

CITY GUIDES

NO.1

MADRID

NO.1



THE 124 COLLECTION

m a d r i d

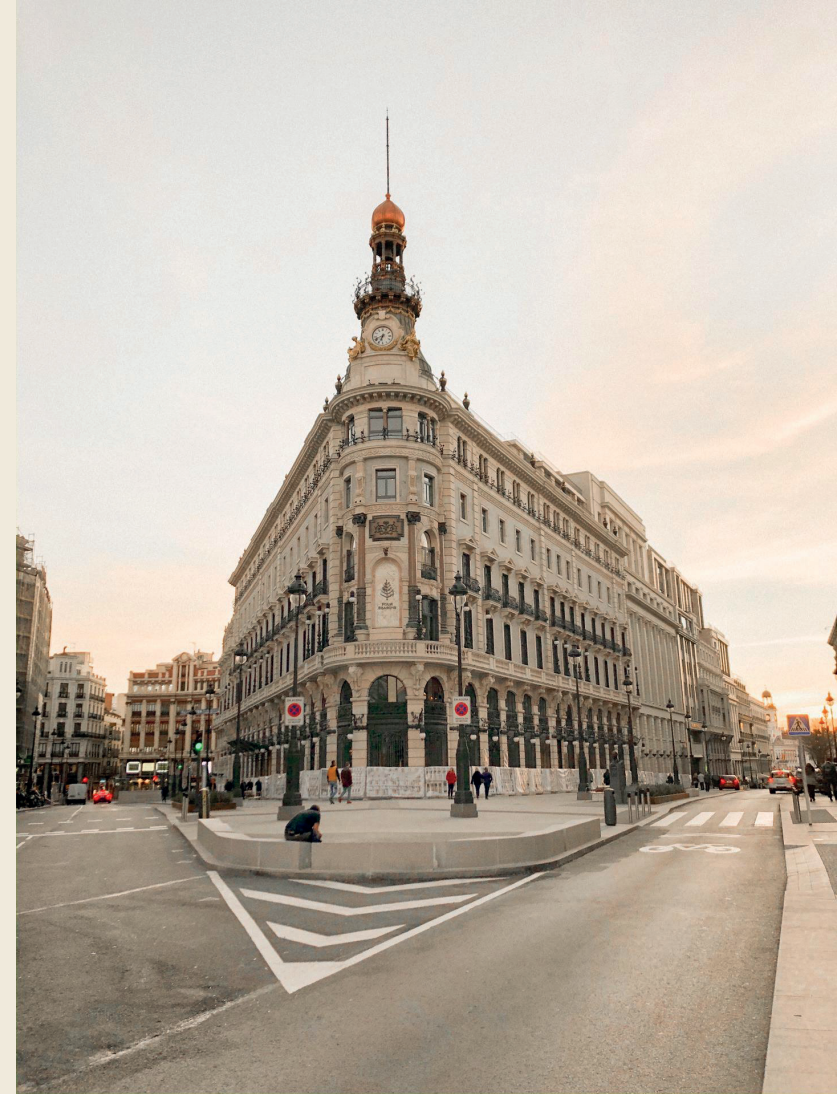
The 124 Collection

There's nothing like insider tips to take the most of a (new) city. After a few months living in between Lisbon and Madrid I feel like I can share now a few of my favorite things to do here in Madrid. Anyway, as you'd expect we slowly but surely discovered our favorite spots and then kept them on repeat. So I thought I'd share some of the coolest spots to eat and to live that make Madrid feel like home. If you want to do Madrid like a local, this guide is for you.

The clichés about the Spanish way of life are true and it is refreshing to live in a city where people don't take themselves too seriously. So... First things first. Are there any breakfast/brunch lovers over here? Well, at least we are.

m a d r i d

Malasaña, Chueca,
Salamanca y
Barrio de Las Letras



Favorite Neighborhoods

to

eat

FOR COFFEE & BRUNCH LOVERS
FOR COFFEE & BRUNCH LOVERS
FOR COFFEE & BRUNCH LOVERS



TO EAT

FOR COFFEE
& BRUNCH
LOVERS

DOT CAFÉ

Where artsy vibes meets real coffee and locally produced food. A clean and inspiring place to eat, chill, enjoy, repeat.

