



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

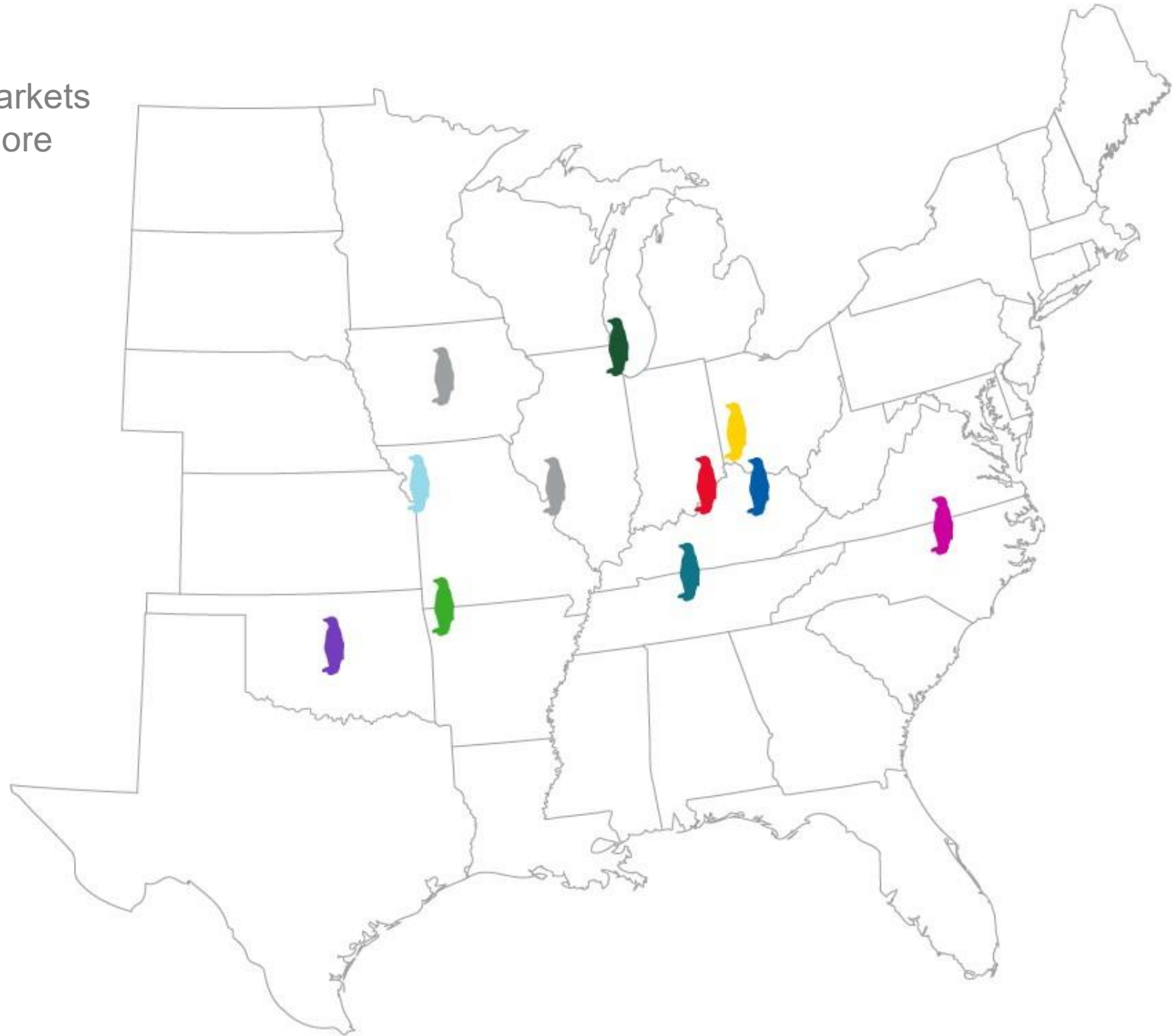
You'll find 21c Museum Hotels in 9 markets across the South and Midwest with more on the way.

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



LOUISVILLE



VALET
PARKING
PLEASE
USE THE
STREET
HOTEL
ENTRANCE
702-582-1100



Louisville, Kentucky

Derby City

You won't have to venture far from 21c Louisville to find a variety of things to do in Louisville, the birthplace of 21c. Explore our current exhibitions then step outside to wander some of [Louisville's vast parks](#) designed by Frederick Law Olmsted, co-designer of NYC's Central Park. Foodie? You'll be excited to know Louisville was lauded as one of the top 15 cities in the world for food by *The Culture Trip*. And then, there's Bourbon – visit distilleries along the [Kentucky Bourbon Trail](#) or visit the bars and restaurants along the [Urban Bourbon Trail](#).

