

HOTEL · BARCELONA

HOTEL BRUMMELL

AN URBAN OASIS CREATED BY FRIENDS

One of my main inspirations for writing about Barcelona was my obsession with Hotel Brummell. As often happens with me, I found something online and became completely captivated. At first, it was the hotel's website, the fonts and the color palette but then, of course, I fell in love with the interior itself.

This 20-room boutique hotel is a true oasis located in Poble Sec, right at the foot of Montjuïc. While the building's façade remains exactly as it was in 1870, the interior has been completely transformed. The architect, Inma Rábano, worked to rehabilitate this historic building into a structure capable of housing such intricate details.

The design was executed by the Australian-born, Barcelona-based duo Blankslate. Their work was inspired by their travels to Sri Lanka and a shared passion for Geoffrey Bawa's "tropical modernism."





During my visits, I've had the pleasure of exploring the rooms and the spa, but it is the stunning terrace that truly stands out as a highlight.

From there, you are treated to a view of the neighboring buildings' fantastic architecture, but it's the view of the building's inner life that is most captivating — plants spilling over balconies and the quiet "micro-life" of local Barcelona residents in their natural element.

To dive deeper into the story behind this unique space, I had the opportunity to interview Anne-Sophie Rossel, the hotel's Brand Director, who shared the vision that makes this oasis so special.

Q Hotel Brummell describes itself as an "urban oasis created by friends." What does that idea mean in practice for the guest experience?

At Hotel Brummell, the idea of an "urban oasis created by friends" is something you feel from the moment you arrive. It's not just about design or amenities, but about atmosphere.

The hotel was imagined and brought to life together with friends (architects, designers, creatives) and that spirit translates into a place that feels personal and relaxed.

Guests are invited to make themselves at home: to linger over breakfast, take a swim, join a yoga class, or simply retreat to their room.

It's an environment that encourages both exploration and rest, where the experience is shaped by warmth, informality and a sense of belonging.

Q Many boutique hotels claim to be unique. What makes Hotel Brummell genuinely different from the typical boutique hotel in Barcelona?

What sets Hotel Brummell apart is not a single defining feature, but a combination of intention and feeling. With just 20 rooms, it remains deliberately small, allowing for a more personal and attentive experience.

Its design avoids trends in favour of something more timeless, blending influences from tropical modernism, European antiques and local creative collaborations.

More importantly, the hotel is deeply rooted in its neighborhood, offering a way to experience Barcelona that goes beyond the expected.

Rather than focusing solely on aesthetics, Brummell is about how a place makes you feel: calm, inspired, and quietly connected to the city around you.



Q Your concept of "casual luxury — less shine, less bling, more soul" is interesting. How do you translate that philosophy into daily operations?

For us, casual luxury is about stripping away the unnecessary and focusing on what truly matters. It's reflected in a service style that is friendly and intuitive rather than formal, in spaces that prioritise comfort and functionality, and in details that are carefully considered but never overstated.

From the quality of the linen to the music playing in the background, every element is chosen to enhance a sense of ease and well-being.

Experiences such as complimentary yoga or a simple, well-made coffee become part of that luxury. It's less about impressing guests and more about making them feel good and cared for.

