



**Locale**  
EVENTS & SOUL



CAIXABANK PRINCIPE PIO GRAND THEATER



CAIXABANK  
PRINCIPE  
PIO GRAND  
THEATER  
MUCH MORE  
THAN A  
VENUE FOR  
EVENTS

One of the best kept secrets, **a venue carefully guarded until now**. Presenting the CaixaBank Principe Pio Grand Theatre

Closed for 20 years, this former railway station awakens to give life to a new venue concept designed to host private events.

A completely versatile and diaphanous high- capacity space born to break new grounds.

**A new and magical location for private events that will exceed the expectations of the most ambitious projects and enhance the most creative ones.**





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EVENTS
- ▣ **SERVICES**
- ▣ **WE ARE HERE TO HELP YOU**









# A UNIQUE VENUE

Thanks to its **retractile stands** and its high ceilings, this historic building offers **absolute adaptability**, adjusting to the needs of each event.

**Capable of hosting over 1,000 attendees in theater format**, the Principe Pio CaixaBank Grand Theater is among the small group of auditoriums in the Spanish capital offering such capacity.

Managed by a dedicated team whose **highest value is excellence**, counting with a wide experience in the sector and applying all their know-how to every project.





Locale





# HISTORY

Illuminated by the magic of Madrid's first streetlamp, every corner of the CaixaBank Principe Pio Grand Theatre is immersed in history.

Back in 1882, French engineers gave shape to what we know today as the Principe Pio Interchange Station. **Madrid's main travel hub** experienced a final period of splendor from 1985 to 1992 until its definitive closure in 1993.

This emblematic building awakened from its long lethargy and reopened its wide halls in 1998 to take on its current form as Interchange Station as well as a Shopping and Leisure Center.

However, the renovation of the theater was never carried out and eventually forgotten... until now.

The CaixaBank Principe Pio Grand Theatre stands out for the historical classicism of its façade, the **modernity of the iron and glass** of its high ceilings, and the **Art Deco and Neo-Baroque details** of its decoration.







## LOCATION

 N° 44, Cuesta de San Vicente

**Flanked by Plaza de España and Madrid Río**, the CaixaBank Principe Pio Grand Theatre delights its guests with its captivating views of the Royal Palace, the Campo del Moro gardens, and the Almudena Cathedral.

A scenary of the old Madrid, this new venue lives between the memories of the past and the new experiences of the present.

Unbeatable  
accessibility:

- 5 minutes from Gran Vía
- 10 minutes from Atocha Train Station
- 25 minutes from the Adolfo Suarez Madrid Barajas Airport
- Next to the M30, accessible from the A-5

## PUBLIC TRANSPORT

### METRO



### BUS LINES

25 / 39 / 46 / 62 / 75 / 138 / C2 / C1 / 33 /  
41





# THE THEATER

With a total surface area of **6,800 m<sup>2</sup>**, the North station is divided into three magnificent buildings: the Poniente and Levante towers (West and East towers) and the central hall.

The central hall can host every type of gala and event thanks to its capacity of over 1,000 people in the auditorium, distributed among the **main floor** and the **amphitheater**.

Lending an amusing touch to any celebration, a **champagnery and a bar** are housed in the **two remodeled vintage elevators**.

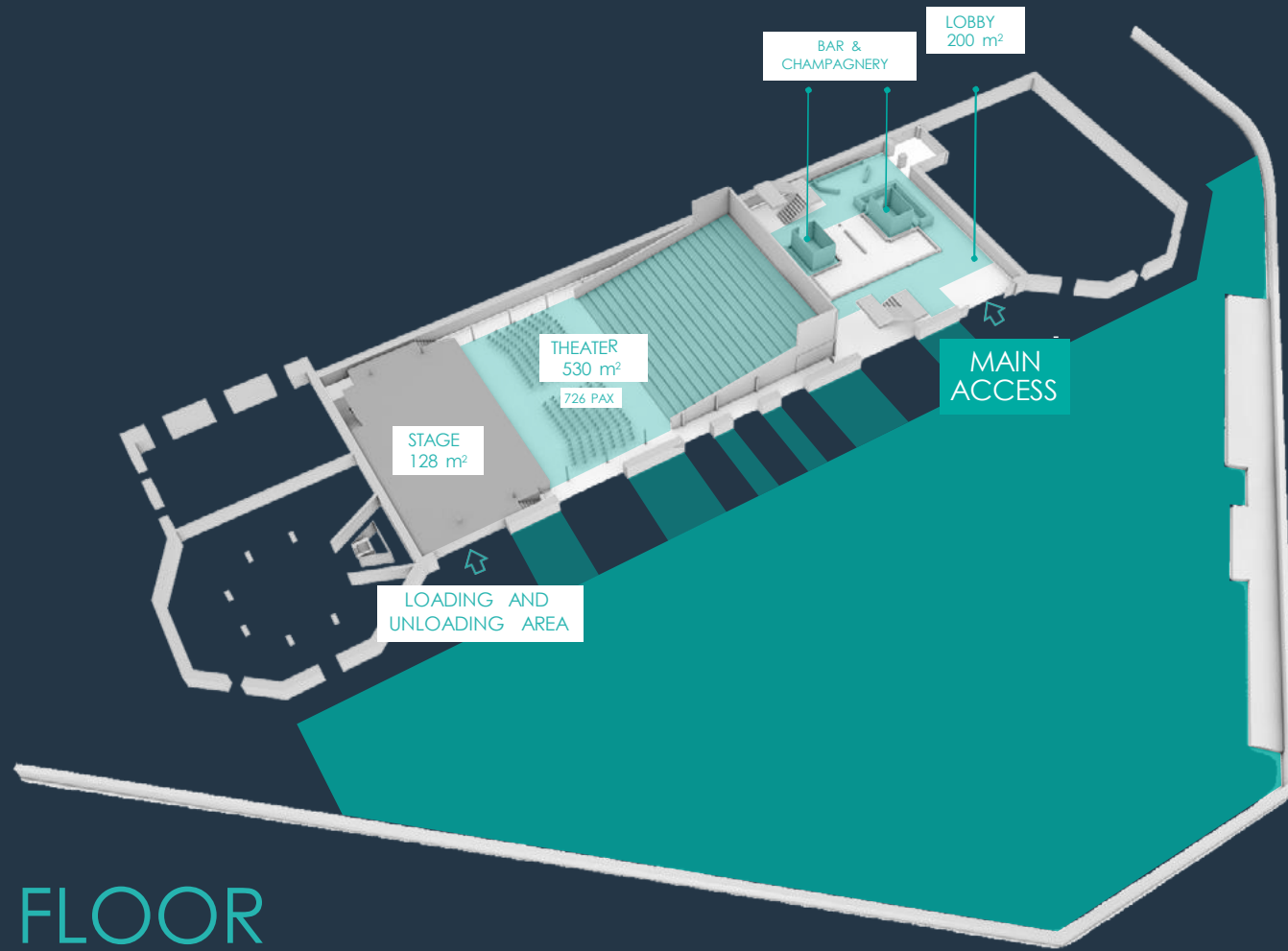
The exterior features a **spacious terrace**, making this venue all the more ideal for hosting the most demanding events with impeccable results.

