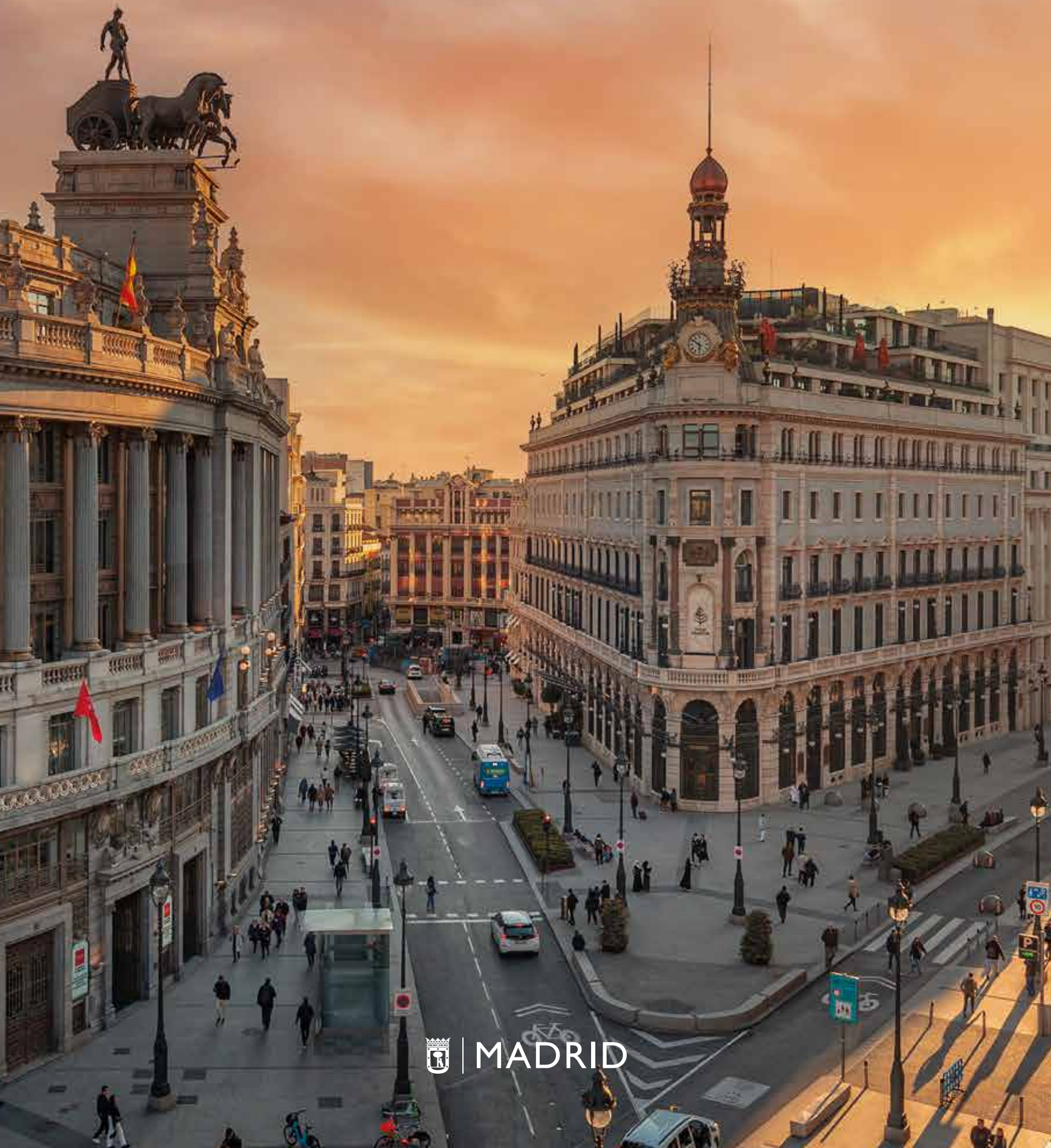


If life were a city... it would be Madrid



MADRID

MADRID, THE ART OF LIVING WELL



A UNIQUE LIFESTYLE

If there's one truly captivating thing about Madrid, it's its personality. The city's energy wins over anyone who spends time here. A taste for outdoor living gives the capital a fantastic, lively atmosphere. Fun, vibrant and cosmopolitan, it's said to be a city that never sleeps. Madrid is also renowned for being a very safe, friendly city where nobody is a stranger for long and where it's easy to feel like a *Madrileño*.

› ROYAL LEGACY

A designated UNESCO World Heritage Site since 2021, the natural and cultural area known as the **Landscape of Light** is yet another attraction that makes the city one of the most appealing destinations for the luxury sector. El Retiro Park, which is a former royal recreational site, and Paseo del Prado and its museums are just some of the iconic places in this area recognised for its enormous historic and cultural value.

