



A photograph of a modern hallway with a dark floor and walls. The walls are lined with vertical light strips that glow in shades of purple 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

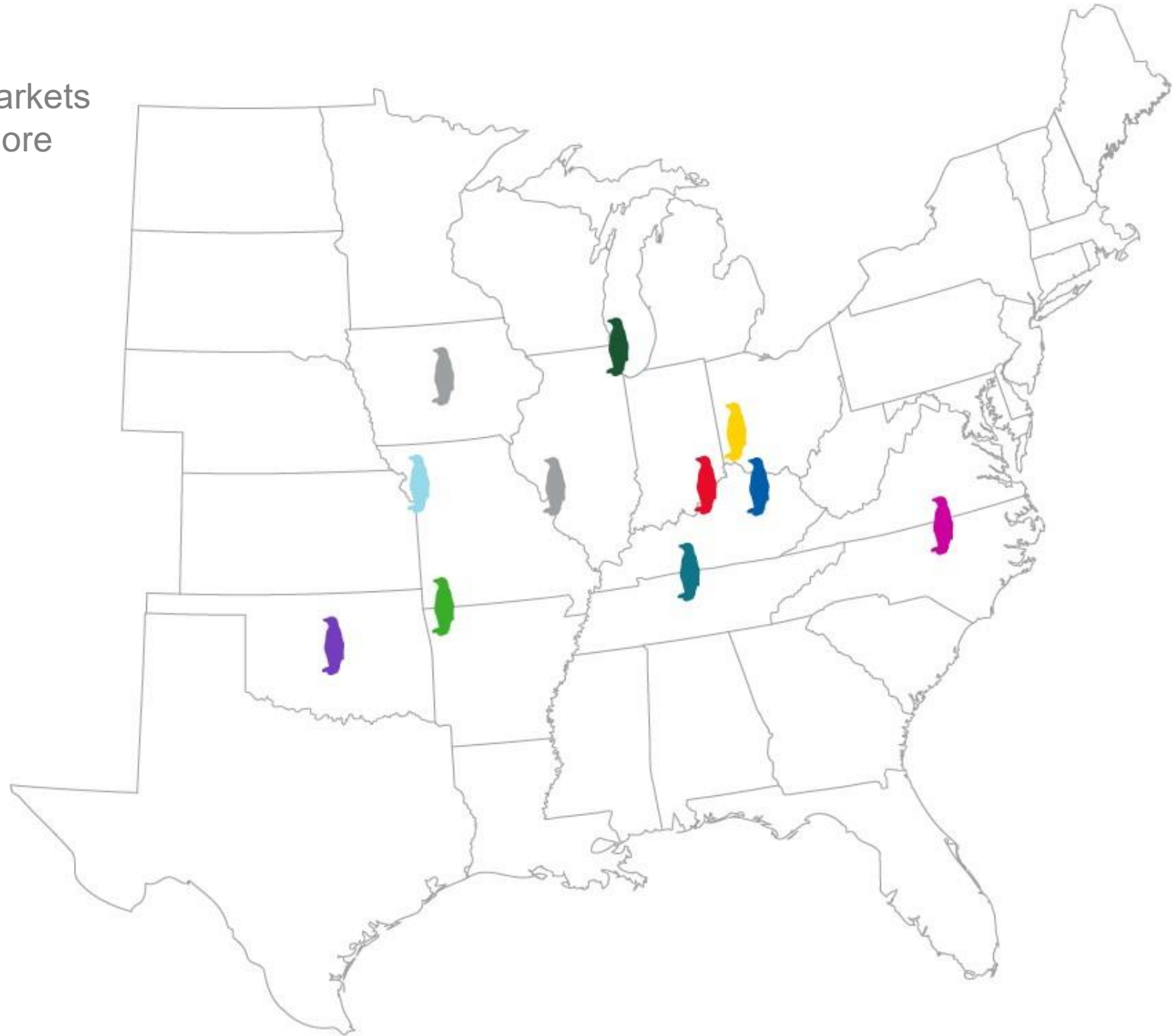
You'll find 21c Museum Hotels in 9 markets across the South and Midwest with more on the way.

