

# 21c MUSEUM HOTEL LOUISVILLE

Sales Kit



## INFORMATION

# Fact Sheet

### AT A GLANCE

- Free contemporary art museum, open 7 days a week, 365 days a year
- Over 9,000 SF of exhibition and event space
- 173 guest rooms, including 2 suites
- Two site-specific 21c suites with artworks and installations by global artists
- Restaurant and Lounge Bar with 120+ Kentucky Bourbons
- 24-hour fitness center and spa with steam room and sauna

### TOTAL ROOMS

All Types: 173 | Suites: 2

### GUEST AMENITIES

- Contemporary art museum
- Proof on Main restaurant, lounge and in-room dining
- Business centre
- Malin + Goetz Bath Amenities
- Complimentary WiFi
- Pet-friendly rooms

### EXHIBITION AND MEETING/ EVENT SPACE

21c brings 9,000 square feet of art-filled event space to downtown Louisville.

### LARGEST EVENT SPACE:

The Atrium + Lower Galleries:  
A combined 5,132 square feet.  
Seats up to 296 guests at rounds (no dance floor, bar, buffet set in space).

### DRINKING & DINING

#### Proof On Main

With a commitment to regional farmers and producers, Proof on Main's ever-evolving menus are infused with local flavor and showcase the vast bounty of the Ohio River Valley.

#### Proof on Main Lounge

Whether you stop in for cocktails or a casual bite, the bar and lounge at Proof on Main is one of Louisville's best places to people watch.



OVERVIEW

# The 21c story begins in Louisville

Since 2006, the flagship 21c Museum Hotel in Louisville has been engaging visitors and locals alike with some of the world's best contemporary art. Five 19th-century warehouses live on as more than 9,000 square feet of gallery + event space where curated exhibitions and site-specific installations reflect the global nature of contemporary art.

## AT THE CORNER OF CURIOSITY

Laura Lee Brown and Steve Wilson, native Kentuckians, sought to marry their passion for contemporary art with a desire to make a considerable contribution towards revitalization efforts in downtown Louisville.

Their bold decision to open a contemporary art museum open to the public free of charge, and to combine it with Louisville's first boutique hotel created both an economic driver for the community and an oasis where art challenges, amuses, stimulates conversation, and provokes new ideas.



# ART & MUSEUM

# Museum Overview

The World's first 24-hour contemporary art gallery. 21c Museum Hotels present a range of arts programming curated by Museum Director and Chief Curator Alice Gray Stites in collaboration with founders Laura Lee Brown and Steve Wilson. Exhibitions are organized primarily from the 21c collection, which includes painting, sculpture, installation, photography, film, performance, video and digital art.

The collection features both emerging and established artists from all over the world, reflecting the global nature of contemporary culture. Through the collection, as well as works on loan from other institutions, collectors, and artists, 21c Museum Hotels will continue to create innovative exhibitions and other programming exploring the breadth of the human experience through contemporary art.



## ART & MUSEUM

21c Louisville offers 9,000 square feet of exhibition and event space seamlessly integrated into all areas of the property. Infusing the extraordinary into daily life, radical access to contemporary art is our modus operandi. Open round the clock and free of charge, our dynamic and thought-provoking curated exhibitions reflect the global nature of art today.

There are opportunities to discover art around every corner of 21c: in the lobby, restaurant and lounge, on the in-room Video Art Channel, in elevator lobbies and corridors. True to 21c's mission, exhibition space is solely dedicated to showcasing the art of the 21st century and is open to the public free of charge, 365 days a year. The property offers rotating curated exhibitions, site-specific installations, and a full roster of cultural programming.

