

## 5 places for HEALTHY FOOD to eat in or take out

---

### 21 FIT FOOD

**Génova 25**  
**Chamberí** ⑤  
**+34 917 372 989**  
[www.fitfood.es](http://www.fitfood.es)

This is the temple of cold pressed eco fruit juices and detox cures. Here you can buy a one-week juice detox programme or enjoy one of their plant-based milk shakes, juices, boost shots or infused waters. They have all been formulated to be beneficial for your body and are frankly delicious.

### 22 KIKI MARKET

**Travesía de San Mateo 4**  
**Centro** ①  
**+34 915 027 339**  
[www.kiki-market.com/](http://www.kiki-market.com/)  
[wordpress](https://www.wordpress.com)

This store and restaurant are dedicated to eco-friendly and organic food. Meat, fruit, bread and vegetables plus some little luxuries for healthy freaks like spirulina powder, mixed seed powder and super food supplements. The restaurant's menu features plenty of good food for your body and mind including veggie and gluten-free dishes.

### 23 BIO IN THE BOWL

**Zurbano 15**  
**Chamberí** ⑤  
**+34 917 026 302**  
[www.biointhebowl.com](http://www.biointhebowl.com)

A nice place for a take-out with a few seats to sit down and eat in. Bio in the Bowl packs every dish in recycled glass bowls. These flexitarians also prep a few meat-based dishes but most importantly their food is gluten-free, contains no added sugar and just the right amount of salt.

### 24 MAMA CAMPO

**Trafalgar 22**  
**Chamberí** ⑤  
**+34 914 474 138**  
[www.mamacampo.es](http://www.mamacampo.es)

This organic grocery store sells high-quality locally sourced or organic products. The restaurant, Cantina, has a warm and welcoming setting, and will make you feel as if you ended up in a gypsy farmhouse in the countryside with Dutch designer furniture. The food is succulent and made with eco ingredients only. The menu has plenty of traditional, homemade items to choose from.

### 25 LA MAGDALENA DE PROUST

**Regueros 8**  
**Centro** ①  
**+34 914 673 311**  
[www.lamagdalenadeproust.com](http://www.lamagdalenadeproust.com)

The equivalent of a concept store but for 100% ecological products only. A supermarket, a cafeteria for breakfast and lunch, with plenty of take out options, homemade bread and cooking classes. The fruits and vegetables are grown in Madrid thanks to a partnership with a local orchard called Riva.



## 5 wonderful BOOKSHOP CAFES

---

- 111 **SWINTON AND GRANT** Swinton is the gallery dedicated to contemporary art and Grant is the bookstore for books on urban art, contemporary art, comics and graphic novels. You will find them both in an industrial building in Lavapiés district. The café on the ground floor is called 'Cuidando Grant'.
- Miguel Servet 21**  
**Centro ②**  
**+34 914 496 128**  
**[www.planet.com](http://www.planet.com)**  
**[swintonandgrant.com](http://swintonandgrant.com)**
- 112 **TIPOS INFAMES** The 'Infamous Types' are Alfonso, Gonzalo and Francisco. Their bookstore specialises in independent literature and organises various activities including exhibitions, tastings and reading sessions. Coffee and wine are firm favourites in this café, with tables arranged among the bookshelves.
- San Joaquín 3**  
**Centro ①**  
**+34 915 228 939**  
**[www.tiposinfames.com](http://www.tiposinfames.com)**
- 113 **LA FABRICA** This multidisciplinary space has a café, a gift shop with a great selection of art books and a photography gallery. Ever since it opened in 1995, La Fabrica has developed cultural projects that add value to our society. Disciplines they favour for their projects, are photography and the visual arts, literature, cinema, music and the performing arts.
- Alameda 9**  
**Centro ②**  
**+34 912 985 523**  
**[www.lafabrica.com](http://www.lafabrica.com)**

- 114 **OCHO Y MEDIO LIBROS DE CINÉ**  
**Martín de los Heros 11**  
**Centro ①**  
**+34 915 590 628**

The specialist for cinema buffs with books, scripts, journals and essays. There are two cafes onsite: Via Margutta and El Gatopardo. In summer, they also have a great terrace in Calle Martín. The Italian *tramezzini* sandwiches are a must-eat at Via Margutta.

