Inspired

Issue 01

Autumn 2013

Buyers with a keen eye driving the market

Spain in turnaround

Finest food and wine money can buy

The city’s hidden gems

From the Look Book of Santa Eulalia

On board M/Y Shooting Star

Jewel of the Costa Brava

Cruise to picturesque Cadaqués
Welcome to Superyacht Barcelona: a tribute to the beautiful, bustling capital of Catalonia. Barcelona is the largest city on the Mediterranean and a major cultural centre with a history stretching back 2,000 years. It has nine UNESCO World Heritage sites within its boundaries, it is world famous for its architecture, gastronomy, nightlife and its football team — and its seashore has the best city beaches in the world, according to National Geographic magazine.

Progressive and constantly evolving, Barcelona is committed to culture, knowledge, creativity and innovation. And nowhere is that commitment more visible than in the transformation of the old port and the development of a world-class “nautical cluster” of marine businesses, among them Salamanca Group’s Marina Port Vell — a six-star home port for superyachts. From this autumn, owners of yachts up to 180 metres long can buy or rent secure berths just 15 minutes walk from Passeig de Gràcia, the most exclusive historical street at the heart of one of the world’s most beautiful cities. It doesn’t get much better than that.

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Salamanca Group integrates traditional Merchant Banking practices and values with sophisticated Operational Risk Management expertise. The Group has a distinct and compelling offering to help clients meet today’s challenges and opportunities.

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www.salamanca-group.com
Our City, Our Marina

Marina Port Vell is the first choice for superyacht owners and captains. From its location at the heart of the Med and against the backdrop of one of the most vibrant and exciting cities in Europe, to the six-star services it offers guests and their yachts, it is easy to see why berths are selling fast at this new state-of-the-art marina.
GALACTICA STAR

Galactica Star is a recent addition to the growing constellation of the world’s superyachts. Heesen Yachts’ magnificent newly launched 65m motoryacht (the largest Dutch yacht builder has so far produced) underwent sea trials in May 2013 and is now starting her cruising career. She has stunning naval architecture to rival the curves and even the flying buttresses of Gaudí’s Sagrada Familia – with perfect arches extending from the stem to the superstructure, emphasising her long, sleek profile. She also boasts some enviable facilities, including a fabulous beach club with sauna, not only the transom opens, but also a large port side door, providing a huge area right on the water for guests to enjoy. Lovely as she is above the waterline, it’s below the surface that the real innovation is to be found. She is the first yacht to bear the patented Fast Displacement Hull Form developed by long-time Heesen collaborators, Van Oossanen Naval Architects. She has a narrow entry leading to a more traditional rounded hull which tapers to a shallow transom split by a vertical ‘interceptor’ fin. When this revolutionary hull form underwent tank tests, the results were so incredible the testers thought there must have been a mistake – but no – her hull was indeed 30 per cent more efficient than conventional displacement hulls, and at higher speeds she has a reduction of 15-20 per cent in terms of resistance through the water compared to hard-chine semi-displacement hull forms, achieving 30-plus knots with grace and ease.

Her captain, Wilhelm Alpers, is delighted with her. “Galactica Star is a modern, edgy, unique yacht. The interior design is second to none, the hull design is unique, and we can cruze at close to 30 knots. Galactica Star is an eye catcher for sure.”

Her interiors by Bannenberg & Rowell are sure to win admiration and praise. The designers worked on the principle that laupman’s sleek, sporty exterior deserved a matching interior. Using pale timbers, hi-tech texalium and backlit Lamellux they created a thoroughly modern, extremely stylish look, using contrasting colours and angles created by imaginative use of wood grain.

So perhaps it’s not a surprise that such an innovative yacht should choose the newly redeveloping Marina Port Vell as her home port: a special berth for a special yacht. “The decision to choose MPV was a joint decision between myself and the owner,” says Captain Will. “MPV can offer us a safe berth for the vessel, protection from big swell, and has modern features and security that are attractive to an owner. The crew are also happy because of the convenient location to downtown Barcelona.”

Captain and crew are all looking forward to making Marina Port Vell their home, perfect for short cruises to the Balearics, or as a base for longer trips such as to the Caribbean. And, of course, the city itself has many attractions as the captain notes. “A great city, good weather, a central point in Europe, and being located so close to the city is great. So often marinas are set apart from civilisation and the crew feel isolated. It is exciting to be so close to the centre of the city.”

Soon Galactica Star will be making the most of the ‘oyster service’ Marina Port Vell delivers, a match surely made in the heavens.

MPV can offer us a safe berth for the vessel, protection from big swell, and has modern features and security that are attractive to an owner.

Captain Wilhelm Alpers

RENA

Motoryacht Rena is a classic 43m private yacht that cruises extensively from her home base on the East Coast of the US, throughout the Caribbean and Europe. The owner, Jason Pilalas, and captain, Ken Bracewell, reflect on why MPV is the perfect home away from home.

“I think what has been achieved at Marina Port Vell and the work now under way to create an even more spectacular facility is a tribute to a great site, thoughtful design and quality work. Sweeping away the old and taking full advantage of the fully protected deep water available will allow the largest yachts ample space without crowding, while owners and crews find ample diversions – culinary, cultural or entertainment – within and just outside the facility. Barcelona is a truly great city and Marina Port Vell is the perfect venue for a visit or an extended stay.” – Owner, Jason Pilalas

“Barcelona is an amazing city, which offers something for every age group; no matter where their interests lie. From a captain’s perspective, it is very rare to find a modern and accommodating facility in the heart of such a city and Marina Port Vell fits this bill perfectly. It is exciting to think of all the improvements and innovations (especially regarding the leisure facilities) you are planning to offer in the next stages of development, and I believe Marina Port Vell will become the yachting destination of the western Mediterranean.” – Captain Ken Bracewell
After a few lean years, confidence is returning to the Spanish property market, driven by buyers with a keen eye for a country in turnaround.

Words by Scott Manson

There are several pockets of perkiness – Marbella and the Balearics remain solid performers and, more recently, savvy investors have turned their attention to the perennially popular northern city of Barcelona.

Although the overall value of the market is between 30 per cent and 50 per cent down from its 2007 peak, many property buyers believe that sale prices have bottomed out and this has led to a large increase in the number of transactions this year, compared to the same period in 2012.

Alex Vaughan, co-founder of the Lucas Fox property agency – one of Spain’s leading luxury real estate companies – says significant investment from overseas buyers has driven the market. “The proposed change to Spanish residency law, which will enable non-EU buyers who invest more than 500,000 euro in Spanish property to obtain a permanent residence permit, is already attracting a lot of clients and looks set to have a big impact on the market once it is introduced,” he says.
Vaughan has recently launched a new company, Residency In Spain, to capitalise on this growth, working with clients who are buying an individual property for their own use or as a rental investment, as well as private equity investors who are targeting empty buildings in central Barcelona for conversion into hotels, tourist apartments and high-end residential spaces.

