



## THE INNOVATION JOURNEY

Sepulveda Viva is a cultural organisation created by Ana Herrero, who, after studying history of art and museum management in Madrid, decided to promote the city of Sepulveda in Spain through history and theatre, thus giving birth to Sepulveda Viva.

Ana works as a self-employed entrepreneur, and alongside her are Alejandro, Antonio, and Elena, forming a team of four. Together, they organise theatrical visits, guides, night trips, and cultural experiences with the aim of experiencing history through emotions, offering a variety of thematic tours to suit different interests.



## THE INNOVATION IMPACT

Through customised visits, Sepulveda Viva allows greater accessibility, meeting the needs of everyone. Among the options are visits that encompass the

monuments and an overview of Las Hoces del Duratón; personalised visits exclusive to family, friends, or work colleagues; themed experiences from various historical periods; and more. This project has succeeded in sharing the immense cultural wealth of Sepulveda, allowing visitors to delve into the history behind every street, monument, and corner of the town for a memorable experience.

The promotion of Sepulveda serves as an example of maximising the potential of lesser-known territories through innovative cultural initiatives like theatre-led tours.

Ana Herrero's entrepreneurial journey with Sepulveda Viva has not only injected dynamism into the village but also earned recognition, including the prestigious 11th Excellence Award for Women's Rural Innovation in Spain. She emphasizes the transformative power of theater in emotionally connecting with places, a realization that has fueled her dedication to promoting Sepulveda's cultural heritage.



## USEFUL LINKS

<https://sepulvedaviva.es/>