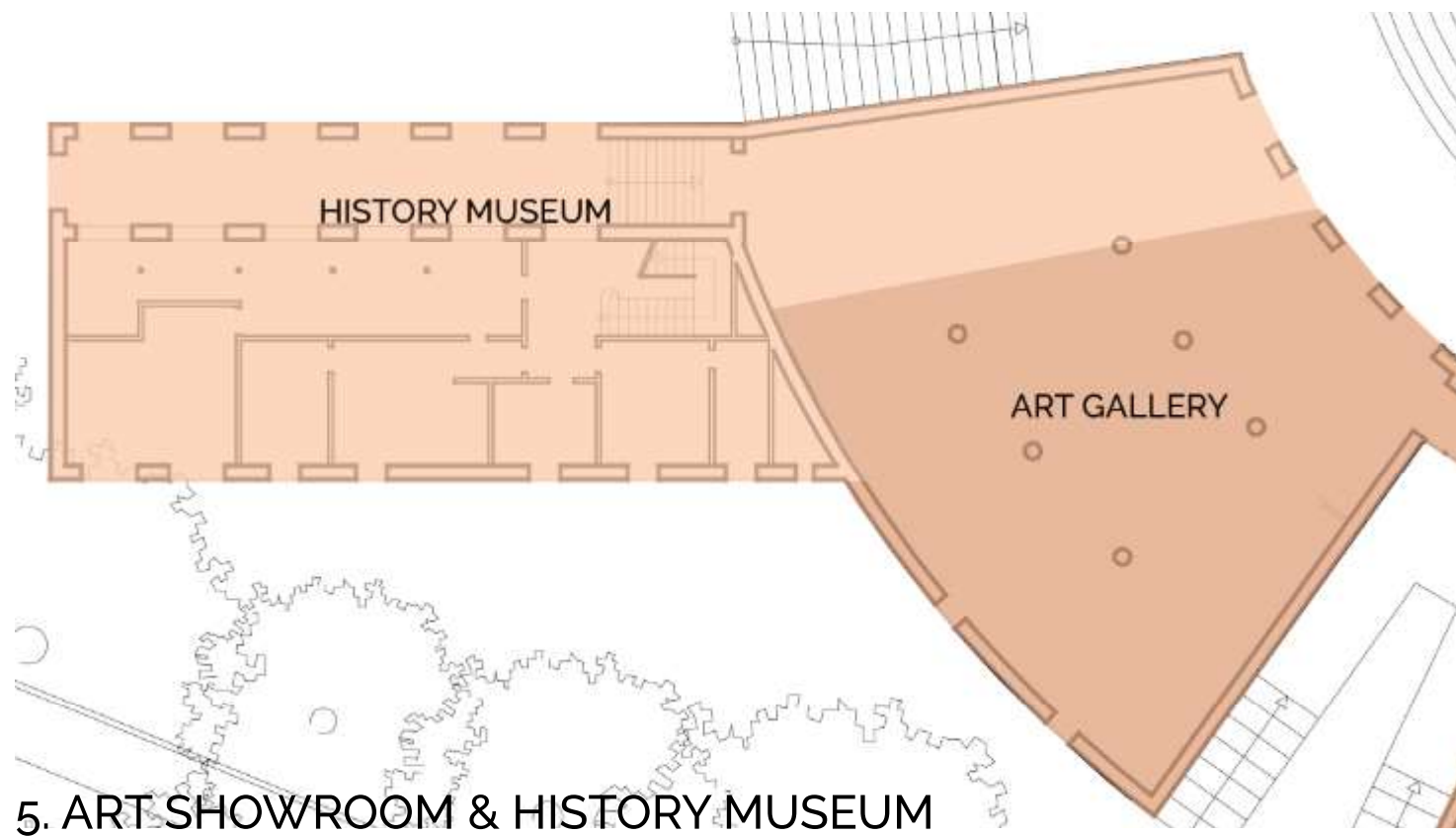
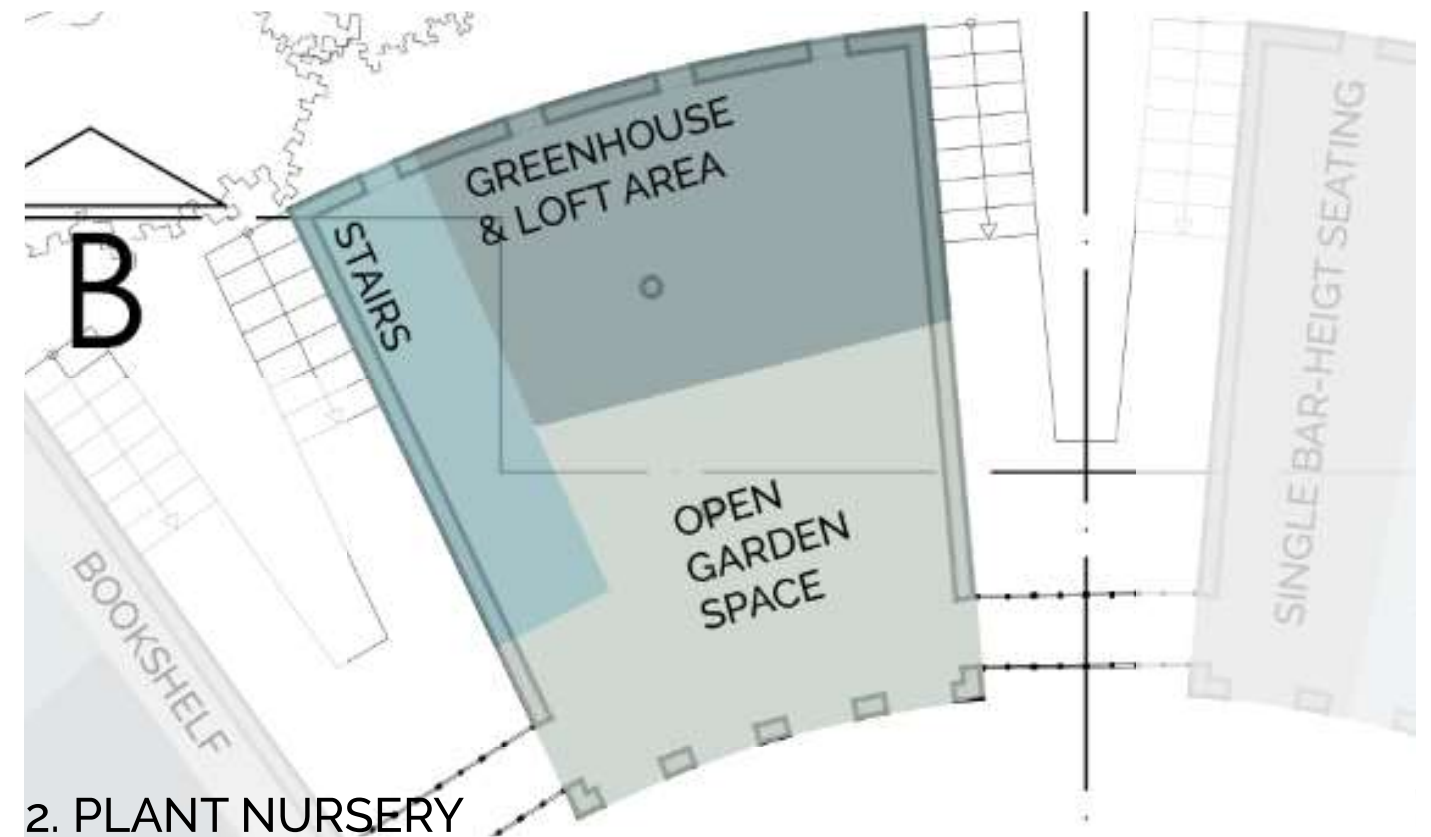
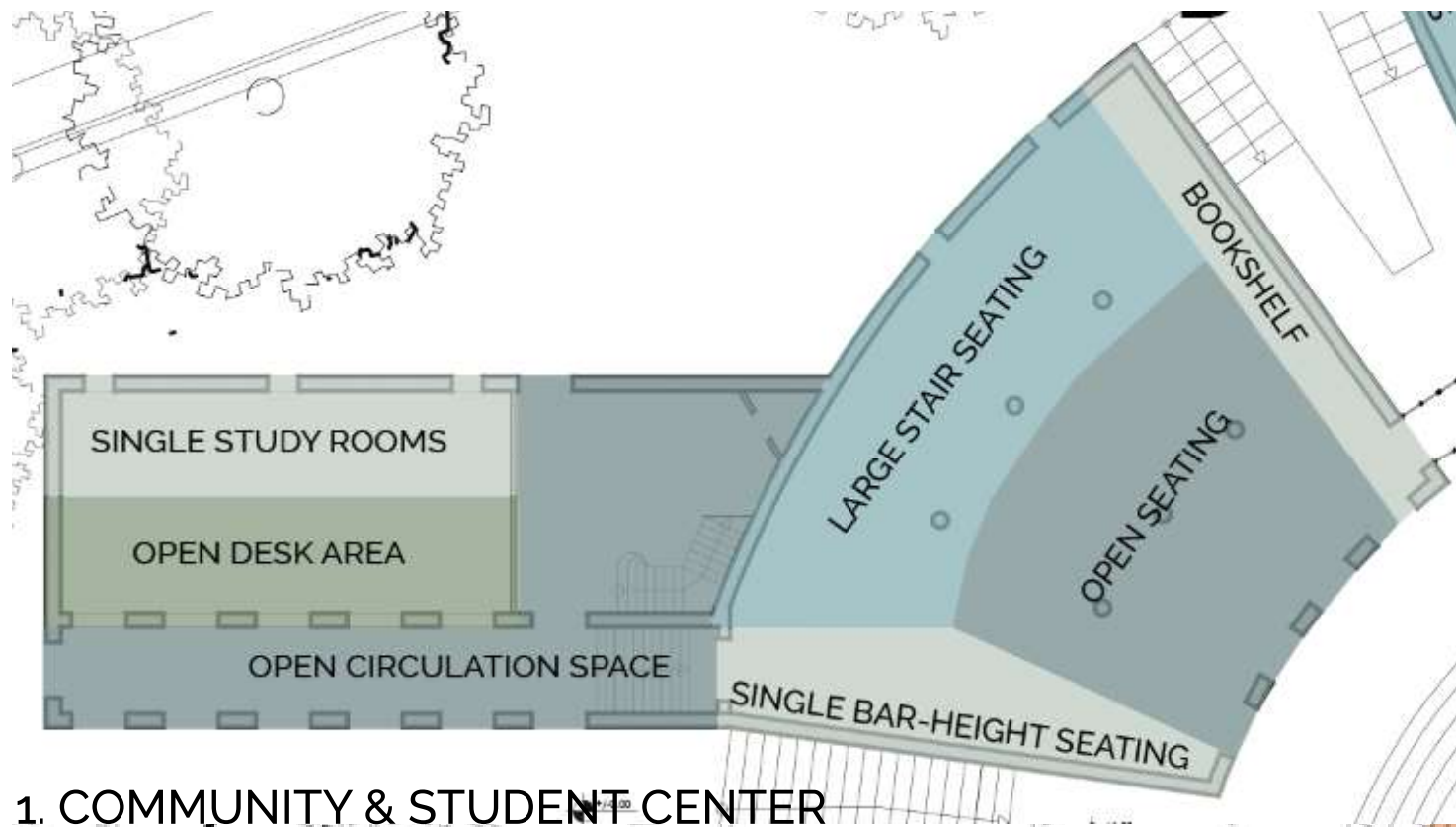
ZONING ITERATIONS