“Barcelona is now a truly international brand with a global reputation and travel connections to match. The profile of investors reflects this. The majority are still from Northern Europe, the UK and Switzerland, but in the past few years the number of non-EU buyers, in particular from Russia, China, India, Latin America and the USA, has been steadily growing,” says Vaughan.

The main draw for buyers, though, is the opportunity to own property in one of Europe’s most exciting cities. There is an energy and buzz about the place and its citizens, thanks in part to its great year-round climate, plus fabulous beaches, hip boutiques, fine restaurants and world-class nightlife. Little wonder, then, that both Lonely Planet and National Geographic magazine have voted it their top city in recent years.

The city’s sporting pedigree is also a major draw for many: every visiting football fan should make the pilgrimage to Camp Nou, the home of Barcelona FC and, with a 99,000 capacity, the largest football stadium in Europe. Elsewhere, the Catalunya F1 circuit hosts the annual Spanish Grand Prix, a celebrated polo club caters for those interested in equestrian pursuits and, of course, super yacht owners can enjoy the state-of-the-art transformation of Marina Port Vell.

Indeed, it’s the development of the city’s best international schools that is driving property investment from abroad, says Vaughan. "Features such as private terraces, car parking, concierge and views will obviously add a premium to the price. If clients are looking to buy ultra-luxury properties in super prime locations they will be looking at paying 10,000 euro/m² or more, especially for the best penthouses and detached family homes."

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"€4.5 million will give you a great house and 5-6 million euro is the price of a top apartment but you can get into the market by purchasing a comfortable, central apartment for around €1.5 million,” confirms de Meillac.

Wherever you choose to invest, it’s clear that this city’s star is in ascendant once more, and there’s never been a better time to buy in Barcelona. Carrer de Pau Claris, 108 www.lucasfox.com

PROPERTY PRICES

£500,000
Small pied-a-terre in central location.

£900,000
300m² apartment in a prime area

£2m
Penthouses and detached family homes in super prime locations
Barcelona’s El Born district is one of the city’s hippest and most innovative enclaves, home to cultural delights such as the Picasso museum and the exquisite 13th century Church of Santa Maria del Mar to fabulous restaurants, high-end boutiques and a vibrant nightlife scene.

The heart of ‘Born’ – as locals call it – is the beautiful, tree-lined Passeig del Born. Previously the city’s main square, it’s been the setting for jousting tournaments, annual carnivals and, at Mercat del Born, in what was once an impressive covered market.

In September this year, this huge metal and glass structure reopens its doors for the first time in a decade, following the discovery of entire streets and homes inside the building, which date from the 18th century. Their excavation has led to the building being redeveloped as the El Born Cultural Centre – a unique museum and arts space.

Besides the ambitious, high-quality multidisciplinary programme on offer, visitors can also take an illuminating journey through the archaeological remains of El Born, walking through the streets of the Barcelona of 1700. A city within a market, so to speak, and one that offers a magical glimpse of the spirit and life of the Catalan people across the centuries.

elborncentrecultural.bcn.cat
If you’re looking for something that’s closer to a high art experience than it is to dining, then take an hour’s drive from Barcelona to Girona to enjoy the tasting menu at this peerless restaurant. Every critic has sung its praises – even A.A. Gill (of the UK’s Sunday Times) pronounced it an “outstanding kitchen, and part of the great, confident wave of new Spanish food that is complex, technically exhausting, aware of the landscape, history and politics”. This is cooking that has reached the very pinnacle of what’s possible. There is molecular gastronomy aplenty, for sure, but clever cheffery isn’t just what this terrific restaurant is all about. Rather, its cooks take complex sets of flavour combinations and put them together in a perfect balance – from a veal steak tartare, served with mustard ice cream and a spiced tomato ketchup to fillet of sole with bergamot, fennel, orange and pine nuts, this will be one of the best meals you have ever had.

Above all else, the focus on the essence of the flavour of the main ingredient is what stands out, giving the dishes a definition that stands above their clever complexity. Traditional food with a modern technique – it truly is a once-in-a-lifetime experience.

Booking a table at this stunning dining space can, however, be a drawn-out affair. To get a Friday or Saturday night spot, most diners reserve up to a year in advance. Given that few of us know what we’re doing for dinner in a month, let alone a year’s time, this takes some serious planning. That said, those who are signed up to concierge services might find a slightly swifter route to epicurean heaven. Persevere, and you shall be rewarded.

Carrer de Can Sunyer, 48
17007, Girona
www.cellercanroca.com

El Celler de Can Roca

El Celler de Can Roca was named the best restaurant in the world in 2013’s The World’s 50 Best Restaurants guide, published by Restaurant magazine. It was number two in 2011 and 2012.

Owned and run by three Roca brothers, Joan (head chef), Josep (sommelier) and Jordi, who is in charge of desserts.

The year the restaurant opened, initially next to the brothers’ parent’s restaurant El Restaurante de Can Roca. It moved to a purpose-built building in 2007.

The number of bottles in the wine cellar

1986
60,000
45

Maximum number of diners per service

BY NUMBERS

Barcelona has more bars and restaurants per capita than any other place in the world. From avant-garde culinary innovation to the traditional dishes of Catalan fare, it is also home to some of the most famous chefs of Mediterranean cuisine. We present the city’s ‘hidden gems’ for the finest food and wine that money can buy.
**Xemei**

**WHAT IS IT?**
A fabulous, bijou place serving high-end Venetian cuisine to a crowd of clued-up regulars and those willing to travel a little off the beaten track to find one of Barcelona’s best Italian restaurants.

**WHO’S RUNNING THINGS?**
Overseen by lively twin brothers Stefano and Max Colombo, their philosophy is that every service should be like a live concert. “It’s about more than great food,” says Stefano. “Every service is a new act in our theatre, performing live to the people, cooking, eating and having fun.”

**WHAT SHOULD I EAT?**
Stefano recommends the pasta with squid ink and fish – “a must try” – although insists that anything his brother Max (the chef) creates is superb. “He is a damn genius. If he prepared my last dinner on earth, I’d ask for a ton of oysters and clams.”

**WHERE IS IT?**
Paseo de la Exposicion, 85

**www.xemei.es**

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**Dos Palillos**

Ferrán Adrià has also lent his help and support to this wonderfully eclectic Asian and Spanish fusion restaurant, where diners can plump for a full-on Asian tasting menu or a simpler tapas affair. Heading up the kitchen is Albert Raurich, former chef de cuisine at El Bulli, and his innovative menus have already won the restaurant a Michelin star. His Japanese wife has clearly been a huge influence, resulting in truly authentic dishes such as baby octopus, cooked shabu-shabu style in barely simmering water and served with a punchy mustard dressing or melt-in-the-mouth o-toro sushi. Oh, and the name? It means ‘two toothpicks’ in Spanish – a cute reference to the wooden eating implements used for both Asian food and tapas spearing.

