FACT SHEET

Location
- Located in the heart of downtown Cincinnati’s Backstage District across from the Aronoff Center for the Arts and next to the Contemporary Arts Center
- 609 Walnut St. Cincinnati, OH
- 513.578.6600; 855.391.8726

Opened
November 2012

General Manager
Gerry Link

Total Rooms (All Types): 156
Suites: 20

Exhibition/Meeting and Event Space
8,000 square feet

Guest Amenities
Contemporary art museum open free of charge 24 hours a day, 7 days a week; spa, rooftop bar, Metropole restaurant, wireless check-in; fitness center, business center

Design Aesthetic
Design architect Deborah Berke created a space that is both historic and contemporary, respecting the character of the 100-year-old former Metropole Hotel, while designing to exhibit the work of living artists. The property’s public and gallery spaces are clean and minimalist with cooler tones and polished concrete floors; while the restaurant offers a warm and lively space with historic mosaic tile floors, and copper and wood surfaces, all centered around the custom-built, wood-burning fireplace. Guest rooms, also designed by Berke, offer a cozy respite with custom designed furniture and a distinctly residential feel. Throughout the property, details such as original molding and plaster provide glimpses into the historical significance of the building.

Design Architect/Interior Design
Deborah Berke Partners

Executive Architect
Perfido Weiskopf Wagstaff + Goettel

Dining
Metropole restaurant offers a contemporary take on old world fireplace cooking techniques. Led by executive chef Michael Paley, the menu focuses on dishes cooked in a custom-built, wood-burning hearth.

The Spa at 21c
Three treatment rooms
- Two single rooms with heated tile floors and showers with skylights
- One couples room with a whirlpool tub for bath treatments, heated tile floor, and a shower with skylight

Products
- RéVive skincare
- Tasha and Co. Organics body care

Meeting Space
21c brings over 8,000 square feet of art-filled event space to the heart of downtown. Featuring a wide range of spaces, equipped with the latest audiovisual technology and large light-filled windows, the property can accommodate events ranging from an intimate cocktail gathering to board retreats, executive meetings and weddings.

Largest event space
- The Main Gallery with adjacent pre-function space that allows for banquet seating for 120 or receptions up to 200.
OVERVIEW

21c Museum Hotel Cincinnati is a combination boutique hotel, contemporary art museum and restaurant modeled after the award-winning flagship in Louisville, Kentucky. Building on its mission of engaging the public with contemporary art and supporting the revitalization of American downtowns, 21c Museum Hotels renovated the 100-year-old Metropole Hotel building—a historic landmark in downtown Cincinnati—restoring it to its original use as a hotel and adding a contemporary art museum and cultural center in the heart of Cincinnati’s Backstage District.

Located across the street from the Aronoff Center for the Arts and next to the Contemporary Arts Center, the main focus of 21c Cincinnati is 8,000 square feet of exhibition, meeting and event space presenting rotating curated exhibitions, dynamic site-specific art installations and exciting cultural programs. Exhibition space is open to the public free of charge, 24 hours a day, 7 days a week.

The property also features Metropole restaurant, which offers a contemporary take on old world fireplace cooking techniques. Led by executive chef Michael Paley, the menu focuses on dishes cooked in a custom-built, wood-burning hearth. A showcase for the region’s sustainable farmers and producers, Metropole’s well-edited and ever changing menu features hearth roasted meats, fish and vegetables; grains; and house-made charcuterie. The beverage menu highlights American and international craft brewers, innovative cocktails, Bourbon and a smart selection of old and new world wines.

21c was designed by Architect Deborah Berke and was restored following federal standards for historic rehabilitation. The building is listed on the National Register of Historic Places and many of its original features were preserved including a sweeping staircase leading to the second floor ballroom and the original mosaic tile floors in the restaurant and elevator lobby. Our team of design professionals worked to design a space that respects and preserves the character of this once grand hotel, while creating a space to show the work of living artists.
Once home to the downtown’s historic Metropole Hotel, the 156 guest rooms and suites at 21c Museum Hotel Cincinnati provide a welcomed sanctuary from the art and activity that fills 21c Museum. Designed by renowned architect Deborah Berke, rooms are spacious with custom furnishings and a decidedly residential feel.

