

# NEW HOTELS FOR GLOBAL NOMADS

October 29, 2002–March 2, 2003

**MEDIA ONLY**

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**First major exhibition to explore the hotel as design laboratory and fantasy experience**

**On view October 29, 2002–March 2, 2003**

**Press Preview October 28, 2002 4:00–6:00 pm RSVP 212.849.8420**

"New Hotels for Global Nomads," a new exhibition at the Smithsonian's Cooper-Hewitt, National Design Museum, demonstrates that hotels today advance how people live in cities, travel around the world, conduct business, commune with nature and even construct their fantasy lives. The modern hotel not only offers a place to sleep, but also provides its guests with an escapist experience, through its design, sense of spectacle and amenities. The modern hotel also furnishes many of its guests with a fully functional "office-away-from-the-office," vital in today's fast-moving business climate.

"New Hotels for Global Nomads" combines architecture, interior design, photography, film and works of art to show just how varied and dynamic hotels can be today. Among the new generation of hotels explored in the show are The Hotel in Lucerne, which re-creates movie scenes on its guestroom ceilings to express the hotel as cinematic experience; The Venetian in Las Vegas, an outstanding example of the gambling capital's new generation of scenographic hotels; the luxurious, sail-shaped Burj al-Arab in Dubai, the tallest hotel in the world, with many of its interior surfaces sheathed in gilt.

Encompassing two full floors of Cooper-Hewitt, National Design Museum, the exhibition highlights more than 35 real and conceptual examples of modern hotels and their services, as well as materials on legendary historic hotels. The exhibition is organized into five themes—Urban Hotels, Hotels as Global Business, Hotels on the Move, Natural Hotels, and Fantasy Hotels—taken from the historic evolution of hotels. The contemporary projects in the exhibition reinterpret and reinvent these historic themes to forecast directions for the development of hotels in the 21st century.

Six installations or projects have been specially commissioned by Cooper-Hewitt, National Design Museum for this exhibition. Many have been designed for particular spaces within the Museum's home, the former Andrew Carnegie Mansion. Artist Tom Sachs is creating a room-sized work, entitled "Compact Full Feature Hotel



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Room," to be installed in one of the museum's second-floor galleries. Architect Joel Sanders has designed the "24/7 Hotel Room" as a new model for accommodating today's style of business travel, which merges private, social and business activities. Maureen Connor's "Roles People Play," an installation in a Carnegie family bedroom, explores the sexual dynamics of hotel rooms. In addition to the special commissions, the exhibition will present the premiere of a new work, "Private Dancer," by artist Toland Grinnell, and a new project, *Lobby\_Ports*, by the architectural group Servo.

## URBAN HOTELS

Urban hotels were the products of epochal changes throughout the Western world in the early 19th century. The opening of a new hotel signified a city's economic and cultural coming-of-age. Hotels also met the new middle class's growing mobility and provided public arenas where the grand—and not-so-grand—could see and be seen. The hotel projects highlighted in the exhibition show how the city hotel has re-emerged as design palace, social mecca and urban jewel. Featured projects in the exhibition include hotels in New York, London and Philadelphia by such leading designers as Jean Nouvel, Philippe Starck and Antonio Citterio.

## HOTELS AS GLOBAL BUSINESS

As early as the 1830s the public rooms of hotels had become modern agoras where men conducted business. "Here you meet everybody and everybody meets you," English novelist Frederick Marryat noted at the time when he visited America. While the hotel has long been a place to do business, hotels are also big business in themselves. The projects in this section of the exhibition represent key components of today's global economy, functioning not only as work and home environments for business travelers but also as depots on a vast network of digitally connected sites. Design and architecture also continue to play an important role in the development of new hotel brands. In this section, projects range from Japanese capsule hotels and André Balazs' Standard Hotels to the music video "Weapon of Choice," which is set in a Los Angeles business hotel.