**WHERE IS IT?**
Carrer d’Elisabets, 9

**www.dospalillos.com**

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**Pakta**

In truth, all you need to know about this place is that Albert Adrià is involved. Any foodie worth their salt will know him as the brother of Ferrán, the molecular gastronomy genius behind Spain’s El Bulli restaurant. Here, Albert is joined by two similarly talented young chefs to create a 32-cover Peruvian and Japanese fusion restaurant that is one of the city’s hottest new openings. Two set menus offer a thrilling two-and-a-half hour gourmet odyssey that showcases cutting-edge techniques.

**WHERE IS IT?**
Paseo de la Exposicion, 85

**www.xemei.es**
Dry Martini

Dry Martini is one of the world’s finest cocktail bars, where the bar staff combine mixology with choreography in a dazzling display of technical proficiency. Although not a house rule, it would be near blasphemous to leave without trying the bar’s signature dry martini, ideally mixed by owner Javier de las Muelas. You’ll also get a stamped certificate with your drink, and see the digital wall-mounted dry martini sales ticker flick up another digit. They’ve sold well over a million of them to date. While drinking it, take a look around and check out the bar’s shelves, which are heaving with a treasure trove of rare spirit bottles, including some very old gins and whiskies.

Since opening, this iconic venue has grown in its warehouse space to encompass a bartender academy and a clandestine restaurant, Speakeasy, which is based on the US’s prohibition days and where diners require a password to enter. Javier has also gone on to launch similarly impressive operations in Palma, Madrid, San Sebastián and at Bali’s Four Seasons hotel.

Dry Martini

The secret to a perfect dry martini is a frozen glass of Bombay Sapphire, a caress of Martini extra dry vermouth, stirred in a mixer with crystal ice for 15 seconds, tempered by humility and technique. Simply add a delicious olive from Seville.

My cocktail of choice depends on the moment, the place, and who I am with. It could be a dry martini, a pisco sour, a negroni, a carnivore. We’ve just come up with the perfect drink for a warm summer’s day in Barcelona. It comprises a pitcher of Mahou beer, mixed with passion fruit juice, pomegranate juice, lychee, ginger and a hint of honey.

The way to create a successful brand is to start with the concept and idea. Next you need leadership and teamwork. Then it’s all about work, work and more work, plus a little bit of luck. Alcohol may play a large part in my working life, but I am also a man who enjoys tea and the culture surrounding it. In the kitchen of my home in Barcelona, on the weekend, early in the morning while the family is still sleeping, I have pomegranate juice, a dish of fresh-cut fruit, a bowl of muesli and some yoghurt, all accompanied by the aroma of Japanese tea, or a Darjeeling, while I watch the rising sun.

Carrer d’Aribau, 42
www.javierdelasmuelas.com
Four things you need to know about Bar Velódromo:

1. It was founded by Manuel Pastor in 1933, and took its name from his lifelong love of bikes and proximity to a former velodrome in a local sports park. After a 10-year closure, it was refurbished and reopened in 2009.

2. It’s an art deco masterpiece containing lots of original design elements such as the formica-plated steel bar, the mahogany staircase and, crucial to many, the billiards table.

3. A favoured meeting place for literary types over the years, it’s also been the setting for historic encounters between politicians, artists and business leaders over the years. During the Spanish civil war meetings of the Republican government were sometimes held here.

4. The staff work long hours. Step off your yacht and visit the bar any time between 6am and 3am and you can enjoy a drink and some delicious tapas, served in atmospheric surroundings.

Carrer de Muntaner, 213
Tel: 934 30 60 22
La Vinya del Senyor

The last word in rustic chic, this alfresco bar offers an incredible selection of wines by the glass, all served with stunning backdrop views of Santa Maria del Mar Cathedral. Below, the bar owners’ Quim Vila and Ramon Parellada outline the perfect Barcelona day.

“After an enjoyable night on your yacht, start the day with us by trying a glass of Cava with Iberian ham and the signature pa amb tomaquet (Catalan bread with tomatos). Then take a wander around the famous Boqueria indoor market before heading off to enjoy the impressive views of the city from Montjuic, and visit the Fundació Miró there. For lunch, eat paella in one of the many restaurants of la Barceloneta or the Port Olímpic. Come the evening, you must surely return to our bar to sample one of the 400 different wines on the wine list. Over the years, we have offered more than 8,200 different wines by the glass.

We recommend Les Terrasses, an excellent wine made by Àlvaro Palacios, from el Priorat. We also have a bottle of Petrus, or some Champagne Salon Blanc de Blancs 1996, should you wish to sample something truly special.”

Plaça de Santa Maria, 5
www.lavinyadelsenyor.com

La Terraza del Martínez

Perfectly placed overlooking Barcelona’s port, this new arrival to the dining and drinking scene is already making waves. The three-floored venue, which includes a discreet VIP section, has become a hotspot for hip locals and, indeed, anyone who appreciates great food and drink served in unique surroundings.

“There is no typical customer, all are welcome,” insists owner José María Parrado. “Although I would like to see The Pope visit us.”

Should his holiness drop in, he’ll find heavenly rice dishes on offer including high-end paella variations served with just-landed fish. Another house specialty is the casserole Martínez – a brilliant combination of lobster, monkfish and chopped potatoes, topped with poached eggs.

It took a 1.5 million euro investment to launch but, as every visitor will attest, this was money well spent.

Carrereta de Miramar, 38
www.martinezbarcelona.com
For many years, despite offering some of the most obvious natural attractions to superyacht owners and charterers, Spain found the growth of its yacht industry inhibited by the application of a matriculation tax – 12.5 per cent of the vessel’s value – to both Spanish and non-Spanish flagged vessels over 15m engaged in commercial activity in Spanish waters. But after many years of tireless industry lobbying, spearheaded by Balearics-based MEP Rosa Estarás Ferragut, the current Spanish administration has taken the unprecedented step of extending matriculation tax exemption to commercial vessels over 15m. This will allow Spanish-registered vessels and EU-flagged vessels to operate charters in Spanish waters without incurring a prohibitive levy on their activity. It is no exaggeration to say this signals an unrivalled commercial opportunity to develop Spain’s charter market and all of its auxiliary sectors.

The government’s action follows the posing of a question by Ms Estarás to the European Commission on 25 June regarding the time it had taken the Spanish administration to enact a reform of the matriculation tax. Spain’s legislation had already been deemed in contravention of EU law thanks to Ms Estarás and Spanish stakeholders bringing the issue into the European spotlight. But, having learned of the plight of the superyacht industry first hand, Ms Estarás has since played a pivotal role in bringing this much-needed reform to fruition, and it is no exaggeration to say it signals a seismic shift in the fortunes of the Spanish charter market.

Pat Bullock, of Network Marine Consultants, has been one of the most prominent industry stakeholders to campaign for the revision of the tax. She sees this reform as a new dawn for superyacht charter in Spain, something that will have huge direct benefits for the country’s marinas. “This is a huge development for the whole of Spain,” says Bullock. “Not just about charter, but the fact that more of the marine industry will be attracted to Spain and Barcelona because of the world-class facilities available. Bellamy’s comments were echoed by the head of Salamanca Group’s marine division, Norma Treasa. “The timing couldn’t be better for the complete transformation of Marina Port Vell into a world-class superyacht facility, which is due to be fully delivered in 2014, coinciding perfectly with the final repeal of the matriculation tax on charter yachts. Soon, international charter yachts can cruise the beautiful Spanish coast and islands without hassle.”
Catalan food has become popular in recent times and you’ve been a big part of this trend. What do you think it is about Catalan cuisine that the world has fallen in love with?

