

HALL ARTS HOTEL



FALL 2019
OPENING
MEDIA KIT

Elevated Style.
Boundless Creativity.

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Ellie's Restaurant + Lounge Inspired by Craig Hall's pioneering mother, the restaurant and lounge make every meal memorable.



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About the Dallas Arts District

Details on the largest contiguous arts district in the nation, where HALL Arts Hotel calls home.



A luxury experience that is uniquely contemporary and distinctively HALL.

Welcome to the HALL Arts Hotel, located in the world-class Dallas Arts District—the largest contiguous arts district in the country. Just steps away from Pritzker Prize winning architecture, exceptional artwork of every kind, and the area's renowned restaurants—our hotel celebrates a special relationship with this one-of-a-kind place.

We are not just a part of the district, we are an extension of it, generously supporting its cultural institutions, opening our art-filled spaces for all to enjoy, and reflecting all of its sophistication and worldliness.

Unlike the traditional and timeworn expressions of luxury—unapproachable and marked by coldness or ornate embellishment—at HALL Arts Hotel, we promise our guests a sophisticated experience filled with warmth, authenticity, attentiveness and true caring. We genuinely love what we do, and it shows in every interaction, gesture and offering.

Come this fall, the doors of HALL Arts Hotel will open and we look forward to sharing it with you.

Sincerely,
Chairman and Founder Craig Hall



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The Art Collection at HALL Arts Hotel

A look at the emerging and established talent that makes up the HALL Arts Hotel art collection.



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Craig and Kathryn Hall

Meet the founders of HALL Arts Hotel.

ABOUT THE DALLAS ARTS DISTRICT

The Dallas Arts District is the largest contiguous urban arts district in the nation. Beginning in the 1970s the city of Dallas hired a series of consultants to determine how the city could best house its arts and cultural institutions. In 1978 the consultants recommended that Dallas take the scattered major arts institutions from across the city and move them all together. The northeast end of downtown presented itself as the best location for this new conglomerate of institutions. Soon a lively mix of cultural and commercial destinations popped up, effortlessly blending contemporary and historic architecture.

In 1984 the Dallas Museum of Art, designed by Edward Larabee Barnes, opened as the first institution in the newly made district. Through the next 20 years, the development of the Dallas Arts District continued with the Morton H. Meyerson Symphony Center, designed by Pritzker Prize winning architect I.M. Pei (1989); the Crow Collection of Asian Art in the existing Trammell Crow Center (1998); the Nasher Sculpture Center, designed by Pritzker Prize winning architect Renzo Piano (2003) and the Booker T. Washington High School for the Performing and Visual Arts, recently opening a

new addition designed by Brad Cloepfil (2008). The relocation of the major art institutions was complete. In 2009, with the opening of the AT&T Performing Arts Center. With the openings of Moody Performance Hall (formerly Dallas City Performance Hall), Klyde Warren Park and The Perot Museum of Nature and Science in 2012, the District continues to meet its goals of being a hive for artistic and educational life by encouraging each visitor to explore their creative side.





INTRODUCING HALL ARTS HOTEL

Dallas-based real estate developer HALL Group is the force behind the highly-anticipated HALL Arts Hotel, which is currently under construction and set to open in the fall of 2019 in the Dallas Arts District. The first hotel to open in the largest contiguous urban arts district in the nation, HALL Arts Hotel will channel the energy and vitality of the Dallas Arts District into an environment that celebrates the enriching, inspiring, transformative power of the arts.

“We are pleased to announce the upcoming opening of the HALL Arts Hotel in the Dallas Arts District,” says HALL Group Founder and Chairman Craig Hall. “I strongly believe that art, in all its forms, nourishes the human spirit, and as a long-time patron of the arts in Dallas, I cannot think of a better location for this exciting new boutique hotel. I look forward to welcoming guests this fall to experience all that the neighborhood and hotel have to offer.”

HALL Arts Hotel takes a refined approach to modern luxury—open and generous, yet distinctively infused with the pulse and excitement of the unique Dallas Arts District setting. Through its contemporary artwork, so-

phisticated event spaces and thoughtful guest services and amenities, HALL Arts Hotel is redefining what is traditionally expected of luxury hotels.

“Craig Hall and his team have dedicated themselves to investing in the future of the Dallas Arts District, our city’s artistic and cultural center,” said Mayor Mike Rawlings. “The HALL Arts Hotel will bring even more visitors, artists and entertainment to the vibrant district that has put Dallas on the map as an international arts destination.”

A perfectly tailored hotel experience for art lovers, discerning business travelers and those who appreciate the fine artistry of hospitality, HALL Arts Hotel promises a warmly authentic and crafted experience. The hotel will be managed by Latitudes: Lifestyles by Crescent Hotels & Resorts headquartered in Fairfax, Virginia and be adjacent to HALL Arts Residences, a luxury 28-story residential tower slated to open in early 2020.

HALL Arts Hotel premieres fall 2019 and will be a member of The Leading Hotels of the World, a collection of authentic and uncommon hotels that embody the very essence of their destinations.

Left: HALL Arts Hotel lobby.

