

TEN REASONS WHY YURBBAN PASSAGE HOTEL & SPA IS MORE THAN JUST A HOTEL

Inaugurated in July 2017, YURBBAN PASSAGE HOTEL & SPA opens just meters from the first Yurbban hotel, YURBBAN TRAFALGAR HOTEL, which opened its doors four years earlier.

YURBBAN PASSAGE HOTEL & SPA establishes itself in Barcelona with the goal of revolutionising the concept of the classic luxury hotel, doing so from a number of different angles.

We give you ten reasons why you should learn more about the history behind it, the philosophy and soul of this project that has transformed a zone of Barcelona and has become an epicenter of tribute to local culture, detail and gastronomy.

Reason # 1: Renovation of a zone of the city

The adventure of discovering the Ciudad Condal begins in the very hotel and its surroundings. The building where it is located represents a piece of living history, which extends through the Passatge de les Manufactures, a beautiful enclave of the city. Yurbban Passage Hotel & Spa is situated right inside, joining the streets Ortigosa / Trafalgar with Sant Pere Mes Alt.

This passageway, from the Middle Ages right down to the nineteenth century, has housed different textile establishments, including the building of the hotel itself, which, in 1878 was actually a warehouse. The passageway has now changed and has evolved into a **charming corner** that unites art and gastronomy.

The must do: In order to showcase its past and present history, Yurbban Passage commissioned the artist **Antoni Yranzo** to erect a unique piece called Petjades (Pisadas).

Reason # 2: Its philosophy «Live as a native»

Getting to know a city is easy, living it like a real local is an experience that few travelers are lucky enough to experience. This is precisely what differentiates **Yurbban Hotels**: it's not about eating, sleeping and visiting monuments, but about **experiencing the city** like a local.

The must do: «We propose a different way of traveling. Because we try to make the guests feel and really know the true traditions, places and

experiences, "explains **Oriol Serra**, CEO and partner of **Smarts Rooms Company**.

Reason # 3:

Welcome to concierge 2.0

High-speed Wi-Fi and computers available to all clientele, so that they can consult what they want at any time. We also offer a 24 hour concierge service to the client.

The must do: Consult our blog for the best tips of the city, those that don't appear in the guidebooks, to plan your trip from the moment you make your reservation. With really original advice to penetrate and discover the authentic Barcelona.

Reason # 4:

"Local" design

We have grown accustomed to kilometer 0 in gastronomy and here at Yurbban Hotels we wanted to extend this concept to the decoration of Yurbban Passage Hotel & Spa.

The must do: The interior designer **Raquel Sogorb** has opted for a sober interior design with noble materials(oak, walnut, linen ...) one hundred percent natural that can be seen throughout the entire hotel and, especially, in its 60 rooms that are divided into the Standard, Terrace and Premium.

Reason nº5:

The first vegan spa in Spain

Signature Organic Spa offers multisensory treatments that reconnect body, mind and spirit, supporting the concept of **Slow Beauty**. And it does this every day of the week.

The must do: All the beauty products used are one hundred percent natural, gathered through fair trade and vegan practices.

Reason No. 6:

Km 0 and healthy gastronomic proposal

Clients of the **Yurbban Passage Hotel & Spa** can enjoy an authentic local breakfast every day. You will also find quality local products in the minibar to help you discover the cuisine of the area without leaving your room.

The must do: **The restaurant d'Aprop** (Up close) offers a gastronomic experience based on locally grown products. **Michelin star** Chef Xavier Franco is in charge of each culinary proposal and signs off on d'Aprop's offerings. Inside the Passage de las Manufacturas lies the avant-garde

flexitarian restaurant of the city Flax & Kale Passage, a healthy, gluten-free fusion of Mediterranean and Asian cuisine.

Reason # 7: Yurbban Humans

The remodeling of the Passage de las Manufacturas had one clear objective: to turn it into a place where art and gastronomy came together. The hotel continues with this philosophy, showing **works by different artists from the Senda Gallery**, such as Jaume Plensa or Yago Hortal.

The must do: On the website of the hotel chain (www.yurbban.com) you can see several productions by the director **Beatriz Janer**, which showcases the work of artists such as **Diego Sampere**, a design artist who works with the artisan techniques of mixing sand and water; **Antonio Yranzo**, multidisciplinary artist and author of the installation Petjades (Steps), exhibited in the Passage de las Manufacturas or **Sonia Subirós**, who has revived the engraving technique.

Reason # 8: Sustainability

Yurbban Passage Hotel & Spa possesses the energy-efficient class A rating and takes care of the environment in every corner. One surprising fact: the wardrobe. **The clothes hangers found inside the wardrobes are all biodegradable.** The client also has the option of reusing the towels to save energy and water.

The must do: Guests wishing to do so, may visit the city in the most ecological way, by bicycle. Visitors can book the bikes from **Finna Cycles** or longboards from **Campton** to get deep inside the city.

Reason # 9: It's truly original

And that originality begins in the very lobby where we find a **photo booth and a shuffleboard table**. This allows clients to socialize in a casual manner. In addition to that, it has a **rooftop terrace with incredibly unique views of Barcelona.**

The must do: The Local Store by **Nouvum**, a corner inside the hotel where you can buy unique and one of a kind objects. Products from different local designers can be found there.

Reason No. 10: It has a really innovative group behind it

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Yurbban Passage Hotel & Spa belongs to the business group **Smart Rooms Company**, an initiative that, as CEO and partner Oriol Serra explains, has the purpose of "uniting the concepts of urban tourism and the essence of the local".

The must know: It has four brands. **Yurbban Hotels** in which Yurbban Passage Hotel & Spa and Yurbban Trafalgar are found. **Uma Suites**, which offers apartments for restless travelers, with rooms covering every need. **The Spot for students**, designed for students to live an unforgettable experience. And **Spotty Hostels**, a chain of hostels for travelers looking for an authentic local experience.

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