



A photograph of a modern hallway with a dark floor and walls. The walls are illuminated by vertical light strips in magenta and blue. The hallway leads to a set of double doors at the end. The lighting creates a futuristic and artistic atmosphere.

21c is a transformative 21st 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

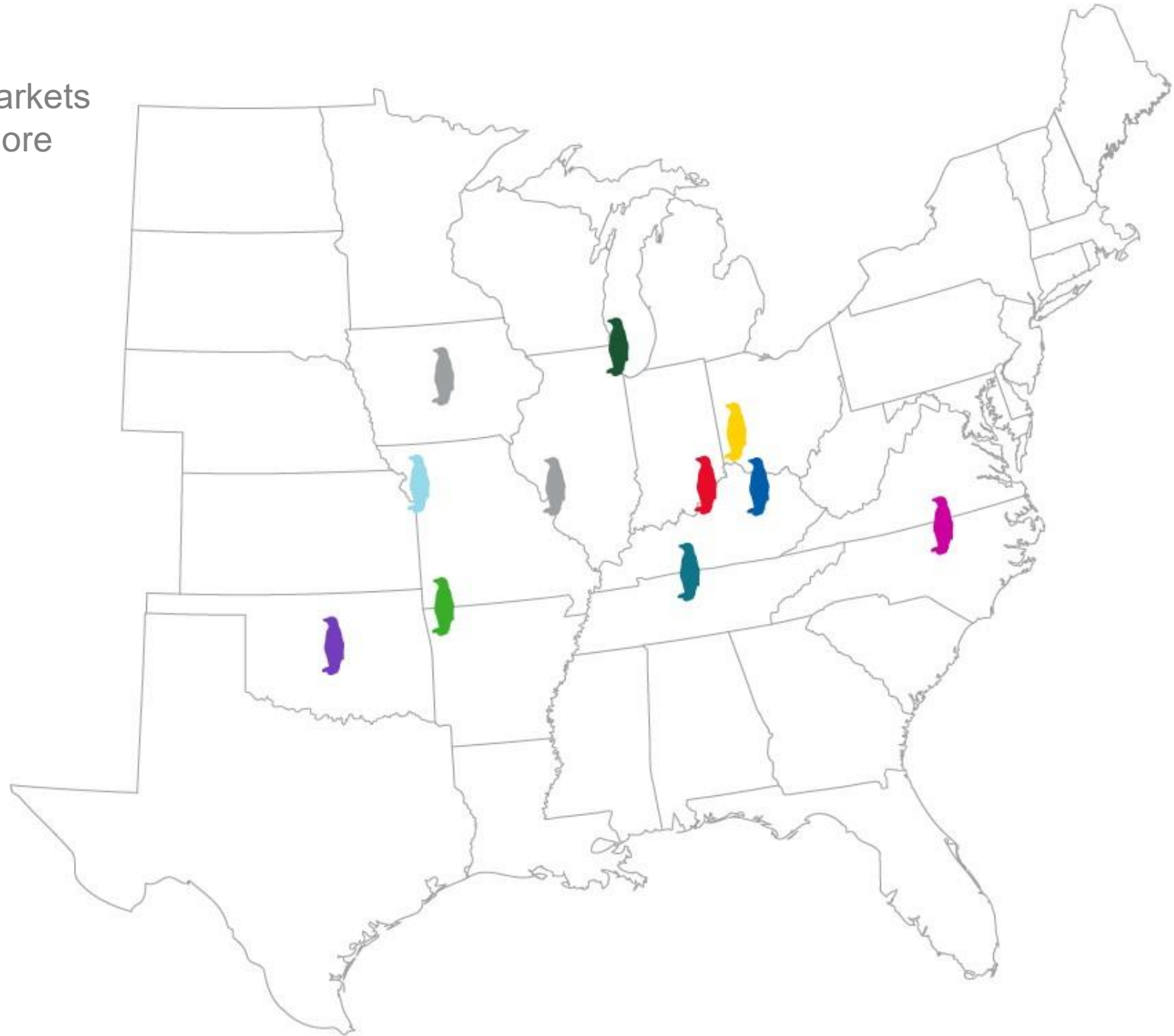
You'll find 21c Museum Hotels in 9 markets across the South and Midwest with more on the way.

