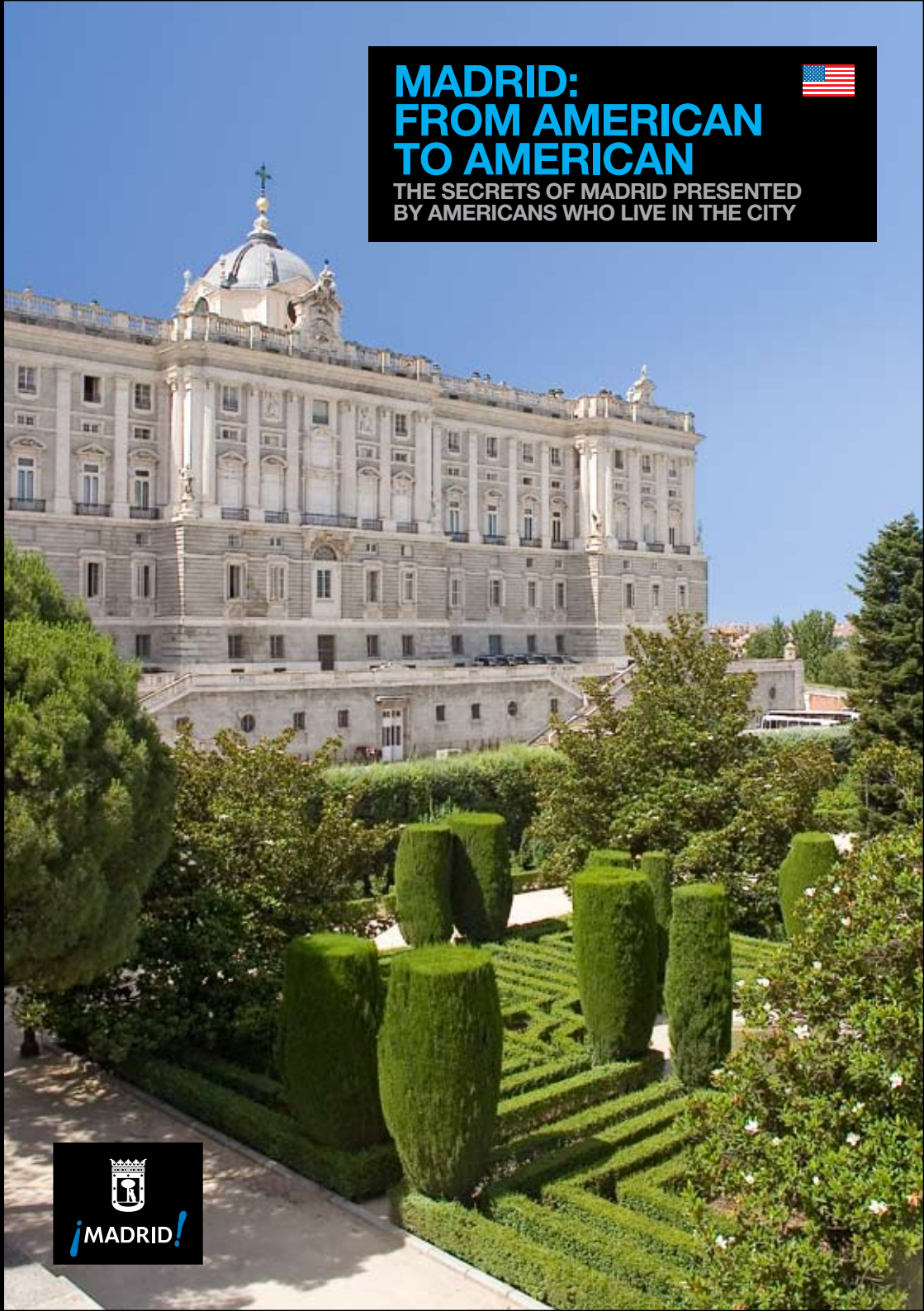




MADRID: FROM AMERICAN TO AMERICAN



THE SECRETS OF MADRID PRESENTED
BY AMERICANS WHO LIVE IN THE CITY



**PATRONATO
DE TURISMO**

- ↗ Centro de Turismo de Madrid
Madrid Tourism Center
- ✉ Plaza Mayor, 27
- ☀ Sol
- ☎ +34 91 588 16 36
- 🌐 www.esmadrid.com



MADRID: FROM AMERICAN TO AMERICAN

MADRID TOURIST BOARD

Economy, Employment and Citizen Participation Department
City of Madrid

✉ Plaza Mayor 27
28012 MADRID

📍 Sol

Interviews by Andrew Ferren

Design and production: E.M. Promoción Madrid

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Madrid has always been characterized by the ease with which visitors can adapt themselves to daily life here. And it is precisely this characteristic that best defines the city, and is one of the strengths that has helped Madrid to consolidate its position as one of the great European capital cities.

Madrid is a visitor-friendly city, a view shared by visitors from all over the world. And we would like to establish closer ties with American citizens. The fact is that Madrid shares fundamental values with the United States, such as a hard-work ethic, equal opportunities, the mixture of cultures and social integration as the driving force behind prosperity. And as such, Madrid, within the framework of Madrid City Council's United States Plan, is implementing a series of initiatives and "mechanisms" through which we hope to strengthen relations and encourage reciprocal exchange.

This Guide is one of those "mechanisms". It is a tourist information guide, but it has been put together from the viewpoint and with feedback from American citizens who actually live in Madrid.

Users of the guide will not only be able to access in-depth information about the city's rich cultural and artistic heritage, its great restaurants, recreational activities and shopping areas, but they will also get to know Madrid from a more familiar perspective, as fellow Americans offer their own perspective on the city, including their favorite hang-outs.

In my position as the Mayor of Madrid, I would like to offer them my sincere thanks for their collaboration and their hard work in the making of this guide, and at the same time, I would like to take the opportunity to once more offer our thanks and express our complete satisfaction with the degree of collaboration and dialogue that we continue to maintain with the United States of America in Spain, through the American Business Council, the US Chamber of Commerce in Spain, and the Spain-US Chamber of Commerce. Without their help, it would have been impossible to develop all the initiatives with which, as part of the United States Plan, we are trying to establish this framework for closer relations between Madrid and the United States of America.

And as for the users of this guide, I would also like to thank you for having chosen Madrid as your destination city. I am convinced that Madrid will more than meet your expectations and I hope that you enjoy your stay in Madrid so much so, that when you do return home, you do so hoping to one day repeat your Madrid experience. Because from today onwards, you are one of us, you are a "Madrileño".

Welcome to Madrid and thank you again for visiting us!

Alberto Ruiz-Gallardón
Mayor of Madrid



My wife, Susan, and I would like to join the Madrid city government in welcoming you to Madrid. We are relatively new arrivals ourselves and have enjoyed exploring all that Madrid has to offer. The City's "Madrid: From American to American" guide provides an excellent introduction. Along with a brief history, it features tips and suggestions from several Americans living here—including our own Consul General, Peggy Gennatiempo.

Susan and I wouldn't want to miss the opportunity to include here some of our own recommendations. Among our favorite things to do are wandering along the charming narrow streets near historic Plaza Mayor and strolling through Retiro Park. We've also enjoyed sampling tapas at many of the great restaurants here, visiting the famous museums, and attending "fútbol" matches at the Bernabéu and Calderón stadiums. Perhaps more than anything, we have been very impressed by the warmth of the Madrileños and are sure you will experience the same hospitality as we have.

This guide is an initiative of the City's Plan USAMadrid, a strategy focused on increasing tourism and investments by Americans. Among the many proposals included in the strategy are measures aimed at meeting the security needs of American tourists. I applaud the City's efforts in this regard, since protecting American citizens is one of my top priorities as U.S. Ambassador to Spain. I encourage you to check out the safety recommendations included in this brochure and invite you to visit our website for information on the services we provide in our Consular Section. Go to <http://madrid.usembassy.gov/>, click on U.S. Citizen Services, and be sure to register with us while you're at it.

We wish you a wonderful stay in Madrid,

**Ambassador Alan D. Solomont
and Susan Solomont**

TOURIST INFORMATION CENTERS

MADRID CITY COUNCIL TOURIST OFFICES:

⇒ Madrid Tourism Center

- ✉ Plaza Mayor, 27 (Casa de la Panadería)
- 📍 Sol / Ópera
- 🕒 Monday to Sunday from 9:30 am to 8:30 pm

⇒ Colón Tourism Center

- ✉ Plaza de Colón (underground walkway between Calle Génova and Calle Goya)
- 📍 Colón / Serrano
- 🕒 Monday to Sunday from 9:30 am to 8:30 pm

TOURIST INFORMATION POINTS:

⇒ Plaza de Cibeles

- ✉ Paseo del Prado
- 📍 Banco de España
- 🕒 Monday to Sunday from 9:30 am to 8:30 pm

⇒ Plaza de Callao

- ✉ Plaza de Callao, on the corner of Calle Preciados
- 📍 Callao
- 🕒 Monday to Sunday from 9:30 am to 8:30 pm

⇒ Paseo del Arte

- ✉ Glorieta del Emperador Carlos V (Atocha), on the corner of Calle Santa Isabel
- 📍 Atocha
- 🕒 Monday to Sunday from 9:30 am to 8:30 pm

⇒ Aeropuerto Madrid Barajas. Terminal 4

- ✉ Between arrival halls 10 and 11
- 📍 Aeropuerto T4
- 🕒 Monday to Sunday from 9 am to 8 pm

⇒ Aeropuerto Madrid Barajas. Terminal 2

- ✉ Arrival hall between gates 5 and 6
- 📍 Aeropuerto T1, T2, T3
- 🕒 Monday to Sunday from 9 am to 8 pm

+ information

- ☎ (+34) 91 588 16 36
- ☎ (+34) 91 480 20 41
- 🌐 www.esMADRID.com
- ✉ turismoptm@munimadrid.es
- 🕒 Monday to Sunday from 9:30 am to 8:30 pm



GUIDED TOURS PROGRAM

“DISCOVER MADRID”

The Madrid Tourist Board offers a Guided Tours Program called “Discover Madrid” with more than 65 visits per week, with tours every day of the year. Professional guides provide a fun and different way to get to know Madrid, in seven languages: Spanish, English, French, Italian, German, Portuguese and Japanese.

Tours offered include:

■ HISTORIC TOURS

■ BICYCLE AND SKATE TOURS

■ FAMILY TOURS

■ DRAMATIZED AND MUSICAL TOURS

■ SPECIALLY ADAPTED TOURS FOR THE PHYSICALLY, MENTALLY AND SENSORY DISABLED



The Discover Madrid program also organizes custom tours for groups. Contact us via email at descubremadridptm@munimadrid.es, to book your tour at least 48 hours in advance.

Information

- ☎ 915 882 906
- ✉ descubremadridptm@munimadrid.es
- 🌐 www.esmadrid.com/descubremadrid

Ticket sales

- ⇒ Madrid Tourism Center
- ✉ Plaza Mayor, 27
- 📍 Sol / Ópera
- 🕒 Open every day from 9:30 am to 8:30 pm

- Call Center: Call 902 221 424 to purchase your tickets.
- Caja Madrid ATMs/cash dispensers
- www.entradas.com

DISCOVER MADRID CLUB

The Madrid Tourism Board brings you a new creation: the Discover Madrid Club. Joining is simple: fill out the coupon with your personal data and you'll receive your very own Discover Madrid Club card, your pass to participate in special tours and promotions. Our goal is to help you discover Madrid in a thousand different ways. We'll offer you tours, award your loyalty, and send you updated information about promotions, conferences, courses, exhibitions, etc. Madrid is an ever active city, so we'll progressively add programs and activities as new opportunities arise. Discover Madrid the way you deserve.

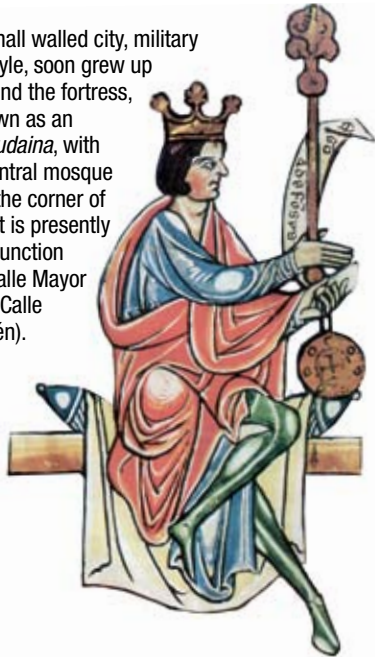
HISTORICAL BACKGROUND

THE ORIGINS OF MADRID

Medieval Madrid

The first recorded account of the city of Madrid dates back to the middle of the 9th century, when it was reported that Emir **Muhammad I** (852-886) built a fortified wall and an Arab fortress on the spot where the Royal Palace stands today. The city's name would appear to be derived from the numerous irrigation channels used to supply water to the stronghold, and these were known as *machrá* (*matrice* in Latin), which became Machrit, with the suffix -it, which literally means *a place that receives abundant quantities of water* (which Christians modified to Magerit).

A small walled city, military in style, soon grew up around the fortress, known as an *almudaina*, with a central mosque (on the corner of what is presently the junction of Calle Mayor and Calle Bailén).



During the *Reconquista* (the retaking of the Iberian Peninsula from the Moors by the Spanish), Madrid was subject to a series of attacks that came to an end when in 1083, **Alfonso VI** finally took the city. During the attacks, the nickname of "gato" or cat was attributed to the attacking forces (due to the agility with which they scaled the walls) and inhabitants of Madrid are known as *gatos* to this day. This was also the period when legends began to circulate about a vision of the Virgin on the exterior city wall on November 9th 1085. The vision was of Our Lady of Almudena, now the Patron Saint of the City of Madrid.

Towards the end of the 13th century, a new city wall was built but this time it stretched as far as the present-day Puerta del Sol and encompassed the poorer quarters that had sprung up.

Under the rule of the **Catholic Kings, Ferdinand and Isabella**, Madrid experienced considerable growth, thanks in part to the Royal privileges it received, so by the end of the 15th century, the population had reached 3,400.



The Hapsburg Dynasty (16th – 17th Century)



The 16th century marked the beginning of a new era in the life of the city of Madrid. The city continued to grow under Emperor **Charles I**, who chose Madrid as a residence because it was his favorite area for hunting. Charles I conferred the titles of *Coronada* (crowned) and *Imperial* on Madrid and work began on reconstructing the former Arab fortress.

In 1561, **Philip II (1556-1598)** chose Madrid as the seat of the Spanish Court. Of the many reasons that have been given for his choice of Madrid, the main ones are: the central location of the city; the abundance of large forests and water supplies; the need to choose a place that was relatively unknown and had not been involved in any of the power struggles of larger cities on the peninsula; and its proximity to El Escorial Monastery, the building project that had consumed the attention of the monarch.

During his reign, Madrid grew at a breathtaking rate: public servants, ambassadors, the nobility, religious orders and servants settled down in the city and in a relatively short period of time. By the end of the 16th century, the population had grown to 90,000.

Throughout the successive reigns of the dynasty (Philip III, Philip IV and Charles II), a number of spectacular palaces, churches and convents were built, that together make up what is known as *Hapsburg Madrid* (*Madrid de los Austrias*). Many were the work of Gómez de Mora, an architect of many historic buildings and monuments. The most ambitious construction work to begin was the development of the *Plaza Mayor* on the site of the former *Plaza del Arrabal* that became the focal point of the city's social calendar and a regular venue for popular festivals.

During the reign of **Philip IV (1621-1665)**, the city experienced an exceptional period of artistic and cultural splendor. With creative geniuses as renowned as Cervantes, Quevedo, Góngora, Velázquez, Zurbarán, Lope de Vega or Calderón de la Barca all living here, it is no surprise that this period has become known as the *Siglo de Oro* or the Spanish Golden Age.



18th Century



The arrival on the throne of a new French dynasty, the **Bourbons**, in the early 18th century, gave new life to the city after a relative slump during the reign of **Charles II**. This period marked the creation of some of Spain's most prestigious institutions: the Royal Spanish Academy of Language, the Royal Academy of History, the National Library, the Royal Tapestry Factory, and the Royal Opera.

The city's most brilliant moment came during the reign of **Charles III**, popularly known as "the best Mayor of Madrid". Taking inspiration from the *Iluminación* or Enlightenment (a philosophical movement of the 18th century that brought about many humanitarian reforms), combined with his ambitious town planning projects, he turned Madrid into a true European capital. In a short period of time, the city had new street lighting, a drainage system, and paved streets. He also commissioned the Paseo del Prado and the construction of the Puerta de Alcalá, the Basilica of San Francisco El Grande and the *Palacio Real* or Royal Palace.



19th Century

The 19th century, which began with a French invasion by Napoleon's armies and a popular uprising against them on May 2nd, 1808, saw a combination of political instability and economic modernization. The so-called *Romantic* Madrid of the early 19th century was characterized by popular literary discussions in cafés, a growing middle class, the first industrial plants and a shaky political balance with power constantly passed between liberals and conservatives.

