



21c DURHAM

20  
21





A hallway with a series of vertical light strips on the walls, alternating between purple and blue. The hallway leads to a double door at the end. The floor is dark and reflective.

21c is a transformative 21<sup>st</sup> century hospitality experience, combining a multi-venue contemporary art museum, genuine hospitality, and a chef-driven restaurant.

Locally rooted, yet globally engaged.

The New York Times



# SLEEP WITH ART

Founded by married duo Steve Wilson and Laura Lee Brown, 21c is an innovative hospitality experience.

Brought to life to revitalize the downtown core of their beloved hometown of Louisville, KY, Wilson and Brown merged their loves for contemporary art, farm to table dining and hospitality...and by beautiful accident, a brand was born.



# 9 and on the move

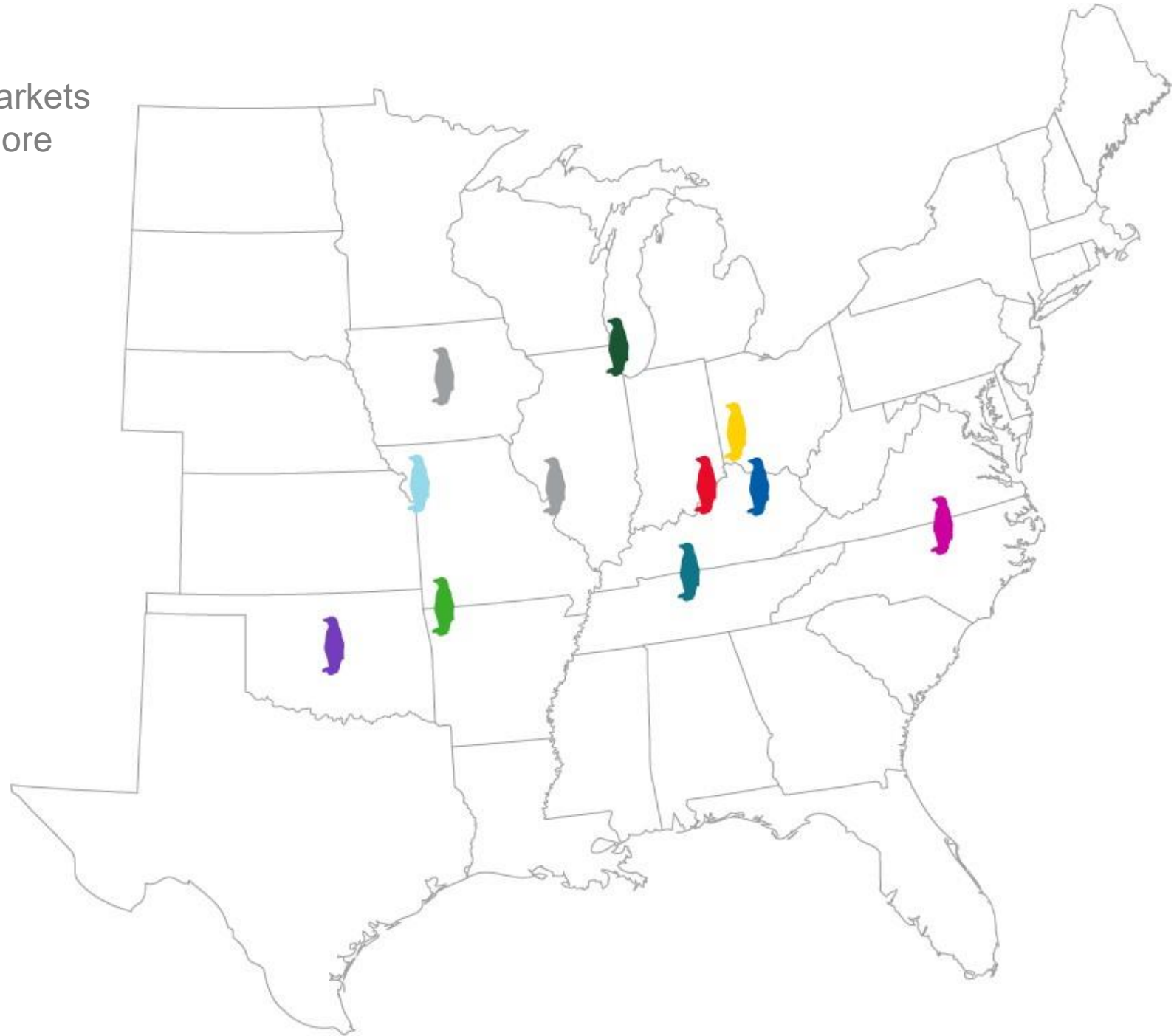
You'll find 21c Museum Hotels in 9 markets across the South and Midwest with more on the way.