ROOms & SUITES

DELUXE KING
265 SQ FT

DELUXE DOUBLE QUEEN
383 SQ FT

DELUXE SUITE
529 SQ FT

LUXURY KING
347 SQ FT

LUXURY DOUBLE QUEEN
396 SQ FT

LUXURY SUITE
544 SQ FT

STUDIO SUITE KING
395 SQ FT

CORNER SUITE
700 SQ FT
THE SPA AT 21c

The Queen City’s prime pampering destination, The Spa at 21c features three treatment rooms – including a couple’s spa suite with en-suite whirlpool tub, steam shower with skylight and heated floors – and offers a range of treatments from facials and massages to pampering spa packages.

Spa Menu
The Spa at 21c menu includes signature facials by RéVive skincare as well as massages and body wraps. A number of packages are offered, combining massages, hydrating facials, bath rituals, invigorating body scrubs and soothing scalp treatments. The Spa at 21c also offers wedding packages, a special menu of services for men and, for the always on-the-go, express treatment options are available. Add-ons like nail services, bath treatments and body scrubs take relaxation to the next level.

Art at The Spa at 21c
As with other spaces throughout 21c Museum Hotel Cincinnati, contemporary art is woven into the experience. Guests to The Spa at 21c are greeted by a site-specific installation by artist Ryan Wolfe called Field of Grass, which spreads across the stairway wall leading up to the spa. The work recreates the feel of a windswept, grassy expanse. Blades of grass are activated by wind data, and viewers can watch as a gust of air moves across the entire installation.
MUSEUM OVERVIEW

21c Museum presents a range of arts programming led by Chief Curator and Director of Art Programming Alice Gray Stites in collaboration with founders Laura Lee Brown and Steve Wilson. The Museum has 8,000 square feet of space solely dedicated to exhibiting the art of the 21st century. Open to the public free of charge, 24 hours a day, seven days a week, 21c features rotating curated exhibitions, site-specific multi-media installations, and other cultural programming, such as poetry readings, film screenings, artist lectures, and live performances. The Cincinnati property is the second 21c Museum Hotel to open, and continues Brown and Wilson’s mission to share innovative new art and ideas with the public.

Alice Gray Stites, Chief Curator and Director of Art Programming

Drawing from over 15 years of curatorial experience, Stites works closely with Brown and Wilson on site-specific commissions, new acquisitions to the collection, and curated exhibitions for each 21c property.

Before joining 21c in this role, Stites was heavily involved in the Louisville arts community and curated several early exhibitions for 21c Louisville. As Director of artwithoutwalls, a non-profit, non-collecting organization founded to bring new art to new audiences, Stites collaborated with artists from around the world to present installations and exhibitions in a wide range of media and locations. Prior to that, Stites served as Adjunct Curator, Contemporary Art at the Speed Art Museum. She has also worked in various editorial roles for Arts & Auction, Contemporanea and ARTnews magazines. Stites holds a Master of Arts degree from Columbia University and graduated magna cum laude from the University of Virginia.

Cracking Art Group, Yellow Penguin

A signature at all 21c Museum Hotels, a flock of these limited edition sculptures by artist collective Cracking Art Group will be on permanent exhibition around the property. Brown and Wilson chose the color yellow for Cincinnati as a symbol of the optimism and growth that energizes not only the art scene in Cincinnati, but the city as a whole. Yellow is also the color of gold, which references Cincinnati’s nickname The Queen City. The mission of Cracking Art Group is to raise awareness of environmental issues and the use and misuse of natural resources by creating artworks with materials derived from petroleum products. The name Cracking Art refers to the chemical reaction that occurs when converting raw crude oil into plastic, or the moment when natural becomes artificial. Founded in 1993, Cracking Art Group has created over 600 exhibitions worldwide.

Illuminati: Site-specific art at 21c Museum Hotel Cincinnati

Part of 21c’s mission is to create a platform that allows artists to be ambitious and unconventional. 21c Cincinnati features eight works of art that remain on long-term display at the property. This collection of interactive, new media projects is designed to engage viewers with art, light, space, and each other, creating opportunities for visitors and for the community to return to experience dynamic artworks that change, reflect, and animate their surroundings over time. These works can be found in various locations within the hotel, offering an opportunity to discover and engage with contemporary art whether they are checking in, walking down the corridor to their room, driving past on Walnut Street, enjoying a meal or drink at the restaurant or a number of other activities.