The reign of **Isabel II (1833-1868)** brought a new phase of the city's growth and saw the implementation of the basic infrastructure required for a modern city: the Isabel II Canal, street lighting and mule-drawn trams, etc. In 1859, a provisional expansion project provided an orderly grid system that would reach far beyond the city's historic center, extending the major access roads and designating areas where the future neighborhoods of Salamanca, Chamberí or Argüelles would be located.

The new city planning was a true reflection of the social changes being experienced at that time. The former *palacetes* and country houses of the nobility were replaced by landscaped villas, while the small middle classes settled into the new growing neighborhoods.

In 1868, the weak government and economy led to what has become known as the Glorious Revolution, a period of six years that saw a short reign by **Amadeo de Saboya** and a Republic that went by almost unnoticed, and ended with the restoration of the monarchy, under **Alfonso XII**, the son of Isabella II.

20th Century



With the reign of **Alfonso XIII (1902-1931)** followed by the **Second Republic (1931-1939)**, Madrid felt the impact of the loss of both Cuba and the Philippines, the so-called "colonial disaster". A period of political ups and downs strengthened the role the middle class and small commerce with the city becoming the country's political and administrative center.

It was in this atmosphere that a movement began to return the city to its former glory and an era of artistic and architectural eclecticism spread through the city playing an important role in its appearance. At the same time, being the country's financial center brought with it a new type of monument as banks and major companies built magnificent buildings in the center of the city. The opening of the Gran Vía was a great urban-planning project aimed at modernizing the capital and linking the city's historic center with the new neighborhoods that had sprouted up in the expanding areas.

The early part of the century was marked by the arrival of three different generations of writers, intellectuals and artists that became known as the Second Golden Age of Spanish culture (the generation of 1898, of 1914 and of 1927).

After the **Spanish Civil War (1936-1939)**, the 1950's and 1960's saw another huge wave of growth that made Madrid what it is today - a large city with a magnificent collection of historic buildings and monuments.

After the advent of Democracy in Spain in 1977 and the establishment of a constitutional monarchy, Madrid experienced a new period of brilliance and has become a thriving European capital.

Madrid today

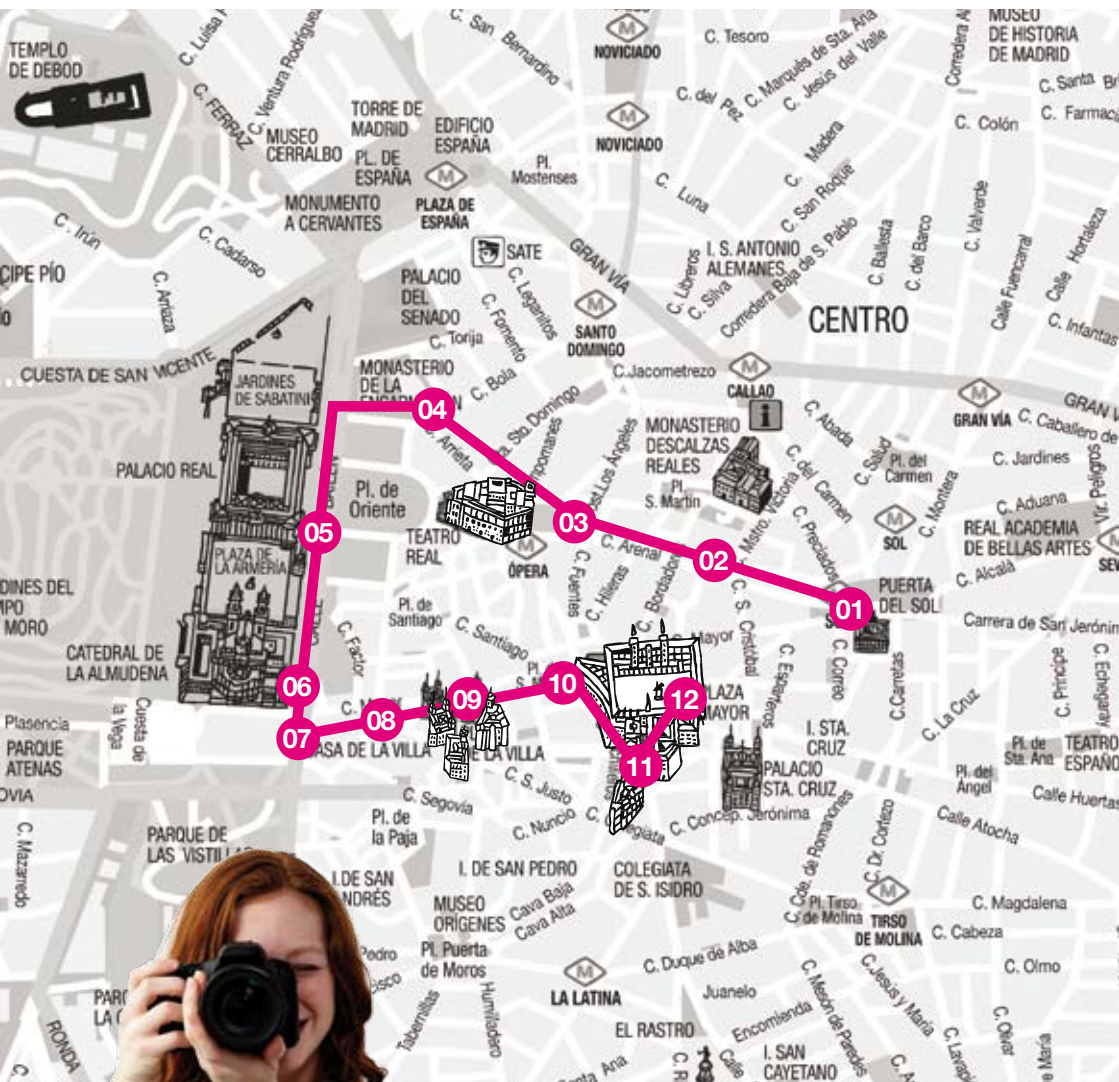


The city of Madrid is the capital of the Kingdom of Spain and home to the Spanish Government, and many state institutions. Madrid is also the official residence of the King and Queen of Spain. It is divided into 21 districts with a total area of 60,430.760 hectares and has a population of 3,273,006 people (according to the Spanish Statistics Institute, year 2009).

Madrid is a welcoming city, a true meeting point between different cultures, being home to over 180 nationalities. Large numbers of immigrants have settled in the capital and its surrounding areas in recent years to take advantage of a wide range of work opportunities. Currently, there are more than 500,000 foreigners living in Madrid.

Altitude: 667 meters above the sea level
Patron Saints: San Isidro Labrador, Virgen de la Almudena.

ROUTES AROUND THE CITY



A stroll through the historic heart of the city

ROUTE 01

(approximate length: 1 hour)

01 Puerta del Sol

Royal Post Office (Bourbon, 18th century), the Mariblanca sculpture (reproduction of the 17th century original), statue of Charles III on horseback (20th century), the Bear and the Madroño Tree sculpture (20th century).

02 Calle Arenal and surrounding area

San Ginés Church (Hapsburg, 17th century), Monastery of Descalzas Reales (16th century).

03 Plaza Isabel II

Royal Theater (19th century), sculpture of Isabella II (20th century)

04 Plaza de la Encarnación

Monastery of the Encarnation (Hapsburg, 17th century).

05 Plaza de Oriente

Sculpture of Philip IV (17th century), sculptures of the Spanish kings and queens (18th century), Royal Palace (Bourbon, 18th century).

06 Calle de Bailén

Almudena Crypt and Cathedral (19th and 20th century).

07 De la Vega Hill / Emir Muhammad I Park

Remains of the city walls (9th and 10th century).



08 Calle Mayor

The Duque de Uceda Palace. Home to the State Council and the Military Headquarters (Hapsburg, 17th century), the Sacramento Church (Hapsburg, 17th century), remains of the Santa María Church (11th and 12th century), Abrantes Palace, present-day Italian Institute of Culture (Hapsburg, 17th century), San Nicolás Church (Plaza de San Nicolás, 13th century).

09 Plaza de la Villa

Lujanes Tower (15th century), Casa de Cisneros (16th century), Casa de la Villa (Hapsburg, 17th century), sculpture of Don Alvaro de Bazán (19th century)

10 Calle Mayor

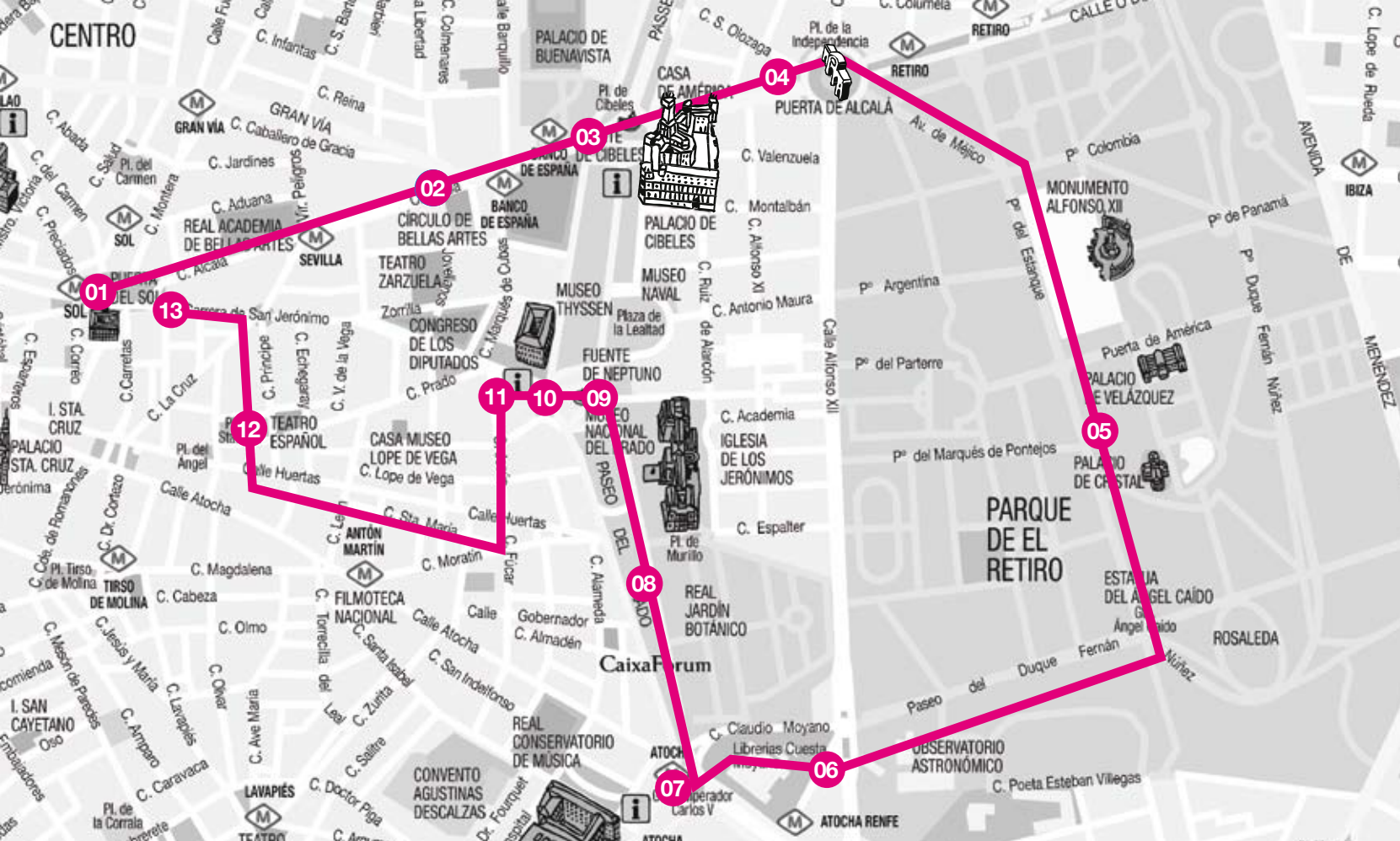
House of Calderón de la Barca (Hapsburg 17th century), Queen mother's Pharmacy (dating from the 16th century, building from the 20th century), San Miguel Market (early 20th century).

11 Cava de San Miguel

Historic monuments like the Arco de Cuchilleros (Hapsburg, 17th century) and restaurants like Botín, founded in 1725.

12 Plaza Mayor

(Hapsburg, 16th century and Bourbon, 18th century) Casa de la Panadería (the Bakery), Casa de la Carnicería (the Butcher's), statue of Philip III on horseback.



ROUTE 02

(approximate length: 3 hours)

01 Puerta del Sol / Calle del Carmen

El Carmen Church (Hapsburg, 17th century). Bear and the Madroño Tree sculpture (20th century).

02 Calle de Alcalá

Royal Customs House or Ministry of Revenue (Bourbon, 18th century), San Fernando Royal Academy of Fine Arts (Bourbon, 18th century), Madrid Casino (20th century), Calatravas Church (17th century), Metrópolis Building (20th century), Cariátides Building (20th century), Bank of Spain (19th century).

03 Plaza de Cibeles

Cibeles Fountain (Bourbon, 18th century), Buenavista Palace (18th century), Casa de América or Linares Palace (19th century), Cibeles Palace (20th century).

04 Calle de Alcalá

Puerta de Alcalá (Bourbon, 18th century)

05 Parque de El Retiro (17th-20th centuries)

Monument dedicated to Alfonso XII, The Cecilio Rodríguez Gardens, The Velázquez Palace, The Crystal Palace, The Rose gardens, Fountain of the Fallen Angel, the Duque de Fernán Núñez pathway.

06 Cuesta de Moyano

The Cuesta de Moyano book market

07 Glorieta del Emperador Carlos V (Atocha)

Atocha Railway Station (19th century), the Reina Sofia Museum and Art Gallery (18th century building, with additions made in both the 20th and 21st centuries)

08 Paseo del Prado

Royal Botanical Gardens, Prado Museum (Bourbon, 18th century, 20th-21st century extension).

09 Calle de Felipe IV

San Jerónimo El Real Church (15th century), The Buen Retiro Villa and the Salón de Reinos (the Hall of Kingdoms) of the Buen Retiro Palace (Hapsburg, 17th century), Spanish Royal Academy of Language (19th century).

10 Plaza de Cánovas del Castillo (Neptuno)

Madrid Stock Exchange (19th century), Monument to the Fallen of "Dos de Mayo" (19th century), Neptune and Apollo fountains (Bourbon, 18th century), Thyssen-Bornemisza Museum (19th century).

11 Carrera de San Jerónimo

Spanish Parliament Building (19th century), Sculpture of Miguel de Cervantes (19th century).

12 El Barrio de Las Letras (Writers' Quarter)

Area of taverns, Spanish Theater or the former Principe Theater (Plaza de Santa Ana, dating from the 17th century, building from the 19th century), Royal Academy of History (Calle de León, Bourbon 18th century), the Trinitarians Convent (Calle de Lope de Vega, Hapsburg, 17th century), the Juan de la Cuesta Printing House where Don Quixote was first printed in 1604 (Calle de Atocha, 87), the Lope de Vega House (Calle de Cervantes, 11, Hapsburg, 17th century)

13 Carrera de San Jerónimo

Lhardy restaurant (19th century)

Explore the city's most iconic museums, monuments and parks.

NOT TO BE MISSED IN MADRID

EL PASEO DEL ARTE

A walk along Madrid's Paseo del Prado provides a visit through one of the most art-dense neighborhoods in the world. In addition to the city's three largest museums, the area, which is becoming known as the Paseo del Arte, is also home to the Royal Botanical Gardens and numerous commercial galleries.

PRADO MUSEUM



The Prado Museum is one of the most respected art centers and is a must-see on any visit to Madrid. Its walls are decked with the best collection of works of art of the Spanish School from the 16th through to the 18th century. It also houses large collections from both the Flemish and Venetian schools, as well as smaller collections by German, French and English artists. The museum has been recently expanded by architect Rafael Moneo, and now includes the *Claustro de los Jerónimos* (Cloister of the Jerónimos).

✉ Paseo del Prado, s/n
 ➡ Banco de España / Atocha
 ☎ Tuesday to Sunday from 9 am to 8 pm
 ☎ 902 107 077
 +info: www.museodelprado.es

THYSSEN-BORNEMISZA MUSEUM



Housed in the Villahermosa Palace, this is one of the world's largest private art collections and brings together some 1,000 works of art that cover seven centuries of art

(from the 13th through the 20th century). A recent addition to the palace houses the private collection of the widow of Baron Thyssen, Carmen Cervera, and contains works of art from the 17th century through to the 19th century by Spanish and international artists.

✉ Paseo del Prado, 8
 ➡ Banco de España / Atocha
 ☎ Tuesday to Sunday from 10 am to 7 pm
 ☎ 913 690 151
 +info: www.museothyssen.org

Open Mondays

REINA SOFÍA NATIONAL MUSEUM AND ART GALLERY



This renowned museum, as well as housing the *Guernica* (1937) by Picasso, is home to works of art by some of the most important artists of the latter part of the 19th century to the present-day. Beyond Picasso, it features many works by Spanish modernists like Dalí, Miró, Juan Gris, Julio González, Tàpies, Chillida...). The museum is located in the former San Carlos General Hospital, designed by Sabatini during the reign of Charles III and was restored to its former glory in the 1980s. In September 2005, a new addition (designed by architect Jean Nouvel) added three buildings that house galleries and temporary exhibitions, auditoriums and a library.

