



## Veranos de la Villa

During the months of **July and August**, this festival in Madrid returns to its very essence, bringing a plethora of **the best cultural events on the national and international scene** to the capital. The 37th edition of the Veranos de la Villa festival sees a **diverse and accessible** programme committed to **equality**. This year's festival will be hosted by various spaces across the city, from the Conde Duque Cultural Centre to new venues including the **San Isidro Secondary School**, Spain's oldest educational centre. An unmissable date with **more than 50 events from the worlds of music, performing arts, dance, circus, cinema, zarzuela, fashion, illustration, and gastronomy**, which welcomes this year the guest country of the **Republic of Korea**. The world premiere of ***Bounce* by Circa** at the Juan Carlos I Park, **Pilingo's tribute concert to Peruvian singer-songwriter Chabuca Granda** to mark the bicentennial of the Independence of Peru, and the performance by the **Slovenian National Theater Opera and Ballet Ljubljana** to celebrate the Slovenian Presidency of the Council of the European Union in the second half of 2021, are just some of the highlights of this edition.

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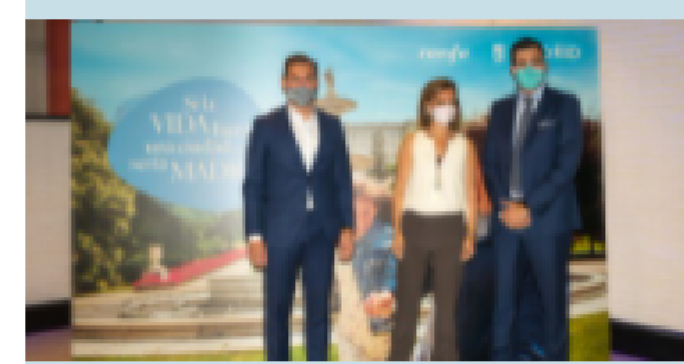
## Madrid City Council



### Jane meets Madrid takes home two new awards

The city's tourism promotion video has been awarded with gold prizes in the MICE category at the tourist film festivals in Africa and Turkey. Also recognised at Berlin's Golden City Gate, the piece is now the proud holder of three international prizes.

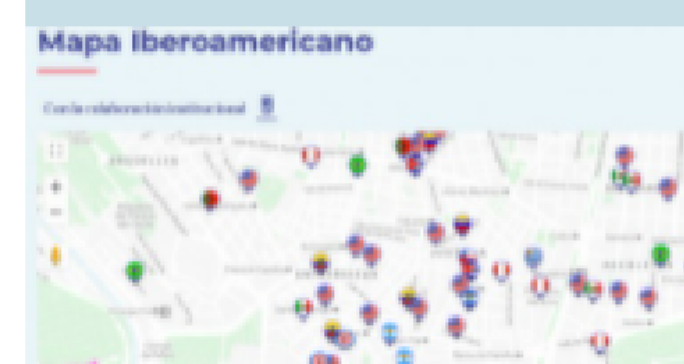
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### Marketing campaign with Renfe

This summer, Madrid and this railway company will endorse the capital's various tourist attractions and their excellent transport connections with a collective marketing campaign in the cities of Barcelona, Seville and Valencia. The aim of this initiative is to promote national tourism from July to September with train journeys at special prices.

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### Ibero-American gastronomic map

This map, designed in collaboration with the Ibero-American Academy of Gastronomy, features the main Ibero-American restaurants around the city. Grab yours to delve into the culinary culture of each of the countries that make up this region and to learn about its traditional recipes.

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### Promotion in Europe, North America and Brazil

During the month of July, Madrid City Council's Tourism Department has promoted the image of the destination of Madrid along with its latest events thanks to a range of diverse initiatives, including almost a dozen meetings with professionals in the European (Czech Republic, Germany, Austria, Switzerland, Italy, and Spain), North American and Brazilian tourism industries.

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## Current News



### The second edition of the city's Original Tours Programme and the new Essential Tours Programme

There are now even more options to discover the capital's historical and cultural heritage, thanks to the second edition of the *Original Tours of Madrid Programme*. The 25 new and unprecedented routes in Spanish are led by professional tourist guides weekly until November. Discover tours including *El Madrid de los felices años 20*, *Las Sinsombrero*, *Al compás de Madrid*, *Lo que la ciudad esconde*, *Madrid ciudad de la luz*, and *Arquitecturas sin prejuicios*. What's more, this summer has seen the launch of the *Essential Tours of Madrid Programme* with two fascinating routes: *The Essential History of Madrid* (available in Spanish and English) and the family-friendly tour *El Ratoncito Pérez y Madrid*.

