



YURBBAN

Passage



Do not disturb

Unless you're the woman or man of my dreams.

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Yurbban Manifesto

“The city as a point of departure. The restlessness, the subjective as a glance inwards.

This is Yurbban, a concept in which luxury is not measured in stars, where every detail and every visitor is pampered and cared for with kindness. Friendly, sustainable, connected, designed to be experienced and as a departure point to discover and live the other city: the authentic one, free of clichés”.

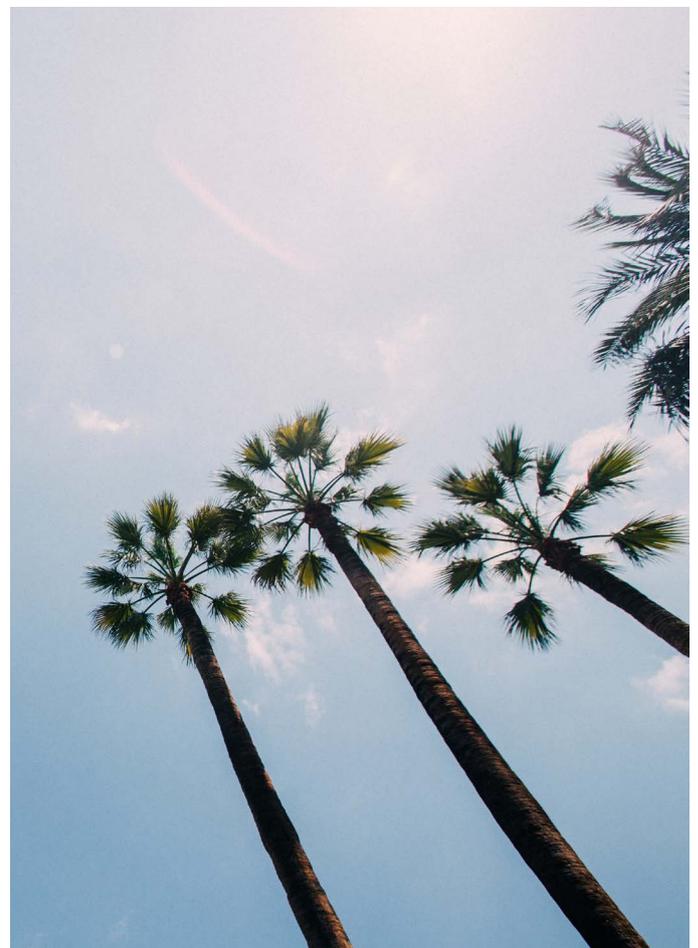
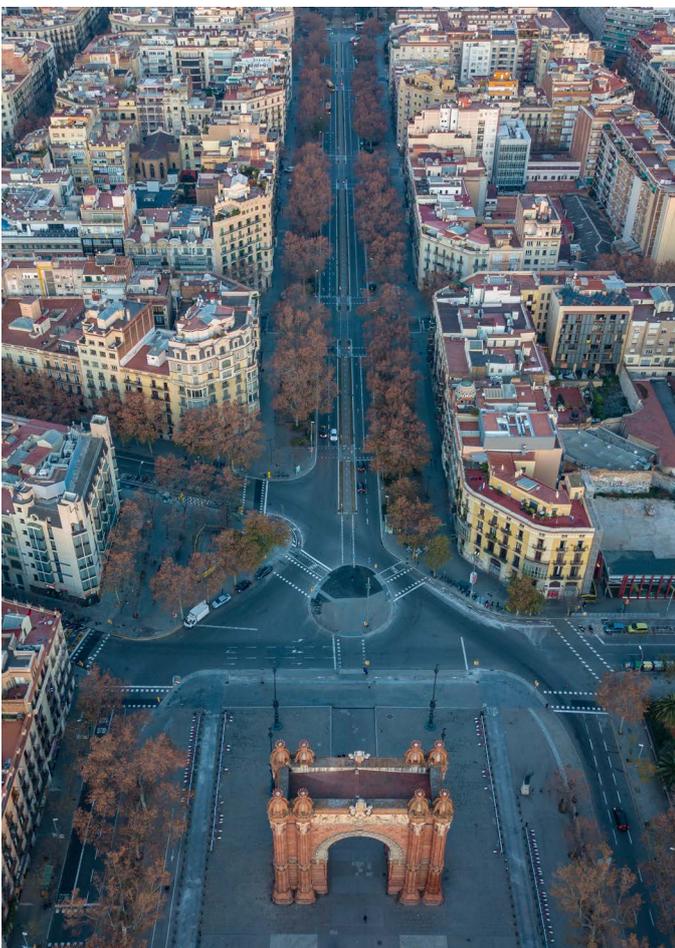
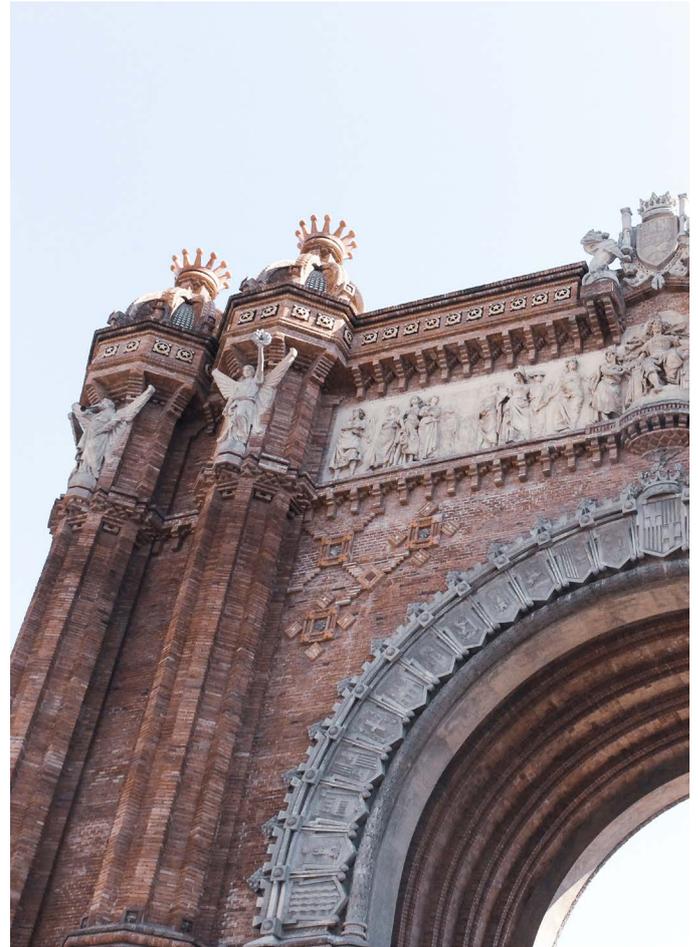




1.
**Hotels that bring the city
closer to the traveler.**

Barcelona reveals its most fascinating places to its visitors to seduce them. However, more and more travelers are looking to enjoy the areas in which the people of Barcelona themselves move about in. The purpose of the **Yurbban** hotels, the hotel chain of the company **Smart Rooms Company**, is to blur those borders so that the guest can experience the city just like another local. The philosophy "**Live as a native**" is the new concept that **Yurbban Hotels** stands for and that sets it apart from any other establishment.

