→ Madrid: An Extraordinary Setting

These days, most people spend a large part of their free time watching TV series. The fact that 8 out of 10 people in Spain regularly watch one or more shows per week* has led to the number of productions filmed here doubling in recent years. There's no denying that we're in the midst of a veritable golden age. Some of our series are now among the most watched in the world and this has positioned Madrid as a TV series hotspot, not only because it's home to the audiovisual sector's biggest companies -Netflix opened its first European production hub here, for instance-, but also because it's the city with the most filming activity in Spain. Madrid's streets, buildings and monuments are practically characters in their own right in the productions shot here, often taking on a leading role. We invite you to explore Madrid by visiting the locations of some of Spain's most successful TV series, following a route that we guarantee will leave you as addicted to the city as you are to your favourite shows.

* Observatorio de las series (II Oleada), the first study to analyse TV series consumers' usage patterns and attitudes.

→ MONEY HEIST (LA CASA DE PAPEL)

Everything surrounding Netflix's most watched non-English language series has become a global phenomenon: its actors, its Dalí-inspired masks, its soundtrack and, of course, its filming locations. If you want to take a selfie in front of the Royal Mint of Spain featured on the show, you'll need to head to the headquarters of CSIC (1) or the Spanish National Research Council. The decision to use this building rather than the real mint was taken based on operational factors: the Royal Mint is located on the corner of a very narrow street, Calle Jorge Juan, and a very busy one, Doctor Esquerdo. However, the CSIC which has a very similar façade is situated in an area closed to traffic, making it easier to film action scenes. The Royal Mint of Spain is not open to the public, but you can visit its museum, Casa de la Moneda (2), which is considered one of the most important of its kind in the world. Its numismatic collection provides an overview of the history of coins from the 7th century BC to the present, and its philatelic collection includes all Spanish postage stamps ever issued by Correos, the Spanish postal service.

For the same reason that the CSIC was chosen over the actual mint, a quieter location closed to traffic was found for the Bank of Spain heist: **Nuevos Ministerios** building (3). In its distinctive courtyard of arched corridors, you can visit La Arquería, an exhibition hall that hosts important architecture and contemporary art shows. In order to get inside the bank, the gang comes up with an elaborate plan to unleash chaos by dropping 140 million euros on the city from a blimp.

On the show you can see it flying past the Cuatro Torres Business Area and the Círculo de Bellas Artes, till it reaches **Plaza del Callao (4)** -Madrid's answer to Times Square- where they drop the "manna". Callao is the busiest square in Spain and the third-busiest in Europe: every year 113 million people glance up at its digital screens, the same ones The Professor uses to address the nation. If you're hoping to catch some of the millions that rain down from the sky on the series, however, you'll have to make do with buying a tenth of a lottery ticket from the nearby Doña Manolita (no. 22 in Calle del Carmen). Spain's most famous lottery vendor, it sells the most winning tickets in the country.



→ MINISTRY OF TIME (EL MINISTERIO DEL TIEMPO)

The façade of the Ministry of Time belongs to the Palace of the Duchess of Sueca (5), also known as the Countess of Chinchón and immortalised by Goya in a famous portrait held by the Prado Museum. Curiously, this building was known as the "House of Temporalities", not because you could travel through time in it but because Charles III expropriated the land it was built on from the Jesuits, by using the euphemism "temporalities" instead of "property". Inside the adjacent **Institute of San Isidro (6)** you'll find a Baroque courtyard whose well inspired the show's creators when they designed the well that provides access to the ministry's premises. This secondary school is one of Spain's oldest educational institutions, heir to the Colegio Imperial (1603). Former students include one of the show's characters, Lope de Vega, as well as fellow writers Pío Baroja and Cela, among many others. Along its old imperial staircase, one of the city's historic gems, you can visit a museum that showcases the institute's rich educational heritage.

