

# Madrid between eras

Madrid is a city in constant evolution, a rich stage where present and past coexists in a frequently invisible balance. This exhibition, based on the homonymous book of Valentín Andrés Pérez Serén and published by Ediciones La Librería, invites the spectator to lift the veil of the past to discover the capital's evolution.

Through a careful selection of 40 photographs —result of an exhaustive documentation of research and technical accuracy—, the collection proposes a «walk through» time, aligning the photographic past with the most immediate present. Here, historical photography is not a static memory but an element that interacts with the current reality, revealing which corners have persisted over the years and which ones have transformed their physiognomy forever.

This selection synthesizes more than one year of the author's dedication, whose efforts to recover and preserve the visual memory of Madrid is a referent in the digital environment throughout his Instagram's profile: @elpasadodemadrid. In this Madrid History Museum's Golden Hall, the constant search of the perfect frame takes on a new physical and artistic dimension.

We invite you to amble these streets where yesterday and today coexist on the same plane. Welcome to this visual journey through the memory of our city.

Valentín Andrés Pérez Serén

## **EL PALACIO DE CRISTAL: FERROVITREUS ARCHITECTURE IN EL RETIRO**

*Late 19th century/2020*

Painting by Ricardo Velázquez Bosco for the 1887 Philippine Exposition. Inspired by the Crystal Palace of London, this building is the greatest exponent of the ferrovitreus architecture in Spain. Originally designed as an exotic greenhouse, it became an icon of the aesthetic modernity in the Madrid of that time.



**Photograph in B&W:** Unknown Author.

**Source:** Imágenes del Madrid antiguo, Ediciones La Librería/Memoria de Madrid Library.

## STROLL THROUGH PUERTA DEL SOL AND CASA DEL RELOJ

1940/2023

View from the star of Arenal Street that captures the everyday rhythm of the most central square in the capital. The image features a young woman strolling, framed by the Real Casa de Correos, 18th century. This historical institution houses the city's most famous clock and current Presidencia de la Comunidad de Madrid (Regional Government of Madrid).



**Photograph in B&W:** Unknown Author.

**Source:** Madrid Antiguo (Facebook).

## SOPHIA LOREN AND CARY GRANT: AN ICE CREAM IN MADRID OF 1957

1957/2021

Moment of thaw for the Hollywood stars in front of Puerta de la Independencia in El Retiro. Taking advantage of the quiet atmosphere of Augst 15, public holiday (The Feast of the Assumption), the couple left the Castellana Hilton Hotel for a peaceful stroll. The image reflects the unusual summer scene that serve as testimony of the close relationship between Madrid and the "golden age" of the international film productions. This transforms Madrid and its surroundings in a kind of "Spanish Hollywood" during the 1950s and 1960s.



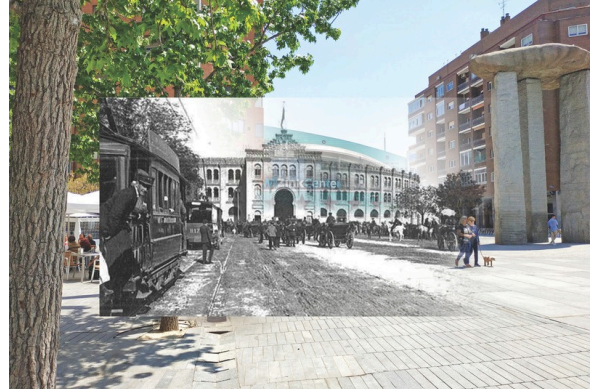
**Photograph in B&W:** Unknown Author.

**Source:** Limbosfera. Tumblr. <https://limbosfera.tumblr.com>.

## FASHION AND TRADITION IN LA LATINA

1969/2022

Two models pose beside La Latina Metro Access on the emblematic Toledo Street. The image captures the youth fashion from the late 1960s within a setting of great historical significance: to the left, the Monasterio de la Concepción and the ruins of Hospital de La Latina. In the background, the silhouette of Colegiata de San Isidro which for decades served as Madrid's provisional cathedral.