Staying at the two hotels of the chain (Yurbban Trafalgar Hotel and Yurbban Passage Hotel & Spa) is a way of experiencing the city both within the establishment and outside of it. Inside, because its decoration full of local references is a journey into the essence of Barcelona. Outside, because our 24 hour concierge as well as our blog and our Yurbban Google Map with the best local recommendations, accompany the traveler in their discovery of the city. A native guide through corners that would otherwise be hard to find.

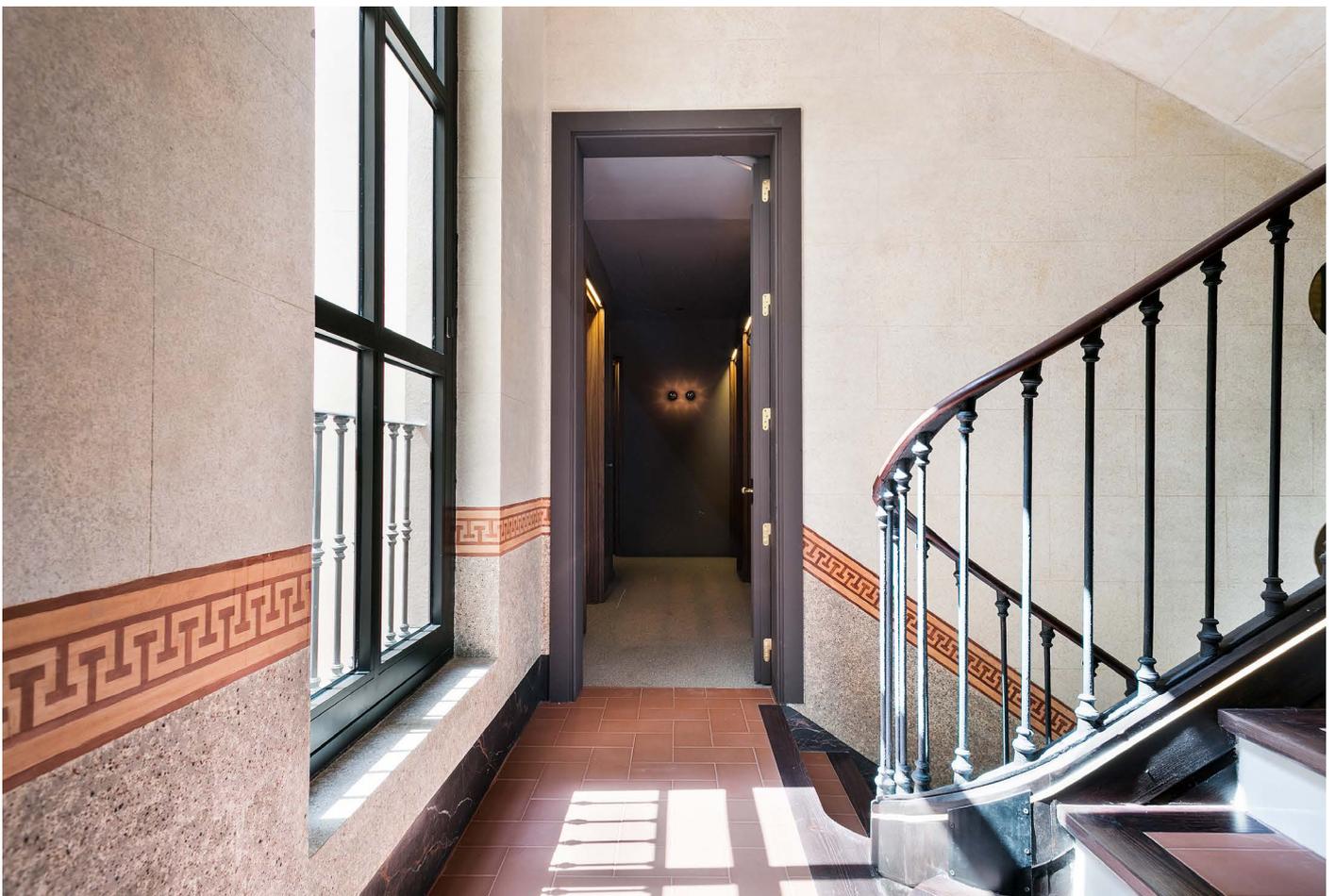




2. Yurbban Passage Hotel & Spa: The surroundings.

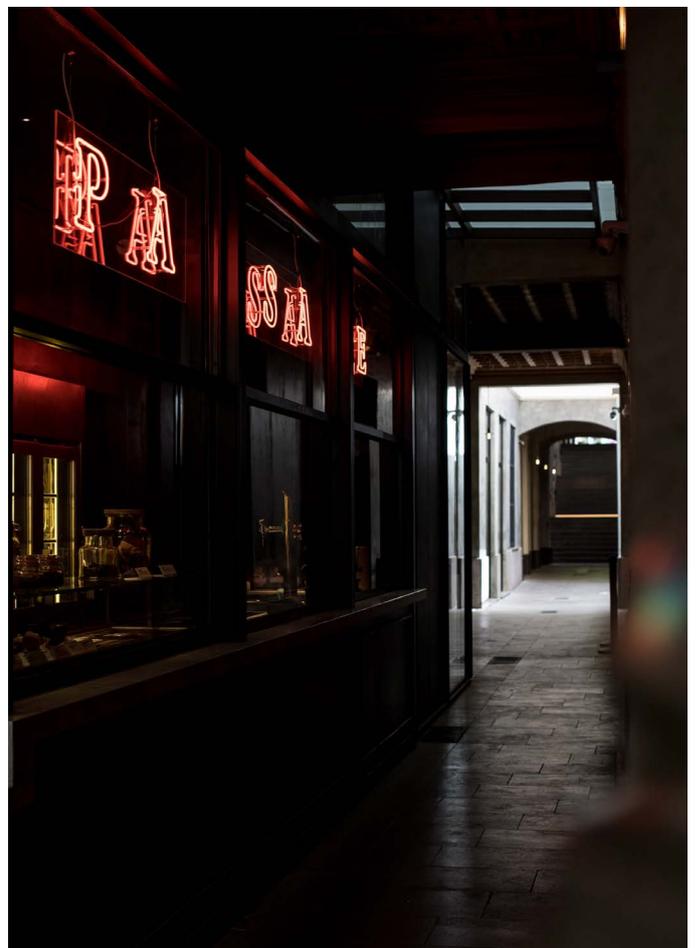
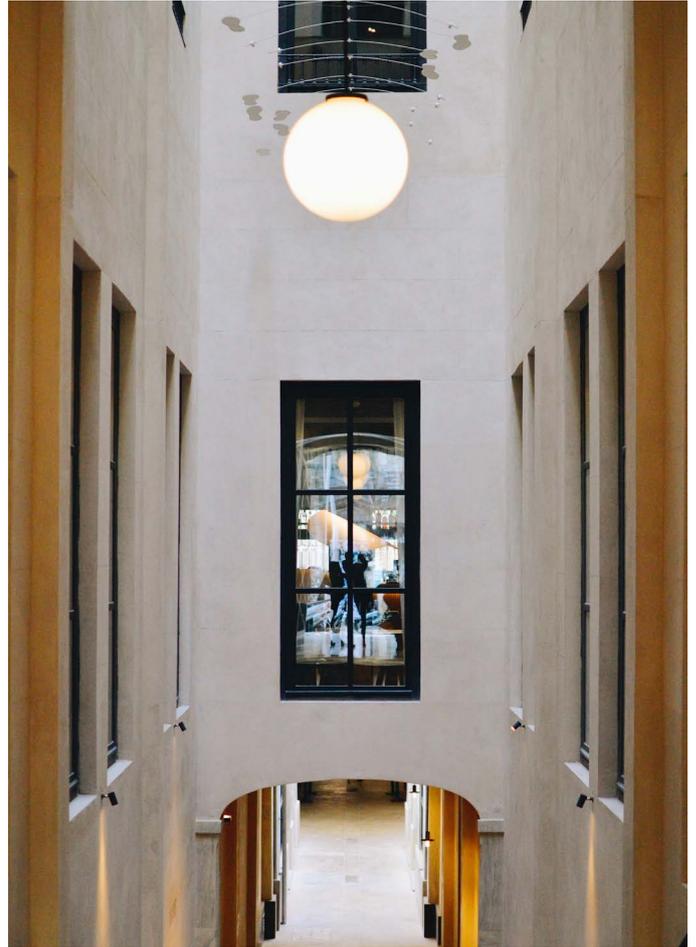