21c PROPERTY

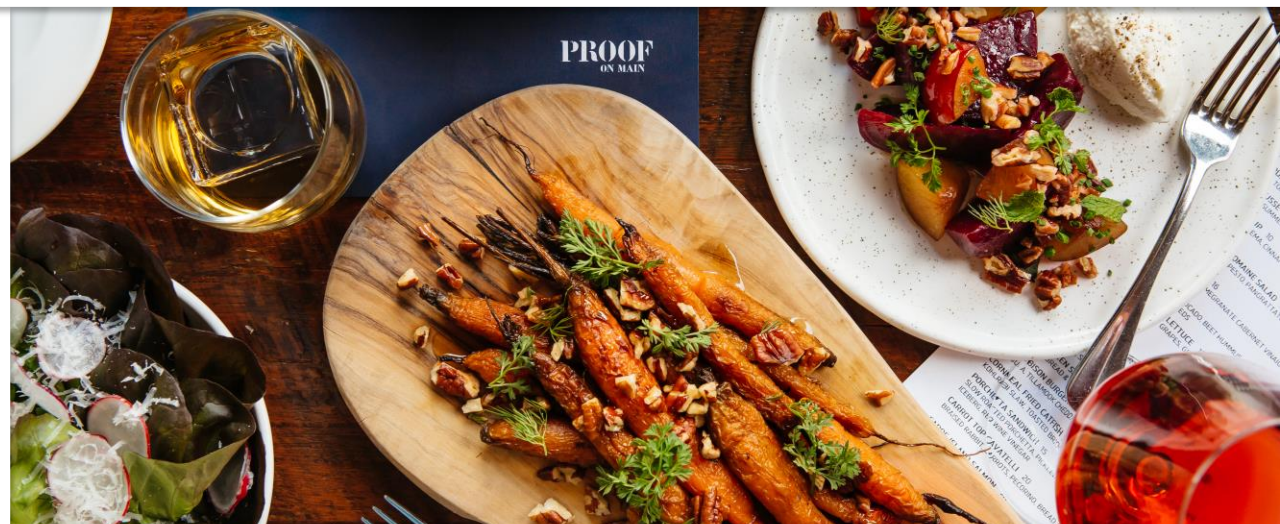




Opened in 2006

Nestled in downtown Louisville on historic West Main Street, along Museum Row, 21c Museum Hotel is a multi-venue contemporary art museum, an award-winning 91-room boutique hotel, and home to acclaimed Proof on Main restaurant. Stay with us and the iconic Red Penguin.

Five 19th-century warehouses live on as more than 9,000 square feet of exhibition space where curated exhibitions and site-specific installations reflect the global nature of contemporary culture. At every turn, 21c Louisville offers something to be curious about.



ALL SAFE PROTOCOLS





MUSEUM



Museum Information

Current Exhibition

Wim Botha: Still Life with Discontent

Wim Botha's art is a study in contrasts: his pieces are simultaneously sacred yet profane, heavy yet light, and stable yet unsettled. Through his varying materials and subject matter, Botha explores weighty issues of history, status, power, and religion. A focus on art history is of particular prominence—the artist channels traditional sculptural busts and motifs, though Botha's take on classical or conventional art history is blurred, deconstructed, or fractured. Neither "still" nor "content," Botha's forms and materials are dynamic, marked, and in motion. Repetitively interrogating the symbols and sources of religious, cultural, and political power, his works celebrate the anxiety of influence while resisting fixed interpretation.

Always 24/7/365
Free to the Public



Wim Botha, *Still Life with Water*, 2015. Wood, bronze, oil paint, glass, fluorescent lights.





Gavin Nolan, *A Warrior Jungle Whiner*, 2017.

