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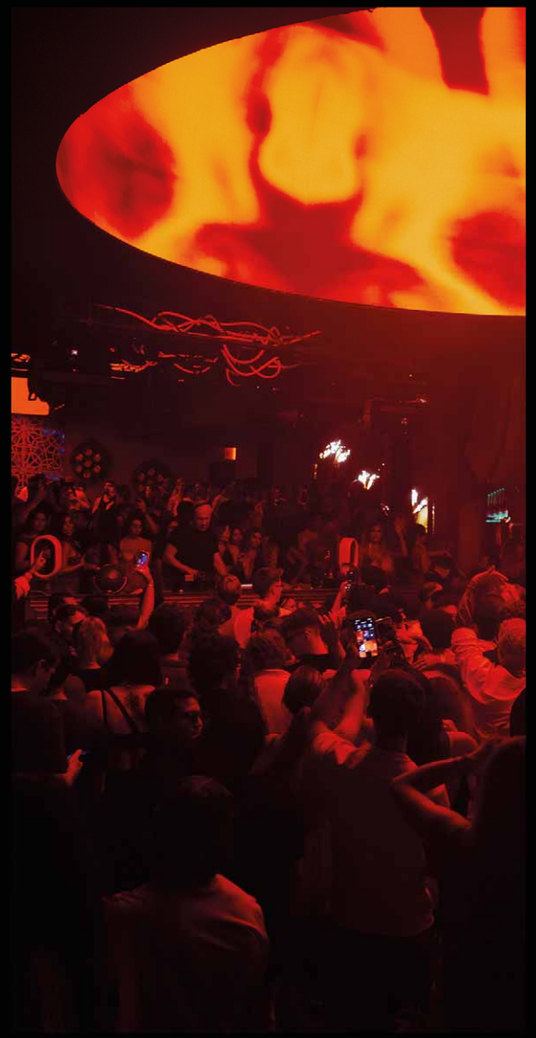
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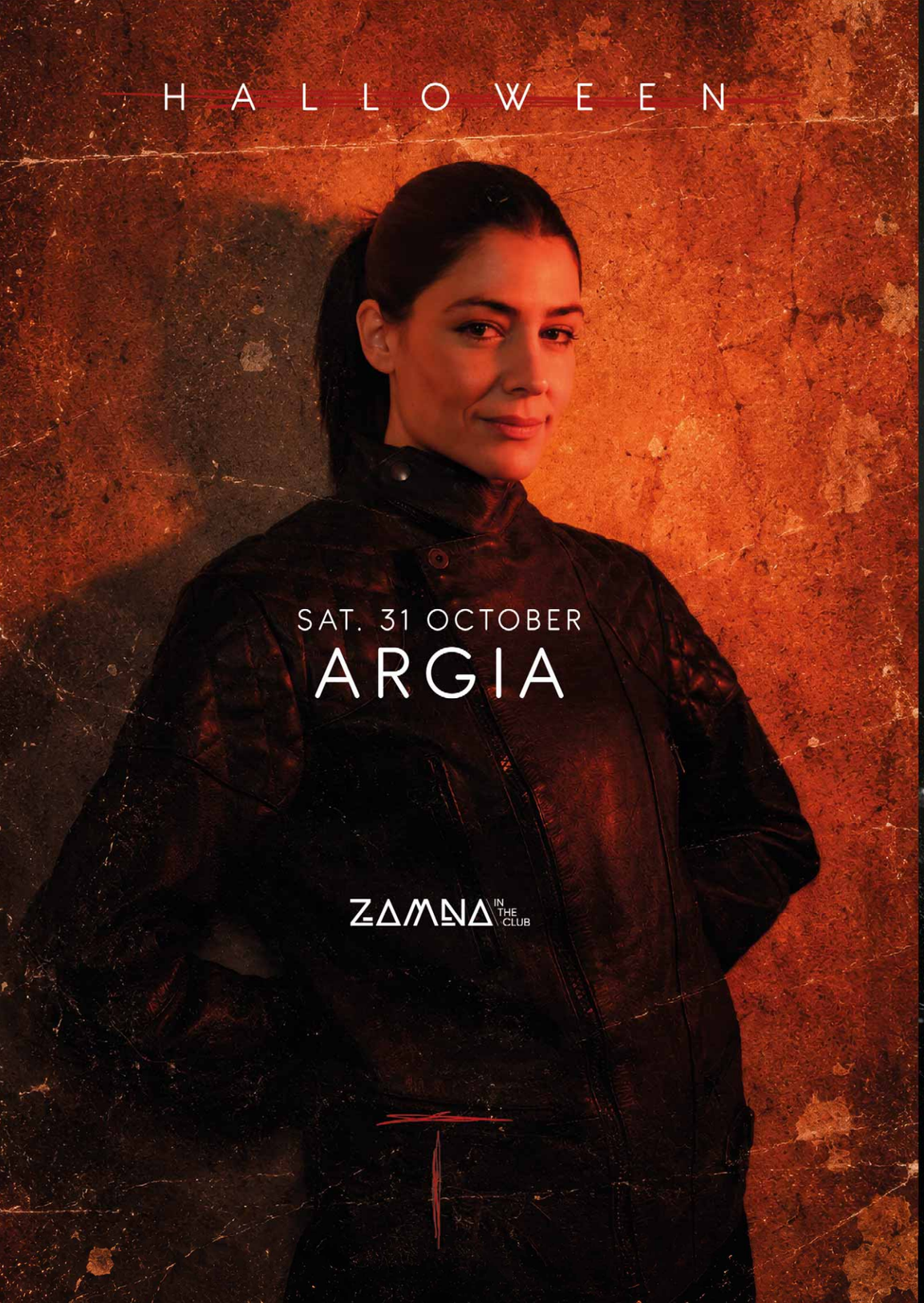




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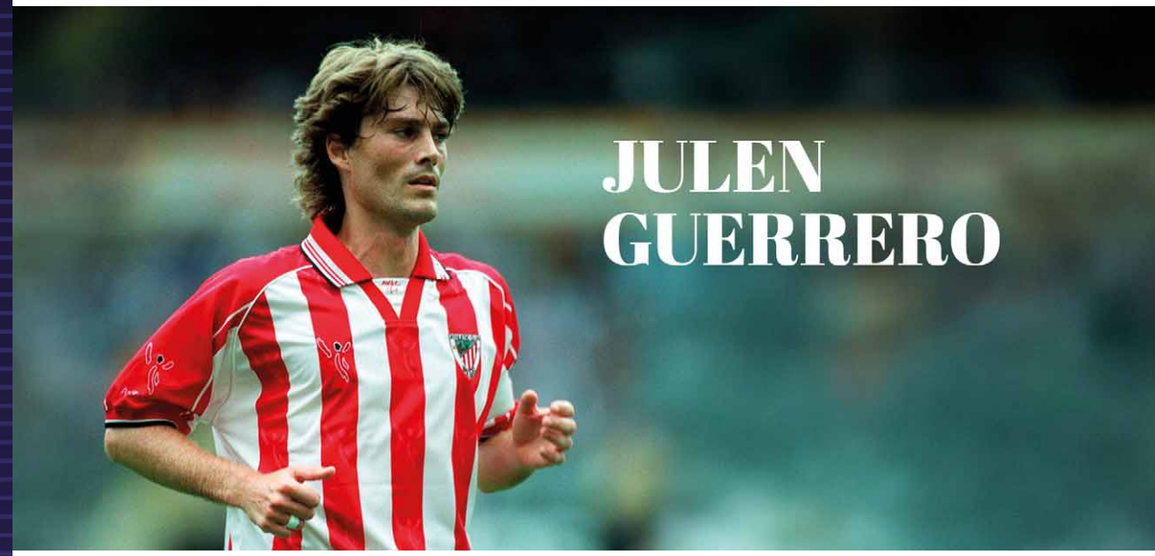
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SUMI

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Dear readers,

This month we invite you to discover **Sumi Fusion**, a journey through contemporary Asian cuisine with a Mediterranean soul in the heart of Marbella. A sophisticated concept where technique, quality ingredients and creativity come together in every dish.

From delicate tuna, red snapper and miso jalapeño salmon tiraditos to the Salmon Aburi Roll, Sumi gyozas and beef tataki salad, every creation surprises with its contrasts. Highlights such as Dynamite Beef Cigars, Chicken Karaage and Beef Yakisoba complete the experience. To finish, Apple Crumble and passion fruit mousse provide the perfect sweet touch.

A must-visit for lovers of modern Asian cuisine and bold, distinctive flavours. Don't miss it!

Estimados lectores,

Este mes os invitamos a descubrir **Sumi Fusion**, un viaje por la cocina asiática contemporánea con alma mediterránea en pleno corazón de Marbella. Una propuesta sofisticada donde técnica, producto y creatividad se combinan en cada plato.

Desde los delicados tiraditos de atún, pargo rojo o salmón con miso y jalapeño, hasta el Salmon Aburi Roll, las gyozas Sumi o la ensalada de tataki de ternera, cada elaboración sorprende por sus contrastes. Propuestas como los Dynamite Beef Cigars, el Chicken Karaage o el Beef Yakisoba completan la experiencia. Para terminar, Apple Crumble y mousse de maracuyá ponen el toque dulce.

Una parada imprescindible para los amantes de la cocina asiática moderna y los sabores con personalidad. ¡No dejéis de descubrirlo!

Xavi Márquez
CEO X Magazine



MIDNIGHT TUNA TIRADITO



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JAVIER L. FRUTOS

EXECUTIVE CHEF IN MANDALA GROUP

Who is Javier Frutos?

I'm one of Grupo Mandala's executive chefs in Europe. I'm a 38-year-old from Madrid. I studied Law and eventually discovered my true passion: gastronomy. I've travelled to different parts of the world, acquiring culinary knowledge from different cultures in order to have as broad a background as possible.

How did you get started in the world of gastronomy?

I grew up in a pastry shop. My father was always a pastry chef, and I loved going to work with him at weekends and on public holidays. As I grew older and started discovering the things that interested me as a possible career, I remembered those days in the pastry shop and became increasingly excited about the idea.

As I already had knowledge of pastry, I decided to look a little further in order to develop professionally and, at the age of 26, I enrolled at Le Cordon Bleu to study French cuisine and pastry.

What can you tell us about your work at Bonbonniere?

Working at Bonbonniere is very dynamic and enjoyable for a culinary professional. We're always motivated to change and offer new dishes. If a client asks us for catering, a menu or anything else they can think of, we're always willing to take on the challenge and provide what the client needs. We're a family with a great deal of ambition and passion. You can feel that from the moment you enter our space.

What projects are you currently working on?

