

UMUSIC HOTEL MADRID

UMUSIC HOTEL MADRID



UMUSIC HOTEL MADRID

WHO WE ARE

UMusic Hotel Madrid is UMusic Hotels' first property, a newly restored theater at the heart of Madrid. Inspired by free-spirits and creative souls.

LOCATION

C. De la Paz, 11, 28012, Madrid, Spain

GENERAL OVERVIEW

5-Stars

Chainscale

Conversion

Development

1940

Built Since

CORE PRODUCTS

Guestrooms

Accommodation

130

Rooms

Teatro Albéniz

Theater

898

Theater Seats

Nota Alta

Rooftop

691*

Nightclub Capacity

*Expected opening: Q4 2024

TIMELINE

Nov 2022

Theater Opening

Jan - Aug 2023

Soft Opening

Sep 2023

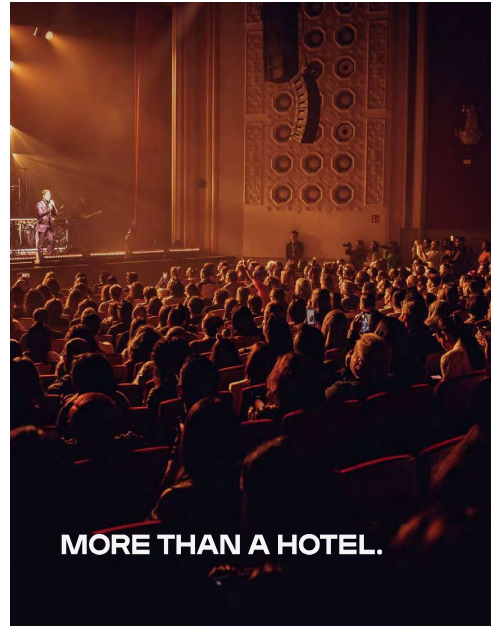
Brand Opening

UMUSIC HOTEL MADRID

DISCOVER THE B-SIDE

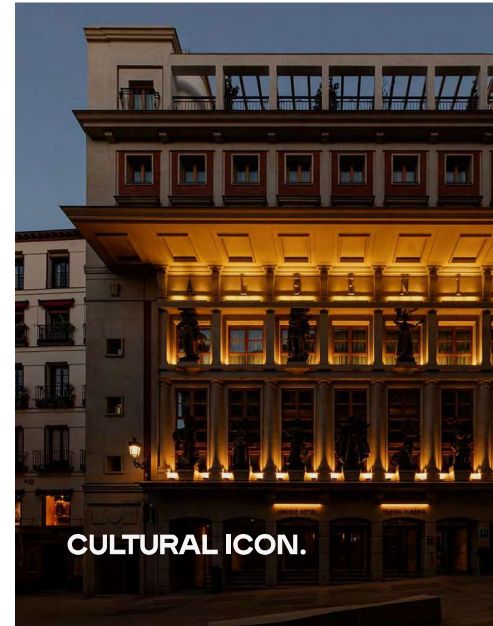
Consumers want experiences. The consumption of music has never been greater or more global. An authentic combination of hospitality and music create powerful experiences that are truly unique.

UMusic Hotel Madrid possesses an iconic space that unites the community through artistic and cultural experiences, becoming a meeting point for those seeking to immerse themselves in the unique essence of Madrid.



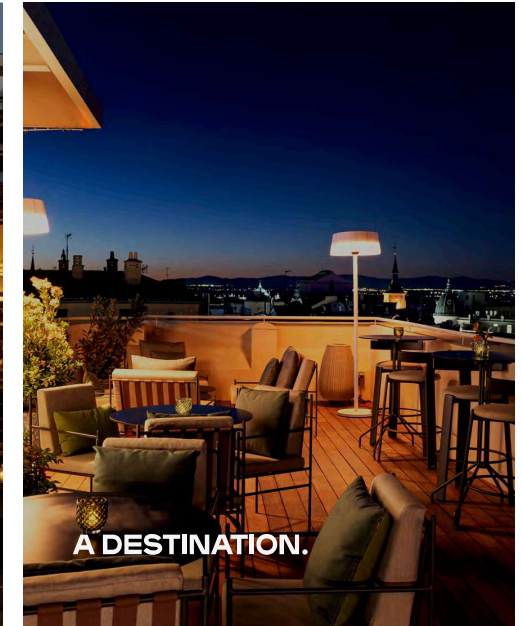
MORE THAN A HOTEL.

