



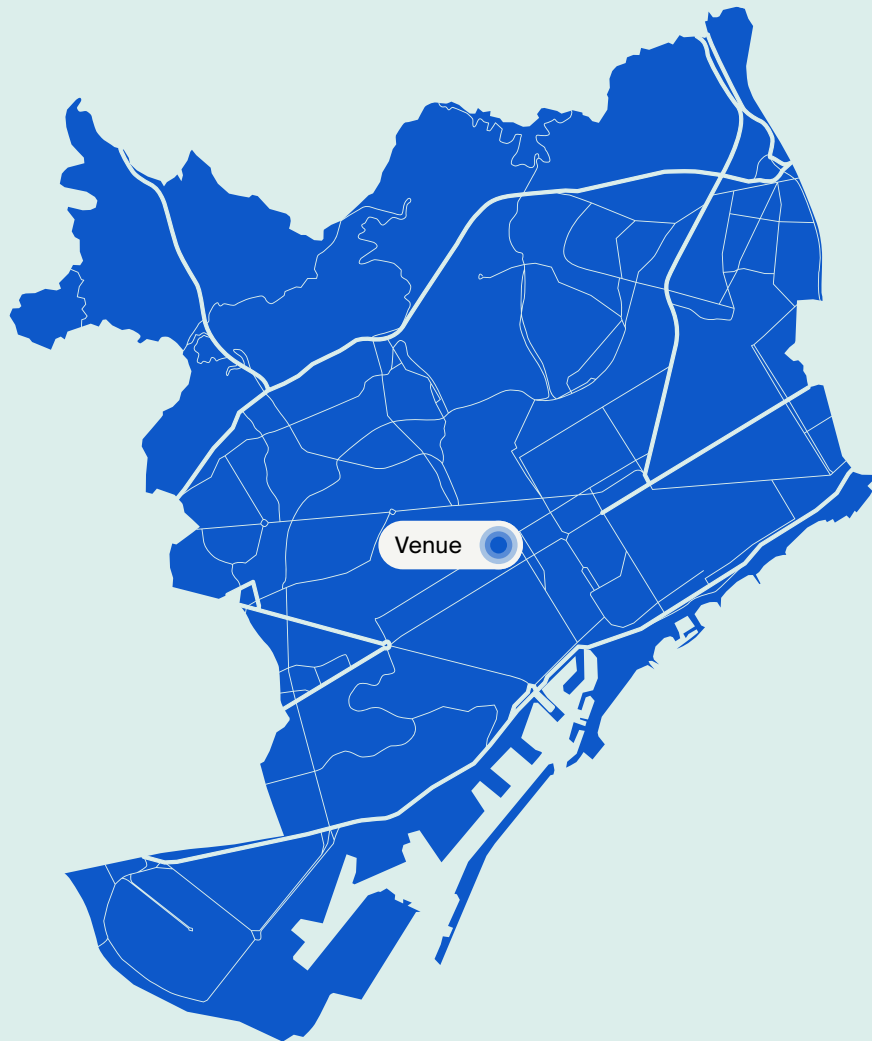
Travel Guide

A Walk Through Barcelona's Top Landmarks

Venue

Starting Point:

UPF Barcelona School of Management
C/ de Balmes, 132, 134, 08008 Barcelona, Spain



Free afternoon and nothing planned? We've got you!

This walk (~2.5 km, 30–40 minutes without stops) covers Barcelona's most iconic modernist architecture and vibrant city centre.

Bon passeig!

Barcelona's Top Landmarks



Eixample District

You are already in the middle of “modern” Barcelona, the Eixample (“extension”) district, designed by Ildefons Cerdà in the 1860s to connect the old town to surrounding villages.

The whole district is seen as a paradigm of modern rational urban planning, with uniform, egalitarian neighbourhoods and evenly distributed public services. Every detail was thought-out: take, for example, the chamfered corners, designed to allow more sunlight into the surrounding apartments, better air circulation and safer traffic.



Passeig de Gràcia

From UPF, head south on Carrer de Balmes and turn left onto Passeig de Gràcia - Barcelona's grandest boulevard. Lined with luxury boutiques, ornate modernist lampposts, and hexagonal Gaudí-designed pavement tiles, this avenue is the heart of the Eixample.

While Passeig de Gràcia is now one of Barcelona's most iconic avenues and a synonym for luxury, its name hints at its humble origins: the “Path of Gràcia” started as a road connecting the walled “old” city of Barcelona to the nearby, independent town of Gràcia (“grace”), named after its Franciscan convent!



La Pedrera – Casa Milà

On Passeig de Gràcia (at a mere 5-minute walk from UPF), you can find Gaudí's final civil work (1906–1912), Casa Milà, nicknamed La Pedrera ("The Quarry").

This modernista-style building is characterised by curved, sinuous forms: the façade resembles the moving sea, with the waves interacting with the seaweed-like balcony railings, while the attic's catenary arches resemble a whale's ribs. If you have time for a visit, don't miss the rooftop: a stone garden of warrior-like chimneys with a truly unique view over the city.