The adventure of discovering the Ciudad Condal starts in the very hotel and the surroundings themselves. The building itself is a piece of living history, which is extended through the *Passatge de les Manufactures*, a beautiful corner of the city where Yurbban Trafalgar Hotel and Yurbban Passage Hotel & Spa are located.



A. Renovating a passage.

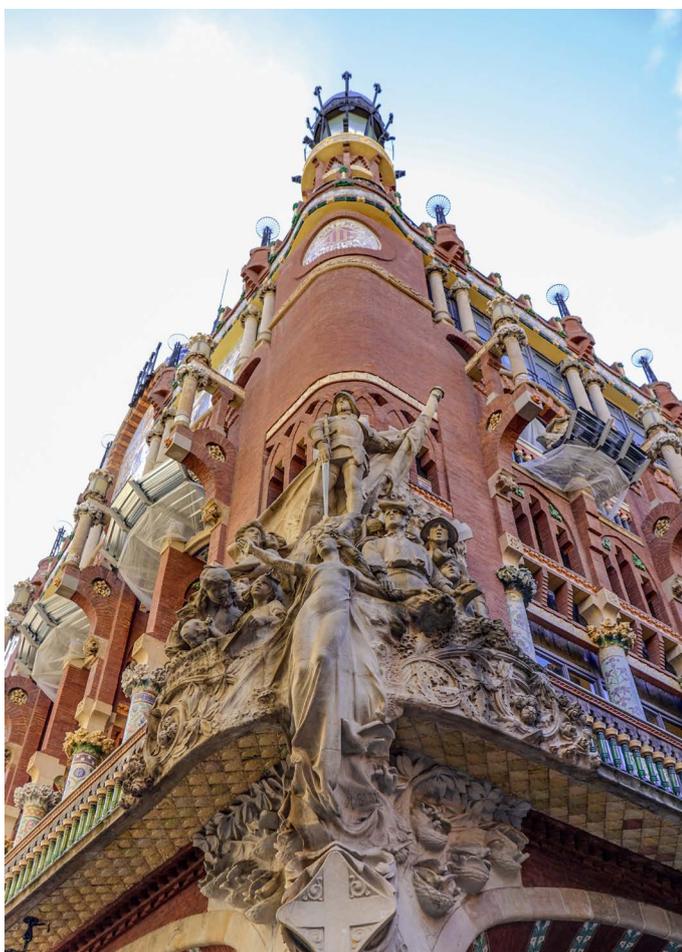
Yurbban Hotels has revived the *Passatge de les Manufactures*, which in recent years had lost the splendor it had once displayed in past eras. The hotel company has restored its shine and converted the passage into an **artistic and gastronomic center**.





B. A little history.

Since the Middle Ages, the neighborhood of Sant Pere united the textile nerve of Barcelona, with guilds of cotton and wool, increasing up until the 19th century. The **Palau de la Música**, the modernist jewel of Domènech i Montaner built in 1908, is the emblem of Sant Pere. An auditorium that was just as innovative as its neighboring spaces are today, spaces such as the *Antic Teatre* - an old theater that is home to dramatic experimentation, in the purest Berlin style, and a meeting point for drinks. Close initiatives (both in terms of distance and concept) to the **Yurbban hotels**.



C. A vibrant building.

The **Yurbban Passage Hotel & Spa**, a building from 1878, was previously a textile warehouse, where traders and neighbors would come to meet. Always boisterous and brimming with stories. Its reconversion into a hotel continues to preserve that very spirit: it is a meeting point where **experiences and the exchange of experiences** take place.





D. Art that unites past and present.

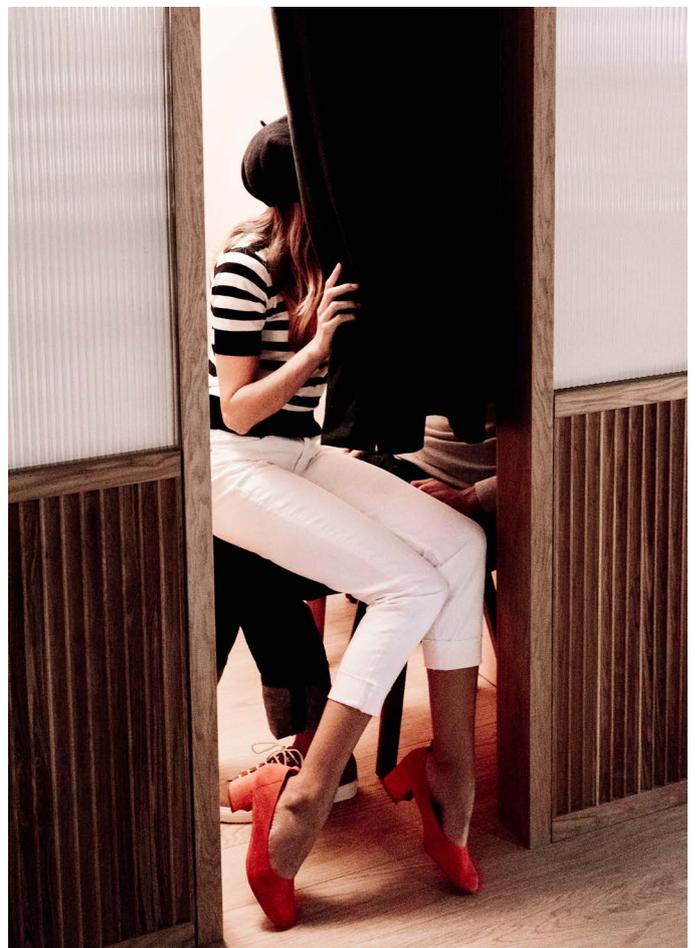
As an illustration of the passage of time and the phases through which the *Passatge de les Manufactures* has gone through and is witnessing, we find the impressive sculpture *Petjades* (foot-steps) by **Antoni Yranzo**, a renowned Barcelona artist. One more commitment by the **Yurbban Hotels** to activate and bring life to the passage.