✉ C/ Santa Isabel, 52
 ➡ Atocha
 ☎ Monday to Saturday from 10 am to 9 pm. Sunday from 10 am to 2:30 pm. Closed Tuesdays.
 ☎ 917 741 000
 +info: www.museoreinasofia.es

PLAZA MAYOR



This spectacular porticoed square has been the focal point of the city since Philip II settled on Madrid as the official residence of the Spanish Royal Court in 1561. In its lifetime it has been used for a variety of purposes: theater, civic center, market, etc. The central point is the **Casa de la Panadería (the Bakery)**. It stands opposite the **Casa de la Carnicería (the Butchers')** and both buildings can be easily recognized by their characteristic towers.

Over the course of history, the square has suffered three fires, the last one in 1790 at which time it was rebuilt by Juan de Villanueva. Where the streets joined, the square was walled in with half-point arches, and dwellings were built above them. The only condition for owners of the properties was that they were required to rent out their balconies (presently 237 in total) during celebrations. The higher the balcony, the higher the rental price.

In the center of the square stands the statue of Philip III on horseback, work of Flemish sculptors Juan de Bologna and Pietro Tacca that dates from the 17th century. It was placed here in 1848, from its former home in the Casa de Campo.

✉ Plaza Mayor
 ➡ Sol



PLAZA DE LA VILLA



Located in an area of the city popularly known as *Hapsburg Madrid (Madrid de Los Austrias)*, it is home to buildings from the 15th, 16th and 17th centuries, namely the Casa de la Villa, the Lujanes Tower and the Casa de Cisneros.

In the center of the square stands the statue by Mariano Benlliure of Álvaro de Bazán, Marquis of Santa Cruz, who was Admiral of the Spanish Armada during the reign of Philip II. The **Casa de la Villa**, designed by architect Juan Gómez de Mora is a two-storey building with towers on each of its four corners, and has changed little since it was first built. The only exception is the balcony that now faces onto Calle Mayor that was built in the 18th century by Juan de Villanueva so that the Queen would be able to see the Corpus Christi Processions. The building still has two of its original doors that date back to the days when it was first the town hall and later the city jail.

Linked to the Casa de la Villa by a small passageway – built at the beginning of the 20th century – is the **Casa de Cisneros**, built in the first third of the 16th century (1537), a great example of plateresque architecture and commissioned by the nephew of Cardinal Cisneros. On the left as you enter the square stands the **Lujanes Tower** (15th century) in Mudéjar style (Spanish/Moorish). It is one of the oldest civic buildings still standing in the city and according to legend King Francois I of France was imprisoned there after being taken prisoner in the Battle of Pavia in 1520.

✉ Plaza de la Villa
 ➡ Sol / Ópera

↖ Open Mondays

ROYAL PALACE AND SURROUNDING AREA



The Palace, built in the 18th century on the orders of the first king of the Bourbon dynasty (Philip V), houses treasures comparable to other great European palaces. The surrounding urban landscape is very representative of Madrid's colourful history and contains such emblematic building and gardens as the: **Plaza de Oriente**, **Teatro Real (Royal Theater)**, **Almudena Cathedral**, **Campo del Moro Gardens**, **Monastery of the Encarnación** and **Sabatini Gardens**.

The gates of the Royal Palace are the venue for the *Relevo Solemne de la Guardia Real* (the Solemn Changing of the Royal Guard) a re-enactment of a ceremony that used to take place during the reigns of Alfonso XII and Alfonso XIII. It takes place at midday on the first Wednesday of each month (excluding July, August and September, and on days of official acts of state or during inclement weather) with a total of 429 military staff and 105 horses taking part.

Every Wednesday from 11 am to 2 pm, visitors can also see the *Relevo de la Guardia en la Puerta del Príncipe*.



pe del Palacio Real (the Changing of the Guard at the Prince's Gate of the Royal Palace) -excluding days of the Solemn Changing of the Guard and official acts of state or during inclement weather. Dressed in regal uniforms, each "post" (consisting of 2 foot soldiers and 2 riders on horseback) falls into formation in front of the *Puerta del Príncipe* (Prince's Gate) to the musical accompaniment of fife and drum. The Presentation of Credentials is one of the most solemn acts in the life of a diplomat where the sending Head of State presents the new Ambassador to the King. The ceremony involves 377 members of the Royal Guard.

✉ C/ Bailén, s/n

🎭 Ópera

🕒 WINTER (October-March) Monday to Saturday from 9:30 am to 5 pm. Sundays from 9 am to 2 pm. SUMMER (April-September) Monday to Saturday from 9 am to 6 pm. Sundays from 9 am to 3 pm. May be closed for official acts of state.

☎ 914 548 800

+info: www.patrimoniounacional.es



THE RETIRO PARK



Built in the 17th century during the reign of Philip IV, this is the most important (historically and artistically speaking) of all the parks in Madrid and is one of the most beautiful city parks in the world. The park was originally home to a complex of buildings that comprised a large palace, and a garden with a host of features: hermitages, grottos, covered paths, ponds, etc. Its most attractive and unrivaled features are the **Cecilio Rodríguez Gardens**, the **Alfonso XII Monument**, the **Retiro Lake**, the ruins of the **San Isidro Hermitage**, the **Velázquez Palace**, the **Crystal Palace**, the **Fountain of the Fallen Angel**, the **Ciprés Calvo trees** (Bald Cypress), and the **Alcachofa Fountain**.

📍 Retiro

🕒 WINTER (from October to March): from 7 am to 10 pm (gates start to open at 6 am, with all gates open by 7 am and closing starts at 9:30 pm, with all gates closed by 10 pm). SUMMER (from April to September): from 7 am to midnight (closing starts at 11:30 pm, with all gates closed by midnight).



■ PUERTA DEL SOL



The Puerta del Sol is the nerve center of Madrid – *par excellence*. There is probably no other spot in Madrid that best reflects the blend of cultures and the welcoming and cosmopolitan nature of the city. There are many icons that have been associated with the square over the years: the clock that rings in the New Year, the celebrated statue of the Bear and Madroño Tree (symbol of Madrid), “Kilometer Zero” the epicenter of the Spanish road network, and the last survivor of the neon signs that once covered the rooftops. In its early days, in around the 15th century, this was one of the access points through the large wall that surrounded the city.

- ✉ Puerta del Sol
- 📍 Sol

■ BARRIO DE LAS LETRAS (WRITERS' QUARTER)



Birthplace of the very first edition on *Don Quijote* and home to the major figures of Spanish literature, this traditional Madrid neighborhood is today one of the nerve centers of historic Madrid. It retains an abundance of theaters, restaurants, hotels, stores, and well-preserved streets, squares and historic buildings. This unique setting in the very heart of Madrid is of historical, cultural, tourist significance and is often a rendezvous point for night-time revelers.

- 📍 Antón Martín / Sevilla / Atocha

■ THE RASTRO FLEA MARKET



In the popular La Latina district, Sundays and public holidays are the opening days of this famous open-air flea market that has been going strong for more than 400 years. The main street of this incredibly popular bazaar is the Ribera de Curtidores that starts at Plaza de Cascorro and continues through to the Ronda de Toledo. On Sundays, sellers set up their stalls on the pavement to sell the most diverse array of wares. And the variety of goods is mind-boggling: from valuable antiques to small objects that at first glance would appear to serve no purpose at all!

- ✉ C/ Ribera de Curtidores and surrounding area
- 📍 La Latina / Tirso de Molina / Puerta de Toledo
- 🕒 Sundays and public holidays from 9 am to 3 pm



■ PLAZA DE CIBELES



This is one of the most beautiful and renowned plazas of Madrid, a fusion of both ancient and modern, and is flanked by four monumental buildings erected during the 19th and 20th centuries: the Linares Palace (Casa de América), the Cibeles Palace (home to Madrid City Hall), the Bank of Spain, and the Buenavista Palace.

In the very center stands the iconic Cibeles fountain, a popular meeting point for fans of Real Madrid football club when celebrating their championship titles.

- ✉ Plaza de Cibeles
- 📍 Banco de España



■ GRAN VÍA



Designed towards the latter part of the 19th century, works began in 1910. It represented a major accomplishment in city planning and was envisaged to modernize Madrid by linking the city's historic center with the neighborhoods that had sprung up with the city's growth (Argüelles, Salamanca, Chamberí). Throughout its construction, which continued through to the middle of the 20th century, this was the home to some of the most contemporary architectural projects in the capital and became a veritable storefront of architectural styles.

This grand avenue, of almost one and a half kilometers in length, has become one of the most emblematic thoroughfares of Madrid, not only from the city planning point of view, but for the social, economic and cultural role it has played in the life of the city. In recent years, it has become the home to opening nights for both national and international musicals and is popularly known as the “Broadway” of Madrid.

- ✉ Gran Vía
- 📍 Banco de España / Gran Vía / Callo / Santo Domingo / Plaza de España

■ CONTEMPORARY MADRID



Architecturally speaking, 20th and 21st-century Madrid can for the most part be found on the flanks of this sprawling boulevard, the Paseo de la Castellana, lined with its characteristically huge buildings that comprise the city's financial district. Some of the major city planning projects of the past century have sprouted up along the length of the Castellana, such as the **Colonia del Viso**, **AZCA**, the **Puerta de Europa Towers**, the new **Cuatro Torres Business Area (CTBA)** on the Castellana, with a height of between 223 and 250 meters, or the future **International Convention Center**.

✉ Paseo de la Castellana
 ➡ Gregorio Marañón / Nuevos Ministerios /
 Santiago Bernabéu / Plaza de Castilla / Begoña



■ LAS VENTAS BULLRING



The Bullring, with a neo-Mudejar design (Moorish/Spanish), and with a capacity of 25,000, is the work of architects José Espeliú and Muñoz Monasterio, and first opened its doors to the public in 1931. There is bullfighting each Sunday from March until October, but the highlight of the year is the renowned San Isidro Festival, during the month of May. Inside there is a bullfighting museum that bears testament to some of the incredible moments in the art and history of bullfighting.

A guided tour of the bullring is available to the public from Tuesday to Sunday from 10 am to 2 pm, with Tauro Tour Las Ventas (information and reservation number: 915 569 237).

✉ C/ Alcalá, 237
 ➡ Ventas
 ☎ 913 562 200
 +info: www.las-ventas.com

↖ Open Mondays

■ BERNABÉU STADIUM TOUR



On the Bernabéu Stadium Tour, visitors can access all areas of the stadium: the pitch, the Presidential Box, the players tunnel, the players' benches and the changing rooms. A visit to the Trophy Room is the best way to fully appreciate the legend that is the Real Madrid football club.

✉ C/ Concha Espina, 1 (Santiago Bernabéu stadium, gate 20)

➡ Santiago Bernabéu

☎ Monday to Saturday from 10 am to 7 pm. Sundays and public holidays from 10:30 am to 6:30 pm. On match days, tours available until 2 pm.

☎ 902 311 709

+info: www.realmadrid.com

■ MONASTERY OF THE ORDER OF DESCALZAS REALES



This royal monastery was founded in the 16th century by Princess Juana de Austria, daughter of Emperor Charles I, whose tomb lies in one of the Monastery chapels. Inside visitors will discover a rich collection of works of art, many of them donated by noble families whose daughters entered the order to dedicate themselves to a life of contemplation. Of special note among the many exceptional works of art are the frescos on the stairway of the Capilla del Milagro (Chapel of Miracles).

✉ Plaza de las Descalzas, 1

➡ Callao / Sol / Ópera

☎ Tuesday, Wednesday, Thursday and Saturday from 10:30 am to 12:45 pm and from 4 pm to 17:45 pm. Friday from 10:30 am to 12:45 pm. Sunday and public holidays from 11 am to 13:45 pm.

☎ 914 548 800

+info: www.patrimonionacional.es

■ BASILICA SAN FRANCISCO EL GRANDE



A large convent complex was built in the 18th century to replace the existing medieval Franciscan monastery. The large dome crowning the circular central floor some 58 meters high with a 38-meter diameter is the largest in Spain. There is an exhibition of paintings from the 17th to the 19th centuries, of special note being the frescos in the dome.

✉ Plaza de San Francisco, s/n

➡ La Latina / Puerta de Toledo

☎ From Tuesday to Friday from 11 am to 12:30 pm and from 4 pm to 6:30 pm. Saturdays from 11 am to 1:30 pm (if there are no services). In August: Tuesday to Sunday from 11 am to 12:30 pm and from 5 pm to 7:30 pm.

☎ 913 653 800

■ SUNSET



The deep electric-blue sky that generates beautiful sunsets almost every day of the year is characteristic of Madrid. See the sun go down from one of the many great vantage points around the city: the Debod Temple, in the Parque del Oeste (Western Park), from the dome of the Almudena Cathedral, from the Vistillas Park or from one of the low hills in the Cerro del Tío Pío Park.

➡ Ventura Rodríguez / Ópera

🚌 141 (to get to the Cerro del Tío Pío Park)

DINING OUT



Madrid, with more than 3,000 restaurants, offers visitors an unforgettable dining experience. Not only is there international cuisine, but also a wide selection of regional dishes, as well as the local delicacies reflecting the undisputed influence of the cooking habits of the Royal Court and the commoners. The dish synonymous with Madrid is *cocido madrileño* comprising a three-course meal with a soup to start, followed by *garbanzos* and vegetables, and finished off with a meat course.

In landlocked Madrid, seafood is also dietary staple: 1,000 tons of seafood are delivered daily to its renowned fish market, the largest in Europe and the second largest in the world after Tokyo.

The traditional desserts include *rosquillas tontas y listas* (a type of donut coated with either sugar icing or ground almonds), *buñuelos de viento* (cream puffs), chocolate with *churros* (fritters) or *bartolillos de crema* (egg custard tart). And these are just some of the great selection of delicious desserts.



TAPAS

Other specialties include tapas, bite-size appetizers, hot or cold, served with wine, vermouth, beer or a soft drink. Although tapas can be enjoyed anywhere in the city, there are particular areas of the city which have their own particular style of tapas.

The center of Madrid is considered to be the best place for having tapas simply for being in the very heart of the city. The area in and around Puerta del Sol and Plaza Mayor is a great destination for enjoying tapas in a great atmosphere.

Other hot spots for tapas are La Latina and the so-called Writers' Quarter where traditional taverns serve tapas and make for an excellent dining experience.

During the summer months, you can enjoy specialties whether fish, tapas or international dishes, on one of the many open-air terraces throughout the city, especially at dinnertime.



USEFUL VOCABULARY

BOCADILLO

A sliced roll served with a variety of fillings, like ham and cheese, chorizo or fried calamari.



MENÚ DEL DÍA

A fixed-price menu (usually -two –or three- course) offered by hotels and restaurants, with a selection of dishes.



RACIÓN

A serving of traditional food, normally larger in size than a tapa, and meant for sharing.



CAÑA

A small draft beer.



SANGRÍA

A refreshing drink made with red wine blended with fruit, sugar, cinnamon, lemon and/or other liquors or fruits.



SHOPPING IN MADRID



Madrid boasts a myriad of neighborhoods in which you can spend a few unforgettable days shopping. You will find everything here, from international luxury boutiques of leading fashion labels to stores selling the most alternative designs and others offering more traditional items.



- 1 SALAMANCA
- 2 ALMIRANTE, PIAMONTE...
- 3 CHUECA, FUENCARRAL
- 4 SOL open 365 days
- 5 BARRIO DE LAS LETRAS
- 6 LAVAPIÉS
- SHOPPING CENTERS

01 SALAMANCA



Madrid's famous Golden Mile, the area comprising such exclusive streets as Ortega y Gasset, Serrano, Goya, Jorge Juan and Villanueva is home to the world's most prestigious fashion brands.

◆ Serrano / Goya / Velázquez / Núñez de Balboa

02 ALMIRANTE, PIAMONTE, ARGENSOLA



These three streets and the area surrounding them from one of the most charming areas in Madrid, which accommodates leading labels interspersed with a small multibrand stores.

◆ Chueca / Colón / Alonso Martínez

03 CHUECA, FUENCARRAL



Calle Fuencarral and the stretch known as Triball (between Calle Ballesta and Corredera Baja de San Pablo) offer a large choice of the most varied fashion stores, from leading labels of casual wear to a wide selection of vintage clothes.

◆ Chueca / Tribunal / Gran Vía / Callao

05 BARRIO DE LAS LETRAS



This charming neighborhood lies between Plaza Santa Ana, Calle Huertas and Calle Atocha. It is home to both avant-garde stores and more traditional establishments such as silversmiths, jewellers, antique stores and bookshops.

◆ Sol / Sevilla / Atocha / Antón Martín

04 SOL



The area around Puerta del Sol, between Gran Vía, Calle Preciados and Calle Arenal, forms a fashionable and diverse shopping district lined with large department stores and popular fashion chains. It is also home to many traditional establishments, some even a century old, offering an array of products such as classical guitars, Spanish fans and *mantillas*.

Open 365 days

◆ Sol / Ópera / Callao / Gran Vía

06 LAVAPIÉS



The streets of this multicultural and colorful neighborhood accommodate a large selection of shops: from traditional establishments to stores selling all sorts of products, like food and craftworks, from different countries around the world.

