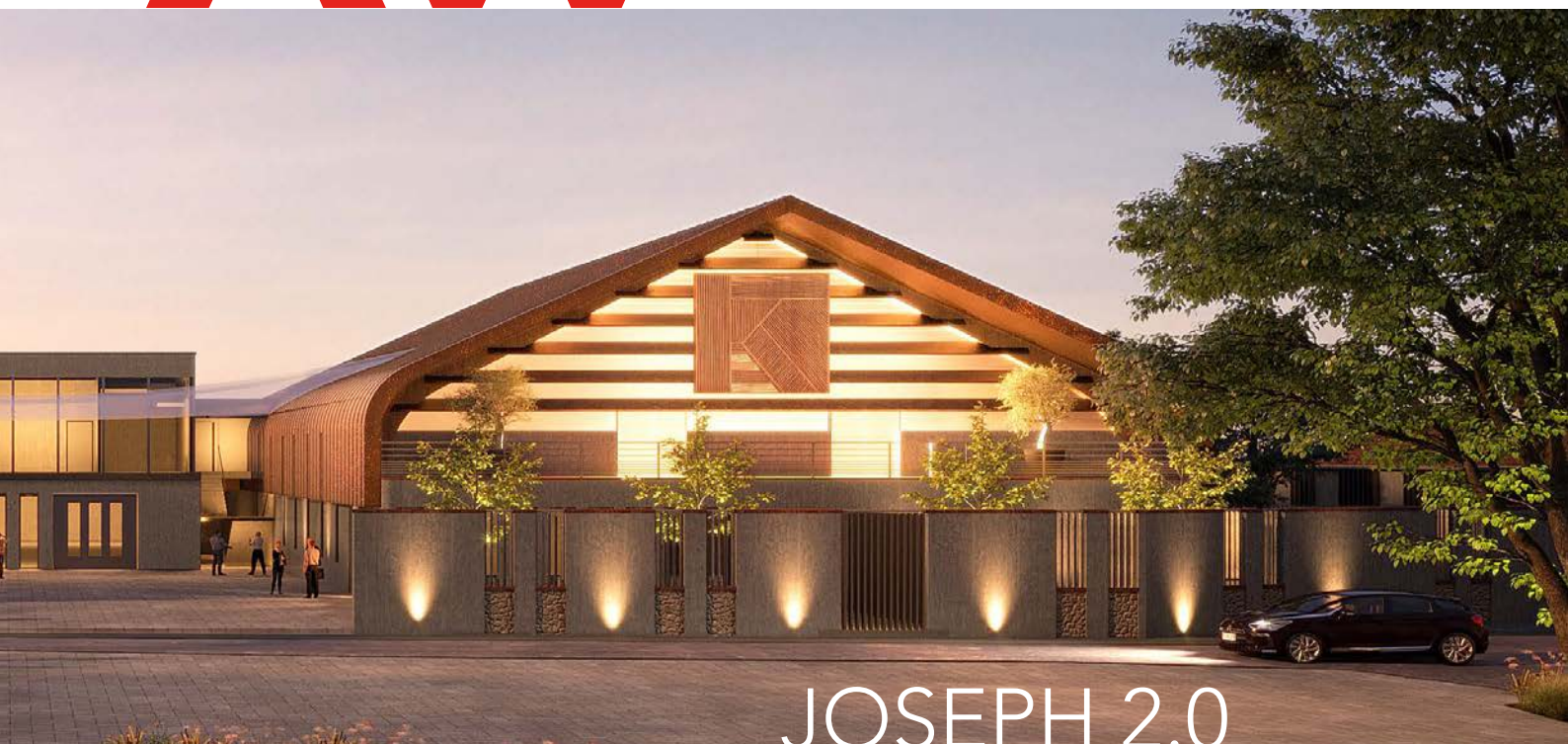


AW²

PARIS
ARCHITECTURE
& INTERIORS



JOSEPH 2.0

CHAMPAGNE-MAKING FACILITY

KRUG

CHAMPAGNE



The international architecture studio AW², led by Reda Amalou and Stéphanie Ledoux, signs the creation of the new champagne-making facility for Krug Champagne in Ambonnay, in the heart of the French Champagne region.



JOSEPH 2.0

A NEW VISION OF THE CLOS D'AMBONNAY

Joseph 2.0 has been designed to complement the Krug Family House project (visitor circuit and reception areas) delivered by AW² in 2016 located in Reims, France. In both cases, the aim was to design a project that tells the story of Krug Champagne, pays tribute to its history whilst creating a new state-of-the-art facility. Here, in Ambonnay, the project integrates on the one hand an architecture that responds to the scientific process of making champagne and, on the other hand, the relationship that Krug Champagne maintains with its *terroir*, its land and the wider region. 'Joseph 2.0' – named in homage of the founder Joseph Krug – concentrates the Champagne House's oenological activities within a modern, functional complex that is a pleasant space for those who work there but that is also adapted to welcoming visitors.

