

MADRID × MONOCLE

# MADRID ICONS

CITY TREASURES

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# MADRID ICONS

## INTRODUCTION

Spain's capital is a city of creativity, candour and contrast. Its residents are a wonderfully proud and passionate bunch, which is reflected in the food, architecture and artwork that they hold dear. It's something you can get a taste of in this booklet, and we trust you enjoy what will prove to be a journey of discovery and delight.

What follows is a tour of some of Madrid's most treasured icons. You'll be savour the delicacy that is the *bocadillo de calamares* – the much-loved fried calamari sandwich – then walk the halls of the Royal Palace. You'll admire the city's historic gates before looking up to take in the wondrous skyline. And as if that weren't enough, you'll also stand before a Velázquez masterpiece, see Madrid's coat of arms, marvel at two impressive statues and finish in the beautiful Puerta del Sol Plaza.

Ready? There is a whole city just waiting to be discovered.

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**ESSENTIAL EATING**  
Bread, olive oil and fish  
are Med staples

**PERFECT COMBINATION**  
Fact: fried calamari is  
best enjoyed with friends



01/08  
**IMPECCABLE TASTE**  
**MADRID ICONS: FOOD**

**BOCADILLO DE CALAMARES**  
Madrid's renowned culinary melting pot includes some of the world's best restaurants and decorated chefs but Madrileños reserve special affection for local delicacies, not least the *bocadillo de calamares*: fried calamari sandwich. Residents flock to Plaza Mayor to feast on the beloved treat, soaking up the colour and atmosphere on the corner of Calle Botoneras as they savour the local staples of fried squid, Spanish olive oil and freshly baked bread. The city's evolving fusion of the Mediterranean diet is bolstered by the presence of the world's second-largest seafood market. The minor detail of being landlocked doesn't stop locals from relishing the fruits of the ocean on tables around the city. The Madrid food experience is a social ceremony that reflects the local character: relaxed, gregarious and fun loving.



**1**  
**STANDING ROOM ONLY**  
The traditional *tasca* is resurgent in the Spanish capital, tapping into a love of authentic food and informality. *Tascas* typically serve uncomplicated cuisine over a prominent bar. Located in the vibrant Chueca district, Celso y Manolo is a modern take on the concept, offering locally procured food from morning until night.



**2**  
**SETTING OUT ITS STALL**  
The city's network of fresh-food markets underlines the local love of high-quality produce. The iconic Mercado de San Miguel is a shrine

to gastronomic excellence while the Mercado de La Paz in the Salamanca district is a colourful example of an authentic Spanish neighbourhood market.



**3**  
**OLD ONES ARE THE BEST**  
Restaurante Botín was founded in 1725, making it the world's oldest restaurant and the ideal setting to sample traditional Castilian Spanish cuisinet. Situated next to Plaza Mayor, the family-run restaurant has been perfecting dishes such as suckling pig and roasted lamb inside its wood-fired oven for centuries.



**4**  
**COME ONE, COME ALL**  
The colour and commotion inside the bars and tabernas of La Latina reaches fever pitch on the weekends, especially along the street of Cava Alta. The festive atmosphere spills out into the plazas, fuelled by tapas and *cañas*. Spanish food in its purest form: social and sumptuous.



**5**  
**STUNNING SPREAD**  
The increasingly cosmopolitan make-up of Madrid has fuelled modern fusion cuisine. El Corte Inglés department store recently enlisted some of the city's strongest players for its Gourmet Experience on Calle Serrano, bringing together three chefs with a total of seven Michelin stars under one roof for a mouthwatering celebration of food talent.

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#### OPEN-DOOR POLICY

Be sure to visit one of Europe's largest palaces

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## MAJESTIC PRESENCE

### MADRID ICONS: ROYAL LEGACY

#### ROYAL PALACE

Spain's royal legacy stretches all the way back to the 5th century and the vestiges of this tradition have helped to shape Madrid. That is particularly the case as palaces and lush garden estates have become part of the public domain and icons in their own right.

Built on the site of a 9th-century fortress, the Royal Palace is flanked by the gardens of Campo del Moro and Sabatini. The royal family's official residence hosts state ceremonies and banquets. With 3,418 rooms it is the biggest palace in a European capital. Visitors can wander its halls, soaking up the vast treasures and rich history of Spain's royal heritage.



