



Locale
EVENTS & SOUL



GAVIRIA PALACE



**PALACIO
DE GAVIRIA
A JUNCTION OF ART
AND MEMORY**

Inaugurated by Isabella II in 1851, this emblematic building has housed a private residence, a night club, a shopping center, and a gallery for grand art exhibitions.

Located in the **heart of Madrid**, it stands out for the versatility offered by the 13 rooms of its Noble Floor and its Andalusian Courtyard, which can **host any type of event framed by the exquisite 19th century aesthetic.**

A prototype of the Isabelline palaces of Madrid, its exuberant interior enriches the experience and the atmospheres of all types of events.





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Locale



A UNIQUE SPACE

Owned by Manuel Gaviria y Douza, Marquis of Gaviria and amongst the most prominent financiers of the Isabelline era, it is considered **one of the most luxurious palaces of its time**, enjoying a magnificent location next to the Puerta del Sol.

Several of the rooms belonging to the marquis' residence **are opening their doors to visitors and to host private events for the first time**, an experience that is sure to be enriched by the building's infinite cultural value.



Locale



HISTORY A STAGE FOR THE OLD MADRID

Built between 1846 and 1847 by the architect Aníbal Álvarez Bouquel under commission from the Marquis of Gavia, **its aesthetic draws inspiration from the Italian Renaissance**, laid out around two courtyards and an imposing balustraded marble staircase.

The banker selected the location for the Palace personally, the stretch between the Puerta del Sol and the Royal Theater being the fashionable area amongst the Madrid bourgeoisie of the time.

Inaugurated in 1851 with a ball presided by Queen Isabella II and declared of cultural interest in 1977. It was home to a night club from 1991 until 2011. After it shut down, the Palace remained unused for some years until **in 2017 when it began housing large cultural expositions, a function which it still serves to this day.**





LOCATION

📍 9, Calle del Arenal

Located in a privileged pedestrian zone **between the Puerta del Sol and Opera**, prime shopping hub of Madrid today and only 4-minute stroll from the iconic Bear and Strawberry Tree sculpture. The public glides in a perpetual stream before the facade of this palatial property.

A building prized as Heritage since 1977, when it was declared an Asset of Public Interest.

Unbeatable accessibility:

- 2 min from Puerta del Sol
- 3 min from Plaza Mayor
- 7 min from Gran Vía

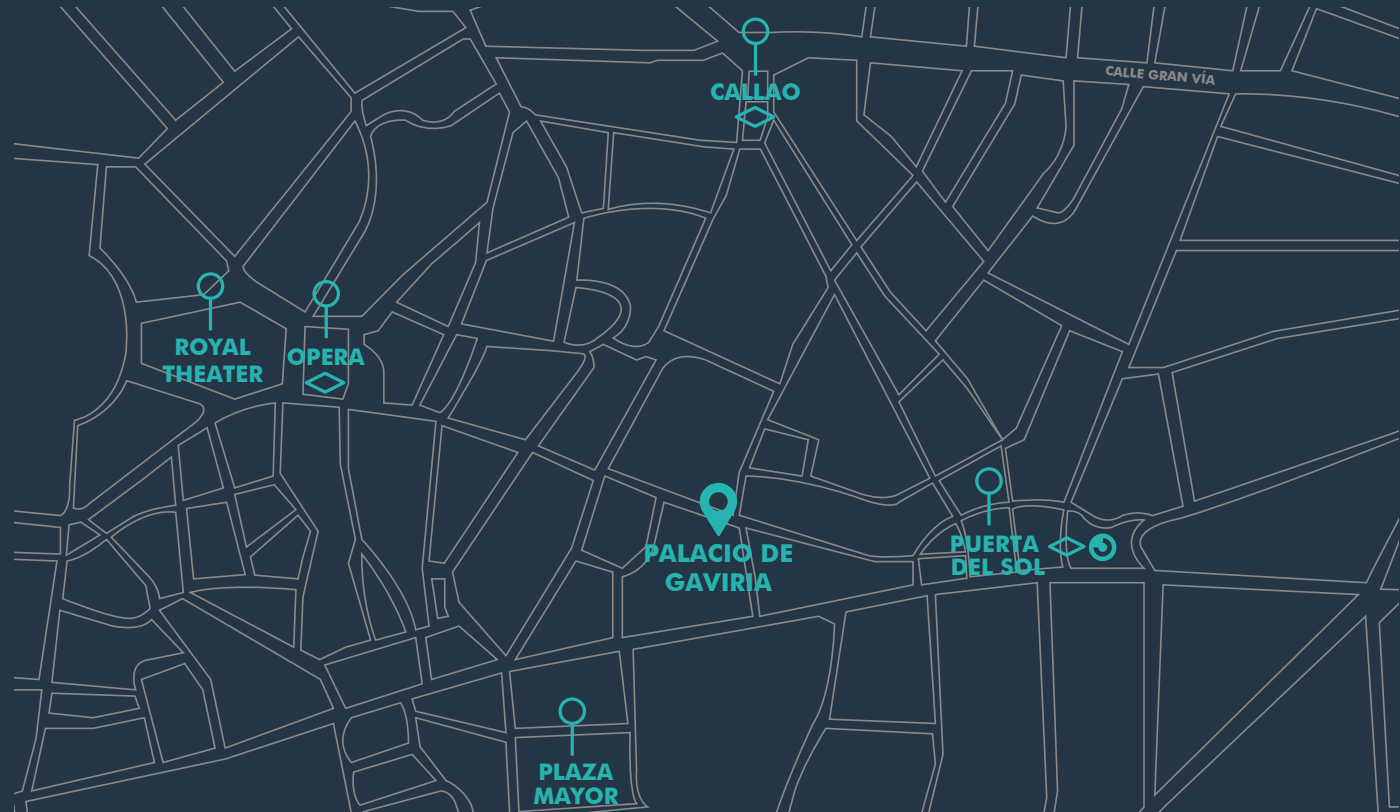
PUBLIC TRANSPORT


METRO



BUS LINES

3, 25, 39, 50, N16, N26





THE PALACE ANDALUSIAN COURTYARD

Recently rehabilitated to house expositions, this inner courtyard located on the ground floor of the Palace presents characteristic features related to its name.

In ivory color and held by cast-iron columns, the modern architectural element is provided by the forged column and guardrails. This glass-topped patio enjoys partial natural lighting.

Clarity and modernity make their way through the walls of this Andalusian Courtyard.

ANDALUSIAN COURTYARD

100m²

ROOM I

48m²

ROOM II

70m²



GROUND FLOOR