◆ Lavapiés

SHOPPING CENTERS



MODA SHOPPING

(Av. General Perón, 40)

◆ Santiago Bernabéu

🌐 www.modashopping.com



ABC SERRANO

(Calle Serrano, 61)

◆ Núñez de Balboa

◆ Rubén Darío

🌐 www.abc-serrano.com



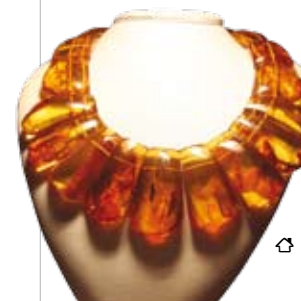
EL JARDÍN DE SERRANO

(Calle Goya, 4)

◆ Serrano

◆ Velázquez

🌐 www.jardindeserrano.es



PRÍNCIPE PÍO

(Paseo de la Florida)

next to Plaza de España

◆ Príncipe Pío

🌐 www.ccprincipepio.com



AMERICANS

**SEANN BRACKIN**

1976, Rock Springs, Wyoming
Artist/Teacher
Madrid resident since 2008

Why Madrid?

It was a whim – a personal desire to live in Europe.

Is there anything you especially love about the city?

I love my neighborhood, Lavapiés, and many other barrios as well as the Templo de Debod.

Something that surprised you about life here?

Walk out the front door and you will be surprised by something.

What hotels or places to stay would you suggest to friends?

I found a hostel in Malasaña (Pop Hostel) when I got here, stayed for a night and moved to a pension next door. You can enjoy any spot. Aim for the center and find a place in your price range.

Where do you like to take visiting friends to eat?

Melo's on Calle Ave María – it's on the left side of the street going up from Plaza Lavapiés. Order the *croquetas* or a plate of fried sweet peppers.

What are your favorite Spanish dishes?

They all taste good but I like the *croquetas* the best.

Favorite tapas bars or neighborhoods?

In general, I usually go into a place if I like the music they are playing – it's usually a good indicator of the ambience you'll find inside. Just wander until you see something you are into.

A favorite neighborhood or spot for going out?

In Lavapiés, I like to go to Juglar, which is a fun place to dance. Nearby is La Escalera de Jacob, which has a cool, cave-like entrance. More low-key but also worth checking out are the Círculo de Bellas Artes on Calle Alcalá, La Casa Encendida on the Ronda de Valencia, and Casa Granada on Calle del Doctor Cortezo (buzz 6th floor button).

La Fábrica

ON MADRID

Where to go for contemporary art?

Places like La Casa Encendida, El Matadero, and CaixaForum tend to have very good exhibitions. I recommend going to CaixaForum just to see the architecture alone – no matter what shows are on view. Behind the CaixaForum, is a gallery called La Fábrica that shows high-end international art. Also, there are good galleries on Calle Doctor Forquet – especially on the north side close to the Reina Sofía.

Something not to be missed in the city?

Go and see "The Garden of Earthly Delights" by Bosch at the Prado Museum. It's the only picture I go back to see again and again. There is also a great graffiti mural on Calle Ballesta (at no. 4). It's about four stories tall and is by a well-known local street artist called Emilio.

What are your favorite shops for Spanish design?

El Beso on Calle Loreto y Chicote. The neighborhood around Calle Ballesta has lots of shops with cool design or unusual things like comic books.

Anything Americans should keep in mind when visiting the city?

The tap water is very good. Be prepared to get lost in the city but you should use the names of the city's Metro stops as reference points when asking for directions. Locals use them to orient themselves in the city instead of giving directions like north, south, east or west.

Some places to hear live music?

On the streets.

Something a visitor can see or do any day of the week?

Take a walk.

A neighborhood worth checking out?

I like to walk around the whole city but besides my neighborhood of Lavapiés and Tirso de Molina, I also like Malasaña – especially the part near Gran Vía. The area around Plaza de la Luna has lots of immigrants so you have some unusual shops and lots of kids out playing.

An event or episode that shows the city at its best?

I love the summer nights.

Some useful Spanish words or expressions?

The word "*manzana*" means a city block as well as apple.



* Use the names of the city's Metro stops as reference points when asking for directions.

**Círculo de Bellas Artes****Museo del Prado**



ADAM BRESNICK

1966, Huntsville, Alabama

Architect and partner, Estudio Farini-Bresnick, Professor of Studio Design at EPS (Universidad CEU San Pablo)

Resident since 1990

Why Madrid?

When I was finishing my studies, a lot of new, interesting architecture was being built in Spain. I had studied Spanish in school so my minimal language experience combined with my interest in Spanish architecture made early '90's Madrid an obvious destination.

Is there anything you especially love about the city?

Madrid as a capital city combines a certain conservative spirit with a real energy, unafraid of change.

Something that surprised you about life here?

What most surprised me is the sense of history. My first year here, some British friends lived in the building where Cervantes's house once stood. Tourists would stop beneath their windows and talk about Quixote. Some years later, I lived for 10 years in that same neighborhood, **Barrio de las Letras**, where you really get a sense of the built-up layers of history, that one lives and works where so many others have before.

What hotels do you suggest to those coming to visit?

Depending on age and budget: the **Room Mate** chain is fun and design-y. **Chic and Basic** is also great.

Where do you like to take visiting friends to eat?

I love the almost fifties ambiance of **Casa Salvador** on Calle San Marcos, with the waiters in white jackets, as if Hemingway were to enter at any moment. I start with their *buñuelos de bacalao* (cod puff pastries) and then have their de-boned *rabo de toro* for my main dish. Another favorite is **Pereira** (Calle Cervantes) for Galician food (*pulpo*, *great filloas* for dessert). For more contemporary food, **Antipodes** on Calle San Agustín combines Spanish dishes with sushi and a fusion of traditional and international flavors -their *solo-millo* is excellent, as is the tartar (made from salmon and tuna or the more traditional steak).

Favorite tapas bars or neighborhoods?

For great finger food: **El Sur** on Calle Torrecilla Leal, for their *huevos estrellados*, *ropa vieja*, and *croquetas*. In summer, **Las Vistillas** is always a popular stop for a salad and *tortilla* followed by a walk through the Plaza de Oriente to **Palazzo** for a gelato. For a breakfast at the counter or an afternoon snack (*merienda*) in the upstairs tea-room, the **Mallorquina** in the Puerta del Sol is a personal favorite. **Estado Puro** in the Plaza de Neptuno is a newly designed space by the young architects James & Mau and great for tapas and a red wine.

As an architect, what do you think are the most emblematic buildings or monuments in Madrid?

Architecturally, Madrid begins with the **Plaza Mayor**, a symbol of an imperial city created by Felipe II and its transformation into the golden age capital. From there, the **Paseo del Prado** is the best of the city, combining fountains (Cibeles, Neptuno, Apolo), with museums (Prado, Thyssen and the Reina Sofia just beyond). The intervention by Herzog and de Meuron at the CaixaForum underlines the sense of layering times, the new and the old successfully interlocking in the modern city.

Do you have a favorite neighborhood for strolling and looking at architecture?

Madrid continuously surprises me; aside from the favorite standbys of the Austrias or La Latina, or the elegance of Chamberí, I also like to visit the new neighborhoods with the projects organized by the EMV (Empresa Municipal de la Vivienda) which are authentic laboratories for new housing (projects by Thom Mayne, FOA, MRDRV, Aranguren y Gallegos etc.). I like to see how they are aging, how the neighbors have changed the buildings, and how the architecture responds, or not, to their needs; the inhabitants are not always enthusiastic about these designs.

Where to go for the best of Spanish design? Vinçon, Simsum.

What museums and cultural institutions do you recommend to visitors?

First and foremost, I recommend the **Prado**, one of the greatest museums in the world. Fortunately living

in Madrid in such a short distance one can visit the **Thyssen**, **CaixaForum** and **Reina Sofia**. The **Foundation of the College of Architects** (COAM) has a great mini-exhibition space to see design and architecture. An off-the-beaten track favorite is the **Casa de Lope de Vega**, an authentic 17th century interior, in the Barrio de las Letras.

What should Americans keep in mind when visiting the city?

Keep eyes and ears wide open, and learn about a new place with all five senses, fully experiencing a different culture. Walk the city; get a sense of how the city of today is layered upon yesterday's.

A few options for a night out ?

To start, a drink at **Glass Bar** and then, for a really special evening, dinner at **Arce**, where the chef Iñaki Camba tailors the meal to your whims. Then a drink, or more, in the Chueca neighborhood.

Something a visitor can see or do any day of the week?

Have a great *café con leche*, with a *pincho de tortilla*. Take a walk through the **Retiro Park**. Catch the number 27 bus and see the city's north-south axis from the Atocha train station up to the Plaza Castilla.

An event or episode that shows the city at its best? Arco, San Isidro, La Verbena de la Paloma.

CaixaForum



Hotel Room Mate Óscar



Arce



* Architecturally, Madrid begins with the Plaza Mayor, a symbol of an imperial city created by Felipe II and its transformation into the Golden Age capital.



LOUIS BULLOCK

1976, Washington D.C.

Basketball player for Real Madrid

Resident since 2004

Why Madrid?

Basically because when Real Madrid calls, you don't say no. We've been here for six years and we love it – it feels like home and my five-year old is already fluent in Spanish.

Is there anything you especially love about the city?

Spaniards really are outdoor people and I always say that whenever the weather is good – and most of the year it is good – you've got to sit outside to eat whenever possible. We just love that everyone here wants to be out in the street and having fun.

What hotels do you suggest to those coming to visit?

The **Miguel Ángel** is always a good bet. They have an American-style brunch that is a hit with kids. The

Wellington is also a good choice – especially in summer because they have a pool on the roof. Whether in Madrid or traveling around Spain, the **NH Hotels** are always nice and not usually very expensive.

What are your favorite restaurants?

My family loves Asian food so we often go to places like **Café Saigon** or **Thai Gardens**, which have both great atmosphere and food. But when people come to visit or we just want Spanish food, we like **Casa Juan** or **Mesón Txistu**. The chef at Txistu also prepares meals for Real Madrid so it's a popular place with the athletes.

If you weren't training six days a week, where would you go for exercise?

Most of the city parks, like the **Retiro**, the **Casa de**

Campo, or the **Parque de la Montaña**, are good for running. I love to golf and I was surprised to find that there is actually a driving range right on the edge of the city near the A6 freeway.

What reminds you that you're American in the city?

There are holidays – celebrating patron saints or historical events – that still sneak up on me, and everything, but everything, in the city is closed and the kids are off from school. On those days you've got to do what the locals do and just slow down and enjoy the day – visit the parks, have long lunches, take a stroll. It will all open up again tomorrow.

What should Americans keep in mind when visiting the city?

It sounds silly but one thing to keep in mind is that coins are real money here. When I empty out my pockets at home, my daughters like to fish out the change and a two-euro coin may be the size of a quarter, but it's worth about \$3. Also, if you're out and about, it's good to carry a 1 euro or 50 centimes coin in your pocket if you want to use things like the lockers at museums or shopping carts at the supermarket.

What do you recommend for a night out?

Buddha Bar on the A6 is probably the favorite spot for professional athletes – whoever might be in town usually turns up there. You can have a really late dinner there too since the kitchen is open until 2:30 or 3:00 a.m. and I love their mojitos – they make about 20 different kinds. Downtown, I like **Kapital** on Calle Atocha because it has multiple floors each with its own type of music so you can find all these different vibes in one club.

Something off the beaten path?

The **Zoo** is really nice and is especially fun to visit for kids.

A few key phrases in Spanish?

"Más vino" (more wine)

"Bien hecho" (well-done)



* We just love that everyone here wants to be out in the street and having fun.

Miguel Ángel



Zoo



Kapital





WILLIAM DERRENGER

1967, Boston, Massachusetts
Managing Director, Kellogg Iberia
Madrid resident 1991-1998, 1999-2001, 2005-present

Why Madrid?

Because it's the best city in the world. I fully subscribe to the common saying, "*De Madrid al cielo*," which implies that heaven is the only place that's better than Madrid. My life can be classified into two time periods, those times that I have lived in Madrid and those times when I was trying to return to Madrid.

Is there anything you especially love about the city?

Every square inch of it, but to name a few things, its food, its shopping and its blue sky.

Something that surprised you about life here?

Madrid is a city for children. I am raising three girls in Madrid, ranging from age 2 1/2 to 17. Sunday mornings have always been our time together, and we can always find a long list of things to do. We use two sources to plan our outings. The Friday edition of the newspaper, *El Mundo* includes a magazine called *Metrópoli*. In it you will find a page dedicated to activities you can do with your children. Our other source is the magazine, *Sapos y Princesas*. If you can plan in advance, I suggest a program offered by the **Thyssen** art museum. It requires advance reservations, but it's a very special program where you accompany your kids on a guided tour with other families. According to specific themes, the guides review specific works of art with the kids, and then take them to the workshop

in the basement where they get to experiment with different techniques used by the artists. It's a great family activity that lasts several weekends.

What hotels or places to stay would you suggest to visitors?

The **Palace Hotel** is my favorite.

Where do you like to take visiting friends to eat?

My wife and I really enjoy great food and conversation. So we go out to dinner every Friday and Saturday night. We no longer read the menu at our favorite places. When we want a great steak we go to **Imanol** (at Diversia in Alcobendas). Order your steak with roasted peppers and ice-cold apple cider from the Basque country. If we want paella we go to **L'Albufera** (La Moraleja). If we want Chinese food we go to **Tse Yang** (at the Villa Magna Hotel). If we want the best lamb chops in the world we go to the **Asador de Aranda** (Calle Diego de León). Asador de Aranda has many restaurants, but go to the one at Calle Diego de León. We've been going to the same restaurant for 20 years, and there's a reason. Order the lamb chops, which are served on a charcoal grill at the table to keep them piping hot. Order Iberian ham (*jamón ibérico*) and *lomo* as a starter, and have a salad with the lamb chops. The lettuce and tomatoes are the freshest I've ever had and it's great with the

lamb chops. The lemon mousse is the perfect ending for a great meal. My wife is from Asturias, land of very whole-some food, and when we want great food from Asturias we go to **La Máquina** (Calle Sor Ángela de la Cruz, 22) or **Puerta 57** (Santiago Bernabéu stadium). They have the same owner, and the food is equally good at both places. Order *coquinas* as a starter (tiny clams sautéed in olive oil). If it's lunch time and you're hungry have *fabes* (white beans) with anything.

Favorite tapas bars or neighborhoods?

José Luis is the best, traditional tapas bars, and you can find them throughout Madrid.

Where might you take business clients to lunch?

Puerta 57 has great food and the windows of the restaurant have a spectacular view of Real Madrid's home stadium. The food is great, and it's exciting for out of town business visitors to see the stadium while they eat. **El Paraguas** is elegant, offering excellent food from Asturias.

What museums do you recommend to visitors?

The **Thyssen** Museum, the **Prado**, and the **Sorolla** Museum.

Something not to be missed in the city?

Lunch at the **Volvoreta** restaurant (Hotel Eurostars Madrid Tower - Paseo de la Castellana 259B). It has the most spectacular views of the mountains that surround northern Madrid.

Activities that can make one feel like a Madrileño?

If you're up to it, see a bullfight at **Las Ventas**. Only see a really good one, though (e.g. José Tomás, etc.). A really bad bullfight can be very unpleasant. A really

great one is one of the most incredible things you'll ever see. Enjoy it with an ice-cold gin and tonic.

Anything Americans should keep in mind when visiting the city?

Tipping doesn't work the way it does in the US. Lunch and dinner are served late. Lunch is no earlier than 1:30. Dinner is no earlier than 9:00. Iberian ham should be eaten with your fingers. Men and women kiss each other, once on each cheek when they meet. It really isn't a kiss, though. Men sometimes hug each other. The hug should be done in a very masculine way, often with several solid smacks on the back. It's not a big deal. Just do it.

An event or episode that shows the city at its best?

I love going to the **Retiro** on Saturday or Sunday when it's absolutely overflowing with activity and people of all kinds.

Some useful Spanish words or expressions?

Por favor: Please

¿Dónde está...?: Where is...?

El baño: The bathroom

Jamón ibérico: Iberian ham. Like prosciutto but better.

Una caña: A glass of draught beer.

Chuletitas de cordero: Lamb chops

Vino tinto: Red wine

Me encanta Madrid: I love Madrid

Gracias: Thanks



* I love going to the Retiro on Saturday or Sunday when it's absolutely overflowing with activity and people of all kinds.

Retiro Park



Palace Hotel



Asador de Aranda





PEGGY GENNATIEMPO

1950, Seattle, Washington
 Consul General and Minister Counselor for Consular Affairs,
 United States Embassy
 Resident since 2009

Why Madrid?

I'd been posted to Caracas for three years and was interested in serving in a European city with a wide range of cultural events. Luckily, I was assigned as Consul General in Spain. Madrid has changed so much since my first visit in 1992 and I enjoy using my Spanish here.

Is there anything (or any place) you especially love about the city?

The great selection of the city's cultural offerings is very exciting. There are wonderful museums to visit and you always have so much happening in the performing arts – everything from jazz at **Café Central** to international opera stars at the **Auditorio Nacional**. I also love that I can walk anywhere here; it's an extremely walk-able city.