- 115 **LA CENTRAL – EL BISTRÓ**  
**Postigo de San Martín 8**  
**Centro ②**  
**+34 917 909 970**  
**[www.lacentral.com](http://www.lacentral.com)**

Located in a 1200-square metre palace, La Central has an inventory of more than 70.000 volumes and specialises in philosophy, history, social sciences and literature. Other occupants of this 3-storey building include a café-restaurant (El Bistró) and a cocktail bar (El Garito). They also host various cultural activities.



115 LA CENTRAL – EL BISTRÓ



EL PARACAIISTA

## 70 PLACES TO SHOP

---

5 great <b>CONCEPT STORES</b>	102
5 independent <b>SPANISH FASHION brands</b>	104
The 5 best <b>MEN'S STORES</b>	106
5 multi-brand <b>WOMEN'S FASHION stores</b>	108
5 places for <b>TRENDY FRENCH FASHION</b>	110
5 <b>JEWELLERY SHOPS</b> for all budgets	112
5 colourful <b>FLOWER SHOPS</b>	114
5 lovely <b>BOOKSTORES</b> to spend hours	116
5 stylish <b>DESIGNER FURNITURE shops</b>	118
5 shops for <b>ESPADRILLES and CLASSIC SHOES</b>	120
The 5 best <b>SHOPPING STREETS</b>	122
5 cool shops for <b>SUNGLASSES</b>	125
5 specialised <b>RECORD STORES</b>	128
The 5 most interesting <b>VINTAGE SHOPS</b>	130

## 5 secrets about PLAZA MAYOR

---

### 251 LAMPPOSTS

Centro ②

Engraved in four lampposts are images that tell the history Plaza Mayor. From 1609 until 1822, trials were held here, there was a huge fire in 1790, a farmers market, a bullfighting arena in the 1620s and a square where lavish masked gatherings were held in the 17th and 18th century.

### 252 BULLFIGHTS

Centro ②

In 1619, Plaza Mayor hosted bullfights to commemorate important festivities. There were two bullfights every day: a morning session for the common people and an afternoon bullfight for the King and Nobles at double the price. The last bullfight took place in 1846 to celebrate the double wedding of Isabel II and her sister María Luisa.

### 253 HELL ALLEY

Centro ②

This gloomy alley was given the rather majestic name of Victory Arch Street in 1854, but is more popularly known as Hell Alley (Callejón del Infierno) after huge flames came out at the other end in Calle Mayor, during the second, most brutal fire in Plaza Mayor in 1672.

### 254 THE PULPIT INSIDE THE CUTLERS ARCH

Centro ②

Inside the Cutlers Arch (Arco de Cuchilleros) there is a discrete stone platform with a semi-circular metallic handrail that played a surprisingly decisive role in the history of Madrid. It was here that the monk Antonio rallied a large crowd of Madrilenians against the French invader in 1808, starting the War of Independence.

### 255 LAGOON

Centro ②

At the end of the 16th century, Plaza Mayor did not exist yet. The muddy lagoon of Lujan, which used to be here, was a popular duck hunting spot for kings and also served as a primitive farmers market on the outskirts of the village of Madrid. Felipe II designated Madrid as capital of the kingdom, transforming the lagoon into a square inspired by the Roman Forum.



## 5 walks through 5 NEIGHBOURHOODS

---

### 286 **CHAMBERÍ** Chamberí ⑤

If you are into cuisine, then head to Calle Ponzano or to Olavide Square in Trafalgar with its cosy garden and terraces for some tapas. The district became really glamorous in the 19th century, when Madrid's aristocracy moved here. Zurbano Street is still one of the most prestigious addresses in Europe (according to the *New York Times*).