3.
Yurbban Passage Hotel & Spa:
More than a hotel.

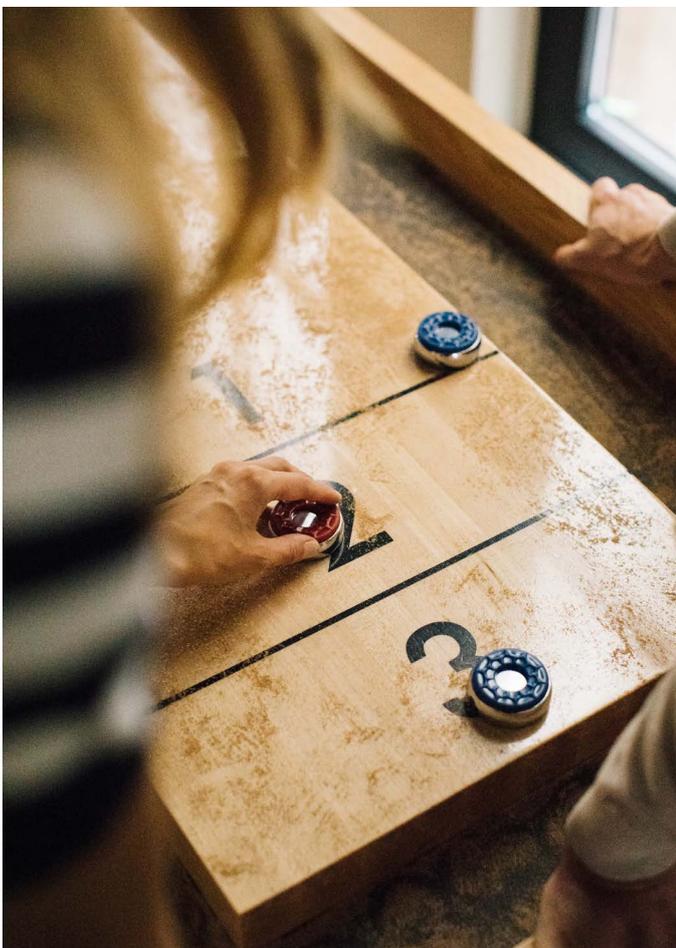
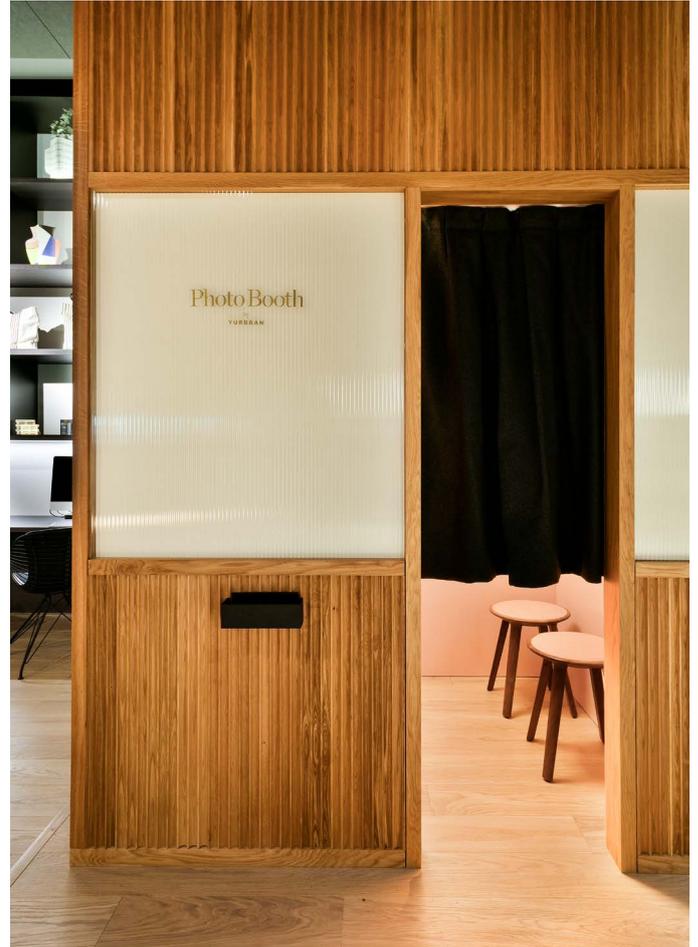
This 4-star superior boutique hotel, located in the center of the city, in the heart of the so-called Soho of Barcelona (calle Trafalgar, 26), combines fun and authenticity in each of its spaces.



A. The most original lobby.

Next to the hotel reception, an area has been created which invites you to socialize with other guests: **a photo booth and shuffleboard table.**

Upon arrival, the traveler is invited to a welcome drink and shown the surprising space in which art plays an important role. The Senda Gallery -located next to the hotel- has donated works by Jaume Plensa and Yago Hortal to cover the walls of the lobby.

