



Madrid, 17 January 2025

The city council and the Community of Madrid invite visitors to discover Madrid in 2035, with a stand designed to meet the highest sustainability standards

Madrid, at FITUR 2025: tradition and modernity under the same sky

- The stand has been designed and produced to meet the highest sustainability standards and will be carbon-neutral
- Visitors will discover a dynamic, modern version of Madrid, proud of its identity, with Formula 1 featuring as one of the major highlights

Madrid City Council will offer visitors a glimpse of the future at the 45th edition of the International Tourism Trade Fair, FITUR. The event will take place from 22 to 26 January in Spain's capital city and will welcome more than 250,000 attendees and 156 participating countries. The city and region's shared exhibition space will present Madrid in 2035 as a dynamic, modern metropolis that takes pride in its history and identity. Located in Hall 9 at IFEMA Madrid, the stand will span 1,848 square metres across two floors. It will celebrate Madrid's warm, welcoming skies, its public squares which serve as meeting points between modernity and tradition, and its connection to Formula 1.

The public and trade professionals visiting this display will find themselves stepping into an open space where endless activities invite them to stay a while. The design of the stand is inspired by the characteristic colours and materials of the city and the surrounding region. It features the reddish tones of Moorish and Neo-Moorish brick, the beige and yellow hues of local limestones and sandstones, the warmth of wood, and the greens of natural vegetation.

In this vision of future Madrid, public squares are particularly important, bridging the past, present and future of the capital and the region beneath an ethereal canopy of fabric cubes inspired by Madrid's evening skies. Visiting the stand offers a chance to discover Madrid by day, embodying the city's historical and cultural essence, while Madrid by night symbolises avant-garde modernity. Together, these elements will shape the future of both the city and the wider region.

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Formula 1, the main attraction

The stand will also offer immersive experiences to the FITUR audience, featuring a simulator that will replicate a Formula 1 car which aims to promote the new Spanish Grand Prix of F1, set to arrive in 2026. The track layout will be displayed in neon against an accompanying backdrop.

Likewise, visitors can take home souvenirs of their trip to the stand, capturing photographs against iconic settings, such as a huge plant wall featuring the Madrid sign. The exhibition space includes an auditorium equipped with a large 6 x 3 metre LED screen and seating for 150 people, made from recycled cardboard. Other highlights include a café inspired by traditional taverns, a meeting room reminiscent of a hotel lobby, work meeting rooms, and a space accommodating up to 30 people for presentations and activities.

A sustainable, carbon-neutral stand

Madrid's stand has been designed and produced to meet the highest sustainability standards, reflecting the commitment of both Madrid City Council and the Community of Madrid to care for the environment through a regenerative approach. To achieve this, sustainability has been integrated into every step of the process, from selecting responsible materials and implementing circularity strategies and efficient resource management to reducing, calculating and offsetting the carbon footprint associated with the stand's production.

Among the measures adopted, notable features include the use of modular metal structures that are 100% reusable, wood certified from sustainably sourced forest resources and PVC-free vinyl signs and adhesives. Energy efficiency is achieved by installing LED lighting and audiovisual equipment. Furniture is produced from 100% biodegradable and recyclable cardboard and local vegetation from the city and region is used, with plans to preserve it after the event.

In short, these measures will ensure that the stand is carbon neutral, meaning that the greenhouse gas emissions associated with its production have a final balance equal to zero. /

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