

The sky's the limit at the Urban

New management team for one of Madrid's most unique hotels

About to celebrate its 10th anniversary, Hotel Urban is still leading the way in the use of latest technology to provide luxury service

It remains a standard of modernity, the avant-garde and luxury in the heart of Madrid. The antithesis of convention, Hotel Urban is still synonymous with elegance and culture. For those living in Madrid, it a meeting place in which to see and be seen. For tourists, it's a way of truly experiencing Madrid life.

Its timeless architecture is still modern nine years after Carles Bassó and Cristian Cirici put their signature on this impressive building right in the centre of the city. Its interior design, created and nourished day by day by the Renaissance spirit of the Derby Hotels Collection team, reflects the work of its founding father and Chairman of the hotel chain, Jordi Clos.



As in all Derby Hotels establishments, art is present in every room and every corner of the Urban: ceremonial sculptures from the end of the 19th century, brought from Papua New Guinea by an expedition of Catalan archaeologists and anthropologists during the 1930s, exist alongside Ming Dynasty prints, bas-reliefs and funerary pieces from pharaohs Ramesses II,

Senkamanisken and Tahark, Khmer statuettes made of solid wood from the end of the 11th century, brought from the temples of Angkor, or Buddhist pieces from the Qin and Han Dynasties, founders of the Chinese Empire (221-207 BC). There is also an exquisite museum dedicated to Egyptian art where, in an ebony room, some of the most valuable pieces can be found: a figure of the god Osiris in bronze, semi-precious stones from the 8th century BC and several limestone wall reliefs from different Egyptian dynasties.

But the Urban is alive, and as such it continues to host other types of artistic representations: from temporary modern art displays, to exhibitions featuring new fashion designers or the GlassArt parties held from time to time in the GlassBar cocktail lounge.

Proof of this constant movement and growth at DHC is the change of management at Hotel Urban. Joaquim Clos, as the chain's CEO, has carefully supervised these changes. Coming from Hotel Banke in Paris, the new Director of the Urban, Xavi Vega, will guarantee that the impeccable service for which the Urban is famous continues.

And yet it's a hotel

Although it is well known for its restaurants, Europa Decó and El Cielo del Urban and for its cocktail lounges, GlassBar and La Terraza del Urban, the Urban is a 5-star Grand Luxe hotel that few locals have gotten to know in all its splendour. Its immense atrium that houses the breath-taking totems from Papua New Guinea gives a preview of what awaits in the guestrooms: the noble materials and contemporary shapes used in the common areas, the impressive steel and crystal pergola, the magnificent staircase lines with gold mosaic, work of the same Italian artists commissioned with the maintenance of the Saint Mark's Basilica in Venice, or the award-winning alabaster column of black stone from Zimbabwe are some of the main features of the hotel's 96 rooms.



All of the eight suites at the Urban have privileged views thanks to the viewpoint offered by the mirror-encrusted tower in the corner of the building. Some of the highlights of the striking guestroom décor are the bathroom that plays with transparencies and the careful use of lighting. Here, technology and aesthetics play in favour of luxury: remote controls, accent lighting, dimmers... a guest at the Urban can rest assured that he'll have the latest advances at his service, such as free Wi-Fi.

Elegance is present, yet again, in the choice of materials: tropical Wenge wood, green marble from Guatemala, Trent mosaics and leather headboards.



The Urban is a paradigm of the boutique hotel concept, understood as a unique hotel that offers personalised and impeccable service and has its own, unmatched personality, with avant-garde design and customised to satisfy the needs of the most demanding guests, pleasure seekers of luxury and culture.

And much more...

The hotel is strategically located both for visitors to Madrid's culture, between the Museo del Prado, the Thyssen-Bornemisza Museum and the Queen Sofía Foundation, and for those looking to have fun and experience the city's nightlife, as the Urban is right in the shopping and leisure district. The cuisine offered has strived to be a hallmark of the hotel, both for tourists and locals, becoming a benchmark:

Europa Decó is one of Madrid's most renowned restaurants. Its new management at the hands of Executive Chef at DHC, George Pierre, with Paco Patón as Catering Director and his entire team, are a sure-fire guarantee that the menu's reputation will continue. A contemporary cuisine based on Mediterranean products and influence, time-honoured dishes such as the toro tuna tartare with seaweed salad and the 'tuna medley' remain, along with the select wine menu.

