

SANTI VIVANCO SÁENZ

Born in Logroño, La Rioja, on February 26, 1973.

Currently resides in Logroño, divorced, and has two children.

Education:

Studied Philosophy at the Pontifical University of Salamanca, Higher Institute of Philosophy O.P. Valladolid. 1992-3.

Graduated in Law from the University of La Rioja. 1994-8.

Master's degree in Business Administration and Management from IEDE, Madrid. 1998-9.

Master's degree in Viticulture, Oenology and Wine Marketing, organized by Ibercaja and Torras & Associates. Logroño. 2012.

IESE Executive Education Certificate. Successfully completed the focused programs required for its attainment. University of Navarra. Barcelona Campus.

Work and collaborations:

I have been working in the Vivanco Winery and the rest of the family's wineries since 1999. Currently, I am the owner of the family businesses along with my brother Rafael Vivanco. My work has been distributed between the management of the administrative - financial and HR area of Bodegas Vivanco, until 2016. He is part of the company's board of directors. On the other hand, he holds the position of general director of the Vivanco Museum of Wine Culture and president of the Vivanco Foundation. Since 1999, and several years before, I dedicated myself to acquiring pieces, along with my father, Pedro Vivanco, for the formation of the future museum. My father commissioned me to create the Vivanco Museum and Foundation. From 1998 to 2004, when it was inaugurated, I led the team of people who created the Vivanco Museum of Wine Culture. The Vivanco Foundation, I promoted and created in the year 2000.

I direct the board of the Vivanco Foundation, made up of the three members of the family, my mother, Rafael and Santiago, plus the council of High Patrons, made up of personalities such as: Carmen Iglesias, Víctor García de la Concha, Ferrán Adriá, Antonio López, Valentín Fuster, Vicente del Bosque, André Tchernia, Pablo Sainz Villegas and Rogelio Blanco.

Member of the Board of Directors of the Cité des Civilisations du Vin Foundation as a highly qualified invited person. Bordeaux. July 2013 to the present. Personally chosen by the mayor of Bordeaux and former French Prime Minister Alain Juppé.

President of ACTE. www.act-e.org. 2012-15. Association under the auspices of the Council of Europe and the European Commission dedicated to developing rural and wine tourism of which the States of Europe and the best wine museums in the world are members. During this period he maintained relations with several ministers of tourism and agriculture in Europe and South America. Also with UNESCO, to which Santiago Vivanco presented the candidacy as Intangible Heritage of Humanity to the Culture and History of Wine. He inaugurated tourism fairs in Ukraine, Odessa, and Italy and developed a web portal with the map of the wine regions of

Europe and the map of the wine museums of Europe, to promote wine tourism and develop rural areas. During his mandate, the European Heritage Days were inaugurated, in Briones, La Rioja. At the Vivanco Museum and the town of Briones. At this inauguration were present members of the Council of Europe, the European Union, the Government of Spain and the Government of La Rioja.

Advisor to the Government of Georgia for the creation of a Wine Museum of the country and the origin of wine, as well as a wine tourism consultant in its wine regions.

Advisor for the creation of the Museums of Mendoza in Argentina, Museo Ensenada, Baja California, Mexico, collaborator of the Wine Museum of Ponte de Lima, Portugal and the Wine Museum in Vento Gonzalvez in Brazil.

“Friend” of the Changyu Wine Museum. Yantai, China. Considered the best wine museum in Asia. With this museum, I have collaborated since 2008. Assignment of pieces and exhibitions and advice on their wine tourism projects. Owned by Changyu Pioneer Wine, based in Yantai and wineries in the main wine countries of the world. The largest winery in China.

He inaugurated the Wine Museum in the Port of Ningbo, China, along with local authorities. 2010. He gave pieces for the permanent exhibition. Considered the second largest port in the world. In this port is the largest free port of drinks and wine.

Collaborator and professor of the Master's Degree in Wine Tourism at the International University of La Rioja. UNIR. April 2023. Classes on Wine History and introduction to the world of wine, as well as a master class in May on the process of creating the Vivanco Museum.

President of the Rioja Family Business Association from January 2010 – 2012. And vice president member of the Board until 2022.

Member of the Board of Trustees of the Rioja Studies Institute Foundation, of the Government of La Rioja, since 2007.

Member of the Board of Directors of the Friends Association of San Millán de la Cogolla, La Rioja. From January 2013 to 2016.

Member of the Advisory Council of the International University of La Rioja (UNIR) from April 2011 to the present.