## HOTELS ON THE MOVE

No invention transformed modern life, and hotel culture with it, like railroads. Beginning around 1840, urban hotels were constructed in close proximity—and even physically connected—to grand railroad terminals. Railroad cars themselves served as traveling hotels for tourists and businesspeople alike, who enjoyed comfortable sleeping compartments and elegant dining cars. Today other modes of transportation from airplanes to



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automobiles inspire hotels on the move. Examples in the exhibition include the Habitation Module for the International Space Station, which serves as a prototype for space tourism in the future, and a conceptual hotel based on the module of the tourbus.

## NATURAL HOTELS

Hotels in natural settings emerged in the 19th century to provide respites from city life and industrialization. Resorts in nature launched new forms of hotel architecture. With an alchemist's intent, designers turned nature into a tourist spectacle. Even previously unpopulated areas were converted into edens of leisure. And, by showcasing a region's natural scenery and marketing hotels and scenery together, resort hotels helped reinforce national identity, linking Switzerland with the Alps and Canada with the Rockies. Today's "natural" hotels continue this tradition. The exhibition examines some spectacular examples, from an eco-tourist African spa in a pristine wildlife habitat to simple, artful tents by Dutch sculptor Dre Wapenaar.

## FANTASY HOTELS

Hotels are communities of strangers who gather outside their normal environments for brief periods of time. As homes away from home, hotels also encourage people to fantasize and, in the hands of designers, they achieve an otherworldly, Alice-in-Wonderland quality via artful manipulations of imagery, illusion and perception. The projects in this section prove that eroticism and escapism continue to charge the design fantasies of architects and artists today. Featured projects include the full-scale installation "Roles People Play," which explores the sexual dynamics of hotel suites, and the ultra-luxurious Burj al-Arab.

Throughout the exhibition, projects are represented through models, digital imagery, furnishings, music videos or full-scale installations. The show highlights the work of such notable international figures as architects Jean Nouvel and Diller+Scofidio, artists Tom Sachs and Sophie Calle, film director Spike Jonze, among many others. There are also investigations into the meaning and functionality of the modern hotel experience through advertising, and its transference of design principles to other industries, including aircraft seating and new media technologies. Visitors will be able to interact with actual Japanese capsule hotels, try on Eye-Trek movie goggles used on airplanes, and experience a giant heart-shaped bathtub.



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In addition to featuring contemporary projects, the exhibition will include furniture, advertisements and photographs of such celebrated historic hotels as Frank Lloyd Wright's Imperial Hotel in Tokyo; the Savoy in London; the Waldorf-Astoria in New York; and the Americana in Bal Harbor, Florida. These important precedents reveal the hotel's tradition as a trendsetter in design, technology and social customs. The Annunciator, a precursor of the telephone or intercom, was introduced at Boston's Tremont Hotel in 1829 and increased guest privacy, a budding social concern at the time.

The exhibition is organized by Donald Albrecht, exhibitions curator at Cooper-Hewitt, National Design Museum since 1996. "This exhibition is where design meets fantasy," says Albrecht. "It's timely, too. Opening just over a year after the terrorist attacks, the exhibition shows that our world is still committed to travel and tourism, and that hotels remain key components of that world." The installation of "New Hotels for Global Nomads" is designed by Architecture Research Office, a New York-based firm headed by Stephen Cassell and Adam Yarinsky. A specially commissioned project by Architecture Research Office, "New York Nature Hotel," will also be featured in the exhibition.

In conjunction with "New Hotels for Global Nomads," a 160-page book with 200 color illustrations is being published by Cooper-Hewitt, National Design Museum in association with Merrell Publishers (distributed by St. Martin's Press). The book includes an essay by Albrecht exploring the history of hotels and how they serve as precedents for the contemporary hotels on view in the exhibition and book. This introduction is followed by illustrated descriptions of the highlighted projects written by Albrecht and museum editor Elizabeth Johnson. Designed by Alicia Cheng, *New Hotels for Global Nomads* is \$39.95, and will be available in bookstores throughout the United States and Europe beginning in October.