Something that surprised you about life here?

Madrid is the only city I've ever lived in where cars stop at the cross walks! I'm also amazed at the ability of Madrileños to stay out so late and go to work the next day. There may be a recession on, but the city's restaurants are full every night.

Where do you like to take visiting friends to eat?

I prefer sharing tapas with friends than sitting down to a big fancy meal. It's more fun and you get to try more things. I love the restaurants on and around the Plaza de Santa Ana and it's fun to walk through the newly restored **Mercado de San Miguel**, one of the city's prettiest markets, where you can sample tapas and look at the produce stalls. The variety and presentation of the seafood here is amazing. Near the market and Plaza Mayor I recommend going into the places where some of the old timers hang out – the food is usually simple but great and the atmosphere rustic and friendly. I also like places like **Lateral**, where they serve more inventive “*nueva cocina*” tapas.

Do you have a favorite neighborhood or park for strolling?

I live near the **Retiro Park** so I spend lots of time there, but I also love getting lost on the streets of the city's older neighborhoods – like Austrias, La Latina, Chueca, and Malasaña. Each neighborhood has

its distinct character – I love the arty neighborhood around Plaza de la Paja in La Latina, which is lined with lots of interesting restaurants and bars.

What museums do you recommend to visitors?

There are so many worth seeing but definitely the **Thyssen**, **Reina Sofía**, and **Prado** should not be missed.

An off-the-radar gem worth seeking out?

I enjoy the special exhibitions at the **Mapfre Foundation** on Paseo de Recoletos.

Something not to be missed in the city?

Octopus prepared Galician style (dusted with *pimentón*) is often a delicious surprise to American palettes.

Activities that can make one feel like a Madrileño?

Certainly staying out late feels very Madrileño. I also think moving from restaurant to restaurant and trying different tapas and wines over the course of a meal is also a very authentic experience.

Anything Americans should keep in mind when visiting the city?

Use the same common sense you'd use at home. I've lived in many cities in many countries, and I think common sense is universal. If you're not going to need your passport, don't carry it with you all day.

Take a photocopy with you, then leave your passport and other valuables locked up in the hotel safe.

A few options for a night out?

A perfect evening for me would be going to the theater then a late supper of tapas and perhaps hitting **Chocolatería San Ginés** for hot chocolate and churros around 1 a.m.

Something a visitor can see or do any day of the week?

I love to stroll through the neighborhood produce markets and small art galleries – or you can see a movie – there are several cinemas like the **Yelmo Ideal** and the **Retiro** that screen original language movies practically every day of the year.

Something that shows the city at its best?

The summer music festivals like **Veranos de la Villa** that feature outdoor concerts and performances all around the city are great fun and not very expensive. In general, I think the prices for theater and musical performances are a good value compared with other cities – and since I never like to plan ahead I just go to the theater a half hour before the curtain and I've almost always gotten last-minute tickets, whether from the box office or from other patrons whose friends can't make it – no one generally scalps.

Café Central



Mapfre Foundation



Chocolatería San Ginés



* I prefer sharing tapas with friends than sitting down to a big fancy meal. It's more fun and you get to try more things.





CAROLINA A. HERRERA

1969, Caracas, Venezuela
Creative Director of fragrances Carolina Herrera,
and partner Baby Deli, Madrid
Resident since 2001

Why Madrid?

I was working on a documentary film on bullfighting and living in Seville. Eventually, I moved to Madrid and fell in love with the city.

Is there anything you especially love about the city?

I had come here a lot as a child, but it was different to get to know the city as an adult. I love walking around Madrid and discovering all the different neighborhoods.

Something that surprised you about life here?

Mostly I was surprised how different it was from the city I thought I knew.

What hotels do you suggest to those coming to visit?

Near the Teatro Real there is a charming small hotel called **Casa de Madrid**, which is filled with art and antiques and really gives the feeling of staying in a

private home. The **Room Mate chain** has several nice properties including the **Hotel Oscar**, which has a pool.

Where do you like to take visiting friends to eat?

Landó has a cozy atmosphere and terrific traditional Spanish cuisine. I especially like the classic starters like the *jamón* with *pan tumaca* (bread rubbed with tomato) or *huevos estrellados*. I like **Julián de Tolosa** for grilled meats (they also have a room for private events). For paella and rice dishes, I recommend **Samm**. For Chinese, the restaurant **Tse Yang** at the Hotel Villa Magna and for Italian, I like **Pulcinella**.

Favorite tapas bars?

Some of my usual places include **Jurucha** on Calle Ayala in Barrio Salamanca, **Lateral** on Plaza de Santa Ana (they have other locations as well), and **La Vaquería Suiza** on Calle Blanca de Navarra. The La

Latina area has lots of great tapas bars on Calle Cava Baja and Calle Almendro and the Plaza de la Paja like **Delic** and **El Viajero**.

Do you have a favorite neighborhood or park for strolling?

I love the feel of neighborhoods like Chueca, especially the shop-dense area around Calle Almirante and Plaza de las Salesas. Calle Santa Isabel in Lavapiés is a favorite and the area around the Rastro is also fun to explore.

Where to go for the best of Spanish design?

I enjoy poking around in the old traditional neighborhood shops for the essentials of Spanish fashion. Calle Toledo has several stores that specialize in just one thing – like **Lobo** or **Casa Hernanz**, which only sell *alpargatas* (espadrilles). I often shop on Calle Pontejos for ribbons and feathers or patches for my son's clothes. I get flamenco clothes from **Casa Maty** for my daughter's dance classes.

Who are some of your favorite local designers?

Alma Aguilar, **Carmen March**, and **Miguel Palacio**.

What museums do you recommend to visitors?

I like to visit commercial art galleries to see what's going on in the art world. Two of my favorite galleries

are **Travesía Cuatro** and **Espacio Mínimo**. There are also lots of galleries near the CaixaForum on Calle Alameda and on Calle Doctor Forquet behind the Reina Sofia Museum.

What activities make you feel like a Madrileño?

I always tell people to have a “local day” and get off the beaten path and lose yourself in a unexplored neighborhood. Go into the cafes and bars for a beer and just hang out.

Something a visitor can see or do any day of the week?

The **Prado Museum** and the **Botanical Gardens** are open almost every day. See a movie – the **Cine Doré** is a beautiful theater. Walk through the city at night. The buildings are spectacularly lit and everything looks even more beautiful.

An event or episode that shows the city at its best?

Go to the area around Las Ventas bullring during the bullfighting season – even if you don't want to see a bullfight. Just to be in the environment with the TV cameras and all the Madrileños out having a drink and a tapa before or after the “corrida” is exciting and you feel part of the action.

* The Room Mate chain has several nice properties including the Hotel Oscar, which has a pool.



Hotel Oscar

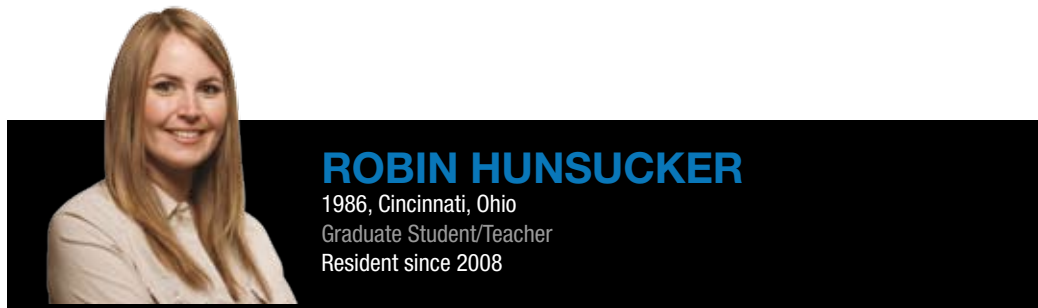


Lateral



Tse Yang





ROBIN HUNSUCKER

1986, Cincinnati, Ohio
Graduate Student/Teacher
Resident since 2008

Why Madrid?

I chose to come to Madrid because there is so much to see and do here. There are so many amazing museums, parks, restaurants, bars and I knew that I would never be bored (and I'm not!). It has amazing public transportation and it is so easy to move around the city. Also, it is very easy to travel to other places within Spain on a bus or on the Renfe, the Spanish rail line, and in Europe out of Barajas, Madrid's international airport.

Is there anything (or any place) you especially love about the city?

I love the architecture and to just wander around the city. The buildings are all so charming and each one is different from the next. I can walk around and get lost for hours. I especially love walking from the Plaza de Cibeles down Calle Alcalá to the Puerta del Sol.

Something that surprised you about life here?

Even if it is cold outside, it seems the sun is almost always shining and the streets are always full of people and full of life. I was very surprised at how much Spaniards really try to live each day as if there were no tomorrow. They are always out taking a walk, shopping, sitting out in the terrazas to have a coffee or a drink. Spanish people have such a zest for life, and especially for eating and drinking. They really appreciate quality food, good wine and just eating well in general. Food and drink are a huge part of Spanish culture so I recommend taking part and trying as many things as you can!

What hotels or places to stay would you suggest to friends?

I have never stayed at a hotel or hostel in Madrid but I've heard that **Cat's Hostel** is a very fun place to stay for young people who are traveling and looking to meet other people and have a good time.

Where do you like to take visiting friends to eat?

My favorite sit-down restaurant in Madrid is **Órdago** which is in Ventas (near the bullring). It is a traditional Basque restaurant that is family run, has only about 10 tables, and has a very warm and welcoming atmosphere. The entrees change each day and both the meats and fish are pretty much all great. Start out with a few plates to share – my favorites are the *alubias de Tolosa* (beans) and the *almejas a la marinera* (clams). They also have very tasty desserts, especially the flan and cheesecake.

Favorite tapas bars or neighborhoods?

La Latina has a ton of good tapas restaurants right next to each other so you can try out more than one in a night. My favorite is **Txirimiri**. Among other things, they've got a variety of *tostadas*, slices of toasted baguette with different toppings, and my favorite is the *jamón serrano* with goat cheese and caramelized onions. A good place to go for free tapas and huge portions is **El Tigre** in Chueca. With each drink they give you a huge plate of food, which is different with each round. It is always packed, so if you go, try and get there early.

Do you have a favorite neighborhood for going out?

My absolute favorite disco in Madrid is **Berlín Cabaret**

in La Latina. They play American music, mostly oldies, and it is a great place to go dancing. Despite the American music, it is not a very touristy place and there are people of all ages. Other than that I like to go out in Alonso Martínez or in Chueca.

What museums do you recommend to visitors?

The **Reina Sofía** is a great museum to go to if you want to see modern art. There are a lot of pieces by Dalí and Picasso, most importantly the *Guernica* by Picasso, which is a must see. **The Prado** has more traditional artwork and it takes you through Spain's history. Especially for the Prado, I would recommend getting a guided tour because it is very interesting to hear the stories that put the paintings into historical context.

Activities that can make one feel like a Madrileño?

I love going to the food markets here in Madrid. They are mostly inside big buildings and are scattered all over the city. I really enjoy walking around and looking at all of the stands and the different things that they sell. Most of the vendors are very friendly and helpful and they don't treat you as if you are a stupid "foreigner." Often times they will offer you samples or will throw in something free with your purchase. It's fun to ask them for recommendations and try new meats, cheeses, fruits, etc. that are foreign to you.

Anything Americans should keep in mind when visiting the city?

Madrid is a very safe place and you can walk around comfortably just about anywhere, but there are a lot of pickpockets. You must always be aware of your possessions and never hang your bag on a chair, or keep important things in your back pockets or have your bag unzipped. Although you must be conscious of the risk, there is no need to be worried or scared as long as you are not careless with your possessions.

A few options for a night out?

My ideal night out would begin with tapas in La Latina followed by a drink or two at a bar in that neighborhood

called **La Taberna Chica**, where they make delicious cocktails with fresh fruit, and end up at **Berlín Cabaret**.

Some places to hear live music?

My favorite place to listen to live music is called **MOE**. Several nights a week they have live bands playing jazz, funk, blues, etc. and the groups are always very good (and most of the time they are American!).

Any favorite cafés or bakeries?

The **Jardín Secreto** is my favorite café to meet with a friend to hang out and chat. They have a huge selection of teas, coffees, milkshakes, cocktails, and homemade desserts. This place lives up to the name "secret garden" as the decoration is very original with antique chairs, tables, and lamps that are very unique and create a nice, quaint atmosphere. It is only open in the evenings and to get a table without a long wait it is advisable to get there just before five o'clock when they open.

Something a visitor can see or do any day of the week?

Take a walk around the center, stroll by the Royal Palace (take a tour if it's open), and go to the **Parque del Oeste** to see the **Templo de Debod**, an ancient temple that was given to Spain as a gift from Egypt. From the park there are very nice views of the palace and gardens below and you can also catch an incredible sunset.

Some useful Spanish words or expressions?

"Güiri." A term for a foreigner with pale skin and light features (English, American, German, etc.)
"Servicios / aseos." "Bathroom" (in someone's house you can say baño)
"Entrada." "Entrance" or the entrance fee.
"Hasta luego." "See you later"— for some reason Spaniards like to say "hasta luego" instead of "adiós" whether or not they will ever see you again.

* Food and drink are a huge part of Spanish culture so I recommend taking part and trying as many things as you can!

Cat's Hostel



Templo de Debod



MOE



DANA KNOWLES

1966, Prairie Grove, Arkansas
Co-founder and owner of Taste of America
Resident since 1990

Why Madrid?

Because it's fun, vibrant and it's where my family is.

Is there anything you especially love about the city?

Madrid is a very social city and I especially love the appetizer hour. Friends and family from all walks of life often meet on weekends at bars or outdoor cafés for a bit of socializing before heading off to lunch at 3 or 4 in the afternoon.

Something that surprised you about life here?

I used to be amazed at all of the cigarette smokers in the airport, at the grocery store and in the bank. That's all changed now. Madrileños still love their *pitillos*, but only in designated areas.

What hotels do you suggest to those coming to visit?

Hotel de las Letras, Hotel Me, Urban Hotel. The **NH chain** is always a safe and comfortable option with a good quality-to-price ratio.

Where do you like to take visiting friends to eat?

We like **Nodo** for trendy Spanish fusion food and my favorite there is the baked tomatoes with cod fish appetizer. The outdoor terrace at **Iroco** is great as well. But for traditional Spanish fare, **Laredo** on Calle Menorca is the best. There you have to order the *salmorejo* and *salmonetes rellenos*. I would

venture to say that the *salmorejo* at Laredo is the best in the world.

Favorite tapas bars or neighborhoods?

No matter whom the visiting guest, we almost always take them one night to "*picar*" at the **Toscana** (the taberna, not the restaurant) near the Plaza Santa Ana. Inexpensive and unassuming, it specializes in portions to share. I'll list the three dishes you can't miss: tomato salad with tuna and onions, stewed beef with fried potatoes and scrambled eggs with baby eels. **La Trucha** is another favorite spot for tapas in the area. And **Viva Madrid** is just up the street for vermouth on tap before dinner.

Do you have a favorite neighborhood or park for strolling?

I hate to be obvious, but I love the **Retiro**. It's big, beautiful and welcoming. A weekend stroll past the boat pond (el Estanque) where you will find performing artists and Madrileños taking in the scenery is great fun.

Where to go for the best of Spanish delicacies to take back home?

I go to **Mallorca** (there are several in Madrid) for those exquisite butter pastries and **Mantequerías Bravo** on Calle Ayala in Barrio Salamanca for wines, olive oils and vinegars. They've got excellent Spanish ham as well. You can't go wrong at **El Club del**

Gourmet in El Corte Inglés. Convenient and well stocked with the best of Spanish specialties.

What museums do you recommend to visitors?

A trip to Madrid must include a visit to the **Prado**. It's a classic and marvelous. Take your time on the Goya floors. The **Sorolla Museum** is one of my personal favorites. Sorolla provides a slice of Spanish culture from the 19th century through impressionist visions.

What activities make you feel like a Madrileño?

I can pretend to be Spanish when ordering *café con leche* and *churros* while reading the morning paper or just walking and feeling the city pavement beneath my feet and the Spanish sun on my face. Also, women here greet each other and men with a kiss on both cheeks — I feel especially madrileña when I startle friends in the U.S. by moving in for the double kiss.

Anything remind you that you're American in the city?

We don't wait in lines like Spaniards do. You have to be a little more assertive here or you'll lose your place.

What should Americans keep in mind when visiting the city?

Try to appreciate the cultural nuances on display in every aspect of city life.

A few options for a night out?

One suggestion is a nightcap at the roof top bar at the **Hotel Me**. Beautiful views of Madrid right in the heart of the historical district.

Something a visitor can see or do any day of the week?

Shopping, even if it's window-shopping. There's ne-

ver a better way to get to know a city than by walking the streets. Take your time near **Plaza Mayor** and check out shops specializing in coins or nativity scenes. While you're there, don't miss the *bocadillo de calamar* (fried squid sandwich). You should also stop by the newly restored **Mercado de San Miguel** near the Plaza Mayor for a tapa and *copa de cava*.

An event or episode that shows the city at its best?

