

PRESSKIT

PRAKTIK VINO **TECA**
BARCELONA HOTEL

Praktik Vinoteca arises out of the quest and innovation of the Praktik Hotels group to offer original hotels that provide a unique and personal experience for guests. In line with this philosophy, the Praktik Vinoteca is presented as a surprising new boutique hotel dedicated to the world of wine: the city of Barcelona's relationship with wine is as old as its history and culture.

Nowadays, modernity and tradition have combined to make the wines of this area acknowledged around the world, and the cosmopolitan and vibrant city of Barcelona offers wine-lovers some of the best wineries in the world.

Location of the hotel

Situated at Carrer Balmes 51, the Praktik Vinoteca offers an unmatched location: in the heart of Barcelona's elegant Eixample district, where most of the Modernist and Art Nouveau monuments that have made Barcelona one of the leading cities in art, fashion and design are located. Surrounded by historic buildings, shops and restaurants, the hotel is just a 6-minute walk away from the Paseo de Gracia metro station and 10 minutes from Gaudí's La Pedrera. The Sagrada Familia and the beach at Barceloneta are just 3 metro stops away.

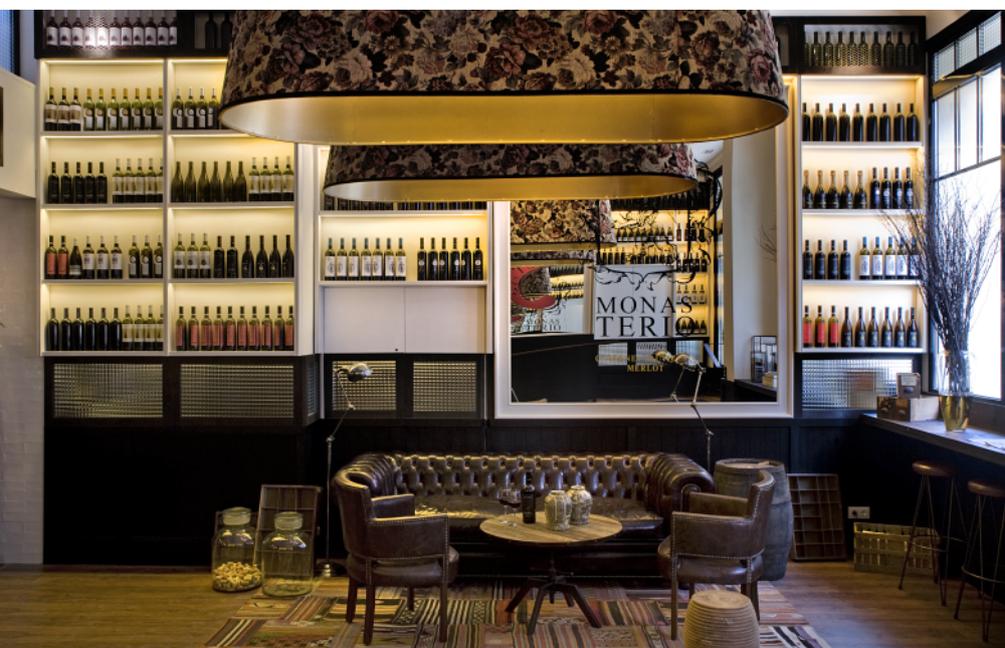
Contact

Hotel Praktik Vinoteca
Balmes 51
08007| Barcelona

Tel. (+34) 93 454 50 28

Opening date:
15th October 2014

www.hotelpraktikvinoteca.com
www.praktikhoteles.com





Concept

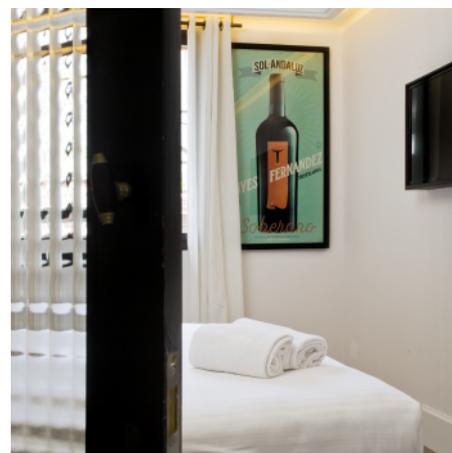
Praktik Vinoteca is a hotel with a great personality, created as a result of our wish to offer our guest not only accommodation in a building dating back to the beginning of the 20th Century, typical of Barcelona's Eixample district, but also the possibility of enjoying the exquisite world of wine in a unique setting.

Design

The interior design of Praktik Vinoteca is the work of **Contemporain Studio** (winner of the magazine AD prize for 2013). The prestigious interior designer **Lázaro Rosa-Violán** has successfully integrated wine as a decorative element in the hotel, recreating with exquisite detail the practicality which is a trait of our modern, minimalist hotels without losing the distinct Mediterranean flavour.

