

# History

The history of the Rioja Wine Culture Centre dates back to the 16th century, when the Yanguas family built a Renaissance palace in the heart of Logroño. It was a family of powerful merchants who made their fortune exporting merino wool to Europe.

They decide to set up on Calle Ruavieja, the starting point of the wine industry in Logroño, alongside Calle Mercaderes. The latter was made wider (as it is today) to connect the Market Square directly with the street where the city's underground cellars are located.

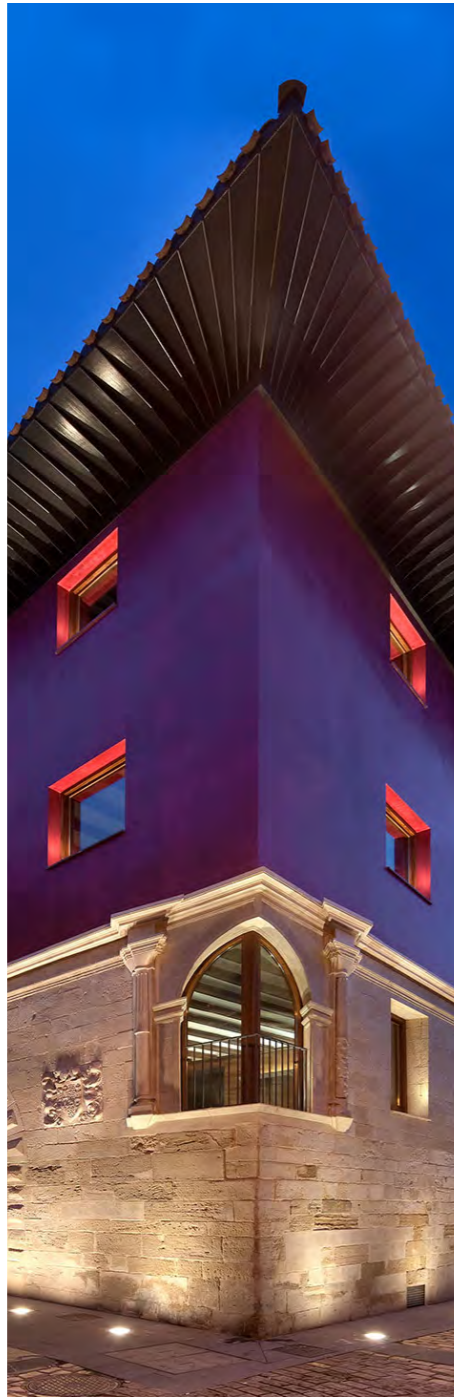
Little by little, the Palace fell into disuse and was abandoned until it was bought by Logroño City Council in the 1990s.

With the arrival of the new century, a competition was held to design the building that we can enjoy today; the winning proposal was that of the architect Jesús Marino Pascual. It combines 16th century palatial architecture with the 21st century.

Access from the street is via the pre-existing Renaissance entrance hall, leading to the staircase core to the bottle racks and exhibition rooms. The bottle racks are multi-purpose spaces for countless activities. If you cross the entrance hall, you will find an imposing courtyard. Here we see several nods to what this building was.

In the basement, we can enjoy the fretwork of semicircular vaults made of 16th century ashlars. These, together with the wine presses and the press, demonstrate the importance of wine in Logroño since at least the Modern Age.

In short, a space that combines culture, wine, Rioja and heritage to discover Logroño and La Rioja as never before.