Right now, at Bonbonniere we're offering group menus for the upcoming dates, as well as our New Year's Eve menu. We're also changing the menu for the autumn-winter season.

At Grupo Mandala, we're also working on the opening of new projects that will launch between the end of this year and next year. Marbella, Madrid and other cities where the Group is planning to expand in the short term.

What are you most passionate about in your profession?

What I'm most passionate about is creating new recipes so that our clients can enjoy the experience and already want to come back before they've even left our venues.

What is a typical day like when you're not working?

Generally, even in my personal life, the profession is something you can't get out of your head. Chefs live obsessed with our work; it's something you do because you're passionate about it. So I normally go out to eat and try new things, and I attend wine and cocktail tastings to see which dishes they might work with or even how I could transform a drink into a dish.



Afterwards, I usually go to the theatre —which means going out for dinner too, haha— and I look after myself with some exercise and treatments. Ultimately, working in a kitchen is stressful, and the best way to thank your body for everything it puts up with is to look after it and pamper it, allowing it to de-stress at a spa, the gym or with a good theatre performance.

What do you think of X Magazine?

I haven't been in Marbella for very long and only discovered the magazine a few months ago, but the people we've met from X Magazine are incredible, always attentive and respectful. Very professional from what I've had the opportunity to see.

I also think having a Costa del Sol magazine for businesses and the Marbella public is something very positive to have, allowing people to stay informed about the places available to them, make different plans using the information you provide and, from a business perspective, gain the visibility that you're always looking for, especially when you're just starting out.

Xavi Márquez
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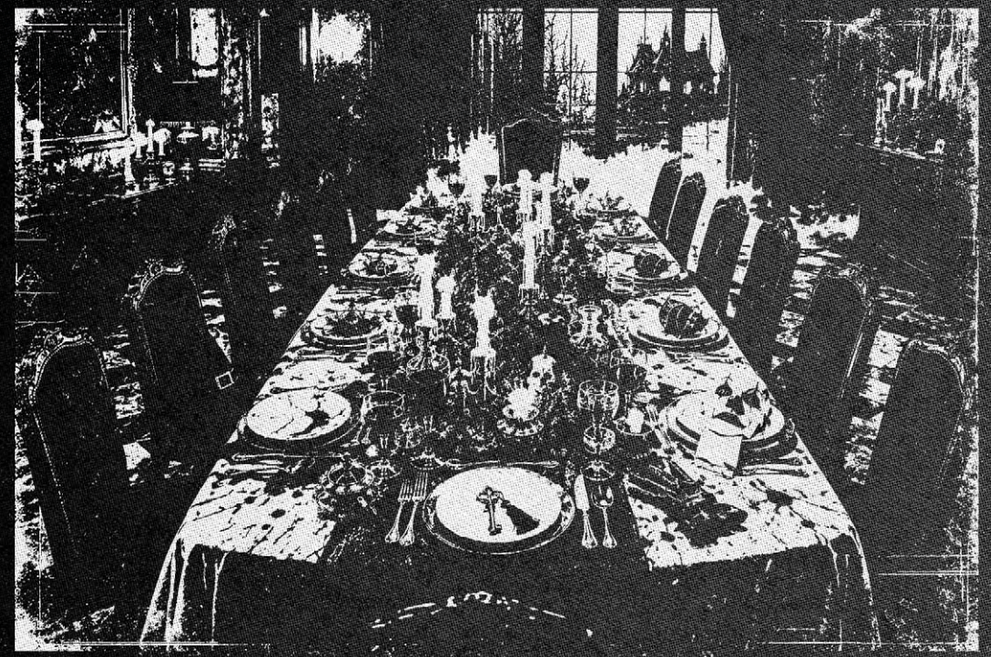
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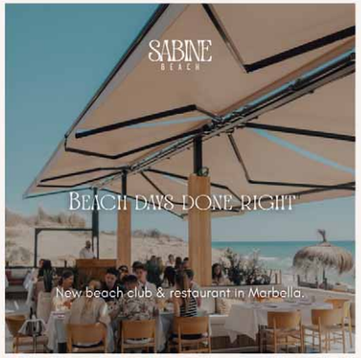
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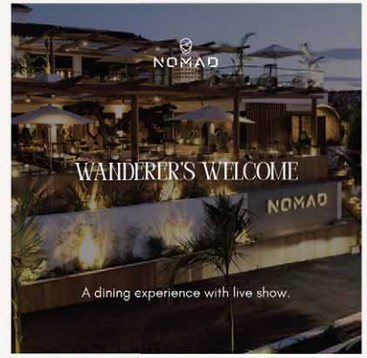














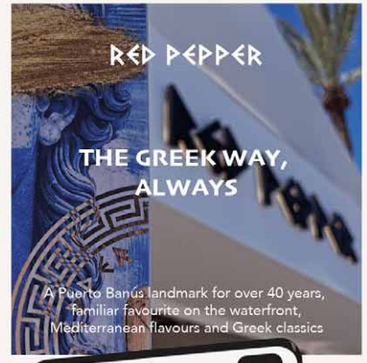
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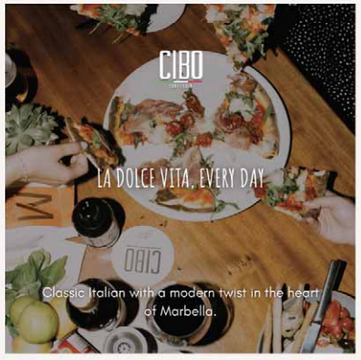
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WHAT'S REALLY FRIGHTENING IS THAT WE STILL THINK OBESITY COMES DOWN TO WILLPOWER

October is the month of Halloween, but there are ideas that should frighten us far more than any horror film. One of them is that, despite scientific advances, obesity is still considered a matter of willpower, motivation or discipline. We speak to nutritionist Laura Pérez Naharro about the prejudices surrounding this condition and why learning how to treat it also means changing the way we understand those living with it.

Why do you say that one of the things that frightens you most is that we still associate obesity with a lack of willpower?

Because I find it worrying that, with everything we now know about obesity, we still hear that losing weight is simply a matter of eating less, moving more and having a little willpower. These are comments that we've normalised and that, ultimately, place responsibility for the condition on the person living with it. If someone doesn't manage to lose weight, we assume they aren't trying hard enough. If they regain it, we assume they've stopped looking after themselves. The reality is far more complex.

So, is willpower no use when it comes to losing weight?

Motivation and the ability to maintain certain habits are important, as they are in many other aspects of our health. The problem arises when we think they're enough to explain why one person manages to lose weight and another doesn't.

What are the consequences of continuing to think of obesity as an individual responsibility?

When we attribute excess weight to a lack of discipline, it becomes easier to judge someone before understanding their circumstances. We make assumptions about how they eat, how much exercise they do or what habits they have simply based on their physical appearance. Weight-related stigma can cause shame, guilt and fear of being judged. It can even lead some people to delay medical appointments because they expect any health problem they have to be attributed to their weight.

Now that increasingly effective pharmacological treatments are available, do you think our perception of obesity is changing?

Advances in medication have made it possible to achieve significant weight loss and improvements in health. They've also helped increase awareness of the mechanisms involved in regulating appetite and satiety. However, we still hear that using medication is cheating or taking the easy way out. And I ask myself: why do we continue to judge the treatment of this condition according to how much effort we think a person should have to make? With other chronic conditions, we understand that it may be necessary to combine lifestyle changes with pharmacological treatments.

Are we paying too much attention to how many kilos a person loses?

Weight is a relevant indicator when we talk about obesity and cardiometabolic risk. It would be a mistake to underestimate its importance. What concerns me is that we may end up using weight loss as the main measure of a treatment's success, without paying enough attention to other aspects of health, such as psychological wellbeing.

What should healthcare professionals change?

I would start with something as basic as listening more and making fewer assumptions. We can't know someone's habits, difficulties or needs based solely on their weight. We also need to review the way we communicate. There's a huge difference between explaining to someone which changes could improve their health and making them feel that, if they don't achieve certain results, it's because they haven't tried hard enough. Obesity requires long-term follow-up and, in many cases, a multidisciplinary approach.

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INGREDIENTS

1 kg pumpkin
20 gr sugar
1 tsp ground nutmeg
4 egg yolks
4 egg whites
60 gr grated cheese
Breadcrumbs
Salt
Pepper

80 gr flour
80 gr butter
½ litre milk

INGREDIENTES

1 kg de calabaza
20 grs de azúcar
Sal y pimienta a gusto
1 cdta de nuez moscada
4 yemas
60 grs de queso rallado
4 claras

Para la salsa blanca:
80 grs de harina
80 grs de manteca
½ de leche

Pumpkin and cheese soufflé

Directions

Cook the pumpkin unpeeled in a casserole with water, then peel and purée. Keep in a bowl, and add salt and pepper according to taste. Melt the butter at low heat in a pot. Add the flour and mix for 1 min approximately, until reaching a creamy texture. Warm the milk in another recipient, then add it gradually to the flour and butter mix along with the ground nutmeg. Simmer while stirring constantly and until obtaining a thick texture, then remove from heat. Mix with the purée and the grated cheese. Add the yolks and the stiff beaten whites. Mix with a hand mixer in an enveloping manner. Butter individual moulds and sprinkle with breadcrumbs, then fill with the mix. Sprinkle the sugar on top.

Preheat the oven then cook the mix at mid heat for 30 min. approximately.



Soufflé de calabaza y queso

Preparación

Cocinar la calabaza entera y con cáscara adentro de una olla con agua. Pelarla y hacer un puré. Colocarlo en un bol, agregar la sal, la salsa blanca y el queso de rallar. Mezclar bien. Incorporar las yemas. Añadir las claras batidas a nieve. Mezclar en forma envolvente con el batidor de mano.

Colocar la preparación en moldes individuales enmatecados y con pan rallado. Volcar azúcar sobre la superficie de cada uno de ellos.