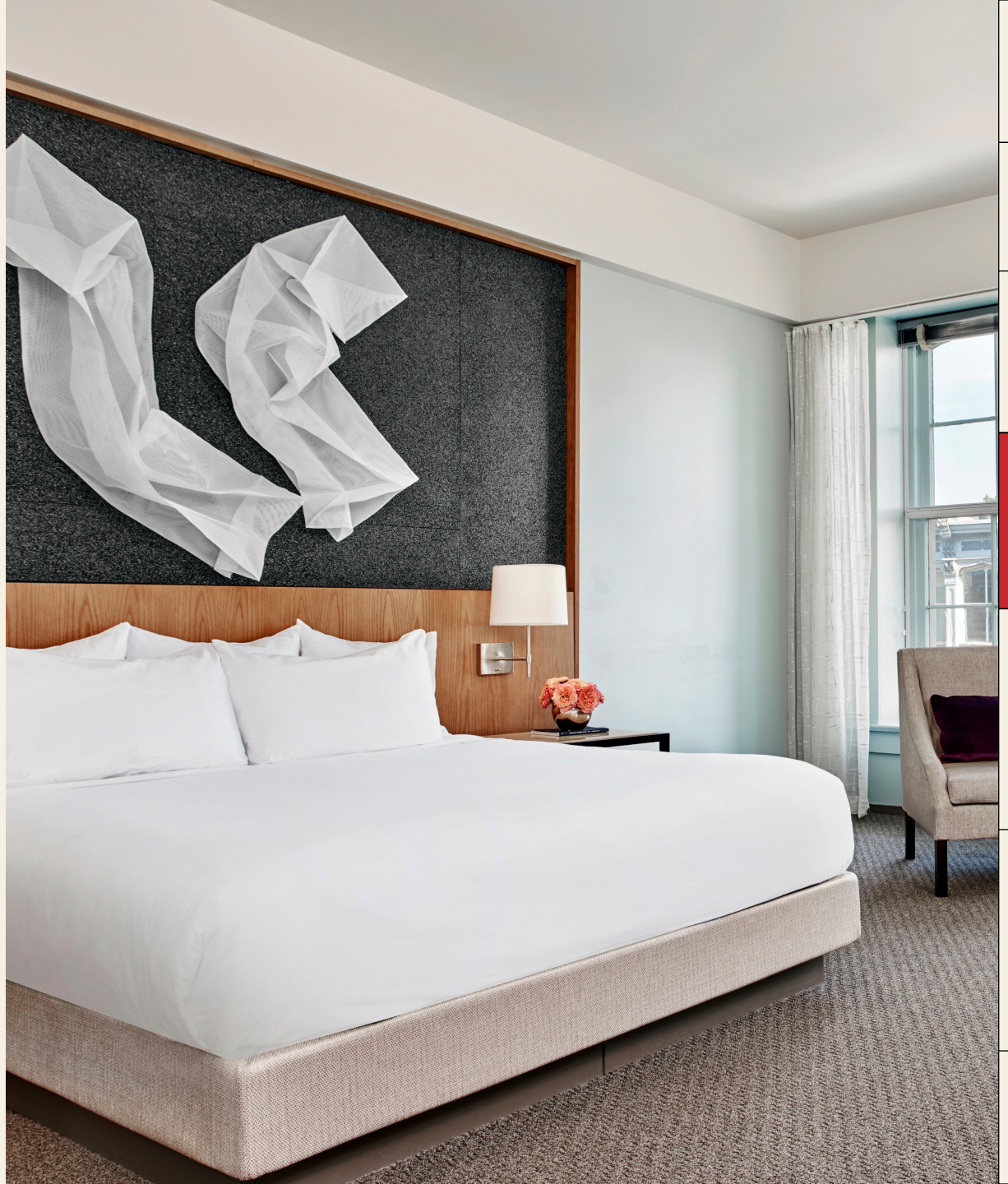


# GUESTROOMS & SUITES

GUESTROOMS

# Rooms & Suites

Re-purposing a series of 19th-century warehouses, architecture and interiors firm Deborah Berke Partners designed 21c Louisville to reflect both its historical bones and its contemporary new mission.



## GUESTROOMS

With high ceilings and large windows, the spacious guest rooms at 21c Louisville were designed to feel like a residential respite from the thought-provoking art and activity that fills the museum galleries below. Some even feature original historic features such as exposed brick walls, and all are outfitted with custom-designed furniture, luxury bedding, and Malin + Goetz bath amenities. An overnight stay with 21c ensures you'll feel refreshed, restored, and ready to explore Louisville.

### HOTEL AND GUEST AMENITIES INCLUDE

- Free Wifi
- 50–55" HDTV flat screen television
- Luxurious bedding
- Alarm clock/docking station
- Malin + Goetz bath amenities
- Original artwork
- Award-winning restaurant Proof on Main
- In-room dining by Proof on Main
- Business center
- Laundry service
- 24-hr fitness center
- On-property steam room and sauna
- Museum Hotel Shop
- 24-hr valet service
- Pet-friendly rooms



## GUESTROOMS



### DELUXE DOUBLE

350 SQ FT

Features two (incredibly comfortable) double beds. Includes a view of the atrium and all the usual amenities.



