

MYBA



PRESS KIT

4 Edito

6 1 + 1 = MYRA

8 Symbolism

10 Retrospective
2022

12 Our offer

14 ¿Cuánto?

16 The truth comes out of
the mouth of the customers!

20 Find us

CONTENIDOS



It's just a human way of inhabiting the world. Because to say that inhabiting the world poetically or inhabiting the world humanely is basically the same thing.

Robin

We are Chloé y Julien, two **foodies, epicureans, curious** and **passionate** about eating well, living well, and enjoying life. And a common dream unites us from the moment we met: **To open our place!**



“We open, the **6th of March 2022**, a small **haven of peace and love** in **La Barceloneta** in Barcelona.

OUR BACKGROUND

After graduating with a **master's degree in marketing and tourism management**, Julien went to **Australia** and refined his **techniques** through the street food know-how he discovered there, then gained **experience** in Paris and Geneva at the helm of his kitchen.

Chloé cultivated her interest for **good food** in **New York**, for **good wine** in **Bordeaux**, and returned to Paris, deepening her **knowledge** of food service, in parallel with her **master's degree in marketing and communication**, until she ended up **managing** the establishments in which she **evolved**.

Respectively from Paris and Thonon-les-bains, we decided in December 2021 **to move back to Barcelona** -after several years between different countries- to **open our place** around a **common intention**:

To offer **a cuisine from here and abroad**, respecting the **soul and local culture**.

“Mira is a **binary star**; it is part of a system composed of two stars **orbiting** around a **common center of gravity**.”



THE **LOGO** IS AN **ALLEGORY** OF WHAT MYRA IS. IT WAS IMAGINED AND CREATED TO REPRESENT DIFFERENT **SYMBOLS**: THE **PLANETE**, **NATURE** AND THE **SEA**.

The **planete**, because Myra is a world of its own, a **haven of peace** in the middle of the tumult of Barceloneta. Because Mira (with "i") is a **binary star**; it is part of a system composed of two stars **orbiting** around a **common center of gravity**, a bit like us (two). The **nature**, of the branch that surrounds the planet and which is represented by the shape of the "y" of Myra. This symbol reminds Myra's values: "slow consumption" and **respect for the environment**. The **sea**, because Myra is just a stone's throw from the Mediterranean, and,

by a nice coincidence, the star Mira belongs to the **constellation of the whale**.

Can you see the whale's tail in the M of the logo? And the wave movements of each of the letters?

¡**Mira!** - "Look" in Spanish. That word that you hear on every corner, that you say to start a sentence without even asking yourself. This **expression** is **meant to attract attention** and arouse interest. We changed the "i" into a "y" to suggest Julien and Chloé, **and here we are**.

JANUARY 12TH

First day of the rest of our lives! After an hour of anxiety surrounded by very serious adults, we finally get the keys to a place we haven't yet tamed. Champagne! Tomorrow, we will start working...



FEBRUARY 12TH

A month has passed, and we are ready! We open Myra in soft opening. Opening on March 6th...



MAY 22TH

Our friend Pichuki, sushi master and colorful personality, participates in the creation of the first kitchen takeover that we organize. On the menu, vegan sushi full of originality. ¡Que rico! This event will be the beginning of crazy other kitchen takeover evenings filled with joys and friendships.



MAY 26TH

Eaudalix will be the first artist to exhibit at Myra's, she inaugurates partnerships dear to our hearts. Since then, an artist presents a part of his work every month and that makes us happy!



JUNE 3RD


We sell our first Egg Bomb Trufado. Myra's identity is asserting itself and our offer is finding its audience. Hooray!



OCTOBER

Who would have thought it? This October will be our record month of the year 2022. We are ready for the next step...



A close-up photograph of a hand garnishing a dish with microgreens. The dish is served on a white plate and consists of a bread-based base topped with various ingredients, including what appears to be a fried egg, sliced potatoes, and fresh vegetables. The background is softly blurred, showing a kitchen or restaurant setting with warm lighting.

“**ATMOSPHERE :**
Gaseous envelope
surrounding a planet,
in particular the Earth.

WHAT DO WE OFFER?

First of all, an **atmosphere**.