**LOBBY**  
200m<sup>2</sup>

**THEATER**  
530m<sup>2</sup>  
726 pax

**STAGE**  
128m<sup>2</sup>





# GROUND FLOOR

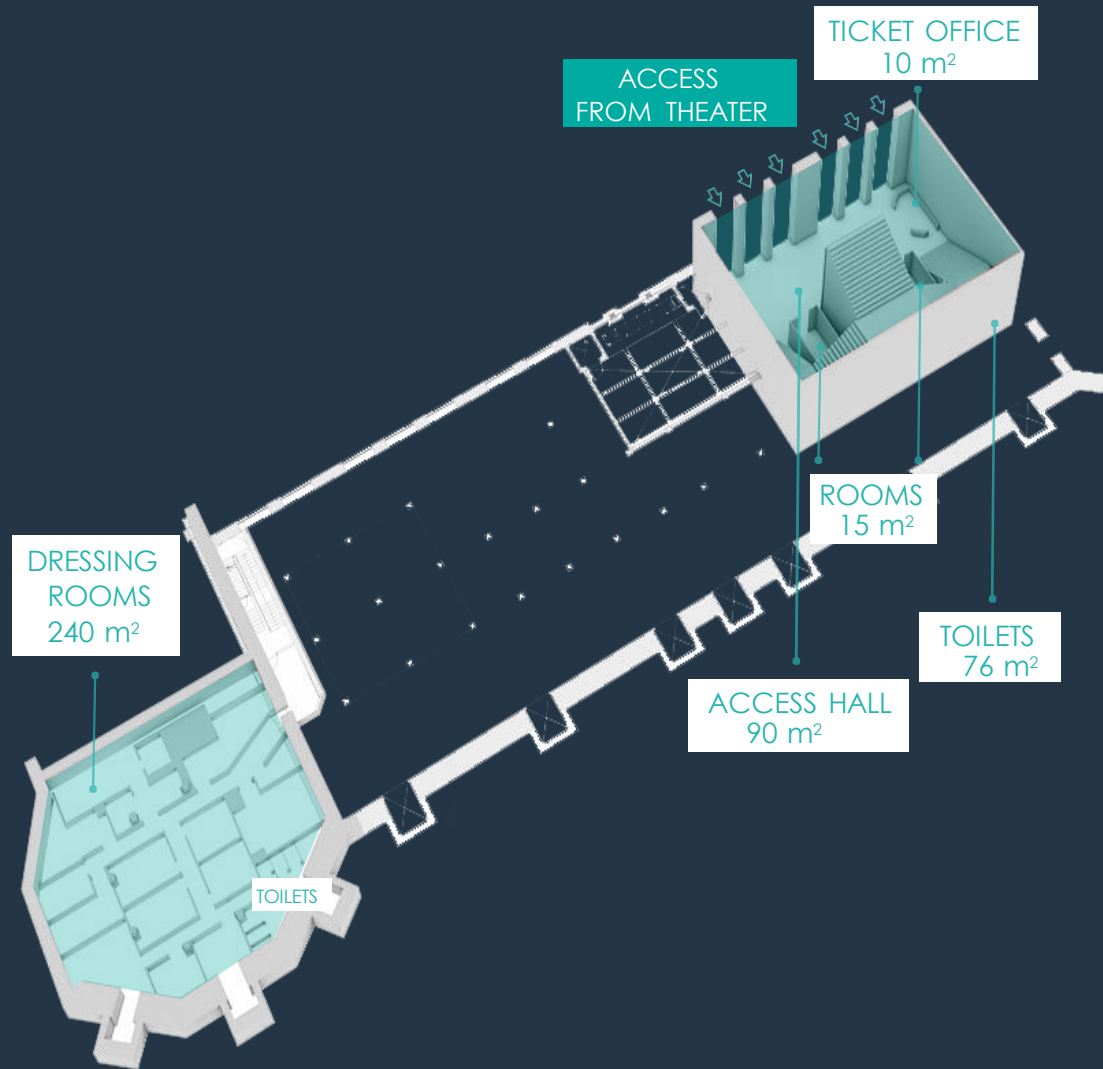
# THE THEATER



**DRESSING ROOMS**  
240m<sup>2</sup>  
rooms from 8,5m<sup>2</sup> to 17m<sup>2</sup>

**ACCESS HALL**  
90 m<sup>2</sup>

# BASEMENT



# THE THEATER



## AMPHITHEATER

62 m<sup>2</sup>

273 pax

## CONTROL ROOM

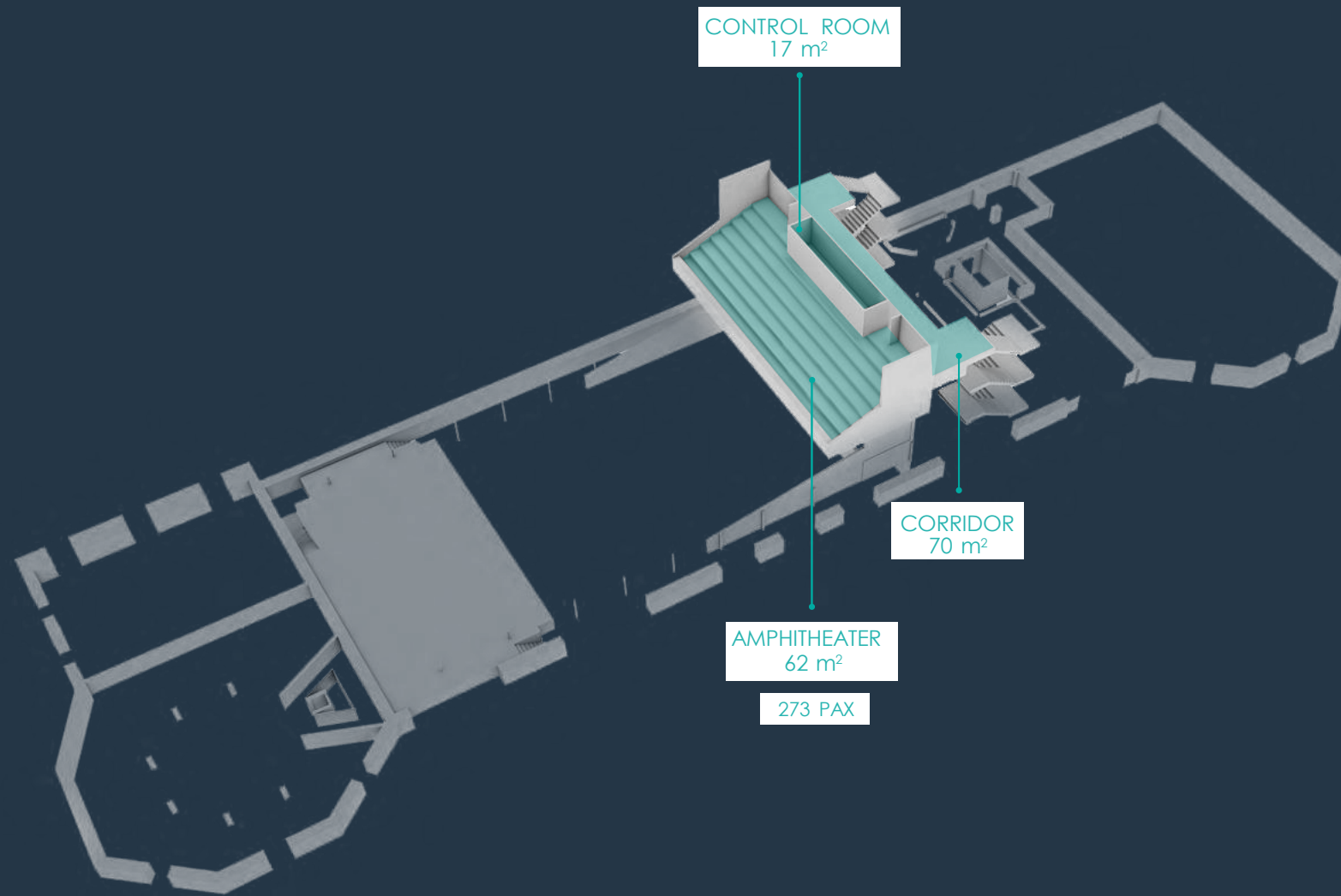
17 m<sup>2</sup>

