



Come to a City where Art is Always on the Move.

"LA MARIQUITA" BY JUAN CARREFO DE VIANA. © PEADÓ MUSEUM.

THE CULTURAL LIFE OF MADRID has officially gone into overdrive. After more than a decade of perpetual motion in the fields of music, film, art and design, the results of this "Majada Madrileña" have finally been recognised internationally. Madrid, Cultural Capital of Europe 1992. Not known for false modesty, the city's inhabitants have long wished to perform upon the world stage. And now, with good reason, the world is coming to Madrid. Maestros of classical music will be rubbing shoulders with the greats of pop and rock. The theatre companies of Lauren Bacall, Anthony Quinn and Vanessa Redgrave (to drop a name or three) will be coming to town. As will leading ballet troupes from Russia and the USA. Not that all the artistic endeavour will take place in the concert halls of the city. The parks and terrazas promise a constant tableau of exhibitions and every kind of performance an imaginable. In the year ahead, Madrid will host over 1800 official cultural events. And a hundred unofficial ones round every street corner.

Madrid, Cultural Capital of Europe 1992.

MADRID



1992 The year of the Barcelona
Olympic Games. The European
Exhibition in Madrid. Madrid
Cultural Capital of Europe

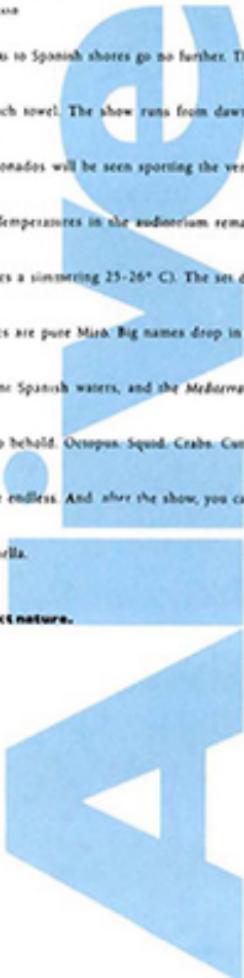


Enjoy the Show, but Please do not Disturb the Actors.

JOHN SWINNICK / MONTAGE

MANY visitors to Spanish shores go no further. They lie oblivious to the spectacle occurring a few strides from their beach towel. The show runs from dawn until sunset. Admission is free. And dress is strictly informal. Alicetradors will be seen sporting the very latest in rubberwear but beginners settle for snorkel and flippers. Temperatures in the auditorium remain comfortable for most of the season (the sea off the Balencianas reaches a shimmering 25-26° C). The set design is a constant pleasure. Colours have the richness of Goya. Shapes are pure Miró. Big names drop in from time to time. Over a scene of whale and dolphin species frequent Spanish waters, and the Mediterranean is still home to monk seals. Even the bit players are a delight to behold. Octopus. Squid. Crabs. Cuttlefish. Lobster. Sea urchins. Star fish. Goose Barnacles. The credits are endless. And after the show, you can always meet some of the cast over a bowl of zarzuela or a platter of paella.

Please respect nature.



Passion for life.



1992 The year of the Barcelona
Olympic Games. The Universal
Exposition in Seville. And the
Cultural Capital of Europe.

What Colours do You Think will be in Fashion this Year?



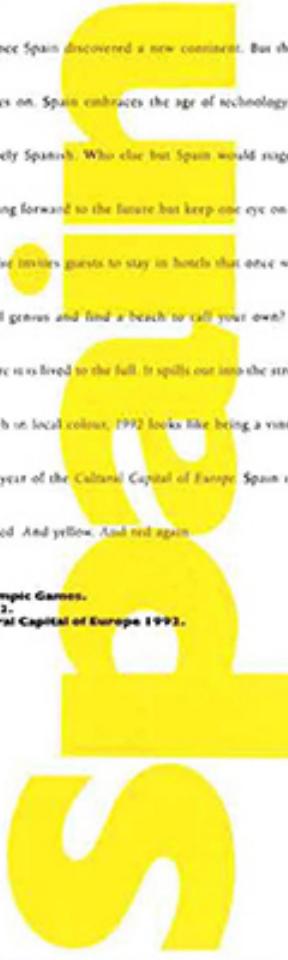
PHOTOGRAPH BY

IT'S 500 years since Spain discovered a new continent. But the energy of the people is no museum piece.

The passion lives on. Spain embraces the age of technology. But true to its colours, it does so with an optimism uniquely Spanish. Who else but Spain would stage three major world events in one year that succeed in looking forward to the future but keep one eye on preserving the traditions of art and culture?

But then who else invites guests to stay in hotels that once were castles? And where else can you see the brush strokes of genius and find a beach to call your own? In such a country, the real spectacle is life itself. Everywhere it is lived to the full. It spills out into the streets of every village and every town. But even in a place so rich in local colour, 1992 looks like being a vintage year. The year of the Olympics. The year of Expo'92. The year of the Cultural Capital of Europe. Spain is having a party. And everyone is invited to paint the town red. And yellow. And red again.

Barcelona Olympic Games,
Seville Expo '92,
Madrid, Cultural Capital of Europe 1992.



1992 The year of the Barcelona
Olympic Games. The Cultural
Expo in Seville. And Madrid
Cultural Capital of Europe.



Take a Walk on the Wild Side.

LA ESPAÑA DE LOS POCOS

There is a popular misconception that all Spanish beaches are a shared pleasure. Far from it. Anyone prepared to venture a few kilometres outside the main resorts will discover a coastline of unfeasted beauty. Where the only footprints in the sand will be their own. And seekers of splendid isolation will find it in a dazzling variety of settings. In the unharried seclusion of the Spanish Islands. In the wooded coves and deep blue waters of the Mediterranean. Through the long, deserted shores of the Levante coast. And on to the far north, where, washed by the Cantabrian sea, a region of solitary splendour exists among no more tourist maps. The creature comforts of a small fishing village or an old-fashioned seaside town could be round the next headland. But in the meantime, you can call the beach your own.



Breathe
Spain



1992 The year of the Barcelona
Olympic Games. The Universal
Exposition. And the Madrid
Cultural Capital of Europe

**There are Things in the World that Can Only
Be Seen in Seville.**



PHOTO COURTESY OF THE MUSEUM OF FINE ARTS, BOSTON

Seville, wrote Byron "is a pleasant city famous for oranges and women". In the year of Expo'92, that's something of an understatement. But for all its nineteenth century chauvinism, the spirit of the observance is about right. Seville, greatest city of the Spanish south, the city of Carmen, Don Juan and Figaro, is essentially famous for its own living self. A deserved reputation for gaiety is expressed annually on a grand scale during the April Fiestas. And this year, the festivities coincide with the "event of the century". Expo '92 opens its doors to the world April 20th on the city's Cartuja Island. The 95 pavilions will provide a showcase for 110 countries. Over 50,000 live shows are planned including a unique contribution from the Sevillian School of Equestrian Art. The party will be a big one, even by Seville's standards, and lasts until October 12th, 500 years to the day since Columbus discovered America. In a city where even the horses jump for joy, the enjoyment

Seville Sagoes '93.

San Juan is a pleasant city famous for its beauty and its culture. But for all its amenities, it's still a city of the Spanish south.

A deserved reputation for good food and drink, the festivities continue throughout the year, with the big one on the city's *Caribe* Day. And there shows are planned in the future.

"It will be a big one, even by San Juan standards," says a man who has covered America. "In a city where the people are as gay as the saying goes."



Passion for life.

If You Listen Carefully,
Even the Stone Says Something About Spain.