This is a cuisine with flavours that are in most cases not too extreme, and so can be appreciated by many people. The products generally used in these dishes are not too expensive, and so they are accessible to almost everyone. The determining influence of Spanish cuisine globally is, of course the concept of tapas, the casual way of eating, which is both uninhibited and fun. It is this factor that has made it popular worldwide, more than just one elaborated dish.

What is your last meal request be?

Honestly, I don’t know. I would eat what I felt like at that time. Although Joselito ham and seafood certainly form part of Adrià’s last meal. It is this factor that has made it popular worldwide, more than just one elaborated dish.

Where is your favourite place to eat in Barcelona?

We are very fortunate in Barcelona because we have a wide range and variety of first-class cuisines. I can’t choose just one place, but among my favourites I could name at least four or five different places. It depends on the moment and what you feel like eating at the time.

What can the rest of the culinary world learn from Barcelona?

Above all, two things. The first is the importance of tourism. Without tourism many restaurants could hardly survive. The second is that the more high-quality restaurants we have in the city, the greater the demand will be from tourists. Gastronomy as a mainstay of the economy of the city.

What is your favourite city corner to visit?

I was born and where I started to explore the city. Rambla de Catalunya. This is the street where I was born and where I started to explore the city. It defines very well the character and the essence of Barcelona.

What do you think it is about Barcelona that makes it one of the best places to eat in the world?

The culture of gastronomy, the magnificent ingredients of the region, and the great culinary talent that we have in the city.

What is your favourite place to the city to visit?

I have cultivated many favourites over the years. There are so many. It always depends. Clínica Barcarense’s library, my childhood street at Sant Andreu de Palomar, my neighborhood; and the Mau Van De Rijke pavilion. Also Carretas de las Angustias (Water Road), which runs over hundreds of kilometres where I can be one with nature, yet in touch with modern-day Barcelona, as well as the one described in the books by the writer Eduardo Mendoza. Of course, also markets such as La Boqueria.

What is the best place to start the day and capture the dynamism that moves Barcelona?

Diagonal and Passeig de Gràcia is the best place to start the day and capture the dynamism that moves Barcelona.

What do you think makes Barcelona different from the other great cities of the world?

For me, Barcelona’s appeal is the combination of the sun, the sea, the snow-covered mountains in close proximity, and its sense of history.

What is your favourite place to relax and chill with friends?

My house at Balvín in the foothills of the Pyrenees. Simple, comfortable, balanced... it exudes peace.

What is your favourite place to enjoy your morning coffee?

Parc de la Ciutadella. The green heart of the city, the neighborhoods of the Gothic Quarter and el Born. These are places where history is mixed with illusion, with influences from many different countries and origins, with people both young and not so young. This gives us a better understanding of life through vibrancy and color.

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What is your favourite place to relax and chill with friends?

My house at Balvín in the foothills of the Pyrenees. Simple, comfortable, balanced... it exudes peace.

What is your favourite place to enjoy your morning coffee?

Parc de la Ciutadella. The green heart of the city, the neighborhoods of the Gothic Quarter and el Born. These are places where history is mixed with illusion, with influences from many different countries and origins, with people both young and not so young. This gives us a better understanding of life through vibrancy and color.

What is the best place to start the day and capture the dynamism that moves Barcelona?

Diagonal and Passeig de Gràcia is the best place to start the day and capture the dynamism that moves Barcelona.

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The largest luxury custom yacht builder in the United States

Globally recognized as an International leader in state-of-the-art construction

HAUTE COUTURE CULTURE

‘Luxury’ means many things to many people. For the owner and CEO of Barcelona’s iconic Santa Eulalia store, Luis Sans, it is anything that is ‘extremely refined’, writes Lauren Barker.

Luis Sans wears a double-breasted pinstripe suit in mid-grey cashmere. The most coveted item in his wardrobe, the suit was created by a craftsman in the Santa Eulalia workshop. “With clothes and accessories, I consider luxury as any piece with a designer’s influence, special fabric or quality craftsmanship,” he says. It is his appreciation for quality that enables Sans, fourth generation in the Santa Eulalia empire, to ensure the family’s fashion legacy lives on.

Renowned for specialising in high-end fashion, Santa Eulalia has been an integral part of Barcelona’s fashion scene for more than 170 years. The inaugural store opened in 1843 in Pla de la Boqueria by Domingo Taberner Prims, followed by a second store which opened in 1915 in San Sebastian by Cristóbal Balenciaga.

Since then the company has expanded to create both individual men’s and women’s fashion boutiques, with the most recent store re-opening in 2011 after refurbishment, on Passeig de Gràcia 93, designed by New York architect William Sofield.

Taking over from his father at the age of 22, Sans runs the general management and buying for the company, along with his wife who manages the women’s buying. Sans says the secret to the store’s success, evolving a traditional brand in a burgeoning high-street fashion market, lies in staying true to its core principles. “We provide the best of the fashion world, impeccable service, and in a comfortable and attentive atmosphere,” says Sans.
1843 Domingo Taborer Prims opens the first Santa Eulalia store in Pla de la Boqueria.

1843 Santa Eulalia holds its first haute couture fashion show, the precursor to Spain’s Pedro Formosa, the owner’s brother-in-law, is at the helm of the design team. until his death in 1970, his talent and creativity will distinguish the company’s most important haute couture.

1926 Santa Eulalia holds its first haute couture fashion show, the pioneers in Spain. Pedro Formosa, the owner’s brother-in-law, is at the helm of the design team. until his death in 1970, his talent and creativity will distinguish the company’s most important haute couture.

1960 The industrialisation of the fashion industry gives rise to prêt à porter, and the first fashion shows featuring this new type of clothing are held. around this time, Santa Eulalia produces its first prêt-a-porter collections.

1963 Ricardo Sans, the head of Santa Eulalia’s nautical division created in the 1960s, along with His Majesty the King and Joan Antoni Samaranch, attend the Barcelona boat show.

2010 Santa Eulalia inaugurates its digital platform with an event sponsored by the renowned american blogger Scott Schuman.

2013 Your greatest fashion icon? I was always intrigued by the influence that the Duke of Windsor had on men’s fashion during the 1920s and 1930s, an influence that is still apparent today. This style revolutionised fashion.

2013 Do you remember the first ‘label’ you ever owned and wore, and what was it? A pair of shoes made of cordovan, by Alden.

2013 What is your favourite piece from in store now? A marvellous double face wool jacket by Tom Ford.

2013 How do you continue to feel inspired? I find inspiration when travelling, especially with luxury hotel service. We have similar customers.

