



MOEDING

Moeding Keramikfassaden GmbH
Ludwig-Girnghuber-Straße 1
84163 Marklkofen

Reminiscent of traditional clay jugs

Ceramic façade for Spanish winery

Striving to offer visitors a breathtaking spatial experience to complement their fine wines, the Lozano family of winemakers contracted the Morph architecture studio in Madrid to design a new bodega at their main site in Villarobledo. The new wine cellar brings to mind traditional clay jugs and translates the small grooves traditionally left in them by their craftsmen’s fingers into a large-scale slatted surface inside and a finely grooved ceramic façade for the building envelope.

Tempranillo, Granacha, Merlot, or Cabernet Sauvignon – the La Mancha wine region is dominated by red grape varieties and covers an area of over 420,000 acres south of Madrid. The seemingly endless expanses of sand, clay, and limestone soils offer excellent conditions to grow Spain’s finest wines. Where once impressive wine cellars were built in monasteries and magnificent châteaux sprung up in the Bordeaux region, the architecture of today’s wineries speaks a contemporary language. All around the world, new, architecturally noteworthy buildings have been built to present the “divine drink” in an appropriate setting.

For the traditional Lozano winery, now in its fourth generation, Morph Estudio designed a striking structure that, with its unique shape and façade, both fully harmonises with the surrounding countryside and is yet visible from afar. Like a homogeneous outgrowth, the three-storey building emerges from the barren landscape, its sloping façade reminiscent of the surrounding vineyards. In terms of their material and shape, the yellow terracotta ceramic tiles recall traditional clay jugs with small grooves in which wine is left to mature.

On the Lozano premises, the spacious new building for tasting wine, a shop, and a showroom complements the administrative and industrial buildings in which wine and fruit juices have been pressed and sold to the world for over a hundred years. In Villarobledo, tradition and experience have always been perceptively combined with the latest facilities and technologies.

Inspired by clay

These requirements were only fulfilled by the rainscreen façade with MOEDING Longoton® ceramic panels from Lower Bavaria. The durable and sustainable ceramic façade not only protects the building from the elements; it also lends it an expressive, unmistakable appearance. Traditionally grooved clay wine jugs were the inspiration for the fine horizontal curved grooving of the façade. Working closely with the manufacturer, the architects developed individually shaped panels with inch-wide grooves that, with dynamism and great precision, also sweep around the corners of the building. For the concave and convex curvatures of the façade skin, façade panels with a radius of 2,000 millimetres were individually manufactured using a production process developed by MOEDING.

Of the many colours available, the architects selected “terracotta yellow,” a shade inspired by the sand-coloured soil in the region. The appearance of the natural surface varies depending on the weather, turning darker when it rains and reflecting surrounding light when the sun shines.

Textile effect

In total, around 2,000 square metres of Longoton® panels clad the façade surfaces. Each grooved panel is of length up to 1,500 millimetre-long, and have as many as four horizontal grooves, which from a distance cannot be distinguished from the horizontal joints between the panels. These “false joints” create a sheet-like, almost textile effect. The pattern designed on the surface of the tile (grooves) reminds us of the different layers of the earth. The glazed entrance on the ground floor, extending almost the length of the building, seamlessly complements this pattern and represents the perfect addition to the otherwise closed façade skin.

(3.826 characters incl. spaces)

Project information

Project name: Bodegas Lozano, Villarobledo
Client: Lozano family, Villarobledo
Architects: Morph Estudio, Madrid
Façade lining: MOEDING LONGOTON® ceramic panels,
grooved, terracotta yellow



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Figures



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The new Lozano winery in Villarobledo, Spain, represents a new generation of wineries committed to a contemporary architectural language. Joining such well-known names as Frank O. Gehry or Santiago Calatrava, Morph Estudio have now also designed an extraordinary bodega, which was awarded SILVER WINNER at the International Design Awards IDA 2020.

Architects: Morph Estudio, Madrid

Photo: Álvaro Viera Rodríguez



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The façade, comprised of ceramic panels, recalls traditional clay jugs. Yellow terracotta LONGOTON® panels naturally sway and curve around the building.

Architects: Morph Estudio, Madrid

Photo: Álvaro Viera Rodríguez



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Custom-made ceramic panels with special design grooves offers the façade a perfect curvature, and that adds a sense of dynamism to the winery building.

Architects: Morph Estudio, Madrid

Photo: Álvaro Viera Rodríguez



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The durable ceramic panels are easily capable of withstanding the heat in Spain. The design of the rainscreen façade also separate the functions of protection from cold and heat, the rear-ventilated space largely preventing excessive heating of the outer wall and ensuring a pleasant indoor climate.

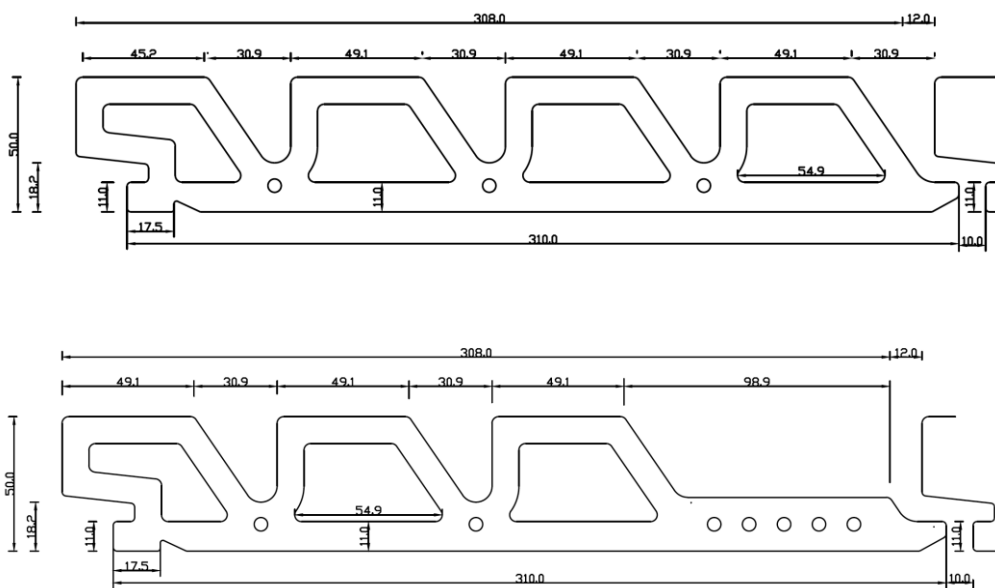
Architects: Morph Estudio, Madrid

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Two different dies give the ceramic panels their shape. Each of them has up to four horizontal grooves, which from a distance cannot be distinguished from the horizontal joints between the panels. The die with grooves double the width creates the visual joint between the idealised layers on the façade.

Architects: Morph Estudio, Madrid

Image: MOEDING Keramikfassaden GmbH, Marklkofen



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