GUESTROOMS + SPECIALTY SUITES

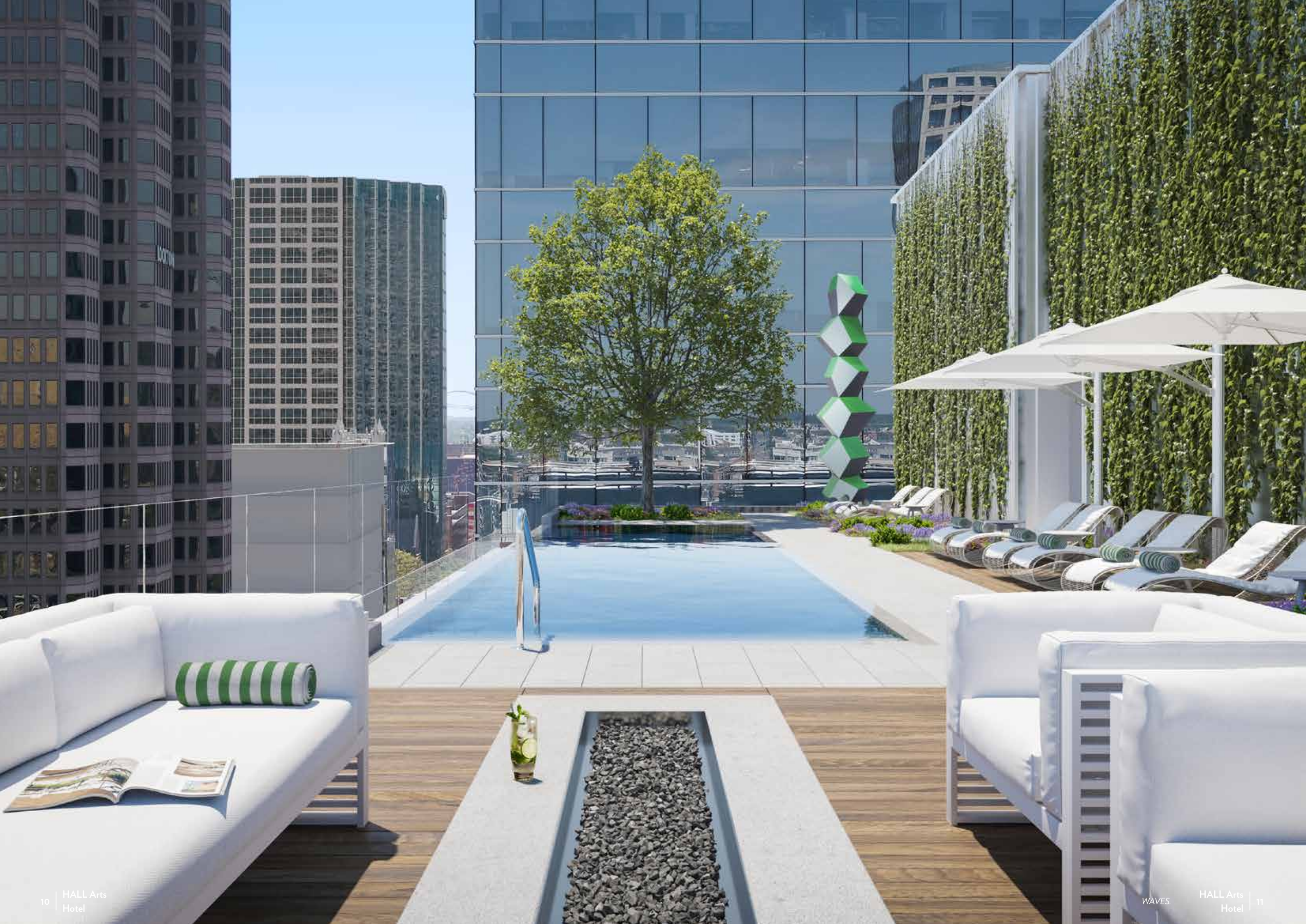
Designed by award-winning firms HKS Inc. and Bentel & Bentel, HALL Arts Hotel will feature 183 modern guest rooms, including 20 Arts District-inspired suites with views of Downtown Dallas' electric skyline.

Amenities and services will include:

- Rooftop pool overlooking downtown Dallas with seating, chaise lounge chairs and a bar area with food and beverage service
- Ellie's Terrace- Bar/Lounge overlooking the Texas Sculpture Walk featuring live music and entertainment
- State-of-the-art fitness and wellness center with equipment by Matrix Fitness and Peloton
- Curated world-class art collection throughout the hotel
- Pet-friendly amenities
- Personalized guest stay through the HALL Arts Hotel Curator including in-room preferences, business services, text message communication, and exclusive Dallas Arts District curated experiences



HALL Deluxe King.



ELLIE'S RESTAURANT + LOUNGE

With an energy for culinary exploration and a mission to empower strong women, HALL Arts Hotel will pay homage to Craig Hall's late mother Ellie Hall by creating a dining destination for locals and travelers alike that is artful and authentic. Ellie was a compassionate teacher, an artist who always looked for the beauty in life and possessed a resolutely independent spirit—boldly becoming one of the first women to enlist in the U.S. Navy in 1942. A confident trailblazer for women's rights, Ellie never sought to meet expectations, but to redefine them by only ever being her truest self. Enjoying great meals with her family and friends was always one of her great pleasures in life.

Ellie's will combine its namesake's command of art and teaching into a dining experience that satisfies the senses without pretense. Ellie's will partner with purveyors who share a passion for wholesome, farm-fresh ingredients and present them in dishes that are at once elegant and informal—just like Ellie herself.

Overlooking the Texas Sculpture Walk, Ellie's Lounge will feature live music and entertainment surrounded by the hotel's expansive art collection.





A nod to simplicity and timeless sophistication, HALL Arts Hotel will be situated amongst architectural works from world-renowned, Pritzker Prize-winning architects, including Renzo Piano, I.M. Pei, Norman Foster and Rem Koolhaas. Designed by **HKS Inc.**, HALL Arts Hotel is a twelve-story structure that flaunts a sleek, contemporary glass and steel jewel box design that fits in seamlessly with the Arts District's architectural aesthetic.