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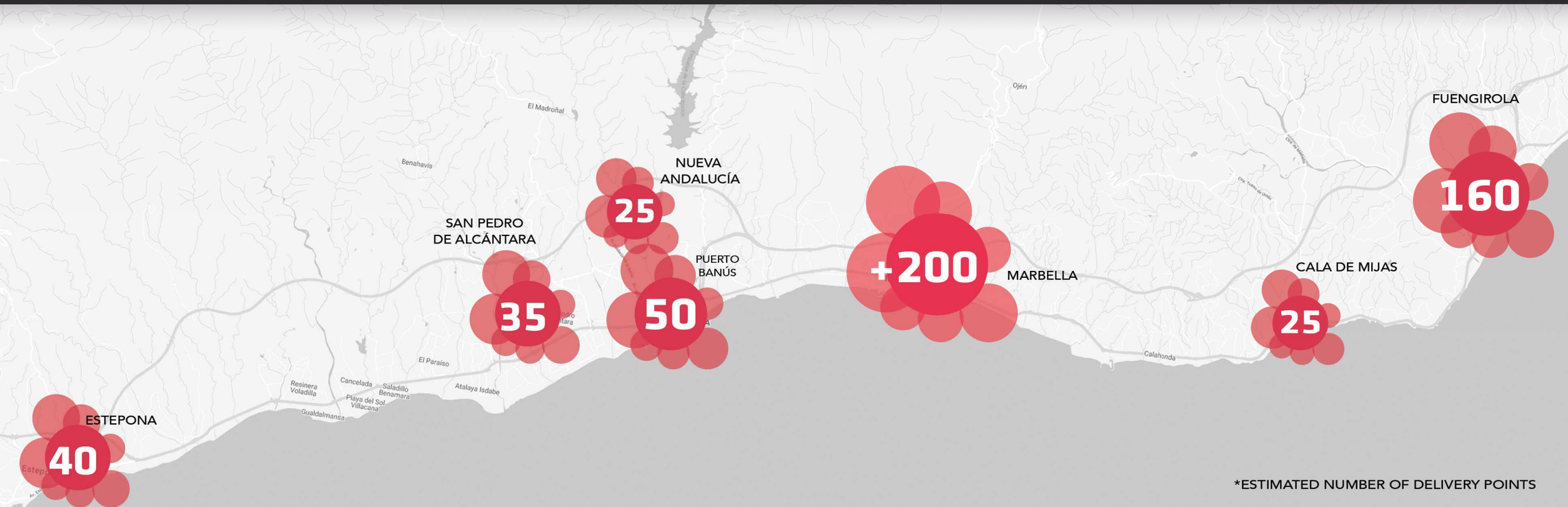
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JULEN GUERRERO

GENERAL MANAGER CD ESTEPONA

Who is Julen Guerrero?

I'm a football person, but above all, I try to be a normal person who is close to my family, my friends and the people around me. Football has shaped practically my entire life and has allowed me to enjoy incredible experiences, first as a player, then as a coach and now also in sports management.

I've always been very demanding of myself, very competitive and passionate about what I do. I've tried to maintain certain values that are fundamental to me: commitment, loyalty, respect, hard work and never forgetting where you come from. Over the years, you learn that roles and stages change, but the person you are should remain the same.

As a footballer, what did reaching Athletic Club's first team mean to you?

It meant fulfilling the dream I'd had since I was a child. I joined Lezama at a very young age and my entire goal was to one day wear the first-team shirt at San Mamés.

When you achieve that and, on top of it, you're able to spend practically your entire career at Athletic, become captain, play so many matches and experience so many moments wearing that shirt, it takes on an even greater significance.

Athletic wasn't simply the club I played for. It's part of my life and my way of understanding football. It taught me a sense of belonging, the importance of representing supporters and an institution, and the responsibility that comes with defending something that, for so many people, is much more than a football team.

What brought you to Andalusia after you retired?

After such an intense career, with many years of the highest demands and a great deal of responsibility, I needed a short period to switch off, slow down a little and enjoy other things. I was able to focus on my family, especially my wife and children.

But that break didn't last long because football has always been my life, and I soon felt the need to be close to it again. The opportunity arose to work with Málaga, where I began a new stage focused on player development, and later I had the opportunity to join the Spanish national team's youth setup, where I spent five years. It was an extraordinary experience that allowed me to grow enormously as a coach and understand youth football from a different perspective.

Andalusia gradually became a very important place for both me and my family. Over the years, I've developed a very special connection with this region, and later the opportunity at CD Estepona came along, a project that excited me from the very beginning and which today occupies a very important part of my life.

You could say that I initially came to Andalusia looking for a little peace after a very intense career and, almost without realising it, I ended up finding a new chapter in both my personal and professional life here.



You're currently General Manager of C.D. Estepona. What can you tell us about the project and the club's objectives?

It's an incredibly exciting project. When I arrived, we found ourselves in a very difficult sporting situation and had to make many decisions in a very short space of time. From there, we experienced several extremely intense months and managed to achieve something I consider fundamental: bringing the team, the club, the ownership, the city and our supporters back together around the same objective.

Now we want to take the next step. It's not simply about building a good first team. We want to grow CD Estepona as a club.

We're professionalising our structures, strengthening the sporting and performance areas, working with the reserve and youth teams, bringing in young talent, developing agreements with other clubs and also trying to improve our business, marketing, facilities and relationship with the city.
We want young people in Estepona to be able to look at the first team and feel that there's a pathway for them to reach it. And we want to achieve something that's very important to me: for more and more people in Estepona to feel that this is their club.

We have sporting ambition and, of course, we want to move up the divisions, but we want to do it by building solid foundations. The ultimate objective is for CD Estepona to have increasing sporting, social and institutional value and to be able to aspire to important achievements in the future.

What are you most passionate about in your current profession?

Building. As a footballer, you're very focused on your own performance, on training, competing and winning. Now you have a much broader perspective. You have to think about the coach, the players, the academy, recruitment, performance, facilities, the budget, sponsors, supporters, ownership…

I'm passionate about having a vision for a club and watching it grow. Identifying a young player, believing in him and seeing him reach the first team; building a squad; improving a structure; surrounding yourself with good professionals; solving problems; creating excitement in a city…

And there's one thing that hasn't changed since I was a player: I'm still passionate about competing and winning. That's still very much a part of me.

What is a day in Julen's life like when you're not working?

It's difficult to switch off completely from football because, when you're

involved in a project like this, there's always something on your mind. But when I can, I try to lead a fairly normal life.

I really enjoy spending time with my family and friends, exercising, looking after myself, going for walks, enjoying the good weather and the simple things. After so many years of living with schedules, travelling, training camps and enormous demands, you really appreciate those moments of peace.

I also try to keep learning and watching football, although that probably falls under work again… Football has been my life since I was a child, and it's difficult to separate one from the other.

What do you think of X Magazine?

I think initiatives like X Magazine are very positive because they allow people to discover another side of someone. We often know an athlete, coach or professional only through what they do publicly, but behind that there's a story, values, a family, interests and a particular way of understanding life.

I also find it particularly interesting that a magazine can bring together sport, society, culture, lifestyle and people, and do so from an environment like ours. So I'm delighted to take part, grateful for the interest, and I hope this interview also helps people get to know a little better the Julen behind the footballer and the football professional.



¿Quién es Julen Guerrero?

Soy una persona de fútbol, pero, sobre todo, intento ser una persona normal, cercana a mi familia, a mis amigos y a la gente que me rodea. El fútbol ha marcado prácticamente toda mi vida y me ha permitido vivir experiencias increíbles, primero como jugador, después como entrenador y ahora también desde la gestión deportiva.

Siempre he sido muy exigente conmigo mismo, muy competitivo y con mucha pasión por lo que hago. He intentado mantener unos valores que para mí son fundamentales: el compromiso, la lealtad, el respeto, el trabajo y no olvidar nunca de dónde vienes. Con los años aprendes que los cargos y las etapas cambian, pero la forma de ser debería permanecer.

¿Como futbolista, qué significó para ti llegar al primer equipo del Athletic Club?

Fue cumplir el sueño que tenía desde niño. Yo entré muy joven en Lezama y todo mi objetivo era algún día poder vestir la camiseta del primer equipo en San Mamés.



Cuando lo consigues y, además, puedes desarrollar prácticamente toda tu carrera en el Athletic, ser capitán, jugar tantos partidos y vivir tantos momentos con esa camiseta, adquiere una dimensión todavía mayor.

El Athletic no fue simplemente el club en el que jugué. Forma parte de mi vida y de mi manera de entender el fútbol. Me enseñó el sentimiento de pertenencia, la importancia de representar a una afición y a una institución y la responsabilidad que supone defender algo que, para muchísima gente, es mucho más que un equipo de fútbol.

¿Qué te llevó a Andalucía después de retirarte?

Después de una carrera tan intensa como la que tuve, con muchos años de máxima exigencia y también con mucha responsabilidad, necesitaba un pequeño periodo de desconexión, parar un poco y disfrutar de otras cosas. Pude centrarme en mi familia, sobre todo en mi mujer y mis hijos.

Pero esa desconexión duró poco, porque el fútbol ha sido siempre mi vida y enseguida volví a sentir la necesidad de estar cerca de él. Surgió la posibilidad de trabajar con el Málaga, donde inicié una nueva etapa vinculada a la formación, y posteriormente tuve la oportunidad de incorporarme a las categorías inferiores de la Selección Española, donde estuve cinco años. Fue una experiencia extraordinaria que me permitió crecer muchísimo como entrenador y conocer el fútbol formativo desde otra perspectiva.

Andalucía fue convirtiéndose poco a poco en un lugar muy importante para mí y para mi familia. Con los años he creado un vínculo muy especial con esta tierra y, posteriormente, apareció la oportunidad del CD Estepona, un proyecto que me ilusionó desde el principio y que hoy ocupa una parte muy importante de mi vida.

Podría decir que llegué a Andalucía buscando inicialmente un poco de tranquilidad después de una carrera muy intensa y, casi sin darme cuenta, acabé encontrando aquí una nueva etapa de mi vida personal y profesional.

Actualmente eres Manager General del C.D. Estepona. ¿Qué nos puedes contar sobre este proyecto y qué objetivos tiene el club?

Es un proyecto tremendamente ilusionante. Cuando llegué, nos encontramos con una situación deportiva muy complicada y tuvimos que tomar muchas decisiones en muy poco tiempo. A partir de ahí, vivimos unos meses de una intensidad enorme y conseguimos generar algo que considero fundamental: volver a unir al equipo, al club, a la propiedad, a la ciudad y a nuestra afición alrededor de un mismo objetivo.

Ahora queremos dar el siguiente paso. No se trata únicamente de construir un buen primer equipo. Queremos hacer crecer al CD Estepona como club.



Estamos profesionalizando estructuras, potenciando el área deportiva y de rendimiento, trabajando en el filial y el juvenil, incorporando talento joven, desarrollando acuerdos con otros clubes y tratando de mejorar también las áreas de negocio, marketing, instalaciones y relación con la ciudad.

Queremos que los jóvenes de Estepona puedan mirar al primer equipo y sentir que existe un camino para llegar hasta él. Y queremos conseguir algo que para mí es muy importante: que cada vez más gente de Estepona sienta que este es su club.

Tenemos ambición deportiva y queremos crecer de categoría, por supuesto, pero queremos hacerlo construyendo unas bases sólidas. El objetivo final es que el CD Estepona tenga cada vez más valor deportivo, social e institucional y que pueda aspirar a cotas importantes en el futuro.

¿Qué es lo que más te apasiona de tu profesión actual?

