









THE PRISONER WINE COMPANY, ST. HELENA. CA

The Prisoner Wine Company's tasting room is an industrial, modern space in St. Helena built to stand out from the crowd. Curated by architect Matt Hollis and designer Richard Von Saal, who reimagined the space into a retro-futuristic feel, The Prisoner provides a nontraditional destination for immersive wine education and experiences. It challenges the rules on what a tasting experience in Napa can be.

The property houses The Prisoner's tasting lounge, which boasts an open kitchen where in-house chef Brett Young prepares a variety of pairing experiences, as well as a 57-foot-long skylight that welcomes ample sunlight into The Makery, a suite of private tasting rooms available for groups.

For the interior, Richard Von Saal sourced raw, refurbished materials like reclaimed wood, rusted mirrors, and metal from the nearby Mare Island naval shipyard. Almost every surface features dark tones of black and gray with accents of the reclaimed metals; the only prominent pop of color throughout the space is a bold blood red.

Outside, you'll find The Yard, an outdoor courtyard with living walls, tasting nooks, and furniture made from reclaimed materials like a bench created with wood from the former Bay Bridge. The Yard also boasts a wood-burning oven used to cook flatbreads, smoked meats, and seasonal vegetables for the wine pairing experiences, and a culinary garden that grows herbs and produce used in dishes served at the winery. The Yard also has a gender-neutral bathroom, one of the first Napa Valley wineries to implement one.

"THE PRISONER WINE COMPANY'S TASTING LOUNGE WAS BUILT TO REIMAGINE THE TYPICAL WINE TASTING EXPERIENCE AND CHALLENGE THE STATUS QUO IN THE SAME WAY OUR WINES ARE UNBOUND FROM THE SHACKLES OF TRADITIONAL WINEMAKING. UNLIKE SO MANY OTHER NAPA TASTING ROOMS, THE PRISONER'S SPACE IS A CAMPUS FILLED WITH MULTIPLE IMMERSIVE EXPERIENCES TO ENIOY. WE WANTED TO CREATE A SPACE WHERE FANS AND NEWCOMERS ALIKE COULD COME AND LEARN MORE ABOUT THE PRISONER WINE COMPANY, SHARE IN OUR NONTRADITIONAL SPIRIT. AND SETTLE IN FOR AN AFTERNOON OF DISCOVERY FOOD AND WINE PAIRINGS, AND UNEXPECTED EXPERIENCES. WE WANT THEM TO RECOGNIZE THE PRISONER AS A WINE UNLIKE ANY OTHER NAPA WINE THEY'VE EXPERIENCED AND TALK TO THEM IN THEIR LANGUAGE, BUT THROUGH OUR OWN VOICE."

- Bukky Ekundayo, general manager of

The Prisoner Wine Company

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JORDAN WINERY, HEALDSBURG, CA

In 1972, when American wine tourism was virtually nonexistent, Jordan Vineyard & Winery founders Tom and Sally Jordan were among the first to introduce a bespoke culinary hospitality and lodging experience by recreating a French-inspired getaway in California's wine country.

Representing the heart of the winery marrying food, wine and hospitality, Jordan's 58,000-square-foot château houses winemaking facilities, a kitchen, dining room, three guest suites, a tasting library, wine cellars, and offices. Overseen by matriarch Sally Jordan, the original design for the suites emulated Old World elegance, incorporating Louis XV antiques, ornate finishes, floral wallcoverings, and other French-inspired influences.

In 2020, John Jordan, son of the founders and the current owner/ operator of the winery, embarked on a makeover that retained his parents' original vision for traditional luxury accommodations while bringing the rooms up to par with some of Europe's most elite hotels.

John tapped San Francisco-based interior designer Maria Haidamus to lead the 8-month transformation which was completed in 2021. Haidamus was tasked with honoring the existing architectural features of each room and preserving elements of Sally Jordan's original design, while bringing John's modern vision to life. To pay homage to the Jordan Estate grounds—with over 1,000 acres preserved as natural habitat—Maria introduced botanical wallpaper and whimsical woodland images filled with towering oak trees draped in lichen and rocks covered with velvety, green moss. This tribute to the organic surroundings is carried throughout the design, bringing the nature residing just beyond the château walls inside.

"I WAS INSPIRED THE MOMENT I ENTERED THE SPACE—
THE JORDAN CHÂTEAU HAD INCREDIBLE BONES,
AND THE GRANDIOSE SCALE OF THE SUITES WAS
SO IMPRESSIVE," SAID MARIA HAIDAMUS, PRINCIPAL
OF MARIA HAIDAMUS INTERIORS. "I HAD THE VISION
OF REFINING THE SUITES AND BRINGING THEM TO A
MORE MODERN AND SOPHISTICATED LEVEL, WHILE
ENHANCING THE EXISTING ARCHITECTURE AND
PRESERVING ELEMENTS OF SALLY JORDANS AESTHETIC
THAT SHE FIRST INTRODUCED ALMOST HALF A CENTURY
AGO. I WANTED GUESTS TO FEEL RELAXED AND
WELCOMED INTO AN APPROACHABLE ENVIRONMENT
THAT WASN'T TOO OVER-THE-TOP, YET EXTREMELY
ELEVATED AND LUXURIOUS AT THE SAME TIME."

- Maria Haidamus, principal of Maria Haidamus Interiors