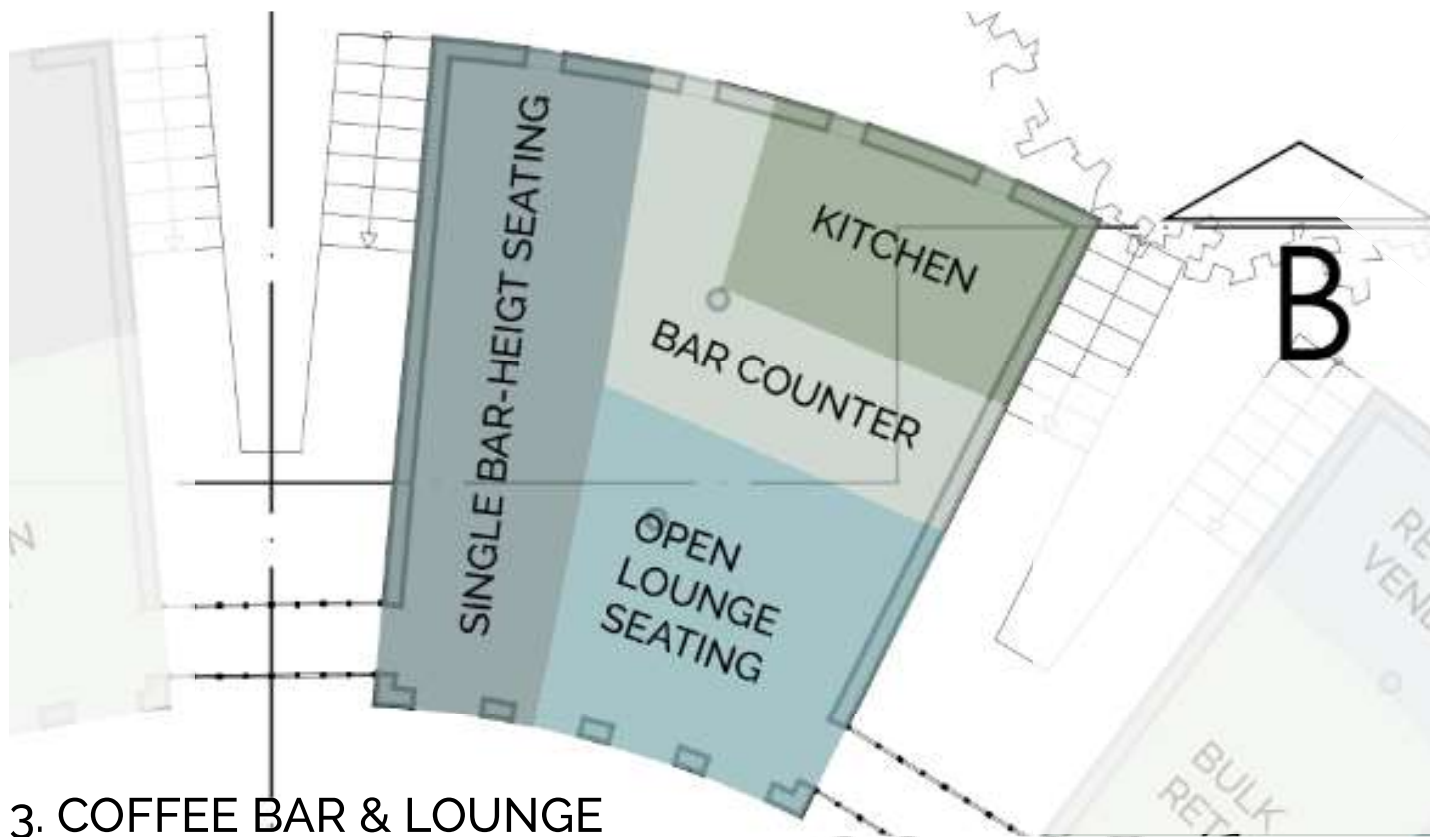




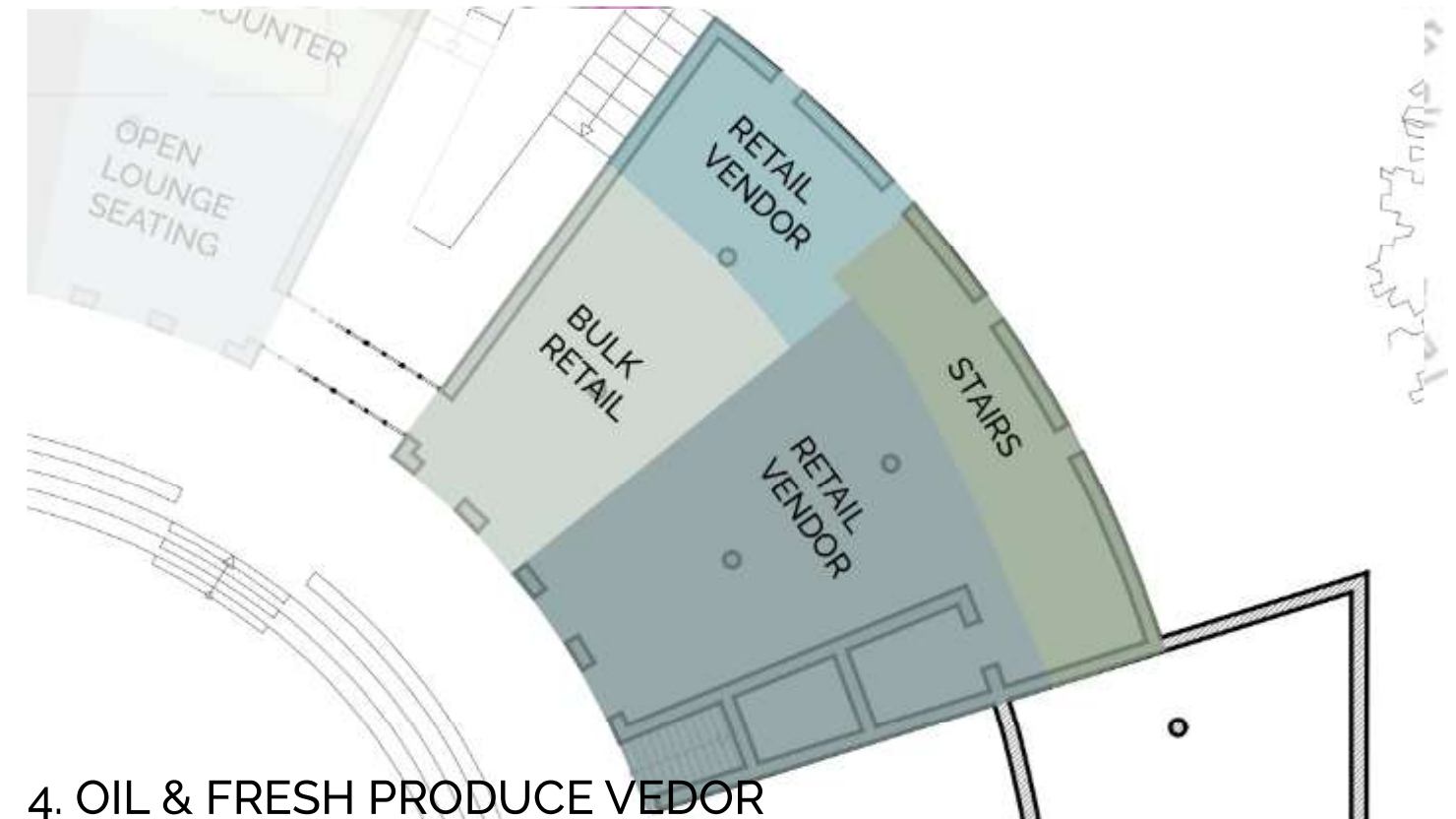
FINAL ZONING

IN DEPTH-ZONING





3. COFFEE BAR & LOUNGE



4. OIL & FRESH PRODUCE VENDOR

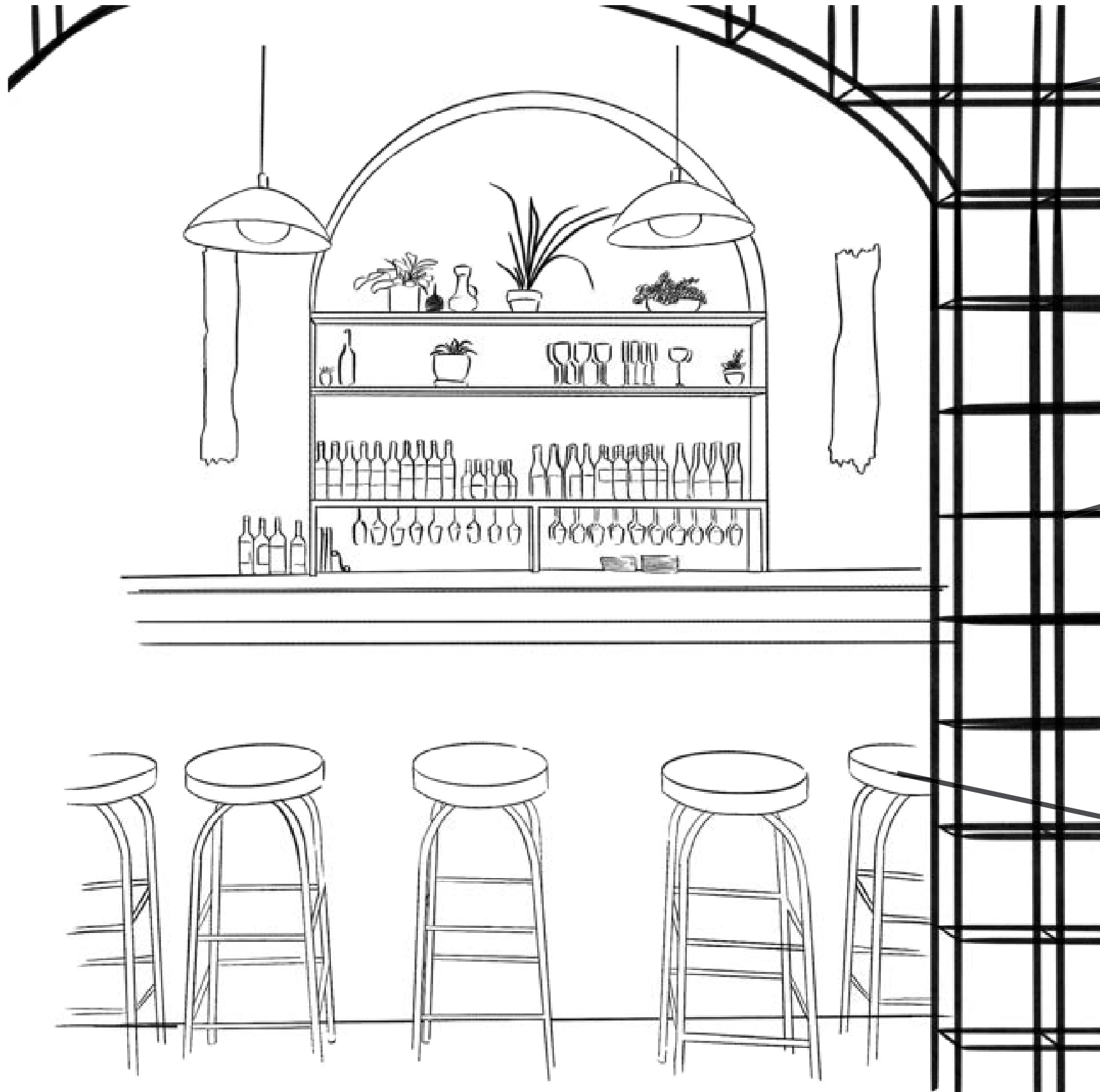


53 7. ART & ROTATING VENDOR RETAIL



8. WINE TASTING & RETAIL

INITIAL SKETCHES



INTERTWINED VINERY
Faux greenery woven between the bars of the metal entry gateway



BLACK POWDER-COATED STEEL
Metal frame for entry gateway made of steel, then powder-coated and painted black

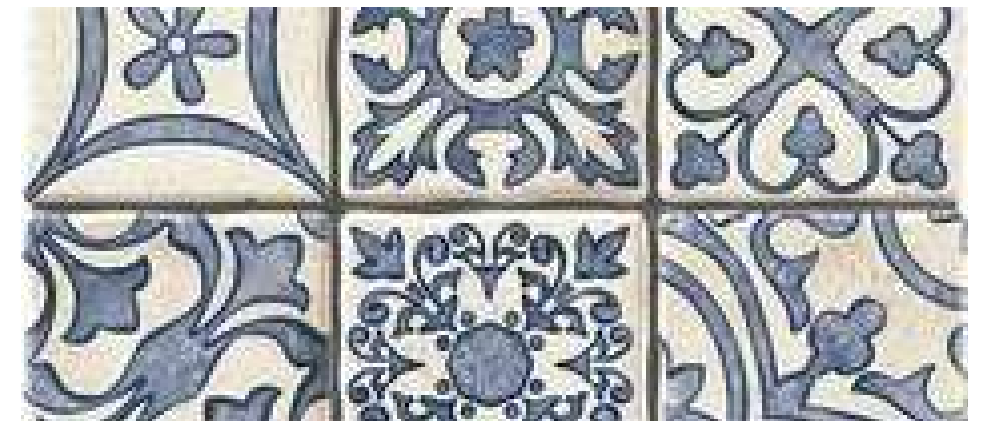
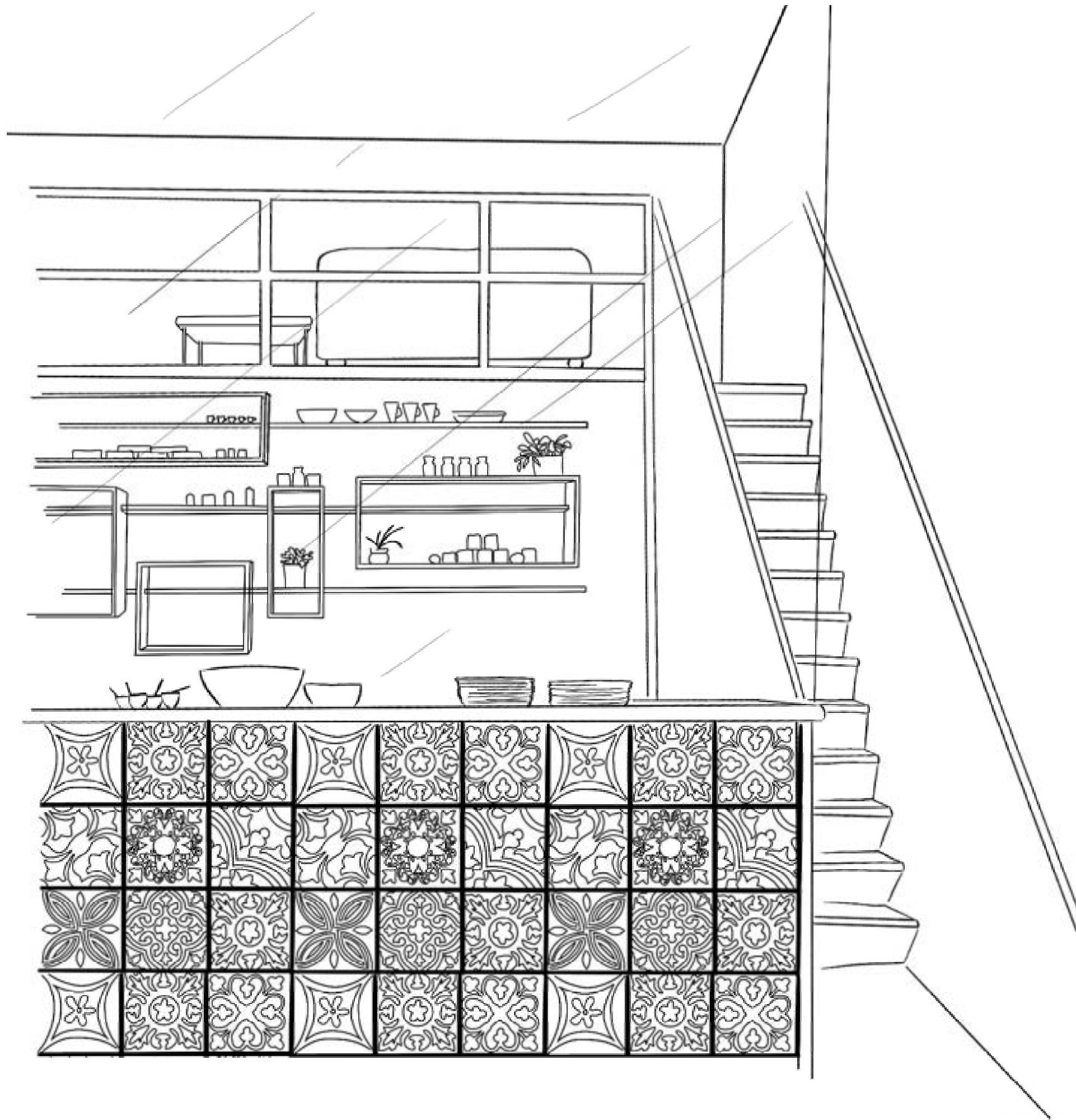


RAW WOOD CRAFTSMANSHIP
Barstools made of real wood, locally sourced and hand crafted in Tuscany

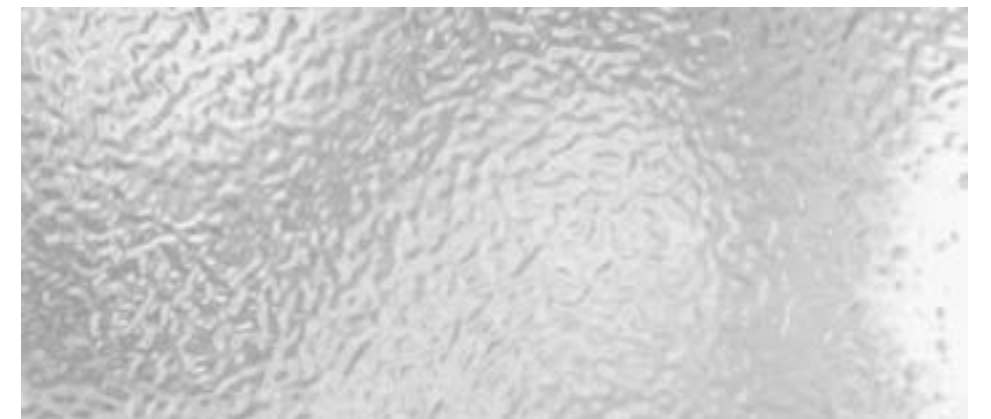
The wine venue program is split in half; between the wine retail area - meant to sell wine related goods such as bottle openers, reusable decorations remade from old corks and glass wine bottles, and products chosen specifically to pair well with the different types of wine sold on premises. The other half of the program is made up of a wine tasting cavern with a lofted seating area on top. This combination of the wine bar and seating areas allows customers to have a choice in how they enjoy their wine. Whether it be right at the bar to learn more about the wine being sold and smelling the aromas surrounding the old wine barrels within the wall, or in a more relaxed area with no commitments to anything but one's glass of wine. To further the design driver of having high-quality, locally sourced, and hand-crafted products to celebrate the culture of Tuscany, the space uses old wood from wine barrels in the furniture, and the structures of the space are created as sustainably as possible. Along with this, some of the product pairings include foods grown in the exterior temporary garden project.



WINE MOOD BOARD



PAINTED CERAMIC BARFRONT
Reflecting the painted ceramics being created inside, the space will also be decorated



GLASS STOREFRONT WINDOWS
The transparent front here to allow passerbys to see into the process of ceramics



EXISTING INTERIORS
To continue the celebration of tuscany, the interiors of this knows its origins in ceramic bricks

The ceramics art lab follows suit by being a combination of spaces, all held together in one venue. First, is the storefront window created within the interior pathway between the rotating art vendor space, the art lab, and the art gallery/history museum where patrons can pass by and watch as artists practice both traditional senses of ceramic painting, and more modern takes on decorating the pottery made in the second space, the (well ventulated) ceramics studio behind the display wall. This studio is small but mighty, placed in this project with the intention of sculpting all of the mugs and dishware used in the cafe and wine tasting venues. The third space in here is an “artist’s lounge”, equipped with comfortable seating, a sketch-wall, and an in-house coffee station to get the creative juices flowing. This space encapsulates both the display and hiding of an artist’s process throughout ceramics as the process goes through a series of being put in front of the public eye, as well as hiding behind their finished work as they go through the process of creating new pieces and products (all to be bought next door).



