

# Welcome to Madrid

**Madrid City Council is committed to growing the city's video game industry through this project, seeking to attract and retain young talent, both national and international, and compete in this field with cities such as Paris, London, New York, and Toronto. Located in La Casa de Campo exhibition ground, it is developed through two strategic pillars: the Madrid Video Gaming Cluster, which brings together large companies and training centres in the sector; and the Videogame Campus, a physical – virtual space that hosts various initiatives, such as an incubator and a studio accelerator for developers.**

All the activity that takes place on the Video Game Campus focuses on the promotion and evolution of new ideas in the field of gamification and video games, through interaction between industry professionals, local talent, and the industrial fabric focused on companies in the Cluster but open to other initiatives.

The Videogame Campus has 3 pavilions:

- **Development centre:** dedicated to training and enterprise in the sector, and partnerships with universities, it offers advice and support to companies looking for investors and seeks out professionals and companies who want to set up in Madrid. It will host a collaborative space for companies with graphic design, digital animation, recording, and augmented reality studios and will be complemented by a virtual campus for greater coverage and dissemination.
- **Madrid eSports centre:** A major meeting point for eSports in the city. Designed to house a large training area for eSports teams, it will host the municipal eSports league. From this pavilion, national and international competitions will be promoted, and different types of tournaments and events will be developed to bring eSports to the city of Madrid and its citizens.
- **Madrid Experience centre:** an innovative space open to the public through which you can discover the different aspects of gamification, and different exhibitions, workshops, conferences and events will be organised. In addition, **it will house the Video Game Museum, an interactive space for immersive experiences where gameplay will drive innovation.**



## Practical Information

### Address

Avenida  
Principal, 3  
28011  
(Casa de Campo)

### Telephone

### Website

<https://www.madridingame.es/>

### Metro

Lago (L10)  
Alto de Extremadura (L6)

### Cercanías (local train)

### Price

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### Type

### Tourist area

Casa de Campo

### Fax

### Email

### Bus

31, 33, 36, 39, 65, N19

### BiciMAD bike-share scheme

Alquiler de bicis (BiciMAD)

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### Times

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