Construir. Como futbolista estás muy centrado en tu rendimiento, en entrenar, competir y ganar. Ahora tienes una visión muchísimo más amplia. Tienes que pensar en el entrenador, los jugadores, la cantera, la captación, el rendimiento, las instalaciones, el presupuesto, los patrocinadores, la afición, la propiedad…

Me apasiona poder tener una idea de club y verla crecer. Detectar a un jugador joven, apostar por él y verlo llegar al primer equipo; construir una plantilla; mejorar una estructura; rodearte de buenos profesionales; solucionar problemas; generar ilusión en una ciudad…

Y hay algo que no ha cambiado desde que era jugador: me sigue apasionando competir y ganar. Esa parte la sigo llevando dentro.

¿Cómo es un día en la vida de Julen cuando no estás trabajando?

Es difícil desconectar completamente del fútbol porque, cuando estás involucrado en un proyecto como este, siempre tienes algo en la cabeza. Pero, cuando puedo, intento llevar una vida bastante normal.
Me gusta mucho estar con mi familia y con mis amigos, hacer deporte, cuidarme, pasear, disfrutar del buen tiempo y de cosas sencillas. Después de tantos años viviendo con horarios, viajes, concentraciones y una exigencia enorme, valoras muchísimo esos momentos de tranquilidad.

También intento seguir aprendiendo y viendo fútbol, aunque eso probablemente ya entre otra vez dentro del trabajo… El fútbol ha sido mi vida desde niño y es difícil separar una cosa de la otra.

¿Qué opinas de X Magazine?

Creo que iniciativas como X Magazine son muy positivas porque permiten conocer otra parte de las personas. Muchas veces conocemos al deportista, al entrenador o al profesional únicamente por lo que hace públicamente, pero detrás existen una historia, unos valores, una familia, unas inquietudes y una manera de entender la vida. Además, me parece especialmente interesante que una revista tenga esa capacidad de acercar deporte, sociedad, cultura, estilo de vida y personas, y que pueda hacerlo desde un entorno como el nuestro.

Así que estoy encantado de participar, agradecido por el interés y espero que esta entrevista sirva también para que la gente pueda conocer un poquito mejor al Julen que hay detrás del futbolista y del profesional del fútbol.

Xavi Márquez
CEO X Magazine

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KNOWING WHEN TO EXECUTE A LOB IN PADEL

The lob is one of the most common and effective shots during a game, but, when should we best execute it? Many believe that they must hit a lob when they're not sure how to return the ball, and this is a mistake.

We must hit a lob when we have time to execute a performing shot, thus it is vital to use the back walls in order to gain extra time to play this shot. This is how we can execute performing shots, and the lob is one of them.

A badly executed lob will become an opportunity for our rivals to return it with a definite smash, or we'll simply fail by hitting it too far, and send it straight to the back wall.

Therefore, always remember to execute a lob when the ball comes easy, and you will increase your options to attack your rivals.

CUANDO USAR EL GLOBO EN PADEL

El globo es uno de los golpes más usados y efectivos que puede haber durante un partido, pero, ¿cuándo debemos realmente usarlo? Mucha gente piensa que el globo ha de usarse cuando no sabemos qué golpe ejecutar, y esto es un error.

Debemos jugar el globo cuando disponemos realmente de tiempo para poder ejecutar un golpe de calidad, por eso es vital usar las paredes de fondo para poder disponer de más tiempo para jugar dicho golpe.

Así es como podemos jugar golpes de calidad, y el globo ha de ser uno de ellos. Un mal globo se convertirá en una oportunidad para nuestros rivales de realizar un smash definitivo, o simplemente fallaremos en la profundidad de nuestro golpe, lanzándolo directamente a la pared de fondo.

Así que recuerda: usa el globo cuando dispongas de una bola realmente cómoda, y tus opciones para atacar a los jugadores de red aumentarán.

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PERCY

Percy was rescued as a puppy alongside his mother, Danae, but received no socialisation with humans, other dogs or the human environment until they arrived at the shelter. Once there, his socialisation work began with the help of a specialised group and his regular carers.

Percy is quite shy around people; however, those he already knows and trusts can easily win him over with the right treats, and he is responding well to his trainer's development plan.

Percy loves all dogs, always seeks out their company and is very playful. At the shelter, he shares his kennel with five other dogs (males and females) without any problems, and that's more or less what he would like for his future home: not too many people, but he'd be delighted to have as many dogs around as possible!

Percy is still undergoing training and socialisation. This process will continue for some time, although he could continue developing in a suitable home that would allow him to experience new environments while he is still young.

To cope with stressful situations and new experiences, Percy needs a confident dog by his side and a person who has experience dealing with shy dogs. His ideal home would be in a quiet area close to nature; if there are children in the home, they should be older and know how to interact with shy dogs.

Would you like to be the one to help him become the best version of himself?



PONCHO

Poncho is a sturdy cat with a broad head and distinctive features, and a beautiful, even golden-orange coat. He has a very special gaze, with beautiful greenish-amber eyes that reflect his calm and gentle nature.

He was picked up by the health authorities without a microchip and arrived at Triple A alongside many other cats from the same home. Poncho, like Gruth, Estrella, Muñeca, Puma, Adoris, Vero, Otis, Peny, Damián and his other companions, lived with a family who loved and cared for them. But first one of their owners passed away and, just a few months later, the other also died suddenly.

From one day to the next, they all lost their home and the people with whom they had shared so many years of their lives. Poncho is now at Triple A, adapting to all these changes.

But Poncho is still the same sweet and affectionate cat he has always been. He is happy to be picked up, enjoys being stroked and is very sociable, both with people and other cats. He can often be seen with his lifelong companions. In the photographs, you can see him alongside Gruth or Puma, sharing their space and resting together. After so many years, they are a very important part of his life and are now also his companions in this new environment.

And if there's one thing that makes Poncho especially beautiful, besides his personality, it's his gaze. He has a very distinctive feline face, with beautiful green eyes that really stand out.

Poncho has lost his home, but his ability to love and trust remains completely intact. Now he simply needs a new family who can give him back the sense of peace he once had.

It would be wonderful if he could be adopted alongside one of his lifelong companions, so that he doesn't have to begin this new chapter completely alone.

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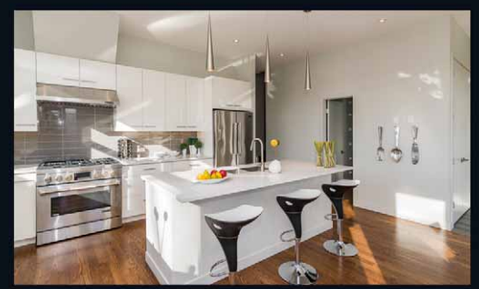
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MAGAZINE AGENCY

WHAT IS X MAGAZINE AGENCY?

X Magazine Agency is much more than just a magazine; we are an innovative marketing agency specialiced in creating high-impact strategies for brands looking to stand out in the world of leisure and entertainment. With unique blend of creativity, strategic content, and media expertise, we help businesses connect with their audience in an authentic and effective way.

From restaurants and bars to gyms, boutiques, and nightclubs, at X Magazine Agency, we design tailored campaigns that enhance our clients' visibility. Through digital marketing strategies, social media management, print advertising, and exclusive events, we transform businesses into leading brands.

Our innovative and dynamic approach allow us to offer customised solutions for each client, ensuring a strong presence across both physical and digital platforms. We don't just tell stories – we create them. X Magazine Agency is your strategic partner in reaching new audiences and solidifying your brand in the entertainment and lifestyle industry.

HOW WE WORK

At X Magazine Agency, we turn ideas into experiences. We develop marketing strategies that go beyond the conventional, combining engaging visual content, effective storytelling, and cutting-edge technology. Our team of experts in branding, graphic design, social media management, and advertising work to position every brand exactly where it deserves to be.

In addition to our digital campaigns, we continue to invest in print media as a powerful tool to reach an exclusive audience. With a strategic distribution network across key locations in Marbella and the Costa del Sol, we ensure that our clients achieve maximum visibility and recognition.



STRATEGIC ADVERTISING & DISTRIBUTION

At X Magazine Agency, we don't just create campaigns – we make sure they reach the right audience. Thanks to our extensive distribution network across luxury hotels, prestigious restaurants, and exclusive clubs, we guarantee that every message reaches the right environment.

We also leverage digital channels such as social media, email marketing, and WhatsApp marketing, where we have over 46,000 active followers. Through targeted strategies, we ensure that every campaign achieves the desired reach and impact.



X MAGAZINE: OUR EXCLUSIVE PLATFORM

As part of our marketing tools, X Magazine is our premium print and digital magazine, designed to connect brands with an exclusive and high-end audience.

HOW IS IT PRINTED?

Each month, X Magazine comes to life with 15,000 copies printed using state-of-the-art technology, ensuring vibrant colours, flawless design, and engaging content. Our editorial team captures the best of leisure and entertainment, presenting high-quality experiences, interviews, and recommendations.

WHERE IS IT DISTRIBUTED?

The distribution of X Magazine is highly strategic, ensuring it reaches the most exclusive locations in Marbella and the Costa del Sol. You can find it at:

- Luxury hotels
- High-end restaurants
- Exclusive nightclubs and beach clubs
- Boutiques and premium venues
- Business receptions and VIP spaces

Additionally, X Magazine is available in digital format, extending its reach through our website, social media, and WhatsApp distribution campaigns, where we engage with over 46,000 active followers.

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HORARIO ROOFTOP: DE VIERNES A DOMINGO DE 17:00 - 02:00

TELÉFONO: +34 618 078 617

NIGHT LIFE



SALA DE DESPECHO

POP *Marbella* -UP





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LØV



ONE PLACE. DIFFERENT EXPERIENCES.

Some places change with the seasons. Others evolve.

After an unforgettable summer, LØV Marbella begins a new chapter and becomes a multi-space destination where gastronomy, entertainment, celebration and large-scale events coexist under one identity.

A new way to experience LØV, depending on the night you choose.

Le Petit LØV: a new way to experience the night.

An intimate and refined concept where gastronomy, music and subtle live entertainment come together.
Dinner unfolds in a carefully curated setting, preserving the essence of LØV in a more personal atmosphere.





Sala de Despecho: the global phenomenon lands in Marbella.

Born in Mexico and part of Mandala Group, Sala de Despecho arrives at LØV Marbella with an exclusive pop-up designed for one thing: to sing, celebrate and have fun.

What started in Guadalajara has become an international phenomenon, with 36 venues across 12 countries and a presence in destinations such as Madrid, Miami, New York, Washington D.C. and Las Vegas. Marbella Directo

Music, nostalgia, Mexican-inspired flavours and celebration come together under its signature "(Des)Ahoga tus penas" concept. A place to sing at the top of your lungs, toast with friends and turn every emotion into a reason to celebrate.

