

FOR IMMEDIATE RELEASE

21c Museum Hotels Celebrates the Opening of its Third Property in Bentonville, Arkansas
Weekend program highlights contemporary art and artists



21c Museum Hotels co-founder and CEO Steve Wilson

Bentonville, AR. April 25, 2013 – Laura Lee Brown and Steve Wilson hosted a grand opening weekend in honor of the completion of the company's third property in Bentonville, Arkansas. The weekend's events were designed to highlight the contemporary art on view at the property and included artists Slater Bradley, Ed Lachman, Chris Doyle, Anne Peabody and Sam van Aken. The program culminated with a grand opening Pajama Party on Saturday evening featuring an immersive projection by pioneering software artist Scott Draves and performances by Brooklyn-based multi-disciplinary artist Derrick Adams; Kenny Belaey, nine-time world champion Belgian trials cyclist; Travis Graves, American Parkour trainer; Margie Perez, a New Orleans-based singer; Aerialists Tatyana Petruk and Alexandra Apjarova; and singer Judd Burns and pianist S. Michael Shuman from the University of Arkansas.

In addition to tours of the property's site-specific installations and current exhibitions with Chief Curator and Director of Art Programming Alice Gray Stites, programming for the weekend also included:

- A screening of the short film "Shadow" by artist Slater Bradley and Ed Lachman followed by a discussion and Q&A.
- A roundtable discussion with Chris Doyle, Serkan Ozkaya, Anne Peabody and Sam van Aken, "Myth, Magic and Landscape." Each of these artists created site-specific installations for the property and discussed the inspiration for and creation of their work. Employing a wide range of media, from organic to manufactured to digital, Doyle, Ozkaya, Peabody and van Aken allude to historical, Biblical and folklore mythologies in their explorations of the built and natural environment.

Photos of the weekend's events are available for download here: <http://press.21cmuseumhotels.com/?p=1047>

Located just north of Bentonville's historic square and a quarter mile from the Crystal Bridges Museum of American Art, the 104-room hotel (200 NE A Street) features 12,000 square feet of exhibition space solely dedicated to exhibiting art of the 21st century. The Museum is open to the public free of charge, 24 hours a day, seven days a week and offers rotating curated exhibitions, site-specific multi-media installations and other cultural programming such as poetry readings, film screenings, artist lectures and live performances. 21c selected architect Deborah Berke to design the 100,000-square-foot property. Berke's design balances grand public spaces scaled to suit an extensive contemporary art collection with intimate, inviting private spaces. The property's public and gallery spaces are elegant and modern with high ceilings, cool tones and polished concrete floors, while guest rooms, also designed by Berke, offer a distinctly residential feel with custom designed furniture in subtle neutral tones. The integration of natural light is a central focus; the design team achieved this through the use of skylights, light monitors, large windows and an interior courtyard visible from the restaurant and the main corridor near the guest elevators. 21c Bentonville is also home to The Hive restaurant led by executive chef and Arkansas native Matthew McClure, whose menu highlights the ingredients and culinary landscape of the state. The following works and exhibitions are currently on display:

Outsidel\in: Site-Specific Art at 21c Bentonville

"Outsidel\in" is a collection of eight site-specific installations and includes sculpture, painting, wallpaper, installation and new media art. Works are integrated into a variety of spaces around and within the building, responding to both the architecture and to the surrounding environment. Featured artists and their works are:

- Alexandre Arrechea, "Orange Tree," 2010.
- Anne Peabody, "Hide and Seek," 2013.
- Daan Roosegaarde, "FLOW 5.0," 2005-2009.
- Serkan Ozkaya, "A Sudden Gust of Wind in Bentonville," 2013.
- Sam Van Aken, "Tree of 40 Fruits," 2013.
- Mattia Bonetti, "Untitled," Wallpaper.
- Rob Wynne, "Flypaper."
- Chris Doyle, "unfolded," 2010-2013

INAUGURAL EXHIBITIONS:

"Hybridity: The New Frontier" is a group exhibition featuring over 85 works from the 21c collection.

Employing photography, painting, sculpture and video, the exhibition explores the diminishing boundaries between human and animals, recent advances in scientific technology and the shifting environmental and economic conditions actively altering the earth and its inhabitants. Featured artists include Amelia Biewald, Edward Burtynsky, Oleg Dou, Elena Dorfman, Johnston Foster, Patricia Piccinini, Ken Little, Hong-Yo Ji and Pieter Hugo. This exhibition will be on view in The Hive, Lobby Gallery, Video Gallery and Galleries 2 – 4 through July 2013.

"Slater Bradley: Dead Ringer" presents a haunting meditation on mythology, mortality and identity. A groundbreaking collaboration between Bradley and Academy Award-nominated cinematographer Ed Lachman. "Dead Ringer" includes two video installations and a series of photographs referencing "Dark Blood," a 1993 film starring River Phoenix that was in production during the time of Phoenix's death. The final body of work in Bradley's long-term doppelganger project with Benjamin Brock, "Dead Ringer" explores the artist's interest in Phoenix and the relationships created and fractured among fans and icons. This exhibition will be on view in Gallery 1 and the Main Gallery through July 2013.

About 21c Museum Hotels

21c Museum Hotels was founded by Laura Lee Brown and Steve Wilson, contemporary art collectors and preservationists who are committed to bringing works of art to the public through innovative exhibitions and programs that integrate contemporary art into daily life. These goals, coupled with their desire to participate in the revitalization of downtown Louisville led them to open the first property in 2006. The couple selected architect Deborah Berke to convert five 19th century tobacco and bourbon warehouses into a 90-room boutique hotel, contemporary art museum, award-winning restaurant Proof on Main and cultural civic center in the heart of downtown Louisville. With the success of the Louisville property came opportunities for growth. 21c

has opened hotels in Cincinnati, OH and Bentonville, AR and plans have been announced for properties in Lexington, KY and Durham, NC. Each 21c is unique in its site-specific art installations, architecture, design and restaurant. With a commitment to bringing works of art to the public that ignite the mind and fuel creativity, the museum exhibition space is integrated seamlessly throughout each property. There are opportunities to discover art around every corner of 21c: in the restaurant and bar, on the in-room Video Art Channel, in elevator lobbies, hallways and even the public restrooms. 21c Museum presents a range of arts programming curated by Chief Curator and Director of Art Programming Alice Gray Stites, including thought-provoking solo and group exhibitions that reflect the global nature of art today, site-specific, commissioned installations as well as a variety of cultural programming. The museum is open free of charge to the public 24 hours a day and 7 days a week. 21c museum has presented more than 75 exhibitions including *Hybridity: The New Frontier*; *OFFSPRING: New Generations*; *Blue: Matter, Mood and Melancholy*; *Alter Ego: A Decade of Work by Anthony Goicolea*; *Ann Hamilton: Bookweights*; *Consuming Cultures: A Global View*; *Cuba Now*; *Simen Johan: Until the Kingdom Comes*; *Creating Identity: Portraits Today*; and *All's Fair in Art and War: Envisioning Conflict*.

For more information visit www.21cMuseumHotels.com.

For press information contact:

Stephanie Greene
21c Museum Hotels
502.882.6231
sgreene@21chotels.com