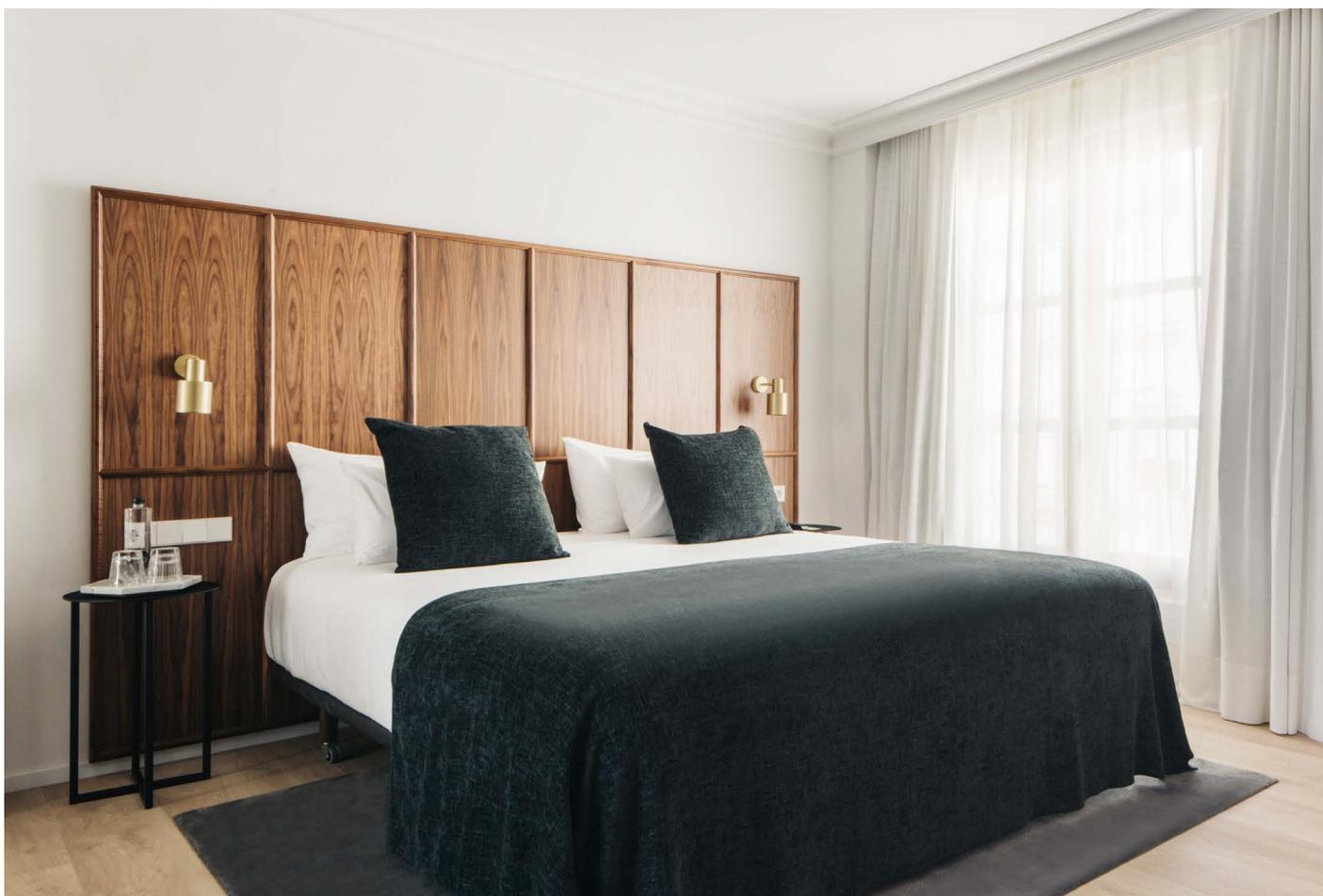


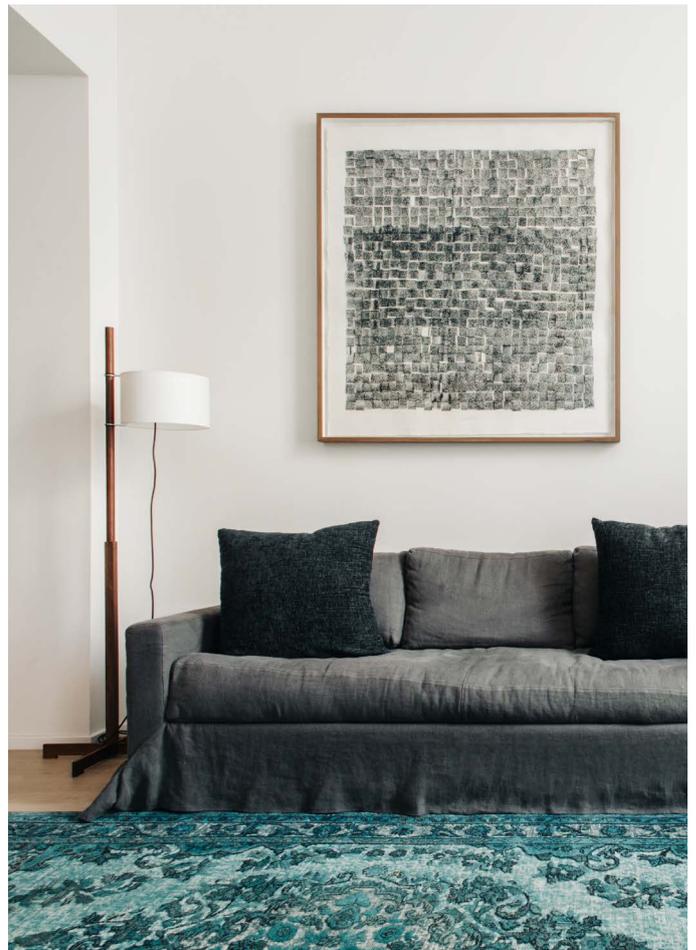


B. Rooms that whisper of the city.

Many a time we wonder what the rooms of a hotel would tell us if they could talk. While that cannot be revealed, what can be guaranteed is that the **Yurbban Passage Hotel & Spa** whispers the essence of the city to the tourist through its details.

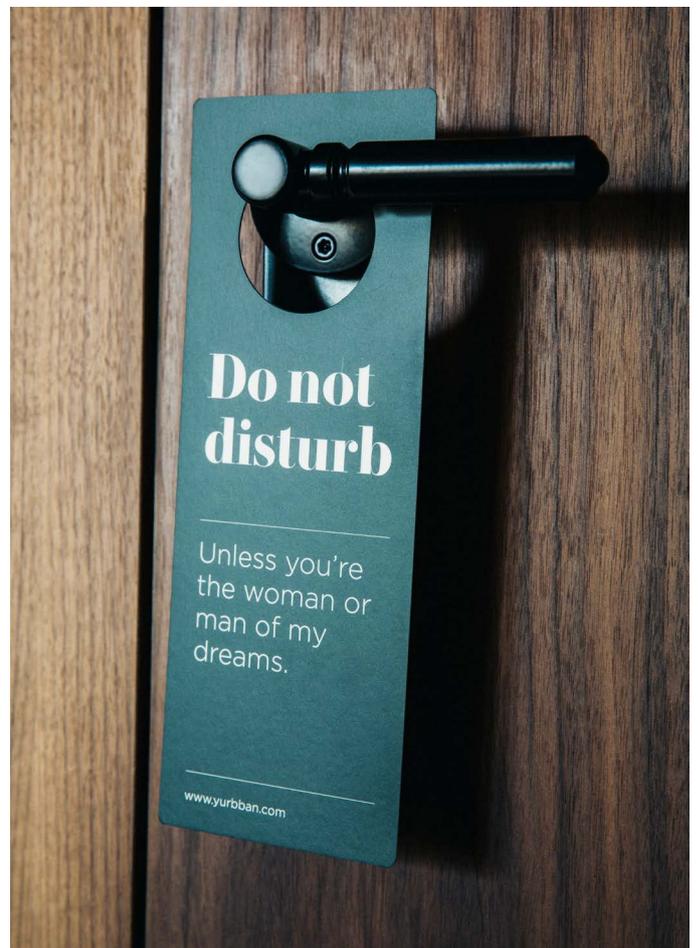
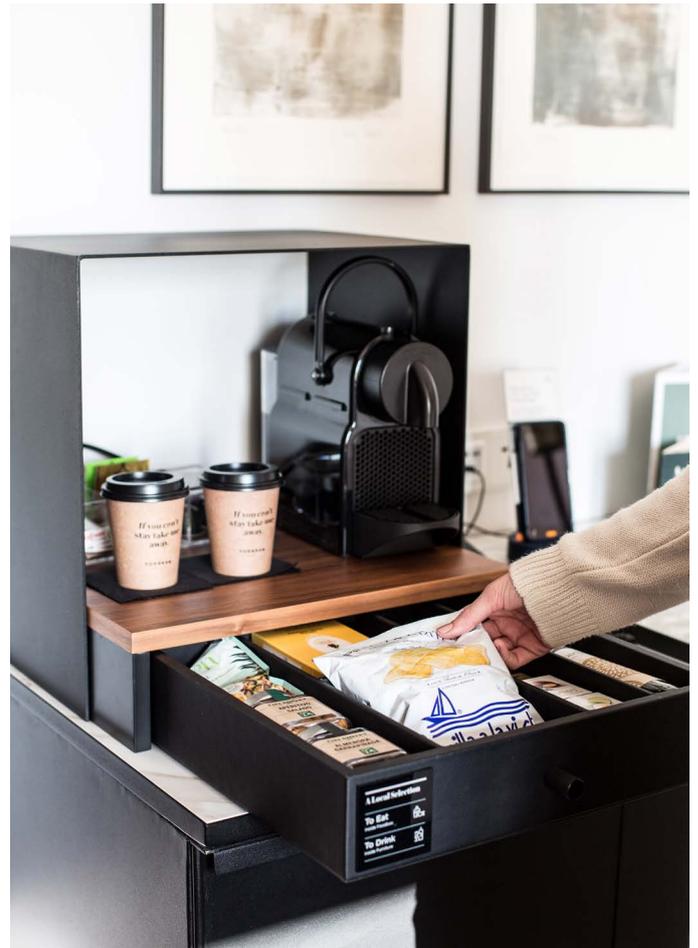
The 60 rooms of varying types that adapt to the needs of each client (Standard, Terrace and Premium) have been designed by the Barcelona interior designer **Raquel Sogorb**, who has opted for a sober interior design with noble materials (oak, walnut and linen) one hundred percent natural. The lighting, functional yet at the same time warm, also speaks of the city: practical and vibrant, intimate and welcoming.