HKS creates places that enhance the human experience through innovation, creativity and vision. An architectural design firm leader, HKS operates from 25

worldwide offices. Since its founding in 1939, the firm has completed construction projects totaling more than \$83 billion in more than 1,742 cities throughout 88 foreign countries. HKS works across industries and across the globe to create places that delight, heal and stimulate peak performance

Once inside, guests will notice that the hotel's interior public spaces draw upon design elements from its exterior surroundings. Design group **Bentel & Bentel** expand on those elements by offering expansive interior spaces that feature sprawling white wall space to provide the background suitable for the extensive art collection being exhibited. The guest rooms are sim-

ilarly conceived as moments of cool and calm hovering over the city views, featuring custom built-in furniture to emphasize a central tenet of design—an environment where everything is purposeful and meant to not intrude on the experience of the spaces.

Since its founding in 1957, Bentel & Bentel, Architects/Planners AIA, has acquired a reputation for superior contemporary design. Their work is consistently bold, modern, creative and beautifully resolved. Bentel & Bentel's work spans a wide range of building types and scales, from urban environments to refined interiors and furnishings; and demonstrates their belief that great design manifests its

virtues in both its practical and aesthetic qualities. They draw inspiration from the locale — local history, regional styles, current building methods, environmental conditions and urban context.

Bentel & Bentel's projects have garnered numerous international, national and regional awards for design excellence from the International Interior Design Association, the American Institute of Architects, the Society of American Registered Architects, Hospitality Design and the James Beard Foundation.

PRIVATE EVENTS



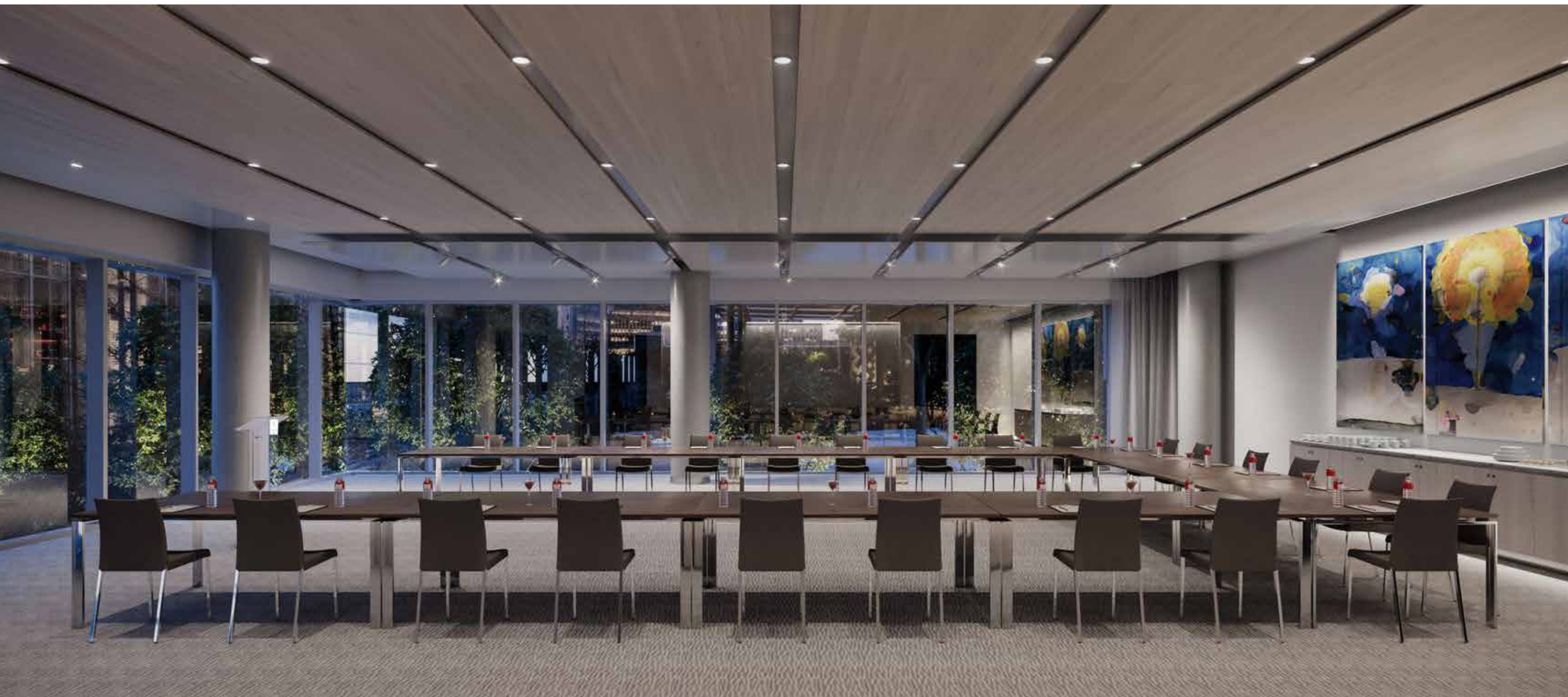
Grand HALL Ballroom.

HALL Arts Hotel will offer 6,000 square feet of sophisticated meeting and event space, which includes two multi-purpose salon spaces, the HALL Arts Boardroom and a one-of-kind 2,500 square foot ballroom, equipped with advanced technology. The only

hotel event spaces in the Dallas Arts District, the location will be a sought-after destination for memorable weddings, celebrations and corporate events for up to 250 guests.

Infused into the artfully crafted environment, the meetings and events spaces are designed to engage with the dynamic streetscape, becoming an extension of the neighborhood and expanding the Texas Sculpture Walk, urban garden and performing

arts venues. Located on the ground level of the hotel, the modern ballroom is designed with spectacular Lasvit chandeliers, commissioned artwork by Clare Woods and floor-to-ceiling windows.



Flora HALL.

