





## THE STORY OF 21c MUSEUM HOTELS BEGINS WITH 21c LOUISVILLE

Laura Lee Brown and Steve Wilson, native Kentuckians, sought to marry their passion for contemporary art with a desire to make a considerable contribution toward revitalization efforts in downtown Louisville. Their bold decision to create a contemporary art museum open to the public free of charge, 24 hours a day, 7 days a week and to combine it with Louisville's first boutique hotel would create both an economic driver for the community and an oasis where art challenges, amuses, stimulates conversation, and provokes new ideas.

Brown and Wilson partnered with New-York based architect Deborah Berke to reimagine a series of five deteriorating 19th century buildings along Louisville's West Main Street, with a design that highlighted the original brick, timber, and cast iron construction. The result was 21c Museum Hotel, a 90-room boutique hotel with 9,000 square feet of exhibition space and Proof on Main, an award-winning restaurant featuring locally and sustainably raised foods. The property opened in March 2006.

With the success of the Louisville property came opportunities for expansion. Brown and Wilson founded 21c Museum Hotels in 2007 to oversee the expansion and management of 21c nationally. With strong local partners who share the belief that art can be an economic driver for a community, 21c is expanding to new cities throughout the country.

21c's growth and expansion presents the opportunity to share Brown and Wilson's original goals – to collect and exhibit the work of living artists and to integrate contemporary art into daily life – with new communities. These goals, as well as a desire to bring today's most dynamic and engaging art to the public, have been Brown and Wilson's mission, a mission that has transformed downtown Louisville into an internationally recognized cultural center. As 21c expands, their passion for supporting and sharing contemporary art with both new and existing audiences will continue to shape 21c's programming in each venue, creating a unique combination of local engagement with a broad, global reach.





## MUSEUM OVERVIEW

21c Durham offers 10,500 square feet of exhibition space seamlessly integrated into all areas of the property. Guests can take in the latest exhibition and discover contemporary art around every corner at 21c: in the restaurant and bar, on the in-room Video Art Channel, in elevator lobbies, hallways, and the stairwell. True to 21c's mission, exhibition space is dedicated to exhibiting the art of the 21st century and is open to the public free of charge, 365 days a year. 21c offers a full range of arts programming led by VP Museum Director Alice Gray Stites including rotating curated exhibitions, site-specific installations, and a full roster of cultural programming.

### Cultural Programming

21c Durham works with the local arts community to offer a variety of cultural programming that is free and open to the public including artist lectures, live performances, film screenings and poetry readings. 21c Durham also offers free docent tours of current exhibitions and the site-specific collection upon request and approval.

### Art Vitrines

As part of 21c's commitment to exhibiting works by both established and emerging artists, rotating installations of artworks by regional artists are featured in the art vitrines on each of the guest room floors.

### Cracking Art Group, *Fuchsia Penguin*

A signature at all 21c Museum Hotels, a flock of these limited edition sculptures by artist collective Cracking Art Group is on permanent exhibition around the property. 21c founders Laura Lee Brown and Steve Wilson chose the *Fuchsia Penguin* for Durham. The mission of Cracking Art Group is to raise awareness of environmental issues and the use and misuse of natural resources by creating artworks with materials derived from petroleum products. The name Cracking Art refers to the chemical reaction that occurs when converting raw crude oil into plastic, or the moment when natural becomes artificial. Founded in 1993, Cracking Art Group has created over 600 exhibitions worldwide.