Cooper-Hewitt, National Design Museum is located at the corner of 91st Street and Fifth Avenue in New York City. Hours: Tuesday, 10 a.m. to 9 p.m.; Wednesday through Friday, 10 a.m. to 5 p.m.; Saturday 10 a.m. to 6 p.m., and Sunday, noon to 6 p.m. The Museum is closed Mondays and federal holidays. Public transit routes include the Lexington Avenue 4, 5 and 6 subways (86th or 96th Street Station) and Fifth and Madison Avenue buses. General admission, \$8; senior citizens and students over age 12, \$5. Cooper-Hewitt, National Design Museum members and children under age 12 admitted free. Free admission Tuesday, 5 p.m. to 9 p.m. For further information, please call (212) 849-8400. Cooper-Hewitt, National Design Museum is fully accessible.  
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## Exhibition Walkthrough

*New Hotels for Global Nomads* is the first major exhibition to explore the hotel as architecture, interior design and cultural phenomenon. Visitors to the exhibition take a multifaceted tour of the modern hotel's public and private spaces as related to five thematic areas.

### URBAN HOTELS

Urban hotels were the products of epochal changes throughout the Western world in the early 19th century. The opening of a new hotel signified a city's economic and cultural coming-of-age. Hotels also met the new middle class's growing mobility and provided public arenas where the grand—and not-so-grand—could see and be seen.

The hotel projects in the exhibition show how the city hotel has reemerged as design palace, social mecca and urban jewel. Highlights of this section include illuminated lounge furniture from the Lobbi\_Ports system as well as a three-dimensional installation of the Hotel Pro Forma. Also on view will be historic furniture and dinnerware from the Museum's collection that was custom-designed by Frank Lloyd Wright for his 1920s Imperial Hotel in Tokyo.

**Clift** (2001) San Francisco

**Sanderson** (2000) London

**St. Martins Lane** (2000) London

*Philippe Starck and Anda Andrei*

The newest hotels by developer Ian Schrager and the team who created the Royalton, Paramount, and Hudson (New York), the Delano (Miami), and the Mondrian (Los Angeles).

**Hotel Broadway** (2001) New York

*Ateliers Jean Nouvel (architecture) and Antonio Citterio & Partners (interiors)*

A modern "grand hotel" under development by André Balazs, hotelier of the Standard (Los Angeles), the Mercer (New York), and Chateau Marmont (Los Angeles).

**Loews Philadelphia Hotel** (2000) in the former PSFS Building, Philadelphia

*Bower Lewis Thrower and Daroff Design*

**The Metropolitan Hotel** (2002) New York

*Loews Hotels*

Represent the current trend of converting distinctive high-style office buildings into hotels, as well as the hip value placed on modern design.

**Hotel Pro Forma** (1999) Ørestad City, Denmark; conceptual project

*nARCHITECTS and fieldOFFICE*

Conceives every space within the hotel as a potential stage.

**Lobbi\_Ports** (2002) conceptual project premiering in *New Hotels for Global Nomads*

*Servo*

Acknowledging the importance of hotel lobbies as social spaces, Lobbi\_Ports is a system of capsules or pods that hotel developers and architects can attach to the structure of existing buildings as additional sky lobbies or observation decks.



**“The New Las Vegas”** (2001) specially commissioned for *New Hotels for Global Nomads*  
*Photographs by Richard Barnes*

No city is so clearly identified with hotels as Las Vegas. Richard Barnes’s photographs take visitors behind the scenes of the city’s newest generation of fantastic hotels.

## HOTELS AS GLOBAL BUSINESS

As early as the 1830s the public rooms of hotels had become modern agoras where men conducted business. “Here you meet everybody and everybody meets you,” English novelist Frederick Marryat noted at the time when he visited America. While the hotel has long been a place to do business, hotels are also big business in themselves. The projects in this section of the exhibition represent key components of today’s global economy, functioning not only as work and home environments for business travelers but also as depots on a vast network of digitally connected sites. Design and architecture also continue to play an important role in the development of new hotel brands.

This section features such artifacts as full-scale Japanese capsule hotels, a full-scale component of the 24/7 Hotel Room, and the music video “Weapon of Choice.”