NARRATIVE CULTURE IN SPANISH MONUMENTS

Throughout history, visitors to Spain have written their epitaphs in stone. From rock paintings to Gothic cathedrals, their heritage now forms the very bed-rock of the Nation's art and culture. The rich variety of monuments and buildings bears lasting witness, not just to the craftsmen and artists but to the inspiration they drew from landscape, religion and their fellow men. In the caves of Altamira, the Paleolithic paintings are more than the crude drawings of primitive man. They form unique testimony to a hunter society's attempts to understand and chronicle the world around them. In the Greek ruins of Geronia and the Roman aqueduct of Segovia lie evidence of civilizations centuries ahead of their time. Indeed, the Roman theatre of Merida plays to full houses to this day. And on and on. The history of the stones is the history of Spain. From Greek to Roman times, through the Moorish wonders of Granada and Cordoba, the Romanesque artistry of Catalonia, the Gothic splendour of Burgos and Leon, and the Renaissance years of Salamanca and El Escorial. You'll never tire of the stories they tell. And they in return, will wait patiently for your return.

Spain



Passion for life.



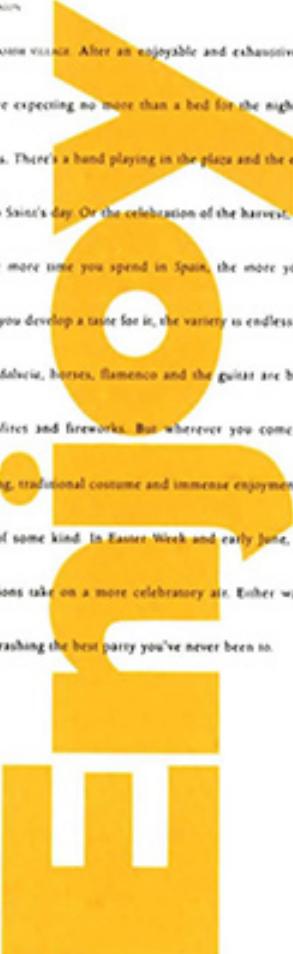
1992 The year of the
Barcelona
Olympic Games. The
Universal
Exhibition in Seville. And Madrid
Cultural Capital of Europe



You don't Know what a Party is until you've Been to a Fiesta.

EASTON SOUTHWEST AGENCY

IN SPAIN • SMALL SPANISH VILLAGE. After an enjoyable and exhaustive tour of the local architectural and scenic delights, you arrive expecting no more than a bed for the night. Only to find the streets decked out with flags and streamers. There's a band playing in the plaza and the entire population is out celebrating the local fiesta. It could be a Saint's day. Or the celebration of the harvest, a deliverance from the Moors or safe return from the sea. The more time you spend in Spain, the more you realize that any excuse for a good time will do. And once you develop a taste for it, the variety is endless. In the Basque country, bulls usually make an appearance. In Andalucia, horses, flamenco and the guitar are basic ingredients. In Valencia, they're big on mock battles, bonfires and fireworks. But wherever you come across a fiesta, be it tiny village or great city; music, dancing, traditional costume and immense enjoyment are always residents. And the main event is usually a parade of some kind. In Easter Week and early June, revered holy images predominate. At other times the processions take on a more celebratory air. Either way, you'll always remember your first fiesta. It's a bit like gatecrashing the best party you've never been to.

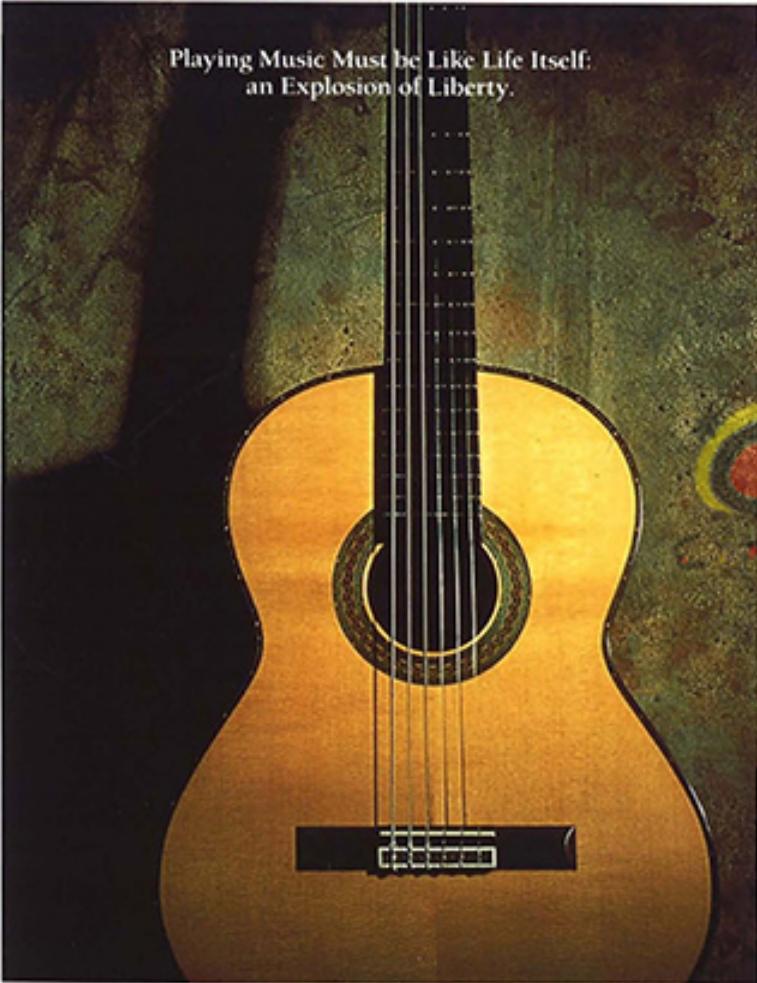


Passion for life.



1992 The year of the Barcelona
Olympic Games. The Universal
Exposition in Seville. And Madrid
Cultural Capital of Europe

Playing Music Must be Like Life Itself:
an Explosion of Liberty.



RADIO SPAIN SPANISH CLASSIC GUITAR

The guitar had a long and difficult birth. From its Baroque beginnings, the instrument passed into Spanish hands. And its passionate nature emerged with a Spanish style of playing, the "Raigonda": a rhythmic and simultaneous beating of all the strings. From this point, the instrument took on a feeling for life which is peculiarly Spanish. The vitality of Flamenco, laid bare the emotions like no other music. And so this day, it remains the true tone of Spanish passion. Later still, in the hands of Segovia, the guitar took on a more controlled beauty. Stravinsky opined, "Segovia's guitar doesn't sound loud, but it travels far". But though recognised as a fully fledged concert instrument, it retained its freedom of spirit. As the Maestro himself observed, "Playing music must be like life itself: an explosion of liberty". Today in Spain, the visitor can drink deep from the cup of the country's guitar playing tradition, in concert hall or local bar. Either way, the experience can be magical. For when Spanish hands caress the strings of a guitar, it takes on human form.

