

Apple Opens 101st European Store

Written by Marco Attard
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21 June saw Apple open its 101st European Store at #1 Puerta del Sol, Madrid-- the 11th in the country and possibly the first in the world built on top of a 14th century hospital.



Apple found the remains of the mediaeval Buen Suceso hospital during its refurbishing of the Puerta del Sol site on October 2013, a discovery that caused months-long delays to the construction.

The hospital was originally demolished together with a church sharing the Buen Suceso name on 1845 to make space for the famous square. The remains now make a striking briefing room in the outlet's basement.

As for the actual Store, Apple says it is the 2nd biggest in Europe after Kurfürstendamm, Berlin. It employs 125 staff and is built on 3 levels, with ground and basement floors and a mezzanine overlooking the Genius Bar.

A wood-and-metal staircase links all 3 levels, while the inside sees typical Apple furnishings and display spaces.

Watch [Puerta del Sol Apple Store Opening \(Telemadrid.es\)](http://Telemadrid.es)

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