THE ART COLLECTION AT HALL ARTS HOTEL

HALL Arts Hotel celebrates the power of creativity and diversity through a remarkable array of creative expression in art, architecture, and design. The HALL Arts Hotel's art collection spotlights emerging and established talent taking on topics that challenge personal introspection, social conver-

sation, and provide hope to its guests through art. To commission these works of art, HALL Arts Hotel turned to two notable art curators to collaborate on the extensive collection.

Curating artwork from today's most thought-provoking domestic and international artists for the hotel's public spaces, HALL Arts Hotel recruited former Chief Curator of the U.S. Department of State's Arts in Embassies Program Virginia Shore. Working alongside Shore is longtime art advocate and HALL Group's curator, Patricia Meadows, who selected local photography from a recent "Through the Lens: Dallas Arts District" competition to be featured in the hotel guest rooms and hallways.

Using the power of art, Shore and Meadows create a sense of connection between guests and the world around them, while humanizing the surrounding spaces through the social topics the artworks navigate.

“
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- Craig Hall

*Alison Watt
Volvere, 2018-19*



Virginia Shore

Having worked with over 6,000 artists and installed more than 10,000 works in 200 embassies and consulates, **Virginia Shore's** bold art direction for HALL Arts Hotel is thoughtful, timely, and progressive. As the Chief Curator of the Arts in Embassies (AIE) Program, Shore led the first art acquisitions program for the U.S. State Department and founded their first biennial "Medal of Arts" award that has been awarded to notable artists including Julie Mehretu, Jeff Koons, Maya Lin, Jenny Holzer, Mark Bradford, Kehinde Wiley, Nick Cave, Pedro Reyes, Kiki Smith, Rachel Whiteread and many others. Leveraging her worldly perspective and experience, Shore's intention for the HALL Arts Hotel's collection of work from contemporary living artists is to challenge universal conversations and celebrate the world around us.

"Much like the district it resides in, HALL Arts Hotel provides a platform for exceptional artists from Texas and beyond," says Shore. "The artists in the collection range from emerging to established with an awareness of racial, ethnic, and gender diversity. There are several key works in the collection that address issues of today. The works are intended to inspire the viewer, they are subtly provocative and compelling. They pull us in and encourage conversation, as well as celebrate the world around us."

Creating a local Dallas connection through art, Dallas arts advocate **Patricia Meadows** and HALL Arts Hotel led a juried photography competition for new, emerging and professional photographers called Through the Lens: Dallas Arts District. The competition encouraged artists to submit images that captured "a day in the life of" the Dallas Arts District. An esteemed local jury—which included Dallas Mayor Mike Rawlings, Dallas Museum of Art Director Agustin Arteaga, Nasher Sculpture Center Director Jeremy Strick, Meadows School of the Arts

CURATING THE HALL ARTS HOTEL

at Southern Methodist University Dean Sam Holland, contemporary art collector Howard Rachofsky, Virginia Shore, and Meadows—selected 91 winning photographs from 57 local photographers. The winning images will be featured in a hardbound coffee table book that will be sold at venues throughout the Dallas Arts District and HALL Arts Hotel to help raise funds for the Dallas Arts District Foundation.

"Through the Lens: Dallas Arts District competition is unique because it gave the Dallas community, regardless of artist background and experience, the

opportunity to contribute in investing in the Arts District," says Meadows. "We judged over 1,000 entries and it was beautiful to see the Arts District through the perspective of the many photographers who participated."

Meadows then selected images from the competition that captured the essence of the Dallas Arts District to help connect the guest rooms and hallways to the district and Dallas art community. Amongst those selected for the hotel's guest room floors include Sharen Bradford's "Splendid Isolation III," which highlighted the beauty of move-

ment and expression through dance, and Michael Nguyen's "BANDALOO," which captured a dance troupe's performance as they were careening off the side of the HALL Arts building. Other selections captured life's more subtle, sweet moments—like Sarah Hamilton's submission of her daughter painting at the Dallas Museum of Art.



Patricia Meadows.

BEHIND THE ART

Beginning the conversation at the hotel entrance is Mexican artist **Pedro Reyes**, who is best known for his sculpture masterpieces that address social and political issues. Reyes, who recently won the 2019 Design Miami Visionary Award at Miami Art Week, is sculpting “Organoleptic”, a large boulder with square perforations filled with carved pieces of stone that resemble the sensory organs. In this sculpture, the organs (facial features) are placed in random areas and have the potential to change if one were to rearrange the carvings. “Organoleptic” is inspired by philosopher Giovanni Pico della Mirandola’s concept of man as being unfinished, therefore allowing man to assign and form their purpose and function in life. Defined as involving the use of the sensory organs, “Organoleptic” encourages viewers to evaluate or sense how they see themselves and the world around them.

“Organoleptic is meant to inspire the human condition,” says Reyes. “Aristotle believed that the construction of the world and people’s understanding of it was only informed by their perceptions, specifically how they viewed the world through senses. This piece reminds us that we are a product of our own actions and perceptions.”

“

Organoleptic is meant to inspire the human condition...”

- Pedro Reyes



Artwork
by Pedro Reyes.

Drawing guests to the HALL Arts Hotel’s reception desk, **Lava Thomas’s** “Resistance Reverb: Movements 1 & 2” hangs high above guests, commanding attention as a prominent fixture in the main lobby. The immersive installation features hundreds of pink tambourines that speak to the current political and social environment in the U.S. A nod to the historical use of tambourines by protestors and advocates during times of activism, the color and instrument evoke the Women’s Marches in 2017 and other feminist activities that inspire Thomas. Fragments of political speeches by women throughout U.S. history written on the pink surfaces fuse the piece into one single statement of resilience, resistance, and reclamation. The mass of circular forms come together in solidarity to serve as a metaphor for both praise and protest—actions that encourage a sense of empowerment, healing, and hope in times of chaos.