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



DESTINATION





Lexington

The Horse Capital of the World

Known for its history, horses & bourbon. Home to the University of Kentucky, Keeneland Racecourse, Kentucky Horse Park, bourbon distilleries, craft breweries, and historic homes. Within a day's drive of two-thirds of the population of the United States, Lexington is strategically located at the intersection of interstates 64 and 75 in Fayette County, Kentucky.

21C PROPERTY

FIRST NATIONAL BANK
AND TRUST CO

LOCKBOX





Opened in 2016, 21c Lexington is located in the historic Fayette National Building, first completed in 1914 as Lexington's first "skyscraper." With over 7000 square feet of museum exhibition and meeting space, this 88-room boutique hotel is on the National Register of Historic Places and features farm-to-table and chef-driven restaurant, Lockbox.



ALL SAFE PROTOCOLS



MUSEUM

MAIN GALLERY



Museum Information

Current Exhibition: Pop Stars! Popular Culture and Contemporary Art

Superheroes and celebrities, totems and toys: the imagery of manufactured fantasy is reframed in the visual language of historical iconography in this multi-media exploration of popular culture nearly two decades into the 21st century. With unprecedented access to an audience of one's own, we find affirmation onscreen, and venerate fame as a final destination. As the real and the virtual increasingly collide, boundaries between art and media further blur, inspiring new mythologies realized in new materials: stars of stage, screen, and sport are re-envisioned, offering insight into how desire shapes identity. Appropriating images and practices from commerce, science, politics, religion, sports, and technology, these artists illuminate recent shifts in how culture is being created and consumed.

**Always 24/7/365
Free to the Public**



Brian Paumier, *Act of Faith*, 2014



Simon Moretti, *Fame*, 2005



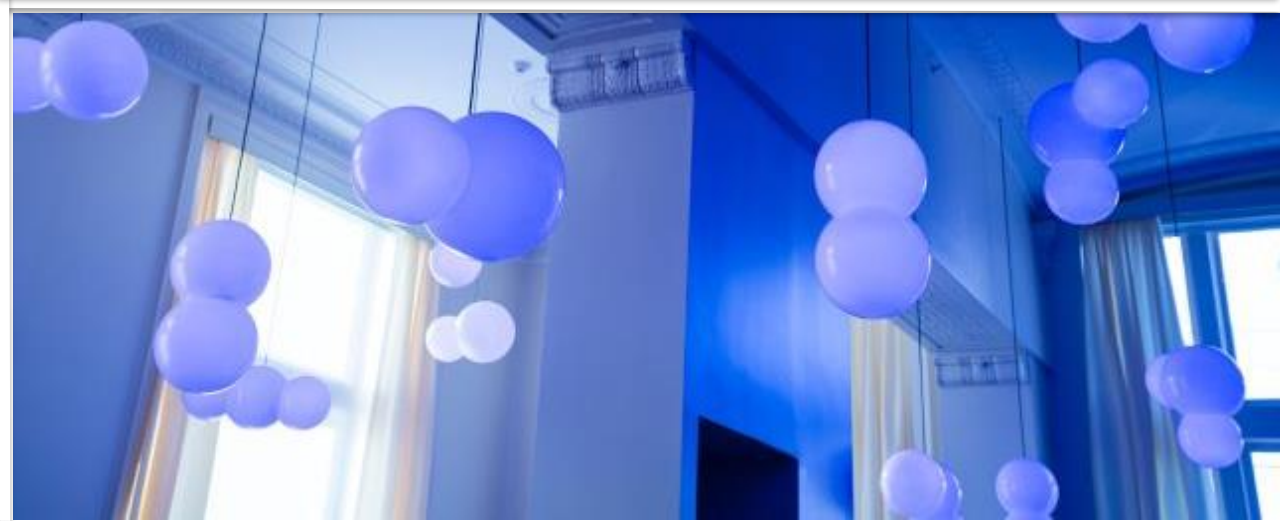
Kehinde Wiley, *Portrait of Bintou Fall*, 2014