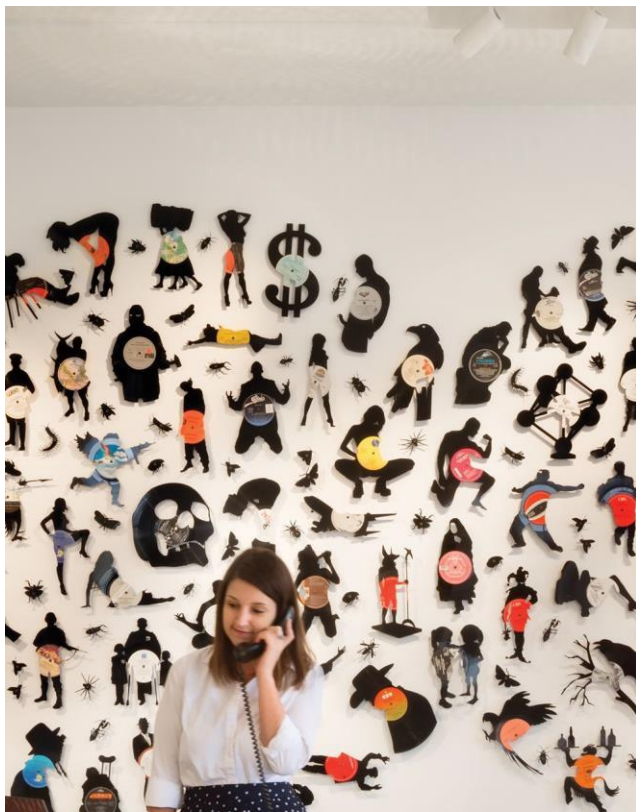
### Creative Meeting Extras

Be inspired by your surroundings – break from the day's agenda and get your group's creativity flowing.

- **Art classes** – Whether you prefer self-led paint-by-numbers or a 20 minute lesson in drawing we can provide the supplies or the instructor.

- **Art tours** – Let our docents guide your guests through the 21c experience by touring the galleries. Tours can be tailored in length to meet your scheduling needs.

- **Gallery hunt** – Challenge your guests to explore the 21c galleries on their own or as a team with a self-guided scavenger hunt of the current exhibitions.



## FACT SHEET

### Location

Located in the heart of downtown Durham  
111 N Corcoran St, Durham, NC 27701  
(919) 956-6700

### Opened

March 2015

### General Manager

Ron Morin

### Total Rooms (All Types): 125

Includes Terrace Suites and a rooftop 21c Suite

### Exhibition/Meeting and Event Space

10,500 square feet

### Guest Amenities

Contemporary art museum open free of charge  
365 days a year; Counting House restaurant; spa;  
fitness center; business center; 21c Museum Shop;  
free weekly docent tours.

### Design Aesthetic

New York-based architects Deborah Berke Partners, Design Architect and Interior Design firm for the project, introduced 21st century innovation to the Hill Building's Art Deco glamour. The 17-story building was designed in 1937 by Shreve, Lamb and Harmon, architects famous for the Empire State Building. Listed on the National Register of Historic Places, the Hill Building is one of three Art Deco structures built in Durham's commercial core in the 1930s. Throughout the property, historic details such as original green marble walls, silver leaf ceiling and terrazzo floors in the hotel entrance hotel were preserved and contrast with contemporary design details. The hotel's double-height Main Gallery, located in the old banking hall, and historic vault lined with safety deposit boxes highlight the building's past.

### Dining

Local cuisine meets the bold flavors and playful techniques of executive chef Jeff Seizer at Counting House. A social experience set amongst the art of today, designed to provide you with an easy-going escape that will feed your soul. Inspired by old-school European techniques and simple preparations, his menu is familiar, yet unexpected. Counting House combines contemporary design with historic details highlighting the building's original terrazzo floors and arched windows, and rotating exhibitions of contemporary art carry over from the adjoining hotel into the restaurant space.