A unique space that combines hotel, theater, and entertainment venue. One of the few establishments that successfully integrates accommodation and entertainment.



CULTURAL ICON.

The Teatro Albéniz, declared a Cultural Heritage of the Community of Madrid, possesses a rich history and cultural legacy, becoming a symbol of Madrid's identity.



A DESTINATION.

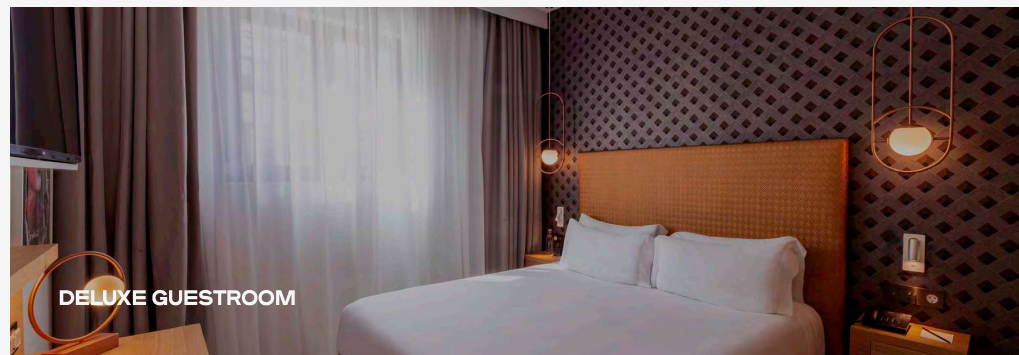
Steps away from the iconic Puerta del Sol, we are situated in the heart of the city that immerses you in its culture, history, and people.

UMUSIC HOTEL MADRID

GUESTROOMS & SUITES (1/2)