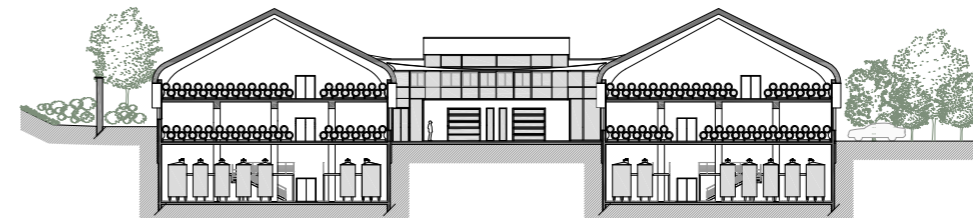
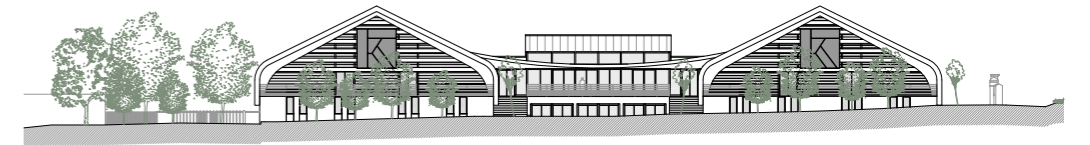
The project is composed of two large naves that host the new cellars below and whose curved form and copper-coloured roofs blend the complex into the site situated on the periphery of the town of Ambonnay and the vineyards beyond. The building's plan illustrates this relationship. On the eastern side, where the project comes into contact with the urban environment, a large courtyard, known as the *Cour d'honneur*, has been implanted in between the naves to create a dialogue with the *place Barancourt* (Barancourt Square) opposite, thereby opening the project onto the public realm and creating a relationship with the town.

The facades of the two naves dialogue with the town's architectural language and colour palette to integrate the design into the locality. The facades include the 'K pattern' designed by AW², a signature that affiliates the building to Krug Champagne without for as much being a logo. The 'K pattern' can also be found in the Krug Family House reworked into the architecture and interiors down to the accessories designed by AW² such as bespoke speakers and tableware. To the west, where the building meets the vineyards, the interplay of millstone walls, the undulations of the vines and the new landscaped gardens create an intermediary transition space between the complex and the nature beyond.

THE ARCHITECTURAL PROJECT: BETWEEN TOWN & VINEYARD

Joseph 2.0 offers a new vision of the Clos d'Ambonnay. Through its implantation and orientation, the building aims to foster a renewed relationship between the vineyard and the town. The shape of the curved roofs makes reference to the large cellars historically used by Krug Champagne. The roofs wrap around the outer walls, a symbol of the roots of the project with its site. To protect the central courtyard, an expansive high-performance canvas awning is suspended, connecting the naves and providing circulation space below. Behind, the central building that joins the two naves creates a marked difference in the architectural language of the complex through its geometry and location. This building houses office space that is accessible from the courtyard and the naves.

The complex has been organised in order to maintain the workspaces towards the front of the building – where transportation and accessibility are key – and the gardens to the rear, where the building recedes with the natural incline of the topography, partially submerging the naves as they reach the vineyards. Here, a belvedere terrace offers reception and tasting areas with bucolic views over the vineyards. Natural lighting and views have been privileged throughout. The architectural concept is contemporary, bold and minimalistic but also in harmony with the scale of the site and in symbiosis with its context.



Location: Ambonnay,
France

Floor area: 9,400 sqm
over three levels

Key dates: Winner of the
architectural competition
in 2019. Delivery
scheduled for 2023

Programme: Creation of
the new champagne-
making facility for Krug
Champagne (5 vats, 8
cellars, reception areas,
offices, technical spaces
related to the process of
vinification)



Key materials:

- The roofs of the naves are made of a composite wood structure and covered with copper-coloured textured aluminium sheets.
- The main courtyard will be partially covered by a canopy of high-performance canvas awning.
- Prefabricated walls for the ground floor base coated with a rough concrete finish.
- 4 exterior 'K patterns' made of metal coated in dark cherry paint shade, the emblematic colour of Krug Champagne, adorn the gables of the cellars.
- Colour palette respond to the chromatic range of the surrounding landscape and urban environment. The copper tones respond to the roof tiles, the dark brown joinery echoes the landscape context.