This light sculpture is installed in a corridor just off the lobby gallery, visible from both the elevator lobby and the reception lobby gallery. The work was inspired by the artist’s trip to the floating Uros Islands, an ancient and sustainable island community made entirely of totora reeds, off the coast of Puno, Peru. A custom-designed lighting sequence changes the color of the piece to emit a spectrum of glowing hues, transforming the surrounding space, and engaging viewers in an awareness of site and self, while referencing the Peruvian island environment. Born in Lima, Peru, Amorós is now based in New York City. Her light sculptures, videos, and interactive installations have been exhibited in galleries, museums, and in public venues in cities all over the world, most recently in Venice, New York, Seoul, and Mexico City.

Projected software animation

A new media artist working with cutting-edge science and technology, Brian Knep is artist-in-residence at Harvard Medical School. *Healing Tiles* uses custom software algorithms to create a glowing pool of organic patterns on the lobby hallway floor. Left alone, the patterns slowly pulsate and shift over the course of each day; when visitors walk across the piece the patterns tear apart and rebuild themselves, but never exactly as before. The change, explains the artist, “is similar to a scar left behind when a wound heals.” Thus the tiles will hold a history, or memory, of all the interactions that occur in this public space from the time the piece was activated in conjunction with the hotel’s opening. Knep’s work has been shown at the Rhode Island School of Design Museum, the Milwaukee Art Museum, the Denver Art Museum and others. Early in his career he was an engineer at Industrial Light & Magic, working on films such as *Jurassic Park*, *Mission Impossible*, and *Star Trek: Generations*. While there, he developed tools including two for which his team was awarded technical Academy Awards.

Astrid Krogh (Danish), *Lightmail*, 2012.
Weaving in optic fibers, light monitors

The shimmering, shifting spectrum of color emanating from the nine-story interior solarium is Astrid Krogh’s *Lightmail*, a three-part fiber optic tapestry woven on a loom in the artist’s Copenhagen studio. Renowned as a leading innovator in the intersecting fields of textile design, technology, and architectural intervention, Krogh anchors her designs to new technologies by weaving lengths of optic strands into iridescent tapestries that glow and illuminate in a rainbow of colors. The fibers are connected to monitors that radiate the lights in sequence, creating an ever-changing flow of colors, which are further enhanced and altered by changes in atmospheric light in the surrounding environment. Krogh designed *Lightmail* in response to the dramatic vertical space of the solarium, as well as to the patterns of sunlight and darkness to which the work is directly exposed. Krogh’s work has been featured in exhibitions and galleries in the U.S. and Europe. *Lightmail* is Krogh’s first architectural collaboration in the US.

Lenticular photographs, generative video animation

George Legrady’s multi-media wall installation features black-and-white compositions, each consisting of three different photographs taken by the artist at a Hungarian immigrant’s ball in Canada in the 1970s. The photos are interlaced together with a lenticular process and dynamically generated video animations, creating a suite of works that change when viewed from different angles. Elegantly clad diners and waiters in tuxedo uniforms appear, disappear, and reappear, seemingly moving within the frames, their forms and faces shifting through time past and present space, enacting an endless evening of celebration and much more. Known for his ambitious, interactive installations, photography, and data visualization projects, Legrady’s artwork explores intersections between photography and computational technologies. Born in 1950 in Budapest and raised in French Montreal, Legrady received his MFA from the San Francisco Art Institute, and is currently a professor of interactive media arts at UC Santa Barbara. His work is has been exhibited at museums and galleries all over the world, including the Whitney Museum of American Art, the Centre Pompidou and at SOMArts Center in San Francisco.
Anne Peabody (American), *Time Capsule*, 2012. Glass panels

The site for Brooklyn-based artist Anne Peabody's commission at 21c Museum Hotel Cincinnati is the elevator cabs. Peabody transforms these spaces into unique and interactive works of art using information and images relating to the history of the Metropole building. Using the delicate yet exacting practice of drawing onto panels of mirrored glass that has become a hallmark of her work, Peabody has created a true *Time Capsule*: an interactive experience that moves through both space and time, transporting riders through the past in the present to the future. Born in Louisville, Kentucky, Peabody earned a master of arts from the School of Visual Arts, in New York City. Her work has been exhibited in the U.S., Venice, Stockholm, and Moscow.

