



THE BLOCKS

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A project by Studio Toogood for Penfolds

One of the world's most sought-after wine brands, **Penfolds**, is collaborating with renowned London-based designers **Studio Toogood** to create an ambitious multi-sensory environment dedicated to wine. Designed to demystify the process of vinification, **THE BLOCKS** encourages visitors to discover and awaken their palate using sight, touch, smell and taste.

Studio Toogood's first installation outside Europe will initially be unveiled in Australia on the 16th March in Sydney's last remaining undeveloped, historic wharf building: Pier 2/3. This five-week event will then travel to Melbourne on the 4th May.

"Perhaps it's the rich history and exclusivity – not to mention secrecy – that makes people (myself included) feel intimidated when faced with a tome-like wine list in a restaurant or the mile-long shelves at the local wine merchant. In a world full of choice, we feel more comfortable making decisions on what to wear, what food to order or which perfume to buy than we do selecting which wine to drink."

Faye Toogood, Director, Studio Toogood

Upon entering **THE BLOCKS**, visitors will be greeted by trained sommeliers – 'The Noses' – who will take guests on a journey through five imperious wooden totems. Inspired in form by the five groups of grapes available for tasting – and impregnated with different bespoke scents produced in conjunction with a perfumer for the event – the totems have been designed to guide guests to select the appropriate wines to suit their personal palate.

Not content with stimulating the nose, Studio Toogood asks guests to drink with their eyes by revealing glass cabinets filled with highly visual, poetic interpretations of the terminology normally associated with describing wine by five emerging Australian artists and designers.

Once inside the installation, guests will be able to indulge in **Penfolds Bin and Luxury wines**, complemented by locally foraged and seasonal tastes designed by **Executive Chef Jock Zonfrillo (Magill Estate)**.

To complete this gastronomic experience, guests will be seated under canopies of illuminated glass grapes on **Faye Toogood's** iconic '**Spade**' chairs. Hand-cast from raw aluminium specifically for the event, the 'Spade Chair / Naked Aluminium' is cold to the touch, reminding guests of their cellar-like experience.

To find out more about The Blocks visit www.theblockslive.com

About Penfolds

Penfolds has been producing an impressive array of wines since 1844 and indisputably led the development of Australian fine wine into the modern era. The introduction of Penfolds Grange in 1951 forever changed the landscape of Australian fine wine. Since then a series of standout wines, both white and red, have been released under the Penfolds masthead.

About Studio Toogood

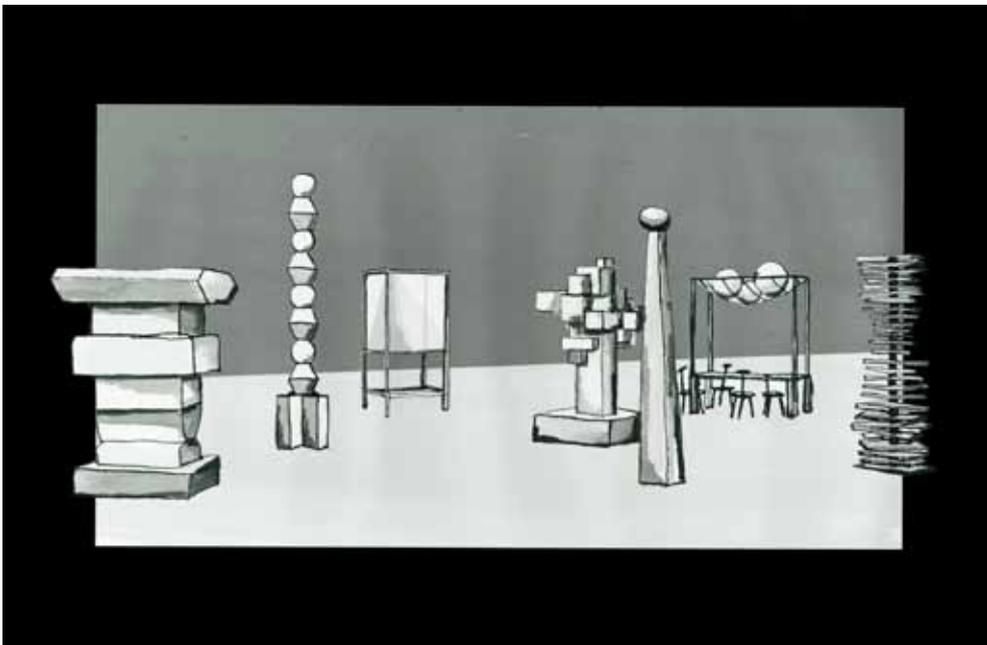
Studio Toogood designs, directs and executes interiors and environments from concept through to creation. Offering a full creative service from interior and exhibition design to creative direction, the Studio collaborates with both commercial and private clients, always producing brave, joyous and impulsive work. Clients include Vivienne Westwood, Comme des Garçons, Kenzo, Selfridges and Alexander McQueen



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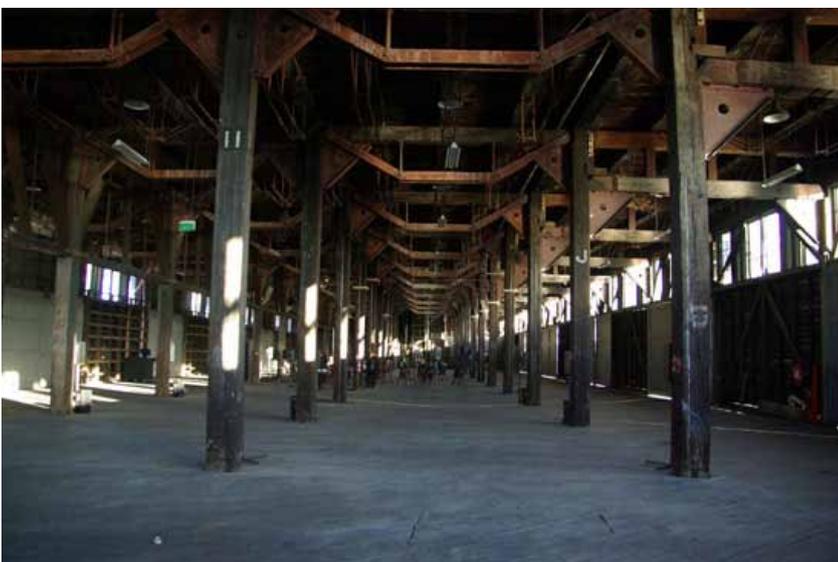
Visual of THE BLOCKS



Faye Toogood by Marius W Hansen



Oak Totems



Pier 2/3, Sydney



Spade Chair / Aluminium, Faye Toogood