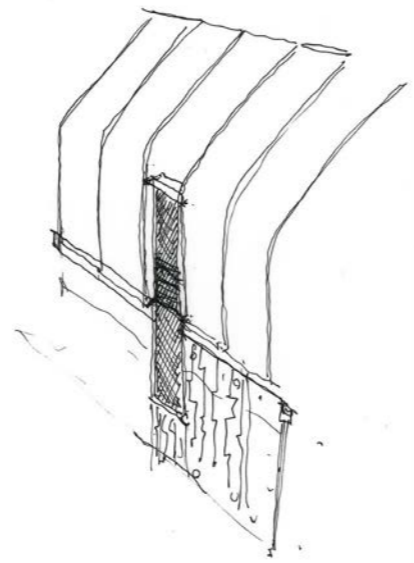
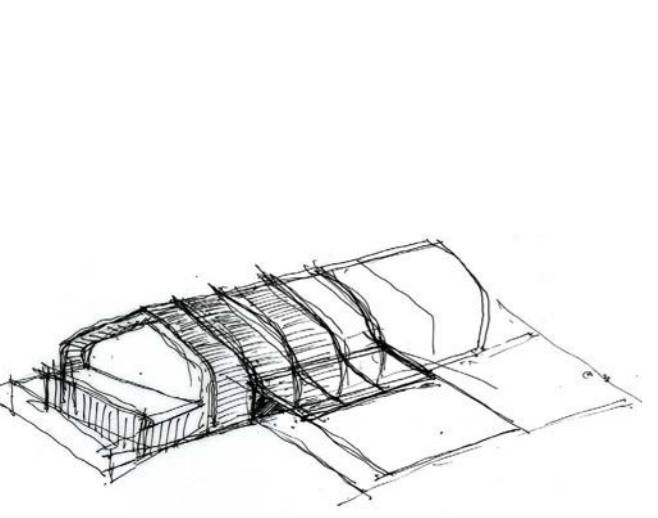
Main exterior spaces:

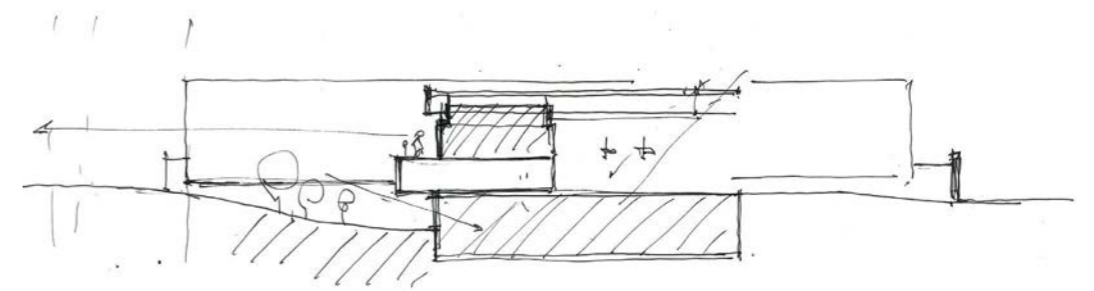
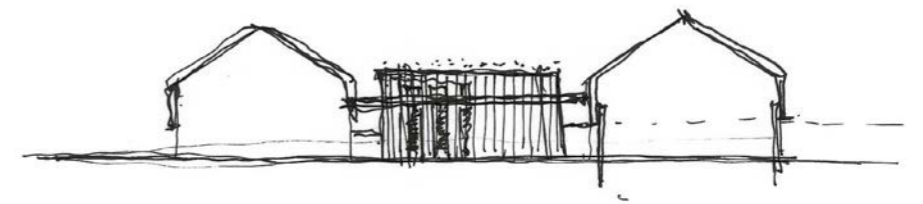
- The vineyard: the heart of the project. They are not subject to any modification.
- The main courtyard: it will concentrate most of the activity visible from the outside.
- The garden: between the 2 cellars, on the vineyard side. It will be a transition between the vines and the project.


Environmental aspects:

- The project aims to obtain HQE certification, promoting good practices and the sustainable qualities of the project.
- Renewable energy to supply part of the operations through an aerothermal heat pump
- The choice of materials: the high-performance insulation and the supply of natural light promote minimal energy consumption.









THE AW² STUDIO

AW² is an international architecture and interior design studio based in Paris.

Reda Amalou graduated from the University of East London and founded the agency in 1997. Stéphanie Ledoux, a graduate from the Ecole Spéciale d'Architecture in Paris, joined AW² in 2000 and became a partner in 2003. The two partners have led the studio in tandem ever since and play an active role in the design of each project.

With projects in 40 different countries, the agency has an international reputation for quality high-end design. The studio covers all project typologies including hospitality, education, commercial and residential.

AW² has received several awards over the years including the MIPIM Best Hotel Award for the Six Senses Con Dao resort, the Build Architecture Award for Best International Architecture & Design Studio – Paris, and four nominations for the AFEX Grand Prize in French Overseas Architecture for Six Senses Con Dao in Vietnam, the Lycée Français in Amman, Jordan, Ani Private Resort & Art Academy in Sri Lanka and Kasiya Papagayo eco-lodge in Costa Rica.

Initiating a project at AW² is all about questioning. It is about defining the conditions that surround the project and about setting, with our client, the ambitions of the project. We challenge both conditions and ambitions at the early stages of our work in order to avoid preconceptions and give us a deeper understanding of what we are trying to achieve.

Our approach to design is more an open working process rather than a strict theoretical or stylistic framework by which we abide. We bring to the table the experience we have gained from working in 40 different countries, applying relevant techniques and solutions. Our architecture is tailored to its location. It is an architecture of fusion that is the product of a conversation, a dialogue between several parameters:

1. Understanding the site: what sets it apart, what makes it unique
2. Analysing the context: The climate, culture, programme, regulations, economics, construction techniques, local know-how, materials and traditions
3. Incorporating local materials and prioritizing a sustainable design approach
4. Finally, architecture is a response: throughout the design process we elaborate and define our vision of the project to create architecture that truly belongs in its site.



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