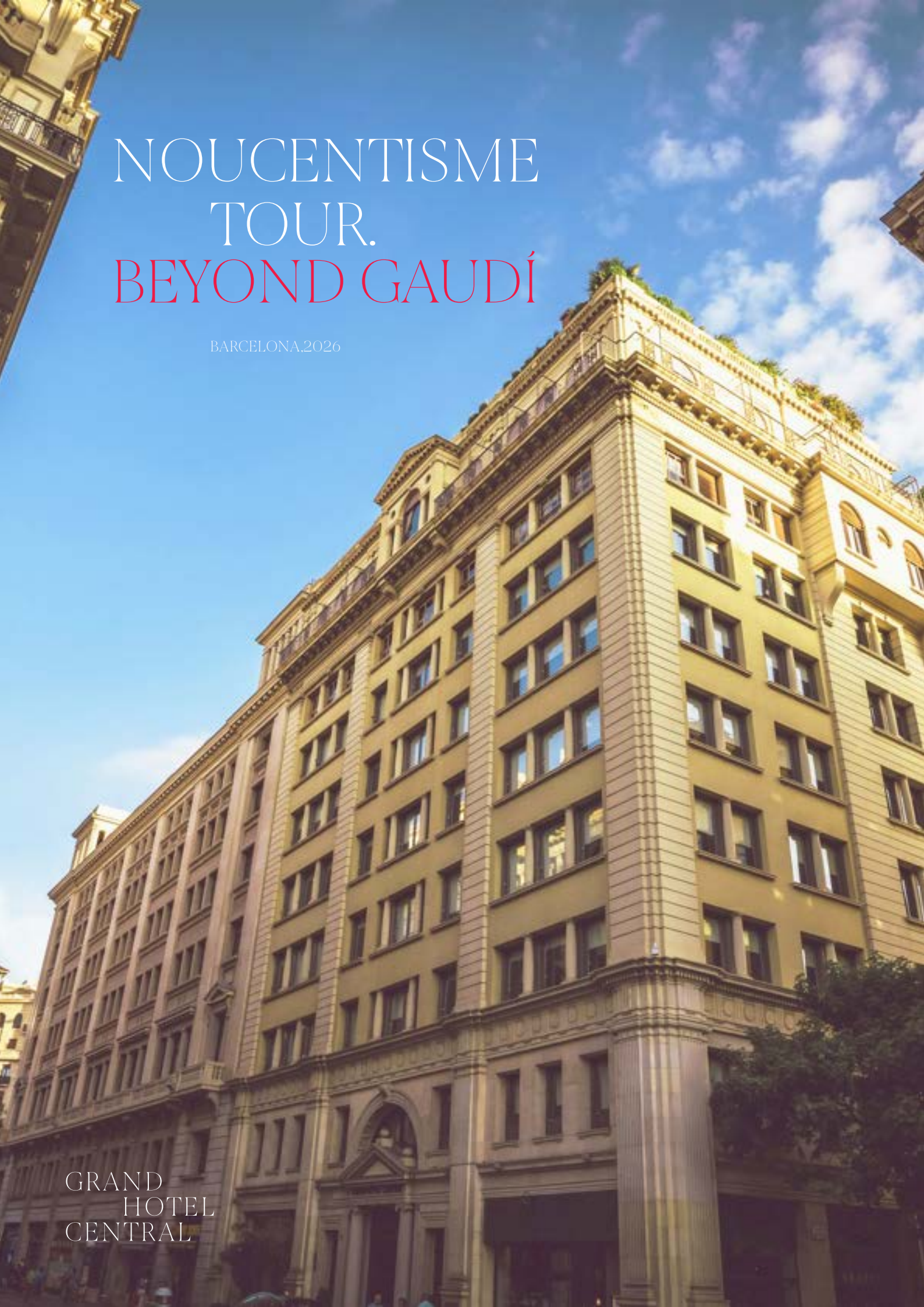


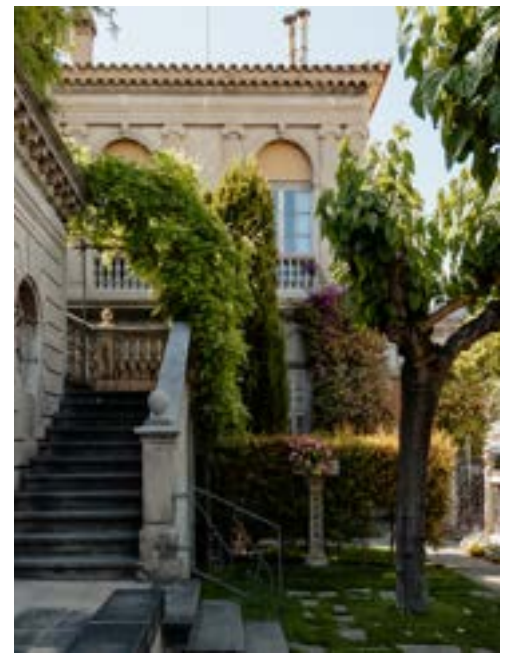
A low-angle photograph of the Grand Hotel Central in Barcelona, showing its grand facade with many windows and classical architectural details. The sky is blue with some clouds.

NOUCENTISME TOUR. BEYOND GAUDÍ

BARCELONA.2026

GRAND
HOTEL
CENTRAL

NOUCENTISME TOUR. BEYOND GAUDÍ BY GRAND HOTEL CENTRAL



- To celebrate the centenary of the building that houses the Grand Hotel Central, and Barcelona's designation as UNESCO–UIA World Capital of Architecture 2026, Grand Hotel Central Barcelona launches ***Noucentisme Tour. Beyond Gaudí***, an exclusive cultural experience for guests, developed in collaboration with **Barcelona Design Tours**.
- This proposal invites guests to immerse themselves in Noucentisme, the architectural movement that redefined Barcelona after Modernism and laid the foundations for a more ordered, balanced and modern city.
- The initiative coincides with key cultural and architectural milestones, including the **100th anniversary of the hotel building**, the centenary of Antoni Gaudí, and the completion of the Sagrada Família's Tower of Jesus Christ. In this context, and beyond Gaudí's global prominence, ***Noucentisme Tour. Beyond Gaudí*** highlights a lesser-known narrative: the role of Noucentisme in transforming Barcelona through clarity, harmony and a more rational urban vision.

TIMELESS HERITAGE



Located on the iconic Via Laietana, the Grand Hotel Central building is one of the earliest and most outstanding examples of Noucentista architecture in Barcelona.

The experience begins with an exclusive tour of this landmark building, including access to **the former residence of Francesc Cambó**, and continues through the hotel's historic spaces, such as its 1920s library. Preserved almost intact, it features floor-to-ceiling bookshelves, wooden paneling and elegant parquet floors, while mahogany moldings evoke the refined aesthetic of the era. This intimate and historic setting reflects Cambó's passion for culture, housing part of his personal book collection. Committed to enriching Catalan culture, Cambó founded the Bernat Metge publishing house to translate the great works of Greek and Latin classical literature into Catalan. With more than 450 translations, this initiative brought fundamental texts of Antiquity to a wider audience, strengthening both language and cultural heritage during a key period of modernization.