### 287 **BARRIO DE LAS LETRAS** Centro ②

This bohemian and artistic neighbourhood with its narrow streets almost makes you feel as if you are in a Castilian village. Take a walk down Calle del León, Calle del Prado, Calle Cervantes and Calle Lope de Vega. Literary figures of the Spanish Golden Age such as Lope de Vega, Quevedo, Góngora and Cervantes used to live here.

### 288 **LAS SALEASAS** Centro ①

Named after the church, this neighbourhood is considered to be the Soho of Madrid. The main streets to discover are Calle Almirante, Calle Barquillo and Calle Fernando VI. Don't be afraid to walk in the adjacent small streets, as there are plenty of cool shops, galleries and bars to discover.

### 289 **SALAMANCA** Salamanca ③

Madrid's chicest and most glamorous neighbourhood, with the main shopping streets running parallel to each other: Calle Serrano, Calle Claudio Coello and Calle Lagasca. The statue of its founder is in Marques de Salamanca Square which intersects with the high-end Calle Ortega y Gasset.

### 290 **LAVAPIÉS** Centro ②

This neighbourhood is a melting pot of people and cultures. The abundance of Indian restaurants in Calle Lavapiés is just one sign of this. In Calle Argumosa there is a bustling bar and tapas scene that has been taken over by young entrepreneurs because the rents are lower here. A bit further down in Plaza de Lavapiés you will run into Tabacalera, a massive street art centre.



## 5 of the many THEATRES to visit

---

### 361 **MICROTEATRO POR DINERO**

Loreto Prado y  
Enrique Chicote 9  
Centro ①  
+34 915 218 874  
[www.microteatro.es](http://www.microteatro.es)

A new theatre concept, with a bar and 15-minute microplays, on a specific theme, which are performed in six different spaces for an audience of 15 people tops. This makes the theatre more accessible and more affordable, giving new authors and playwrights a break.

### 362 **TEATRO DE LA ZARZUELA**

Jovellanos 4  
Centro ②  
+34 915 245 400  
[teatrodelazarzuela.mcu.es](http://teatrodelazarzuela.mcu.es)

Commissioned by the Spanish Opera Society and inaugurated on Isabel II's birthday in 1856, this theatre was used for the performance of zarzuela. In 1984, the Spanish government took over the building. Now it also hosts performances by dance and flamenco companies.

### 363 **TEATRO CALDERÓN**

Atocha 18  
Centro ②  
+34 914 294 085  
[teatrocalderon.es](http://teatrocalderon.es)

Probably one of the most beautiful buildings in Madrid because of its majestic exterior and interiors. It was inaugurated in 1917. Originally built for opera performances, the theatre can accommodate an audience of more than 1000 people. Nowadays international shows are staged here.

### 364 **TEATRO LARA**

Corredera Baja  
de San Pablo 15  
Centro ①  
+34 915 239 027  
[www.teatrolara.com](http://www.teatrolara.com)

The theatre was commissioned in 1879 by Candido Lara, a self-made man who paid his way up in society. No expense was spared for this theatre, which was inspired by the Parisian Palais Royal. The very best and most expensive Spanish productions were performed on this stage and it is still very popular with theatre-goers today.

### 365 **TEATRO LUCHANA**

Luchana 38  
Chamberí ⑤  
+34 910 075 684  
[www.teatros luchana.es](http://www.teatros luchana.es)

The old Luchana made way for a new theatre, with several halls, that caters to all kinds of audiences. The programme changes continuously, with productions by young theatrical companies. This is the theater to go to if you like alternative theater and love to have many options to choose from.



362 **TEATRO DE LA ZARZUELA**

## 5 hotels with a SWIMMING POOL

---

### 411 HOTEL EMPERADOR

**Gran Vía 53**  
**Centro** ①  
**+34 915 472 800**  
**[www.emperadorhotel.com](http://www.emperadorhotel.com)**

The impressive building of Hotel Emperador (232 rooms) sits right in the middle of Gran Vía. It is a classic hotel with classic rooms. However, head to the roof of the hotel and you will discover the biggest and most impressive swimming pool in the city. The pool is also open to the public if you buy a daily pass of 48 euros.