1

#### GOING GREEN

Once the exclusive domain of the royal circle, Madrid's iconic parks are now enjoyed by all. The lake of the Buen Retiro Park once staged mock naval battles, the Royal Botanic Gardens archived the plant life of the Spanish empire and Casa de Campo is one of the world's largest urban parks.



2

#### CITY AT YOUR FEET

The oddly named Monastery of the Barefoot Royals (Monasterio de las Descalzas Reales) was once one of the richest convents in Europe. Founded

by the daughter of a king in 1559, it opened to the public in 1960. The active convent now exhibits its artistic masterpieces and, it claims, shards of Christ's cross.



3

#### STAGE PRESENCE

Alongside the palace, the picturesque Plaza de Oriente is populated by 44 limestone statues representing the grand Spanish monarchs of old. On the opposite side the Teatro Real (Royal Theatre) hosts world-renowned opera and dance and, for those who want to delve further, provides engaging guided tours of its facilities.



4

#### WIDE INFLUENCE

On Madrid's outskirts you'll find more monuments to the city's legacy. The royal El Escorial monastery is a Unesco World Heritage site; the Aranjuez Palace is as well, surrounded by stunning gardens, and the Royal Palace of El Pardo is used as the official residence of visiting foreign dignitaries.



5

#### AT GROUND LEVEL

To help make his palaces warmer and more comfortable, King Felipe V founded the Royal Tapestry Factory in 1720. Artists such as Francisco Goya have woven their magic here and centuries later it is still functioning, serving as a museum and workshop that is impressively rich in both heritage and craftsmanship.

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## GATE TO THE WORLD MADRID ICONS: PUERTA DE ALCALÁ

COME ONE, COME ALL  
Puerta de Alcalá is  
a symbol of openness

### PUERTA DE ALCALÁ

For a city that welcomes visitors from all walks of life, the historic gate of Puerta de Alcalá is a fitting symbol. Times have certainly changed since the ornate construction was inaugurated by King Carlos III in 1778: Madrid was once enclosed by a massive stone wall but today relishes a far more open approach, not least on a social level. As Spain's financial and industrial capital, Madrid has become a pan-Iberian melting pot that has shaped the locals' warm, receptive demeanour.

Designed by the celebrated Italian architect Francesco Sabatini, the Alcalá gate connected the city to the nearby town of Alcalá de Henares, which is now Unesco-listed and was once the main entry point for visitors from Barcelona and Valencia.

Inspiring numerous pop-culture songs, the gate has served as a backdrop for concerts welcoming diverse guests to the city: everything from the MTV music awards to various popes that have been in town. Come on a tour of the surrounding area.



1

#### SERRANO HIGH STREET

From the historical vestige of Puerta de Alcalá, stroll up Calle Serrano high street, which is lined with a raft of local and international retail. Given a modern facelift in 2010, today it is home to luxury brands and cosy cafés. The surrounding streets are filled with beautiful boutiques and sought-after labels.



2

#### BUEN RETIRO PARK

Behind the Alcalá gate the city's beautifully landscaped green lung is a former royal garden turned cosmopolitan urban retreat. People

congregate here to soak up the sun, exercise, eat tapas and enjoy theatre, art and music. The park's jovial atmosphere often fuels friendly conversation between strangers.



3

#### PALACIO DE CRISTAL

A majestic structure of metal and glass, the Crystal Palace is easily one of Buen Retiro Park's most coveted attractions. Inspired by a similar building in southeast London, it was erected in 1887 in order to exhibit flora and fauna from the Philippines. Today it is still open to the public and regularly hosts contemporary-art exhibitions.



4

#### MEDIALAB

Symbolising the open and collaborative spirit of Madrid's cultural community, MediaLab is a hub of experimentation focusing on digital culture and new technologies. Found inside a refurbished sawmill, the team is on hand to explain the extensive bilingual programme, which is open to everyone.

5

#### GAY PRIDE

From 1 to 5 July, Madrid opens its gates to one of the world's biggest gay pride festivals. The colourful celebration has become the city's unofficial summer fiesta as millions take to the streets to celebrate the city's proud diversity, tolerance and penchant for partying. Things really hot up in 2017: Madrid will be hosting World Pride.

