



Architectural competition  
for the renovation of the  
Beaucastel winery

# COMPETITION BRIEF

[beaucastel.bam.archi](http://beaucastel.bam.archi)

# GENERAL INFORMATION

## PURPOSE OF THE COMPETITION :

Beaucastel winery extension and renovation project.

## PROGRAM AREAS :

Approximately 2 500 m<sup>2</sup> to be demolished, **4 000 m<sup>2</sup> to be created** and **1 000 m<sup>2</sup> to be renovated** (floor surface area). These surface areas may vary depending on proposals.

## TERMS OF PARTICIPATION :

Teams selected on the basis of their application : **between 6 and 10 teams allowed to compete.**  
Finalists selected on the basis of their project intentions : **between 3 and 6 finalist teams.**

## SCHEDULE :

Application deadline : **12 March** 2018  
Announcement of the teams allowed to compete : **6 April** 2018  
Presentation of project intentions : **3 May** 2018  
Project submission deadline : **26 June** 2018  
Presentation of projects by the competitors : **05 & 06 July** 2018

## REGISTRATION FEES :

**Free of charge until 28 February 2018**  
From 1 to 12 March 2018, late registration fees shall amount to EUR 80 excl. tax.

## ALLOWANCE TO THE TEAMS ADMITTED TO COMPETE :

Teams allowed to compete : EUR **2 000** excl. tax. per team.  
Finalist teams : additional EUR **10 000** excl. tax. per team.

## BUILDING COST AND ARCHITECT'S FEES:

Estimated budget for works : between 8 and 10 million € excl tax.  
Forecast architect's fees : 7,5% of the amount of the works (excluding technical consultants).  
Full service + design/choice of the furniture + landscaping + signing

## JURY :

Perrin Family  
Alain Rey, *LCV*  
Alain Anselme, economist, [R2M](#)

## COMPETITION WEBSITE :

<https://en.beaucastel.bam.archi/>

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# 01. INTRODUCTION





## Framework and purpose of the competition

A few kilometres at the South East of Orange, in the municipality of Courthézon, the *Château de Beaucastel* vineyard spreads over 130 hectares. The vineyard, where legendary wines are produced, is the jewel of the *Perrin Family*, already famous among wine lovers in France and worldwide.

The castle has kept extending since the mansion was built by *Pierre de Beaucastel* at the heart of the estate, in the XVIIth century. Various extensions were made in order to suit the owners' needs along time until the castle got its actual shape. This composite assembly includes buildings whose architectural quality is not always consistent with that of the wines stored therein.

Considering this situation, the *Perrin Family*, motivated by a need for space linked with the development of their business, wishes to take advantage

of this need to extend the estate in order to consider an overall renovation project.

This architectural competition is organised in order to entrust the *Château de Beaucastel* renovation project to an architecture firm chosen not due to its reputation but for the quality of its proposal.

Therefore, this competition is not a simple occasion of imagining a new extension for *Beaucastel* winery. It is mainly an opportunity for immersion into the *Perrin* family's world, to understand their values and work methods in which relationship with the country is of utmost importance. The competition aims at designing a project embodying these values, whilst offering smart solutions with regard to site-specific difficulties and programme requirements.

# 02. EXPECTATIONS





### Philosophy of the Perrin Family

As pioneers in their innovative approach of organic agriculture as from 1950 and biodynamic agriculture in 1974, the Perrin family is deeply convinced that tasteful grapes are necessary to produce expressive wine. Grapes should reveal the quintessence of their aromas and the prestige of their origins. At Château de Beaucastel, the vineyard is enhanced in its own sphere, i.e. earth, animals and the celestial bodies by which the earth is influenced. Bees, birds, cicadas and ladybirds live in harmony in the heart of the vineyard. Every day, on each plot, work consists in stimulating the plant's physiology and natural resistance within a unique ecosystem, preserved with passion.

Respecting the country means respecting the soil and environment but also the history of the estate : seeking genuineness and singularity, in order to transmit and perpetuate it whilst revealing all the treasures of Château de Beaucastel.

The Perrins are essentially a family of grape growers who love their land and Beaucastel is mainly a workplace. They are building a sustainable future for Beaucastel, as a grateful tribute to their ancestors' audaciousness and dedication which resulted in the development of the estate.

At Beaucastel, every single oenologist belongs to the Perrin family. The family's art of blending and unique know-how are transmitted throughout generations. The nine relatives are involved in maintaining the reputation of Beaucastel wines, and each one's work is driven by a constant quest for perfection. Their main strength lies in their ability to combine each member's skills to maintain their vineyard under the aegis of common values: country respect and enhancement, search for know-how excellence, and discrete elegance





## Challenges of the architectural and landscape project

One of the major challenges of the architectural project is to embody the Perrin family's values in Beaucastel so that they are understood by visitors and an everyday concern for people who work there.

These values are already expressed in the wines produced at Beaucastel but the aim is to make the architecture of the "Perrin family's jewel" consistent with its product.

### ASSERTING BEAUCASTEL'S IDENTITY

The richness of Beaucastel's identity results from the combination of strong values but family spirit prevails.

Firstly, this spirit is expressed not only in Beaucastel's history and legacy, but also in the innovative and daring temper which has been the Perrin family's strength since 1909. Therefore, the project should make the estate sustainable. It should embody the family's innovative spirit whilst enhancing the legacy transmitted by the previous generations.

The wine from Château de Beaucastel is now a luxury product, but this status is only due to its quality which mainly results from the richness of the country where it has been created and the constant search for excellence which has driven the Perrin Family for five generations. Although one of the challenges is to make the architecture of the estate consistent with the image of luxury conveyed by its product, including through the search for architectural quality visible even in details, the Perrin Family members want to assert their agricultural nature, as grape growers who love their land.

## RESPECTING THE ENVIRONMENT AND BIODIVERSITY

The relationship between the Perrin family and Beaucastel's natural environment is essential in the production of their wines. Preserving biodiversity, respecting live beings and natural cycles are the core of their philosophy.

The project shall allow the collection and storage of rainwater in order to have a water reserve dedicated to vineyard treatment. Furthermore, the energy deployed to maintain the temperature of the wine storehouse between 12 and 14° is significant. Designing buried or semi-buried buildings, implementing bioclimatic principles and integrating energy-producing or saving systems are strongly recommended.

At Beaucastel, vineyards have been cultivated according to biodynamic agriculture for more than 40 years (the applicants are obviously invited to get informed on the basic principles of biodynamics). Significant importance is granted to preserving biotopes and biodiversity, particularly as regards birds and insects, but also and especially [underground life and soil microbiology](#) which play a significant part in the quality of the country. Yet, this specific philosophy – fauna and flora enhancement and respect – is hardly understood by visitors because it is seldom or even not enhanced during visits. Therefore, the Perrin Family intends to embody this philosophy through an architectural project which should be deeply innovative in bioclimatic and environmental terms, or even in terms of biodiversity preservation.



*“One of Jacques Perrin’s greatest contributions was his decision to opt for organic agriculture in a period when most other estates used pesticides. He went in the opposite direction because he had the intuition that using pesticides was not a good thing, and he was right. He was a visionary. Did he know that he was right? He would just act as he felt like, in the way he considered as the right way and he resulted to be right... 20 or 30 years before everybody else.”* Perrin Family

Throughout this competition, the 5th generation of the Perrin Family also wants to anticipate the future of wine, at the crossroads between agriculture and culture. As a tribute to their ancestors, they would like to make the Beaucastel estate a reference for wine-producing architecture and wine in general, for the future decades.

### **ENHANCING THE COUNTRY AND KNOW-HOW**

The harmonious integration of the new buildings in their context and the enhancement of the existing buildings are essential criteria for the Perrin Family.

They do not expect a demonstrative or exuberant architecture. They are fonder of Burgundy style and they want an elegant, contextual and consensual project.

Their respect for the country also implies considering traditional building methods, using regional or country-produced materials is recommended. Respect for manual work and know-how enhancement form an integral part of the Perrin Family’s philosophy, which grants importance to the presence of craftsmen in the heart of the estate – an ironworker/blacksmith, a carpenter/cabinet maker, among other trades. This concern is also visible in the way they cultivate vineyards and sort grapes – only by hand.

Therefore, they consider the enhancement of craftsmen’s know-how through a building or architectural design which would smartly convey these considerations as interesting food for thought.

## MANAGING NUISANCE

The consistency between the architecture of Château de Beaucastel and the Perrin Family's values obviously implies a smart management of nuisance likely to affect the everyday life of people who work there and the visitors' experience.

The closeness of motorway A7 which runs less than 300 metres away from the estate, causes constant noise from the North, the North-East and the East. Attenuating the noise and visual nuisance due to motorway A7 is one of the major challenges of the competition. A new South-South-West orientation of the estate is considered by the Perrin Family, who consider constructing a building at the East of the estate, mainly in order to protect it from the motorway's nuisance.

Mistral blows approximately 120 days per year on the estate. Although its regularity is one of the reasons for the wines' quality, it may also affect workers' and visitors' comfort. This issue shall then be taken into account in the architectural project. Mistral will not be potential nuisance. On the contrary, it can be considered as an asset in terms of the buildings' environmental quality and the intensity of the visitor's experience.

## Visitor's path and experience

The closeness of the motorway and its nuisance are worsened by the current visitor's access configuration. The transition between the commercial area at motorway exit and the arrival in the estate is brutal, which significantly worsens the impression of being close to the motorway, intensified by the absence of vegetal concealment in the turn along motorway A7. The Perrin Family wants to redesign access ways to

the estate in order to extend the visitor's journey throughout the vineyard.

The aim is to give the visitor the impression of crossing a "vineyard sea" and eventually reaching the estate which protrudes just like an island. The roughness of the climate and the mineral, nearly moon-like aspect given by the rolled pebbles make the visit of Beaucastel a unique moment which should allow the visitor to imagine the everyday life of people who maintain each vine trunk carefully, day after day.

Each visit should be a unique moment remembered by the visitor due to its intensity. Visits are possible by appointment only, and the visitor receives personal attention. The frequency of visits is limited in order to preserve their exclusiveness. They are mainly intended for an informed public. Beaucastel should give the visitor the impression of being received in a familial and lively house and considered as a guest. Therefore, the reception areas should convey a warm, and familial but elegant atmosphere.

Visits always start in the vineyard and continue in the wine storehouse, which is a workplace and should appear as such. In an ideal configuration, the visit of the wine storehouse should allow visitors to follow the processing of the grapes, from the receiving of the harvested grapes to the bottle cellars. Some members of the family deem that entering Beaucastel cellars should give the impression of literally penetrating into the earth which feeds the vineyards and makes the wine's quality.