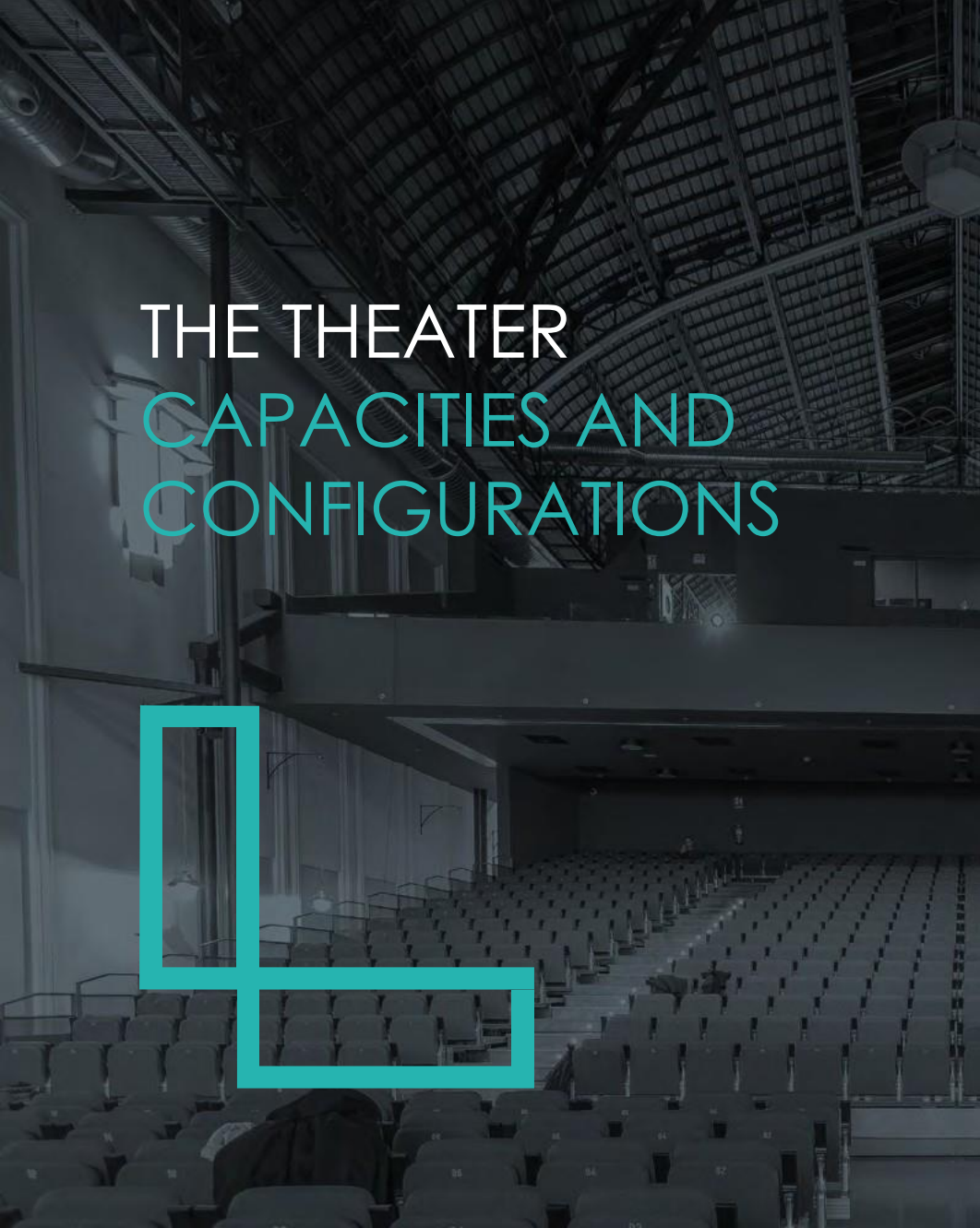
## CORRIDOR

70 m<sup>2</sup>



# 1<sup>ST</sup> FLOOR





# THE THEATER

## CAPACITIES AND CONFIGURATIONS

## CONFIGURATION I

### THEATER

1000 pax

#### THEATER STANDS

305m<sup>2</sup>

510 pax

#### SITTING COURTYARD

225m<sup>2</sup>

216 pax

#### AMPHITHEATER

62m<sup>2</sup>

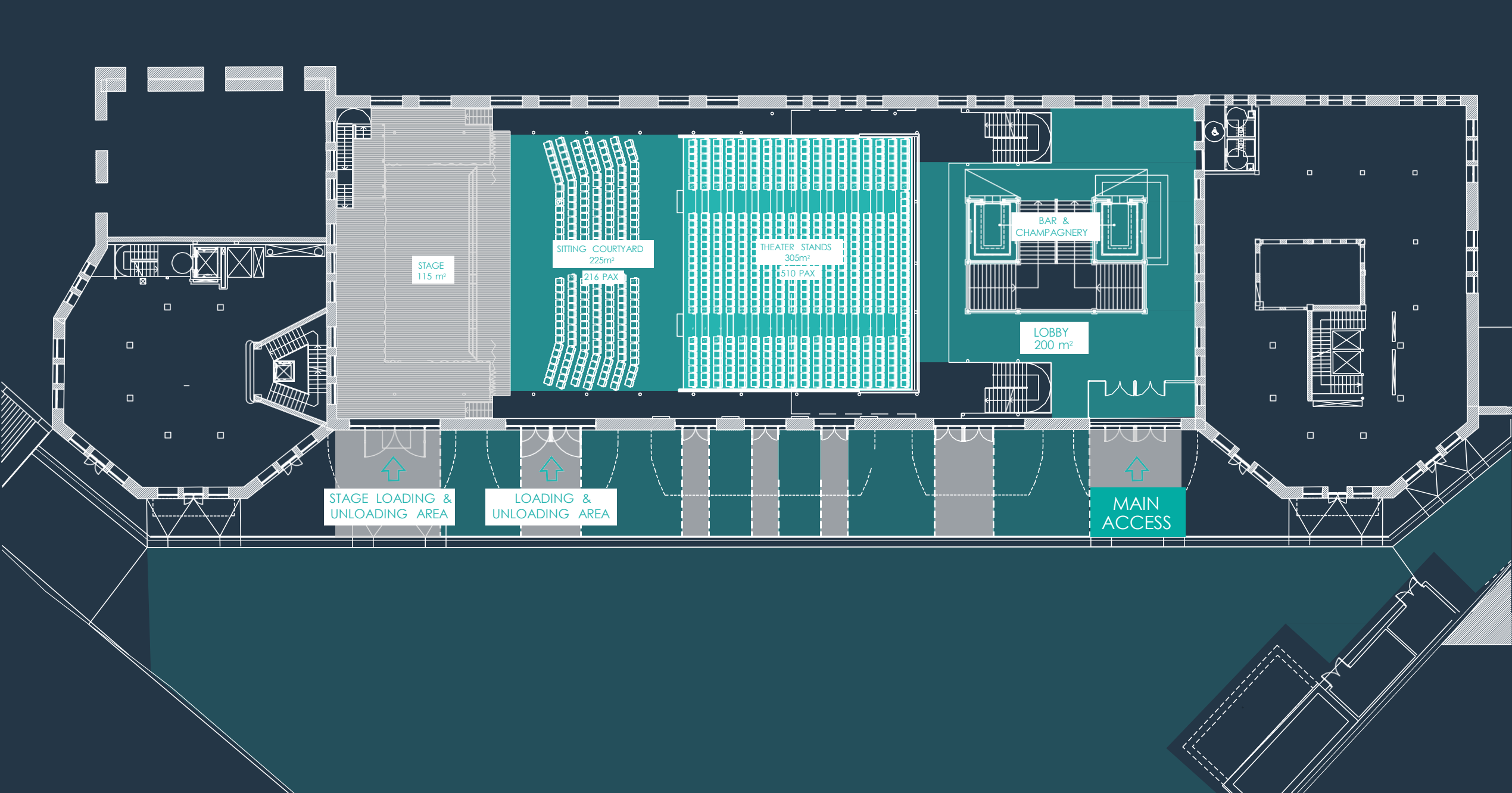
273 pax

#### STAGE

128 m<sup>2</sup>

#### LOBBY

200m<sup>2</sup>



STAGE  
115 m<sup>2</sup>

