



### Madrid is culture: September-December 2020 exhibition programme

In the last quarter of the year, Madrid's museums and cultural centres will offer some very interesting exhibitions focusing on a diverse range of artistic disciplines, such as painting, literature and photography, which make the city of Madrid a top cultural destination. Of particular note are **Botero: 60 Years of Painting**, at CentroCentro, the largest retrospective on the Colombian artist ever held in Europe, which brings together 67 of his large-scale works; as well as the exhibitions at the three main art galleries along the Paseo del Arte (Art Walk): **Mondrian and De Stijl** (Reina Sofia Museum), **Uninvited Guests** (Prado Museum) and **German Expressionism** (Thyssen-Bornemisza Museum). To discover two of Spain's great writers, visit **Galdós in the Spanish Labyrinth** (San Fernando Royal Academy of Fine Arts) and **Delibes** (Spanish National Library). In addition, as part of **PHOTOESPANA**, the capital will also host exhibitions like **Contemporaries** (Cerralbo Museum) and **Magnum: The Body Observer** (Canal Foundation).

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## Current News

### Madrid Destino Activities



#### #VuelveaCentro

The City Council's Tourism Department launched this initiative at the beginning of the summer to support the tourism sector by showcasing the value of the city centre's attractions and encouraging visits and the consumption of goods and services from the area, which has been particularly hard hit by the Covid-19 crisis. Of particular note among the campaign's activities are the organisation of official guided tours, an activity for the whole family and exclusive information on the benefits of the "Vuelve a Madrid" loyalty programme.

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### Safety measures taken by Madrid's tourism industry

The city of Madrid is a safe destination. Madrid's tourist sector has been at the forefront of the establishment of protocols to enable visitors to enjoy their experience in the city while ensuring their full safety. To announce and raise awareness of all of the measures taken by different sectors, the City Council's Tourism Department has put together a range of explanatory materials detailing the protocols in place in Madrid's airport, train and metro system, as well as in its hotels, bars, restaurants, museums, cultural institutions, amusement parks and leisure centres.

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### Participation in Virtuoso Travel Week

Madrid Destino's participation in the world's most important event for the luxury tourism industry enabled it to showcase and create awareness of the safety protocols the city has established against COVID-19, which make the capital a safe destination. Almost one hundred meetings took place at this edition of the fair, which was held virtually.

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### Gratitude to health workers and security forces

With the initiative "Madrid Thanks You", the City Council's Tourism Department aims to acknowledge the major effort made by the professionals who have been fighting on the front lines during the COVID-19 crisis. All of them are eligible for a special card that will give them discounts and other deals on some of Madrid's top tourist attractions. The campaign will run until 30 September.

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### Galdós is Madrid illustrated cultural map

This visual guide, published by Madrid City Council's Department of Culture, Tourism and Sport, covers the key places in the Spanish capital associated with the author of *The National Episodes*. Illustrated by Gonzalo Izquierdo, it features text by writer Carlos Mayoral, who offers his perspective on the author on the occasion of the unveiling of his statue in El Retiro Park. The map's itinerary includes places like Teatro Español, Plaza Mayor, Lhardy and the office of El Debate, the newspaper that Galdós ran from 1871 to 1873.

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## Madrid in numbers



According to the Hotel Occupancy Survey (HOS) data compiled by the National Statistics Institute (INE), tourism activity in the city of Madrid began to show a slight recovery in July 2020, thanks to the arrival of 135,831 travellers. Visitors from the domestic market accounted for 72% of the total.

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## Monthly calendar of events

**A new season at Teatro Español**  
The new season has already kicked off at Teatro Español, with the premieres of *Con lo bien que estábamos* (Ferretaría Esteban) and *Contario para no olvidar*. The venue has taken all measures required by health authorities to enable audiences to safely enjoy the theatre.

**Open House Madrid**  
Free visits to some of the city of Madrid's most interesting and, at times, inaccessible buildings. That's the big draw at this urban architecture festival, which will be held from 25 to 27 September and will pay tribute to Alejandro de la Sota, one of the great Spanish architects of the 20th century. Outdoor routes, urban tours, exhibitions and talks will round out the programme of this sixth edition of the event.

**Fling at Circo Price**  
Acrobatics and hula hooping are the ingredients in this family show performed by artists Gracie May Marshall and Cristian Fierro. It's a production with surprising choreography, jumps and balancing acts that will fire the audience's imagination and amaze kids and adults alike. From 18 to 20 September.

**esMADRIDmagazine September**  
The September edition of the city of Madrid's official tourism magazine details the top cultural and leisure offerings in the capital. It also features a selection of the city centre's best restaurants and a report on designer masks available from Madrid's artisanal workshops and stores.