CERAMICS MOOD BOARD



RAW CLAY

A celebration of raw materials, as seen in this venue's precedent



UNFINISHED WOOD GRAINS

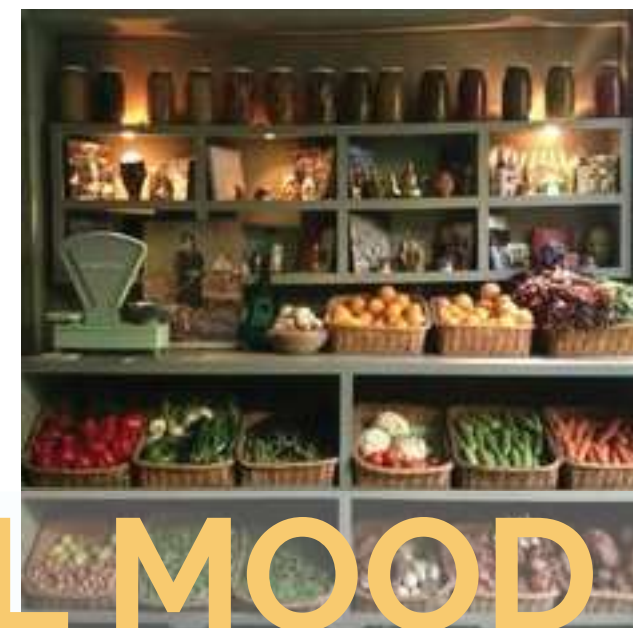
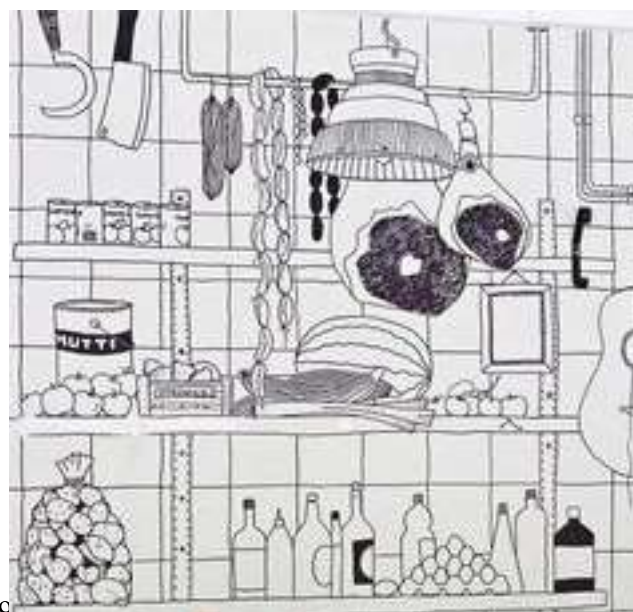
To incorporate traditional tuscan traditions and re-use materials as often as possible



RAW CEMENT

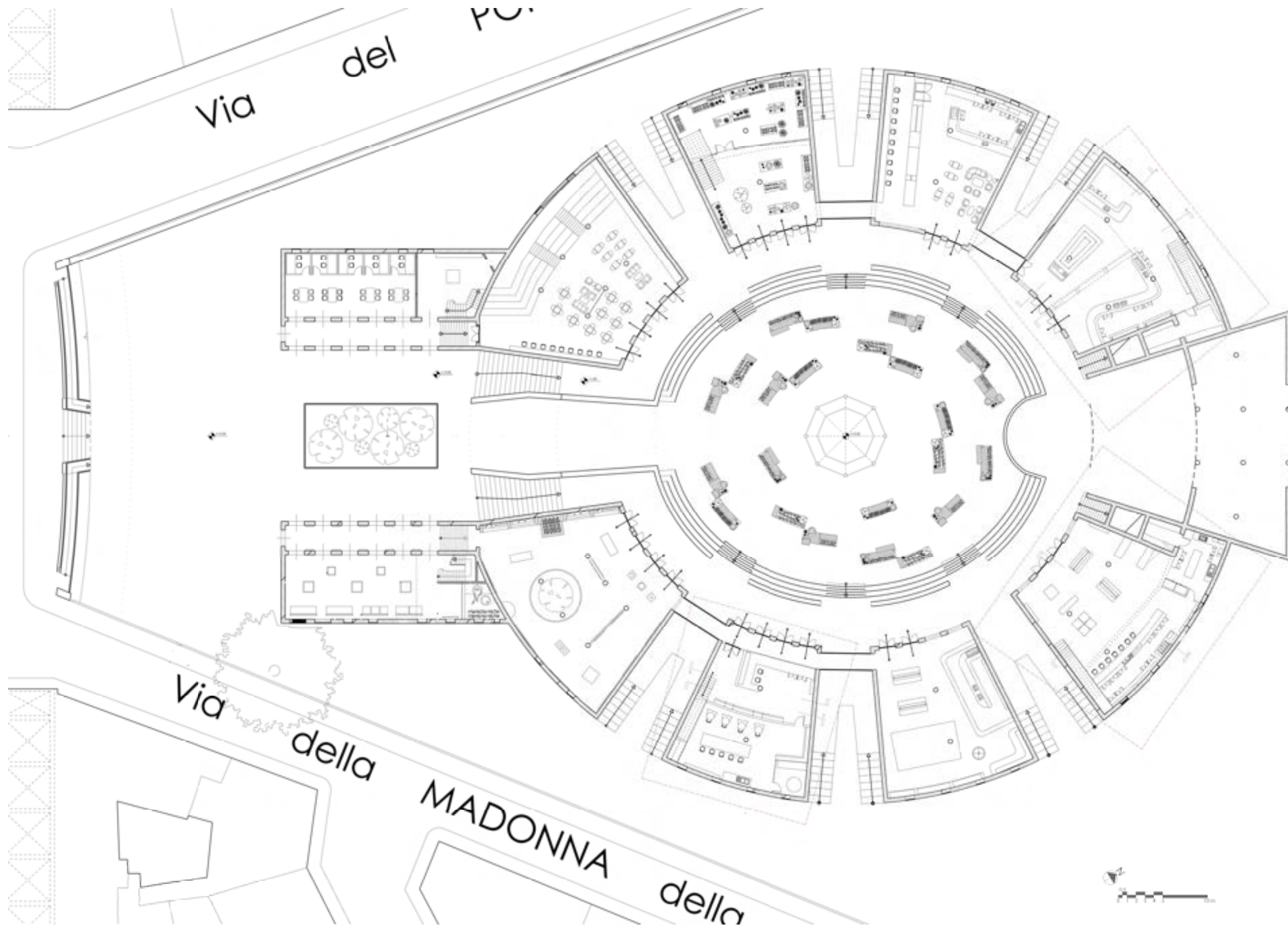
Rather than covering up the cement floors and columns, raw materials are shown off

The oil space is composed of a fresh produce and bulk grocery store. In the most apparent form of celebrating the high quality of produce and production in Tuscany, the fresh oil venue holds multiple spaces that sell different forms of foods and goods, all locally sourced from around Florence. The center piece of the space is composed of the bulk oil dispensary station, with containers to hold the different types of oil for sale, with the intention to reuse these containers and products as a more sustainable form of grocery shopping. Bulk shopping not only includes the oil dispensary, but also pastas, grains, nuts, dried fruits and vegetables, fresh produce, cured meats, and many more products for sale. The space also celebrates raw materials as the raw brick arches peak through in the architecture, and a large scale mural is placed on the west facing wall to incorporate the selling of produce, as seen on the mood board below. In these ways, this space acts as a celebration of Tuscan culture, raw materials, and sustainable living.



OIL MOOD BOARD

FINAL FLOOR PLAN





REFLECTED CEILING PLAN

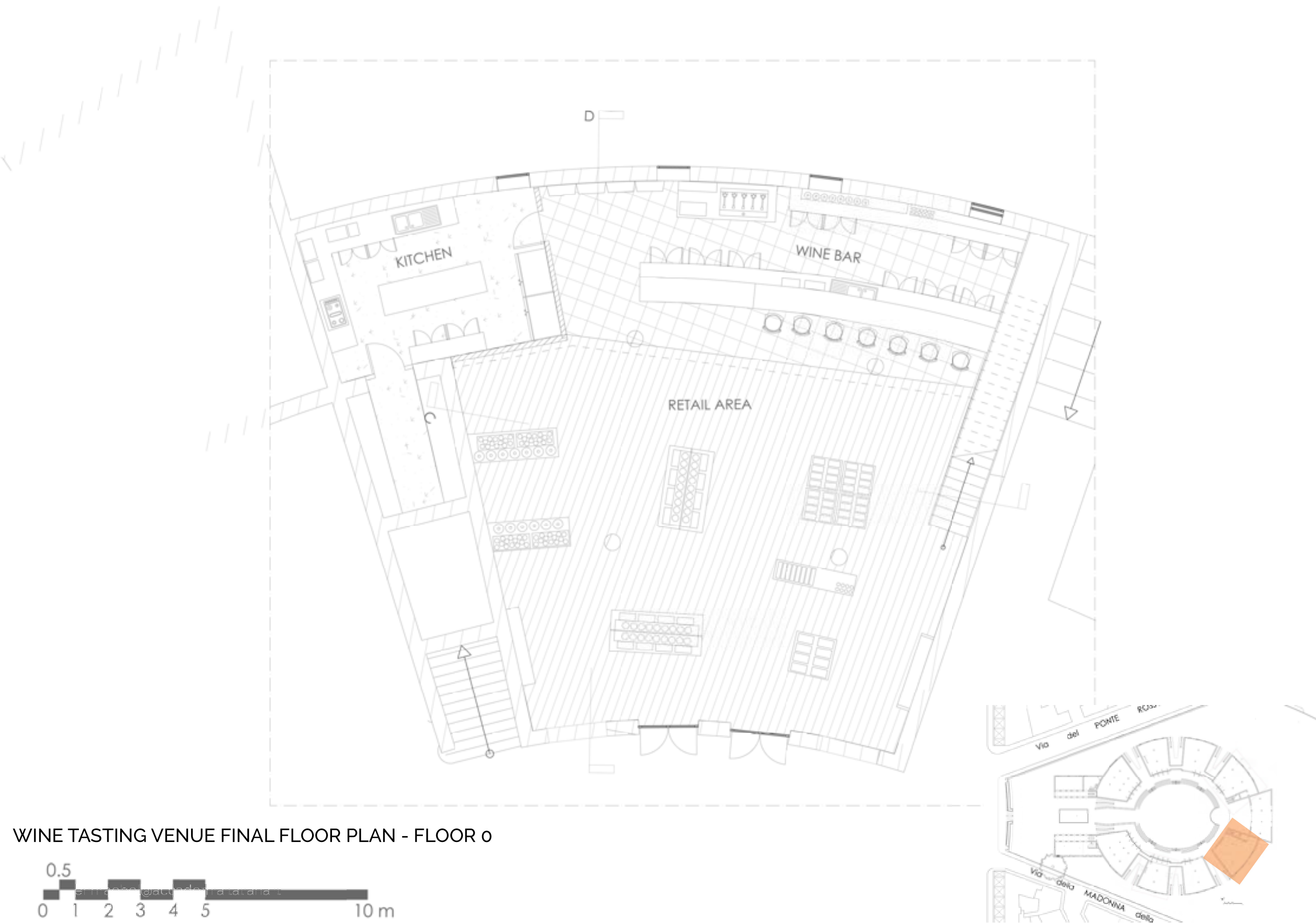


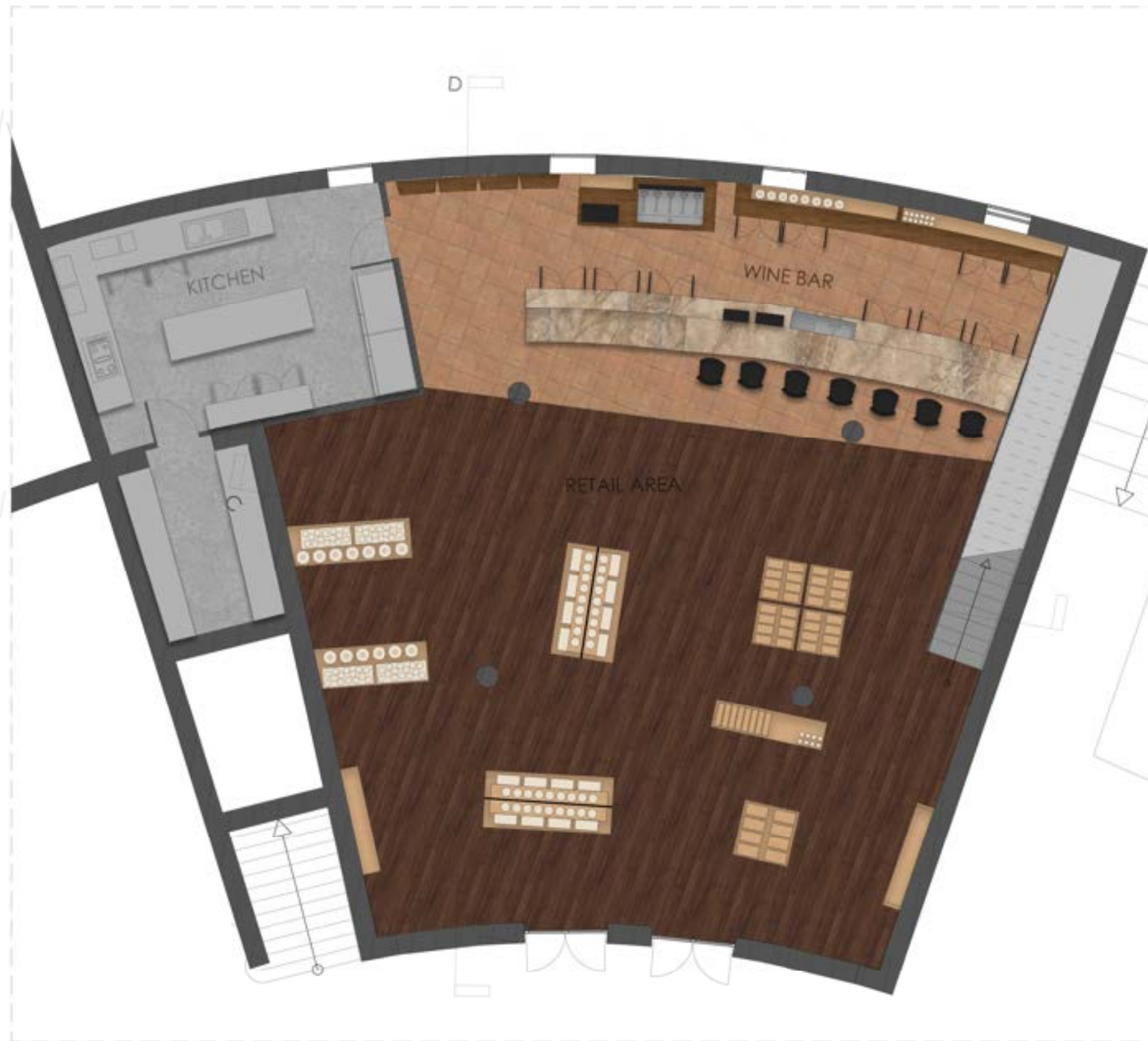




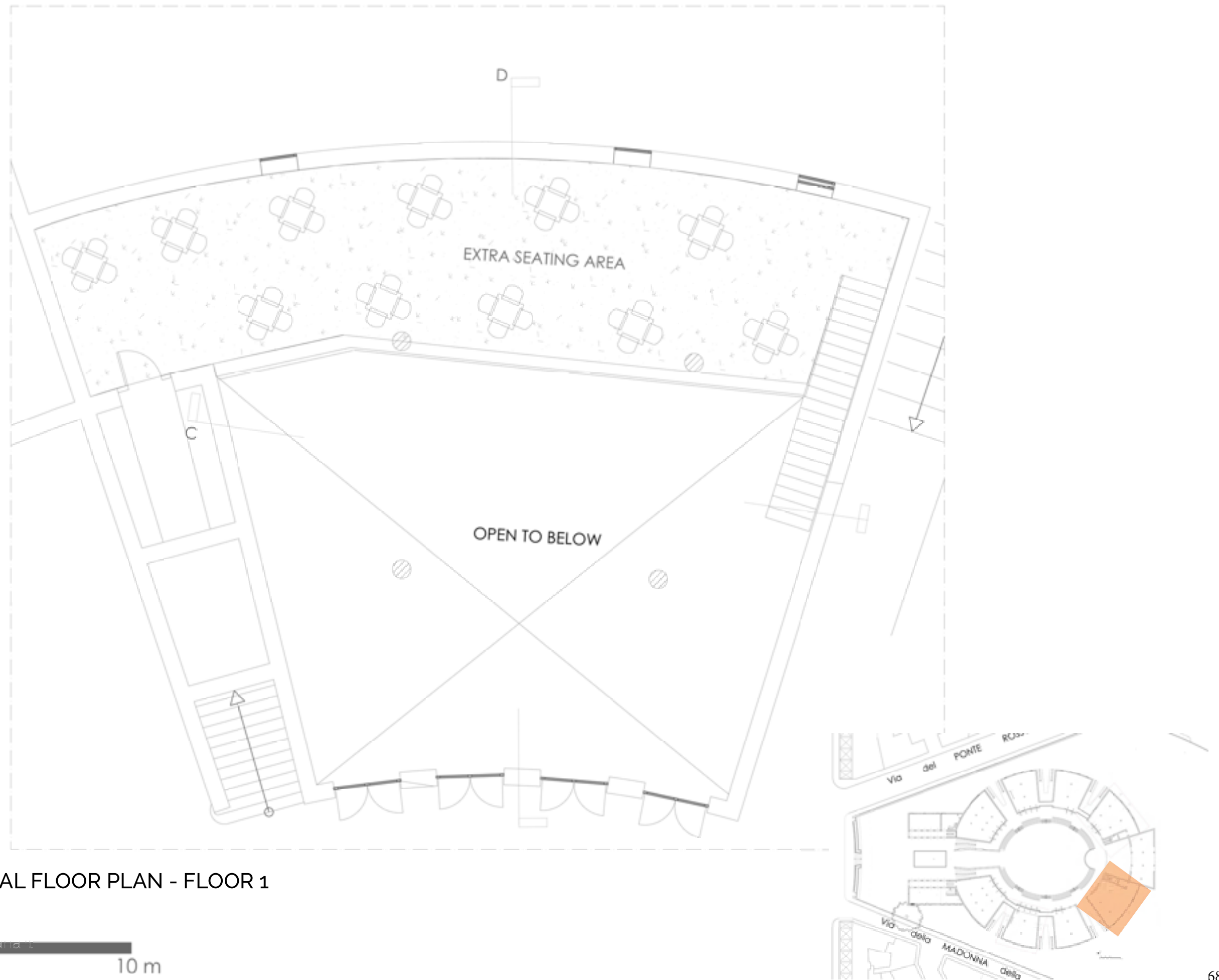
WINE TASTING VENUE

*"May your life be like good wine;
tasty, sharp, and clear,
and like good wine,
may it improve with each passing year."*



