

YURBBAN

HOTELS



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**“The city as point of departure.
The restlessness, the subjective as its vision.
This is Yurbban Passage, a concept in
which luxury is not measured in stars, where
every detail and each visitor is looked
after with care, with kindness. Friendly,
sustainable, connected, designed to
be experienced and as point of departure
to discover and live the other city:
the authentic one, free of clichés”.**

01.

Hotels that bring the city closer to the visitor

Barcelona shows its visitors its most fascinating side to seduce them. However, more and more, visitors are seeking to enjoy the essential and vibrant city inhabited by the locals. The purpose of **Yurbban Hotels**, the hotel chain of the company **Smart Rooms Company**, is to blur these borders so that the guest can experience the city as a native. The philosophy “**Live as a native**” is the new concept that Yurbban Hotels embraces and is what sets it apart from any other establishment.

Staying at the two hotels of the chain (**Yurbban Trafalgar Hotel** with three years of existence and the recently arrived **Yurbban Passage Hotel & Spa**) is a way of experiencing the city both inside and outside the establishment.

Inside, because its decoration, full of local references, is a trip to the very essence of Barcelona. Outside, because the hotel accompanies the visitor in his discovery of the city, through technology (specifically through its Porter & Sail app) that guides him around corners that he would not otherwise have discovered so easily.





Yurbban Passage Hotel & Spa: The surroundings

The adventure of discovering the Ciudad Condal begins in the very hotel itself and in its immediate surroundings. The building is a piece of living history, which extends out through the *pasaje de las Manufactures*, a wonderful corner of the city where Yurbban Trafalgar Hotel and Yurbban Passage Hotel & Spa are located.

REMODELING OF A PASSAGE

Yurbban Hotels has recuperated the *Passatge de les Manufactures*, which, in recent years had lost the splendor it once displayed in past eras. The hotel company has restored its shine and has converted the passage into an **artistic and gastronomic hub**.

A LITTLE BIT OF HISTORY

The neighborhood of Sant Pere, since the Middle Ages, brought together the nerve of the textile industry of Barcelona with wool and cotton guilds, which lasted until the 19th century. **The *Palau de la Música***, the modernist jewel of Domènech i Montaner constructed in 1908, represents the emblem of Sant Pere. An auditorium that was innovative much like the neighboring spaces there today, proposals such as the Antic Teatre - an old theater that is a place of dramatic experimentation, in the purest Berlin style, and a meeting point to enjoy some drinks. Close initiatives (both in proximity and concept) to those of **the Yurbban hotels**.

A VIBRANT BUILDING

The Yurbban Passage Hotel & Spa, a building dating from 1878, was, in the past, a textile warehouse where traders and neighbors would meet. Always boisterous and teeming with tales. Its reconversion into a hotel continues to preserve this spirit: a meeting place **where adventures and the exchange of experiences occur**.

ART THAT UNITES PAST AND FUTURE

As an overview of the passage of time and the steps that the *Passatge de les Manufactures* has taken and beared witness to, we find the impressive sculpture *Petjades* (footsteps) by **Antoni Yranzo**, a renowned artist from Barcelona who presents us with a striking fixture. Yet another commitment by the **Yurbban Hotels** to breath life into the *Passatge de les Manufactures*.

03.

