GSMA mAutomotive

MADRID MEETINGS

January 2014

Telefónica

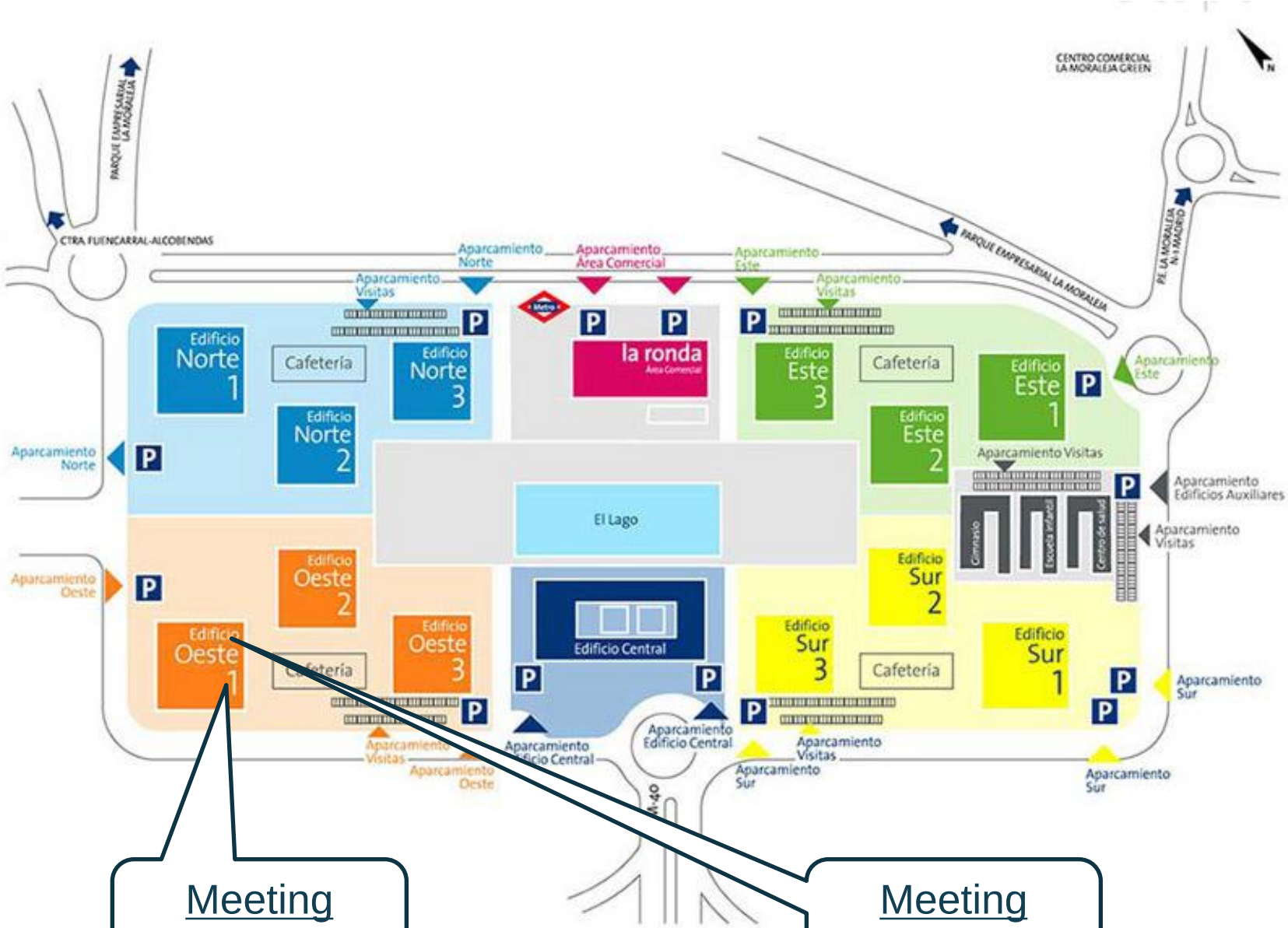
Telefónica Digital
Jan. 2014

Address of the Meeting

Meeting Point: Please meet at 08:45 at Oeste 1 Building each day to be escorted to the meeting room.

