



AYA – ART IS THE HEART OF WINE

If wine could speak, it would choose the language of art—and that conversation is unfolding at AYA Estate Vineyards, the newest gem of the wine world.

Nestled in the heart of seven mountains, AYA is a magical destination where wine and art exist in perfect harmony. Inspired by some of the world's finest wine estates that embrace art as muse and partner, we've created a space where creativity flows in both directions. Here, accomplished professionals craft not only exceptional wines but also a shared vision—where wine and art merge into a single experience of refined pleasure, sensory depth, and a commitment to cultivating taste, in every sense of the word.

AYA is the dream come true of two friends and their families, brought together by their shared passion for fine wine and equally fine art combined into one singular experience. Together, they've given life to a place where wine and art speak the same language—one of inspiration, emotion, and beauty.



THE LAND AS A SYMBOL OF INFINITY

In the sun-kissed folds of Bulgaria's Melnik region, where the Struma River whispers through sandy hills, AYA Estate Vineyards stands as more than a winery—it is a living canvas. A sacred place where nature, wine, and art weave a single, timeless story.

Founded in 2015 by St. V. and N. S. and their families, AYA cultivates 40 hectares of organic vineyards alongside a growing collection of site-specific artworks that echo the spirit of nature. On September 27, 2025, AYA will open its gates to the world, unveiling nine large-scale installations that transform the estate into a must-see destination for art lovers.

Sculptures rise like sentinels, walls ripple with carved vines, light dances across surfaces—each work a poetic tribute to the valley. For art journalists, curators, and collectors, AYA is a place of pilgrimage where creativity grows from the soil itself, complemented by curated wines and boundary-pushing architecture.



A SANCTUARY DESIGNED BY YOUNG AND FREE ARCHITECTURAL MINDS

The architecture of AYA is as much a part of the experience as the wine and art. Designed by Bulgarian architecture studio WhATA, the winery is discreetly embedded in the hillside, its grass-covered roof and glass façade blending seamlessly into the landscape—reflecting the vineyards like a living painting.

Inside, natural light flows across three levels—from fermentation halls to barrel rooms to a wine bar—creating an atmosphere both expansive and intimate. This 14,000 m² architectural masterpiece uses a gravity-flow winemaking system that allows juice to move gently, untouched by machines. It is a building that doesn't dominate the landscape—it belongs to it. As WhATA says: “This building belongs.”

AYA ARTISTS

From its very beginning, AYA Estate Vineyards has embraced art as an essential part of its identity. Guided by the vision of Irena Gergova and curated by renowned art experts Vessela Nozharova and Vesselina Sarieva, the estate showcases original works created specifically for this space by some of Bulgaria's most celebrated contemporary artists.

Their presence creates a powerful dialogue between nature, architecture and wine — uniting these elements into a singular artistic experience.



AYA AS AN ART DESTINATION

With the guidance of two of the most respected curators on Bulgaria's contemporary art scene, we are building a space open for all—an environment where we present our most beloved artists, many of whom have worked for years with internationally renowned galleries and curatorial teams.

Our aim is to highlight the meaning and power of art: its ability to make the invisible visible, to carry forward its timeless mission—not only by nurturing awareness of essential values, but also by speaking the secret language of creativity. A language that is contagious, vital, and without limits.



AYA ESTATE VINEYARDS

MEDIA TOOLKIT

If you need more detailed information, high-res images of artworks, winery, vineyards, videos of artist talks, performances, tours or else - please contact us.

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