

2060 THE NEWTON
HOSTEL & MARKET



PRESS KIT

2018

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WHAT IF YOU COULD LIVE EVERY DAY AS IF IT WAS THE LAST ONE?
WOULDN'T IT BE GOOD IF YOU COULD BE AWARE
OF THE URGENCY OF ENJOYING?
TO GET THE BEST OUT OF YOUR FRIENDS?
TO MAKE SURE YOU GIVE THE SAME BACK TO THEM?
BE REAL WITH WHAT YOU ARE. BE HONEST WITH WHAT YOU THINK.
AND AMONGST ALL HAVE FUN IN THE WORLD YOU GET TO LIVE.
THIS IS THE PLACE. NOW IS THE TIME.

WELCOME TO 2060.

The end of the world hostel.



TWO FRIENDS, A HOSTEL AND A FATE.

2060 is not a date. It proves that fate exists. It proves the best stories are born from two paths crossing. Like Sergio and Felipe's story. Two people who started working together and they became kindred spirits. Two travel companions not separated by age, but united by dreams.

2060 is not a hostel. It is the dream they both pursued for 11 years. Without fear, no strings attached, without weakening. When it became true, Sergio had run out of time. But wherever he is, he is smiling and thinking that it is true what they say: When you wish something from the heart, the planets align. And everything turns out well.

2060 will forever be Sergio's refuge. And everyone's who understands that we are the time we have left. A refuge where everything has a meaning, thanks to many people fated to run into each other.



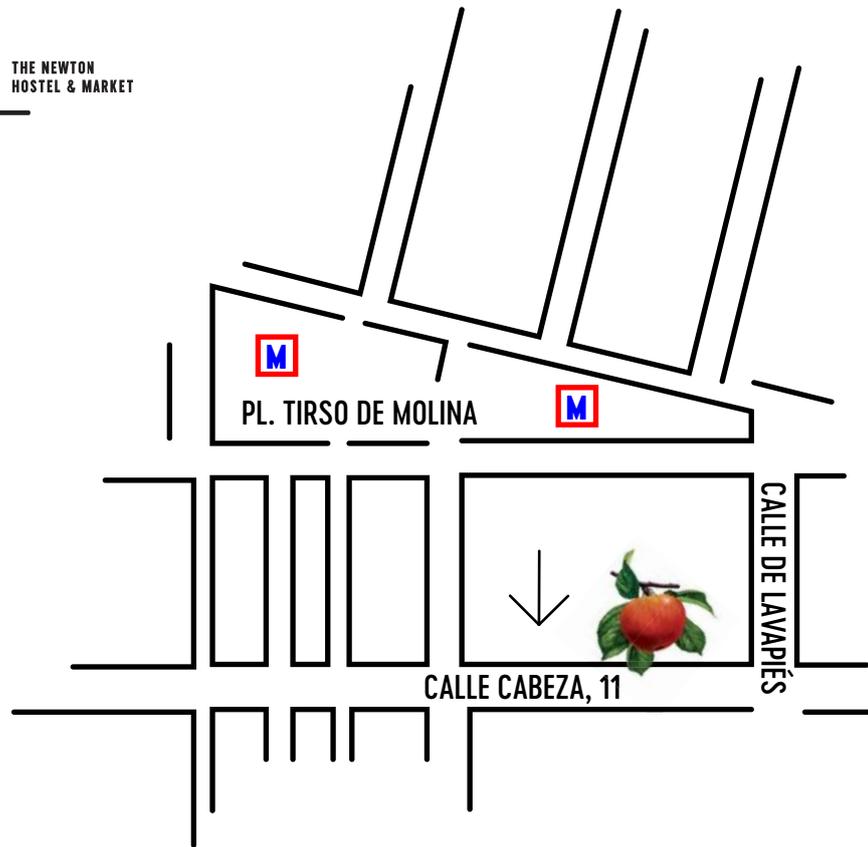
THE BON VIVANT REFUGE.

Creating a nice space is not enough. Nowadays, travellers (especially if they belong to the Millennial generation) feel adventurous, explorer or flaneur. Never a tourist. Used to the Airbnb culture, the new travellers also look for authenticity, connection and customization in hotels.

This causes that in order to get to their hearts we must go further than expected, in all areas. That is why 2060 goes beyond the sector codes. It looks for the unseen in comfortability, services, attention, atmosphere, design and of course, the experience itself. It becomes the host refuge as soon as they enter the door.

In 2060 what truly matters is the shared wish of enjoying and squeeze the days. Because that is, more than a bond or something in common is soul matching.

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WELCOME...

We have the perfect location

In Calle Cabeza, next to Plaza Tirso de Molina, an unbeatable starting point to walk the city and blend in with the everyday life of Madrid natives.