Rioja Wine Culture Centre

C/Mercaderes, 9  
26001 Logroño  
La Rioja

**Monday to Thursday**  
9:00 to 14:00 h and 17:00 to 21:00 h

**Friday to Sunday and holidays**  
9:00 to 21:00 h

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Rioja Wine Culture Centre



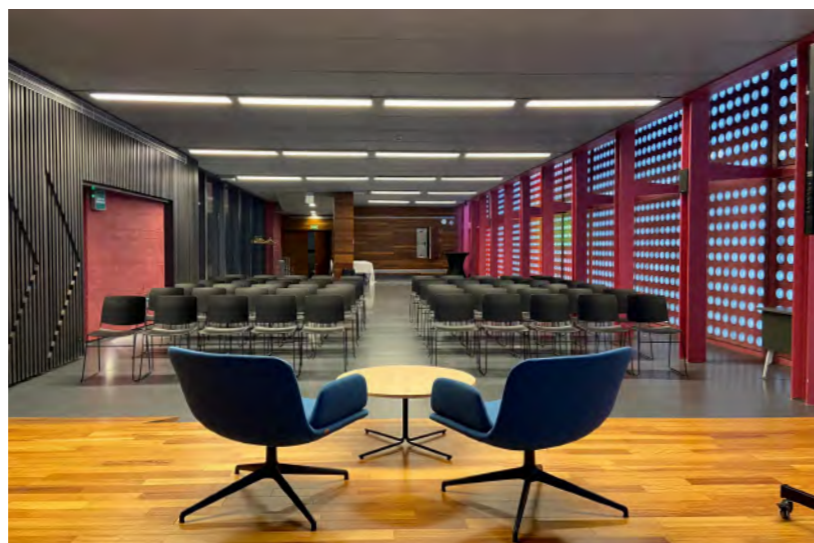
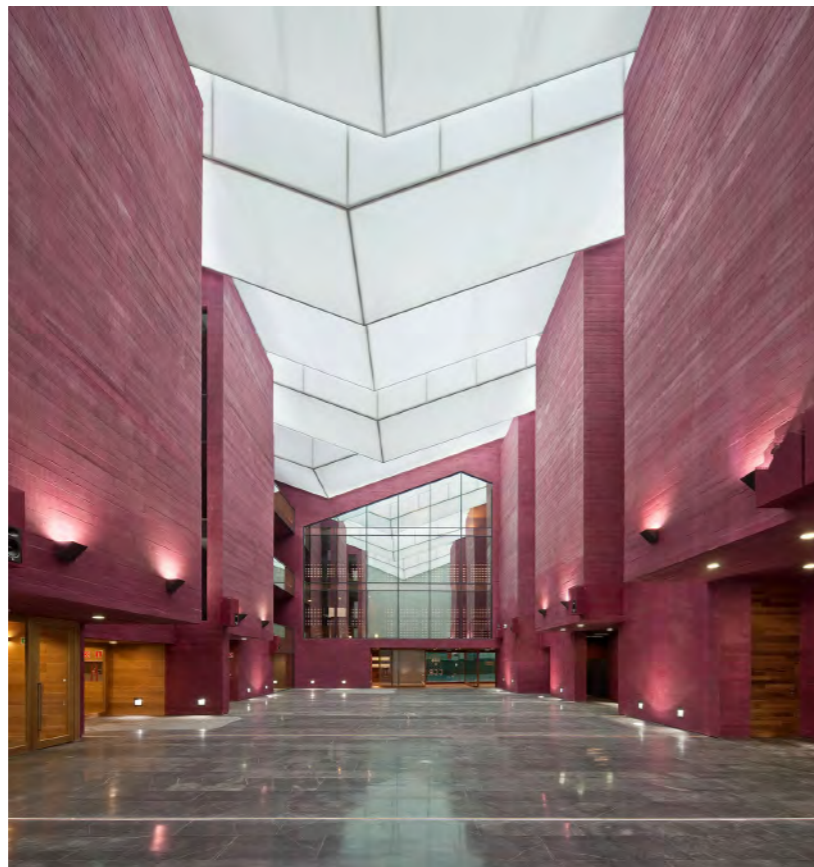
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The Rioja Wine Culture Centre emerges in a scenario full of significance and opportunities in the city of Logroño and the region of La Rioja. To understand its relevance, it is crucial to contextualise its role in the heart of a region that breathes wine and culture in every corner.

