



Madrid Otra Mirada



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Thanks to the 8th edition of this cultural event, all eyes will once again be on the city of Madrid's rich historical and cultural heritage. Madrid Otra Mirada opens the doors to 95 singular spaces in the Spanish capital (this edition includes six new spaces) and invites us to see them in a new light, as though we were visiting them for the first time. The event also aims to encourage the preservation and protection of these architectural gems which include museums, theatres, churches, cemeteries, parks, gardens, libraries, hotels, palaces and other unique buildings in Madrid. In total there will be over 120 free activities such as guided tours, concerts, lectures, workshops and screenings. Spanish writer Benito Pérez Galdós will be the focus of this edition, which will be held from 16 to 18 October and will introduce us to his life and work through special initiatives organised by 37 of the institutions taking part in the event.



Current News

Madrid Destino Activities



A new Tourism Director at Madrid City Council

In September, Héctor Coronel took over the management and promotion of tourism in the city of Madrid. He holds a degree in Tourism Management from Rey Juan Carlos University and has over 20 years of experience in the tourism industry, heading up multidisciplinary marketing and sales teams in multinational corporations. He also has an MBA in Hospitality and Tourism from Castile Tourism Management School.



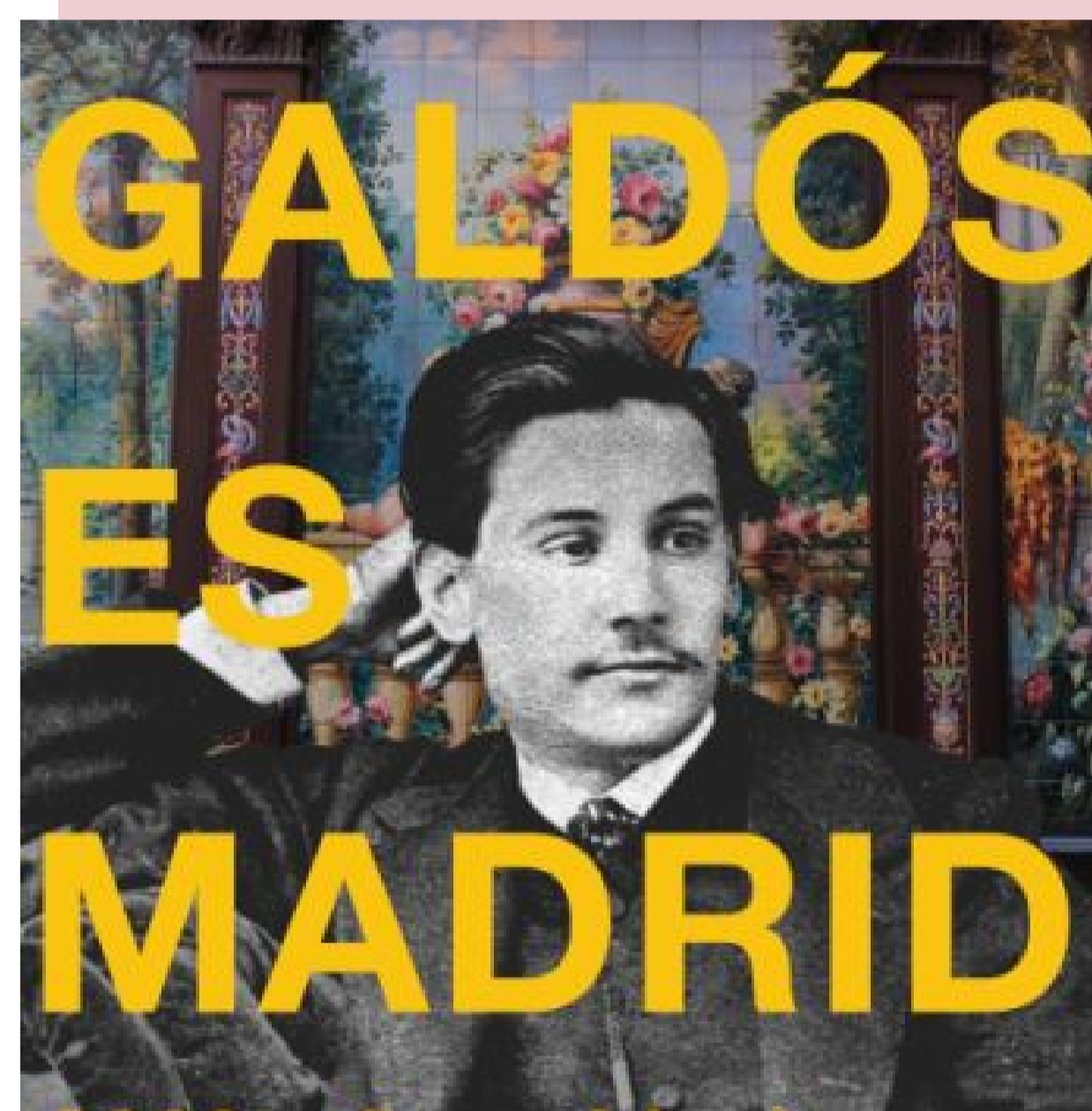
Grand opening of the Four Seasons Hotel Madrid