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



NASHVILLE





Nashville

"Music City"

Nashville is known first and foremost for Country Music. Notable attractions include "The Honky Tonk Highway", Country Music Hall of Fame, The Grand Ol Opry, and Ryman Auditorium. There is more than just country music, Nashville is home to multiple professional sports teams like the Tennessee Titans and Nashville Predators. A flourishing arts scene that includes the Frist Art Museum and a plethora of wall murals can be found throughout the city.



21C NASHVILLE





Opened in 2017

21c Nashville is a one-of-a-kind multi-venue property featuring a world class contemporary art museum, boutique hotel, chef-driven farm to table restaurant, spa and rooftop penthouse suite.

Originally built in 1900 as the home of Gray & Dudley Hardware Co. 21c Nashville renovated the space and converted the hardware store into a 124 room hotel.

10,500 sq ft of Public Space
Restaurant: Gray & Dudley



ALL SAFE PROTOCOLS



MUSEUM





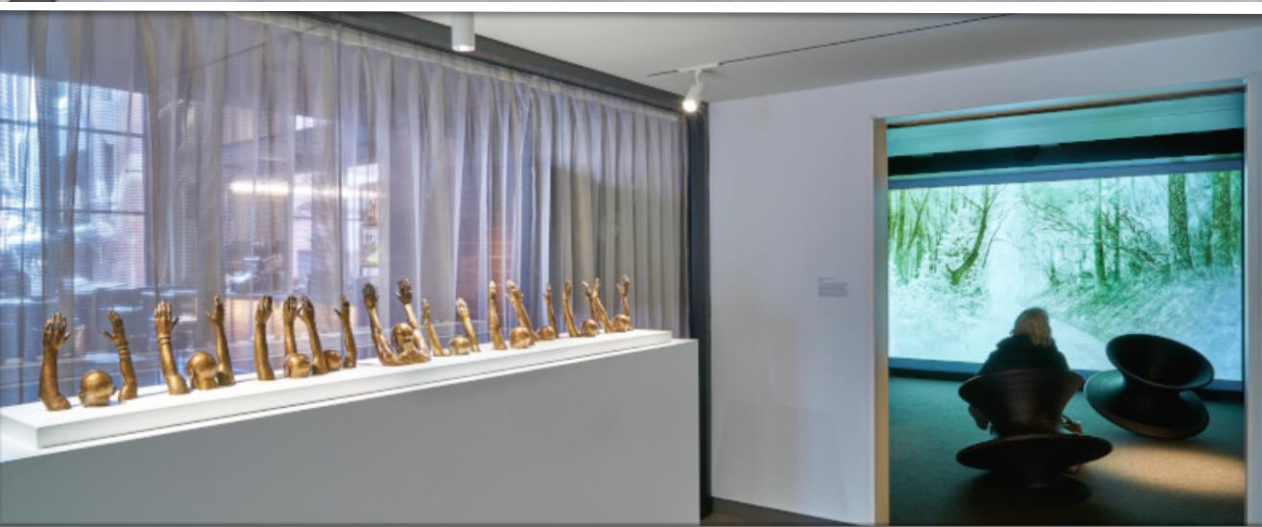
Museum Information

Exhibitions

Currently on display: Fragile Figures: Beings and Time

Fragile Figures: Beings and Time illuminates the range and complexity of human emotions, revealing intersections between vulnerability and power – social, cultural, and political-- in contemporary portraiture. Individual and group identity, and the forces that shape how we see self and other, are approached through direct references to noted works from art history, connection past events to current issues.