Now, for the first time, the Sala de Despecho experience comes to Marbella at LØV.

LØV Events: a setting for extraordinary moments.

The outdoor area of LØV Marbella begins a new chapter dedicated to private celebrations, corporate events, brand launches and large-scale productions.

A versatile setting designed to transform around every occasion, combining gastronomy, music, lighting and décor.



A NEW SEASON BEGINS AT LØV MARBELLA.

One place. Different ways to experience it.

The essence remains. The form evolves.

Welcome to LØV.

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MARBELLA / MUSIC & LIFESTYLE

PROMUSIC® DJ ACADEMY

MORE THAN A DJ ACADEMY



AN EXCLUSIVE MUSIC EXPERIENCE IN PUERTO BANÚS

Cutting-edge technology, private professional studios and a sophisticated atmosphere where music and creativity meet.

In Puerto Banús, Promusic DJ Academy brings a fresh vision to music education. Created by Argentine DJ and producer Roger Herrera, it offers an inspiring destination for DJs, artists and music lovers.

Led by Costa del Sol DJ Pablo Cristiano, the academy offers small-group courses, guest masterclasses and world-class Pioneer and AlphaTheta technology. Its DJ and music production studios can also be rented by the hour.

LEARN · CREATE · PRODUCE · ENJOY

DJ & music production courses / Premium DJ studio rental / Professional production studio rental

PUERTO BANÚS · MARBELLA

IN CONVERSATION

ROGER HERRERA

Founder, Promusic Marbella & Promusic DJ Academy





THE INTERVIEW

What inspired the academy? I wanted to create more than a school: a place where people can learn, create and genuinely enjoy music. Puerto Banús, with its international spirit, felt like the perfect home.

What makes it different? The atmosphere matters as much as the equipment. It should feel private, elegant and welcoming, with the comfort and attention to detail that allow creativity to thrive.

What training do you offer? Courses for beginners and advanced DJs, alongside music production. We focus on small groups and individual attention, guided by Pablo Cristiano and visiting guest professionals.

Can professionals rent the studios? Absolutely. DJs can practise or prepare sets on our professional equipment, while producers can work on music and remixes in our production studio. Both are available by the hour, to residents and international visitors alike.

What is your vision? To become a creative reference point on the Costa del Sol—a place to learn, connect and make music. For me, true luxury is in the details and in the experience itself.

And beyond the academy? Promusic Marbella provides sound, lighting, DJ systems, LED screens, stages and complete technical production for weddings, luxury villas, beach clubs, hotels and corporate events throughout the Costa del Sol.

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MARCEL BOSCH

ARTISTIC DIRECTOR

Who is Marcel Bosch?

A lifelong learner. A non-conformist creator.
An immigrant who learnt to survive by fighting, who managed to turn his ambition into success and who is now trying to transform that success into something that has real meaning.

I've lived many lives within a single lifetime. And if there's one thing I've learnt, it's that success isn't simply about going far, but about knowing why you want to get there.

How did you get started in show business?

I originally trained as an actor and dancer. But a very serious knee injury forced me to reinvent myself professionally.

What seemed like the end of a chapter at the time ended up becoming one of my greatest opportunities. I trained in show management and production and eventually worked as General Manager on major musicals on Madrid's Gran Vía, including **The Lion King** and **Chicago**, among others.

Eight years ago, I decided to start my own production company, **MAGAVA**, specialising in entertainment, events and branding entertainment, particularly in the world of dinner shows and luxury clubs in Ibiza and Marbella. Ultimately, I went from being on stage to creating everything that happens around it.

What can you tell us about your work?

We think differently. And I love it that way.
We're not a conventional agency, nor do we want to be. We don't believe in formulas that work for everyone, because every brand has its own personality, audience and story.

Before we create, we listen. We research, analyse the market, understand the briefing and, above all, try to truly get to know our clients.

We don't simply design events. We create experiences that connect brands with people.

And there's one thing I'm very clear about: without emotion, there's no connection, and without connection, there's no brand that leaves a lasting impression. For me, luxury isn't necessarily about spending more, but about making someone feel something they can't buy anywhere else.

What projects are you currently working on?

We're experiencing a very interesting moment in the world of entertainment.

I think the industry is becoming polarised around two major trends. On the one hand, there are spectacular large-scale productions, with concepts such as UNVRS or elrow. On the other, there are venues and experiences where the real protagonists are the music, the energy of the crowd and that almost inexplicable connection that develops between people, as happens at DC10 or Amnesia.

Both models have their audience and their value, but we increasingly identify with the second.

After many years of creating shows, I'm particularly interested in recovering something I consider fundamental: authenticity.

Less artifice simply for the sake of impressing people, and more experiences that create community, a sense of belonging and genuine memories.
That's the direction we're taking with our upcoming projects in Madrid, Ibiza and Marbella. More connection. More family. More truth.



What are you most passionate about in your profession?

Making people happy. It may sound too simple, but that's exactly it.

I've been fortunate enough to be involved in major productions and work in extraordinary places, but what gives me the greatest satisfaction is still looking around at the end of an event and seeing people happy.

And I'm not only talking about the audience or the client. I'm also talking about my team. For me, a project is truly successful when the client is satisfied, the audience is moved and the people who worked to make it happen feel proud.

The rest is numbers. Important, of course, but numbers.

What is a typical day like when you're not working?

The gym, travelling, reading, studying and continuing to discover new things.

I'm quite restless and find it difficult to switch off completely. I always have an idea going around in my head, a book waiting to be read or something new I want to learn.

Let's just say that when I'm not working, I'm still working on myself.

Although I'm also learning something that I used to find quite difficult: doing absolutely nothing and enjoying it.

What do you think of X Magazine?

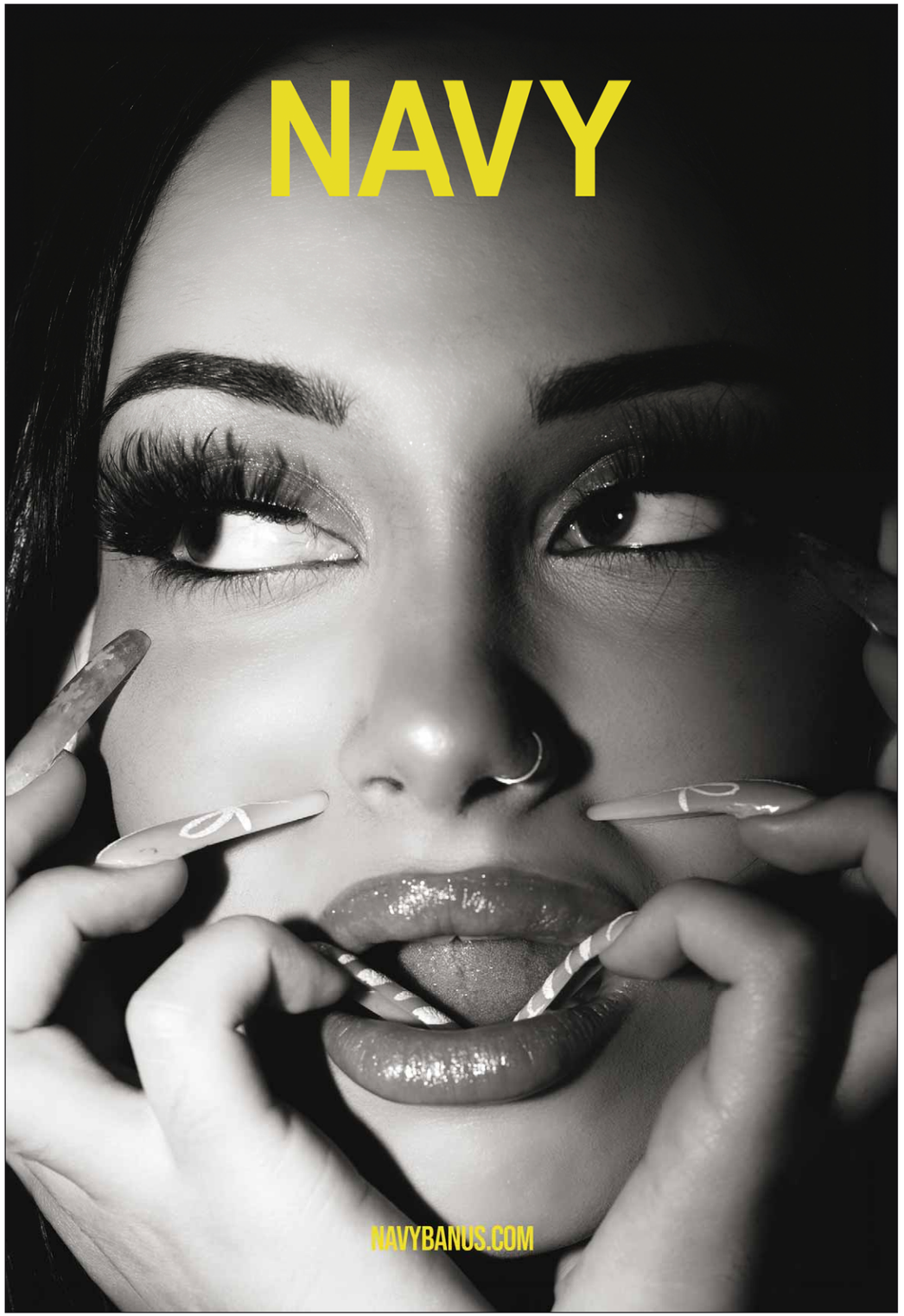
I think it's interesting to have publications that are capable of giving visibility not only to places and brands, but also to the people and stories behind them.