Tickets from EUR 25.



Casa Batlló

A 7-minute walk along Passeig de Gràcia will take you to the Manzana de la Discòrdia ("Block of Discord") and its most iconic house, Casa Batlló. Its nickname (Casa Dels Ossos, "House of Bones") refers to its skeletal balconies, while its dragon-scale roof is a homage to the legend of Sant Jordi (St. George), the Patron Saint of Catalonia.

The entire house is an incredible work of architecture, inspired by the sea, nature, and fantasy. The façade, decorated with shiny mosaic made of broken ceramic tiles (trencadís), is a sight to behold at any time of day.

Tickets from EUR 29.



Casa Amatller

Next door to Casa Batlló is Casa Amatller, a striking Gothic and Modernist mix designed by Josep Puig i Cadafalch (1900) for the Amatller chocolate dynasty.

A stark (but beautiful) contrast with its neighbours, this building features a unique, Dutch-inspired stepped gable, rich interior furnishings, and a ground-floor chocolate shop.

As you admire this building, try to spot one of the many decorations on the façade inspired by the almond blossom, a nod to the surname of the house's original owner, "Amatller".

Tickets from EUR 23.

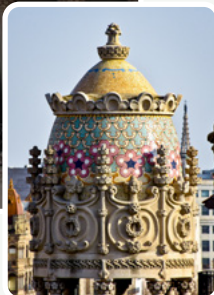


Casa Lleó Morera

A 1-minute walk from the previous two is Lluís Domènech i Montaner's ornate contribution to the Manzana de la Discordia (Block of Discord), a name which indicates three rival architects' showcases of their competing visions.

Throughout the building one can find decorative references to the Morera's family name, which translates to "mulberry tree".

Tickets from EUR 15.





Plaça de Catalunya

A 10-minute walk south along Passeig de Gràcia will bring you to Plaça de Catalunya, Barcelona's central square and transport hub.

A natural meeting point between the old city and the Eixample, surrounded by department stores and fountains.



Las Ramblas

From Plaça de Catalunya, you can start walking along Las Ramblas, the famous 1.2 km tree-lined promenade stretching all the way to the port.

Street performers, flower stalls, and the historic Mercat de la Boqueria (midway on the right) make it a fun walk at all hours of the day.

Final Destination

Conference Dinner.

From Plaça Catalunya, a 19-minute walk along Passeig de Gràcia.



Hotel Catalonia Boulevard

Further Afield but Still Worth Visiting

Remember: These sites require a short metro or bus ride but are well worth the extra time!

Sagrada Familia

A 25-minute walk away from the venue or a quick 8-minute metro ride (L5 from Diagonal) is an undisputed symbol of Barcelona - Gaudí's best-known masterpiece, the Sagrada Família. Under construction since 1882 and now targeting completion in the 2030s, the Basílica i Temple Expiatori de la Sagrada Família is the largest unfinished Catholic church in the world and a UNESCO World Heritage Site, as the architect died before he could complete this project (2026 marks the 100th anniversary of Antoni Gaudí's death!).

The three grand façades, forest-like interior columns, and light-filled nave are breathtaking, but book tickets ahead if you wish to go inside, as they do sell out!

Fun fact: When completed, it will be the world's tallest church (172.5 meters), intentionally built one meter shorter than Barcelona's Montjuïc Hill.

Tickets from EUR 26.





Palau de la Música Catalana

Palau de la Música Catalana (“Palace of Catalan Music”, 16-minute walk away), one of the most beautiful concert halls in the world, featuring a giant stained-glass skylight and a double-colonnade balcony characterised by vibrant colours and flower mosaics.

Tickets from EUR 20.

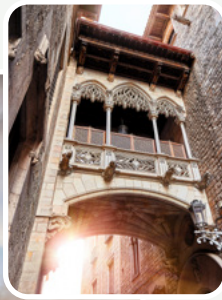


Montjuïc

From “Diagonal” the metro L3 (exit Espanya) will bring you to the foot of Montjuïc, (“Jewish Mountain”), whose name derives from a medieval Jewish cemetery found on it. From there, you can either walk up the hill or take the cable car to enjoy this beautiful hillside park offering panoramic city and sea views, plus:

- MNAC (Museu Nacional d’Art de Catalunya), for Catalan modernisme collections and the iconic staircase;
- CaixaForum, if you like contemporary art exhibitions;
- Jardí Botànic de Barcelona, for a quiet stroll among Mediterranean and global flora;
- Jardins de Mossèn Cinto Verdaguer, featuring beautiful aquatic gardens

Funicular Tickets from EUR 17.



Gothic Quarter (Barri Gòtic)

A 13-minute walk east from Las Ramblas you can find the oldest part of Barcelona, built on a 2,000-year-old Roman city, Barcino. Characterised by a labyrinth of Medieval lanes winding past the Cathedral “La Seu” (“Headquarters” of the bishop), Roman walls, and hidden courtyards, this part of the city is full of surprises and hidden gems around every corner.



