

# MADRID

## NEW URBAN SPACES

► In recent years, Madrid has undergone some big changes. As new spaces have been generated, renovation work has also been carried out in many of the city's key areas and places of interest, used every day by locals and visitors. With a policy of increasing the number of green spaces and giving pedestrians priority over vehicles, Madrid has demonstrated its commitment to sustainable growth. Take a look at the city's new attractions.



## ► THE MADRID RÍO PROJECT



### YOU'LL BE SURPRISED BY THE CHANGE

Hidden behind a tangle of roads for years, the waters of the Manzanares River have regained their former sparkle thanks to this ambitious plan to move cars underground. Discover the new gardens, bridges and pathways along its rejuvenated banks.

#### MADRID RÍO

It's difficult to imagine if you don't know what it used to be like. Just a few years ago this newly regenerated space, now the perfect place for a stroll under the shade of the trees next to the Manzanares River, was a busy **road filled with noisy traffic**. Since big problems demand big solutions, the road was buried underground and replaced by lush vegetation. This new leisure

area is full of surprises: a completely renovated landscape for sporting activities, green areas and designer viewpoints, as well as Madrid's new **beach**, with pools, refreshing clouds of water vapour and water jets. The area also now features **26,000 newly planted trees** and 42 kilometres of footpaths, connecting to the **Anillo Verde**, a 'Green Ring' of bike lanes looping round Madrid.

#### NOTES

##### Rescued

An entire area that never even used to feature on maps has been brought back to life and is now enveloped in an intense fragrance of pine trees.

##### Contrasts

The elegant historic gardens of Campo del Moro on one side, facing the Salón de Pinos trail on the other.

##### Fast-flowing

The increased water level means it is now possible to go canoeing along the Arganzuela stretch of the river.

##### Bridges

The banks are connected by 33 new and old walkways and a series of dams, allowing both cars and pedestrians to cross.



01. Puente de Segovia bridge.
02. Walkway, by Daniel Canogar.
03. La Caja Mágica.
04. View of the river.
05. Matadero Madrid.

## MATADERO MADRID

It's the Manzanares' winning formula: take something that's no longer in use, in this case a **Neo-Mudejar abattoir** dating from the early 20th century, and turn it into something radically new. The results of the project, involving the participation of 23 architects and engineers, are outstanding. After eight years of building work, it has become **the largest cultural centre** in southern Europe. This diverse, decentralized space is home to activities ranging from groundbreaking **audiovisual works** to workshops encouraging children to learn

through play. It is the new epicentre of the city's intense cultural and artistic life. Of particular interest inside its 46,000-plus square metres are the **Naves del Español**, a performing arts space in which nothing can be taken for granted and where theatre recovers a sense of the avant-garde; the screens and auditorium of the **Cineteca**, where documentary cinema takes centre stage; the trailblazing **Casa del Lector**; the **Abierto X Obras** creative centre; and **Nave 16**, Madrid's largest multi-purpose exhibition space.

## PARKS AND GARDENS

Madrid Río benefits from a number of historic gardens along the banks of the Manzanares River, which are now connected as never before. To the north, the river first enters **Monte del Pardo** and flows alongside **Casa de Campo**. Next, it runs by the gardens of the **Campo del Moro** and **San Isidro Park** before reaching **Arganzuela Park**. Finally, we come to **Tierno Galván Park**, which leads on to the **Linear Park of the Manzanares**, with Dominique Perrault's spectacular **Caja Mágica**. And all without stepping into your car.

### LIVELY AND COSMOPOLITAN

Undereath the trees that line the broad Recoletos and Prado boulevards you can feel the busy hum of daily life in the city. The Literary Quarter is another good example of urban renovation, where the needs of pedestrians and shop owners have been given priority.

#### RECOLETOS AND PRADO

It's worth setting aside the big galleries just for a moment and simply taking a walk through this beautiful part of Madrid, so full of life and the hustle and bustle of the city. We recommend setting out from Plaza de Colón and heading down Paseo de Recoletos, a **delightful tree-lined avenue full of famous cafes with terraces**, and packed with beautiful buildings like the Linares Palace (housing the Casa de América), the palace of the Marquess of Salamanca (today the headquarters of the BBVA Foundation) and the Mapfre Foundation.

