

Madrid

A local guide through the eyes of Service Design



HELLO AND WELCOME TO MADRID ! :-)

We have put together a few recommendations for your SDGC17 stay. The idea is that while visiting the city you should warm up thinking about service design and it's role in our daily lives.

For each category of activities we have pointed out some core service values that are already being provided. While touring around, we invite you to think about how the places that you choose to visit could be improved sustainably from a people, business and ecological point of view.

Enjoy your stay!



Find this icon to read our opinion on how the attractions, listed on the page, provide a special service experience.



We recommend the use of the Metro to move around the city. It is safe & relatively inexpensive.



Madrid is safe city but we recommend that you take care of your possessions - avoid placing items in your rear pockets.



Museo Nacional del Prado

Paseo del Prado ·  Atocha / Banco de España

Designed by Juan de Villanueva in 1785, originally to house the Natural History Cabinet, the Museo Nacional del Prado is currently self-financed institution that holds a large collection of master pieces from both local and international artists. It is most famous for its assortment of works from Spanish artists such as Goya, Velasquez, Murillo, and El Greco. Tickets are 12€. Free from 18:00 to 20:00 on Saturday and 17:00 to 19:00 on Sundays.



Reina Sofia Museum (addition by Jean Nouvel)

Calle de Santa Isabel, 52 ·  Atocha / Lavapiés

In close proximity to Museo del Prado. The museum was first constructed as the San Carlos Hospital in the sixteenth century and opened as a contemporary art museum in 1990. Tickets are 6€. Free: Monday to Friday (19:00 to 21:00), Saturday (14:30 to 21:00) & Sunday (10:00 to 19:00).



Displaying a large and exquisite selection of art these museums have to manage a constant flow of people. Some of the service value they provide is how they manage the flow of people through a well designed layout and mapping system as well as the offering of peripheral services such as an attractive museum shop and café.

The Buen Retiro Park is a large park at the edge of the city center, very close to the Prado Museum. Filled with beautiful sculptures, monuments, galleries, a peaceful lake and host to a variety of events. The park is entirely surrounded by the present-day city. A great place to enjoy a walk or lunch, it is the perfect break from the busy city.

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Plaza de Cibeles:
Famous for its marble
sculptures, fountain and
architecture.