Yurbban Passage Hotel & Spa: More than a hotel

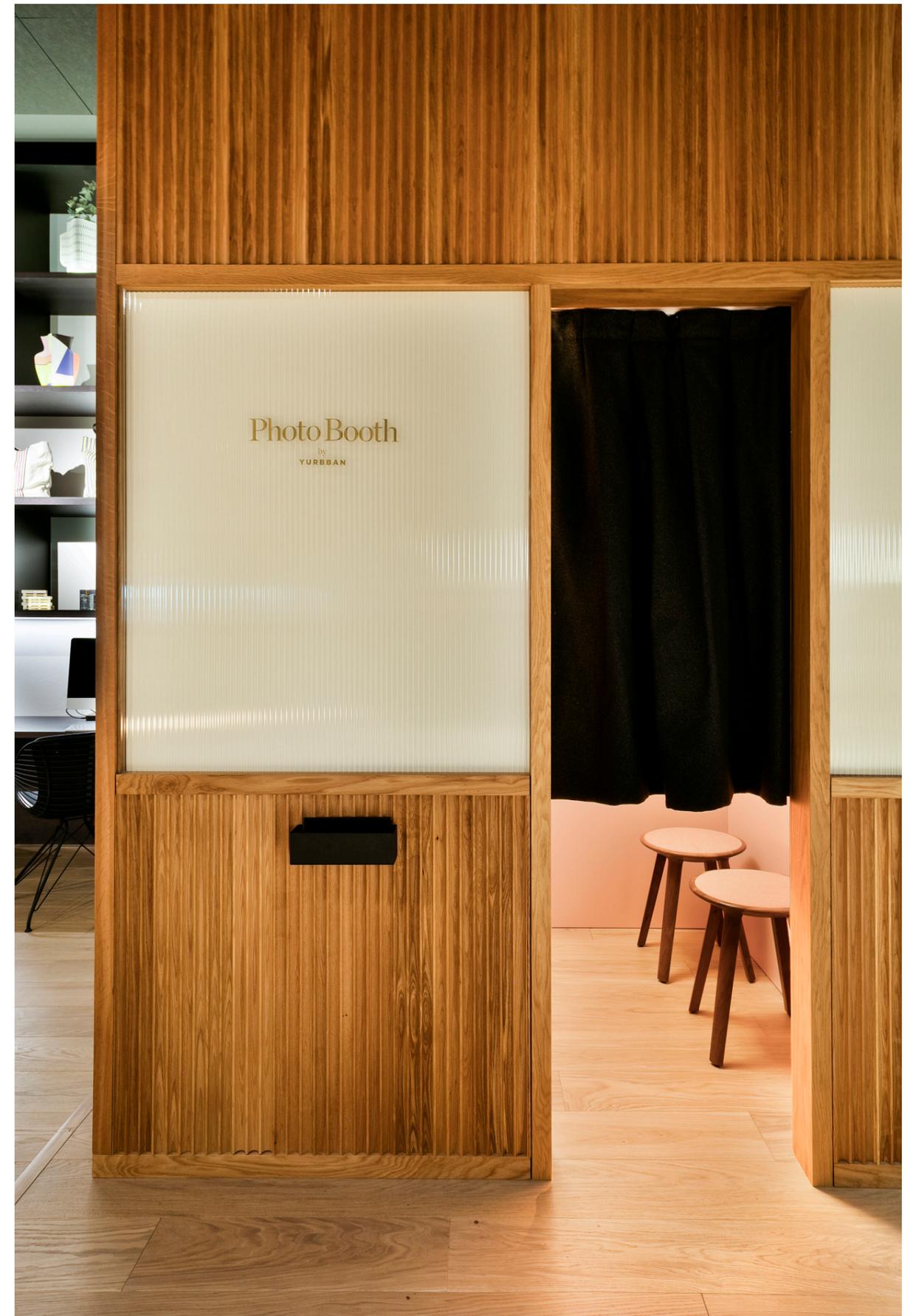
This 4-star superior boutique hotel, located in the center of the city, in the heart of the so-called Soho of Barcelona (Calle Trafalgar, 26), brings together fun and authenticity in each one of its spaces.

