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BARCELONA'S GRAND HOTEL CENTRAL REOPENS IN SPRING 2024 FOLLOWING EXTENSIVE RENOVATION



- Following a change in management and ownership, the Grand Hotel Central is reborn, fully renovated and under an independent brand.
- Inspired by the history of the building that houses it, and the fascinating life of its founder, patron and culture lover Francesc Cambó, the new Grand Hotel Central promises a celebration of local culture in the heart of Barcelona.
- Located on the iconic Via Layetana, the hotel reinvents itself with a new identity and a careful renovation of its common areas; its 147 rooms and suites; its new street-level restaurant, *Can Bo*; and its rooftop - *La Terraza del Central* - which features a bar, restaurant, Balinese beds, and an infinity pool considered one of the best in Europe.
- The Grand Hotel Central also features a wellness area comprising a spa and gym with views of the Gothic quarter, period rooms for events, and a 1920s wood-panelled library.

REIMAGINED SPACES

The London-based design studio *Sagrada* (known for prominent projects such as London Art's Club, Maison Breguet Paris, and St Regis Venice among others) led the renovation. Designed to celebrate the aesthetic of the Noucentisme era of the early 20th Century that permeates every corner of Casa Cambó on the upper floors of the building, the Sagrada team also took reference from the rationalist style of the Chicago School employed by Adolf Florensa in his original design for the building in 1926.

"We have renovated all the rooms and suites," explains Juan Álvarez, director of the Sagrada studio, "creating spaces with an almost residential feel, inviting relaxation and rest. One of the most important changes has been the utilisation of natural light. We wanted to reintroduce light into the building and allow the Barcelona sun to flood the spaces."

The division between bathroom and bedroom has been blurred through the creation of a pale wooden slat wall that allows natural light to enter from the windows to the innermost part of the rooms. Natural materials such as wood and polished concrete have been used, along with soft earthy tones, to play with luminosity and create a sense of warmth. Each piece of furniture is unique, inspired by the Catalan Noucentisme movement, which emerged as an alternative to Modernism in the early 20th century.

The movement sought values such as reason, precision and clarity, reflected in a design that favours clean lines, colour reduction, and harmony. Custom-made pieces include lamps, headboards, armchairs, mirrors, chaise longues, and coffee tables. "Inspired by the Secret Garden of Casa Cambó," explains Juan, "we nod subtly towards the Garden in the textiles, lighting, and the flower-shaped rosettes on the ceilings."

Guests can choose from seven types of room (Classic, Superior, Deluxe, Deluxe Corner view, Junior Suite, Master Suite, and Grand Suite), highlighting the hotel's features and city views. Prices start from €450.



GASTRONOMIC DELIGHTS

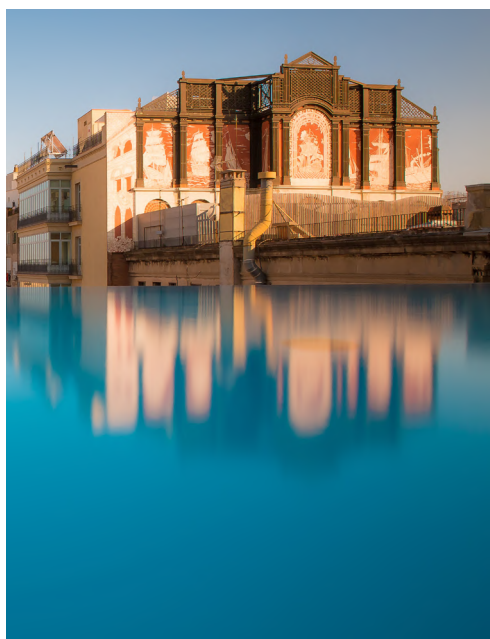


Guests and locals alike can wine and dine al fresco at *La Terraza del Central*, the enviable roof terrace on the eighth floor which serves up Mediterranean-inspired sharing plates and classic cocktails together with unrivalled views of the Barcelona skyline.

Come September, the hotel's lively streetside restaurant, *Can Bo*, will open its doors. With privileged panoramas of the bustling Via Layetana, the restaurant is set to become a local meeting place where diners can savour the very best of Spanish cuisine from a regularly changing tapas menu that champions seasonal, locally sourced produce. In turn, an expertly curated wine list and dedicated bodega with over 150 references from small, historic wineries has been thoughtfully selected by renowned sommelier, Amador Marín.