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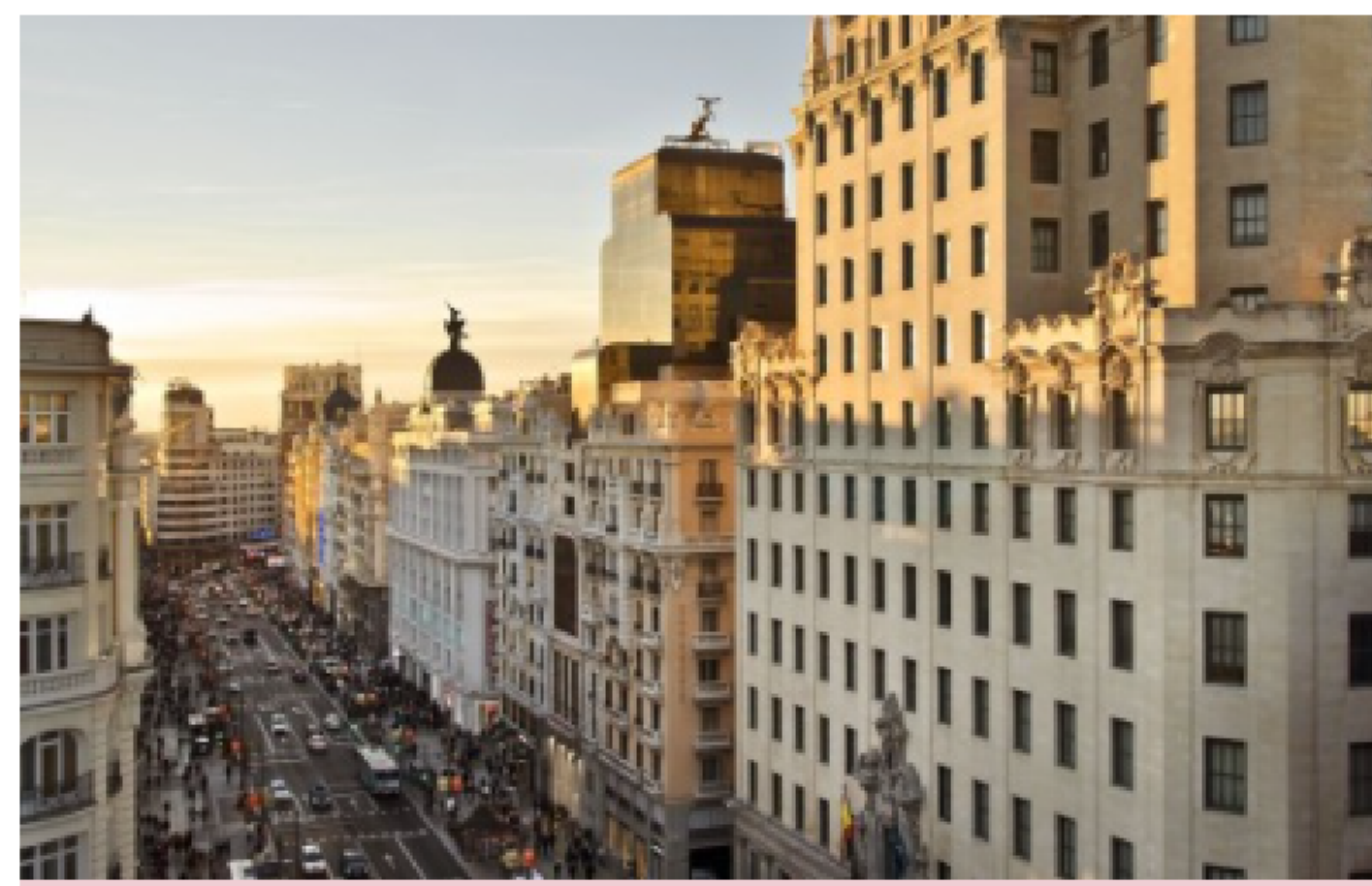


### New hotel openings

Three new establishments join the capital's network of hotels. Madrid's Gran Via Avenue welcomes Pestana CR7, Cristiano Ronaldo's first hotel outside of Portugal. Featuring 168 rooms with decoration and facilities that take great inspiration from the world of sport, the hotel also features a space for leisure and gastronomy open to the general public on its ninth floor. What's more, the Hard Rock Hotel Madrid has recently opened its doors close to Atocha and the Paseo del Arte Art Walk. This 4-star property with a rooftop bar and panoramic views of the capital boasts guitar room service and a restaurant serving signature cuisine. The Atocha Hotel Madrid, a member of Hilton's Tapestry Collection and the American brand's first hotel in Spain, has also just opened its doors in this same area.