### DELUXE KING

335 SQ FT

King-sized bed with a view of the atrium. Includes all the usual amenities.

## GUESTROOMS



### LUXURY DOUBLE

455 SQ FT

Two double beds with a view of the city, outfitted with all the usual 21c amenities.



### LUXURY KING

435 SQ FT

King-sized bed (of the most comfortable sort) with a view of the city and all the usual amenities.

# SUITES



## CORNER SUITES

660 SQ FT

Our largest room, with living/dining areas + king bed. Four large windows provide 7<sup>th</sup> St., Main St. and Ohio River views.

## SUITES



### ATRIUM SUITE

580 SQ FT

King-sized bed and living/dining area with atrium view. Bathroom features double vanity sinks + second walk-in shower.



### CORNER SUITE + CONNECTING KING

1,095 SQ FT

Corner Suite featuring living/dining areas + king-sized bed with connecting king bedroom.

# SUITES



## THE BALCONIES

315 SQ FT + 306 SQ FT TERRACE

King bed and semi-private rooftop terrace overlooking historic 7<sup>th</sup> Street.



**ROOFTOP APARTMENT**

1314 SQ FT + 2197 SQ FT GARDEN TERRACE

In the Rooftop Apartment at 21c Museum Hotel Louisville, 21c founders Laura Lee Brown and Steve Wilson showcase a rotating selection of artworks from their personal collection by artists from all over the world. Spacious one bedroom apartment with open concept living/dining area and expansive rooftop

garden terrace with sweeping downtown and river views. Full gourmet kitchen, 1 full bath + 2 half baths, and luxurious amenities. This room features a premium Bryte Restorative Sleep Bed powered by A.I., allowing you to personalize your sleep experience from temperature to firmness.



**ASLEEP IN THE CYCLONE**

500 SQ FT

New York-based artists Jonah Freeman and Justin Lowe have created a site-specific sculptural installation that is also a fully-functional hotel room, offering 21c guests a completely immersive art experience. Overnight guests will experience a parallel reality that inspires the senses. As British artist Liam Gillick writes, Freeman and Lowe’s multi-sensory work “reconnects the mind-blowing nature of wonder to the everyday experience.”

- Constructed entirely of re-purposed barn wood, custom textiles, original sculptures and other artworks, Asleep in the Cyclone features a domed ceiling sculpture recalling the geodesic designs of American architect Buckminster Fuller.
- Multi-purpose furniture and surfaces designed by the artists are complemented with an antique writing desk, rocking chair, record player, and artist-designed blankets, linens, and other curated components.
- Custom-built cabinet of curiosities include collages, books, and small sculptures by the artists. Additionally, a selection of records, chosen by Freeman and Lowe,

# MEETINGS & EVENTS

# Gather with Art

21c brings 9,000 square feet of artful gallery and event space to the heart of downtown Louisville. Name your need – board retreats and executive meetings, cocktail parties, and more. Our onsite events team will oversee every detail of your customised event. Make your art-filled gathering the talk of the town with our unique amenities and add-ons. Proof on Main provides catering and beverage services for events at 21c Louisville. Custom menus available.



## MEETINGS & EVENTS

### ATRIUM & LOWER GALLERIES

The atrium sits in the centre of the hotel. It is a multi-purpose space suitable for various events, including seated gatherings and reception.

Features Include:

- “Plug and Play” connectivity
- Range of projector options, including 3 ceiling mounted LCD projectors with motorized screens
- Sound add-ons include wireless and handheld microphones and house music.
- Theatrical lighting options available

### GALLERY ONE AND TWO

Located on the second floor, this open gallery space is perfect for both cocktail hours and receptions or as a welcome area or buffet set-up. With a built-in bar and access to all our galleries, this flexible space is the perfect home base for your guests.

### GALLERY THREE

Get straight down to business in Gallery Three. Offering natural light, portable television with video conferencing capabilities and convenient power outlets this space is perfect for your meeting or breakout space.