There are numerous other locations in Madrid that will transport you to some of the show's most memorable episodes. The star attraction at the **Reina Sofía Museum (7)**, one of the most visited museums in Spain, is *Guernica*. As you stand before it, you'll recall the adventures Amelia, Julian and Alonso experience in the show when trying to get Picasso's painting back to Spain. Pacino's first mission in Calle Antonio Grilo (8) was based on real events: the building at number 3 is said to be cursed due to the nine violent murders committed there, which inspired the deaths that occurred in that episode. Finally, if you head to **Residencia de Estudiantes (9)**, where Dalí, Lorca and Buñuel all lived at the same time, you'll experience a double anachronism: on the show the main characters have to get rid of a tablet painted by Dalí in 1924, but in the present we are also fortunate enough to be able to view a room in the boarding house that looks just like it did in 1920.



→ ELITE (ÉLITE)

Most scenes featuring the students of the prestigious secondary school Las Encinas are filmed in towns dotted around Madrid's mountains and suburbs: the reservoir where Omar and Ander meet up is Los Arroyos de El Escorial, the greengrocer's where Nadia works is in Guadarrama, at number 18 Calle La Calzada, and the outdoor shots of the school are filmed at the European University of Madrid in Villaviciosa de Odón. But when Carla, Guzmán or Polo want to have some fun, they know exactly where to head to: the centre of Madrid. Teatro Barceló (10) is the nightclub where they "don't forget their hearts when they leave". This Rationalist building designed by Gutiérrez Soto is one of the city's hottest clubs, and its exclusive private areas are recreated on the show. The hotel where Cayetana and Lu hold their fundraising party is **The Principal** (11), or rather, its rooftop bar La Terraza. You, too, can enjoy amazing views of the Metrópolis building and Gran Vía avenue, or savour Ramón Freixa's delicious dishes in Ático. the restaurant that the two-Michelin-starred chef runs on the sixth floor. If you'd prefer a romantic couples' dinner like the one Lu, Guzmán, Omar and Ander enjoy on the show, Maddock (12) is the place for you. With a décor and cuisine that bring together cultures and flavours from all over the world, this restaurant will make you feel just like one of the characters on that double date.



→ PAQUITA SALAS

Paquita Salas is an expert talent scout with her own agency, PS Management, located at number 1 in Plaza Santa María Soledad Torres Acosta, a square popularly known as Plaza de la Luna. She discovers Belén de Lucas working as a waitress in Válgame Dios (13), a bar whose walls are lined with photos of some of its illustrious patrons: Serrat, Ana Belén, Rosario Flores and Marta Sánchez. In fact Javier Ambrossi, the show's creator, and Belén Cuesta, one of its actresses, met when they worked as waiting staff here. He promised to write her a role that would change her life, and he did: she played one of the lead roles in his highly acclaimed musical La Llamada. Another successful Andalusian actress who was also a waitress is Paz Vega. On the show she works in Café Moderno (14), and she claims the bar brings people good luck. She's not wrong: it's located in the same square where Lucía's character lived in the film Sex and Lucía, a role that won Vega a Goya award.

After enjoying a drink and some bacon rashers like Paquita, you can extend the night at **Sácame por Dios** (15), a karaoke/piano bar very close to Válgame where Macarena García and Paquita perform the song Cádillac Solitario. Don't be surprised if, like on the show, you spot some music or film celebrities here. If the night turns into day, the only thing left to do is have a hot chocolate with churros and porras for breakfast at **Fanny** (16), Salas' favourite *churro* stand. Because "without Paquita, there's no churro".



→ VELVET

In 1958 Spain depicted on the show, Las Galerías Velvet is a top haute couture retailer located at number 34 in Gran Vía avenue (17). If you visit this location now, you'll find a Zara store stands in its place. In reality, the building had only ever been a hotel until recent years, having been designed for that purpose by architect Antonio Palacios in 1925. You'll need to go to number 32 to visit the block that was actually the site of the city's first department store, Los Almacenes Madrid-Paris, which opened back in 1924. The building was recently restored to its former splendour by the fast fashion chain Primark, and its spectacular central area is crowned by a staircase reminiscent of the one that stood there in the past. But if you're looking for a luxury Spanish fashion retailer like Velvet, head to the Loewe shop at number 8. Open since 1939, it's the brand's oldest establishment. On the ground floor you can visit a free Loewe museum that displays pieces that date as far back as 1890. Across the city, you'll find many more places with