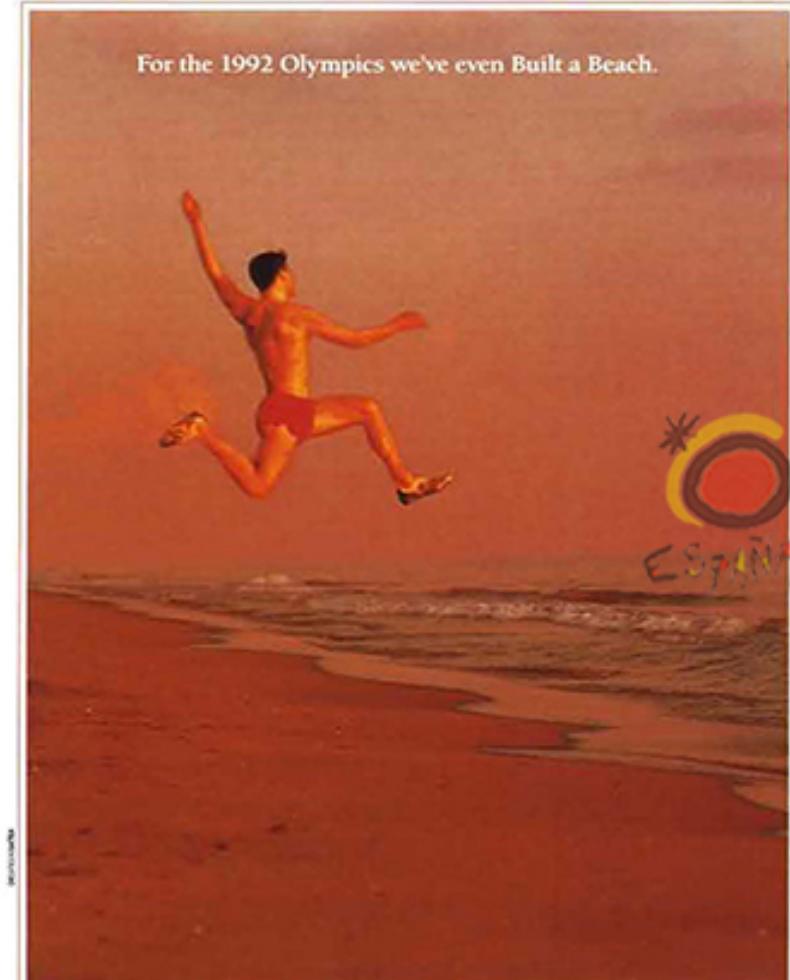
it takes on human form.

feel
the
heat
of
Spain



Passion for life.

For the 1992 Olympics we've even Built a Beach.



LONG JUMP: LUISA VILLENA REINHOLD

Given the welcome was predictably Catalan enthusiasm. After the car-booting euphoria subsided, 20,000 volunteers signed up to help the very next day. And the adrenalin has been flowing ever since. Energy normally channelled into the city's industry and business, art and music, politics and merrymaking, has reached Olympic heights. The beautiful new Olympic Village and Parc de Mar developments have been built in the old industrial area of the city. The Olympic Stadium has been entirely rebuilt. The airport has been remodelled. New hotels have been built. (And for good measure, two ocean liners have been chartered as extra floating accommodation). Amidst this explosion of effort, it occurred to someone that Barcelona was somewhat short of beaches. The solution was typically Catalan. They decided to build several new beaches along the city's waterfronts. One in front of the Olympic Village itself for the athletes to enjoy. Never will more recordholders have sunbathed in the same spot.

Barcelona Olympic Games.

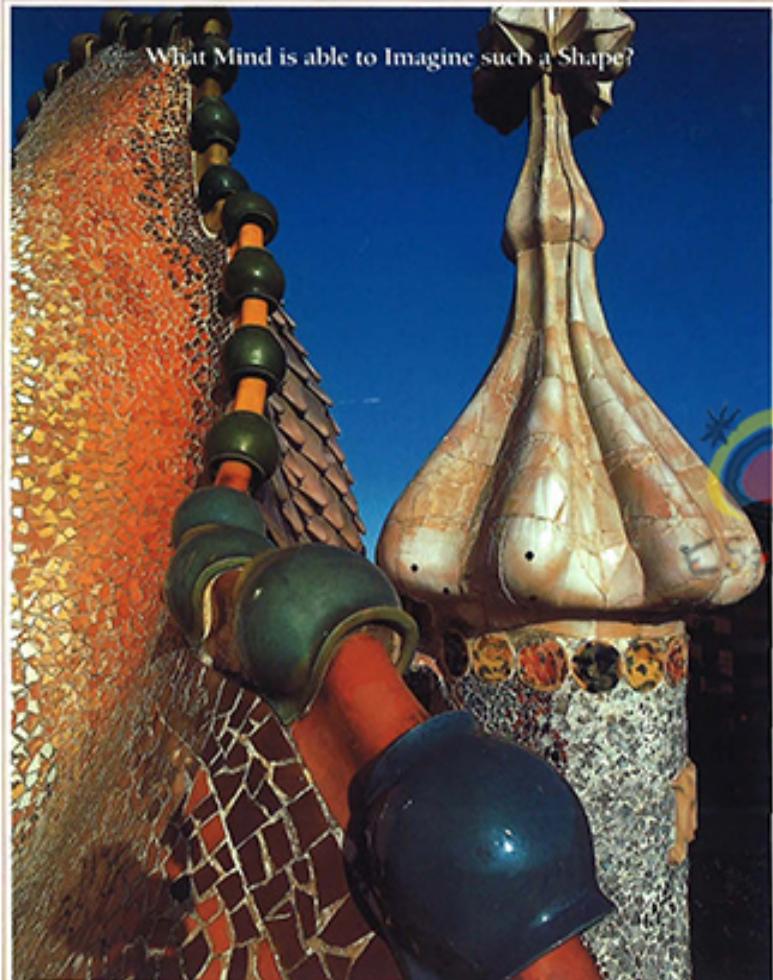


Passion for life.



1992 The year of the Barcelona
Olympic Games. The International
Federation of the World
Cultural Capitals of Europe

What Mind is able to Imagine such a Shape?



CARMEN MACHADO

If you are curious about where geniuses come from, you have no choice but to come to Spain. Starting in the north east, you will find the incredible work of Gaudí, and some of Picasso's soul. Further north, on the Costa Brava (Figueres - Gaudí), you will discover Dalí's divinity. Skip over to the Balearic Islands and surrounded by pine trees understand Miró's ingenuity. Travel south and see how Granada sounds of Lorca and Falla. Stroll through Seville and see the light of Málaga... go to Málaga and discover Picasso's temperament in any Plaza. Travel to Aragón and through its people find out how Goya was. Arrive in Toledo and absorb the mystic insight of El Greco. This is Spain. Full of intellectual scenery as impressive as its natural ones. A land where the climate is part of the people's personality and which gives an invitation to express your feelings. And finally, straight to the heart of Spain. Madrid, this year's cultural capital of all Europe. Where all the threads of the nation's genius are drawn together in one rich tapestry. Breath-taking isn't it?

Spain



Passion for life.



1992 The year of the Barcelona
Olympic Games. The Universal
Exposition in Seville. And Madrid
Cultural Capital of Europe

One of the less popular views of Spain.

Northern Spain comes as an unexpected bonus to travellers who thought they'd seen everything Spain had to offer. In the regions of Galicia, Asturias, Cantabria and the Basque Country, first-time visitors will find a pleasant surprise around almost every corner. As you can see, the terrain doesn't conform to most people's perception of Spain. Villages nestle in deep, lush valleys against a perpetual backdrop of mountains. But that's the real beauty of "Green" Spain. The daily discovery of hidden gems, be it prehistoric caves at Altamira, the small fishing port of Viñuela, a night in Charles Towne at Hondarribia or the uncannily orange sunset in Navarra de Balmes. And to balance the delights of the unexpected, you'll recognize the national obsession for hospitality, while travelling in the legendary local cuisine. Should you pine for the occasional glimpse of the ocean, simply take the nearest wooded valley to the coast and walk the deserted sands or watch the fishing boats returning with your supper. It's at times like these you'll see Northern Spain in its real colours.