### Spa and Fitness

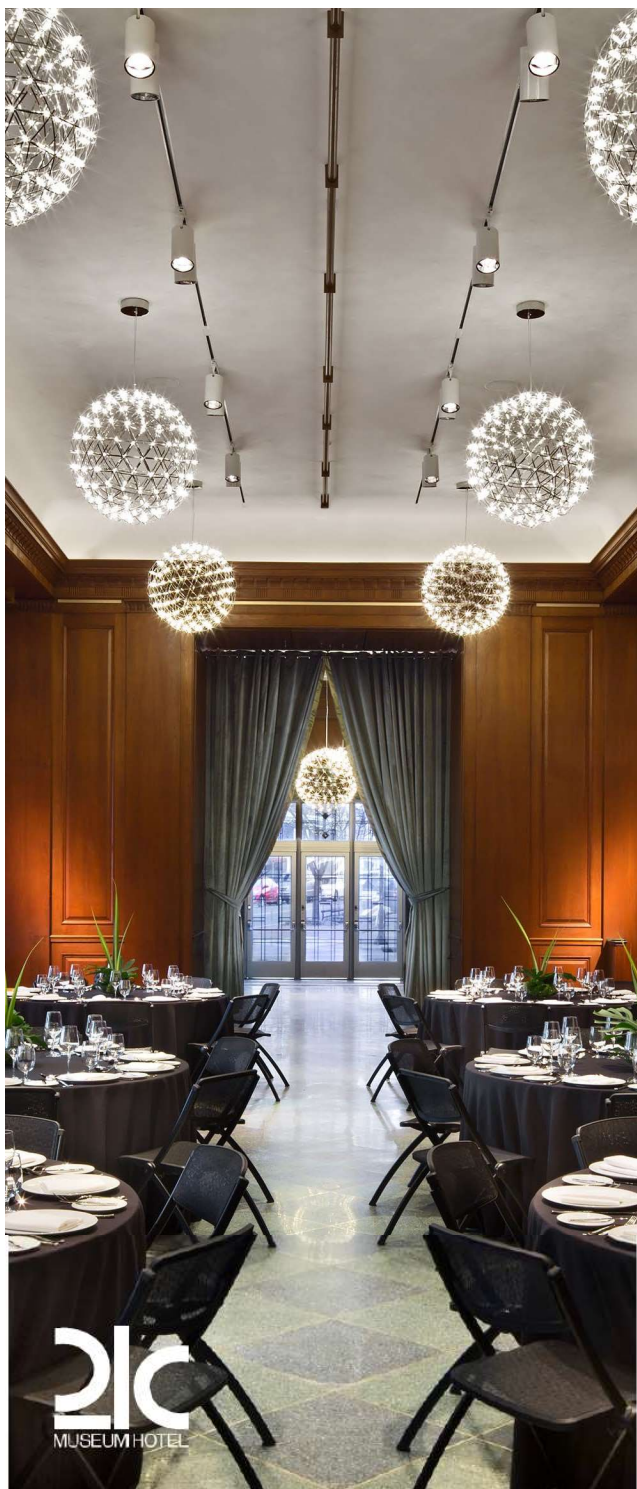
Our in-house spa features two treatment rooms with showers, sauna and steam room. The Spa offers massages, body wraps and masks, as well as in-room treatments.

### Meeting Space

21c brings over 10,500 square feet of art-filled meeting and event space to the heart of downtown. Featuring a wide range of spaces, equipped with the latest audiovisual technology and large light-filled windows, the property can accommodate events ranging from an intimate gathering to board retreats, executive meetings and weddings. The Vault, located in the historic bank vault on the lower level, offers a unique and immersive experience featuring lounge seating, a site specific art commission, and historic vault door and safety deposit boxes.

Largest event space: the Main Gallery with adjacent pre-function space allows for seating for 180 or standing receptions up to 250





## GATHER AT 21c MUSEUM HOTEL

21c has over 10,500 square feet of art-filled meeting and event space in the heart of the downtown arts and entertainment district. Featuring a wide range of spaces – many with cutting edge audiovisual technology and large light-filled windows – 21c is the perfect venue for board retreats, executive meetings, cocktail gatherings, reception dinners, charitable events, intimate weddings or any other special occasion.

