

madrid
turisme
fröjlig
kultura
vækersted

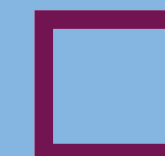
Madrid

23rd Oct / 2nd Nov 2017



**Universidad
Europea**

LAUREATE INTERNATIONAL UNIVERSITIES



cphbusiness

COPENHAGEN BUSINESS ACADEMY

An International Circular Design Workshop organized by the Department of design, art and digital contents of the Universidad Europea, together with the visiting multimedia students of the AP Degree in Multimedia Design and Communication at Cphbusiness, Copenhagen, Denmark. We already celebrated another workshop the previous year, but in this case the results have been even more enriching for all the participants as a truly inclusive and collaborative project.

An urban campaign of posters and information / locations brochure, with the leitmotiv of MADRID: City of opportunities for leisure and culture for young people, interpreted, created and designed by several groups of Dansk-Español students.

The objective being the interest of Madrid as seen from the uninhibited gaze of young people, crossing leisure with culture and the hybrid aspects between one another, through unconventional points of view after prior research and field study according to the interests of each group.

Students

Gonzalo Andrés Alarcón Sarango

Marcos Álvarez Poblete

Bjørn Asger Løvefod

Blanca Bartual Sánchez

Kevin William Bast

Maria Echenique Frago

Daniel Héctor Fernández Hoyos

Helene Hyldgaard-Jensen

Mikkel Hjorth Jensen

Charmaine Hornung McLean

Ismail Imanov

Line Rydal Kristensen

Mattia Martini

Troels Møller

Mikkel Julian Petersen

Malena Ryberg

Mafalda Villazán Impastato

Natalia González

Teachers

Albert Culleré

Lene Juhl Nielsen

Marc Kluge

Lucinda Morrissey

David Pérez Medina

Dietlev Skanderby

With the support of Andrés Abasolo (International Department, UE), Francisco Domouso (Department of Design, Art and Digital Contents, UE) and the International teams from both institutions.

Like a Madrileñx

Marcos Álvarez Poblete

Kevin William Bast

Troels Møller

Malena Ryberg

Like a Madrileñx

Our approach to the project was focused on finding the specific places of selected areas of Madrid, which more interest and entertain for us, Danish and Spaniards. That's why our slogan: "where to enjoy more of this side of Madrid". We located some areas of the city that gathered places of interest that served the three core aspects of the project. As for example: Malasaña, Callao or Lavapies.

We soon realized, however, that in response to our true interests, instead of talk exactly about leisure, culture and hybridity, we wanted to talk more about "Party", "Experience" and "Harvest your Inside". This more playful approach that we have given to the work, we believe, is well reflected in the video that one of the members of the team gifted to the rest of their mates.



PARTY
#LikeAMadrilenx

OJALÁ

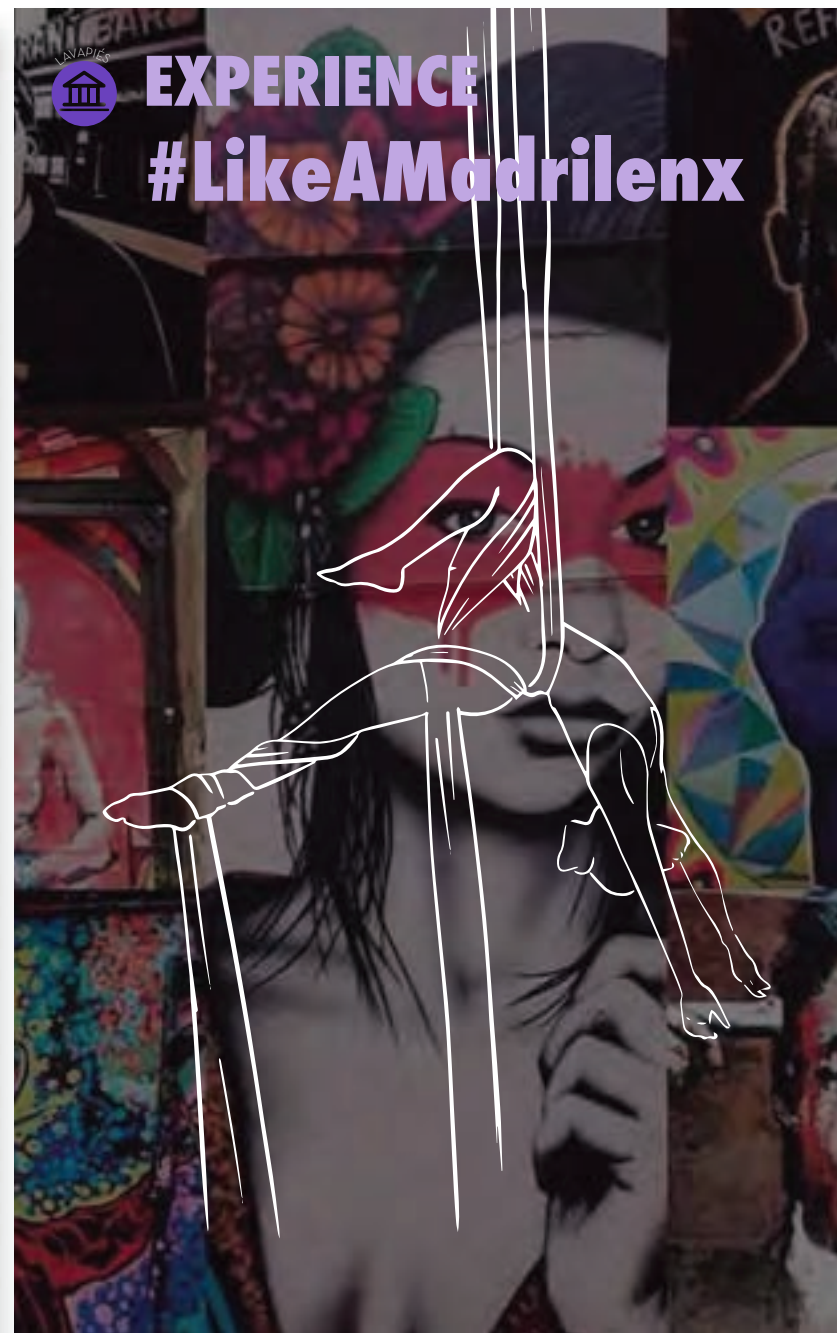
A hanging garden, shared tables, fluorine tones in the woods, fair lights and a beach with beach bar included.
A cosmopolitan and fresh gastronomic concept. A wide offer of Brunch until well into the afternoon, homemade cakes and sweets combined with natural juices, milkshakes, smoothies and assorted beers.



more info here!