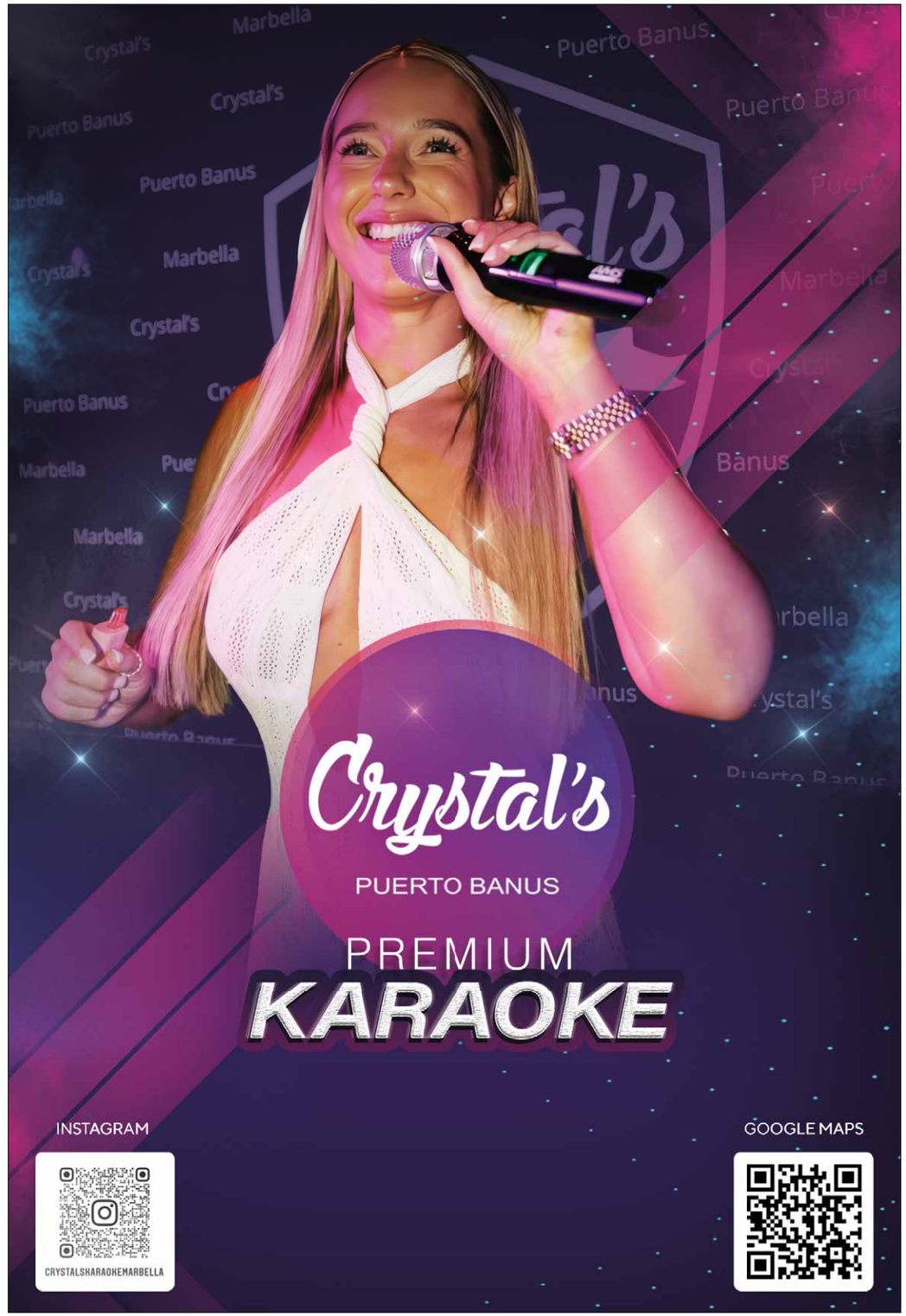
Marbella has an enormous amount of talent, creativity and interesting projects that deserve to be told.

I believe that's precisely where the true value of a magazine lies: in having its own identity, editorial judgement and the ability to connect with its community.

And I'll always appreciate any platform that allows people to share ideas, experiences and different ways of understanding life and work. It's time to make the leap to Madrid and Ibiza.

Xavi Márquez
CEO X Magazine


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¡FERIA DE OJÉN 2026!

Ojén celebrated its 2026 fair in honor of San Dionisio from October 8 to 12, offering events for all ages. The festivities kicked off with the opening address and the coronation of the fair queens and their courts, followed by the patron saint's procession amidst showers of flower petals. Music filled the festival marquee and the streets, featuring performances by Luis Romero, Las Carlotas, Yapi, La Guardia, and La Húngara, among others. The event concluded on Monday the 12th—the Feast of Our Lady of the Pilar—with her procession, the greased pole contest, and the final firecracker display.





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MARCO LOBATO

DEEJAY AND MUSIC PRODUCER

Who is Marco Lobato?
Marco Lobato is a DJ and music producer who is passionate about electronic music, especially house. I consider myself a very restless, ambitious and creative person who is always looking for new ways to evolve.

For me, music is much more than a job; it's a way of life. I like setting myself goals and enjoying the whole process of building my own path within this industry.

How did you get started in the world of music?
I started at a very young age, playing the piano and guitar, but I was always very interested in the world of DJing, so when I was just nine years old, my parents gave me a mixing desk.

What can you tell us about Hábito?
Hábito is an electronic music event. We organise parties around the world, taking the essence of Marbella to other countries. We've been to Denmark, Norway, London, Madrid, Milan, Portugal, Belgium and Paris.

What projects are you currently working on?
We're now heading to Asia for a month. First, we'll be going to Bali, where we'll hold a party and also create content about the brand for social media.

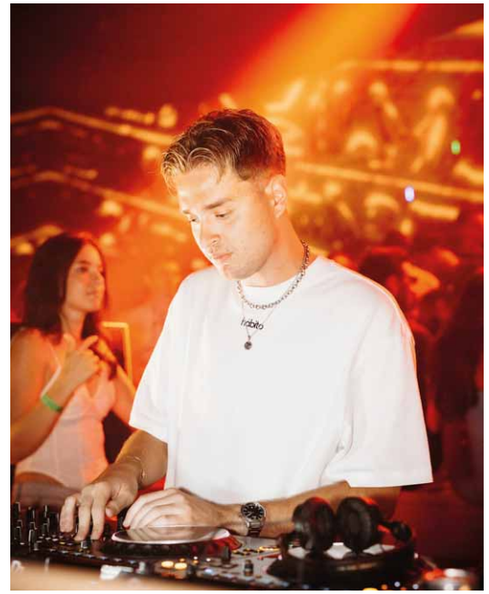
We've also created our own record label, "Yellow Collective", where we'll be releasing music and working with other artists who share our vibe.

What are you most passionate about in your profession?
Being able to reach people in other countries through my music. It doesn't matter where you're from, the colour of your skin or your ideology; music is something that brings us all together, and I think there's something magical about that.

What is a typical day like when you're not working?
The truth is that, directly or indirectly, I'm always working, because making music is what I enjoy most. But I try to spend time with family and friends, go to the gym and, above all, go for walks near the beach. That's what really helps me switch off from everything.

What do you think of X Magazine?
I've had a good friendship with you for many years. I think you do an incredible job.

Xavi Márquez
CEO X Magazine



¿Quién es Marco Lobato?
Marco Lobato es un DJ y productor musical apasionado por la música electrónica, especialmente por el house. Me considero una persona muy inquieta, ambiciosa y creativa, que siempre está buscando nuevas formas de evolucionar.

Para mí, la música es mucho más que un trabajo, es una forma de vida. Me gusta marcarme objetivos y disfrutar de todo el proceso que supone construir mi propio camino dentro de esta industria.

¿Cómo empezaste en el mundo de la música?
Pues empecé desde muy pequeño tocando el piano y la guitarra, pero siempre me llamó mucho la atención el mundo de los DJ, así que, con solo 9 años, mis padres me regalaron una mesa de mezclas.

¿Qué nos puedes contar sobre Hábito?
Hábito es un evento de música electrónica. Hacemos fiestas alrededor del mundo llevando la esencia de Marbella a otros países. Hemos estado en Dinamarca, Noruega, Londres, Madrid, Milán, Portugal, Bélgica y París.

¿En qué proyectos trabajáis actualmente?
Pues ahora nos vamos un mes a Asia. Primero iremos a Bali, donde haremos la fiesta y también crearemos contenido sobre la marca para las redes sociales.

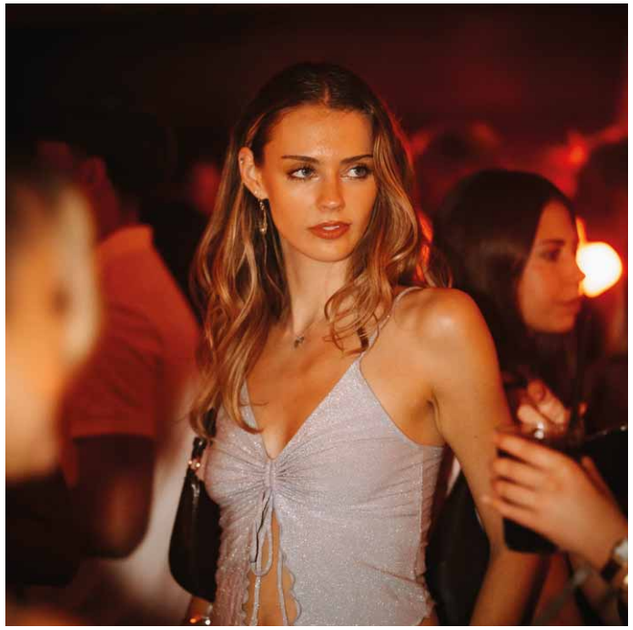
También hemos creado nuestro propio sello discográfico, "Yellow Collective", en el que vamos a sacar música y trabajar con otros artistas que vibran con nosotros.

¿Qué es lo que más te apasiona de tu profesión?
Poder llegar a gente de otros países a través de mi música. Da igual de dónde seas, el color que tengas o tu ideología, la música es algo que nos une a todos y eso me parece algo mágico.

¿Cómo es un día en tu vida cotidiana cuando no estás trabajando?

La verdad es que, de manera directa o indirecta, siempre estoy trabajando, ya que hacer música es lo que más me gusta. Pero intento estar con la familia y los amigos, ir al gym y, sobre todo, ir a pasear cerca de la playa. Eso es lo que más me hace desconectar de todo.

¿Qué opinas de X Magazine?
Tengo una buena relación de amistad con vosotros desde hace muchos años. Me parece que hacéis un trabajo increíble.