“Creating work for Dallas’ Arts District indeed is a full-circle moment,” says Thomas. “Having roots in Texas that reach as far back as slavery, the theme of people coming together in a movement of justice for shared humanity is familiar throughout my work. However, my work is not overtly political, nor does it announce its intention (continued..)

blatantly, which I think is an effective way to get the attention of people who would not normally be inclined to discuss the topics I highlight.”

The hotel also features **Antonius-Tin Bui**, a queer, gender-nonbinary, Vietnamese-American artist. A child of two refugees, Bui’s work explores the topics of intergenerational trauma, self-identification and how race relations affect culture.

“As an artist, no one has the choice to be a-political,” says Bui. “I am privileged to be an artist and feel I have a duty to reframe history through my artwork.”

For the HALL Arts Hotel project, Bui is designing an intricate papercut diptych that showcases a duo lifestyle. The work will depict a two-tone portrait of a multi-ethnic, queer subject. To Bui, the work symbolizes the hyphen that connects duo ethnicities (e.g., Vietnamese-American) in a modern world. The hyphen, which Bui also views as an ever-changing bridge, connects identities that seem isolated and explores the journey one takes in navigating those identifications. The bridge is also a way to rethink those spaces as a personal utopia that the queer and other communities should all experience.

“I’m so excited to be working with HALL Arts Hotel because they are making a genuine attempt to merge and emphasize the importance of art, culture, and activism into everyday living,” says Bui. “The art-forward concepts the hotel has adopted encourages people to bring forth art into daily routine and schedules.”

Dallas native **Alicia Eggert**, an interdisciplinary artist whose work focuses on the relationship between language, image and time, is also contributing a flash of introspection to the robust collection.

“I am privileged to be an artist and feel I have a duty to reframe history through my artwork.”

- Antonius-Tin Bui

“It’s exciting to have my work placed in Dallas, primarily because of how much Texas is changing as a state,” says Eggert. “My work speaks to the current general social environment, and I hope it inspires guests to pause for a moment and consider the possibilities.”

For this collection, Eggert’s “All That is Possible is Real” neon sign flashes



Lava Thomas,
“Resistance Reverb: Movements 1 & 2”

on the second floor of the HALL Arts Hotel. The sign changes between two statements: “All that is real is possible” and “All that is possible is real.” Inspired by Immanuel Kant’s critique of Pure Reason, the flashing neon sign is meant to prompt people to think not just about the way the world is, but about the way the world could be.



Alicia Eggert, “All That Is Possible Is Real”



Antonius-Tin Bui, papercut artwork

“People don’t often think of Dallas as an art destination, but I truly believe that HALL Arts Hotel’s expansive art programming will contribute to putting Dallas on the map,” says Eggert. “Dallas has a vibrant art scene, and as a city, it does well in supporting local artists. HALL Arts Hotel looks to share in that commitment, and I look forward to seeing this collection continue the cultural momentum of the city.”

CRAIG + KATHRYN HALL

Craig Hall is an entrepreneur, New York Times best-selling author and philanthropist. He formed HALL Group in 1968, and today the company's interests range from real estate development, ownership and management to financial lending and winemaking. He is the author of seven published books, including his New York Times best-seller, *A Perfect Score*, and his most recent book, *BOOM: Bridging the Opportunity Gap to Reignite Startups*.

Kathryn Walt Hall is the proprietor of HALL Wines and WALT Wines, and has been involved in the California wine industry since her family first purchased a vineyard in the 1970's.

Kathryn began her public career as assistant city attorney in Berkeley, California. Later, she joined Safeway Stores, where she was responsible for developing and administering one of the nation's first and largest affirmative action programs. Subsequently, she worked as an attorney and businesswoman in Dallas, Texas, where she was president of an inner city development company and partner of Hall Financial Group, Inc.

Kathryn co-founded the North Texas Food Bank, served on the U.S. House of Representatives Hunger Advisory



Committee, and was the director/vice president of the Texas Mental Health Association. From 1997 to 2001, Kathryn served as the United States Ambassador to Austria.

Their careers have reflected the highest qualities of entrepreneurship and philanthropy, and they actively contribute time and resources at all levels to support community causes with an emphasis on art, education and entrepreneurship. Together, their family foundation, which was established in 1977, funded the 'Fulbright—

Kathryn and Craig Hall Distinguished Chair for Entrepreneurship' to teach entrepreneurship in Eastern Europe. Most recently, Craig and Kathryn were awarded the 2017 Master Entrepreneur of the Year award for the Southwest Region from the EY Entrepreneur of the Year program.



ABOUT HALL ARTS RESIDENCES

HALL Arts Residences offers the perfect blend of art and living with an exclusive collection of 50 luxury homes in the heart of the Dallas Arts District. The 28-story tower is thoughtfully designed to provide the most sophisticated living experience within the most carefully engineered residential building in the city. With surrounding views of Pritzker Prize-winning architecture, such as the Winspear Opera House and Wyly Theatre, HALL Arts Residences presents a unique opportunity to reside in the cultural center of Dallas.