2013 What do you think is the most innovative fashion brand of recent times? Nicolas Ghesquiere.

2013 What hot trends are you forecasting for next spring/summer? I see floating, comfortable and very feminine dresses. Vibrant blue is the dominant color, with coral, and white and black. Floral prints will be still popular.
MODEL WEARS:
Trench coat by Kenzo
Hat by Zara
Necklace by Another Stories

MODEL WEARS:
Trousers by Etro
Jacket by Isabel Marant
Hat by Uterque
Shoes by Zara
MODEL WEARS:
Swimsuit by Lenny
Cuff by Mango
MODEL WEARS:
Jacket by Stella McCartney
Trousers by alice & olivia
Bag by Zara

MODEL WEARS:
Swimsuit by Oysho
Necklace by Blanco
Shooting Star

Built by Danish Yachts, Shooting Star integrates light and space into a high-tech carbon fibre superyacht, providing the degree of luxury that oozes quality and comfort with a distinctive Scandinavian style. To cruise on board is a rare privilege, combining the exciting performance of a high-speed, well-balanced superyacht, at the same time giving a different experience by day or by night.

Shooting Star is currently for sale with Yachtzoo.
www.yachtzoo.com/sales-featured-yachts
www.danishyachts.com
www.shooting-star.dk

MODEL WEARS:
Swim suit by Lenny
Skirt by Anthony Vaccarello

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NATURA BISSE is available at the most exclusive spas and department stores
You don't make it to fashion's international high streets unless you've perfected the art of design. And since his ancestors created their very first pair of espadrilles more than 200 years ago, Rafael Castañer has strived for such an achievement.

Castañer was originally founded in 1927, although it was following the Spanish Civil War nine years later, as soldiers were sent to the front line wearing espadrilles, that Castañer's products were considered of military interest and the company was nationalised. Since then, famous names such as Salvador Dalí, Scarlett Johansson, Jacqueline Kennedy and Grace Kelly have all coveted Castañer's comfortable and stylish designs.

Though it was at the end of the 1960s the next generation of Castañers, Lorenzo and Isabel, put the company firmly on the fashion map and espadrilles became a fashion ‘must-have’. The pair met with Yves Saint Laurent in Paris who commissioned the first wedge espadrille in history. The transformation of a peasant’s shoe into a runway sensation rocketed the brand into fashion history and today it is sold in 35 countries in Europe, Asia and the Americas.

Wearing his favourite men’s style, the ‘Pablo’, Rafael attributes the brand’s success to keeping close to its Mediterranean roots, while adapting a cosmopolitan style. “We always want to be faithful to our values, mixing tradition with a contemporary style,” he says, adding that the perfect design can take many hours to achieve.

Distinguished from other shoemakers, Castañer’s commitment to craftsmanship has kept the brand at the top of its game. “We manufacture in Spain using natural materials and traditional processes that ensure the best finish,” says Rafael. “We have managed to make our creations into objects of desire, beyond fashion and trends of the moment. The combination of intuition, hard work and enthusiasm for well done things, have allowed us to achieve a leading position in the market. Always being alert to trends and keeping innovative, we’ve been able to achieve success from taking the espadrille from the countryside to Fifth Avenue,” he says.

Keeping business in the family, Rafael runs the company with Antonio, Luis and Cristina, though with 100,000 pairs of shoes sold in Denmark in one year, and exports representing 80 per cent of turnover, it looks like this humble shoe designer may need another set of hands.

Rafael Castañer designs beautiful shoes in a small workshop in the back streets of Barcelona. Although if you’ve ever walked the iconic fashion strip – New York’s Fifth Avenue – you may have passed his designs in the shop windows.

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Do you remember the first pair of shoes you ever owned?

I used to love my Sultahino sneakers that mum bought in Italy. At school I used to tell everyone they made me run faster!

How many pairs of shoes do you own?

Wow, I haven’t counted them! I have noted in my list of things to do: ‘Make another shoe closet’, because I never throw any away. I keep them all, fashion always comes back.

What are your favourite pair of shoes?

Any style from the Pablo range.

How many kilometres do you think your favourite pair of shoes has walked? And what is the most exciting place they have seen?

Lots of kilometers. Last summer I walked California’s Big Sur.
Rio de Barcelona!
Barcelona is one of a handful of truly international cities. Its culture of art, science, education, engineering, food and the sea is virtually unrivalled, making it a Mecca for students, professionals and holiday-makers from around the world. Barcelona exports its talent, too. Its music, cuisine, research and development across a wide variety of disciplines are having impacts across the globe.

But one international initiative has a special place in the heart of the city’s port, which was conceived on the back of a winning bid to host the 1992 summer Olympics. Marina Port Vell, until the bid was won in 1986, had languished without any direction or investment as the maritime operations moved away from the foot of Las Ramblas. With the passion of a handful of dedicated visionaries, Marina Port Vell was reborn in the early 1990s as a centre for pleasure boating. While retaining the look and feel of the old commercial and fishing port, the new marina opened the seafront infrastructure to the city’s people, providing them with a means to engage with the tradition and history of Barcelona’s rich maritime heritage, as well as with the principles of humanity and sport so central to the Olympic movement.

Today, as the next phase of that heritage comes to life, Barcelona is helping another Olympic city to return to the sea from which it comes to life, Barcelona is helping another Olympic city to return to the sea from which it was born. Rio de Janeiro and its stunning coastal inventory have recently been the focus of the city’s planners and Olympic committee. To learn from one of the best examples of how it’s done right, the Mayor of Rio, Eduardo Paes engaged the Chairman of the Port of Barcelona, Sixte Cambra, to explain how they had achieved the port-city integration that today so characterises the Catalan capital.

This opens a wide range of valuable collaboration possibilities to share experiences between Barcelona and Rio de Janeiro.

“Marina Port Vell came to life with the 1992 Olympics,” confirms Gabriel de Sandoval, managing director of Marina Port Vell. “What we are building here today would not have been possible without that first start. It’s wonderful to see other cities like Rio de Janeiro learning from what we pioneered, which truly was a mission to bring the life of the city and the soul of the port together again. It remains one of the greatest achievements of this city, and it is something of which I am very proud.”

The connection between Marina Port Vell and the redevelopment of Rio de Janeiro’s waterfront has deeper roots, too. Salamanca Group’s Ian Crockford (who managed the delivery of the London 2012 Olympic Stadium, Aquatics Centre and other venues and attractions), manages a joint working relationship between Salamanca Group and Barcelona’s City Master Plan team, Barcelona Strategic Urban Systems (BCNSUS). BCNSUS worked on the overview plan for the entire Porto Maravilha area, a huge port regeneration project of the Olympic 2016 host city. Salamanca Group is also the finance partner and co-development manager for the flagship high-rise Rio Towers project within Porto Maravilha.

“Brazil is a country of great opportunity; the naval sector in particular has numerous possibilities for development which Marina Port Vell is interested in exploring,” said Cambra. “The Port of Barcelona will offer support to any international initiative from businesses within our port community to those in the development of the new Porto Maravilha in Rio de Janeiro.”

