

**60 Balconies Iconic, Madrid:**

**With a view of the Golden Mile**

**The Centro District is the centre of metropolitan elegance and bourgeois aristocracy in the Spanish capital. The density of designer shops and luxury brands is correspondingly high along the so-called Golden Mile. A new hotel concept plays with the quest for individuality. Jansen AG supports this with its Janisol Arte 2.0 profile design.**

60 Balconies Iconic – created by Antonio Palacios, the refurbished historic building is perfectly adapted to a vibrant environment. The idea of combining the comfort of a modern city hotel with the independence of an apartment embraces the new way of travelling. And this is perfectly translated into a concept that, from the rooftop swimming pool to the 24-hour check-in and check-out, places no constraints on anyone, leaving everyone free to enjoy their way of life. To shape it. And this applies in particular to Palacios' design for a historic building in a trendy environment that indulges in hedonism.

The hotel's "Bon Vivant" style ensures that the individually designed urban retreats are in perfect harmony with a lifestyle that welcomes casual bohemian chic and the pleasure of luxury in equal measure – as is the case at the nearby, recently opened Galeria Canalejas. It is pleasing that 60 Balconies Iconic does not succumb to the need to reconcile this chic with respect for Palacios' existing architecture. In the façade, the slender elegance of the original design language is taken up by the Janisol Arte 2.0 profile design; the way in which the metalworkers from SGA - Grupo Teofilo realised Valle Arquitectos' interpretation shows what is feasible when narrow profile face widths of 25 or 40 mm and a construction depth of 60 mm provide both delicacy and strength for the renovation of historic windows. In fact, for the overall aesthetic impression of this exciting accommodation concept, the redesign clearly highlights just how important the elements are to the effect, namely the 60 Balconies Iconic property as a whole on the outside and the individually furnished apartments on the inside.

At no time does the Jansen AG steel profile system step into the limelight, let alone compete with the forms of Palacios' façade design, with other unmistakable traces right next door – with the Cibeles Palace and the Circulo de Bellas Artes. And yet the material and geometric contrast of the cool, angular shapes and expansive, rounded forms pushes the observer to step out of the style of the Salamanca Villas and take new references on-board. From a technical point of view, the profiles set the scene for the glass and light, as the modern apartments are all in black, white and light wood tones. Those who feel comfortable, writes the hotel operator with appropriate ambivalence, need not worry about collecting memories in Madrid. Looking at the element design in 60 Balconies Iconic, it is tempting to add: the melancholy of the historic building finds meaning in the new, orderly structures produced by the Janisol profiles.

#### **Caption 60 Balconies Iconic, Madrid**

##### **J-037.jpg:**

Narrow profile face widths of 25 or 40 mm and a construction depth of 60 mm ensure delicacy and strength at the same time.

##### **J-049.jpg:**

From a technical point of view, the profiles set the scene for the glass and light, as the modern apartments are all in black, white and light wood tones

##### **J-054.jpg:**

At no time does the Jansen AG steel profile system step into the limelight, let alone compete with the forms of Palacios' façade design

##### **J-059.jpg:**

In the façade, the slender elegance of the original design language is taken up by the Janisol Arte 2.0 profile design

#### **Project details:**

**Client:** Realidades del Pacifico España SL

**Architecture:** Valle Arquitectos, Madrid

**Metal construction:** SGA - Grupo Teofilo, Madrid

**Area of application:** Window

**Date of completion:** 2021

**Profile system used:** Janisol Arte 2.0

**System supplier:** Jansen AG, Oberriet, Switzerland

**Text:** Reinhold Kober / Book Your Video GmbH & Co. KG, Bad Wörishofen

**Photos:** © Alfonso Quiroga

**Photo credits:** Jansen AG, Oberriet

#### **About Jansen AG**

Jansen AG was founded in 1923 and is based in Oberriet, Switzerland. The Group develops, produces and distributes steel profile systems and plastic products for various segments of the building industry. Since 1978, Jansen has been the exclusive Swiss sales partner of the German company Schüco International KG and distributes its aluminium profile systems within the construction sector. In January 2021, Jansen AG acquired the subsidiary RP Technik GmbH, which is also a provider of steel solution systems for façades, windows and doors, from the Welser Profile Group of Companies. Jansen handed over its automotive supply business to Mubea on 1 April 2021. To this day, the Jansen Group remains a wholly family-owned company and employs around 600 people worldwide.

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