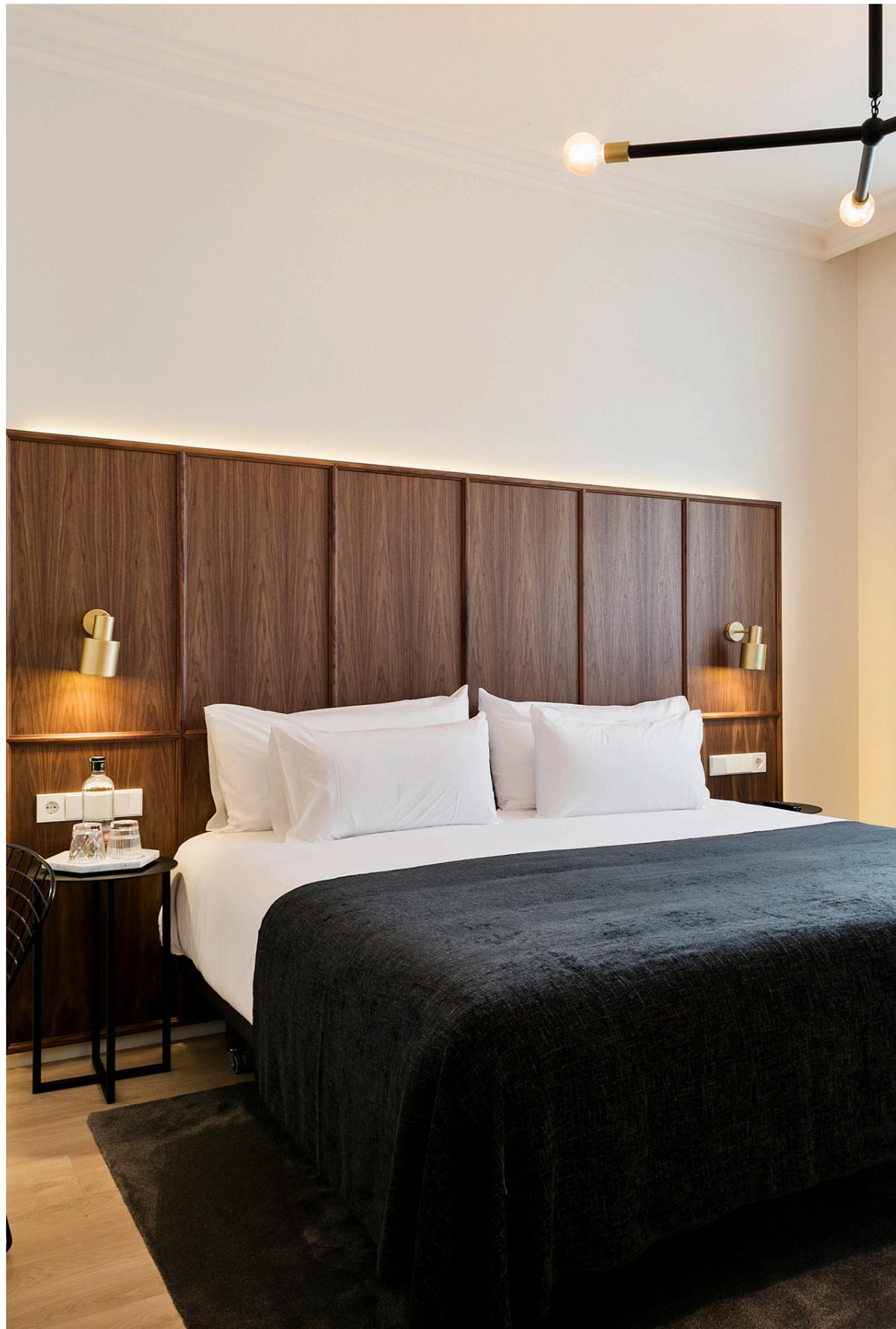
THE MOST ORIGINAL LOBBY

An area that invites socializing has been created right next to the reception of the hotel: **a photo booth and a shuffleboard table.**

When the visitor arrives, he is invited to a snack and is shown around the incredible

space in which there is no lack of place for art. The Senda Gallery -situated next to the hotel- has ceded works by Jaume Plensa or Yago Hortal to adorn the walls of the lobby.





ROOMS THAT SPEAK OF THE CITY

Many a time we have asked ourselves if the walls of a hotel could talk, what they would they say. This we can't reveal but what we can guarantee is that those of Yurbban Passage Hotel & Spa whisper the essence of the city to tourists through their details.