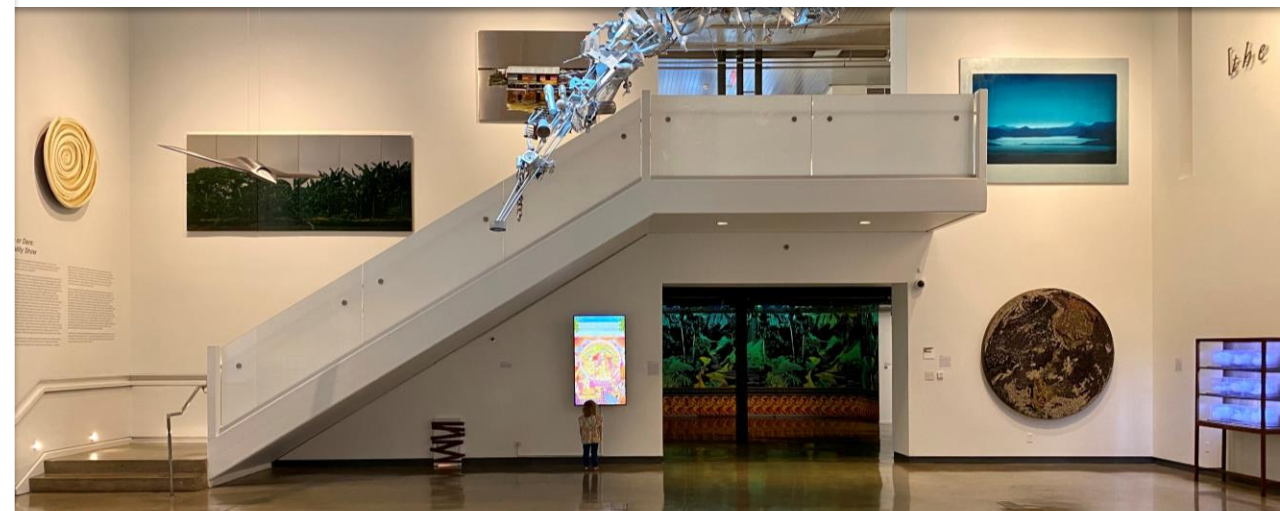
Museum Information

Current Exhibition

Truth or Dare: Reality Show

Highlighting uncertainty and contradiction, the artworks featured in *Truth or Dare: A Reality Show* emphasize the importance of questioning both knowledge and belief by utilizing illusion to entice, entertain, and explore the terrain between fact and fiction, presence and absence, reality and imagination. The suspension of disbelief is invoked in works that simulate games, maps, and tricks of the eye and hand—not to deceive, but to engage and connect, offering playful and prescient critiques of how and where we search for knowledge, meaning, or value. Facing continuing global strife, political instability, and economic disparity, the artists included in *Truth or Dare* speak truth to power through unconventional, often playful juxtapositions of imagery and materials.

Always 24/7/365
Free to the Public

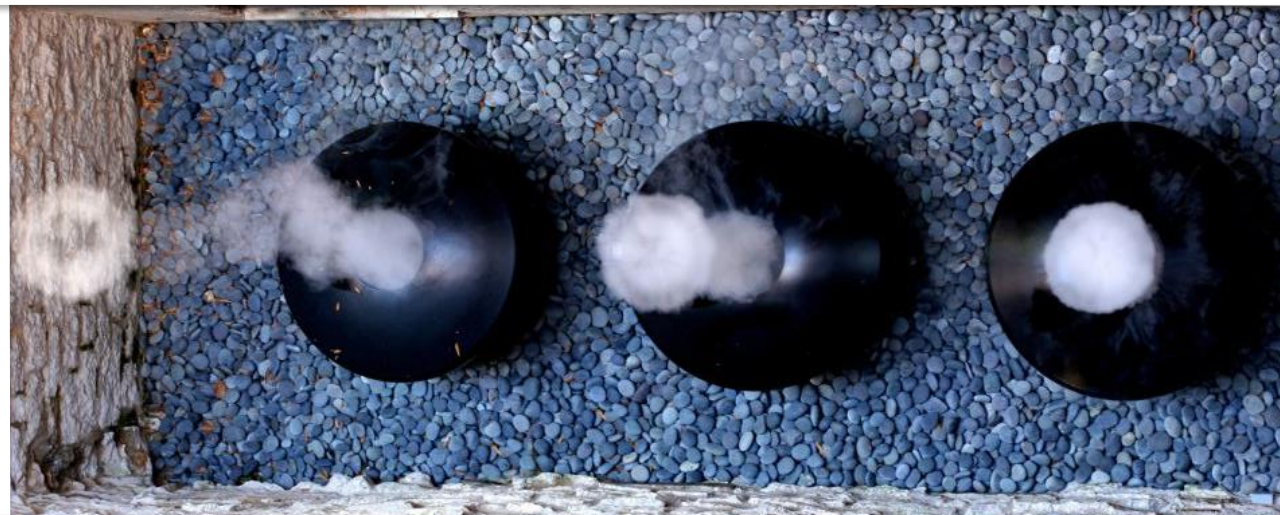
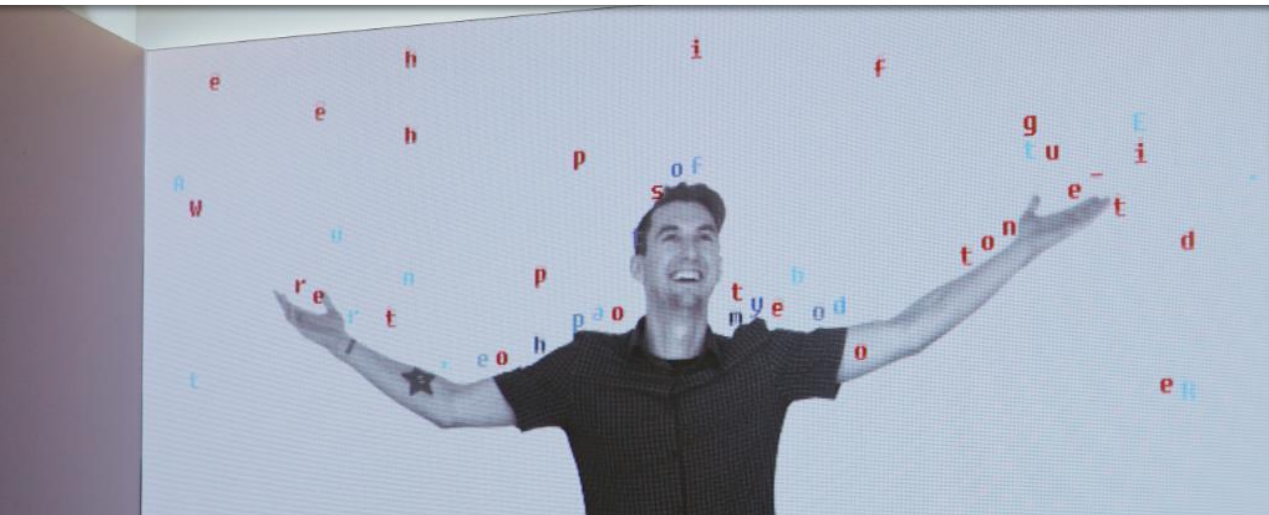