CLASSIC GUESTROOM



DELUXE GUESTROOM



PREMIUM GUESTROOM



PREMIUM TERRACE GUESTROOM

CLASSIC GUESTROOM

Room size: 12 to 24 m²
Sleeps: 1 pax, 1 single
Inventory: 7 rooms

DELUXE GUESTROOM

Room size: 15 to 25 m²
Sleeps: 2 pax, 1 Queen / King
Inventory: 47 rooms

PREMIUM GUESTROOM

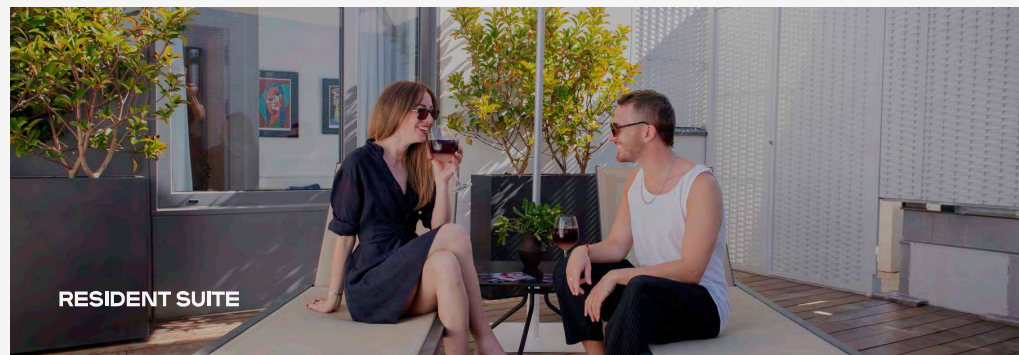
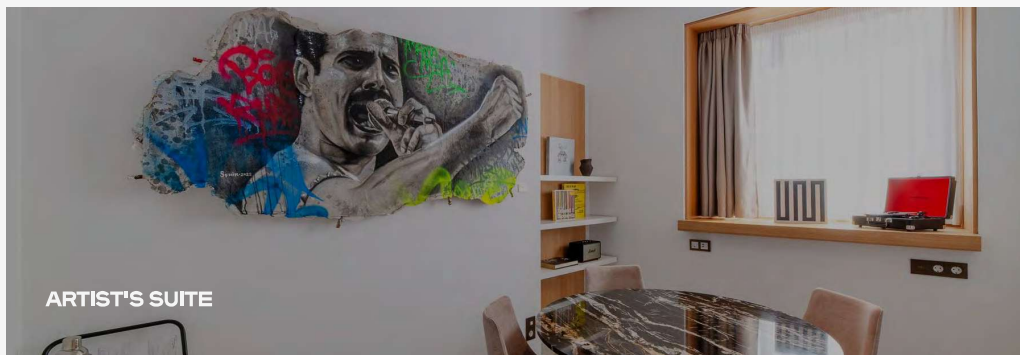
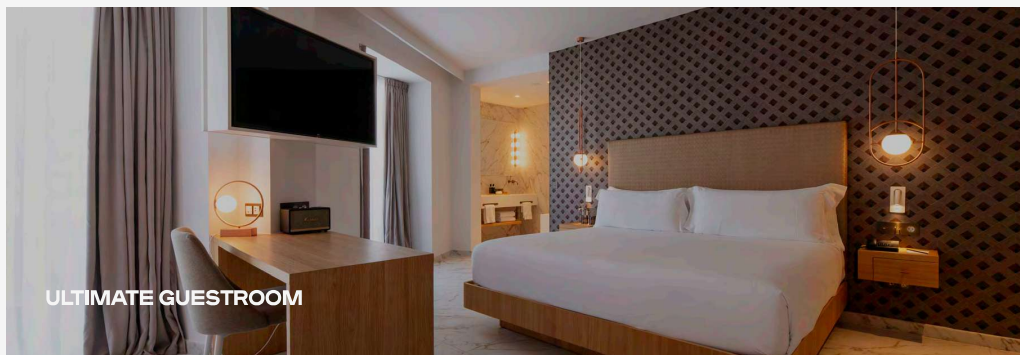
Room size: 20 to 29 m²
Sleeps: 2 pax, 1 Queen / King / Superior King
Inventory: 57 rooms

PREMIUM TERRACE GUESTROOM

Room size: 20 to 29 m²
Sleeps: 2 pax, 1 Queen / King / Superior King
Inventory: 6 rooms

UMUSIC HOTEL MADRID

GUESTROOMS & SUITES (1/2)



ULTIMATE GUESTROOM

Room size: 23 to 39 m²
Sleeps: 2 pax, 1 Queen / King / Superior King
Inventory: 8 rooms

ULTIMATE TERRACE GUESTROOM

Room size: 23 to 39 m²
Sleeps: 2 pax, 1 Queen / King / Superior King
Inventory: 4 rooms

ARTIST'S SUITE

Room size: 35 to 36 m²
Sleeps: 2 pax, 1 Queen
Inventory: 1 room

RESIDENT SUITE

Room size: 125 m²
Sleeps: 5 pax, 1 Queen
Inventory: 1 room



UMUSIC HOTEL MADRID

HOTEL FACILITIES

ARTIST'S & RESIDENT'S SUITE



Premium Minibar



Desk



Smart TV



Integrated sound system



Bluetooth



High-speed Wi-Fi



Marshall Speaker



Locally-sourced Natural Amenities



Nespresso Coffee Machine



Electric Kettle



Clothing Steamer



Complimentary Nordaq Water



17" Laptop Safe



Bathtub



Rain Shower



300-threadcount Satin Sheets



Extra-soft Bath Towels



Digital Scale



Solarium



Office Space



Courtesy Bathroom

HOTEL FACILITIES

TEATRO ALBÉNIZ

Recently renovated, the main auditorium accommodates 898 spectators, retaining its protected and historical elements that give it character and charm.

