

## Media Kit - NH Collection Madrid Abascal



### *More than a great hotel*

A captivating building, travertine marble, damasks, plant mouldings, tufting, "boisseries"... [NH Collection Madrid Abascal](#) pays tribute to the most classic decorative style and the most modern sophistication, but also to a unique quality of service.

NH Collection Madrid Abascal has all the ingredients to become an essential meeting point in the city. For visitors and for locals. The hotel lobby and restaurant welcome travellers in a cosy multipurpose space open to all. An elegant environment that changes according to the time of day and invites you to enter this unique universe at any time.

Located on Madrid's José Abascal Street, in an impressive building designed at the beginning of the 20th century by the architect Manuel Ignacio Galíndez Zabala, NH Collection Madrid Abascal was, first, home for some of the wealthiest families of the time, giving way, later, to the embassies and diplomatic headquarters of different countries that saw it as the most appropriate place to strengthen their international image.

Originally from Bilbao, Galíndez Zabala spent his entire career between his hometown and the capital, being recognized, above all, for his buildings for banking institutions, including the Banco de Vizcaya (Alcalá, 45) and the Banco Central Hispano (Plaza de Canalejas, 1) in Madrid. For the new wealthy families of Chamberí he built a solid and forceful architecture in which the materials and rich details extolled the economic power of his clients. It would be one of his few projects where there is no trace of the rationalism that was beginning to impose itself from Central Europe and that, later, would influence his work.

All this past splendour can be found in the building that today houses the NH Collection Madrid Abascal hotel. Faithful to his masters, Galíndez Zabala included in this project details that exude a neoclassical French air and others more typical of "Art Nouveau". Conceived with a great interest in ornament, its façade – now protected – is a clear example of the architectural taste of the Madrid bourgeoisie who dreamed of the boulevards of Paris, Berlin or Vienna.

The common spaces also remain intact and blend seamlessly with the new environments created by the designers. Thus, we can contemplate unaltered the old carriage passage and the main staircase, where noble materials such as the marble of the columns or the wrought iron of the gate continue to coexist with original

stained glass windows or bronze sculptures of the time. Again, the desire to reflect the spirit of a Madrid, which makes this hotel a unique place.

The interior design of NH Collection Madrid Abascal seeks its own style that integrates with the architectural style of the building. There are nods to the film sets of Hollywood's golden age with a contemporary vision, without nostalgia. The bare walls are filled with moldings, plaster ornaments and gold leaf. The furniture breathes the flavor that we found in the old "halls" of the luxurious hotels of the "grand tour", but adapted to today's traveler. Pieces that exude comfort and convenience – such as wingback sofas or tufted armchairs – as if taken from an English club that, reinterpreted, are mixed with modern armchairs. The theatricality is provided by the large curtains in old gold velvet or the large mirror mural that replicates space to infinity and allows you to play at "seeing and being seen".

It is the details that are not obvious that make a stay at the NH Collection Madrid Abascal an experience. The experience of enjoying all kinds of comforts, even unexpected ones, such as breakfast in the room, the pillow menu, high-speed WiFi, late check-out, late breakfasts and services such as express laundry, complimentary ironing, newspapers in the rooms, and complete fitness facilities equipped with the best machines.

From 2024, as the main novelty, guests will be able to find the Alexa service in the rooms, through which they can request any room service (such as an extra towel or toothbrush) from reception, listen to the music they like the most, order food from room service or ask what the WiFi password is among many other functionalities.

### ***Feel the comfort***

NH Collection Madrid Abascal has 183 rooms, of which 106 are superior, 10 are Junior Suites, 57 are premium, 6 are singles and 1 is a suite. The hotel also has 3 rooms fully adapted for guests with some type of disability. And, virtually every room in the hotel has a seating area.

They are dominated by beige, a shade that makes spaces more welcoming, warm and interesting. This sophisticated colour is nuanced with grey details on the headboards of the beds, on some pieces of furniture upholstered with damasks and, above all, on one of the most personal elements of the rooms, an architectural drawing in the form of a trompe l'oeil that reproduces the decorative elements of the façade. An intervention that makes the decoration of these spaces unique. A new tribute to Madrid is repeated in the corridors, where large photographs reproduce different visions of mythical corners of the city.



### ***Location, Location, Location***

Strategically located next to Paseo de la Castellana, NH Collection Madrid Abascal is between two worlds, the financial and business world of the north and the leisure and shopping world further south. Just 15 minutes from the airport and the IFEMA exhibition centre, the hotel is in the heart of Chamberí, a traditional neighbourhood born at the beginning of the 20th century inspired by the "Haussmannian" development of Paris. Today it is a gastronomic mecca where you can discover new taverns and bars run by innovative chefs and surprising proposals.