- Start: on the 28th Jan. at 9:00 Hrs.
- End: on the 30th Jan at 18:00Hrs.
- Address: **Ronda de la Comunicación, s/n**
  28050 Madrid
- Location: TELEFONICA Premises.
- Ask for Pierre Plaza (+34 638292978), at the reception desk, OESTE 1 Building.
- Meeting rooms
  - 28th of January: DCW01 S00P A11 (OESTE 1 building ground floor)
  - 29th of January: DCW01 S00P F11 (OESTE 1 building ground floor)
  - 30th of January: DCW01 S00P A11(OESTE 1 building ground floor)

Telefonica Premises



Meeting Point

Meeting rooms

HOTELS NEARBY

High Tech Nueva Castellana
María Tubau, 16
28050 Fuencarral (Madrid)
Tel: 913 586 400
www.hthoteles.com

NH Las Tablas
Avenida de Burgos, 131
28050 Madrid
Tel: 917 186 999
www.nh-hoteles.es

Hotels at 15 o 20 min. taxi:

Hotel Silken Puerta Castilla
www.hoteles-silken.com

Abba Castilla Plaza Hotel
http://www.abbacastillaplazahotel.com/

Meliá Castilla
http://www.meliacastilla.com/es/index.html

Madrid City Center in ten slides, just a proposal.

Dear Colleague,

We would like you to keep some good memories from your trip to Madrid, apart from those you will keep from our work together. Hence, we offer you the following proposal which is only a reference for you to consider, in case you wish to visit our city.

The starting point of this tour is "Plaza de Cibeles" – on the left-.

What you will see

1 Casa de correos / Palacio de las Telecomunicaciones

2 Puerta del Sol

3 Plaza Mayor

4 Plaza de la Villa / Teatro Real

5 Plaza de Oriente / Palacio Real

6 Catedral de la Almudena

7 Puente de Segovia

8 Palacio del Congreso

9 Fuente de Neptuno / Museo del Prado

10 Puerta de Alcalá

Tour overview: All the itinerary can take about two hours walking. If you stop to have a drink and some tapas, it might take slightly longer, depending only on the time you take to eat...Starting point "Cibeles", walk to Puerta del Sol, Plaza Mayor... The last thing, but not least interesting, you will see is "La puerta de Alcalá".

How to reach Plaza de Cibeles, nearest metro stations: - Banco de España (Line 2) - Colon (Line 4)

1- Casa de correos

First Stop: "Palacio de las Comunciaciones". The State Department for Telecommunications and Information Society had its premises into this original building. It might have to do with our background, the reason why we find this building (baroque style) the most beautiful one in Madrid... you will stare at it at the end of the day, when it is even more surprising

Right in the middle of Cibeles Square you will find the Fountain of Cibeles, this beautiful fountain, made after a design by Ventura Rodriguez, is considered one of the landmarks of Madrid. Indeed Real Madrid football team players celebrate every title getting into this fountain with thousands of fellows (other football team's fellows say Cibeles Fountain is sad since long ago...).

2.- Puerta del Sol

Walk to Puerta del Sol: It was made by French architect Maquet between 1766 and 1768. On the top of the building the watch you will see is the one used in new year's eve as a reference of the year change. Everyone in Spain follows its bells to receive the new year, down this building an impressive party with thousands of people drinking Cava (Spanish Champaign) and eating the traditional 12 grapes following the clock's bells ringing.

3- Plaza Mayor

Philip III had built this impressive square between 1617 and 1619, to give additional prestige to his kingdom. The buildings are mostly Renaissance style, in the center there is a statue of the king by Juan de Bolonia and Pietro Tacca.

During 17th century this square was the scenery of theater performances and bullfights, and served as meeting-place of the Gremios, the associations of craftsmen. In 1790 the Plaza Mayor was almost completely destroyed by a fire, but rebuilt later on. A nice place to have a drink, but take care of your personal belongings, there might be some opportunist in the area...

4- Plaza de la Villa / Teatro Real

From Plaza Mayor we find this beautiful Square on our way to The Royal Palace: the "Plaza de la Villa", originally projected in 1644 by Juan Gomez de Mora to be a prison. Now Madrid's town hall, entails some of the oldest buildings still used in Madrid. Indeed "La Torre de los Lujanes" was the prison where Francisco I (king of France) was taken as a prisoner after the battle of Pavia (1526) against Carlos V.

Just before reaching the Oriente Square, in front of the Royal Palace, we find Madrid's impressive opera house was built in 1818 by Cuatodio Moreno. An interesting place to know if you enjoy listening and watching opera or special concerts...

5- Plaza Oriente / Palacio Real

Plaza de Oriente: This square in the east of the Royal Palace was designed at the time of Joseph Bonaparte, who, after the victory of his brother Napoleon against Spain, took over the government. The French wanted to build a wide boulevard in the style of Champs Elysées in Paris, but the project was stopped by Napoleon's final defeat.

Palacio Real: Madrid's Royal Palace is an impressive example of classicistic Italian baroque style. Construction was begun under Philip V by the architects Juvara, Sabatini and Sachetti. Charles III was, in 1714, the first king to have his residence here. In the interior of the palace we find numerous precious rooms, specially remarkable is the Throne Hall. Worth visiting are as well the gardens, Jardines de Sabatini and Campo del Moro.

