

WOW

**THE
BEST
CULTURAL
DISTRICT**



THE CULTURAL DISTRICT



WOW, The Best Cultural District is in the historic centre of Vila Nova de Gaia, Porto, and consists of seven immersive museum experiences and 12 restaurants, bars, and cafes.

Created from the restoration of old port wine cellars, the district also includes a Wine School, a variety of shops, an exhibition space as well as many diverse event spaces.

Opened on 31st July 2020, WOW's 7 immersive museum experiences are The Wine Experience, Planet Cork, Porto Region Across the Ages, The Bridge Collection, Pink Palace, The Chocolate Story and The Atkinson Museum. Situated on the south bank of the Douro River, WOW boasts an impressive view of the Dom Luís I Bridge, and aims to bring the history, magic, and emotions behind Portuguese wine, the ritual of drinking, and the cork industry while also showcasing other facets of the Portuguese culture.

WOW's mission is to reinforce Porto's cultural and historical values as well as enhance the region's opportunities in major industries such as wine, manufacturing, and heritage, including increasing tourists' foot traffic in a sustainable way.



7 MUSEUMS



The 7 museums are:

The Wine Experience, Planet Cork, Porto Region Across the Ages, The Bridge Collection, The Chocolate Story, Pink Palace, and Atkinson Museum!

The ideal plan is to set aside a whole day to discover WOW!



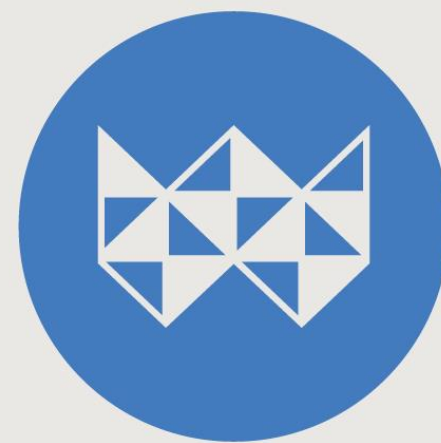
**THE
WINE
EXPERIENCE**

WINE MUSEUM



**PLANET
CORK**

CORK MUSEUM



**PORTO
REGION
ACROSS
THE AGES**

MUSEUM ABOUT
THE PORTO
REGION



**THE BRIDGE
COLLECTION**

ART
AND ARQUEOLOGY
COLLECTION



**THE
CHOCOLATE
STORY**

MUSEUM ABOUT
CACAO AND
CHOCOLATE



**PINK
PALACE**

MESEUM ABOUT
ROSE WINE



**ATKINSON
MUSEUM**

INTERNATIONAL
EXHIBITIONS



THE WINE EXPERIENCE



➤ Dedicated to both amateur and experienced wine enthusiasts alike, The Wine Experience aims to demystify wine for all.

Join us on a voyage of discovery which explains how wine is made and how environment, climate and grape variety have a defining effect on wine. From root and vine to grape and glass, discover how various processes combine to make one of the most iconic beverages in the world. And from North to South, as well as the islands of Azores and Madeira, explore the richness and diversity of the wine-producing regions of Portugal.

End your experience with a tasting session of 3 different wines. With the help of our Wine Experts, learn how to taste wine, and how to evaluate and understand its notes and main characteristics.

An emblematic expression of culture, rooted in 7,000 years of history and tradition, the Wine Experience at WOW is an exceptional journey that will leave you with increased knowledge and confidence in choosing wine, no matter the occasion!

Average duration: 1h30

Opening hours: Everyday – 10:00 – 19:00 (last entrance)

	Retail Price
Adult (13+)	20,00€
Children (4 – 12 years old)	9,00€

*Guided tour: 60,00€ per guide (additional cost, subject to availability)





PLANET CORK



➤ Step into the fascinating world of cork and discover its unique characteristics and enormous potential in the modern world: from cork stoppers to architecture and from automotive engineering to aerospace.

Discover how cork forests support many different species of wildlife, insects, and microorganisms beneficial to the planet, and how cork production is a rare example of a carbon negative industry. Admire the cork tree and its various locations around the world and understand how Portugal became the largest production of cork on the planet, accounting for 50% global production and thousands of hectares of forest.