Werner Reiterer (Austrian), *Untitled*, 2005-2006. Brass chandelier, LEDs, custom pole, megaphone, speakers

As part of 21c’s mission to integrate contemporary art into daily life, thought-provoking works are installed both indoors and out. Adjacent to the Walnut street entrance is Austrian artist Werner Reiterer’s enormous, ornate, brass chandelier, which illuminates and animates the surrounding streetscape. Reiterer’s chandelier engages viewers inside as well: when visitors press a bell in the reception lobby, the sculpture’s audio component is activated, and the sound of breathing—distinctively human breathing—emanates from the chandelier’s speakers. A light sensor on the chandelier determines the auditory quality of the breathing: during the day, the sound is that of air inhaled; at night, breath being released, and the chandelier’s lights flicker on and off. Reiterer is a conceptual, multi-media artist based in Vienna whose works have been featured in museums and galleries in the U.S., Europe, and Asia.

Do Ho Suh (Korean), *Floor Module Table*, 1997-2000. Glass, phenolic sheets, resin

Do Ho Suh draws attention to the ways viewers occupy and inhabit public space. He is best known for his floor sculptures, which are composed of thousands of miniature human figures. At 21c, these glass-encased figures are embedded in a table that will serve as the hotel’s reception desk, and visitors can view their multi-colored, identically shaped forms holding up the transparent panel above them. Whether addressing the dynamic of personal versus public space, examining conditions of labor and leisure, or exploring the fine line between strength-in-numbers and homogeneity, Suh’s sculptures continually question the identity of the individual in today’s increasingly transnational, global, and populous society. DoHo Suh was born in Seoul, Korea and now lives and works in the United States. He holds a master’s degree from Yale University. Suh has represented Korea at the Venice Biennale, and his work has been featured at the Seattle Art Museum; the Whitney Museum of American Art at Philip Morris, New York; the Serpentine Gallery, London; and the Kemper Museum of Contemporary Art, Kansas City.


San Francisco-based Ryan Wolfe’s, *Field of Grass*, spreads across the stairway wall up to the 21c spa, recreating the feel of a windswept, grassy expanse. The movement of the blades is activated by wind data; viewers can watch as a gust of air moves across the entire installation. Wolfe earned a B.A. in Interaction Design from the University of Michigan, Ann Arbor. His interactive installations, objects, and designs have been featured in museums and galleries throughout the U.S. and Europe.
EAT + DRINK

Under the direction of executive chef Michael Paley, previously of Proof on Main in Louisville, KY, Metropole’s menu revolves around a custom-built, wood-burning fireplace, emphasizing Cincinnati’s European roots and celebrating the region’s local farming and sustainable agriculture.

Paley, also executive chef and a partner in Louisville’s Garage Bar, which features pizza from a wood-fired oven, country ham and fresh oysters, was inspired to create a menu cooked almost entirely by wood-fired heat. Building on the foundation he learned at Garage Bar, Paley’s menu focuses on dishes cooked in a custom 8-foot-wide, wood-burning fireplace that he developed. Paley worked with Craig Kaviar, a Kentucky-based blacksmith and artist, to create cast-iron cranes that are bolted into the fireplace and that swing over the wood-burning fire, allowing Paley to use a variety of unique fireplace cooking techniques. Showcasing Ohio’s producers and farmers, Metropole’s menu includes string-roasted meats, ash-cooked vegetables, and house-made charcuterie.

Metropole features locally rooted bread, coffee and tea programs, tapping into artisans from the region to offer fresh and ever-changing options. In addition to regular coffee service, a rotating menu of locally roasted coffees is available in French press. The restaurant’s loose-leaf tea program offers teas from Kentucky’s leading tea producer, Elmwood Inn, allowing guests the chance to taste a variety of the country’s finest teas. Metropole is sourcing all of its bread from Blue Oven Bakery, located in Williamsburg, Ohio. Committed to the use of local farm products and quality ingredients, Blue Oven Bakery makes all bread by hand to deliver an authentic, organic product.

The beverage program, developed by food and beverage director Melanie Tapp, an alum of Proof on Main and Garage Bar, focuses heavily on a rotating selection of American craft beers on tap. Oskar Blues Beers, which are new to the Cincinnati market, are included on the menu alongside local draft favorite, Blank Slate American Session Ale. Bourbon and rye are also a main focus at Metropole, paying homage to the original 21c Museum Hotel’s Kentucky roots. A variety of Kentucky’s finest bourbons and ryes will be highlighted on the menu, as well as local Ohio distillers such as Oyo Vodka and Whiskey and Watershed Vodka and Gin. A frequently changing list of specialty cocktails leverages the restaurant’s custom built fireplace for ingredients and includes housemade syrups, juices and bitters.