For more information:

[video interview](#)

# 03. CONTEXT



## History of Château de Beaucastel

The name: “Château de Beaucastel” comes from Pierre de Beaucastel who bought a “loft barn with its tenement containing 52 barrels, located at Coudoulet” in 1549. On that site, he had the mansion built, in which Beaucastel’s coat of arms whittled in stone is still visible, in a little living room with a French-style ceiling.

The history of the Perrin family became bound to that of Château de Beaucastel in 1909, when Pierre Tramier took over the estate, which had been devastated by phylloxera. He transmitted it his son in law, Pierre Perrin, a scientist who gave an impetus to Beaucastel. Jacques Perrin continued his father’s efforts until 1978 and gave this wine all its prestige.

Jacques Perrin’s sons, Jean-Pierre and François, took over this endeavour in a constant search for excellence and absolute respect for the land and country. Their children, Marc, Pierre, Thomas, Cécile, Charles, Matthieu and César, work alongside them. In their concern for the future, they have jointly decided to renovate Château de Beaucastel.

## Environment and climate

The Beaucastel estate spreads over 130 hectares, in the municipality of Courthézon, at the South East of Orange. It is divided into two trade names. The three quarters of the vineyard are dedicated to AOC Châteauneuf-du-Pape. They produce Château de Beaucastel, the most northern kind of “Châteauneuf-du-Pape” wine. The remaining quarter is dedicated to AOC Côtes-du-Rhône (Coudoulet de Beaucastel). Beaucastel

is the largest single-plot vineyard in the region. A few video films made by the Châteauneuf-du-Pape producers’ federation presents the specific features of [red clay](#) or [rolled pebble terraces](#), typical from Beaucastel country which has been shaped by the violence of the Rhône river. It is comprised of a bed of sea molasses (Miocene) covered with alpine diluvium. The significant amount of gravel evidences the time when the Rhône was a torrent which ripped fragments of rockery off the Alps mountain sides and deposited them in the plain. These pebbles form an integral part of the Beaucastel country’s identity.

This sector, which is whipped by mistral approximately 120 days per year, is one of the driest ones in the Rhône Valley, with 2,800 hours of sunshine per year and significant temperature differences. This territory is subjected to four climatic seasons: two dry seasons (a short one in winter, a very long and extreme one in summer with temperatures which can easily reach 34 to 38°C), two rainy seasons: autumn (heavy and rough rain) and in spring.

This Mediterranean climate is an exceptional asset for wine quality: mistral sanitises the vineyard, the seasonality of rainfalls is very regular, and temperatures are very hot in summer, thereby increasing the sugar content of grapes before grape harvest. Pebbles provide an essential contribution to the success of each vintage: they accumulate heat during the day and provide it to the vines at night by radiation on the one hand. They also protect the soil from evaporation, so that it remains damp and fresh on the other hand. Pebbles are stacked around vine feet in winter to protect them from frost, then spread again in summer to preserve freshness.





### Characteristics and description of the existing facilities

The Château de Beaucastel was built depending on the evolution of its owners' needs. Today, it is a rather heterogeneous architectural assembly made relatively consistent by tile roofs. The current buildings were built on a central plot in the middle of the vineyards, whose surface area is close to 15,000 m<sup>2</sup>. The current buildings cover an area of approximately 4,000 m<sup>2</sup> for a floor surface area of approximately 6,000 m<sup>2</sup>. A land surveyor's statement will be provided to the competitors.

#### THE HOUSE

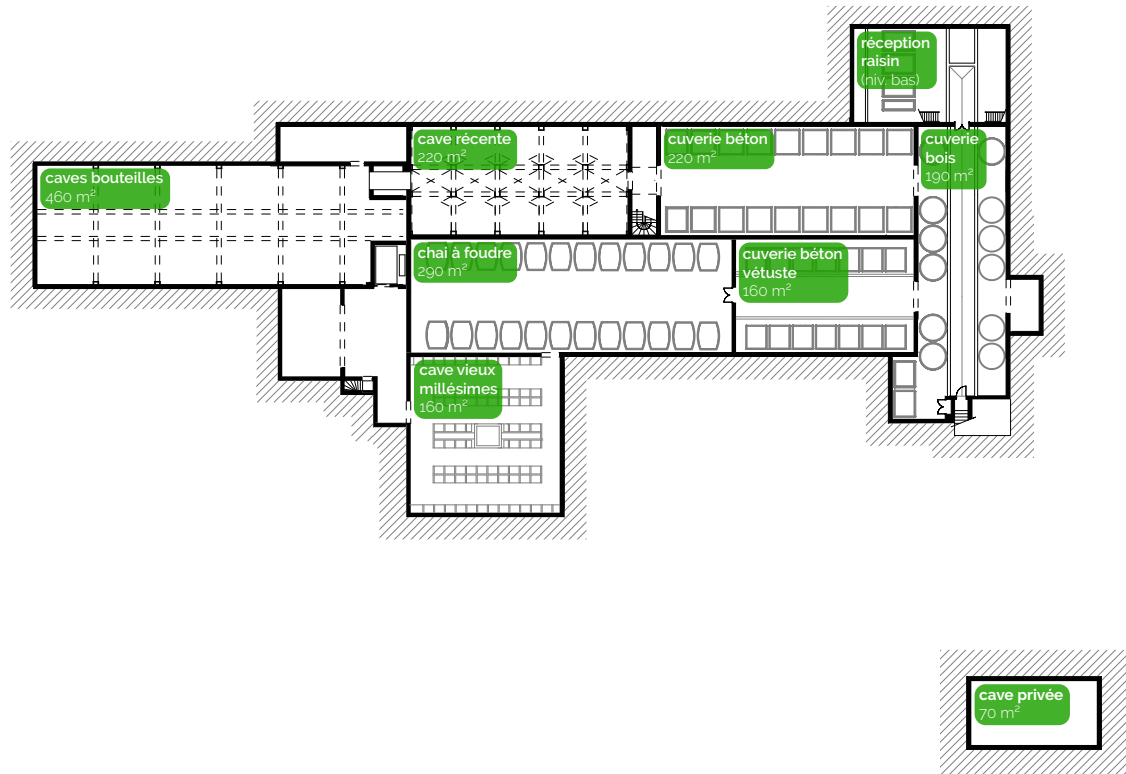
A significant part of the family members grew up in the former home of Jacques Perrin and his wife, opposite the garden. The stone arches from the "Pont du Gard" bridge which decorate the façade, the coat of arms whittled in the living room walls, and the walls made of stacked pebbles visible inside

are particularly appreciated by the Perrin family. No one has lived in the house, which is a central part of Beaucastel, since the death of Jacques Perrin's wife in 2015, except in the East aisle which accommodates offices. The house will be entirely rearranged and restored. The great living-room, where the Beaucastel story took place, shall be enhanced.

#### THE WESTERN PART

The Western part is organised around a courtyard of approximately 45m x 20m. At the courtyard entrance, the caretaker's house lies against a storage room. In the Western section, the courtyard is sheltered from mistral by the garages and craftsmen's workshops.

Opposite these buildings, old buildings are used for storage, archiving and as work areas. Their attics, reachable only with a freight elevator, are used as technical or storage premises. The old vintage cellar, appreciated by the family in particular for the moisture which



gives it its genuine aspect, is located in the basement.

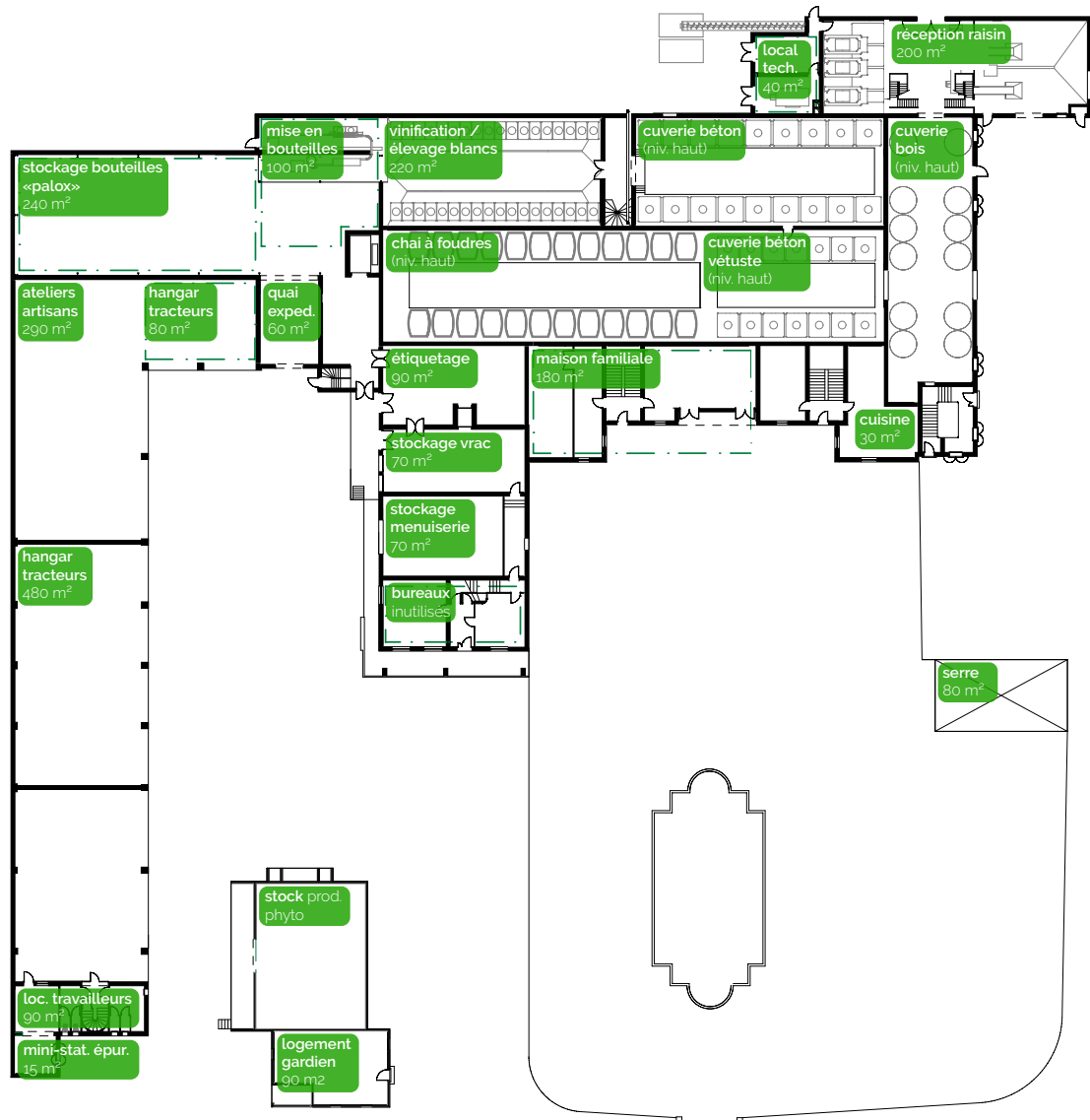
At the bottom of the courtyard, the loading dock is directly connected to a bottle storage building (in “pallet crates”) located at the Northwest end of the assembly. Its structure is made of steel and in includes a filler used for wine bottling. Its temperature and hygrometry are obviously regulated. In the basement, a significant amount of bottles are stored in the cellars. They are stacked on each other in one of the alcoves, without any support.