Museum Information

Site Specific Installations

Outside 21c Lexington, two intertwined lampposts beckon passersby inside; their supple, arched lines and blown glass bulbs transforming industrial urban design into playful, organic form; Pieke Bergmans's lamppost metamorphosis is an anthropomorphic one, turning streetlights into a couple *Totally In Love*. Above the entryway into the former Fayette National Bank, design studio SOFTLab's *Spectralline*, a complex aluminum installation with 3M dichroic acrylic, changes color and reflectivity as visitors move around it. Color, light, and an otherworldly atmosphere continues in *Lockbox*; lit spheres hang overhead, responding to changes predicted in the following day's weather forecast. Bigert & Bergstrom's *Tomorrow's Weather* combines form and function as a visual experience and informative instrument for guests.



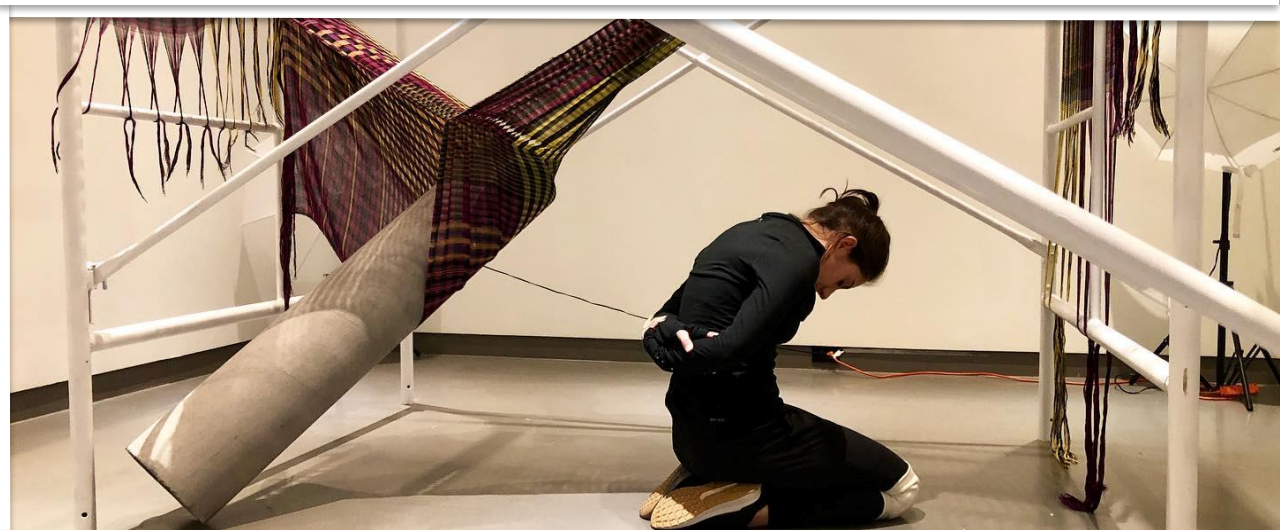


Museum Information