Where //

Coffee & Food
Calle de Eugenio Sellés, 6 Legazpi
@dotcafebar

TO EAT

FOR COFFEE
& BRUNCH
LOVERS

FARADAY

Welcome to hipster heaven!
The eclectic tunes being pumped
out just made me Shazam
every single song during a well
spent afternoon working and
drinking their amazing coffee.
A mix between a cosy coffee
shop and a tiny concept store
full of vinyls and good taste.

Where //

(amazing!) Coffee & Cake
Calle de San Lucas, 9 Chueca
@faradaymadrid





TO EAT

FOR COFFEE
& BRUNCH
LOVERS

LEVEDURA MADRE

As you may know Spanish bread isn't the real deal. As for that, we found our go-to-bakery with daily baked organic bread. If you're a toasted bread lover please stay and enjoy a delicious (on a budget) breakfast with all you can eat toasted bread.

Where //

Organic Bakery
Several locations all around town
@levaduramadre

eat

OTHER PLACES TO

CAFÉ FEDERAL

Breakfast & Brunch
Plaza de las Comendadoras, 9
Malasaña
@thefederalcafe

FARADAY

(amazing!) Coffee & Cake
Calle de San Lucas, 9
Chueca
@faradaymadrid

love

EL IMPARCIAL

Coffee & Sunday Brunch
Calle del Duque de Alba, 4
La Latina
@elimparcialmadrid

PUM PUM CAFÉ

Breakfast & Brunch
Calle de Tribulete, 6
Lavapiés
@pumpumcafe

PROPAGANDA 12

Champagne (!) Brunch
Calle de la Libertad, 12,
Chueca
@propagandadoce

repeat



TO EAT

SAY
CHHHHURROS

CHOCOLATERIA SAN GINÉS

There's no turning back, these are the best churros with chocolate in town. Open 24/7.

Where //

Pasadizo de San Ginés, 5
City Center
@chocosangines

They say that there are two hugeeee competitors for the best tortilla in town and yes, we can't decide which one we love the most. Are you up to trying both?



BODEGA DE LA ARDOSA

Where //

Calle de Colón, 13
Malasaña
@bodegadelaardosa

TO EAT

WELL,
YOU KNOW,
WHEN IN SPAIN..
TORTILLA

CASA DANI

Where //

Mercado de la Paz / Calle Ayala, 28
Salamanca
@casadanimadrid (you'll see tortilla all around)



TO EAT

TAPA
TAPA
TAPA
TAPA

80 GRADOS

Every time we have friends visiting from out of town we convince them to go to 80 Grados - we know that taking friends for tapas is the biggest cliché ever but 80 Grados is really worth the visit for their modern approach of Spanish food and also an amazing (dis)Tinto de Verano. Enjoy it!

Tip: book your table first!

Where //

Calle de Manuela Malasaña, 10
Malasaña
@80_grados





TO EAT

TAPA
TAPA
TAPA
TAPA

TABERNA LA DOLORES

Looking for typical tapas places
with the real Spanish vibes?
Look no further.

Where //

Plaza Jesús, 4, 28012 Madrid
Las letras
[@tabernaladolores](#)

TO EAT

FIESTA
SIESTA
TEQUILLA
REPEAT

GRACIAS PADRE

Tacos are always a good idea, start the evening eating nachos and drinking amazing Margaritas in a cool and funny place right in the heart of Chueca.

Where //

Calle de Augusto Figueroa, 37
Chueca
@gracias.padre





TO EAT

EAT
THE
RAINBOW

OLIVIA TE CUIDA

Olivia Te Cuida will take care of you, this is your home away from home. Organic kitchen with many vegan options (but also fish and meat).