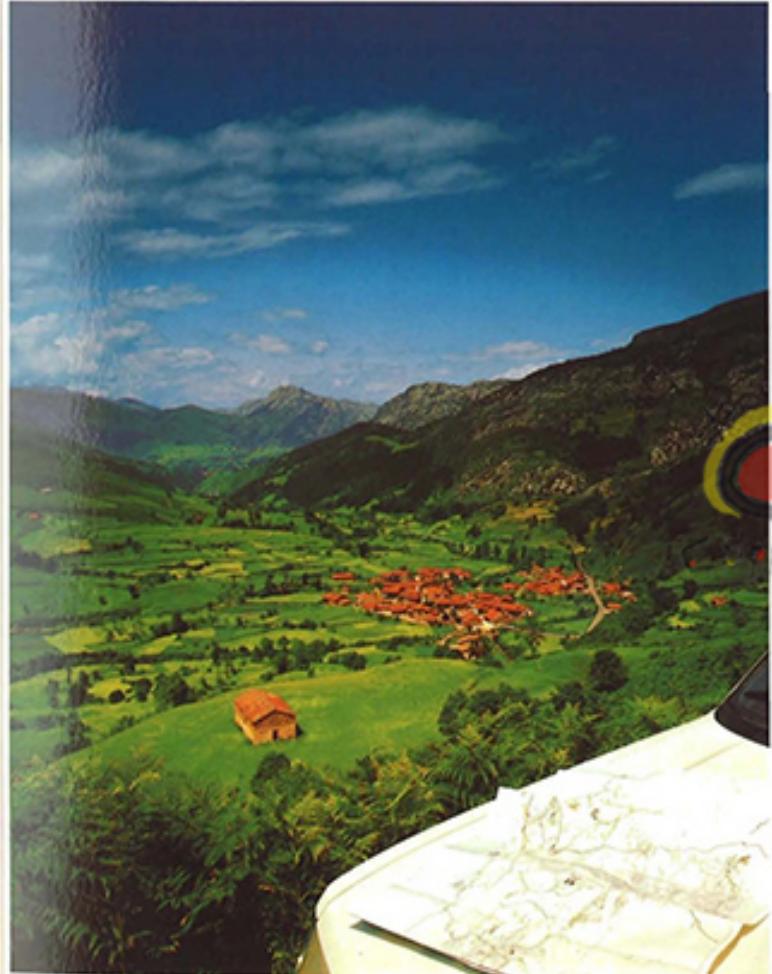
Spain



Passion for life.



1992 The year of the
Barcelona
Olympic Games, the International
Exposition in Seville, And Madrid
Cultural Capital of Europe



To Give You a Feel for Spain, Try Catching a Ball Travelling at 200 Kms. an hour.

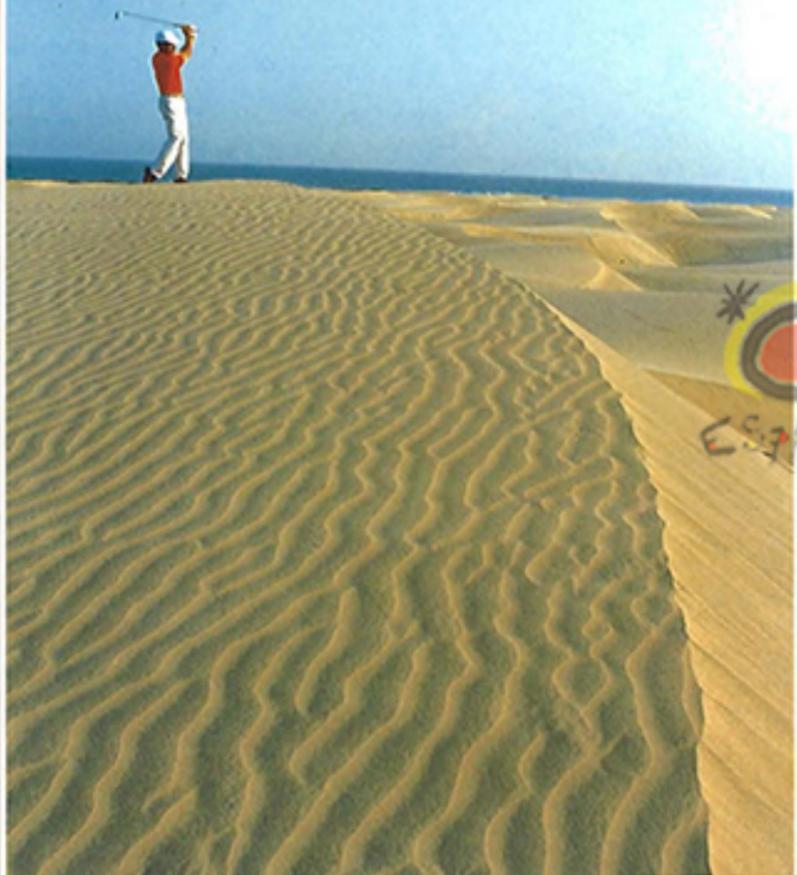


You can tell a lot about people by the games they play. And the way they play them. It's difficult to imagine a Spanish cricket team. Or a Spanish snooker player. Spaniards have always gone in for games of a slightly more explosive nature, played with a touch more passion. Pelota Vascia is one such game. As anyone who's witnessed the Pelotaris running half way up a wall to keep the ball in play, will readily confirm. Of uncertain origin (it like cricket, it was mentioned in the "Odyssey") it is played using hand, paddle or basket with a combination of skill, athleticism and sheer guts. Born in the Basque country, the passion for this most volatile of games has now overflown onto "jai-alis" or courts as far afield as the USA. Unlike the other passion of Northern Spain, competitive wood-chopping, its popularity (possibly due to the visual need for fine-wood in other parts of Spain) has yet to cross the Cantabrian Mountains. But however parochial or international the spectacle, you don't have to be an aficionado to appreciate the unique atmosphere of the Spanish at play.



Spain. The year of the Barcelona Olympic Games. The European Championships in Athletics and Football. 2004.

Not Only do We Have Great Golf Courses
We Also Have Great Bunkers.



WATSONS BEACH GOLF COURSE

IMAGINE STARTING a round of golf in St. Andrews and ending up on the 18th green in St. Thomas. That's the kind of startling contrast playing golf in Spain brings to mind. The sea and the mountains are never very far away on a Spanish course. Naturally, whether the backdrop is Caledonian or Caribbean, it helps to play the game with some sun on your back. And in Spain, there's no shortage of that. In fact, a round or two at Christmas time is always on the cards. Which is probably why so many of the locals are up to scratch.

Even with the natural talents of a Bellido or an Olezabel, it helps if you can practise your putting all year round; a short drive from some of the most beautiful scenery on earth. Once you've played a round in Spain, nine holes can easily turn into nine hundred. And who cares whether you spend most of your time in a bunker. In Spain there's never any rush to finish a round. Whether it's on the golf course or

in the beach-bar.



Passion for life.



1992 The year of the Recalada
Olympic Games. The Universal
Festival of Sports. Barcelona.

CHOCOLATE SUGARCOOKED - MIGAS DE CHOCOLATE

In Spain, we have a Secret Cooking Ingredient.



Neovators, the kitchens of Spain are full of artis. They work with raw materials of unrivalled richness on a canvas as big as Spain itself. They pick all manner of exotic fruits and fresh vegetables from the Levante orchard of the East coast. They dip into the Atlantic and the Mediterranean for a bewildering variety of fish. They stalk the succulent game and meats of the Meseta. And the end results have put Spain well and truly on the European culinary map. In raiding the history books for traditional recipes from all the regions, Spanish chefs have graduated a "nueva cocina" with the whole-time delights of country cuisine. And all done with the appetizing addition of one mystery ingredient. A dash of passion. The real beauty is, you can discover the art of Spanish cooking in tapas bar, small family restaurant or internationally renowned watering hole. And once you've developed a taste for it, Spain can prove to be exceedingly mouthish.

imagine



Passion for life.