**24/7 Hotel Room** (2003) conceptual project commissioned for *New Hotels for Global Nomads*  
*Joel Sanders Architect*

A new solution for business hotels that serve as offices and temporary homes.

**W Hotels** (1998–present)

*Rockwell Group*, architectural developer of brand identity

A Starwood chain of “boutique hotels” that uses unique design cues to identify its brand, as visually defined by the architecture firm responsible for Mohegan Sun Casino and the Chambers Hotel.

**“Weapon of Choice”** (2001)

*Spike Jonze, director, and Fatboy Slim, musical artist*

Starring Christopher Walken, this music video depicts a weary businessman’s flight into theater and fantasy within the confines of a corporate hotel lobby.

**InterClone Hotel** (1997) conceptual project

*Diller + Scofidio*

From the designers of New York’s Brasserie restaurant, an advertising campaign for a fictional international hotel chain that proposes ways to create the illusion of diversity via design while maintaining a reassuring sameness wherever one travels in the world.

**“#1289, Seekonk, MA”** (2002) specially commissioned for *New Hotels for Global Nomads*

*Dike Blair*

Artwork made from the generic materials of low-budget chain hotels.



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## **Capsule Hotel Unit** (2002)

*Kotobuki Company*

## **"Capsule Hotel"** (2001)

*Jeff Gompertz, Fakeshop*

Actual Japanese capsule hotel units—originally developed in the 1970s as extremely small communal bunkbeds—will be on display, as well as an American artist's video interpretation of them.

## **Standard, Hollywood** (1999)

*Shawn Hausman*

## **Standard, Downtown L.A.** (2002)

*Koning Eizenberg and Shawn Hausman*

## **Standard, New York** (2001, unbuilt)

*Gluckman Mayner Architects*

Three versions of a new kind of business hotel created by André Balazs and designed to meet the needs of a young, fashion-conscious business traveler on a limited expense account.

## HOTELS ON THE MOVE

No invention transformed modern life, and hotel culture with it, like railroads. Beginning around 1840, urban hotels would be constructed in close proximity—and even physically connected—to grand railroad terminals. Railroad cars themselves served as traveling hotels for tourists and business people alike, who enjoyed comfortable sleeping compartments and elegant dining cars. Today other modes of transportation from airplanes to automobiles and tourbuses inspire hotels on the move.

On view in this section are models of Living Units in Motion, Tourbus Hotel, and the Habitation Module. Historic artifacts include suitcases and travel trunks by Hermès and Louis Vuitton that convert into furniture.

## **Living Units in Motion** (1998) conceptual project

*Carl de Smet|Uncontrollable Architectural Products*

A light, temporary, mobile and reusable system of collapsible hotels on truck beds able to accommodate large numbers of people for short periods of time during such events as international trade shows, Olympic games and even natural disasters.

## **Japanese Car Hotel** (1995) conceptual project

*Acconci Studio*

Converts an otherwise ordinary car into a mobile hotel that sleeps four.

## **Tourbus Hotel** Rome, Italy (1999) conceptual project

*Lewis.Tsurumaki.Lewis*

A proposed hotel for Rome and other cities that houses tourists by the "tourbus"—a new marketing strategy that packages communities of like-minded sightseers, from archaeologists to gourmets.



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## **Habitation Module/International Space Station** (2001)

*Habitability Design Center, Johnson Space Center*

Designed as the residential unit of the International Space Station, this design is also a sophisticated template for a comfortable hotel that could serve the nascent space tourism market.

## **Lunatic Hotel** (2000) conceptual project

*Hans-Jurgen Rombaut*

An advanced and technically feasible proposed hotel on the moon.

## NATURAL HOTELS

Hotels in natural settings emerged in the 19th century to provide respites from city life and industrialization. Resorts in nature launched new forms of hotel architecture. With an alchemist's intent, designers turned nature into tourist spectacle. Even previously unpopulated areas were converted into edens of leisure. And, by showcasing a region's natural scenery and marketing hotels and scenery together, resort hotels helped reinforce national identity, linking Switzerland with the Alps and Canada with the Rockies.