Where //

Calle Santa Teresa, 8
Chueca
@olivatecuida

CHEF'S FOOD WITHOUT RESERVATION:

StreetXo
Calle de Serrano, 52
Salamanca
@streetxo_madrid

BEST NAPOLITAN PIZZA:

El Grosso
Different locations all around town
@grosso_napoletano

FANCY TAPAS TO EAT AT THE COUNTER:

Sala de Despiece
Calle de Ponzano, 11
Ponzano/Chamberi
@saladedespiece

SECRET GARDEN FOR AN AFTERNOON BREAK:

Jardin Secreto Salvador Bachiller
Calle de la Montera, 37, Planta 3
Centro
@salvadorbachiller

COCKTAIL BAR WITH A BOTANICAL FEEL:

Ficus Bar
Calle de Santo Tomé, 8
Chueca
@ficusmadrid

FANCY DINNER:

Amazónico
Calle Jorge Juan, 2
Salamanca
@amazonico_madrid

FAST AND TASTY VEGGIE FOOD:

Honest Greens
Different locations all around town
@honestgreens

BEST VALUE FOR MONEY TAPAS:

Lateral
Different locations all around town
but we recommend the Paseo de la Castellana, 42
@rest_lateral

ROOFTOP SCENE:

Dear Hotel
Calle Gran Vía, 80
Centro
@dearhotelmadrid

POINTER

Calle del Marqués de la Ensenada, 16
Justicia
@pointermadrid

LA LIANTA DE SALAMANCA/LA QUE SE LÍA

Calle María Molina, 37
Salamanca
@laqueseliamadrid

HABANERA

Calle de Génova, 28,
Colón
@habaneracolón

BARBARA ANN

Calle de Sta. Teresa, 8
Chueca
@barbaraannmadrid

Dinner & Dance

Tip: Book your table a couple of weeks before and choose the second shift!

SEE IT
LIKE IT
WANT IT

to

shop



TO SHOP

CERAMICS,
DESIGN
AND MORE

EL MODERNO

Get ready to want every single thing inside this concept store where timeless icons of design coexist with crafts and contemporary objects. A combination of quality and contemporary that will instantly inspire you.

Where //

Corredera Baja de San Pablo, 19,
Malasaña
[@elmodernoconceptstore](#)



TO SHOP



HIJO DE EPIGMENIO

When city vibes meet arts and crafts. The tiny Hijo de Epigmenio is a hidden gem with its collection of handmade Spanish ceramics and traditional fabrics from Mallorca.

Where //

Calle de la Puebla, 13,
Malasaña
[@hijo_de_epigmenio](#)

TO SHOP



ÉCHALE GUINDAS

In one of the city areas where are concentrated more shops and art galleries per square meter, this place was designed to shake things up. A modern-style art gallery with more affordable than usual paints and artwork, with a dynamic schedule with a lot of different happenings. A place that invite all kinds of people to enter. So inspiring! You can also see and shop online.

Where //

Calle de Pelayo, 47
Chueca
[@echaleguindasgaleria](#)



THINK GLOBAL, ACT LOCAL
THINK GLOBAL, ACT LOCAL
THINK GLOBAL, ACT LOCAL

with love

from Spain



TO SHOP



MALABABA

Malababa's flagship store in the heart of barrio de Salamanca, highlights the brand's commitment to quality and uniqueness. An imperfect beauty that characterizes the real essence of the brand. The main philosophy behind this design project (by Ciszak Dalmas) is inspired by the most important values of the brand: beauty, uniqueness and simplicity.

Where //

Shoes & Accessories

Flagship Store: Calle de Serrano, 8,
Salamanca

@malababa_com

TO SHOP



APODEMIA

Apodemia is a universe in which the source of inspiration is nature, beauty and life as a whole and you can really feel this atmosphere when stepping in the store. Think flowers on the ceiling and a fragrance in the air that'll make you feel pure bliss.