This would have to be the **San Isidro festival** in May. The patron saint of Madrid, San Isidro is perhaps the most emblematic show of Madrid history and culture. Madrileños of all ages still gather every year in traditional garb for festivities in la Pradera de San Isidro near la Ermita del Santo. This holiday coincides with the height of Madrid's bullfighting season in the Plaza de las Ventas. And then you've always got your *tinto de verano* en la terraza de **Las Vistillas** in springtime with views of the Casa de Campo, the Cathedral de la Almudena, the Plaza de Oriente...

Some useful Spanish words or expressions?

"*Vale*." Much better than *sí*, *vale* means okay and can be used in almost every sentence if you're very clever. You can even repeat it several times to emphasize that you understand. *Vale vale vale vale*. With a question mark it becomes, "got it?" "*¿Qué quieres decir?*" If your Spanish is so so, this is a good way to ask for a clarification which requires further explanation. Instead of saying "what?" you say "what do you mean?"

"*No me pises que llevo chanclas*." The name of a pop music group from the 80s, you'll amaze and delight your Spanish friends by using the phrase "don't step on me I'm wearing sandals." Appropriate application is obvious.

* stop by the newly restored Mercado de San Miguel near the Plaza Mayor for a tapa and copa de cava.



Plaza Mayor



Museo Sorolla



Hotel Me





CAVAN MAHONY LINDE

Born 1968, Boston, Massachusetts
Founder and President, CL Luxury Holding
Resident since 2003

Why Madrid?

Madrid offers the perfect balance of a thriving city in business and cultural life while still it remains a place rooted in family traditions and the joy of living.

Is there anything you especially love about the city?

I love the traditional restaurants serving incredible fish and meat – many of which are family run and the staff has been working there for generations.

What hotels do you suggest to those coming to visit?

The **Villa Magna** on the Castellana has just been renovated and is a beautiful five-star hotel close to the luxury shopping district of Barrio de Salamanca. I also like the **Santo Mauro**, a refurbished villa located on the other side of the Castellana. The **Hotel Orfila** is a sweet boutique hotel.

Where do you like to take visiting friends to eat?

When friends come to visit, my choice of restaurants are **La Trainera** on Calle Lagasca for seafood (the grilled shrimp, lobster salad and grilled sea bass are all exceptional), **Casa Lucio** for meat on the hot plate and "huevos rotos" – broken eggs over french fries, **El Landó**, also for fresh meat or fish and great clams in

white wine sauce. **Horchel** restaurant is for a more special occasion and serves the most incredible meat and mushroom dishes. It is the only restaurant I have ever been where a small pillow is placed under the feet of the ladies. **El Paraguas** is also exceptional for Asturian cuisine, the grilled artichokes with basil oil are a must.

What are your favorite Spanish dishes?

One of my favorite Spanish foods is the Spanish *jamón de bellota*, of the semi-wild Iberian black pig, fed on a diet of acorns. This you can order in most restaurants. To buy some to take away, go to the excellent Spanish delicatessen shop **Mantequerías Bravo** on Calle Ayala. Other favorites include the delicious "cochinillo" or suckling pig at **Casa Lucio**, and the grilled sea bass or Dover sole at **La Trainera**.

Favorite tapas bars or neighborhoods?

My favorite neighborhood for tapas bars is the old part of Madrid, La Latina. In front of Casa Lucio is the Tapas Bar **Los Huevos de Lucio** which has incredible food in a casual easy environment. A new restaurant and tapas bar is **Bar Tomate**. One of the few restaurants that stays open through out the day and has fresh delicious food at a reasonable price.

Alkalde is a great restaurant and tapas bar on Calle Jorge Juan. The grilled peppers and *croquetas* are fabulous. **Lateral** is also great for tapas on Calle Velázquez.

A preferred neighborhood or park for strolling?

Barrio Salamanca is my favorite neighborhood for strolling. It's a beautiful area with many stores and restaurants. Calle Ortega y Gasset has all the major luxury brands and you can also stroll down some of the side streets like Calle Lagasca to find luxury as well as local brands and small bars and restaurants. The **Retiro Park** is a beautiful place to take a walk or go jogging. There is a lake where you can rent a rowboat as well.

Where to go for the best Spanish design?

Castañer is famous for the *alpargatas* and is located on Calle Claudio Coello. Alpargatas are a fashionable and comfortable Spanish shoe. Spanish designer **Miguel Palacio** carries a range of spectacular prêt-à-porter clothing and accessories.

Who are your favorite Spanish designers?

Miguel Palacio for clothing and shoes. **Suárez** for jewelry and **Loewe** for leather goods.

What activities make you feel like a Madrileño?

Taking three hour lunches and starting dinner at 10pm will make you feel like a Madrileño quickly! If you are lucky you can see flamenco in the old part of town. Nightclubs **Pachá** and **Gabana** will have you dancing all night long with the Madrileños.

What should Americans keep in mind when visiting the city?

Often times Americans forget that many people in

the world do not speak English. You cannot expect everyone to communicate with you in English. Bring a translation and guide book.

A few options for a night out?

Starting with a restaurant or tapas bar at 10 pm then move onto a bar like **Chicote** in the old part of town then go to **Pachá** or **Gabana** at 2 am for dancing!

Any favorite cafés or bakeries?

Embassy on Castellana is my favorite place to take a tea or hot chocolate in the afternoon. There are many wonderful **Mallorcas**, my favorites are on Velázquez and Ayala or Serrano with Columela. There is **Le Cafe** on Calle Recoletos where you can go just for a coffee or have a drink.

Something a visitor can see or do any day of the week?

Stroll through Barrio Salamanca, the **Retiro Park** or the old part of town to look at beautiful Madrid.

An event or episode that shows the city at its best?

ARCO, held each February, is an incredible contemporary art fair. People come from all over the world to visit the fair and see Madrid. There is nothing better than spending hours with friends and family over Spanish tapas and red wine. Living life in Madrid is an incredible experience as the days and nights seem longer.

Some useful Spanish words or expressions?

"*Fenomenal!*" "Phenomenal!" used much more often and casually than in English.

"*Duende*". It refers to the moment when everything comes together and magic happens in a night, usually referring to flamenco parties, but truly one of my favorite expressions.

* Taking three hour lunches and starting dinner at 10pm will make you feel like a Madrileño quickly!



Loewe



Horchel



Pachá





THOMAS MIDDLETON

1933, Portland, Oregon

Retired, Former Deputy Director Fulbright Commission
Madrid resident since 1976

Why Madrid?

I first came here in 1968 as a Fulbright Scholar and felt an immediate connection to the city. I moved here in 1976 for what I thought would be two or three years and never left. After 27 years working, I'm now retired here.

Is there anything you especially love about the city?

Mostly it's a feeling rather than anything intellectual, but I fell in love with Spain and with Madrid in particular – and I've seen it change so much from 1968 to the present. I've seen the people blossom with democracy.

Something that surprised you about life here?

I was definitely surprised by how open Spaniards were to me when I first moved here. The neighborhood was mostly mom-and-pop shops and once they realized I lived here, they treated me the same as any other neighbor.

What hotels do you suggest to visitors?

For people on a budget, I recommend the Hotel Moderno or any of the High Tech hotels which are usually a good value. If money is no object, then the Ritz, the Palace, the Santo Mauro, and the Villa Magna are great options.

Where do you like to take visiting friends to eat?

I tend to stay in the city center and like the restaurant Hylogui, it's a Basque restaurant but they have an ample menu and very fresh produce. Like most restaurants in Madrid, they have a set menu at lunch during the week – called a *menú del día* – that is a good value. I also like a little Italian place near Plaza Isabel II called Panini, which is run by an American woman.

If money is not a concern and if someone has never been to Madrid before I think Botín is worth the splurge – the history of the place is amazing (it's been around since 1725) and the atmosphere is quite special.

Do you have a favorite neighborhood or park for strolling?

I enjoy walking to the park as much as I enjoy walking in it. From the center of Madrid near the Puerta del Sol, the walk down Carrera de los Jerónimos is incredibly beautiful and takes you past some of the city's most impressive monuments like the Prado Museum and the Jerónimos Church. The Plaza de Oriente is perfect for strolling as is the Paseo del Pintor Rosales, which is lined with outdoor cafes in the summertime.

What museums do you recommend to visitors?

The Prado Museum is a must. When I first went there in 1968, the doors and windows were open to the street and the guards smoked in the hallways – so it's really come a long way. The Sorolla Museum has a lovely 19th century feel and the CaixaForum has great temporary exhibitions.

An off-the-radar gem worth seeking out?

I always send friends to the Real Academia de Bellas Artes de San Fernando, it's fun to go through the Calcografía where they have all the copper plates for Goya's prints. Also the Basilica of San Francisco El Grande, which has just been restored and has a very ornate interior with lots of swoops and swirls.

Something not to be missed in the city?

Sitting in an outdoor café and just watching the people go by is great fun.

Activities that can make one feel like a Madrileño?

For young people, I think it's fun to "*trasnochar*" (stay out all night) and there are certainly enough pubs, bars, and clubs to help them do it.

A few options for a night out?

Calle Echegaray is lined with fun bars worth exploring.

Any favorite cafés?

The terraces along Paseo de Recoletos, such as Café El Espejo or Café Gijón, are among my favorite places for people watching.

Something a visitor can see or do any day of the week?

Rent a car or take a train or bus out to El Escorial or Aranjuez or even just drive up into the Guadarrama Mountains with a picnic. People are often amazed at how close Madrid is to some impressive natural landscapes.

Some useful Spanish words or expressions?

Madrileños are very generous with their time when helping visitors to their city – so I think "*por favor*" (please) and "*gracias*" (thank you) can never be over-used.

* The Basilica of San Francisco El Grande has just been restored and has a very ornate interior with lots of swoops and swirls.



San Francisco El Grande



Hylogui



Botín





MATTHEW SCOTT

1970, Ketchikan, Alaska
Chef and owner of Restaurant Gumbo
Resident since 1996

Why Madrid?

I first got to know the city while studying architecture in college and came back to Europe through a scholarship and a student work visa in France. Wanting to change over to cooking, I was planning on passing through Madrid to say goodbye to my friends here but I landed a job as a cook and decided to stay.

Is there anything you especially love about the city?

I love the feel it has. Although there are more than three million residents, it seems like a much smaller city due to the different neighborhoods. This is especially true of my neighborhood La Latina, which has become a popular night area.

What hotels do you recommend to visitors?

I've put my parents at the Hotel Abalú on the Calle del Pez, which was quite nice, and other times in a weekly rental, which I tend to like better as they have a more homey feel.

Where do you like to take visiting friends to eat?

I like to go for tapas in La Latina, Galician in Maceiras in Calle Huertas, La Taquería del Alamillo for Mexican in La Latina. For something more upscale

I like Chantarella near the Bernabéu stadium or La Gastroteca on Calle Santiago.

What are your favorite Spanish dishes?

May sound silly, but my single favorite Spanish dish is a *tortilla de patata*. Fortunately, La Ardosa on Calle Colón still makes them as they should be!

Advice on tipping?

A tip is called *la propina* and Spaniards don't tend to tip much – they'll often take the bills and leave the coins of whatever change is returned. Waiters, they'll tell you are paid a proper wage and do not need tips to augment their salaries. But sometimes when you walk into a restaurant, the waiters will see you as American and know that we tip very well in comparison. This means that they tend to give you better service. The 20% tip you might leave in the US would be too much here, but you want to show your gratitude, without going overboard. Leaving something small in a cafeteria and up to 10% in a restaurant is ideal in my experience here.

Favorite tapas bars or neighborhoods?

Besides the *tortilla*, La Ardosa has a good selection of tapas, like *croquetas* and *salmorejo*. In La Latina, I

like Toma Jamón for *jamón serrano*, *croquetas* at the Salamanca on the Cava Baja.

Do you have a favorite neighborhood or park for strolling?

Besides the Retiro to take a walk and see people, my favorite park to relax and disconnect is the Campo del Moro behind the Royal Palace.

Where to go for the best of Spanish delicacies to take back home?

I am usually so busy that I go at the last possible moment to El Corte Inglés. I usually try to take some *jamón*, *turrón*, and although more French, some foie-gras.

What museums do you recommend to visitors?

I especially enjoy the Thyssen.

What activities make you feel like a Madrileño?

Madrid has become so cosmopolitan since I've been here that I feel more Madrileño every day.

What should Americans keep in mind when visiting the city?

Relax, it's a different pace of life here, try to enjoy it. And be careful of the pickpockets, especially in the Metro.

A few options for a night out?

Cocktails at Maluca on the Calle Calatrava, jazz at Café Central, late-night chocolate and *churros* at San Ginés.

Any favorite cafés or bakeries?

Café Central in Huertas, El Horno de San Onofre,

Café del Nuncio in La Latina, especially on the stepped terrace in summer!

Something a visitor can see or do any day of the week?

Walk around the old city, between Sol, Plaza de Oriente, Calle Arenal, and Carrera de San Francisco El Grande. Some of the streets where I always take visitors offer lots of surprises in a relatively small area: Calle del Codo opening up on the Plaza de la Villa, the Church of San Miguel, the remains of the original wall on the Calle del Almendro, the Café del Monaguillo. And of course the Plaza Mayor.

Something that shows the city at its best?

Have a *tinto de verano*, red wine with lemon soda over ice, at sunset in summer on the steps at Café Nuncio. Heaven. Also, having a drink while lying on the grass at the Terraza Atenas, near the river.

Some useful Spanish words or expressions?

"Te invito." "I invite you" is not just inviting someone to come along, but in Spanish means you're actually offering to pay the bill!

"Nos vemos a las 8:15." "We'll see each other at 8:15" does NOT necessarily mean that the person will be there at 8:15. For Spaniards there is usually a 20-minute grace period before getting irritated.

"¿Quién da la vez?" Basically it means "Who's last in line?" and you'll see these big mobs called lines everywhere from markets to *mercadillos*, but there is an order to their madness. If you don't ask who's the last in line when you arrive, you might not get in the line at all.

* My single favorite Spanish dish is a *tortilla de patata*.



Café Central



Abalú



Gastroteca





GEORGE STOLZ

1962, New York, NY
Art Critic and Curator
Resident since 1992

Why Madrid?

Quirk of destiny.

Is there anything (or any place) you especially love about the city?

The Prado Museum. Social ease. Non-judgmentalness.

Something that surprised you about life here?

Noise levels, both in and out of doors.

What hotels do you suggest to visitors?

Prado Suite; Hotel Lope de Vega; Hotel Mediodía.

Where do you like to take visiting friends to eat?

La Casa Lastra for fish and Asturian bean stew

(*fabada*); La Vaca Verónica for homemade pasta with *carabineros*; Bocaíto for tapas, especially vegetables.

What are your favorite Spanish dishes and where to get them?

Gazpacho; *tortilla española*; grilled fish and vegetables. The restaurants listed above, and really any number of places in the city.

Favorite tapas bars or neighborhoods?

El Aloque on Calle Torrecilla del Leal for wine and tapas (*cerdo ibérico*, *extremeño* cheese, in-season vegetables, *bacalao dorado*, etc). La Venencia on Calle Echegaray for sherry and cured fish and ham.

Do you have a favorite neighborhood or park for strolling?

Madrid de las Austrias, Plaza Mayor.

What are the best neighborhoods for gallery hopping?

The area between Chueca and the Plaza de Colón; the area near the Reina Sofía.

What museums do you recommend to visitors?

The Prado, Reina Sofía and Thyssen-Bornemisza museums.

An off-the-radar gem worth seeking out?

Goya's ceiling frescos in San Antonio de la Florida.

The best places to see cutting-edge contemporary art?

The Reina Sofía; various contemporary art galleries (Elba Benítez, Helga de Alvear), Casa Encendida and Matadero.

What activities make you feel like a Madrileño?

Having vermouth with seltzer Sunday with friends before lunch in the Rastro.

What should Americans keep in mind when visiting the city?

Beware of pickpockets in tourist areas; beware of generalizations of Spain and Spaniards based on stereotypes and received opinion.

Any bars or restaurants popular with the city's art crowd?

El Cock (bar); La Manduca de Azagra (restaurant).

Any favorite cafés or bakeries?

Café Gijón, Café Barbieri.

Something a visitor can see or do any day of the week?

Museums (almost any day); wine and dine; nocturnal strolls.

An event or episode that shows the city at its best

Have *horchata* in Las Vistillas in the evening, preferably near sunset, when the weather is warm and even hot (May to September).