The quality of the services also distinguishes this unforgettable space, accessible from the hall of the hotel. Of particular note in terms of décor is the chimney lined in gold leaf and chairs with steel feet upholstered with iguana-textured leather.

An oyster and cocktail bar, the **GlassBar** is located on the main floor of the hotel. It has become a standard meeting place for artists and the Madrid jet set. With an impressive chandelier imported from Morocco and transparent 'Ghost' chairs designed by Philippe Starck, its menu is a true delight for the taste buds: from oysters or caviar to small dishes accompanied by the best sparkling wine, served by the glass, and house cocktails, whether timeless classics or more innovative proposals.

On its terrace, Hotel Urban has two spaces: **El Cielo** and **La Terraza**.

El Cielo del Urban is a multi-purpose space perfect for parties, work meetings, presentations or as an annex to La Terraza.

La Terraza del Urban is the star choice for spending those Madrid summer nights. Its cocktail menu is marvellous, a pioneer in new cocktail trends.

At night it offers sweet and savoury tapas and various culinary delights.



General information - Hotel Urban 5* Grand Luxe

Derby Hotels Collection

Address:

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Madrid

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Opened: October 2004

Project manager: Jordi Clos

COO: Joaquim Clos

Architects: Carlos Bassó and Cristian Cirici (Cirici&Bassó Arquitectura)

Interior design and decoration: DHC team

Hotel manager: Xavier Vega

Services:

6 floors, 96 guestrooms: Superior, Junior Suite, Junior Suite Duplex, Suite and Suite Loft

Hall - Egyptian Art Museum Collection

Restaurants: Europa Decó and El Cielo del Urban

Cocktail bars: GlassBar and La Terraza del Urban

Terrace with outdoor swimming pool and solarium with views of Madrid

Meeting rooms, spaces for events and banquets

Gym and steam room

About Derby Hotels Collection

www.derbyhotels.com



Founded in 1968, Derby Hotels Collection is one of the most prestigious hotel companies in Spain. The hotels in the chain are unique and original. Each hotel houses a singular collection of antique or contemporary art that has grown from the passion of the Chairman of the chain, Jordi Clos, for culture and luxury. Joaquim Clos is CEO of Derby Hotels Collection, and imbues every nook and cranny of the hotels in the chain with the character and identity of the Clos family.

At present there are 18 luxury hotels in Barcelona, Madrid, London and Paris. Among them are the company's flagship hotels, members of Small Luxury Hotels of the World and Design Hotels. In Barcelona, Hotel Claris 5*GL was selected as "Best City Hotel in Europe" by the prestigious publisher Condé Nast Johansens and, among other accolades, was included in *Travel + Leisure's* "World's Best Hotels 2008" ranking, which lists the 500 best hotels in the world.

The Urban Hotel 5*GL in Madrid is another of the biggest award-winners in the chain. In 2012 it was selected as one of the "Top 25 trendiest hotels in Spain" by TripAdvisor in its "Travelers' Choice Hotel Awards". This is an honour shared by the Banke Hotel 4*S in Paris, named one of the "Top 25 trendiest hotels in France". The Banke Hotel, Paris was also selected in 2011 for the category of best design and decoration by Qualitelis as part of the "Trophées Clients de l'Hôtellerie". In the same year the Urban and Villa Real hotels in Madrid were included on the "gold list" of the prestigious *Condé Nast Traveler* magazine and Jordi Clos, Chairman of Derby Hotels Collection, received the Grand Jury Prize 2011 at *Gran Hotel* magazine's *Premios a la iniciativa hotelera* (Awards for initiative in the hotel industry) for his career in the industry.

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