



# HOTEL & SPA URSO

## MADRID, SPAIN



Hotel and Spa Urso is a monumental building located in the centre of Madrid that brims with history and heritage. By virtue of such, the hotel provides experiences to guests who almost feel like they have gone back in time to the beginning of the 20th century. Every single decor strategy suggests it, from the small staircase to the restoring antique elevator which is still functional. The four mesmerising 20th-century stained-glass windows and the generous space also grant the hotel this nostalgic characteristic. After a stay in the magnificent Urso, one could best describe it for its glamour and tranquillity.

Furthermore, the hotel still factors in neo-classical elegance while incorporating modern and stylish elements to its interiors mostly because it is located in the capital of the country, so there's always the need to keep things fresh. Urso Hotel and Spa shares Pablo Carrington's idea of simple luxury. Out of conceit, before the hotel was even thought out and built, it was actually an old factory, being one of the main reasons why the hotel still has all of these foregoing references of grandness and value. Nevertheless, the hotel & spa Urso was restored by architect and designer Antonio Obrador, who completely revolutionised the building into a sophisticated and inspirational project and it has been preserved in order to create the best of ambiances replete of comfort, discretion and receptive accessibility. Overall, its architecture features an imperial construction method. Not only are the interiors and decor exceptionally light and well-balanced in marble and honey-toned wood but also the environment, the sound, the smells, all the harmonising details also contribute to an everlasting memory of the Urso Hotel. However, the hotel's success is also due to warm and welcoming embrace from the people who work there, from check-in to check-out, everything is done with a friendliness and good disposition. Pablo Carrington, General Manager, disclosed: 'I wanted to open a hotel in Madrid for quite some time and I'm certain that we found the right spot in Urso. The building is utterly unique; it occupies a whole block, which means that all the rooms are exterior facing. Its location is second to none...'



Hotel and Spa Urso is situated between the residential neighbourhood of Chamberí, the popular Chueca district and the new Tribunal area. Gloriously designed in a very commercial and industrial area, the building's imperial architectural style meshes splendidly with small traditional boutiques, grand embassy buildings and the golden triangle or art galleries. This accessibility allows guests to visit museums, such as Prado and Thyssen in a short 15-minutes' walk and the principal shopping district, Serrano is only a few minutes away from the hotel. In addition, the Barcelo food market is situated right next to Urso which always comes in handy.

In regards to the Urso's location, Pablo added that "Madrid is clearly on the rebound and we are a central part of the city's rebirth." Basically, the hotel is the meeting point between old and new Madrid.

Antonio Obrador says that 'The philosophy is to work with local artisans and craftsmen as much as possible to enhance the identity of the building and as a way of showing respect for local traditions. It is about incorporating products that better reflect the setting of the hotel, without sacrificing quality or the need to create a product with its own personality.' Hotel & Spa Urso is a must-visit landmark for vacation and to create boundless memories and high-quality services. Food for thought, it actually became the very first luxury hotel in Madrid to have treatments of the Spanish skin care Natura Bissé. To sum up, if you are looking for a magnificent experience in hospitality, this is the right way to go.





HOTELS WE COVET //

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