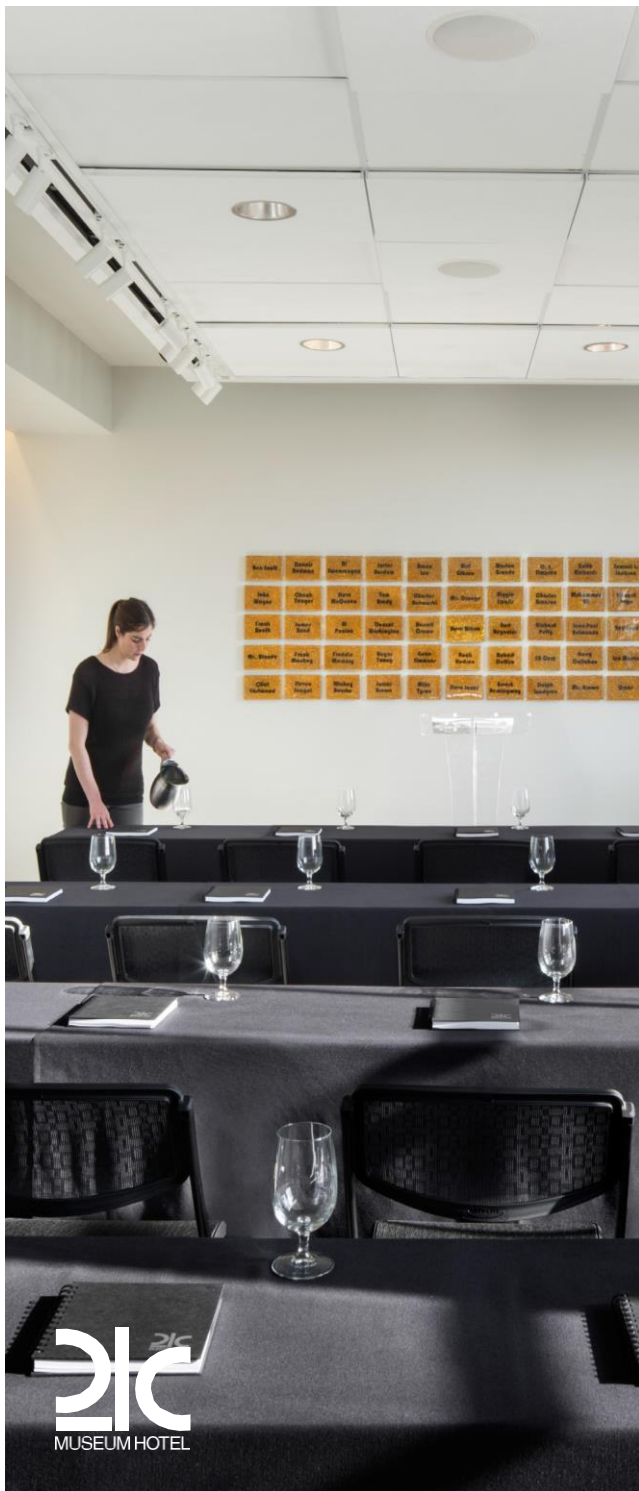
Room	Dimensions	Sqaure Footage	Banquet (rounds)	Banquet (rounds w/ dance floor 12x12)	Reception	Hollow Square	Theatre	U-Shape	Conference	Classroom	Crescent	Tradeshow
Main Gallery (All)	47' x 62'	3066	176	136	250	60	180'152	50	52	90	120/70	150
Gallery One	28' x 21'	588	16	-	40	-	18	11	18	18	5	25
Gallery Three	48' x 34'	1677	48	40	100	26	64	25	24	34	35	75
Gallery Four	33' x 17'	602	32	-	50	28	32	22	38	24	20	40
Gallery Five	48' x 17'	847	46	-	60	44	55	38	36	39	30	60
Gallery Six	25' x 17'	462	24	-	30	20	26	20	20	20	15	20
Gallery Seven	12' x 14'	172	-	-	6	-	-	-	-	-	-	-
Conference Room	22' x 13'	482	-	-	-	-	-	-	14	-	-	-
The Vault (All)		848	20	-	50	-	16	-	12	-	-	30
Private Dining Room	32' x 18	588	32	-	50	-	40	-	18	24	24	30

### Meeting Extras at a Glance

At 21c, we want to help you create a meeting or event as unique as your surroundings. Our team will help you build a completely customizable package to satisfy your needs. Once you've got the basics down, choose from our custom extras to wow your clients and guests.

- Let the creativity flow on your break with mini art sessions, art tours and gallery hunts
- Inspire your taste buds with a private cooking class
- Unwind with a libation in hand at a craft cocktail class led by our creative beverage team
- Help your guests relax with yoga and services at the spa
- Break up the day with whimsical treats such as sea snacks from Counting House
- Go green with carbon-offsetting amenities, live plant center pieces and recycled paper
- Add your brand with customized posters installed in guests' rooms and special amenities for VIPs available from the 21c Museum Shop and Counting House

Talk to a member of our Events Team at 919.956.6714 or email [Dur.Sales@21cHotels.com](mailto:Dur.Sales@21cHotels.com) to learn more.



