

# CONCÉN- TRICO

INNOVATION ON  
FORY  
LABORATORIO DE  
INNOVACIÓN URBANA



FROM BOOK TO ACTION:  
*The symbolic and narrative*

- Identity & Fiction

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# PURPOSE OF THE CALL

Concéntrico, with the aim of launching new formats that respond to urban transformations, presents three international programs —Ephemeral Agents, Urban Ecologies, and Identity & Fiction— to participate in the new season of Concéntrico. Within this program, the festival in Logroño will take place from 18 to 23 June 2026.

The three programs develop the concepts set out in the book *Concéntrico: Urban Innovation Laboratory* (Park Books, 2025), translating into action three of the publication's core fields: the social & temporal, the material & environmental, and the symbolic & narrative.

Participation —with a digital submission format— is open internationally to all creators (individuals or groups) who submit projects for interventions within the fields of architecture, landscape, design, and art.

This call invites reflection on the symbolic and narrative dimension of public space, exploring how the places we inhabit contribute to constructing our collective identity.

The project will be developed on the **Paseo del Espolón**, the civic heart of Logroño, a space where representation and history intertwine around its garden, bandstand, and the equestrian statue of General Espartero. In this context, participants are invited to imagine new urban fictions that transform how we perceive this emblematic place and its role within the collective imaginary.

Proposals may address narrative, scenography, or language as design tools to reread the site's meanings and activate new ways of inhabiting it. The selected intervention will form part of the set of projects to be carried out in Logroño during the festival, establishing a dialogue between past and present through contemporary design.

Concéntrico will be responsible for the production and construction of the selected proposals, in coordination with the winning teams. These interventions will be part of the set of projects implemented at different locations in the city during the festival.

The festival is organized by the Cultural Foundation of the Architects of La Rioja together with Javier Peña Ibáñez, promoter of the initiative, in collaboration with the Logroño City Council and the Government of La Rioja. It is supported by Garnica, Bodegas LAN, and more than 30 local, regional, national, and international institutions, entities, and companies.

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# FRAMEWORK OF THE CALL

**Concéntrico** is an urban innovation laboratory that invites reflection on the city through contemporary practices. It proposes new collective uses for public space that encourage shared experiences, using architecture and design as tools to strengthen the community. Launched in 2015 as the International Festival of Architecture and Design in Logroño, it has developed more than 150 interventions over a decade. In its new phase, it expands its scope with new venues, formats, and initiatives, consolidating an approach that responds to current urban challenges and strengthens dialogue between designers and communities.

## PASEO DEL ESPOLÓN

The Paseo del Espolón is the symbolic heart of Logroño, a space of civic representation that has accompanied the city's evolution since the 19th century. Conceived as an urban garden with a central bandstand and presided over by the equestrian statue of General Espartero, the Espolón is at once a setting for celebrations, a meeting point, and an axis of collective memory.

Its monumental character and central position — between everyday life and history — make it a privileged place to explore the relationships between identity, narrative, and public space.





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# MATERIALS: GARNICA

The proposed intervention must be developed primarily with Garnica material, a Concéntrico collaborator. Garnica’s main raw material — wood — plays a key role in the circular economy, being renewable, recyclable, reusable, and biodegradable.

Garnica uses wood from fast-growing plantations and sustainably managed forests certified by PEFC and FSC®, ensuring responsible management.

It promotes the use of locally sourced timber, from nearby plantations and forests where the wood is harvested, helping generate benefits for rural areas. The planting of poplar groves is a long-standing tradition along the banks of the River Ebro and its tributaries, to the extent that in many riverside towns their social and cultural landscape would be inconceivable without them.

Nº PANELS	COMMERCIAL NAME	LENGTH MM	WIDTH MM	THICKNESS MM
30	Efficiency Poplar	2500	1220	25
DESCRIPTION				

Panel composed entirely of European sustainable plantation poplar. This wood is characterised by its lightness, quality, and ease of cutting.

This material will be provided free of charge by Garnica. The installation may include other materials as a complement, depending on the project, always seeking a sustainable use.

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# PARTICIPANTS

This call is open to all creators (individuals or groups) who submit projects for temporary interventions within the fields of architecture, design, art, and landscape.

Groups must indicate all members and designate a representative. Each professional or team must submit a single proposal.

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# DOCUMENTATION AND SUBMISSION FORMAT

Proposals must be submitted digitally via the platform on the website: [www.concentrico.es](http://www.concentrico.es).