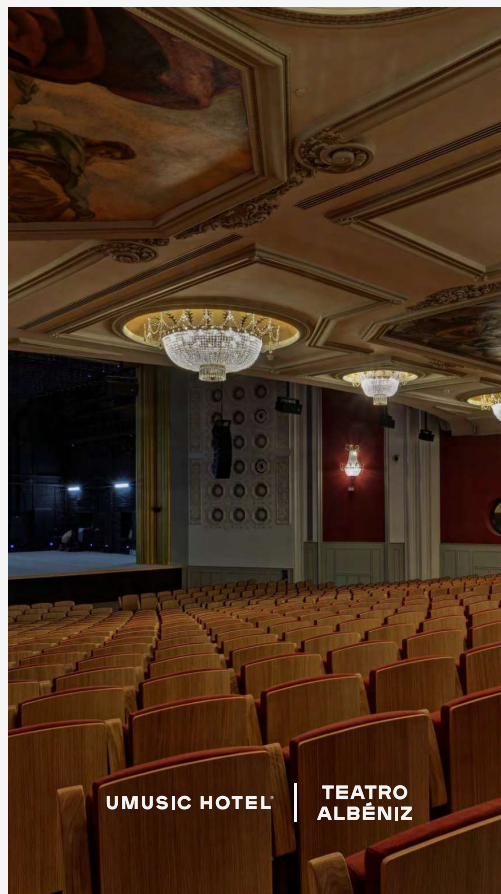
The venue has individual and communal dressing rooms.

Individual:

- Level 2: 6 dressing rooms, including separate toilets and showers

Communal:

- Level 1: 1 communal dressing room for 7 people
- Level 2: 1 communal dressing room for 7 people



898 SEATS

Total Capacity

2 ENTRANCES

Distributed in 2 Levels

591 SEATS

Ground Floor Entrance

307 SEATS

F1 Entrance to Amphitheater

HOTEL FACILITIES

TEATRO ALBÉNIZ

The newly restored theater, Teatro Albéniz, is ranked as one of Madrid's top 3 largest stage box, complimented with innovative technical equipment and exceptional acoustics.



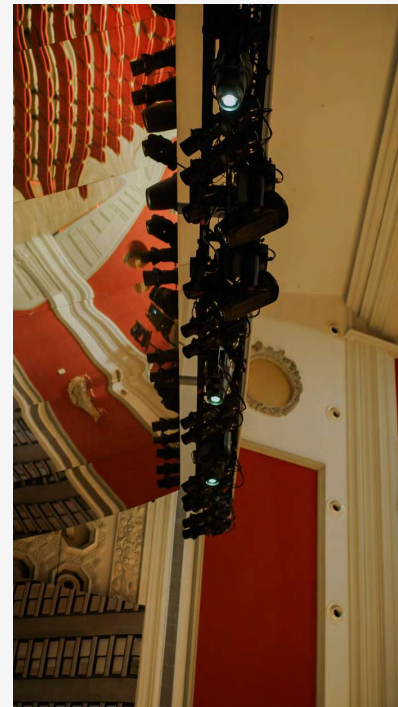
STAGE



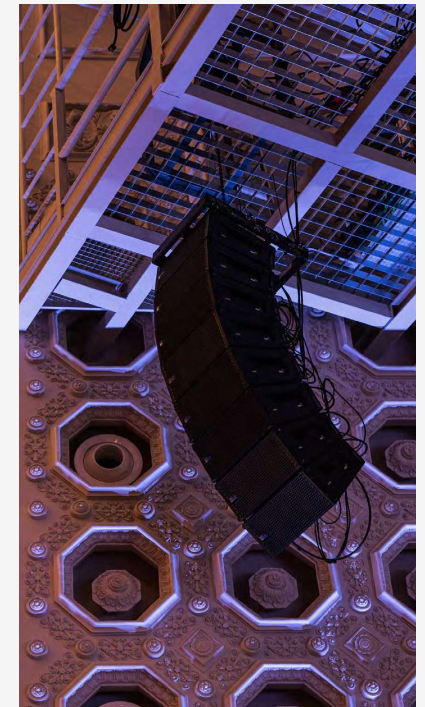
CONTROL DESK



BACKDROP



LIGHTING



AUDIOVISUAL EQUIPMENT



UMUSIC HOTEL MADRID

HOTEL FACILITIES

MEZZANINE

Great theaters feature a mezzanine. We are no exception and offer a perfect space for sharing in a more intimate setting with a small group.

