

The “Play Me, I'm Yours” initiative comes to Logroño

Fundación Jesús Serra and the Maria Canals International Music Competition, in conjunction with Logroño City Council, will install 7 pianos in the capital of La Rioja on 29 September.

“Play Me, I'm Yours”, an initiative promoted by Fundación Jesús Serra, GCO (Grupo Catalana Occidente), and the Maria Canals International Music Competition, is being held in Logroño, bringing the 2023 series to a close. On Friday 29 September, 7 pianos will be installed at key sites in the city.

For one day, local residents and visitors will enjoy piano music in the open air thanks to the support of Logroño City Council and the Eliseo Pinedo Professional Music Conservatory. The central locations include the City Hall, Plaza Glorieta, the Espolón and Plaza de San Bartolomé, where passers-by will be pleasantly surprised by this initiative, taking place in the capital of La Rioja for the first time.

From 11.00 am until 8.00 pm, the seven pianos will be available for musicians, schools, conservatory students, children, amateur players and anyone who is curious about the instrument. They will include two concert grand pianos, normally only found in large concert halls, which will, exceptionally, be available to the public for one day.

The 7 pianos will be located as follows:

1. Logroño City Hall
2. Calle Juan XXIII (entre C/Jorge Vigón y C/ Doctores Castroviejo)
3. Plaza de San Bartolomé
4. Plaza de La Redonda (Plaza del Mercado)
5. Calle Bretón de los Herreros
6. El Espolón
7. Corner of Gran Vía and Calle San Antón

The day's highlights can be shared on social media through photos, videos and messages with the hashtag #PianosLogroño.

"The City Council of Logroño is lending its support to this interesting initiative, which ties in with our commitment to revitalising the city, and bringing culture, art and music out onto our streets," representatives of the Department for Promoting the City point out.

About Fundación Jesús Serra

Fundación Jesús Serra is a non-profit organization created in memory of Jesús Serra Santamans, a well-known businessman and sponsor and founder of Grupo Catalana Occidente. The foundation develops and supports projects in the areas of research, education, business, social action, sports, and promotion of the arts, with a common goal: a responsible commitment to society.

The "Play me, I'm Yours" project aims to promote the dissemination and practice of music through public involvement. It is one of the outstanding events organised jointly by Fundación Jesús Serra and the Maria Canals Competition to bring music closer to everyone in Spain.

"Logroño was one of the locations still pending for this initiative and making the event happen in the year when we celebrate our 25th anniversary makes it even more special. We hope the city will give us a warm welcome and show us the love it feels for art and live music," says Ignacio Gallardo-Bravo, Director of Fundación Jesús Serra.

Jordi Vivancos, the Director of the Maria Canals Competition, also noted the importance of this project. "We are very pleased to be part of such a delightful initiative as "Play Me, I'm Yours". Apart from bringing music and the piano closer to society, it also enables us to showcase the country's finest talents and encourage participation in the prestigious Maria Canals International Music Competition," he commented.

The close collaboration between Fundación Jesús Serra and the Maria Canals Competition has allowed this cultural activity to take place in cities all over Spain, including Barcelona, Madrid, Bilbao, Seville, Cádiz, Málaga, Salamanca, Toledo, Santiago de Compostela, Valencia, León, Granada, San Sebastián, Zaragoza, Cáceres, Santander, Córdoba and Palma de Mallorca.

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