Cultural Programming

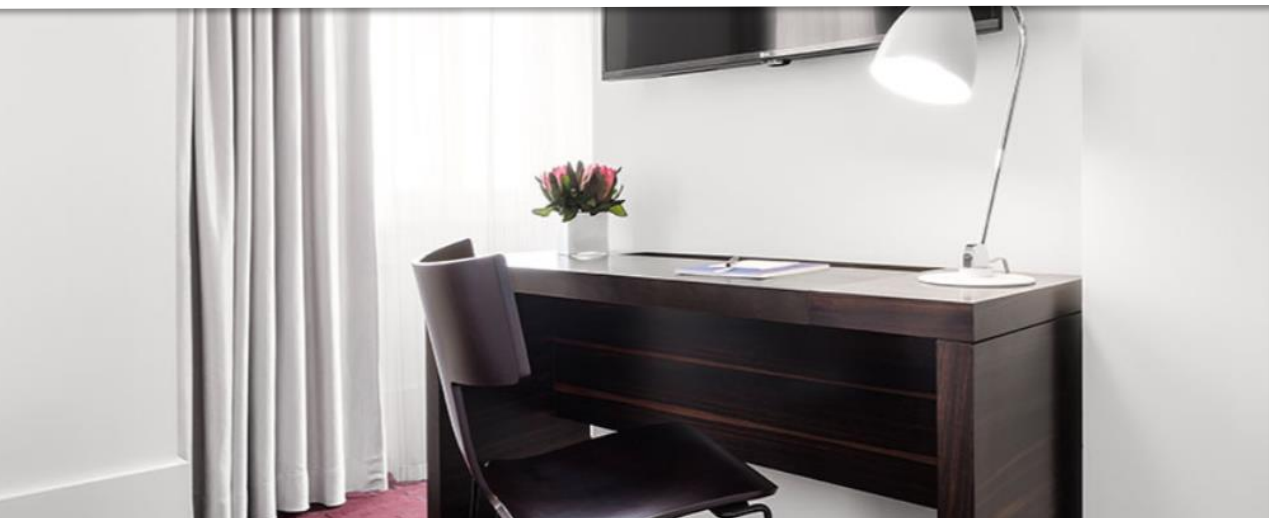
Each location hosts regular cultural programming that is free and open to the public, and 21c collaborates on arts initiatives with artists and organizations locally and world-wide. In 2019, 21c hosted more than 2500 free public events, including performances, classes, lectures and museum tours.

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





City Queen

239 sq ft

Features one (incredibly comfortable) queen bed. Includes floor-to-ceiling blackout drapery, plus all the usual 21c luxury amenities – 42" HDTV, Malin+Goetz bath amenities, free Wi-Fi and original artwork on display in the room.



Deluxe King

335 sq ft

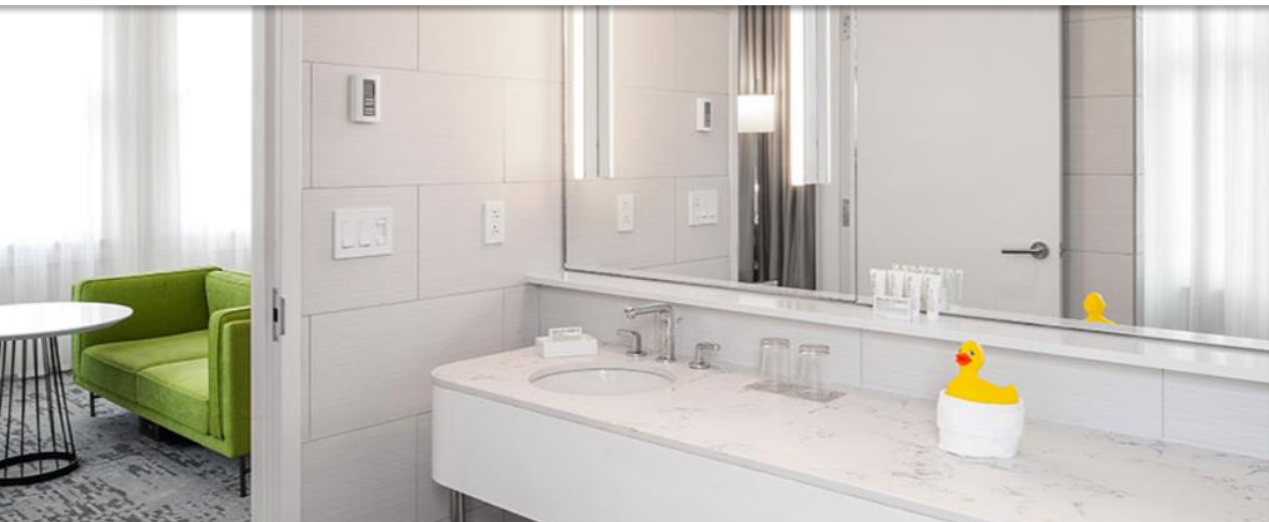
King-sized bed featuring incredibly comfortable and luxurious bedding. Includes all the usual 21c amenities – 42" HDTV, Malin+Goetz bath amenities, free Wi-Fi, and original artwork on display in the room.