Following the concept "**Live as a native**", a few of the decorative pieces are "local". The 60 rooms of varying typologies to adapt to the needs of each client (the Standard, the Terrace and the Premium) have been designed by the Interior Designer **Raquel Sogorb**, from Barcelona, who has opted for a modest

interior design with fine materials (oak, walnut, linen) ...) one hundred percent natural. The lighting, functional yet warm at the same time, also speak of the city: practical and vibrant, intimate and welcoming.

MEDITERRANEAN SNACKS

The rooms feature a minibar and a foodbox full of **tempting sweet and savory snacks** of genuine Mediterranean flavor. For example, the wine offered is a Raimat 2015 that allows for a tasting of the wine production of Lérida. And of course, count on the Room Service for lunch or dinner without having to leave the room.



THE CITY AT YOUR FEET

On the roof of the building, the visitor can enjoy a well-deserved warrior's rest. The spectacular **panoramic terrace** with pool is a chill-out spot in which to recover from the hustle and bustle of the city or to gain energy to go inside it.

UNIQUE PURCHASES

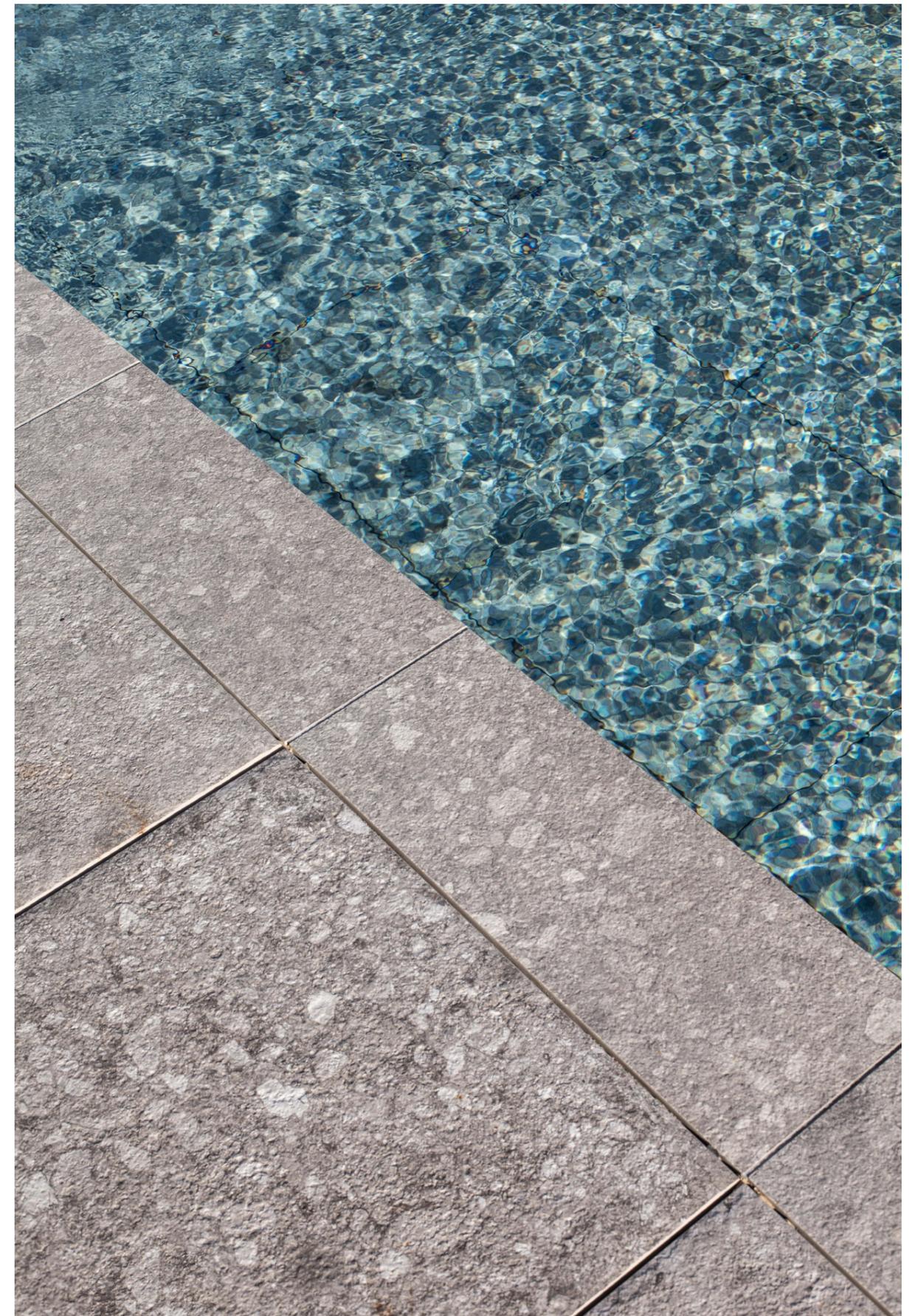
Without leaving the hotel, the client can take home a unique souvenir crafted by local artisans. **Local Store by Nouvum** offers handmade handbags, jewelry and vases that redefine the concept of souvenir. Sunglasses by Kaleos, jewelry