Museum Information

Site Specific Installations

Upon arrival at 21c Louisville, look up and notice a 30 foot-tall, golden *David* (by Michelangelo) by Serkan Özkaya towering over 7th and Main Streets. Inside the guest elevator vestibule, catch the falling letters of a poem in the interactive installation *Text Rain* by Camille Utterback and Romy Achituv, and don't miss the misting pulses of Ned Kahn's *Cloud Rings*, visible from the first-floor hallway, as well as from the 7th Street sidewalk.





Museum Information

Cultural Programming

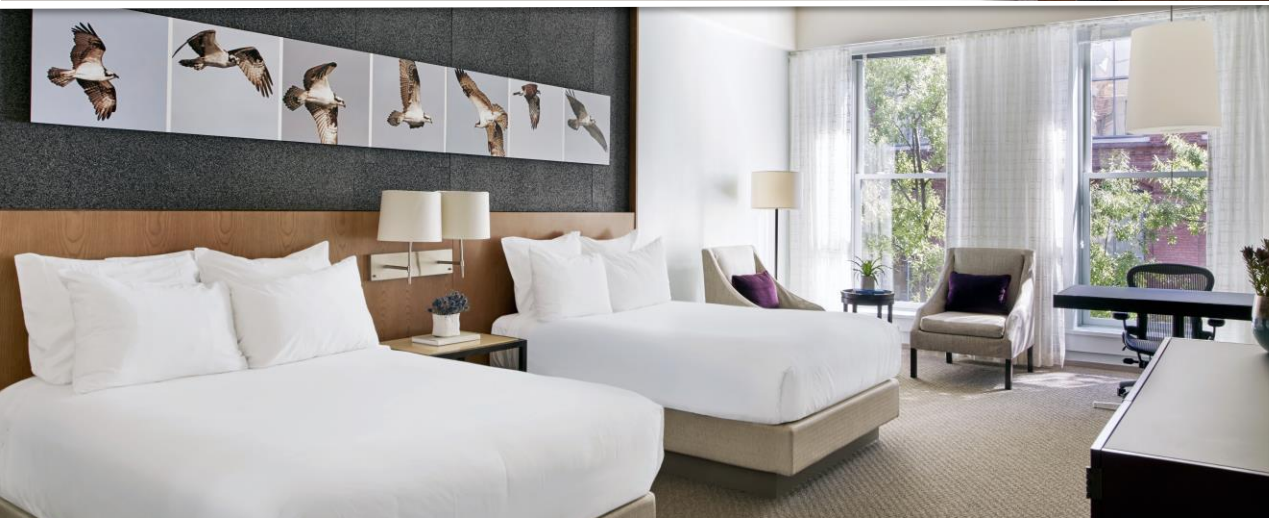
Each location hosts regular cultural programming that is free and open to the public, and 21c collaborates on arts initiatives with artists and organizations locally and worldwide. In 2019, 21c hosted more than 2500 free public events, including performances, classes, lectures and museum tours.

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 & Luxury Double

350-455 sq ft

Features two (incredibly comfortable) double beds. Includes a view of the atrium and all the usual 21c luxury amenities – 42" HDTV, Malin+Goetz bath amenities, free Wi-Fi, and original artwork on display in the room.



Deluxe & Luxury King

335-435 sq ft

King-sized bed (of the most comfortable sort) with a view of the city and all the usual 21c amenities – 42" HDTV, Malin+Goetz bath amenities, free Wi-Fi, and original artwork on display in the room.