SITTING COURTYARD  
225m<sup>2</sup>

216 PAX

THEATER STANDS  
305m<sup>2</sup>

1510 PAX

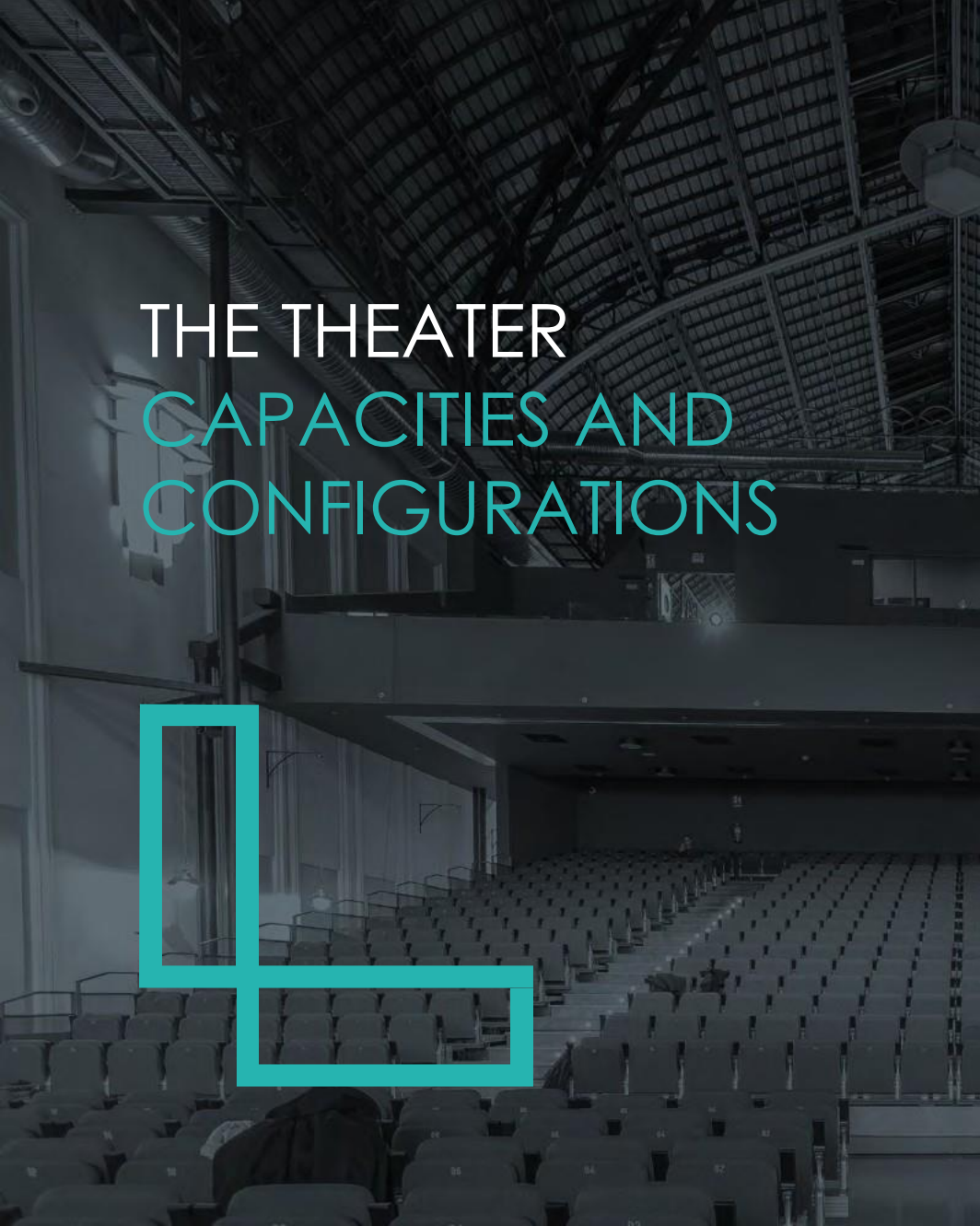
BAR &  
CHAMPAGNER

LOBBY  
200 m<sup>2</sup>

STAGE LOADING &  
UNLOADING AREA

LOADING &  
UNLOADING AREA

MAIN  
ACCESS



# THE THEATER

## CAPACITIES AND CONFIGURATIONS

## CONFIGURATION II

### BANQUET

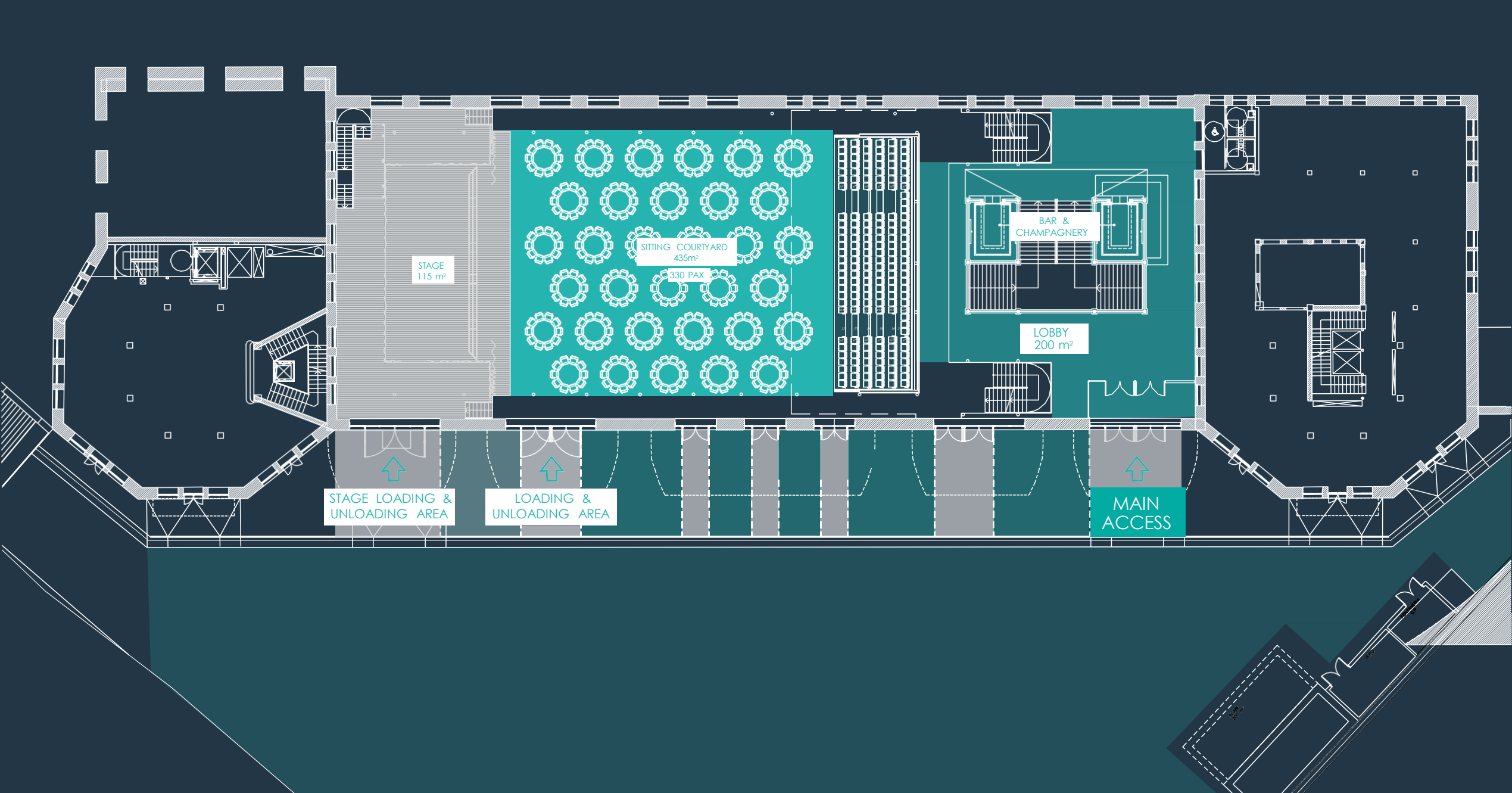
330 pax

**LOBBY**  
200m<sup>2</sup>

**SITTING  
COURTYARD**  
435m<sup>2</sup>  