by Alba Casares or Beatriz Palacios are some of the must-haves that can be found in the store.

RESPECTFUL AND SUSTAINABLE

If the guest wishes to immerse himself in the city in the most ecological way, the **Yurbban Passage Hotel & Spa** makes it easy thanks to the **bicycles from Finna Cycles and the Campton longboards** supplied to its visitors.

In addition to having the energy-efficient rating of Class A, the building includes **biodegradable hangers** and offers its guests the possibility of reusing towels to save water and energy.





04.

Yurbbaners 2.0 never walk alone

*The experience of staying in a Yurbban hotel goes beyond just eating and sleeping in a unique establishment. Technology is placed at the service of the client so that his experience may be nothing less than perfect. Thus, in addition to offering high-speed wi-fi, computers available for any consultation and mobile phones with 24 hours connection, an innovative app, **Porter & Sail** is also available. Through it, you can plan your trip from the very moment of the reservation. And once in Barcelona, it offers exclusive recommendations.*

In this way, the old tradition of asking the concierge what the best place to visit or to eat at is reclaimed, but passed through the filter of the 21st century. This app will reveal the hidden secrets of the city to the tourist to further complete the philosophy "Live as a native".



05.

Local gastronomy

The philosophy “**Live as a Native**” also extends to the dishes that the client will taste and that will form part of their experience of discovering Barcelona. In this way, the offers serve to bring us closer to local and healthy food.

AUTHENTIC BREAKFASTS

Each morning, guests can enjoy a **traditional Catalan breakfast**, either in the restaurant or on the terrace of one of the rooms.

