

CRAFTSMANSHIP AND TRADITION

It is one of the strongest trends of the moment in incentives: living local traditions, a logical aspiration in a hyper globalized world. Here too, Madrid is your perfect destination, for its vibrant traditions, its crafts, its shops from another era. Going into the back room of a traditional craftsman and seeing him work and explaining his art has become a memorable experience, a way of experiencing the essence of the city and its history.

Discover Madrid's traditions via its antique shops

Madrid Experience suggests VIP tours of antique shops with the owner of a renowned interior design studio in neighbourhoods such as El Rastro and La Paloma. The group will have access to the back rooms and basements of antique dealers, meet the people who keep Madrid's artisan tradition alive (from the guitar maker to the charcoal burner) and enjoy a snack en route.

Madrid Crafts Tour

Insider's Travel proposes a tour of the smaller streets to visit local craftsmen and women, and watch them at work. Among others, this includes Luis, who runs his family's leather shop and will explain his technique, and Rubén, who will let you into the secret of how to create the professional sound of handmade guitars – an authentic experience.



Turning tradition into the most chic experience

The Rastro area (craft and second-hand shops) is one of the most charming parts of the city, where guests can have a vintage fashion experience with a guided tour and an insight into the world of interior design by the owner, with a glass of cava or a cocktail created for the occasion. The experience ends with lunch or dinner in a clandestine space (hidden behind the entrance to a garage), where guests will be treated to anecdotes about these historical streets; they might even be welcomed by people in vintage costumes.