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Name: IFEMA Madrid
Country: Spain
Summary: Advertising materials span ROS Banner ads, Co-Branded Articles, Influencer Marketing, Paid Social Content, Social-First Videos, and Photography.

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Harper's BAZAAR: Co-Branded Article

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An Insider's Guide to Madrid, Europe's Most Compelling Capital Created by Harper's BAZAAR for

Eat and Drink

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On another trip to the capital Madrid lead me to the **Bodega de La Ardoza** in Malasaña where you can get pous of draught Martínez Lacuesta vermouth alongside the city's most contested tortilla (a thick Spanish omelet of egg and potato that every bar claims to make best). Arrive before the lunch rush if you want a seat—it fills up fast but turns over quickly.

Walk south through the literary quarter of Barrio de las Letras to **La Venencia**, where the only pous are sherries from Jerez, orders get chalked onto the bartop, and cameras remain unwelcome. No reservations needed, just tell the bartender what you like. With a wide variety of high-end terrace venues and refined outdoor dining experiences, Madrid is the ideal destination for both lunch and dinner. Past city limits, the **wine region** carries its own Denomination of Origin across 51 wineries and more than 22,000 acres of vine.

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HBO Just Made a Big Announcement About the Euphoria Season 3 Finale

BY SHARON PEARCE PUBLISHED MAY 16, 2024

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Speakers Below

As the screens went black after the latest episode of *Euphoria*, many viewers might have been left wondering (or waiting?) that the end of the season was near. However, this chapter is not over yet; season 3 will be eight episodes long. With viewers on tenterhooks, HBO made an exciting revelation about the season 3 finale of *Euphoria*: Episode 8 will be 93 minutes long.

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WINE COUNTRY

Located less than an hour outside the city is the renowned wine region. Sierra de Guadalupe is a well-known family-operated winery practiced in a spectacular setting at the foot of the Sierra de Guadalupe. Experiences include tastings, wine classes, and lingering meals with pairings.

[Learn more](#)

A Comprehensive Architecture Tour

The Building Dreams tour, which is inspired by Paul R. Williams, the architect who shaped the hotel's look, gives guests a whole new look at Los Angeles via a three-hour architecture adventure in a chauffeur-led car. The expert-led tour stops at iconic Los Angeles properties like the space-age-looking Union 76 gas station, a Frank Lloyd Wright gem, and some of the city's most stunning homes. (You can also check out the upcoming book *I Am an Architect: Paul R. Williams and His Architecture* and a coordinated exhibition series on Williams's work that will be seen at the Getty, Los Angeles County Museum of Art, and USC Fisher Museum of Art beginning in August.)



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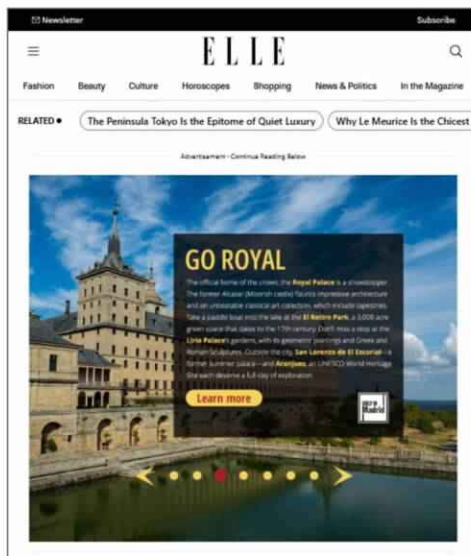
DE TAPEO

The flow and the why of the origins of flamenco—small details—may be up for debate, but the fact that flamenco offerings get unprecedented work in the photographs. **Flamenco España**. For Antonio, flamenco isn't just a style. Order a drink, get a snack, spend 15 minutes just watching these girls and you can see the work. **Flamenco de San Miguel** presents all traditional dances and some modern preparations. At night, book a table at a flamenco restaurant, performances and enjoy them for dinner with a drink.

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Harper's BAZAAR: Mega Hero Storyteller, Cont.