From touch to smell, engage all your senses to understand every step of cork production. Learn how cork is grown and harvested before being transformed into a myriad of surprising and varied applications.

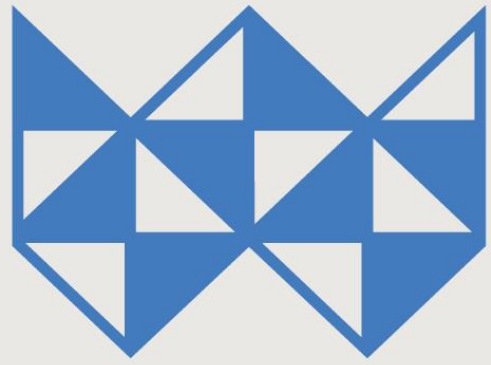
Average duration: 1h30

Opening hours: Everyday – 10:00 – 19:00 (last entrance)

	Retail Price
Adult (13+)	20,00€
Children (4 – 12 years old)	9,00€

*Guided tour: 60,00€ per guide (additional cost, subject to availability)





PORTO REGION ACROSS THE AGES



📌 Discover Porto and its incredible 1,000 years of history, through an audio-visual immersive journey that tells the story of the region through the ages.

Learn how the city of Porto gave its name to a nation, before projecting Portugal through global exploration and trade and more recently becoming a world wine capital. Dive into the city's foundations, conquests, explorations, and setbacks, that have defined Portugal's identity.

With features like a movie theatre, video mapping displays, and a life-sized tram replica, this museum offers a dynamic exploration of the region's character and its people. Entertaining and educational, PRATA is an essential first stop for anyone wishing to understand the city, the surrounding area and its influence.

Average duration: 1h30

Opening hours: Everyday – 10:00 – 19:00 (last entrance)

	Retail Price
Adult (13+)	20,00€
Children (4 – 12 years old)	9,00€

*Guided tour: 60,00€ per guide (additional cost, subject to availability)





THE BRIDGE COLLECTION



📌 Through an extraordinary array of over 2,000 drinking vessels and glasses dating from as early as 6,000 BC, take an unforgettable journey through time and learn about the history of mankind.

Traverse the ages and admire countless rare pieces formerly owned by emperors and moguls, popes and princes. Learn about their stories and functions, and the customs and traditions they reveal. Understand how they reflect the society and wealth of the owner, and their role in daily use, festivities, rituals, and ceremonies.

Containing artefacts from the First Civilizations to the Roman Empire, to the Industrial Revolution, it is the most extensive private collection of drinking vessels in Portugal and one of few in the world.

Average duration: 1h30

Opening hours: Everyday – 10:00 – 19:00 (last entrance)

	Retail Price
Adult (13+)	20,00€
Children (4 – 12 years old)	9,00€

*Guided tour: 60,00€ per guide (additional cost, subject to availability)





THE BRIDGE COLLECTION



Escape Room: "Mission Save The Museum":

Will your team be able to rescue the missing piece and save The Bridge Collection?

This challenge was developed by White Rabbit Escape Rooms. It consists of an interactive and immersive game, which invites participants to work as a team, using logic and intuition, to solve a puzzle, in a maximum period of 60 minutes.

This Escape Room is aimed at participants of all ages. It is ideal for families and friends, birthday celebrations and team building sessions. It has a minimum number of 6 and a maximum number of 20 participants per session.

Average duration: 1h

Opening hours: Fridays and Saturdays – from 19:30 to 20:30

	Retail Price
Adult (4+ years old)	20,00€
Group (+5 people)	18,00€
Private Session (20 people)	300,00€





THE CHOCOLATE STORY



➤ Embark on a sensory journey around the incredible world of chocolate. From cacao plantations to production processes, see, taste and smell the history of chocolate and its transformation from bean to bar.

Travel 5,000 years and discover the origins of cacao as a sacred drink from the gods in Central America. Then, follow its path to Europe, moving from liquid cacao to the chocolate we know and love today.

Throughout this interactive experience, learn about cocoa farming and the entire production process of chocolate. Understand the specifications of the cacao fruit and plant, and its origins and varieties. Deepen your understanding of the role of chocolate in popular culture and society, learning about the history of advertising, packaging, and factory production.