TAKE A DIP



The rooftop not only houses the hotel's iconic infinity pool, widely regarded as one of Europe's most beautiful urban pools, but is also one of the best spots in the city to view the majesty of Barcelona old town. Stop by for sunrise yoga, an afternoon splash, or a sundowner complete with city vistas and a regular programme of DJs who keep things lively until midnight. Additionally, during sunset, guests can enjoy the exclusive illumination of a secret 1920s sgraffito mural only visible from the rooftop, a work by artist Oleguer Junyent that was commissioned by Francesc Cambó and is now listed as an asset of cultural heritage.





ACCESS TO CATALAN CREATIVITY & CULTURE

Guests of the Grand Hotel Central can enjoy art from renowned local artists throughout the hotel, such as Àngels Ribé, Ramón Herreros, Josep Grau Garriga, Victor Pimstein, and Subirachs, selected by local art curator Victoria Combalia, as well as a regularly changing gallery space adjoining the hotel lobby. At the heart of the property lies the historic library of Francesc Cambó, which houses part of his personal book collection. This unique, historic architectural gem is the perfect place to relax after a day exploring the city, or to enjoy a cultural event which will be hosted periodically.

In addition, creative local minds from the world of fashion, perfume, design, craftsmanship, and gardening have collaborated with the new hotel to offer guests those details that really make a difference. Among them, Alberto Murillas, a renowned master perfumer who has created the hotel's scent; Carner Barcelona, responsible for the exclusive amenities of the rooms and suites; and Josep Abril, one of the most important designers of contemporary Catalan fashion, who has created the employee uniforms.

"Our goal with the new rebranding and design of the hotel is to connect with the spirit of the building, past and present, and with the visionary and hedonistic, cosmopolitan yet local mentality of its creator, Francesc Cambó," explains María Contreras Palmada, general manager of the hotel. "We want to attract an audience that shares these values," she continues, "and contribute to projecting the Barcelona brand. In this sense, we have collaborated with local talent so that the customer can soak up the essence of the city and experience it as a true local. In addition to luxurious facilities," María explains, "we will offer highly curated experiences connected with everything local. We want guests to get to know Barcelona better, but also for locals to frequent our dining spaces, as well as participating in our programme of cultural and gastronomic events held throughout the year."



WHERE THINGS HAPPEN FIRST

Standing proudly on the emblematic Via Layetana, the historic rationalist building inspired by the Chicago School was designed by Adolf Florensa in 1926 as the private home of revered politician and patron of culture and arts, Francesc Cambó. A spirited visionary with a clear belief in the future of his city, Cambó's building was the very first on Via Layetana, which would connect the old Roman city with the new Barcelona, and signalled the creation of the bustling central boulevard we see today. The building itself was also pioneering for its time as the first in the city to have a lift, so enabling Cambó to invert the status quo and make his private residence on the upper floors as opposed to on the first one, as was customary among the bourgeoisie at the time.

Located in the heart of the city, between the bustling Born, the city's lively beaches and the sophisticated Paseo de Gràcia, Grand Hotel Central brings instant access to the Catalan capital's vibrant cultural and creative scene. In addition to historian-led tours of the hotel and Cambó's former private residence, guests can opt for exclusive experiences with local makers and producers, such as crafting a personalised pair of traditional alpargata (espadrilles) in the workshop of La Manual Alpagartera, visiting artist studios, or exploring nearby bodegas and wineries.



BARCELONA IN 2024

2024 is an exciting year for Barcelona. The America's Cup will put the city in the global spotlight between August and October. Manifesta, the Nomadic European Art Biennial, will inaugurate its 15th edition in September, while the centenary of the renowned artist Antoni Tàpies will be celebrated with a series of exhibitions, retrospectives, and events in tribute to his legacy.

In music, Barcelona Obertura, a unique collaboration between the city's three major classical music venues; the Gran Teatre del Liceu, the Palau de la Música Catalana, and the Auditori, will fill the city with operas and symphonic concerts featuring acclaimed conductors and national and international artists. Other musical highlights to note include the Sónar (June) and Primavera Sound (May/June).



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THRILLED
ABOUT THE
FUTURE.