Developed by HALL Group and designed by HKS Inc. and Emily Summers Design Associates, the Residences start at \$2 million and range in size from 1,600 square feet to the more than 10,000-square-foot, two-level penthouse. Slated to open in early 2020, HALL Arts Residences is also the first residential building in Texas to register for WELL Building Certification.

www.hallartsresidences.com

ABOUT HALL GROUP

Founded in 1968, Dallas-based HALL Group is owned by founder and chairman Craig Hall and family. The diversified company is made up of several subsidiary brands, including: HALL Park, the 17-building, 162-acre office park in Frisco, Texas; HALL Arts, the three-phase, five-acre, mixed-use development in the Dallas Arts District that includes KPMG Plaza at HALL Arts, HALL Arts Hotel and HALL Arts Residences; HALL Structured Finance, the entrepreneurial, value-add direct private lender to the real estate industry; the HALL Collection, an immense collection of local and international art pieces located throughout HALL Group's properties; HALL Wines, located in St. Helena and Rutherford, producing highly-rated Bordeaux varietals; WALT Wines, producer of handcrafted Pinot Noir and Chardonnay varietals; BACA Wines, HALL's newest brand producing Zinfandel; and SENZA hotel, a Napa Valley boutique hotel and luxury resort.

ABOUT LATITUDES: LIFESTYLES BY CRESCENT HOTELS & RESORTS

Crescent Hotels & Resorts is an award winning, nationally recognized, top-3 operator of hotels and resorts. Crescent currently operates over 100 hotels, resorts & conference centers in the US and Canada. Crescent is one of the few elite management companies approved to operate upper-upscale and luxury hotels under the brand families of Marriott, Hilton, Hyatt and IHG. Crescent also operates a collection of legendary independent lifestyle hotels and resorts under the Latitudes Collection umbrella. Crescent's clients include premiere REITs, private equity firms and major developers.



HALL ARTS HOTEL ANNOUNCES FALL 2019 OPENING IN THE NATION'S LARGEST CONTIGUOUS URBAN ARTS DISTRICT

The art-focused concept will be the first hotel to open in the Dallas Arts District and will redefine modern luxury in Texas

DALLAS (Feb. 5, 2019)— Dallas-based real estate developer HALL Group announced today the opening date of the highly-anticipated HALL Arts Hotel, which is currently under construction and set to open in the fall of 2019 in Dallas' Arts District. The first hotel to open in the largest contiguous urban arts district in the nation, HALL Arts Hotel will channel the energy and vitality of the Dallas Arts District into an environment that celebrates the enriching, inspiring, transformative power of the arts.

"We are pleased to announce the upcoming opening of the HALL Arts Hotel in the Dallas Arts District," says HALL Group Founder and Chairman Craig Hall. "I strongly believe that art, in all its forms, nourishes the human spirit, and as a long-time patron of the arts in Dallas, I cannot think of a better location for this exciting new boutique hotel. I look forward to welcoming guests this fall to experience all that the neighborhood and hotel have to offer."

HALL Arts Hotel takes a refined approach to modern luxury—open and generous, yet distinctively infused with the pulse and excitement of the unique Dallas Arts District setting. Through its contemporary artwork, sophisticated event spaces and thoughtful guest services and amenities, HALL Arts Hotel is redefining what is traditionally expected of luxury hotels. If it's important to you, it's important to HALL Arts Hotel.

Designed by award-winning firms HKS Inc. and Bentel & Bentel, HALL Arts Hotel will feature 183 modern guest rooms, including 10 Arts District-inspired suites with striking views of Downtown Dallas' electric skyline. The property will also be home to two culinary concepts: Ellie's, which is a dining destination inspired by Craig Hall's late mother, Ellie Hall, and a second concept set to be announced in 2020. Additional hotel features include Ellie's Lounge and Terrace, which will host live music and entertainment, over 6,000 square feet of exceptional, private event space, a rooftop pool with spectacular views of downtown, and an expansive art collection that will feature up to 50 influential local and international artists.

"Craig Hall and his team have dedicated themselves to investing in the future of the Dallas Arts District, our city's artistic and cultural center," said Mayor Mike Rawlings. "The HALL Arts Hotel will bring even more visitors, artists and entertainment to the vibrant district that has put Dallas on the map as an international arts destination."

A perfectly tailored hotel experience for art lovers, discerning business travelers and those who appreciate the fine artistry of hospitality, HALL Arts Hotel promises a warmly authentic and crafted experience. The hotel will be managed by Latitudes: Lifestyles by Crescent Hotels & Resorts headquartered in Fairfax, Va. and be adjacent to HALL Arts Residences, a luxury 28-story residential tower slated to open in early 2020.

"The development of the HALL Arts Hotel and its contribution to the Dallas Arts District is a culmination of Craig Hall's long-term vision to build a modern and significant landmark that will transcend the luxury travel guest experience," says Crescent Hotels & Resorts CEO Michael George. "Our team of industry veterans leading this project are developing hotel offerings that will be fresh, imaginative and warm."

A CONNECTION TO CREATIVE EXPRESSION

HALL Arts Hotel celebrates the power of creativity and diversity through a remarkable array of creative expression in art, architecture, and design. Emulating this spirit, curator Virginia Shore—former chief curator of the U.S. Department of State's Arts in Embassies (AIE) Program—has commissioned domestic and international art to infuse the hotel with feeling and beauty, stimulating inspiring conversation and contemplation.

"HALL Arts Hotel has inspired exceptional artists from Texas, the U.S. and beyond," says Shore. "Compelling artists, ranging from

emerging through established, have embraced the opportunity to create work for the heart of the arts district. The commissioned artwork is meant to revitalize the public areas and ultimately heighten guest awareness of the importance of art in humanizing spaces."

To add a local touch, HALL Group led a juried photography competition for Dallas-based photographers, requesting submittals that captured the energy and life of the Dallas Arts District called 'Through the Lens: Dallas Arts District'. The photography was reviewed by an esteemed jury and the winning photography will be featured in a coffee table book and sold throughout the district to raise money for the Dallas Arts District Foundation. In addition, select photography from the competition will be featured in HALL Arts Hotel rooms and hallways.