Services

- Free WiFi
- Concierge service
- Breakfast
- Beach towels
- Tourist bus reservations
- Parking
- Coffee machine
- Laundry service
- Restaurant reservations
- Luggage scale
- Airport transfers

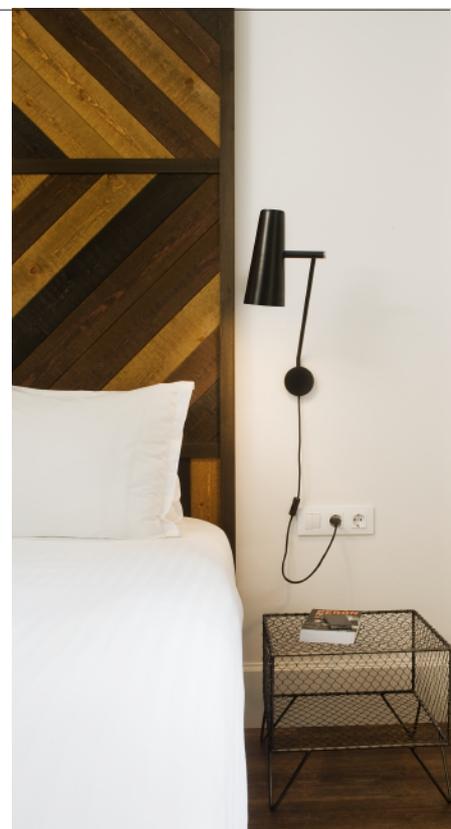


Rooms

The Praktik Vinoteca hotel has **64 rooms** in which light colours, fine woods and the luminosity of their white tiles predominate. The main feature of the design of the rooms is minimalism, with clean, modern lines combined with the warm touch of wood.

The hotel offers two types of rooms: King double (34 in total), with a king-size double bed, and Twin (30 in total), with two single rooms. All are completely refurbished and come complete with free WiFi, ensuite bathroom with hairdryer, air-conditioning, heating and a safe.

Of these rooms, 48 are exterior: some have a balcony with views of C/Balmes, one of the main streets of central Barcelona, while others look onto our terrace, a spacious patio garden typical of the Eixample district.



Facilities

- Disabled access
- Air-conditioning
- Private bathroom
- Bath items
- Safe
- Central heating
- Make-up mirror
- Non-smoking rooms
- Free Internet access
- WIFI connection
- Electronic/magnetic key
- Reading lamp
- 16:9 TV screen
- Flatscreen TV
- Telephone
- Articulated windows
- Soundproof windows





Barcelona and wine

Barcelona is located in a privileged setting on the shores of the Mediterranean Sea, blessed by fertile soil with vast extensions of olive groves and vineyards, as well as a warm temperature that guarantees perfect conditions for making wine. Introduced by the Phoenicians and the Greeks, through trade along the Mediterranean, the vine was implemented in Catalonia in the 4th century BC. Vine-growing became consolidated later during the age of the Roman Empire, although after its fall, with the invasion of the Barbarian and Muslim peoples, vines stopped being grown. In the Middle Ages, the Catalan monasteries continued with the wine-producing tradition and it was in the 10th and 11th centuries, when the city of Barcelona enjoyed great political and economic splendour, that vine growing resumed strongly, and spread all around Catalan territory, to become one of the main driving forces of its economy.

The problems would arrive in the year 1879 with the entry of the phylloxera into the Iberian peninsula, from France. This deadly insect devastated the entire vines of Catalonia in less than three decades. Most producers were ruined, but it was thanks to the effort and involvement of the entire population, landowners and peasants, that the vineyards started producing again. Little by little the native grape was replaced by another from the Americas, immune to the disease, and the activity underwent a true modernization. The replanting of white grapes entailed a change, with the greatest production shifting from the Bages area to the Penedès, thus favouring the development of cava and the specialization in the production of quality wines.

Nowadays Catalonia is the Spanish region with the most designations of origin, with twelve in total. Notable among these are the **D.O. Penedès**, the most prestigious and international of the regions thanks to its fresh, fruity and aromatic white wines that form the basis for its cavas (with native Catalan grape varieties such as macabeo, xarel.lo and parellada). The **D.O.Q. Priorat** produces wines that are unique in the world, supremely dark, dense, robust and forceful, with very particular aromas.

They are made using the grenache and carignan varieties, with the support of other noble grapes such as merlot, syrah or cabernet sauvignon. Special mention should be made of the D.O. Cava, most of which is produced in the Sant Sadurní d'Anoia in the province of Barcelona, making Spain the world's second producer of sparkling wines after France.

Barcelona is noted for offering exquisite cuisine and surprising Modernist architecture, the work of geniuses such as Gaudi. Nowadays, thanks to the application of the most advanced technologies, Catalonia has become a destination par excellence for wine-lovers: it is the region with the largest wine-producing tradition in Spain (25% of total production), 70,000 hectares of vineyards, 12 designations of origin and a carefully nurtured quality tourism based on the exquisite world of wine.



About Praktik Hotels

The Praktik Hotels chain is noted for offering boutique-style hotels with great attention to design, always at a competitive price and unmatched locations in the centre of Barcelona and Madrid.

Luxury and a good location are usually associated with high prices, unaffordable for most pockets, but Praktik Hotels are committed to offering guests a high standard of quality and comfort and excellent value for money. We are inspired by the passion for things well done and a taste for practical and functional design, that is aesthetic at the same time, so that our guests feel at home.



Each of the Praktik hotels is unique, and different from the others:

Hotel Praktik Bakery (Barcelona)

A most singular establishment, integrating a bakery inside the hotel. It is a different hotel, out of the ordinary, that introduces something as “homely” as bread so that our guests feel at home and enjoy the delicious offerings of the Baluard bakery run by Anna Bellsolà.

Hotel Praktik Rambla (Barcelona)

Occupies a spectacular 19th-century mansion in central, tree-lined Rambla Catalunya. The architecture that is so distinctive of Barcelona features strongly in this hotel, which retains original elements such as the Baroque columns and colourful mosaic floors.

Hotel Praktik Garden (Barcelona)

The green vegetation of the lush plants welcoming you to the hotel make the Garden feel like a real oasis to get away from the hustle and bustle of the city.

Hotel Praktik Metropol (Madrid)

Located in the street that has been called Madrid’s Broadway, is a hotel with a New York style standing erect on Gran Via, in an imposing marble and light stone building, opposite what was Europe’s first skyscraper.



**For further information,
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