

CULTURE TURNS INTO EXPERIENCES

Museums and other spaces

The impressive cultural heritage created over centuries in Spain is reflected in first class museums, starting with the “golden triangle” of the **Paseo del Arte** (Museo del Prado, Reina Sofía, Thyssen-Bornemisza), now a UNESCO World Heritage Site. Here, culture blends with nature and architectural history but the city’s range goes way beyond this, extending to 44 museums dedicated to all facets of human creativity. This will inspire your guests... even more so if they can be immersed in it, in a surprising, personalised way; if pieces of art come to life for them.

Restoration workshops, the heart of art live

Paintings are alive, and one type of craftsman understands them, analyses their authenticity, and recovers them: restorers. In Madrid, they open their doors to small, exclusive groups. Enter the Thyssen’s restoration department, where experts explain how cutting-edge technology meets complex traditional conservation processes to process some of the world’s famous art pieces. Organise a private visit to the Prado’s restoration workshop, where you will see an artist at work, enjoying insights from a true art expert. Or visit the looms at the Royal Tapestry Factory (Fábrica Real de Tapices), where manufacturers and restorers work on legendary carpets and tapestries.

Private visits of the finest museums

Madrid’s museums can be booked for exclusive activities, whether a cocktail party or a private tour. Imagine the NATO heads of state dining in the Cloister of the Hieronymites in the Prado or their companions in the Muses Hall, a beautiful oval room with marble statues.

You can organise a private tour of the collections in all the capital’s museums but why not a concert in the Prado or a themed visit in which you can learn the symbols hidden in the exhibits, as organised by Madrid Experience? This will give your group insight into paintings that few are able to see today. You can also visit the world’s best collection of engravings at the Royal Academy of Fine Arts of San Fernando. And there is much more...





Private visits or exclusive dinner at the Opera House

The beautiful **Teatro Real** (Royal Theatre) was declared the World's Best Opera House at the International Opera Awards 2021. Watch performances from VIP boxes, see rehearsals or enjoy a technical tour backstage – a peep behind the scenes. To top it off, you can visit the new Papagena restaurant on the sixth floor with cuisine by chef Ramón Freixa (two Michelin stars). Your guests can finish in the Falla lounge for a nightcap overlooking the Palacio Real. Or for a real treat, have dinner on the opera house stage, organised by DMC Ovation.

A meal with a soprano duet at the Teatro Real

If your guests are stars, put them on the stage! The DMC Ovation organises a private tour of the Teatro Real, seeking out hidden corners and finishing in the concert hall, where a soprano and tenor accompanied by the Teatro Real orchestra welcome guests. Participants then enjoy dinner on stage, prepared by a Michelin-starred caterer. The climax is a performance of arias from Carmen from the auditorium, reversing the roles of spectator and performer.



Art blends with gastronomy

Combine gastronomy and art, the city's two great assets and vital components of a successful incentive. Gastronomy and art can be mixed, to offer memorable experiences.

DMC Dynamic and Partners proposes pairing paintings with the food inspired by them. Several museums, such as the Prado or the Royal Academy of Fine Arts Museum, offer experiences where paintings turn into tasty creations, for instance turning a still life dishes on the menu with an explanation of the art and meal. Exclusive Spain Tours & Events also unites painting and meals: a private visit to the Reina Sofia Museum, specifically the Picasso collection, including Guernica, and

then a menu related to the artist and his work, explained by the chef. Guests guess what they are tasting and how it relates to the painter and the work.



Historic palaces

Madrid has a unique collection of palaces and historic spaces that are increasingly available for events but check with your DMC because they have certain restrictions – opening hours, available spaces, possible activities.

In the famous Cibeles Square, the 6th floor of the **Palacio de Cibeles** building (also home to the City Hall) features a restaurant by Grupo Adolfo including several terraces. It can be booked for events or cocktails, in which guests can enjoy breath-taking views of the Madrid skyline.

Hold your event in the **Palacio de Liria**, owned by the Duke of Alba, a beautiful 18th century building, which offers tours for groups once the doors are closed to the public, revealing the fourteen main rooms, before enjoying a cocktail party or private dinner.

The Palacio de Linares, now **Casa de América**, was built at the end of the 19th century and is one of the most unusual buildings in Madrid. It is located on the Prado-Recoletos axis and covers more than 9,000sq.m with distinctive spaces that reflect the evocative 19th century style of Flemish designer Adolf Ombrecht, who was undertook most of the interior decoration and the picturesque gardener's house.



Mythical palaces in and close to Madrid

Among Madrid's huge historical heritage, two great buildings host impressive artistic collections and are UNESCO World Heritage Sites.

Palacio Real-Aranjuez, part of the Aranjuez Cultural Landscape. It is surrounded by 111 hectares of gardens, houses which are national heritage collections and works of art by painters such as Velázquez, Bucero, Titian and Zuccaro.

Monasterio de El Escorial. Only 50km from Madrid, UNESCO World Heritage Site San Lorenzo de El Escorial, where guests can enjoy a guided tour of the town and the monastery.



Palacio Real de Madrid, the largest in Western Europe. Its 135,000sq.m and 3,418 rooms have witnessed centuries of Spanish history. It is one of the few official residences of heads of state that is open to the public, with unique artworks and treasures.