1992. The year of the Barcelona
Olympic Games, the Universal
Exposition in Seville and Madrid
Cultural Capital of Europe

We have a 3,000 Mile Regatta Course



Spain doesn't stop with the sea it many fathoms deep. Traditionally, her loyalties have been split three ways.

In the north, the Cantabrian Sea holds sway. In the westernmost parts, the wild Atlantic pays court to her shores. And in the south, the more sedate charms of the blue Mediterranean are there for all to enjoy. Every mile of the three thousand miles of coastline has something different to offer the seafarer. Whether he dips his nets into the ocean for a living. Or simply the keel of his catamaran (and occasionally, both keels), for pleasure. Since the storm clouds so seldom gather off Spanish shores, the sailing season is a long one. The luxury yachts of the rich and famous rub shoulders with more modest craft on the warm waters of the Balearics and the Canaries, right through the winter months. It might be 500 years since Columbus won the race for the Americas. But this summer, the spirit of adventure lives on. From San Sebastián, along the Costa del Sol and on to the Costa Brava.

Spain
immense

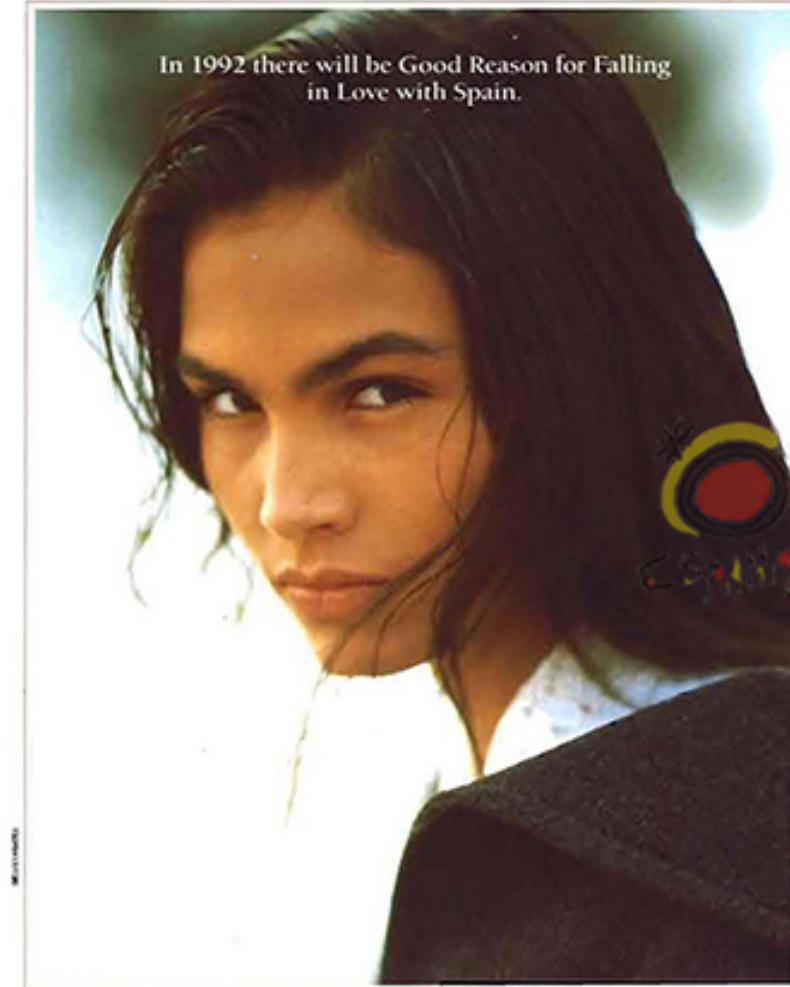


ESPAÑA

Passion for life.



2005 The year of the European
Olympic Games. The National
Capital of the Andalusian
Cultural Capital of Europe



In 1992 there will be Good Reason for Falling in Love with Spain.

www.espana.com/1992

It's been a long time since first sight. Take the Romans. They were so smitten, they stayed for six centuries. The

Mozars inspired even longer. And now the attraction is stronger than ever. In 1992, where else in the world can

you find the Olympic Games, Expo '92 and the Cultural Capital of Europe? And this Catalan charm wouldn't

beguile enough, Barcelona, city of Gaudí, Picasso and Art Nouveau was awarded the 1992 Games. And Sevilla,

first city of Andalucía, also walks the world stage this year as host to over 100 countries at Expo '92. If that

sounds like a hard act to follow, how about Madrid, Cultural Capital of Europe? Barcelona, Sevilla, Madrid.

In 1992 there are three more good reasons to add to all the others for falling in love with Spain. But a word of warning. Once you look into her eyes, the love affair could last a lifetime.

Barcelona Olympic Games,
Seville Expo '92,
Madrid, Cultural Capital of Europe 1992.



Passion for life.



1992, The year of the Barcelona
Olympic Games, Seville
Expo '92 and Madrid
Cultural Capital of Europe

Spain will Make you Feel Like Writing.



This doesn't fit easily onto a postcard. It is above all else, a landscape and a culture of majestic contrasts.

In the north, the Cantabrian Mountains effectively insulate the community from the influences of the central plateau. And the Mediterranean seems a long, long way off. Down south, the coastal languors of Andalucía are a million kilometres away from the cosmopolitan bustle of Barcelona. Where else in Europe could a morning on a ski slope turn into an afternoon on a beach? And where else on earth would you find one of the world's most beautiful mosques inside one of the world's most beautiful cathedrals? In Spain, variety truly is the spice of life. And it's a philosophy that applies just as refreshingly to local cuisine as it does to music or art. Take the new Basque school of Spanish cooking. It's as eclectic in its fusion of the best regional ingredients and recipes as say, the great flamenco guitarist Paco de Lucia is in his fusions with jazz. Typically, both excite Spanish passions, both for and against. Where Spain is concerned, there's always an added flavour, an extra dimension, another new excitement. In short, there's a lot to write home about.

inspirational



Passion for life.

Those Who Come to Spain,
Come Again and Again and Again.



FUENGIROLA BOTANICAL NATIONAL PARK

A S regular visitors to Spain will know, once you've set foot there, the great temptation is never to take off again. Take the island lagoon region of Andalucía for instance. Every year, thousands of colourful characters return eagerly year in, year out. Of course it's the variety and abundance of the local cuisine that brings them back for more. The climate is very much to their liking too. And naturally, the ready availability of comfortable, sheltering accommodation is also a factor. But whether you're a greater flamingo, an imperial eagle or a less rare species of airborne visitor, the attractions of a landscape, still wild compared to much of Europe, can be irresistible. In the mountains of the north west, kites and vultures regularly drop in on the local wolves, brown bear, wild boar and wildcats. While down in the southern sierras, one of Europe's rarest birds, the crested gosh, is no stranger to the resident lynx and mongoose population. Happily, wings aren't a prerequisite for all tourism. Much of Spain's unique flora and fauna exist under the accessible protection of unspoilt National Parks like the vast Costa de Doñana, near the southern Atlantic coast. (There are nine in all, from the Pyrenees to the Mediterranean). But beware. Wherever you land up in Spain, you could easily turn into a creature of habit.