The Olympic spirit of international brotherhood runs deep in Barcelona, as its commitment to promoting the success of Marina Port Vell shows. This is a city whose living waterfront has become an ever more important and valuable facet of its personality, to itself and to the world.

Last July, an event entitled ‘Barcelona-Rio de Janeiro. A City brand’ took place at the International Business Center of Rio de Janeiro. “Rio de Janeiro wants to do what we did in Barcelona’s Marina Port Vell to transform their Porto Maravilha,” Cambra explained. “We took that opportunity to highlight the connections that unite both cities and the possibilities that exist to exchange experiences that will enrich both ports and cities.”

Indeed, such was the success of Cambra’s visit that agreements were signed to develop joint projects to encourage trade between the port of Barcelona and ports in Brazil. “Barcelona has been, and will remain, a model for other cities that have the opportunity to host the Olympics. We think this opens a wide range of valuable collaboration possibilities to share experiences between Barcelona and Rio de Janeiro.”

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They are clearly not alone. The website of the Círculo Ecuestre, a famous private members’ club in Carrer de Balmes, Barcelona, states rather grandly: “In all developed countries there is a tradition, characteristic of Western civilisation, that of private clubs, exclusive associations to which the most outstanding and influential figures of society usually belong.”

Well, man is a tribal animal and all tribes have their hierarchies. To be invited to join “the most outstanding and influential figures of society” in their club clearly puts you somewhere close to the top.

But there is more to it than that. A club is a home from home; a place where one is known and welcomed by those one knows. It is a place in which one can meet like-minded individuals who have often been vetted by other members to exclude the uncouth, the gauche, the radical, the parasitical and the merely disturbed. It is a place in which connections are made, but only with the right kind of people.

This is as much true of the hip media clubs, the craftsmen’s guilds and the golf clubs of Europe as it is of the traditional English gentlemen’s clubs of Mayfair and St James’s (many of which were originally established as gaming houses).

And the private members’ club movement, if it can be called that, is once again booming.

Words by Erik Brown

There is an ancient joke that if you put three Englishmen on a desert island, eventually two of them would form a private members’ club and exclude the other: the English love their clubs.
The new club will be set over six storeys of a 19th century apartment block on Plaça del Duc de Medinaceli. It will have 60 bedrooms as well as a rooftop pool with views of the city and the sea. It will feature a dining area, bar, games room and gym as well as a spa – and a central glass atrium.

The British Club on Plaça Urquinaona may have closed in the 1980s, but there are many others in Barcelona. Apart from the Círculo Ecuestre, there is the Ateneu Barcelonés, the Centro Aragonés and the GILD International Business Club as well as many asociaciones – including the British and American Societies.

Take Soho House, for instance. What started in a London back street in 1995 as a club for those in film, media and the creative industries is now an international chain of private members’ clubs, restaurants, hotels and cinemas.

Not long ago, it announced that it was planning to open a new Soho House near Port Vell in Barcelona – one of five new clubs to be launched globally by winter 2014.

Founder and chief executive Nick Jones is a fan of the city. “Barcelona is the best of the Mediterranean,” he told us, “a vibrant, energetic city by the sea, and a pioneer in creativity, in terms of design, architecture, art and graphic design.”

THE VILLA@MPV

A stunning new club is being created as part of the transformation of Marina Port Vell.

The Villa will be close to the Historical Museum of Catalunya, and at the entrance to the marina. It will feature an indoor-outdoor, glass-walled restaurant and lounge, overlooking the yachts that will call Marina Port Vell home.

The Villa will offer club members: local yachting enthusiasts and guests from yachts in the marina, a traditional tapas menu, elegant cocktails and an international wine cellar.

The interior of The Villa will be designed by Barcelona superstar designers Oliver Franz and Natali Canas of El Equipo Creativo, whose other locations have included Ikibana, Pakta, Tickets and 41º Snacketeria – all local gastronomic icons.

THE VILLA@MPV’s style will adhere to the Soho House Group’s trademark aesthetics.
Artist Alex De Flurià has been painting the colourscapes of Barcelona for more than 24 years. Here, he describes the art scene in Barcelona and why it is so different compared with the other cultural cities of the world.

The Barcelona art scene is very eclectic and is concentrated in two places. On one hand, the best galleries are clustered in Consell de Cent, a street located in the heart of the Eixample district. It is historically the golden mile where prominent artists show their works. Other important galleries have spread close to this area on Enric Granados Street.

The second and most significant components in this art scene are the artists and their studios. They are in the Raval and Poble Nou to the south of town in industrial loft spaces close to the beach and port areas. This Barcelona art scene is very particular since it is a mix of the old and new, meaning that it reflects both the industrial and Mediterranean character of Barcelona. Poble Nou is currently the creative hub for artists producing work in the fields of fine art, photography, industrial design, new media and fashion design.

Barcelona is synonymous with design – industrial and graphic mainly – and home to the Picasso Museum and Gaudí’s most relevant landmarks. Still, the city offers top-notch art by renowned international contemporary artists of the stature of Tàpies and Jaume Plensa. There is an abundance of established artists today selling works to foreign collectors who visit our city; artists who show and sell in major cities like London, Paris and New York.

Cutting-edge art and antiques are sold by important dealers such as ADN Gallery, which specialises in conceptual art. Fidel Balaguer Gallery, contemporary art by mid-career artists, Carles Taché Gallery, contemporary art and secondary market art, and Galería Art Ramon, antiques.

What is your most coveted piece of art?
I am actually torn between two pieces by two Catalan artists. One is a painting by the painter Eduard Arbolís and the other is a portrait done by the photographer Pere Formiguera.

What is your favourite public art space in the city?
It is the Fundació Joan Miró in the Montjuïc mountain. I love its architecture which was done by Josep Lluís Sert. The museum showcases the permanent collection of Miró’s work and shows temporary art exhibitions by national and international contemporary artists.

Where can you buy the rarest Spanish art?
It depends on what you consider a rarity. It may well be an antique Romanesque coin, a rare and hard-to-find Dalí print or works by the Dau Al Set group of artists from the Ribagü. You come across these in Paco Rebés Gallery, Gau Gallery or the Toni Tàpies Showroom. Even photography and modern installations or industrial design objects may be found in places like H2O Gallery.

Who are the recommended dealers?
Fidel Balaguer has established a name in the past 15 years showing art by Pere Formiguera, Domingo Sánchez, Diego Pujol and myself. Carles Taché is a top prestigious dealer who shows Sean Scully, Cornella Parker, Vicenc Yaplana and Manel Esclusa. Artur Ramon is recognised as one of the most reputable dealers selling antiques in its space in the Gothic Quarter (Palla Street).

What upcoming art highlights do you recommend seeing?
I would go see the Portraits by Picasso at the Picasso Museum, the retrospective show for Tàpies held simultaneously at the Tàpies Foundation and CaixaForum Foundation. Also, the works by the late Lluís Vilà at Centre Arts Santa Mònica. I would also definitely do a tour of all galleries associated with Art Barcelona.