**Photograph in B&W:** Unknown Author.

**Source:** Memoria de Madrid/Photographic Archive of Madrid Metro.

## MONUMENT TO ÁLVARO DE BAZÁN IN PLAZA DE LA VILLA

1988/2023

View of the sculpture ensemble by Mariano Benlliure, inaugurated in 1891, framed by the Plateresque facade of Casa de Cisneros. The image conveys the sobriety and balance of Plaza de la Villa, one of the spaces that best preserves the medieval and Renaissance character of Habsburg Madrid.



**Photograph in B&W:** Valentín Pérez Martín (Family Collection).

**Source:** Private Archive.

## OPENING OF HOTEL ROMA

1915/2022

View taken from Virgen de los Pelinegros Street on 3 October 1915, opening day of the hotel. This building, by Eduardo Reynals Toledo, was one of the first icons of the first stretch of Gran Vía. The image highlights the emblematic Capitoline wolf that crowns its cornice which was a symbol of luxury and modernity in Madrid.



**Photograph in B&W:** Unknown Author.

**Source:** Memoria de Madrid ([memoriade.madrid.es](http://memoriade.madrid.es))/Madrid History Museum.

## FOTÓGRAFO MINUTERO IN EL RASTRO

1973/2022

A fotógrafo minuterero (formerly name for street photographers in Spain), works with his box camera on Ribera de Curtidores beside Escuela Mayor de Danza. These itinerant artists, capable of producing prints within minutes, were essential in the landscape of Madrid until the late 20th century. In the background, amid the Sunday bustle, stands out the tower of Galerías Piker, a landmark in the world of collections and antiques since its opening in the 1950s.



**Photograph in B&W:** Unknown Author.

**Source:** Pinterest.

## RAIN AND FASHION IN AYALA STREET

1970/2022

A group of young women walk along Ayala Street under a persistent rain in Madrid. The image captures the fashion of the early 1970s; defined by versatile coats and high boots, and the urban dynamism of the zone. In the background stands out Lamich Boutique, an emblematic enclave and a reference of the elegance of Salamanca Neighbourhood during those years.



**Photograph in B&W:** Unknown Author.

**Source:** Pinterest.

## NEIGHBOURHOOD LIFE IN COLONIA DE LOS CARTEROS

1960s/2022

Ana María Pérez and her sons stand at the doorway of their home at No. 9 of Bondad Street. La Colonia de los Carteros, in La Guindalera Neighbourhood, is a colony that has preserved its essence and tranquillity over time. The photograph reflects a peaceful, family-oriented atmosphere in a part of Madrid that seems away from the noise and frenetic pace of the big city.



**Photograph in B&W:** Unknown author (photo provided by José Luis Sánchez Horcajo).

**Source:** La Guindalera y parque de las Avenidas, Ediciones La Librería.

## DRESSMAKERS IN GRAN VÍA

1950s/2022

A group of young dressmakers stroll after their working day beside Edificio Carrión, currently known as Capitol or Edificio Capitol (Capitol Building). The image, from the archive of Susana Moreno Resa —where her own grandmother appears—, pays tribute to women working in dressmaking ateliers. The picture is also a tribute to a generation that transformed the walkway towards Callao into a parade of elegance and daily modernity.



**Photograph in B&W:** Unknow author (Family archive of Susana Moreno Resa).

**Source:** Madrid Antiguo/20minutos.es

## SNOW ON GRAN VÍA: DECEMBER 7 OF 1960

1960/2022

A parked vehicle outside No. 30 becomes an improvised canvas of a historic winter's day. The image captures the snow trace on the bodywork and, in the background, the silhouettes of the buildings Edificio Carrión, currently known as Capitol, and La Adriática. This snapshot is an exceptional testimony of Madrid's mid-century climate, where the usual dynamism of the city's main artery seems to freeze by the serenity of the winter landscape.



**Photograph in B&W:** Unknow author.

**Source:** Imágenes del Madrid antiguo, Ediciones La Librería.

## FROM REAL MUSEO DE PINTURAS Y ESCULTURAS TO MUSEO NACIONAL DEL PRADO

1864/2023

This photograph documents the original state of the building prior to Francisco Jareño's reformation in 1880. The intervention levelled the uneven terrain with Paseo del Prado, turning the former Lower Ground Floor into the main entrance and consequently creating the iconic north exterior staircase.