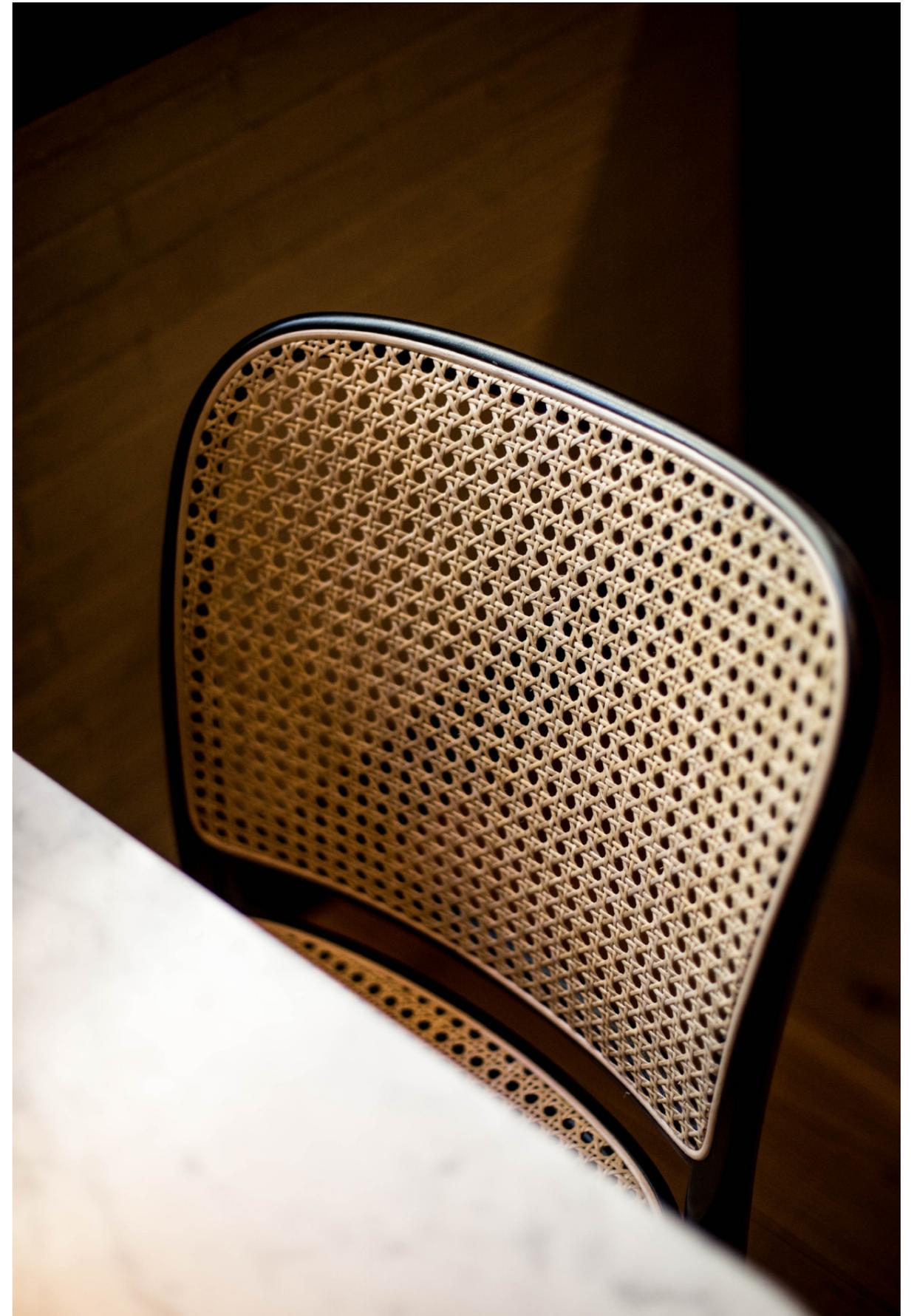
Xavier Franco, a Michelin star chef, this restaurant offers a full-scale journey through **local gastronomy** with dishes for all tastes and a highly varied lunch menu.

RESTAURANT D’APROP

Its name in Spanish means “close or nearby” and defines to a tee what can be found on the menu. Captained by

FLAX & KALE

A commitment to healthy food that ranges from gluten-free pizzas to the **healthiest** of dishes.