## Open:

-  21c Louisville (opened 2006)
-  21c Cincinnati (opened 2012)
-  21c Bentonville (opened 2013)
-  21c Durham (opened 2015)
-  21c Lexington (opened 2016)
-  21c Oklahoma City (opened 2016)
-  21c Nashville (opened 2017)
-  21c Kansas City (opened 2018)
-  21c Chicago (opened 2020)

## In Development:

- 21c St Louis
- 21c Des Moines





# DURHAM







## Durham, North Carolina

The Bull City

Named the *Foodie Capital of the South* by the New York Post, Durham is home to Duke University, The Museum of Life & Science and a plethora of hiking trails and craft breweries.





# 21C PROPERTY







Opened 2015

Contemporary art museum  
17-story building on the National Register of Historic Places  
125 guestrooms and suites  
Counting House restaurant and bar  
On-site full-service spa  
10,000+ square feet of event space



# ALL SAFE PROTOCOLS





# MUSEUM





# Museum Information

## *Current Exhibition*

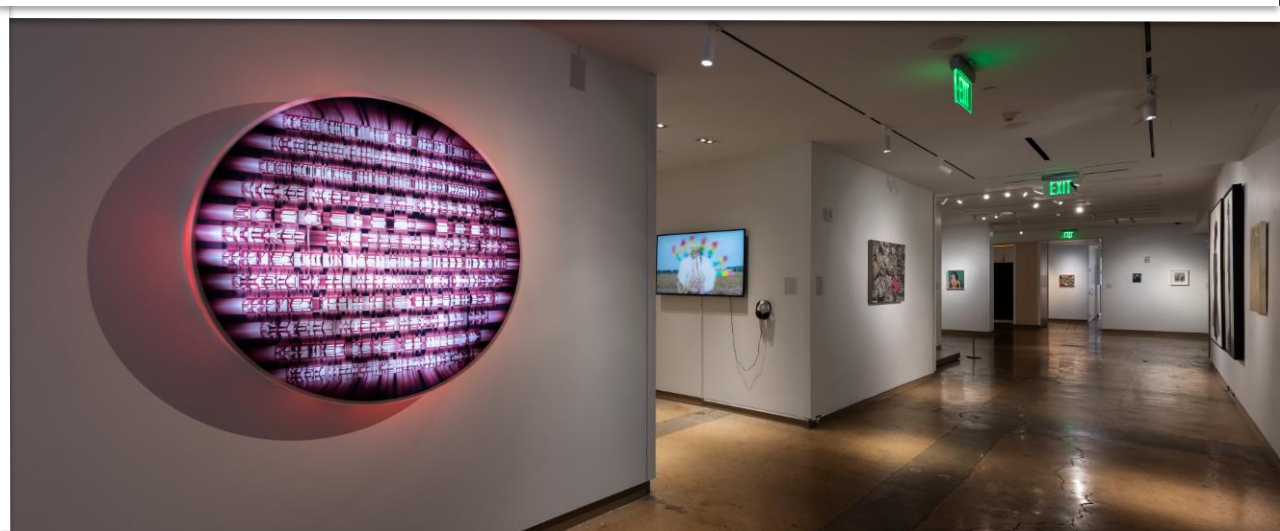
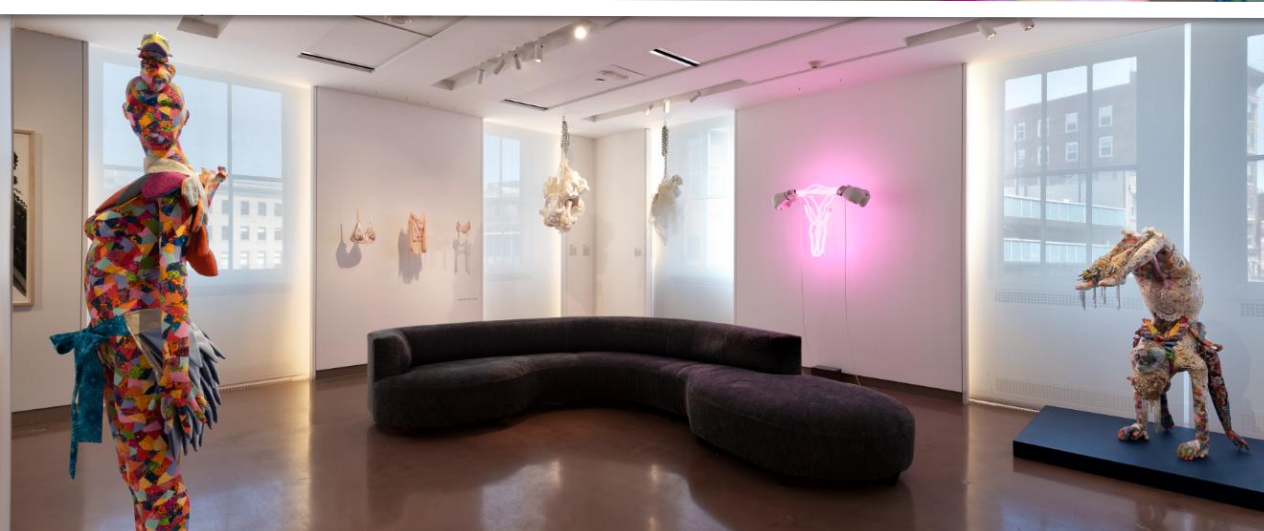
*The Future is Female* is an exploration of identity and experience in contemporary feminist art. The slogan first appeared during the 1970s on a t-shirt designed for the first women's bookstore in New York City. Today, what is "female" expands beyond fixed notions of gender and sexual identity; though fluidity is widely accepted, these artworks illuminate the struggle for equality and inclusion persists.