**Photograph in B&W:** Auguste Muriel.

**Source:** Biblioteca Nacional de España (BNE) (National Library of Spain)/Secretos de Madrid.

## RELATIONSHIP IN PALACIO DE CRISTAL

1960/2020

In this image, captured by Manuel Pérez Martín, his brother Valentín Pérez Martín and Carmen Serén Muñoz pose beside the balustrade of Palacio de Cristal in El Retiro. The photograph reflects the emotional connection of the citizens of Madrid with this romantic setting, designed by Ricardo Velázquez Bosco, which has been the favourite stage for encounters and Sunday strolls for generations.



**Photograph in B&W:** Manuel Pérez Martín (Family Collection).

**Source:** Private Archive.

## LA VAQUERÍA: CRADLE OF COUNTERCULTURE

1976/2023

Located at No. 8 of Libertad Street, this music bar became a key space of creative freedom in the mid-1970s. Initially frequented by the hippie movement, the premises of Chueca became a pioneering space. Its open and alternative atmosphere attracted musicians, intellectuals and young people looking new cultural horizons and anticipated the spirit of the intercultural movement of Movida Madrileña during the years of the Spanish Transition.



**Photograph in B&W:** Unknown author.

**Source:** Pinterest.

## LAS CUATRO ESTACIONES FOUNTAIN (APOLO)

1940/2022

View of the work designed by Ventura Rodríguez (1770) and Manuel Álvarez (1802), located on Paseo del Prado. The photograph documents the social use of public space after the Civil War, framed by the institutional architecture of Cuartel General de la Armada (Spanish Navy Headquarters) and Palacio de Comunicaciones in Cibeles Square.



**Photograph in B&W:** Ediciones Arribas Postcard.

**Source:** Private Archive.

## URBAN LIFE IN JACINTO BENAVENTE SQUARE

1948/2022

A young group of women cross the square in a print that reflects the fashion and atmosphere of the late 1940s. From the family archive of Moreno Beltrán, the photograph offers a valuable perspective of two key landmarks of Madrid's leisure culture: the historic Cine Ideal and Teatro Calderón.



**Photograph in B&W:** Unknown author (Family archive of Paloma Moreno Beltrán).

**Source:** Madrid en blanco y negro. (Facebook).

## ENCOUNTER AT PASEO DEL PRADO: BETWEEN CIBELES AND BANCO DE ESPAÑA

1954/2023

Portrait of a group of young men on Paseo del Prado, in the vicinity of Cibeles Square and Alcalá Street. The figure of Valentín Pérez Martín appears at the centre, accompanied by his brother Manuel and a friend. The photograph captures a moment of social encounter in the surroundings of Banco de España and the old public spaces that conformed the promenade of the time.



**Photograph in B&W:** Unknown author (Pérez Serén Family Collection).

**Source:** Private Archive.

## WATER CARRIER IN “LA FUENTECILLA” IN TOLEDO STREET

1910/2022

Scene where it can be seen this vital trade before the arrival of running water in households. The fountain was built in 1815 to replace the previous small stone trough, giving rise to its folk name: La Fuentecilla. The picture documents the steady flow of professional labourers that were responsible for the supply of drinking water in the neighbourhood of La Latina.



**Photograph in B&W:** Unknown author.

**Source:** Ruiz Vernacci Archive. Instituto del Patrimonio Cultural de España (IPCE) (Spanish Cultural Heritage Institute).

## CHILDHOOD AND LABOUR IN COLONIA SANDI

1975/2022

Two children carried scrap in a donkey-drawn cart along Álora Street, in Palomeras Sureste. The image offers a stark portrayal of living conditions in Puente de Vallecas in the mid-1970s. Taken by Andrés Palomino Salazar—a local resident and visual chronicler of La Transición—the photograph documents a human and urban landscape that has now disappeared after the major redevelopments of the late 20th century.



**Photograph in B&W:** Andrés Palomino Salazar.

**Source:** Photo provided by the author.

## LA GRAN VÍA AND EDIFICIO TELEFÓNICA

1930s/2019

View of the second stretch of Gran Vía from No. 13 on a rainy day. In the background stands out the skyscraper designed by Ignacio de Cárdenas (1929), back then the highest building in Europe. The image captures the dynamism of 1930s, with the Telefónica building consolidated as the great icon of technological and cosmopolitan modernity in Madrid.