We offer a unique experience

Focused on the traveller. Each one of them is our priority. And our goal: make them smile when they remember their stay and make them think about us if they come back to Madrid.

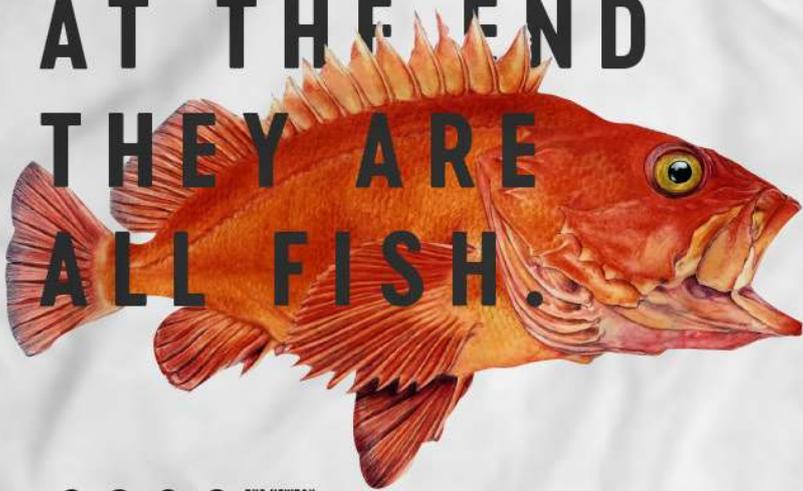
We are an urban oasis

Where vegetation conquers spaces, surrounds the travellers and transport them to another universe. And where we save up to 40% of energy thanks to aerothermy.

Hacemos piña (Spanish expression for We stick together)

Even Newton was more an apple person, we love our hosts to “hagan piña” and stick together. We try to make easy for them to know each other and share activities in the hostel, night plans, tours...

**BIG FISH,
LITTLE FISH,
AT THE END
THEY ARE
ALL FISH.**



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THE END OF THE WORLD LEAVES ITS MARK.

More than 300 years ago, Newton predicted the date of the end of the world. And that, believe it or not, leaves its mark. That is why 2060 is an invitation to living the life today.

An invitation imagined, expressed and captured in the space by Felipe and Sergio, together with Wanna One, the studio in charge of the 360° Project.

[Wanna One](#) proposed a creative concept, placed away from the sector codes, clung to carpe diem and reinforced by a free, young and very esthetic visual universe.

In essence, the Brand is minimalist and conceptual. It recalls the end of the world with a dividing line which remembers the skyline. The futuristic typography emphasises the distance from the date and at the same time highlights the concept of modernity. The compositions of old printed illustrations and colour illustrations are very present in the interior proposal. Always remembering the brand origin: Newton is the past. 2060, the future.

Therefore, 2060 turns out a ludic and dynamic space, perfect to rest, share and celebrate. A place where nature is present at all times and in multiple ways. Where senses are mobilised.

Where every corner proposes a unique experience because all details have been consciously chosen. Altogether, in 2060 everything sums and has a motivation.



SPACES TO BE LIVED.

HALL AND RECEPTION

The lobby is open and gathers reception, dining room and boutique. It is a social and meeting space. It is a space where the staff look after the travellers happily, while someone is taking a look at the Boutique of the End of the World products, has a beer or just watches the people passing by. All of that wrapped in a joyful and young fragrance, thanks to the touches of fig.

The urgency of living the moment is present from the moment you arrive until you leave 2060. In the front wall, there is a time counter marking the countdown.

DINING ROOM

It is the hostel heart. A space alive 24 hours a day to talk, read, work, play, connect, eat... The furniture, very eclectic, adapts every moment needs.

It is connected to the kitchen with two big french doors. A composition of opaque and translucent glasses separates it from the reception, making it intimate and comfortable.

KITCHEN

Ready for the foodies who want to show off and share their cooking skills; for travellers who want to socialize and also for the ones travelling on a budget.

It is perfectly equipped and connects with the inner patio, in which the dense vegetation invites to relax and cook in peace.



SPACES TO BE LIVED.

BUNKER

According to a study from MMGY Global, Millennials are the generation who travel more for work. For them, every business trip is an opportunity to enjoy the bleisure (business and leisure).

That is why this space is for them. If they wish to work, read quietly or talk until sunrise.

SPA

The wellness options matter, very much, to 83% of Millennials. According to a StudyLogic and Marriott Hotel Group study, it is a decisive point when it comes to booking a room.

As their wish is our command, in 2060 they find a space full of relaxing and bubbles, with a mint scent, which helps to disconnect, stimulates imagination and boosts wellness, after exploring the city.

ROOFTOP BAR

Enjoying the view of the roofs and the sky of Madrid is a pleasure. Even more with a drink in your hand and in good company.



SPACES TO BE LIVED.

