

# MUSEO WÜRTH LA RIOJA



Art and culture form a vital part of Würth. Their powerful presence and the multi-faceted activities are the result of a 'lived' corporate culture. The Museo Würth La Rioja bears witness to this cultural commitment.

Prof. Dr. h.c. REINHOLD WÜRTH

The Museo Würth La Rioja was founded to exhibit international contemporary avant-garde art from the 20<sup>th</sup> and 21<sup>st</sup> centuries, particularly in the field of sculptural works, although it also includes paintings.

The exhibitions will embrace works pertaining to the German Würth Collection of modern and contemporary art, considered to be one of the most important ones in Europe, and works of the Würth Collection Spain, which tended towards Spanish emerging artists.

The German Würth Collection has been evolving since the 1960s, having come to comprise over 10.000 works. At the initiative of Reinhold Würth, the Corporate Collection has been presenting itself primarily in the Museum Würth, at the seat of the corporate headquarters in the southern German city of Künzelsau, and, since 2001, in the 'Kunsthalle Würth' in Schwäbisch Hall. The Würth Collection Spain currently encompasses works of art from



artists including Richard Deacon, Jaime Plensa, Manolo Valdés, Darío Urzay, Blanca Muñoz, Koldobika Jauregi and Miquel Navarro, who is the creator of the monumental sculpture 'Libro de Calibres', an icon of the museum visible from afar due to its size and positioning.

Würth's commitment to the community at large is also evidenced by the fact that there are no admission fees for viewing the works of art.

## Architecture

The building housing the Museo Würth La Rioja forms part of Würth España's corporate premises in its Agoncillo head office, constituting a magnificent example of the Würth Group's unique architecture. The impressive design of the glass cover is particularly noteworthy thanks to its surface of 1.400 m<sup>2</sup> and the innovative system used to secure the glass panels, which is beyond comparison in the world.

The use of the glass and transparency of the structure is a crucial feature of the architectural style of the building, whose open takes advantage of the different possibilities offered by the passing light.

The landscaping around the building, marked out by sculptural works in a garden area, adds to the beauty and harmony of the premises.

The building, whose basic set-up was drafted by Master S.A. Ingeniería y Arquitectura and developed by Ingeniería Torrella, reserves about 6.000m<sup>2</sup> (including the sculpture park) for the Museum while also containing the main offices of the Northern headquarters of Würth España, meeting and auditorium for more than 300 people.

The Würth complex in Agoncillo is also home to an advanced logistics centre consisting of various warehouses which provide immediate services to clients on the Northern peninsula.

## Avant-garde art in La Rioja

The construction of the Würth complex in the industrial estate 'El Sequero' in Agoncillo in La Rioja close to Logroño was initiated with an official groundbreaking ceremony on May 8, 2003.

On September 7, 2005 the logistics center was inaugurated and on March 16, 2007, the building was officially opened.



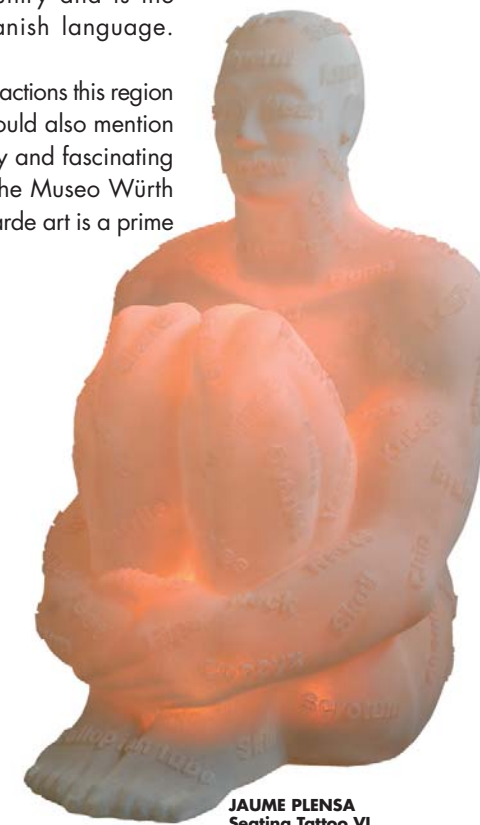
**RICHARD DEACON**  
**Slippery When Wet**  
Resbaladizo cuando mojado, 2004  
Madera y acero inoxidable/ Wood and stainless steel  
223 x 382 x 198 cm  
Colección Würth España.  
Inv. 8192

Finally, on September 7, 2007, the first exhibition of the Museo Würth La Rioja will be opened.

At the building's inauguration, Professor Reinhold Würth was looking forward to that 'this Museum will become a cultural reference point and will draw in the entire region like a magnet.'

La Rioja is a wine region par excellence, a meeting point for European pilgrims who have followed the 'Pilgrims' Way of St. James' since medieval times and whose trails continue to be preserved. The region has also witnessed important events in the history of the country and is the birthplace of the Spanish language.

Amongst the multiple attractions this region offers to visitors, we should also mention its exquisite gastronomy and fascinating cultural life, of which the Museo Würth La Rioja with its avant-garde art is a prime example.



**JAUME PLENSA**  
**Seating Tattoo VI**  
Resina, acero inoxidable, luz/Synthetic resin, stainless steel and light  
231 x 130 x 152 cm  
Colección Würth España.  
Inv. 10752



