

A woman with long dark hair, wearing a vibrant yellow long-sleeved dress with a black belt and large gold earrings, stands on a stone balcony. She is smiling and looking to her right. The background features the ornate architecture of a Madrid balcony, including a large equestrian statue and a building with a statue on top. The sun is low in the sky, creating a warm, golden glow.

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

MADRID, THE NEW EUROPEAN CAPITAL OF LUXURY



A UNIQUE LIFESTYLE

If there's one truly captivating thing about Madrid, it's its personality. The city's energy wins over everyone who spends time in it. **A taste for outdoor living** gives it 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 feels like a stranger and it's easy to feel like you're just another Madrileño.

> WHAT'S NEW

Recently designated a **UNESCO World Heritage Site**, the natural and cultural site known as the **Landscape of Light** is yet another attraction that makes Madrid one of the most appealing destinations for the premium sector.

Top-tier hotel brands such as **Four Seasons, Mandarin Oriental o Rosewood** have recently opened new projects in the city. Likewise, new international luxury brands continue to join the offerings at **Galería Canalejas**, one of Europe's most exclusive retail spaces.

Famous for its heritage, art, cultural programme and unique lifestyle, Madrid is heading into 2022 with exciting changes, such as the **recently expanded collection at the Reina Sofía Museum** and the opening of a remodelled Garment Museum. The city is constantly renewing itself, and even the cityscape is getting a makeover. After years of remodelling works, **Plaza de España, the famous square with a distinctive monument to Cervantes**, looks fantastic following an urban development project that has connected places like Gran Vía and the wonderful Madrid Río Park along an uninterrupted, pedestrianised route.

Dazzling, elegant, vibrant and open, few places are experiencing as big a boom as **the Spanish capital, which has emerged as everyone's favourite new international luxury destination**.

> HISTORICAL HERITAGE

Home to historic sites like the **Royal Palace**, the largest one in Western Europe, Madrid has served as the residence of the country's monarchs for centuries. From **El Retiro Park**, a former royal pleasure site, to Paseo del Prado, dotted with stunning fountains, to venues like **Teatro Real (named Opera Company of the Year at the 2021 International Opera Awards)** to the Royal Botanical Gardens, its heritage is in evidence all over the city.

Recently, the splendid **Liria Palace**, the House of Alba's residence in Madrid, opened its doors for public tours and special private events.

> ART AND CULTURE

Today we can enjoy the Paseo del Arte (Art Walk), which is home to some of the world's top museums including the **Prado, the Thyssen-Bornemisza and the Reina Sofía**. See-



ing Velázquez, Goya, Picasso, Dalí, Rubens and Rembrandt come together in the space of just over one kilometre is something unique in the world. Their art can be admired on **private tours and other exclusive experiences** offered to visitors by these three prestigious institutions.

Madrid also has several stately house museums that exemplify the city's history and art, such as the **Cerralbo Museum, the Lázaro-Galdiano Museum and the Sorolla Museum**, where the famous Valencian painter Joaquín Sorolla lived.

> HISTORY AND INNOVATION IN MADRID'S GASTRONOMY

As many as **twenty restaurants in Madrid have at least one Michelin star**. Their chefs include Dabiz Muñoz, who runs the three-starred DiverXO and won first place at the 2021 **Best Chef Awards**, and Rodrigo de la Calle, whose restaurant, El Invernadero, not only has a Michelin star but has also received a **Green Star**, an award given by the famous guide to restaurants committed to a more sustainable gastronomy. There can be little doubt that all

of them have been influenced by Madrid's historic, centuries-old restaurants and tabernas, including **Casa Alberto and Casa Botín. The latter, which was founded in 1725, is the longest-running restaurant in the world according to the Guinness World Records**.

> ARTISAN GOODS, FASHION AND DESIGN

Streets with names like Bordadores (Embroiderers), Cuchilleros (Cutlers), Botoneras (Button-Makers) and Tintoreros (Dyers) give us an idea of the importance of artisanal 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 some of our centuries-old shops. Among their customers are royal families and film and music stars**.

For more designer fashion, head to the exclusive **Golden Mile** in the Barrio de Salamanca, where you'll find the top international luxury brands, and the refurbished Corte Inglés on Paseo de la Castellana, in the city's financial district. Also in the heart of the city, the spectacular Galería Canalejas Madrid offers top international designer brands in a space with an area of 15,000 square metres.

> 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 hotel chains have recently opened in the city, including **Mandarin Oriental, Four Seasons, Rosewood, JW Marriott and Edition**, and many others are set to join their ranks in the future. Their firm commitment to opening the top hotels in the city centre has placed Madrid in the spotlight and made our city **the new centre of tourism par excellence**.






COMFORTABLE AND SUSTAINABLE

In recent years, Madrid has expanded its outdoor public spaces so that residents and visitors 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 the remodelling of Plaza de España are some of the most recent renovations undertaken. Moreover, in terms of urban tree cover, **Madrid is among the cities with the greenest streets in the world.** Over 55% of its streets 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 walk on foot**, where people come first and **environmentally-friendly transport alternatives** have been increased.




VIRTUOSO.
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MADRID

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