



*pure pleasure

Not a day goes by without my Audi TT bringing me great pleasure. Sometimes I even ask myself if it's not this car, among other things, that continually inspires me to develop new advertising and marketing communications strategies. Who knows? One thing's for sure, I have my Audi to thank for the fact that for five years now I have had a second home in Barcelona.

Don't see the connection? The story goes like this: After making a presentation in Düsseldorf, I wanted to fill up quickly at a gas station before making the journey home to Munich. A young lady in a silver Audi A4 had the same idea. But who would claim the free pump? And so we faced each other—high noon at the gas station. Who would be quicker to draw the nozzle? As the first to arrive, the advantage was mine, but recalling my half respectable upbringing, I stood down and allowed the charming lady to go first. But after she had paid, I made sure to ask for her telephone number. Smiling, she handed me a Spanish cell phone number fully expecting the series of prefixes to put me off. But they didn't.

That's how, more than five years ago, I met the most wonderful woman in the world. She, too, was only in Düsseldorf on business and heading home to Barcelona where I now live with her. All thanks to Audi.

And now it's time to pay my dues. I'd like to keep the lovely lady to myself but what I can share with readers of the Audi Magazine are eight delicious reasons to look forward to their next trip to Barcelona. Perhaps you'll even be lucky enough to visit the city as one of the Audi driving experience participants tearing up the track at the Circuit de Catalunya. Pedal to the metal in the Audi R8 by day and exploring Barcelona by night—what could be better?

Enjoy! Perhaps we'll bump into each other at dinner in one of these eateries.
Sam Lazay

CASA CALVET

Pleasure in its highest culinary and architectural forms.

Küche: exzellente, katalanische Spezialitäten, harmonisch abgestimmt auf die entsprechenden Jahreszeiten.

Cuisine: Excellent Catalan specialties attuned to the seasons.

Atmo: The journey back in time comes as part of the piquancy of the meal when dining in this magnificent Antoni Gaudí building from 1899. Sometimes it's hard to break the spell after a wonderful meal by walking out the glass art nouveau doors back into 2008.

Price range: High

Address: Calle Caspe 48, phone (+34) 934124012
www.casacalvet.es

COMERÇ 24

To start with, you must be open to contemporary art forms to truly appreciate Comerç 24. At best, tradition makes a brief appearance in the techniques of culinary craftsmanship.

Cuisine: Creative, youthful and very, very audacious. For those who've done it all, tasted it all and are looking for a new experience, Carles Abellán, star protégé of star chef Ferran Adrià, will prove pure magic.

Atmo: An impressive mix of design, style and luxury.

Price range: Pretty elevated.

Address: Carrer de Comerç 24, phone (+34) 933 192 102
www.comerc24.com

BAR * CELONA



ESPAI SUCRE

At last, life tastes sweet! Espai Sucre—the sugar room—is dessert and sweet treat paradise! If it's served here, it's gotta be sweet. Those who get truly hooked can train at the in-house dessert academy to become a pastry chef and spread the sweet happiness of caramelized bananas, ginger couscous and other saccharine delights throughout the world.

Cuisine : Singularly sweet.

Atmo: Cool and stylish.

Price range: Upper middle bracket.

Address: Calle de la Princesa 53, phone (+34) 932 681 630

www.espaisucre.com

FORESTIER

Located high above Barcelona in the elegant AC Miramar Hotel, Forestier restaurant offers a beautiful view of the lovingly laid out Los Naranjos courtyard and Montjuïc gardens. Very romantic!

Cuisine : Head chef Carme Marsa serves top-quality, wholesome dishes in contemporary avant-garde style. What's more, the sommelier offers a range of the finest quality wines from the best wineries.

Atmo: Participants in the 2007 Audi driving experience felt very much at home in the minimalist chic of this top-flight restaurant.

Price range: High

Address: Plaça Carlos Ibañez, 3

phone (+34) 932 811 600



CAN VALLÉS

There are lots of restaurants that promise more from the outside than what you get on your plate. Which makes it all the more exciting when the opposite is true.

Cuisine : Utterly exquisite. Especially the reindeer and other carpaccios.

Atmo: Simplicity simplified, inside and out. Just the kind of place that someone looking for Michelin stars wouldn't give a second glance. Even so, the gourmet creations for lunch and dinner are undeniably heavenly.

Value for money: Good enough to melt in your mouth.

Address: Calle Aragón 95, phone (+34) 932 260 667

URL: Non-existent—what else would you expect from something so understated? .

LA VENTA

The air is filled with romance when dining on Tibidabo mountain in one of these two sophisticated restaurants on separate floors. While there are only seven tables upstairs, there everything is at a higher level. A magnificent sky stretches over the twinkling city lights, creating a scene glorious enough to awaken anyone's inner poet. Declarations of love flow like the wines.

Cuisine: La Venta—excellent; El Mirador de La Venta—better still.

Atmo: La Venta—spectacular views over Barcelona; El Mirador de La Venta—even more spectacular.

Price range: Commensurate

Address: Plaça Doctor Andreu, phone (+34) 932 126 455

www.restaurantelaventa.com



EL FORO

At the heart of the El Borne district, El Foro is a popular hangout for artists and cultural types. Changing exhibitions showcasing the works of contemporary fine artists give the place a constantly changing face.

Cuisine : Celebrated for its selection of Argentinean beef and homemade pies. Worth a try: provoletta cheese grilled over a wood fire.

Atmo: The one-of-a-kind character has undeniable appeal. Patrons are laid-back. For more intimate gatherings try Foro Club in the basement, except on Wednesdays and Saturdays when the well-attended jam sessions and flamenco shows are respectively staged.

Value for money: More than fair, but with no pretensions to star status.

Adresse: Princesa 53

phone (+34) 933 101 020

www.restauranteelforo.com



ORIGEN 99,9%

A very of-the-moment yet tradition-steeped locale whose manager lovingly preserves the dying art of classical Catalan cuisine from oblivion.

Cuisine : Absolutely authentic and based on documented recipes, although some dishes such as langoustines with pork trotters or rabbit with snails may take some getting used to.

Atmo: Contemporary and traditional design elements are seamlessly fused into a unique blend that oozes cozy comfort without being stuffy. Patrons are less interested in fashions than unusual flavors. The small sales area for specialties exemplifies this eatery's country market charm.

Price range: Decent

Adresse: Calle Vidriera 6-8

phone (+34) 933 107 531

www.origen99.com



DRIVING EXPERIENCE

Turn, countersteer, stabilize! You, too, can get on board the Audi racetrack training course and discover a new world of driving dynamics.

From August 1 to 13, the Audi R8 super sports car, characterized by superior sportiness and performance, will once again be used as a training car at the Circuit de Catalunya racetrack near Barcelona. Gain high-caliber, in-depth insights into driving physics from a team of specially coached and highly qualified instructors—all guaranteed to initiate you into the unbelievable pleasures of being behind the wheel on one of the world's most demanding Formula One courses.

With several years on the job at Audi driving experience as well as strong motorsporting backgrounds on a number of their resumes, the instructors stand for top-drawer expertise and professionalism. In 2007, more than 17,000 customers passionately took part in Audi driving experience events, making the four rings the most successful organizer of driving training courses in the world.

Further information: +49(0)841/89-3 29 00 or www.audi.de/driving