CULINARY CONNOISSEURS

With an energy for culinary exploration and a mission to empower strong women, HALL Arts Hotel will pay homage to Craig Hall's late mother, Ellie Hall, by creating a dining destination for locals and travelers alike that is artful and authentic. A confident trailblazer for women's rights, teacher and one of the first women to enlist in the U.S. Navy, Ellie Hall never sought to meet expectations, but to redefine them. While her aptitude for the arts and sciences may have shone the brightest outside the kitchen, enjoying a fine meal with her family was always one of her great pleasures.

Ellie's will combine its namesake's command of art and teaching into a dining experience that satisfies the senses without pretense. Ellie's will partner with purveyors who share a passion for wholesome, farm-fresh ingredients and present them in dishes that are at once elegant and informal—just like Ellie herself.

AN EXTENSION OF THE DALLAS ARTS DISTRICT'S DESIGN

A nod to simplicity and timeless sophistication, HALL Arts Hotel will be situated amongst architectural works from world-renowned, Pritzker Prize-winning architects, including Renzo Piano, I.M. Pei, Norman Foster and Rem Koolhaas. Designed by HKS Architects, HALL Arts Hotel will be a ten-story structure that flaunts a sleek, contemporary glass and steel jewel box design that fits in seamlessly with the Arts District's architectural aesthetic.

Once inside, guests will notice that the hotel's interior public spaces draw upon design elements from its exterior surroundings. Design group Bentel & Bentel expand on those elements by offering expansive interior spaces that feature sprawling white wall space to provide the background suitable for the extensive art collection being exhibited. The guest rooms are similarly conceived as moments of cool and calm hovering over the city views, featuring custom built-in furniture to emphasize a central tenet of design—an environment where everything is purposeful and meant to not intrude on the experience of the spaces.

MEETINGS + EVENTS SPACES

HALL Arts Hotel will offer over 6,000 square feet of sophisticated meetings and events space, which include two multi-purpose salon spaces, the HALL Arts Boardroom and a one-of-kind 1,737 square foot ballroom, complemented with advanced technology. The only hotel event spaces in the Dallas Arts District, the location will be a sought-after destination for memorable weddings, celebrations and corporate events for up to 250 guests.

Infused into the artfully crafted environment, the meetings and events spaces are designed to engage with the dynamic street edge, becoming an extension of the neighborhood and expanding the Texas Sculpture Walk, urban gardens and performing arts venues. Located on the ground level of the hotel, the modern ballroom is designed with spectacular Lasvit chandeliers, large, commissioned artwork by Clare Woods and floor to ceiling windows.

HALL Arts Hotel premieres fall 2019 and will be a member of The Leading Hotels of The World, a collection of authentic and uncommon hotels that embody the very essence of their destinations. For more information on reservations or the opening, please visit www.hallartshotel.com or contact Director of Marketing Jennifer Wasserman at jwasserman@hallartshotel.com.

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ABOUT HALL ARTS HOTEL

Developed by Dallas-based HALL Group, HALL Arts Hotel is an art-forward boutique concept set to debut fall of 2019 in Dallas' vibrant Arts District. Channeling the energy and vitality of its surroundings, HALL Arts Hotel offers guests an inspiring stay, where the hospitality is new, fresh, relevant and personal. Located at the intersection of Ross Avenue and Leonard Street, HALL Arts Hotel will feature 183 contemporary guest rooms, 6,000 square feet of modernly refined event space and two distinctive chef-driven restaurants, each a culinary exploration with a menu as carefully curated as the art collection adorning the walls. At HALL Arts Hotel, guests can expect an artful, one-of-a-kind experience. To learn more about HALL Arts Hotel, please visit <https://hallarts.com/hotel/>.

ABOUT HALL GROUP

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Crescent Hotels & Resorts is an award winning, nationally recognized, top-3 operator of hotels and resorts. Crescent currently operates over 100 hotels, resorts & conference centers in the US and Canada. Crescent is one of the few elite management companies approved to operate upper-upscale and luxury hotels under the brand families of Marriott, Hilton, Hyatt and IHG. Crescent also operates a collection of legendary independent lifestyle hotels and resorts under the Latitudes Collection umbrella. Crescent's clients include premiere REITs, private equity firms and major developers. For more information, please visit <http://www.crescenthotels.com/> & <http://www.latitudesbycrescent.com/> or connect with Crescent on LinkedIn. <http://www.crescenthotels.com/> & or connect with Crescent on LinkedIn.

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Comprised of more than 400 hotels in over 80 countries, Leading Hotels is a collection of uncommon luxury hotels. Rooted in the locations in which they are found, members embody the very essence of their destination. Through varied styles of architecture and design and distinct cultural experiences enhanced by passionate people, the collection is for the curious traveler looking for their next discovery. Established in 1928 by several influential and forward-thinking European hoteliers, Leading Hotels has a nine-decade-long commitment to providing remarkable, authentic travel experiences. The company selects only hotels that meet its high standards for quality and distinctiveness, resulting in a curated portfolio of hotels united not by what makes them the same, but the details that make them different. Leaders Club is the company's exclusive tiered guest loyalty program, consisting of like-minded travelers seeking uncommon travel experiences. The program provides its members with personalized service and exclusive travel benefits to enhance their stays at any Leading Hotel around the world. For more information visit: www.lhw.com, Facebook at www.facebook.com/LeadingHotels and Instagram @leadinghotelsoftheworld



HALL ARTS HOTEL REVEALS INAUGURAL CONTEMPORARY ART COLLECTION

Upcoming Dallas Arts District hotel enlists industry experts Virginia Shore and Patricia Meadows to curate a collection of compelling artworks

DALLAS — HALL Arts Hotel revealed today the details of its inaugural art collection, which spotlights emerging and established talent taking on topics that challenge personal introspection, social conversation, and provide hope to its guests through art. To commission these works of art, HALL Arts Hotel turned to two notable art curators to collaborate on the extensive collection. Curating artwork from today's most thought-provoking domestic and international artists for the hotel's public spaces, HALL Arts Hotel recruited former Chief Curator of the U.S. Department of State's Arts in Embassies Program Virginia Shore. Working alongside Shore is longtime art advocate and HALL Group's Texas curator, Patricia Meadows, who selected local Dallas Arts District photography for all guest rooms and hallways. Using the power of art, Shore and Meadows create a sense of connection between guests and the world around them, while humanizing the surrounding spaces through the social topics the artworks navigate.