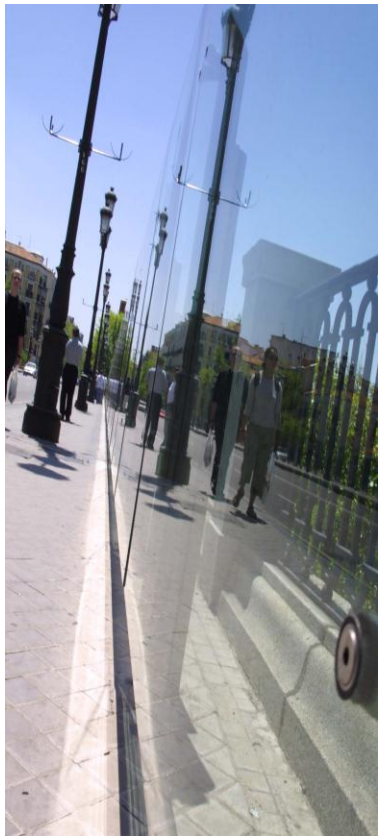
6- Catedral de la Almudena

Although the construction of the Almudena Cathedral did not start till the 19th century, its story begins in the 16th century, when the king of Spain sets the capital of Spain in Madrid (1561). He thinks, as almost all his successors, that the capital has to have a Cathedral. In times of Felipe IV (17th century), doña Isabel de Borbón, the king's wife, donates the money to build a cathedral dedicated to the Virgin of la Almudena. The works did not start till 1883, though. Finally in 1993, the cathedral of Madrid was consecrated!

7- Puente de Segovia

Bridge of Segovia: Valuable work of architect Juan de Herrera, consisting of 9 arcs. You will find protection panels (see detail below) by its sides, the reason for this is that due to its height and situation many people took this place as the one to throw them selves down to suicide...

We suggest to stop in any snack bar to have some tapas before proceeding to walk to the Congress Palace.



8- Palacio del Congreso

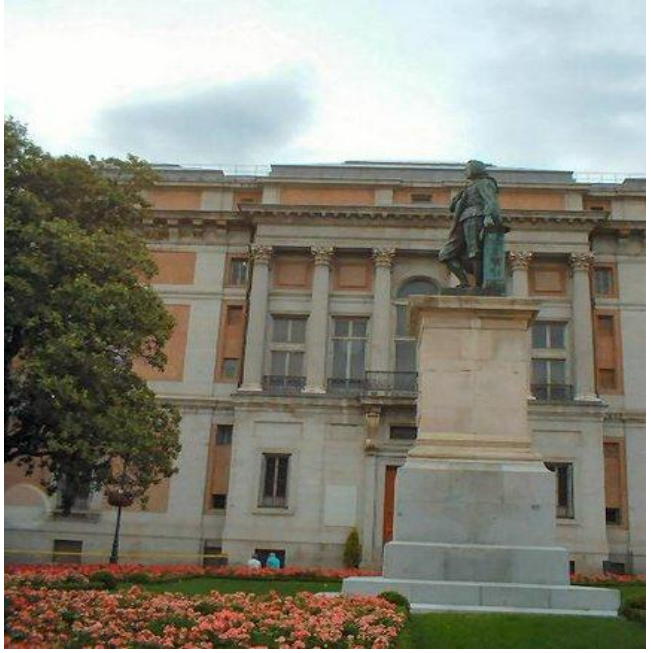
In the front of the building you will find two lions made of bronze from the field guns captured by the Spanish Army in the war of Africa (XIX century)

Walk to the Palace of Congress of Spain: Madrid's Palace of congresses is a Renaissance building which was completely reconstructed in 1843. The facade, which is very similar to the original, includes a marvelous neoclassic portal.

9- Fuente de Neptuno / Museo del Prado

Fountain of Neptune: Another fountain designed by Ventura Rodriguez. This is the fountain where Atletico de Madrid fellows celebrate their championships (long time without celebrations...).

Museo del Prado: Perhaps the most beautiful neoclassic building of all Madrid . Built in 1785, it was intended to be a museum of natural history. Having been used as an arsenal during the wars against Napoleon, it became Madrid's Museum of Art in 1819.



10- Puerta de Alcalá

Our last stop is Puerta de Alcalá, by the Retiro park (which is thought to act as a lung to try reducing Madrid's polution): The Door of Alcalá is a beautiful triumphal arch made by Francisco Sabatini in 1778, after the arrival of King Charles III to Madrid. Charles III dedicated such effort to Madrid that people called him "Madrid's Council".

We hope you enjoy your walk through Madrid City-Center.