## MEETING & EVENT SPACE FEATURES

### MAIN GALLERY

Not just another pretty space, this gallery has historic wood paneling, terrazzo flooring, velvet drapery, LED globe chandeliers and is equipped with some serious a/v technology.

#### Features:

- "Plug and play" connectivity
- Wireless and handheld microphones, house music and phone docking
- Theatrical lighting and sound options available
- Range of projector options, including a fixed mount HD projector with motorized screen
- Sound board with volume controls
- Motorized blackout and light diffusing shades
- Suspended metal pipe rail for additional lighting

### GALLERY ONE

Connected to the Main Gallery, this flexible space can be used as cocktail hour, buffet set-up, lounge seating or anything else you dream up!

### GALLERY TWO

Adjacent to the Main Gallery, Gallery Two makes a great welcome area, excellent for a cocktail hour or ongoing event bar service.

### GALLERY THREE

Positioned in a central area with offshoots to Galleries Four through Seven, Gallery Three is the perfect home-base for events and includes a built-in projector on lift and motorized screen. Natural light filters in through glass sidelights from the other galleries. Meetings in other galleries? Set up a lunch buffet in Gallery Three where everyone can mingle together.

### GALLERY FOUR

Original restored windows fill Gallery Four with natural light. A state-of-the-art motorized screen is available along with convenient power outlets and handy magnetic whiteboards.

### GALLERY FIVE

The largest of our North Corcoran Street-facing galleries, Gallery Five offers abundant natural light from historic windows while utilizing a state-of-the-art ceiling mounted projector with motorized screen and handy magnetic whiteboards.

### GALLERY SIX

Perfect for a small gathering, this gallery offers natural light from restored windows.

### GALLERY SEVEN

Hosting a breakout session? Ideas are sure to flow when you cozy up in this informal meeting room, with custom fixed soft seating and great windows.

### CONFERENCE ROOM

The 21c Conference Room is equipped with a 65" plasma television, whiteboard, and table with integrated speakers and power/data ports.

### THE VAULT

#### (WITH GALLERY, BAR, AND GREEN ROOM)

Looking for an underground experience? Head below deck to The Vault, our unique event space housed in an old bank vault. This historic space is complete with a massive vault door, original metal gate and safety deposit boxes, original historic wood paneling and a site-specific art commissioned for vault floor.

Other areas:

### BUSINESS CENTER

Open 24/7 for your convenience, the business center is equipped with Mac workstations and a printer and is centrally located near the Conference Room and Galleries Three through Seven.

### VIDEO GALLERY

Designed to share new media digital contemporary art, this gallery is outfitted with high definition projectors and is supported by some serious video software.

### PRIVATE DINING ROOM

Located in Counting House, the Private Dining Room is perfect for a small event or dinner, or to take a break from your meeting.



## MEETING & EVENT SPACES

Name your need –board retreats, executive meetings, cocktail gatherings, reception dinners, intimate weddings, charitable events, product launches, and more –and our on-site Events Team will oversee every detail of your customized event. Make your art-filled gathering the talk of the town with our unique amenities and add-ons.



MAIN GALLERY  
2675 SQ FT



GALLERY ONE  
588 SQ FT



GALLERY TWO  
391 SQ FT



GALLERY THREE  
1677 SQ FT



GALLERY FOUR  
602 SQ FT



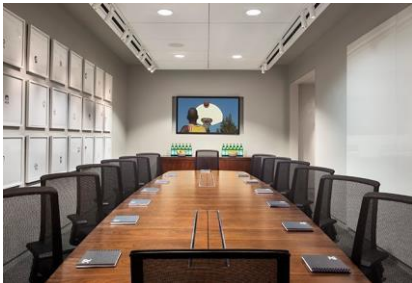
GALLERY FIVE  
847 SQ FT



GALLERY SIX  
462 SQ FT



GALLERY SEVEN  
172 SQ FT



CONFERENCE ROOM  
482 SQ FT



PRIVATE DINING ROOM  
588 SQ FT



THE VAULT  
848 SQ FT



21c SUITE  
1138 SQ FT



# STAY AT 21c MUSEUM HOTEL DURHAM

Located in downtown Durham, the 125 guest rooms and suites at 21c Museum Hotel Durham, designed by renowned architects Deborah Berke Partners, are spacious with high ceilings, contemporary furnishings and large windows.