Located in the Canalejas complex, this new five-star establishment is the first hotel in Madrid belonging to the Four Seasons chain. It boasts 200 guest rooms and suites, contemporary artworks spread throughout its different spaces, a 1,500 m² luxury spa, an indoor swimming pool, a gym and several meetings rooms, among other services. Dining options include the particularly noteworthy restaurant Dani, a brasserie on the hotel's rooftop helmed by chef Dani García, who offers a combination of Michelin-starred dishes and traditional Andalusian fare. Its delectable gastronomic offerings are complemented by those of two other venues: Isa and El Patio.



Double nomination for Madrid at the World Travel Awards

The city of Madrid has been nominated in two categories at the global edition of the World Travel Awards, the tourism industry's most prestigious awards programme: "World's Leading Business Travel Destination 2020" and "World's Leading Meetings & Conference Destination 2020". You can support the destination of Madrid with your vote until 25 October.



"2 May": A new route that pays tribute to Galdós

Madrid City Council's Department of Culture, Tourism and Sport will carry on paying tribute to writer Benito Pérez Galdós with a new route that continues the Galdós Literary Walks initiative: 2 May (El 2 de mayo). The free guided tour includes comprehensive safety measures and visits the main settings from one of the writer's most popular *Novelas Episodias*. The narrated walk, which features a host of surprises and a script adapted by journalist and writer Carlos Mayoral, passes through places in the city centre such as Plaza de Oriente, Plaza de la Villa, Plaza Mayor and Puerta de Sol, among others.



Recognition for Madrid's tourism sector

A tribute was organised for World Tourism Day to showcase Madrid City Council's commitment to Madrid's tourism sector. At the event, 12 awards were given out in 9 different categories to companies and institutions that play a key role in the city's tourism industry and make Madrid a leading, top-quality destination.



Madrid in numbers



The city of Madrid is a member of the DTI Network of Smart Tourism Destinations ("Destinos Turísticos Inteligentes"). The project is led by the Secretary of State for Tourism and aims to implement a new tourism development and competitiveness model based on tourism governance and co-responsibility. The capital's membership represents a further step in its commitment to innovation with a view to continuing to cement its position as a sustainable, accessible, high-quality destination.



Monthly calendar of events



Poemad at Conde Duque

This month, the Conde Duque Centre for Contemporary Culture will host the tenth edition of the Madrid Poetry Festival (Poemad), where poets representing different generations, styles and countries will gather for recitals, workshops and multidisciplinary activities on the 15th, 16th, 22nd and 23rd. Music, film and the "Danzas Mínimas" series will round out the October programme at the municipal cultural centre.



21 districts

The new programme for Madrid's 21 districts will offer over 90 free cultural activities until 15 December, with fun, multidisciplinary offerings ranging from the utterly contemporary to the highly traditional. Music, flamenco, puppets, zarzuela, poetry, dance, theatre, circus and photography are the ingredients in this programme, whose activities have been designed with regard to promoting inclusion, sustainability and safety.



Meninas Madrid Gallery

"Velázquez's Infinite Message" is the theme of the third edition of Meninas Madrid Gallery, an event that turns Madrid into one big street museum for two months. From 15 October to 15 December, the event will "dress up" the city's streets once again with original meninas, or ladies-in-waiting, customised by a range of artists, chefs, athletes and other public figures.



October edition of esMADRID magazine

In addition to descriptions of the main cultural and leisure events in Madrid's October calendar, the city's official tourism magazine includes a delectable report on the calamari sandwich (including an itinerary through some of the places where you can try one and a recipe from the restaurant Taboalón), as well as a selection of artisanal jewellery crafted in Madrid's workshops and jewellery shops.