All the buildings of the Western part are bound to demolition except the cellars, which may be either entirely redesigned or simply rearranged, at the applicant’s discretion.

### **THE WINE STOREHOUSE**

At the North of the house, the wine storehouse is comprised of several buildings built during different periods. Their frame is made of solid wood and their walls are made of masonry, or stones depending on the building periods.



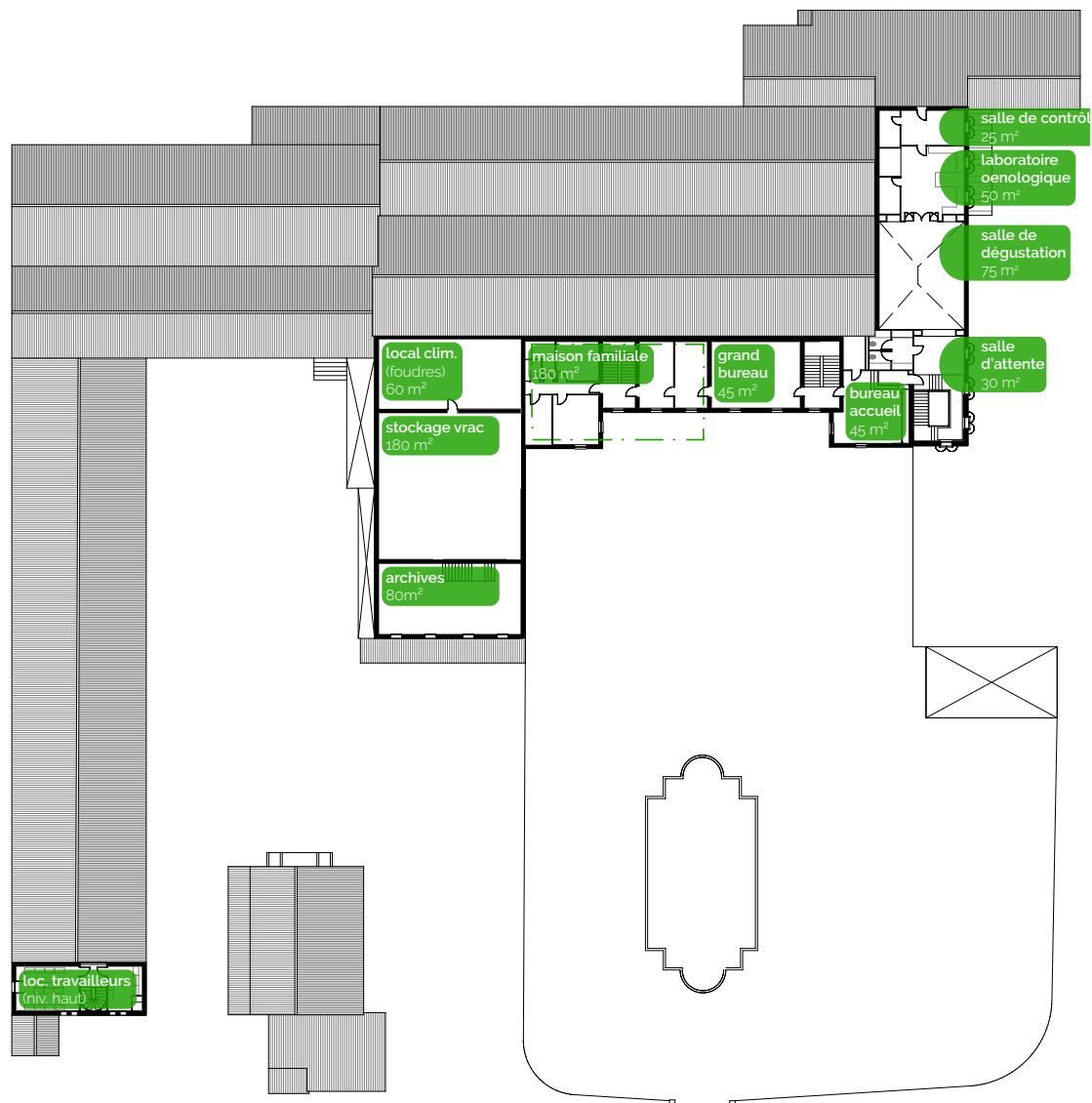


The most recent building (2003) is located at the centre of the Northern façade. It includes an arched bottle storage cellar made of walled concrete at the basement, and a ground floor dedicated to the production of white wines. White wine making tanks and ageing casks are removable and can be moved.

The other sections of the wine storehouse are semi-buried: their lower level located underground has a double height. Between the 2003 cellar and the old vintage cellar, the part dedicated to the maturing of red wines in barrels is

one of the most emblematic areas of Beaucastel. It only requires a few minor renovation works. Further away, behind a glass bulkhead, there is a fermenting cellar containing concrete tanks worn out by time, which the Perrin family considers transforming into a barrel storehouse. A direct access from inside the house can be created. At the North, there is a second fermenting cellar containing more recent tanks, next to the first one.

In the North-East angle of the compound, a protruding building contains the grape receiving room and the presses, as well



as the equipment rooms. Outside, an emergency generating unit lies against the Northern façade.

On the East side, the building facing the current entrance contains conical wood tanks used for wine ageing and making (double height in the basement). This building used to be dedicated to grapes receipt, as evidenced by the old door which is now used to bring the barrels inside the wine storehouse.

## THE OFFICES

At the Southern end of the Eastern building, large stairs serve as an entrance hall. It provides access to the basement and the upper floor which includes the reception, the offices, a wine-tasting room, an oenological laboratory and a monitoring room directly connected to the grape receiving area and the fermenting cellars. The offices extend to the Eastern aisle of the house, thus allowing access to a kitchen and a reception room outfitted on the ground floor.

## THE GREENHOUSE

Finally, at the East of the garden, a former greenhouse, which is no longer used, will be demolished. In the greenhouse, a hatch provides access to a basement: the Perrin Family's private cellar.

## THE GARDEN

Just like the house, the garden evidences the history of Beaucastel. This area is highly appreciated by the Perrin Family but not sufficiently enhanced. It is seldom used today, in consideration of its potential. The water pond, located at a height of approximately one meter, is not stylish enough. Settling in the garden is uncomfortable during mistral days, despite the protection provided by the buildings.

## Circulations and current operation of the winery

Vehicles usually arrive at Beaucastel from the roundabout on exit No. 22 of motorway A7, which is connected to *Chemin de Beaucastel*. From the intersection of *Chemin de Beaucastel* with *Chemin de Gironde*, two roads reach Château de Beaucastel. The first one, Eastward, is used by visitors and the members of the Perrin Family, the administrative team and tractors which come and drop grapes during grape harvest. The second one, Westward, is for agricultural vehicles and road trucks which load their bottles on the loading dock. It is also used by Beaucastel craftsmen who work in the workshops.

## VISITORS

Visits are possible by reservation only, and their frequency is willingly limited. Many of the visitors are foreigners. Some groups proceed to the castle by bus, others get there by car or minibus. Some visitors sometimes come by helicopter.

The main entrance door is currently accessible from the estate's East car park. Visitors have to ring to have the door opened, then climb upstairs by the great stairs, where they are received. Today, the quality of this entrance procedure is not satisfactory.

The visit of the wine storehouse usually starts with the conical tanks, reachable by the stairs, then the grape receiving area. The visit then follows the grapes processing path down to the cellars. Wine can be tasted in the wine tasting room at the end of the visit or standing, in the old vintage cellar, or in the barrel storehouse for example.

Some guests are invited to a meal in the reception room located on the ground floor, under the offices. The garden is also an ideal area for reception. Meals and wine tasting often take place outside.

## GRAPES

During grape harvest, grapes are exclusively harvested by hand and loaded into crates, then hauled by tractor until the grape receiving area, at the North East of the set of buildings. It is then unloaded manually and sorted on one of the 2 sorting tables. Red and white grapes are not harvested at the same time. After full stripping, the whole grapes are heated to 80°C, then immediately cooled down to 20°C, so that the pulp does not have enough time to be heated. This process, developed by the Perrin family's ancestors, is aimed at eliminating some unwanted enzymes present on the skin of grapes (particularly for Grenache).

The grapes intended for red wines is macerated in a traditional manner for 12 days in concrete tanks tiled with enamelled stoneware for oxidative types of wine such as Grenache, or in wood conical tanks for Mourvèdre and Syrah which are reductive types of wine. The free-run juice is withdrawn, then



the grapes are pressed in one of the pneumatic presses located opposite the sorting tables. The 13 grape varieties are vinified separately and are only blended after malolactic fermentation. The wine is aged in oak barrels for one year (or in the conical tanks). During this period, several racking operations are performed. The wine is then bottled after being clarified with egg white. The bottles are kept in cellars for at least one additional year before their sale. Over a yearly production of approximately 300,000 bottles, 10% are kept by the Perrin family in order to be sold or tasted subsequently. The moving of the grapes or wine necessary for wine production are done by pumping, throughout the process.

As for white grapes, they are pressed, then their must is let to settle, then they are transferred into steel tanks or oak barrels. After a fermenting process, they are aged for 8 months, and are bottled at the end of this period. White wines currently represent approximately 20% of Beaucastel's production.

In the cellars, which contain approximately 750,000 bottles, the bottles are stacked one by one, manually. This storage process is very efficient in terms of density but it makes it very difficult to move the bottles. The bottles are dispatched by road trucks, then labelled in a dedicated workshop outside Beaucastel. As the wine is sold in more than a hundred countries, labels are designed and affixed depending on the country where they are marketed, in order to comply with applicable law. The semi-trailer trucks in which the bottles are loaded enter the courtyard in backward direction because making a U-turn within the courtyard is impossible.

