

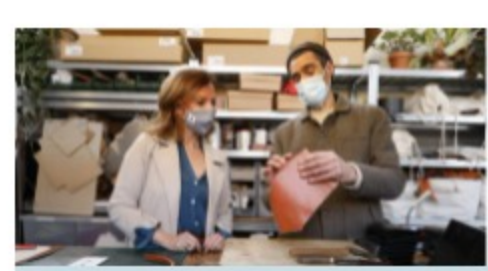


### Klimt: The Immersive Experience, at the new digital arts space in Matadero Madrid

Art and the latest technology come together in one of the best **large-scale immersive experiences** in the capital. What's more, this exhibition also marks the opening of one of the city's newest cultural spaces: the **MAD (Madrid Digital Arts) Immersive Experience Centre**, a revolutionary space for the development of digital culture in *Matadero Madrid's Nave 16*, and one of its kind in Europe. *Klimt: The Immersive Experience* is an invitation to discover Vienna at the end of the 19th century and start of the 20th, and to delve into the **life and work of this modernist artist**, who painted some of the most renowned pieces in the history of art, including *The Kiss* and the *Portrait of Adele Bloch-Bauer I*. This experience for the senses takes visitors on a journey through time and space to discover unique places where they are the protagonists.

[+]

### Madrid City Council



#### Promoting local crafts as a tourist attraction

The City Council is promoting the city by putting the spotlight on its local craftsmen and women, and has announced the creation of a new seal that will recognise the studios of artisans and creators that offer experiences of interest to visitors to the capital. What's more, it has launched the second edition of the "Made in Madrid" programme and has published a guide to local crafts in the capital.

[+]



#### Attracting high-impact tourism in the United Arab Emirates

With the aim of continuing to secure its position as a leader of high-impact tourism in Europe, Madrid has introduced its latest features and tourist resources to professionals in the sector and opinion leaders in Dubai and Abu Dhabi. This exclusive promotion event was attended by the Luxury Spain Association.

[+]



#### More than 950,000 requests received by tourists in 2021

The City Council's Visitor Services received requests from more than 950,000 visitors last year. The most visited site was the Plaza Mayor Tourist Information Centre, followed by the centre opposite the Royal Palace and those in Callao, Paseo del Prado, the Reina Sofía Museum, the Faro de Moncloa observation deck, the Santiago Bernabéu stadium, and CentroCentro.

[+]



#### Participating in the European Film Market 2022

With a view to promoting Madrid's audiovisual sector and the capital as a shooting location, the Madrid Film Office has participated in this specialist event, as a space to connect with representatives of the international film industry.

[+]

### Current News



#### Ocean Drive Madrid opens its doors

Owned by OD Hotels, this new addition to the city's thriving list of accommodation options has just opened. Located in the heart of the city, in Plaza de Isabel II opposite the Teatro Real Opera House, the four-star hotel combines design and innovation in its architecture and interior design with the most advanced technology and sustainability. Its 70 plus rooms, a restaurant with an interior terrace-garden, a co-working space, and a Sky Bar with a pool and sun deck, where events such as *Burger Meets Gin*, *Hola Sundays!* and *Painting & Wine* are hosted all-year round, are just some of this establishment's highlights.

[+]



#### Matadero Madrid, among Spain's top 10 most important cultural centres

The 2021 edition of Fundación Contemporánea's Observatory of Culture report has listed Matadero Madrid as one of Spain's top 10 cultural spaces, with the space claiming seventh position on a local level. The centre for contemporary creation, which is managed by Madrid City Council's Culture, Tourism and Sports Department, has become a creative hub in the city for artists, encouraging civic engagement and providing a platform for interdisciplinary connection. Its programme is a reflection of this, and in 2022 it will bolster its commitment to international artists and festivals, in addition to supporting the return of outdoor activities in the Plaza del Matadero, among other events.

[+]

### Madrid in numbers



#### New tool to monitor hotel infrastructure in Madrid

The Madrid City Council's Tourism Intelligence Centre has developed a new "hotel infrastructure report", which measures the economic evolution and impact of tourism in the capital. This analytical and comparison tool displays indicators including number of travellers, overnight stays and average length of stay in comparison to other destinations in Spain, in addition to analysing demand, rooms available per category and profitability using parameters such as average daily rate (ADR) and revenue per available room (RevPAR).

[+]

### Monthly calendar of events



#### Panorama Madrid 02

The second edition of this "exhibition of exhibitors" that brings together ten of the most prominent pieces showcased by Madrid's art galleries in 2021 at CentroCentro. An exclusive perspective on today's national and international artistic scene with ten individual projects by figures born between the 60s and the 80s. *Deseos borrados descolocados* by Miquel Mont (Formato Cómodo Gallery), *Penumbra* by Julian Rosefelet (Heiga de Alvear Gallery), and *Rayo Verde* by Belén Uriel (The Ryder Gallery) are just some of the works on display at this event, which upholds its position as a space for connection and dialogue with a focus on the capital's cultural fabric.

[+]

#### Hyperreal. The Art of Trompe l'Oeil

The Thyssen-Bornemisza Museum has gathered together more than fifty pieces of work from international and national galleries representative of this pictorial technique, which distorts visual perception by playing with architecture, perspective, shading, and other optical effects. Divided into eight sections, this collection explores the different materials and settings frequently used in trompe l'oeil works, allowing visitors to delve into the evolution of each style, from still life to the painted frame and objects that deceive the viewer's eye. From 16 March to 22 May in the museum's temporary exhibition room.

[+]

#### Fame, the musical

This cinema and TV classic returns to theatres in Madrid. Until 2 May, the Teatro EDP Gran Vía will stage this Spanish adaptation by David de Silva, one of the producers of the original film. An updated soundtrack – but still including the hit song *Fame* – plus new characters and new stories to tell are just some of the elements of this production set at the prestigious New York High School of Performing Arts. The show follows the lives, experiences, fears and longings of a group of young artists who want nothing more than a future in dance, music and acting.

[+]

#### March edition of esMADRIDmagazine

Keep your finger on the pulse of the capital's culture and entertainment scene in the pages of Madrid's tourism magazine. Find the best selection of exhibitions, shows, and events, with the month of March bringing with it special features on Madrid's oldest coffee shops, including Café Gijón and Café Comercial, and a tour of the city's best cocido stews, with a recipe by the restaurant Malacatin. This edition also includes the new section "Filmed in Madrid" shining a light on locations in the capital that have featured in series or films. This month the focus is on the Plaza de las Comendadoras.

[+]

### In The Press



De luxe Madrid sieht sich als neue "capital del lujo". [Travelnews.ch \(Switzerland\)](#) [+]