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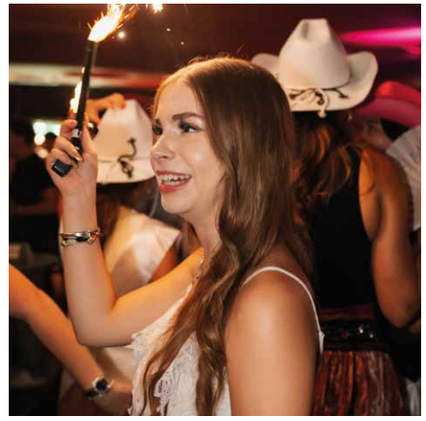
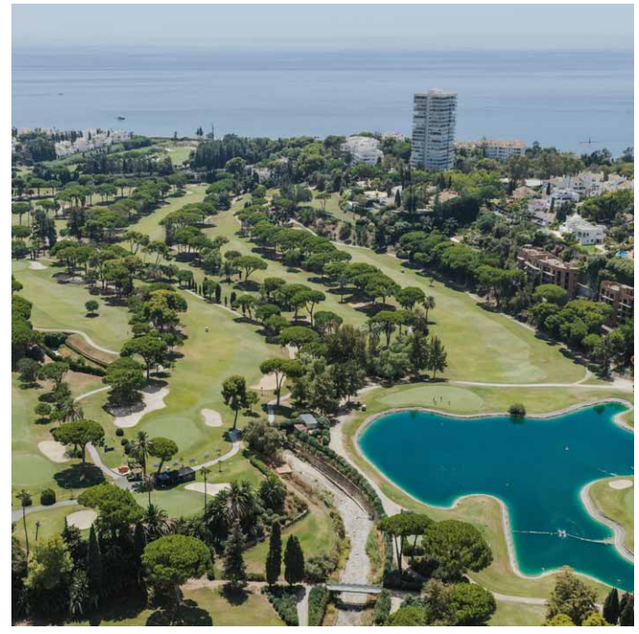
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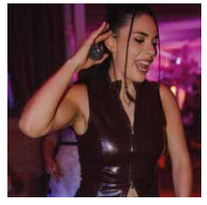

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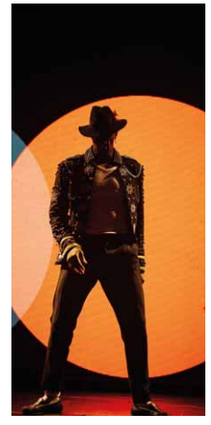




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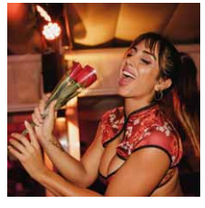
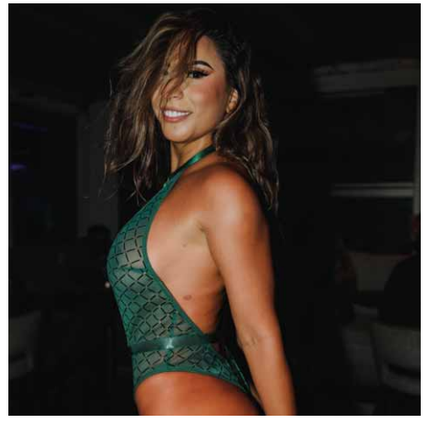


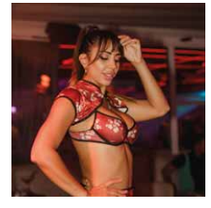




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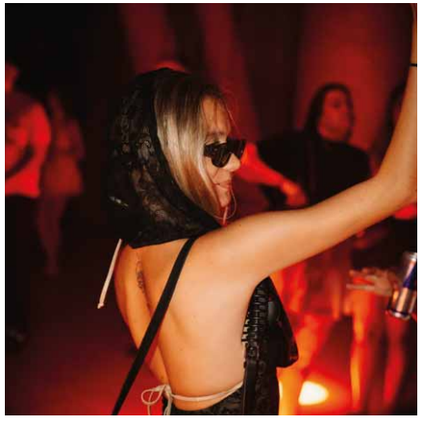
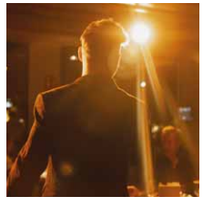



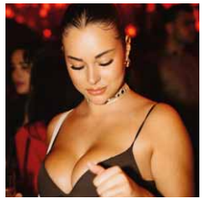

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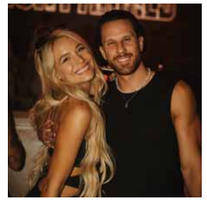




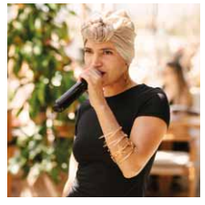




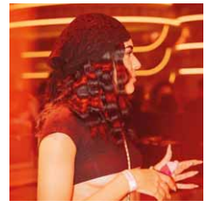
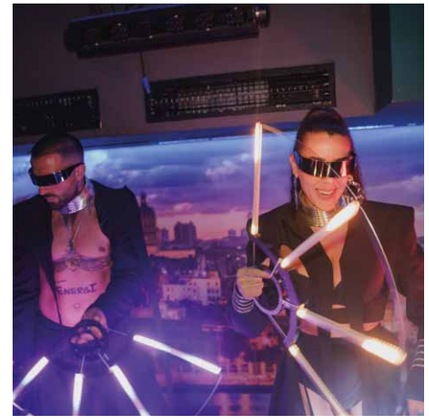


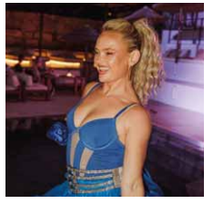



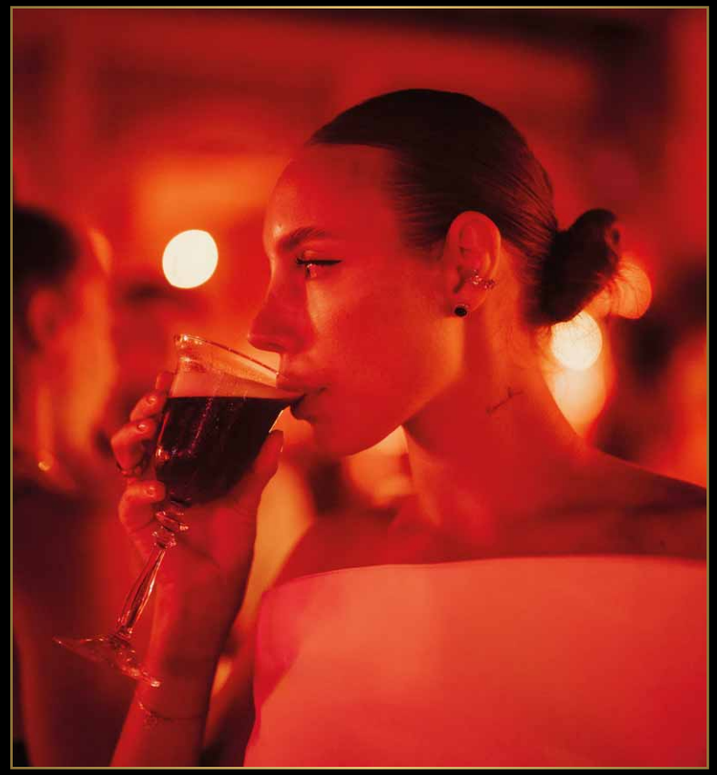
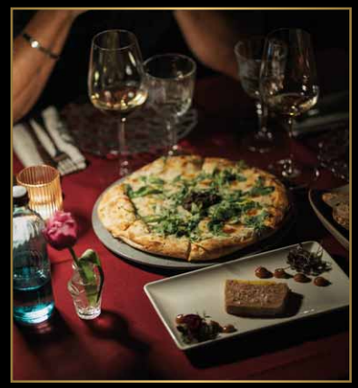
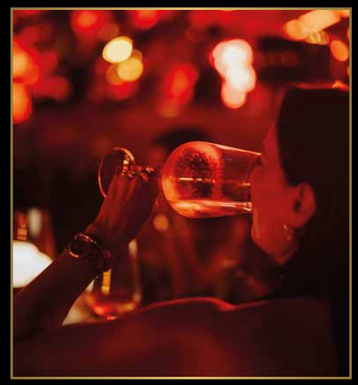
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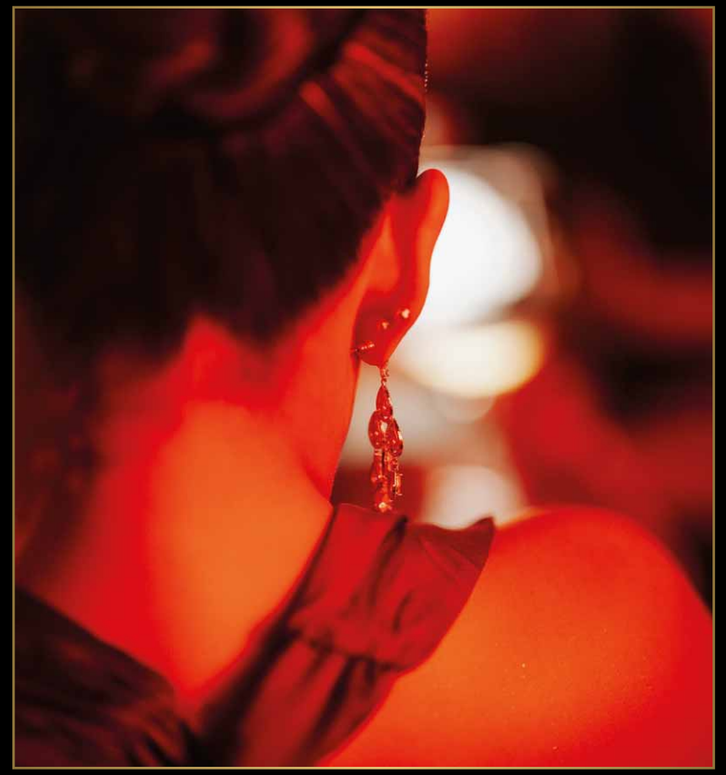
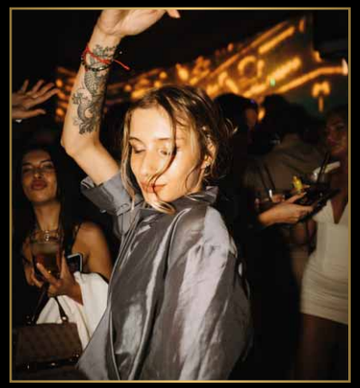




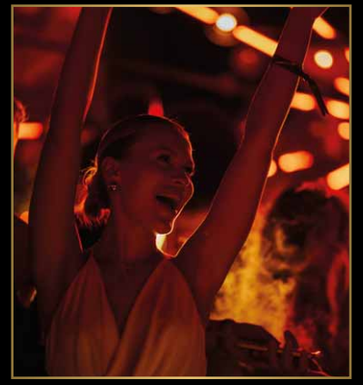



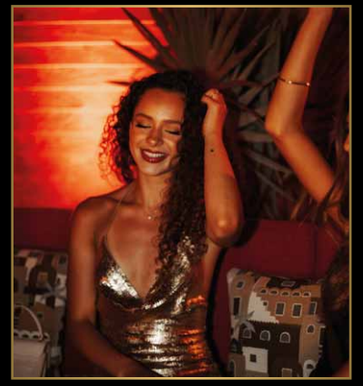
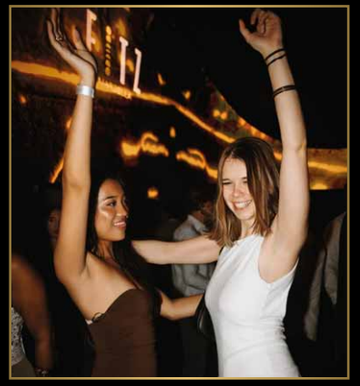