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

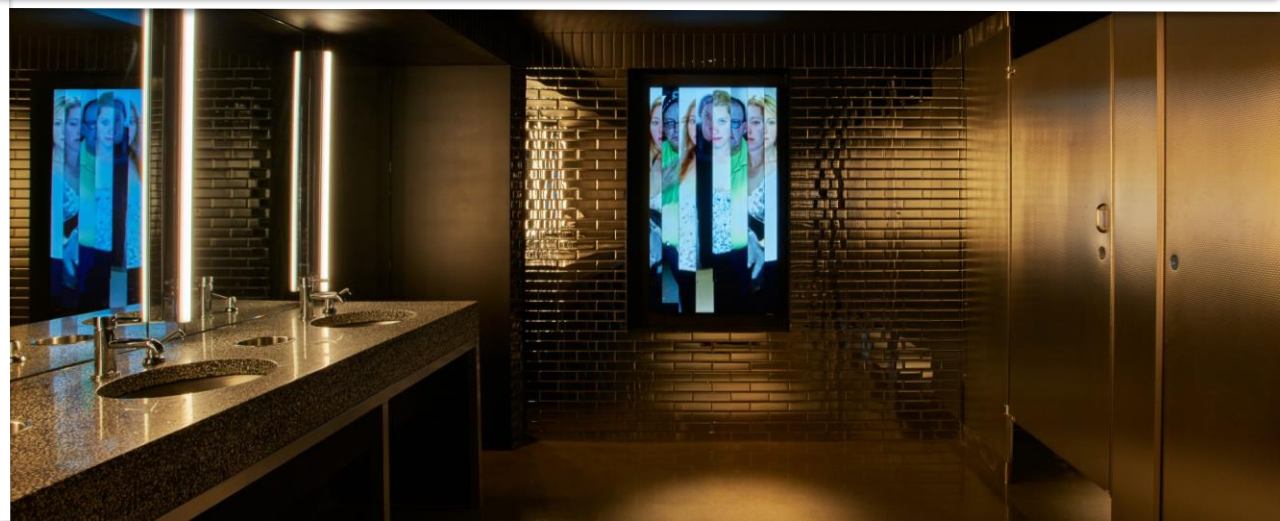
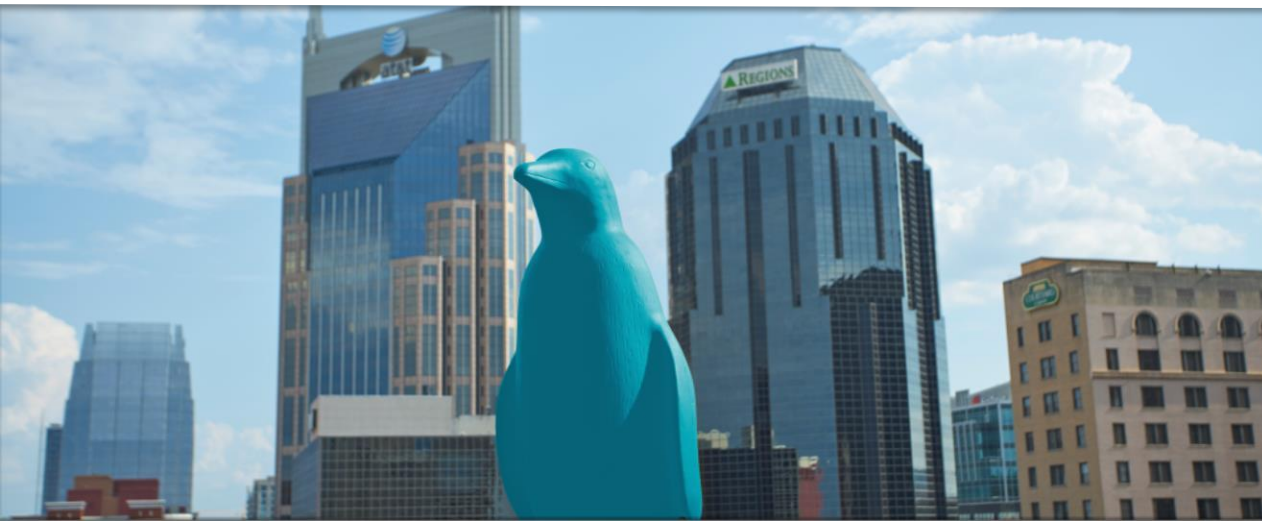




Museum Information

Site-Specific Installations

Each 21c location features site-specific works that reflect the global nature of art today. At 21c Nashville, the *Teal Penguin* welcomes guests to 21c before exploring the sights of Music City. Take delight and inspiration in an artist designed suite: *Sanctuary 21* by Sebastiaan Bremer and Josephine Wiggs, is a space for living and creating with a fully equipped music recording studio. Rafael Lozano-Hemmer's *Bilateral Time Slicer Intermix* is an interactive video work that finds the axis of symmetry on individual visitors using face detection technology, and then splits the image in half, combining and remixing the faces of past participants on separate screens in different locations.





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 worldwide. 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 Double Queen

448 sqft

Facing the interior lightwell, this room features two luxurious queen beds and bathroom with tub/shower combo and Malin+Goetz bath amenities, plus all the usual 21c luxury amenities – 43" HDTV, Nespresso Coffee Machine, access to the fitness center featuring Peloton bikes, and original artwork on display in the room.