Opening up before you will be the **Paseo del Prado**, the oldest public garden in Spain, where you will find two iconic squares, **Cibeles** and **Neptuno**, halfway between those of Cortes and Lealtad. In front of the façade of CaixaForum you can take in an impressive **vertical garden**. And if you're looking to get away from it all, there's no place like the **Botanical Gardens**, a real oasis of calm.



#### CIBELES PALACE

The **old Post Office building**, designed by the architects Palacios and Otamendi and built between 1907 and 1919, is now the headquarters of Madrid's City Council, and contains over 45,000 m<sup>2</sup> given over to the use of the public. It is also a huge cultural centre, destined to become a new **highlight of the Art Walk**, as an international exhibi-

tion space. Its **Glass Gallery**, a massive, irregularly-shaped vault, is free to visit and has some spectacular views from the top floor. Entrance is via the portico at Calle Alcalá 50, or via the one at Montalbán 1. Today, following a series of alterations, it is used both for institutional functions and public events.

01. Cibeles Palace.
02. Carrera de San Jerónimo.
03. ABC Museum.

## LITERARY QUARTER

Now completely pedestrianised, **Calle de las Huertas** has become the natural channel connecting Paseo del Prado and Plaza Mayor. **Walking along it**, you can enjoy an area of Madrid that has undergone a dramatic transformation over recent years. Without in any way sacrificing its **rich historical identity**, it has re-emerged as a shining symbol of modernity. Walking from Plaza de Jacinto Benavente, you come to **Plaza del Ángel**, the

more discrete sibling of **Plaza Santa Ana**.

From there, if you head down Calle de las Huertas you will reach **Plaza de Matute** and a labyrinth of quiet streets in which to lose yourself at leisure. The **ambitious facelift** has served to boost the popularity of this already popular neighbourhood even further. A traditional night spot, it now also boasts plenty of **new shops**, without of course detracting from its **uniquely traditional character**.

## CONDE DUQUE

With 5,000 square metres of surface area and a 228-metre façade, this is **one of the most impressive buildings** in Madrid. In fact, it's even larger than the Prado Museum. Following its restoration, the former barracks **has opened a new chapter in its history** with the incorporation of a theatre and additional exhibition spaces. With almost 300 years of history behind it, **after its recent makeover**, it has recovered the original brickwork of the façade and its 19th-century industrial architecture, with bigger windows, new woodwork, and zinc roofs. In this same area, the brand-new ABC Museum houses a unique collection of illustrations from comics and the press.



# DIRECTORY AND MAP



**PLAZA DE SANTA BÀRBARA**

**PLAZA DE COLÓN**

**PASEO DE RECOLETOS**

**SERRANO**

**ALCALÀ CRUCE GRAN VÍA**

**PALACIO DE CIBELES**  
Alcalá 50 / Montalbán 1

**PASEO DEL PRADO**

**MUSEO THYSSSEN**  
Paseo del Prado 8

**CART ERA DE SAN JERÓNIMO**

**FUENCARRAL**

**TRIBALL**

**red de SAN LUIS**

**PUERTA DEL SOL**

**ARENAL**

**CALLEJA**

**MUSEO ABC**  
Amaniel 29-31

**CUARTEL DEL CONDE d'UQU E**  
Conde Duque 9

**MERCADO DE SAN MIGUEL**

**HUERTAS**

**MUSEO DEL PRADO**

**PRÍNCIPE PIO**

**PUENTE DE SEGOVIA**



Paseo del Prado s/n

**Barrio de las Letras**

**CAIXAFORUM Madrid**  
Paseo del Prado 36

**ATOCHA**

**MUSEO REINA SOFÍA**  
Santa Isabel 52

**LA CASA ENCENDIDA**  
Ronda de Valencia 2

**Parque de la Arganzuela**  
Parque de la Arganzuela

**PASARELA DE PETRI AOUIT**

**MATAJERO MADRID**  
Paseo de la Chopera 14

**PASARELA DE CANOGAR**



## THE OTHER SIDE OF MADRID

Don't miss out on exploring away from the more conventional routes around the city. You'll discover dizzyingly high buildings, dreamlike gardens, panoramic views and futuristic transport hubs.