ROOMS.

A room is more than a place to recharge one's batteries after a day full of emotions. 2060 rooms are designed to rest and dream big because every one of them accomplishes five key features:

COMFORT: spacious bunk beds, easy to access and with interior dark green panels which help to relax.

PRIVACY: a fixed panel isolates you from the rest of the hosts and gives the right privacy to sleep well.

FUNCTIONALITY: every bunk bed has an individual adjustable light, wifi, multiple sockets, a wall organizer and individual lockers.

BRIGHTNESS: to optimize the entrance of natural light and get a more diaphanous space, the bunk beds are placed on the walls.

INTERACTIVITY: the ludic character of 2060 gets even in the bunk beds. You can interact with them and even incarnate Newton himself.

Because no trip is similar to another one, 2060 offers rooms for everyone and all preferences:

- For groups (max. 12) or for those who want to see new faces.
- For small groups, only for women, for those looking for privacy or a bit shy. They have a private bathroom.
- Rooms with private bathroom for families travelling together.



Time capsule 01



*To sleep or not to sleep.
That's not the question.*



WE HAVE ART IN OUR BLOOD.

It is not possible to live the moment if there is not an essential thing: art. That is why 2060 has counted on the participation of young artists and designers who, orchestrated by Wanna One, have created ad-hoc pieces for the hostel.

The other elements (furniture, accessories and materials) have also been carefully chosen to create a unique and symbolic space.

EXCLUSIVE CREATIONS FOR 2060

Wanna One

Concept, design and interiors.

Reception: counter and countdown clock design.

Dining room: stool design.

Rooms: Concept and bunk beds and lockers design. Duvet cover embroidery.

Curtain walls design.

Signage.

Before the end of the world arrives our team members would like to "Keep enjoying, learning, growing and travelling."

Evangelina Esparza & Roberto López Martín

Exterior: garage door graffiti / Reception: Hummingbird painting.

Kitchen: Sergio Lagouarde portrait.

Before the end of the world arrives, Eva would like to "had lived intensely, laughed more than cried, I would like to be next to the person I love more in this world and with my feet on the sand". Before the end of the world arrives, Rober would like to "to be sure I have been happy doing the thing I love more."

Savage Ceramic

Insects and ceramic composition

Before the end of the world arrives, Julio would like to “get ready for the end of the world, I would need to learn to shoot, to drive cars equipped with blades, get fit. I am too lazy for all of that, so I would just like to live from my work and travel a lot with my wife.”

Nowhere Soon

Reception: countdown clock case

Dining room: green stools.

Before the end of the world, they would like to “Travel the whole world.”

Wouf

Room apple pouffe.

Mafalda Paiva

Window illustrations, elevators and room numbers.

Before the end of the world arrives she would like to “Know Patagonia and see an aurora borealis.”

Chichinabo Inc.

Customized plate.

Before the end of the world arrives they would like to “live like there is no tomorrow. It is not what you do but how you do it and I want to enjoy everything.”

Save the date Projects

Bunk beds illustrations and stairs hummingbirds.

Before the end of the world arrives Kata and Sergio would like to “go on holidays for a whole year and forget about everything!”

Ciuco Gutiérrez

Pictures of the Save The Date Project to digitize.

Wanna One



Save the date project



Savage Ceramic



Nowhere Soon



Wouf



Mafalda Paiva



Chichinabo Inc.



Evangelina Esparza



Bull & Stein



Bibelo



Kartell



Ondarreta



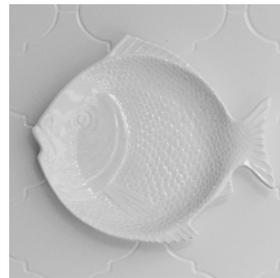
Frederique Bangerter



Yonoh para Harmony. Peronda.



La Oficial Cerámica



Seletti



Carlos Villoslada



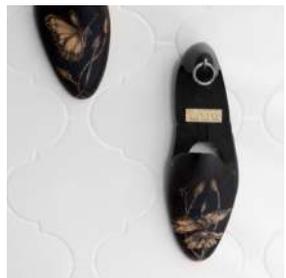
Gala Fernández



Teresa Cucala



Raúl del Sol



BRANDS & COLLABORATOR.

RECEPTION

CERAMIC APPLE. [BULL & STEIN](#)

CARAVAGGIO LAMPS. LIGHTYEARS

AGED MIRRORS. [GALERÍA DE ROBLES.](#)

COUNTDOWN CLOCK MECHANICS. PEDRO CASTILLA

CARCASA CONTADOR DEL TIEMPO. [NOWHERE SOON.](#)

HORIZONTAL FACING. Grey micro-concrete without polishing

VERTICAL FACING. [HARMONY.](#) Model: Argila Camber Colour: White

DINING ROOM

PAPYRUS ARMCHAIR. [KARTELL.](#) Designer: Ronan & Erwan Bouroullec

TERRAZZO ROUND TABLE. [HAY.](#) Designer: Daniel Enoksson. Origin and design year: Denmark, 2016. Domesticoshop.