history and character that served as inspiration for Velvet's sets. The restaurant the main characters go to resembles Lhardy (18). With a history stretching back over 180 years, Lhardy was the first restaurant in Spain to offer fixed prices, separate tables and written receipts. The legendary Pausa in the show is inspired by **Cock** (19), the cocktail bar that Perico Chicote himself ordered to be decorated with English furniture. Unlike at the Pausa, dancing is strictly forbidden here: actress Naomi Watts ended up out in the street for doing just that. The jeweller's where Alberto Márquez goes to buy a ring was inspired by Grassy (20), whose Old Clock Museum is well worth a visit. Like Velvet, the establishment seems frozen in the elegant 1950s.



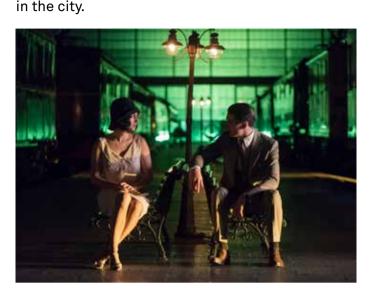
→ CABLE GIRLS (LAS CHICAS DEL CABLE)

We have the creators of Velvet to thank for this show, the first original Netflix series made in Spain. The cable girls work for Europe's largest telephone operator in the 1920s, in a building which recreates the iconic **Edificio Telefónica** (21). This building was where the first intercontinental call took place between King Alfonso XIII and US president Coolidge, an event reproduced on the show. These days, inside you can view a permanent exhibition on the history of telecommunications that includes the sort of switchboards used by our girls and a Rotary, the machine switching system that threatened their jobs.

The train station where Lidia and Francisco are separated and then reunited is Delicias. It is now home to the Railway Museum (22), where you can visit trains from the era like the ones our main characters take to get to the capital. Interestingly, one of the museum's most important pieces is an elegant 10-line telephone that was used by railway workers to communicate with each other.

In the series, Carlota and Sara hit it off when they meet at a feminist conference held by Victoria Kent in the Lyceum Women's Club. This organization played a key role in championing women's inter-

ests in the 1920s and 30s. Today we are reminded of its importance by a plaque on the building, found in Plaza del Rey, that was once its headquarters. Known as the Casa de las Siete Chimeneas, it now houses the Ministry of Culture. On the show, **Teatro** Lara (23) - which offers a dramatised tour that reviews the theatre's 140 years of history - is used to recreate the Lyceum's auditorium. As you'd expect, our smart girls live in the Barrio de las Letras, Madrid's literary quarter: the Dolores guest house is located at number 47 in Calle Lope de Vega (24), and Ángeles lives in Casa de Pérez Villaamil (25), one of the few examples of Modernist architecture



→ GIANTS (GIGANTES)

The Guerrero family always leaves a trail of death in its wake. So it's not surprising they choose to conduct their shady business from El Rastro. This Sunday flea market takes its name from the former slaughterhouse that first opened in Cascorro in the 15th C (one of the lesser-known meanings of "rastro" is slaughterhouse). Plaza de Vara del Rey features heavily on the show, as it's the location of Clemente's girlfriend's bar, Santurce (26). Every Sunday you'll find that the queue of people waiting to try its famous grilled sardines stretches all the way to Ribera de Curtidores. In this part of El Rastro, you can buy a very differend kind of rock to the ones sold on the show: it's where the mineral market is.

The Guerreros' house, a supposed antiques shop in El Rastro, is actually located far from the market, at no. 3 Calle San Bernardino (27). This uninhabited building has served as a film location multiple times: for the Spanish series I'm Alive and films like Don't Blame Karma for Being an Idiot, May God Save Us, and Malasaña 32, as well as the Hong Kong-produced *Line Walker 2*. This is where they filmed both the outdoor and indoor shots of the house - keep an eye out for the scenes under the stairs. The entire series is filmed in real places. Tomas Guerrero's exclusive gallery, for example, is actually the **David** Bardía gallery (28), where you'll find contemporary art by both established and emerging artists.