* Have horchata in Las Vistillas in the evening, preferably near sunset, when the weather is warm and even hot



Matadero Madrid



Café Gijón



La Manduca de Azagra





PLACES RECOMMENDED



LODGING

AC SANTO MAURO 5*

✉ C/ Zurbano, 36
 ☎ Rubén Darío
 ☎ 913 196 900
 🌐 www.ac-hotels.com

OCCIDENTAL MIGUEL ÁNGEL 5*

✉ C/ Miguel Ángel, 29-31
 ☎ Gregorio Maraón
 ☎ 914 420 022
 ☎ Reservation: 914 520 529 / 530
 🌐 www.miguelangelhotel.com

ORFILA 5*

✉ C/ Orfila, 6
 ☎ Alonso Martínez / Colón
 ☎ 917 027 770
 🌐 www.hotelorfila.com

RITZ 5*

✉ Plaza de la Lealtad, 5
 ☎ Banco de España
 ☎ 917 016 767
 🌐 www.ritz.es

URBAN 5*

✉ Carrera de San Jerónimo, 34
 ☎ Sol / Sevilla
 ☎ 917 877 770
 🌐 www.derbyhotels.com/
 Urban-Hotel-Madrid

VILLA MAGNA 5*

✉ Paseo de la Castellana, 22
 ☎ Rubén Darío
 ☎ 915 871 234
 🌐 www.hotelvillamagna.com

WELLINGTON 5*

✉ C/ Velázquez, 8
 ☎ Retiro / Príncipe de Vergara
 ☎ 915 754 400
 ☎ Reservation: 914 231 407
 🌐 www.hotel-wellington.com

THE WESTIN PALACE 5*

✉ Plaza de las Cortes, 7
 ☎ Sevilla / Banco de España
 ☎ 913 608 000
 🌐 www.westinpalacemadrid.com

DE LAS LETRAS 4*

✉ Gran Vía, 11
 ☎ Gran Vía / Sevilla
 ☎ 915 237 980
 ☎ Reservation: 902 422 482
 🌐 www.hoteldelasletras.com

LOPE DE VEGA 4*

✉ C/ Lope de Vega, 49
 ☎ Antón Martín
 ☎ 913 600 011
 🌐 www.hotellopevega.com

ME MADRID 4*

✉ Plaza de Santa Ana, 14
 ☎ Sol / Antón Martín
 ☎ 917 016 000
 🌐 www.memadrid.com

SUITE PRADO A.T. 4 LLAVES

✉ C/ Manuel Fernández González, 10
 ☎ Sol / Antón Martín
 ☎ 914 202 318
 🌐 www.suiteprado.com

ABALÚ 3*

✉ C/ del Pez, 19
 ☎ Noviciado
 ☎ 915 314 744
 🌐 www.hotelabalu.com

MODERNO 3*

✉ C/ Arenal, 2
 ☎ Sol
 ☎ 915 310 900
 🌐 www.hotel-moderno.com

ROOM MATE OSCAR 3*

✉ Plaza Vázquez de Mella, 12
 ☎ Gran Vía / Chueca
 ☎ 917 011 173
 🌐 www.room-matehotels.com

MEDIODÍA 2*

✉ Plaza Emperador Carlos V, 8
 ☎ Atocha
 ☎ 915 273 060
 🌐 www.mediodiahotel.com

CASA MADRID

✉ C/ Arrieta, 2 2nd floor
 ☎ Ópera
 ☎ 915 595 791
 🌐 www.casademadrid.com

BY THE INTERVIEWEES

CAT'S HOSTEL MADRID

✉ C/ Cañizares, 6
 ☎ Antón Martín / Tirso de Molina
 ☎ 913 692 807
 🌐 www.catshostel.com

CHIC AND BASIC CHAIN

🌐 www.chicandbasic.com

ROOM MATE CHAIN

🌐 www.room-matehotels.com

HIGH TECH HOTELS

🌐 www.hthoteles.com

NH HOTELS

🌐 www.nh-hoteles.es



RESTAURANTS

L'ALBUFERA (several locations)

✉ Avenida Europa, 17 bis
 (La Moraleja) Alcobendas
 ☎ Ronda de la Comunicación
 ☎ 916 625 171
 🌐 www.restauranteslaalbufera.com

ALKALDE

✉ C/ Jorge Juan, 10
 ☎ Serrano
 ☎ 915 763 359
 🌐 www.alkalderestaurante.com

ANTÍPODES

✉ C/ San Agustín, 18
 ☎ Antón Martín
 ☎ 914 292 157

ARCE

✉ C/ Augusto Figueroa, 32
 ☎ Chueca
 ☎ 915 220 440
 🌐 www.restaurantearce.com

ASADOR DE ARANDA

(several locations)
 ✉ C/ Diego de León, 9
 ☎ Diego de León / Núñez de Balboa
 ☎ 915 630 246
 🌐 www.asadordearanda.com

BAR TOMATE

✉ Fernando El Santo, 26
 ☎ Colón
 ☎ 917 023 870
 🌐 www.grupotragaluz.com

BOTÍN

✉ C/ Cuchilleros, 17
 ☎ Sol / La Latina
 ☎ 913 664 217
 🌐 www.botin.es

CAFÉ SAIGÓN (several locations)

✉ C/ María de Molina, 4
 ☎ Gregorio Maraón
 ☎ 915 631 566
 🌐 www.cafesaigon.es

CASA JUAN

✉ C/ Infanta Mercedes, 111
 ☎ Valdeacederas / Plaza de Castilla
 ☎ 914 490 380
 🌐 www.asadorcasajuan.es

CASA LASTRA

✉ C/ Olivar, 3
 ☎ Tirso de Molina / Antón Martín
 ☎ 913 690 837
 🌐 www.casalastra.com

CASA LUCIO

✉ Cava Baja, 35
 ☎ La Latina
 ☎ 913 658 217 / 913 653 252
 🌐 www.casalucio.es

CASA SALVADOR

✉ C/ Barbieri, 12
 ☎ Chueca / Banco de España
 ☎ 915 214 524

CHANTARELLA

✉ C/ Doctor Fleming, 7
 ☎ Santiago Bernabéu
 ☎ 913 441 004
 🌐 www.chantarella.es

LA GASTROTECA DE SANTIAGO

✉ Pza. Santiago, 1
 ☎ Ópera / Sol
 ☎ 915 480 707
 🌐 www.lagastrotecadessantiago.es

HYLOGUI

✉ C/ Ventura de la Vega, 3
 ☎ Sevilla / Sol
 ☎ 914 297 357
 🌐 www.restaurantehylogui.com

HORCHER

- ✉ C/ Alfonso XII, 6
- 📍 Banco de España / Retiro
- ☎ 915 220 731
- 🌐 www.restaurantehorcher.com

IMANOL (several locations)

- ✉ Avda. Bruselas, 21 C.C. Diversia (Alcobendas)
- 📍 La Moraleja
- ☎ 916 610 982
- 🌐 www.asadorimanol.com

IROCO

- ✉ C/ Velázquez, 18
- 📍 Velázquez / Príncipe de Vergara
- ☎ 913 658 210
- 🌐 www.grupovips.com

JULIÁN DE TOLOSA

- ✉ Cava Baja, 18
- 📍 La Latina / Tirso de Molina
- ☎ 914 317 381
- 🌐 www.casajuliandetolosa.com

EL LANDÓ

- ✉ Plaza Gabriel Miró, 8
- 📍 La Latina
- ☎ 913 667 681 / 913 658 253
- 🌐 www.casalucio.com

LAREDO

- ✉ C/ Menorca, 14
- 📍 Ibiza
- ☎ 915 733 061
- 🌐 www.tabernalaredo.com

MACEIRAS

- ✉ C/ Huertas, 66
- 📍 Antón Martín
- ☎ 914 295 818

LA MANDUCA DE AZAGRA

- ✉ C/ Sagasta, 14
- 📍 Bilbao / Alonso Martínez
- ☎ 915 910 112
- 🌐 www.lamanducadeazagra.com

LA MÁQUINA

- ✉ C/ Sor Ángela de la Cruz, 22
- 📍 Tetuán / Cuzco
- ☎ 915 723 319
- 🌐 www.grupolamaquina.es

MESÓN TXISTU

- ✉ Plaza Ángel Carbajo, 6
- 📍 Valdeacederas
- ☎ 915 709 651 / 915 701 006
- 🌐 www.mesonstxistu.com

NODO

- ✉ C/ Velázquez, 150
- 📍 República Argentina
- ☎ 915 644 044
- 🌐 www.restaurantenodo.es

ÓRDAGO

- ✉ C/ Sancho Dávila, 15
- 📍 Ventas / Manuel Becerra
- ☎ 913 567 185
- 🌐 www.restauranteorlado-madrid.com

PANINI

- ✉ C/ Campomanes, 11
- 📍 Ópera
- ☎ 915 473 404

EL PARAGUAS

- ✉ C/ Jorge Juan, 16
- 📍 Serrano
- ☎ 914 315 950 / 914 315 840
- 🌐 www.elparaguas.com

PEREIRA

- ✉ C/ Cervantes, 16
- 📍 Antón Martín
- ☎ 914 293 934 / 914 298 403
- 🌐 www.restaurantepereira.com

PUERTA 57

- ✉ C/ Padre Damián, s/n (Puerta 57 Santiago Bernabéu Stadium)
- 📍 Santiago Bernabéu
- ☎ 91 457 33 61
- 🌐 www.grupolamaquina.es

PULCINELLA

- ✉ C/ Regueros, 7
- 📍 Chueca / Alonso Martínez
- ☎ 913 197 363

SAMM

- ✉ C/ Carlos Caamaño, 3
- 📍 Pío XII
- ☎ 913 453 074

LA TAQUERÍA DEL ALAMILLO

- ✉ Plaza del Alamillo, 8
- 📍 La Latina
- ☎ 913 642 088

THAÏ GARDENS

- ✉ Paseo de la Habana, 3
- 📍 Nuevos Ministerios
- ☎ 915 778 884
- 🌐 www.thaigardensgroup.com

LA TRAINERA

- ✉ C/ Lagasca, 60
- 📍 Serrano
- ☎ 915 768 035 / 915 760 575
- 🌐 www.latrainera.es

TSE YANG

- ✉ Paseo de la Castellana, 22 (Hotel Villa Magna)
- 📍 Rúben Darío
- ☎ 91 431 18 88
- 🌐 www.cafesaigon.es

LA VACA VERÓNICA

- ✉ C/ Moratín, 38
- 📍 Antón Martín
- ☎ 914 297 827
- 🌐 www.lavacaveronica.es

**TAPAS****EL ALOQUE**

- ✉ C/ Torrecilla del Leal, 20
- 📍 Antón Martín
- ☎ 915 283 662

BOCAITO

- ✉ C/ Libertad, 4-6
- 📍 Banco de España / Chueca
- ☎ 915 321 219
- 🌐 www.bocaito.com

BODEGA LA ARDOSA

- ✉ C/ Colón, 13
- 📍 Tribunal / Chueca
- ☎ 915 214 979
- 🌐 www.laardosa.com

CASA GRANADA

- ✉ C/ Doctor Cortezo, 17 (6th floor)
- 📍 Tirso de Molina
- ☎ 913 693 596

DELIC

- ✉ Costanilla de San Andrés, 14
- 📍 La Latina
- ☎ 913 645 450

ESTADO PURO

- ✉ Plaza Cánovas del Castillo, 4 (Hotel NH Paseo del Prado)
- 📍 Banco de España
- ☎ 913 302 400
- 🌐 www.tapasenestadopuro.com

LOS HUEVOS DE LUCIO

- ✉ Cava Baja, 30
- 📍 La Latina
- ☎ 913 662 984
- 🌐 www.casalucio.es

JOSÉ LUIS (several locations)

- ✉ C/ Rafael Salgado, 11
- 📍 Santiago Bernabéu
- ☎ 914 588 028
- 🌐 www.joseluis.es

JURUCHA

- ✉ C/ Ayala, 19
- 📍 Serrano
- ☎ 915 750 098

LATERAL (several locations)

- ✉ C/ Velázquez, 57
- 📍 Serrano
- ☎ 914 350 604
- 🌐 www.cadenalateral.es

MELO'S

- ✉ C/ del Ave María, 44
- 📍 Lavapiés
- ☎ 915 275 054

EL SUR

- ✉ C/ Torrecilla del Leal, 12
- 📍 Antón Martín
- ☎ 915 278 340

TABERNA SALAMANCA

- ✉ Cava Baja, 31
- 📍 La Latina
- ☎ 913 663 110

TABERNA TOSCANA

- ✉ C/ Manuel Fernández y González, 10
- 📍 Sevilla / Sol
- ☎ 914 296 031
- 🌐 www.tabernatoscana.es

EL TIGRE

- ✉ C/ Infantas, 30
- 📍 Gran Vía

TOMA JAMÓN (several locations)

- ✉ Cava Baja, 10
- 📍 La Latina
- 🌐 www.tomajamon.com

LA TRUCHA

- ✉ C/ Manuel Fernández y González, 3
- 📍 Sevilla / Sol
- ☎ 914 295 833

TXIRIMIRI (several locations)

- ✉ C/ Humilladero, 6
- 📍 La Latina
- ☎ 913 641 196
- 🌐 www.txirimiri.es

LA VAQUERÍA SUIZA

- ✉ C/ Blanca de Navarra, 8
- 📍 Alonso Martínez
- ☎ 913 106 242

LA VENENCIA

- ✉ C/ Echegaray, 7
- 📍 Sevilla
- ☎ 914 297 313

EL VIAJERO

- ✉ Plaza de la Cebada, 11
- 📍 La Latina
- ☎ 913 669 064

VIVA MADRID

- ✉ C/ Manuel Fernández y González, 7
- 📍 Sevilla / Sol
- ☎ 914 293 640
- 🌐 www.barvivamadrid.com

VOLVORETA

- ✉ Paseo de la Castellana, 259 B (Hotel Eurostars Madrid Tower)
- 📍 Begoña
- ☎ 913 342 700
- 🌐 www.eurostarsmadridtower.com

CAFÉS

CAFÉ DE BARBIERI

- ✉ C/ del Ave María, 45
- ☞ Lavapiés
- ☎ 915 273 658

CAFÉ EL ESPEJO

- ✉ Paseo de Recoletos, 31
- ☞ Colón
- ☎ 913 082 347
- (El Pabellón): 913 191 122
- 🌐 www.restauranteespejo.com

CAFÉ GIJÓN

- ✉ Paseo de Recoletos, 21
- ☞ Colón
- ☎ 915 215 425
- 🌐 www.cafegijon.com

CAFÉ DEL MONAGUILLO

- ✉ Plaza de la Cruz Verde, 3
- ☞ La Latina
- ☎ 915 596 537

CAFÉ DEL NUNCIO

- ✉ C/ Nuncio, 12
- ☞ Tirso de Molina / La Latina
- ☎ 913 660 853

CHOCOLATERÍA SAN GINÉS

- ✉ Pasadizo de San Ginés, 5
- ☞ Sol
- ☎ 913 656 546

EMBASSY

- ✉ Paseo de la Castellana, 12
- ☞ Colón
- ☎ 914 359 480
- 🌐 www.embassy.es

LECAFÉ

- ✉ C/ Recoletos, 13
- ☞ Retiro
- ☎ 917 811 586
- 🌐 www.lecafe.es

EL JARDÍN SECRETO

- ✉ C/ San Bernardino, 22
- ☞ Plaza de España
- ☎ 915 418 023

LA MALLORQUINA

- ✉ Puerta del Sol, 8 or C/ Mayor, 2
- ☞ Sol
- ☎ 915 211 201

TREATS

EL CLUB DEL GOURMET (El Corte Inglés)

- ✉ C/ Preciados, 3
- ☞ Sol
- ☎ 902 195 227
- 🌐 www.elcorteingles.es

HORNO DE SAN ONOFRE

- (several locations)
- ✉ C/ San Onofre, 3
- ☞ Gran Vía
- ☎ 915 329 060

MALLORCA (several locations)

- ✉ C/ Serrano, 6
- ☞ Retiro
- ☎ 915 771 859
- 🌐 www.pasteleria-mallorca.com

MANTEQUERÍAS BRAVO

- (several locations)
- ✉ C/ Ayala, 24
- ☞ Serrano
- ☎ 915 758 072

MERCADO DE SAN MIGUEL

- ✉ Plaza de San Miguel
- ☞ Ópera
- 🌐 www.mercadodesanmiguel.es

PALAZZO (several locations)

- ✉ C/ Bailén, 11
- ☞ Ópera
- ☎ 915 425 786

BARS

CAFÉ CENTRAL

- ✉ Plaza del Ángel, 10
- ☞ Antón Martín/ Sol
- ☎ 913 694 143
- 🌐 www.cafecentralmadrid.com

COCK BAR

- ✉ C/ Reina, 16
- ☞ Gran Vía / Sevilla
- ☎ 915 322 826
- 🌐 www.barcocock.com

GLASS BAR

- ✉ Carrera de San Jerónimo, 34
(Hotel Urban)
- ☞ Sevilla
- ☎ 917 877 770
- 🌐 www.derbyhotels.com/Urban-Hotel-Madrid-Restaurants

MALUCA

- ✉ C/ Calatrava, 13
- ☞ Puerta de Toledo
- ☎ Telf: 913 650 996

MOE

- ✉ C/ Alberto Alcocer, 32
- ☞ Cuzco / Colombia
- 🌐 www.moeclub.com

MUSEO CHICOTE

- ✉ C/ Gran Vía, 12
- ☞ Gran Vía / Sevilla
- ☎ 915 326 737
- 🌐 www.museo-chicote.com

LA TABERNA CHICA

- ✉ Costanilla de San Pedro, 7
- ☞ La Latina
- ☎ 913 645 348

NIGHTLIFE

BERLÍN CABARET

- ✉ Costanilla de San Pedro, 11
- ☞ La Latina
- ☎ 913 662 034
- 🌐 www.berlincabaret.com

BUDDHA BAR (Ku-DéTa)