Barri de Gràcia

A 6-minute metro ride away (L3 from Diagonal to Fontana) will take you to Barri de Gràcia, a former village with a bohemian, local feel.

This now neighbourhood is characterised by narrow streets that converge on squares like Plaça del Sol and Plaça de la Virreina, dotted with independent cafés and vermouth bars. In this area, you can also find one of Gaudí’s earlier works, Casa Vicens.

Museums



MACBA - Contemporary Art Museum Barcelona

MACBA is one of the most important cultural spaces in Barcelona, dedicated to modern and contemporary art.

20-minute walk away from the venue.



Picasso Museum

The Picasso Museum in Barcelona is a beautiful and inspiring place dedicated to the life and work of Pablo Picasso.

32-minute walk away from the venue.



The Museu Nacional d'Art de Catalunya

The Museu Nacional d'Art de Catalunya (MNAC), located on Montjuïc hill in Barcelona, is one of the city's most important cultural institutions.

45-minute walk away from the venue.



CaixaForum

CaixaForum Barcelona is a vibrant cultural center located at the base of Montjuïc in Barcelona.

40-minute walk away from the venue.



CosmoCaixa Science Museum

CosmoCaixa Barcelona is one of Barcelona's leading science museums, offering an engaging and interactive experience for visitors of all ages.

40-minute walk away from the venue.



Augustus Temple

The Temple of Augustus Barcelona is a hidden historical gem located in the Gothic Quarter of Barcelona.

27-minute walk away from the venue.

Chill Afternoon

The venue is right in the heart of the Eixample — which means you're already perfectly placed to enjoy Barcelona at its best. Whether you feel like ending up at the sea, lounging in a park, or finding a sunny terrace with a cold drink, the city is yours.

Drop the lanyard, step outside, and let Barcelona do the rest.

Beach Walk

Allow 2–3 hours to do it properly and stop along the way.

● Passeig de Gràcia

Start right from the venue — stroll down one of the world's great boulevards, past Casa Batlló and La Pedrera if you haven't seen them yet.

● Plaça de Catalunya

The beating heart of the city — a natural pause point before heading onto the Ramblas.

● La Rambla

Buskers, flower stalls, La Boqueria market on the left — follow the flow all the way south.

● Drassanes & Monument to Columbus

The medieval shipyards and Columbus column mark the end of the Ramblas — the sea is right there.

● Moll de Fusta & Port Vell

Wide seafront promenade with harbour views — slow down and enjoy.

● Barceloneta Beach

Grab a spot on the sand, take a dip, or find a chiringuito for a cold drink and some snacks — you've earned it.



Afternoon in the Park

For a slower pace — grab a snack, find some shade, and just breathe. Two great options depending on how far you want to wander.

Parc de la Ciutadella [~20 min by metro]

Lush urban park with a grand fountain, a boating lake, and a relaxed picnic atmosphere. Free to enter, no booking needed — easy and central.

Park Güell [~20 min by metro]

Gaudí's mosaic terraces and sweeping city views. Book the monumental zone in advance — the surrounding free areas are equally lovely and less crowded.

What to eat in Barcelona?



Patatas Bravas

Fried potatoes, spicy sauce.



Tortilla de Patata

Spanish omelette.



Jamón Ibérico

Cured ham, the good stuff.



Croquetas

Creamy béchamel fritters.



Calamares / Chipirones

Fried squid rings or baby squid.



Pa amb Tomàquet

Bread rubbed with tomato & olive oil.



Gambas al Ajillo

Prawns in garlic & olive oil.



Boquerones/Anchoas

Fresh or cured anchovies.



Pulpo a la Gallega

Galician octopus with paprika.

Local Tip

If you're not up for tapas, many restaurants offer a menú del día from 12:30 to 15.00h – a set lunch menu with starter, main, dessert and drink for around €15–20. It's one of the best-value ways to eat well in the city. Don't be surprised if dinner doesn't start until 8pm!

Team Picks

Vermut in Carrer Parlament – a nice clara (beer with lemon) and some tapas on a sunny terrace. Carrer Parlament in the Sant Antoni neighbourhood is one of the liveliest streets in Barcelona for a slow, happy afternoon. It's about 15-20 min from the venue on foot through the Eixample – a lovely walk in itself. Our favourites on the street: Bar Calders, Bodega Vinito and Sucursal Aceitera.



Raquel

If you are like me and enjoy hands-on activities, a small workshop to learn a local craft, such as Trencadís, can be an amazing way of spending a couple of hours in the afternoon.

A quick search on Google, Get Your Guide or Airbnb Experiences can help you find workshops taught by local artists - you might learn something new, get lost in the craft, and even return home with a souvenir you created yourself!



Roberta

Thank you!

Have fun exploring Barcelona.