Another location we invite you to visit is La Almudena Cemetery (29), where Abraham Guerrero is buried. It's also the resting place of "giants" of Spanish culture like Antonio and Lola Flores, Galdós, Lina Morgan, Enrique Urquijo and Blas de Otero, among many others. From the cemetery you can admire the ever-present Cuatro Torres skyscrapers, which dominate the skyline of the show -and the city- as if they were the four all-powerful members of the



→ I'M ALIVE (ESTOY VIVO)

Sebas' bar El Vuelo, where we often see Márquez, his daughter, Vargas' wife and El Enlace, is actually the restaurant Airport Tavern (30), whose decor has an aeroplane theme: aircraft controls, a black box, model aeroplanes, flight attendant uniforms, etc. Although Márquez and El Enlace's home is supposed to be in Vallecas, their front door is actually in the heart of the Chueca neighbourhood, at no. 37 Calle Libertad (31). Santos' award ceremony, where El Carnicero strikes again, was filmed at the Geomineral Museum (32), which is housed in a building listed as a Property of Cultural Interest. With its extensive collections of minerals, rocks and fossils from all over Spain, former Spanish colonies and other sites around the world, we can experience the planet's geological evolution over time. Coupled with the absolutely spectacular building, the entire experience has an element of the supernatural, something it shares with the TV series.



→ SHAME (VERGÜENZA)

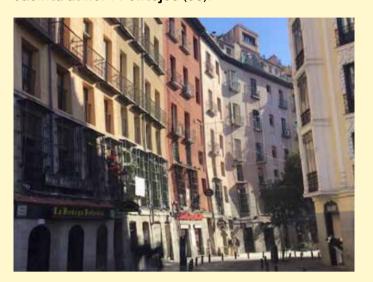
According to a Movistar study, 54% of Spaniards feel embarassed on a daily basis. No doubt if they watched the series Shame, every single one of them would cringe, as they witness, for example, Jesús Gutiérrez's reproachable attitude during a Movistar Estudiantes game at the WiZink Center (33). However, for Madrileños it's impossible to feel anything but pride when they look at their arena, formerly known as Palacio de los Deportes, which ranks every year as one of the world's five busiest arenas. As well as being the home stadium of the Estudiantes and Real Madrid de Baloncesto teams, it hosts other sports competitions such as handball, athletics and indoor football, as well as major concerts by national and international artists.

If you're in Madrid at Christmas, don't miss out on the things Nuria, Jesus and all the locals do at this time of year: shopping in Calle de Preciados, viewing the Real Casa de Correos' nativity scene in Puerta del Sol and visiting the market in Plaza Mayor. One of the oldest in Europe, it was originally held in the nearby **Plaza de Santa Cruz** (**34**), where in the show Nuria buys a contentious jumper - something you'll also be able to do in the area's numerous gift shops.



From the 1960s onwards, TVE was characterized by its production of big budget, movie-style TV series by big industry names. One example is Fortunata and Jacinta (Fortunata y Jacinta, 1980), an adaptation of Galdós' novel by Mario Camus that cost the equivalent of 1 million euros. The characters in the series live at the same addresses as they do in the novel: Fortunata at **no. 11 Cava de San Miguel**, and Jacinta at no. 1 Pontejos (35).

→ A BRIEF HISTORY OF OUR TV SERIES

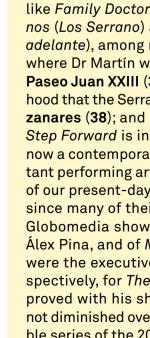


With the advent of private television, the new channels didn't have as much money to make series. Antonio Mercero was the first to reinvent our fictional TV, with Pharmacy on Duty (Farmacia de Guardia) in 1991. It ushered in the Spanish sitcom and remains the most watched series in the country's history. When creating Lourdes Cano's pharmacy, Mercero was inspired by the shopfront and traditional look of Farmacia del Licenciado Saiz García (36), which is almost 100 years old. The real pharmacist was initially reluctant to give his authorisation in case the series gave a bad impression of his industry, but the fact that his wife happened to be friends with the lead actress Concha Cuetos tipped the scales in the show's favour.