Spain

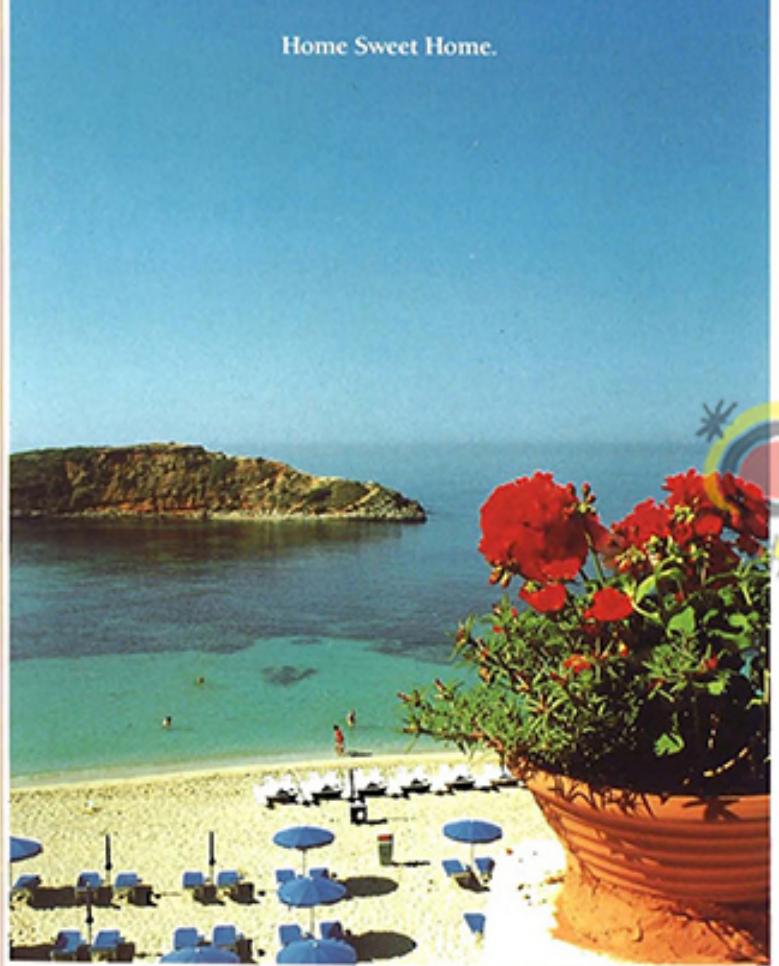


Passion for life.



1992 The year of the Barcelona
Olympic Games, The Universal
Exposition in Seville and Madrid
Cultural Capital of Europe

Home Sweet Home.



MARINA & ISLANDS

It is not the sites of the Alhambra or the Prado or even the Parador. But it is many people's Spain. The first memory of youthful independence perhaps. Or a first family holiday abroad. Well, some things never change. In Spain, you can still enjoy a holiday without ever leaving the beach. Entertainment is never far away. For the energetic, the sea is their oyster. From pedalo to paraglide. For the less energetic, a cooling jug of sangria is usually within easy reach. And, when the Spanish sun reluctantly dips below the horizon, the nightclubs light up the night. All this unadulterated enjoyment takes place against one of the most beautiful backdrops in Europe. But it's the unrivalled creature comforts of a Spanish beach holiday that bring people back for more. The unburned familiarity of it all. Just like home really. Except the weather's a sunshade more reliable. And the Mediterranean is at the bottom of the garden.

Re
Spain



EXPO 2008
Zaragoza
European Capital of Culture
2008
Cultural Capital of Europe

The Art of Clapping.



I T TAKES A PARTICULARLY WARM NATION TO ENHANCE THE SIMPLE ART OF CLAPPING AND ELEVATE IT TO AN ART FORM. LIKE SO MANY OTHER THINGS IN SPANISH LIFE, THE "JALEO" TECHNIQUE OF HAND CLAPPING LOOKS SIMPLE ON THE SURFACE BUT, AS AN INTIMATE COMPONENT OF FLAMENCO, REQUIRES EXTENSIVE TRAINING. SINCE MOST SPANIARDS CLAIM TO HAVE RHYTHM IN THEIR BLOOD, GETTING IT DOWN TO THEIR FINGERTIPS ISN'T TOO MUCH OF A PROBLEM. IN FACT, ANY ENJOYMENT THAT REQUIRES A LITTLE PASSIONATE ENDEAVOR TAKES A HIGH PRIORITY IN SPAIN. SHOUTS OF SPONTANEOUS APPROVAL ARE OFTEN AN ACCOMPANIMENT TO "BUCAR LAS PALMAS" OR PLAYING OF PALMS. AND SINCE THE SPANISH CAPACITY FOR PASSION EXTENDS FAR BEYOND FLAMENCO, YOU'LL FIND THE SPECTATORS AT ANY SOCCER OR BASKETBALL GAME JUST AS ADEPT AT A LITTLE RHYTHMIC ENCOURAGEMENT OF THEIR TEAMS. DOUBLE BEAT CLAPPING OR "REDELLAS" IS EMPLOYED ON SUCH OCCASIONS. WATCH THE EBB AND FLOW OF LIFE IN ANY LOCAL BAR OR CAFE AND YOU'LL SURELY CAUGHT A SPANISH OF ANY AGE NOT USING THEIR HANDS TO GOOD EFFECT. AND WHEN THEY'RE NOT BEING USED AS A MUSICAL INSTRUMENT, THEY'RE MORE THAN LIKELY BEING OFFERED IN WELCOME.

Rhythms



Passion for life.



1992 The Year of the Universal
Olympic Games. The Universal
Exposition in Seville and Madrid
Cultural Capital of Europe



Sun, Sea, Sand, Summer, Spain.

CALA GALTÀ CALAIXERA BEACH, MENORCA

IT IS NO COINCIDENCE THAT SO MANY PEOPLE'S VISION OF AN IDEAL HOLIDAY STARTS WITH THE SAME LETTER. OVER THE YEARS, THE BEACH HOLIDAY HAS BECOME SYNONYMOUS WITH SPAIN. AND RIGHTEOUSLY SO. IN SPAIN, YOU CAN STILL ENJOY ALL THE FUN OF THE FAIR WITHOUT LEAVING YOUR BEACH TOWEL. OF COURSE, SHOULD YOU TIRED OF SOAKING UP THE SUN BEING DOWN, YOU CAN ALWAYS SOAK UP THE SEA IN A VARIETY OF OTHER POSITIONS. FOR THE ENERGETIC, MOST SPANISH RESORTS OFFER EVERY WATER SPORT UNDER THE SUN (AND SEVEN UNDER THE SEA). AND FOR THE LESS ENERGETIC, A COOLING GLASS OF SANGRIA (THEIR'S THAT LETTER AGAIN) IS USUALLY WITHIN EASY REACH. WHEN THE SPANISH SUN RELUCTANTLY DIPS BELOW THE HORIZON, THE NIGHTLIFE LIGHTS UP THE NIGHT AND CONTINUES TO DO SO UNTIL THE SUN MAKES A REAPPEARANCE. AT THE END OF THE HOLIDAY, YOU BEGIN TO UNDERSTAND WHY THE NATIVES OCCASIONALLY FEEL THE NEED FOR ANOTHER WORD BEGINNING WITH A LETTER NAMED, SIESTA.

Satisfacción



2000, The Year of the Universal
Exposition in Berlin and Madrid
Cultural Capital of Europe

Traveller's Spain, as recommended by the Romans.

OUNCEAN, "Hispania Romana" collapsed with the blood-soaked incursions of the early eighth century. But try telling that to a farmer crossing the River Tagus on his way to market in the ancient frontier town of Alcántara. The bridge he uses, constructed in 105 A.D. entirely of granite blocks without the aid of mortar, undeniably still stands. Masterfully defiance of the passage of time. Yet even the largest Roman bridge in Spain forms only a small part of the legendary "Ruta de la Plata", the Silver Trail. The Romans followed it during the heyday of Empire, from Seville in the south to Gijón in the north. All along its route, wealth generated from Spanish mines and the granaries of Andalucía during the first two centuries A.D., financed the building of truly spectacular structures. Some practical, like roads, bridges and aqueducts. Others less so, like the theatre and Triumphal Arch at Mérida, the "treasure house" of Roman remains in Spain. And today the Silver Trail is still open, to anyone wishing to enjoy the full scenic, architectural and cultural diversity of Spain. Mountain ranges. Great rivers. Sparsely populated plazas. Medieval cities. Gothic cathedrals. It's difficult to know where to turn. But you can always cross that bridge when you come to it.