Atrium Suite

580 sq ft

A most comfortable king-sized bed and living and dining areas with a view of the atrium. The bathroom features double vanity sinks and a second walk-in shower. Outfitted with the usual 21c amenities – 42” HDTV, Malin+Goetz bath amenities, free Wi-Fi, and original artwork on display in the room.





Corner Suite

660-1095 sq ft (with connecting King)
Our largest room, features (an incredibly comfortable) king-sized bed along with living and dining areas. Four large windows provide gorgeous views of 7th Street, Main Street and the Ohio River. Outfitted with the usual 21c amenities – 42" HDTV, Malin+Goetz bath amenities, free wifi, and original artwork on display in the room.

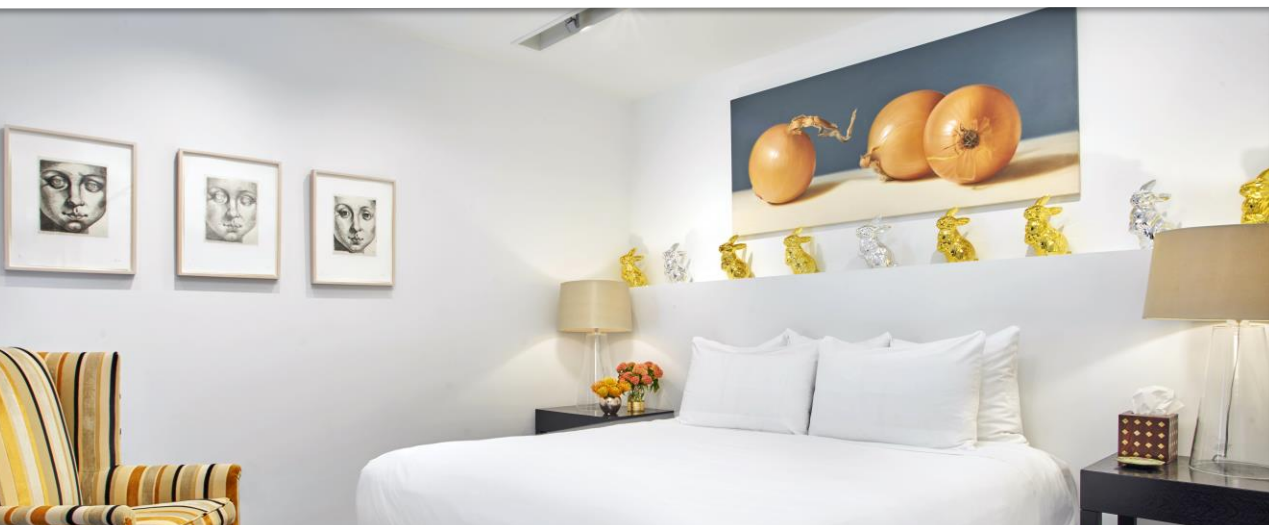




Balcony

315 sq ft + 306 sq ft terrace

King-sized bed and outdoor terrace with city views. Suite includes furnished, semi-private rooftop terrace overlooking historic 7th Street. Amenities include 42" HDTV, Malin+Goetz bath amenities, free wifi, luxurious bedding, and original artwork on display in the room.



Rooftop Apartment

1314 sq ft + 2197 sq ft Garden Terrace

Spacious one bedroom apartment with expansive rooftop garden terrace and open concept living/dining area. Features large private rooftop terrace with sweeping downtown and river views. Satellite radio throughout, full gourmet kitchen, 1 full bath + 2 half baths, and luxurious amenities.

RESTAURANT





PROOF ON MAIN

Led by Kentucky-native Executive Chef Jonathan Searle, Proof on Main's menu showcases a unique, modern approach to comfortable, accessible and locally-sourced cuisine.

With a commitment to regional farmers and producers, Proof on Main's ever-evolving menus are infused with local flavor and showcase the 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. Complementing the culinary artistry, Proof on Main features rotating contemporary art exhibitions.

With a carefully selected spirits collection – that reflects a dedication to quality, diversity and originality – our bartenders are always ready to shake it up. Our spirit 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.





SPA

THE SPA AT 21c

Our massage rooms are conveniently located just a short elevator ride from your guest room, downstairs adjacent to the sauna, steam room, and 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 Louisville day spas.

All spa treatments are by appointment only and are limited by the availability of personnel. Unfortunately, we cannot guarantee drop-in treatments. Simply call 502.217.6300 or email us at Lou.Team@21cHotels.com at least 24 hours in advance and we'll happily ensure your appointment is arranged.

Massages start at \$100 for a 60 minute treatment. (Prices do not include tax or gratuity.) We invite you to enjoy a workout, hot sauna or our steam room prior to your massage. It's on us – all spa treatments include full access to our facilities. Private shower facilities are also available.