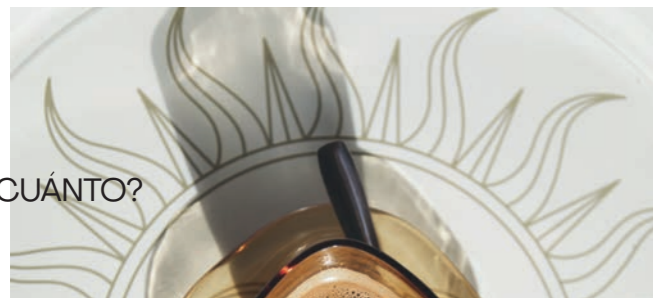
With an ambiance and decoration "**like home**", in which **99%** of the furniture and other dishes are **second hand**, we welcome our guests with **warmth**, for a service that we want to be impeccable but **relaxed**.

AND THE MENU?

We offer visitors the choice of a **small hybrid menu**: perfect eggs with truffles, sourdough toast for brunch, a signature grilled cheese and healthy & gourmet tapas.

The **coffee** is specialty, carefully **selected** and **roasted in Barcelona** by a French-Catalan couple, the milk is **fresh** from next door, the wine is **natural** for those who want it, the beer is **local**, the lemonade and the iced tea are **homemade** (from Chloe's grandmother's recipe!), and the lattes offered are **original**.

And as **it is not the size that makes a place great**, but the **depth of its soul**, we contribute to the life of the neighborhood by proposing, in **collaboration** with **barcelonians from here and abroad**, exhibitions, creative workshops, kitchen takeovers with outstanding cooks... and other events filling La Barceloneta, Myra, and the hearts **with creative vibrations and love!**