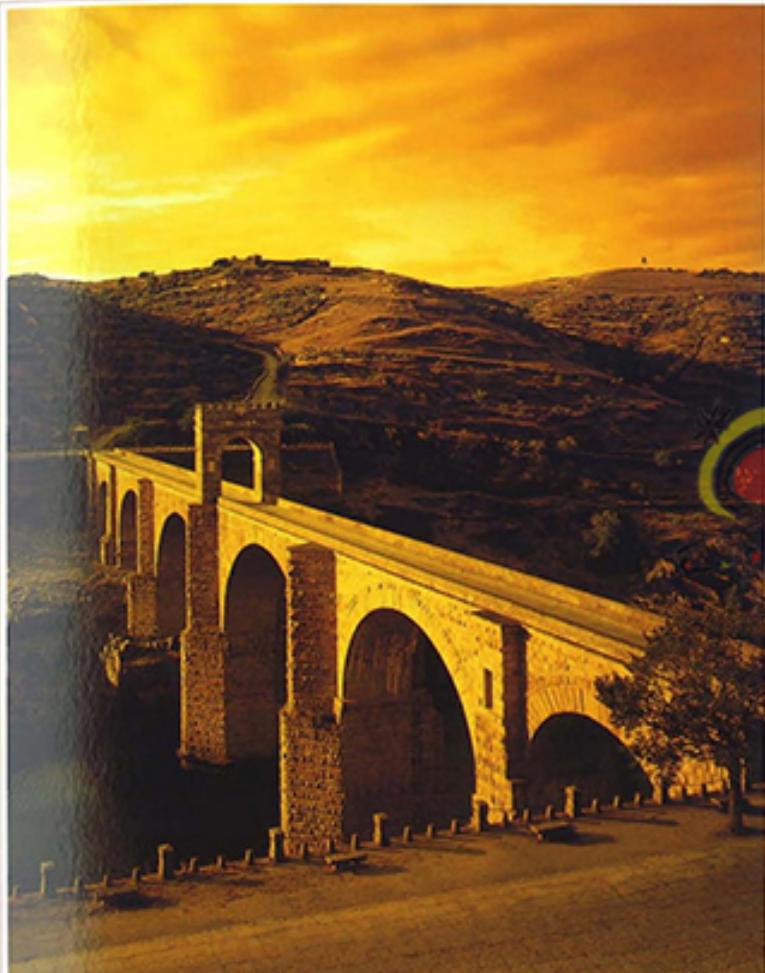
Trail



Passion for life.

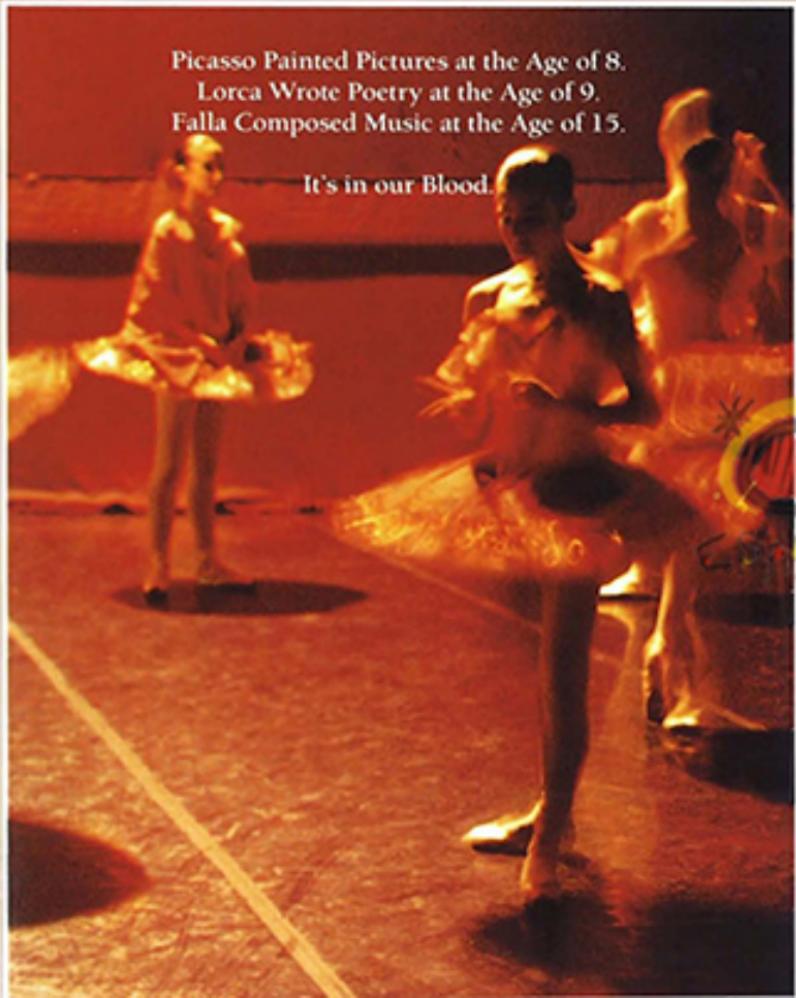


2008 The Year of the Beijing
Olympic Games. The Official
Exposition City and Madrid
Cultural Capital of Europe



Picasso Painted Pictures at the Age of 8.
Lorca Wrote Poetry at the Age of 9.
Falla Composed Music at the Age of 15.

It's in our Blood.



SAATCHI & SAATCHI / PRESENTS JUNIOR BUREAU GROUP

The first time a Spanish dancer takes to her toes, she puts on much more than a pair of dance shoes. She also wears the mantle of national pride for all things artistic. And the same applies to every young blood in every ballet school, art school and music academy in the land. Naturally, the local talent for artistic expression can't be relied on to produce a masterpiece every time. More often than not, it has to content itself with an animated conversation in a bar or restaurant. Many of the great painters, musicians and literary figures of the past drew regular inspiration from the peculiar energy of Spanish street life that so often spills over onto canvas, music score or dance floor. And today the lifeblood of Spanish art is by no means confined to the country's great galleries and concert halls. A visit to one of the many annual festivals of contemporary arts and crafts can prove just as rewarding as a pilgrimage to the hallowed halls of the Prado. In Spain, the voice of art is all around you. Listen carefully and you could hear the maestros of tomorrow.

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Passion for life.



1992 The year of the Barcelona
Olympic Games. The Universal
Exposition in Seville. And Madrid

The Secret of a Champion: the Weather.



THE RAIN IS SURE MIGHT WELL fall mainly on the plain. It certainly doesn't fall on the tennis courts or the golf courses very often. And you don't have to be an Arantxa Sanchez Vicario or a Santana or a Ballesteros or an Olazábal to feel the benefit. Even beginners respond well to a little sun on their backs. And in Spain, they can do so on most of the country's thousands of well equipped courts and hundreds of picturesque courses, for most of the time. If they practise their tee shots or back hand returns in, say, Almeria or Málaga, they're unlikely to have the traditional sign of "rain stopped play", whatever the season. In Spain, outdoor sports tend to stay outdoor all year round. Visitors to Canary Islands in December, for example, can be pretty certain of enjoying a few sets or the odd round without a cloud in the sky. Which sheds a little light on why Spanish tennis courts favour the slower type of surface. If it's so nice in the sunshine, why rush to finish the game?

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Passion for life.



