en vivo

MADRID in live

Live TV Station

En Vivo is a live TV station with a concert hall. En Vivo, meaning 'in live', is located near Plaza Mayor where many locals and tourists pass by. Audiences experience various types of performances just as any other concert halls, but En Vivo offers more than that. Because it is a live TV station, people outside the building can also enjoy performances and media contents that are shown on the screens. The iconic media hub in the city centre evolves into a place where people communicate and socialize. Vivo, shortened form of musical term ‘vivace (vivacious)’, reflects the purpose of the building embedded in the name itself. En Vivo will vitalize and energize the busy city centre by providing rich cultural experiences.