Representative and collaborator in Spain of the Pablo Neruda Foundation, Santiago de Chile, Chile. Since 2004. Currently, I no longer act as such.

Member of the Editorial Board of the first Riojan digital publisher, letrasriojanas.es. Since June 2008.

Member of the Board of Trustees of the COF. Family Orientation Center of La Rioja, dependent on the Riojan Diocese, since 2008.

Advisor to the Ateneo Riojano, Logroño, on cultural issues. Since July 2008.

Founder and patron and of the Maat Foundation for the development of Marginalized Peoples. Since 2012.

President of Spain Through Its Wineries. (From wineries through Spain) Wine Tourism Project of the Forum of Renowned Spanish Brands, Ministry of Industry and Tourism of the Government of Spain and the World Tourism Organization OMT. From May 2017 to 2021.

Trustee, elected by the Government of La Rioja, of the Caja Rioja Foundation, for the development and preservation of Riojan heritage. November 2020 to the present.

Manager of the cultural dynamization of the Wine Culture Center, Logroño, CCR. By organizing and creating 4 exhibitions about wine and woman. Wine and religion. Wine and photography and Wine in contemporary art. Commissioned by the City Council of Logroño, capital of La Rioja. 2023 and for a validity of 2 renewable years.

Personal recognitions: (those obtained by the Vivanco Foundation and Museum are not listed):

Awards from the D'ACHTALL Observatory. Special Jury Prize for Santiago Vivanco. Madrid, Centro Sefarad Israel. June 11, 2015. At the same event, awards were given to Patxi Mangado, Eduardo Arroyo, Juan Cruz, and Fernando Lara.

EY Entrepreneur of the Year Awards 2015. "Award for the Trajectory of the Family Business in Spain, year 2015" to the brothers Rafael and Santiago Vivanco. Madrid. Delivered by the Minister of Industry and Tourism of Spain, Mr. Soria. The award was granted by the EY company. March 6, 2016. Madrid, Real Fábrica de Tapices.

Silver Cross for Merit of the Civil Guard. Granted by the Minister of Interior of the Government of Spain, at the request of the Director General of the Civil Guard. Requirements: Perform deeds that, without meeting the condition of personal risk required for the Gold Cross, imply a relevant collaboration with the Civil Guard or have a nature or merit so exceptional that they require high recognition and this special distinction. Delivered on October 12, 2022. At the Command of the 10th Zone of the Civil Guard, Logroño, La Rioja.

Golden Chili Award from the Riojano Center of Madrid. The distinction has been granted for more than 50 years to those people who stand out "in their relations with La Rioja, for their love and dedication to our land, or for other high merits, or who have contributed in their performance to highlight the Riojan values and what La Rioja brings to Spain, as well as to the members who have most distinguished themselves in the service" to the Riojano Center of Madrid. Riojano Center of Madrid. June 12, 2022.

Several Conferences on Wine Tourism and Business. Among others:

Speaker at the Great Wine Capitals meeting at Vinexpo, Bordeaux.: Development of Wine Tourism around the Great Wine Capitals wine regions: New Business strategies? June 2015.

Speaker at the Future in Spanish meeting in collaboration with Vocento and CAF (Ibero-American Development Bank) held in Santiago de Chile. Title: Family businesses in the Vitivinícola sector. May 2016.

Speaker at the 1st Global Conference on Wine Tourism organized by the WTO (World Tourism Organization) in Kakheti, Georgia. Title: Challenges on Wine Tourism. September 7 to 9, 2016. At this meeting, the "Georgia Declaration" was read by the Secretary General of the WTO, Mr. Taleb Rifai, where the rules of wine tourism are described for the first time. In the presentation of this declaration, Santiago Vivanco and his Museum were personally cited three times. September 9, 2016.

Speaker also at the Global Conference on Wine Tourism held in Mendoza, Argentina, and in Alba, Italy, in 2022.

Poet and collector. Among others:

Creator together with the Ministry of Culture of the I National Day of Poetry and Wine Dinastia Vivanco. With the intervention of Mr. Juan Carlos Mestre, Mr. Antonio Hernández and Mr. Ginés Liébana. Conference on Neruda and wine (Santiago Vivanco). Briones. March 26, 2010. Uninterruptedly until today. With the presence of several poets Cervantes Prize for letters in Castilian. José Caballero Bonald or Antonio Gamoneda. So far 7 editions have been held.

Organizer and sponsor of the meeting of Spanish poets with the Cervantes Prize Mr. Juan Gelman. October 2012.