C. San Andrés 1
28004, Madrid
Tlfno: 915232747

**WHERE TO ENJOY
MORE OF THIS SIDE
OF MADRID**



EXPERIENCE
#LikeAMadrilenx

LA TABACALERA

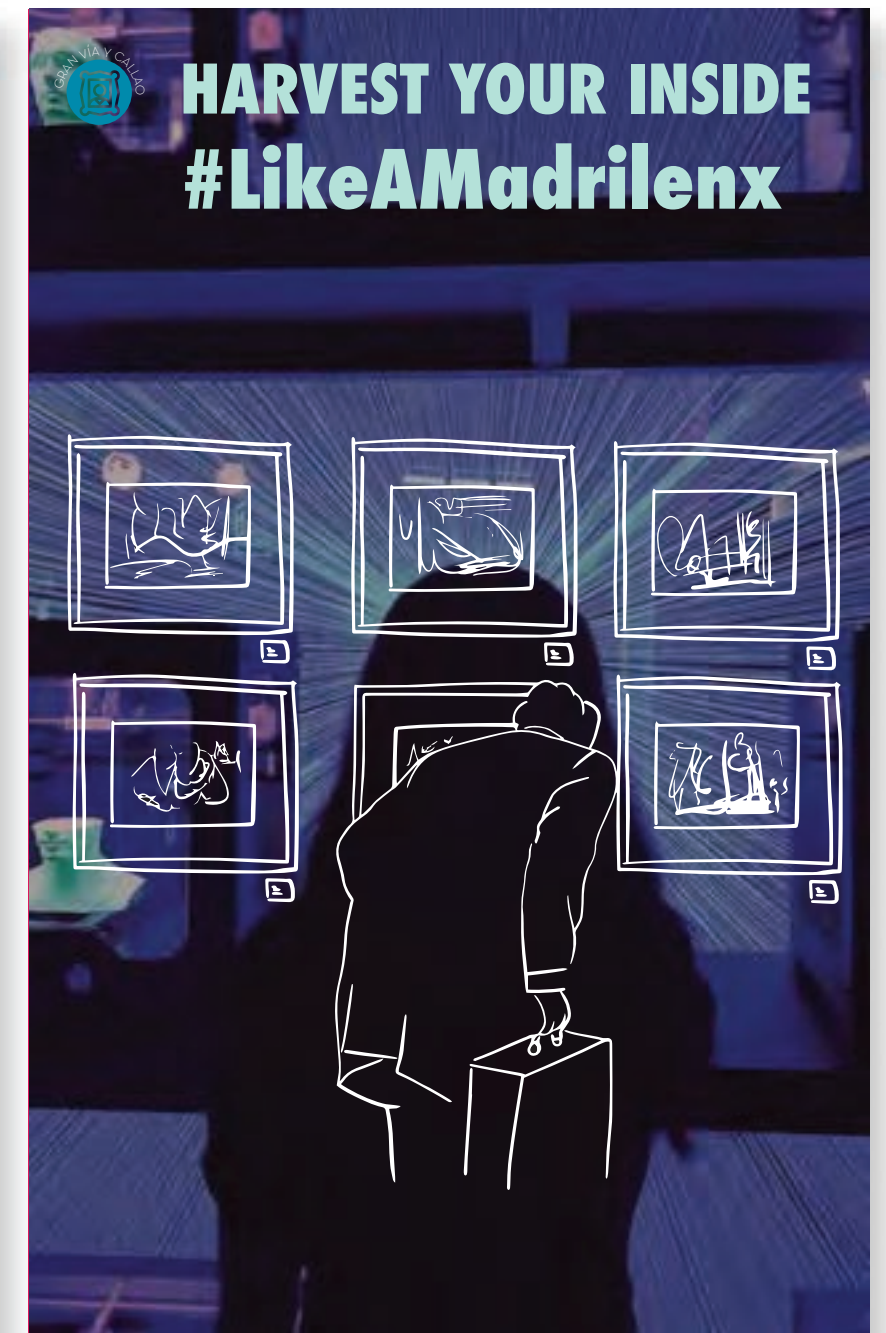
LTBC is a social center, promotes the direct participation of citizens in the management of the public domain. A cultural center that understands the culture as a notion that embraces the creative and social capacities of the citizenship.



more info here!

Embajadores, 51-53
28012
Madrid

**WHERE TO ENJOY
MORE OF THIS SIDE
OF MADRID**



HARVEST YOUR INSIDE
#LikeAMadrilenx

**FUNDACIÓN
TELEFÓNICA**

Today art and culture come from a total mix of ideas and trends, no matter where they come from. That is why Fundación Telefónica believes that they need a space to observe, debate and evolve. A space open to everything and everyone.



more info here!

Embajadores, 51-53
28012
Madrid

**WHERE TO ENJOY
MORE OF THIS SIDE
OF MADRID**





#AREAS

- LAVAPIES**
 - 1 Pum Pum Café
 - 2 "La Filma"
 - 3 Swinton & Grant
 - 4 La Casa Encendida
 - 5 Gau & Café
 - 6 Teatro del Barrio
 - 7 Tabanera
 - 8 La Playa de Lavapiés
 - 9 One Love
 - 10 Calle Arguñosa
- MALASÓN**
 - 11 La Bicicleta
 - 12 La Fianciera
 - 13 Monkey Garden
 - 14 Azotea
 - 15 Ojalá
 - 16 Wrong Way
 - 17 Calle la Palma
- EL ANTONIO**
 - 18 Kiki Market
 - 19 The Closet
 - 20 Rastro
 - 21 Casa Lodo
 - 22 El Sobrino de Botín
 - 23 Mercado de la Cebada
 - 24 Jardines de las Vistillas
 - 25 El Viajero
 - 26 Yeova
 - 27 Zona de la Cabe Baja
- SAN YVES**
 - 28 Fundación Telefónica
 - 29 Montaña Colors
 - 30 Teatro Lope de Vega
 - 31 100 montaditos
- PLAZA MAYOR**
 - 32 Mercado de San Miguel
 - 33 Los Galayos
 - 34 Teatro Real
 - 35 Plaza Mayor
 - 36 Bar Pastas
- MAYORCA**
 - 37 Mercado de San Antón
 - 38 El Tigre
 - 39 Chueca Bars & Pubs
- LAZARILLAS**
 - 40 Les Braves
 - 41 Calle Huertas



TIPS

from madriLenx to madriLenx

Wednesdays and Sundays are Montaditos days. Every item on the menu is only 1euro. (100 montaditos)

El rastro (la latina) is the best market in Madrid and it opens every sunday until 15:00.

The cinema is 5 euros instead of 9 on wednesdays.

Remember it is illegal to drink in the streets, fines can go up to 700 euros.

Mondays are sushi nights, sushis are half price from 10pm.

Remember to bring your student card with you, you can get discounts in museums, cinema, night clubs...

Some buses and metros have plugs where you can charge your phone.

Thursdays are erasmus nights! that means discounts and special parties for foreign students.





Like A MadriLenx / Video / <https://youtu.be/wk-oukyuRHO>



Eat, Pray, Love

Blanca Bartual Sánchez

Bjørn Asger Løvefod

Mikkel Hjorth Jensen

Mattia Martini

Mafalda Villazán Impastato

Eat, Pray, Love

Our idea was based on the well-known book, “eat pray and love”, but we give it a twist and express this concept based on our own perspective. “Eat”, was related to the gastronomy Madrid has and the social aspect behind it and “Love”, gather all the art culture of the capital. The idea that combine both gastronomy and art was “Pray”, as places where we can find both like art galleries and restaurants in the same space.



EAT
PRAY
LOVE



Madrid in Heights

Line Rydal Kristensen

Charmaine Hornung McLean

Helene Hyldgaard-Jensen

Maria Echenique Frago

Gonzalo Andrés Alarcón Sarango

Madrid in Heights

After a nice session of design thinking, we realized that our main activities of leisure and culture in common between Spanish and Danish people were food, cocktails and youthful atmosphere for leisure. And views, art and monuments for culture.

So we wanted our entire project to revolve around a different way of doing tourism. We wanted our tour to be from the rooftops of the city. Maybe a tourist does not go up to the roofs and does not enjoy the views because of ignorance, so we want to give them that option.

The graphic proposal was clear to us from the beginning. We wanted flat colors, and only graphic solutions, with no photographic elements.

Culture would go in warm colors, and the novelty would be that users saw from rooftops, nearby monuments.

Leisure would go in cold colors and you would enjoy the gastronomy and ambience of Madrid from the rooftops.

The hybrid proposal is a skyline of Madrid with some reflections, in warm tones for the day and cold for the nights.

Also the three posters are connected by colors and shapes.