THE PALACE

NOBLE FLOOR

This floor houses the old rooms belonging to the private residence of the Marquis of Gaviria, which feature **elements of great value.**

Through the main stairway of this floor, presided over by two statues perched in their niches, one discovers **ceilings adorned with paintings by Joaquín Espalter, large mirrors, bronze lamps...** All of them, ornamental elements that merge and reflect a inimitable interior design..

MIRROR ROOM

95m²

HALL

26m²

HALL OF COLUMNS

64m²



FIRST FLOOR



THE PALACE CAPACITIES AND CONFIGURATIONS

CONFIGURATION I COCKTAIL

240 pax

ANDALUSIAN COURTYARD

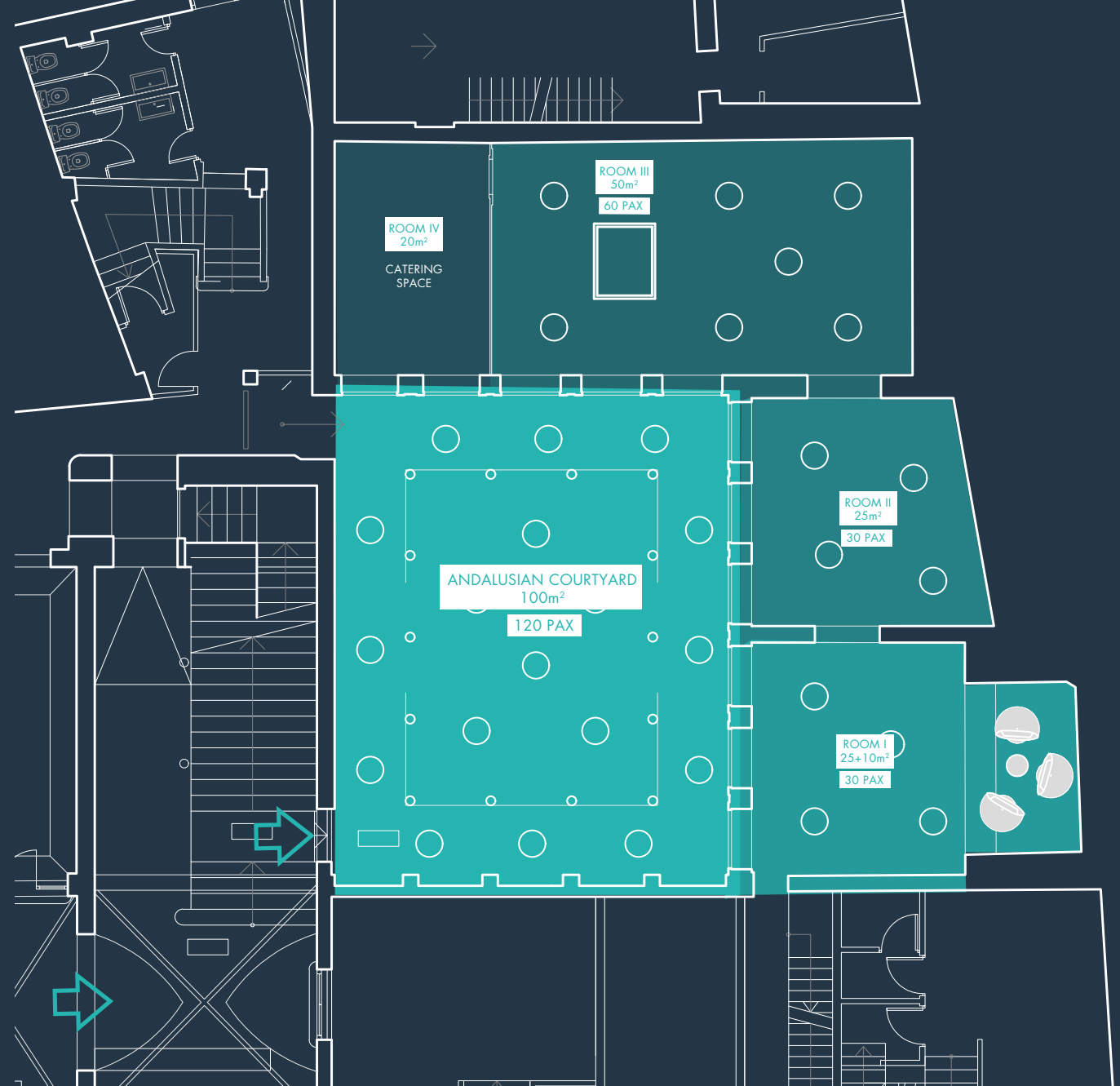
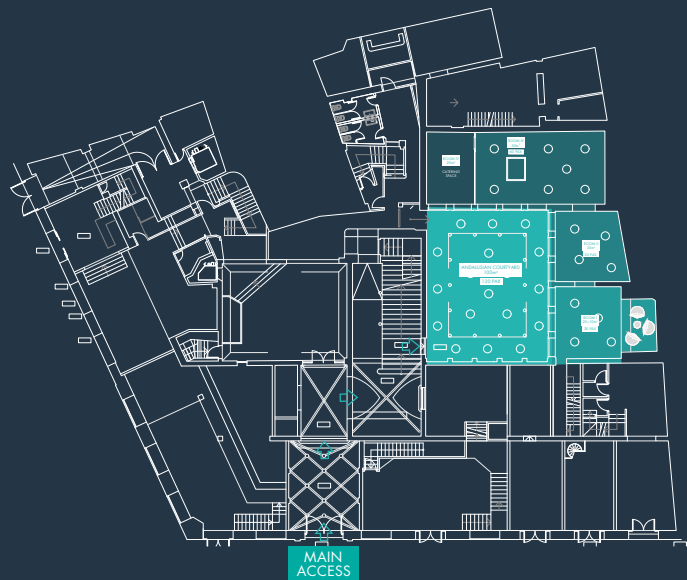
100m²
120 pax