## ROOMS & SUITES



DELUXE KING  
268 SQ FT



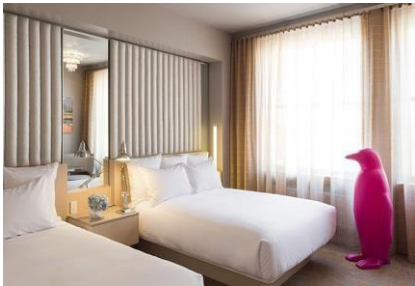
DELUXE DOUBLE QUEEN  
319 SQ FT



DELUXE SUITE  
517 SQ FT



LUXURY KING  
321 SQ FT



LUXURY DOUBLE QUEEN  
358 SQ FT



LUXURY SUITE  
659 SQ FT



21c SUITE  
1138 SQ FT







# EAT AT COUNTING HOUSE

A showcase for high-quality seasonal ingredients, Counting House celebrates regional dishes and North Carolina's rich heritage of fresh seafood with menus that feature rotisserie and GRILLING techniques. The culinary team at Counting House led by executive chef Thomas Card oversees all event catering at 21c and will prepare menus that are specifically tailored to fit your needs.



OYSTERS



COCKTAILS



LOUNGE



WEEKEND BRUNCH



DINNER



DESSERT



PRIVATE DINING ROOMS



## THE SPA

Treat yourself to a bit of pre-wedding, meeting or event pampering with a spa treatment at our in-house spa, featuring two treatment suites adjacent to the sauna, steam room and fitness center. The spa offers a selection of massages, body masks and wraps and packages. In-room sessions can be arranged with advance notice.

### Spa Meeting Extras

Help your guests relax and unwind. A variety of spa services are available as meeting breaks including chair massages.

### Hours

7 days a week 7am to 8pm

Appointments can be made by calling the spa concierge at 919.956.6700. Please provide 24 hours notice when booking spa treatments.



BIOTONE LOTIONS AND OILS

## GIFT SHOP

Custom welcome gifts can be arranged for your meeting and event guests or wedding party through the 21c Museum Shop. The shop is located off the lobby on the second floor.