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#### HOT TOPIC

Madrid is one of Europe's leaders in sunshine hours

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## UP IN THE AIR

### MADRID ICONS: THE SKYLINE

#### MADRID AL CIELO

The chorus of pride and affection that *Madrileños* feel for their city is exemplified by the local refrain of “*De Madrid al Cielo*”: from Madrid to heaven. For centuries the city's legendary sky has been a source of inspiration for Spanish artists and literary greats so when playwright Luis Quiñones de Benavente coined the phrase “From cradle to Madrid, and Madrid to heaven” in the 17th century, the words stuck.

A unique vantage point shapes the capital's lifestyle; at 646 metres above sea level Madrid is not only one of Europe's highest capital cities but also one of the sunniest on the continent. Locals are most at ease drinking on a terrace, gazing across the city from an iconic lookout or savouring the view from rooftop restaurants. When in Madrid, do as the *Madrileños* do.



#### 1 LOOKOUTS

See the city spread out before your eyes from one of several vantage points. At 92 metres up the Faro de Moncloa almost grazes the sky and the park surrounding the Egyptian Temple of Debod (*pictured, left*) offers sweeping views of the Casa de Campo reserve. Meanwhile, many hotels provide a more intimate outlook.



#### 2 OPEN-AIR FESTIVALS

Folkloric festivals and open-air concerts are a summer staple. Enjoy music under the night sky in Madrid Río, El Matadero or Conde Duque



Cultural Centre as part of the Veranos de la Villa concert series. There is also the brightly decorated August party in La Latina for the Fiestas de la Paloma.



#### 3 ROOFTOP RENAISSANCE

They were once neglected spaces but Madrid has recently been on the end of a welcome surge in rooftop bars and restaurants. Enjoy a meal with panoramic views from the Círculo de Bellas Artes or party atop the always-appealing Hotel Me. Even city hall has its own rooftop bar and it is ideal for an evening cocktail.



#### 4 SUNSET IN THE PARK

Marvel at the breathtaking sunsets in one of Madrid's serene parks or picturesque plazas. Sit on the steps of the lake in the Buen Retiro Park, kick back on the grass by the Royal Palace or get carried across Casa de Campo by the Teleférico cable car.



#### 5 ARTISTIC INSPIRATION

Renowned Spanish artists have long endeavoured to capture the Madrid sky in all of its splendour. In the vast halls of the Prado Museum, discover the theories behind Diego Velázquez's complex depictions of the sky and find out why the Pradera de San Isidro Park proved to be Francisco de Goya's outdoor studio of choice.

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**HOME OF ART**  
'Las Meninas' takes pride of place in the Prado

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05/08

# STATE OF THE ART

## MADRID ICONS: LAS MENINAS

**LAS MENINAS**  
The Spanish capital has exuded artistic merit ever since Velázquez and Goya began committing the city to canvases in the 17th and 18th centuries. Today Velázquez's baroque masterpiece "Las Meninas" hangs inside the Prado Museum. Revered as the "theology of painting" and "philosophy of art", the work has perplexed art historians since its unveiling in 1656 but interpreting it provides much joy.

Madrid's art scene is still thriving: the 271-year-old Royal Academy of Fine Arts of San Fernando teaches new maestros; ArcoMadrid attracts collectors every February; and in September, Apertura sees private galleries open their doors. Come on a well-curated artistic tour.



**1 EL PRADO**  
One of the world's most renowned museums of fine European art opened in 1819 to display Spain's royal collection. Visitors marvel at masterpieces stretching back to the 12th century, including Bosch's "Garden of Unerthly Delights". The archives are so vast that a second version of Da Vinci's "Mona Lisa" was found in 2014.



**2 PASEO DEL ARTE**  
Madrid's Golden Triangle of Art is a concentration of Spain's most prestigious galleries and museums. Along with the Prado and Reina

Sofía, the boulevard boasts the Thyssen-Bornemisza Museum. The majestic 18th century palace houses works from the likes of Vincent Van Gogh and Edward Hopper.