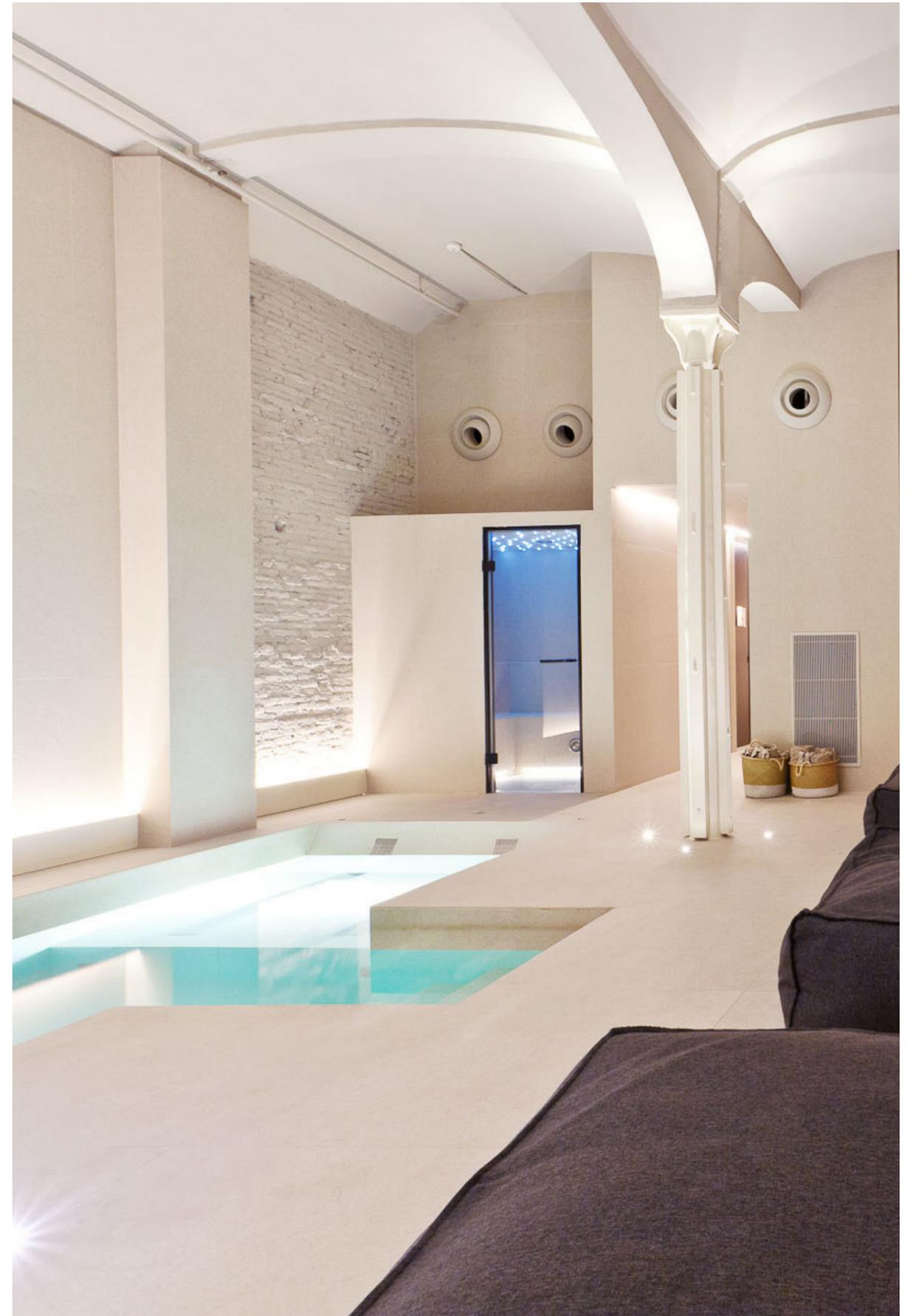
06.

An organic and vegan spa on call in Barcelona

Signature Organic Spa is found on the bottom floor, in a unique space, between stone walls, vaults and pillars. Different curtains divide the impressive enclave, in which there is a swimming pool, a sauna, a steam bath, two individual treatment cabins and one for couples.

The beauty treatments pamper body, mind and spirit in a multi-sensory and holistic experience. **Slow Beauty** for clientele who wish to take care of themselves both inside and out.

