

## MODERISM DESIGN AND GASTRONOMY, IN A PRIVILEGED LOCATION



Hotel Cram is situated in the middle of the Example district of Barcelona very close to the Paseo de Gracia, Rambla de Catalunya, Plaza de Catalunya and the Ramblas.

Surrounded by the cities most emblematic architecture, the hotel fits perfectly into this rich legacy. The modernist style façade dates back to 1892, and has a definite majestic elegance. The modernist style façade dates back to 1892, and has a definite majestic elegance, the interior while also not lacking in refinement is contrastingly modern, making hotel Cram a unique hotel in Barcelona.

GCA Arquitectos was the company in charge of the CRAM Hotel project in 2004, one of the first **boutique hotels to have opened in Barcelona**; the company has now also carried out the new Hotel adaptation and makeover project.

This new step has seen the colour scheme being brought into a more neutral range featuring hues of stone and white, for a novel perception of the space. Only a touch of red was retained to create a contrast with the muted tones of the rest. Neutrality, comfort, brightness and the creation of extremely comfortable settings were among the main objectives of the work which aimed to breathe new life to the Hotel.

### ROOMS

The 67 rooms are planned to offer maximum comfort, they stand out warm, elegant, avant-garde aesthetic, their highly functional design and their high-tech equipment. The hotel rooms are ingeniously designed and allow the guest to select different lighting scenes (welcome, fiesta, romantic and night light).

Type of rooms: Standard	57 (47 king size and 10 twin bedded rooms.46 with balcony, 2 with terrace)
Superior	5 (2 handicapped rooms)
Executive	2 (With terrace)
Privilege	1 (With terrace)
Suite	2 (With terrace)

### Room facilities:

- TV LED (ultra-thin) 40" in room
- International channels and Canal Plus
- Beds of 1.80 m from "Trece de Paris" Brand
- Next generation "scene" lighting.
- Complimentary high speed Wi-fi
- Proximity card access control.
- High quality sound proofing (both exterior and between rooms).
- Mini-bar.
- In-room safe.
- Hair dryer.
- Bathrobe and slippers.
- Individually controlled and energy efficient air conditioning



## RESTAURANT

The restaurant **L'Angle Barcelona**, 1\* Michelin, is moving to Hotel Cram and will be opening its doors on June 2013, with the same philosophy and willingness to bring customers a dining experience which is sure to tantalise each one of their senses.

If ABaC is the ultimate expression of **Jordi Cruz' cuisine**, l'Angle seeks to liven up tradition with innovative touches, high quality products and dishes altogether different from those created in the kitchens of ABaC. Attentive, warm and friendly service with common goals: to clearly convey the messages hidden in the actual recipes and define our understanding of gastronomy every day, based on memory, creativity and the best ingredients.

**Chef Jordi Cruz** brings to the table his quite brilliant curriculum. At 14 years old he began working in the restaurant Cercs Estany Clar (Barcelona), where he received his first Michelin star in November 2004, becoming, at 24 years, **the youngest chef in our country and second in the world to receive this distinction.**

In December 2007, Cruz left the Estany Clar and became manager and head chef at the restaurant L'Angle de Sant Fruitós de Bages (Barcelona). In November 2008 the restaurant was also awarded with one Michelin star and maintained in 2013 edition, now in Hotel Cram.

In May 2010, he took the lead of **ABaC Restaurant & Hotel**, which is now the gastronomic reference of the city and it is awarded as Best Restaurant of Catalonia 2011 by the Catalan Academy of Gastronomy, and with 2\* Michelin since 2012 Guide.

In June 2012 he opened a new restaurant in Barcelona **Ten's Tapas Restaurant**, in the heart of the Born district. It distances itself from the stereotypical Spanish tapas bars with a fresh image. Ten's offers tapas and side dishes true to the philosophy of ABaC; tradition and modernity in equal measure.

Regarding his cuisine, the chef himself defines it as "evolutionary and restless, based on the product and where creativity and tradition are merged." Within his profession, the coherency and clarity of his avant-garde cuisine has continued to stand out from changing fashions and trends.

Currently he is judge in the program Master Chef Spain in TVE1. Jordi Cruz is the author of "Cooking with logic: technique and concepts in the kitchen of Estany Clar" and he is actually writing his second book.

## MEETING ROOMS:

The redesign of event and meeting rooms, whose capacities ranges from 2-70 people, placed special emphasis on **enhancing light through integrated stained glass windows**; as regards the finishing touches, these fall in line with the concept applied to the rest of the hotel, highlighting the layers of the existing drop ceiling with indirect lighting.

MEETING ROOMS	m <sup>2</sup> / ft <sup>2</sup>	Cocktail	Theatre	Banquet	Boardroom
Siraz	21m <sup>2</sup> / 226.042 ft <sup>2</sup>	-	-	10	10
Pirámides	26,5m <sup>2</sup> / 279.861 ft <sup>2</sup>	25	-	12	12
Dalias	27 m <sup>2</sup> / 290.625 ft <sup>2</sup>	40	36	12	12
Demi Tasse	46,32 m <sup>2</sup> / 495.139 ft <sup>2</sup>	50	21		
Ninfas	74 m <sup>2</sup> / 796.529 ft <sup>2</sup>	60	45	25	25
Gran Corona	100 m <sup>2</sup> / 1076.391 ft <sup>2</sup>	90	70	60	-
Entreactos	70 m <sup>2</sup> / 753.473 ft <sup>2</sup>	70	-	-	-
Entreactos+Gran Corona	170 m <sup>2</sup> / 1829.864 ft <sup>2</sup>	150	-	-	-
Terraza - Ànemos	-	30	-	-	-



The **Ànemos Terrace Bar**, located on the 7th floor with panoramic views of Barcelona, offers a breakfast buffet from 07:00 to 11:00. It later reopens from 12:00 am until 12:00 pm, serving drinks, appetizers, tapas and 'informal cuisine' uninterruptedly throughout the day. The new menu offers little snapshots of the creative style of Chef Jordi Cruz.

#### **OTHER SERVICES:**

- Cocktail Bar - MAREVA
- Swimming pool Bar – ÀNEMOS
- Buffet breakfast in terrace (covert in winter)
- Room service
- Outdoor swimming pool and solarium
- In-room massage service
- High speed wireless internet service free of charge.
- Room service
- Laundry and valet service.
- Multilingual personnel.
- Optimal Concierge service
- Active Fire Protection Systems.
- Parking.

#### **LOCATION – PLACES OF INTEREST WITHIN WALKING DISTANCE:**

##### **Location:**

Eixample area

At 150 metros from Rambla de Catalunya

At 200 metros from Paseo de Gracia.

At 800 metros from Plaza Catalunya and Las Ramblas

##### **Monuments and Museums Nearby**

Casa Amatller

Casa Batlló

Fundació Suñol

Fundació Tapies

La Pedrera (Casa Milá)

Palau Robert

Liceo de Barcelona

Ramblas

CCCB – Centre de Cultura Contemporània de Barcelona

MACBA

Barcelona Cathedral

Gothic Quarter



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