Where //

Jewelry

Different locations all around town
but we recommend the one in Calle de Fuencarral, 54,
Centro
@apodemia





TO SHOP

WITH LOVE,
FROM SPAIN

LOEWE FLOWERS

Looking for an eternal feminine treat? Here's Loewe Flowers, located in the nineteenth-century 1,000-square-meter historic building that houses Loewe's headquarters and its new concept store. The Loewe florist is inspired by the life and work of Constance Spry, a British pioneer florist and author.

Where //

Loewe Flowers Goya, 4
Salamanca

TO SHOP

WITH LOVE,
FROM SPAIN

OFELIA

If you are a fan of vintage decor with a touch of wabi sabi style, it will be impossible to resist not to enter this small space. The preserved flowers and the huge varieties of tea gain prominence in this space that also has all the accessories for a perfect tea moment to taste at home.

Where //

Tea&Flowers
Calle Hortaleza, 102
Chueca
@ofeliahomedecor



see it

OTHER PLACES TO FALL IN

LA FÁBRICA

Concept Store
Calle de la Alameda, 9
Cortes
@lafabrica_

MARGARITA SE LLAMA MI AMOR

Flowers, cactus and more
Calle de Fernando VI, 9
Chueca
@margarita_miamor

like it

LA MANZANA

Organic and extraordinary beauty store
Calle San Gregorio, 11
Chueca
@lamanzanamadrid

BROWNIE FLAGSHIP STORE

Concept Store
Calle de Hermosilla, 26
Salamanca
@browniespain

want it

COLLECT MEMORIES
COLLECT MEMORIES
COLLECT MEMORIES

to

live



TO LIVE

TO
LIVE

SALA EQUIS

Definitely one of the most amazing places in Madrid. The old Alba Cinema was converted in Sala Equis, now half-cinema, half-bar with sky high ceiling and an amazing vibe. Try to find a way to make their Jazzy Sunday afternoons, what a vibe!

Where //

Calle del Duque de Alba, 4
La Latina
[@salaequismadrid](#)

TO LIVE

TO
LIVE

PARQUE DEL BUEN RETIRO

Originally created as a retreat for the Royal Family, this green oasis in the center of the city is the perfect place to breathe deeply, take a walk and enjoy the pure life. Make sure to visit one of the most iconic buildings in Madrid, the Crystal Palace, made almost entirely of glass. The building is surrounded by a small lake and if you cross over in front of the lake, you can get a perfect picture of the palace, with the lake, trees and sunshine all in perfect harmony.

Where //

Plaza de la Independencia, 7





TO LIVE

TO
LIVE

MERCADO DE MOTORES

Fashion, decoration, music, gastronomy...
An old train station hosts the second weekend of each month - except in August - the Mercado de Motores - a flea market where you can find almost everything (even a silk Missoni dress that we brought for 20€). The Mercado de Motores is a good place for a family weekend as it has children's activities and a "doggy" nursery for our best friends.

Where //

Museo del Ferrocarril, Paseo de las Delicias, 61
2nd weekend of the month
Delicias
[@mercadodemotores_oficial](#)

collect

MORE PLACES TO

CENTRO DE ARTE REINA SOFÍA

Calle de Santa Isabel, 52
Atocha

EL RASTRO - FLEA MARKET

Calle de la Ribera de Curtidores, 28005 Madrid
Only on Sundays

moments

MUSEO NACIONAL DEL PRADO

Calle de Ruiz de Alarcón, 23,
Paseo del Prado
@museoprado

OLÉ!
TEATRO FLAMENCO MADRID

Calle del Pez, 10
Malasaña
@teatroflamadrid

not things

ABOUT



We are a full-service creative studio for branding and strategy projects, marketing, creative direction, graphic design and photography. We believe in creating and developing brands made by people and for people.

Driven by heart, always with great conscience and analysis about what really matters. Our focus is to create beautiful stories, or brands, inside and out.

We hope you enjoy this guide as much as we did on making it!
Margarida & Sol

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