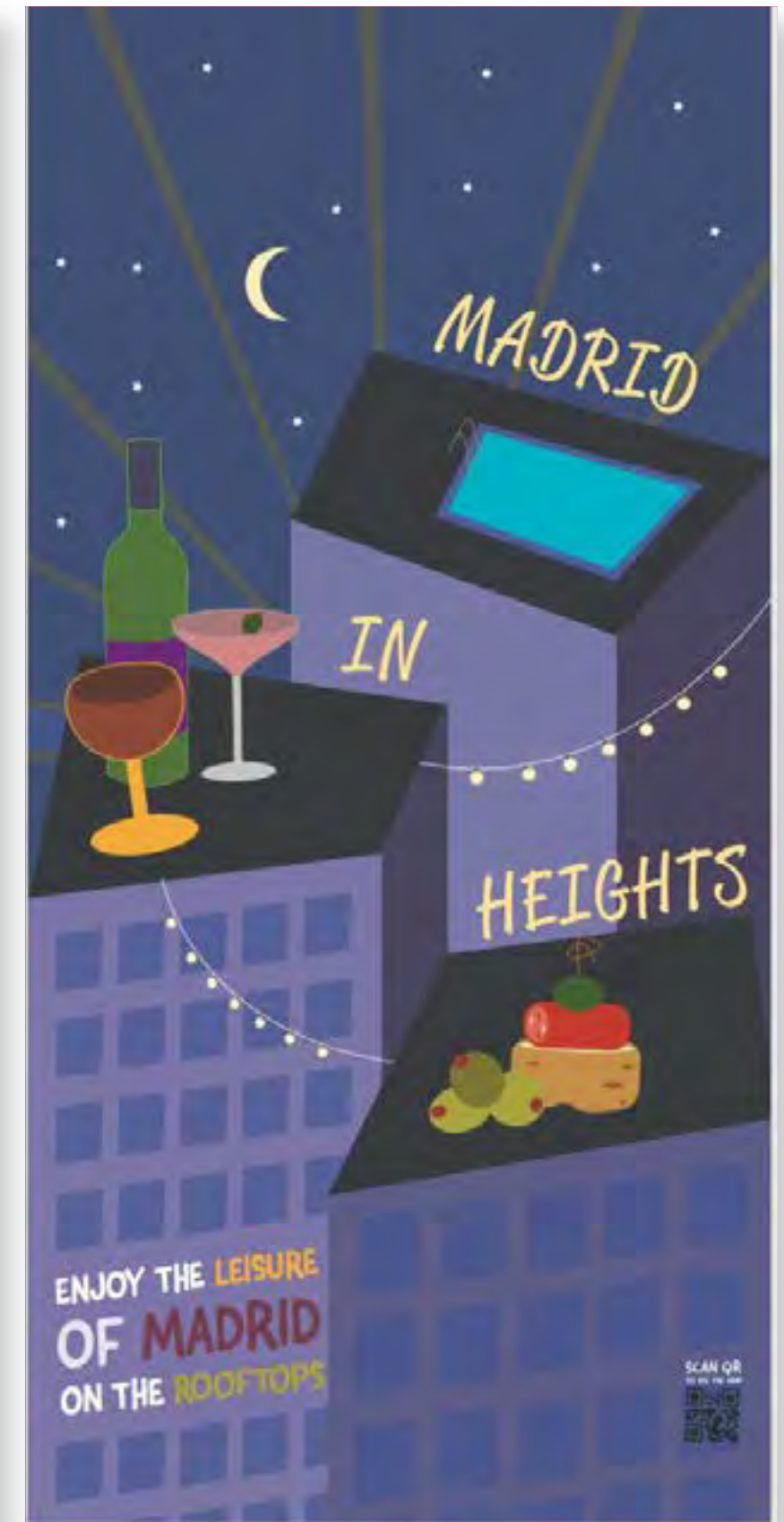
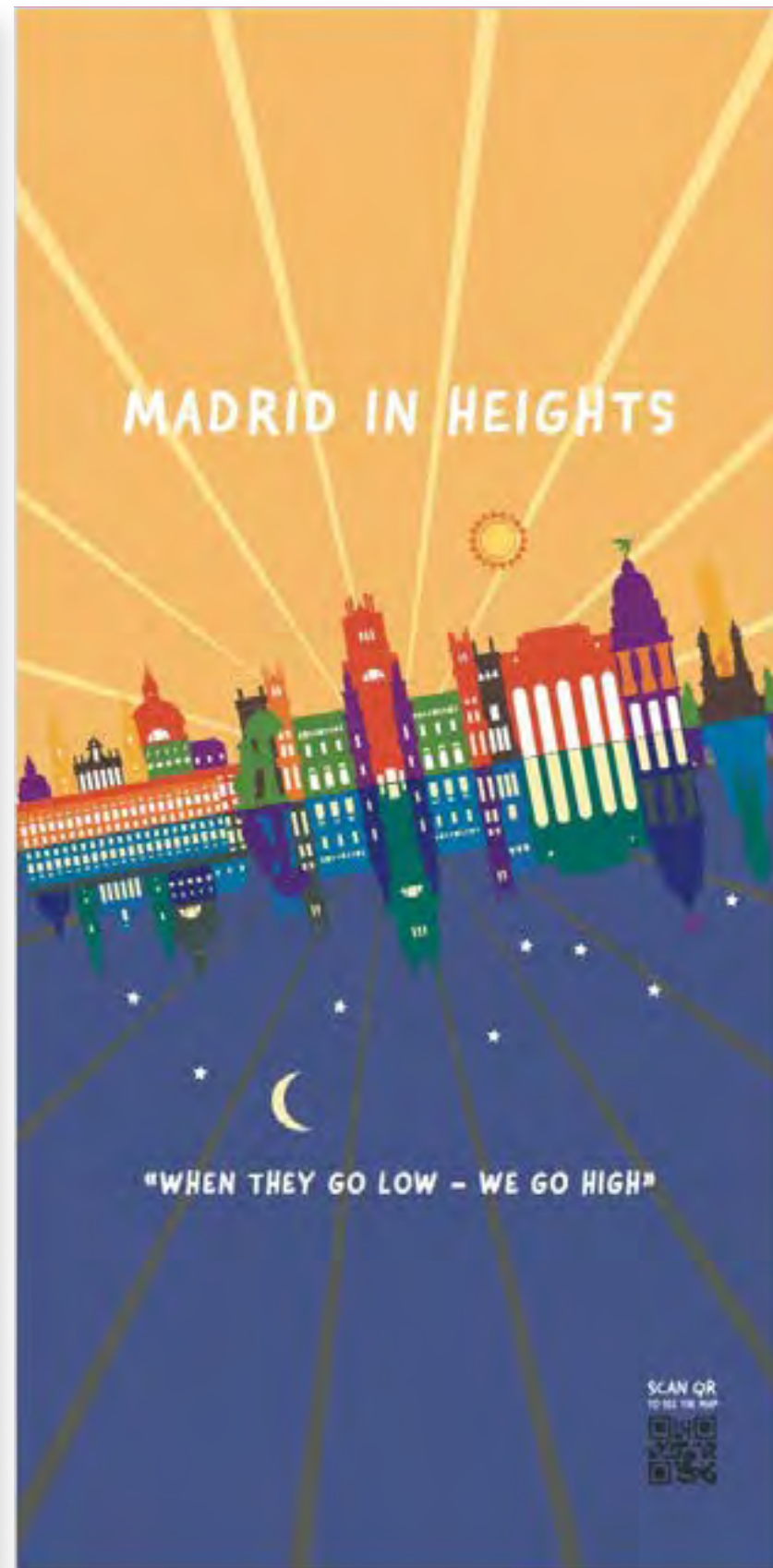
The feeling of our Danish colleagues was that Madrid is a chaotic city, but its society understands it and it works. That's why the lines of the poster are broken and with more special perspectives and not as formal as they are used to be.

The brochure is a simple color-coded graphic map. We tried to look for roofs in the same area. We also add relevant information from each site such as: pictures (very important for a tourist), phone, time ...

We were very proud of the result and the work achieved.

It was a pleasure.

Madrid in Heights / Posters 594 x 1200 mm



MADRID IN HEIGHTS

- 

Town Hall Building
Plaza de ayuntamiento 1
914800000
Tuesday - Sunday 10:00 - 13:00 /
16:00 - 19:00

10
- 

La cocina de pari sesión
Hospital Regeneración
914200000

11
- 

Terraza del cielo de alcohol in hotel H10
La calle del cielo 10

12
- 

Holly Me
HollyMe Calle de la Princesa 11
914200000
Monday - Thursday 12:00 - 15:00
Friday - Saturday 12:00 - 15:00

13
- 

Terraza del Thyssen
Plaza del Prado 8
914200000
Monday 12:00 - 18:00
Tuesday - Thursday 12:00 - 22:00
Friday - Saturday 12:00 - 21:30

14
- 

Cinargo
Calle de Comendador de Sotomayor 11
914200000

15
- 

El Paracaidista
Calle Palma 10
Gran Vía 90
914401013
Restaurant 17:30 - 12:00

16
- 

Azzurri France
Gran Vía 101
914200000

17
- 

Café del río
Paseo 1
911217000

18
- 

Apartowline
Calle de San Mateo 18
914200000

19



WHY ROOFTOPS?

There are a million things to see and do in the great city of Spain, Madrid.

But why only see all these amazing places from the bottom of the city, when you can experience it from the top.

Imagine standing on the Principal hotel building having the stunning view of all the monuments in the area while experiencing beautiful art and design at the Circuito de Bellas Artes or having an exotic cocktail on the Sunset Loukers hotel while enjoying the breath-taking sunset of Madrid and its incredible skyline.

Whether you are surrounded by beautiful colours in the day time or a million stars in the night – the Rooftop Tour Guide will give you an unforgettable experience of Madrid in heights.