Designed by architecture firm Deborah Berke & Partners Architects, Metropole is housed in the 21c Museum Hotel Cincinnati, formerly the Metropole Hotel, a nearly 100-year-old historic landmark in downtown Cincinnati. Building on its mission of engaging the public with contemporary art and supporting the revitalization of downtown Cincinnati, the new 21c Museum Hotel restores the architectural and historical landmark into a beautiful public space. The open kitchen and wood-burning fireplace create the focal point of Metropole’s warm 90-seat dining room, bar and lounge, and 10-person private dining room, creating an intimate and inviting environment for locals, visitors and hotel guests alike. Many of the original elements of the space were preserved including the original mosaic tile floors, arched windows and historic molding and ceiling plaster. Natural tones of cream, brown and eggplant are used throughout the space, and incorporated into decorative accents such as textured, leather banquettes, a copper bar highlighted by a hanging antique mirror, and glazed tiles behind the bar. The space also features rotating, curated exhibitions of contemporary art.
METROPOLE RESTAURANT
21c Museum Hotel
609 Walnut Street, Cincinnati, OH

Designed by architecture firm Deborah Berke Partners, Metropole is housed in the 21c Museum Hotel Cincinnati. Under the direction of executive chef Michael Paley the restaurant offers a contemporary take on old world fireplace cooking techniques. The menu focuses on dishes cooked in a custom-built hearth, and includes hearth roasted meats, fish and vegetables; grains; and housemade charcuterie. The color palate uses a dark gray (ash) and deep shade of eggplant.

Design Architect and Interior Designer Deborah Berke created Metropole in the former Metropole Hotel, a 100-year-old historic landmark, as a space where historic and contemporary meet in downtown Cincinnati. The open kitchen and wood-burning fireplace form a focal point for Metropole’s warm 90-seat dining room, 10-person private dining room, bar and lounge, to create an intimate and inviting environment for locals and hotel guests alike. Many of the elements original to the space have been preserved including the mosaic tile floors, arched steel windows and historic plaster moldings. Berke’s team added natural wood screens and furniture along with complimentary tones of cream, russet and eggplant to introduce a modern sensibility throughout the space. Decorative accents such as leather banquets and a copper and zinc bar top are highlighted by a bronze tinted mirror, a highly figured granite and the glazed bricks behind the bar. Locally sourced ash, detailed with hand-forged copper nails, is used throughout the restaurant to continue the harmonious blend of the historic and contemporary.

Metropole’s graphic design and branding also focus on the influence of the fireplace and the juxtaposition of historic and contemporary. Design elements are simple and rely on texture. For example, gift cards feature a gloss logo on matte surface. Drawing from the history of the building, the secondary graphic inspiration, the ‘M,’ was drawn from a 100-year-old beer stein found in the basement of the building during renovation. Exterior signage sets the tone as diners enter; a sign on the front window spelling out the restaurant’s name is a contemporary take on old world signage, and the vertical sign on the corner of the building is made of hammered metal and copper, reflecting the custom-made, hand-forged iron tools chef uses in the fireplace and the decorative elements inside the space. The color palette ties the branding elements together with the interior design using a dark gray (ash) and deep shade of eggplant.

Supporting the mission of 21c to share new art with new audiences, Metropole also features rotating, curated exhibitions of contemporary art. The art of the 21st century is featured throughout the property’s 8,000 square feet of exhibition space, open to the public free of charge, 24 hours a day, seven days a week.
GATHER AT 21c MUSEUM HOTEL AND METROPOLE

21c has over 8,000 square feet of art-filled event space in the heart of 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, charitable events, intimate weddings or any other special occasion.