### Hours

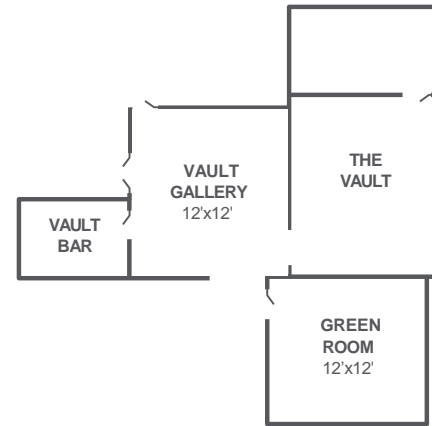
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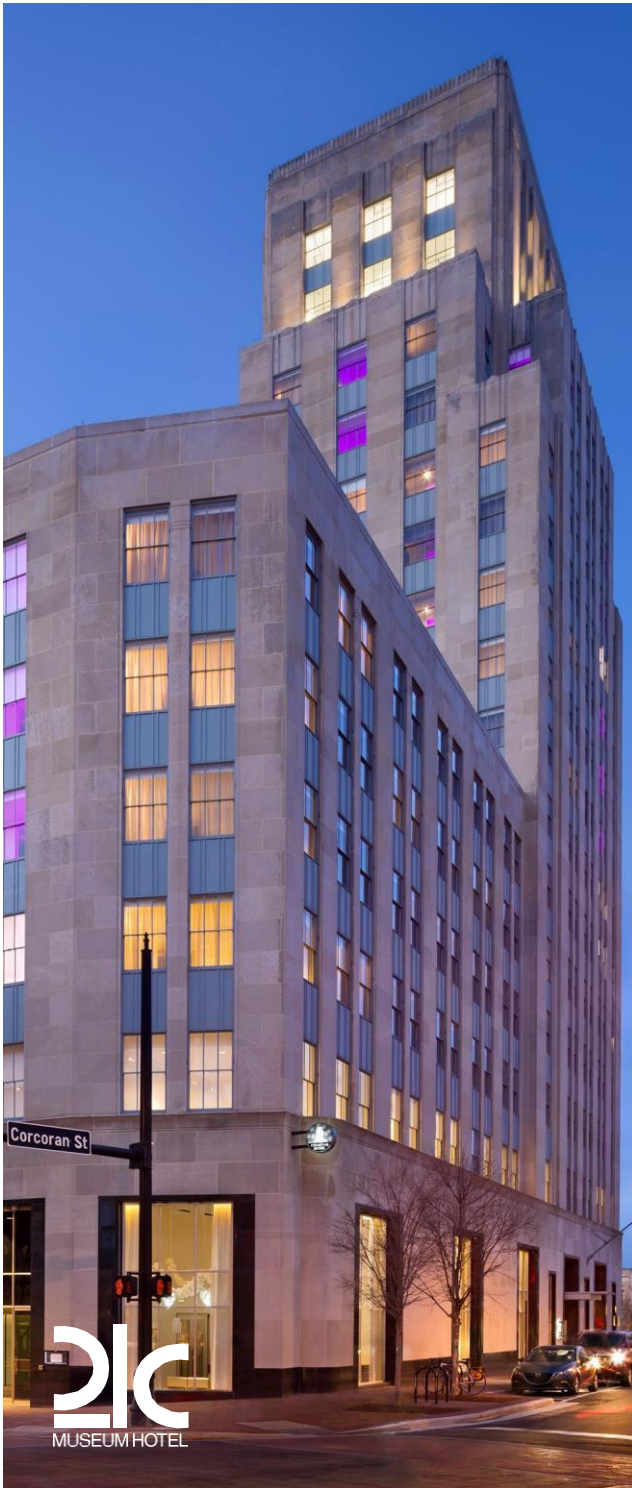
## FLOOR PLANS