330 pax

**STAGE**  
128 m<sup>2</sup>





STAGE  
115 m<sup>2</sup>

SITTING COURTYARD  
435m<sup>2</sup>

330 PAX

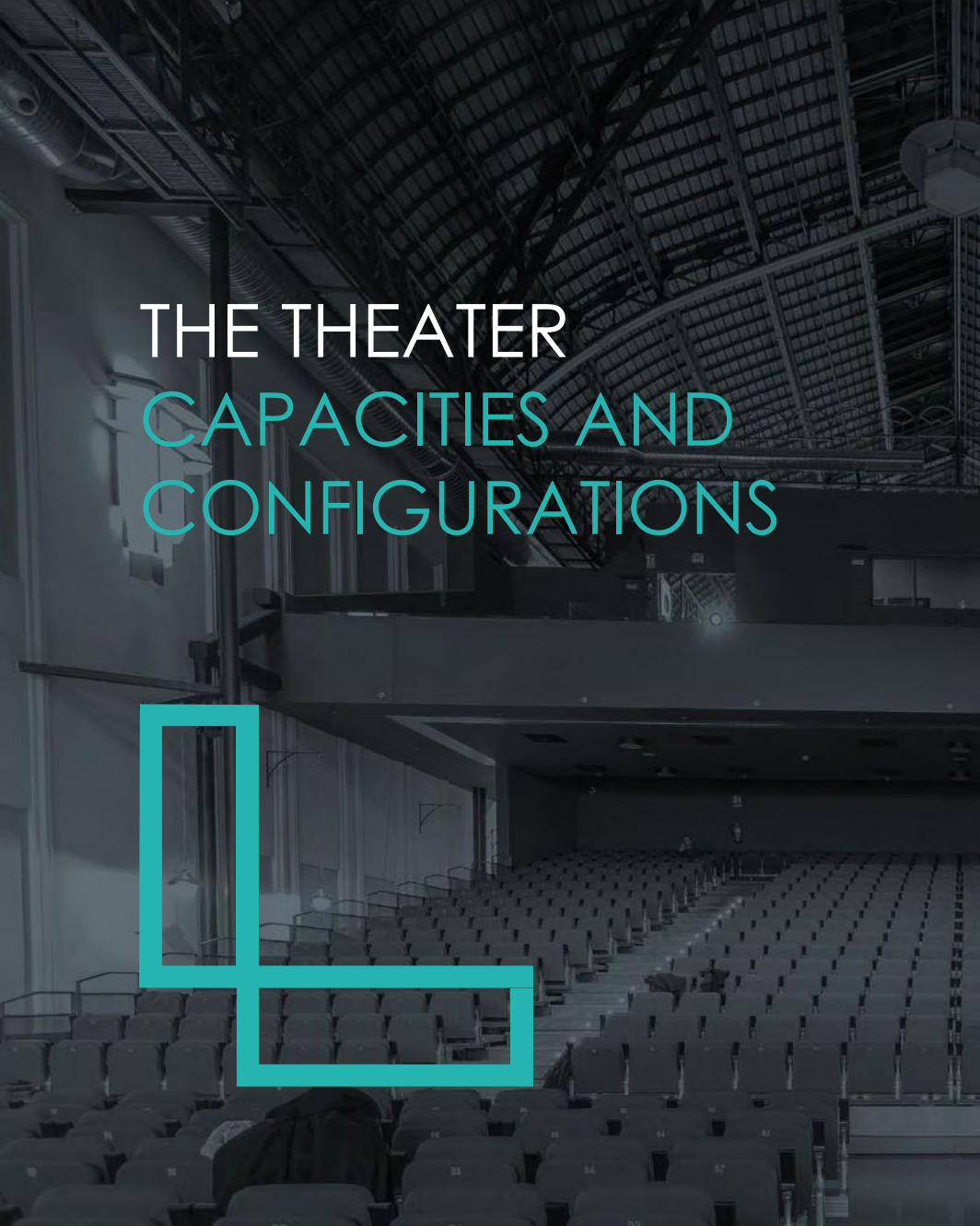
BAR &  
CHAMPAGNERIE

LOBBY  
200 m<sup>2</sup>

STAGE LOADING &  
UNLOADING AREA

LOADING &  
UNLOADING AREA

MAIN  
ACCESS



THE THEATER  
CAPACITIES AND  
CONFIGURATIONS

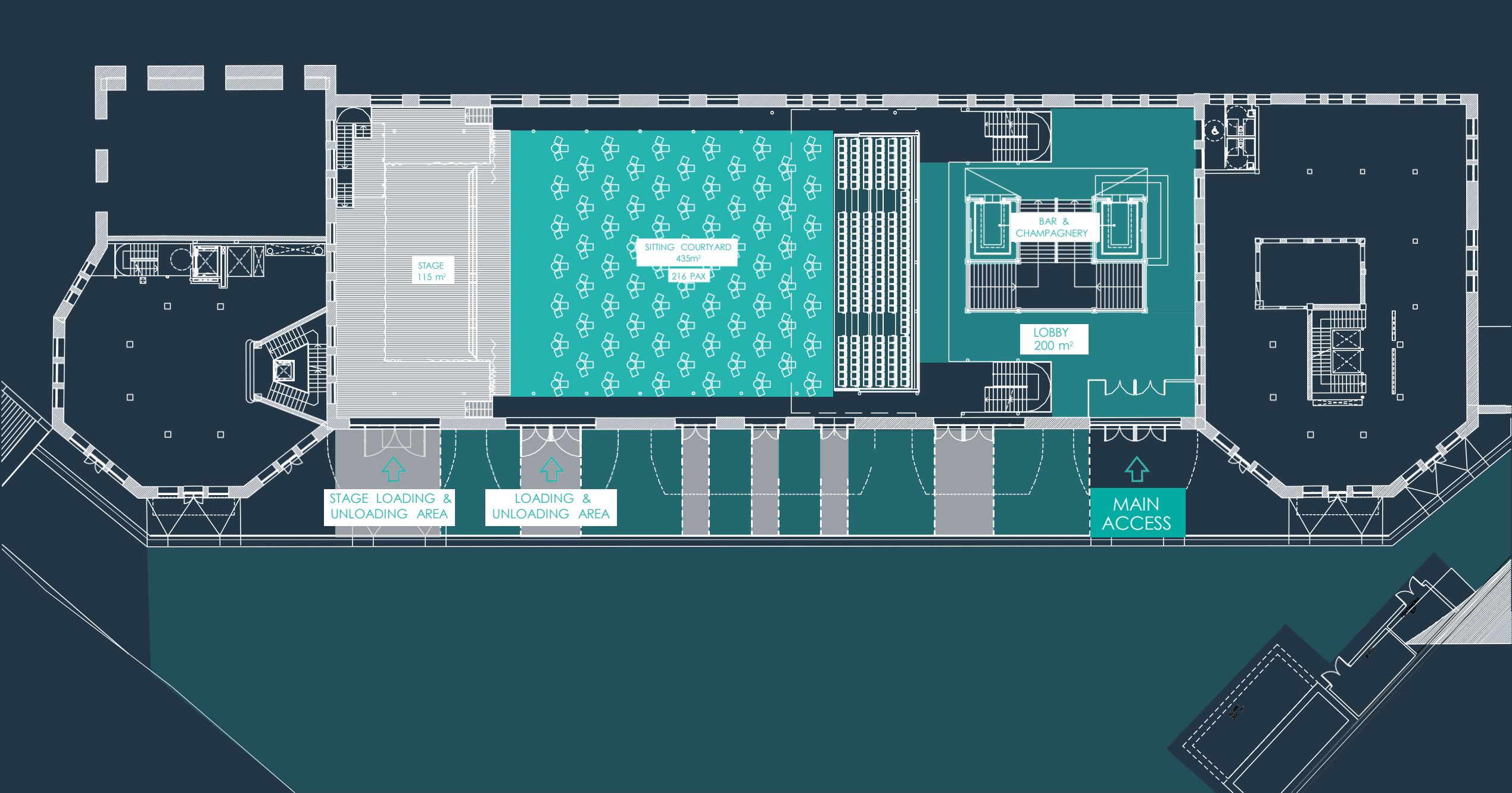
CONFIGURATION III  
**CABARET**

216 pax

**LOBBY**  
200m<sup>2</sup>

**SITTING  
COURTYARD**  
