

# The Hovse 2015: Christmas Calling, and better than ever

It's beginning to look a lot like Christmas, everywhere you go! The wind in the air and the need for big coats further emphasize the fact that the holidays are indeed upon us. This means that the days are being counted down to vacations or trips to various destinations with our families.



Last year I discovered [The Hovse](#), the pop-up Christmas market from Better Pop-Ups located in a vacant mansion mere minutes from my apartment in Chamberí.



After making weekly pilgrimages to the house throughout most of the holiday season, I managed to touch down in New York with amazing original Chrismukkah presents for the family, my ride-or-dies, and for myself as well (spread out for Hanukkah, Christmas, and one to open for Reyes just so I don't feel left out while jet-lagged on January 6th). I went on my first scouting mission of many to [The Hovse](#) of the year, and here's my report back:





In what looks just like any typical Chamberí mansion, you walk into this three-story house and are transported into a spacious holiday area with lots of different vendors, greeted by holiday lights and papers reminiscent of snow. Many of last year's vendors are back for another round (including [Helena Rohner](#), [Ouibyou](#), [Mr. Boho](#), and our beloved [Mr. Wonderful](#)), but there are lots of newbies as well.

**Here are the lists of the first-floor and second-floor vendors:**

BICMBO 13  
BRUBAKER  
EDMMOND  
EWAN  
FÁBRICA DE CAMISAS  
FIUMINE  
HAUS&DECC  
INÉS SUSAETA  
LEBONN  
LUDUS LUDI  
MR. BOHO  
MR. WONDERFUL  
ODDY NEIGHBOURS  
PAMPANALE  
PINTÓN  
SOCKETINES  
SUGAR YONKIE  
THE PIEZA  
VASITO DE LECHE  
WALK WITH ME  
WE ARE KNITTERS

ENVÍA TUS REGALOS CON GLOVO  
(PREGUNTA EN CAJA)

#THEHOUSE



A CASA BIANCA  
ARCHANGELA  
BELEN DOMECQ  
BOBO CHOSES  
BOHEMIKANS  
BRUMALIS  
CALMA CHECHU  
CUCUDUCHO  
COCKPLAY  
CORTANA  
EL MERCADO DE LA VIDA  
FAVORITO STUDIO  
FIT FOOD  
HELENA ROHNER  
IALA DIEZ  
JIMMY LION  
JOSEFINA  
KATIE LEAMON  
KREOL DESIGN  
LAS GENIAS  
LA CASITA DE MARGAUX  
LAMANTIKA  
LORD WILMORE  
MARENGO GREY  
OUIBYOU  
PENA JEWELS  
SCOTHEADS  
VAJILLAS DE ULTRAMAR

GOURMET  
BARBA ROJA  
CAN BENCH  
FRINSA  
HERCINA VIRGEN EXTRA  
MYKES GOURMET  
SANTA GADIA  
S'ALLET

OLIVIA TE CUIDA

(GRACIAS)  
GUELL-LAMADRID  
JESSICA BATAILLE  
SIETE FORMAS  
PAPELIMENTS DECCART  
FUNDACION CARMEN PARDO

#THEHOUSE

## But there's more...

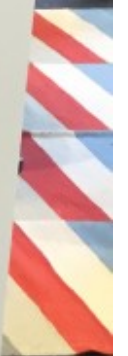
You'll also find [Mercado de Motores](#)' mainstays **La Mantika** in case you need to get a blanket for your apartment to deal with the cold, [Katie Leamon](#) stationery, and lots of leather goods in case you want a perfect **Made in Spain leather bag, pouch, or wallet**. And below is a photo of handmade jewellery by [Helena Rohner](#), a Madrid-based jeweller whose store in La Latina I wrote about in a [previous post](#).



**There are even some really cool aprons** (I think I may have just given a spoiler alert about somebody's present, but sorry not sorry)



MAR ENGO GREY





# This year, the biggest innovations come in two forms:

## Innovation #1: The Food

As always, **The Hovse** has dining spaces where hip eateries set up shop and you get the benefit of trying eats from these places without having to fight with all of Madrid to grab a table. Two of this year's players are in **Salesas**, aka the area behind Calle de Génova and the Plaza de Santa Bárbara in between Alonso Martínez and Chueca that's becoming Madrid's Soho: [Olivia Te Cuida](#), known for its healthy offerings (as the restaurant's name implies), and [MEAT](#), acclaimed and written about all over town for its burgers (**MEAT's space is up on the terrace**).