C. A local minibar.

The rooms have a minibar and a foodbox full of tempting **sweet and salty snacks** of genuine Mediterranean flavor. And the hotel has, of course, Room Service service for lunch or dinner without having to leave the room.





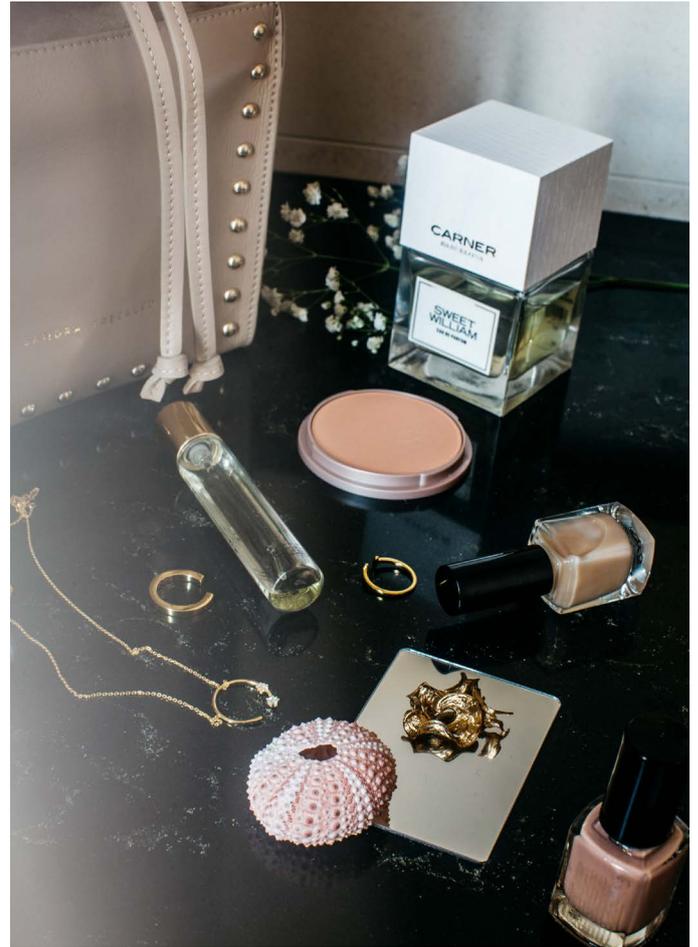
D. The city at your feet.

On the roof of the building, visitors can enjoy a well-deserved rest. The **spectacular panoramic Rooftop** with a pool is a chill out area to recover from the hustle and bustle of the city or to gather strength before going in.



E. Our Local Store.

Without leaving the hotel, the client can take home a unique souvenir made by local designers. The **Local Store by Nouvum** has a careful selection of handmade handbags, jewelry and vases that redefine the concept of souvenir.





F. Respectful and sustainable.

If the client wants to immerse themselves in the city in the most environmentally-friendly way, **Yurbban Passage Hotel & Spa** makes it easy thanks to the **Finna Cycles Bikes and longboards by Compton** which Compton grants to its visitors.

The hotel has an **energy efficient Class A** rating and takes care of the environment in each and every corner. A surprising fact: the wardrobe. **The hangers inside the wardrobes are all biodegradable.** The client also has the option of **reusing the towels** to save energy and water.

