



21c Museum Hotel Background Information

Vision

21c Museum Hotel was founded in 2006 by Laura Lee Brown and Steve Wilson, philanthropists and arts patrons who had a vision for supporting the revitalization of Louisville's downtown and engaging the public with contemporary art in a new way. Understanding that art drives commerce and enriches people's lives, they created 21c Museum Hotel to help make Louisville—and its historic downtown arts and theater district—an even more vibrant place to live, work, and visit.

Art is integral to the character of 21c Museum Hotel. It is not just decoration—it is at the heart of 21c. The art of our time is around every corner at 21c Museum Hotel—in the elevators, courtyards, hallways, landings, public restrooms, roof, floor, and in the Proof on Main restaurant and bar. At 21c Museum Hotel art is an unexpected encounter, a new idea, a starting point for a lively conversation.

21c Museum Hotel in Louisville

21c Museum Hotel in Louisville features 90 guest rooms, the Proof on Main restaurant and bar, and more than 9,000 square feet of exhibition space. 21c Museum Hotel has proven to be a critical and financial success and has established itself as the market leader in the hospitality industry in Louisville and a nationally recognized destination.

21c Museum Hotel in Louisville is housed in a series of renovated 19th-century tobacco and bourbon warehouse buildings that are listed on the National Register of Historic Places. The facility was designed by Deborah Berke & Partners Architects, who is the design architect for 21c Museum Hotel in Cincinnati.

Hailed by *The New York Times* as “an innovative concept with strong execution and prompt and enthusiastic service,” 21c Museum Hotel has received numerous awards as well as national and international visibility. *Architectural Record* said of 21c Museum Hotel, “Creatively balancing art and commerce, the hotel is a community crossroad that breathes new life into a rebounding urban corridor.”

Proof on Main restaurant and bar was named one of the “Best New Restaurants of 2006” by *Esquire* magazine and features cuisine incorporating ingredients grown by regional farmers and fosters local, sustainable agriculture.

Travelers voted 21c Museum Hotel the number one hotel in the United States and number six in the world in *Condé Nast Traveler's* 2009 Readers' Choice Awards; the London-based newspaper, *The Independent*, selected 21c as the only U.S. hotel in its Top Five Art Hotels in the World.

More than 200,000 people visited in 21c Museum Hotel in 2008, some to stay in the hotel, some to have a meal or a cocktail at Proof on Main, some to view a special exhibition in 21c Museum or attend a live event.

- 21c Museum Hotel is home to North America's only museum dedicated to art of the 21st Century.
- The museum is free to the public and open seven days a week, providing a unique degree of accessibility for the community and hotel patrons.

- The growing collection features a range of works by internationally recognized masters of contemporary art and hot new artists and includes painting, photography, drawing, sculpture, and new media—as well as pieces commissioned especially for permanent installation at 21c Museum Hotel.
- Works from the collection are loaned to major museums around the country.
- 21 Museum Hotel presents special and traveling exhibitions curated by the 21c Museum Director and cultural organizations and museums from across the nation.
- Collaborative initiatives and projects with regionally, nationally, and internationally based artists and cultural organizations are organized on an ongoing basis.
- A range of arts programming for the public—including talks by internationally recognized artists, live performances, film screenings, and other events are offered.

21c Museum Hotels Team

In addition to Brown and Wilson, the other principals of 21c Museum Hotels include Michael Bonadies, Craig Greenberg, Chett Abramson, and Sarah Robbins.

- Michael Bonadies is President and CEO of 21c Museum Hotels, Chett Abramson is Vice President and COO, and Sarah Robbins is Vice President.
- Before joining 21c Museum Hotels, Bonadies, Abramson, and Robbins, were formerly of the nationally recognized Myriad Restaurant Group. Myriad built a national reputation for innovative food and dining excellence with such acclaimed restaurants as Nobu, Next Door Nobu and Nobu Fifty Seven in New York, Nobu London, Tribeca Grill, Montrachet, and Rubicon in San Francisco.
- Bonadies—widely recognized in the hospitality industry as a restaurateur, consultant, and writer—has been instrumental in the development of 21 Museum Hotel and Proof restaurant concepts.
- Craig Greenberg is Vice Chair of 21c Museum Hotels and is an attorney specializing in creating and executing development strategies to realize innovative urban revitalization projects.

Architects

Deborah Berke & Partners Architects will serve as design architect for 21c Museum Hotel in Cincinnati and will be collaborating with Alan Weiskopf of Perfido Weiskopf Wagstaff + Goettel, a firm noted for their significant experience in historic preservation projects, who will serve as executive architect.

- **Deborah Berke & Partners Architects** is known for a broad range of projects, including mixed-use, hospitality, retail, arts-related, and residential buildings. The firm's work includes projects for the James Hotels in Chicago and Scottsdale, the Chihuly Gallery at the MGM City Center in Las Vegas, the Yale School of Art & New Theater, 122 Community Arts Center, the Marianne Boesky Gallery in New York, The Irwin Union Bank in Columbus, Ohio, Hope Branch Library in Columbus, Indiana, and 21c Museum Hotel in Louisville. Berke was named an "Emerging Voice" by the Architecture League of New York in 1993.

The firm roots each design in its community and context, with a special sensitivity to the existing urban environment and with respect for the daily activities of each project. Especially adept at shaping architectural language using regional materials and building technologies, DBPA has designed projects throughout the United States, as well as in the Caribbean, Europe, and Asia. Deborah Berke is currently an adjunct Professor of Architecture at Yale University, where she has taught since 1987. She is a trustee of the Design Trust for Public Space, serving on the latter board since its inception.

- **Perfido Weiskopf Wagstaff + Goettel** is composed of nearly 20 registered architects, intern architects, and administrative personnel, including 3 partners: Alan Weiskopf, Kevin Wagstaff, and Sheldon Goettel. The team is a dedicated and skillful group of people that includes graduates from Princeton, Carnegie Mellon, Kent State, the University of Virginia, and the University of Cincinnati.

Alan Weiskopf, AIA, is a graduate of the University of Cincinnati and participated in UC's co-op education program. After five years at Woollen Associates in Indianapolis, he joined L.P. Perfido Associates as an Associate in 1981 and became a partner in the firm in 1987. He currently serves as the Managing Partner of the firm. In his time at the firm he has directed the majority of the firm's work in preservation and he has been directly involved in the firm's higher education work.

Awards

- Number one hotel in United States and number six hotel in the World in *Condé Nast Traveler's* 2009 Readers' Choice Awards
- *Condé Nast Traveler's* 2009 "Gold List" of the "World's Best Places to Stay"
- *National Geographic Traveler's* 2008 "Stay List" A list of the world's 150 best hotels for location-inspired architecture, ambience, and amenities, ecostewardship, and an ethic of giving back to the community
- *Condé Nast Traveler's* "Hot List 2007"
- *Interior Design* magazine's "Best of Year 2006: Hotel"
- Expedia Insider's Select hotel, an annual award given to one percent of all hotels offered on Expedia
- Proof on Main was featured in *Food & Wine* magazine's "America's 50 Most Amazing Wine Experiences"
- Proof received *Santé* magazine's "2008 Grand Award Spirits Hospitality Restaurant of the Year"
- Additionally, Proof on Main was given an "Outstanding" Four-star review by *The Courier Journal* of Louisville