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21c Museum Hotel Cincinnati  609 Walnut Street Cincinnati, Ohio 45202  513.578.6600  21cMuseumHotels.com
MEETING & EVENT SPACES

Name your need – board retreats, executive meetings, cocktail gatherings, reception dinners, charitable events, product launches, and more – and our experienced Events Team can handle it.
MEETING + EVENT SPACE FEATURES

Main Gallery
Not just another pretty space, this historic gallery is equipped with some serious a/v technology. Features include:
- “plug and play” connectivity
- sound add ons include wireless and handheld microphones, house music, iPod docking, DVD and BluRay player and television
- theatrical lighting and sound options available
- range of projector options, including a fixed mount HD projector with motorized screen
- sound board with volume controls

Gallery One
Located adjacent to the Main Gallery, this space is excellent for a cocktail hour or for flexibility should your guest list begin to grow.

Gallery Two
Original windows were restored, optimizing natural light in this art-filled space that looks out over Walnut Street. Enjoy the view from the custom window bench or get straight down to business. A state-of-the-art ceiling mounted projector with motorized screen is available, as are motorized blackout and light diffusing shades, convenient power outlets and handy magnetic white-boards.

Gallery Three
Adjacent to Gallery Two, this space makes a great welcome area or provides a bit more space to spread out.

Gallery Four
Perfect for a smaller gathering, this gallery offers natural light with windows that face Walnut Street. Magnetic whiteboards are available, so your own masterpiece can hang near a work from our latest exhibition.

Gallery Five
Hosting a breakout session? Ideas are sure to flow when you cozy up in this informal meeting room, equipped with custom fixed soft seating, great windows and a console that’s ideal for coffee service.

Conference Room
Equipped for video conferencing, the 21c Conference Room offers an interactive SMART Board touchscreen 65” plasma television and table with integrated speakers and power/data ports.

Additional Space
Need more space? The Solarium area offers soaring views through the center of the atrium to the skylight above and will delight all your guests.

Whatever space you select, our dedicated Event Team will provide professional service and oversee every detail of your special event. Chef Michael Paley’s culinary team will prepare menus that are steeped with local flavor and specifically tailored to fit your needs.
MEETING + EVENT SPACE FLOORPLAN
ROOFTOP BAR

With unparalleled views of downtown Cincinnati our exclusive Rooftop Bar takes events to the next level. From sophisticated soirees to posh private pampering sessions complete with rooftop hot tub soak, your event is guaranteed to rise above the rest.
WEDDINGS AT 21c

For modern brides, seeking a truly unique day, 21c will be Cincinnati’s premier wedding venue. From rehearsal dinners to room blocks to rocking receptions, treat your wedding guests to an artful experience at 21c.

Highlights include:

- **Catering by Chef Michael Paley and Metropole**
  Known for his use of local products, Chef Michael Paley delivers a beautiful plate, rich with local flavors.

- **Dedicated Event Team**
  However you envision the activities surrounding your big day – lavish wedding ceremony and reception for 120 or an intimate, romantic rehearsal dinner for 20 – our dedicated Event Team ensures perfection, down to the finest detail.

- **Honeymoon suite and room blocks**
  Want a wedding night you’ll never forget? Retreat to high-style in a Luxury Suite. Room blocks are available for out-of-town wedding guests, with special rates available for groups of 10 or more.

- **Unique amenities**
  Treat yourself to a bit of pre-wedding pampering, with a rooftop massage overlooking downtown Cincinnati. Custom welcome gifts can be arranged for your guests or wedding party through the 21c Museum Shop. No reason to rush through your wedding photos – your guests will be occupied exploring the art-filled museum galleries.
BUILDING HISTORY

Located in Cincinnati’s bustling business district, construction began on the Neo-Classical Revival style Hotel Metropole in 1912. Property owner Joseph C. Thoms, an attorney, was instrumental in the development of the new hotel. The architectural firm of Joseph G. Steinkamp & Brother was chosen to design the new hotel, which contained a grand dining room, a rathskeller in the basement, and a Turkish bath complete with plunge pool. The 1915 city directory advertisement named the Hotel Metropole as having the “finest Turkish Bath in the state.” Thoms’ early vision for the hotel was that it would be a stag hotel, filling what he perceived as a deficiency in that category in Cincinnati. The Hotel Metropole was christened with a grand opening on New Year’s Eve, 1912. The public party was held in the dining room and grill, and the event was packed with 780 advance reservations. A city directory began advertising the Metropole as “A home for the man away from home,” with room rates from $1.00 to $2.50.

