

The Madrid City Council is participating in the promotion of a cultural product created by the Reina Sofía and Thyssen-Bornemisza museums, which offer joint entrance for their two summer exhibitions.

Madrid is Pop

- This initiative will grant entry to the "Richard Hamilton" and "Pop Art Myths" exhibitions for 13 euros
- The Madrid Art Walk exhibitions are a great tourist attraction in the capital
- Madrid Destino will advertise this product on its promotional channels, in tourist information centres and on the urban unit circuits

Madrid, 12-May-14

The Madrid City Council is cooperating with the Reina Sofía and Thyssen-Bornemisza Museums in the promotion of the Madrid is Pop product, which will allow joint entry to two of the summer's biggest exhibitions offered by these galleries: "Richard Hamilton", at the Reina Sofía (from 26 June to 13 October), and "Pop Art Myths", in the Thyssen-Bornemisza (from 10 June to 14 September).

This cultural product consists of joint entrance at the price of 13 euros, giving entry to both exhibitions. For the Thyssen, you will have to confirm the day and time of the visit, whilst entry to the Reina Sofía is available at any time during the period of the exhibition.

Tickets can be bought in the box offices of the museums or via their respective online sales services and by telephone (Reina Sofía: 917741000 and www.museoreinasofia.es and Thyssen-Bornemisza: 902760511 and www.museothyssen.org).

Art, a tourist attraction

Being aware of the importance of this type of exhibition as a tourist attraction for the city, the City Council supports the publicity and promotion of the initiative taken by these two great museums, which are both included in the world renowned Madrid Art Walk.

#MadridEsPop will be promoted through Madrid Destino, a company attached to the Municipal Arts, Sports and Tourism Department, on its own tourist promotion channels in the city, as well as on its tourist information website esMADRID.com (www.esmadrid.com), the esMADRIDmagazine bilingual publication (a monthly review of the most important tourist and cultural events in Madrid) and its social networks, and in all tourist information centres and points in the city.

Madrid Destino will also contribute to the international promotion of this initiative (making it known in international media) and will also include it in the Madrid urban unit circuits to inform both Madrid residents and visitors about this tourist attraction./