Free

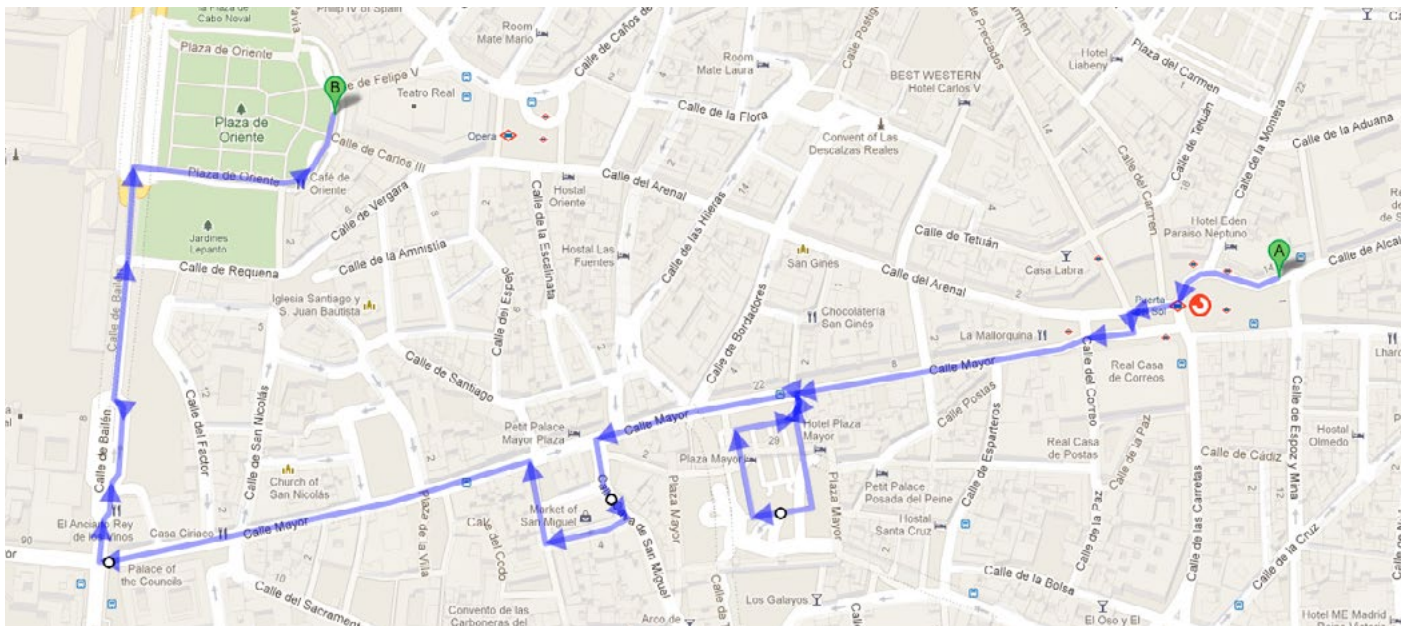


City Walks in “El Centro” (The Center)



Sol / Opera

We recommend that you exercise your legs while in Madrid. The large city center is filled with interesting architecture and atmosphere that can only be experienced by foot. We have included a map below of some safe and easy-going places to explore. There are many Metro stops in this area so there is no need to feel worried about getting lost!



Attractions During the Walk



Sol / Opera



Palacio Real de Madrid:
The historic palace of the royal family. Tours may be taken inside for a fee.



Almudena Cathedral:
Only completed in 1993, this cathedral held the 2004 wedding of the prince.



Plaza Mayor:
The scene of historic events: markets, bullfights, soccer games & public executions.



The city accommodates touring by foot with the use of informative and well placed signs, guiding walkers to all the popular tourist attractions.

Free



Plaza de Santa Ana:
Home to the Teatro Español, the square is filled with bars offering tapas.

 Sol / Anton Martin

Places to Hang Out

Madrid offers many public areas where people from all walks of life gather. In these areas, there are usually terraces, shops & nightlife. We have listed a few popular places within Madrid.



Plaza de la Paja:
An oddly shaped square with rich religious and cultural history.

 La Latina



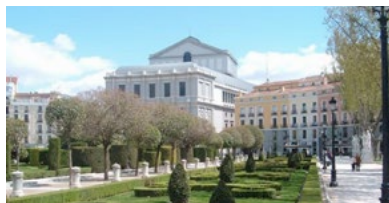
Puerta del Sol:
Originated as one of the gates in the city wall that surrounded Madrid in the 15th century.

 Sol



Plaza Mayor:
A large open space with bars & restaurants around the sides.

 Sol



Plaza de Oriente:
Situated in between the royal theatre and palace.

 Sol / Opera



La Latina:
It is one of the oldest parts of Madrid and is where the Islamic neighbourhood was situated.

 La Latina



Chueca:
A young and lively place, Chueca is often described as the gay neighbourhood in Madrid.

 Chueca




As many people enjoy relaxing in the streets of Madrid, it would be unpleasant should they be dirty & polluted. The municipality adds service value by diligently cleaning the city streets.

Gastronomy is an important part of the Spanish lifestyle, the origins of which stem from the diverse and rich cultural heritage. Typically, the ingredients of Spanish cuisine are unique to the Mediterranean and do not include resources that are not seasonally or regionally available.

These restaurants are well-known in Madrid for their traditional service and menu.




Bocaito

Calle Libertad, 6 · 915 321 219 ·  Banco de España

In the bars and in their dinning rooms, you can taste all kinds of 'tapas'. Among which is the toast, the jamón and the caña de lomo de bellota (loin of a very high quality), the cecina de Astorga, croquetas, mejimechas and enrolladitos. You may also enjoy all the delicacies from traditional Spanish kitchens (mainly mutton and beef) and Andalusia ('fried fish') and a selection of fish from the Bay of Biscay (hake).