Emilio Aragón, Daniel Écija and their production company Globomedia were the ones who eventually found the winning showrunner formula, with series like Family Doctor (Médico de familia), The Serranos (Los Serrano) and One Step Forward (Un paso adelante), among many others. The Ballesol clinic where Dr Martín worked is an old people's home in Paseo Juan XXIII (37); the Santa Justa neighbourhood that the Serranos lived in is in Ribera del Manzanares (38); and Carmen Arranz's school on One Step Forward is in Matadero Madrid (39), which is now a contemporary creation centre and an important performing arts venue. The enormous success of our present-day series has come as no surprise, since many of their creators cut their teeth on hit Globomedia shows. The creators of Money Heist, Álex Pina, and of Ministry of Time, Javier Olivares, were the executive producer and scriptwriter, respectively, for *The Serranos*, and Daniel Écija has proved with his show *I'm Alive* that his talent has not diminished over the years either. The most notable series of the 2000s was No One Could Live Here (Aquí no hay quien viva), which had the largest viewership of its decade. Spain's most famous group of neighbours lived at no. 21 in Calle del Desengaño. In reality the street doesn't have a building with that number, but the show's creators did draw inspiration from a nearby building to create the façade that

appears in the series: no. 14 Calle Colón (40).

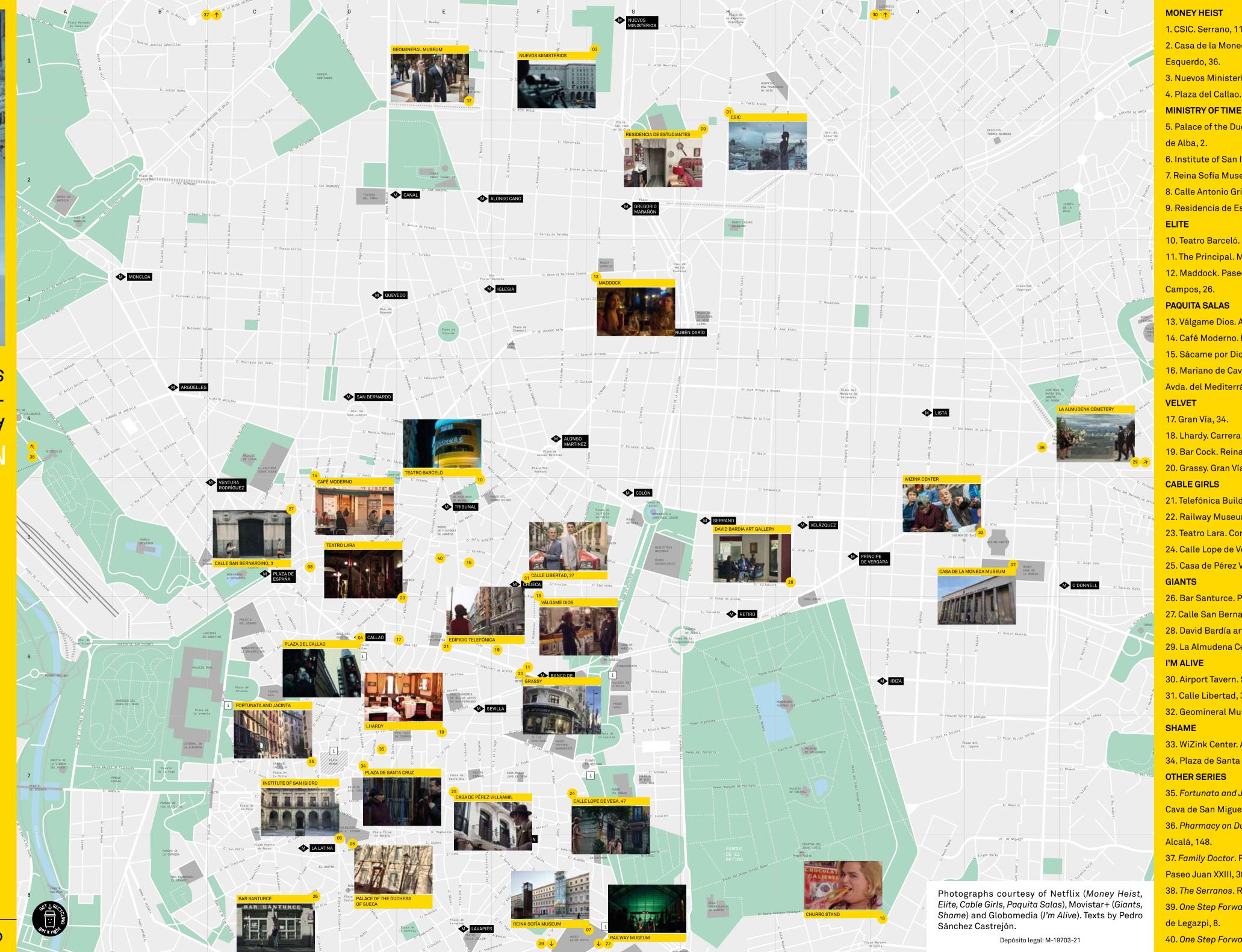


Madrid

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MONEY HEIST

1. CSIC. Serrano, 117.

2. Casa de la Moneda Museum. Doctor

Esquerdo, 36.

3. Nuevos Ministerios. Paseo de la Castellana, 67.