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This Master Distiller's Curiosity Inspired a New Era of Gin Created by ELLE for

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TIME TO SHOP

Capital style is exquisite fashion and some of the most iconic design houses can be discovered in **Barrio de Sol** and a must-visit is the Spanish brand **El Cortes Ingles** as well as department store **El Cortes Ingles**. The department store offers everything from high-end fashion to food. Pick up some mancha and give it to bring home. For pieces made by local artisans, **Galeria Canalejas** and the century-old shops are an excellent source. It's also a fantastic place to relax while shopping. Outside the city, high fashion fans score at the outlets at **Las Rozas Village**.

[Learn more](#)

ELLE MADRID

Gin, the Lesley Gracie Way

The master distiller doesn't take her gin the way most people do. While the default might be tonic, Gracie reaches for elderflower cordial and soda water. The adjustment "lifts everything up," softening the spirit's bitterness and drawing out the floral notes while still allowing the juniper to hold its ground. The drink feels entirely in line with her approach to distilling: less about tradition for tradition's sake, more

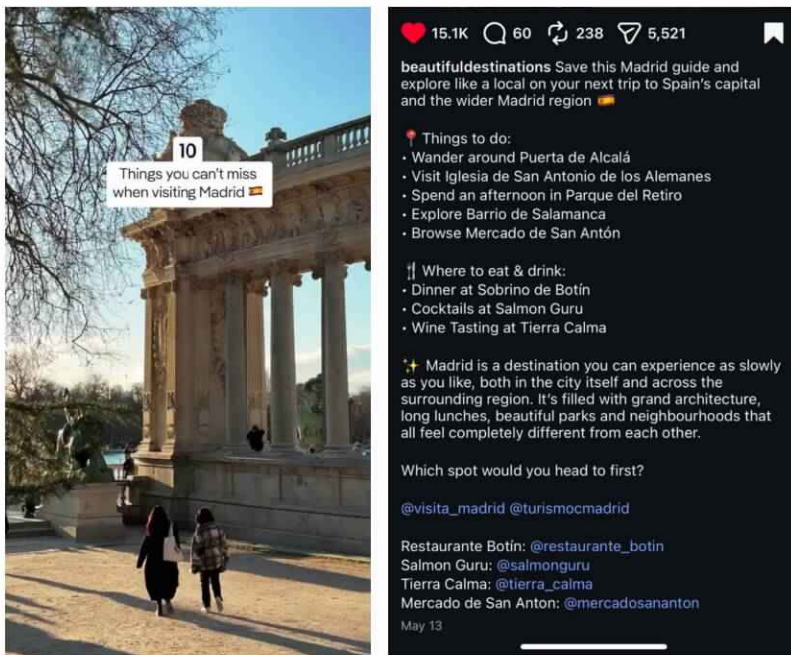
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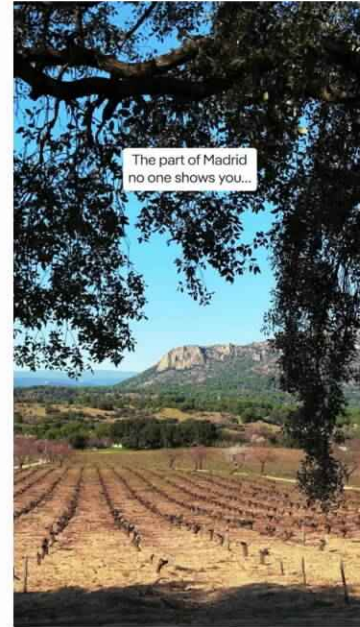
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Beautiful Destinations: Social-First Videos



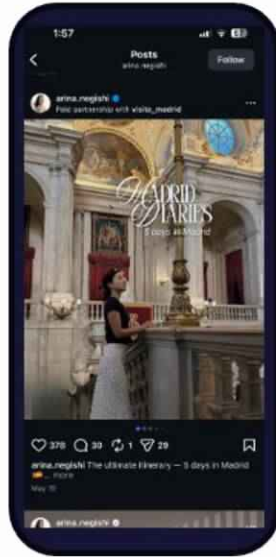
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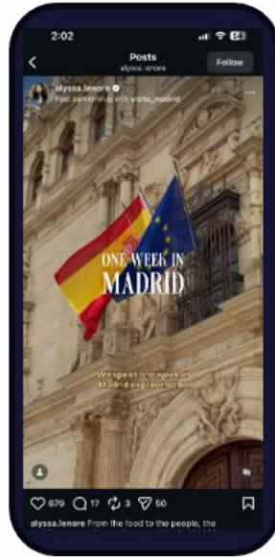
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