

## 1.3 Innovative Architecture for Brewpubs

Though in the past a brewery often possessed an adjoining hostelry, the two have long since gone their separate ways. Today, a modern brewery is usually more or less a functionally designed industrial facility. However, gastronomy and brewery have been reconnected and reinvented in the form of the modern brewpub. In keeping with the concept of a restaurant offering guests a brewery-oriented experience, the copper-clad brewhouse has once again been brought into the realm of the public eye, serving as the new calling card for this genre of gastronomy. While brewpub concepts tend to be reflected in their interior design and furnishings, in past decades, traditional breweries did not find it necessary to project their image through architecture. Nevertheless, similar to marketing with the brewery logo, bottle, label and advertising materials, the physical structure of the brewery represents an increasingly important component in the overall perception of the brewery. Today, it's no longer sufficient to present the product to the beer-drinking public; rather one must generate an association with the brand. Similar to other sectors of business or the food industry, consumers are showing increasing interest in the origin of the products they purchase and how they are made. Optimal presentation of the goods is the decisive factor in sales of any kind. Since the quality of the beer can only be judged by drinking it, the architecture provides the opportunity to make a positive impression on the consumer in advance. As the saying goes, all five senses are involved in every experience. The visual perception of a product is therefore crucial. In the consumer goods industry, the necessity for a good product presentation has long been recognized and is standard practice.

In a less ostentatious manner yet with a heavier focus on sensory characteristics, the wine industry has been actively working on emphasizing the enjoyment of their products for the past 15 years. The brewing industry has significant room for improvement in this respect, especially since beer is a high quality, natural food. For this reason, an equally high level of quality should be reflected in the brewery restaurant. Since the construction of completely new breweries is more or less limited to the establishment of brewpubs, this offers the perfect justification for planning a sophisticated architectural design concept. If one is fortunate enough to have access to a historical building, then the question of design is settled. This, however, does not automatically exclude the careful assimilation of modern accents into the details of the architecture. Old or new, the most crucial aspect is authenticity. The guest should sense the honesty of the building. A historic-looking façade fabricated with flourishes best befitting Disneyland, where tradition is caricatured as cliché, can be regarded by the public over the long-term as possessing no substance at all. Resorting to traditional concepts for fear of frightening off the guests with the design is entirely unfounded. Although they can sometimes be

difficult to find, positive examples of modern architecture do exist in the brewing industry, as some recent cases have shown.

In the summer of 2012, the Andreas-Hofer-Bräu brewpub opened its doors in Franzensfeste, South Tyrol (figs. 1, 2). The building concept was heavily influenced by existing buildings in the region. The Hotel Sachsenklemme is located on the main road to Brenner. The brewpub consists of several different elements constructed using various materials, which are connected by a steel structure similar to a roof, creating a single unit. In order to avoid competing visually with the castle-like hotel, the brewpub is housed in an elongated structure extending along the road and attracts the eye simply by being different. The brewhouse is showcased in a window directly facing the street, so that everyone that passes by immediately recognizes the purpose of the building. This presentation is reminiscent of the open brewhouses of the 1960s, which were also designed to proudly present the brewery to the outside world.

*Figure 1: Andreas-Hofer-Bräu brewpub in Franzensfeste, Italy*



Source: Kaspar Schulz, Brauereimaschinenfabrik & Apparatebauanstalt e.K., Bamberg, Germany, [www.kaspar-schulz.de](http://www.kaspar-schulz.de)

The interior is finished with warm, inviting materials featuring plenty of wood – a strong contrast to modern architecture. Each room is furnished with different types of seating arrangements to create various moods, and yet ultimately the seating area is connected for uniform flow. The idea of the *Stube* was adopted for this space. It is a comfortable and traditional room and incorporates rough wood paneling, a fireplace and carved chair backs with heart-shaped cutouts. Outside, classic geranium plants decorate the windows. Subtle tributes to cozy and convivial beer drinking complement the flair of modern architecture.

*Figure 2: Interior of the Andreas-Hofer-Bräu brewpub*



Source: Kaspar Schulz, Brauereimaschinenfabrik & Apparatebauanstalt e.K., Bamberg, Germany, [www.kaspar-schulz.de](http://www.kaspar-schulz.de)

Another example of a completely new brewery is Brauhaus Goldener Engel, located at Ingelheim am Rhein. The brewery (figs. 3, 4) has been a pioneer in this regard.