## FLUIDS

Air temperature and hygrometry are controlled in the wine storehouse and in the warehouse dedicated to bottle storage. Furthermore, as grapes fermentation produces a lot of CO<sub>2</sub>, the fermenting cellars need to be constantly vented during wine making periods. The air-conditioning, heating and venting systems are located in two equipment rooms: one in the attic of the building to be demolished located above the old vintage cellar, the other one on the Northern façade, beyond the grape receiving area. The renovation project will provide the opportunity to bring them together.

## WORKERS & GRAPE HARVESTERS

Outside grape harvesting periods, approximately twenty people work for vineyard maintenance. There is little activity in the wine storehouse: between one and three people share the tasks to be done in that area. Currently, Beaucastel workers and craftsmen park their personal vehicles at the West of the estate, behind the current barns, where approximately thirty vehicles can be parked. The administrative team and the members of the Perrin family use the same parking spaces as visitors, which is considered as convenient (this makes it possible to bring some guests by car, for instance).

During grape harvesting, as the number of visits is significantly reduced, all the parking spaces are used by grape harvesters and workers. During those periods, approximately a hundred people work in the estate. A dozen of them take care of the grape receiving and the wine making processes in the wine storehouse. The tractors transporting grapes often use visitors' access (which is not a problem at all for the Perrin family).

# 04.

# PROGRAMME



## Outer access and outfitting

As in the current configuration, the project must allow the separation of two types of access. The first one shall be reserved to visitors and to the administrative team whereas the second one shall be mainly dedicated to personnel, road trucks and agricultural vehicles.

In order to extend the visitor's path throughout the vineyard, the Perrin family considers reversing visitors' and professionals' access ways.

### VISITOR'S ACCESS

The project includes the conversion of the road currently used by the trucks into a visitor's access way. This East-West-oriented road provides access to the estate by its South-West angle, from chemin Gironde. The applicants must assume that visitors will arrive at Beaucastel by this access way in order to design their proposal. Interventions from time to time or landscaping arrangements can be proposed in order to scenarise arrival in the estate.

Visitors and administrative team members need a parking area of approximately 20 spaces, equipped with a charging port for electric vehicles. A coach or bus must have enough space to park and make a U-turn.

A helicopter landing area must be integrated in the surroundings of the estate. For instance, landing is possible on a green area cleared off for this purpose, in the middle of the vineyard. In this case, a member of the administrative team must be able to fetch the visitor by car and drive through the vineyard to the visitors' access.

### PROFESSIONALS' ACCESS

Professionals should be granted access via the current main entrance. A parking area of 20 spaces equipped with an electrical charging port must be available for personnel and craftsmen. Their vehicles must be invisible to visitors.

This access way will be used by several types of heavy vehicles:

- road trucks and semi-trailer trucks which will need to reach the loading dock in reverse motion.
- a mobile bottling semi-trailer truck will need to reach the bottle loading dock.
- agricultural vehicles will need to reach the grape receiving area in order to deliver grapes during grape harvesting. They will also have the option to use the visitors' access way.

### GARDEN

The garden must be enhanced. The applicant is recommended to use it for visitors' arrival, from which they should reach the reception. Specific attention must be drawn on the connection of reception areas with the garden, in order to organise meals, wine-tasting or other events. The garden must provide a privileged view to the South and Southwest and be as protected from motorway noise as possible.

The water pond shall be redesigned in harmony with the project. Besides, in the new project, rainwater collected on the roof for vine treatment, shall be stored in a retention basin or any other facility whose capacity is to be determined.





## Visits, reception areas and offices

Visitors must feel that the estate is family-run as soon as they arrive at Beaucastel. For this purpose, the conversion of the ground floor of the house into a welcoming and reception area is suggested by the Perrin Family, but the applicant remains free to propose another solution.

### RECEPTION - 75M<sup>2</sup>

Visitors cannot be received by a conventional automatic reception terminal. The applicant must propose a reception scenario consistent with the narrative objectives of the project. The person in charge of reception must have a desk. It must be possible to make up to 10 people wait sitting at the beginning or end of the visit.

Possibility for visitors to buy a few bottles shall be anticipated. However, this outlet shall under no circumstances look like a conventional tasting cellar or shop and it will be possible for sales to be made on catalogue only. The person in charge of the outlet (which can be connected to the reception) shall include a storage area of approximately 15m<sup>2</sup> for bottles ready for sale and those ready for tasting. In an ideal configuration, this inventory should thus make it possible to preserve white and red wines at different temperatures.

Each applicant shall freely determine the surface area to be allocated to each of these areas whose total surface area should be approximately 75 m<sup>2</sup>.

### TASTING ROOM - 75M<sup>2</sup>

Most visits include wine tasting. Wine can be tasted standing, in cellars, or in the tasting room at the end of the visit. In this room, it must be possible to taste wine standing or sitting, and tasting tables must be included. Its maximum

capacity shall be approximately 25 people. It shall have a total surface area of 75m<sup>2</sup>, be divisible into 2 equally-dimensioned rooms and be accessible directly from the wine storage room, to which it can be visually related.

One or several wine-tasting station(s) can be outfitted in the cellars. Today, a simple cask with a circular tray is used for this purpose.

### RECEPTION AREAS - 100 M<sup>2</sup>

Some visitors are invited to have a meal on site. The new reception shall have a surface area of 50m<sup>2</sup> and a maximum capacity of 25 guests, and convey a warm, familial atmosphere. For larger receptions, the Perrin family possesses the garden as well as the barrel storehouse, with a capacity of 120 people. A professional kitchen of approximately 50m<sup>2</sup> shall be easily reachable from these three reception areas.

### OFFICES - 150 M<sup>2</sup>

The project includes the design of a large office with a surface area of approximately 40 m<sup>2</sup> as well as an open-space office including four workstations, for a total surface area of approximately 50 m<sup>2</sup>. A room of approximately 60 m<sup>2</sup> shall be provided to store the estate archives.

### WASHROOM FACILITIES - 30 M<sup>2</sup>

Washroom facilities with a total surface area of 30m<sup>2</sup> shall be easily reachable from the offices, the reception, the tasting room and the reception areas. They shall include between 6 and 8 toilets, a half of which will be for men and the other half for women. The administrative team's toilets can be separated.



## Wine storehouse

The Château de Beaucastel renovation project should increase the capacity of the wine storehouse by 2200 hL, i.e. more than 20% of its current total capacity (10100 hL). In addition to the need to create an additional area of approximately 420 m<sup>2</sup> for wine making and 900 m<sup>2</sup> for bottle storage, one of the programme's major challenges lies in the adaptation of the operation of the estate to the reversal of professionals' and visitors' access.

### RECEIVING / PRESSING - 350 M<sup>2</sup>

The grape receiving area currently includes 2 sorting tables. One is used for red wines and the other for white wines. However, in order to expedite the grape harvesting process, the Project Owner needs to use two tables for red wines simultaneously. The applicant thus has two options: either keep the existing receiving area (200 m<sup>2</sup>), both tables of which will be dedicated to

red wines, and create a new receiving area for white wines (100 m<sup>2</sup>); or totally redesign the grape receiving process (300 m<sup>2</sup>) in favour of a gravity-driven process, for instance.

Although the flat landscape of Beaucastel does not provide the possibility of a gravity-driven system for the entire wine-production process, receiving wine at height for a first gravity-driven filling of the tank can be considered. The applicant is then free to suggest a grape receiving area on the R+1 floor where the harvested grapes would be elevated (in the current wine-tasting room or a new extension of the estate, for instance), or a receiving area on the ground floor, just as today.

As the grape receiving area is only used during the grape-harvesting process, it can be interesting to combine this area to another one not used during this period, such as the bottling area.

Finally, a refrigerated room with a surface area of approximately 50 m<sup>2</sup>

shall be integrated into the grape receiving area. It shall have a storage capacity of 50 crates of harvested grapes for 24 hours, before receipt. In an ideal configuration, grapes should be received at a temperature of approximately 14°C. A grape crate storage and cooling system will then need to be installed.

#### **WINE MAKING & AGEING - 1500 M<sup>2</sup>**

##### ● **Concrete fermenting cellar - 400 m<sup>2</sup>**

Among the two existing concrete fermenting cellars, only the newest one (220 m<sup>2</sup>) shall be kept. The oldest fermenting cellar, in the Southern part, shall be converted into a barrel storage cellar, thereby reducing the current concrete tank capacity from 3860 hL to 1860 hL. Thus, the project includes the extension of the existing fermenting cellar or the creation of a new fermenting cellar, over a surface area of approximately 180 m<sup>2</sup>, in order to keep concrete tanks with a total capacity of 3460 hL.

##### ● **Wood fermenting cellar - 410 m<sup>2</sup>**

*A priori*, the Perrin Family wants to keep the existing wood fermenting cellar as is (190 m<sup>2</sup>), as well as both buried concrete tanks accessible from there, with a capacity of 215 hL each (located at the South West of the fermenting cellar). However, as the conical wood tanks are removable, they can be moved.

Furthermore, the estate requires an additional capacity of approximately 1000 hL of additional wood conical tanks, i.e. 14 tanks of 72 hL. This corresponds to approximately 220 m<sup>2</sup> of surface area to be created.

##### ● **Wine ageing - 450 m<sup>2</sup>**

The Project Owner suggests extending the barrel storage room eastwards, by connecting it to the current concrete fermenting cellar whose fourteen

144 hL tanks are old. These additional 160 m<sup>2</sup> will be added to the existing 290 m<sup>2</sup>, so that the total surface area dedicated to barrels will be extended to 450 m<sup>2</sup>. 2015 hL in concrete tanks will then be replaced with 1400 hL in barrels, i.e. a barrel ageing capacity of approximately 4 000 hL.

As the new dimensions of the area dedicated to barrels, this area can be segmented. The floor needs renovation. The Project Owner suggests creating a direct access to the barrels from the ground floor of the house.

##### ● **White wine-making/ageing - 240 m<sup>2</sup>**

The area currently dedicated to white wine production was built at the beginning of the 2000s. It rests upon the cellar arches made of walled concrete which date back to the same period. It has a surface area of approximately 220 m<sup>2</sup> for a total capacity in excess of 1000 hL. The estate requires an additional capacity of 200 hL (+20%).

As the steel tanks are removable, the entire part dedicated to white wine can be moved. As required, its surface area can be extended up to 260 m<sup>2</sup>. However if it remain at the same place, capacity can be increased by adding a row of casks on the existing casks.