**3 LAS LETRAS LITERARY QUARTER**  
The Las Letras district celebrates the literary heritage of Spain's golden age. Tucked between the tabernas you'll find the historic home of Miguel Cervantes and playwright Lope de Vega, now a museum. Keep an eye out as you wander the streets: phrases from their works are emblazoned in brass on the pavement.



**4 ARTISTIC DISTRICTS**  
Private galleries have sprung up in some of the city's eclectic *barrios*. Visit refined examples in the Salamanca district, smaller and more daring ones in the affluent area of Las Salesas or the established art strip of Calle Doctor Fourquet.



**5 REINA SOFÍA MUSEUM**  
Home to Spain's largest collection of 20th-century art, the Reina Sofía opened in 1992 and displays awe-inspiring works by Salvador Dalí and Joan Miró, as well as Pablo Picasso's politically charged "Guernica". After whetting your appetite with modern masterpieces, head to the Jean Nouvel-designed restaurant for a Spanish lunch.

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**OSO Y MADROÑO**  
This sculpture has stood in Madrid since 1967



06/08

## NATURAL SELECTION

### MADRID ICONS: OSO Y MADROÑO

#### OSO Y MADROÑO

The *oso y madroño*, or “bear and strawberry tree”, has been a symbol of the Spanish capital for centuries. While a sculpture by Antonio Navarro Santafé has stood in Puerta del Sol Square since 1967, the use of these natural icons can be traced all the way back to 1212 when King Alfonso VIII emblazoned them onto shields and banners before clashing with Moorish troops. Legends abound about the emblem but the symbol of fertile land continues to encapsulate Madrid's vast natural resources and love of the outdoors. As Madrid's coat of arms the symbol is ubiquitous, adorning fixtures around the capital.

Although Madrid's thriving metropolis has all the trappings of a large city, nature is never far away. Discover the vast, beautifully manicured parks, sample fresh produce or trek into the wilderness right on the city's doorstep.



1

#### REGENERATED RIVERBANKS

Replacing a traffic-intense highway with a 10km-long tree-lined park has seen the banks of Madrid's Manzanares River flourish once more. Since its inauguration in 2011, Madrid Río's award-winning landscape has grown and thrived, providing *Madriños* with a lush green lung that snakes through the capital.



2

#### HOME GROWN

The region has a proudly sown agricultural legacy. Local produce is supported by farmers' markets such as Matadero Madrid's Mercado de Productores and shops including Kiki Market in La Latina. Restaurant Olivia Te Cuida even bakes a *Madroño* cake to honour the city's emblem.



3

#### MOUNTAIN ESCAPES

Madrid's Sierra de Guadarrama National Park provide a scenic backdrop to the city. The rich natural reserve is home to more than 1,200 species of plant and animal life. Marvel at the mountain views, discover secret waterfalls and pack some Madrid produce for a picnic by the La Jarosa dam.



4

#### PARK LIFE

Casa de Campo, once a royal hunting estate, is the capital's largest public park. Nudging the city's western edge, dense

foliage shades a complex network of walking, running and cycling trails, while a lake attracts rowers. There is also the Madrid Zoo, an amusement park and Teleférico cable car.



5

#### WINE ROUTES

Madrid's wine-producing regions are welcoming more visitors than ever with a selection of themed routes that transport wine-lovers through their vineyards and cultural heritage. Visit quaint bodegas, discover ancient ruins and admire picturesque landscapes and villages. You can even use the city's metro to get here.

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# THE CITY OF GODS

## MADRID ICONS: CYBELE & NEPTUNE

### CYBELE & NEPTUNE

Mythical figures adorn the Madrid skyline but it's these two iconic monuments that rule the streets. The presence of a Roman god and Greek goddess along the Paseo del Prado may jar with Madrid's Roman Catholic heritage but the beloved statues embody the city's culture and history.

Perched on top of Cibeles Fountain in front of city hall, the statue of Phrygian goddess Cybele was commissioned by King Carlos III. Carved from marble and stone, it was completed in 1782. Cybele is clutching the key to the city and – so the legend goes – the waters of her fountain protect the vaults of the neighbouring Bank of Spain.

Nearby is the sculpture of Neptune, the god of the seas. Completed in 1786, the marble figure stands for Spain's maritime strength. Discover why both statues are still celebrated today.