1992 The year of the Barcelona
Olympic Games. The European
Capital of Culture and Madrid
Cultural Capital of Europe



Today's Specials Include Art, Ballet, Theatre, Music, Sports,
Concerts and Exhibitions.

In Madrid you don't need a good food guide. Starting at the Puente del Sol and eating your way outwards, you'll encounter a bewildering variety of tapas bars, comedores and restaurants to the constant delight of your taste buds. And the traditional eating places of the city are as good a place as any to meet the "Madrilenes". The natives will be more than happy to mark your card for between-meals activities. As you'd expect from the European Cultural Capital for 1992, this year's fiesta is particularly appetizing. Maestros of classical music and the greats of pop and rock will be filling the concert halls. International theatre and ballet companies will also be gracing the city's stages. And the art world will be adding a little local colour, from the Prado to the plazas. Whether you find yourself at an art exhibition or football match, the end result is bound to be a celebration. With good reason, the world is coming to eat at Madrid's table this year. And you are strongly advised to join the party.

Madrid, Cultural Capital of Europe 1992.

MEET
THE
CITY



EXPO '92
The year of the Seville
Universal
Exposition in Seville And Madrid
Cultural Capital of Europe

Some Tourists will Win a Medal in Spain this Year.



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A NATION LUCKY ENOUGH to be strolling down the Ramblas on a balmy summer evening during the Olympics, can reasonably said to be one of the world's. The glamour of the Games has seldom found a more fitting backdrop than the capital of Catalonia. Gaudi's Sagrada Familia, Miró, Dalí and Gaudí. And for two short weeks, from July 25th to August 9th, the breathtaking architecture, the cultural heritage and the natural exuberance of its people will take second place (albeit temporarily) to the main event: The Twenty-fifth Olympiad. Until then, the world's leading sportmen and sportswomen will dream of looking in glory and Spanish sunshine this summer. Including several budding young stars. When the finalists for the men's 200-metres backstroke take these waters, the most glorious trophy will be the one on Spanish lips. But, if fortune fails to smile on local favourites, anyone crossing the podium will find the locals more than ready to join in their personal fiesta. For if they don't award a gold medal for enjoying life, the Spaniards will surely sweep the board.

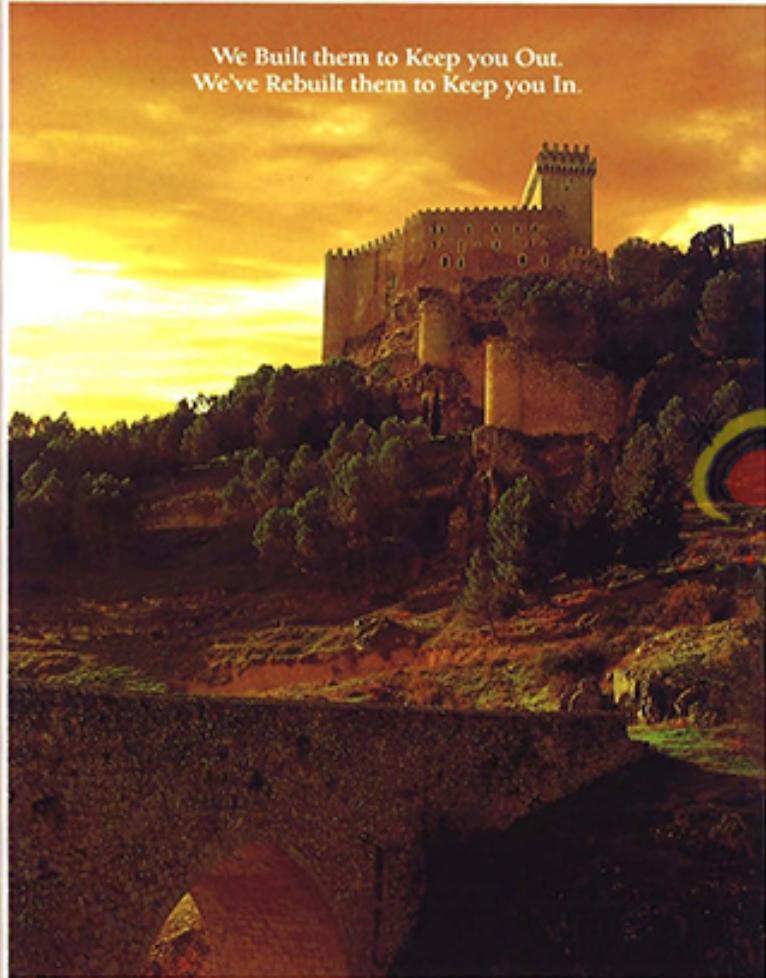
Barcelona Olympic Games.

Spain



1992. The year of the Barcelona
Olympics and the European
Cultural Capital of Madrid

We Built them to Keep you Out.
We've Rebuilt them to Keep you In.



TURISMO DE ESPAÑA - FEDERICO RIBERON - GLENCO

In 1923, the moorish was first lowered on the Spanish "Parador". And for the travelling public, "castles in Spain" became more than a dream. Since then, these state-owned "inns" or "stopping places" have opened up some of Spain's more remote and most beautiful countryside. Of course, not every Parador is a luxury castle. You could just as easily find yourself staying in a King's palace or a convent. The local leisure opportunities are often as varied as the accommodation. Many Paradores have pools and tennis courts. Some have their own golf courses. While others offer water sports, fishing and even big game hunting right on their doorsteps. Afterwards you can fortify yourself with some of the finest regional cuisine in the land. Some of the recipes are as old as the buildings themselves. Traditionally, Paradores are situated a comfortable day's car-ride apart. And at the end of the day, you can relax still further. Safe in the knowledge that you won't have to fight your way into your hotel.



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Passion for life.

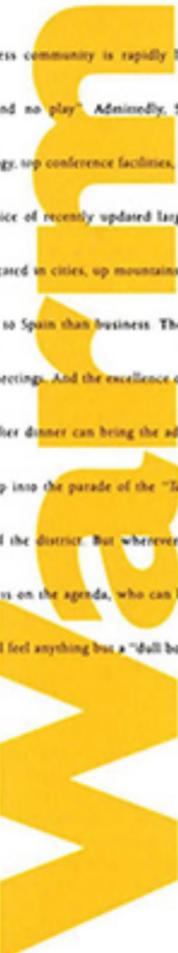
CONFE
OLYMPIC
EXPO 92
1992 The year of the Barcelona
Olympic Games, the World
Exposition in Seville and Madrid
Cultural Capital of Europe

Even if Work is the Reason you've Come,
Something Special will be Waiting for you.



PHOTOGRAPH BY: SAN SEBASTIÁN

As the world's business community is rapidly learning, the Spanish don't know the meaning of the expression "all work and no play". Admittedly, Spain's network of hotels boasts all the most recent communication technology, up-to-date conference facilities, highly qualified staff and traditional Spanish hospitality. And yet, there is a choice of recently updated large and small establishments, in modern or historically interesting buildings, located in cities, up mountains or by the beach. But at the end of the day, there's a lot more to a business trip to Spain than business. The pleasant all year climate brings a sunnier disposition to even the heaviest of meetings. And the excellence of the cuisine can arouse even the most jaded of business palates. A short stroll after dinner can bring the added pleasure of a little local colour. In San Sebastián in January you might bump into the parade of the "Sanmarradas", a collection of drummers from schools and gastronomic societies of the district. But wherever you do business in Spain, the celebrations are never far away. And whatever is on the agenda, who can blame the Spanish for beating the drum. On a business trip to Spain, "Jack" will feel anything but a "dull boy".



Passion for life.



1992 The year of the
Barcelona
Olympic Games, The Spanish
Exportation in Seville And Madrid
Cultural Capital of Europe