Built in 1926 by **architect Adolf Florensa**, the building —then the tallest on Via Laietana— was conceived as Cambó's private residence. The politician and patron broke with convention by choosing to live in the penthouse, made possible by the installation of one of Barcelona's first lifts, as well as the creation of one of the city's earliest rooftop gardens. Florensa brought Cambó's vision to life through an imposing Noucentista building inspired by the Chicago School, then at the forefront of architectural innovation.

Guided by experts, guests continue through the historic **rooftop garden**, listed as a local cultural heritage site, and enjoy privileged views over Barcelona, with landscape design by **Jean Claude Nicolas Forestier and Nicolau Rubió i Tudurí**, also visible from the hotel's rooftop.



HIDDEN ARCHITECTURE



Another highlight of the tour is the **large 1920s sgraffito mural**, a true artistic gem that can only be fully appreciated from the hotel's rooftop terrace. Commissioned by Cambó, it was designed to compensate for the loss of sea views following the construction of number 28 Via Laietana. Now listed as a Cultural Asset of National Interest by the Generalitat de Catalunya, it is an outstanding example of the revival of sgraffito, an ornamental technique embraced by the Noucentista movement, based on layering plaster in different colors.

The experience continues along Via Laietana, a true showcase of Noucentisme, where guests visit landmark buildings by architects such as **Antonio Sagnier, Josep Domènech i Mansana and Josep Puig i Cadafalch**, whose works reflect the elegance and proportion characteristic of the movement.

The tour culminates at the impressive **Edifici Correus (1926)**, designed by **Josep Goday Casals and Jaume Torres Grau**, considered one of the finest examples of public Noucentisme for its integration of art and architecture.

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