



## **SOGRAPE AND SANDEMAN BRING A UNIQUE ARCHITECTURAL PIECE TO QUINTA DO SEIXO**

**April 2023 | Sogrape, owner of the Sandeman brand, is joining the Logroño International Architecture and Design Festival, Concéntrico, with a unique architectural piece – “El arquetipo de la casa” – to be installed at one of the most beautiful landscapes in the Douro, Quinta do Seixo.**

Sogrape is joining [Concéntrico](#), the Logroño International Architecture and Design Festival, for the first time and is bringing the Spanish urban arts movement to Quinta do Seixo, in the Douro, installing an architectural piece by the architecture ensemble *Collective X* (Spain and Poland), with the title “*El arquetipo de la casa*”. To appreciate, explore or even sit in one of the sides from the structure, will be a complementary experience to the visitors who pass by.

In line with Sandeman’s historic connection to the arts, Sogrape is joining hands with Bodegas LAN, the group’s Spanish branch that has been sponsoring the festival for several years. Besides the usual piece installed at Viña Lanciano, this year’s edition is bringing an architectural piece to Portugal for the first time. Miguel Iván Hernández Cobos, Katarzyna Dominiak and Eduardo Romero García are the authors of the winning proposition for Quinta do Seixo, in this 8<sup>th</sup> edition of the Concéntrico Festival. Sogrape was also part of the festival’s jury, contributing to the choice of the piece that will have the idyllic Douro as a background.

**Raquel Seabra**, Executive Board Member at Sogrape, highlights the importance of the initiative for the company and the region: “*Through initiatives like this, Sogrape aims to bring more and better tourism for the region, thus diversifying its cultural offer. We believe this piece will also attract new tourists to the Douro.*”

She concludes “*the connection to Sandeman was obvious in this case, considering [the brand’s history in supporting this sector](#). The partnership with this Spanish artistic movement strengthens once more the commitment the brand has since the beginning with the world of art and its proximity to the entire artistic community, this time expressed internationally, through the Concéntrico festival*”.

For further information please contact:

Lift Consulting

Email: [raquel.campos@lift.com.pt](mailto:raquel.campos@lift.com.pt) | Tel.: 918654931



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## The Concéntrico Festival

The Concéntrico festival is one of the most renowned modern architecture and design festivals in Spain and it invites all its visitors to explore the city of Logroño through its pieces, exhibits, meetings, activities and shows, in a celebration between art and the urban lifestyle context that surrounds it.

The Concéntrico festival intends to reflect on the urban environment and the city through architecture and design applications in different formats. In its eighth edition, the festival announced three tenders, where the applications were to create a facility at Plaza Escuelas Trevijano, and installations at the Obispo Bustamante street, Viña Lanciano (La Rioja, Spain), and Quinta do Seixo (Douro, Portugal).

The members of the jury met in March, at the Colegio Oficial de Arquitectos de La Rioja headquarters to choose this edition's winners. Besides Mafalda Guedes, from Sogrape, the jury panel was composed by Amaya Cebrián, Marketing Director at Bodegas LAN, and several other Spanish personalities from the architecture and Design sector.

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