**Photograph in B&W:** Unknown author.

**Source:** Digital Archive/Pinterest.

## LIFESTYLE AND TRADES IN FUENCARRAL STREET

1909/2022

Scene that documents the urban cleaning services with street sweepers and, in foreground, a fettle. The picture also depicts a rag-and-bone man with his cart and a horse car in front of the churrisgueresque facade of Real Hospicio del Ave María y San Fernando. Designed by Pedro de Ribera in the 18th century, this jewel of Madrid's Baroque Architecture is the current headquarters of Madrid History Museum.



**Photograph in B&W:** Unknown author.

**Source:** Madrid History Museum.

## DEMOLITION IN CERRO DEL TÍO PÍO

1981/2022

Image of the dismantlement of the illegal and historic settlements in Puente de Vallecas District, which once housed more than 10,000 people. The programme to eradicate shanty towns in the 1980s led to the creation of the current park known as «Siete Tetas». Beneath its distinctive hill lie the remains of those old self-built dwellings, transforming a site of neighbourhood struggle into one of Madrid's most iconic viewpoints.



**Photograph in B&W:** Andrés Palomino Salazar.

**Source:** Photo provided by the author.

## BOMB DRILL IN VALLECAS

1983/2022

A group of demonstrators stage a visually striking protest in the junction of Albufera Avenue and Monte Igueldo Avenue. Captured by Andrés Palomino Salazar, the image documents the campaign against the permanence of Spain in the NATO (North Atlantic Treaty Organization). The photograph reflects the combative spirit of Vallecas, a district whose streets became the main stage for peace movements during the early years of democracy.



**Photograph in B&W:** Andrés Palomino Salazar.

**Source:** Photo provided by the author.

## **COCHECITOS DE CAMPANILLAS IN PLAZA DE ORIENTE**

*1945/2022*

A children's horse car moves across the square in front of the facade of the Palacio Real. During the post-war period, these popular "cochecitos de campanillas" were carriages pulled by donkeys and decorated with ornaments, especially with small bells hung from the roof which gave name to this popular entertainment. It was a favourite form of entertainment for children in Madrid, generating a lively childhood bustle and a lively atmosphere, contrasting with the formal setting of the palace surroundings.



**Photograph in B&W:** Unknown author.

**Source:** Imágenes del Madrid Antiguo, Ediciones La Librería.

## **CHILDHOOD AND WAR IN PLAZA DEL CARMEN**

*1937/2022*

A group of children, some wearing militia uniforms, gather around a makeshift fire amid the ruins. The image conveys the harsh realities of the Spanish Civil War in Madrid: in the background, Las Tres Cruces Street, and on the right, the rubble of the old market situated near the old market square, destroyed by the bombing during the conflict.



**Photograph in B&W:** Unknown author.

**Source:** Pinterest.

## THE LITTLE SHRINE OF ANTONIO PALACIOS IN PUERTA DEL SOL

1920/2023

View of the missing Metro access and emblematic work designed by the architect Antonio Palacios. Erected in front of the Real Casa de Correos, this modern icon of Madrid was demolished in 1933. The picture illustrates the functional and monumental aesthetic that Palacios designed for the inauguration of the city's first underground network.



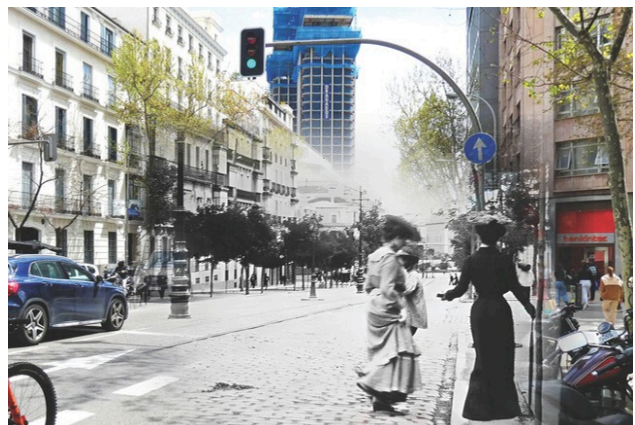
**Photograph in B&W:** Unknown author.