Finally, encounter a fully operating chocolate factory in action, and watch, in real time, the transformation of cacao into our award-winning chocolate, having the opportunity to taste the final product!

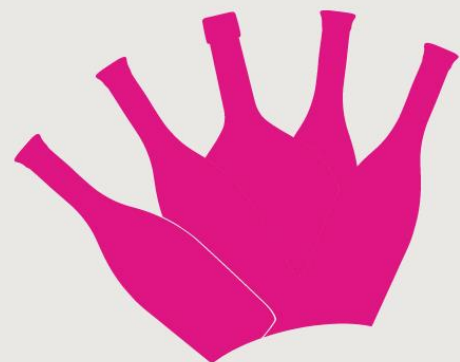
Average duration: 1h30

Opening hours: Everyday – 10:00 – 19:00 (last entrance)

	Retail Price
Adult (13+)	20,00€
Children (4 – 12 years old)	9,00€

*Guided tour: 60,00€ per guide (additional cost, subject to availability)





PINK PALACE



📌 Prepare for a flamboyant and bright experience that immerses visitors into the world of Rosé.

Explore the eleven rooms and enjoy a sensory experience that will teach you everything there is to know about Rosé, shattering a series of myths in an engaging, attractive and memorable way. Learn about the different types of Rosé, produced by grapes grown in different regions and climates around the world, and its range of winemaking techniques.

Throughout the experience, discover the beverage's versatility by tasting 5 different Rosés: Quinta do Vale do Bragão Rosé, AIX Gran Vin de Provence Rosé, Mateus Rosé, Vértice Rosé Bruto, and Croft Pink Rosé Port.

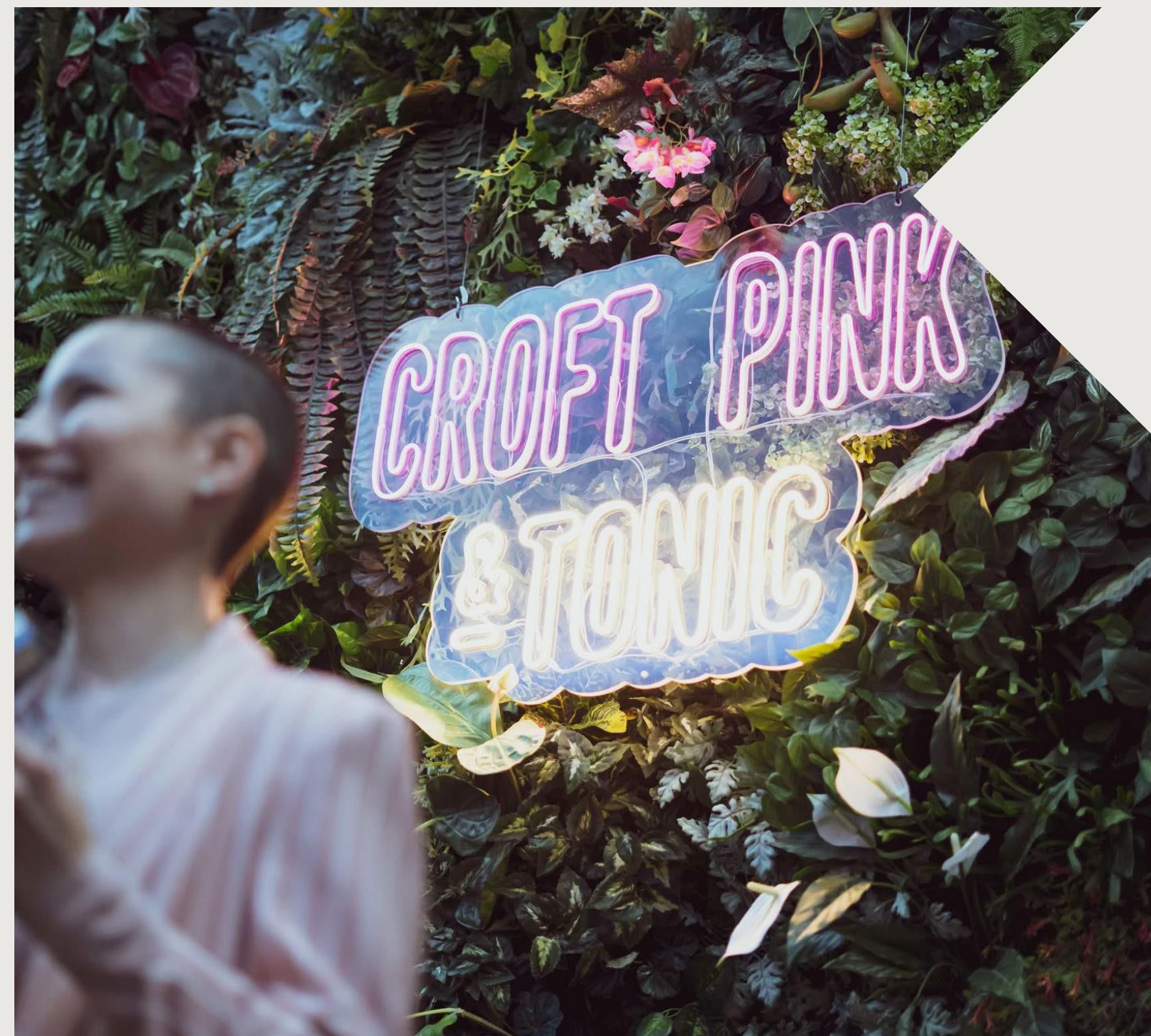
Take selfies and creative photos throughout the museum and enjoy an interactive journey into the history and contemporary production of rosé. Diving into a pool of pink balls or getting into a big, charming Cadillac, Hollywood style, everything is possible inside the Pink Palace!