### GALLERY FOUR

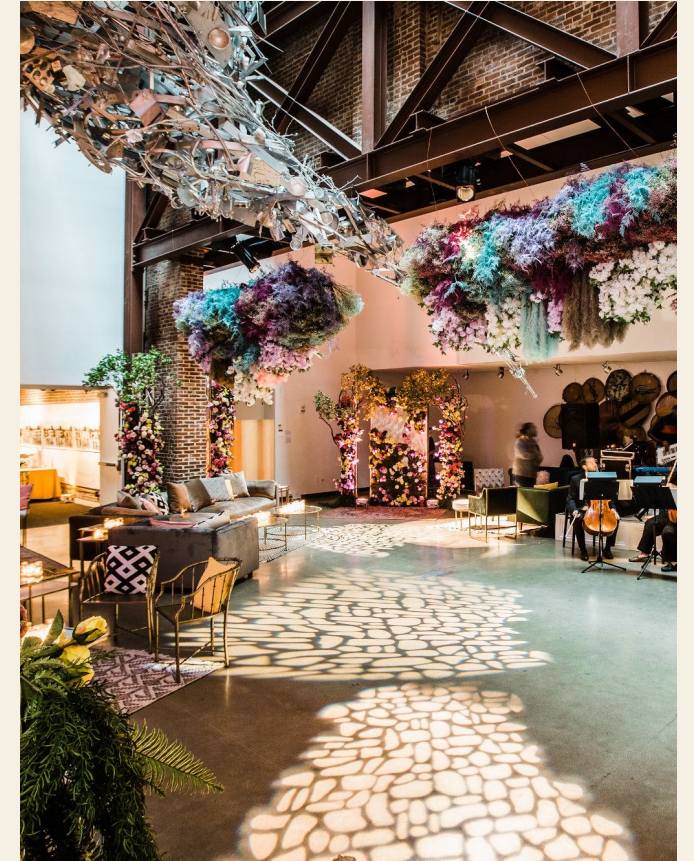
Gallery Four offers abundant natural light from historic windows while utilizing portable television with video conferencing capabilities and convenient power outlets. Great for a meeting, talk, breakout space or a small dinner.

### PRIVATE DINING ROOM

Located in our Proof On Main restaurant, the Private Dining room is designed with warmth and sophistication.

### ROOFTOP APARTMENT

Located on the top floor, this inside/outside oasis works large groups and retreats. Tent and heater add-on options available to complete the perfect atmosphere.



## MEETINGS & EVENTS

### Atrium & Lower Galleries

5,132 SQ FT Lower Level or 2,168 SQ FT  
Atrium Only

Lower level includes Atrium, galleries and the Black Light Room. The Atrium can be hired out separately.

#### CAPACITY

Reception: 400

Banquet: 248–296

Feasting Tables: 224

#### CAPACITY ATRIUM ONLY

Reception: 400

Banquet: 80–160

Feasting Tables: 96





**Gallery One & Two**  
869 SQ FT

Is que moluptaero mo et laborum quatur am fuga. Perumque nosti dolo tem autenemolut ommolut faccati alit verum dessi optume eatias vendit laudicillam que num net ad ut preptur, omnimiligni simpor asperitaepre sitat atendae sundio. Porisque net occupa spereni entusapici odicab ipsapiciunt quaepta estiatur?

**CAPACITY**  
Reception: 75  
Banquet: 48-64  
Feasting Tables: 48



**Gallery Three**  
673 SQ FT

Is que moluptaero mo et laborum quatur am fuga. Perumque nosti dolo tem autenemolut ommolut faccati alit verum dessi optume eatias vendit laudicillam que num net ad ut preptur, omnimiligni simpor asperitaepre sitat atendae sundio. Porisque net occupata spereni entusapici odicab ipsapiciunt quaepta estiatur?

**CAPACITY**  
Reception: 40  
Banquet: 24-40  
Feasting Tables: 32



## Gallery Four

460 SQ FT

Is que moluptaero mo et laborum quatur am fuga. Perumque nosti dolo tem autenemolut ommolut faccati alit verum dessi optume eatias vendit laudicillam que num net ad ut preptur, omnimiligni simpor asperitaepre sitat atendae sundio. Porisque net occupa spereni entusapici odicab ipsapiciunt quaepta estiatur?

### CAPACITY

Reception: 35

Banquet: 24-32

Feasting Tables: 32



## Gallery Five

529 SQ FT

Is que moluptaero mo et laborum quatur am fuga. Perumque nosti dolo tem autenemolut ommolut faccati alit verum dessi optume eatias vendit laudicillam que num net ad ut preptur, omnimiligni simpor asperitaepre sitat atendae sundio. Porisque net occupa spereni entusapici odicab ipsapiciunt quaepta estiatur?