**Source:** Memoria de Madrid ([memoriade.madrid.es](http://memoriade.madrid.es))/Madrid Metro Photographic Archive.

## STYLE AND FASHION IN GENOVA STREET

1900/2022

Two women cross the aristocratic thoroughfare sporting a "stroll dress". The image reflects the Parisian influence in a Madrid between centuries. The scene captures the characteristic fashion of the period: long skirts, tight corsets and hats adorned with feathers and ribbons.



**Photograph in B&W:** Unknown author.

**Source:** Madrid: 500 fotografías antiguas. Ediciones La Librería/Madrid History Museum.

## **RUINS OF ERMITA DE SAN PELAYO Y SAN ISIDORO SITUATED IN RETIRO PARK**

*1910/2022*

A young group of people pose with this real gem of the Romanesque architecture of Ávila (before 1250). After its confiscation, the hermitage was transferred into private hands. In 1884, the State acquired it. In 1896, Ayuntamiento de Madrid (Madrid City Council) relocated the ruins in its actual location, becoming a romantic icon of the park's landscape.



**Photograph in B&W:** Unknown author.

**Source:** Photoarte. (Twitter: @phjotoarte7).

## **FOLK PEOPLE BESIDE FUENTE DE CIBELES**

*1906/2022*

Daily life scene that documents the second location of the monument in the middle of the square. The picture highlights the iron fence, erected in 1895, that conferred an up-do style to the fountain. In the middle of 20th century, it will be removed to improve visibility and transit of the public space.



**Photograph in B&W:** Alois Beer.

**Source:** Ediciones La Librería.

## STROLL THROUGH TEATRO LARA: THE «BOMBONERA» OF MALASAÑA

1951/2022

Two women walk along Corredera Baja de San Pablo Street in front of Teatro Lara, one of the oldest coliseums in Madrid. The building, inaugurated in 1880 during the reign of Alfonso XII at the initiative of Cándido Lara, is the heart of Maravillas Neighbourhood. The image pays tribute to a site affectionately baptizes as the «Bombonera» for its singular beauty and the special detail of its internal architecture.



**Photograph in B&W:** Unknown author.

**Source:** Digital Archive, Fotos Antiguas de Madrid (Facebook).

## THE SERENO: GUARDIAN OF MADRID'S NIGHT

1955/2022

A Sereno (night watchman) stands beneath the arch connecting Casa de la Villa and Casa de Cisneros. This figure, essential for the urban security and the safekeeping of keys since the 18th century, disappeared in the 1970s with the arrival of intercom systems. The image, taken from Madrid Street, shows Plaza de la Villa and Casa de los Lujanes in the background.



**Photograph in B&W:** Unknown author.

**Source:** Madrid antiguo (Facebook).

## STUDY FOR AN OIL PAINT: GRAN VÍA FROM No. 15

1983/2022

Photograph by Valentín Pérez Martín as a preparatory study for an oil painting. The image captures the light and the lines of the Telefónica skyscraper and the former Círculo Mercantil e Industrial, now the Casino Gran Vía. The picture documents the skyline of Madrid's main thoroughfare, which served as direct inspiration for his pictorial work.



**Photograph in B&W:** Valentín Pérez Martín(Family Collection).

**Source:** Private Archive.

## LA PUERTA DE ALCALÁ FROM EL RETIRO

Before 1870/2022

Photograph taken from El Retiro Park that shows the monument's environment before its final integration in the actual urban frame. The image illustrates the original physiognomy of this enclave, when it still preserved its historical function as the entrance of Madrid under the sober aesthetic of the late 20th century.



**Photograph in B&W:** Jean Laurent.

**Source:** Ediciones La Librería/Biblioteca Nacional de España (BNE) (National Library of Spain).

## MOURNING AND MODERNITY IN ALCALÁ STREET

1935/2022

A young woman dressed in deep mourning, wearing a lace mantilla, descends into Banco de España Metro Station. The image captures the character of the time with Palacio de Comunicaciones in the background and a double-decker bus circulating through the traffic along one of Madrid's principal thoroughfares. This type of bus was an emblematic vehicle of Madrid in the thirties.