435m<sup>2</sup>  
216 pax

**STAGE**  
128 m<sup>2</sup>



STAGE  
115 m<sup>2</sup>

SITTING COURTYARD  
435m<sup>2</sup>  
216 PAX

BAR &  
CHAMPAGNERY

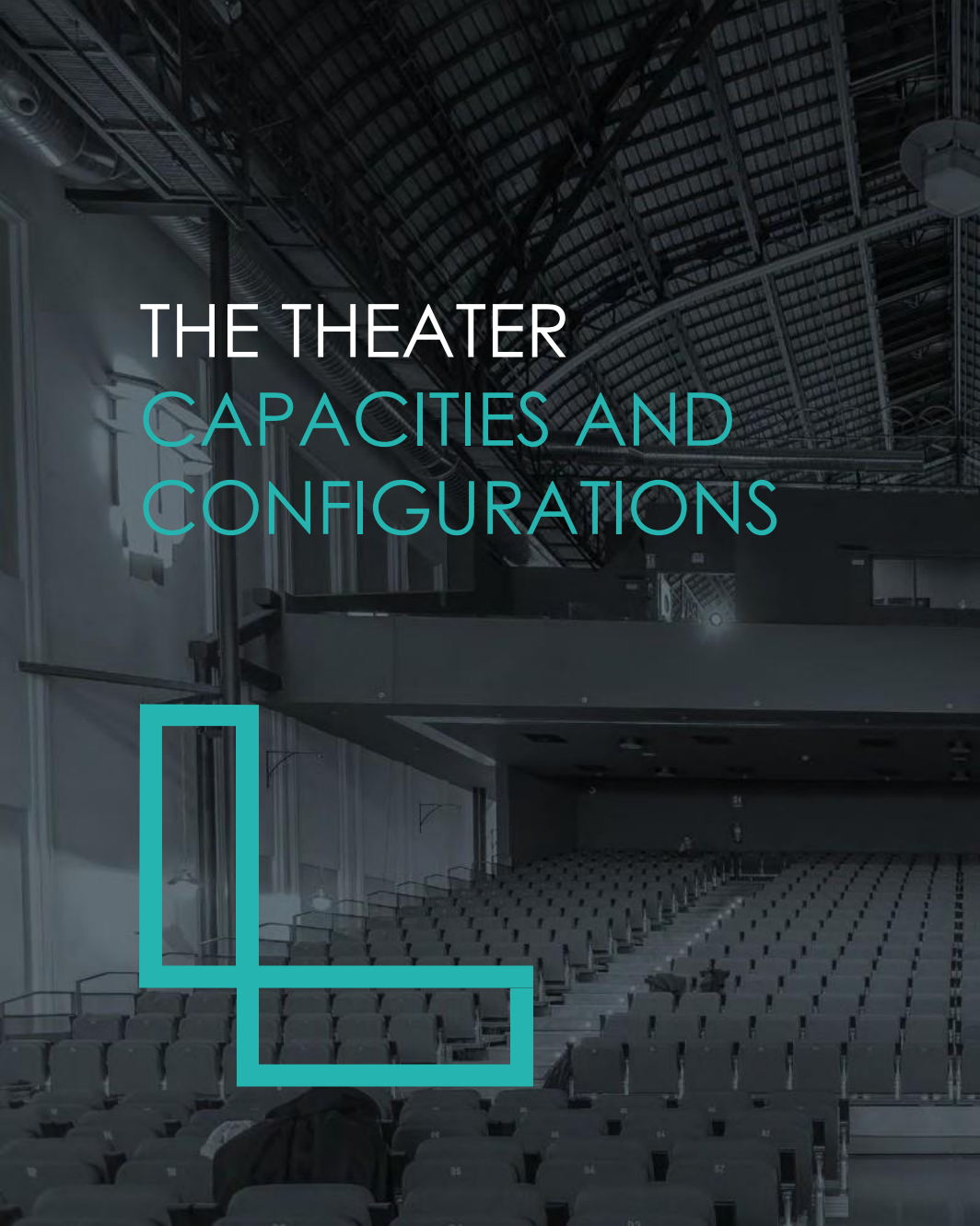
LOBBY  
200 m<sup>2</sup>

STAGE LOADING &  
UNLOADING AREA

LOADING &  
UNLOADING AREA

MAIN  
ACCESS





# THE THEATER

## CAPACITIES AND CONFIGURATIONS

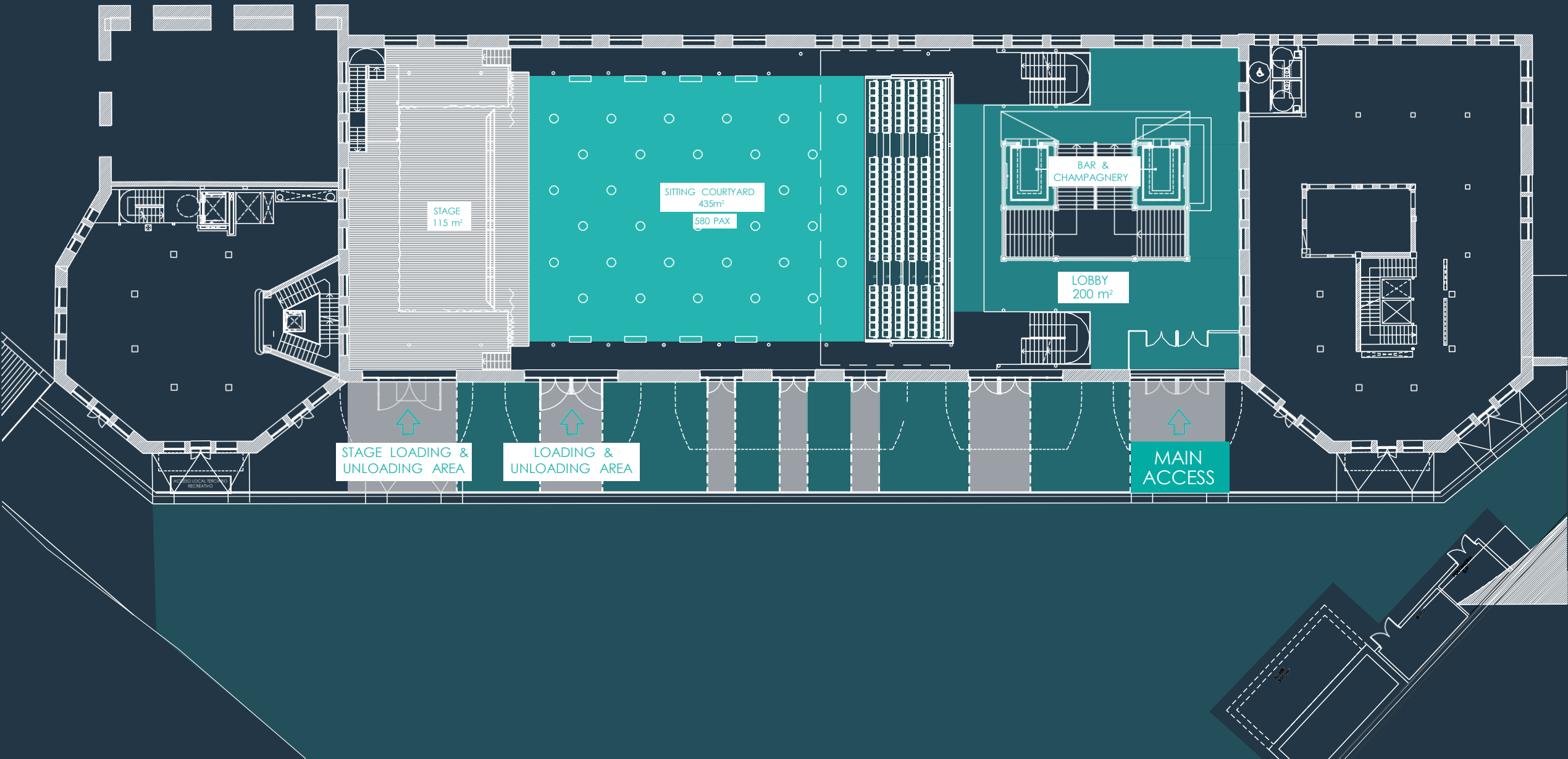
## CONFIGURATION IV COCKTAIL

580 pax (sitting courtyard)