Madrid has been the home of Spain's monarchs for nearly five centuries, something we can really appreciate with a visit to the city's **Royal Palace**, which is the biggest in Western Europe. Right next to it we can find the newly opened **Royal Collections Gallery**, a large building with an area of over 40,000 m² which was created to house and display the rich heritage of the Spanish crown. It exhibits everything from paintings by master artists to historical furniture, decorative art, musical instruments and tapestries. The complex also holds the Royal Armoury, the General Archive of the Palace, the Royal Library of Madrid and the Royal Library of El Escorial. It's a true luxury to find them all together.

The capital's royal legacy also includes the **Royal Tapestry Factory**, which displays the crown's tapestries and rugs in addition to detailing how they're made, the **Royal Convent of the Incarnation**, founded in the 16th century, and the **Descalzas Reales Monastery**, established in the 17th century, both by members of the royal family.

Just a few years ago, they were joined by the splendid **Liria Palace**, the Madrid residence of the aristocratic House of Alba, which opened its doors to welcome the public and host special private events.

› THE CAPITAL OF SPORT

Madrid is famous for both its historical heritage and its art, but also for its impressive calendar of top-level sporting events. The city's ability to attract huge crowds laid the groundwork for it to host an upcoming National Football League (**NFL**) match in 2025 and the **Formula 1** Spanish Grand Prix in 2026. What's more, each spring the capital holds its **marathon** and two half-marathons as well as the Mutua Madrid Open **tennis** tournament, and in the autumn, it welcomes the Acciona Open de España **golf** championship. All of these events are major draws for international visitors.



The city is also the **capital of football**, home to teams as important as Real Madrid and Atlético de Madrid. Their global reach is undeniable, and every year the city receives thousands of football fans who tour their stadiums and watch their matches, because football in Madrid is a lesson in passion. Adding to the city's allure is **Santiago Bernabéu**, Real Madrid's home stadium, which will unveil a brand-new façade in 2024 as well as an impressive retractable roof that will allow it to be used for other events such as major concerts. Meanwhile, Atlético de Madrid's home ground, Cívitas Metropolitano, offers one-of-a-kind experiences such as watching the players warm up pitchside or getting the chance to meet them in the mixed zone.

The city also boasts the museum **LEGENDS. The Home of Football**, an entirely unique experience whereby 5,000 objects connected to the history of the sport are on display.

› ART AND CULTURE

Paseo del Arte (Art Walk) is home to some of the world's top museums including the **Prado**, **Thyssen-Bornemisza** and the **Reina Sofía**. Seeing Velázquez, Goya, Picasso, Dalí, Rubens and Rembrandt come together in an area of just over one kilometre is something unique in the world. Their art can be admired during private tours and other exclusive experiences offered to visitors by these three prestigious institutions. Madrid also has several **state-ly house museums** that exemplify the city's history and art, such as the Cerralbo, Lázaro Galdiano and Sorolla (where the famous Valencian painter Joaquín Sorolla lived).

A new public museum has also recently joined the city's wide range of cultural offerings: **Casa de la Arquitectura**, a modern space which showcases the creativity, innovation and legacy of Spanish architecture.

› ARTISAN GOODS AND HIGH-END FASHION

Streets with names like Bordadores (Embroiderers), Cuchilleros (Cutlers), Botoneras (Button-Makers) and Tintoreros (Dyers) give us an idea of the importance of **artisan** trades in a city with as much history as Madrid. Felipe Conde, run by the third generation of a family of 100% artisan guitar-makers, and the famous Capas Seseña are just two of our centuries-old shops. Among their customers are royal families and figures from the film and music industries. Craftsmen and women specialising in leather goods, pottery, esparto grass and jewellery also display and sell their work in small workshops in the city's most traditional neighbourhoods, where their highly prized creations are in great demand due to their excellent quality and painstaking attention to detail.

In terms of high-end fashion, the profusion of international luxury brands that have made **Galería Canalejas** their home have turned it into Europe's most exclusive commercial setting. Located in the very centre of the city, this spectacular 15,000-m² space occupies several historic buildings, including a former bank, and has become a veritable standard-bearer of upscale shopping. But there's more to the complex than just shops! It also boasts a food hall with thirty bars and restaurants of different styles and nationalities, some of which have Michelin-starred chefs at the helm.

Getting back to exquisite fashion, the exclusive **Barrio de Salamanca** neighbourhood is home to the so-called Golden Mile, a hub for the world's most important upmarket brands, as well as an endless variety of first-rate restaurants. **El Corte Inglés Castellana** is also worth a special mention. Located in the city's financial district, this department store is a benchmark for luxury, boasting an impressive range of offerings from iconic brands, alongside exclusive and customised services. In this branch of El Corte Inglés, and also in the stores on the prestigious Calle de Serrano and at Plaza del Callao, you can find

Global Blue Tax-Free Lounges. Here, customers from outside the European Union can benefit from an attractive VAT refund of up to 15.7% of the cost of their purchases. The Serrano and Castellana stores both have gourmet food halls, each with restaurants by the renowned chef Dabiz Muñoz, who, for the third year in a row, ranks first on The Best Chef Awards list.