MADRID IN HEIGHTS

ROOFTOP INFORMATION

- 

Nice to meet you DearHotel
Plaza de España
Gran Vía 90
914400000

1
- 

Sunset Loukers Hotel Rooftop Terrace
Plaza de España 11
914400000
18:00 - 19:00

2
- 

Hotel Emperador
10/Floor, Gran Vía la simonetta royal
Gran Vía 93
16:00 - 21:00

3
- 

Corte Inglés Gourmet Experience
Calle Princesa
Plaza callao 2
Monday - Thursday 10:00 - 20:00
Friday - Saturday 10:00 - 21:00

4
- 

Ático 11. Hotel de las letras
Teletienda building
Calle Colón de Cervantes 11
915440000
Tuesday - Saturday 18:00 - 18:00 / 20:00 - 23:00

5
- 

The different world Museo Platero
Gran Vía 111
Monday - Thursday 10:00 - 18:00

6
- 

The principal hotel
Reconstrucción building, ático de salas artes
Calle mercaderes de valdepeñas
915191413

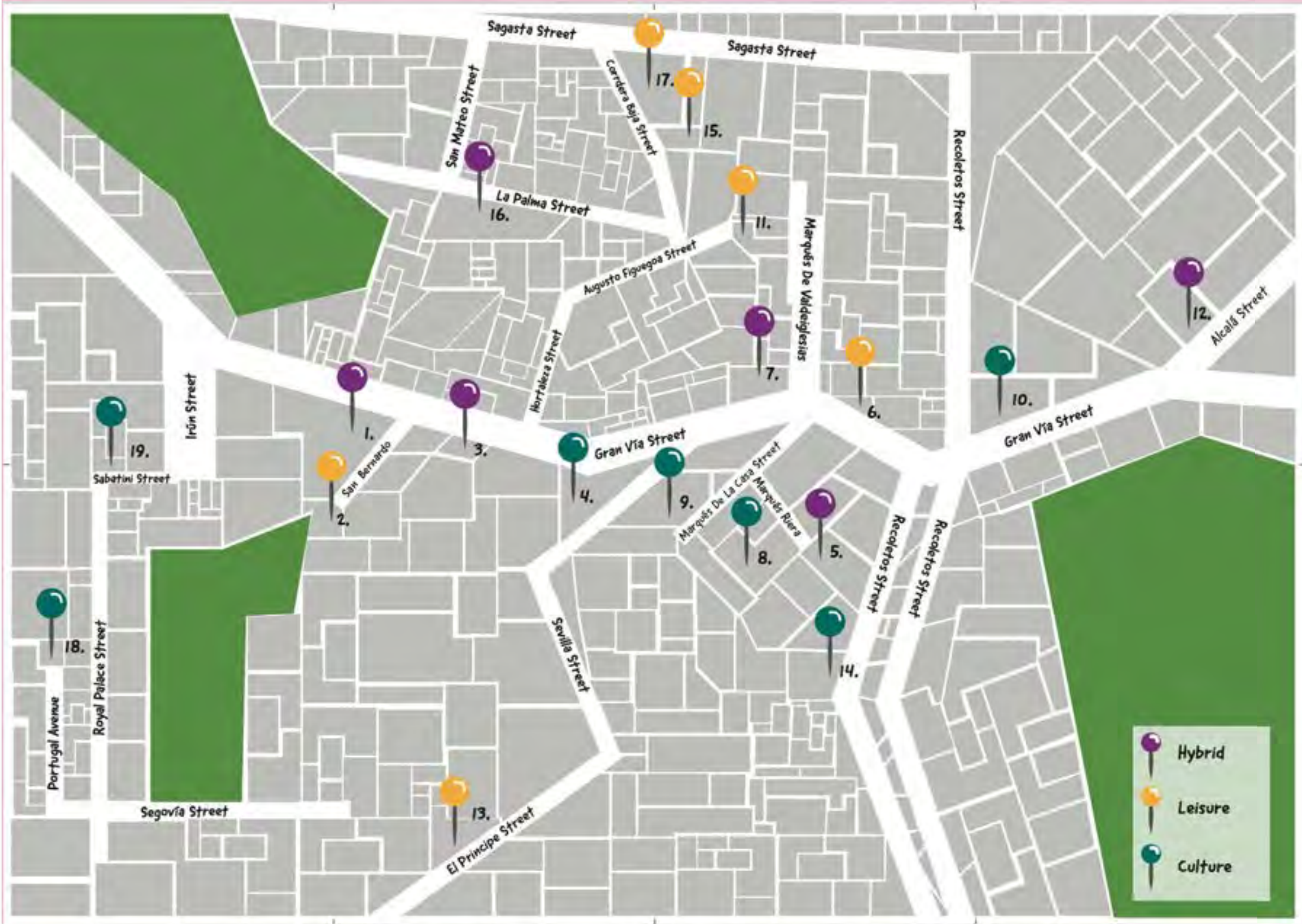
7
- 

Casa Suecia
Iglesia palacio de obispos, Calle
Calle mercaderes de la Cruz Nueva 4
18:00 - 22:00

8
- 

Tarten rooftop circuito de bellas artes
Calle mercaderes de la Cruz Nueva 2
915307101
Monday - Sunday 08:00 - 20:00

9



Madrid in Heights / Mock up



Get A Taste Of Madrid

Ismail Imanov

Natalia González

Mikkel Julian Petersen

Daniel Héctor Fernández Hoyos

Get A Taste Of Madrid

Get A Taste of Madrid presents itself as a project that combines the possibility of knowing Madrid better and at the same time promoting a different view of the city.

Right now the line between tourism, leisure and culture is undefined, taking this into account our team decided to focus on a part of Madrid (Malasaña) that combines all this three aspects of the city, presenting this place as the representation of what Madrid stands for, multicultural relationships and hybrid experiences.

We developed three posters , in which we represented the idea of taking Polaroid style photos of the different places in Malasaña, taking advantage of the composition to hint the relationship with the application that was developed by the Danish students, in this app the user will be able to take photos of a place and rate it, then post the experience, other users will be able to rate the photo and will have the option to be guided through the mobile GPS to the place that a person has just posted, making possible the idea of following certain paths that a user of interest has made.

The project presents itself as a collaboration between programmers and graphic designers that shows the huge possibilities that this collaboration can offer.



Get A Taste Of Madrid/ Posters 594 x 1200 mm





#TASTEMADRID

more info in:
TasteMadrid.com



Malasaña



Legend:

- Culture-Route
- Mixed-Route
- Leisure-Route
- Alternatives
- Culture
- Mixed
- Leisure

