

'The Hovse' pop-up market revives a vacant three-story mansion in Chamberí with 80 designers and vermouth

Madrid's pop-up culture can overwhelm a normal bar goer like myself. Every weekend there's a pop-up market, a pop-up restaurant or a pop-up this or that. If you can't go to all of them, go to this one – **The Hovse** has eighty designers and food stalls taking over a beautiful three-story mansion on Calle General Arrando, 40, from 12pm-9pm every day until December 24th. Do not miss it.



There's something whimsical about this old house that makes

it the perfect place to create a [Christmas time pop-up market](#). I found it wonderfully entertaining to walk up each flight of stairs to discover what was in store, all the while wondering what the house might have looked like when it was once occupied by tenants. Now, on the first and second floor you'll find stands selling clothing, jewellery, furniture, Christmas decorations and other nicknacks. But my favorite part is by far the third floor (where you'll find the drinks) and of course, the rooftop!



The ones responsible for all this are called [Better](#), a young Madrid-based agency that throws pop-up events to promote

different brands and venues. They're currently holding another event called [The Table By](#) at Hotel Urso, where 6 leading restaurants from across Spain are invited to Madrid for one month at a time. As you can see, Better's approach to marketing and event planning is to take over unexpected spaces and give them a new light.

And that's exactly what they've done with **The Hovse**.





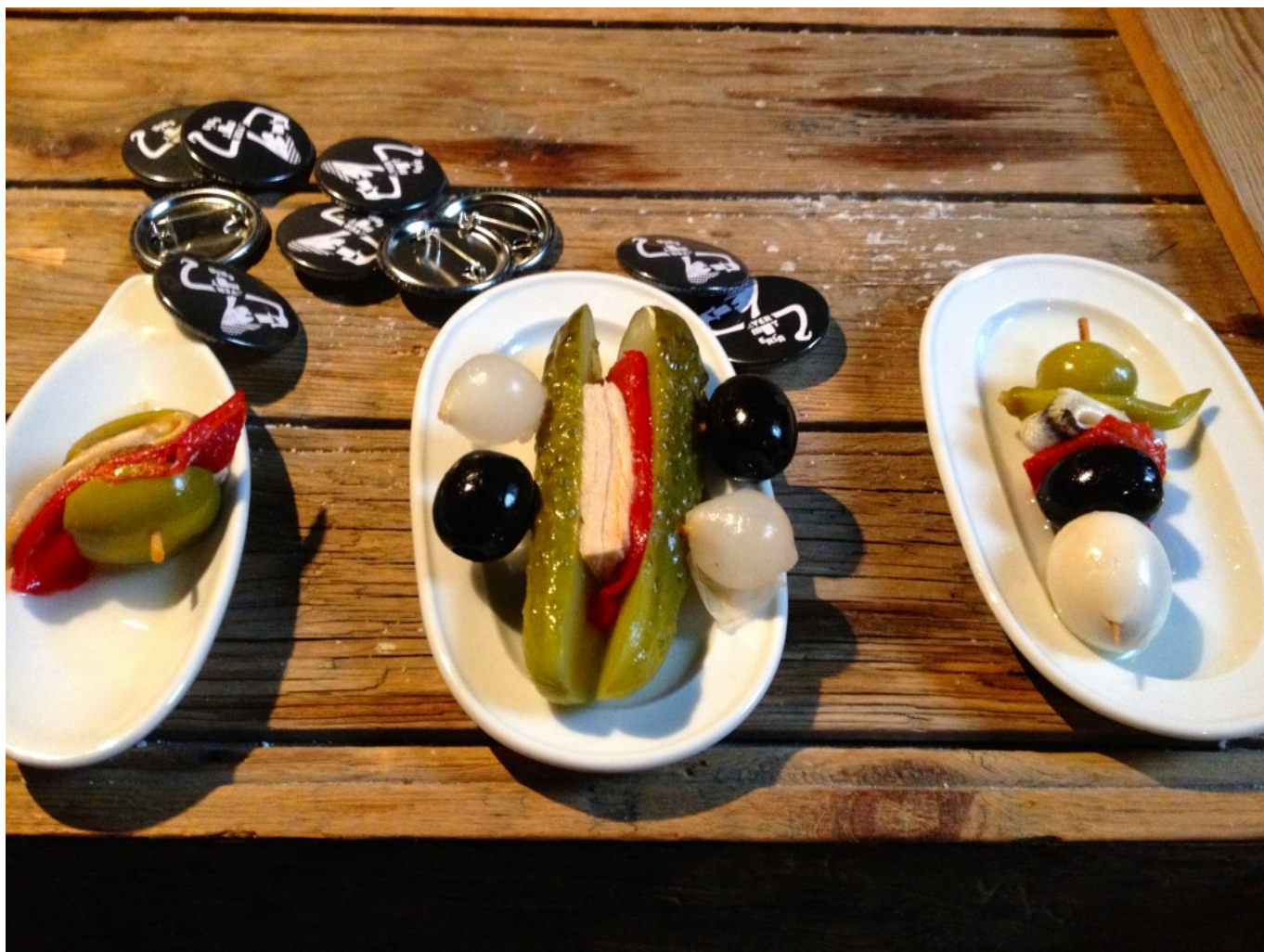


After browsing, climb up to the third floor. Get yourself a glass of vermouth, wine or limonada, or a cup of coffee. Then grab a seat on the couch or pop up to the roof.



One of the main providers of drinks at The Hovse is [La Vermutería](#). a pop-up bar that travels around the city like a nomad, taking over different venues and throwing vermouth-inspired events where DJs, good ambience and up and coming vermouth brands are all at play. At The Hovse, you can get a glass of ridiculously good vermouth for 2€ and choose from a selection of tapas. Other food stalls such as [Ma Petite Creperie](#) and [El Huerto de Lucas](#) are also serving up sweet and savoury treats.





Where do you sit back and relax? In the living room... of course.



Or on the rooftop terrace!



Info:

The Hovse by [Better](#)

Address: Calle General Arrando 40

Metro: Alonso Martínez, Rubén Darío, Iglesia

When: 12pm-9pm until December 24th

Check out our [events calendar](#) to find out about other pop-up markets in Madrid

You may also like our post on “[Best Christmas Markets in Madrid 2014](#)”