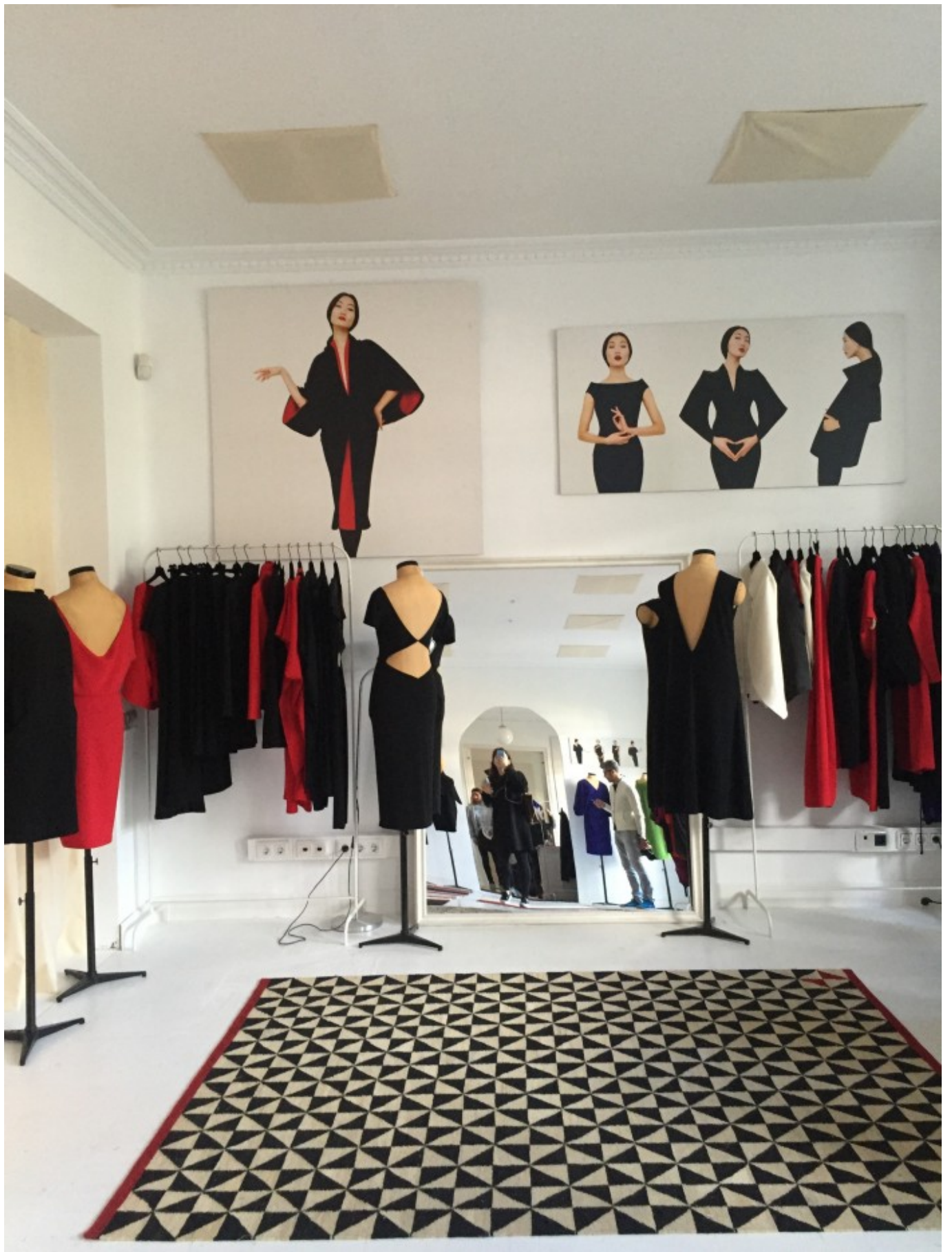
If juicing or health food is more your style, you'll also find a temporary outpost of [Fit Food](#) – where you can try a big selection of the juices on offer (and perhaps tempt you to try a Detox treatment in January so you can fit into clothes you

buy during *rebajas*).

## **Innovation #2: Sybilla Atelier**

This year's *Premio Nacional de Moda* winner, [Sybilla](#), has taken over the entire top floor of The Hovse with a temporary atelier. You're transported deep inside her world, with samples of all of her different cuts with colors. The clothes look absolutely dreamy, as well as the collaboration with a French accessories label.







## And the best part?

The team at the Atelier will take your measurements and you can get something custom-made. Talk about something TRULY made just for you!

So run over to [The Hovse](#) and get the coolest [Madrid holiday gifts](#) for everyone on your list –from family, friends, ride-or-dies, and anyone else who you may find special.

## Info

- **Web:** [The Hovse](#) by [Better](#)
- **Address:** Calle General Arrando 40
- **Metro:** Alonso Martínez, Rubén Darío, Iglesia
- **Hours:** open every day from 11 AM to 9 PM until December 24th (Christmas Eve)

**For more on holiday shopping in Madrid, check out:**

- [Best Gifts from Madrid](#)
- [Casa Mira, Best Turrón in Madrid](#)
- [El Riojano, Madrid's best pastry shop](#)

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# The Hovse Pop-up Vermouth & Tapas Bar

As you may have already noticed, Madrid has a thriving pop-up events culture including markets, restaurants, shows, and

more. On this occasion, we're looking at **#TheHovse 2014**, hosted by [La Vermutería](#), a travelling vermouth bar, and [Better Es Mejor](#), an agency that is also currently organizing [The Table](#), a pop-up restaurant at Hotel Urso.

Open from 12pm-9pm and located in a "house" on Calle General Arrando 40, you should pop up for some vermouth, tapas and music spun by a live DJ. It'll be here until December 24th but it's looking pretty packed already, so go!