Are there any tours you could recommend to visitors to the city?
Starting in October there will be a new walking tour circuit of Art Barcelona Galleries. Another interesting recommendation is the three main art fairs held in Barcelona. Swab art fair held in October for emerging art, Loops and Screen video art fair held in May, and Ars Libris art fair held in April for artist books and editions.

www.alexdefluvia.com
Alex de Fluià • Change Directions 1 • 2013
Mixed media on canvas, 230x180 cm.

Dominica Sánchez • Untitled • 2013
Work on paper, charcoal and pastel on Fabriano paper.
Barcelona is a wonderful city for antiques shopping with a variety of dealers to be found, offering everything from art nouveau furniture and devotional art to textiles and mid-century decorative pieces. Niki Robinson and Lisa Richardson are both fashion designers who run private, design tour company, Antiques & Boutiques, in Barcelona.

"In Barcelona, you can find specialists in all areas of antiques from furniture and painting, to jewellery, ceramics and art," says Niki. "As well as a great selection of antique stores, many regular auctions take place across the city."

The duo worked in London and Milan before coming to culture-rich Barcelona. So what makes Barcelona different to other cities? "Barcelona is an enchanting city, steeped in history and there’s a real sense of the history attached to the objects you can buy here, from classic art nouveau pieces to rare artworks there’s a real sense of the attachment to the city," she says. "The shopping areas in the city really reflect the antiques on offer and wandering the narrow gothic alleyways of the medieval Jewish quarter you will find the oldest antique store in Spain, around the cathedral you can find rare Spanish devotional art, or in the beautiful modernist Eixample district, wonderful original art nouveau decorative pieces."

Barcelona is also a rich city for architecture and design, says Niki. "There are many stores, studios and showrooms that specialise in beautiful furniture, decorative arts and lighting for the home. There are restoration showrooms and private studios working with architectural salvage, industrial design and mid-century design."

Antiques & Boutiques reveal some of their favourite Barcelona dealers:

For modernist masterpieces

Gothsland

Carrer del Consell de Cent, 331

Located in the modernist Eixample district, near to the famous Gaudí buildings and in the heart of the gallery district, Gothsland is our recommendation for artworks and furniture from the Catalan modernist period. They stock a selection of beautiful furniture, mirrors and vases as well as a selection of painting and sculptures by artists like Joaquim Mir and Frederic Mares. They have also run the museum of modernism situated over two floors and housing the city’s best collection of art nouveau decorative arts.

For art deco decorative arts

Fins de Siecle Carrer

Carrer d’Enric Granados, 70

Michele Van Hove and Nicolas Vanderbeek run Fins de Siecles situated on the peaceful Carrer d’Enric Granados in the Eixample neighbourhood. They specialise in furniture, lighting and decorative objects from the 20th century. The showroom is beautiful, has a conjoining restoration studio and has the best selection of art deco furniture in the city.

For collectionism

Palau Antiguitats

Carrer de Gràcia, 1

Hidden behind the famous Casa Fuster Hotel in the Gràcia neighbourhood, Palau Antiques specialise in devotional art, engravings, paintings and furniture from the 16th to 19th centuries. They have a carefully and selectively curated showroom, as well as several local almacens which hold their collection and can be visited by appointment. They are also the Spanish specialists for engravings and hold regular exhibitions, as well as show at international fairs.

Museu Frederic Mares

Plaça de Sant Ju, 5

One of our favourite museums in the city is the Museu Frederic Mares in the Gothic area near the cathedral. The museum houses the vast private collections of artist and sculptor Frederic Mares and is situated in a palace adjacent to the cathedral. As well as housing one of the most important collections of sculpture in Spain, it is also the home to a display of tens of thousands of objects that make up a vast collection of collections that document past lifestyles and customs, mainly from the 19th century. There you can find amusing, unique items like fans, pipes, clocks, jewellery, photographs, toys, keys, pharmacy bottles and reliquaries, all presented in an intimate atmosphere evoking Mares’s private universe.

Antiques & Boutiques offer private, tailor-made tours of art galleries and antiques in Barcelona, as well as personal shopping services for fashion design, homewares and interior design.

www.antiquesandboutiques.com
Six Senses Spa is Located on the 43rd Floor of the Spectacular Hotel Arts Barcelona with Stunning Views of the Mediterranean Sea and Barcelona City.

Six Senses Spa Barcelona.

With an atmosphere that embodies the spirit of “urban elegance” combined with Six Senses Asian values and Mediterranean spirit that is indicative of Barcelona.

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The potential of the nautical cluster is not lost on Xavier Trias, the 118th mayor of Barcelona: 68 per cent of the 1,175 companies active in Catalonia’s marine industry are already based in the city, he says. “We have the knowledge, we have the industry and we are convinced that the boating industry has great potential to contribute to wealth creation and to create employment and training opportunities for many people,” he says.

Gabriel de Sandoval, general manager of Marina Port Vell, agrees. “The economic impact and guaranteed job creation will make Barcelona one of the world’s most important nautical clusters. Few cities in the world have committed so much to developing the yachting industry as Barcelona has.”

Marina Port Vell was bought by Salamanca Group in 2010. The transformation began immediately, although much of the work has been under sea level and invisible to passers-by. Salamanca Group is committed to delivering a quality product and world-class services to owners, captains and crew. “No one wants to come and enjoy a six-star city, having a six-star vessel berthed in a three star marina, it won’t work,” says Bellamy. “We will make sure that the services we provide on the quayside mirror the sort of quality people expect on their own vessels.”

Salamanca Group is ideally placed to deliver those services. It has a maritime security division headed by a former British Admiral and it specialises in close personal protection and counter piracy – as well as running a Merchant Bank offering investment and corporate advice in real estate, private equity and energy and natural resources. What’s more, its Private Client Service can enhance almost any high net worth individual’s lifestyle. “As a business,” Bellamy says, “we have an obligation to deliver a high-quality marina that is not just for the benefit of those people who are going to occupy it, but is for the benefit of the people of Barcelona as well.”

Xavier Trias says the transformation of Marina Port Vell into a home port for superyachts will have an economic impact of around €650 million, and will create 400 direct and indirect jobs. “We have a port that is undergoing a period of transformation that is very important both economically and socially,” he says. “We have a port that makes the city.”

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On the headland of Cap de Creus with the Pent and Bufadors mountains as a backdrop, Cadaqués, a four-hour cruise from Barcelona, has always looked to the sea for her fortunes.