All the wine making and ageing areas must be secured to prevent any sabotage risk. Temperature and hygrometry shall be monitored and air vented.

#### **OENOLOGY & WORK - 180 M<sup>2</sup>**

##### • **Monitoring room - 45 m<sup>2</sup>**

The monitoring room is currently located on the first floor of the Eastern building, between the laboratory and the current grape receiving area. Its position is ideal, as it provides quick access to a significant part of wine-making areas. It is close to the tanks and grape receiving area, so that personnel

can check that the machinery works properly just by listening.

The reception room has a surface area of approximately 45 m<sup>2</sup> and shall have a capacity of 3 desks. The applicant may decide to rearrange the current room or to keep its position, or to move it if a more relevant location results from the project.

• **Oenological laboratory - 45 m<sup>2</sup>**

The laboratory is currently located on the upper floor of the Eastern building, between the wine tasting room and the monitoring room. The Perrin family meets there to blend the various varieties of wine, for instance. Its current dimensions, approximately 45 m<sup>2</sup>, are suitable for its use. The applicant may choose to renovate it and keep it at the same location or to move it. If applicable, it should be easily reachable from the offices, the wine tasting room and the monitoring room.

• **Working room - 90 m<sup>2</sup>**

Two or three working rooms with a surface area of 30 m<sup>2</sup> each shall be created. They shall be located inside the wine storehouse in a clever manner, in order to perform various works which visitors do not need to see (pumping, operation of noisy machinery, etc.).

**CELLARS - 840 M<sup>2</sup>**

Except the newest cellar (220 m<sup>2</sup>) which will be kept, the cellars can be simply renovated, or demolished and redesigned. The many bottles currently visible in the cellar should be removed for lower density, as a luxurious product is also rare, by essence. The extra bottles will be stored in the "palox" bottle crate.

• **Recent bottle cellar - 220 m<sup>2</sup>**

This cellar, which was built at the beginning of the 2000s, has arches made of walled concrete, which

currently support the part dedicated to the production of white wines. It is comprised of storage units where bottles are stacked manually, and it shall be kept.

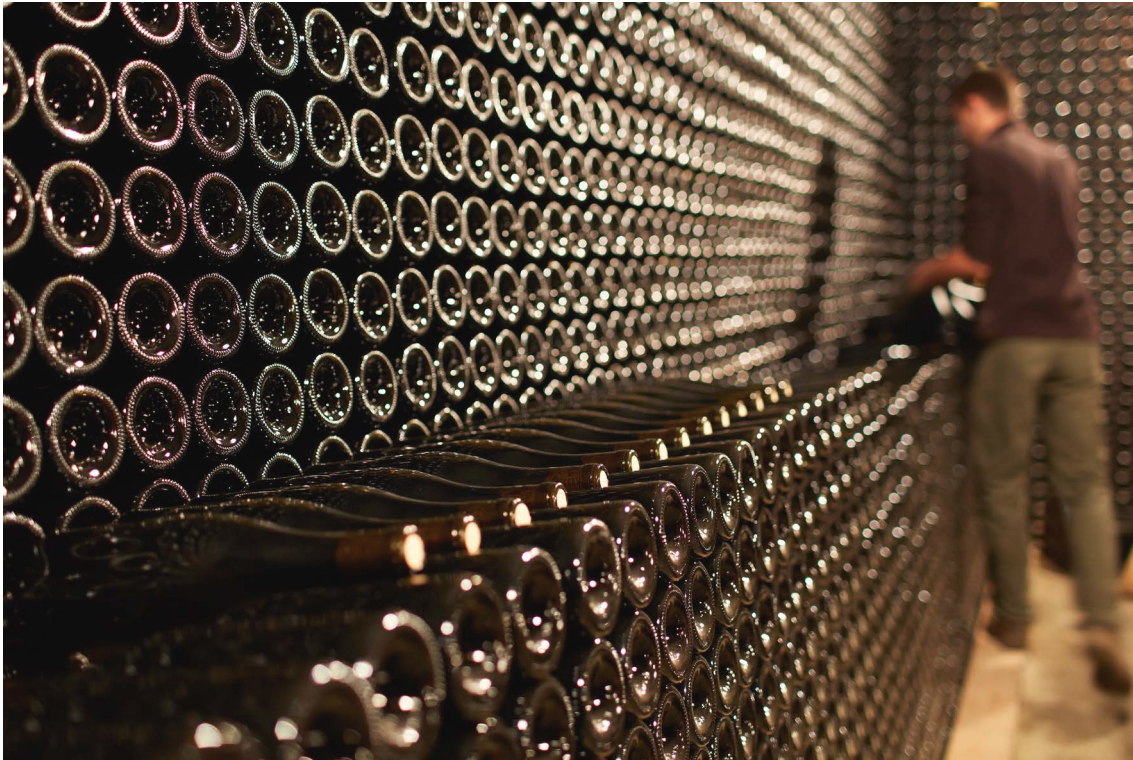
• **New cellar / "œnothèque" - 560 m<sup>2</sup>**

The bottle cellars which contain many storage units where bottles are stacked manually (460m<sup>2</sup>) and the old vintage cellar (160m<sup>2</sup>) which can currently be considered as an "œnothèque", must be grouped together into a single cellar.

It can be designed as a single facility or a succession of several areas. Its architecture should be consistent with the project challenges and the Perrin family's expectations. If some applicants simply want to renovate the existing cellars whereas others deem that the quality of their architecture is not sufficient considering the image which Beaucastel should convey, the family members are open to proposals. A cellar more similar to an "œnothèque" where the bottles would be exhibited, crooked galleries dug into the ground, or brick arches are imagined. The diversity of these possibilities shows how important this part of the project should be for the applicant.

The quality of the presentation of the old vintages is also of utmost importance for the Perrin family. They will be particularly concerned about the setting of the visitors' path inside the cellar. Not only do they want the visitor to feel that he or she is literally penetrating into the earth, but they also imagine, for instance, that the age of the vintages could increase as long as visitors progress into the cellar. The quantities of exhibited bottles would gradually decrease in order to enhance the rareness of the oldest vintage.

Therefore, the family is open to any proposal to organise an interesting visit experience consistent with its expectations. The surface area of 560



m2 is specified for information. It can be reduced by the applicant if required by his/her/its project.

- **"Homage" Room - 50 m<sup>2</sup>**

Without mentioning the famous *Roussanne Vieilles Vignes*, the vintage called "[\*Homage à Jacques Perrin\*](#)" is certainly the most prestigious and mysterious Beaucastel vintage. Amongst the rare Beaucastel visitors, only a few lucky ones (approximately 5%) have the opportunity to taste this vintage, which is only produced during exceptional years, in low quantity. Therefore, a room of approximately 50 m<sup>2</sup> shall be outfitted in the cellar for this purpose.

However, it would be embarrassing that some visitors might understand that they will not be lucky enough to taste this vintage when walking by the area designed for this purpose. Therefore, this area shall be separated from the rest of the cellar by a door or other device, and most visitors shall not suspect its existence.

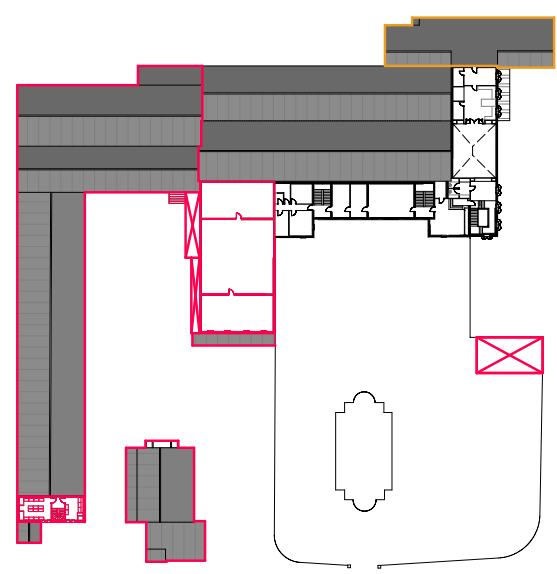
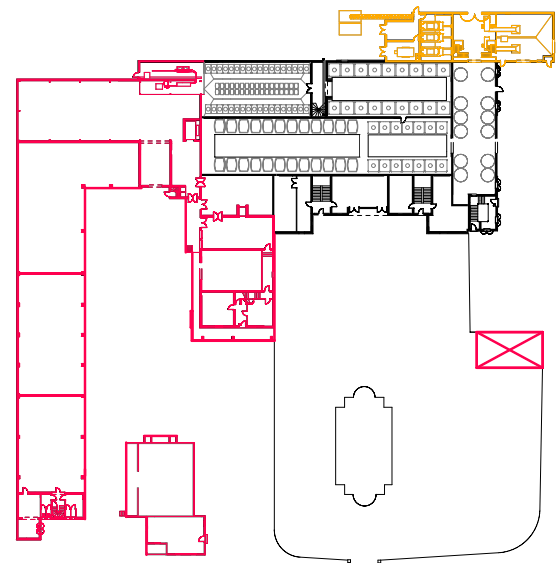
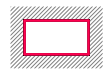
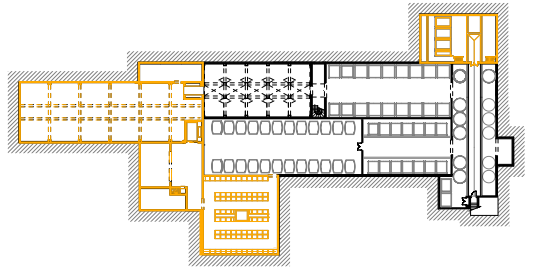
- **Cellar washroom facilities- 10 m<sup>2</sup>**

The cellars shall include male/female washroom facilities, so that wine-tasting in the cellar and visits will not be "interrupted" for too long.

- **"PALOX" BOTTLE CRATE INVENTORY - 1200 M<sup>2</sup>**

Stacking bottles manually is very efficient in terms of density but it is obviously not convenient. Even if it much less impressive, storing bottles in meshed "pallet-crates" significantly simplifies any bottle transportation.