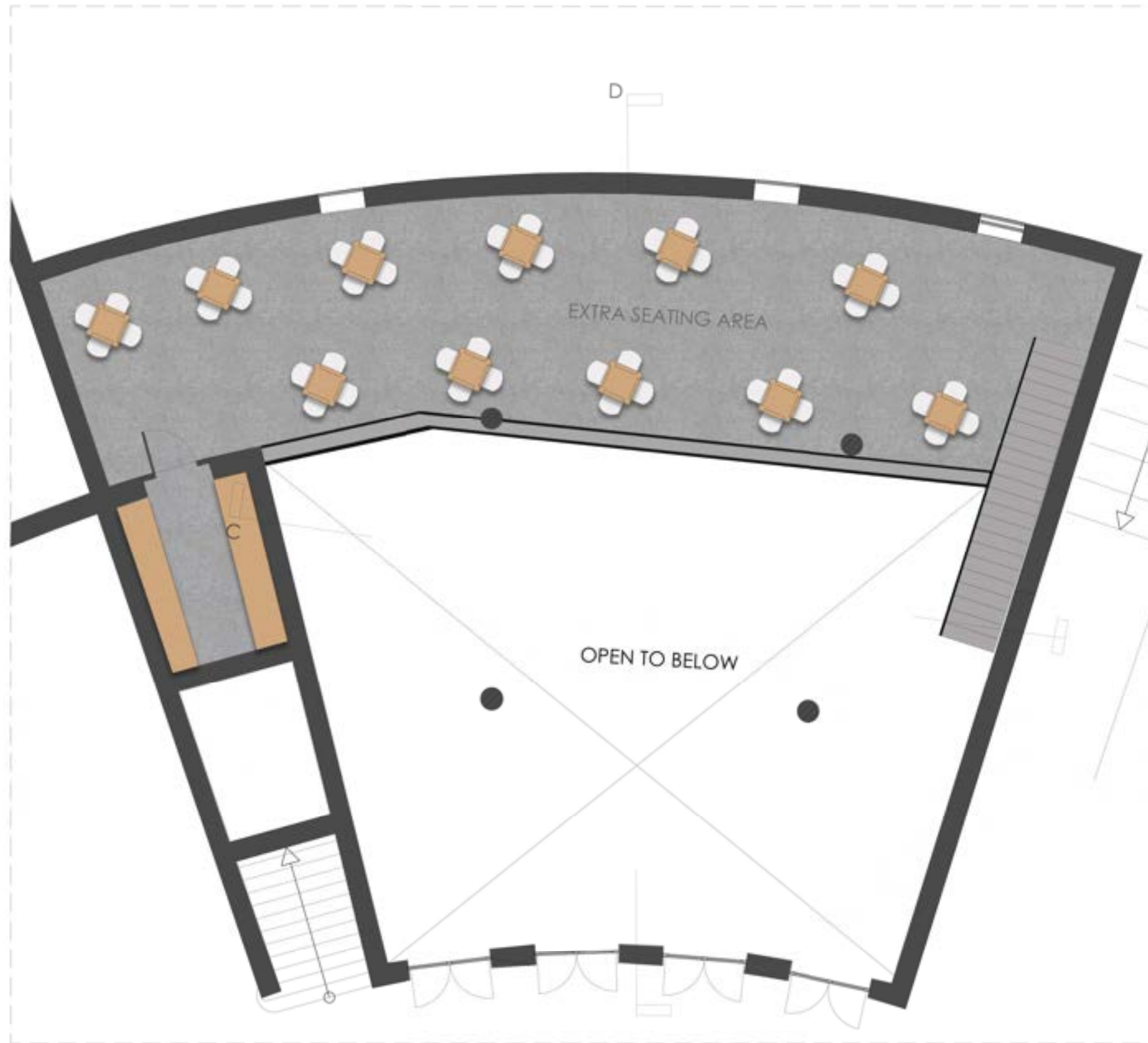


WINE TASTING VENUE RENDERED FLOOR PLAN - FLOOR 0

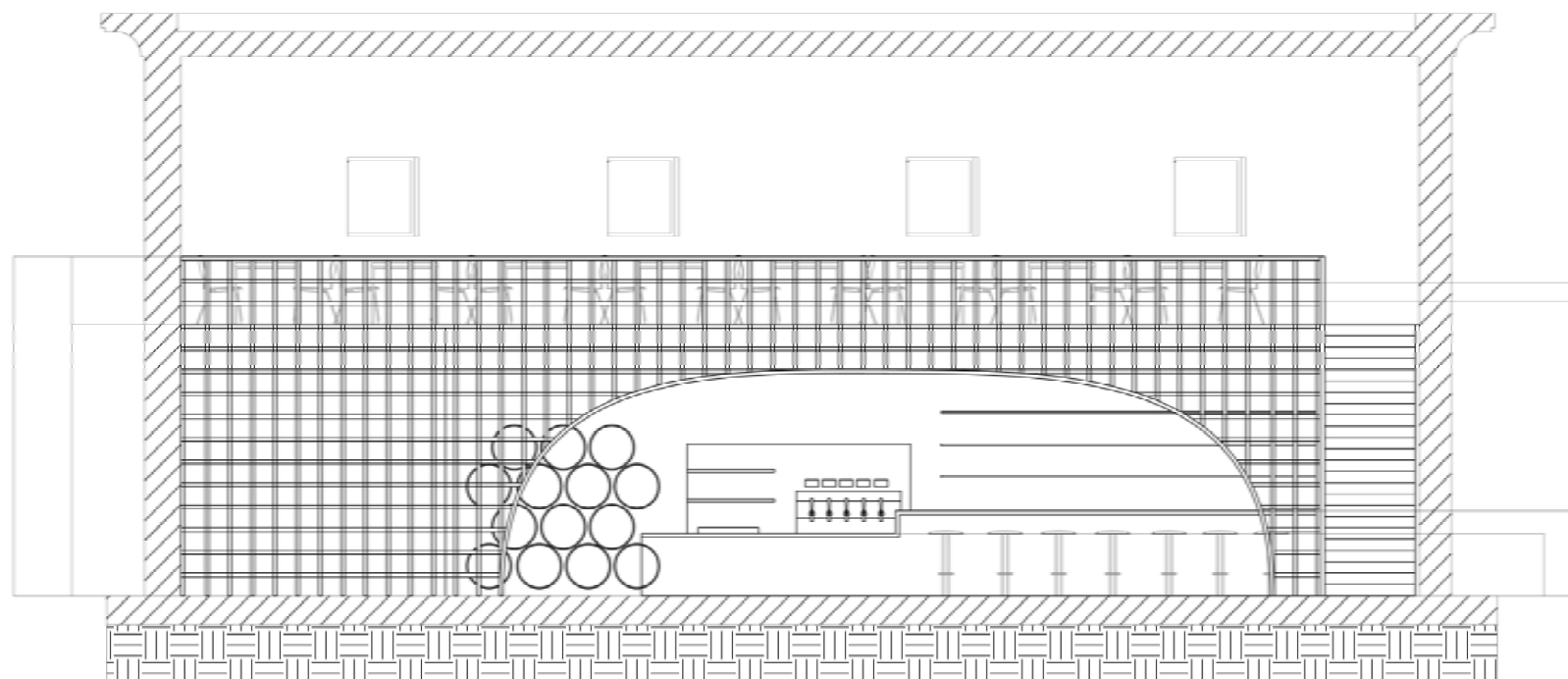


WINE TASTING VENUE FINAL FLOOR PLAN - FLOOR 1

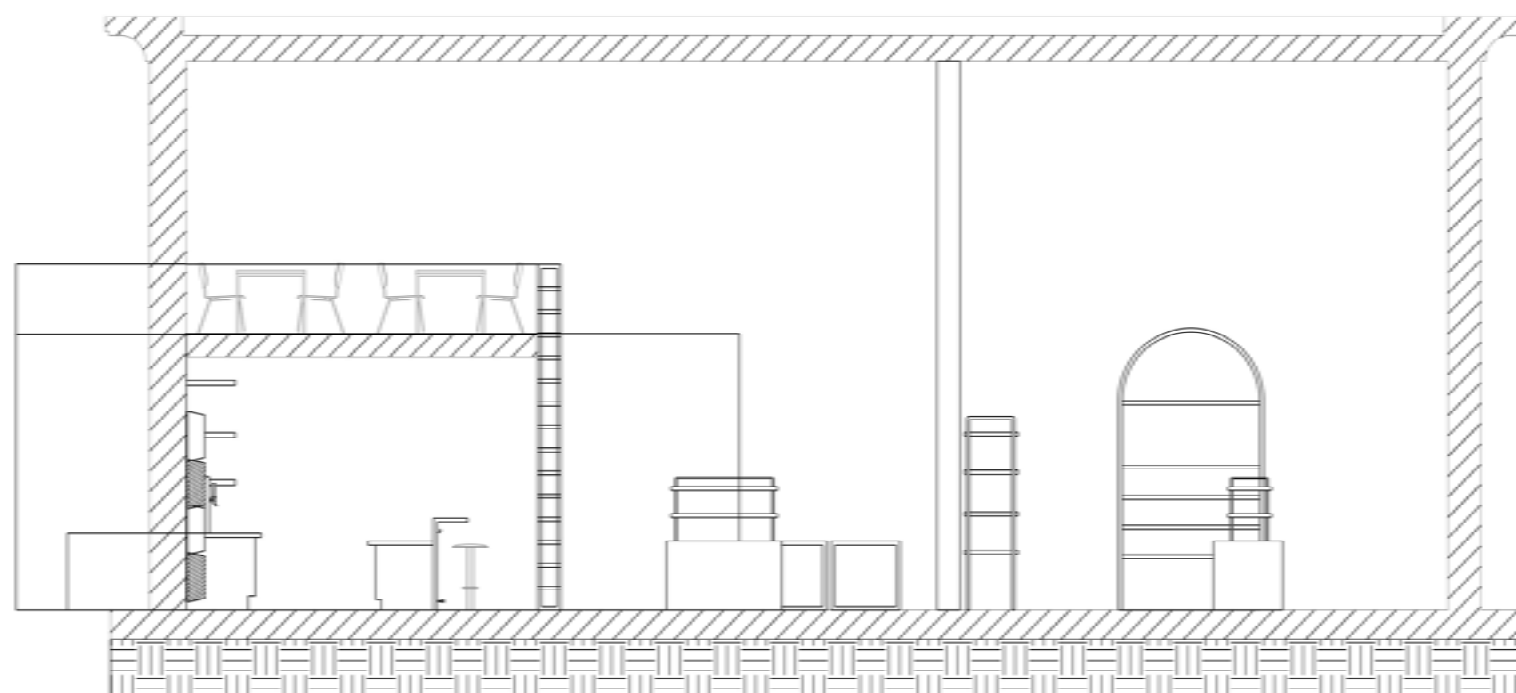
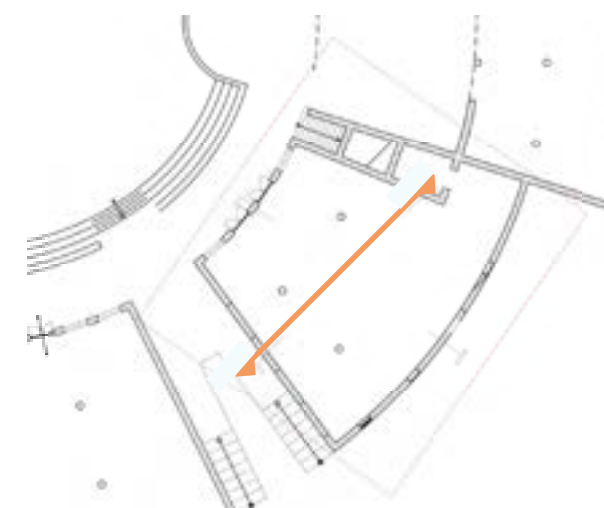
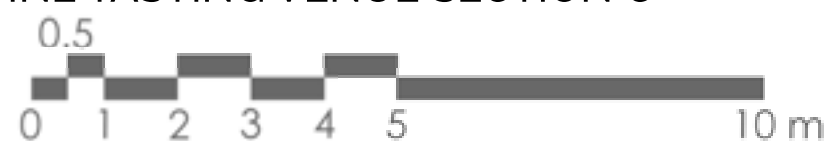




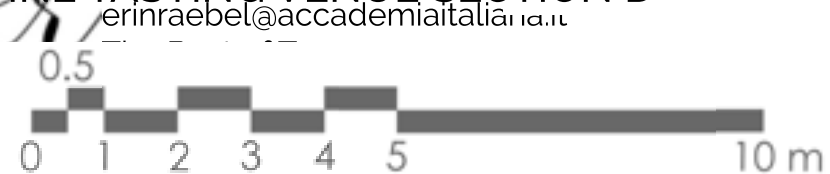
WINE TASTING VENUE RENDERED FLOOR PLAN - FLOOR 1