Deluxe Double Queen

357 sq ft

Two (incredibly comfortable) queen beds with a view of the city and outfitted with the usual 21c amenities – 42" HDTV, Malin+Goetz bath amenities, free Wi-Fi, and original artwork on display in the room.





Corner King

427 sq ft

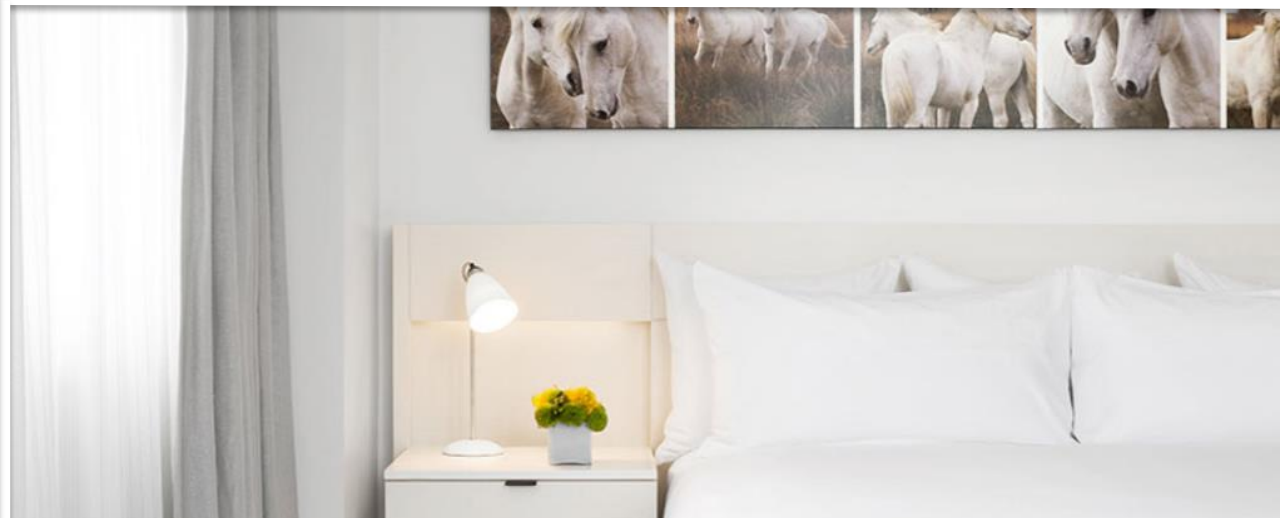
Features (an incredibly comfortable) king-sized bed with large windows on two exposures and floor to ceiling blackout drapery. Outfitted with the usual 21c amenities – 42" HDTV, Malin+Goetz bath amenities, free Wi-Fi, and original artwork on display in the room.