· The charm of Logroño and La Rioja: Logroño is known for its historic charm, its hospitality and its strategic position on the Camino de Santiago. The Rioja Wine Culture Centre stands as a cultural and touristic element that celebrates the region's winemaking heritage and contributes to its evolving identity.

· A world-renowned wine region: La Rioja is an international icon in the world of wine. Its vineyards, cellars and winemaking traditions are renowned the world over. The Rioja Wine Culture Centre is positioned as a cultural ambassador that adds to this legacy, promoting the value of Rioja wine and offering a unique experience for both wine and culture lovers and for those looking for other types of activities.

· The Rioja Wine Culture Centre as a meeting point: Located in the centre of the city, the Rioja Wine Culture Centre is a meeting and convergence space. Its modern architecture is intertwined with the rich history of La Rioja, providing a perfect setting for cultural, educational and gastronomic celebrations, etc.



## Spaces

Its spaces are special places where all kinds of activities can be held, from concerts or conferences to large events or technical tastings.

In addition, the centre has several exhibition halls; 2 of them on floors 1 and 2, while there is another one in the basement. In them, we find works of art of the first order, difficult to find anywhere else along the Cantabrian Coast, linking art to the world of wine.

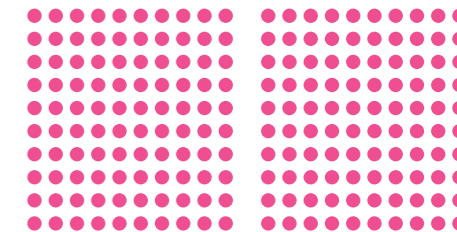
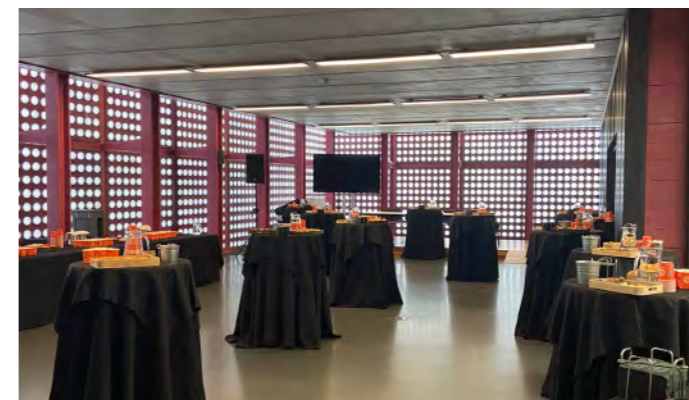
For this reason, this centre is the central space for discovering and enjoying Rioja culture from all its aspects.

### ◀ Agora

It is located on the ground floor, with direct access from the street, and is the centre's emblematic space from which all activity takes place. Its imposing height and configuration give it sobriety and elegance and it is the perfect place to hold events of any kind; both standing and seated. It has been the venue for talks, tastings, exhibitions, concerts, professional meetings, prize-giving ceremonies, etc.

### ◀ Bottle racks ▶

They are located on the first and second floors of the building and can be reached either by lift or stairs. It is an open space and very characteristic as natural light enters through the façade of the centre, the well-known "botellero". From here, the agora can be seen through a large window. It is a multi-purpose room where you can make product presentations, conferences, coffee breaks, tastings, etc.



### ◀ Cellar

It is located in the basement of the building. It is a very special space because it is a former 16th century urban wine cellar. The building is located in the heart of Logroño, where many of the buildings had cellars under their foundations. It is a place that speaks of the history and culture of Rioja.

Tastings, experiential activities, exhibitions, concerts and theatre performances can be held here.

### ◀ Tasting Room 1

Located in the basement of the building, this room is a professional tasting room. A place for professionals and wine lovers where they can get to know references and wineries.

Classroom format with all the comforts of a professional tasting room.

### Tasting Room 2

Similar to the previous space, the peculiarity here is that the tables are high.

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