Speaker at the 1st Global Conference on Wine Tourism organized by the World Tourism Organization (UNWTO) in Kakheti, Georgia. Title: Challenges on Wine Tourism. September 7-9, 2016. During this event, the Secretary-General of UNWTO, Mr. Taleb Rifai, read the "Declaration of Georgia," which for the first time described the rules of wine tourism. Santiago Vivanco and his Museum were personally mentioned three times in the presentation of this declaration. September 9, 2016.

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Co-creator with the Ministry of Culture of the 1st National Poetry and Wine Day Dinastia Vivanco. With the participation of Mr. Juan Carlos Mestre, Mr. Antonio Hernández, and Mr. Ginés Liébana. Conference on Neruda and wine (Santiago Vivanco). Briones. March 26, 2010. Continuously until today. With the presence of several Cervantes Prize-winning poets in Spanish literature, such as José Caballero Bonald or Antonio Gamoneda. Seven editions have been held so far.

Organizer and sponsor of the meeting of Spanish poets with Cervantes Prize recipient Mr. Juan Gelman. October 2012. San Millán de la Cogolla and Briones.

Creator of the international engraving and wine Pedro Vivanco Award. Sponsored by the Vivanco Foundation and ESDIR (School of Design of La Rioja). Continuously since 2006 until today. 15 editions (except for two that could not be held due to the pandemic).

Creator of the "Vivanco Kids" Program. A project that aims to introduce Wine Culture to young children. It takes place at the Vivanco Museum of Wine Culture since 2010. Each year, it involves working with nearly 4,000 children and young people towards the mentioned objective. A pioneer in Spain.

Publications:**Poetry:**

- "Dana, chants of love and life." Logroño. 2000.

- "A Vos." Dunken Publishing, Buenos Aires, Argentina, 2001.
- "Racimo." Logroño. 2002. Various authors.
- Creation of the magazine "Naxos." Logroño, 2003.
- "Luna de arroz." Ópera Prima Publishing, Madrid, 2005.
- "Amor," self-published, Logroño, 2007.
- "Mesa y mantel con Pablo Neruda." Dinastía Vivanco Foundation, 2009.
- "Antimateria." Endymion Publishing. Madrid. 2011.
- "Una voz. Mil Palabras." Endymion Publishing. Madrid, 2013.
- "Bajo la sombra de la luna en la calle de los Peligros sin número." Endymion Publishing. Madrid, 2016.
- "Sobre las vides, bajo los chopos." August 4th Editions. 2017.
- "Diario íntimo en Egipto." Sinindice Publishing. 2020.
- "Multiverso." Poetic Anthology by Santi Vivanco. Endymion Publishing, Madrid. 2022.

Organizer of Exhibitions, among others:

"Inheritances of Egypt, from the two lands to the land of the Queen of Sheba." Organized by Cultural Rioja, Logroño City Council, and Ibercaja. Amos Salvador Hall, Logroño, La Rioja. September 2006.

"Pablo Neruda, love, nature, and people." (all material owned by Santiago Vivanco). Organized by Alfaro City Council, Cervantes Institute, Pablo Neruda Foundation, and European Academy of Yuste. Cultural Center of Alfaro, La Rioja (March 2007). And at Logroño City Council (September 2009).

"Pablo Neruda, a life written in verse." Cáceres, exhibition about Neruda, Palacio de la Isla. November 2009. Sponsored by the European Academy of Yuste Foundation, Cáceres City Council, and Cáceres 2016 Consortium.

Collaboration and loan of original and dedicated books by Pablo Neruda for the exhibition "Amor al mar. Las caracolas de Neruda." Madrid, headquarters of the Cervantes Institute, from December 2, 2009, to January 24, 2010. The first time that the seashells donated by Neruda to the University of Chile in 1954 were exhibited. Curator Pedro Núñez, coordinator Carlos Franz, Cultural Attaché of the Embassy of Chile in Spain.

"Nobel Prizes in the Spanish Language." Exhibition on the writers awarded the Nobel Prize in Literature in the Spanish Language. Logroño and Santiago de Chile. December 2015 and May 2016. Presented by Cervantes Prize laureate Jorge Edwards in Logroño and by former President Mr. Piñera and the Spanish Ambassador to Chile in Santiago. With the collaboration of Vocento, CAF, and Telefónica Foundation. Pieces from Santi Vivanco's private collection (manuscripts and books of each author) were exhibited.