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Taste Madrid

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Culture

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Hybrid

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Street

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All pages ▾



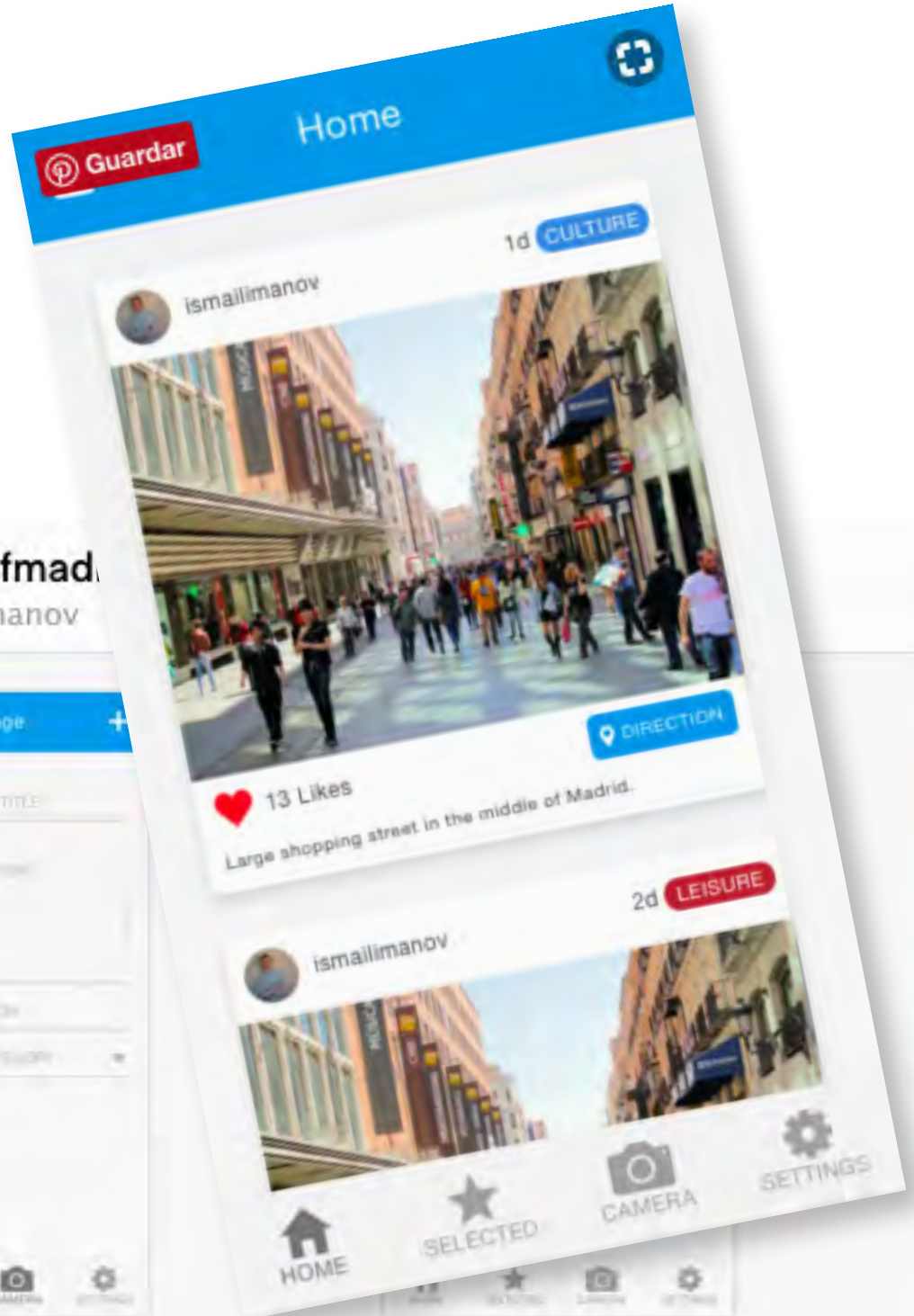
Selected



Camera



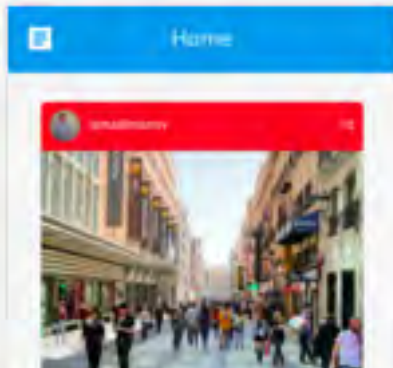
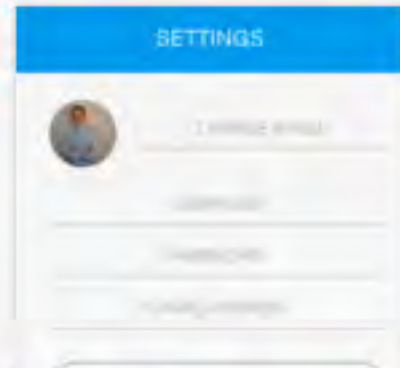
Camera - New Image



Profile



Navigation

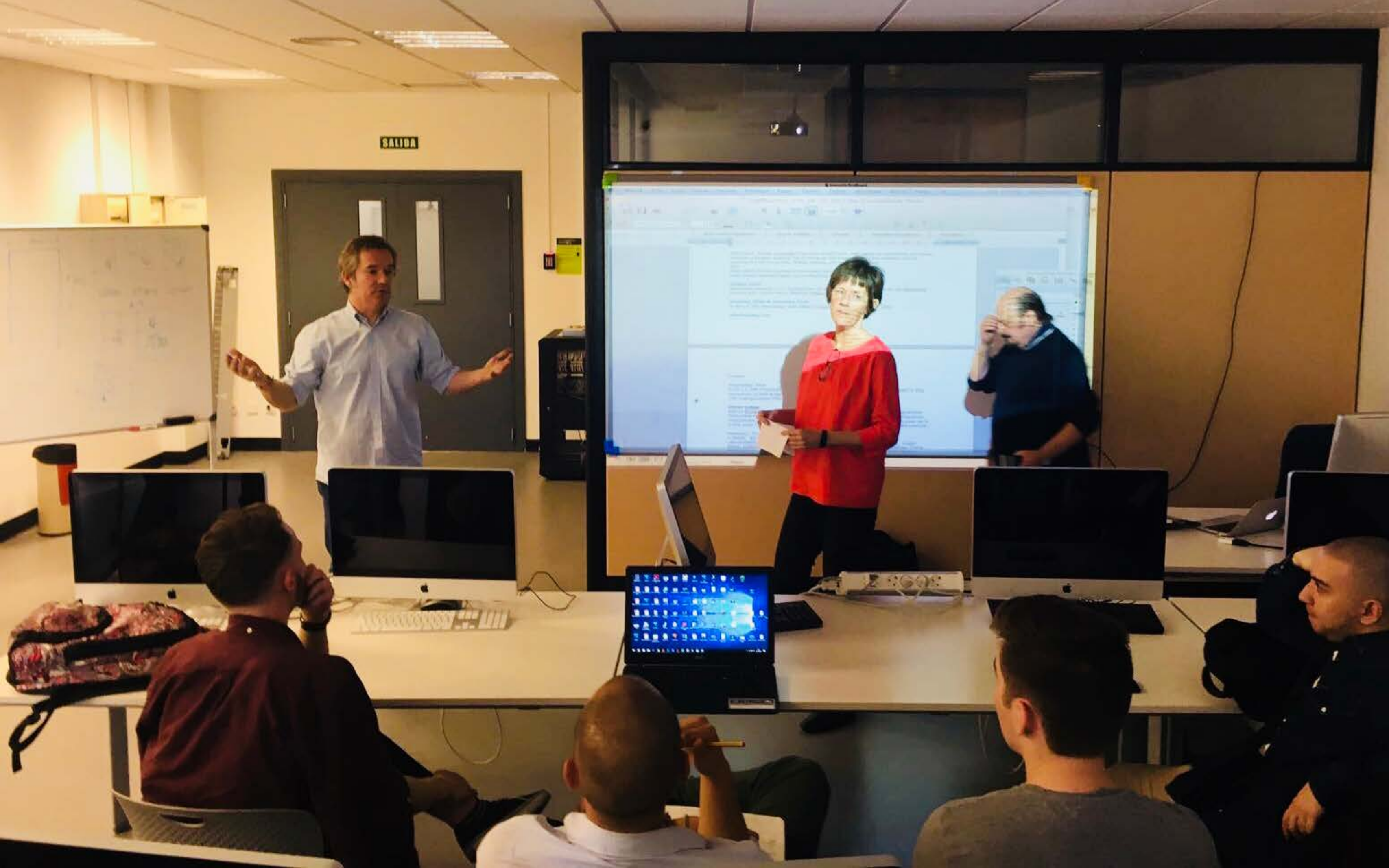


The Workshop

madrid
turisme
fritid
kultura
værksted

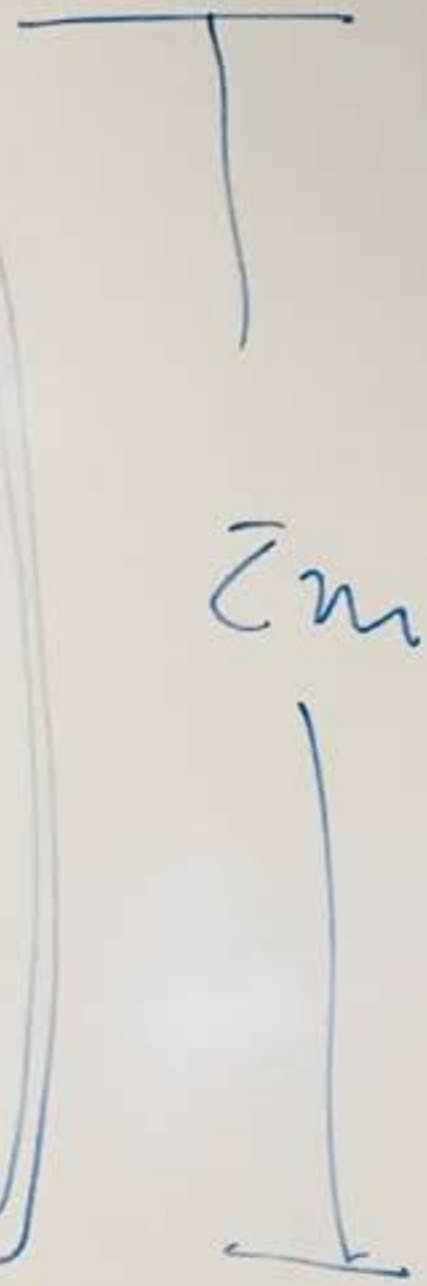
El Director General de Turismo de Madrid
ha presentado la nueva estrategia
turística de la Comunidad Autónoma
de Madrid para el periodo 2017-2020.
Madrid
2016-2017 - 10 de mayo 2017
T.A.C. Turismo de Madrid
cphbusiness