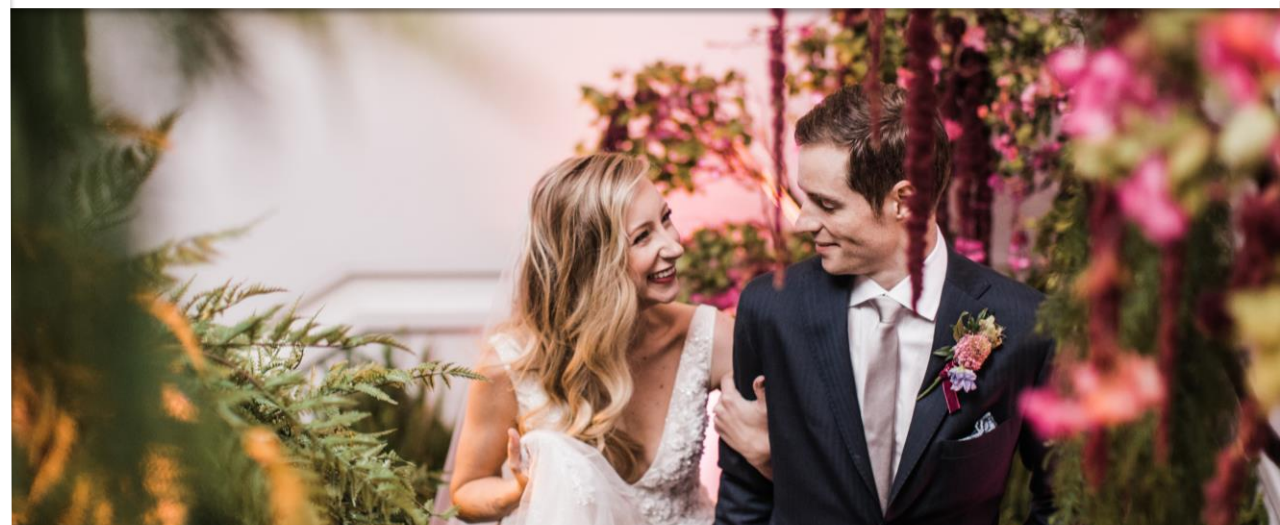
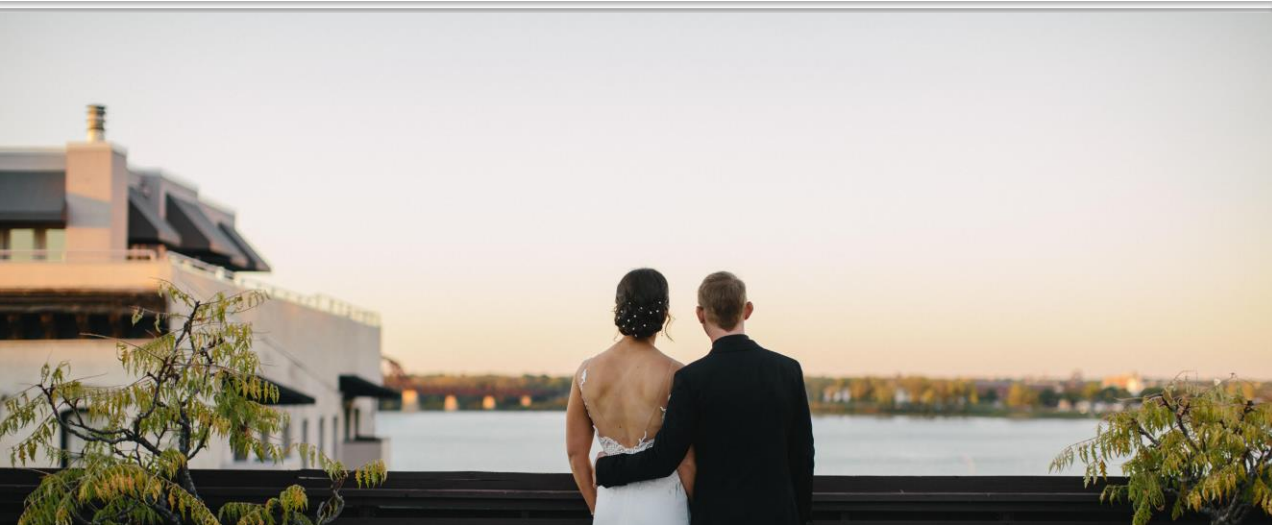