Words by Felix Miles

Left: Cadaqués, sheltered sails, terracotta-tiled roofs and tightly packed cobbled streets are a curious traveller’s treasure trove.
Left Below: Salvador Dalí’s house features one of his trademark furniture designs, the Lips sofa.
Below: Dalí bought a row of fishermen shacks on the harbour of Port Lligat, and converted them into a home. Today the house is a fascinating Dalí Museum and a must visit. You can also follow a Dalí walking trail round the village and surrounding coves where you can see 15 different vantage points that inspired some of his most famous paintings. Keep an eye out for the Dalí statue, just one of the dozen or so intriguing sculptures dotted around the village.
Yet perhaps some of the greatest sculptures are natural ones. The coastline is a delight to cruise and explore and is characterised more by small intimate coves rather than long beaches, accessed only by boat or rocky mountain paths. The entire Costa Brava coast was sculpted as the Pyrenees were formed, and is littered with intriguingly shaped pebbles and rocks. One of the most famous is in the Cove Culleró, which was the inspiration for Dalí’s famous work ‘The Great Masturbator’.

The coastline is a delight to cruise and explore and is characterised more by small, intimate coves.

Its culinary heritage is as rich as its artistic lineage, the rocky coast and clear mineral-rich waters mean the local seafood is renowned for its intense flavours. Dishes to sample and savour are a classic seafood paella, scorpion fish, fresh sardines, sea urchin, lobster and mussels. Anchovies, be they fresh or preserved, are a staple. One classic dish is anchovies preserved in olive oil, sea salt, fresh thyme and black pepper, served with a slice of bread, fresh tomato and local olive oil, harvested from the stepped terraces on the flanks of Mt Peni.

There are dozens of characterful bars and restaurants but one recent opening is worth seeking out: Compartir opened in 2012 and is run by three local chefs who trained at El Bulli. Be careful though, once you have a taste for Cadaqués, you may find yourself on the side of the Barbarossa pirates, forever drawn to return.
You could say the ocean runs through Helena Guardiola’s veins. The face behind Barcelona’s Hello Yacht, Guardiola attributes her grandfather’s career as a customs Inspector for the Maritime Authority of Barcelona to her success as a leading yacht agent and concierge.

Guardiola’s passion for the sea simmered while she studied to become an attorney, later developing a career in international business development. After travelling the world and returning to her home city of Barcelona, it was a university connection that provided the perfect opportunity to bring together her professional skills and passion for the nautical world. Guardiola joined a start-up yacht agency, learning the ropes of this complicated, service-oriented business. She’d found her niche. In 2005, powerhouse shipyard MB’92 invited her to open an in-house yacht concierge department. In addition to ‘meet and greet’ services, Guardiola provided yacht hospitality services to the yacht captains, owners and managers.

Her next challenge came five years later when she set up Hello Yachts, using her expert local knowledge to buy everything from ship supplies to provisions. Still focused on MB’92 customers, the company offered yacht agency services including legal assistance with VAT, international trade and immigration issues, travel and accommodation, as well as recommendations for medical services. As a testament to Guardiola’s expertise, Hello Yachts has become the central agent for the internationally renowned Blue Ocean fleet, which includes M/Y Luna, M/Y Sussuro, and the world’s second-largest yacht, M/Y Eclipse.

The ambitious Guardiola will soon undertake another challenge, moving the business next door to the newly transformed Marina Port Vell (MPV), the newest star in Barcelona’s nautical constellation. Here she will help develop the marina’s six-star concierge department. “It’s not just business, I am linked to the sea. It’s in my blood. I always dreamt of Barcelona as a more international city, and I see that happening here at MPV – it’s exciting to be a part of what Salamanca Group is creating,” she says.

With her local knowledge, Guardiola is already bringing her magic to the clients of MPV, arranging reservations for guests at some of the city’s renowned and ‘impossible to book’ restaurants. “What an amazing culinary experience,” said international wine specialist Tim Lorimer, of Lea & Sandeman, during a recent visit to the city, “I can’t wait to see what else is on offer when I return to MPV for my next visit.”

Hello Yachts will be based in Marina Port Vell’s new waterfront office building from mid-2014.
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Official government fuel consumption figures in litres per 100km for the Aston Martin Vanquish:

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It was towards the end of the 1980s, as Manchester United was still struggling to return to its former glories, that Sir Alex Ferguson and Sir Bobby Charlton were taking a walk around Barcelona’s famous Camp Nou stadium. The two Old Trafford legends were simply struck by the majesty of the place. As Ferguson later revealed, it was at that point he realised how far he needed to go, how high he needed to aim, how gigantic Barcelona was as a club.

What is even more remarkable is that, in the time since then, the club has grown even brighter. The appointment of Johan Cruyff as manager in 1988 changed the direction of the club, with the former Dutch star helping to put in foundations on which some of the most admired sides in history were built.

The so-called ‘Dream Team’ of 1992 won the club’s first ever Champions League while capturing the imagination of the football world, before one of that squad’s players – Pep Guardiola – took them to new heights as coach between 2008 and 2012. That Barcelona team is widely considered one of the best to have ever played the sport, spearheaded by a player with the potential to be the greatest of all time in Leo Messi. The finest compliment that can be paid is that the club’s very name has become shorthand for football of the highest quality. In the game, Brazil used to be mentioned as a de facto national team. At the same time, the club’s supreme coaching ensured it dominated the hugely successful Spanish squad, with seven of its players starting the victorious 2010 World Cup. Barca has always given an already cosmopolitan city an even more glamorous international sheen. Their jerseys are among the highest selling in the world with 1.15 million bought last year and they are a global brand worth €415m. Pope John Paul II was even one of 170,000 official members, all of whom essentially ‘own’ the club.

Such dimensions and resources have made Barca one of the modern ‘super clubs’, set to dominate the sport for some time yet. It is likely that many more people than Ferguson and Charlton will be enchanted by Barcelona’s epic size.

Words by Miguel Delaney

1913 - 2013
No matter where you go in the world, as soon as you tell someone you’re from Barcelona, they instantly mention Barca the club. The museum at Camp Nou is the most visited in Catalonia. The club is one of the best marketing campaigns the city could possible have. But, of course, it’s so much more.

I have been a socio – an official member of Barcelona – since I was eight. My son is just 14 months old and he already a socio too. It is part of our lives. It is something Catalan. Barca is really important.

One of my first memories is from the 1984-85 season, when we won the league with Terry Venables and Steve Archibald. After that, we went a long time without the same success, until Johan Cruyff came and changed the entire history of the club. With Pep Guardiola, too, it’s been spectacular.

Really, though, to be of Barcelona is about so much more than that. Win or lose, it is something deeper. It is independent of winning trophies.

The famous phrase ‘més que un club’ – more than a club – is difficult to explain but it’s a sentiment of the Catalans. As you know, there is deep debate here about what is Spain and what isn’t. I am someone who thinks Catalonia should be an independent country. Not everyone thinks that but I do, and Barca has been our reference point, our representatives. It’s a national team for us.

As such, the ‘la masia’ philosophy is important to us, that the majority of players were formed at the club and understand what the team is. At the same time, I think it’s important to have an international dimension and the best players from around the world, like Leo Messi.

To do this, every club has to have its accounts. I don’t like that we have to wear a sponsor logo on our team shirts; we never used to have to before. It allows for better signings, but we have to try and maintain certain values. The club is the socios.

The day that we have one of these wealthy owners is the day I end my association. The club is important for the people, not for who has the money. It belongs to us. This is something that cannot change.”