WINE TASTING VENUE SECTION C



WINE TASTING VENUE SECTION D

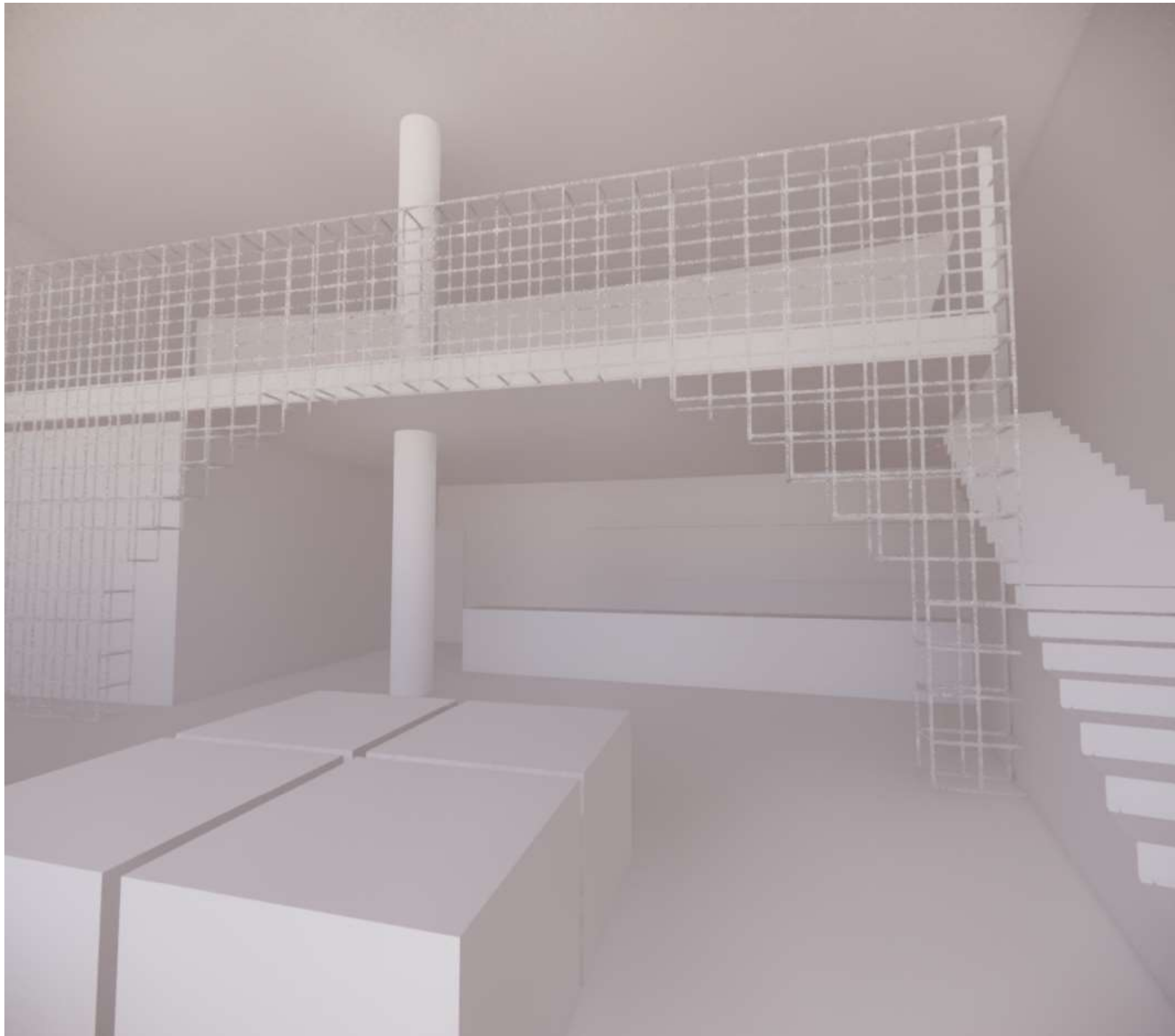




WINE TASTING VENUE SECTION C - RENDERED



WINE TASTING VENUE SECTION D - RENDERED

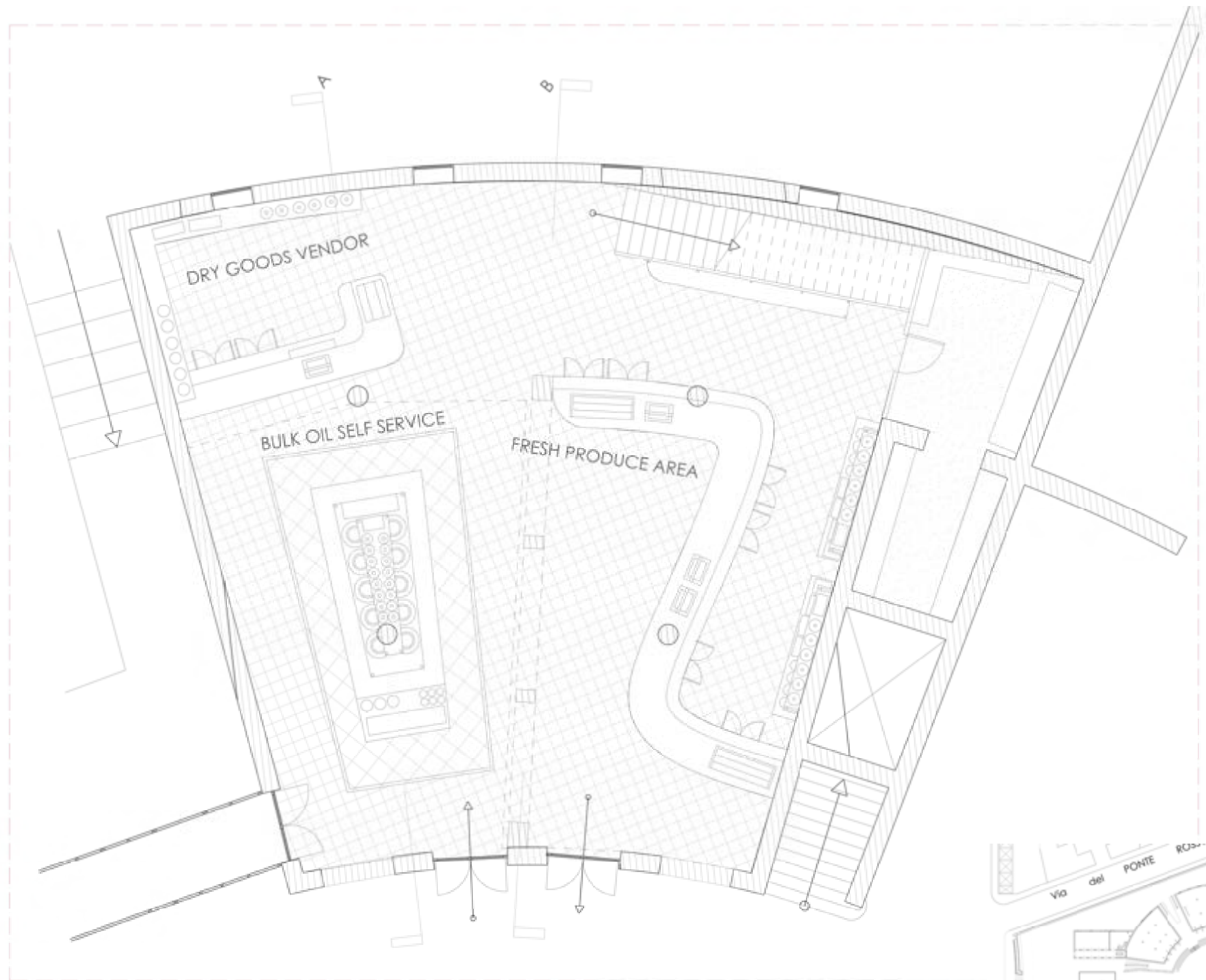




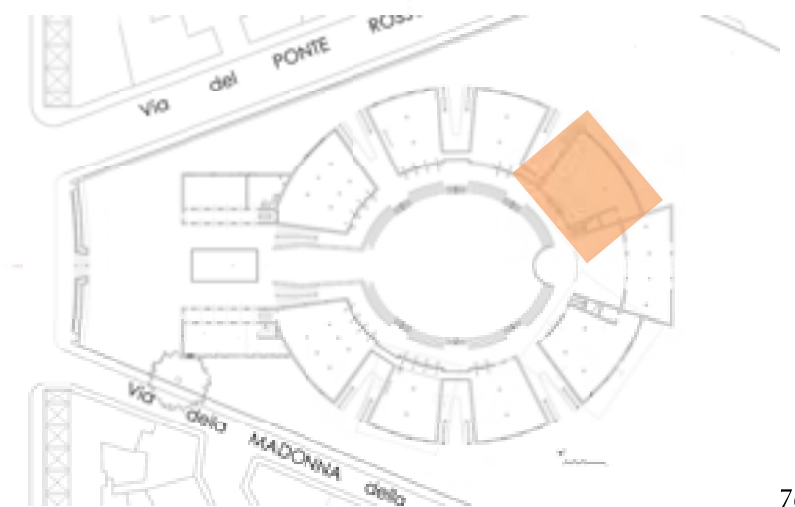
FRESH OIL VENUE

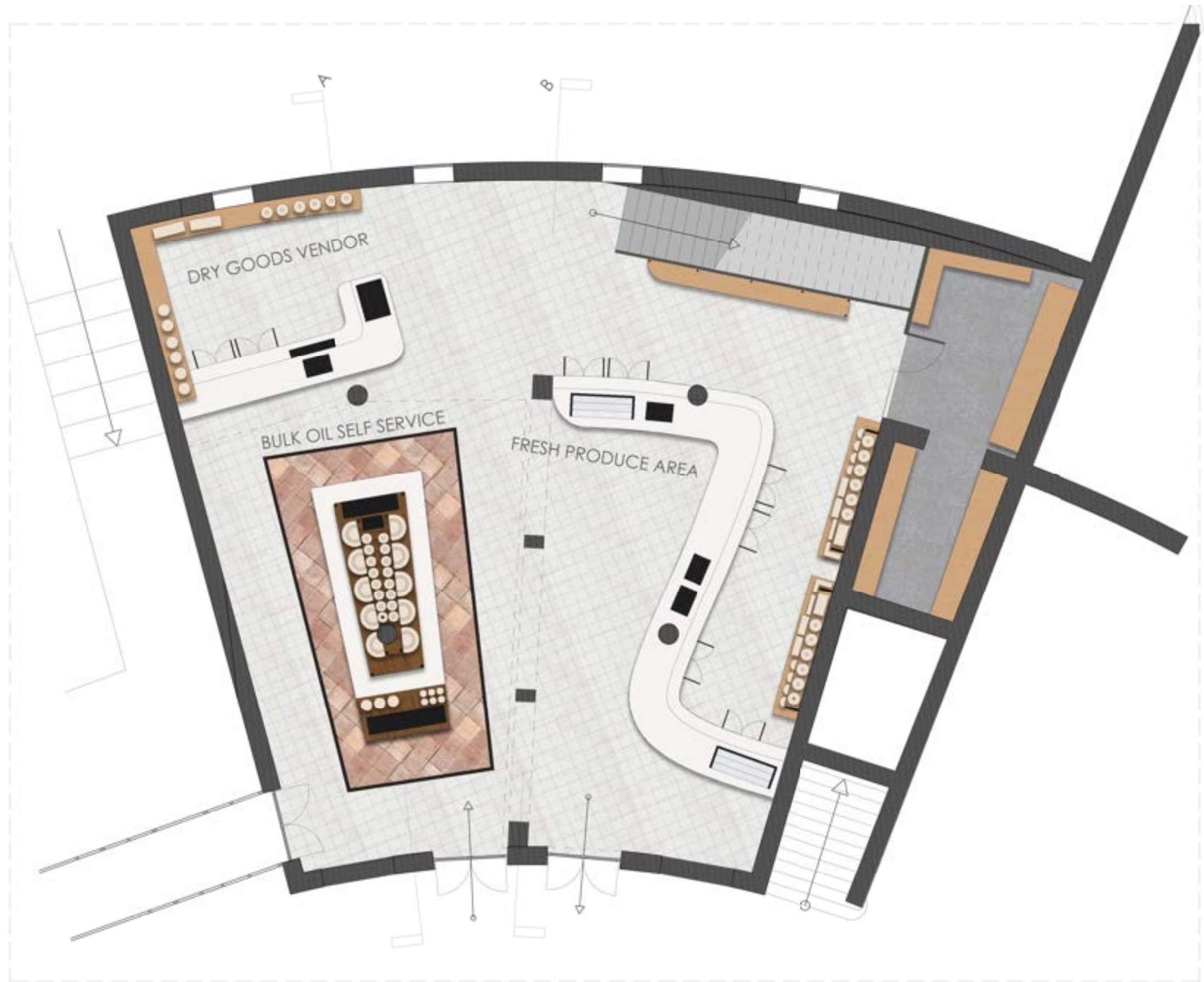
*"Tuscany is the ultimate canvas,
painted with the hues
and history of culture."*

- Leonardo da Vinci

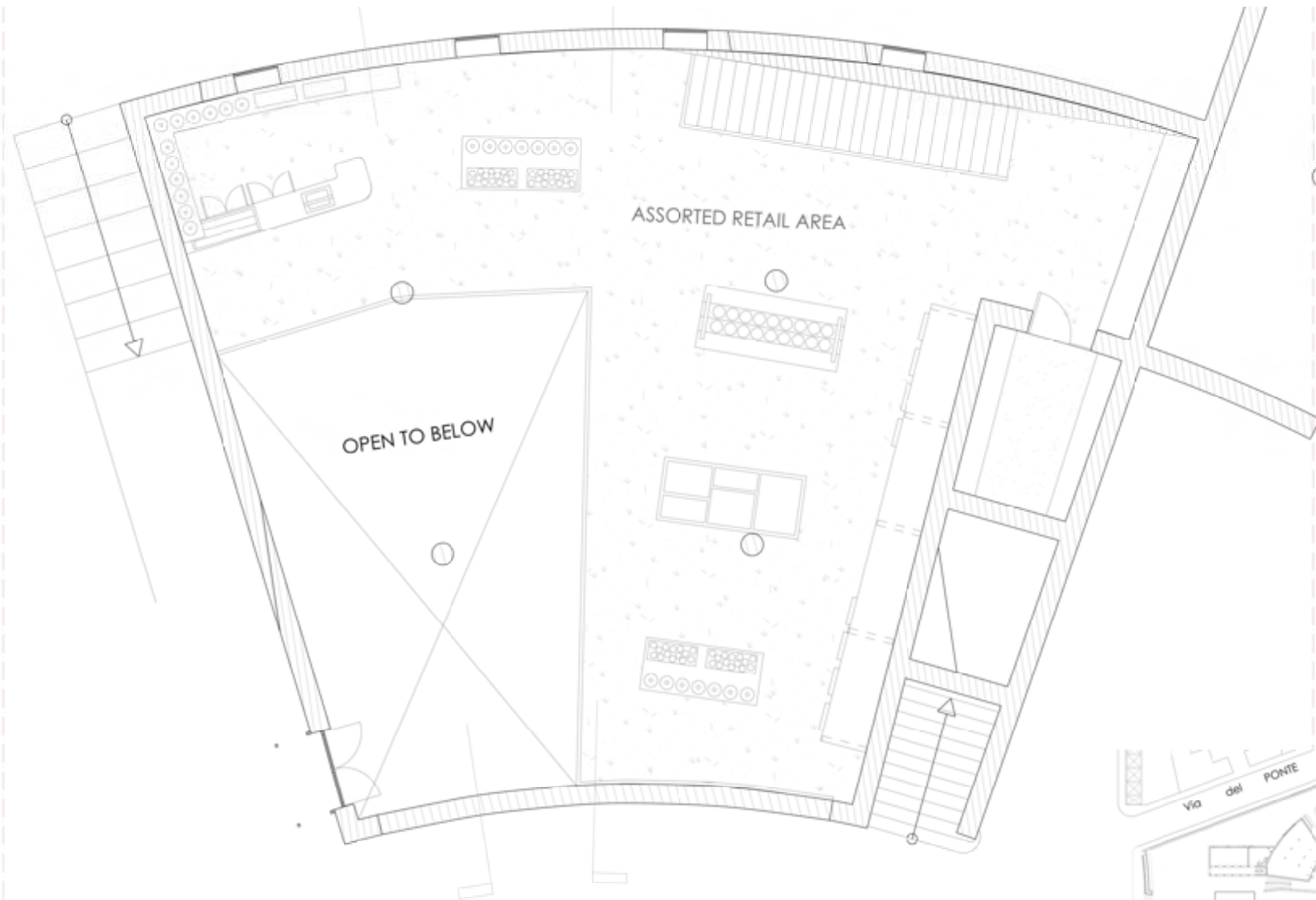


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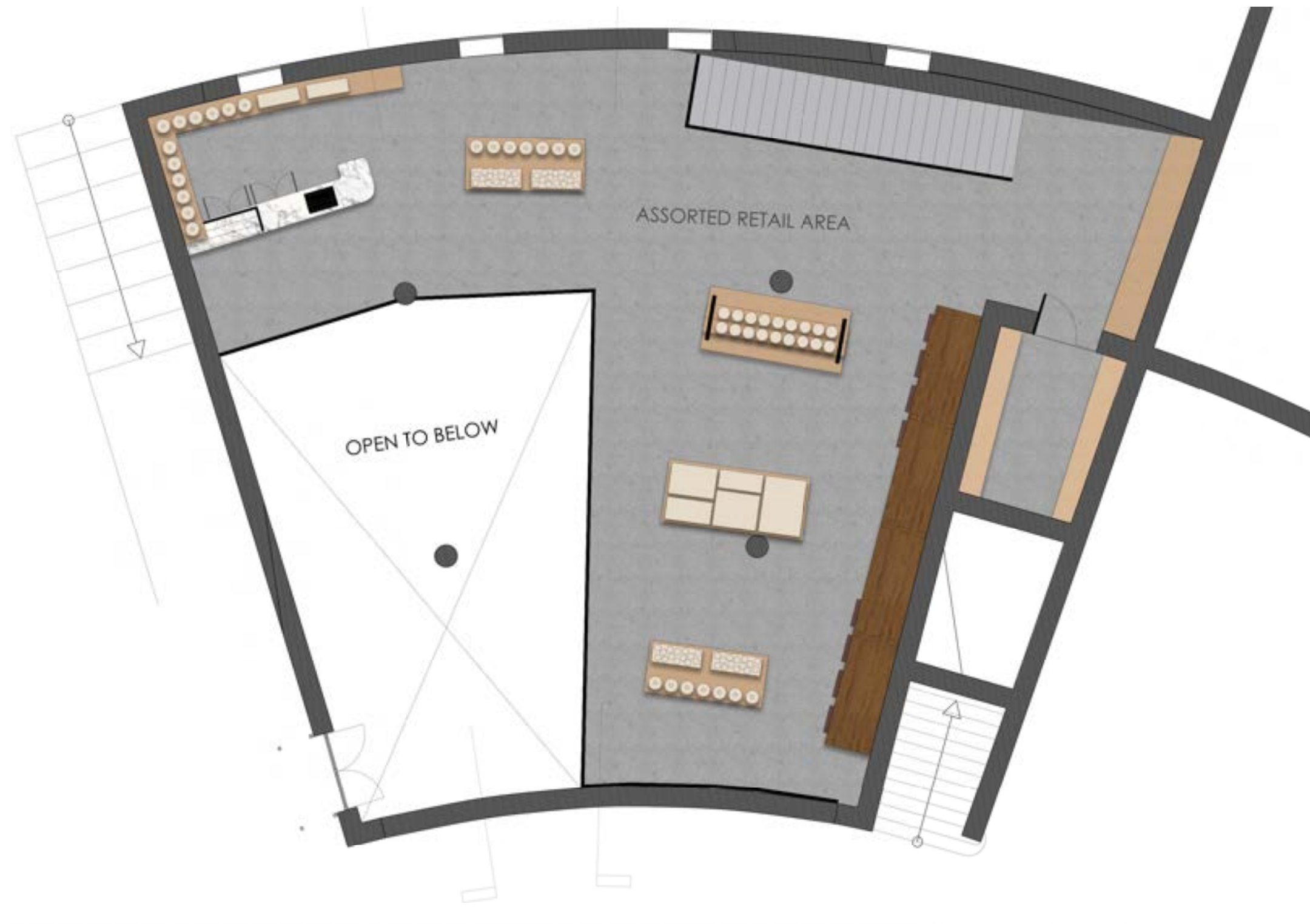