Today's "natural" hotels continue this tradition. Eco-tourist spas are set within and among pristine wildlife habitats, and extreme-tourist sites entertain guests in hotels made entirely of ice or provide jumping-off points for high-risk sports.

This section of the exhibition includes Nestbivouac designed by Dre Wapenaar that illustrates the artistry he applies to such projects as Tree Tent and Artcamp. A model and computer animation of ROY's Wind River Lodge will also be presented.

## **New Hotel for Mainstream Eco-Tourism** (1997) Costa Rica

*FTL*

A proposal for a new eco-resort that combines remote and pristine nature, environmental awareness, soft adventure, personal fitness and a high level of luxury and attention.

## **Okavango Delta Spa** (1997) Okavango Delta, Botswana

## **Wind River Lodge** (2001) outside Valdez, Alaska

## **Cancer Alley** (2000) conceptual project, Louisiana

*ROY*

Three resorts that offer guests an experience of nature that is both dangerous and pleasurable, awesome yet safe.

## **Tree Tent** (1998) Garderen, The Netherlands

## **Artcamp** (2001) Garderen, The Netherlands

*Dre Wapenaar*

Brightly colored canvas and steel designs, rentable at Dutch campsites, called "functional art" by the artist.



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**New York Nature Hotel** (2002) specially commissioned for *New Hotels for Global Nomads*  
*Architecture Research Office*

A seasonal hotel tower made of construction scaffolding and camouflage netting that can be erected within city parks.

**Art'otel** (in design, 2002) London  
*Rockwell Group*

Uses a vocabulary of organic materials and nearly imperceptible transitions between inside and out, to bring the natural hotel to the city.

## FANTASY HOTELS

Hotels are communities of strangers who gather outside their normal environments for brief periods of time. As homes away from home, hotels also encourage people to fantasize and, in the hands of designers, they achieve an otherworldly, Alice-in-Wonderland quality via artful manipulations of imagery, illusion and perception. The projects featured in the exhibition prove that eroticism and escapism continue to charge the design fantasies of architects and artists today.

Highlights of this section include artist Toland Grinnell's full-scale travel trunk-cum-hotel furniture installation entitled "Private Dancer" and the full-scale "Compact Full Feature Hotel Room" by artist Tom Sachs.

**Burj al-Arab** (1999) Dubai, United Arab Emirates  
*W. S. Atkins*

Teflon meets gold leaf in this stunning, high-tech Arabian fantasy, the tallest hotel in the world.

**"The Hotel"** (1983)  
*Sophie Calle*

A group of photographs and texts that explore the hotel as a site of spectacle and surveillance by documenting the artist's experience as a chambermaid.

**"Love Hotel, Japan"** (2000)  
*Photographs by Peter Marlow*

In Japan, where homes are small, walls are thin and many generations live together, "love hotels" sell privacy, and Peter Marlow's photographs capture the guest's experience.

**"Compact Full Feature Hotel Room"** (2002) specially commissioned for *New Hotels for Global Nomads*  
*Tom Sachs*

A cramped but functional room—complete with bed, toilet, sink, shower, surveillance system, television, and phone—built in fantastic detail with everyday materials.

**"Sanitary Furniture"** (1996–98)  
*M. K. Kähne*

A mobile shower unit that opens out of a small wooden trunk made of mahogany and chrome.



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**“Private Dancer”** (2002) premiering in *New Hotels for Global Nomads*  
*Toland Grinnell*

A travel trunk that opens into a personal discotheque suitable for a hotel room.

**“Roles People Play”** (2002) specially commissioned for *New Hotels for Global Nomads*  
*Maureen Connor*

Combines real furniture and film clips to explore the social and sexual dynamics of hotel suites.

**The Hotel** (2000) Lucerne, Switzerland  
*Architectures Jean Nouvel*

Re-creates movie images on the guest room ceilings to express the hotel as a cinematic environment.

**Stacked Hotel Room #9** (2002)  
*Adam Dade and Sonya Hanney*

A video and postcard that document the covert operations of two artists who secretly dismantle their hotel room, stack its contents into a compact sculpture, document the result and return everything to its original position before checking out.