Deluxe King

263 sqft

King bed facing the interior lightwell. Bathroom includes glass-enclosed standing shower and Malin+Goetz bath amenities. Includes all the usual 21c luxury amenities – 43" HDTV, Nespresso Coffee Machine, free Wi-Fi, access to the fitness center featuring Peloton bikes, and original artwork on display in the room.





Deluxe Suite

596 sqft

One bedroom suite with a king bed and living area with 49" HDTV and a pull-out sofa. Bathroom includes glass-enclosed standing shower and Malin+Goetz bath amenities. Includes all the usual 21c luxury amenities – 43" HDTV, Nespresso Coffee Machine, free Wi-Fi, access to the fitness center featuring Peloton bikes, and original artwork on display in the room.



Luxury Double Queen

402 sqft

Two luxurious queen beds. Bathroom includes tub/shower combo and Malin+Goetz bath amenities, plus all the usual 21c luxury amenities – 43" HDTV, Nespresso Coffee Machine free Wi-Fi, access to the fitness center featuring Peloton bikes, and original artwork on display in the room.





Luxury King

333 sqft

Large windows, contemporary art from 21c founder Laura Lee Brown, and custom-designed furnishings by Deborah Berke Partners marry together in this beautiful, spacious room. Filled with all the luxuries you expect from 21c....free Wi-Fi, Nespresso Coffee Machine, access to the fitness center featuring Peloton bikes, and Malin+Goetz bath amenities, you'll find respite from the bustle of Nashville in this king room with private bath and glass-enclosed standing shower.



Luxury Suite

675 sqft

Entertain or find respite in this large suite, featuring large windows and city views. The Luxury Suite includes room to host friends with a separate living area, sectional sofa, and dining area. Pull-out sofas are available in select rooms. As the evening comes to a close, retreat to your separate bedroom featuring the 21c custom king bed and linens. And of course, the room is finished with all the luxuries you expect from 21c....free Wi-Fi, Nespresso Coffee Machine, 2 43" HDTVs, access to the fitness center featuring Peloton bikes, and Malin+Goetz bath amenities.





Terrace King

332 sqft +231 sqft Terrace

Sweeping city views on the semi-private terrace are yours in these exclusive 8th floor rooms. Contemporary art from 21c founder Laura Lee Brown adorns the walls of the room filled with custom designed furnishing from Deborah Berke Partners. Completed with all the luxuries you expect from 21c....free Wi-Fi, Nespresso Coffee Machine, access to the fitness center featuring Peloton bikes, and Malin+Goetz bath amenities, you'll find respite from the bustle of Nashville in this king room with private bath and glass-enclosed standing shower.