A theatrical decoration is accompanied by a library of vinyl records, label books, and artist publications for music enthusiasts.

Capacity up to 50 Pax

Event

Floor 1

Level

HOTEL FACILITIES

ALBÉNIZ RESTAURANT

Explore the flavors of the capital at the El Albéniz Restaurant, where we showcase the most emblematic recipes of Madrid's gastronomy and culture with Spanish nuances.

Delight your senses in our culinary journey during breakfast, lunch, or dinner. With a selection of local wines and cocktails, our bar is at your service to cater to your requests at any time.



Floor 2

Level

245M²

Space

100 Seated

Capacity

250 Pax

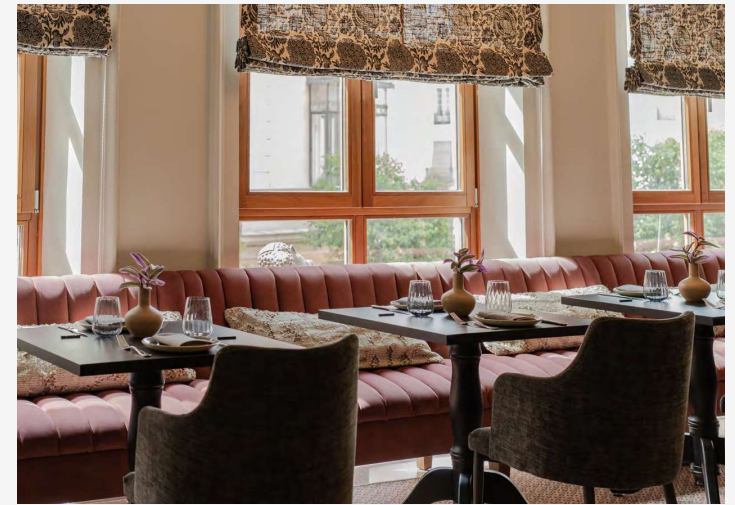
Event Capacity

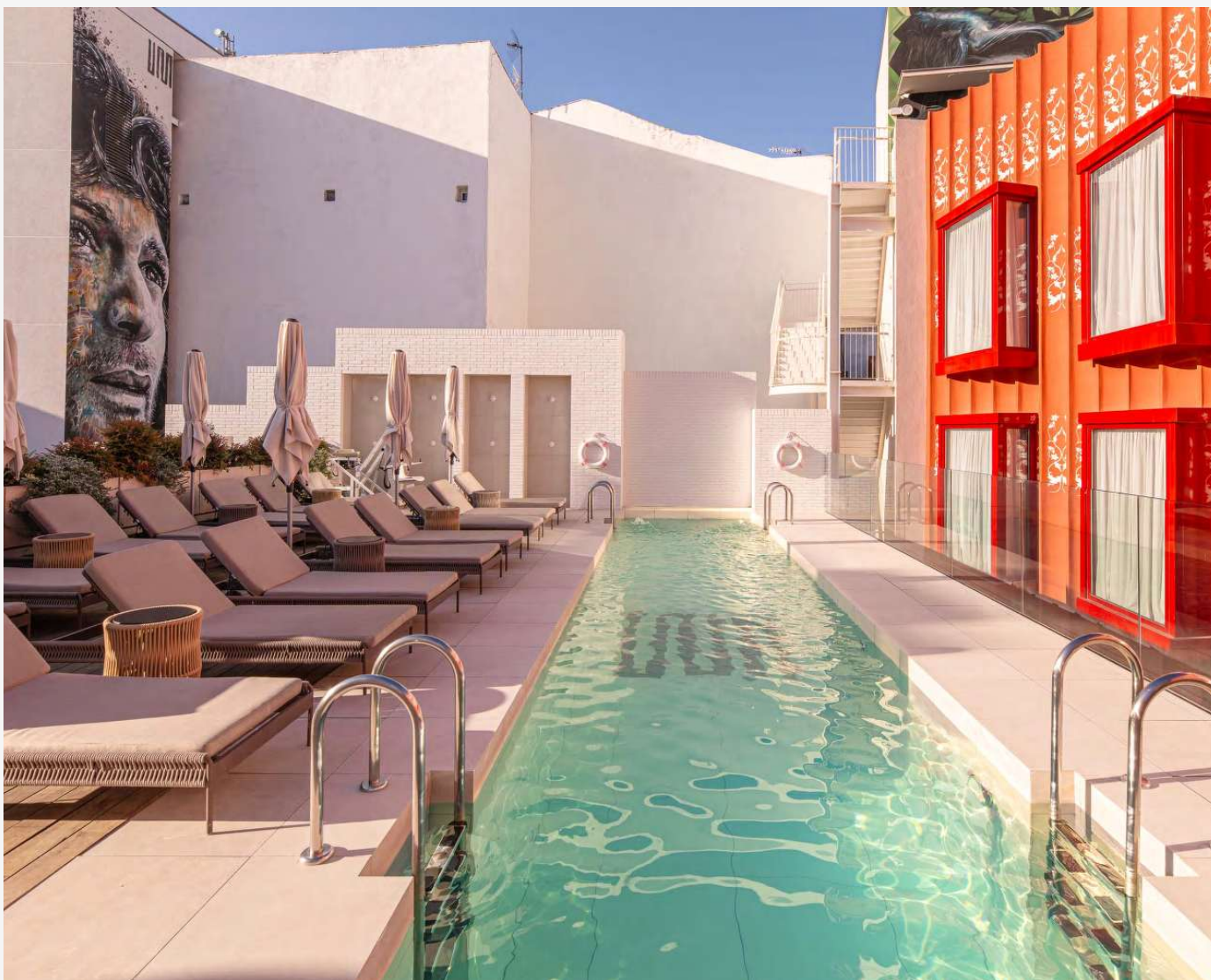
HOTEL FACILITIES

CATERING SERVICES

We offer a variety of customizable catering options designed to suit every event, from corporate gatherings to intimate parties.

Our dedicated culinary team crafts diverse and delicious menus, ensuring a memorable dining experience tailored to your needs. Please see below for a general description of our offerings and their corresponding prices. For bespoke requests, feel free to reach out to our dedicated catering team.





