

UDC 725:663.2:69.059.7

DOI:10.31650/2786-7749-2026-4-29-37

ANALYSIS OF DIRECTIONS OF REVITALIZATION OF WINERY ENTERPRISES**Y. Sorokatyi,**yarusyagg@gmail.com , ORCID: 0000-0001-5539-616X*Odessa State Academy of Civil Engineering and Architecture
Didrichson St. 4, Odesa, 65029, Ukraine*

Abstract. In the context of modern urbanization processes, the priority of sustainable urban development and the actualization of issues of cultural heritage preservation, the revitalization of industrial facilities, in particular historical wineries, is of particular importance. Such complexes form a unique segment of industrial architectural heritage, combining production, cultural and landscape characteristics and closely related to local identity, historical traditions and spatial structure of territories. In the context of the transformation of economic models, deindustrialization and the development of creative industries, former wineries are increasingly being considered as potential centers of socio-cultural activity, tourism, public initiatives and spatial renewal of the urban environment.

The aim of the article is to analyze modern approaches and practices of revitalization of historical wineries with a focus on architectural and urban planning directions of adaptive reuse and principles of sustainable development.

The study considers key problems of preserving the historical and architectural value of objects, the features of their functional transformation, the formation of new scenarios of use and the integration of modern needs of the community, the market and tourism infrastructure. Special attention is paid to the issues of functional mix, interaction with adjacent urban spaces and the role of revitalized complexes in the formation of a multifunctional urban environment. The evolution of approaches to the revitalization of wineries in European and international practice is summarized, and their potential as a tool for sustainable spatial development and improving the quality of the urban environment is determined. The results obtained can be used in the practice of architectural and urban design, redevelopment of industrial areas and strategic planning of the development of historical production complexes.

Keywords: revitalization; adaptive reuse; directions\methods, industrial heritage; wineries; architectural and urban strategies; sustainable development; cultural identity; development of territories.

Relevance of the study. In modern conditions of architectural and urban development, the revitalization of historical complexes and buildings of wineries is becoming particularly relevant due to the growing interest in cultural heritage, the development of tourism, and the reorientation of the economy towards creative industries. In European practice, the preservation and adaptive use of industrial heritage is considered an effective tool for territorial development, integrated into the policy of sustainable urban renewal, which is also relevant for Ukraine in the context of European integration processes [1]. Historical wineries have significant cultural and architectural value, forming local identity and supporting the historical memory of regions. Revitalization is aimed at “returning to life” of an object or territory taking into account the modern needs of society, it is the “returning to life” of abandoned or poorly functional historical wineries of such objects that contributes to the development of wine tourism, the creation of multifunctional spaces, the economic diversification of territories and the growth of employment of the population. Adaptive

use of existing buildings makes it possible to reduce the negative impact on the environment and preserve landscape resources. The combination of historical architecture with modern spatial solutions creates unique environments that can increase the attractiveness and competitiveness of regions in post-industrial conditions.

The preservation and transformation of historical wineries are accompanied by a complex of interconnected technical, legal, economic, social and cultural problems that require an interdisciplinary approach. A significant part of such objects is in an unsatisfactory physical condition due to long-term operation, lack of proper maintenance and partial destruction, which necessitates the need for expensive engineering surveys and works to strengthen structures. The process is complicated by the lack of complete technical documentation for historical buildings.

A significant limitation is the legal status of cultural heritage objects, which narrows the possibilities of intervention and creates a dilemma between preserving authenticity and compliance with modern standards of safety, energy efficiency and inclusion [2]. Additional challenges include a lack of investment, the difficulty of developing an economically viable adaptive use model, and the risk of losing identity due to excessive commercialization. In this context, the revitalization of industrial heritage is considered as a tool for sustainable development and spatial regeneration of territories [3].