Average duration: 1h30

Opening hours: Sunday to Thursday – 10:00 – 19:00 (last entrance)
Friday to Saturday - 10:00 – 22:00 (last entrance)

	Retail Price
Adult (15+)	25,00€
Children (4 – 15 years old)	9,00€

*Guided tour: 60,00€ per guide (additional cost, subject to availability)





MUSEU ATKINSON



▀ The Atkinson House was built in 1760 by order of José de Azevedo e Sousa, a cooper who became a wealthy Port Wine dealer in the mid-18th century. Located in the heart of WOW, the house has now been carefully restored and modernized and now hosts exhibitions of international interest and importance.

- **Dalí Universe (June 19th until October 31st 2024)**

Discover the “Dalí Universe” and discover a diverse collection of works, including drawings, sketches, paintings, sculptures and commercial and advertising works.

The exhibition “Salvador Dalí: 1904-1989” offers a captivating insight into the life and career of the icon known for his bold and innovative approach to art. From his first steps as an artist, to his embrace of Surrealism, discover rarely seen works from private collections that invite you to reflect on the lasting influence of one of the most prominent artists in history.

Average Duration: 1h00

Horário: Everyday – 10:00 – 19:00 (last entrance)

	Retail Price
Adult (13+)	15,00€
Children (4 – 12 years old)	7,50€

*Guided tour: 60,00€ per guide (additional cost, subject to availability)

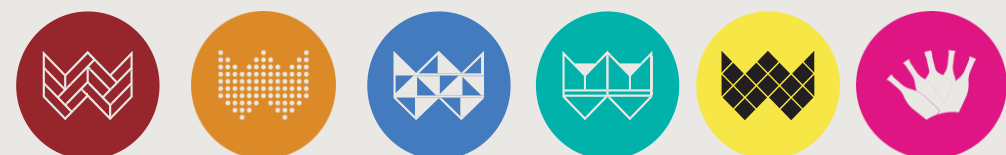


PACK WOW MUSEUMS

📌 See more of what WOW has to offer with our museum packs. Decide which museums to visit directly on site, no prior decision required!

Our Packs include visits to permanent WOW museums of your choice: The Wine Experience, Planet Cork, Porto Region Across the Ages, The Bridge Collection, The Chocolate Story and Pink Palace. The 2 Museums Pack is valid for 1 month, and the 3 and 5 Museums Pack for 3 months.