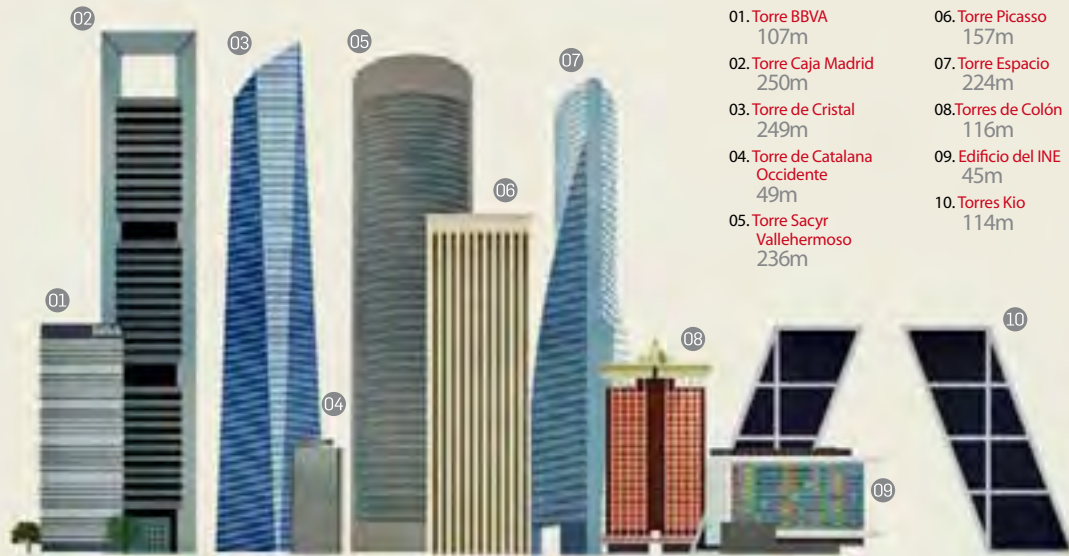
### CUATRO TORRES

The first thing in Madrid that's visible from afar is its new architectural icon, **Cuatro Torres Business Area**, standing at the northern end of Paseo de la Castellana. The tallest of the four towers is **Torre Caja Madrid**, designed by Sir Norman Foster. Measuring 250 metres, it's the tallest building in Spain and the fifth tallest in Europe. Only looking up at

it from below can you really appreciate its height. **Torre Espacio**, 233 metres tall, changes floor by floor, gradually taking on the shape of an eye. **Torre Sacyr Vallehermoso** measures 236 metres and is home to a five-star hotel boasting views across the entire city. **Torre de Cristal** has a hanging garden at the top, 249 metres from the ground.

### PASEO DE LA CASTELLANA

This avenue, over 6 km long, contains Spain's tallest skyscrapers. With its buzz of economic and commercial activity, it divides the city in two. And there are plans for it to continue growing northward. The city's new colossi at the end are preceded by other landmarks of modern architecture, none of which have lost an ounce of their original presence. They include the leaning **Torres Kio**; the National Statistics Institute (INE) colourful headquarters; **Torre Picasso**, in the shape of an immense, robust Greek column; the **BBVA bank headquarters**, where horizontal lines are the order of the day; and the **Catalana Occidente insurance** company, which almost appears to float in mid-air.