Casa Mingo

Paseo de la Florida, 34 · 915 477 918 ·  Príncipe Pío

Opened in 1888, Casa Mingo is well known for its cider throughout Spain. The cider is made from Villaviciosa apples in their own facilities. The cider passes directly from the factory to the table without loss of freshness and other virtues of this handmade product. Developed by traditional techniques, other industrial types cannot reach these natural characteristics. The most famous dish is a full chicken with cider.



El Chotis

Cava Baja, 11 · 913 653 230 ·  La Latina / Tirso de Molina

Traditional Spanish kitchen style meats and vegetables. Local and typical service style with over 50 years of experience.



The Spanish way of preparing and serving food is quite different to anywhere else. The service is prompt, professional & efficient. The traditional atmosphere sets the UX.

Madrid is known to be the city with the largest density of bars and restaurants in Europe. These cafés will offer you new and unique experiences.



Café de Oriente

Plaza de Oriente, 2 · 915 413 974 ·  Opera

A romantic café located in the historic center of Madrid, opposite the Royal Palace. The name is taken from the Plaza de Oriente. The building is built on the ruins of the Convent of San Gil. Opened in 1983, its restaurant, coffee lounges and terraces are still meeting point in the city.



Café Central

Plaza del Ángel, 10 · 913 694 143 ·  Anton Martin / Sol

A jazz café that has live music every night. In 2002 it was voted one of the best 100 places to listen to jazz in the world. A great place to have drinks or enjoy the menu.



Harina

Plaza de la Independencia, 10 · 915 228 785 ·  Retiro

Harina (Flour) is a combination of a bakery and a café. There is a large range of light foods and pastries made by hand from fresh ingredients. It has a nice view onto the Retiro park and the Plaza de la Independencia. Great to have breakfast or afternoon coffee.




A delicate mix between what is traditional with what is modern. New establishments like Harina, prepare traditional foods but sell them in a modern style.

DRINKS

Madrid is famous for its terraces that may be found in almost every street. Spaniards enjoy “copas” (spirits with a soft drink) in the late afternoon, beer or wine during dinner and more “copas” afterward. Madrileños are known for drinking gin and tonics. These are a few terraces that will offer you a relaxing environment to enjoy your evenings.



Hotel ME Madrid

Plaza de Santa Ana, 14 · 917 016 000 ·  Sol

Enjoy a relaxing evening under the stars with an elegant bar, music and dinner on top of the ME hotel.



Jardin de Casa de America

Paseo de Recoletos, 2 · 915 754 540 ·  Banco de España

The terrace makes you feel as though you are on holiday. Enjoy drinks in this upbeat establishment that has been decorated to fit well with the garden of the Casa de America, which is something like a Latin American embassy.

FLAMENCO

Flamenco is a traditional style of Spanish dance and music that originates from Andalucía. Categorized by combination of guitar, clapping, percussion and dance, Flamenco is a highly emotional form of expression. The dance is traditionally improvised to the accompanying music.

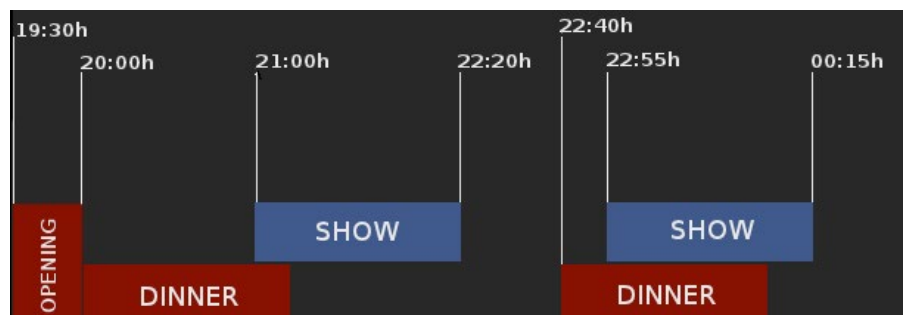


Corral de la Moreiria

Calle Morería, 17 · 913 658 446 ·  La Latina

An environment that transports guests to the depths of flamenco, while enjoying traditional Spanish cuisine. To watch a show costs between 40€ to 50€ (without dinner). For more information, please visit:

<http://www.corraldelamoreria.com/en/index2.html>



Service value is achieved by presenting a very traditional art form in a comfortable manner that is available to people from all over the world.