The most important communications axis of the city – Paseo de la Castellana-Paseo del Prado – is an artery of about 7 kilometres that connects the north with the south. At the northern end, 13 minutes from NH Collection Madrid Abascal, is the "Cuatro Torres" business complex and Chamartín Train Station. 12 minutes south, you will find the Atocha AVE and train station. Football lovers are 6 minutes away from a must-see place, the Santiago Bernabéu Stadium, home of Real Madrid.

The hotel is also a good starting point to get to know the unlimited cultural offer of the city. Just over 10 minutes away, you will find some of the most important art centres in Europe: the Prado Museum, the Thyssen Museum, the Reina Sofía Museum,... and a multitude of art galleries spread throughout the districts of Salamanca, Salesas, Las Letras and Lavapiés.

The shopping areas are mainly located between the Salamanca district (10 minutes from NH Collection Madrid Abascal) and Salesas. The first is where the most important international brands are located. The second brings together small boutiques of the most coveted local brands.

### ***Gastronomic destination: Abascal 47***

NH Collection Madrid Abascal is a true gastronomic benchmark in the Chamberí neighbourhood. The DOMO Abascal restaurant invites visitors to enjoy excellent cuisine with regional influences and modern touches. The menu, designed by the hotel's executive chef, Ángel Aylagas, incorporates fresh and seasonal ingredients in the preparation of all dishes. Among its creations, travelers can find grilled meat and fish, delicious dishes with beans, excellent cheeses and exceptional wines to pair the gastronomic journey.

NH Collection Madrid Abascal also offers, for both lunch and dinner, The Box version, with more than fifteen dishes, including several starters, ten tapas and a dessert. Among them, the octopus, squid and prawn yakitori or the oxtail stewed with yellow chili pepper stand out. All of them presented in a minimalist way in a box designed for the occasion. It is possible to accompany the experience with two original pairing options: a selection of bubbles by Anna de Codorniú, and a more traditional one, with vermouth, beer and a glass of wine.

For those who prefer a late breakfast or brunch, NH Collection Madrid Abascal offers The Box Brunch. A unique gastronomic experience, with more than ten small-format dishes prepared by chef Ángel Aylagas. Among them, there are the cochinita pibil taco or the eggs benedictine with smoked salmon or Iberian jowl. It is also possible to crown the experience with two pairing options or a cocktail to choose from the most popular on the menu.



In the morning, DOMO offers a full breakfast buffet with a wide variety of local and international options. From cold meats, cheeses and fruit, to hot dishes prepared to order. In addition, guests, if they wish, can enjoy breakfast in the room and, if they are in a hurry, taste the quick breakfast.

The hotel also offers an outdoor terrace, a perfect place to sip a cocktail and enjoy the delicious dishes served in the lobby bar.

### ***And also business***

The location of NH Collection Madrid Abascal next to Paseo de la Castellana, the capital's business hub, and the country's main communication hubs, make it a unique space for business meetings.

3 innovative rooms with capacity for 20 people each – modular to accommodate up to 60 people – and another 2 for individual meetings, complete the offer of this hotel. In them, the latest technologies take center stage, making each meeting part of a great experience. Digital projections, innovative equipment for videoconferences, state-of-the-art plasma screens, high-quality sound installations, portable transformers... are some of the elements with which NH Collection Madrid Abascal places its meeting spaces at the technological forefront of Madrid.

A cocktail, a gala, a dinner, a presentation... The function rooms of NH Collection Madrid Abascal are also the ideal setting for any celebration. The possibility of adapting the space to the number of guests – joining or dividing them – the most innovative technological equipment and a series of exceptional services are the ingredients to make a special day unforgettable.

NH Collection Madrid Abascal provides everything from floral arrangements, photographers or music to entertainment and even furniture rental. In addition, the hotel's catering service is prepared to offer any type of menu – avant-garde, classic, fusion, etc. – under the direction and know-how of the head chef Ángel Aylagas. At every event or meeting, a hotline with the catering department makes any type of management permanently simple.

## About NH Collection Hotels & Resorts

NH Collection Hotels & Resorts is an upper-upscale hospitality brand with close to 100 properties across Europe and the Americas and a growing global footprint in territories such as: Arab Emirates, Maldives or Sri Lanka.

Offering extraordinary hospitality experiences, NH Collection perfectly combines comfort, innovation, intuitive service, an elegant atmosphere, and surprising flavours, all embedded in the local identity.

NH Collection is part of global hospitality group [Minor Hotels](#) and a member of the [GHA DISCOVERY](#) loyalty programme.

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