		Retail Price
2 Museums	Adult (13+)	34,00€
	Children (4 – 12 years old)	15,00€
		Retail Price
3 Museums	Adult (13+)	45,00€
	Children (4 – 12 years old)	18,00€
		Retail Price
5 Museums	Adult (13+)	65,00€
	Children (4 – 12 years old)	27,00€



PACK WOW MUSEUMS

📌 A WOW daily ticket for an unforgettable day!

WOW now has a daily ticket. It's a new opportunity to discover all of WOW in one day.

From cork to wine, passing through chocolate or drinking vessels, WOW has museums for all tastes. Enjoy all our museums in a single journey.

In addition to museums, we also have several F&B spaces where you can rest and enjoy delicious food and drinks, with stunning views over Porto! Enjoy a 10% discount in our restaurants, museum stores and Oenophilia wine shop.

Single ticket, valid for one day only.

	Retail Price
Adult (13+)	39,00€
Children (4 – 12 years old)	19,00€

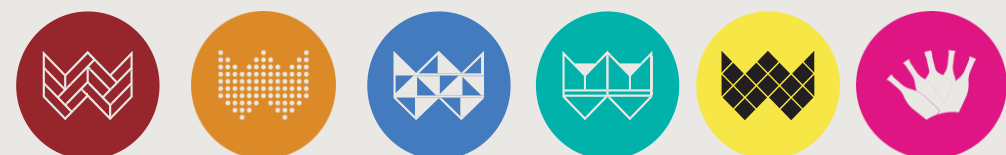


PACK WOW MUSEUMS



👉 Enjoy a special price for Families: **2 Adults** (+13 years old) **and 2 children** (4 – 12 years old).

	Retail Price
The Wine Experience	45,00€
Planet Cork	
Porto Region Across The Ages	
The Bridge Collection	
The Chocolate Story	
Pink Palace	55,00€
Pack 2 Museums WOW	72,00€
Pack 3 Museums WOW	95,00€
Pack 5 Museums WOW	135,00€





THE WINE SCHOOL





THE WINE SCHOOL



▀ The Wine School regularly holds workshops and tastings aimed at curious people, connoisseurs and professionals in the sector. For those looking to learn about wine in a more relaxed environment, it offers the “**More than a Tasting – Demystify Wine**”. These tastings include an information booklet.

- **How to Taste Wine:** For visitors interested in exploring the fundamental concepts surrounding this beverage that is wine, and in discovering how to taste wines and understand their key characteristics. It includes the tasting of 5 wines.
- **Uncorking Port Wine:** For visitors who want to discover the magic of Port Wine and are curious to learn more about its origins, how it is produced, and why it is unique. It includes the tasting of 5 wines.
- **Portuguese Wine Regions:** For visitors who want to discover Portugal through wine and discover the singularities of the different regions through tasting characteristic wines from these territories. It includes the tasting of 5 wines.
- **Wine & Portuguese Gastronomy Pairing:** For visitors who love wine and gastronomy and wish to discover the key elements to ensure a perfect wine pairing. It includes the tasting of 5 wines and 5 bites of traditional Portuguese cuisine.

Average duration: 45min

Opening hours : Everyday– 11:00 – 18:00 (last entrance)

	Retail Price
Adult (18+)	40,00€

*Private session subject to additional cost and availability





THE WINE SCHOOL



Still within the concept of “More Than A Tasting”, The Wine School offers 4 new and informative experiences about the world of wine. Raising the offering to more demanding levels of curiosity, they are “**Much More Than A Tasting**”!

- **Top Wines of Portugal:** Tasting that highlights 5 premium wines, representing 5 wine-producing regions of Portugal.
- **Three Decades of Vintage Port:** Detailed presentation and tasting of 3 vintage Port Wines, from 3 diferente decades.
- **100 Anos de Porto Tawny:** Detailed presentation and tasting of Tawny Port Wine of 10, 20, 30, 40 and 50 years old.
- **Riedel Glass Experience - Veloce:** Explores 4 distinct glass shapes and the tasting of wine Styles according to the glasses. Includes the glass kit.

	Preço PVP
Adulto (18+)	95,00€

	Preço PVP
Adulto (18+)	75,00€

	Preço PVP
Adulto (18+)	100,00€

	Preço PVP
Adulto (18+)	105,00€

Average duration: 45min

Opening hours : Everyday– 11:00 – 18:00 (last entrance)



*Private session subject to additional cost and availability



THE WINE SCHOOL



📌 In an even more relaxed format and focused on the tasting itself, explore wine through a **Personalized Tasting** – tailored to you.