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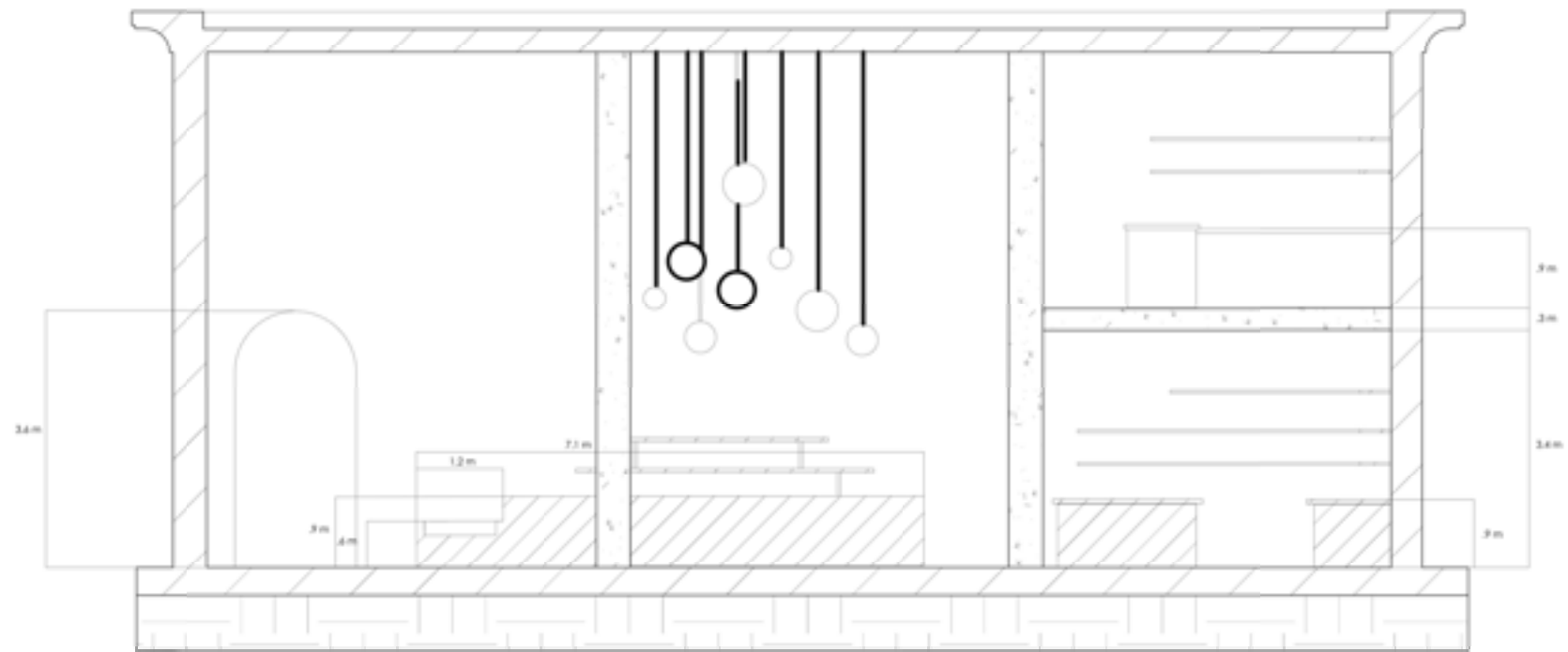


FRESH OIL VENUE FINAL FLOOR PLAN - FLOOR 1

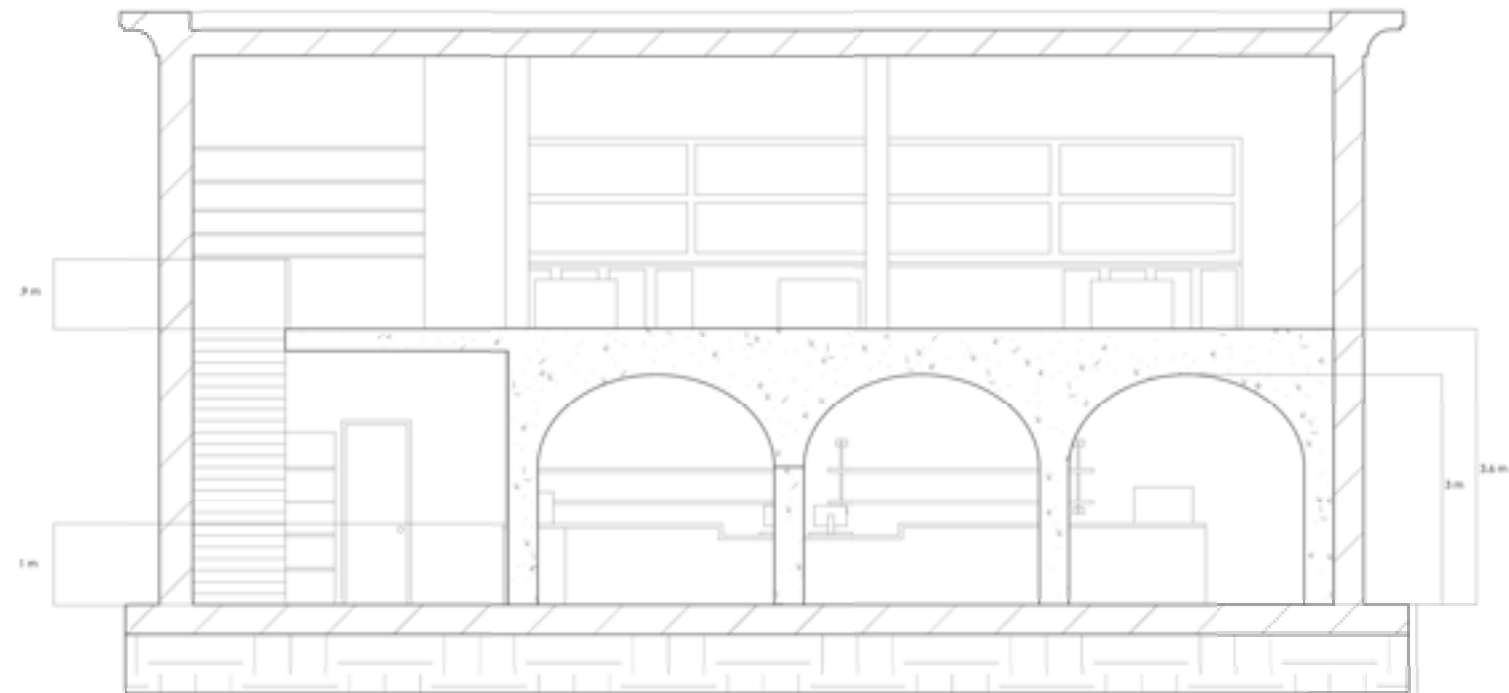
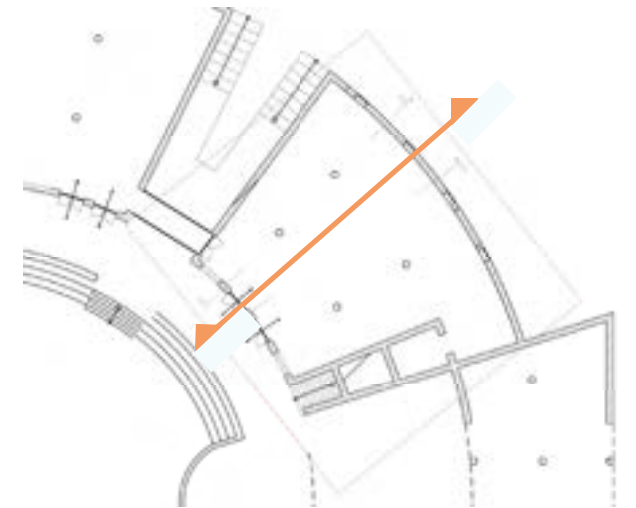