ROOM I
25+10 m²
30 pax

ROOM II
25m²
30 pax

ROOM III
50m²
60 pax

ROOM IV
20m²



ANDALUSIAN COURTYARD



THE PALACE CAPACITIES AND CONFIGURATIONS

CONFIGURATION II THEATER + ONE2ONE

75 pax

ANDALUSIAN COURTYARD

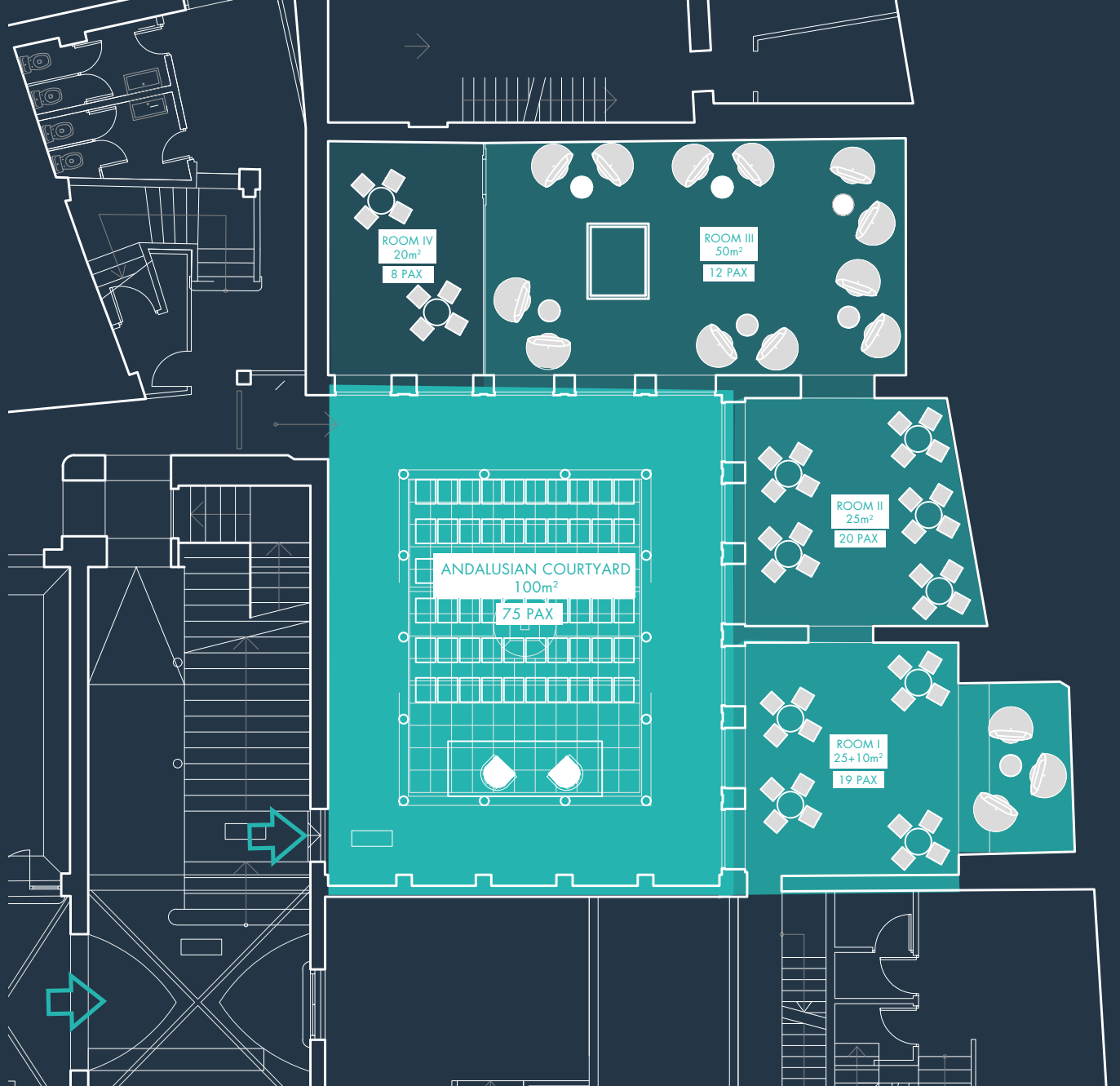
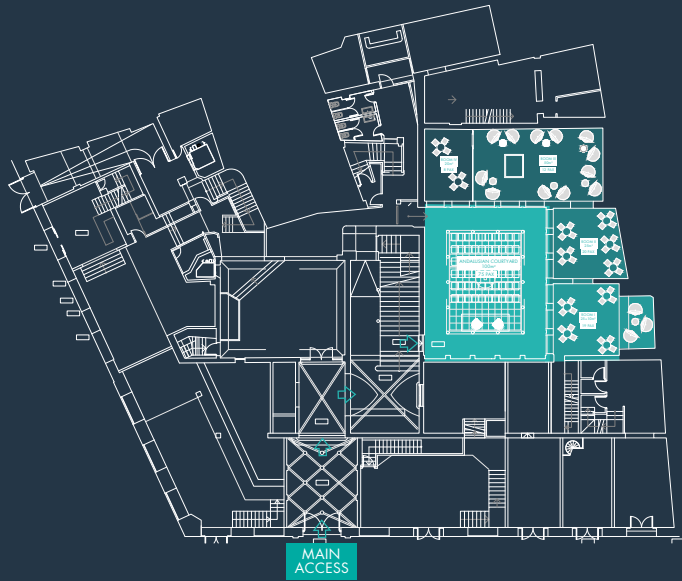
100m²
75 pax