› HISTORY AND INNOVATION IN MADRID'S GASTRONOMY

There are as many as 26 restaurants in Madrid with at least one **Michelin star**. The latest to receive the distinction are Osa, Cebo, Santerra, Desde 1911, Club Allard and Toki. In addition, both El Invernadero and Coque continue to boast a Green Star in recognition of their commitment to sustainability. All of these establishments are the heirs to **centuries-old restaurants and tabernas**, among which we can find Casa Alberto and Casa Botín. The latter was founded in 1725 and is the world's oldest restaurant that's still in operation, according to *Guinness World Records*.

There are countless culinary offerings in Madrid that guarantee fantastic **experiences**. Consider, for example, dining in Papagena, the **restaurant nestled within Teatro Real** opera house which boasts unparalleled views of the Royal Palace. Alternatively, you can enjoy Madrid's spectacular sunsets from one of the dozens of **rooftop bars and restaurants** in the city. There are plenty of them dotted along Gran Vía avenue, where many hotels serve up delicious food in an ultra-exclusive setting on their top floors. Further options include the restaurant Abya, which is housed within a lavish **palatial mansion**, or Quintoelemento, where you can enjoy your meal under a giant dome with LED displays, transporting you to incredible landscapes. And why not combine dinner with a flamenco show in a *tablaó*? The gourmet restaurant in El Corral de la Morería even has a Michelin star.



› THE BEST LUXURY HOTELS ARE IN MADRID

In recent years, Madrid has garnered **international recognition for its friendly, open nature and the fun-loving lifestyle** that its residents pride themselves on. Unparalleled cultural and leisure offerings and **sunny weather** most of the year end up winning over even the most demanding visitors. What's more, several of the world's top hotel chains have decided they want a front-row seat to everything that's happening in Spain's thriving capital. Major international luxury brands have recently opened in the city, including **Mandarin Oriental, Four Seasons** and **Rosewood**. Among some of the latest additions you'll find Madrid's first **JW Marriott**, the **Thompson Madrid**—the first Thompson Hotel in Europe—, and **Hotel Montera Madrid - Curio Collection by Hilton**.

Shortly before their arrival, the city welcomed other establishments including **The Madrid EDITION**, a hotel by Marriott International, **UMusic Hotel Madrid** by Universal Music Group, which comes equipped with a historic theatre and which was chosen as the location of the first ever

UMusic hotel, and **VP Plaza España Design**, located in the famous Plaza de España.

The city centre will shortly see the arrival of a **Brach**-branded luxury hotel designed by Philippe Starck, as well as a second **UMusic Hotel**. **Nobu Hospitality** will also open its first establishment in Madrid, in the centrally located Calle de Alcalá, and just a few doors down, the iconic **Metrópolis Building** is set to house a new boutique hotel.

What's more, **The Westin Palace**—a historic and sophisticated establishment which is part of the Marriott International chain—will carry out extensive renovations this year so that it can be included in The Luxury Collection.

Madrid also has a range of boutique hotels which provide the perfect opportunity to enjoy an exclusive experience. Among them you'll find **Gran Hotel Inglés**, which is the capital's oldest luxury hotel, **URSO Hotel & Spa**, **Santo Mauro** and **Hotel Relais & Chateaux Orfila**.

These brands' firm commitment to opening top hotels in the heart of the city has put Madrid in the spotlight and **has made our city the new centre of tourism par excellence**. Madrid, you see, is synonymous with luxury.

› NIGHTLIFE AND SHOWS

When it comes to nightlife, the city is a benchmark in Europe. Not only on account of its vast array of bars and nightclubs, but also thanks to its restaurants, theatres and live music venues that keep people happily entertained from early in the evening until the wee small hours of the morning. There's even a new Spanish word that vouches for this: *tardeo*, which we might translate as "eveninging". It refers to the idea of making the most of the good weather, safe streets and outdoor lifestyle by enjoying ourselves during the day.

Any day of the week is a great day to enjoy a **flamenco** show, **musical** or an **opera** production at Teatro Real, which was named the best opera house in the world at the 2021 International Opera Awards. Afterwards, you can experience Madrid's unparalleled nightlife at renowned **cocktail bars** like the legendary **Museo Chicote** and **Cock**, or **Salmon Guru**, which ranks 16th on The World's 50 Best Bars list.

› COMFORTABLE AND SUSTAINABLE

In recent years, Madrid has expanded its outdoor public spaces so that residents and visitors alike can continue to enjoy its streets and open-air events. The widening of pavements on Gran Vía avenue, the pedestrianisation of Plaza de Canalejas and Puerta del Sol, and the remodelling of Plaza de España, with its new footpath connecting it to the Royal Palace, and the Temple of Debod are some of the most recent renovations undertaken in the city. Moreover, in terms of urban tree cover, Madrid is among the cities with the greenest streets in the world. **Over 55% of them are tree-lined**, with 210 different species and nearly 300,000 trees in total.

All of these projects have made Madrid a city that's easy to explore on foot, where people come first and **environmentally-friendly transport** alternatives have been increased.



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