The Metropole name was chosen by Thoms, and it was a popular name for hotels in 19th century Europe. Perhaps in an attempt to express sophistication, hotel entrepreneurs in the U.S. used the Metropole name in the early 1900s with examples found in Chicago, Wichita, Oakland, and New York. In Ohio, the name was used in a number of cities including Dayton, Wellsville, and Columbus, in addition to Cincinnati.

Ownership of the Hotel Metropole eventually passed to Thoms’ daughter, Eunice Thoms Resor, after his death in 1922. Under Eunice’s ownership, a large addition was added to the north side of the hotel in 1924, doubling its size. The addition was designed by H.L. Stevens & Co., an architectural and engineering firm from Chicago. The addition altered the Metropole from a 178-room hotel to a 400-room property. The Hotel Metropole was promoted as one of Cincinnati’s finest hotels into the mid-20th century. In 1956 it was still advertised as being among the city’s distinctive hotels with affiliated hotels in New York City, Columbus, Detroit, and Miami Beach.
DEBORAH BERKE, FAIA, LEED AP
Design Architect

Deborah Berke founded Deborah Berke & Partners Architects in 1982, and the firm is led by Berke, her two partners, and two principals. Since its founding, the practice has been working with individuals, educational institutions, cultural groups, and innovative developers to design facilities for the arts and academia, public buildings, distinctive hotels and custom residences. The practice provides a full range of services, from master planning to architecture and interior design, and varies in scale from a whole city or campus plan to the subtle detailing of a custom piece of furniture.

Berke creates buildings that have presence and character — that rely on a discourse between a subtle hand and bold composition to become arresting architecture. In an evolution of her ‘philosophy of the everyday,’ which earned her international renown, her work over the past decade is decidedly of a larger scale — distinguished by mixed-use, hospitality, retail, and arts-related buildings.

A Professor (Adjunct) of Architectural Design at Yale University, a post she has held since 1987, Berke previously taught at the University of Maryland, the Rhode Island School of Design, the University of Miami, and the Forum for Urban Design, of which she is currently a Fellow. Berke continues in her role as a Founding Trustee of the Design Trust for Public Space in New York City. She is also a Trustee of the Forum for Urban Design and a Trustee, serving as Vice President, of desigNYC. Over the past two decades, Berke has served as Chair of the Board of Advisors, Buell Center for the Study of American Architecture at Columbia University, Vice President of the AIA New York Chapter, and a Trustee of the National Building Museum. In addition, she serves as a juror in numerous architecture and design award programs and lectures throughout the US and Canada.

She is the co-editor, with Steven Harris, of The Architecture of the Everyday, published by Princeton Architectural Press in 1997. In the fall of 2008, Yale University Press published a book focusing on the firm’s work — the first book on a contemporary American architect to be published by this esteemed academic press.

Berke’s other projects include 21c Museum Hotels in Bentonville, AR; Durham, NC and Lexington, KY. She is also working on the James Hotels in Chicago and Scottsdale, the Yale School of Art & New Theater, and the Marianne Boesky Gallery in New York. Berke was named an “Emerging Voice” by the Architecture League of New York in 1993, and her work on 21c Louisville was awarded two AIA Chapter Awards, one for Excellence for Historic Preservation/Adaptive Reuse and the second for Achievement of Excellence in Hotel Design. She was a finalist for the 2008 National Design Award for Interior Design, and was recently awarded the new Berkeley-Rupp prize for advancing women in architecture and contributing to sustainability in 2012.
ARCHITECTURE + DESIGN

Design architect Deborah Berke and her team at Deborah Berke Partners created a space where historic and contemporary meet and contrast, respecting the character of the 100-year-old former Metropole Hotel, while creating a space to show the work of living artists. Berke collaborated with executive architect Alan Weiskopf of Perfido Weiskopf Wagstaff + Goettel, a firm recognized for their significant experience in historic preservation projects. The property’s public and gallery spaces are clean and minimalist with cooler tones and polished concrete floors; while the restaurant offers a warm and lively space with historic mosaic tile floors, and copper and wood surfaces, all centered around the custom-built, wood-burning fireplace.

Throughout the property, listed on the National Register of Historic Places, original historic details provide moments of surprise and discovery and include:

- Exterior terra cotta
  - Paint was stripped away from the 1924 building, revealing friezes and the original tile
  - New tile was selected for the façade of the 1912 building, based on historic references.