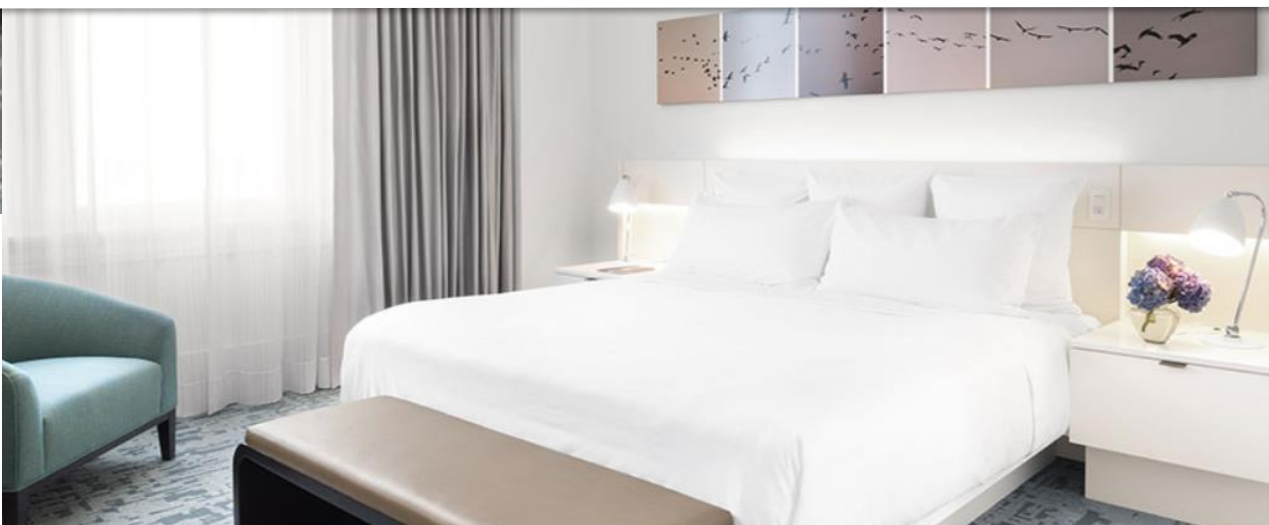


Skylight Suite

609 sq ft

Suite includes unique skylight, king-sized bed, and separate living/dining area. HDTV televisions in living room and bedroom. Outfitted with the usual 21c amenities – 42" HDTV, Malin+Goetz bath amenities, free Wi-Fi, and original artwork on display in the room.

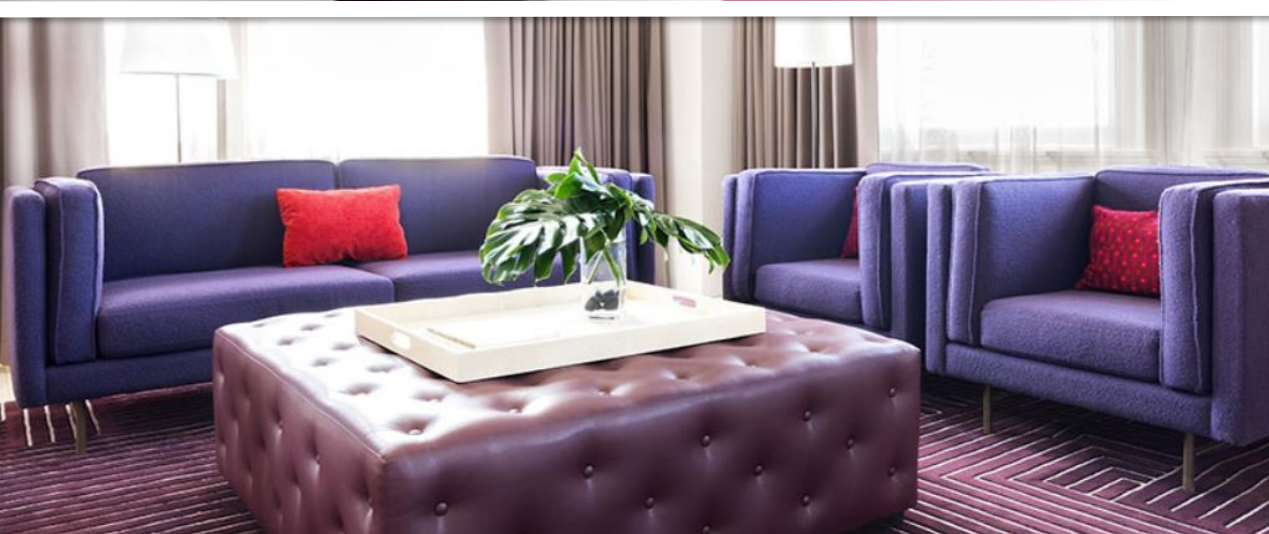




Deluxe Suite

686 sq ft

Our Deluxe suite offers large windows with views overlooking Lexington's Historic Courthouse and central downtown. King-sized bed (of the most comfortable sort) with a separate dining/work area, floor to ceiling blackout drapery, and 2 HDTVs, plus the usual 21c amenities – Malin+Goetz bath amenities, free Wi-Fi, and original artwork on display in the room.



21c Suite

1245 sq ft

Our largest suite with great views of downtown Lexington. One bedroom with king bed, dressing area and powder room, en suite bathroom with double vanity sinks, and a separate dining/work area. Vanishing HDTV in bedroom mirror, HDTVs in living room and bedroom, plus the usual 21c amenities – Malin+Goetz bath amenities, free Wi-Fi, and original artwork on display in the room.