ROOM I
25+10 m²
19 pax

ROOM II
25m²
20 pax

ROOM III
50m²
12 pax

ROOM IV
20m²
8 pax



ANDALUSIAN COURTYARD



THE PALACE CAPACITIES AND CONFIGURATIONS

CONFIGURATION III BANQUET + TEAM BUILDING

40 pax

ANDALUSIAN COURTYARD

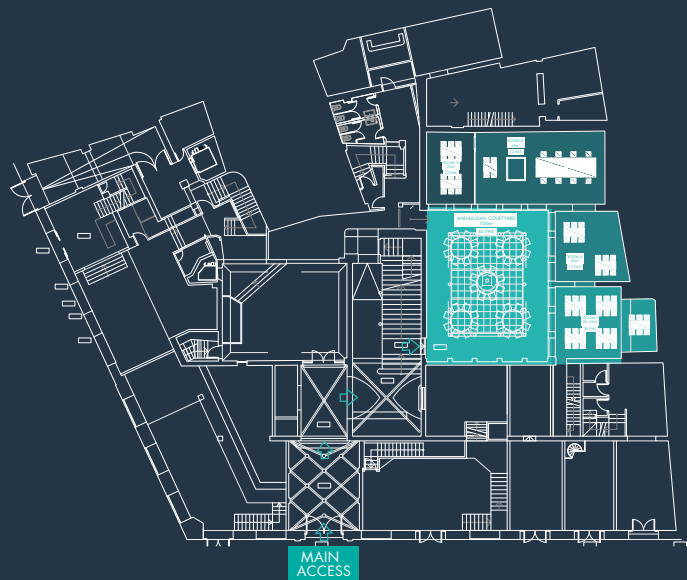
100m²
40 pax

ROOM I
25+10 m²
24 pax

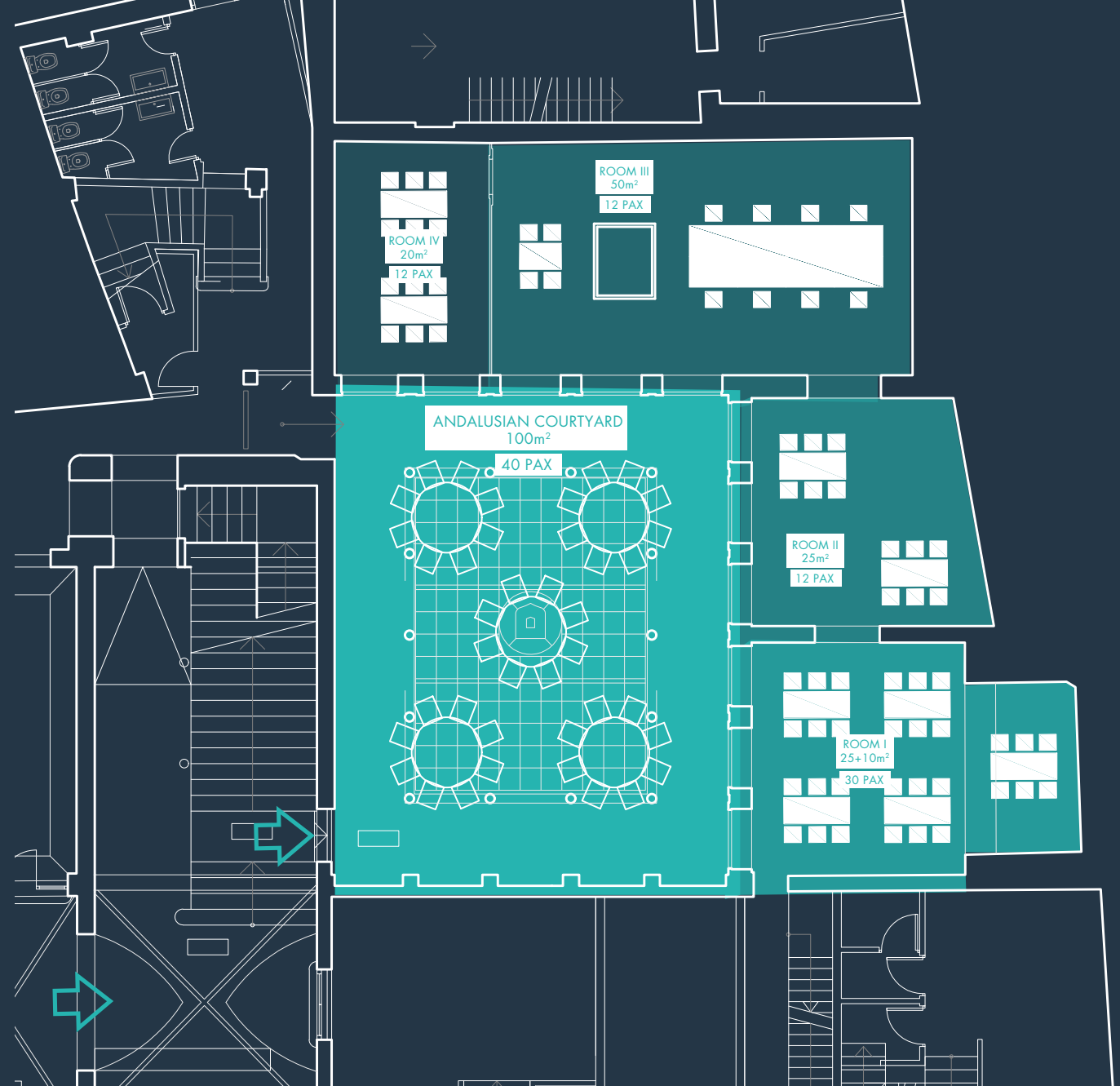
ROOM II
25m²
12 pax

ROOM III
50m²
12 pax

ROOM IV
20m²
12 pax



ANDALUSIAN COURTYARD





THE PALACE CAPACITIES AND CONFIGURATIONS

CONFIGURATION IV COCKTAIL

800 pax

NOBLE FLOOR

616m²