- |   |                             |
|---|-----------------------------|
| 01. Torre BBVA<br>107m                    | 06. Torre Picasso<br>157m   |
| 02. Torre Caja Madrid<br>250m             | 07. Torre Espacio<br>224m   |
| 03. Torre de Cristal<br>249m              | 08. Torres de Colón<br>116m |
| 04. Torre de Catalana<br>Occidente<br>49m | 09. Edificio del INE<br>45m |
| 05. Torre Sacyr<br>Vallehermoso<br>236m   | 10. Torres Kio<br>114m      |





01. Cuatro Torres.
02. Vallecas Ecobulevar.
03. Casa de Bambú.
04. Barajas Terminal 4.

## PLANES AND TRAINS

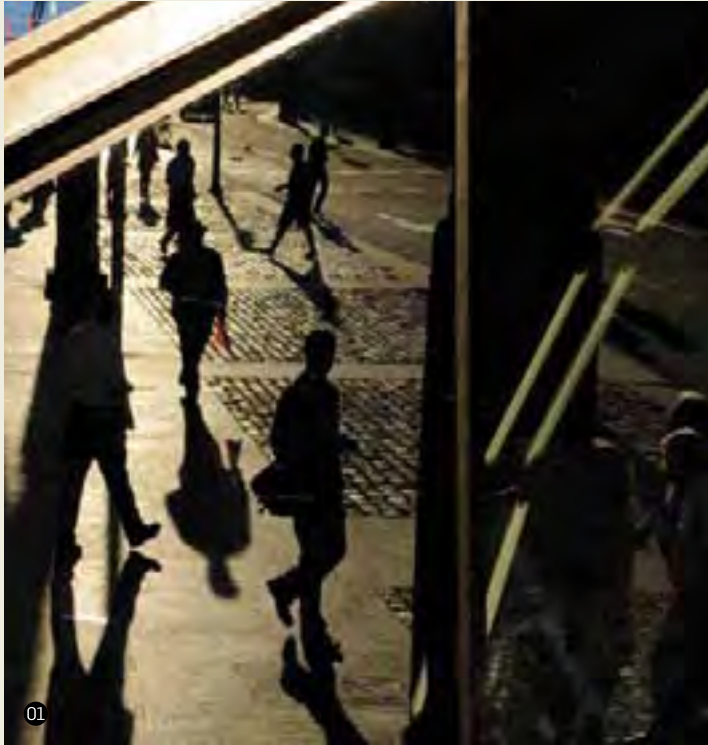
**Madrid Barajas airport** is the busiest in Spain (more than 46 million passengers) and is among the five most important in Europe. The **spectacular design** of the T4 terminal, by architects Antonio Lamela and Richard Rogers, has received praise from all corners. Elsewhere, Madrid's **extensive railway network** provides direct access to the capital, on high-speed AVE trains, from over 20 different Spanish cities. In fact, this is the European city with the greatest number of high-speed connections. The imposing **Atocha station**, now renovated and expanded according to the design by Rafael Moneo, and **Chamartín** station, connecting Madrid to France and Portugal, are the principle entry and exit points for the rail network.



## MUCH MORE

You'll need to take a little trip outside the city centre to really see how far Madrid's imposing architectural profile has spread. In Avenida de América, Sáenz de Oiza's organic design for the iconic **Torres Blancas** (1969) sits happily alongside the Silken Puerta América hotel, whose interiors were created by top international names **Zaha Hadid, Norman Foster, Jean Nouvel** and **Arata Isozaki**, among others. The new architecture of Madrid also reaches its outlying neighbourhoods, creating a city which is more open and inhabitable. Such is the case of the innovative sustainable constructions in Sanchinarro (like the **Mirador building**, with its mountain views), El Ensanche de Carabanchel (including the original **Casa de Bambú** and the colourful **Manzana Perforada**), and El Ensanche de Vallecas (where you'll find the **Eco-Boulevard** and the green façade of **Vallecas 51**).

## ► REMODELLED SHOPPING AREAS



### GRAN VÍA

The bustling centre of Madrid has been reformed in recent years with the **widening of pavements and the pedestrianisation** of many streets. Locals and visitors alike can now move around the city's liveliest streets with ease. The remodelling of **Gran Vía** and the surrounding area, including the conversion of **Callao** into a large square, contributes to the consolidation of an extensive circuit for pedestrians, which takes in cinemas, theatres and leisure venues, big department stores, all kinds of shops and a varied selection of places to eat and drink.