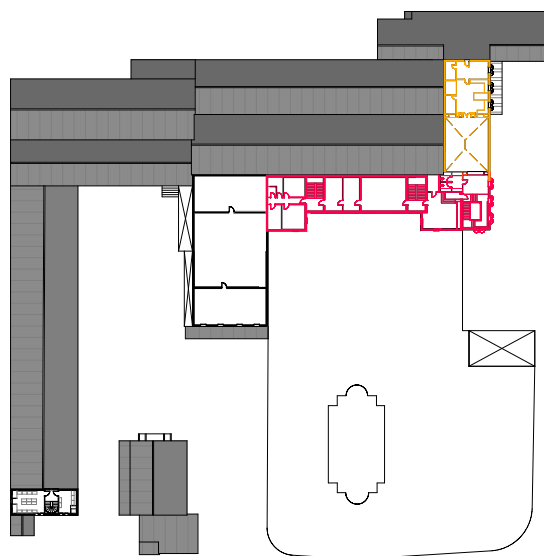
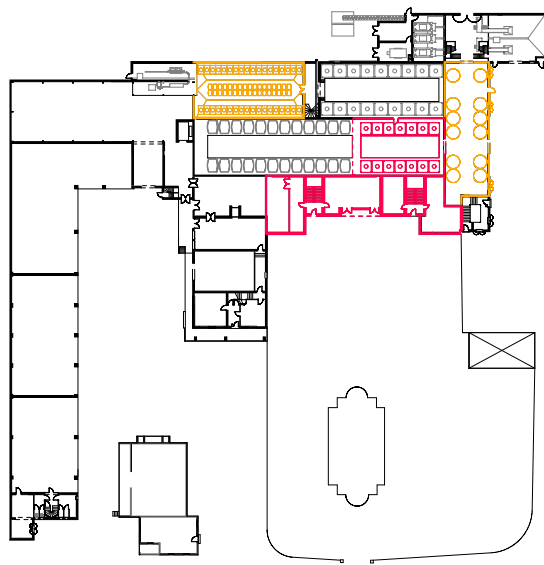
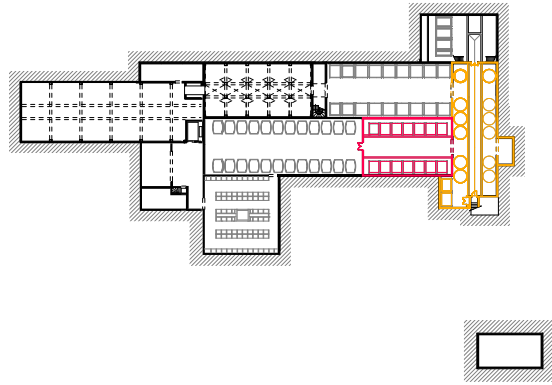
The project includes the creation a storage cellar of 1,200 m<sup>2</sup>, in order to stack 4 to 5 levels of pallet-crates, i.e. a ceiling height of approximately 6m. The crates are moved by a power lift truck which shall be able to transport them easily from the bottling area to the loading dock. A smart storage system to easily reach each vintage, classify vintages and manage inventory shall be implemented. Every year, approximately



DEMOLITION

DEMOLITION OU  
RÉ-AMÉNAGEMENT

04.  
PROGRAM



CHANGEMENT  
DESTINATION

CHANGEMENT  
DESTINATION  
POSSIBLE

1000 “palox” crates will be stored there, and only a low proportion of them will remain on site for more than one year.

This area is a priori not intended for visits, even if such a possibility exists. All the cellars shall be secured in order to prevent any theft risk. Temperature and hygrometry shall be monitored.

### **BOTTLING / SHIPMENT - 150 M<sup>2</sup>**

#### **Bottling dock - 90 m<sup>2</sup>**

Today, bottling is done with a filler located at the North-East end of the bottle storage area, which will be demolished. The Perrin family wants to change this operating procedure and bottling shall henceforth be done via a mobile bottling truck. The semi-trailer truck shall reach the bottling area in reverse motion. It shall be possible to lock it inside (for safety reasons, as it will stay there for a few days) whilst having enough space to work.

The bottling area shall include 4 tanks of 100 hL, 6 tanks of 50 hL and 2 tanks of 25 hL for filling.

As filling is only performed for rather a short period of time, it can perfectly be considered not to perform any filling operation during grape harvest. This provides the applicant with the option to merge the bottling and grape receiving areas in order to save space.

#### **Shipping dock - 60 m<sup>2</sup>**

Bottles are shipped unlabelled by road truck. A semi-trailer truck shall have enough space to reach the loading dock in reverse motion. The level difference between the dock floor and the floor which supports the road truck shall be approximately one metre. Loading directly into pallet crates shall be done with the storage cellar power lift truck. Road trucks shall be loaded one by one. Equipment or bottles may sometimes be stored on the dock.

### **Labelling / samples - 150 m<sup>2</sup>**

Today, the labelling workshop is located near the loading dock and in one of the buildings bound to demolition. The project includes the creation of a new labelling workshop with a surface area of 150 m<sup>2</sup>. It shall be easily reachable from the outlet inventory and the storage cellar. As most of the bottles are labelled outside the estate in a specialised centre, this workshop is only aimed at labelling a reduced number of bottles. The samples to be shipped in small quantities, sold or tasted on site (etc.) are prepared there. Allowing some guests to visit it might be interesting.

### **EQUIPMENT ROOMS - 130 M<sup>2</sup>**

Renovation is the opportunity to merge the various equipment rooms dedicated to the wine storehouse heating, air conditioning and air venting systems. One is currently located in the attic of the building to be demolished above the old vintage cellar. The other one, located on the Northern façade beyond the current grape receiving area, can be kept or demolished.

The new equipment rooms shall have a total surface area between 100 m<sup>2</sup> and 160 m<sup>2</sup>. They shall include an emergency generating unit and any facilities required for the operation of energy production or storage systems, natural air conditioning systems, etc.

As regards wastewater, a mini treatment plant and several septic tanks are located at the South-West end of the estate, against the Southern façade of the barns to be demolished. The plant is new and can thus be kept. In this case, all the wastewater shall be routed into it. However, if its location is detrimental for the quality of the project, the applicant may decide to relocate it.





## Barns and workshops

### **BARNS - 100 M<sup>2</sup>**

All the barns and workshops have to be demolished but only a part of them if reintegrated into the competition programme. Most agricultural vehicles (except 4 tractors) and phytosanitary product storage shall be relocated to the plot called "Coudoulet", located at the Northwest of the estate. The barn to be created shall include the equivalent of 4 storage units (width: 4m, depth: 6m) for a total surface area of 100 m<sup>2</sup>. It shall be possible to manoeuvre and park tractors with a trailer in reverse motion inside.

### **WORKSHOPS - 200 M<sup>2</sup>**

Two or three craftsmen's workshops shall be created. The workshop total surface area shall be approximately 180 m<sup>2</sup>, and the dimensions of each workshop shall be between 60 and 120 m<sup>2</sup>. Some craftsmen who currently work at

Beaucastel, such as the mechanic, shall be relocated to the Coudoulet plot. The other craftsmen (electrician, plumber, ironworker, bricklayer, carpenter) can also work there. In fact, although it would be interesting to allow the visitor to discover Beaucastel craftsmen's workshops or to observe workers performing some tasks in the wine storehouse, the Perrin family really wants to avoid the risk of giving visitors the detrimental impression that they are visiting a museum.

### **BULK STORAGE - 200 M<sup>2</sup>**

A storage room with a total surface area of approximately 200 m<sup>2</sup> shall be included in the project. It may be divided into two independent areas which shall be located on the ground floor and allow the storage of technical equipment for the operation of the estate as well as equipment required to organise receptions such as tables, chairs or others.

### **WORKERS' ROOMS - 90 M<sup>2</sup>**

Approximately 90 m<sup>2</sup> can be allocated to cloakrooms, washroom facilities, a kitchen and corporate rooms dedicated to the agricultural enterprise and wine storage room craftsmen and workers.

### **Private appendages**

#### **FAMILY'S ACCOMMODATION - 180 M<sup>2</sup>**

The project includes the creation of accommodation for the Perrin family. This accommodation shall be rather independent from the rest of the estate. It shall include 4 bedrooms and be divisible into 2 flats including 2 bedrooms, with a common kitchen and living room for a total surface area of approximately 180 m<sup>2</sup>.

The accommodation shall include a private garden of approximately 400 m<sup>2</sup>, with a swimming pool and suitable intimacy.

#### **CARETAKER'S HOUSE - 90 M<sup>2</sup>**

The caretaker's house, located at the entrance of the Western courtyard

(built against the phytosanitary product storage room) can be demolished or kept. If it is demolished, equivalent accommodation shall be built. It shall include 2 bedrooms for a total surface area of 90 m<sup>2</sup>.

#### **PRIVATE CELLAR - 210 M<sup>2</sup>**

The project shall include the creation of a buried private cellar with a surface area of approximately 210 m<sup>2</sup>. It shall be easily reachable from the reception areas. Thus, the existing cellar located under the greenhouse may be extended for this purpose or destroyed.

Due to its access configuration, either by the garden or any area at the applicant's discretion, access to the new cellar can reproduce the "concealed" aspect of the existing accessway to the cellar. The impression of entering a secret room is appreciated by the family members. As the major risk regarding this area is theft, access shall be secured.

NOTE : Regarding indoor areas or buildings, the mentioned surface areas refer to floor surfaces.