MINISTRY OF TIME

5. Palace of the Duchess of Sueca. Plaza Duque

de Alba, 2.

6. Institute of San Isidro. Toledo, 39.

7. Reina Sofía Museum. Santa Isabel, 52.

8. Calle Antonio Grilo, 3.

9. Residencia de Estudiantes. Pinar, 21-23.

ELITE

10. Teatro Barceló. Barceló, 11.

11. The Principal. Marqués de Valdeiglesias, 1.

12. Maddock. Paseo del General Martínez

Campos, 26.

PAQUITA SALAS

13. Válgame Dios. Augusto Figueroa, 43

14. Café Moderno. Plaza de las Comendadoras, 1.

15. Sácame por Dios. Hernán Cortés, 21.

16. Mariano de Cavia churro stand.

Avda. del Mediterráneo, 2.

VELVET

17. Gran Vía, 34.

18. Lhardy. Carrera de San Jerónimo, 8.

19. Bar Cock. Reina, 16.

20. Grassy. Gran Vía, 1.

CABLE GIRLS

21. Telefónica Building. Fuencarral, 3.

22. Railway Museum. Delicias, 61.

23. Teatro Lara. Corredera Baja de San Pablo, 15.

24. Calle Lope de Vega, 47.

25. Casa de Pérez Villaamil. Plaza de Matute, 12.

GIANTS

26. Bar Santurce. Plaza del Gral. Vara de Rey, 14.

27. Calle San Bernardino, 3.

28. David Bardía art gallery. Villanueva, 40.

29. La Almudena Cemetery. Avda. de Daroca, 90.

30. Airport Tavern. Serrano, 232.

31. Calle Libertad, 37.

32. Geomineral Museum. Ríos Rosas, 23.

SHAME

33. WiZink Center. Avda. Felipe II.

34. Plaza de Santa Cruz.

OTHER SERIES

35. Fortunata and Jacinta. Fortunata's house,

Cava de San Miguel, 11; Jacinta's, Pontejos, 1.

36. Pharmacy on Duty. Farmacia Saiz García.

Alcalá, 148.

37. Family Doctor. Residencia Ballesol.

Paseo Juan XXIII, 38.

38. The Serranos. Ribera del Manzanares, 133.

39. One Step Forward. Matadero Madrid. Plaza

40. One Step Forward. Colón, 14.

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