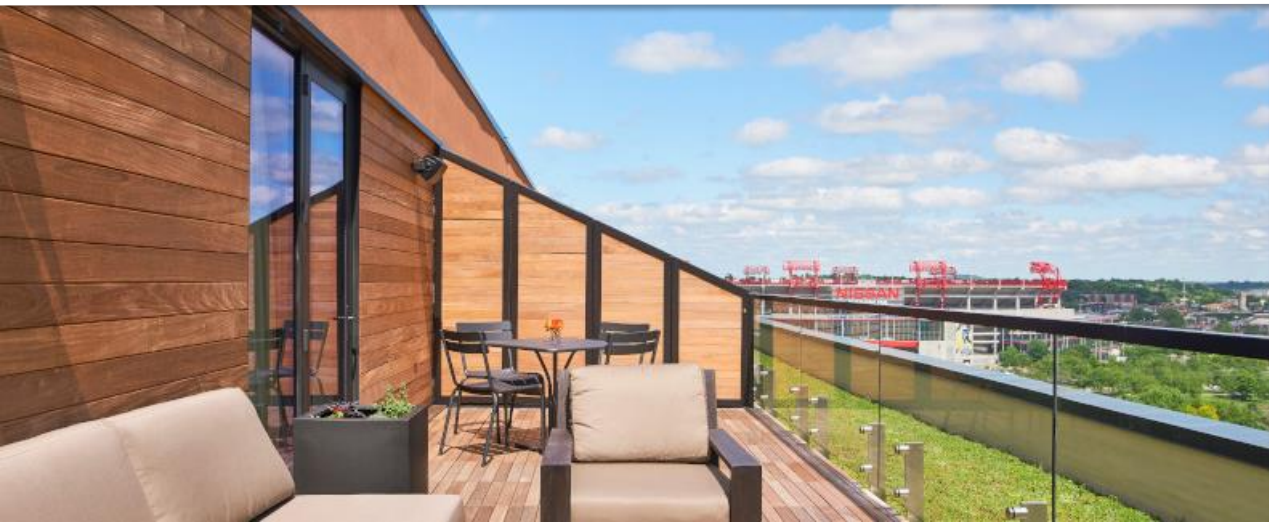


Terrace Suite

633 sqft + 304 sqft terrace

Sweeping city views on the semi-private terrace are yours in these exclusive 8th floor suites. A large living area comes furnished with a sectional sofa and dining area to entertain friends, while the separate bedroom features a 21c custom king bed and linens, as well as a private bath with glass enclosed standing shower. Completed with all the luxuries you expect from 21c....free Wi-Fi, Nespresso Coffee Machine, 2-43" HDTVs, access to the fitness center featuring Peloton bikes, and Malin+Goetz bath amenities.





Two Bedroom Terrace Suite 332 sqft +231 sqft terrace

Two separate bedrooms with a luxurious king beds, shared living area with 49" HDTV, and semi-private terraces with outdoor living space. Bathrooms include glass-enclosed standing showers and Malin+Goetz bath amenities. Includes all the usual 21c luxury amenities – 43" HDTV in the bedroom, Nespresso Coffee Machine, free wifi, and original artwork on display in the room.



Sanctuary 21c- Artist Suite

580 sqft

Create, stay and sleep in a completely immersive art experience, *Sanctuary 21c*. This fully functional hotel room, is a site-specific installation created in collaboration between painter Sebastian Bremer and musician-composer Josephine Wiggs. Outfitted with a recording studio, a visual arts studio, and much more. Sanctuary 21c breaks down barriers between art and music, art and life, and the artist and the audience, as guests becomes participants, able to make and record music, as well as create visual art.





Ouroboros Mosquito-Artist Suite 732 sqft

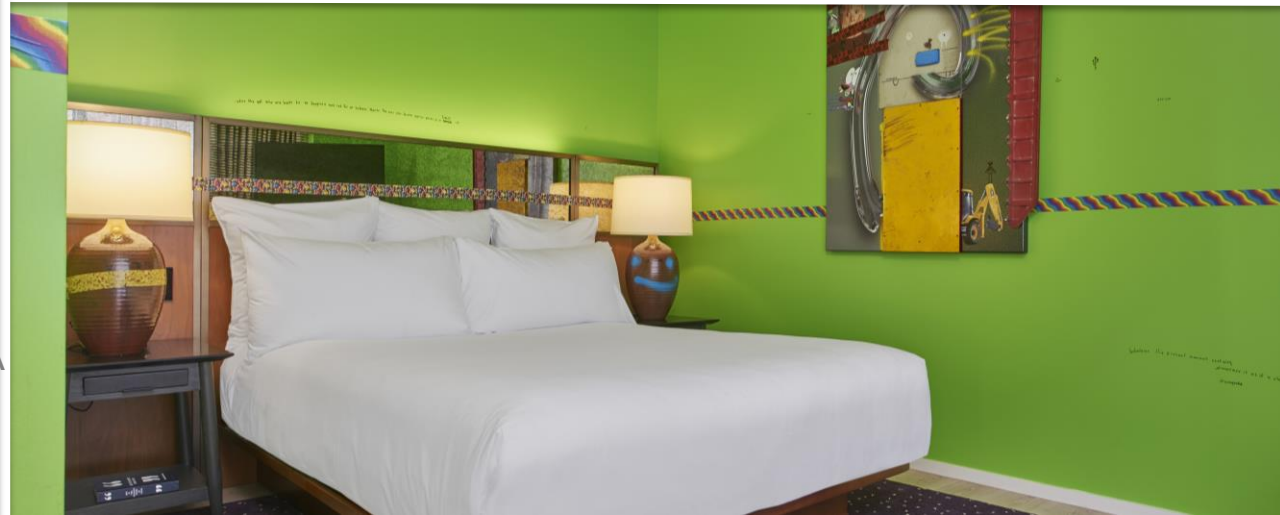
Adrian Grenier's "The Ouroboros Mosquito" is an immersive, art-filled experience. This multimedia, site-specific installation of photographs, prints, and video from the film *Teenage Paparazzo*, will explore the intersection of celebrity and identity. Grenier's installation includes a selection of artworks created in conjunction or relation to the film, made both by himself and other artists and collaborators. A series of films and videos, including *Teenage Paparazzo*, are also available on a dedicated monitor in the suite.