### 412 ROOM MATE ÓSCAR

**Plaza Pedro**  
**Zerolo 12**  
**Centro** ①  
**+34 917 011 173**  
**[room-matehotels.com](http://room-matehotels.com)**

Óscar, the gay-friendly hotel of the successful Spanish Room Mate hotel group, is located in Pedro Zerolo Square. Its 79 original and colourful rooms are always fully booked when Chueca hosts events. The swimming pool and bar are on the rooftop terrace. It is a popular hangout for an aperitivo on summer nights.

### 413 HOTEL WELLINGTON

**Velazquez 8**  
**Salamanca** ③  
**+34 915 754 400**  
**[www.hotel-wellington.com](http://www.hotel-wellington.com)**

The Wellington, on Velazquez and very close to Retiro Park, is the Grande Dame of Madrid. The 5-star hotel opened its doors in 1952 and since then plenty of royals, movie stars and politicians have walked through them. The superb swimming pool, located on the roof of the first floor in the inner court, has a nice bar.

### 414 HOTEL URBAN

**San Jerónimo 34**  
**Centro** ②  
**+34 917 877 770**  
**[www.hotelurban.com](http://www.hotelurban.com)**

A member of Design Hotels, Urban has a steel and glass facade that conceals a few secrets. First, the hotel has an astounding art collection with unique pieces such as a 2000-year-old Buddhist figurine. Second, the rooftop terrace has a small but comfortable swimming pool with stunning views of the city.

### 415 NH COLLECTION COLÓN

**Marqués**  
**de Zurgena 4**  
**Salamanca** ③  
**+34 915 760 800**  
**[www.nh-hotels.com](http://www.nh-hotels.com)**

This upscale NH hotel is particularly well located, overlooking Castellana and Colón Square. It was completely refurbished in 2016. The 146 rooms have a modern and sleek design mixing white and light greys. The solarium and swimming pool on the fourth floor are spacious and very comfortable.



# 5

## DAY EXCURSIONS

### *outside Madrid*

---

#### 446 **EL ESCORIAL**

[www.el-escorial.com](http://www.el-escorial.com)

Located 45 km to the northwest of Madrid, you can get here by bus from Moncloa. The village was named after the impressive and majestic monastery. Initially built as a mausoleum for King Philip II and his family, it was also designed to commemorate the battles he won against the Frenchmen in Picardy.

#### 447 **SEGOVIA**

[www.turismo-desegovia.com](http://www.turismo-desegovia.com)

About 90 km north of Madrid, Segovia in the Castile and Leon region, is a world heritage city. Stroll down pedestrian streets, see the famous Roman aqueduct and the cathedral as well as the 11th-century Alcázar Palace, where Queen Isabel agreed to finance Christopher Columbus's adventures.

#### 448 **TOLEDO**

[www.toledo-turismo.com](http://www.toledo-turismo.com)

This World Heritage city is located about 70 km south of Madrid and can be easily reached by train from Atocha station. Also called the city of three cultures, as Christians, Muslims and Jews lived together there for centuries. Toledo was also the home of the painter El Greco.

#### 449 **EL PARDO ROYAL PALACE**

[www.elpardo.net](http://www.elpardo.net)

This palace was built in the 16th century, inheriting some elements from the original medieval structure over which it was built. Check the opening hours before going, as this palace has also been used as accommodation for visiting heads of state since 1983. Bus line 601 from Moncloa.

#### 450 **ARANJUEZ**

[www.aranjuez.com](http://www.aranjuez.com)

Declared a World Heritage Cultural Landscape by UNESCO, you can easily get here, by bus, from Estación Sur (a 50-minute journey). Visit the majestic Royal Palace, which was built in a Renaissance and neo-Classical style. Don't miss the gardens with their fountains. The Palace is very large and will take a while to visit.