



Home is Where the Wine Is

Memphis Collector Designs Dream Home Around Luxe Wine Cellar

■ A STUNNING MIX of brick, stone and Fijian Mahogany comprises the inner sanctum of the cellar. Warm LED accent lighting highlights the wine nestled in the sliding drawers and rotating wine wheels. Solid mahogany ceiling beams dramatically tie the wine cabinetry into the gracious setting. (Photos by TreyClark)

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When one Memphis tech entrepreneur began to envision his dream home, his prized 3,000 bottle wine collection was foremost in his mind. Wine cellar designs typically emerge after the home is built, not before. “Not knowing what the costs to cover my pet project would tally, yet determined to design a cellar worthy of my collection, I kept the wine cellar separate from the cost of building the home so it would not be part of my contractor’s meticulous budget,” says Craig Weiss, Vice President/Partner of Tower Ventures in Memphis. With the investment value of his wine collection surpassing the cost of the cellar considerably, Weiss had all the more reason to seek



■ Their unique cellar components allow the wine bottles and their labels to be showcased as opposed to traditional racking systems which conceal everything but the neck and cork end of the bottle.



■ Custom-crafted wine cabinetry holds 3,000 bottles.

out the best in wine cellar design. Through research online, he found that Revel Cellars had been cited by Forbes.com as the builders of “the world’s best wine cellars.” He also saw a Wine Spectator article about a collector in London who had discovered the Michigan-based cellar specialists during his own quest to build a custom wine cellar. “I soon realized that the unique designs offered by Revel would best suit the needs of my collection,” adds Weiss. Working through the endless details of design and construction with acclaimed Memphis architecture firm Shapiro and Company, Ray & Baudoin Interior Design and Barnett General Contractors, the recently released photos reveal what Revel also considers to be its “best” wine cellar project to date. “We were thrilled to design and deliver this ‘statement’ cellar for our client that would do justice to his well-curated collection,” states Jim Cash, Revel’s founder. A stunning mix of brick, stone and Fijian Mahogany comprises the inner sanctum of the cellar. Warm LED accent lighting highlights the wine nestled in the sliding drawers and rotating wine wheels. Solid mahogany ceiling beams dramatically tie the wine cabinetry into the gracious setting. His collection includes multiple vintages from prestigious producers such as Dominus, Far Niente, Continuum, Harlan and Opus One from Napa Valley and some iconic Italian gems including Sassacaia and Ornellaia. Most importantly for Weiss, the cellar protects the significant investment his collection represents. He states, “For me, it’s not just about aesthetics. The sliding drawers and rotating wheels allow me to view my collection without ever actually touching a bottle. And minimizing the handling of the bottles means reducing the risk of breakage or damage to the labels.”



■ A VIEW OF THE ENTRANCE into the cellar where the family dog rests in the sitting area.



■ REVEL CELLARS is known for their proprietary, patented design concepts that have earned numerous design awards and honors.