

### **#MadridEsPop**

THE REINA SOFÍA AND THE THYSSEN ARE OFFERING A JOINT TICKET TO THEIR TWO EXHIBITIONS THIS SUMMER: “RICHARD HAMILTON” AND “MYTHS OF POP”

Both these Madrid museums are focusing on Pop Art for their principal exhibitions this summer. “Myths of Pop” will be shown at the Museo Thyssen-Bornemisza from 10 June to 14 September while the Museo Reina Sofía will be presenting “Richard Hamilton” from 26 June to 13 October. **A joint entry ticket will be available at the price of 13 Euros, enabling visitors to see both exhibitions.**

This joint ticket will enable visitors to see both exhibitions at the two museums. For the Thyssen, it will be necessary to select a specific day and time for the visit, while in the case of the Reina Sofía the ticket is valid for the entire period of the exhibition. These tickets can be purchased at the two museums’ ticket desks or on their respective websites and telephone ticket sale lines:

- Museo Reina Sofía: 902 364 383 and [www.museoreinasofia.es](http://www.museoreinasofia.es)
- Museo Thyssen-Bornemisza: 902 760 511 and [www.museothyssen.org](http://www.museothyssen.org)

Aware of the importance of exhibitions of this type for attracting tourists to Madrid, the City Council will be collaborating on the promotion of this initiative by two of the city’s main museums, which are part of the world-famous Paseo del Arte in Madrid.

Madrid Destino, a company affiliated with the City Council’s Department of the Arts, Sport and Tourism, will be featuring **#MadridEsPop** on its channels that promote tourism to Madrid; on its tourist information portal [esMADRID.com](http://esMADRID.com) ([www.esmadrid.com](http://www.esmadrid.com)); in the bilingual publication *esMADRIDmagazine*, which provides a monthly summary of the capital’s most important touristic and cultural events; on its social networks; and at tourist information points around the city. In addition, Madrid Destino will be contributing to the international promotion of this initiative (publicising it in the foreign media) and will also be advertising it on hoardings around the city with the aim of informing local people and visitors about this event.

### **More information:**

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