Yung Jake- Artist Suite

580 sqft

Yung Jake, a Los Angeles-based artist who is best known for his rap videos that integrate hip-hop, technology, social media, and contemporary art, is designing custom digital wallpaper for a suite that will also feature three large paintings by Jake that combine found objects, painting, and digital imagery, to explore popular culture, technology, and identity today. A music video by Jake is also be presented in a custom-framed monitor installed on the floor, providing an immersive experience for viewers.





21c Suite

1016 sqft + 728 sqft terrace

The exclusive 8th-floor penthouse suite, with sweeping views of the Cumberland River and downtown Nashville, is perfect to entertain and host events or escape it all in style. Upon entry, you see the open concept living/dining area and the most stunning feature, the folding glass wall to the large, wrap-around terrace. Oh and that terrace, complete with plenty of outdoor seating and lounge furniture, a dining table for 10, and those incredible views of downtown!

GRAY & DUDLEY





GRAY & DUDLEY

Paying homage to the building's past life as the Gray & Dudley Hardware Company, the re-imagined restaurant and lounge space embraces and celebrates high and low, new and old. Adjacent museum galleries exhibiting contemporary art foster exploration over cocktails or following a meal filled with heartfelt hospitality.

Matt Bell is the executive chef at Gray & Dudley, located in the 21c Museum Hotel in Nashville, Tennessee. Bell fell in love with Southern cuisine and culture when he moved to the region in 2005 from his home state of Montana. He studied at the Texas Culinary Academy in Austin, TX and later moved to Little Rock, AR, where he began his career at Ashley's, an upscale Southern restaurant inside the esteemed Capital Hotel.



SPA



THE SPA AT 21c

Our massage rooms are conveniently located on the third floor adjacent to the fitness facility. Alternatively, our therapists are available to treat you in the comfort and privacy of your own guest room, a luxury unavailable at most Nashville day spas.

All spa treatments require booking at least 24 hours in advance. Please call 615.610.6400 or email us at Nash.team@21cHotels.com, and we'll happily ensure your appointment is arranged.