RESTAURANT





Lockbox

The menus at Lockbox showcase a commitment to the community's craft purveyors, high-quality seasonal ingredients, and thoughtful – yet simple – cooking techniques.

In addition to the culinary artistry, Lockbox features site-specific installations such as Tomorrow's Weather, Bigert & Bergstrom's multi-media installation.



WEDDINGS

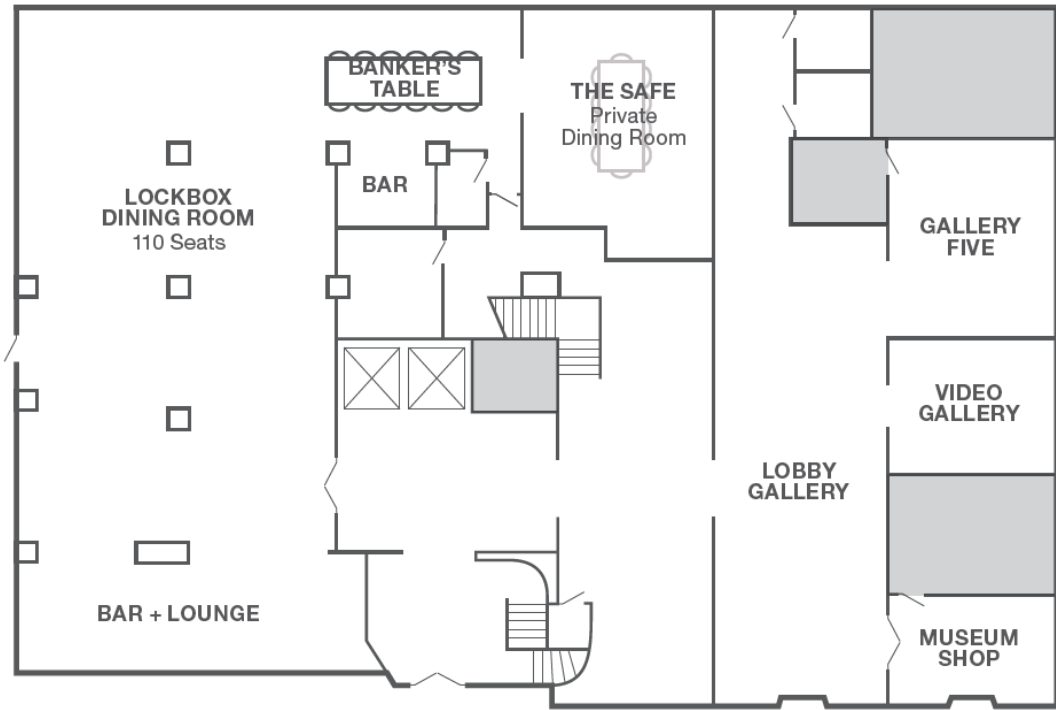


WEDDINGS AT 21c

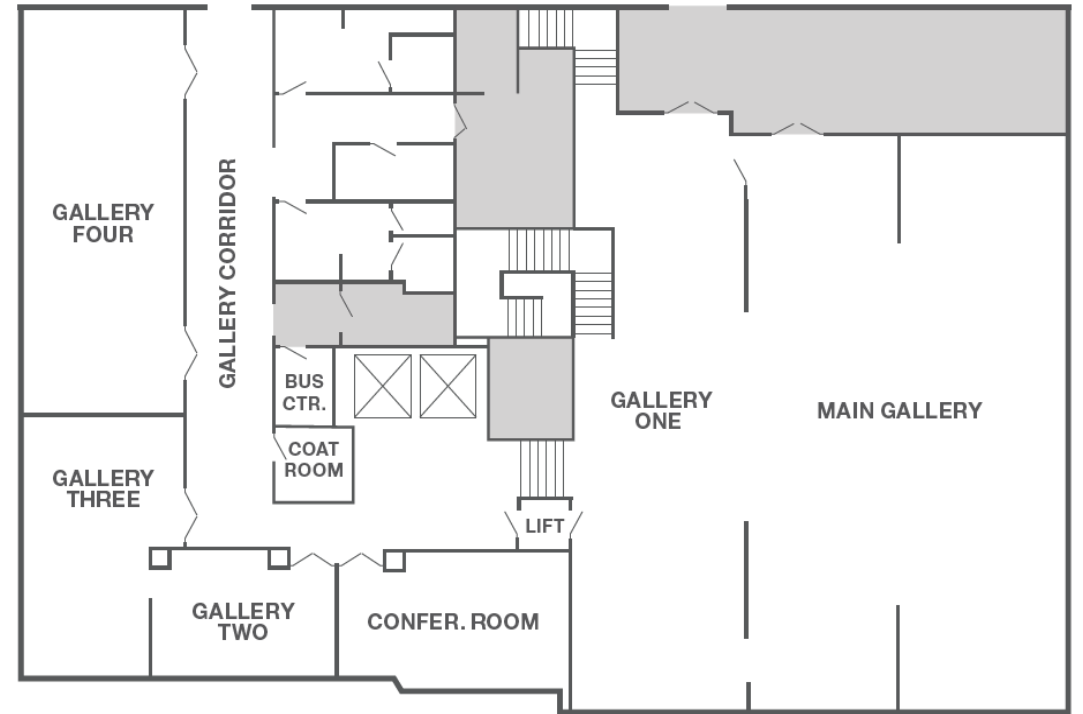
Make your big day a unique experience by hosting your reception, rehearsal, or wedding at 21c Lexington. Our large Main Gallery seats groups of up to 112 and receptions as large as 250. Lockbox's culinary team can prepare a catering menu specifically tailored to your needs.

Gallery rental includes complimentary cake cutting and plating, wireless handheld microphone for toasts, custom printed menus, choice of any solid color floor-length linen and napkins, white votive candles, display, gift, and cake tables, complimentary mimosas for wedding party, complimentary luxury room for wedding couple and complimentary continental breakfast in bed for wedding couple.