## Two vertical DIN A2 panels

- The panels must include all the information necessary for the proper definition and understanding of the proposal: infographics, perspectives, or any graphic expression that defines the intervention will be accepted.
- All documentation, both graphic and written (texts in Spanish and English are accepted), must be included on the proposal panel.
- The file size must not exceed 10 MB, with a recommended image resolution of 300 dpi, and use the following naming convention:
  - project-name-01.pdf
  - project-name-02.pdf

## Digital form

All documentation shall be submitted through the festival's website, where the following information about the authors will be requested:

- Proposal motto
- Full name of the team members and team representative
- Website or link to project portfolio
- Email address
- Telephone number
- Postal address
- Country

## ANONYMITY

Projects shall be submitted under a motto, which must appear in the upper right corner of the panels in order to ensure anonymity. Participants submitting their proposals undertake not to disclose them before the Jury's decision, in order to guarantee anonymity and preserve its objectivity. Failure to comply with this commitment will result in the immediate disqualification of the proposal.

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# CRITERIA

For the proposed interventions, the following will be assessed:

○ **FICTION AND NARRATIVE:**

The ability to generate stories or urban imaginaries that offer new symbolic readings of the site.

○ **COLLECTIVE MEMORY:**

The critical reinterpretation of the tangible and intangible heritage of Paseo del Espolón, articulating past and present.

○ **URBAN SCENOGRAPHY:**

The use of language, form, or representation as tools to activate new experiences in public space.

○ **CIVIC CONNECTION:**

The integration of the intervention into the social life of the Espolón, encouraging participation, observation, or citizen interaction.

○ **SUSTAINABILITY AND MATERIALITY:**

The responsible use of resources, materials, and processes that reinforce the contemporary dimension of ephemeral design.

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# SUBMISSION

The proposal must be uploaded to the platform on:

[www.concentrico.es](http://www.concentrico.es).

It may not be delivered physically, nor by email or courier; only proposals that complete the steps of the digital form will be evaluated.

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# SUBMISSION DEADLINES

The submission period ends on **13 January 2026**  
at 23:59 (GMT+1).

Once the deadline has passed, the festival will draw up a record of receipt stating the number of submissions received.

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## First Prize

**2,500 € (taxes included)**  
+ Construction of the installation

## THE MONETARY PRIZE INCLUDES:

Fees for the design of the proposal and the development of the execution project (plans, breakdowns, details and budgets) in coordination with the festival team to ensure correct interpretation.

Concéntrico will be responsible for the production and construction of the winning proposal, unless, due to the specific features of the design, it is advisable to produce it externally, in which case an approximate production budget of €8,000 will be allocated.

Although the production and assembly of the installation will be carried out by the festival, the winning team must be present during the installation days for coordination, and at the opening of Concéntrico for the presentation of the installation.

- The cash prize will be paid once the festival has concluded.
- The winning team will sign a contract with the COAR Foundation for the proper development process of the proposal based on the winning panels.
- The remuneration is subject to mandatory tax deductions.
- The prize amount includes all applicable taxes.

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## JURY

The jury will be composed of professionals from the fields of architecture, art and design. Its composition will be made public during the open participation period of the call.

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EXHIBITION  
AND PUBLICATION

The FCAR may organise an exhibition of the proposals (whether awarded or not), indicating their origin and authorship. Likewise, it may publish the submitted works in print or digital format under the same conditions established for the exhibition.

The FCAR will make every effort to disseminate the proposals in local, national and international media.

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INTELLECTUAL  
PROPERTY RIGHTS

Authors and co-authors will retain the intellectual property of the submitted works (authorship, originality of the work and full exercise of the assigned rights indicated in these terms). To this end, the works will be registered with FCAR for their possible defence against third-party plagiarism or their use as material for the drafting of other projects by architects different from the respective authors.

All participants in the competition grant FCAR the rights to exhibit and publish the works, while the authors may also exhibit or publish them independently.

The organisers of the call may implement the winning project in new locations without this implying any economic outlay for intellectual property rights.

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## CALENDAR

**11 NOVEMBER 2025**

Opening of the call Identity &amp; Fiction.

**13 JANUARY 2026**

Submission of proposals.

**FEBRUARY 2026**

Publication and communication of the jury's decision.

**FEBRUARY – APRIL 2026**

Technical development of the winning proposal with the festival team.

**MAY 2026**

Pre-production of the project.

**JUNE 2026**

Project assembly coordination.

**18–23 JUNE 2026**

Concéntrico Festival.



The submission of proposals to this call implies full acceptance of the rules.

More information and graphic documentation:

[www.concentrico.es](http://www.concentrico.es)

Inquiries:  
[participa@concentrico.es](mailto:participa@concentrico.es)



URBAN INNOVATION  
LABORATORY

LABORATORIO DE  
INNOVACIÓN URBANA

Organized by:

J P — I



Logroño



La Rioja  
[lariojaturismo.com](http://lariojaturismo.com)

garnica

Challenge the ordinary