800 pax

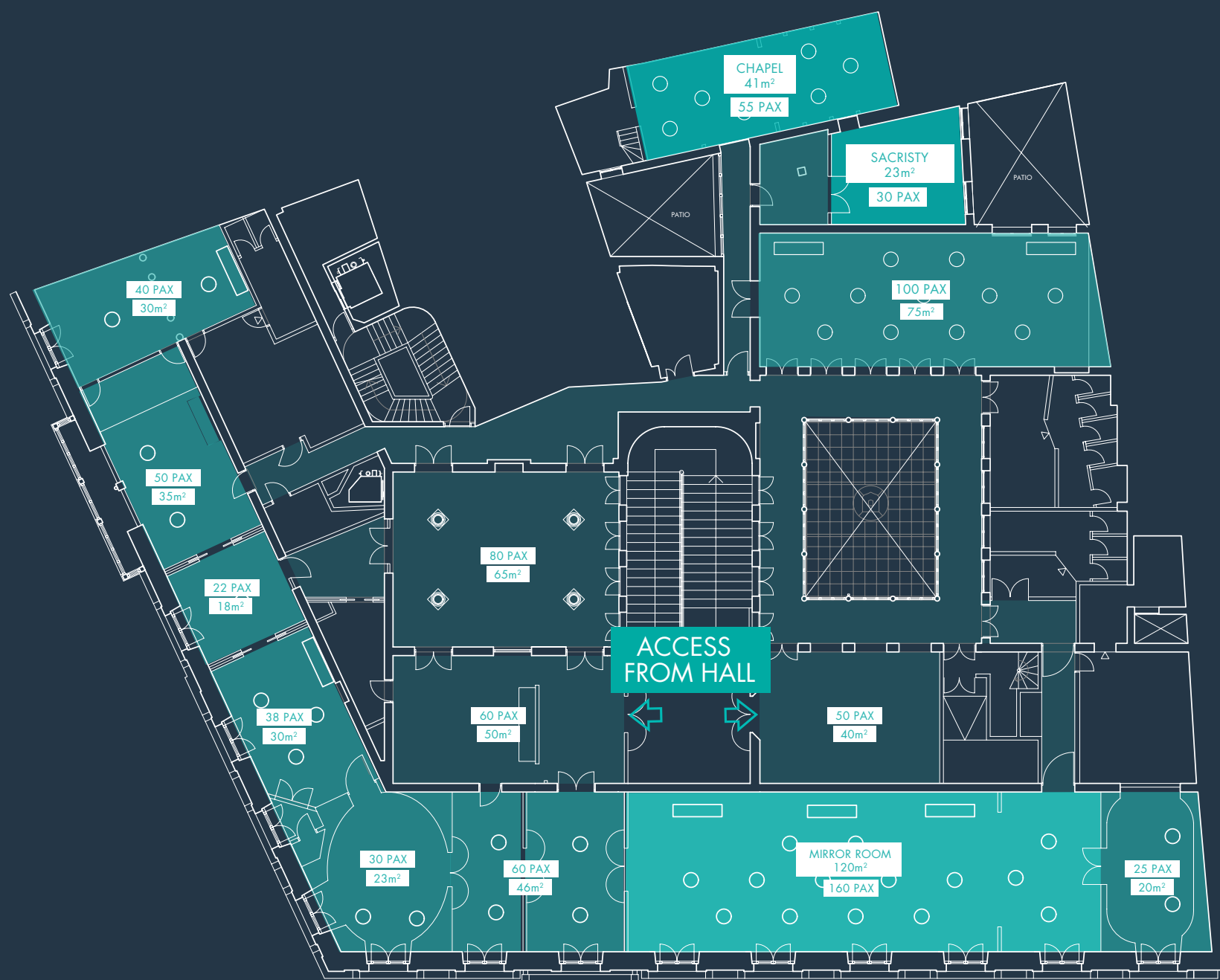
MIRROR ROOM

120m²
160 pax

CHAPEL & SACRISTY

64m²
85 pax

NOBLE FLOOR





THE PALACE CAPACITIES AND CONFIGURATIONS

CONFIGURATION V BANQUET

220 pax

NOBLE FLOOR

377m²

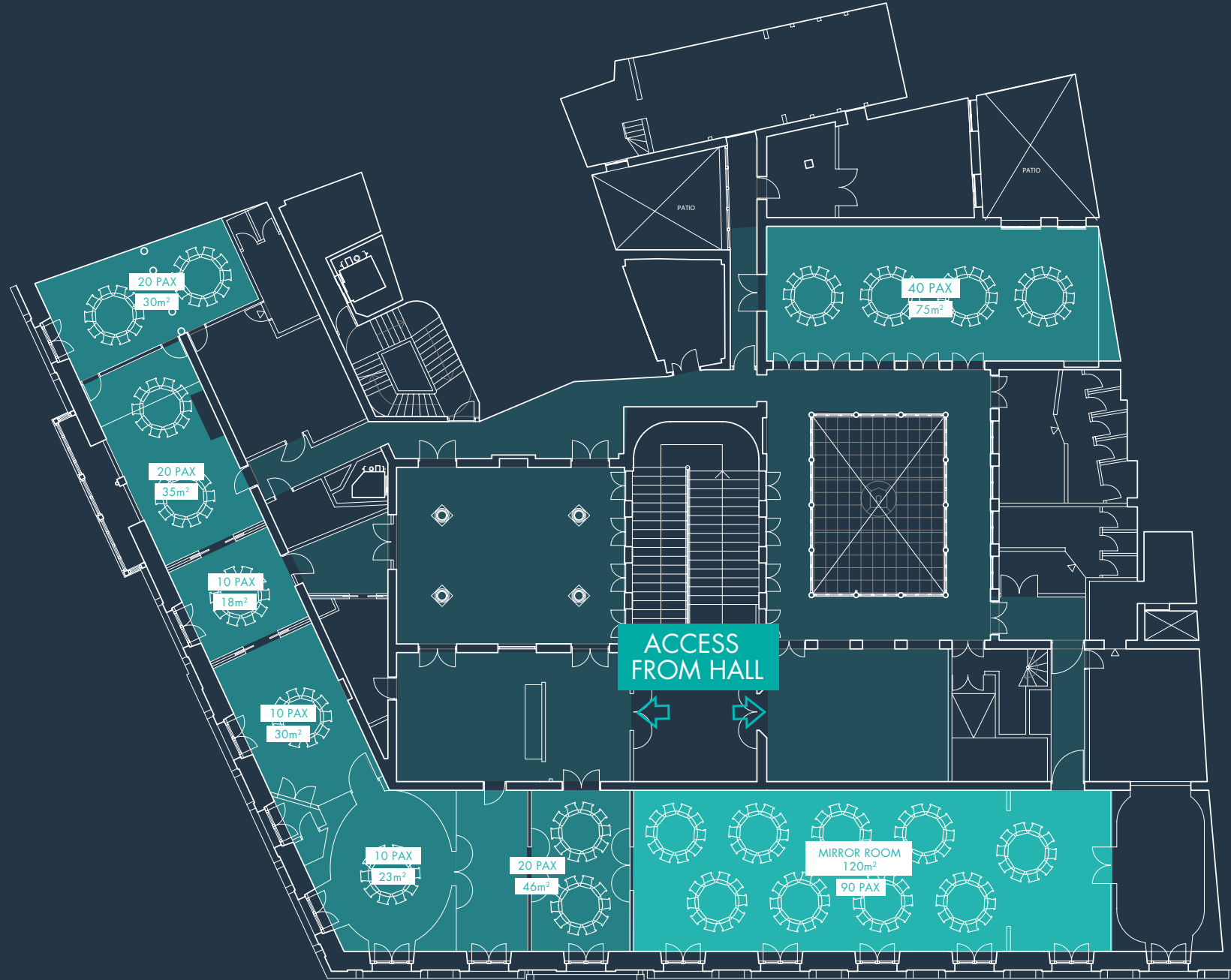
220 pax

MIRROR ROOM

120m²

90 pax

NOBLE FLOOR





THE PALACE CAPACITIES AND CONFIGURATIONS

CONFIGURATION VI GALA DINNER

388 pax

NOBLE FLOOR

442m²

388 pax

IMPERIAL TABLE

120m²

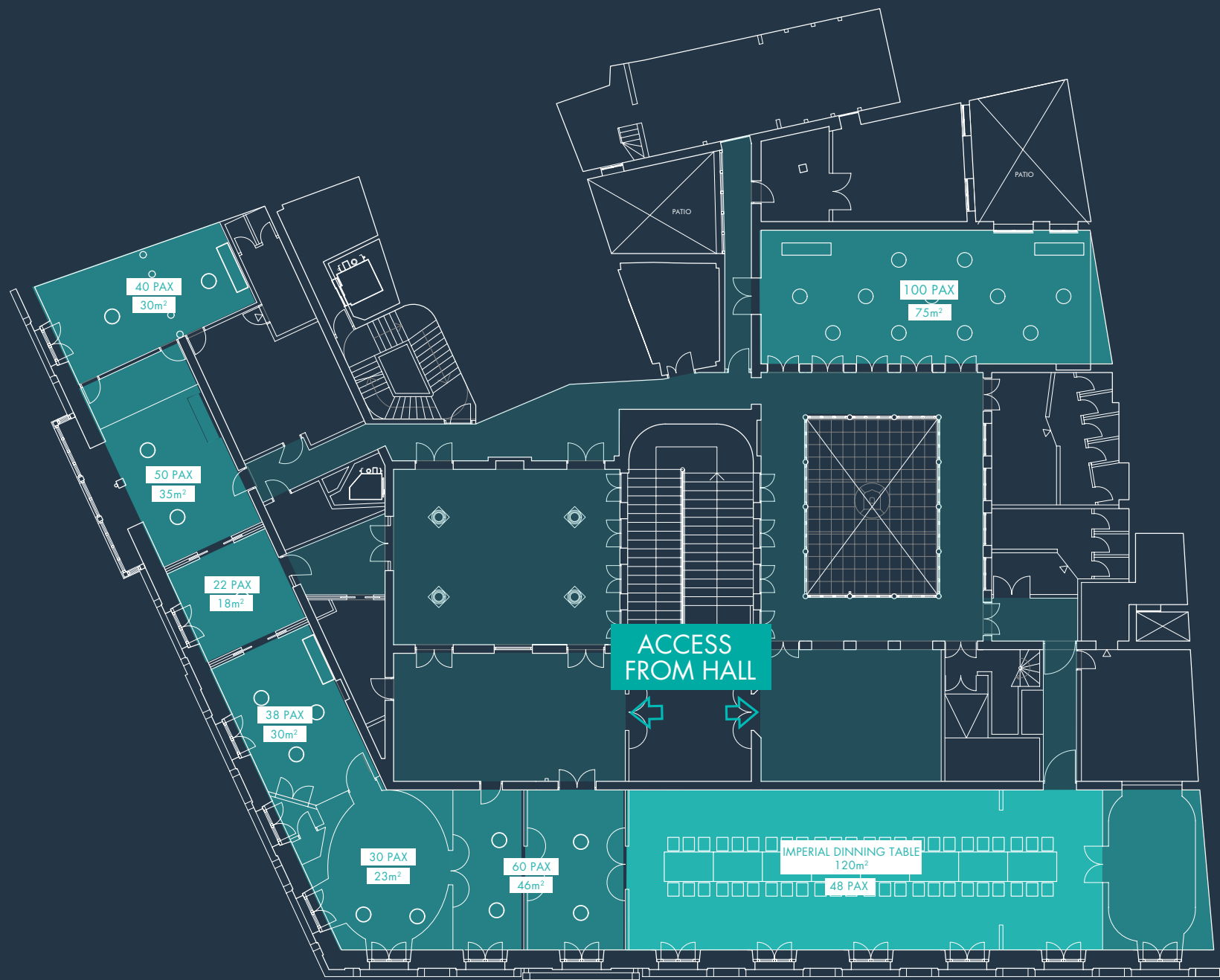
48 pax

COCKTAIL

320m²

340 pax

NOBLE FLOOR