**Always 24/7/365**

**Free to the Public**



Saya Woolfalk, *ChimaCloud Crystal Body B (detail)*, 2017 Mixed Media



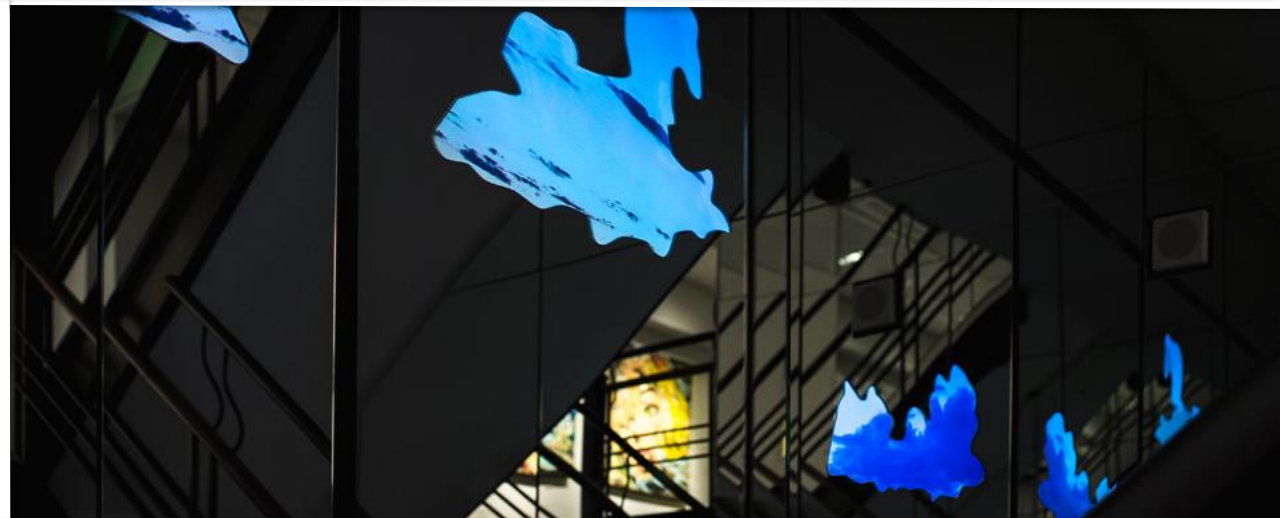




# Museum Information

## *Site Specific*

Art is a part of every space at 21c Durham. Outside the building, Vik Muniz's *Diaspora Cloud* is a flag that shows an image of a white cloud afloat in a bright blue sky, celebrating diversity, community, and ephemerality. Inside the Counting House, artwork transforms the space into one of fantasy, including Cincinnati, Ohio-based artist duo FUTURE RETRIEVAL's *White Light*, eighteen chandeliers grouped in six clusters. Andrew Erdos's *Ascendance* transports the outdoor world into the building with mirror glass and video on cloud 'windows,' featuring colorful images of a vast skyscape in the western U.S. Visitors ascend physically on the elevator or the stairwell, and continue on a metaphoric, visual journey as they prepare to enter a reception lobby that serves as exhibition space for 21st-century art.







# Museum Information

## *Cultural Programming*

Each location hosts regular cultural programming that is free and open to the public, and 21c collaborates on arts initiatives with artists and organizations locally and world-wide. In 2019, 21c hosted more than 2500 free public events, including performances, classes, lectures and museum tours.

Due to the global Covid-19 pandemic, 21c has pivoted to bring much of this cultural programming to virtual platforms, allowing guests and patrons alike to stay involved.





# ROOMS







## Deluxe King and Double Queen

300-340 sq ft

Featuring incredibly comfortable and luxurious bedding. Includes all the usual 21c amenities – 42" HDTV, Malin+Goetz bath amenities, free Wi-Fi, Nespresso coffee machine, and original artwork on display in the room.

