



## Only You Atocha

M A D R I D

Up-and-coming brand Only You hopes to attract both trendy travellers and local residents to its second Madrid hotel, designed by Lázaro Rosa-Violán.

Words: Elly Earls | Photography: © Vincent Mari

Only You's newest outpost in the Atocha area of Madrid was designed not only for stylish travellers seeking a fresh, urban alternative to the traditional city hotel, but also as a meeting point for local residents, whether for a quick coffee or cocktail, a few hours of work or a weekend brunch.

The new addition from urban brand Ayre Hotels, part of Palladium Hotel Group (which also counts Ushuaïa Ibiza Beach Hotel and Hard Rock Hotel Ibiza amongst its brands), builds on the success of Only You Boutique Hotel in centre of the city.

One step through the front door and it becomes clear that Only

You Atocha is no ordinary hotel. In place of the traditional reception desk and lounge is an open-plan space made up of a smorgasbord of different areas, distinct from one another thanks to unique, differentiating floor pattern.

There's the New York-style bakery serving sweet treats from famed local patisserie Mama Framboise, and the lounge area and library, where guests and local residents alike can meet to chill out or co-work, courtesy of the hotel's free premium Wi-Fi.

You'll also find a cocktail bar and restaurant – Trotamundos – designed and developed with the help of Michelin-starred Spoonik's



Above & Opposite: Lázaro Rosa-Violán's industrial chic theme continues through the 206 guestrooms and public spaces

chefs Jon Giraldo and Jaime Lieberman to offer diners 'a gastronomic trip from Latin America to Asia with Spanish touches'. It's even got its own tuk-tuk, which can be adapted to function as anything from a pop-up cocktail bar to a burrito van or cake display case.

And then there's the reception itself, a set of flat file cabinets with just two opening drawers, one containing an iPad to be used for a seamless, casual check-in. All of this lies under an industrial-style exposed ceiling and is dotted with a carefully-selected mish-mash of bespoke contemporary furniture.

For the architect behind the project, Spanish-born Lázaro Rosa-Violán, this area was without question his favourite part of the hotel to design. "It was a meeting point of several ambiances and functions, and we needed to maintain a connection between all the spaces since it was open-plan, but still give a certain personality and distinction to each space," he explains. "It was a challenge and a manifestation of all the client wanted and for us it was the winning game."

Rosa-Violán believes it's the direction more hotels will be taking in the future. "I think the definition of hotels has changed a lot over the years, from being a place for accommodation only to more

congregative spaces that hold business meetings, parties, and even gatherings for drinks or dinners in the lobby, roof terrace or pool," he says. "The hotel has somehow become an indoor extension of the street and is no longer only accessible to residents but to the entire public."

At Only You Atocha, the industrial chic theme continues throughout. The 206 guestrooms, which are spread over seven floors and include 192 doubles, 12 junior suites and two suites with terraces, are reminiscent of New York loft apartments with their exposed brick walls, masculine colour scheme, theatre dressing room-style mirrors and dramatic Art Deco tiles in the bathroom.

"The rooms were considerably small and we needed to create an inviting, comfortable space," Rosa-Violán recalls. "The use of mirrors, exposed brick, natural wood and coloured tiles were the means used to create the desired ambience."

Elsewhere in the hotel, guests are encouraged to chill out in the Relaxarium, a spacious, bright interior terrace furnished with comfy sofas and chairs that will also host wellbeing classes such as yoga and Pilates, or work-out in the 24-hour ground floor gym, which





**Left:** Only You Atocha's pièce de résistance is YOUiverse, the seventh floor rooftop terrace restaurant, which offers breakfast, weekend brunch and evening drinks to a backdrop of some of the best views of the city

organises a running club in the city's nearby Retiro Park.

But Only You Atocha's pièce de résistance is undoubtedly YOUiverse, the seventh floor rooftop terrace restaurant, which offers breakfast, weekend brunch and evening drinks to a backdrop of some of the best views of the city, centred around Madrid's first and largest train station, Puerta de Atocha, with its distinctive steel-glass design.

Urban casual Only You Atocha is certainly a departure for Rosa-Violán from the first of the brand's outposts in Madrid, a smart, colonial-style boutique property occupying a former 19<sup>th</sup> century palace. But that's what he loves so much about working with the up-and-coming chain. "Every hotel is a completely different story," he says. Who knows what will be next.

**EXPRESS CHECKOUT:** 206 guestrooms | 3 restaurants | 6 meeting rooms | Gym | [www.onlyyouhotels.com](http://www.onlyyouhotels.com)  
**Owner:** Palladium Hotel Group | **Operator:** Ayre Hotels | **Interior Design:** Lázaro Rosa-Violán