### 1 FOOTBALL FERVOUR

Fans from Madrid's two football giants flock to the monuments to celebrate victories on the field. Real Madrid supporters converge at the Cibeles Fountain to savour a win, while a sea of jubilation surrounds Neptune every time Atlético Madrid bring home a trophy. You can also visit the club museums in the Santiago Bernabéu and Vicente Calderón stadiums.



### 2 PASEO DEL PRADO

The boulevard that is home to these two mythological figures is also where you will find some of the city's most-

celebrated institutions, such as the prestigious Prado, the Thyssen-Bornemisza Museum and the Caixa Forum. Not far from Neptune is the leafy oasis of the Royal Botanic Garden.



### 3 PALACIO DE CIBELES

Once a grand post office, Palacio de Cibeles has housed city hall since 2007 and a culture centre since 2011. Completed in 1919, the building's recent transformation opened it up to the public. Apart from visiting exhibitions and a reading hall, you can head up to the rooftop bar to take in the skyline.



### 4 CENTENNIAL HOTELS

Flanking the figure of Neptune are two of Madrid's most iconic hotels. Opened in 1912, the Westin Palace was once the largest luxury hotel in Europe; curious crowds still come to marvel at the coloured glass of *la cúpula*. The Ritz was built at the behest of King Alfonso XIII in 1910 to attract more illustrious visitors to the capital.