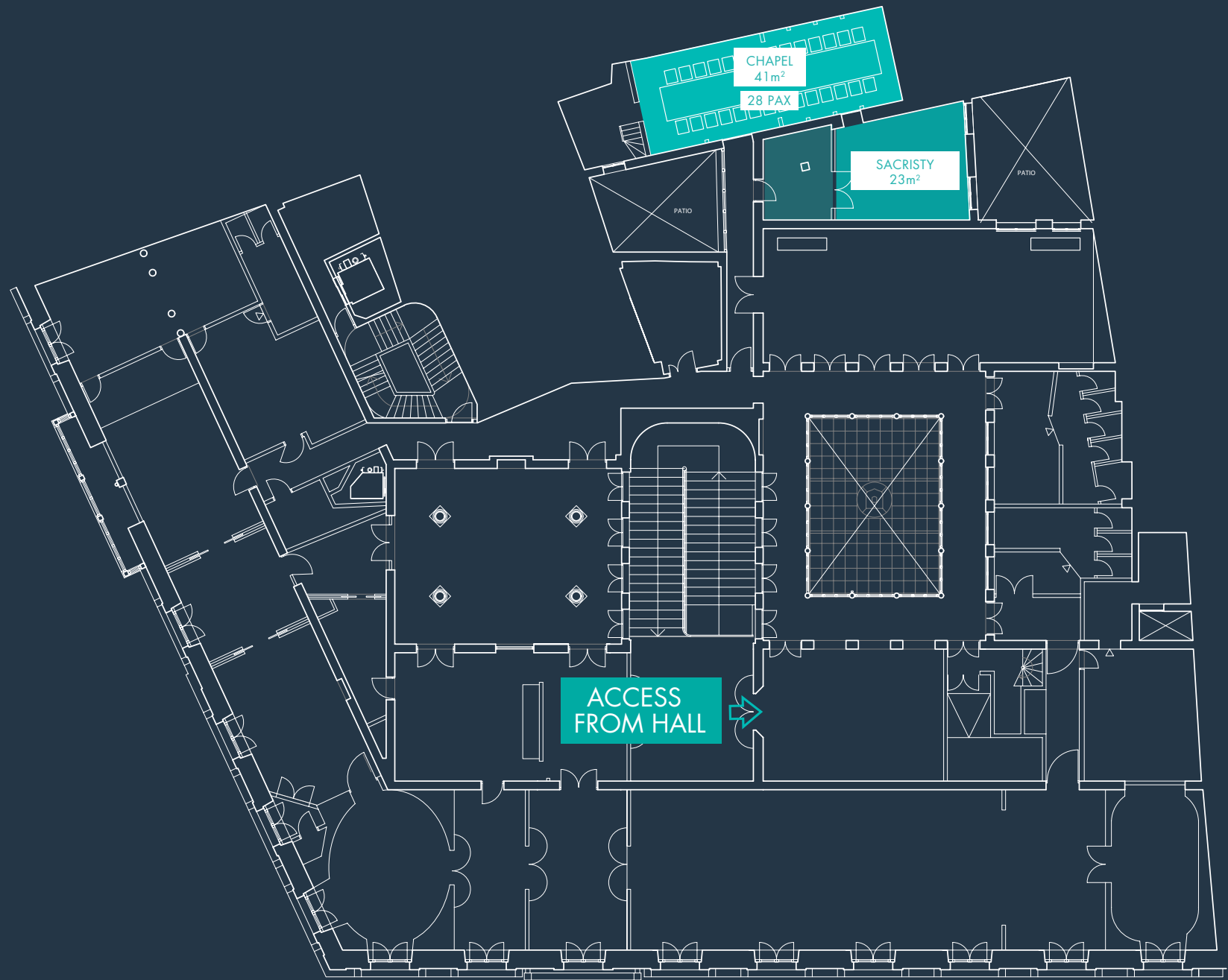
THE PALACE CAPACITIES AND CONFIGURATIONS

CONFIGURATION VII REUNION


28 pax

CHAPEL & SACRISTY

64m²
28 pax



NOBLE FLOOR



THE PALACE TYPES OF EVENTS

Celebrate EVERYTHING
at Palacio de Gaviria, a
multidisciplinary building that will
set the perfect vibe for your event.

SHOOTINGS, REPORTS, AND INTERVIEWS



WORKSHOPS AND TEAM-BUILDING ACTIVITIES



PRESS CONFERENCES



PRIVATE VISITS





GALA DINNERS AND CELEBRATIONS



PRODUCT PRESENTATIONS



AWARDS CEREMONIES



COLLOQUIA AND WORK MEETINGS



Locale

SERVICES



CREATIVITY AND DESIGN



AUDIOVISUAL CONTENT



CONSULTING AND EVENT MANAGEMENT



COMMUNICATIONS AND MARKETING





CONSTRUCTION AND DECORATION SOLUTIONS



GRAPHIC PRODUCTION



TECHNICAL AND AUDIOVISUAL PRODUCTION



LOGISTICS



Locale



At **Locale Events & Soul** we're captivated by the soul of each project. Tell us what you need... We're here to listen:

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WE ARE HERE
TO HELP



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LocalE