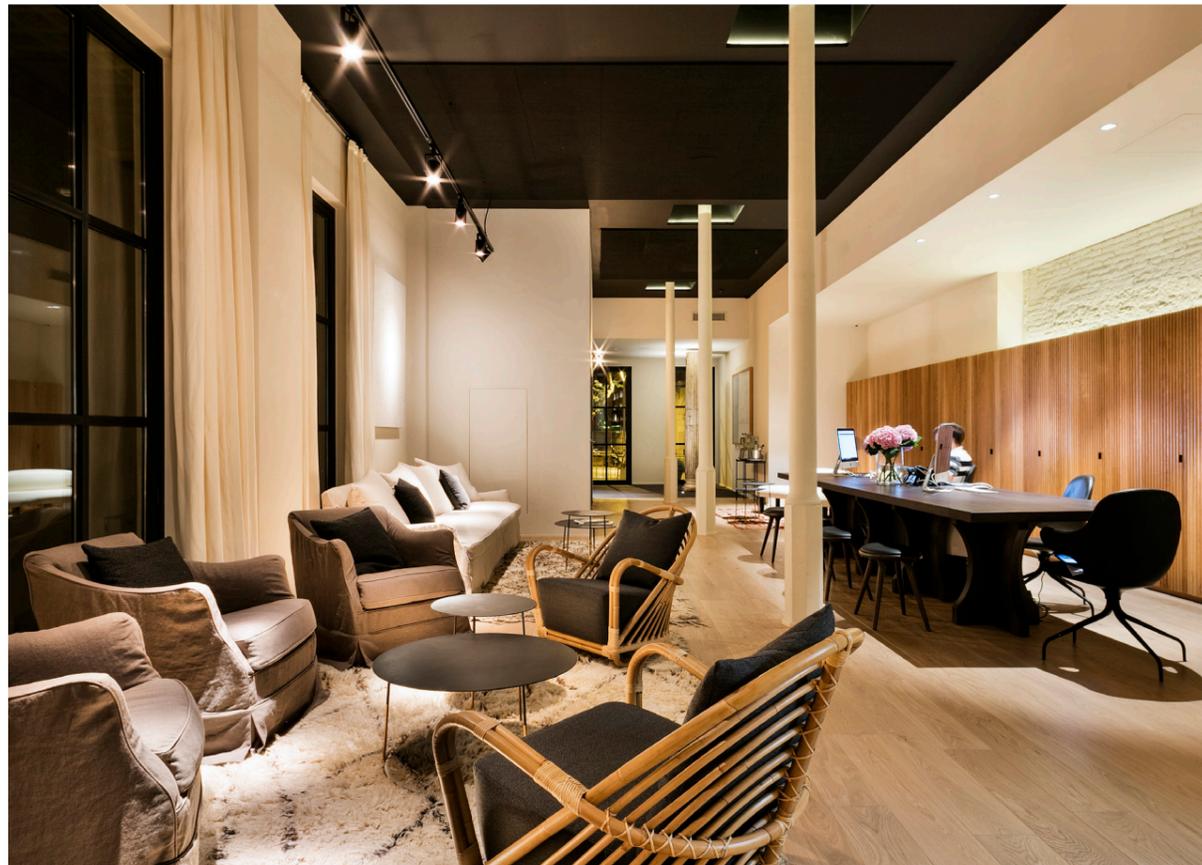
Most of the products used are from the brand **Scens**, which extracts its core ingredients from the most exclusive **plants and flowers** in order to create 100% natural, vegan, gluten-free and toxic-free products.



07.

The heart of the Yurbban Hotels

The philosophy of this hotel chain is based on achieving a harmonious, respectful and sustainable environment. In this spirit, 1% of direct reservations are donated to local Foundations with different kinds of needs.



About the group

SMART ROOMS C O M P A N Y

Smart Rooms Company is a company with a clear vocation for innovation in the hotel sector. “Our company was founded to unite the concepts of urban tourism and the essence of the local,” says Oriol Serra, CEO and partner of **Smart Rooms Company**, which promotes a different way of traveling: “We try to make our guests feel and discover the true traditions, places and experiences”.

The company has three brands to which it applies its specific way of viewing travel.

YURBBAN H O T E L S

Urban hotels, devoid of clichés, placed at the service of the guest, anticipating their needs in a designer-like and sustainable environment. The two flagships are Yurbban Trafalgar Hotel and Yurbban Passage Hotel & Spa.

uma S U I T E S

Apartments for restless travelers who wish to discover the city from within and who expect all the creature comforts.



Study, laugh, live ... A new concept of residence that converts any studio into an unforgettable experience.

Live as a native