Ref.	Programme	Capacité	Surface actuelle (m <sup>2</sup> )	Surface projetée (m <sup>2</sup> )	Type d'intervention
<b>AMENAGEMENTS EXTERIEURS</b>				<b>3750</b>	
	<b>Aires de Stationnements</b>			<b>1250</b>	
	Stationnement Visites/Bureaux	20 places		500	Création
	Stationnement Pro	20 places		500	Création
	Aire atterrissage hélicoptère	1 Hélico		250	Création
	Jardin		2500	2500	Aménagement
<b>BUREAUX / VISITES</b>			<b>320</b>	<b>430</b>	
	<b>Visites</b>		<b>75</b>	<b>150</b>	
	Accueil / Point de vente		75	75	Création / Aménagement dans existant
	Salle de dégustation		75	75	Création / Aménagement dans existant
	<b>Réceptif</b>		<b>75</b>	<b>130</b>	
	Salle de réception	6-20 pers.	30	50	Création / Aménagement dans existant
	Cuisine		30	50	Création / Aménagement dans existant
	WC		15	30	Création / Aménagement dans existant
	<b>Bureaux</b>		<b>170</b>	<b>150</b>	
	Open-Space	4 postes	45	50	Création / Aménagement dans existant
	Grand bureau	2-3 postes	45	40	Création / Aménagement dans existant
	Salle des archives		80	60	Création / Aménagement dans existant
<b>EXPLOITATION VINICOLE</b>			<b>2260</b>	<b>4500</b>	
	<b>Reception / Pressurage</b>		<b>200</b>	<b>350</b>	
	Réception Rouges	2 tables	100	200	Création / Aménagement dans existant
	Réception Blancs	1 table	100	100	Création
	Salle de stockage réfrigérée	50 caisses		50	Création
	<b>Vinification &amp; Elevage</b>	<b>+2200 hL</b>	<b>1080</b>	<b>1500</b>	
	Cuverie béton	+1600 hL	220	400	Extension
	Cuverie béton vétuste	-2000 hL	160		Changement Destination
	Cuverie bois (tronconiques)	+1000 hL	190	410	Conservation en l'état + Extension
	Elevage (Chai Foudres)	+1400 hL	290	450	Conservation en l'état + Extension
	Vinification & Elevage BLANCS	+200 hL	220	220 à 260	Extension / Conservation en l'état
	<b>œnologie / Travail</b>		<b>80</b>	<b>180</b>	
	Laboratoire Œnologique		50	45	Création / Aménagement dans existant
	Salle de contrôle		30	45	Création / Aménagement dans existant
	Salles de travail (2 ou 3)	3 bureaux		90	Création / Aménagement dans existant
	<b>Mise en bouteille &amp; expédition</b>		<b>250</b>	<b>300</b>	
	Mise en bouteille		100	90	Création
	Étiquetage - Echantillons ++		90	150	Création
	Quai expédition		60	60	Création
	<b>Caves / Oenothèque</b>		<b>220</b>	<b>840</b>	
	Cave bouteilles récente		220	220	Conservation en l'état
	Nouvelle cave oenothèque			560	Création / Aménagement dans existant
	Salle "Hommage"			50	Création / Aménagement dans existant
	Sanitaire caves			10	Création / Aménagement dans existant
	Stockage bouteilles "palox"		300	1200	Création
	<b>Locaux Techniques</b>		<b>130</b>	<b>130</b>	
	Chaufferie - LT		40	40	Création / Aménagement dans existant
	LT Climatisation (Foudres)		60	60	Création
	Groupe Electrogene Secours		15	15	Création
	Mini station épuration		15	15	Création / Conservation en l'état
<b>ATELIERS &amp; HANGARS</b>			<b>1310</b>	<b>670</b>	
	Ateliers Artisans	2-3 ateliers	290+70	180	Création
	Hangar Tracteurs Biodynamie	4 tracteurs	560	200	Création
	Stockage vrac		300	200	Création
	Locaux travailleurs - artisans		90	90	Création
<b>LOGEMENT / PRIVE</b>			<b>360</b>	<b>480</b>	
	<b>Logement Famille T5</b>	4 chambres	<b>200</b>	<b>180</b>	
	Maison			180	Création
	+ Jardin avec piscine			400	Création
	<b>Logement Gardien T3</b>	2 chambres	<b>90</b>	<b>90</b>	
	Cave Privative Séparée		70	210	Création

# 05. REGULATIONS



## Project Owner and company organising the competition

The Project Owner is *SOCIÉTÉ FERMIÈRE DES VIGNOBLES PIERRE PERRIN* (hereinafter "the Project Owner"), domiciled at Château de Beaucastel, Chemin de Beaucastel, 84350 Courthézon (France). It is represented by Cécile, César, Charles, François, Jean-Pierre, Marc, Matthieu, Pierre and Thomas Perrin.

The project management competition is organised by [BAM – BECAUSE ARCHITECTURE MATTERS](#) (hereinafter "the company organising the competition"), domiciled at 50 avenue des Caillols, 13012 Marseilles (France), acting in its capacity as Project Owner's Assistant throughout this competition.

## Organisation of the competition

The project management competition for the renovation of Château de Beaucastel is restricted. It is preceded with a selection of applicants based on their references and motivation letter. The application registration deadline is set to **Monday 12 March 2018** at 11 p.m. (UTC+1).

Only the applicants allowed to compete shall be informed of the Project Owner's decision by email, no later than **Monday 2 April 2018**. The applicants allowed to compete are requested to confirm their participation in the competition by email **within 72 hours**. After approval, a detailed competition file including additional information shall be transmitted to them.

The list of applicants allowed to compete shall be finally announced on **Friday 6 April 2018** on the competition website.

## Planned competition schedule

**28 February 2018** at 11 p.m. (UTC+1) :  
End of free registrations.

**12 March 2018** at 11 p.m. (UTC+1) :  
Application registration deadline.

**6 April 2018** :  
Announcement of the list of applicants allowed to compete via the competition website.

**24 & 25 April 2018** :  
Visit of Beaucastel estate.

**16 and 17 May 2018** :  
presentation of project intentions and selection of finalists

**18 mai 2018** :  
annonce des équipes finalistes

**8 June 2018** at 11 p.m. (UTC+1) :  
Question receipt deadline.

**30 June 2018** at 11 p.m. (UTC+2) :  
Project submission deadline.

**5 & 6 July 2018** :  
Oral presentation of the projects by the competitors at Château de Beaucastel, attended by the competition jury.

**July 2018** :  
Announcement of the successful project and presentation of the projects on the competition website.

## Registrations

Any registration must be done via the competition website :

<https://en-beaucastel.bam.archi/>

In order to register, the applicant shall provide his/her/its email address on the competition website. The applicant will then receive an email including a detailed description of the registration procedure.

In order to complement his/her/its registration, each applicant shall be able to provide:

- A link to his/her/its portfolio, previously duly filled in, on the organising company's website, at the following address:  
<https://app.bam.archi/architect/subscribe>

- A motivation letter including a brief presentation of the applicant(s) and their curriculum (or curricula), their references, or the way they consider the project which is the purpose of the competition. It shall not exceed 3000 characters.

For associations of several architects or architecture firms, each member shall fill in a separate portfolio, but a single common form and a common motivation letter are required.

Registrations are free of charge until **Wednesday 28 February 2018** at 11 p.m. (UTC+1). Applicants or teams finalising their registration after said date shall pay registration fees of EUR 80 before tax in order for their application to be approved.

The application registration deadline is set to **Monday 12 March 2018** at 11 p.m. (UTC+1).

## Teams and associations

If several architecture firms want to collaborate or to involve partners in their application, they can constitute a partnership (3 architecture firms maximum). Partnerships between local and international firms are encouraged.

Engineering design offices and technical consultants can be integrated into a team. Their identity shall be mentioned in the application file but **only architecture firms should complete a portfolio online**. If required, the partners' experience or references can be described in the motivation letter.

The Project Owner reserves the right not to select the consultants proposed by the winner.

Each team shall choose a representative who will be the organising company's main contact during the competition. The composition of the team cannot be changed during the competition.

## Selection of the applicants allowed to compete

After receipt of the application files, the organising company shall transmit them to the Project Owner. The Project Owner shall select between 6 and 10 applicants allowed to compete based on these files. In order to create fair conditions, the Project Owner undertakes not to consult any other document than those requested to each applicant in the application file.

The applicants shall be selected based on the following criteria:

- The architectural quality of the achievements or projects presented in the applicant's/consortium's portfolio(s). A maximum number of 6 projects including 2 uncompleted/unbuilt projects shall be presented by the architecture firm.
- The adequacy of the applicant's or consortium's methodology or references with the Project Owner's expectations, including in terms of environmental innovation, enhancement of local materials, or architecture of wine-producing facilities.
- The assumed ability of the team to manage a project with an equivalent dimension.

Registration is open to all Architects or architecture firms, French or foreign, registered with the Order of Architects (or equivalent in their country, that is, allowed to practice in France. Architecture firms **not settled in Western Europe** are strongly recommended to join local partners in order to maximise their chance of being selected.

The organising company is allowed to advise the Project Owner in the selection of candidates allowed to compete.

## Receipt of the detailed file and visit of the estate

The Project Owner's decision shall be notified to the applicants allowed to compete no later than **Monday 2 April 2018**. The applicants allowed to compete are requested to confirm their registration for the competition by email

**within 72 hours** as from notice.

A detailed competition file including, inter alia, a land surveyor's statement comprised of drawings, sections and elevations in dwg format, a 3D mock-up, as well as photographs of Beaucastel estate, shall be transmitted to the applicants allowed to compete by email. The content of this file is strictly confidential (refer to: "Non-disclosure").

The applicants allowed to compete shall be contacted by the organising company by email or telephone in order to organise a visit of Château de Beaucastel. Such visit shall be held on **Tuesday 24 April** or **Wednesday 25 April**, depending on the competitors' availability, in the presence of several Project-Owner representatives. Visit is optional and travel expenses shall be borne by the competitors.

### Presentation of the project intentions and selection of finalists

Competitors shall be contacted by the company organizing the competition by mail or phone in order to organize a presentation of project intentions. This presentation will take place on May 16 and 17 at Château de Beaucastel in the presence of jury members. Competitors will have to be on site 30 minutes before the scheduled time slot indicated in the convocation. Travel expenses shall be borne by the competitors.

In order to present their project intentions, each team shall prepare an A3 horizontal booklet, 8 pages maximum including the cover, containing one document per page i.e. 6 graphic documents and one text. The following documents shall be submitted:

- One text – 1500 words maximum describing the intentions, biases about the context, the project owner's expectations, the program, the choice of materials etc...
- One ground plan, allowing to understand future buildings implantation, the access etc...
- Programmatic repartition diagram explaining the programmatic organization of the proposition.

- One ecologic diagram explaining the environmental biases of the proposition

- One board of reference images in order to understand the materials or construction methods proposed, the architectural approach etc...

- Two other documents (diagrams, axonometry, board of reference images, etc) considered relevant by the competitor (ex: architectural concept, circulations, bioclimatic operation etc...)

Furthermore, these documents shall be formatted on an A0 horizontal panel freely formatted by the competitor. This panel will be the support for the oral presentation. The day of the presentation, each team shall bring 6 copies of the A3 booklet and one A0 panel printed and laminated on a rigid support.

Each team shall have 15 minutes for the presentation followed by 15 minutes for questions/discussion with the jury.

The main objective of this presentation is to validate the project intentions with project owner's expectations. After this presentation, the jury shall deliberate in order to choose between 3 and 6 finalists among the applicants allowed to compete. The announcement of the finalist teams will occur on May 18 on the competition website. Teams will be notified by e-mail.

### Financial compensation for competitors

An allowance of **EUR 2000 excl. tax.** is payable to each applicant or consortium **allowed to compete.**

An additional allowance of **EUR 10000 excl. tax.** is payable to each applicant or consortium selected as **finalist.**

Allowances shall be paid within 6 weeks as from the oral presentation of the project's by the finalists.

These allowances may be reduced or suppressed in compliance with the jury's proposals and with the organising company's approval if the competitor has not performed the required tasks.