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## Madrid in numbers




### Madrid's Gran Via, among the best 20 streets in the world

The century-old backbone of Madrid has been ranked at number 17 in Time Out Index's latest survey, which compiles the opinions of more than 27,000 citizens living in the world's main cities. Its cultural, culinary and shopping scenes, its impressive historical buildings and its nightlife all form part of what we know to be the essence of Madrid. Hosting the best musicals in Spain and home to emblematic spots including Museo Chicote and the Hotel Emperador -with the capital's largest rooftop swimming pool- this street is also known as "the Broadway of Madrid".

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## Monthly calendar of events



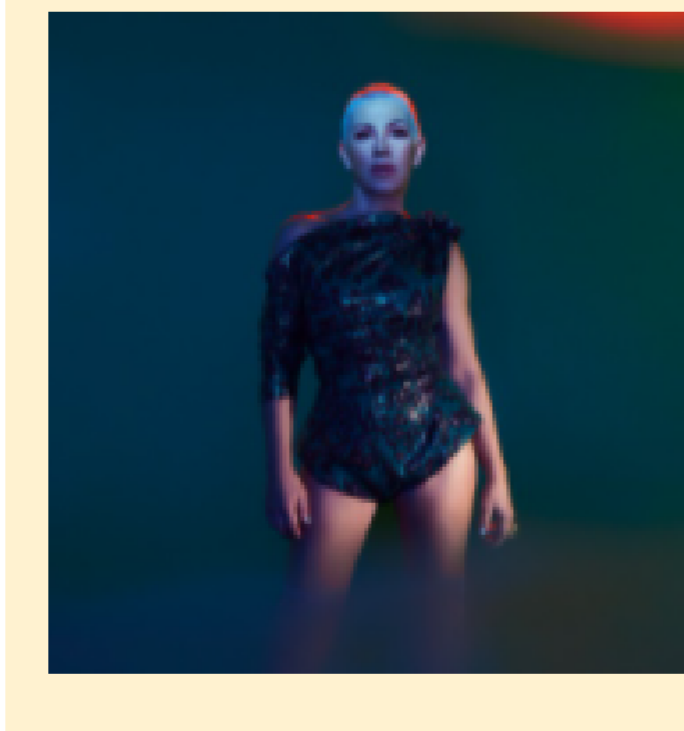
**ARCOMadrid**  
This International Contemporary Art Festival celebrates its fortieth anniversary with the aim of breathing new life into this market, promoting its artists and endorsing the building of art collections, with a hand-picked selection of 130 national and international galleries from a total of 26 countries. This edition sees new additions including a new section with an exclusive spotlight on Latin American art, in addition to greater visibility for female creators with many of this year's projects designed exclusively by women. From 7 to 11 July at IFEMA MADRID.

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**Mad Beach Club**  
It's now possible to experience beach life in the city of Madrid this summer. Until 15 September, the Escenario Puerta del Ángel will host Mad Beach Club. This outdoor space for fun and entertainment features terraces, sun loungers, a beach bar with an extensive menu of quality dishes, a VIP chill-out area, and even a beach volleyball school. Open seven days a week and spanning 17,000 metres squared, this space features a cinema, live music, shows, and an endless list of healthy, educational and sports activities, with options for the whole family.

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**Nights at the Botanical Festival**  
The fifth edition of this live music programme during the summer afternoons and evenings is here. Until 31 July, the Alfonso XIII Royal Botanical Gardens at the Complutense University will host some of the biggest musicians on the national and international scene with an eclectic combination of generations and styles. Jazz, Latin, flamenco, rock, and pop come together in a line-up that includes artists such as Lori Meyers, Anni B Sweet, Coque Maya, Fangoria, Nancys Rubias, Jorge Drexler, Ana Torroja, Quique González, and the Jazz at Lincoln Center Orchestra with Wynton Marsalis.

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**Berlanguiano. Luis García Berlanga (1921-2021)**  
Marking one hundred years since his birth, the San Fernando Royal Academy of Fine Arts brings us a tour through the cinematographic career of this Valencian director and screenwriter. Stills from his films, snapshots of the author himself, his scripts, storyboards, screenplays that were never shot, plus audiovisual installations celebrate one of the biggest names in 20th-century Spanish culture. The collection also features pieces by legendary photographers who, alongside Berlanga, also attempted to portray Spanish life at the time.

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## In The Press



Madrid: una ciudad con diversos sabores. Diario de Turismo (Argentina) [+]

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