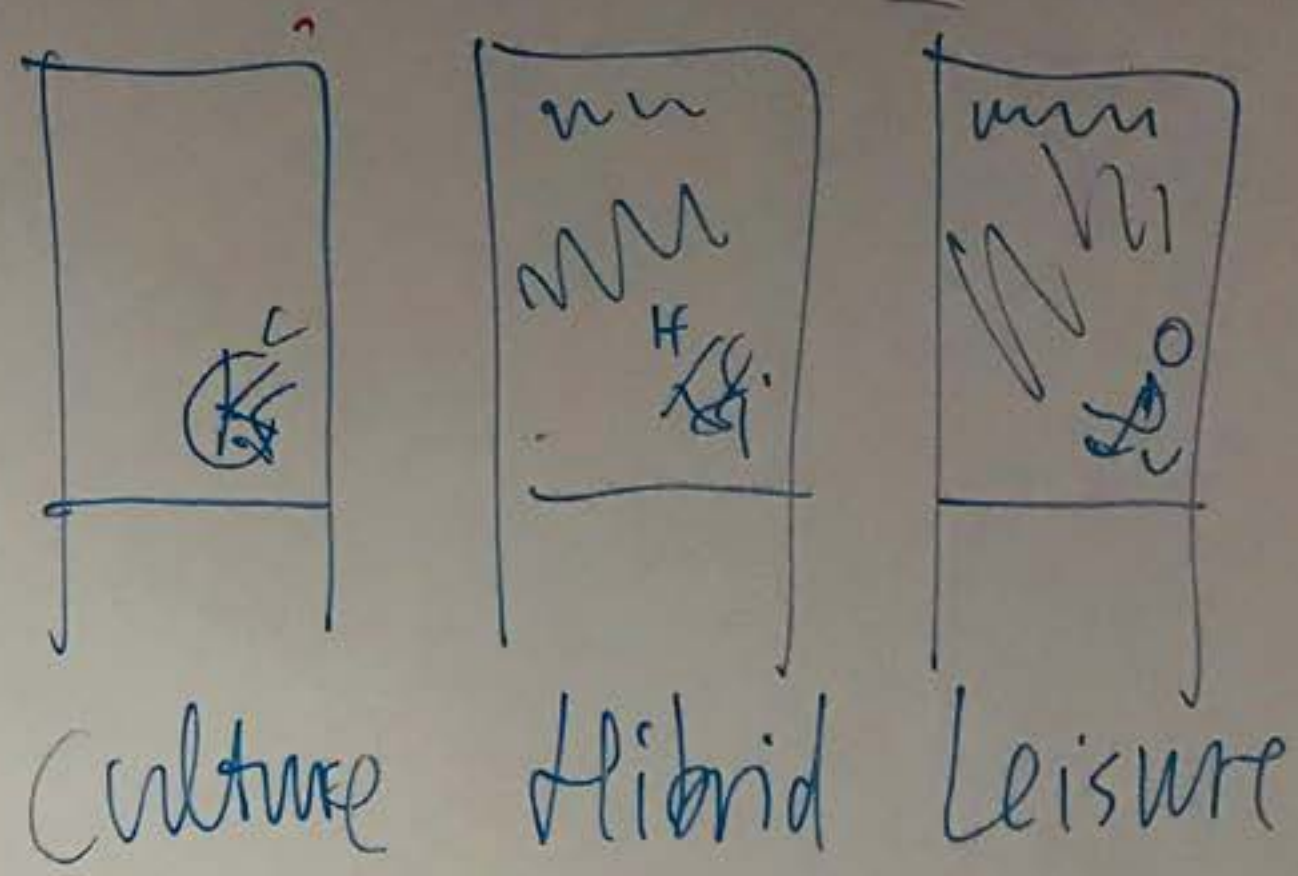
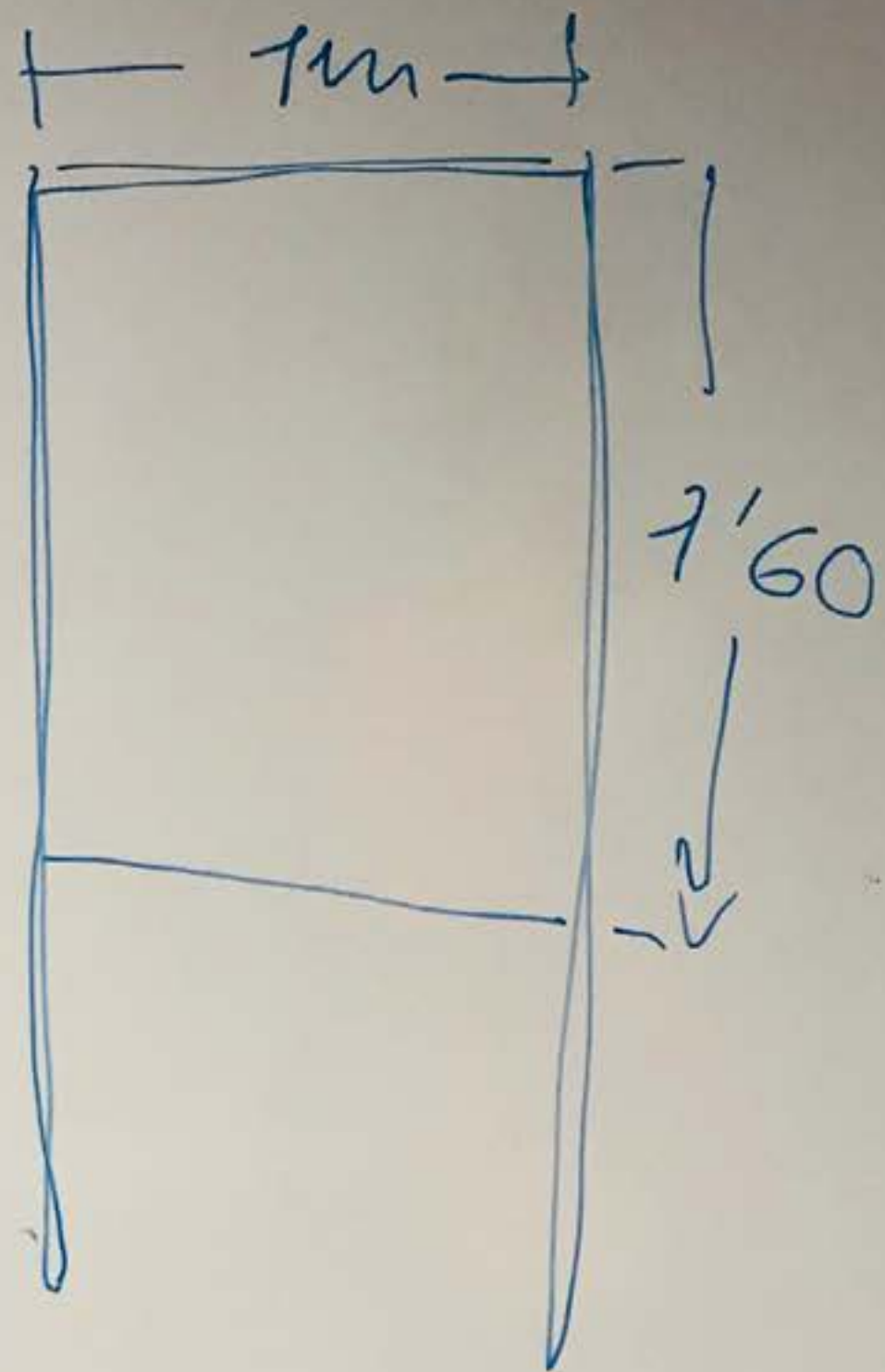


SALIDA

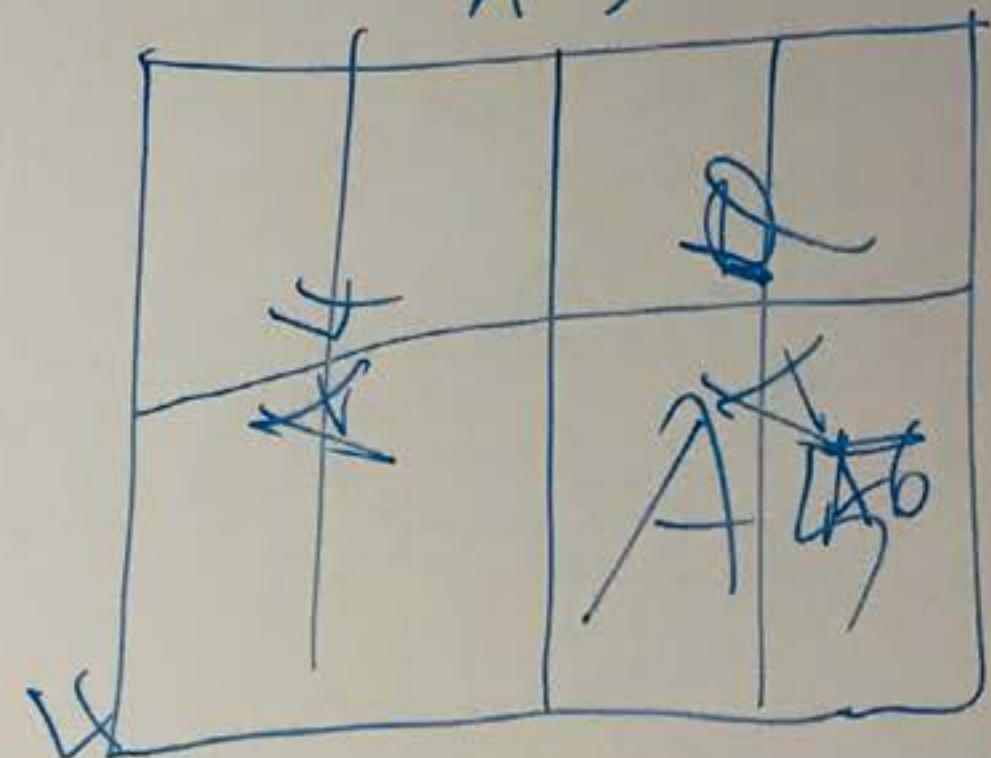




2m



A-3





①

- Blanca
- Malalda

- Mikkel H
- Osito

②

- Danny
- (Natalia)