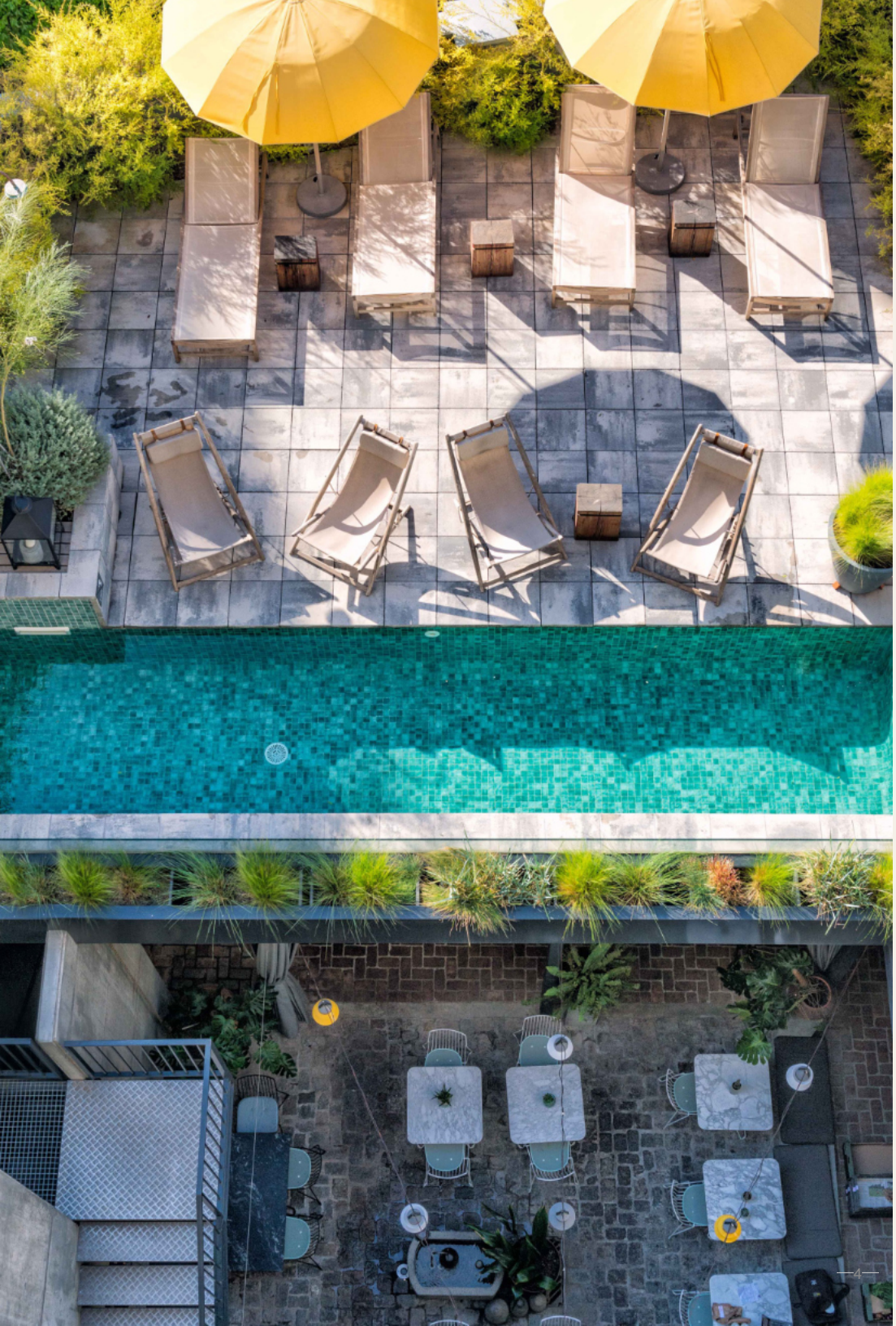












Q Hotel Brummell is located in Poble Sec. Why was this neighborhood the right place for the hotel?

Poble Sec felt right from the beginning because it feels like home. It's a neighborhood that still holds onto its local character, where daily life unfolds at a natural pace.

At the same time, it sits just moments from the city centre, the sea and Montjuïc, offering a unique balance between energy and calm.

This combination mirrors what we wanted the hotel to be: connected yet slightly removed, part of the city but not overwhelmed by it.

Being here allows us to offer guests a more grounded and authentic experience of Barcelona.

Q How would you describe the personality of Poble Sec to travellers who have never visited Barcelona before?

Poble Sec is one of those places that reveals itself slowly. It's local, charming and a little cheeky, with a strong sense of community and a creative undercurrent.

You'll find some of the city's most interesting restaurants, bars and cultural spaces here, but without the intensity of more touristic areas.

It's a neighborhood of everyday life — where people know each other, where mornings start quietly and evenings unfold around shared tables.

For travellers, it offers a glimpse into a more intimate and authentic side of Barcelona.



Q Being next to Montjuïc seems like a big part of the experience. How do you encourage guests to explore this side of the city?

Montjuïc is very much part of the Brummell experience. It's a place we love and one we naturally share with our guests. Whether it's through an evening run with locals, a walk through the botanical gardens, or a visit to one of its museums, we encourage guests to discover it in their own way.

It offers a different rhythm to the city and creates space to breathe. Simply being so close to it invites guests to step away from the usual routes and experience Barcelona from another perspective.



The Brummell indoor lounge

Q Poble Sec still feels very local compared to other parts of Barcelona. How do you encourage guests to connect with the culture of the neighborhood rather than just visiting the city as tourists?

We try to create natural points of connection between our guests and the neighborhood. This can be through our curated map with recommendations, shared spaces like our café.

We also work closely with local designers and artists, integrating their work into the hotel.

Rather than directing guests towards a checklist of sights, we encourage them to explore nearby streets, and engage with the everyday life around them.

Q If someone stays at Hotel Brummell for three days, what would you want them to understand about Barcelona that they wouldn't learn from a typical tourist visit?

We would hope they leave with a sense of how Barcelona feels beyond its landmarks. That it is a city of neighborhoods, each with its own rhythm and identity.

That there is as much value in a quiet morning coffee, a walk through Montjuïc, or an evening spent in a local restaurant as there is in visiting its famous sites.

Ultimately, we want guests to experience a more personal and balanced version of the city: one that combines culture, gastronomy, nature and everyday life.

Q Barcelona has seen strong debates around tourism and short-term rentals in recent years. As a hospitality brand that also offers apartments in the city, how do you approach this topic and what steps do you take to ensure that your presence supports the local community?

We are very aware of the impact tourism can have on a city like Barcelona, and we believe it comes with responsibility.

Our approach has always been to remain small in scale and thoughtful in how we operate. We focus on quality over quantity, and on creating experiences that respect and integrate into the local environment.

By working with local partners, supporting neighborhood businesses, and encouraging a more conscious way of travelling, we aim to contribute positively to the community.

For us, hospitality is not just about welcoming guests, but about being part of a place in a way that is sustainable and respectful over time.

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