UMUSIC HOTEL MADRID

HOTEL FACILITIES

POOL

**An oasis in the heart of the city.
Our pool transforms into the ideal
space for hosting the most lively
events in Madrid.**

The area is nicely equipped with a 15m² swimming pool (1.5m deep), a bar, umbrellas, tables, chairs, and single / double hammocks. Additionally, the pool has the necessary equipment for guests with disabilities, making it fully handicap accessible.

60 Pax

Maximum Capacity

Floor 4

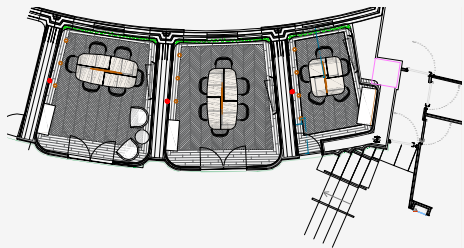
Level

HOTEL FACILITIES

MEETING ROOMS

Located in the Paz Building in the same corridor where the gym is, our meeting rooms are equipped with a TV screen, stationery and comfortable seating.

Lined up in a row from left to right from bigger spaces to smaller ones, all meeting rooms feature their own view of the theater's stalls and stage, adding an element of excitement to this functional, multi-use space.



Floor 3

Level

2-6 Pax

Meeting Room #34

2-6 Pax

Meeting Room #33

2-5 Pax

Meeting Room #32

HOTEL FACILITIES

FITNESS ROOM

Located in the Paz Building next to the left-hand side of the three meeting rooms, the fitness room provides guests with a place to work out with a view.