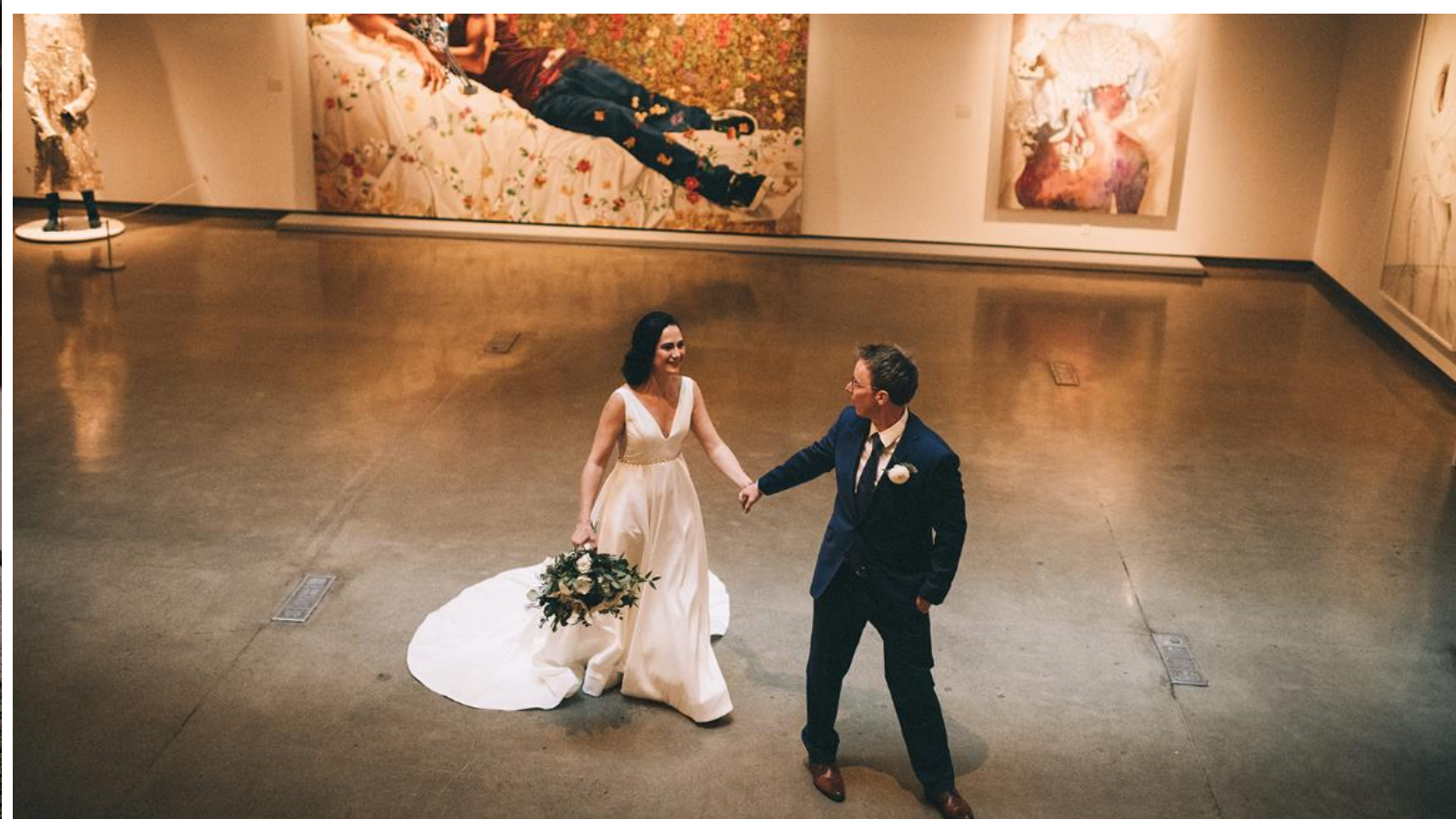
WEDDINGS



WEDDINGS AT 21c

Make your big day a unique experience by hosting your reception, rehearsal, or wedding at 21c Louisville. Our large atrium seats groups of up to 120 and receptions as large as 450. Out-of-town guests can enjoy 21c's luxurious rooms and suites, while the special couple can treat themselves to 21c's exclusive Rooftop Apartment. Proof on Main's culinary team will prepare a catering menu specifically tailored to your needs.





MEETINGS + EVENTS





MEETINGS AND EVENTS AT 21c

With over 9,000 square feet of meeting and event space, 21c is the place for board retreats, executive meetings, cocktail gatherings, seated dinners, and more. Our on-site event team will oversee every detail of your customized event. Make your art-filled gathering the talk of the town with our unique amenities and add-ons including art tours and gallery hunts, private instructor-led cooking or cocktail classes,

Our onsite restaurant, Proof on Main provides catering and beverage service for events at 21c Louisville. Custom menus, including Chef curated menus with beverage pairings, are available upon request.

