Alle Einbauten sind Sonderanfertigungen. So auch die Tischvitrinen, die den Blick auf das vielbeschworrene Terroir lenken.

All the built-in fittings were custom-made. That applies also to the counters that guide the eye toward the much-praised terroir.
The room functions as a neutral background, putting the wine into the focus of interest.

It began in Napa Valley, California, and in the high-end sector in Bordeaux and has meanwhile established itself as a world-wide trend. Winegrowers employ architects and treat themselves to fascinating buildings – monuments for their fine wines. The Franconian winegrowers, too, got around the world and are now adapting existing concepts or developing their own and putting their plans into action. The motto of Reiner and Monika Müller, in charge of Weingut Max Müller I., reads "open to new ideas, but firmly rooted in tradition". The new wine shop was to reflect this attitude explicitly. That's why, after consulting with the heritage preservation authorities, in the listed property that dates back to the 17th century the small rooms of the existing sales area were deconstructed and suspended ceilings removed. Thus a generous, bright room was created that accommodates wine sales and presentation areas and the office. The eye-catcher and centre of the room is the long counter that is used for tasting wine, sales activities and accounting. All the furniture items are custom-made, and many of them are of the multi-functional kind. Materials used are local oak, and the Krensheim muschelkalk, used for flooring also comes from the region. This is, by the way, the type of rock on which the wine is grown. Tradition and modernity. This claim is particularly evident when you look at the ornamental design of the room partition made of glass. The vantage point here was the historical stucco ceiling of the upper floor, transferred to the here and now. Vine leaves, vines, birds... Identity-creating motifs that were all abstracted to a large extent but in the modern composition can nevertheless be traced back to their origins.
Ein echter Hingucker ist die Glasscheibe, die den langen Tresen partiell zum Raum hin abschirmt.

The glass slab that partly separates the long counter from the room is a real eye-catcher.

Der gestalterische Ansatz bestand darin, die Ornamentik der barocke Stuckdecke im Obergeschoss zeitgemäß zu interpretieren.

The idea behind the design was to interpret the baroque stucco ceiling in the upper floor in a contemporary way.

Mittelpunkt des Raumes ist die lange Theke aus heimischer Eiche. Hier wird verkostet und verkauft.

The long counter made of local oak is the centre of the room. Here’s where wine will be tasted and sold.