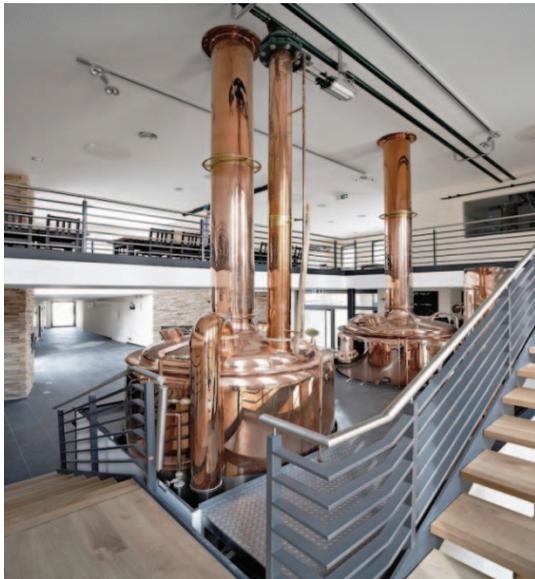
*Figure 3: Brauhaus Goldener Engel, Ingelheim am Rhein, Germany*



Source: Kaspar Schulz, Brauereimaschinenfabrik & Apparatebauanstalt e.K., Bamberg, Germany, [www.kaspar-schulz.de](http://www.kaspar-schulz.de)

Here, brewery tradition has been reinterpreted on the outskirts of a city that is more readily associated with wine than beer. In the design of the building, one can see the tension between the majesty of sacred architecture and the temporal nature of brewing, as well as the interplay between tradition and modernity. Spatially, the rooms of the brewpub are arranged in a V-shape, forming a continuous façade around a courtyard with an outdoor terrace, which opens into a large beer garden. The rooms, although built on different levels, retain a sense of openness reminiscent of the traditional beer halls of Munich. Those passing by can also catch a glimpse of the brewing process, with the copper kettles and a row of cylindroconical stainless steel tanks visible through narrow vertical windows integrated into the building in such a way that they allow light to stream in. Inside, visitors can experience every step of the brewing process, from the mill on the gallery level on through to the brewhouse, the fermentation and maturation tanks and down to the tap from which the beer is served. The two-story open space above the brewhouse accentuates it beautifully (fig. 4).

*Figure 4: Brewhouse at the Brauhaus Goldener Engel*



Source: Kaspar Schulz, Brauereimaschinenfabrik & Apparatebauanstalt e.K., Bamberg, Germany, [www.kaspar-schulz.de](http://www.kaspar-schulz.de)

Although Brasserie de Monaco (figs. 5, 6) has chiefly limited its focus to interior design, this brewpub is nevertheless worth a visit, due to its unique character: the design of the Brasserie was not conceived as a modern homage to traditional beer halls, as many brewpubs nowadays are. That concept was thrown out the window.

*Figure 5: Stainless steel brewhouse at the Brasserie de Monaco (MC)*



Source: Kaspar Schulz, Brauereimaschinenfabrik & Apparatebauanstalt e.K., Bamberg, Germany, [www.kaspar-schulz.de](http://www.kaspar-schulz.de)

Instead, an exclusive beer lounge has been created in the existing building. This is surely a product of its location, because it would be difficult to attract the jet-set clientele of the Côte d'Azur with a nostalgic brewpub. Nevertheless, the highly polished stainless steel brewhouse virtually radiates from its central position in the restaurant seating area, complemented by the other materials and furnishings, to create a unified impression. The surfaces of the walls and the ceiling are completely black to allow the restricted space to disappear into the background and to provide a contrast to the brewhouse and other furnishings. In addition to seating at wooden tables and benches, conceived with a beer garden in mind, guests can also choose to relax on comfortable sofas. Of course, the outdoor seating at the Brasserie is particularly inviting, due to the climate and its proximity to the harbor. Instead of a beer garden, groups of seats are arranged in islands and connected with an awning mounted overhead,

under which the guests can relax and sip refreshing beer while enjoying the day in Monaco.

*Figure 6: Sofa lounge at Brasserie de Monaco (MC)*



Source: Kaspar Schulz, Brauereimaschinenfabrik & Apparatebauanstalt e.K., Bamberg, Germany, [www.kaspar-schulz.de](http://www.kaspar-schulz.de)

Notwithstanding their distinctive designs, a common thread runs through all of the projects described above: the brewery and the architecture were inspired by the character of the surrounding region. From the wooden interior furnishings in South Tyrol to the relaxed and cheerful atmosphere in Ingelheim or the special design concept in Monaco, they are all unique. Only certain elements of each design could be integrated into other projects. When planning a new location, it is important to keep in mind that the guests should not be overwhelmed by the design. And this is also true for the culinary concept. If guests are to be attracted to the location by more than simple curiosity, the architecture needs to convey a welcoming atmosphere in which all guests feel comfortable. This will create a lasting bond between the brewpub and its clientele.