FRESH OIL VENUE RENDERED FLOOR PLAN - FLOOR 1



FRESH OIL VENUE SECTION A



FRESH OIL VENUE SECTION B

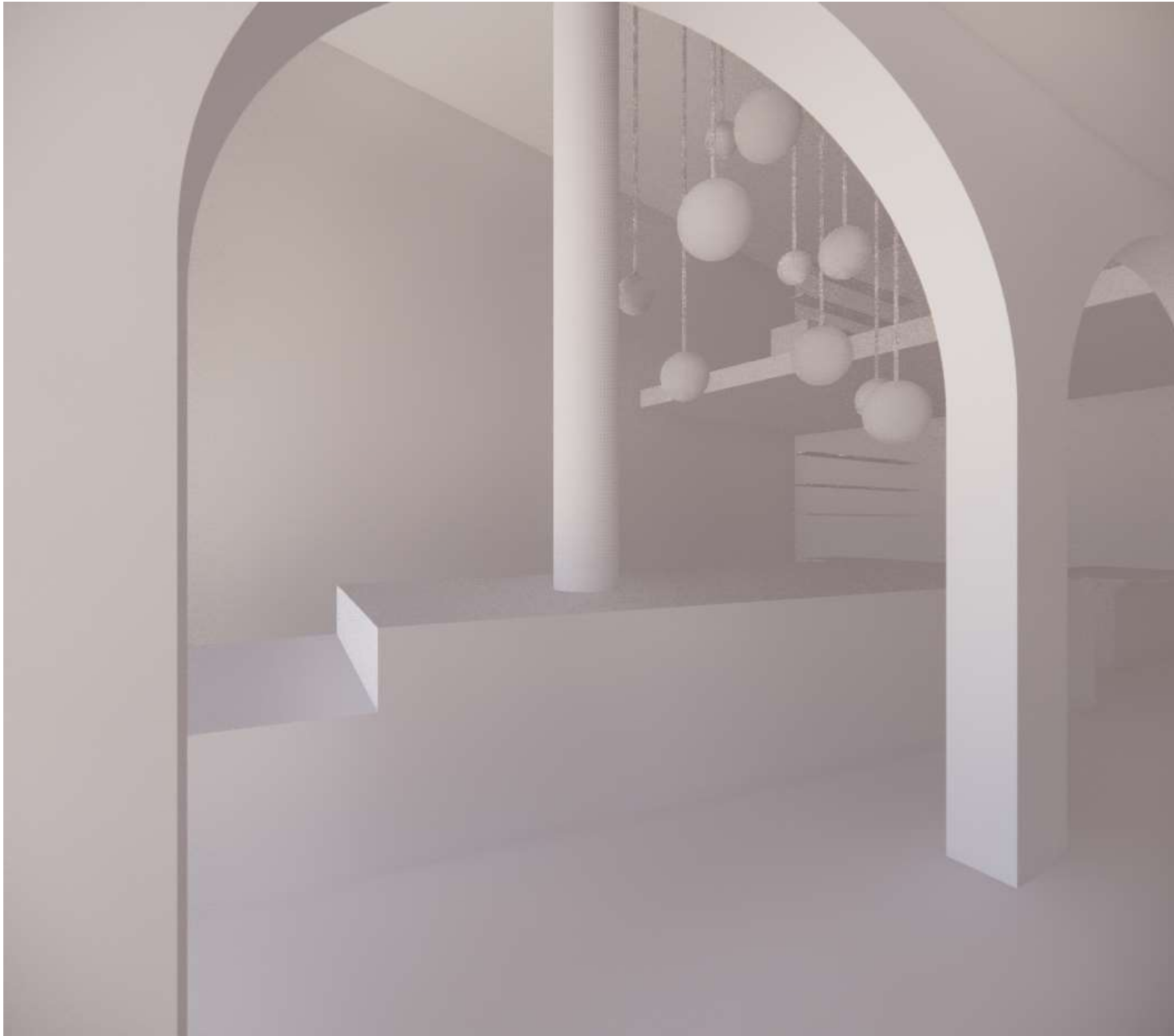




FRESH OIL VENUE SECTION A - RENDERED



FRESH OIL VENUE SECTION B - RENDERED



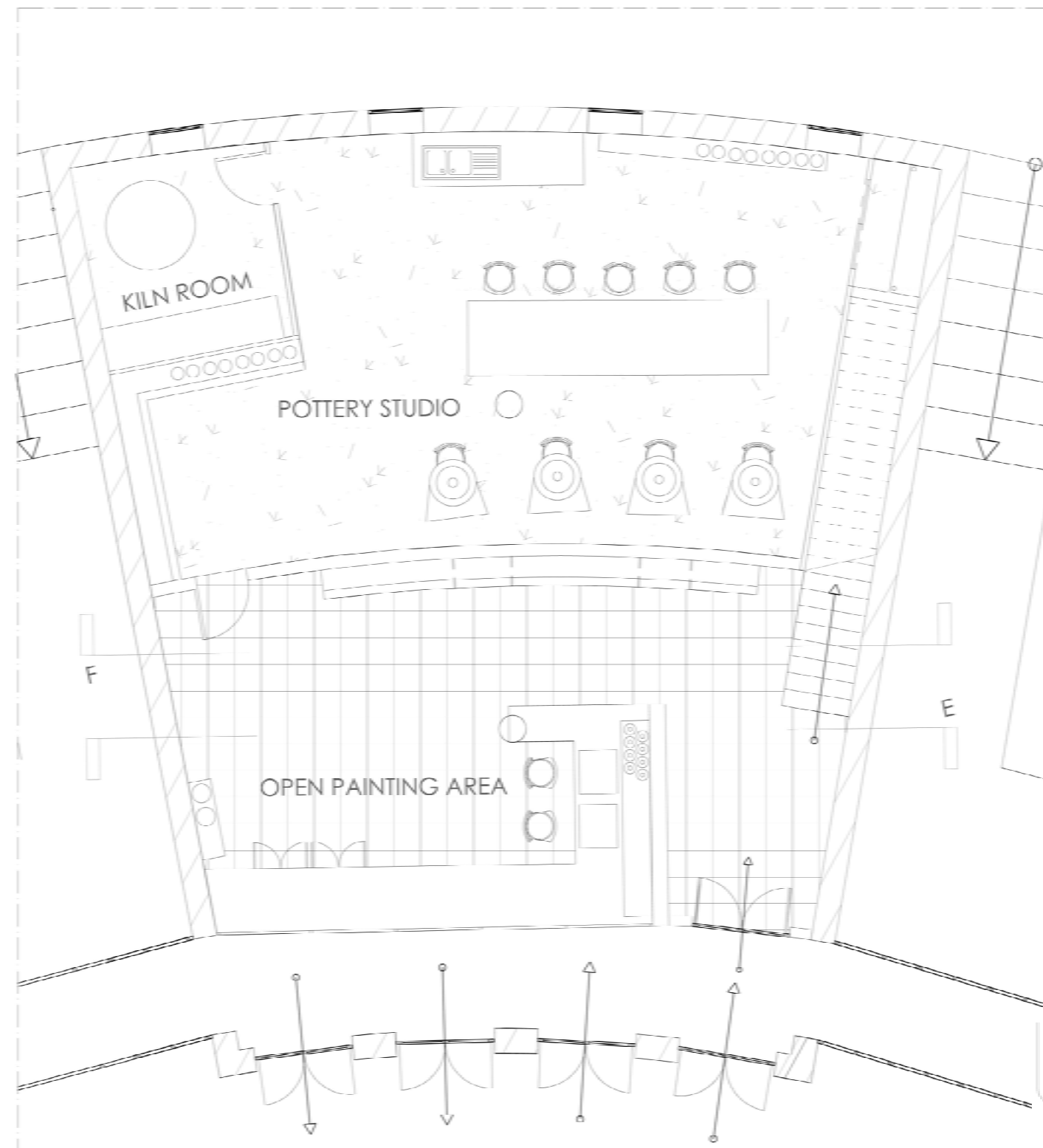




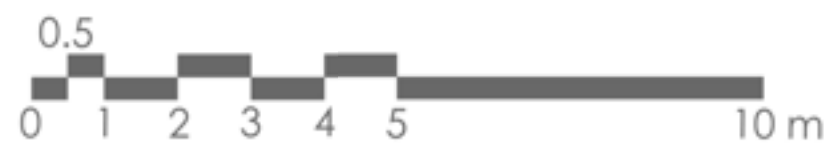
CERAMIC ART LAB

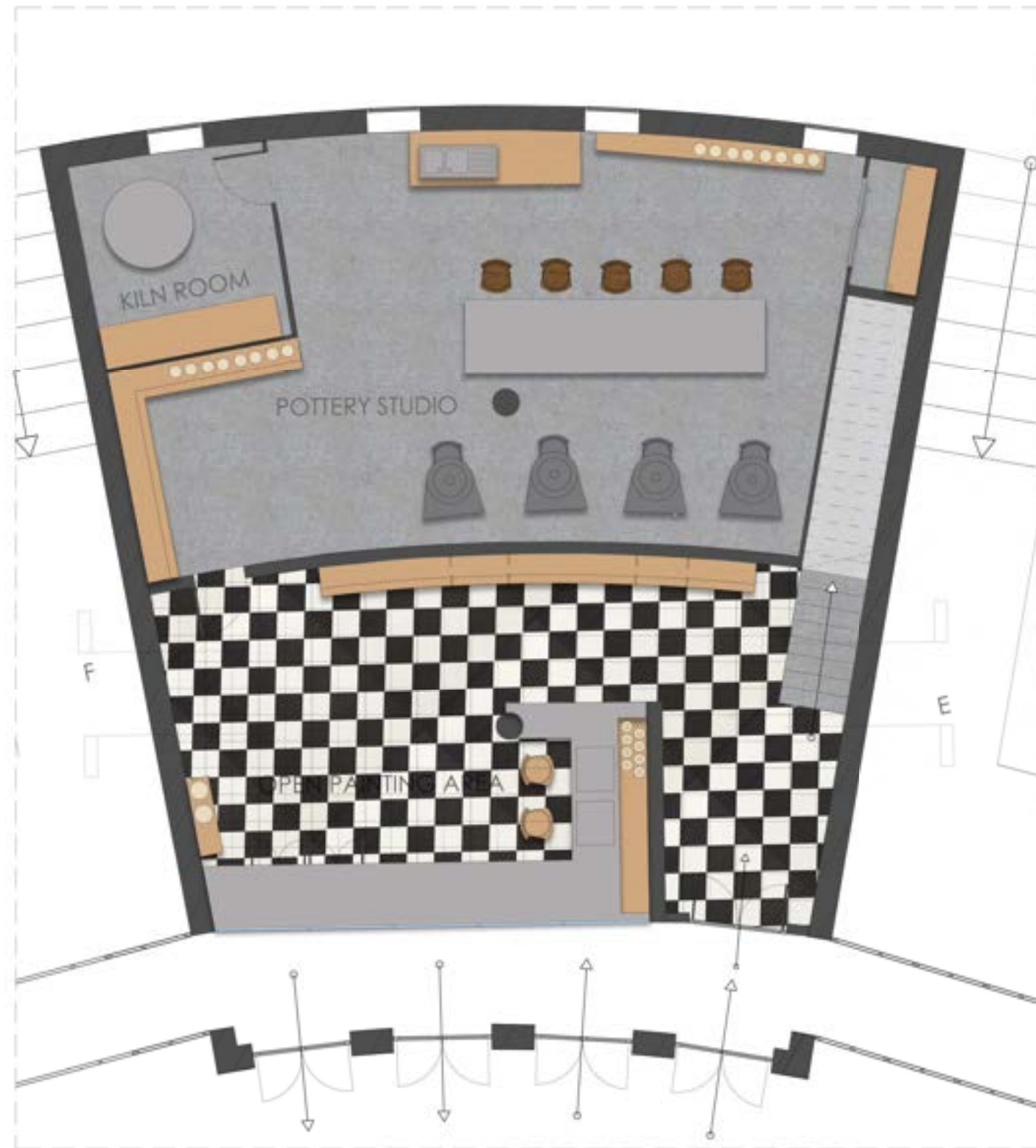
*"Italian culture is so deeply
soaked in an appreciation of
the good things in life."*

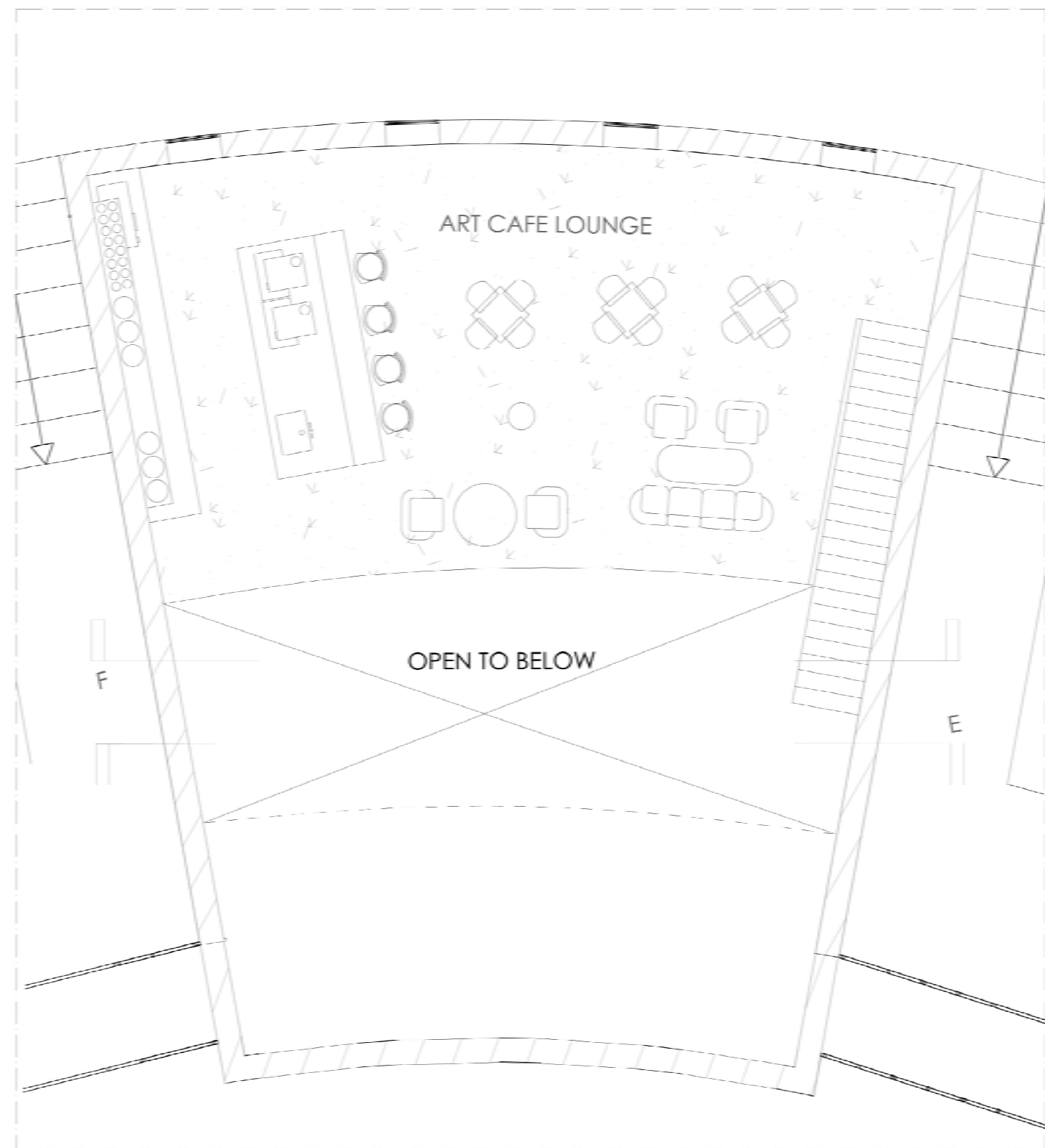
- Mariska Hargitay



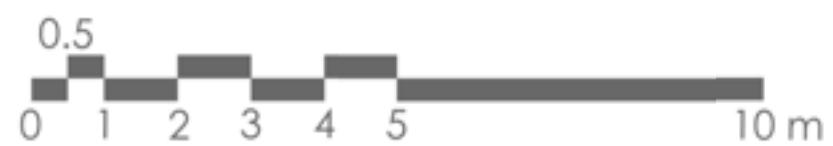
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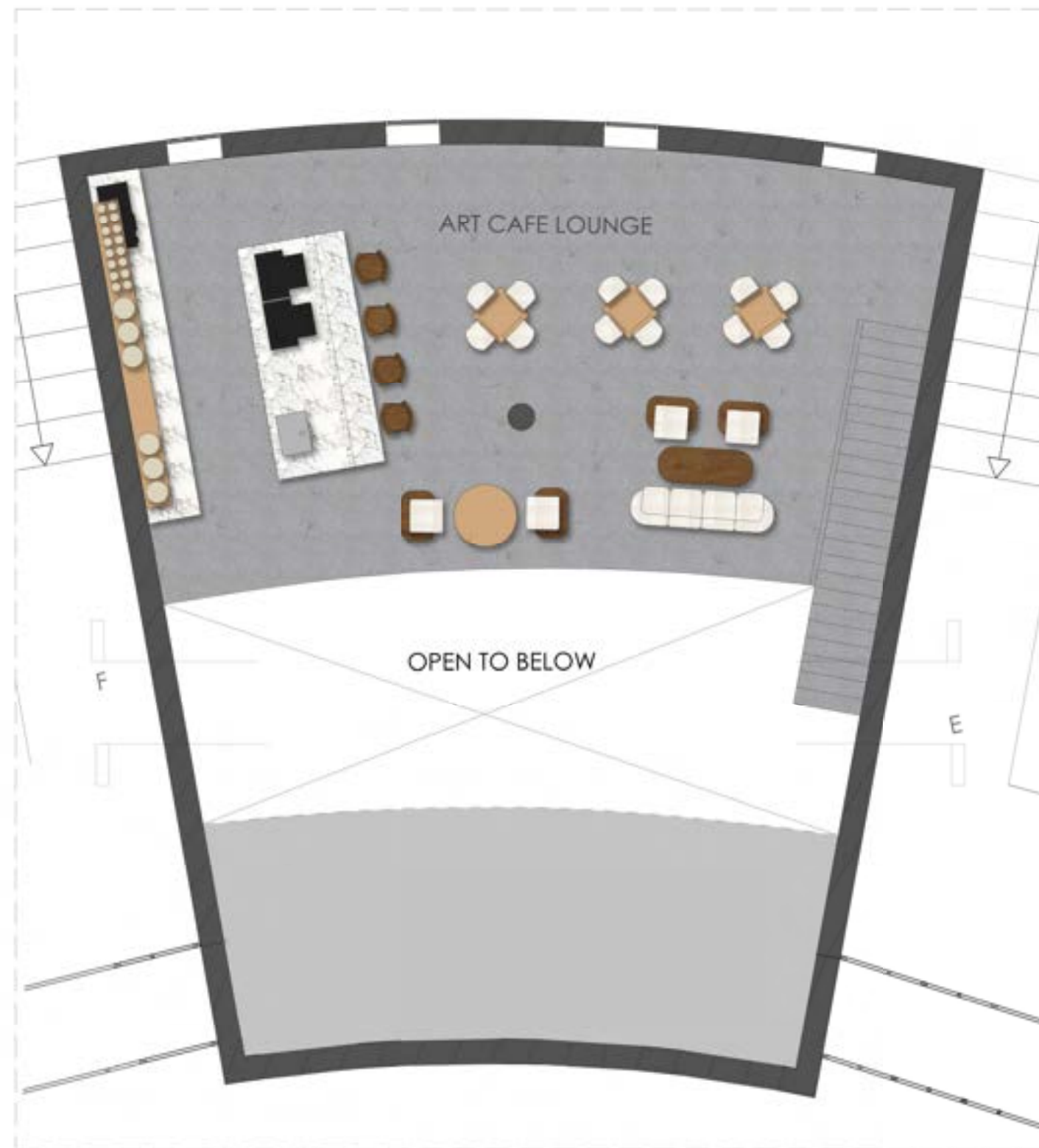