Complimentary Wi-Fi is available in all event spaces. Audiovisual equipment is available upon request. Welcome your VIPs with special amenities in their guest rooms from the 21c Museum Shop and Proof on Main, including bottles of 21c Selects – our private, single barrel spirit program.





PROPERTY ACCOLADES



#6 HOTEL IN THE USA

- *Condé Nast Traveler*, Readers' Choice Awards 2019

#10 HOTEL IN THE SOUTH

- *Condé Nast Traveler*, Readers' Choice Awards 2020

America's Best Bourbon Bars 2020

– The Bourbon Review

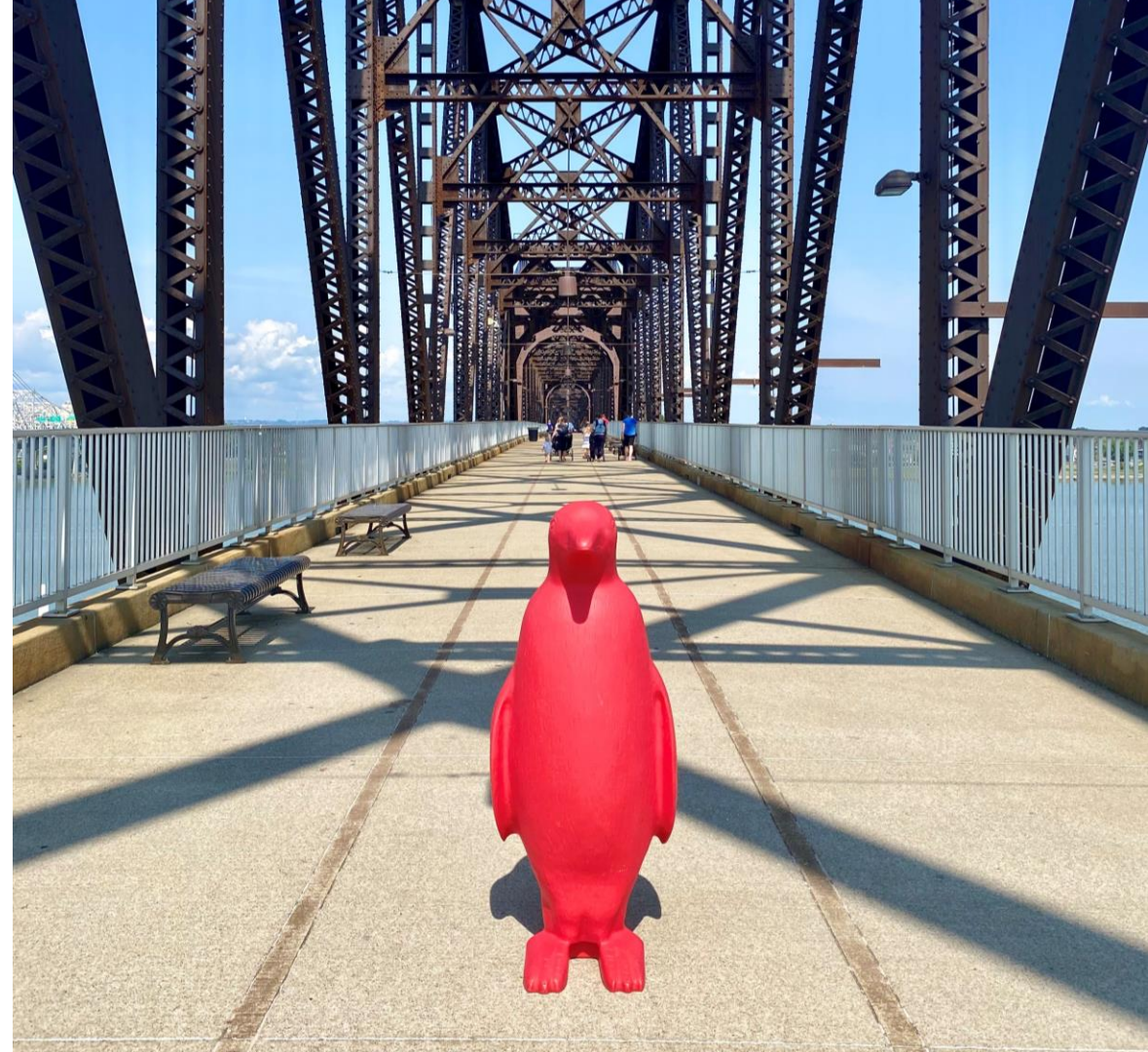
The Wine Enthusiast Restaurant Hall of Fame

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CONNECT ON SOCIAL

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 21c Louisville // Proof on Main

A row of eight colorful penguin figurines stands on a white windowsill. 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 large window with a white frame, set against a white brick wall. A white metal railing is visible in the foreground, partially obscuring the lower part of the penguins. The scene is brightly lit by natural light from the window.

21C