

MUSEU DE CERA
BARCELONA

WAX MUSEUM

mcb

Barcelona Wax Museum

Recovery and renovation of a historical
icon of the city of Barcelona

PRESS KIT



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A BUILDING WITH HISTORY AND A UNIQUE LOCATION

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A BUILDING WITH HISTORY AND A UNIQUE LOCATION

The New Wax Museum of Barcelona is located in the heart of one of the most historic areas of the city, the Gothic Quarter, on one of its most well-known streets: La Rambla. The building was built between 1867 and 1874 and initially housed banking entities, such as the Bank of Barcelona and *Crédito & Docks*. It is considered a neoclassical building of historical and artistic interest.

In 1973, Enrique Alarcón, an architect and renowned set designer, saw the potential and charm of the building and decided to establish a new project there, which over time would become an icon in the city: the Wax Museum of Barcelona.

THE NEW BARCELONA WAX MUSEUM

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THE NEW BARCELONA WAX MUSEUM

In 2015, the opportunity to update the Museum's facilities was identified. If properly updated, this museum could once again become an emblematic asset of La Rambla, the city, and for the more than 5 million residents of the metropolitan area and the more than 30 million visitors to the Destination Barcelona in 2019.

A group of catalan entrepreneurs decided to buy the property, creating a new company that incorporated strategic partners who could add value to the New Wax Museum. Finally, the purchase of the Museum's facilities and Bosc de les Fades was signed in November 2019, and they started managing it in February 2020.

Initially, it was planned that the scenarios would be progressively renewed over time, but with the arrival of the pandemic and the consequent obligation to keep the facilities closed for an uncertain period of time, the decision was made to completely renew the Museum's contents so that, once the pandemic was overcome, the museum would be ready to welcome visitors with top-notch facilities.

Between April and July 2020, the project was developed, and the facilities were renovated between August and November, with an investment of 6 million euros, to then reopen completely renovated on December 4th, 2020.



THE NEW BARCELONA WAX MUSEUM

The remodeled Wax Museum of Barcelona was conceived to be:

- A dynamic museum, with the incorporation of new figures and changes in the scenarios.
- A museum with a wide range of activities and events.
- Playful, but at the same time didactic and educational, always maintaining the historical value of the building.
- A reference asset in Barcelona that would add value to La Rambla and the city for its innovative content and approach.
- Paying homage to the customs and traditions of Catalonia, its most prominent characters, artists, athletes, etc.
- A museum that offers content for all ages.
- A museum that would regain its position as a reference and icon of family leisure in the city of Barcelona.
- A museum that consolidates the terror theme, a universal attractor, as an inherent part of the visit.
- Redesigned according to a new narrative, which enhances the city's unique values, history, and characters.
- A place with interactive technology fully integrated into the experience.
- A museum that, together with a good communication campaign aimed at the local population, would ensure that locals return to La Rambla and to the Wax Museum.



AN UPDATED MUSEUM

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**We invite you to
discover the
journey**



SCENARIOS AND FIGURES

AN UPDATED MUSEUM

More than 150 figures and 28 different spaces welcome you to the New Wax Museum of Barcelona. After a complete renovation, this iconic leisure spot in Barcelona offers a modern and innovative experience comparable to the best recreational and entertainment venues in the world, leaving no one indifferent.

The suggestive interior spaces, enhanced with the latest audiovisual, and digital technology, allows visitors to live a unique interactive experience in Barcelona. The New Wax Museum of Barcelona is designed as a selfie-friendly space, so that visitors can immortalize the moment in which they meet, up close, their idols of music, cinema, sport or gastronomy, among many other characters.





BARCELONA ICONS

The exhibition is divided into several rooms, many of which highlight the great architectural attraction of the building. One of them is the vault, original of the bank that was headquartered in the building, and which had to be accessed by using a blowtorch.

There are also figures of great significance to the city and to Catalonia, such as Copito de Nieve, Dalí, Rosalía, Alexia Putellas, and the Roca brothers, among others.



TRIBUTE TO CATALONIA

A spectacular modernist staircase welcomes you to a space where screens, projections, and immersive sound allow you to become part of some of Catalonia's most unique traditions. The exhibition includes the Patum of Berga and a castellers (human tower) over four meters high, both recognized as intangible cultural heritage by UNESCO.

BOSC de les fades café

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[BOSC DE LES FADES](#)



[@ELBOSCDELEFADES](#)



[@ELBOSCDELESFADES](#)

The image shows the interior of a bar-restaurant named 'El Bosc de les Fades'. The space is filled with large, textured columns that resemble tree trunks, some of which are intricately carved with faces. The ceiling is covered in dense, hanging green and autumn-colored foliage. Several round wooden tables are scattered throughout, accompanied by wooden bar stools and green plastic chairs. In the background, there are menu boards and a bar area. The lighting is warm and ambient, creating a magical atmosphere.

EL BOSCO DE LES FADES

This magical bar-restaurant, recognized in all travel guides as a place with a lot of personality, unique and iconic, is an unmissable meeting point for locals and visitors and the perfect complement to the visit to the Museum. Surrounded by trees, fairies, and gnomes, it allows you to enjoy a cocktail under a roof full of stars.

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ACTIVITIES AND EVENTS

At the Wax Museum, multiple activities and events with various themes are held, both in the Museum's own spaces and in Bosc de les Fades.

EVENTS

Both the Museum and Bosc de les Fades have various attractive spaces to host their own and private events. For example, they hold dinners, musical events, presentations, fashion shows, press conferences, photo shoots, etc.



THEMED VISITS

Nowadays, the activities that take place in the Museum and Bosc de les Fades are related to the world of terror and magic. These are tailor-made visits for small groups.



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THE INTEGRATION OF THE MUSEUM IN LA RAMBLA

La Rambla is the epicenter of cultural and tourist activities, and the collaboration between the different attractions is essential to offer an enriching experience to visitors.



THE MUSEUM AND LA RAMBLA

The Wax Museum of Barcelona is in constant collaboration with its surroundings. With its range of activities, collaboration with other entities, and participation in events held in the area, it aims to be an added value to La Rambla. Therefore, some of the actions developed by the museum include:

- Participation in the Get Your Guide project for the creation of a portal that integrates different tourist resources of La Rambla, making the museum one of them.
- Partners of Amics de La Rambla, a non-profit association with the aim of defending and promoting the social, commercial, and cultural interests of La Rambla. The Museum participates in various actions and campaigns carried out by the association.
- Collaboration with other tourist and cultural assets: since the museum's opening, collaborations have been established with other companies in the sector to create synergies.
- Participation in various festivities and celebrations of La Rambla to help promote and bring the museum closer to the public.

The synergy between the Wax Museum and the other attractions of La Rambla creates an enriching and multifaceted tourist environment. This collaboration not only enhances the visitor experience but also fosters the economic and cultural growth of the area. By working together, these attractions can offer a cohesive and memorable tourist experience that highlights the cultural richness and diversity of La Rambla.

SOCIAL MEDIA & LINKS



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PHOTOS&VIDEOS



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