In addition to a multifunctional machine, a treadmill, an elliptical, several yoga mats, and a rack with assorted weights and dumbbells, the gym also delivers direct views of the theater.

The 30m² space is well-maintained with clean towels and recyclable bottled water available.



HOTEL FACILITIES

NOTA ALTA ROOFTOP BAR

The exclusive cocktails and delightful bites perfectly complement the panoramic views offered by Nota Alta.

We want our rooftop sushi bar to inspire thousands of Madrileños and travelers to enjoy the liveliest city on the planet from its rooftops.



CONCEPT

Daily activations related to music and culture. 360-degree view. Three distinct areas on the rooftop with Sushi Castizo and craft cocktails.

CAPACITY

243M²
160 people standing
60 people seated

NOTA ALTA NOMENCLATURE

Nota Alta means high note. The concept mixes music and the height of the outlet.

THE PROGRAM

The program features DJs and live performances.

LEVEL

Floor 7

POSITIONING

The neighborhood's rooftop bar.

UMH MADRID CASE STUDIES

EVENTS & ACTIVATIONS

CASE STUDY: TEATRO ALBÉNIZ CONCERTS

David Bisbal celebrated 20-year music career through 20 shows at his first-ever residency at Teatro Albéniz.

20

of Shows

16K+

Tickets Sold

4.8M

Instagram Followers

7.5M

Spotify Listeners / Month

PR

VIDEO

Multimedia



UMUSIC HOTEL MADRID



EVENTS & ACTIVATIONS

CASE STUDY: TEATRO ALBÉNIZ MUSICAL

After almost 20 years it returns to Madrid. Andrew Lloyd Webber's enthralling masterpiece, a spellbinding production featuring a stellar cast of renowned talent captivating audiences with its bewitching tale of love, mystery, and music based on the timeless novel by Gaston Leroux.

228

Shows

Oct 3

Premiere

474M

Unique Media Impressions

PR

VIDEO

Multimedia



UMUSIC HOTEL MADRID



ANDREW LLOYD WEBBER

EL FANTASMA DE LA ÓPERA



EL MUSICAL
MÁS EXITOSO DE LA HISTORIA
LLEGA A MADRID

COMPRA TU ENTRADA EN
MUSICALELFANTASMADELAOPERA.COM

UMUSIC HOTEL | TEATRO ALBÉNIZ

PRODUCE LETSGO UNISTAL GTS GLOBAL THEATRE GROUP UMUSIC HOTELS See TICKETS

EVENTS & ACTIVATIONS

ARTIST VISITS IN OTHER AREAS

Designed to elevate Universal Music artists in showcases, media junkets, talk shows, interview and a good night's rest. Hosting over 85 artists*, including esteemed global icon Luis Fonsi and rising sensation BB Trickz, our venues provide a genuine immersive encounter for music enthusiasts. Guests may find themselves in the presence of their favorite stars, adding an extra layer of exclusivity to their stay.

85

Total Artist Visits

16

Meeting Room & Mezzanine Interviews

9

Rooftop Showcases

14

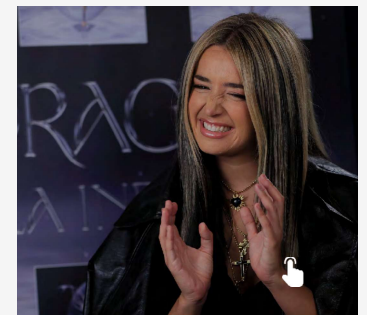
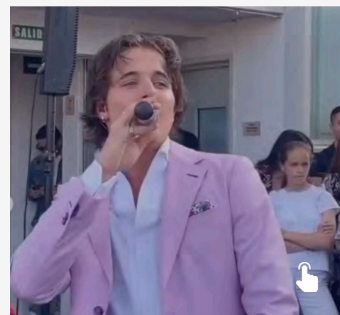
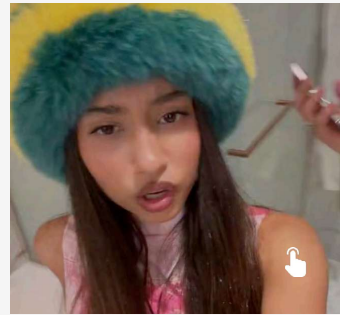
Accommodations