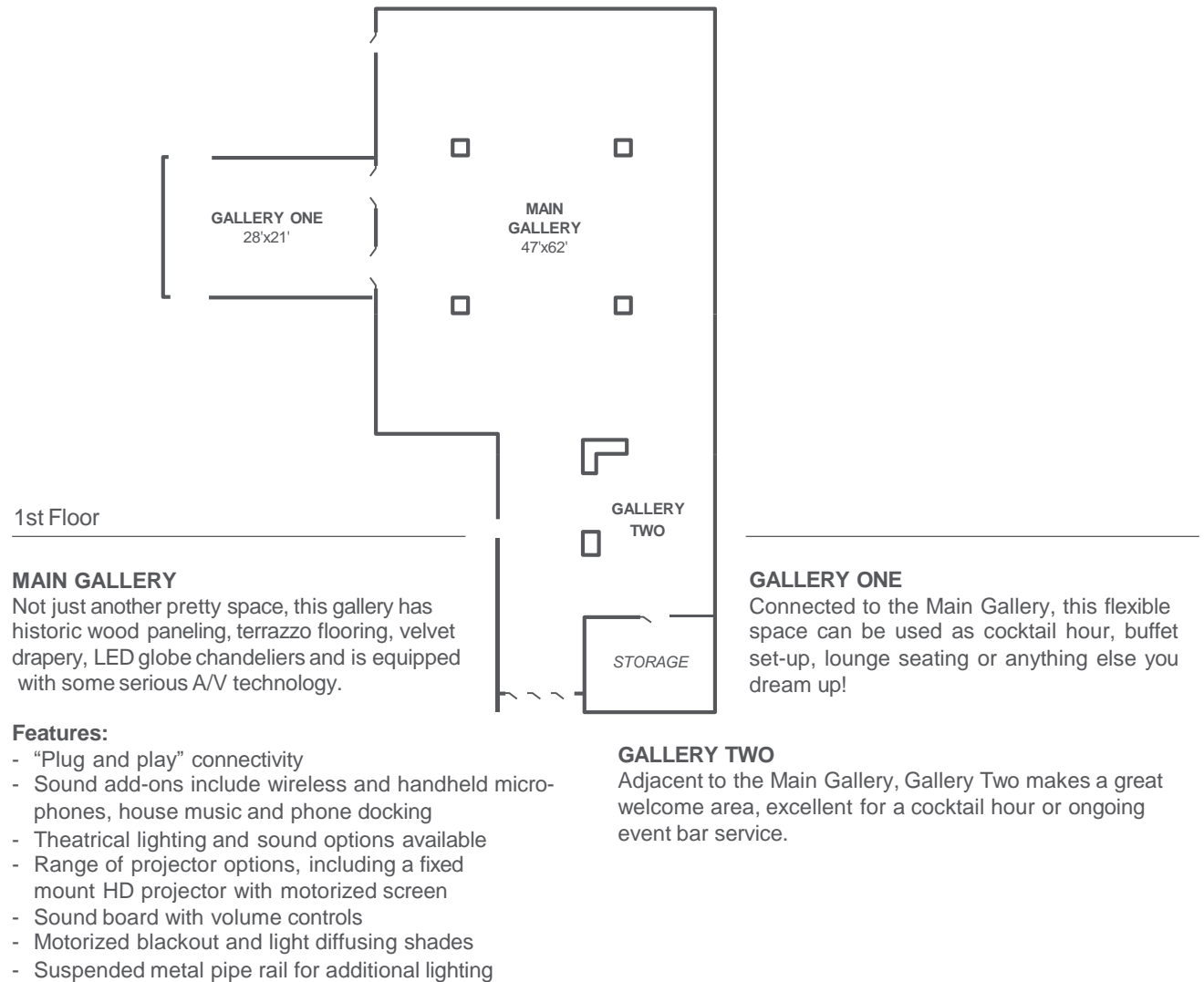
### Lower Level

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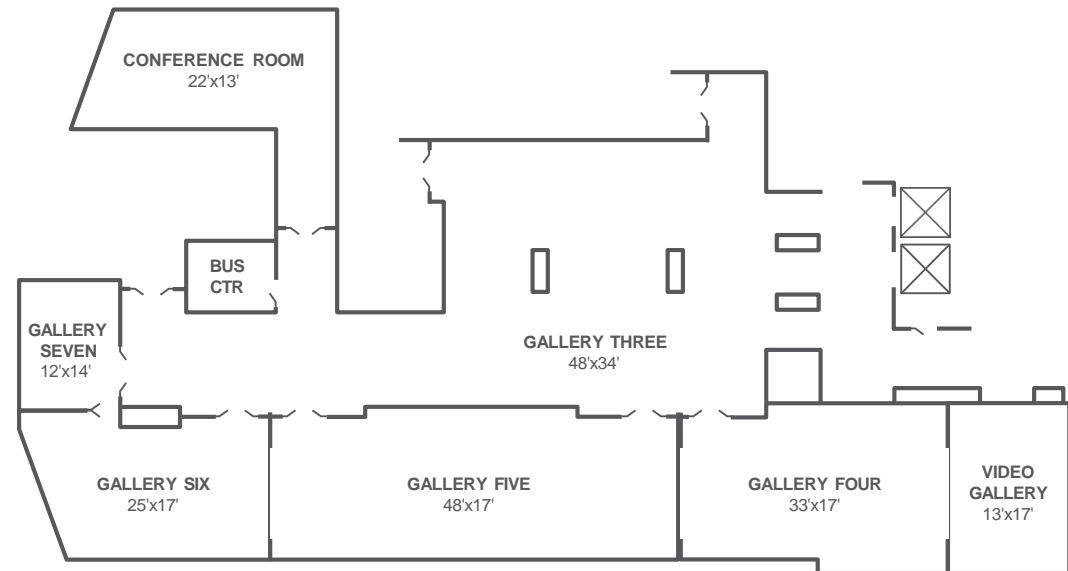
## FLOOR PLANS







## FLOOR PLANS



2nd Floor

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