## Deliverables

In order to present its project each finalist team shall have **two horizontal A0-format panels and an A3 horizontal explanatory report which shall not exceed 20 pages** (cover included). The page layout of the panels and report are at free.

The documents to be presented are as follows :

- **A site plan**, in order to understand the proposed access procedure, the landscaping arrangements and parking areas, the settlement of the buildings as well as nuisance management.  
(Scale provided for information for A0 panels: 1/2000).
- **Floor plans**, including furniture.  
(Scale provided for information for A0 panels: 1/300).
- **At least two sections** (and/or façades)  
(Scale provided for information for A0 panels: 1/300).
- **An aerial view**, in order to understand, *inter alia*, the settlement of the created buildings and their relation with the existing ones, as well as external outfitting.
- **2 to 4 perspectives**, including at least one outer view and one inner view.
- **A program distribution diagram** clearly explaining the function of the proposed spaces. It can be put together with the following diagram, if required.
- **A circulation diagram**, in order to understand visit path(s) as well as the operation of the wine-producing estate (grapes arrival, wine-making steps, etc.).
- **Any other drawing, diagram or axonometry** deemed relevant by the competitor (e.g. architectural design, bioclimatic operation, selection of materials, implementing process, etc.).
- **A physical model** for the jury members to understand the architectural project as a whole. Its dimensions shall not exceed 100\*100 cm (Recommended scale: 1/200).

- **A text which shall not exceed 1,500 words** describing the project, the applicant's choices in consideration of the context and the Project Owner's expectations, the programme, chosen materials, etc...

- **A detailed budget estimate** in order to check the compatibility of the proposal with the planned budget.

Optionally, each competitor is authorised to present a **free document** in addition to the A3 report and the two A0 panels. The format of this document is at the competitor's discretion. It may be a second physical model (50cm\*50cm max), a video film (2mn max), etc. if the competitor chooses paper format, it can only present a single document and its dimensions may not exceed A0 format.

Any document not listed among deliverables shall not be examined. Furthermore, failure to comply with the list of deliverables by the competitor may make his/her/its project unacceptable. All the documents presented to the jury members shall be drafted **in English or in French**.

## Project submission

Each competitor shall transmit his/her/its explanatory report in A3 format to the organising company by **Saturday 30 June 2018** at 11 p.m. (UTC+2). The file shall be sent in PDF format. Its size shall not exceed 20 mb. It shall be sent by email or WeTransfer to the following address: **concours@bam.archi**  
Explanatory reports shall be transmitted to the jury and technical committee members for prior analysis.

Then, the competitors shall then finalise the model, the optional document and the page layout of A0 panels before the oral presentation. Nevertheless, the documents presented on the 2 panels shall be strictly identical to those presented in the report.



## Presentation of the projects and composition of the jury

The projects shall be presented in the presence of the jury members on **Thursday 5 July** or **Friday 6 July 2018** at Château de Beaucastel. Each team shall receive an invitation by email specifying a day and time of presentation by email. The competitors are requested to come to Château de Beaucastel at least 30 minutes before the time specified in said invitation. Travel expenses shall be borne by the applicant.

Each competitor or team shall come in possession of the two A0 panels laminated on a rigid support (type: foam core cardboard, thickness: 10 mm) as well as their mock-up, and the optional document if applicable.

During the presentation, each jury member shall be in possession of a paper copy of the explanatory report, printed by the organising company.

Each team shall be allowed **25 minutes for its presentation**, followed by a discussion with the jury (questions and answers) of approximately 25 minutes.

The competitors may choose to express themselves in **English or in French** during the oral project presentation.

The jury shall be comprised of :

- Cécile, César, Charles, François, Jean-Pierre, Marc, Matthieu, Pierre and François Perrin.

- Alain Rey, a wine-producing estate specialist, *LCV – Le Concept Vinicole*.

- Alain Anselme, construction economist, [R2M](#).

The competitors shall keep in mind that the **jury members are not architecture specialists**. The documents and oral presentations shall be prepared accordingly.

The jury may be assisted by a technical committee whose members shall attend the competitors' presentation and/or the subsequent jury meetings with an advisory role. If required, the technical committee members shall be allowed to speak during discussions (questions/answers). The composition of the technical committee,

which will contain **at least one architect**, shall be decided upon by the Project Owner depending on the issues to be addressed. External guests may also attend the competitors' oral presentations.

The organising company's representatives are allowed to attend the competitors' presentations as spectators, or to form part of the technical committee upon request from the Project Owner. However, they may under no circumstances form part of the jury or give an opinion in favour of a competitor.

## Project assessment criteria

The projects (and project intentions) shall be assessed based on the following criteria :

- **The adequacy of the response with respect to the Project's Owner expectations.** This shall be assessed on the basis of such parameters as the relationship with the existing site and buildings, the aesthetic choice, materials and their use, the quality of the experience offered to visitors, project innovation and quality in terms of environmental respect, etc...
- **The quality of the response to the programme.** This shall be assessed based on such parameters as the functional organisation of the estate, smartness in the interpretation of the programme, the architectural and functional quality of the areas offered to visitors and users, environmental quality, etc...
- **The compatibility of the project with the planned budget allocated to the works.** The investments intended to reduce subsequent operation and maintenance costs shall be taken into account in the assessment of this criterion.

## Additional information

Should the submitted projects not be sufficient to decide between the competitors, the Project Owner may ask some of them for additional information.

Such supplement shall give rise to a

compensation decided by the Project Owner in agreement with the concerned competitors.

Such additional documents shall be analysed by the Jury during a new meeting which will result in the selection of the successful applicant.

## Selection of the successful applicant

Upon completion of the jury's deliberation which shall be held within 15 days as from project presentation by the competitors, or within 15 days as from the submission of the additional presentations, the organising company shall announce the successful applicant chosen by the jury.

The jury's decision shall be final. The jury shall inform the organising company of its decision, and the organising company shall contact the competitors by email or telephone and publish results on its website.

The criteria substantiating the jury's decision as regards the selection of the successful applicant and/or their non-selection shall be explained to each applicant allowed to compete by the organising company.

**The Project Owner shall initiate a negotiation with the chosen successful applicant.** Such negotiation shall bear on the characteristics and conditions of performance of the project management assignment, the composition of the project managing consortium and the successful applicant taking into account any remarks from the jury or Project Owner on his/her/its project.

## After the competition

The successful applicant shall be entrusted with a full assignment including the filing of the building/demolishing permit. It shall be complemented by the following assignment requirements: signing, landscape outfitting, landscaping, design of customised furniture, proposal of furniture selection and arrangement. The negotiation will accurately

establish the content of the assignment.

The planned design and works calendar is as follows (for information) :

07/2018 : Appointment of the successful applicant, negotiation and signature of the project management contract.

10/2018 : Filing of the building permit

06/2019 : Consultation of the construction companies

10/2019 : Works start

10/2020 : Works end

The works shall be organised and planned in cooperation with the Project Owner in order to disrupt the production process at Beaucastel as little as possible.

## Estimated budget and project management fees

The planned budget allocated to the works is estimated **between 8 and 10 million €** excl tax. This amount does not include the purchase of the equipment dedicated to the estate or the furniture & IT equipment.

The planned architect's fees amount to **7.5% of the amount of the works** for the entire assignment described above, excluding technical design offices.

## Standards in force

The competitors undertake to draw up their proposals in compliance with standards in force, including in terms of safety, accessibility and urban planning.

As the local urban planning scheme for the town of Courthézon was abrogated during the last quarter of 2017, the Beaucastel estate is currently subjected to the French National Urban Planning Regulation. A [new urban planning scheme is being drawn up](#) and should enter into force by late 2018. A request for operational urban planning certificate valid for 18 months will be filed by the Project Owner with the competent authorities between February and April 2018.

## Project advertising and representation right

The competitors allow the Project Owner and the company organising the competition to use the right to represent, publish and exhibit their project and/or all the documents presented during the competition without being eligible for any financial compensation.

The competitors and the successful applicant(s) shall be authorised to publish or exhibit their projects with prior approval from the Project Owner and/or the company organising the competition. They undertake to mention and inform the Project Owner and the organising company during any advertisement or publication regarding the project. They also undertake to refrain from publishing any document of which the project Owner does not authorise the publication.

## Miscellaneous

### ACCEPTANCE OF THE REGULATIONS

Simply by registering for the competition, the applicant accepts all the provisions ruling this competition, these regulations and these specifications, without reservation.

Failure to comply with these regulations by one of the competitors may make his/her/its project unacceptable or cancel the payment of his/her/its compensation allowance.

### CHANGE OF DETAILS IN THESE SPECIFICATIONS

The organising company reserves the right to change details in these specifications no later than 25 days before the project submission deadline. The competitors shall then answer based on the changed file without being eligible for any claim in this respect. Should the project submission deadline be changed during the competition, such deadline would be recalculated as from such new date.

### CANCELLATION AND DECLARATION OF TERMINATION OF THE COMPETITION

The Project Owner may decide to terminate or cancel the competition at any time without any substantiation being required. In such a case, the applicants may not claim any compensation for this simple reason, except the compensation allowances mentioned in these regulations which shall be due, for any cancellation subsequent to a 25-day period as from the announcement of the applicants allowed to compete, to such applicants. In case of cancellation of the competition, registration fees shall be refunded.

### NON-DISCLOSURE

Any disclosure to third parties concerning the content or process of the competition before, during or after the competition period, including the notification of the competition results, shall be subject to written approval from the Project Owner or the organising company.

For security reasons, the Project Owner insists on the fact that it formally objects to the publication or disclosure of documents, under any form whatsoever, likely to enable anyone to understand the configuration of the existing or planned premises without prior approval.

### FAIRNESS

The employees of the Project Owner or organising company, as well as the people having a direct family relationship with one of the jury members, are not allowed to take part in the competition.

The applicants allowed to compete or their partners may under no circumstances come into contact with the jury members throughout the competition period.



## Contact and questions

Any questions regarding the organisation of the competition or the terms of participation may be sent by email to the following address:

**concours@bam.archi**

The applicants allowed to compete may ask the questions they deem suitable to the competition address, until Friday 8 June 2018 at 11 p.m. (UTC+2).

The questions and answers necessary to complement or explain these specifications shall be anonymously retranscribed in a PDF-format document. Such document shall be edited and transmitted to each competitor by email on a regular basis.

Answers to questions shall be for information only and each competitor shall be free to take it into account or not. Such answers shall under no circumstances be binding upon the Project Owner or the organising company which may not be held liable for any misinterpretation of these specifications by a competitor.

English Translation - Olivier Jacquouton



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