- ✉ Carretera de La Coruña (A6)
Km. 8,700
- ☎ 913 572 907 / 908

LA ESCALERA DE JACOB

- ✉ C/ Lavapiés 11
- ☞ Tirso de Molina
- 🌐 www.laescaleradejacob.es

GABANA 1800

- ✉ C/ Velázquez, 6
- ☞ Retiro / Príncipe de Vergara
- 🌐 915 760 686

EL JUGLAR

- ✉ C/ Lavapiés, 37
- ☞ Lavapiés
- ☎ 915 284 381
- 🌐 www.salajuglar.com

KAPITAL

- ✉ C/ Atocha, 125
- ☞ Atocha
- ☎ 914 202 906
- 🌐 www.grupo-kapital.com/kapital

PACHÁ MADRID · TEATRO BARCELÓ

- ✉ C/ Barceló, 11
- ☞ Tribunal
- ☎ 915 938 769 (only nights)
- 🌐 www.pacha.com



SHOPPING

ALMA AGUILAR

- ✉ C/ Villanueva, 13
- 📍 Retiro
- ☎ 915 776 698
- 🌐 www.almaaguilar.com

EL BESO

- ✉ C/ Loreto y Chicote, 9
- 📍 Callao
- ☎ 915 234 404
- 🌐 www.elbesomadrid.blogspot.com

CARMEN MARCH

- ✉ C/ Puigcerdá, 4 bis
- 📍 Serrano
- ☎ 914 318 025
- 🌐 www.carmenmarch.com

CASA HERNANZ

- ✉ C/ Toledo, 18-20
- 📍 La Latina
- ☎ 913 665 450

CASA MATY

- ✉ C/ Maestro Victoria, 2
- 📍 Sol
- ☎ 915 313 291
- 🌐 www.maty.es

CASTAÑER (several locations)

- ✉ C/ Claudio Coello, 51
- 📍 Serrano
- ☎ 915 781 890
- 🌐 www.castaner.com

LOBO

- ✉ C/ Toledo, 30
- 📍 La Latina
- ☎ 91 366 40 17

LOEWE (several locations)

- ✉ C/ Gran Vía, 8
- 📍 Sevilla / Gran Vía
- ☎ 915 226 815
- 🌐 www.loewe.com

MIGUEL PALACIO

- ✉ C/ Monte Esquinza, 24, 1º izda.
- 📍 Alonso Martínez
- ☎ 913 194 670
- 🌐 www.miguelpalacio.com

SIMSUM

- ✉ C/ Santo Tomás, 4
- 📍 Chueca
- ☎ 913 107 320
- 🌐 www.simsum.net

SUÁREZ

- ✉ C/ Serrano, 62 and 63
- 📍 Serrano
- ☎ 915 781 410
- 🌐 www.joyeriasuarez.com

VINÇON

- ✉ C/ Castelló, 18
- 📍 Velázquez
- ☎ 915 780 520
- 🌐 www.vincon.com



OTHERS

AUDITORIO NACIONAL

- ✉ C/ Príncipe de Vergara, 146
- 📍 Cruz del Rayo
- ☎ 913 370 140 / 139
- 🌐 www.auditorionacional.mcu.es

LA CASA ENCENDIDA

- ✉ Ronda Valencia, 2
- 📍 Embajadores
- ☎ 902 43 03 22
- 🌐 www.lacasaencendida.es

CÍRCULO DE BELLAS ARTES

- ✉ C/ Alcalá, 42
- 📍 Banco de España
- ☎ 913 605 400
- 🌐 www.circulobellasartes.com

FUNDACIÓN COLEGIO OFICIAL DE ARQUITECTOS DE MADRID (FUNDACIÓN ARQUITECTURA COAM)

- ✉ C/ Piamonte, 23
- 📍 Chueca
- ☎ 913 191 683
- 🌐 www.coam.org/fundacoam.html

FUNDACIÓN MAPFRE

- ✉ Paseo de Recoletos, 23
- 📍 Banco de España
- ☎ 915 816 100
- 🌐 www.fundacionmapfre.com

MATADERO MADRID

- ✉ Paseo de la Chopera, 14
- 📍 Legazpi
- ☎ 915 177 309
- 🌐 www.mataderomadrid.com

ZOO AQUARIUM

- ✉ Casa de Campo s/n
- 📍 Casa de Campo
- ☎ 902 345 014
- 🌐 www.zoomadrid.com

TERRACES



ATENAS

- ✉ C/ Segovia, s/n
- 📍 La Latina
- ☎ 917 651 206

THE PENTHOUSE

- ✉ Plaza de Santa Ana, 14 (Hotel ME Madrid)
- 📍 Sol
- 🌐 www.memadrid.com



MUSEUMS

CAIXAFORUM

- ✉ Paseo del Prado, 36
- 📍 Atocha
- ☎ 913 307 300
- 🌐 <http://obrasocial/lacaixa.es>

CASA MUSEO LOPE DE VEGA

- ✉ C/ Cervantes, 11
- 📍 Sevilla
- ☎ 914 299 216

MUSEO SOROLLA

- ✉ C/ General Martínez Campos, 37
- 📍 Iglesia / Gregorio Marañón
- ☎ 913 101 584
- 🌐 www.museosorolla.mcu.es

REAL ACADEMIA DE BELLAS ARTES DE SAN FERNANDO

- ✉ C/ Alcalá, 13
- 📍 Sevilla
- ☎ 915 240 864
- 🌐 <http://rabasf.insde.es>



ART GALLERIES

ELBA BENÍTEZ

- ✉ C/ San Lorenzo, 11
- 📍 Tribunal
- ☎ 913 080 468
- 🌐 www.elbabenitez.com

ESPACIO MÍNIMO

- ✉ C/ Doctor Fourquet, 17
- 📍 Lavapiés
- ☎ Telf: 914 676 156
- 🌐 www.espaciominimo.com

LA FÁBRICA

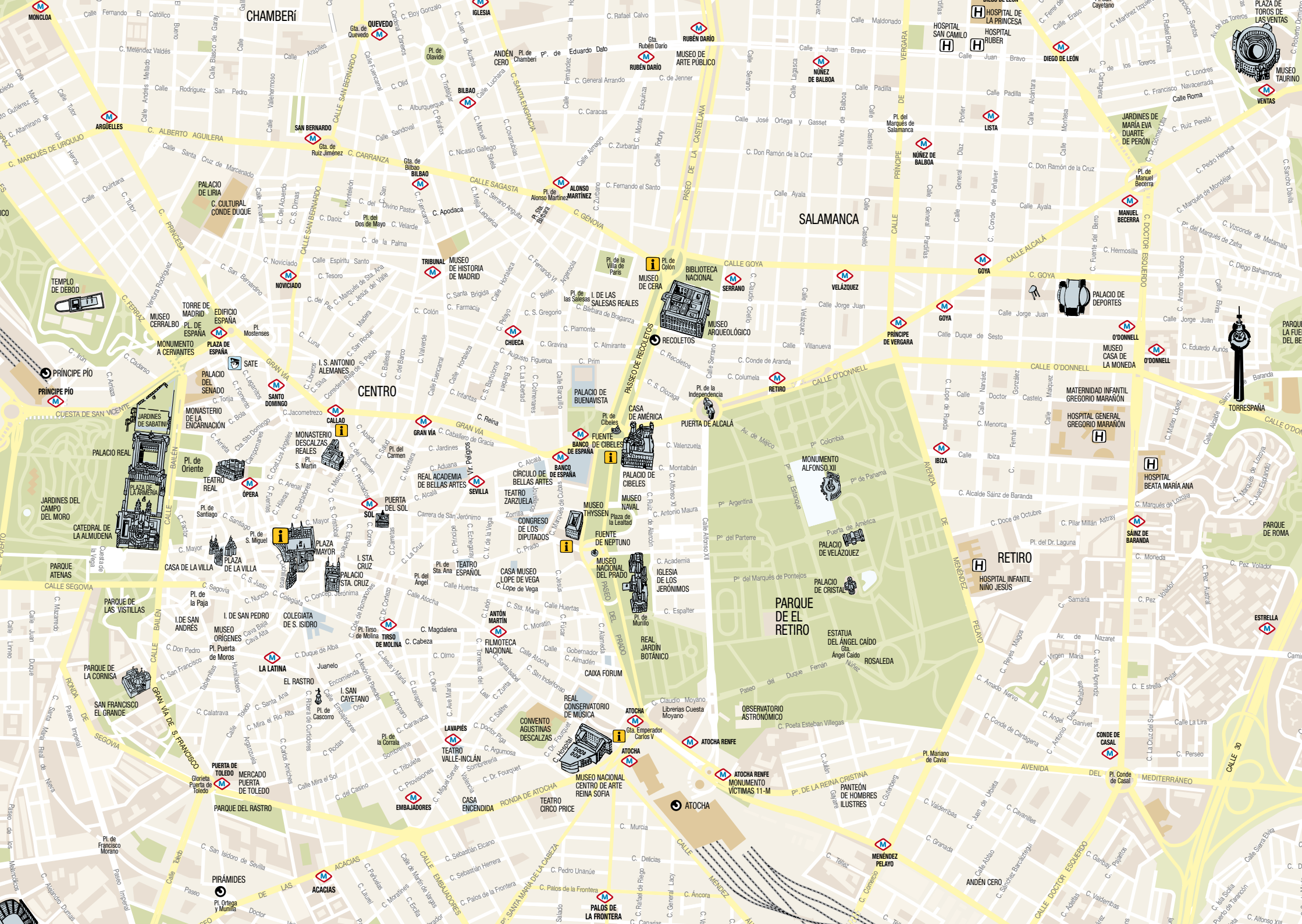
- ✉ C/ Alameda 9 y C/ Verónica 13
- 📍 Antón Martín / Atocha
- ☎ 913 601 320
- 🌐 www.lafabrica.com

HELGA DE ALVEAR

- ✉ C/ Doctor Fourquet, 12
- 📍 Atocha
- ☎ 914 680 506
- 🌐 www.helgadealvear.com

TRAVESÍA CUATRO

- ✉ C/ San Mateo, 16
- 📍 Tribunal / Alonso Martínez
- ☎ 913 100 098
- 🌐 www.travesiacuatro.com



Metro Lines

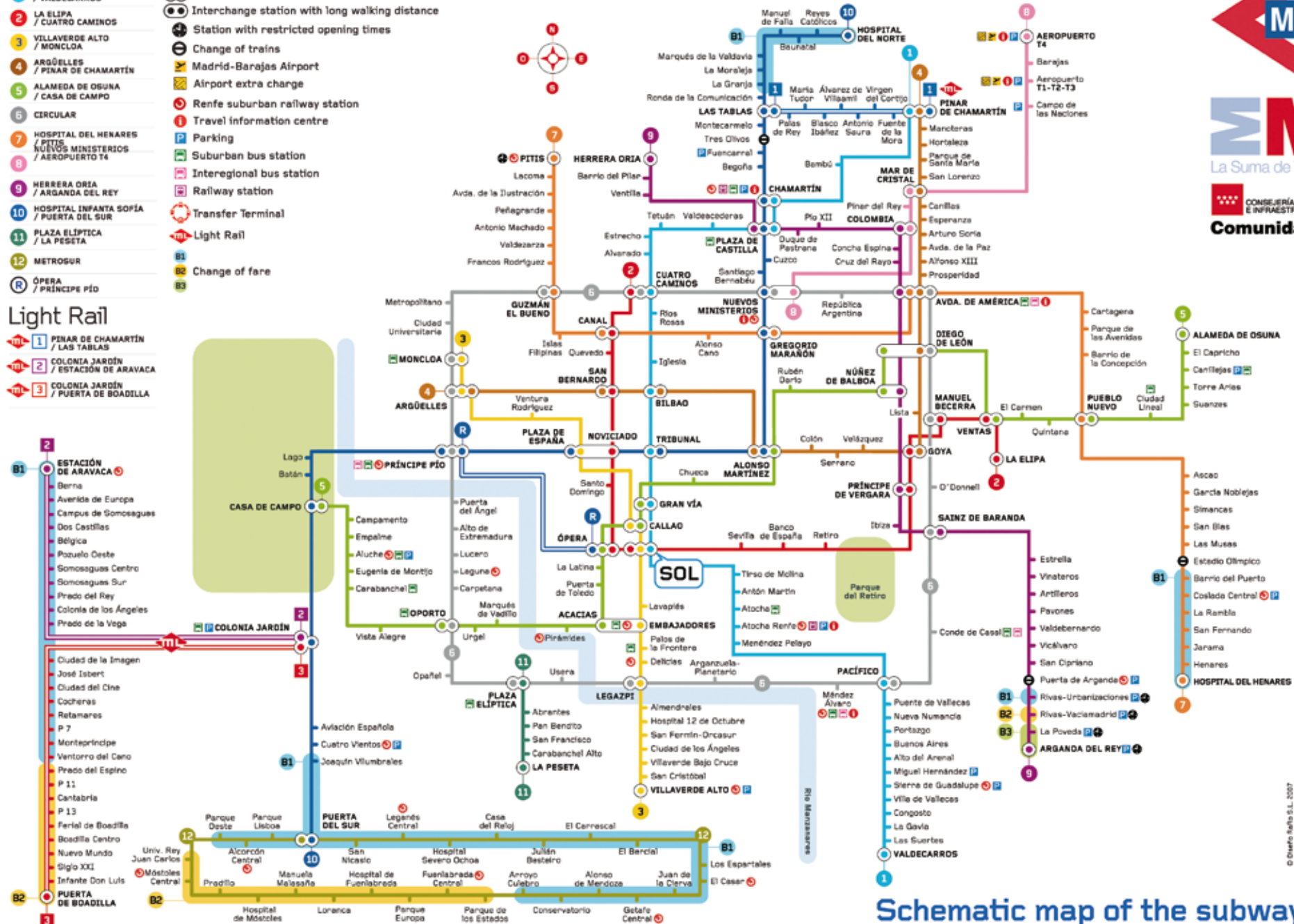
- 1 PINAR DE CHAMARTÍN / VALDECARROS
- 2 LA ELIPA / CUATRO CAMINOS
- 3 VILLAVEDE ALTO / MONCLOA
- 4 ARGÜELLES / PINAR DE CHAMARTÍN
- 5 ALAMEDA DE OSUNA / CASA DE CAMPO
- 6 CERCULAR
- 7 HOSPITAL DEL HENARES / CIUDAD DE LOS ANGELES
- 8 AEROPUERTO T4
- 9 HERRERA ORIA / ARGANDA DEL REY
- 10 HOSPITAL INFANTA SOFÍA / PUERTA DEL SUR
- 11 PLAZA ELÍPTICA / LA PESETA
- 12 METROSUR
- R ÓPERA / PRÍNCIPE PÍO

Light Rail

- 1 PINAR DE CHAMARTÍN / LAS TABLAS
- 2 COLONIA JARDÍN / ESTACIÓN DE ARAVACA
- 3 COLONIA JARDÍN / PUERTA DE BOADILLA

Keys

- Metro Interchange station
- Interchange station with long walking distance
- ⌚ Station with restricted opening times
- 🚆 Change of trains
- ✈️ Madrid-Barajas Airport
- ⚡ Airport extra charge
- 🚆 Renfe suburban railway station
- ℹ️ Travel information centre
- P Parking
- 🚌 Suburban bus station
- 🚆 Interegional bus station
- 🚆 Railway station
- 🔄 Transfer Terminal
- 🚆 Light Rail
- B1 Change of fare
- B2 Change of fare
- B3 Change of fare



Schematic map of the subway network

SAFETY RECOMMENDATIONS

- Follow the same safety precautions you would use at home, but being in a new city, be more cautious.
- Don't lose sight of bags and wallets, especially in large or even small crowds (tourist bus, metro, busy streets).
- If you are sitting on a terrace, be wary of leaving valuables like your cell phone, wallet, or camera, etc. on top of the table. Thieves – sometimes they are just kids – have many techniques, such as putting a newspaper down on the table and then walking away with both the newspaper and your belongings.
- Be wary of hanging your bag on the back of chairs in bars, restaurants or cafés. Don't lose sight of it.
- Be careful with your luggage and bags in crowded, public areas, including a hotel foyer.
- Keep valuable belongings (money, travel documents) in the hotel safe.
- Be wary of clever distraction techniques - one person asks for directions while the other pickpockets you.
- Do not withdraw money from ATMs in deserted or badly lit streets.
- Try not to use credit cards in busy markets or to pay for small items.
- Avoid playing games of chance in the street. They are a con.
- Don't trust suspicious people offering assistance (warnings of stains on your clothes, vehicle breakdowns, etc.).
- If you plan to drink, do so in moderation. Individuals under the effect of alcohol may become victims of crime, due to their impaired ability to judge situations and make decisions.



Foreign Tourist Assistance Services (SATE)

It's a service that is based on helping foreign tourists manage the procedures needed to solve any incidence that takes place during their visit to our city. It also provides tourist information so that their stay, as of that point, continues as smoothly as possible.

- ✉ Calle Leganitos, 19 (Police Station)
- 📍 Santo Domingo / Plaza de España / Callao
- ☎ infosate: 91 548 85 37 / 91 548 80 08
- 🕒 24 hour crime hotline: 902 102 112
- 🕒 every day from 9 am to midnight
- @ satemadridptm@munimadrid.es