During 2020–2025, scientific research on the revitalization of industrial and wine heritage shifted the emphasis from restoration as preservation to adaptive reuse as a tool for sustainable territorial development, briefly about what this method is: Adaptive reuse in architecture is an approach to design and reconstruction that involves giving an existing building a new function while preserving its structural basis, spatial structure and historical value.

Its key idea is not to dismantle or completely redesign the object, but to integrate modern needs into the already formed architectural shell. This approach allows:

- to preserve cultural and industrial heritage;
- to reduce the consumption of building materials and energy;
- to reduce the amount of waste from new construction;
- to support the principles of sustainable development.

Thus, adaptive reuse is a strategy of architectural transformation that combines the preservation of historical identity with functional and economic feasibility.

Modern international research interprets that adaptive reuse is an important direction in the integration of energy-efficient solutions into heritage sites with minimal intervention in the historical fabric, which is especially relevant for wine-making sites with specific microclimatic requirements [8], [9].

A separate block of research (A. Jeziarska-Thöle, A. Gonia, Z. Podgórski, M. Gwiaździńska-Goraj, V. Liubchenko, V. Kalenska) is devoted to cultural and historical tourism as a factor in the sustainable development of the cultural landscape of historical wineries - from tasting spaces and museums to event and educational venues [10], [11]. Taken together, these publications form a modern theoretical and methodological basis for the revitalization of winemaking heritage in architectural and urban planning practice.

Let us move on to the list of existing modern directions of revitalization of historical winemaking enterprises, the modern practice of revitalization of historical production facilities is based on a combination of architectural, engineering, socio-economic and environmental approaches. In the case of winemaking enterprises, transformation methods should take into account the specifics of the spatial organization of the complexes, their historical and cultural value and the potential for integration into tourist and recreational networks.

Direction of adaptive functional reprofiling The key method of revitalization is adaptive functional reprofiling, which involves the preservation of the historical architectural shell with the

introduction of new functional scenarios. For winemaking complexes, the following directions are characteristic:

- transformation of production buildings into tasting rooms, wine museums, exhibition spaces;
- combination of partially preserved production with tourist infrastructure;
- creation of hotel and restaurant complexes within historical buildings;
- formation of educational centers and centers of wine culture.

This direction allows to minimize intervention in the constructive system of the building and at the same time ensure its economic viability.

Direction of spatial integration and mixed-use development

Modern urban practice demonstrates the effectiveness of mixed-use development. In the context of wineries, this means a combination of:

- production function,
- tourist and recreational activities,
- cultural events,
- public spaces.

Formation of a multifunctional environment increases the attractiveness of the facility, increases the duration of visitors' stay and promotes economic diversification. From an urban planning point of view, such an approach contributes to the activation of depressed areas and the formation of new centers of attraction. There is also a direction of landscape and spatial regeneration, Historical wineries are functionally connected with vineyards and the natural landscape. Therefore, revitalization should include:

- improvement of adjacent territories;
- integration of pedestrian and tourist routes;
- creation of observation platforms;
- restoration of historical access roads;
- ecological rehabilitation of territories.

Landscape integration ensures the formation of a holistic spatial image and enhances the tourist attractiveness of the complex. Let's move on to the direction and method of ecological modernization

Within the concept of sustainable development, an important direction is the ecological adaptation of buildings, which includes:

- implementation of energy-efficient engineering systems;
- use of renewable energy sources;
- reuse of building materials;
- minimization of interference with the natural landscape.

Preservation of existing structures is in itself an environmentally sound solution, since it reduces the carbon footprint compared to new construction.

and the last of the main directions and methods is cultural and identity positioning

A separate modern approach is the formation of a territory brand based on the history of winemaking. In this case, architectural revitalization is accompanied by:

- creation of museum exhibitions;
- integration of local traditions into interior design;
- holding festivals and cultural events;
- development of wine market struts.

This method transforms the revitalized object into an element of the wider cultural and tourist ecosystem of the region.