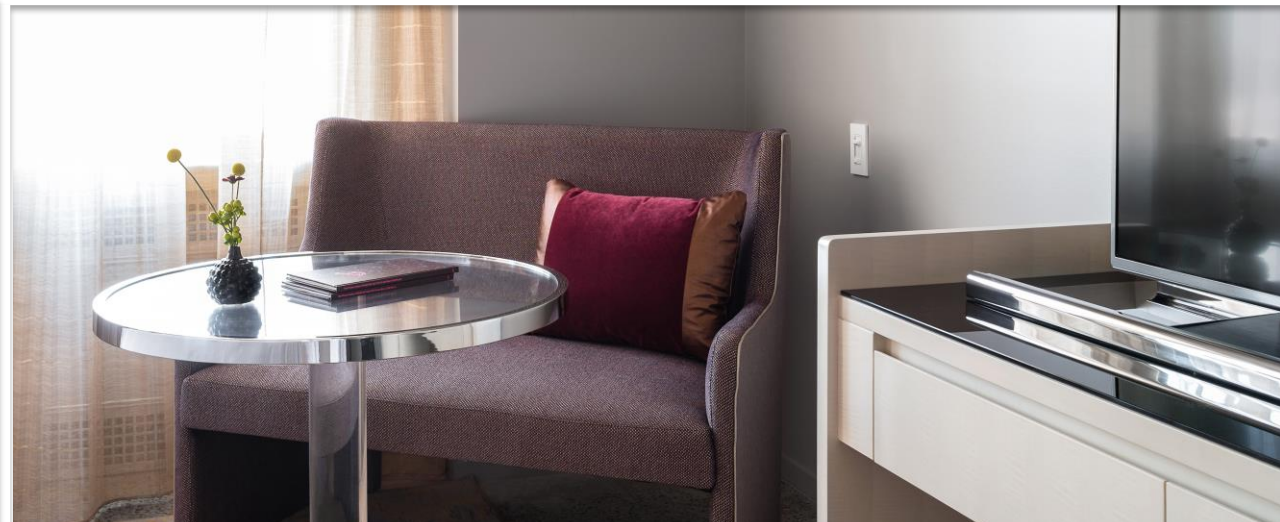




## Luxury King and Double Queen

325-340 sq ft

Featuring incredibly comfortable and luxurious bedding. Includes a view of the city and all the usual 21c amenities – 42" HDTV, Malin+Goetz bath amenities, free Wi-Fi, Nespresso coffee machine, and original artwork on display in the room.





## **Deluxe Suite**

510 square feet

One bedroom suite with a king bed and separate living/dining space. 47" HDTV flat screen television in living room with additional 42" in bedroom, plus the usual 21c amenities.

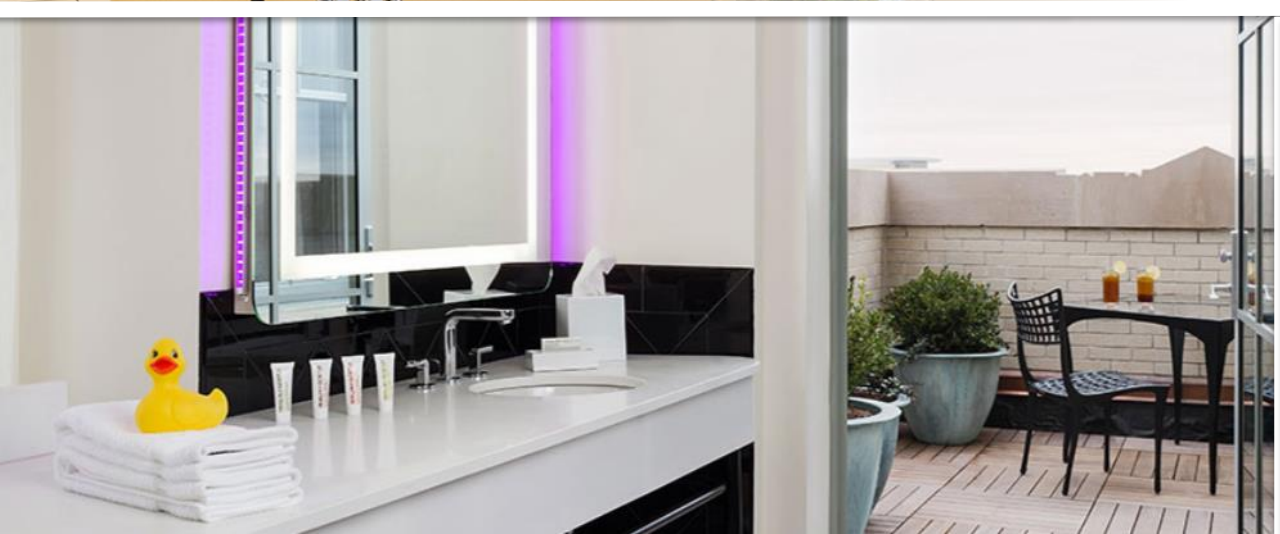
## **Luxury Suite**

650 square feet

One bedroom suite with a king bed and separate living/dining space. 47" HDTV flat screen television in living room with additional 42" in bedroom, plus the usual 21c amenities.







## Terrace Suite

595 sq ft+ 115 sq ft of Terrace

One bedroom luxury suite with a king bed, separate living/dining space, and large private terrace. 47" HDTV flat screen television in living room with additional 42" in bedroom, plus the usual 21c amenities – Malin+Goetz bath amenities, free wifi, Nespresso coffee machine, and original artwork on display in the room.