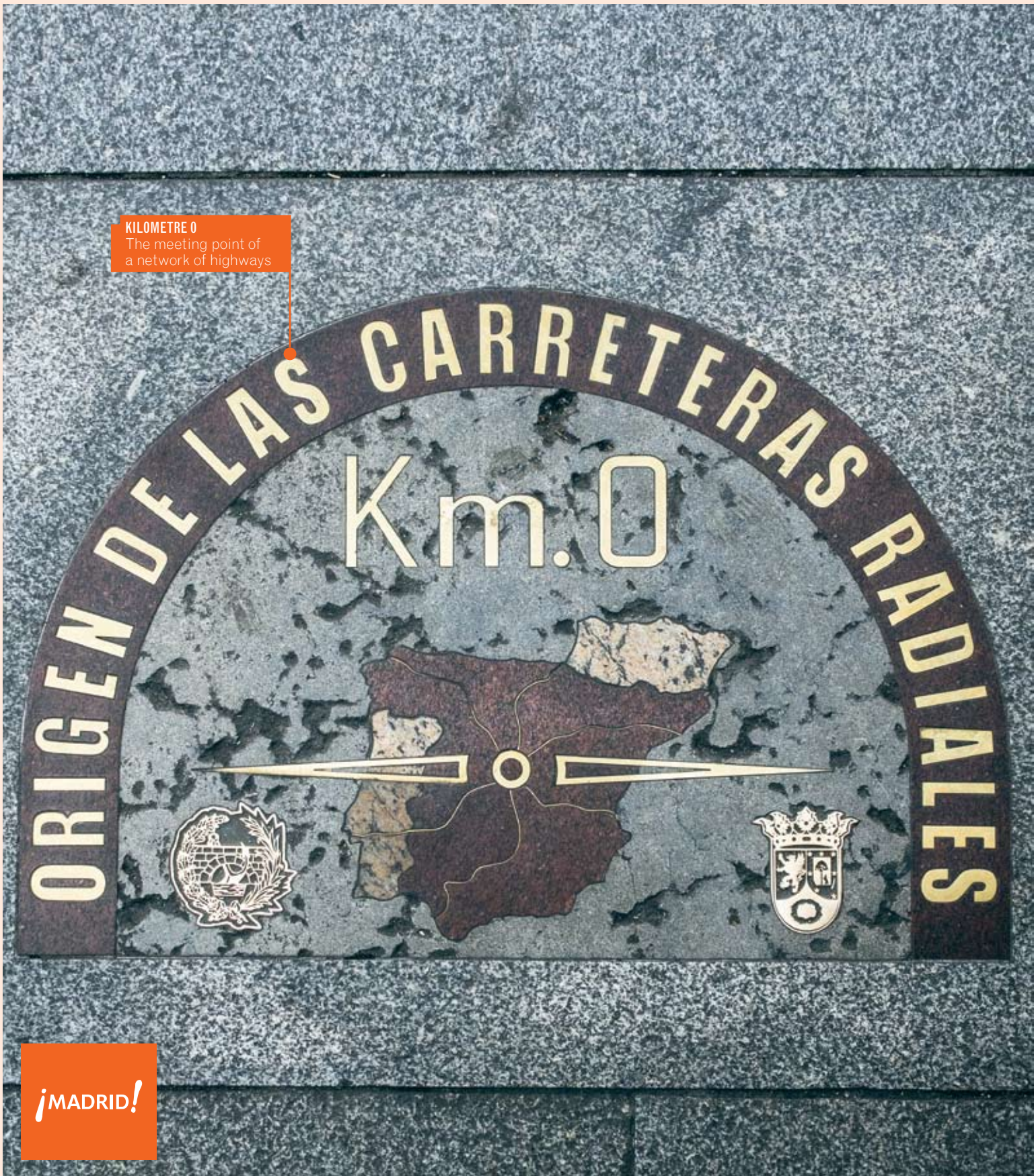
### 5 ALFRESCO DINING

Literary legend Miguel de Cervantes once called the adjacent Las Letras *barrio* home and after years of intrigue, this year his tomb was uncovered in the Las Trinitarias Convent. After visiting his final resting place, pull up a chair at an alfresco terrace on the picturesque Plaza Santa Ana.



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08/08

# WORDS ON THE STREET

## MADRID ICONS: KILOMETRE 0

### KILOMETRE 0

In Spain, all roads lead to Madrid's Puerta del Sol Plaza. Situated in the centre of the city and adorned with the iconic Tio Pepe neon sign above, nine streets converge in the square, making it the capital's unmistakable beating heart.

Spanish for "Gate of the Sun", Puerta del Sol has origins that can be traced back to the 15th century when it hosted one of the entry points to the old gated city. Today it is a multipurpose meeting point for *Madrileños* and the country's entire network of highways is measured from the Kilometre 0 plaque.

Just a few minutes walk away you'll find the city's patchwork of vibrant districts. And if wanderlust draws you further afield, a world-class train network can be found underground, transporting you to any *barrio*, town or beach that tickles your fancy.



1

### PUERTA DEL SOL

A place of congregation and celebration, this buzzing plaza is full of symbols and traditions. Apart from the 79-year-old Tio Pepe sign, *Madrileños* often meet at the "Oso y Madroño" ("Bear and Strawberry Tree") statue, the capital's official emblem. Revellers also gather by the Casa de Correos clock tower each New Year's Eve to eat a dozen grapes at midnight.



2

### VIBRANT DISTRICTS: MALASAÑA AND CONDE DUQUE

Just a five-minute stroll north, Malasaña and Conde Duque are the unofficial stomping grounds of an intrepid class of young entrepreneurs and hospitality heavyweights. Wander the streets to discover a treasure trove of shops and picturesque plazas by day and the eccentric ambience of bars and restaurants by night.



3

### FOOD DISTRICT: LA LATINA

Madrid's gastronomic clout continues to grow across the Spanish capital but the indisputable hub of both tradition and fusion is the La Latina district. A 10-minute walk via Plaza Mayor leads to a satiating selection of traditional *tabernas* and restaurants. Graze the tapas and *raciones* along Calle Cava Baja or discover the *castizo* dishes in the side streets that surround the iconic El Rastro strip.



4

### DISCOVER THE CITY BY BIKE

Madrid's winding streets lend themselves to a two-wheeled tour. Source a bike from a bike-hire business or public bike scheme BiciMAD to explore Madrid's vibrant belt of *barrios*. A pedal-powered journey through the Chamberí, Salamanca or Arganzuela districts will dish up plenty of sights and surprises.



5

### TRANSPORT HUB

Sol station is made up of three well-connected lines, while a second network – Cercanías – connects commuters to Madrid's world-class airport and high-speed train stations Atocha and Chamartín. The capital's central location means a fast train can deliver you to a sun-drenched beach or scenic town in under three hours.



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# *It's happening NOW IN MADRID*



Royal Palace