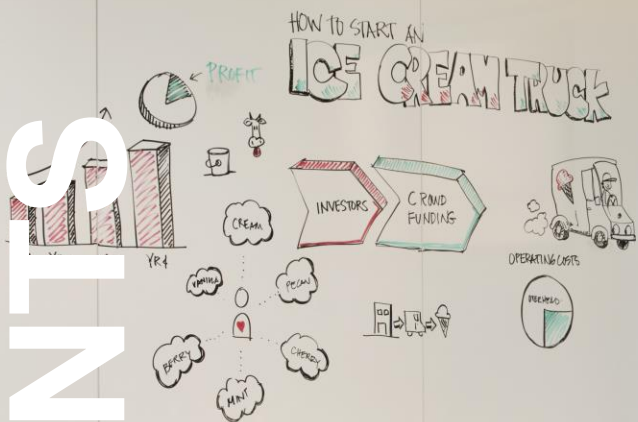


1st Floor



2nd Floor

MEETINGS + EVENTS



TO DO

- INGREDIENTS
- TRUCK PURCHASE
- MARKETING





MEETINGS AND EVENTS AT 21c

Whatever your needs, the 21c Lexington team is ready to create lasting memories for you and your guests. 21c Lexington has 7,000 square feet of art-filled gallery and event space in historic downtown Lexington. Featuring a wide range of spaces, equipped with cutting edge audiovisual technology and light-filled windows, the property can accommodate events ranging from an intimate cocktail gathering to board retreats, executive meetings and weddings.

Our Lexington event spaces include:

- 1 large Main Gallery for seated groups up to 112 and receptions as large as 250.
- 5 private Galleries to accommodate meeting or events for groups of 10-100.
- Conference Room with audio visual capabilities for up to 12.



PROPERTY ACCOLADES

#5 HOTEL IN THE SOUTH

– Condé Nast Traveler, Readers' Choice Awards 2020

#9 HOTEL IN THE USA

– Condé Nast Traveler, Readers' Choice Awards 2019



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