- Ismail
- Julian

③

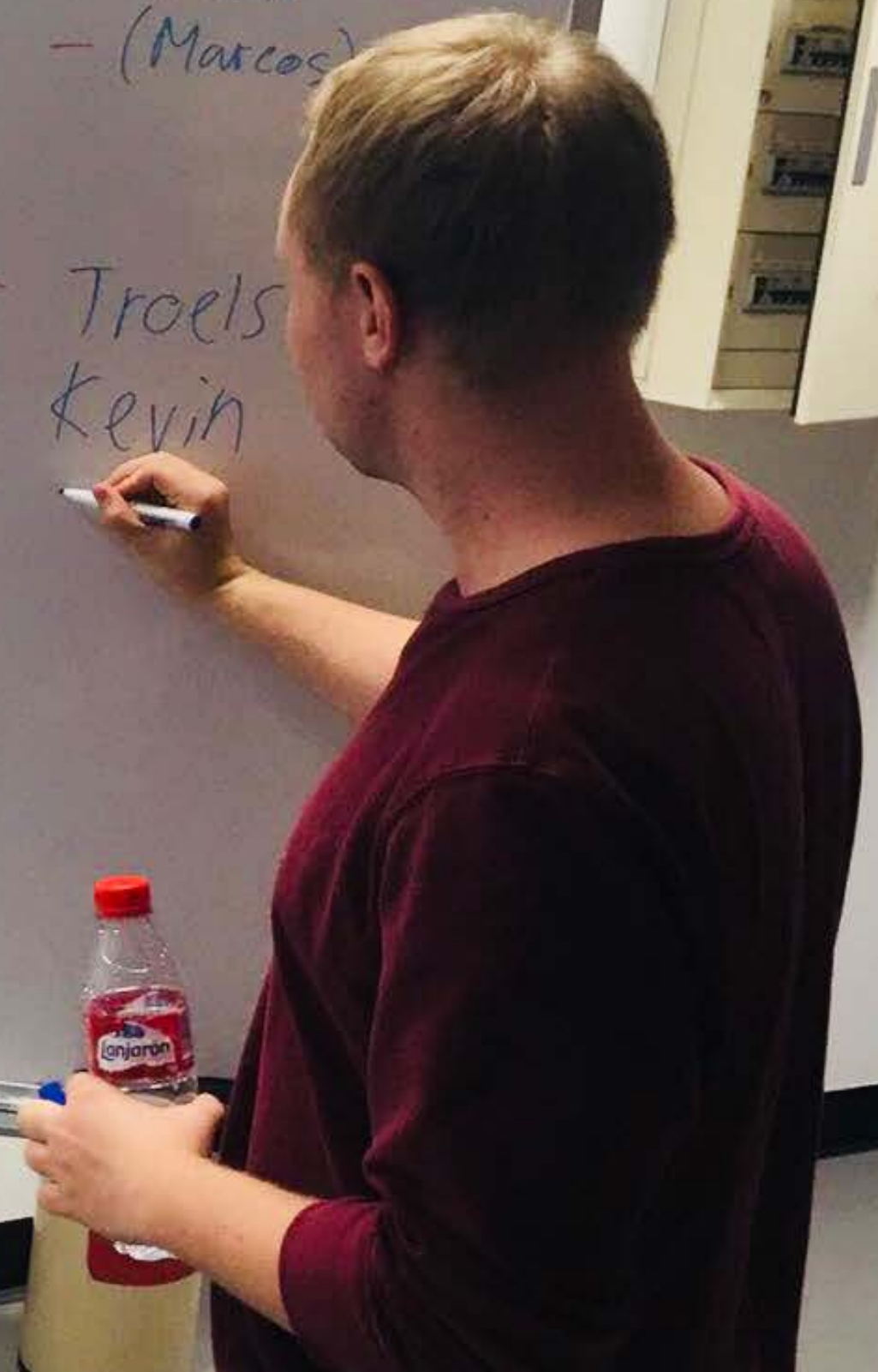
- Maria
- Gonzalo

- Charmaine
- Line
- Helene

④

- Malena
- (Marcos)

- Troels
- Kevin









U.E. MADRID

FORMULA STUDENT

Santander
UNIVERSIDADES

DREAM BIG
WORK HARD









THE GARDEN

05™

MADIBA

A FILM
INSPIRED BY
THE FUTURE
OF HISTORY



MADIBA



A MAN
SHAPED BY
THE PURSUIT
OF FREEDOM

MANDELA
95









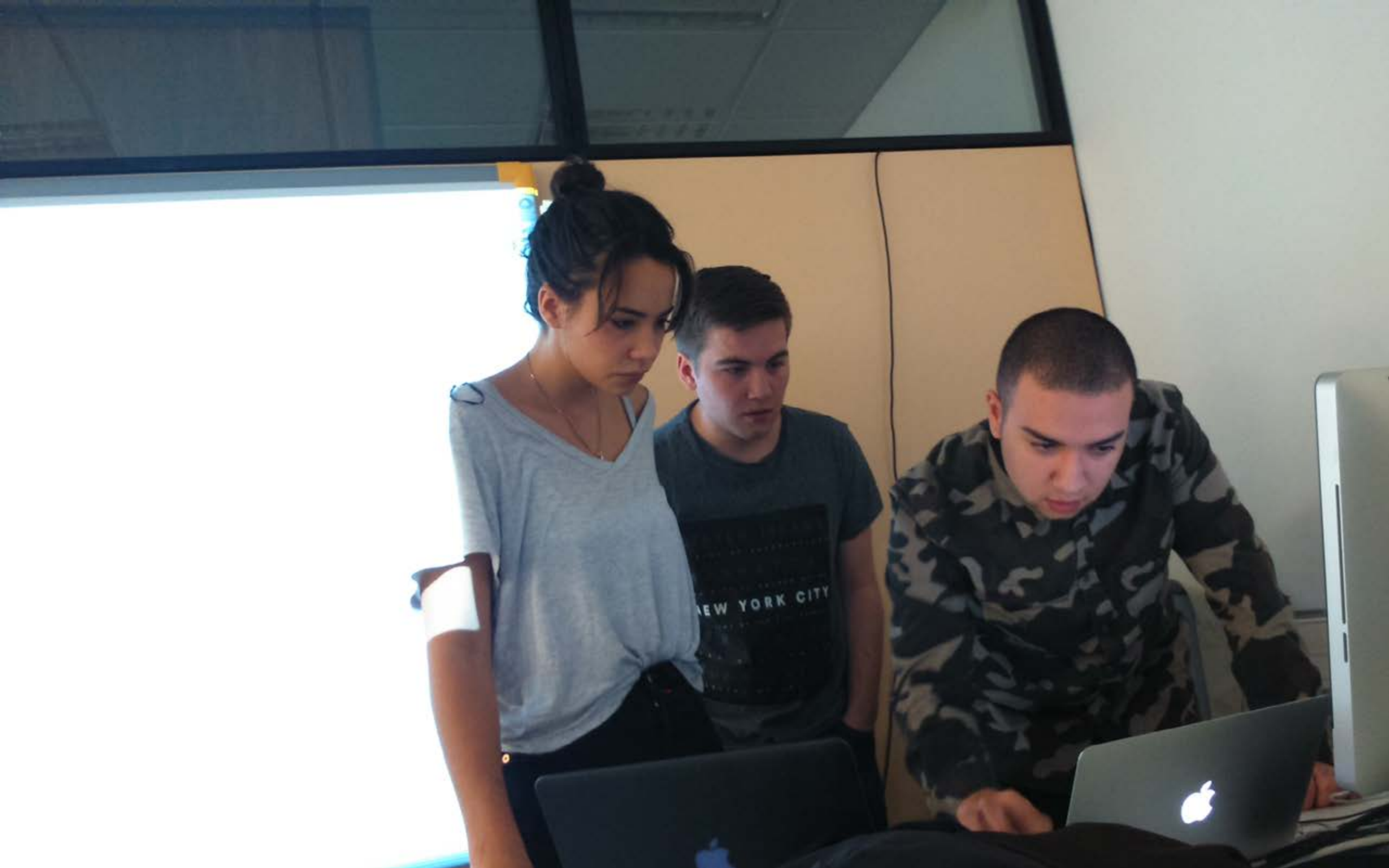












#LIKE A MADRILEÑX

Evening



Evening

#EAT PRAY LOVE | Posters USA & UK

The image shows three posters for the book 'Eat, Pray & Love' by Elizabeth Gilbert. The posters are arranged in a row and feature different scenes from the book. The first poster is titled 'EAT' and shows a woman sitting at a table in a cafe, with a runner in the background. The second poster is titled 'PRAY' and shows a woman sitting at a table with a lamp, in a room that looks like a library or a study. The third poster is titled 'LOVE' and shows a woman standing on a red staircase. The posters are displayed on a large screen in a room where four people are gathered, looking at them.