Shopping Streets in Madrid

With both local and international brands, you will not be disappointed with the range of fashion or products to buy. We have listed some of the most popular shopping districts/streets below.



Calle Fuencarral:
All the latest Spanish trends may be found walking along this pedestrian street.

 Gran Via



Gran Via:
Arguably the most popular street in Madrid, Gran Vía is home to many brands.

 Gran Via



Calle de Preciados:
A pedestrian street separating Sol & Gran Vía, you may find El Corte Inglés here.

 Callao



Chueca:
Davidelfin, a popular Spanish designer, has an outlet shop in this trendy area.

 Chueca



Calle Serrano:
A high-end shopping street with famous international and local brands.

 Goya



Madrid provides a different service by creating a safe infrastructure to shop outdoors for each kind of taste and budget.

MARKETS

As gastronomy is well implanted in the Spanish heritage, food markets are a traditional way to buy and eat food. Characterized by their small to medium sized stalls that sell anything from vegetables to assorted meats, the markets are busy and filled with enthusiasm. Within Madrid, there are many of these markets but we have highlighted a few.



Mercado de Isabela

Paseo de la Habana, 3 ·  Nuevos Ministerios

A modern take on the traditional market, Isabela is a four storied building that lets you enjoy gourmet Spanish cuisine ranging from sweet to savoury. It is the largest gourmet market in Spain.



Mercado de San Miguel

Plaza de San Miguel ·  Opera

Located in the heart of historic Madrid, it is in the area with the greatest personality of the city and the best commercial, cultural and leisure activities. It was constructed in 1916 and maintains its original iron structure. The market began as an outdoor area in 1835. The market was recently refurbished to give it a modern appeal.



Mercado de San Anton

Calle Augusto Figueroa, 24 ·  Chueca

The Mercado de San Anton is another modern twist on the traditional Spanish market. It offers a wide range of restaurants and shops where you may sample some of the best Spanish food. A terrace is located in the roof level should you wish to enjoy an evening under the stars.



These examples of markets transport a very traditional way of buying food into a comfortable, modern and accessible setting.



GoCar Madrid

Calle de Ferraz, 26

<http://www.gocartours.es/en/madrid/>

GoCar is a different way to explore Madrid. These little convertibles cars talk to you and tell the stories that bring Madrid to life while guiding the way with clear driving directions. The advanced navigational capabilities of the GPS deliver an informative tour, high-lighting specific locations throughout Madrid as you drive. GoCar gives you complete autonomy over where, what and in what order you see sights and also how long you spend at any given point.



Segway Madrid

659 824 499

<http://www.madsegs.com/paseosensegway.html>

An interesting and original way to see some of the best tourist sites in the heart of the city on a Segway Human Transporter. Reservations are essential and automated online, after which you will receive the confirmation e-mails. The tour takes you through the city centre sidewalks, offering fantastic photo opportunities. The tour passes the Royal Gardens, Opera, Templo de Debod (Egyptian Temple), Plaza de España (meeting point) and the Palace (amongst others).



Madrid by bike

<http://www.bajabikes.eu/en/bike-tours-madrid?gclid=ClbAu7usiLlCFQgj3god6GkAtA>

Bike tours in Madrid follow carefully planned routes, avoiding busy streets and riding mainly on bike paths and boardwalks, down Gothic alleyways and through parks. The tour allows you to experience the city and its highlights from a unique perspective through the popular Plaza Mayor, Parque del Retiro and the grand Prado Museum. An English-speaking local will introduce you to a rich history and a far-reaching culture. Guided bike tours are among the most popular ways to discover any city. Bike tours going through Madrid are characterized by spacious cycling lanes and architectural highlights.



These alternative methods of transport require a well suited infrastructure. The service value lies in how these companies have combined the joy of sightseeing with a new experience, like driving a go-cart.