WEDDINGS



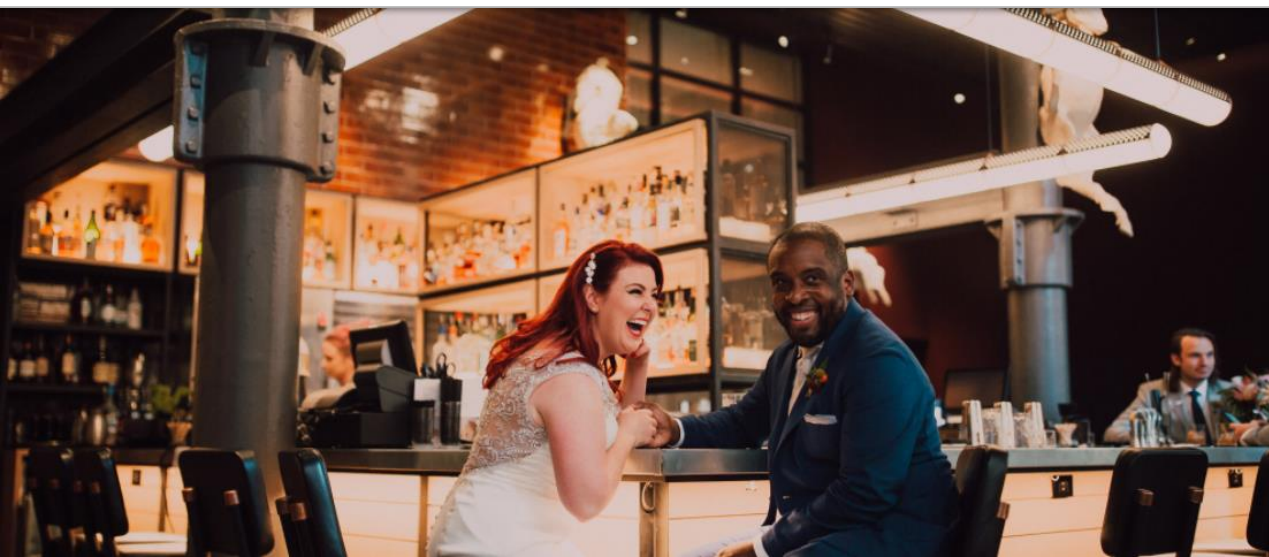
WEDDINGS AT 21c

From intimate wedding ceremonies to receptions of up to 250 guests.

Gray & Dudley provides innovative served dinners, buffets and dinner station options with farm-to-table house specialties sourced from local vendors. Specially crafted cocktails and full bar service available.

Private contemporary art gallery space in downtown Nashville. In addition to on-site catering, dining tables, chairs, linens, silverware, glassware and fine china. Experience Event Manager helps design and orchestrate your special day.

Main Gallery is a blank canvas that welcomes any, and all, designs. Rooftop offers a casual and urban feel overlooking downtown.



MEETINGS + EVENTS

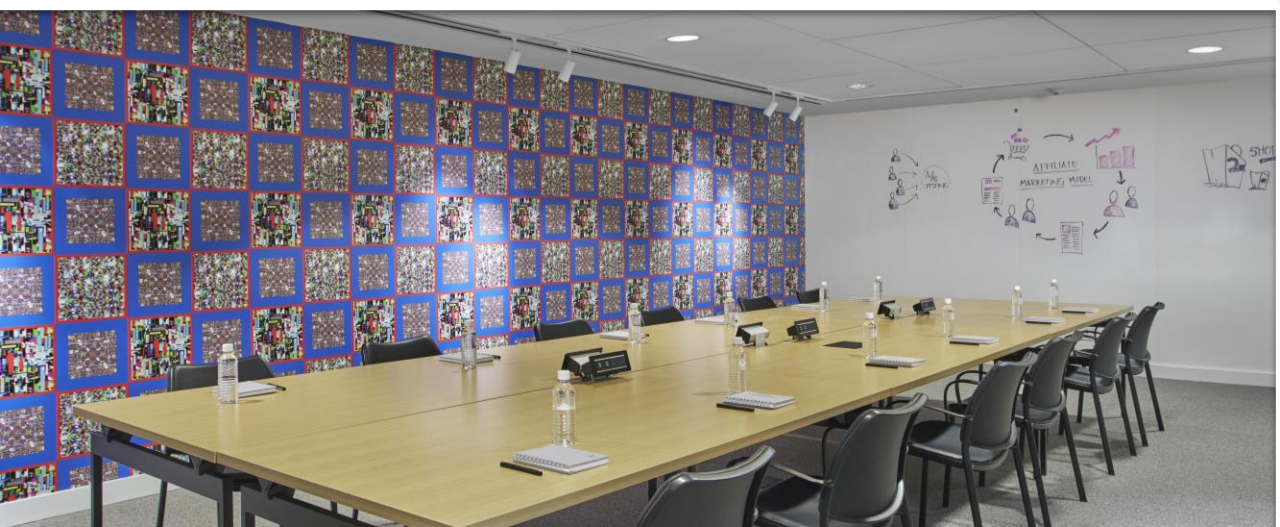


MEETINGS AND EVENTS AT 21c

From executive board meetings and cocktail hours, the intimate space at 21c Nashville can host 10-100 guests.

Full service in-house catering with Gray & Dudley featuring house-made selections from breakfast, lunch and dinner. Rental includes tables, chairs, linens and flexible setup options. Experiences Event Manager and on-site AV Team to help design and orchestrate your special day.

Meeting add-ons include anything from art classes to stir up creativity to health and fitness classes, including yoga classes, to help break up the day.



PROPERTY ACCOLADE S

TOP HOTELS IN NASHVILLE

– Condé Nast Traveler, Readers' Choice Awards 2018

TOP HOTELS IN THE SOUTH

– Condé Nast Traveler, Readers' Choice Awards 2017, 2019, 2020

BEST OF WEDDINGS

– THE KNOT 2020 Pick



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