24
square meters

35
collaborations
in 2022

02
minutes from
the beach

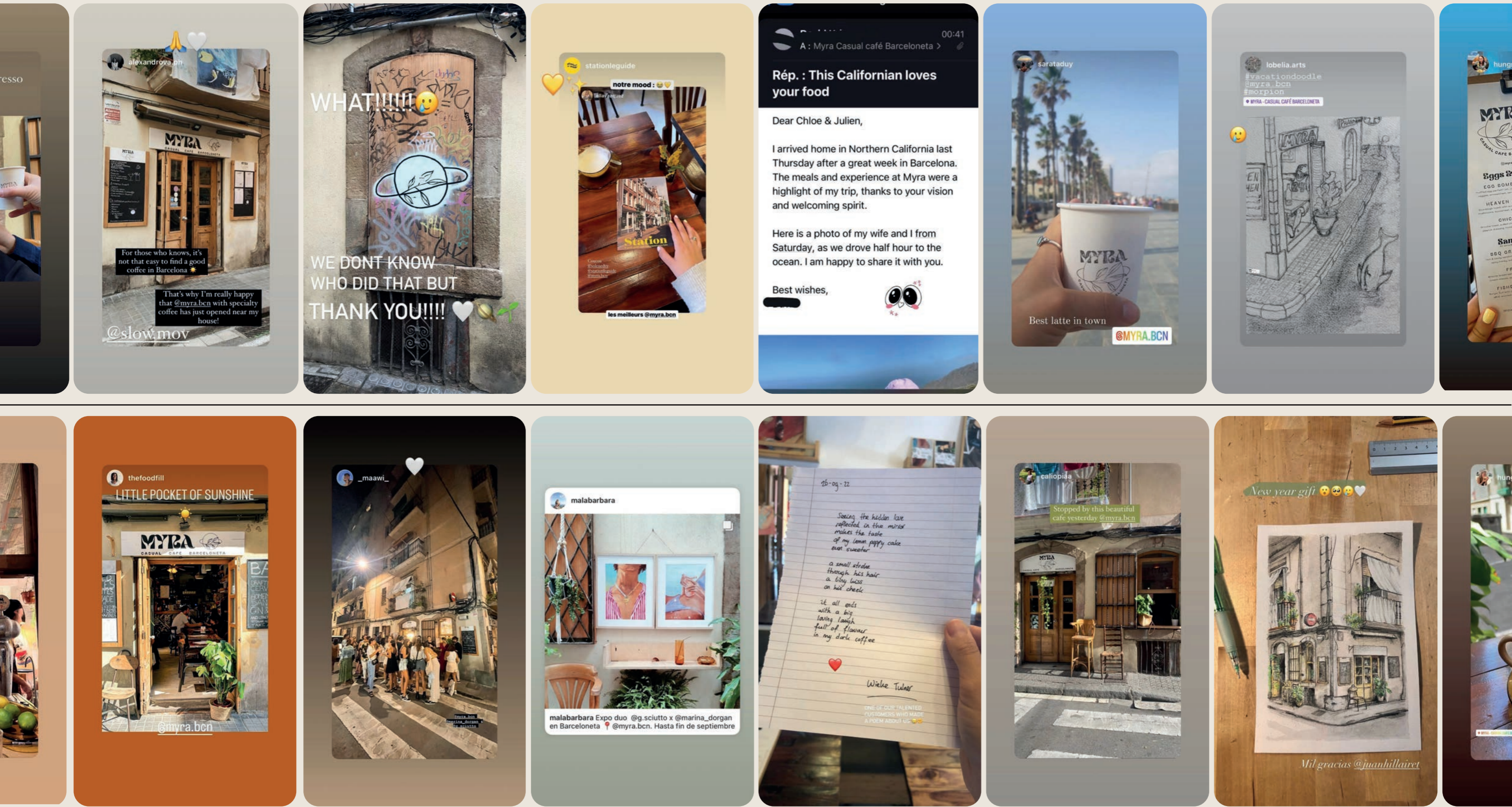
4,9
out of 5, on
google

12
plants

99
percent of
second hand
furniture

¿CUÁNTO?

Some pictures are better than words, so here's a look at the stories we post or repost.



Here are some google reviews that have managed to translate what we have been trying to implement for almost a year!

Philippe M :
5/5 étoiles - août 2022

Super accueil ! Un bar de quartier comme on les aime avec de la simplicité et des bons produits.
À venir découvrir avec vos amis !
Merci encore !



Ikehara Futa Matt :
5/5 étoiles - septembre 2022

Cozy place to chill and relax. Every food we ordered is great and hazy IPA is something that you must order if you love craft beer.

Ismael Jiménez Milán :
5/5 étoiles - décembre 2022

Myra es un 10 sobre 10 :) Estábamos paseando por el barrio y entramos a comer de casualidad. Gran comida, muy buena música y muy buen trato por parte de los profesionales que allí trabajan. Un lugar muy recomendable para comer, disfrutar y pasarlo bien. Gracias por la experiencia!

Abi :
5/5 étoiles - décembre 2022

Myra is worth a visit. Bread is amazing.... recipe ideas are delicious and the natural wine is the cherry on top. Small place but the ambiance is perfect and the space used really well. The people are friendly, thoughtful and make homemade aperitifs.... winner.

Brice Gump :
5/5 étoiles - avril 2022

Sitio pequeño muy acogedor. Cloe y Julien son súper amables y la comida es absolutamente fantástica. El día que lo descubrimos fuimos dos veces porque quisimos probar toda la carta. Nos encantó todo. Volveremos seguro! Muchas gracias



Fiorenza Zincone :
5/5 étoiles - juin 2022

Myra dovrebbe essere una tappa obbligatoria: è una vera e propria esplosione di colori, sapori e culture. Chloe e Julien sono due ragazzi splendidi, intraprendenti e coraggiosi...

Louisa Dumke :
5/5 étoiles - mai 2022

Sehr heimisches kleines Restaurant. Tolle Atmosphäre! Essen ist super! Alles in allem, absolut top!