35

Theater Engagements

11

Other Music-Related Engagements



*85 Artists: Pablo López, Lola Indigo & Luis Fonsi, Juan Magan, Miki Nuñez, Karol G, David Bisbal, Lasso, Luz Casal, Alejandro Sanz, Ana Guerra, Lole Montoya, Estrella Morente, Luis Miguel, Lola Indigo, Belinda, David Bustamante, Israel Fernández, Teo Bok, BB Trickz, Los Secretos, G-Face, Bombai, Julia Medina, Cody Fry, Mala Rodríguez, Carlos Baute, Polo Nández, Abraham Mateo, Agoney, Antonio José, Ly Raine, Samurai, Jesús Carmona, Candela Gómez, Sem Senra, Álvaro Díaz, Ptazeta, Alfred García, Paula Koops, Nach, Maikel de la calle, Maikel Delacalle, La Plazuela (Luis Abril), Amaia Romero, Mariah Angeliq, Anselmo Ralph, Alba Reche, Rufus Wainwright, Gilberto Gil, Gloria Trevi, Aitana, Rith Lorenzo, Ryan Tedder, Zollo, Antonio Banderas, Lorenzo Caprile, Samantha Hudson, Javier Crespo, Farga, Antonio Jose, Amaira Romero, Alvaro Díaz, Denise Rosenthal, La Zowi, Antonio Diodato, Cami, Morat, Carlos Right, Fernando Daniel, and Joao Direitinho.

EVENTS & ACTIVATIONS

MEETINGS / CONVENTIONS (1/2)



RENFE VIAJEROS SA

Our state-of-the-art facilities were the perfect choice for the conference of various departments of the High-Speed and Other Commercial Services Directorate, including Sales, Sustainability and Commercial Communication, Customer Experience, Revenue Management, and others.



MADRID CONVENTION BUREAU

The presentation of the 2022 MICE Tourism Report and its effects on the city of Madrid were unveiled during the General Assembly. More than 44,500 meetings, More than 2 million participants in the MICE segment. A total economic impact on the city of €3,860 million.



ENDESA GOES ON STAGE

The CEO of the largest energy company in Spain recorded a message for his colleagues for Endesa Day, a day dedicated to promoting sustainable energy solutions, environmental awareness, and community engagement. This content was recorded by the filmmaker Javier Fesser, winner of the Goya for best film in 2019 for "Campeones".



EL VIAJE

El Viaje, in collaboration with RENFE and RTVE, exclusively presented and televised a documentary addressing mental health in elite athletes. A red carpet event was organized, featuring the most prominent sports figures in Spain, accompanied by political representatives such as Ander Gil, President of the Senate.

EVENTS & ACTIVATIONS

MEETINGS / CONVENTIONS (2/2)



EUROPEAN CONGRESS OF DERMO-AESTHETIC SYNERGIES

The Spanish Society of Dermo-aesthetic Nursing organized its first European congress on dermo-aesthetic synergies at UMusic Hotel Madrid Teatro Albéniz. Attendees from all over Europe discussed the situation of the sector and analyzed new market trends.

UMUSIC HOTEL MADRID



DIAL UNICXS FOR MULTIPLE SCLEROSIS

On May 30 the theater hosted the solidarity concert of Cadena Dial and Merck in the fight against multiple sclerosis, a disease that affects +55K people in Spain. On stage, artists such as Agoney, Ana Guerra or Carlos Baute were able to contribute by giving voice to this disease.



30TH ANNIVERSARY AJOMAL

About 170 partners have been part of the anniversary of Ajoomal, a company dedicated to IT security solutions.



SPRING NOVEL AWARDS 2023

"Las brujas y el inquisidor" has been selected in the latest edition of the Primavera de Novela Awards organized by Editorial Calpe and the association Ámbito Cultural de El Corte Inglés.