## THE BEAT OF THE BIG CITY

All of central Madrid can easily be explored on foot without the hassle of traffic and parking.

### PUERTA DEL SOL

This is the place **all roads lead to** in Madrid, the heart of the centre, the destination for visitors and locals, where everyone's paths cross sooner or later. The new Metro and Cercanías station in Sol has led to an influx of new visitors. A number of streets begin here: **Calle de Alcalá**, with its grand buildings built

dings; **Carrera de San Jerónimo**, leading to the Congress of Deputies, the Palace hotel and Paseo del Prado; **Calle Mayor**, heading towards Plaza Mayor and the Royal Palace; **Preciados and Carmen**, which run into Callao and Gran Vía; and **Arenal**, with the Teatro Real opera house at the end.

## NOTES

### Preciados

This is still one of the busiest shopping streets in the world.

### Arenal

Running from Sol to Ópera, its position as a shopping destination has been consolidated by its recent remodelling.

### Wandering

Some of the centre's best-kept secrets are hidden away in its smallest streets. It's well worth exploring a little off the beaten track.

### Rationalism

Despite many dramatic changes to the urban landscape, this architectural style and its big buildings still hold their own.

## SAN MIGUEL MARKET

A real treasure of early 20th-century cast-iron architecture. In 2009, the market's old stands were completely renovated. Here you can buy top-quality ingredients and seasonal produce, both to take **away and to try on the spot**. But there's much to choose from: tapas bars, a wine bar, cookery books, flowers, cakes, designer kitchen utensils and more. With so much on offer, this has become, in no time at all, one of the city's hottest spots, no matter what time of day it is. On Fridays and Saturdays, many of its shops even stay open until **two o'clock in the morning**.

01. New Sol station.
02. Calle Preciados.
03. Red de San Luis.
04. San Miguel Market.

## FUENCARRAL

The remodelling of Calle Fuencarral has consolidated this street's position as one of the most important for shopping in the city centre, and it is home to many top international brands. With the section closest to Gran Vía now closed to traffic, it has become the strategic artery connecting the neighbourhoods of **Chueca**,

**Malasaña, Salesas** and **Chamberí**. Since the independent **Mercado de Fuencarral** initiative took off some years back, a whole new scene has sprung up around it, notable for its diversity and energy and attracting the most cutting-edge creative types, trend seekers and some of the most original leisure activities in Madrid.



## THE NEW FACE OF THE SALAMANCA DISTRICT

Set aside your preconceptions and dive in to one of Madrid's most illustrious – and privileged – areas. In the majestic buildings and numerous shops found here, exclusiveness is all important. But it isn't just the shop windows that set trends here: the urban regeneration of Calle Serrano has recovered swathes of green space, as well as pavements for pedestrians.

### SERRANO

With its brand-new wider pavements, 800 new trees, its own bike lane, 2,000 parking spaces, and modern street furniture, Madrid has managed to turn one of its most important arteries, Calle Serrano, into **a space for pedestrians**. If you walk the length of this model of sustainable town planning from Puerta de Alcalá all the way to María de Molina, or vice versa, you'll be able to see for yourself how it has been transformed into a **long promenade generously endowed with inviting shop windows and bar terraces**, made even more pleasant by the **notable reduction in traffic** and its new, greener appearance. These enhancements are an invitation to all to enjoy a leisurely visit to one of Madrid's most illustrious neighbourhoods, a meeting point for local residents and all those who flock here to do their shopping in the most exclusive boutiques.



### TWO STYLES

José Ortega y Gasset is famous as the street that has given this neighbourhood its nickname, the 'Golden Mile', which is not surprising when you consider that it is full of the most exclusive brand names from all over the world. From here you can explore the maze of side streets that open out from it and are also home to the very best in **Spanish**

**fashion.**

On the other side of the district, **Jorge Juan** contrasts with the bustling streets that surround it. If you're looking for a **more relaxed shopping route**, this is the place for you. The narrow streets of Puigcerdá and Jorge Juan are two of the most charming spots in Madrid, lined with stylish shops and bars.