**Photograph in B&W:** Montaña, published in Mundo Gráfico Magazine.

**Source:** Historia urbana de Madrid... y del Madrid galdosiano Blog ([historia-urbana-madrid.blogspot.com](http://historia-urbana-madrid.blogspot.com)).

## LAS CIGARRERAS'S STRIKE IN FRONT OF FÁBRICA DE TABACOS

1924/2022

Urban scene in which female workers pose in front of the principal access of the factory (No. 53, Embajadores Street) as a protest action. The photograph documents the social mobilization of Las Cigarreras (the Cigarette Makers), key figure in the labour history of women's associationalism in Madrid. Today, the building, icon of the industrial architecture of the 18th century, has become in the Centro Tabacalera Promoción del Arte (National Centre for Visual Arts). Consequently, its historical legacy was integrated with its contemporary cultural management.



**Photograph in B&W:** Unknown author.

**Source:** Fotos Antiguas de Madrid. (Facebook).

## ORIGINAL ACCESS TO IGLESIA DE SANTA BÁRBARA DEL MONASTERIO DE LAS SALESAS REALES

1900/2022

This picture depicts a group of citizens gathered at the main entrance of the church before the construction of the current large ramp and staircase. Those modifications were made to level the uneven street produced by the fires in 1907 and 1915. Inside the church, the mausoleums of Ferdinand VI and his wife, Bárbara of Portugal, can be found.



**Photograph in B&W:** Unknown author.

**Source:** Memoria de Madrid.

## LEFT-HAND TRAFFIC IN FERDINAND VI STREET

1924/2022

Urban scene at No. 12 of Ferdinand VI Street that depicts the former left-hand traffic system in Madrid. The image is an old testimony before 1924 regulations, year in which driving in the right lane became mandatory. The photograph clearly illustrates the flow of pedestrians and vehicles before the capital's road network was consolidated and unified.



**Photograph in B&W:** Unknown author.

**Source:** Ediciones La Librería.

## SUNDAY AT RASTRO IN RIBERA DE CURTIDORES STREET

1934/2022

Panoramic view of clothes and textile stalls at the heart of the market, situated beside Cascorro Square. With centuries of history, the image depicts one of the most significant and sociological space in Madrid. It also captures the lively and crowded nature which define El Rastro along the centuries.



**Photograph in B&W:** Unknown author.

**Source:** Imágenes del Madrid antiguo, Ediciones La Librería/Archivo General de la Administración (AGA) (General Archive of the Administration).

## HEADQUARTERS OF LA EQUITATIVA AND BANCO ESPAÑOL DE CRÉDITO

1925/2022

Emblematic building located at the junction of Alcalá Street and Sevilla Street. It was constructed in the late 19th century for the insurance company La Equitativa, which later became the headquarters of Banco Español de Crédito (Spanish Credit Bank). The image captures the splendour of one of the architectural icons that define the historical landscape of the centre of Madrid.



**Photograph in B&W:** Postcard of Hauser and Menet

**Source:** Madrid History Museum.

## THE FORMER PLAZA DE TOROS DE LA FUENTE DEL BERRO

*Late 19th century/2023*

View of the Neo-mudejar bullring (1874–1934) located on the old road that led to Aragón, Carretera de Aragón, and nowadays, Philip II Avenue. The photograph captures the passing of time of this emblematic entertainment whose land plot is the current Palacio de los Deportes of Community of Madrid.



**Photograph in B&W:** Unknown author.

**Source:** Recuerdos de Pandora.  
<https://recuerdosdepandora.com>

## CONSTRUCTION OF HOTEL PALACE AND NEPTUNO FOUNTAIN

*1912/2022*

View of the hotel in its final stage of construction on the former land plot of Palace of the Dukes of Medinaceli. The hotel, by Eduard Ferrés i Puig, was an engineering Spanish icon for being the first huge concrete structure built in Madrid. Its construction was completed in record time: only eighteen months before its opening as one of the most luxurious hotels in Europe.



**Photograph in B&W:** Unknown author.

**Source:** Ediciones La Librería.