



THE CUBE





## SERVING ELITE CLIENTELE AROUND THE WORLD

With over 28 years of experience, we collaborate with visionary clients around the world to design the most inspiring and industry-leading wine cellars. Sommelier-led, we design for experience, how spaces work optimally and feel luxurious, simultaneously. What sets us apart is our in-house project management service, which goes far beyond the usual. From the moment you decide to invest in a wine cellar, we will go step by step with you to take care of every detail. Your wine cellar is more than a space—it is a journey into luxury.





# GENUWINE CELLARS SIGNATURE SERVICE

## KNOW OUR CLIENT

Design consultation to determine and understand the client's needs and prepare their wish list.

## DESIGN

Creative development of the project and presentation to the client.

## BUILD

Execution and project management until the debut of your bespoke cellar.

## THE GRAND REVEAL

Unveiling your magnificent cellar, backed by our Lifetime Warranty. Preserving the value and integrity of your wine for years to come.









# THE CUBE



The Cube's linear elegance exudes simplicity while embodying the marvel of complex engineering. Its sleek, ultra-modern form enhances your collection's visibility and prestige. Designed for the discerning collector, The Cube transforms your wine cellar into a gallery of oenological treasures, on display to captivate the eye and reflect the tastes of its owner.







## AN ARCHITECTURAL MARVEL

The Cube stands as a testament to exceptional design and engineering excellence. Each element of its size and structure has been meticulously tested, ensuring perfection in every detail. With expert considerations for bottle weight, gravity, longevity, and stability, The Cube's capacity to withstand significant overhang stress—supporting over four cases of wine per shelf—demonstrates its extraordinary strength and durability.







# THE ART OF PRESERVATION

Preserving and protecting your investment is crucial to ensuring that your wines mature to unveil their rich profile and maintain their value over time. With three decades of research and innovation, Genuwine Cellars offers the most sophisticated and engineered cooling solutions. Our specialists create cooling systems that are both discreet and accessible. Intelligently concealed within the build, these meticulously designed systems ensure near museum-like preservation while effectively reducing operational noise. This dedicated know-how represents the pinnacle of aesthetic and technical expertise.







## BEYOND TRANSPARENCY

Our glass wine enclosures are crafted from premium-grade tempered glass, each panel polished to achieve the luminous clarity and pristine luster of a finely cut diamond. Genuwine Cellar's commitment to exceptional clarity allows every detail of your collection to be viewed in pristine condition. Our glass enclosures provide a protective yet invisible barrier. From the smooth, effortless swing of our pivot hinges to the secure and versatile locking mechanisms, every hardware detail is chosen for its quality and aesthetic compatibility. Options for decorative etching, murals, and illuminated architectural glass add layers of customization, making your wine cellar one-of-a-kind.



# MASTERPIECE SELECTIONS

At Genuwine Cellars, each length of premium hardwood is hand selected. To qualify for use in our cellars, each piece must exhibit the finest grain. With such high criteria, less than 1% of the world's hardwood trees are selected for our wine cellars



CHERRY



MAHOGANY



OAK



MAPLE



SAPELE



WENGE



EBONY



WALNUT







# THE ARTISAN'S PALETTE

Exclusively curated by Genuwine Cellars, our color pallet is meticulously formulated with premium pigments to deliver exceptional depth and richness. We offer a spectrum of colors that add sophistication to your wine cellar. Our Color Consultants can match pre-existing finishes, ensuring a harmonious and beautiful addition to your home.



HELLINGS



SAN JOSE



BLACKBURN



BLUE HILLS



CASABLANCA



DUBAI



SANTIAGO



FRANKFURT



ARIZONA



TUNDRA

\*PLEASE NOTE, THE STAINS DISPLAYED ABOVE ARE APPLIED TO CHERRY WOOD.

You will receive a physical sample to ensure it exceeds your every expectation.



# HUES OF INFINITY

Offering the most advanced LED RGB and RGBW lighting, expertly calibrated to harmonize with the ambiance of your home. Our lighting options create dramatic illumination, casting a radiant glow on your collection. Selected carefully to emit zero heat and UV radiation, our lighting solutions maintain the pristine condition of your cherished vintages.



*Warm 3200K*



*Cool 4000K*



*Daylight 6500K*







## ELEVATING EXCELLENCE

Decades of mastery have gone into perfecting our ladders, ensuring they glide effortlessly with a single touch. Each ladder undergoes rigorous longevity testing to guarantee a lifetime of use. Easily movable from wall to wall and incorporating 90-degree curved corners for optimal accessibility, each ladder is equipped with a braking system that activates upon stepping onto the first tread, ensuring stability and ease of use.







# FREQUENTLY ASKED QUESTIONS

## WHAT ARE THE BEST PRACTICES FOR STACKING WINE BOTTLES IN THE CUBE?

Given the open spaces within the Cube, the optimal method for maximizing capacity is by stacking your wine bottles. To ensure their safety, consider the following guidelines:

- Stack only the same types of wine bottles together to facilitate easy identification and access.
- When removing bottles, always take those at the top first to prevent instability.
- Ensure that you fill the entire width of the shelf before stacking upwards to maintain balance.
- Our wine cellar expert will provide tailored advice on safely storing special bottles, such as Bordeaux or Burgundy, ensuring their utmost protection.





