

Welcome to Madrid

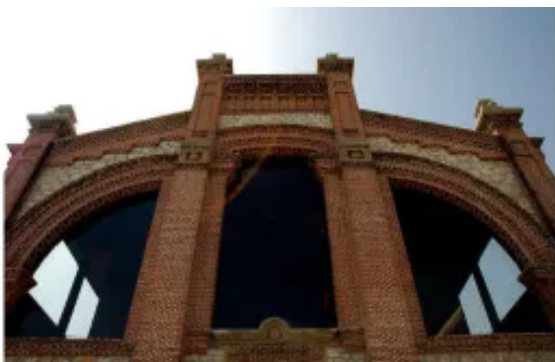
On 4 March 2022, Madrid City Council's contemporary creation centre, Matadero Madrid, opened MAD (Madrid Digital Arts) Immersive Experiences Centre, a revolutionary digital cultural development centre, located in Nave 16. Unique in Spain and Europe, this new creative space will experiment with immersivity based on audiovisual screenings, augmented reality, virtual reality and holography.

Art, science and technology come together to turn MAD into an avant-garde space that aims to bring culture closer to the general public in an accessible, natural and innovative way. The 2,000 square metres of MAD will display different contents and experiences with technology that will be adapted for each of the different exhibitions, so that each visit becomes a unique event.

For its opening, the centre is hosting an immersive, large format production based on the work by Gustav Klimt. It is an experience that enables spectators of all ages to be immersed in the vibrant Vienna of the turn of the century and experience first-hand the evolution of the work of the great Austrian artist and his world.

To create MAD, 3 leading production companies have joined forces: **Layers of Reality** and **SOM Produce from Spain**, and **Stardust from the Netherlands**. With an initial investment of €3 million just for the adaptation of the space, it will develop specific contents over the coming ten years, which **can initially only be seen at MAD at Matadero Madrid**.

In Nave 16 at Matadero, the new centre co-exists with other areas, such as the Centre for Artistic Residences and the temporary exhibition space.



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Image



Bicycle hire

Image



Catering area

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Cafeteria

Image



Library

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Guided tours

Practical Information

Address

Plaza
de Legazpi, 8
28045

Telephone

(+34) 91 159 23 17

Website

<https://madridartesdigitales.com/>

Metro

Legazpi (L3, L6)

Cercanías (local train)

Madrid-Delicias

Price

Type

Cultural centres, exhibition halls, foundations

Tourist area

Madrid Río

Fax

Email

atencionclientes@madridartesdigitales.com

Bus

6, 8, 18, 19, 22, 45, 47, 59, 62, 76, 78, 79,
85, 86, 123, 148, 156, 180, 247, T32, N12,
N13, N14

BiciMAD bike-share scheme

Alquiler de bicis (BiciMAD)

Docking stations:

- Legazpi (calle Bolívar, 3)
- Entrada Matadero (Paseo de la Chopera, 14)

Times

Monday: 5pm - 10pm

Tue - Sun: 10am - 10pm



Official Toursim Website