Thus, modern methods of revitalization of historical wineries are characterized by interdisciplinary nature, a combination of architectural adaptation, functional diversification and

ecological modernization. Their effectiveness largely depends on taking into account the local context, the historical value of the object and the strategic vision of the development of the territory. Integrated application ensures multidimensional effectiveness: the historical and architectural value of the objects is preserved, the economic and tourist function of the territories is activated, the socio-cultural space is formed and environmental sustainability is increased. Each of these methods is aimed at supporting the viability of the object, integrating it into the modern socio-economic context and creating sustainable regional clusters of wine tourism. The development and implementation of such approaches is necessary to preserve cultural heritage, stimulate the local economy and create an innovative, sustainable and attractive environment for communities and visitors.

International experience emphasizes that successful revitalization of industrial areas is possible only if heritage is integrated into modern urban development processes without losing authenticity and spatial identity [4], [5]. In this context, wine complexes are increasingly considered not only as production facilities, but also as multifunctional centers of culture, tourism, education and creative industries, capable of forming new points of attraction in the structure of cities and regions.

Reusing the existing building stock allows for a significant reduction in the consumption of primary resources, reducing the volume of construction waste and preserving the embodied carbon accumulated in the structures of historic buildings [6], [7]. From the perspective of environmental sustainability, the adaptive use of industrial facilities is considered one of the most effective strategies for reducing the negative impact of the construction sector on the environment.

Life cycle studies of facilities convincingly confirm that adaptive use in most cases has a significantly lower carbon footprint compared to new construction - even taking into account the modernization of engineering systems and increased energy efficiency [14]. For wineries, this thesis is of particular importance, since their massive stone or brick structures, underground cellars and production facilities have significant potential for reuse with minimal structural interventions.

A separate major problem among all directions and methods remains the integration of energy-efficient solutions and energy transition approaches in cultural heritage buildings. The complexity of this process lies in the need to achieve a balance between the requirements of energy modernization and the preservation of the historical fabric of the facilities. For wineries, this problem is particularly relevant due to the specific microclimatic conditions of cellars and production facilities, which directly affect the technological processes of winemaking and the quality of product storage [9], [15].

International experience also shows and offers flexible solutions for the implementation of renewable energy sources, passive energy-efficient solutions, natural ventilation systems and thermo-inertial structures with minimal visual and constructive interference with the historical structure. Wineries - with their semi-submerged premises and thick enclosing structures - are considered promising objects for the implementation of such approaches.

In parallel, a research direction is developing dedicated to wine tourism as a tool for the sustainable development of rural and semi-urban areas. In the process of revitalization, wine complexes are transformed into multifunctional spaces that combine production, tasting rooms, museums, educational centers, event venues and elements of tourist infrastructure [11], [17]. Such objects become key elements of tourist routes and cultural landscapes, forming new scenarios of territorial use.

The relationship between winery architecture and cultural landscape is considered as one of the determining factors of tourist attractiveness and preservation of territorial identity [18]. In this context, the revitalization of wineries acts not only as a tool for preserving heritage, but also as a means of forming a competitive image of regions in the global tourist space.

The regulatory and political framework at the international level is also evolving in the direction of supporting the adaptive use of heritage. Documents of the European Union and international organizations record adaptive reuse as an acceptable and desirable tool for achieving the Sustainable Development Goals, in particular in the field of responsible resource consumption, protection of cultural heritage and achieving climate neutrality [14]. For Ukraine, these approaches are of particular relevance in the context of post-war recovery, where the revitalization of industrial and wine facilities can become a catalyst for economic, social and spatial regeneration of regions.

Let us turn to examples of the international and Ukrainian case:

In Portugal, a illustrative example is the World of Wine (WOW) in Vila Nova de Gaia (Porto). The project was implemented by transforming historical port warehouses/cellars into a multifunctional public cluster (museums, tastings, events), which demonstrates the approach typical of the 2020+ agenda: “heritage as economic and cultural infrastructure” and a driver of tourism development of the territory, provided that the historical fabric is preserved [18]. At the level of pan-European methodologies, such cases are systematized in best-practice reports on community-driven adaptive reuse, which emphasize a long-term operational model, stakeholder involvement and cultural programming as a condition for the sustainability of heritage reuse projects [19].