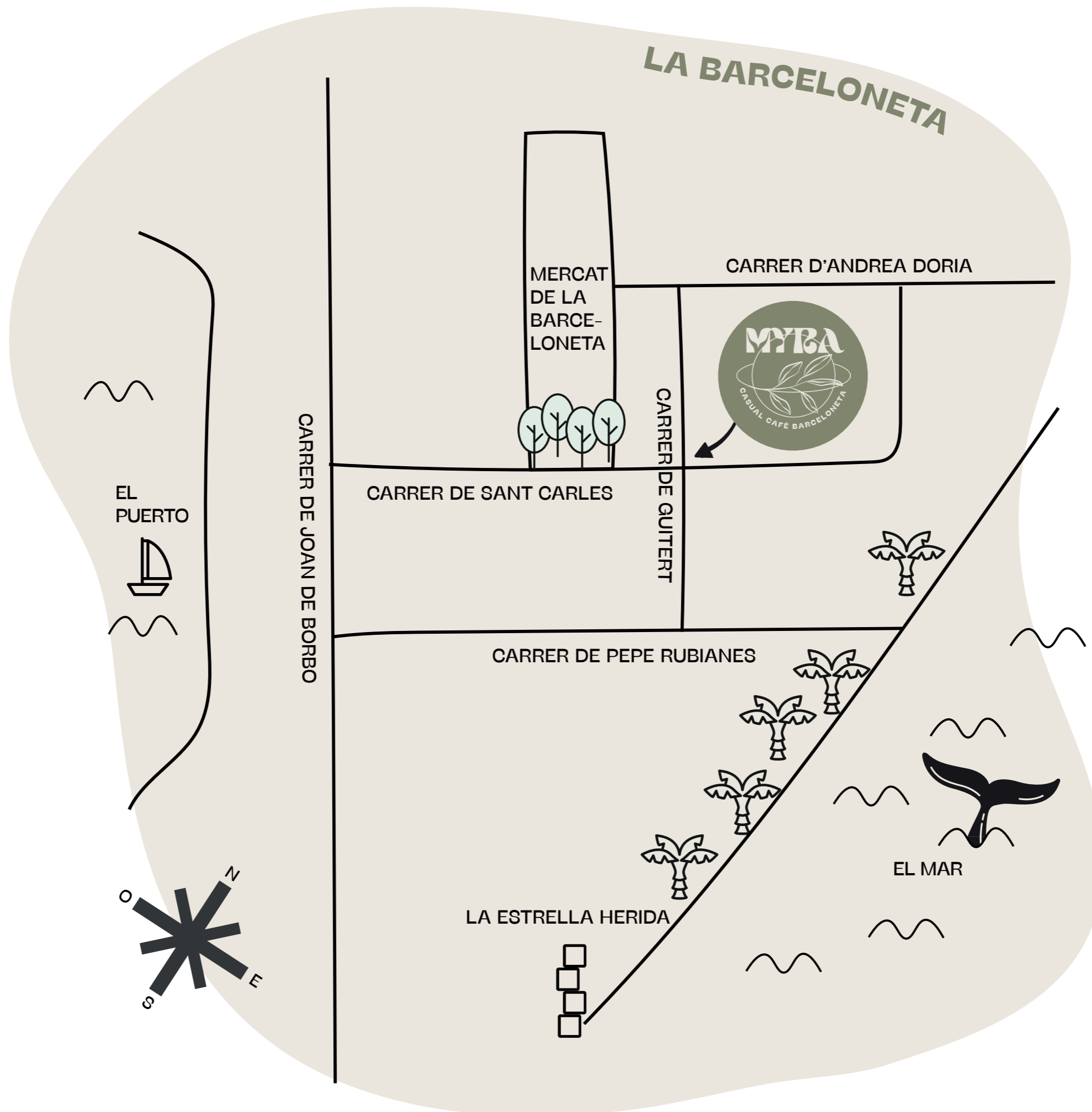
Sarah Etienne :
5/5 étoiles - novembre 2022

Super lieu loin des attrapes touristes. Que ce soit l'accueil ou la qualité des assiettes remplies de saveurs tout était parfait et tout cela dans une ambiance atypique et chaleureuse. Tout est fait maison! J'y retournerai avec plaisir.



Ester Zanatta :
4/5 étoiles - juillet 2022

Food tasted lovely, they use nice herbs and combine ingredients in a unique manner. You will find sandwiches, avocado, eggs but also hummus and guacamole to share. Also loved the interior design!



Myra - Casual Café Barceloneta
Chloé & Julien

Carrer de Sant Carles, 21
08003 - Barcelona

myrabarceloneta@gmail.com
+34 664 83 77 33