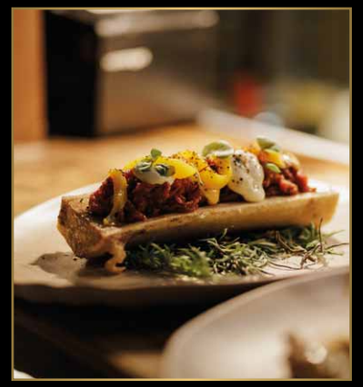
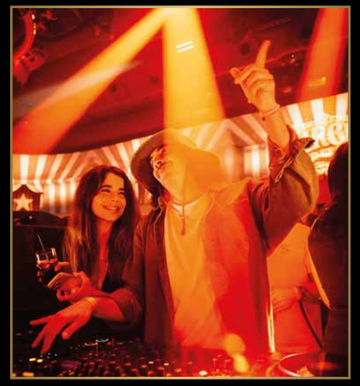


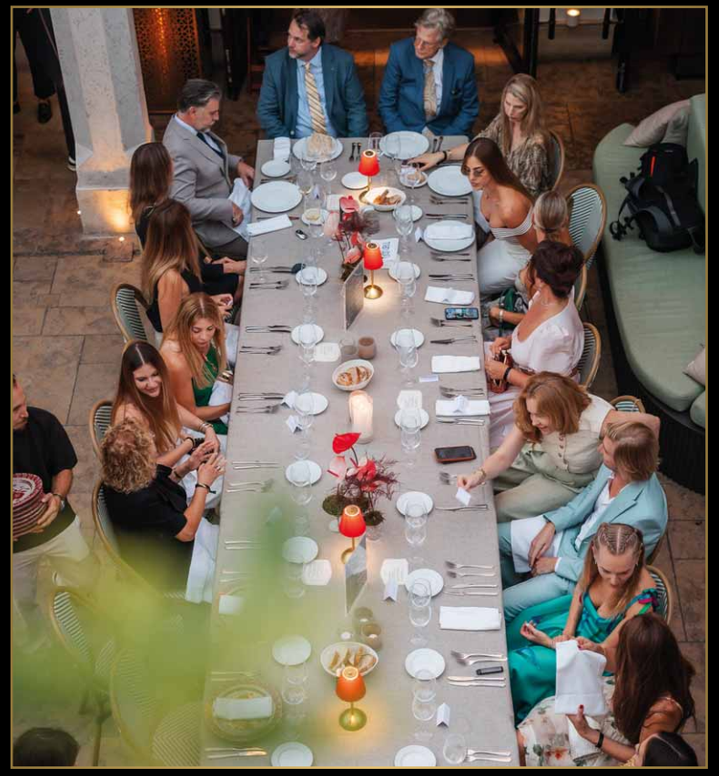



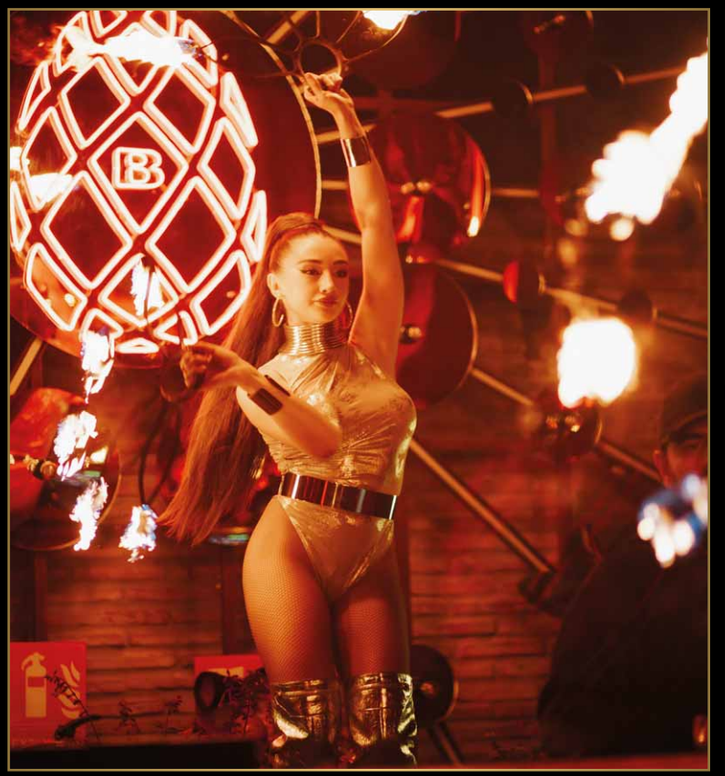










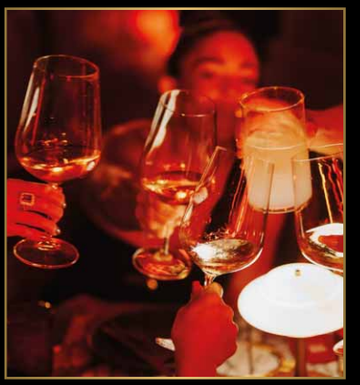

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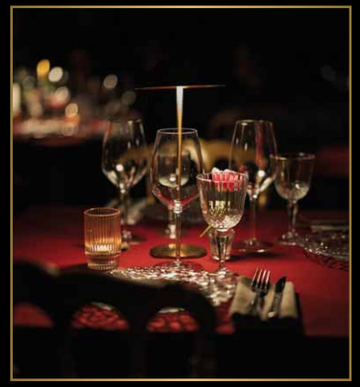




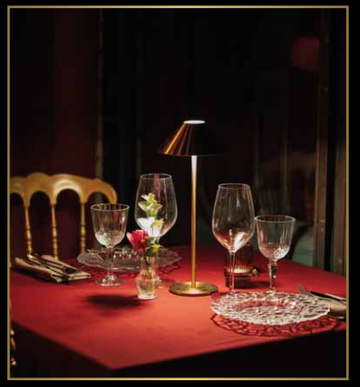














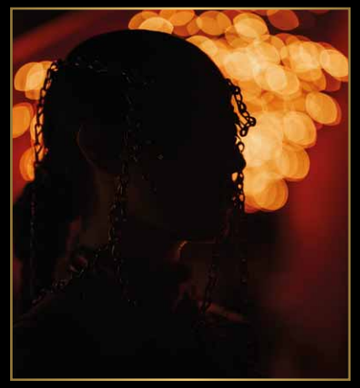










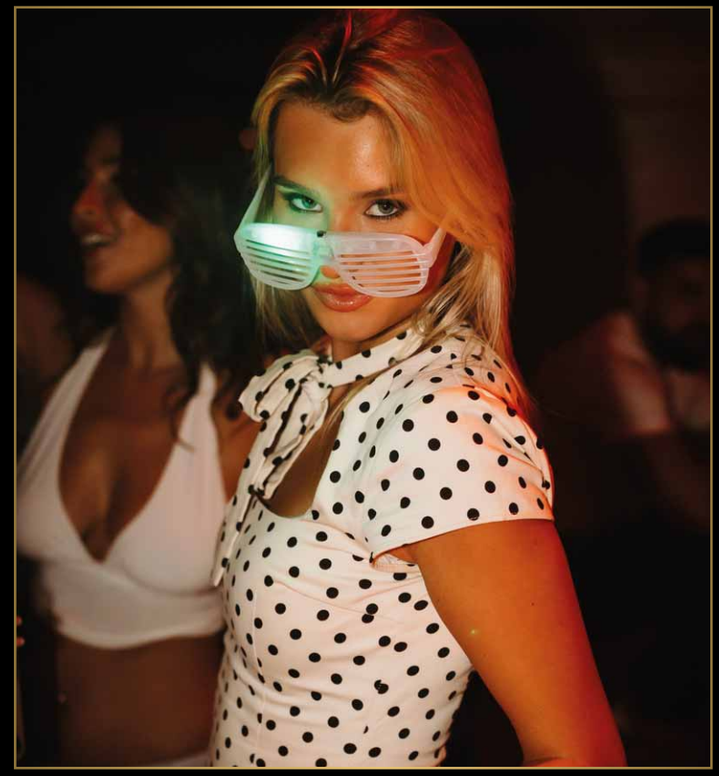
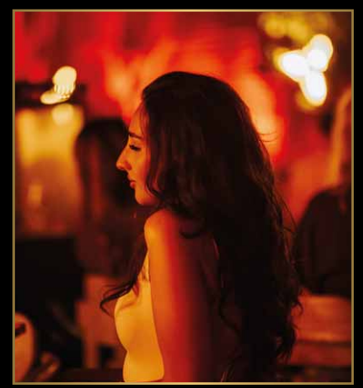
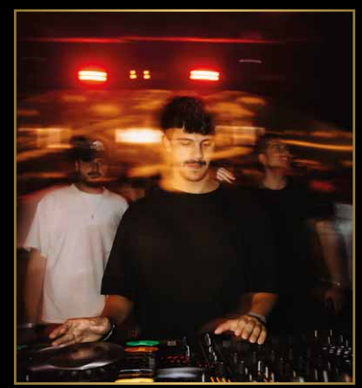
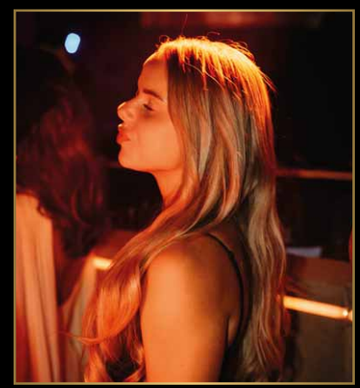
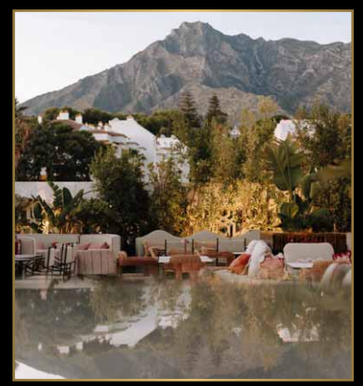
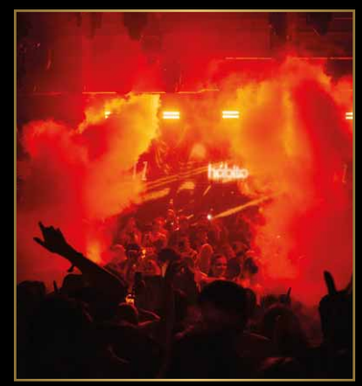











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