Musicals and shows in the “spanish Broadway”

There has been a remarkable cultural evolution in Madrid in recent years: the city, and especially the Gran Vía, has become a capital of musicals, currently no fewer than 44 of them! These are offered as exclusive activities for groups, giving them the “Spanish Broadway” experience.

Some of Madrid’s theatres also host private groups, from the famous ‘Rey León’ to Spanish productions such as SOM, and popular ones like **Mamma Mia**. These theatres offer a “Butaca Oro” (Golden Seat) product with preferential seating, a welcome cocktail, gift and a visit backstage. Musicals can also include gastronomic activities; for example, **Malinche**, themed on Mexico, comes complete with experiences before and after the performance: air-conditioned gardens, street food, fusion gastronomy combining cocktails with music, post-show karaoke... Check the programme or talk to your inbound agency.

WAH Madrid, at IFEMA, combines a ground-breaking musical show with delicious food. It features a powerful set: 232sq.m of LED screens, more than 100 robotic lights, special effects, a 200sq.m stage, capacity for more than 1,000 people and the option to book the whole space for your group. The programme is full of surprises, party and music, a fusion of genres from Puccini to Paco de Lucía, Guns & Roses, Guetta or Lady Gaga, including an international food hall with Iberian cured meats, gourmet hamburgers, Asian, vegan... or customised menus.



The best flamenco... and your guests can dance on the stage!

“An extract of fire and poison, that’s flamenco”, said dancer Antonio Gades, a colourful expression that sums up this extraordinary art. Flamenco encapsulates Spain, an overwhelming mixture of dry music, masterful guitar playing, beautiful dresses, improvisation, dance, and pure emotion. And although flamenco is Andalusian, Madrid is the city with the most quality *tablaos* – flamenco venues – in the world. Offer your group the best flamenco, moments of amazement and magic.

Teatro Flamenco Madrid is the largest flamenco venue in the Spanish capital. With two shows a day of the purest and most modern flamenco, it also offers tailor-made flamenco shows for all kinds of national and international events.

Corral de la Morería is the world’s only Michelin-starred tablao, where authentic flamenco is offered with a delicious meal prepared by chef David García. Or go to Las Tablas, especially if you want your group to try flamenco in a dynamic atmosphere in which participants start with a series of technical and rhythm exercises and end up creating their own choreography.



Opposite the Puerta de Alcalá is **Flamenco de Leones**, a new gastronomic venue that has recovered the essence of the typical singing cafés of Madrid. In a 70-seat tablao, the show is directed by Jonatan Miró and ranges from modern to traditional dance with well-known artists. And the space has wonderful murals by Sergio Mora and a gastronomic menu that reflects Andalusian flavours.



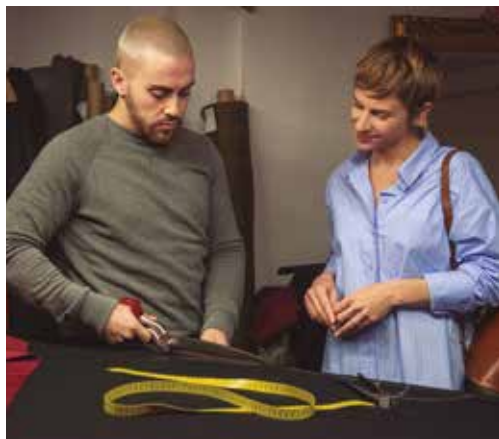


And what about getting on stage? For something to write home about, Insider's Travel suggests a flamenco masterclass. Start in a tablao where guests learn about the roots and rhythms of flamenco during a performance. Then, they can see how flamenco guitars are made before moving on to a flamenco shoe shop to see this expertise. Then, the practicalities begin, and they sit on the soundboard of the "cajón" – a drum you sit on and play – for a percussion lesson involving a team effort and at the end of the class, they put together what they have learned to create a percussion sequence.

Flamenco culture can be turned into more complete experiences. DMC Liberty Spain's cultural and gastronomic gymkhana combines flamenco with other events. Divided into groups, guests visit traditional establishments and experience activities typical of the capital. Experience a sangria and castanets workshop in a flamenco tablao; understand the language of fans and their production techniques; learn the correct way to cut ham and taste Iberian products, tapas and vermouth; sip hot chocolate in the mythical cafeteria San Ginés, and a drink at sunset on the terrace of the famous Círculo de Bellas Artes.



Exclusivity and flamenco. This activity suggested by Exclusive Spain, starts with breakfast in a restaurant with a professional flamenco dancer. Then the group visits a flamenco dress atelier and enjoys a fashion show, and visit one of the few tailors who makes costumes for bullfighters, before stopping at a Spanish guitar maker and ending with a private show in a tablao with traditional Spanish food.



The Plaza de Toros de Las Ventas is the largest bullring in Spain and the third largest in the world. It is one of the architectural jewels of Madrid, where spectacular events have taken place, for example for Red Bull. The arena has a massive 1,200sqm transparent tent that can be adapted to various types of setups and accommodate more than 2,000 people in a cocktail setting.