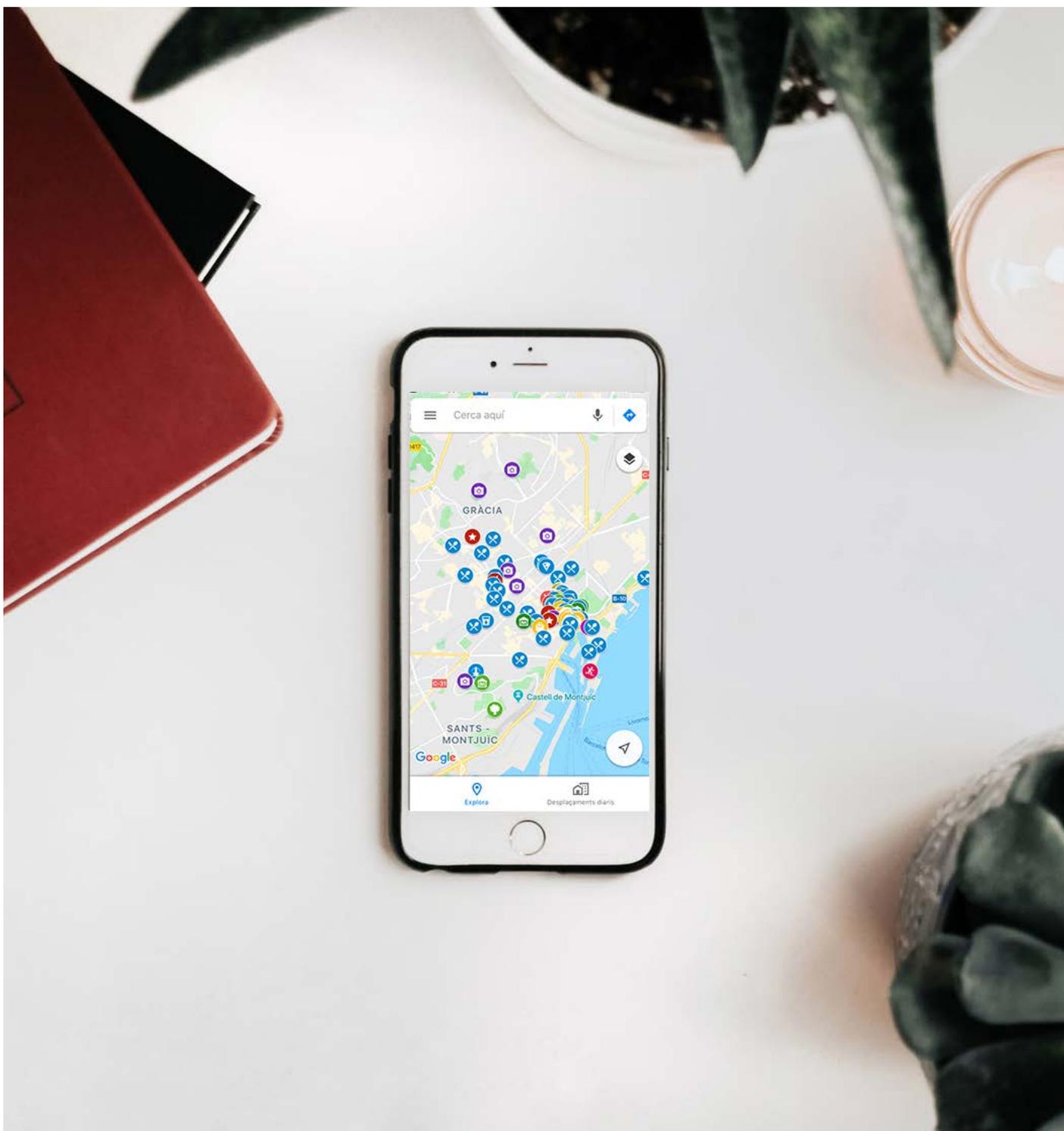




4.
The Yurbanners 2.0
never walk alone.

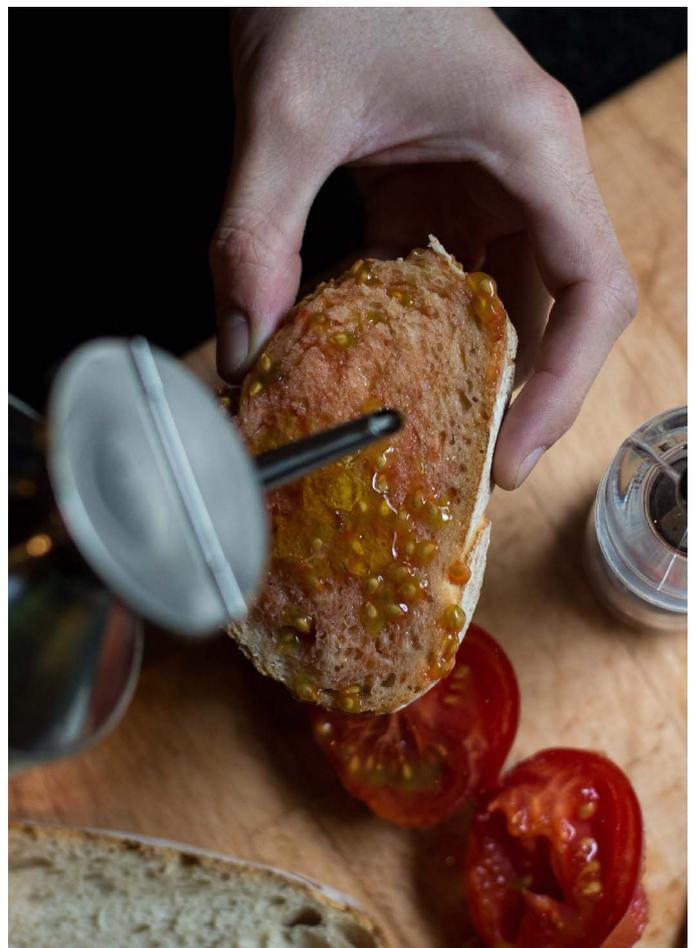
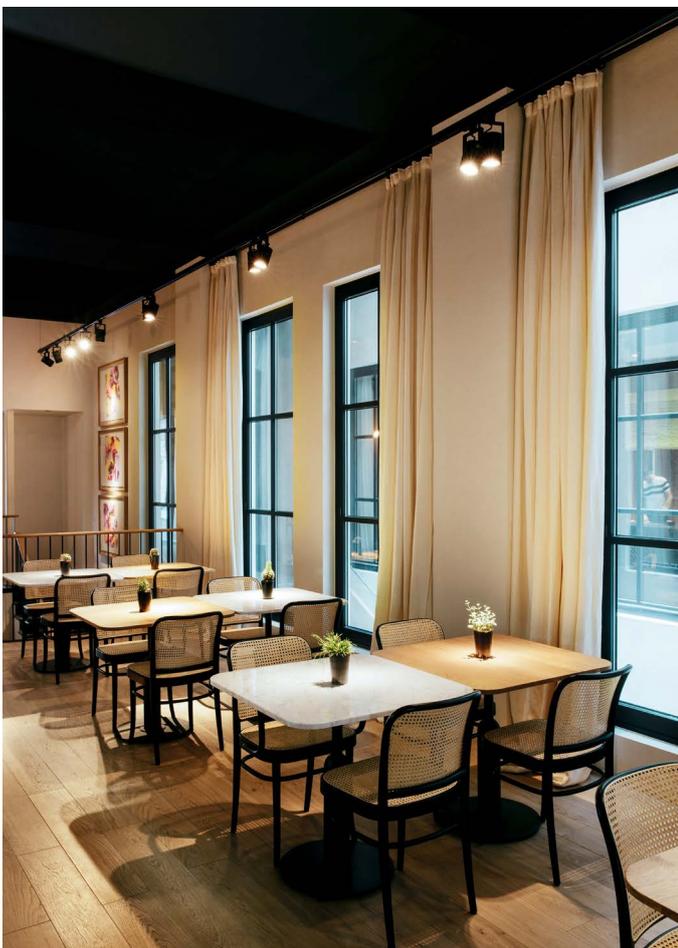
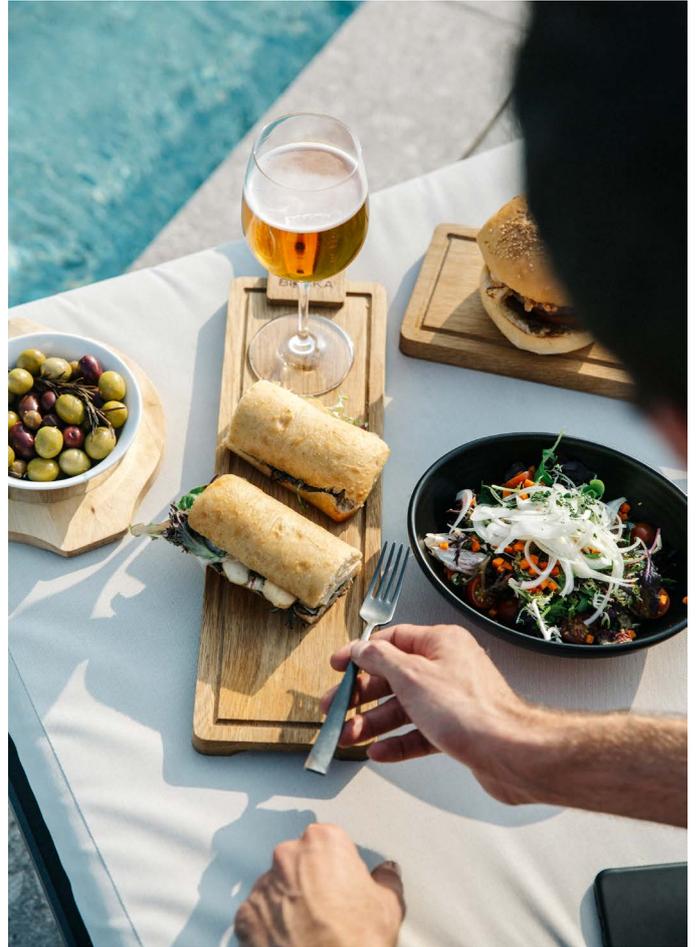
The experience of staying in a Yurbban hotel extends beyond sleeping or eating in a unique establishment. The technology is placed in the hands of the client so that their experience may be perfect. Therefore, in addition to offering high-speed Wi-Fi and computers available for any query, an exclusive digital map of the hotel has been created.