- **Tailor Made Selection of 3 Wines:** Tailor-made tasting, with the presentation and detailed explanation of 3 wines, the differences between them, and their singularities.
- **Wine Pairing of 2 Wines & 2 Sweets:** An introduction to the basic elements behind wine pairings. It includes the tasting of 2 wines, 1 chocolate truffle and 1 “pastel de nata”.

	Retail Price
Adult (18+)	25,00€

- **Tailor Made Selection of 5 Wines:** Tailor-made tasting, with the presentation and detailed explanation of 5 wines, the differences between them, and their singularities.
- **Wine Pairing of 3 Wines & 3 Cheeses:** An introduction to the basic elements behind wine pairings. It includes the tasting of 3 wines and 3 cheeses.

	Retail Price
Adult (18+)	35,00€

Average duration: 30min

Opening hours : Everyday– 11:00 – 18:00 (last entrance)





THE WINE SCHOOL



➤ The Wine School also offers **Exclusive Tastings**, which take place in a private environment, offering maximum specialized attention to each taster and each topic. These are available for groups of 12 people or less.

- **Introduction to Portuguese Wines:**

Tasting that highlights 5 Portuguese wines, which demonstrate the characteristics of 5 different Portuguese wine-making regions or focusing on a region of choice.

	Retail Price
Adult (18+)	115,00€

- **Port Wine Connoisseur:**

Unique tasting experience of 7 Port wines, allowing visitors to explore its diverse styles and taste some of its best wines.

	Retail Price
Adult (18+)	175,00€

- **Iconic Wines of Portugal:**

Tasting of a special selection of the 7 best wines of Portugal, including a Vintage Port and a Very Old Single Harvest.

	Retail Price
Adult (18+)	225,00€

Average duration: 1h30-2h30 (depends on the chosen tasting)

Opening hours : Private session subject to availability.





THE WINE SCHOOL



➤ The school regularly holds **Practical Courses** designed for those curious about wine, connoisseurs and professionals in the field, offering informative, yet practical and interactive sessions.

Participants learn not only about Portuguese wine, but also about wine in general, in an international context. These courses offer individual and personalized support, in small classes, guaranteeing the best learning experience.

- **Introduction to Wine and Tasting – Level 1:**

For everyone who is interested in exploring the fundamental concepts surrounding this drink that is Wine. Discover how to taste wines and understand their main characteristics. No prior wine knowledge is required.

	Retail Price
Adult (18+)	50,00€

Average duration: 3h00

Opening hours: Biweekly periodicity. Private session subject to availability.





THE WINE SCHOOL



▀ The **PWS (Portuguese Wine Specialist)** was designed to complement the WSET certification, 100% focused on Wine in Portugal. The Wine School has developed a multi-level program dedicated to Portuguese wine, using the same teaching methodology as the WSET programs:

- **Portuguese Wine Specialist – Level 1:**

For those looking to understand Portuguese wines. An approach to the main Portuguese styles and grape varieties, focusing on the characteristics of the most common profiles.

	Retail Price
Adult (18+)	75,00€

- **Portuguese Wine Specialist – Level 2:**

Aimed at people who already have basic knowledge about Portuguese wines. It is the ideal certified course for those who want to deepen their knowledge about the characteristics of the main grape varieties and some particularities of the most expressive regions.

	Retail Price
Adult (18+)	185,00€

Average duration: 4h00 (Level 1) or 7h00 (Level 2)

Opening hours: Semiannual periodicity. Private session subject to availability.





THE WINE SCHOOL



➤ Providing a moment of cocktails and wine tasting with the pairing of our canapés, the “**Wine & Bites**” sessions offer a private and relaxed environment, where visitors establish contact with our educational program but also enjoy a social moment with their groups.

- **Wine & Bites – 3 Wines and 3 Canapes**

Personalized tasting for each client. With a detailed presentation and explanation of each wine and canapé, their differences, and particularities, as well as their pairing.