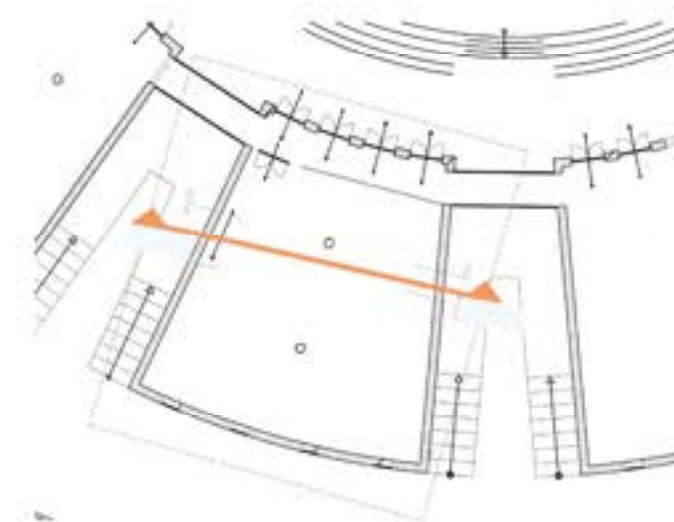
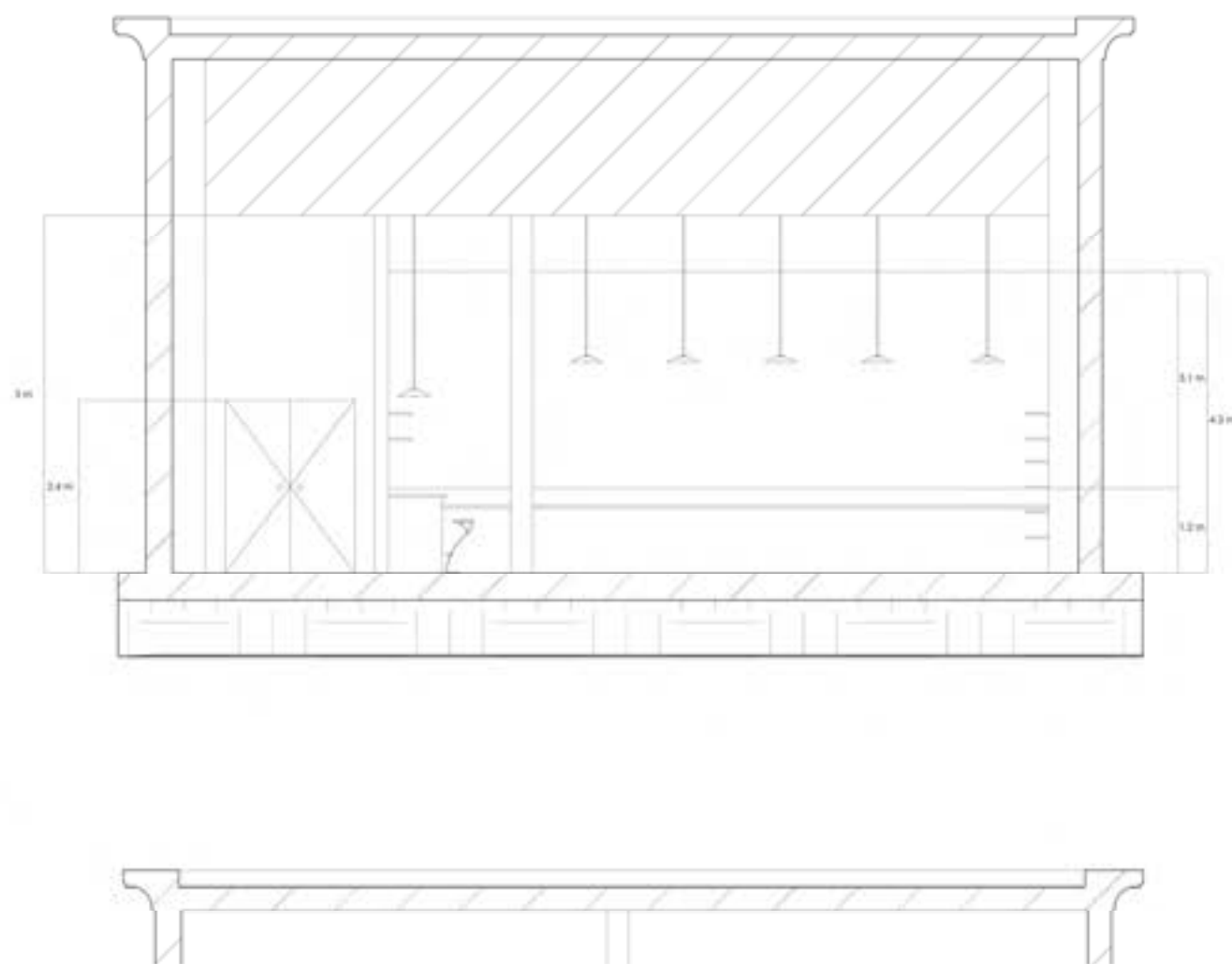
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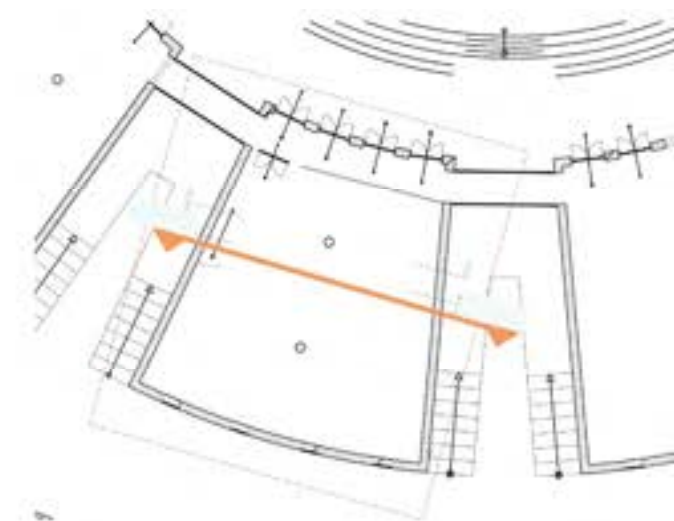


FRESH OIL VENUE FINAL FLOOR PLAN RENDERED - FLOOR 1

CERAMIC ART LAB SECTION E



CERAMIC ART LAB SECTION F



CERAMIC ART LAB SECTION E RENDER



CERAMIC ART LAB SECTION F RENDER







CHAPTER FIVE

CONCLUSION

The function of this project is to take an existing space in central Florence and turn it into a space that is more comfortable for the general public to exist in on a more daily basis by bringing in heavy influence from products and materials produced in the Tuscan Region: wine, oil, and ceramics. To do this, the main design driver used to influence the aesthetics and design choices was to celebrate the local and hand-crafted materials from Florence - to do this the use of raw materials (like existing cement columns, raw brick, ceramic tiles, and reused wood found in the production of wine and olive oil in spaces and local vendors for said materials was quite important.

Other important aspect of this project's design was to see the influence of each space flow into one another. For this, the separations in program are brought together by the glass partitions between venues. This is seen between the plant nursery, cafe bar, and fresh bulk grocery spaces, as well as between the rotating art vendor retail, ceramics lab, and history museum/art gallery. Besides these spaces, we can also find a community center and wine tasting venue to wrap up the project space in the Parterre.

CATALOGUE - VINO

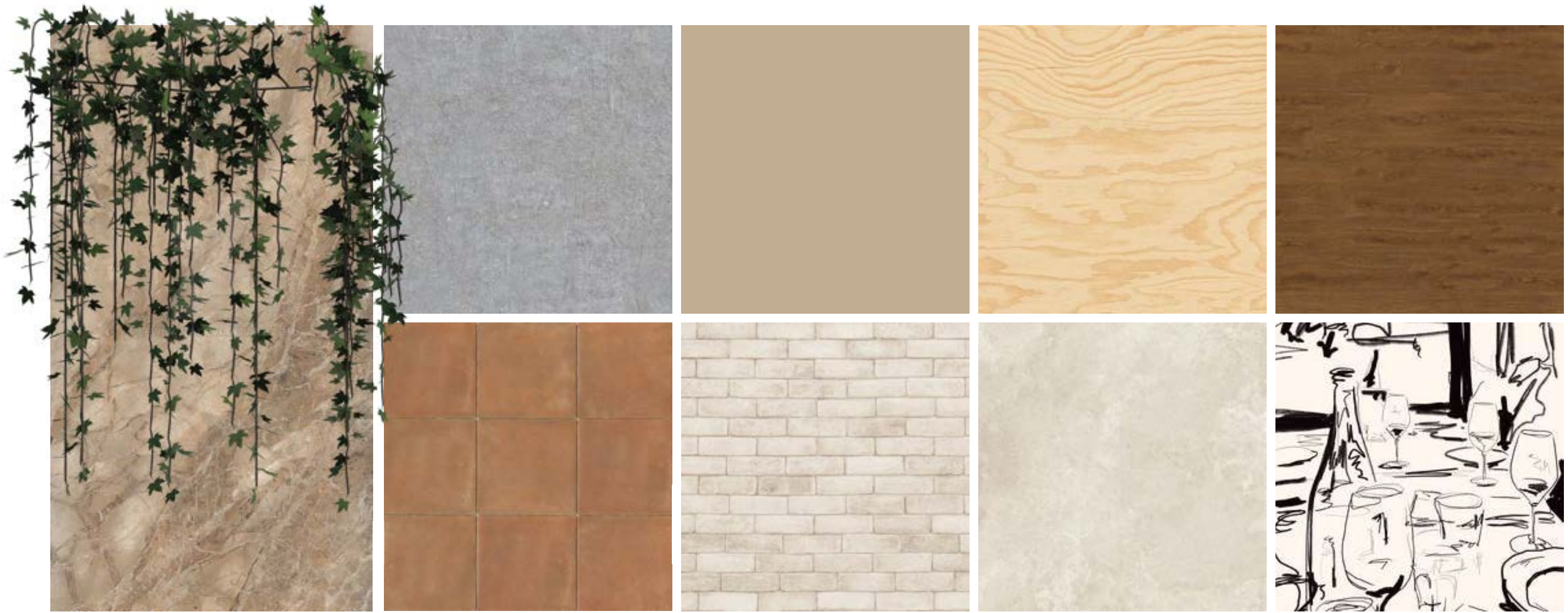


RECYCLED WINE BOXES .1

BARSTOOL AT WINE TASTING .2

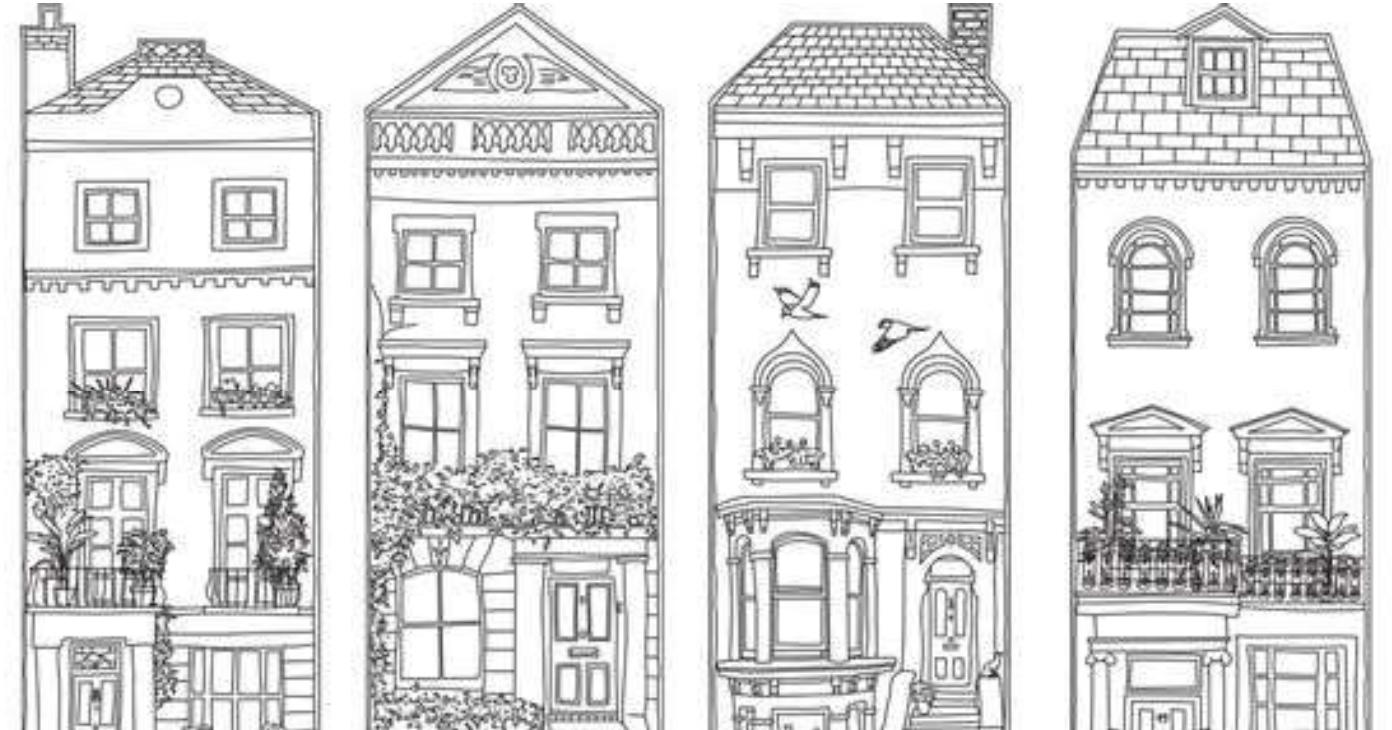
DINING CHAIR - ALLMODERN .3

TEAK WOOD DINING TABLE - ALLMODERN .4



1. BAR COUNTER & FRONT MARBLE
2. EXISTING CEMENT
3. SHERWIN WILLIAMS PNT 2298
4. RECYCLED PLYWOOD
5. RECYLCED WALNUT WOOD
6. CLAY TERRACOTA FLOOR TILES
7. EXISTING BRICK
8. PLASTER TREATED WALL DECOR
- 9 WINE TASTING MURAL

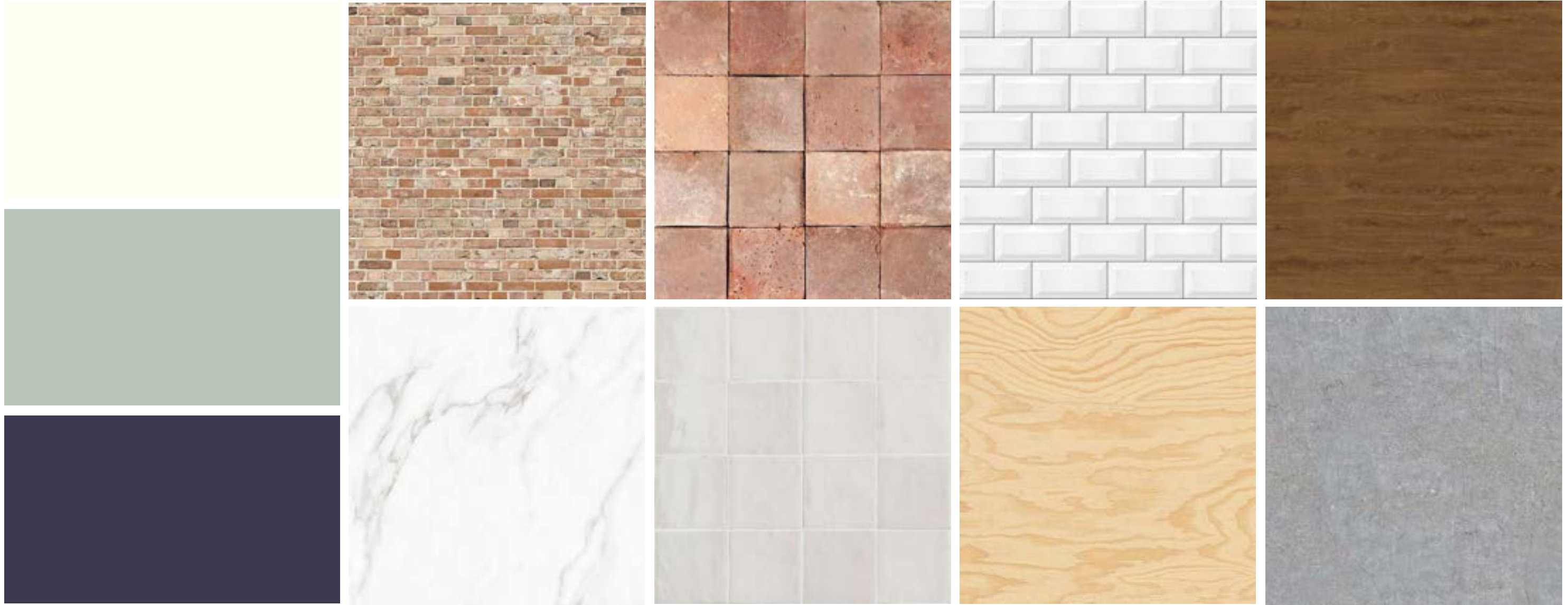
CATALOGUE - OIL



BOLA SPHERE CHANDELIER - 2MODERN .1

CUSTOM INSTALLED WOOD AND IRON SHELIVING .2

LARGE SCALE LINEWORK MURAL .3



1. SHERWIN WILLIAMS PNT 4462
2. SHERWIN WILLIAMS PNT 4891
3. SHERWIN WILLIAMS PNT 2665
4. EXISTING BRICK
5. CERAMIC SQUARE RUSTIC TILES
6. WHITE SUBWAY TILES
7. RECYCLED WALNUT
8. CARRARA WHITE MARBLE COUNTERTOPS
9. CERAMIC SQUARE WHITE TILES
10. RECYCLED PLYWOOD
11. EXISTING CEMENT

CATALOGUE - CERAMICA



- WORKSPACE BARSTOOL - PERIGOLD .1
- CERAMIC INSPIRED PENDANT - LIGHTOLOGY .2
- LOFT LOUNGE BARSTOOL - OLD BONES .3
- DINING CHAIR - WOODFURNITURE .4
- DINING TABLE - PAYNES GRAY .5
- CERAMIC KILN .6
- COFFEE TABLE - GREENHOUSE HOME .7
- COFFEE TABLE - 2MODERN .8
- LOUNGE CHAIR - INDUSTRY WEST .9



1. CERAMIC TILE STAIR RUNNERS
2. CERAMIC TILE FLOORING
3. STOREFRONT GLASS
4. EXISTING CEMENT
5. WHITE MARBLE
6. WHITEBOARD PAINT
7. CERAMIC ART INSTALLATION
8. SHERWIN WILLIAMS 1079
9. REUSED PLYWOOD

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IMAGE INDEX

CHAPTER ONE

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CHAPTER TWO

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Erin Raebel

Architettura degli interni III
5° Semestre
A. A. 2023/2024

Project: Tuscan Revival
The design intervention will take into consideration the
PARTERRE area overlooking Piazza Liberta in Florence.
The subject: OIL, WINE, and CERAMICS - Tuscan Excellence
Professor: Arch. Vincenzo Rocco Margin