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## Exhibition Fact Sheet

### ORGANIZERS:

The Smithsonian's Cooper-Hewitt, National Design Museum

### ON VIEW:

Cooper-Hewitt, National Design Museum  
2 East 91st Street, New York, NY 10128  
October 29, 2002–March 2, 2003

### DESCRIPTION:

"New Hotels for Global Nomads" explores the contemporary hotel as design laboratory and fantasy experience. Combining architecture, interior design, photography, film and works of art, the exhibition showcases more than 35 real and conceptual examples of modern hotels and their services, as well as legendary historic hotels.

The exhibition is organized into five themes taken from the evolution of hotels: Urban Hotels; Hotels as Global Business; Hotels on the Move; Natural Hotels; Fantasy Hotels. The contemporary projects in the exhibition reinterpret and reinvent these historic themes to forecast directions for the development of hotels in the 21st century.

Exhibition highlights include site-specific installations commissioned by Cooper-Hewitt, National Design Museum, featuring Tom Sachs' room-sized "Compact Full Feature Hotel Room," Joel Sanders' "24/7 Hotel Room"—a new model for accommodating today's business travel—and the premiere of a new work, "Private Dancer," by artist Toland Grinnell. The exhibition also includes works by architects Jean Nouvel, Diller + Scofidio, artist Sophie Calle, designer Philippe Starck and film director Spike Jonze.

The exhibition demonstrates the hotel's tradition as a trendsetter in design, technology and social customs, through architecture, furniture, advertisements and photographs of such legendary historic hotels as Frank Lloyd Wright's Imperial Hotel in Tokyo, the Savoy in London, the Waldorf-Astoria in New York and the Americana in Bal Harbor, Florida.



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- CURATOR:** Donald Albrecht, exhibitions curator at Cooper-Hewitt, National Design Museum
- EXHIBITION DESIGNERS:** Architecture Research Office, a New York–based architecture firm headed by Stephen Cassell and Adam Yarinsky
- CATALOG:** A fully illustrated catalog published by Cooper-Hewitt, National Design Museum and Merrell Publishers entitled “New Hotels for Global Nomads,” featuring essays and descriptions by Donald Albrecht and the museum’s editor, Elizabeth Johnson, will be available for \$39.95 in bookstores throughout the United States and Europe beginning in October 2002. The catalog is designed by Alicia Cheng, co-design director at the Museum.
- SPONSORS:** “New Hotels for Global Nomads” is made possible by . Generous support is also provided by Maharam, with additional funding from *Travel + Leisure Magazine*, Kimpton Boutique Hotels, The Mondriaan Foundation, Waterworks, and The Ministry of Flemish Community.
- PUBLIC PROGRAMS:** Programs organized to complement the exhibition will highlight the Museum's fall program semester and include "Making the Scene: Hotels in Film," a panel discussion with artists and architects on November 14; the lecture "Grand Hotel: The Golden Age of Hospitality," a lecture by David Watkin, professor of architectural history at the University of Cambridge, on December 5; and a lecture and reception about the Grossingers and other Catskills resorts on December 12. For a full description of programs, contact the Education Department at 212-849-8380 or [edu@ch.si.edu](mailto:edu@ch.si.edu).
- MUSEUM LOCATION:** East 91st Street and Fifth Avenue in New York City. Public transit routes include the Lexington Avenue 4, 5 and 6 subways (86th or 96th Street Station) and Fifth and Madison Avenue buses
- PUBLIC INFORMATION:** (212) 849-8400. <http://www.si.edu/ndm>
- MUSEUM HOURS:** Tuesday, 10 a.m. to 9 p.m.; Wednesday through Friday, 10 a.m. to 5 p.m., Saturday, 10 a.m. to 6 p.m.; Sunday, noon to 6 p.m. The Museum is closed Mondays and federal holidays.
- ADMISSION:** General admission, \$8; senior citizens and students over age 12, \$5; Free admission Tuesday, 5 p.m. to 9 p.m.



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