**LOBBY**  
200m<sup>2</sup>

**SITTING  
COURTYARD**  
435m<sup>2</sup>  
580 pax

**STAGE**  
128 m<sup>2</sup>



STAGE  
115 m<sup>2</sup>

SITTING COURTYARD  
435m<sup>2</sup>  
580 PAX

BAR &  
CHAMPAGNERIE

LOBBY  
200 m<sup>2</sup>

STAGE LOADING &  
UNLOADING AREA

LOADING &  
UNLOADING AREA

MAIN  
ACCESS



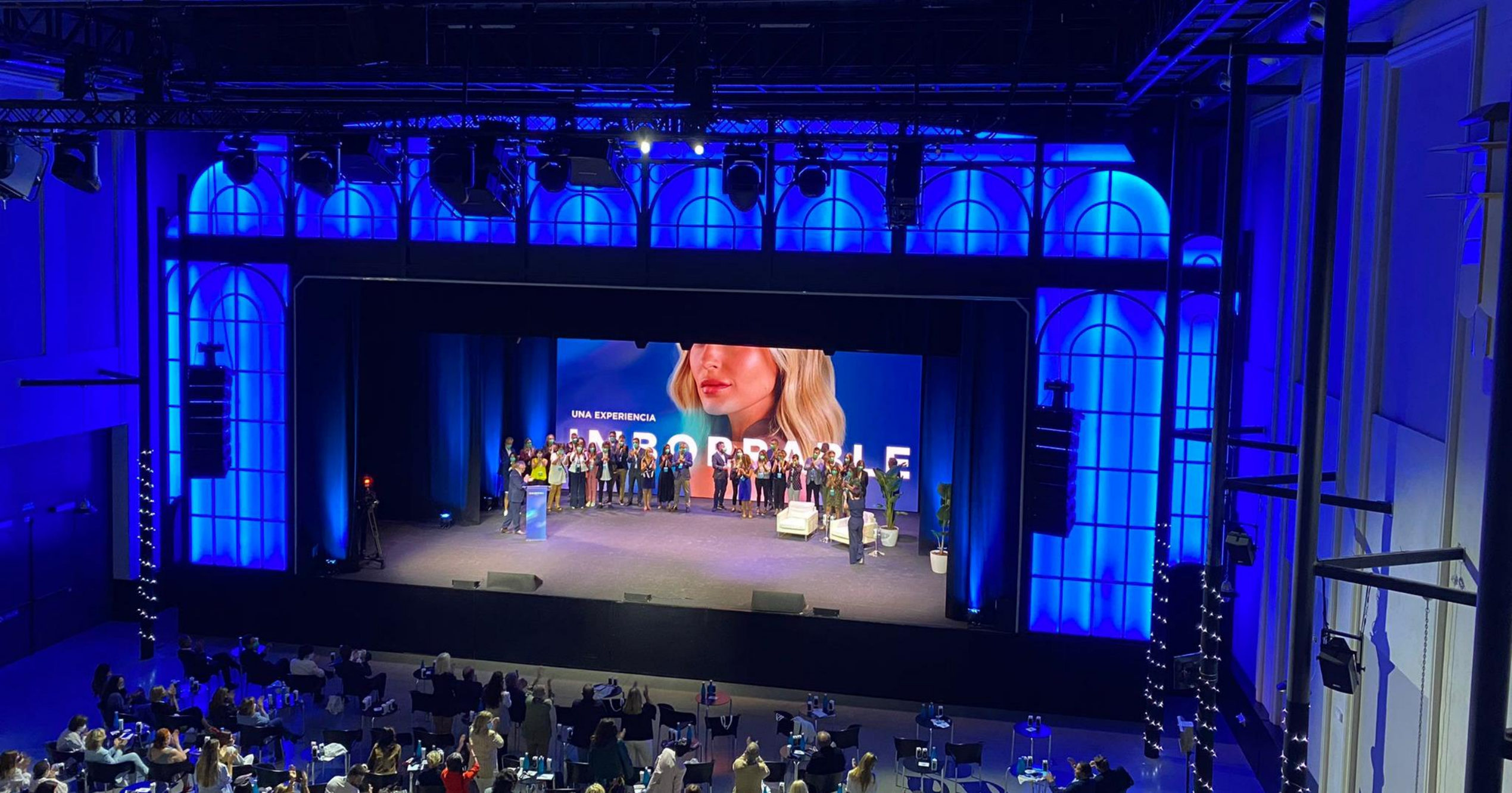
# EVENTS HELD











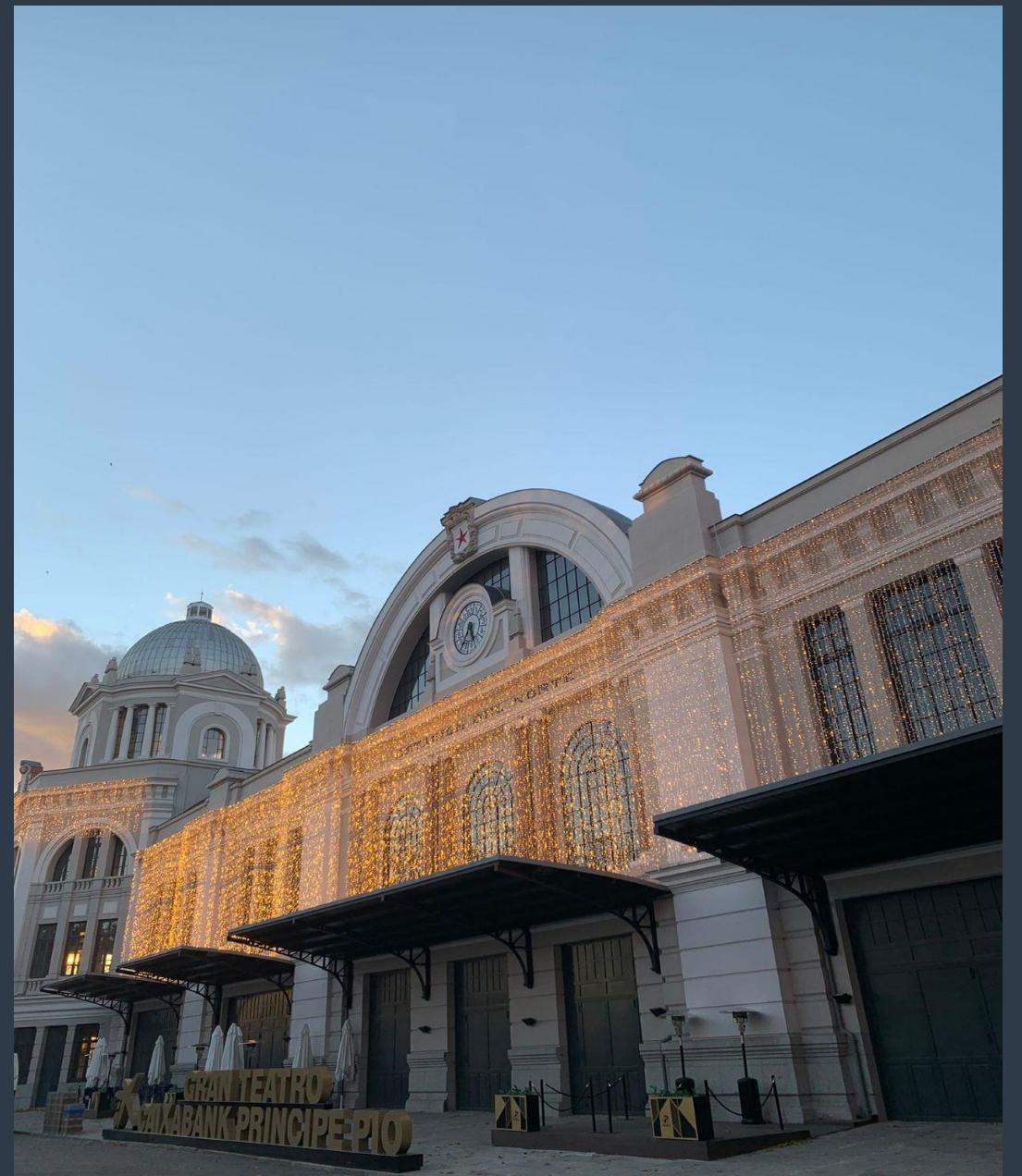
UNA EXPERENCIA

LABORABLE





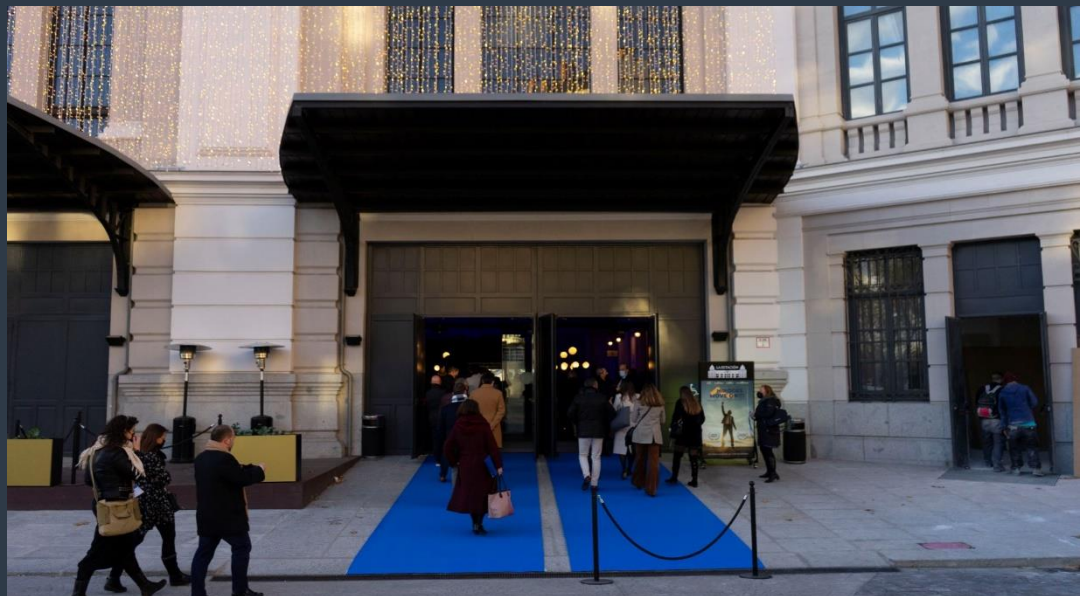
















# THE THEATER TYPER OF EVENTS

Celebrate EVERYTHING at the Principe Pio CaixaBank Grand Theater, a multidisciplinary building where your event will shine.

SHOOTINGS