## 21c Suite

1,121 sq ft + 400 sq ft of terrace

Our largest suite occupies the entire 15th floor, with great views of downtown Durham. One bedroom with king bed, living/dining area with wet bar, dressing area and powder room, en suite bathroom with standing shower and double sinks, and outdoor soaking tub on the private terrace. 47" HDTV in living/dining space with additional 42" HDTV in bedroom, plus the usual 21c amenities – Malin+Goetz bath amenities, free wifi, Nespresso coffee machine, and original artwork on display in the room.



# RESTAURANT







# COUNTING HOUSE

*Bold. Local. Social.*

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.

The bar and lounge is a welcoming place to taste innovative cocktails, sample local craft brews, and explore broad bourbon and wine lists.

Reestablishing the warmth and vitality of a historic gem, Counting House combines contemporary design with architectural details including the building's original terrazzo floors and arched windows.





**SPA**

A close-up photograph of a person's back during a hot stone massage. The person is lying face down on a massage table covered with a white sheet. Their back is bare, revealing several tattoos on their shoulders and upper arms. Five smooth, dark, rounded stones are placed on their back. A therapist's hands are visible, adjusting one of the stones. The lighting is soft and focused on the back, creating a relaxing atmosphere.

## THE SPA AT 21c

Located in the hotel's lower level adjacent to the sauna, steam room, and state of the art fitness center. Guests can enjoy a variety of treatments including Swedish massage, Deep Tissue, Aromatherapy, Momma to Be, Hot River Stone massage, and reflexology.

For appointments guests simply call 919.956.6700 or email [Dur.Team@21cHotels.com](mailto:Dur.Team@21cHotels.com) at least 48 hours in advance of the request.





# WEDDINGS





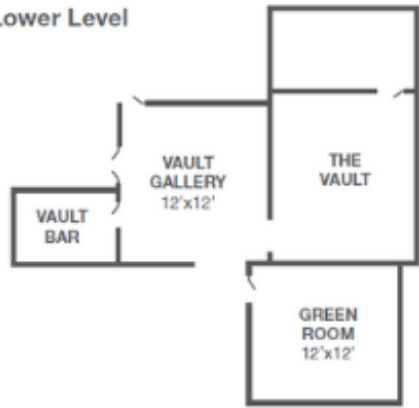
# WEDDINGS AT 21c

The Main Gallery at 21c can accommodate weddings of up to 170 guests. Not just another pretty space, this gallery was the original bank lobby and features historic wood paneling, terrazzo flooring, velvet drapery, floor to ceiling windows, and LED globe chandeliers. There are also several private art galleries that are wonderful options for more intimate weddings of up to 100. Catering is provided by the on-site restaurant, Counting House, which offers its own private dining room and a one-of-a-kind underground vault that can be used.