PIAZZA CHAIR (no arms). [COLOS.](#) Colour black. Designer: Jun Yasumoto. Origin and design year: Italy, 2016. Domesticoshop.

MESAS SLIT. HAY. Procedencia: Dinamarca. Domesticoshop.

VALENCIA CHAIR. [FEDERICO GINER.](#) Purchased at [Colindante.](#)

CERAMIC LAMPS. Design: [GALA FERNÁNDEZ.](#) Production: [MARÍA DE ANDRÉS.](#)

SWIM ARMCHAIR. [BIBELO.](#) Designer: Margaux Keller. Purchased: Francia.

PANIER COFFEE TABLE. KARTELL. Designer: Ronan & Erwan Bouroullec.

ROUND MIRRORS. HOUSE DOCTOR. Purchased at [Volver Muebles.](#)

VOLTA WALL LAMPS. [ESTILUZ](#)

BLACK STOOLS. [ONDARRETA](#)

LAMP SLIM LED. [FLUVIA](#)

VERTICAL FACING. Brand: HARMONY . Designer: Yonoh. Model: Lins. Colour: Dark green.

WALL COMPOSITION

WOOD LASTS [RAÚL DEL SOL.](#) Purchased at [Colindante](#)

COLLAGE. [TERESA CUCALA](#)

WHITE FISH PLATE. [LA OFICIAL CERÁMICA](#)

ILUSTRACIÓN B/N. [FREDERIQUE BANGERTER.](#) Purchased at n [Mad is Mad Madrid](#)

B/W ILLUSTRATION. Adquirido [Amen Madrid.](#)

KITCHEN PLATE. [CARLOS VILLOSLADA.](#) Purchased at [Échale Guindas gallery](#) in Madrid.

ELEVATORS. BIRDHOUSES. Purchased at BATAVIA.

BUNKER

PIAZZA ARMS CHAIR. COLOS. Designer: Jun Yasumoto. Origin and design year: Italy, 2016.

ALUMINIUM TABLES AND CHAIRS. [SELETTI.](#) Designer: Studio Job. Industry Collection. Colour black.

ROOMS. BUNK BEDS & LOCKERS BOARDS. [FINSA.](#)

INSIDE PATIO. LANDSCAPE DESIGN BY [ASILVESTRADA.](#)

CERAMIC TILE BAR TERRACE. REVESTIMIENTOS CERÁMICOS [FERRCOS](#)

ARTIFICIAL PLANTS. ARTIFICIAL PLANTS COMPOSITIONS MADE BY [ASILVESTRADA.](#)

FRAGRANCE. [DEJÀ VU BRANDS.](#)

HOSTEL ROOFTOP AND INTERIORS ILLUMINATION PROJECT. [OLIVA ILUMINACIÓN.](#)

HOSTEL FAÇADE ILLUMINATION PROJECT. [VIABIZZUNO VALENCIA.](#)



DETAILS MATTER UNTIL THE VERY END.

Newton's apple had to be here.

The hummingbird is our carrier and time guardian. Because they are capable of flying backwards. That is why there are many flying around 2060. They teach us to remind the past while enjoying the present and appreciating what we love.

Nature conquers the hostel, through the signage in windows, elevators, doors... The green lives with tricks and bits of advice to face the end of the world, spread all over 2060. The stair is a big example of it, when going upstairs or downstairs you can go through the five stages of grief.

When walking by the elevator, the birds cheep and you can smell a very natural fragrance with notes of freshly cut grass. When you come in, the vegetation surrounds you.





STOP COUNTING, START LIVING.

2060. The Newton Hostel & Market

Calle Cabeza, 11. Madrid

Execution period. 2017 - 2018

Local area. 6 floors building, completely refurbished. 1.511 m².

27 rooms. 200 beds

Kitchen/Dining room 49,25 m²

Lounge/multipurpose: 47 m²

Spa: 23 m²

Laundry

Rooftop Bar

Energetic certificate AAA

INFORMATION AND BOOKING:

<http://www.2060hostelandmarket.com/>

Instagram: @2060hostelandmarket

PROYECTO INTEGRAL:

Wanna One. www.wannaone.es/ hello@wannaone.com

Market and trends audit

Brand strategy

Naming

Branding

Interior

Furniture design

Signage

Website

Communication items (cards, stationery, etc.)

Photography. [CaulinPhoto](#)

PRESS CONTACT

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THANK YOU.

2060. HOTEL & MARKET

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#WELCOMETOTHEENDOFTHEWORLD