WORKSHOPS AND TEAMBUILDING



SHOWS



PRESS CONFERENCES



FILM PREMIERS





EXPOS AND FAIRS



PARTIES, GALA DINNERS AND CELEBRATIONS



PRODUCT LAUNCHES



AWARD CEREMONIES



CONVENTIONS, MEETINGS AND CONFERENCES





# SERVICES

CREATIVITY AND DESIGN



AUDIOVISUAL CONTENT



EVENT MANAGEMENT AND CONSULTING



COMMUNICATION AND MARKETING





CONSTRUCTION AND DECOR SOLUTIONS



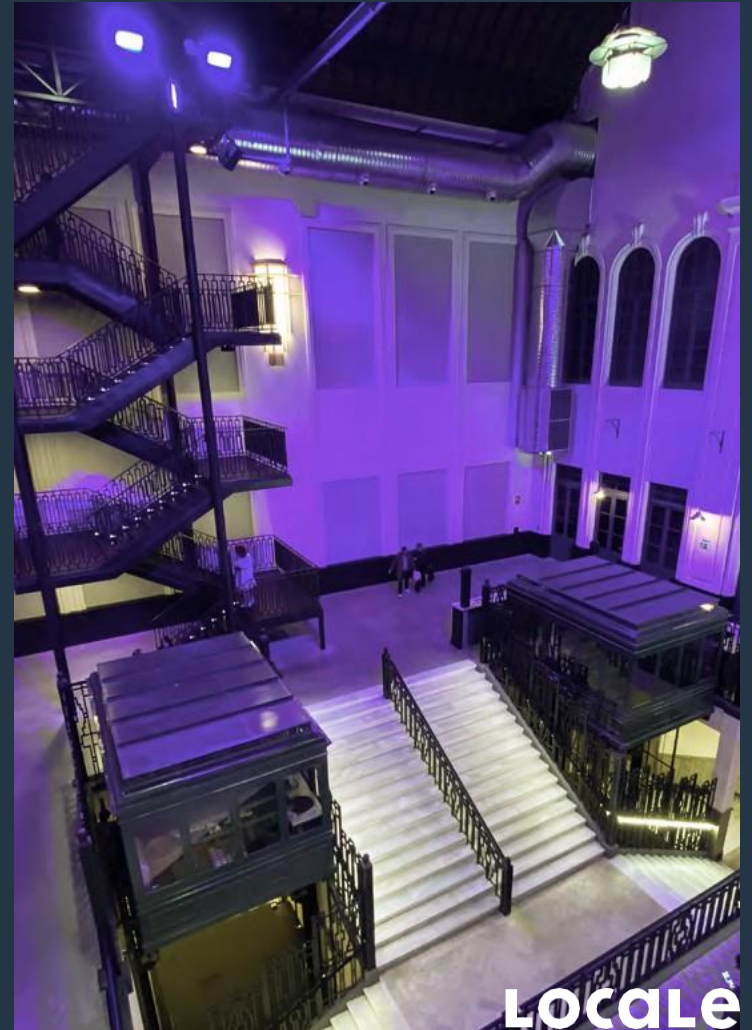
GRAPHIC PRODUCTION



TECHNICAL AND AUDIOVISUAL PRODUCTION



LOGISTICS





WE ARE HERE  
TO HELP YOU

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

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ESTACION DEL NORTE

**Locale**

**Locale**