In this way, the old tradition of asking the concierge what the best place to visit or eat is revived, but passed through the filter of the 21st century. This map reveals the hidden secrets of the city to the tourist to complete the philosophy **“Live as a native”**.



A. 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.





B.
Breakfasts from *here*.

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



C. Restaurant *D’Aprop*.

Its name in Spanish means “close” and this defines perfectly what the client will find on the menu of the restaurant. Headed up by the Michelin-starred chef, Xavier Franco, d’Aprop offers a full journey through the **local cuisine** with dishes for all tastes, a highly varied midday menu and a very complete tasting menu.





D.
Flax & Kale Passage Restaurant.

The avant-garde flexitarian restaurant in the city is committed to a healthy and gluten-free fusion of mediterranean and Asian cuisine. Flax & Kale Passage, with its revolutionary proposal, is found inside the *Passatge de les Manufactures*.



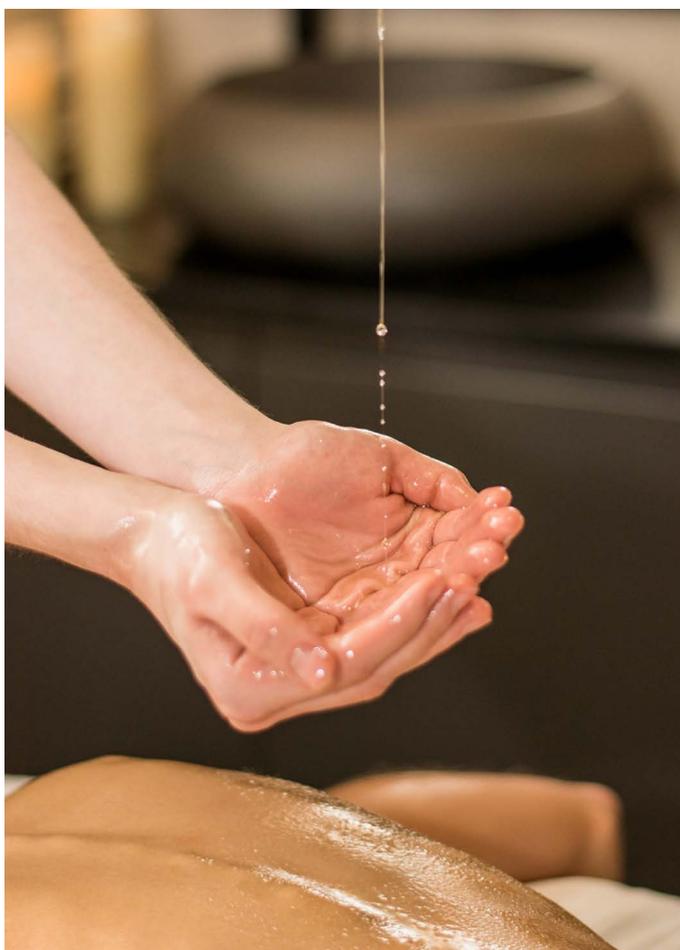


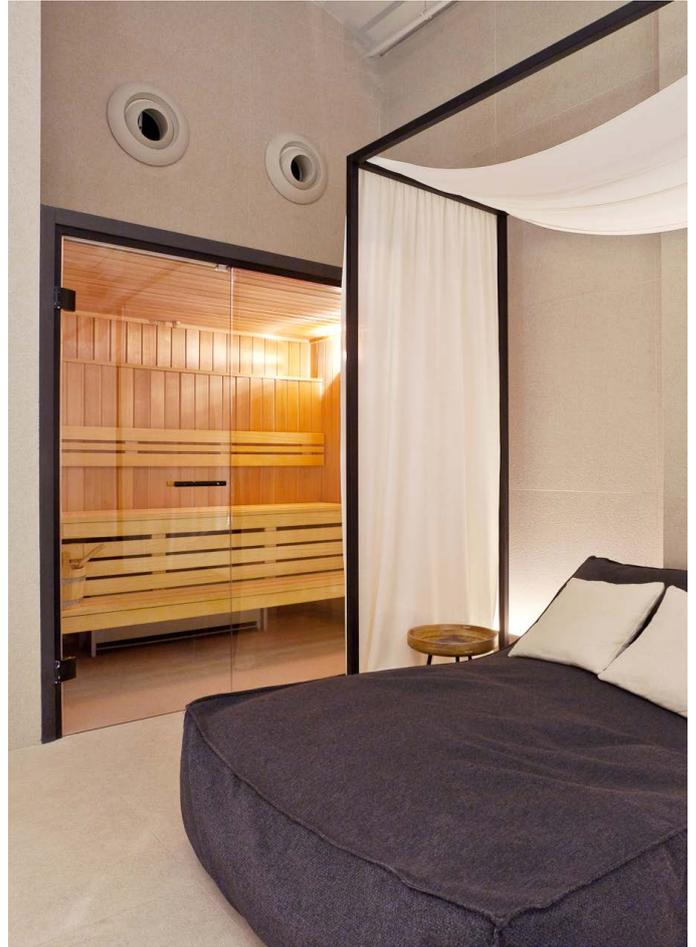
5.
**Signature Spa: vegan and organic
luxury in Barcelona.**

Signature Organic & Vegan Spa is located on the bottom floor, in a unique space, between stone walls, vaults and pillars. Different curtains segment the imposing enclave, in which a swimming pool, a sauna, a steam room, two individual treatment cabins and one for couples can be found.

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

The majority of the products used are from the **Scens** brand, a vegan and organic cosmetic brand that focuses on the purest and most exclusive plants and flowers on the planet to create powerful and unique cosmetics.







6.
**Passage Flowers: A small natural
oasis in the midst of Barcelona.**

Passage Flowers is a florist located in the *Passatge de les Manufactures*. An oasis of flowers in the center of Barcelona where the floral decoration is composed of flowers of the highest quality. They prepare vases, bouquets, centerpieces, wreaths and all kinds of floral design providing services to private clients as well as companies. They also organize floral workshops and can participate in the floral decoration of all types of event for individuals or companies.

Tuesday to Friday from 10h to 20h.
Saturdays from 10h to 15,30h.





7.
Social projects:
The heart of Yurbban Hotels



The philosophy of this hotel chain is based on achieving a **harmonious, respectful** and **sustainable environment**. Along these lines, it **donates 1% of the direct reservations** to local Foundations with different types 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 in order to unite the concepts of urban tourism and the essence of the local,” asserts Oriol Serra, CEO and partner of **Smart Rooms Company**, which promotes a different way of traveling: “We try to make our guests feel and get to know the true customs, places and experiences”.

The company has four brands to which it extends its particular way of viewing travel.

YURBBAN HOTELS

Urban hotels, which depart from the clichés, which are at the service of the guest, anticipating their needs in a design-oriented and sustainable environment. Its two flagships are Yurbban Trafalgar Hotel and Yurbban Passage Hotel & Spa.

uma SUITES

Apartments for restless travelers who want to get to know the city from within and have access to all the amenities.



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

SPOTTY HOSTELS

“Spotty Hostels is a reflection of a new way of traveling”. In Spotty Hostels you will find people like you, travelers in search of adventures. To travel is to live. To live is to share.

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HOTELS

Live as a native



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