- Mosaic tile floors in the restaurant and first floor elevator lobby and in the elevator lobby on the lower level near the fitness center

- Restoration of windows includes the arched windows in Metropole restaurant, second floor windows facing Walnut Street, guest room corridors and steel frame windows in stairwells

- Historic plaster and molding including the elevator lobby, ballroom, and in the restaurant

- Sweeping staircase from the lower level to the lobby and then up to the second floor

- Skylights in the lobby ceiling

- A historic air shaft provided an opportunity to exhibit contemporary art with the addition of a glass ceiling at the top of the building and above the second floor

21c’s guest rooms, also designed by Deborah Berke Partners, offer a cozy respite with a feeling of warmth and comfort. Rooms include custom made furniture and limited edition prints of founder Laura Lee Brown’s photography. Berke worked with Cincinnati’s Rookwood Pottery to design original tiles for the guestroom bathrooms, which add a touch of whimsy to the space.
THE STORY OF 21c MUSEUM HOTELS BEGINS WITH 21c LOUISVILLE

In 2000, Laura Lee Brown and Steve Wilson, native Kentuckians, sought to marry their passion for contemporary art with a desire to make a considerable contribution toward revitalization efforts in downtown Louisville. Their bold decision to open a contemporary art museum open to the public free of charge, 24 hours a day, 7 days a week and to combine it with Louisville’s first boutique hotel would create both an economic driver for the community and an oasis where art challenges, amuses, stimulates conversation, and provokes new ideas.

Brown and Wilson partnered with world-renowned architect Deborah Berke to reimagine a series of five deteriorating 19th century buildings along Louisville’s West Main Street, with a design that highlighted the original brick, timber, and cast iron construction. The result was 21c Museum Hotel, a 90-room boutique hotel with 9,000 square feet of exhibition space and an award-winning restaurant featuring locally and sustainably raised foods. The property opened in March 2006.

With the success of the Louisville property, came opportunities for expansion. Brown and Wilson founded 21c Museum Hotels in 2007 to oversee the expansion and management of 21c Museum Hotel nationally. With strong local partners who share the belief that art can be an economic driver for a community, 21c is expanding to new cities throughout the country. Cincinnati is the second property to open and the company will open its third hotel in Bentonville, AR the first quarter of 2013; and projects have been announced in Lexington, KY and Durham, NC.

21c’s growth and expansion presents the opportunity to share Brown and Wilson’s original goals – to collect and exhibit the work of living artists and to integrate contemporary art into daily life – with new cities. These goals, as well as a desire to bring today’s most dynamic and engaging art to the public, have been Brown and Wilson’s mission, a mission that has transformed downtown Louisville into an internationally recognized cultural center. As 21c expands, their passion for supporting and sharing contemporary art with both new and existing audiences will continue to shape 21c’s programming in each venue, creating a unique combination of local engagement with a broad, global reach.
Laura Lee Brown and Steve Wilson are the creative force behind 21c Museum Hotels. This husband and wife team has found success by using their passion and intuition as a guide in hospitality, farming, preservation, philanthropic giving, investing and collecting contemporary art. Much of the exhibited art at 21c’s hotels is from the couple’s personal collection.

Brown and Wilson reside at Woodland Farm in Goshen, Kentucky, where they raise bison along with much of the produce served in their restaurants. Both native Kentuckians, they share a deep appreciation for the Commonwealth’s rural and urban architectural landscapes alike. Their projects, including the preservation of five historic buildings on Main Street nearly lost to disrepair, have helped breathe new life into downtown Louisville.

The couple first conceived 21c, in part, as a community restoration project aimed at revitalizing Louisville’s cultural center. With the goal of engaging the public with art in a new way, they converted vacant buildings into an interactive museum, a boutique hotel, and a world-class restaurant. The project has received great support and praise from its community, and garnered significant recognition from many notable publications. Brown and Wilson are now broadening the 21c horizon, working with like-minded partners in new markets who share their mission.

Wilson earned his degree in political science from Kentucky’s Murray State University and went on to work for the administrations of four Kentucky governors. Brown is a graduate of Sweet Briar College, one of the nation’s premier liberal arts and sciences colleges for women.

Wilson is also very active in civic affairs. Among other activities, Wilson was appointed by the Governor of Kentucky to serve on both the Kentucky Horse Park Board and the University Of Louisville Board Of Trustees. Wilson serves as the 21c Museum Hotels’ Chairman and Chief Executive Officer.