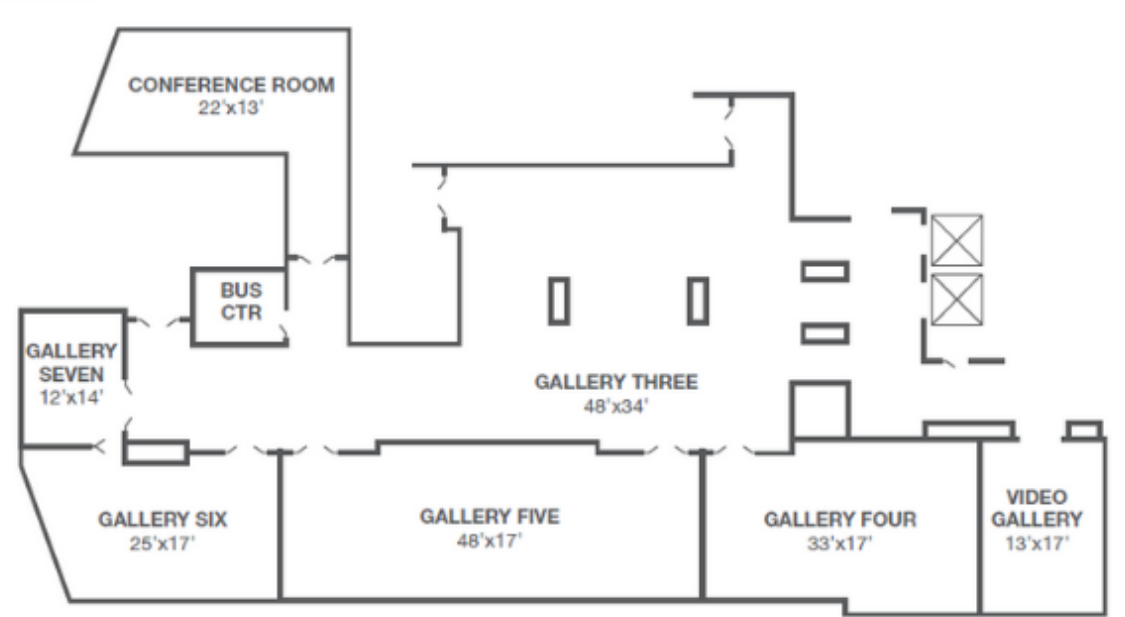
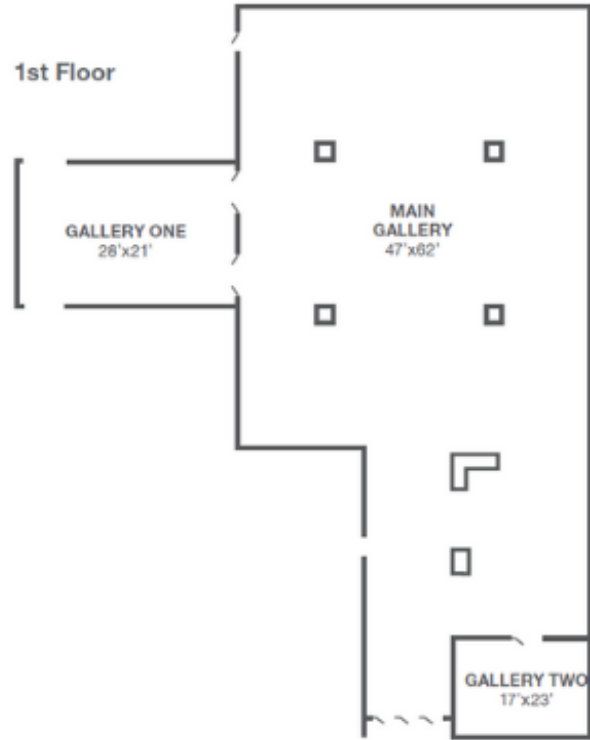




Lower Level



1st Floor





# MEETINGS + EVENTS







## MEETINGS AND EVENTS AT 21c

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. Guests can break the day up with whimsical treats from Counting House and are invited to let their creativity flow with a free art tour or gallery scavenger hunt.



# PROPERTY ACCOLADES

- AAA Four Diamond Award
- Top Hotels in the Southeast – *Conde Nast Readers Choice*
- #1 Best Hotel in Durham – *US News & World Report*
- Triangle's Best Restaurants – *News & Observer*
- Best Cocktails – *Durham Magazine*
- National Register of Historic Places

## WHAT OTHERS SAY ABOUT BULL CITY

- The South's Tastiest Town – *Southern Living*
- America's Latest, Greatest Craft Beer Destination – *Tasting Table*





# HOTEL CONTACTS



Joel Grodensky, Director of Sales and Marketing

**919-956-6710**

**[jgrodensky@21chotels.com](mailto:jgrodensky@21chotels.com)**

Ron Morin, General Manager

**919-956-6700**

**[rmorin@21chotels.com](mailto:rmorin@21chotels.com)**

A row of eight colorful penguin figurines stands on a white window ledge. From left to right, the colors are light blue, dark blue, purple, magenta, royal blue, green, yellow, and red. The penguins are stylized and appear to be made of a smooth material. They are positioned in front of a white brick wall with large, multi-paned windows. A white metal railing is visible in the foreground, partially obscuring the lower part of the penguins. The scene is brightly lit, suggesting a sunny day.

21c