In Spain, an important typological layer is the early 20th century cooperative wine cellars/wineries, which are being reimaged as “near-zero impact” sites through energy and resource optimization while preserving architectural value. A study on the Wine Cellar of Rocafort de Queralt (Catalonia) shows how a heritage site can be brought closer to the NZEI parameters through a set of measures regarding the enclosing structures, engineering and operation without destroying the heritage identity [20]. In the same logic of “heritage promotion through interpretation”, the cooperative wine cellar in Falset is considered: publications from 2022 record the role of interpretative techniques (navigation, narrative, museum/publicity) in transforming rural wine architecture into a cultural and tourist asset [21]. Additionally, 2024 studies summarize typical models of transformation of historical wine-making forms in the 21st century (adding visitor functions, tasting spaces, itineraries, event programs) as a response to the growth of wine tourism [22]. For Italy, a useful reference is participatory decision-making models in adaptive reuse projects: a case study in Salerno (Campania) proposes a methodology for ex-ante assessment of adaptive reuse options in the logic of a circular economy with the participation of stakeholders; the approach can also be applied to wine-making heritage where it is necessary to balance “authenticity - functionality - economy - social impact” [21]. Another Italian, already “territorial-agrarian” example is the case study of Mondeggi (Tuscany), where the reinterpretation of agricultural heritage includes tasting/local processing functions (cantina, enoteca, etc.) and demonstrates how community practices can preserve the agrarian identity of a place while renewing its functions [23].

In France, a relevant example of the combination of “preservation + new wine infrastructure” is the project *Réhabilitation d'un moulin et construction d'un chai viticole* in Sarzeau. The project description highlights solutions typical of the 2020+ agenda: a semi-submerged part for thermo- and hygro-stability (soil inertia), compactness as a tool for preserving the dominant feature of the historical site (the mill), and the formation of a public route that allows visitors to observe the winemaking process without conflicting with production [24].

For Georgia, projects of wine industry renewal while preserving the “place brand” can be used as applied references: in particular, Kartveli Wine Factory (Tbilisi) is recorded in the portfolio of architectural practice as a completed project for 2019–2020 (source published and maintained in the period 2020+), which is a convenient visual and planning reference for production spaces and their modern “showcase” representation [25]. In a similar logic, the Chateau Mukhrani / Wine Factory Warehouse projects (Mtskheta-Mtianeti) can also be considered, where the reconfiguration

of the warehouse/production infrastructure is integrated into the tourism and event framework of the wine destination [26].

For Ukraine, firstly, the example of SHABO Wine Culture Center as a “wine culture complex” (museum functions, tastings, public spaces) based on winemaking tradition and historical cellars is important - it is an illustrative model of how a winery becomes a cultural and tourist magnet of the region [27]. Secondly, in the pan-European corpus of best-practice there is a Ukrainian case related to the building where the wine base was located (Lviv Winery): it is important precisely as an example of the inclusion of the wine/food industry in the broader agenda of adaptive reuse and multi-level heritage management [19].

Generalization of modern research allows us to conclude that the revitalization of historical wineries is a multidimensional process that combines architectural and urban planning, environmental, social and economic aspects. The application of the adaptive reuse methodology in combination with the principles of circular economy, energy efficiency and participatory management creates the basis for the formation of sustainable, competitive and culturally rich territories, and the revitalization of old wineries in modern conditions is also considered as effective tool for sustainable architectural and urban development that combines the preservation of cultural heritage with the integration of new social, economic and spatial functions. Examples of approaches based on international experience to revitalization demonstrate the transition from the conservation model to the concept of adaptive use, which allows including historical objects in the modern life of territories without losing their authenticity.