	Retail Price
Adult (18+)	40,00€

- **Wine & Bites – 5 Wines and 5 Canapes:**

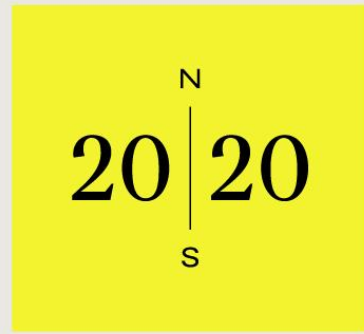
Personalized tasting for each client. With a detailed presentation and explanation of each wine and canapé, their differences, and particularities, as well as their pairing.

	Retail Price
Adult (18+)	55,00€

Average duration: 1h30

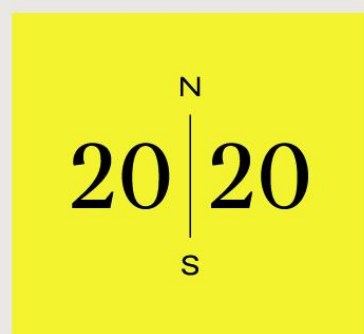
Opening hours : Private session subject to availability.





VINTE VINTE





VINTE VINTE



Produced in the factory at The Chocolate Story museum, Vinte Vinte chocolate is a craft chocolate brand, made up of 4 unique ranges that celebrate the origins and heritage of cocoa production and producing countries. Embark on a unique journey of aromas and flavors at a Vinte Vinte Workshop:

- **Learn How To Taste Chocolate:**

Learn how to taste like a professional!

Embark on an experience that will challenge your 5 senses and where you will be able to deepen your taste and knowledge about chocolate.

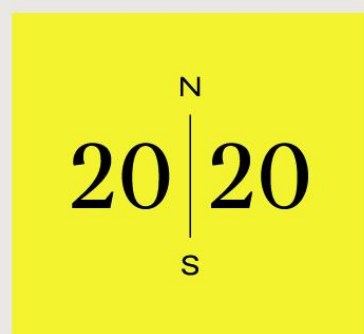
Taste a selection of Vinte Vinte chocolates, our internationally award-winning brand of craft chocolates made in Porto and leave with greater sensory and food literacy about cocoa and chocolate.

	Retail Price
Adult (4+)	10,00€

Average Duration: 30min

Opening hours: Weekly periodicity. Private session subject to availability.





VINTE VINTE



- **Chocolate and Port Wine Pairing:**

Embark on an experience of pairing 4 Vinte Vinte chocolates with 4 wines of different styles with the seal of The Fladgate Partnership.

We are the only company in the world to produce chocolate and Port wine and in this session, we will share our know-how about this perfect combination, teaching: different styles of Port wine and chocolate; the sensorial and complementary properties of both, and the step-by-step guide to learn how to combine these two delicacies.

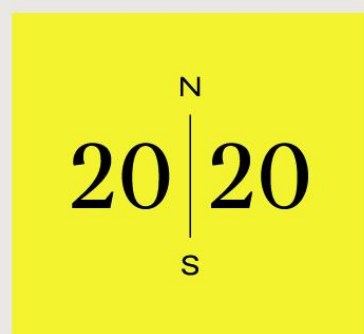
Take part in a relaxed and sensorial activity, perfect for for creating or deepening bonds.

	Retail Price
Adult (18+)	40,00€

Average Duration: 1h00

Opening hours: Weekly periodicity. Private session subject to availability.





VINTE VINTE



- **Chocolatinhos:**

Bring your own “team of pastry chefs” and learn how to make chocolate cake pops! This is a hands-on workshop, in which everyone will start by making the chocolate cake dough and then molding the cake pops, applying the frosting and, finally, decorating with colored nuggets.

Our apprentices will be guided and accompanied by a chocolate specialist, but the goal of this session is for them to be able to reinforce their culinary skills, their feeling of autonomy and confidence and their spirit of mutual help. A moment of interaction, fun, and lots of chocolate in the mix!

	Retail Price
Children (4+)	20,00€

Average Duration: 1h00

Opening hours: Weekly periodicity. Private session subject to availability.



WOW

RUA DO CHOUPELO 39,
4400-088 VILA NOVA DE GAIA