### CAPACITY

Reception: 35

Banquet: 24-32

Feasting Tables: 18-24

## MEETINGS & EVENTS

### Private Dining Room

306 SQ FT

Is que moluptaero mo et laborum quatur  
am fuga. Perumque nosti dolo tem  
autenemolut ommolut faccati alit verum  
dessi optume eatias vendit laudicillam que  
num net ad ut preptur, omnimiligni simpor  
asperitaepre sitat atendae sundio.  
Porisque net occuppta spereni entusapici  
odicab ipsapiciunt quaepta estiatu?

#### CAPACITY

Reception: 20

Banquet: 24

Feasting Tables: 16



## MEETINGS & EVENTS

### Rooftop Apartment

3,511 SQ FT

Is que moluptaero mo et laborum quatur  
am fuga. Perumque nosti dolo tem  
autenemolut ommolut faccati alit verum  
dessi optume eatias vendit laudicillam que  
num net ad ut preptur, omnimiligni simpor  
asperitaepre sitat atendae sundio.  
Porisque net occupata spereni entusapici  
odicab ipsapiciunt quaepta estiatu?

#### CAPACITY

Reception: 40–80

Banquet: 16

Conference: 14–20

Theatre: 60



# Event Space Information

Name your need – board retreats, executive meetings, cocktail gatherings, reception dinners, charitable events, product launches, and more – our experienced event team can handle it. Space is available for private parties of 1–450 people, with catering provided by Proof on Main’s culinary team.

Room	Floor	Approximate Dimensions	Square Footage	Banquet Rounds	Rounds with Dance Floor or Buffet	Crescent Rounds	Reception	Theatre	U-Shape	Classroom	Conference	Hollow Square	Exhibition Tables	Feast Tables
ATRIUM ONLY	LL	48' x 45'	2,160	80–160	-	78	160	270	42–46	78	38	48–52	-	96
LOWER LEVEL	2LL	-	5,132	248–296	-	78	400	-	-	-	-	-	-	224
GALLERY ONE & TWO	LL	35.5' x 24.5'	869	48–64	-	30	75	75	28–33	45	30	36	-	48
GALLERY THREE	LL	27.5' x 24.5'	673	24–40	-	24	40	40	20	27	22	20	-	32
GALLERY FOUR	1	23' x 20'	460	24–32	-	18	35	40	16	27	22	20	-	32
GALLERY FIVE	1	23' x 23'	529	24–32	-	18	35	40	12	18	16	16	-	18–24
PRIVATE DINING ROOM	1	18' x 17'	306	24	-	-	20	-	-	-	-	-	-	16
ROOFTOP APARTMENT	4	-	3,511	16	-	-	40–80	60	-	-	14–20	-	-	-

# BARS & RESTAURANTS

# Proof on Main

With a commitment to regional farmers and producers, Proof on Main's ever-evolving menus are infused with local flavor and showcase the vast bounty of the Ohio River Valley. The restaurant's unique relationship with Woodland Farm allows diners to eat locally-raised heritage meats and to sample the season's best ingredients.

## WOODLAND FARM

Located 24 miles east of the restaurant, Woodland Farm is owned by 21c founders Laura Lee Brown and Steve Wilson. Preserving the farmland of Kentucky and bringing heritage foods back to the table, Woodland Farm actively collaborates with the Proof culinary team to provide sustainable grown heirloom fruits and vegetables.





## BARS & RESTAURANTS

### Proof on Main Lounge

Whether you stop in for cocktails or a casual bite, the bar and lounge at Proof on Main is one of Louisville's best places to people watch. With a carefully selected spirits collection – that reflects a dedication to quality, diversity, and originality – we encourage our guests to explore and discover new things.

Our collection emphasizes small batch, artisanal craftsmanship from around the world. Given our proximity to Bourbon Country, it is naturally highlighted by an impressive selection of 120+ of Kentucky's finest Bourbons, some bottled exclusively for Proof on Main as part of our 21c Selects private, single barrel program.



## BARS & RESTAURANTS



Captions can be added: if needed



# 21c MUSEUM HOTEL LOUISVILLE

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