The impact of revitalization of wineries is complex and manifests itself in several interrelated dimensions. In the economic aspect, such projects stimulate the development of regions, create new jobs, activate tourist flows and form a multiplier effect for related industries. The social dimension is associated with an increase in the quality of life, the formation of new public spaces, the development of cultural and educational initiatives and the strengthening of the role of local communities in the processes of spatial transformations.

The cultural significance of revitalized wine complexes lies in the preservation and actualization of local identity, winemaking and gastronomy traditions, as well as in the creation of platforms for intercultural interaction. From an architectural and urban planning point of view, revitalization contributes to improving the quality of the environment, eliminating depressed areas and forming a new aesthetic of space based on a combination of historical and modern solutions. The environmental effect is also important, which is manifested in the reuse of the existing building stock, reducing resource costs and implementing energy efficiency principles. At the same time, the implementation of revitalization projects is accompanied by financial, legal and organizational challenges, and also requires a high level of professional competence and an established dialogue between all stakeholders. Further development of this area requires improving regulatory and legal mechanisms, supporting innovative architectural solutions and expanding participatory management practices. In the future, the revitalization of old wineries can become one of the key areas of sustainable development of territories and the preservation of their cultural and spatial identity.

Prospects for further research, Despite the existing challenges, the revitalization of old wineries has significant potential for further development and scientific understanding. A promising direction is the study of mechanisms of public-private partnership that allow combining the interests of the state, municipalities and private investors in the implementation of revitalization projects.

An important topic for further research is the popularization of wine tourism as a tool for economic sustainability and activation of territorial development through the formation of complex tourist routes with the integration of historical wineries. Of considerable interest is the study of innovative architectural and design approaches, in particular the use of digital technologies,

interactive environments and VR/AR solutions in the process of adaptive use of historical complexes.

A comprehensive study of the outlined areas will allow to form effective architectural and urban planning strategies for the revitalization of wine-making heritage and strengthen their role in the sustainable development of territories.

References:

- [1]. European Commission. *New European Bauhaus: Beautiful, Sustainable, Together*. Luxembourg: Publications Office of the European Union, 2021.
- [2]. European Commission. *Towards a sustainable built environment: Renovation and adaptive reuse of cultural heritage*. Brussels, 2021.
- [3]. Council of Europe. *Cultural heritage and sustainable development: Policy framework and strategies*. Strasbourg, 2022.
- [4]. Chen, Lesya & Zhylyuk, Bohdan. (2025). Principles of revitalization of industrial areas in Ukrainian cities. *City Diversity*. 6. 3191. <https://doi.org/10.54517/cd3191>
- [5]. Oevermann H., Polyák L., Szemző H., Mieg H.A. (Eds.). *Open Heritage: Community-Driven Adaptive Reuse in Europe: Best Practice*. Basel: Birkhäuser, 2023.
- [6]. Florentina-Cristina, Merciu & Vintilă, Marian & Draghici, C. & George, Merciu. (2025). Adaptive Reuse of Industrial Heritage in the Perspective of Circular Economy: A Tool for Sustainable Development. *Proceedings of the International Conference on Business Excellence*. 19. 5437-5447. <https://doi.org/10.2478/picbe-2025-0415>
- [7]. Qi, Zhang & Md Ali, Zuraini & Abidin, Nurdiyana. (2025). Sustainable adaptive reuse of historic buildings: development of a framework from systematic review. *npj Heritage Science*. 13. <https://doi.org/10.1038/s40494-025-02155-2>
- [8]. Li, Li & Lucchi, Elena & Curto, Davide. (2023). Adaptive reuse and energy transition of built heritage and historic gardens: The sustainable conservation of Casa Jelinek in Trieste (Italy). *Sustainable Cities and Society*. 97. 104767. <https://doi.org/10.1016/j.scs.2023.104767>
- [9]. Herrera, Daniel & Rose, Jørgen & Thomsen, Kirsten & Haas, Franziska & Leijonhufvud, Gustaf & Broström, Tor & Troi, Alexandra. (2024). Evaluating the Implementation of Energy Retrofits in Historic Buildings: A Demonstration of the Energy Conservation Potential and Lessons Learned for Upscaling. *Heritage*. 7. 997-1013. <https://doi.org/10.3390/heritage7020048>
- [10]. Jezierska-Thole, Aleksandra & Gonia, Alicja & Podgórski, Zbigniew & Gwiazdzińska-Goraj, Marta. (2025). Wine Tourism as a Tool for Sustainable Development of the Cultural Landscape—A Case Study of Douro Wine Region in Portugal. *Sustainability*. 17. 1494. <https://doi.org/10.3390/su17041494>
- [11]. Liubchenko, Valentyna & Kalenska, Vitalina. (2025). Wine tourism in Ukraine: status and prospects. *Eximia*. 14. 326-340. <https://doi.org/10.47577/eximia.v14i1.558>
- [12]. Dolgikh, Tetyana & Sukhanov, Vladimir. (2025). The influence of parametrics on the interior and its equipment in parametric buildings. *Scientific Problems Of Architecture And Urban Planning*. 182-196. <https://doi.org/10.31650/2786-7749-2025-3-182-196>
- [13]. Liu Wei, Kolisnyk O. Parametric modeling as an innovative approach in graphic design. *Art and Design*, 2024, No. 1(25), pp. 34–45. <https://doi.org/10.30857/2617-0272.2024.1.3>
- [14]. World Green Building Council. *The Circular Built Environment Playbook*. London, 2023. <https://lnk.ua/3yR3HKt48> [Accessed 2 March 2026]
- [15]. Li Jiang, Elena Lucchi, Davide Del Curto, Adaptive reuse and energy transition of built heritage and historic gardens: The sustainable conservation of Casa Jelinek in Trieste (Italy), *Sustainable Cities and Society*, Volume 97, 2023, 104767, ISSN 2210-6707, <https://doi.org/10.1016/j.scs.2023.104767>
- [16]. Gravagnuolo, Antonia & Angrisano, Mariarosaria & Bosone, Martina & Buglione, F & De Toro, Pasquale & Fusco Girard, Luigi. (2024). Participatory evaluation of cultural heritage adaptive reuse interventions in the circular economy perspective: A case study of historic

- buildings in Salerno (Italy). Journal of Urban Management. 13. <https://doi.org/10.1016/j.jum.2023.12.002>
- [17]. Braiko M., Holubonkova O. Marketing Research of Consumers for the Project “Wine Routes of the Ukrainian Black Sea Region” // Modern Economics. 2022. [https://doi.org/10.31521/modecon.V32\(2022\)-03](https://doi.org/10.31521/modecon.V32(2022)-03)
- [18]. RIBAJ. / Imaginative adaptive-reuse at historic Porto winemaking site // RIBAJ, 2024. <https://lnk.ua/UBZDyHZnr> [Accessed 2 March 2026]
- [19]. Open Heritage Hub. / Open Heritage. Community-Driven Adaptive Reuse in Europe: Best Practice // European Heritage Hub, 2024 (PDF). <https://lnk.ua/5Mehz2QOy> [Accessed 2 March 2026]
- [20]. Onecha, B.; Herrador, E.; Castillo, R.; Bosch, M. Reaching Near-Zero Environmental Impact in Heritage Buildings: The Case of the Wine Cellar of Rocafort de Queralt. Sustainability 2025, 17, 577. <https://doi.org/10.3390/su17020577>
- [21]. Parlato, Monica & Valenti, Francesca & Porto, Simona. (2022). Sustainable Promotion of Traditional Rural Buildings as Built Heritage Attractions: A Heritage Interpretation Methodology Applied in South Italy. Sustainability. 14. 16206. <https://doi.org/10.3390/su142316206>
- [22]. Stanojević A., et al. / New Programs and Types of Interventions: Reshaping Historical Wineries and Wine Cellars in the 21st Century // (Journal article, 2024) (PDF). <https://doi.org/10.2298/SPAT240924010S>
- [23]. (Collective authors). / Mondeggi (case materials on community-led rural heritage re-use; includes cantina/enoteca functions) // OAPEN, 2020+ (PDF). <https://lnk.ua/5NmStM3h> [Accessed 2 March 2026]
- [24]. EUmies Awards. / Réhabilitation d'un moulin et construction d'un chai viticole (Sarzeau, France) // EUmies Awards (work profile), 2026. <https://lnk.ua/8SDhLaiS0> [Accessed 2 March 2026]
- [25]. Metta. / Wine Factory (Kartveli Wine Factory) — project page/portfolio // metta.ge, 2020+. <https://lnk.ua/ukWrcWGnc> [Accessed 2 March 2026]
- [26]. Element Construction. / Chateau Mukhrani Wine Factory Warehouse And Mukhran Batoni Palace // ec.ge, 2020+. <https://lnk.ua/TsCaSZf7I> [Accessed 2 March 2026]
- [27]. SHABO. / Tsentr kultury vyna (opys kompleksu) // shabo.ua, 2020+. <https://lnk.ua/Hom1xo9Is> [Accessed 2 March 2026]