HERO,
HERO,
HERO

Madrid In Heights





SALIDA

Campus Villavicencino de Odón

Trave

1 TARJETA

2

3

4

5

6

7



SE ENCUENTRA EDITO EN UN ESPACIO LIBRE DE FUMOS

SALIDA

SALIDA





Bienvenido al viaje EFQM

NUESTRA UNIVERSIDAD
EN FASE DE RENOVACIÓN
DEL SELLO DE
EXCELENCIA EUROPEA
EFQM

#CalidadUE
Criterios de evaluación



Universidad Europea

AY
WAY





SALIDA

MADRID

IN

HEIGHT

ENJOY THE VIEW
OF MADRID
ON THE

WE GO HIGH

EAT

IN A NEW WAY



Buoni - Forno Di Pizze-
La Dominga - Como En Casa-
Toy Panda - Restaurant-
The Stuyck Co. - Craft Beer-
La Colimada - Wine Bar-

Universidad

2 111-120





EAT
IN A NEW WAY



PRAY
IN A NEW WAY



LOVE
IN A NEW WAY



HARVEST YOUR INSIDE
#likeAModern



EMPOWER
#likeAModern



EAT
PRAY
LOVE

LOVE
#LikeAMadrilenx

HARVEST YOUR INSIDE
#LikeAMadrilenx



FUNDACIÓN
TELEFÓNICA
WHERE TO ENJOY
MORE OF THIS SIDE
OF MADRID

EXPERIENCE
#LikeAMadrilenx



PIA TABACALERA
WHERE TO ENJOY
MORE OF THIS SIDE
OF MADRID

PARTY
#LikeAMadrilenx



OJALÁ
WHERE TO ENJOY
MORE OF THIS SIDE
OF MADRID

An international Circular Design Workshop organized by the Department of design, art and digital contents of the Universidad Europea, together with the visiting multimedia students of the Copenhagen Business School.

An urban campaign of posters and information/locations brochure, with the leitmotif of MADRID: City of opportunities for leisure and culture for young people, interpreted, created and designed by several groups of Danish-Español students.

The objective being the interest of Madrid as seen from the uninhibited gaze of young people, crossing leisure with culture and the hybrid aspects between one another, through unconventional points of view after prior research and field study according to the interests of each group.

- European University
 - Universidad Europea
 - Copenhagen Business School
 - International Circular Design Workshop
 - Information/locations brochure
 - Madrid: City of opportunities for leisure and culture for young people
 - Interpretation, creation and design by several groups of Danish-Español students
 - Objective: interest of Madrid as seen from the uninhibited gaze of young people
 - Methodology: hybrid aspects between one another, through unconventional points of view
 - Research and field study according to the interests of each group
- International Circular Design Workshop
Universidad Europea
Copenhagen Business School
- Information/locations brochure
- Madrid: City of opportunities for leisure and culture for young people
- Interpretation, creation and design by several groups of Danish-Español students
- Objective: interest of Madrid as seen from the uninhibited gaze of young people
- Methodology: hybrid aspects between one another, through unconventional points of view
- Research and field study according to the interests of each group



EAT
IN A NEW WAY

PRAY
IN A NEW WAY

LOVE
IN A NEW WAY

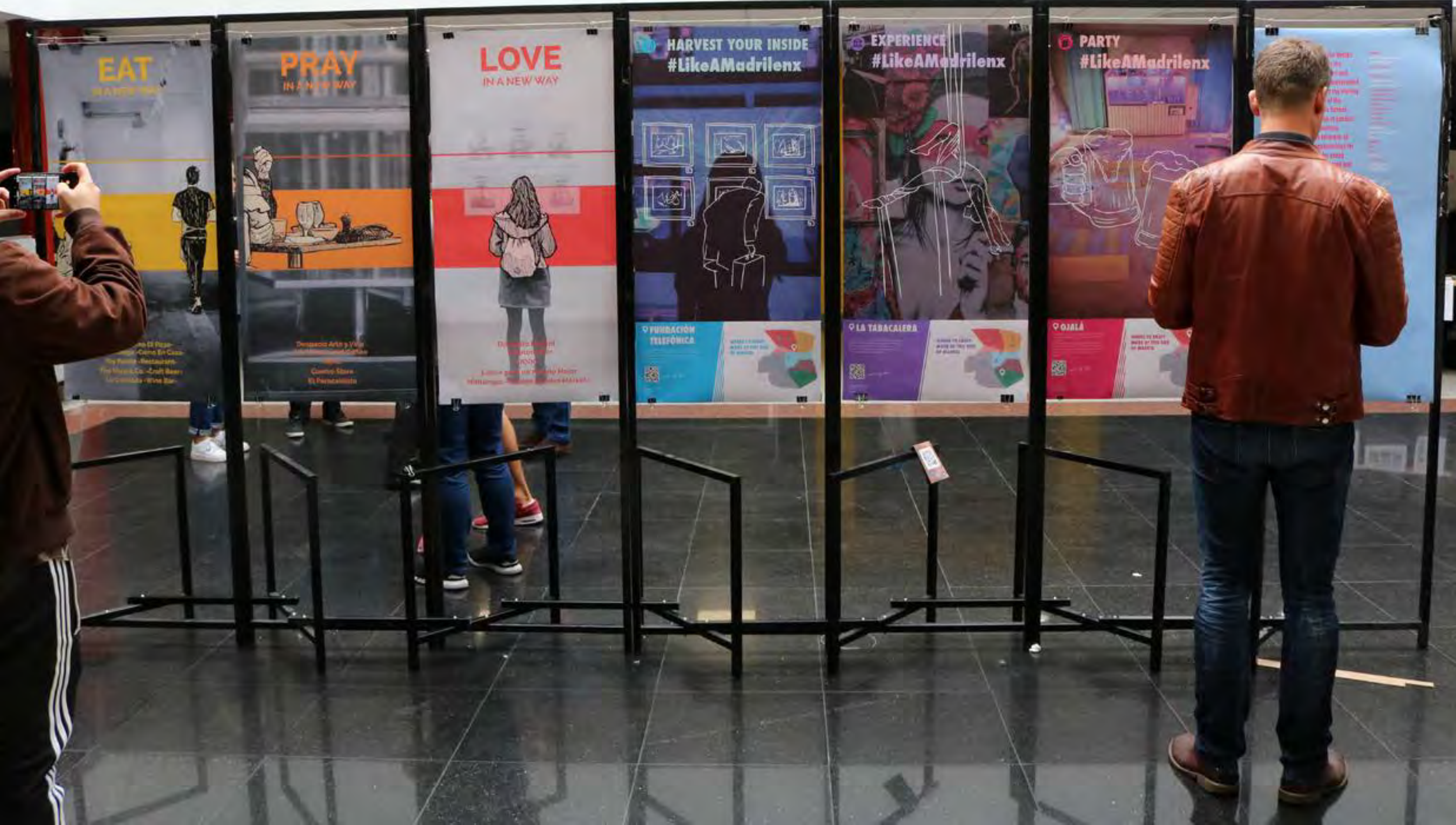
HARVEST YOUR INSIDE
#LikeAMadrilenx

EXPERIENCE
#LikeAMadrilenx

we

FUNDACIÓN
TELEFÓNICA

LA TABACALERA



EAT

PRAY

LOVE

HARVEST YOUR INSIDE

EXPERIENCE

PARTY

Madrid

IN A NEW WAY

IN A NEW WAY

#LikeAMadrilenx

#LikeAMadrilenx

#LikeAMadrilenx



El Pasa
Cerveza en Casa
El Pasa - Destacado
El Pasa - Craft Beer
Cerveza en Casa

Desayuno Art y Vida
Camping Store
El Pasa

Desayuno Art y Vida
Camping Store
El Pasa

FUNDACIÓN TELEFÓNICA

¿QUÉ ES UNO DE LOS MEJORES LUGARES PARA VISITAR?

LA TABACALERA

¿QUÉ ES UNO DE LOS MEJORES LUGARES PARA VISITAR?

OJALÁ

¿QUÉ ES UNO DE LOS MEJORES LUGARES PARA VISITAR?

¿QUÉ ES UNO DE LOS MEJORES LUGARES PARA VISITAR?