АНАЛІЗ НАПРЯМКІВ РЕВІТАЛІЗАЦІЇ ВИНОРОБНИХ ПІДПРИЄМСТВ

Я. Сорокатий,

yarusyagg@gmail.com , ORCID: 0000-0001-5539-616X

Odessa State Academy of Civil Engineering and Architecture

Disrichson St. 4, Odesa, 65029, Ukraine

Анотація. У контексті сучасних процесів урбанізації, пріоритеті сталого розвитку міст та актуалізації питань збереження культурної спадщини особливого значення набуває ревіталізація промислових об'єктів, зокрема історичних виноробних підприємств. Такі комплекси формують унікальний сегмент промислової архітектурної спадщини, що поєднує виробничі, культурні та ландшафтні характеристики й тісно пов'язаний із локальною ідентичністю, історичними традиціями та просторовою структурою територій. В умовах трансформації економічних моделей, деіндустріалізації та розвитку креативних індустрій колишні виноробні підприємства дедалі частіше розглядаються як потенційні осередки

соціокультурної активності, туризму, громадських ініціатив і просторового оновлення міського середовища.

Метою статті є аналіз сучасних підходів і практик ревіталізації історичних виноробних підприємств із фокусом на архітектурно-містобудівні напрямки адаптивного використання (*adaptive reuse*) та принципи сталого розвитку.

У дослідженні розглянуто ключові проблеми збереження історичної й архітектурної цінності об'єктів, особливості їх функціональної трансформації, формування нових сценаріїв використання та інтеграції сучасних потреб громади, ринку й туристичної інфраструктури. Окрему увагу приділено питанням функціональної змішаності, взаємодії з прилеглими міськими просторами та ролі ревіталізованих комплексів у формуванні багатофункціонального міського середовища. Узагальнено еволюцію підходів до ревіталізації виноробних підприємств у європейській та міжнародній практиці, а також визначено їхній потенціал як інструменту сталого просторового розвитку та підвищення якості міського середовища. Отримані результати можуть бути використані в практиці архітектурно-містобудівного проєктування, редевелопменту промислових територій і стратегічного планування розвитку історичних виробничих комплексів.

Ключові слова: ревіталізація; *adaptive reuse*; напрямки/методи, промислова спадщина; виноробні підприємства; архітектурно-містобудівні стратегії; сталий розвиток; культурна ідентичність; розвиток територій.

Стаття надішла до редакції 18.02.2026

Стаття прийнята до друку 9.03.2026

Дата публікації статті 31.03.2026

[This work](#) © 2026 by [Y. Sorokatyi](#) is licensed under [CC BY 4.0](#)