"Art is an integral piece of the HALL Arts Hotel. The expansive collection that Virginia and Patricia have curated is a testament to both the local and international, emerging and established artists that inspire us and will inspire our guests when the hotel opens this fall," said Craig Hall, founder and chairman of HALL Group.

CHALLENGING PAUSE AND AWARENESS IN PUBLIC SPACES

Having worked with over 6,000 artists and installed more than 10,000 works in 200 embassies and consulates, **Virginia Shore's** bold art direction for HALL Arts Hotel is thoughtful, timely, and progressive. As the Chief Curator of the Arts in Embassies (AIE) Program, Shore led the first art acquisitions program for the U.S. State Department and founded their first biennial "Medal of Arts" award that has been awarded to notable artists including Julie Mehretu, Jeff Koons, Maya Lin, Jenny Holzer, Mark Bradford, Kehinde Wiley, Nick Cave, Pedro Reyes, Kiki Smith, Rachel Whiteread, and many others. Leveraging her worldly perspective and experience, Shore's intention for the HALL Arts Hotel's collection of work from contemporary living artists is to challenge universal conversations and celebrate the world around us.

"Much like the district it resides in, HALL Arts Hotel provides a platform for exceptional artists from Texas and beyond," says Shore. "The artists in the collection range from emerging to established with an awareness of racial, ethnic, and gender diversity. There are several key works in the collection that address issues of today. The works are intended to inspire the viewer, they are subtly provocative and compelling. They pull us in and encourage conversation, as well as celebrate the world around us."

Beginning the conversation at the hotel entrance is Mexican artist **Pedro Reyes**, who is best known for his sculpture masterpieces that address social and political issues. Reyes, who won the 2018 Design Miami Visionary Award at Miami Art Week, is sculpting "Organoleptic", a large boulder with square perforations filled with carved pieces of stone that resemble the sensory organs. In this sculpture, the facial carvings are placed in random areas and have the potential to change if one were to rearrange the carvings. "Organoleptic" is inspired by philosopher Giovanni Pico della Mirandola's concept of man as being unfinished, therefore allowing man to assign and form his purpose and function in life. Defined as involving the use of the sensory organs, "Organoleptic" encourages viewers to evaluate or sense how they see themselves and the world around them.

"Organoleptic is meant to inspire the human condition," says Reyes. "Aristotle believed that the construction of the world and people's understanding of it was only informed by their perceptions, specifically how they viewed the world through senses. This piece reminds us that we are a product of our own actions and perceptions."

Drawing guests to the HALL Arts Hotel's reception desk, **Lava Thomas's** "Resistance Reverb: Movements 1 & 2" hangs high above guests, commanding attention as a prominent fixture in the main lobby. The immersive installation features hundreds of pink tambourines that speak to the current political and social environment in the country. A nod to the historical use of tambourines by

protestors and advocates during times of activism, the color and instrument evoke the Women’ Marches in 2017 and other feminist activities that inspire Thomas. Fragments of political speeches by women throughout U.S. history written on the pink surfaces fuse the piece into one single statement of resilience, resistance, and reclamation. The mass of circular forms come together in solidarity to serve as a metaphor for both praise and protest—actions that encourage a sense of empowerment, healing, and hope in times of chaos.

“Creating work for Dallas’ Arts District indeed is a full-circle moment,” says Thomas. “Having roots in Texas that reach as far back as slavery, the theme of people coming together in a movement of justice for shared humanity is familiar throughout my work. However, my work is not overtly political, nor does it announce its intention blatantly, which I think is an effective way to get the attention of people who would not normally be inclined to discuss the topics I highlight.”

The hotel also features **Antonius-Tin Bui**, a queer, gender-nonbinary, Vietnamese-American artist based out of Houston. A child of two refugees, Bui’s work explores the topics of intergenerational trauma, self-identification and how race relations affect culture.

“As an artist, no one has the choice to be a-political,” says Bui. “I am privileged to be an artist and feel I have a duty to reframe history through my artwork.”

For the HALL Arts Hotel project, Bui is designing an intricate papercut diptych that showcases a duo lifestyle. The work will depict a two-tone portrait of a multi-ethnic, queer subject. To Bui, the work symbolizes the hyphen that connects duo ethnicities (e.g., Vietnamese-American) in a modern world. The hyphen, which Bui also views as an ever-changing bridge, connects identities that seem isolated and explores the journey one takes in navigating those identifications. The bridge is also a way to rethink those spaces as a personal utopia that the queer and other communities should all experience.

“I’m excited to be working with HALL Arts Hotel because they are making a genuine attempt to merge and emphasize the importance of art, culture, and activism into everyday living,” says Bui. “The art-forward concepts the hotel has adopted encourages people to bring forth art into daily routine and schedules.”

Dallas native **Alicia Eggert**, an interdisciplinary artist whose work focuses on the relationship between language, image and time, is also contributing a flash of introspection to the robust collection.

“It’s exciting to have my work placed in Dallas, primarily because of how much Texas is changing as a state,” says Eggert. “My work speaks to the current general social environment, and I hope it inspires guests to pause for a moment and consider the possibilities.”

For this collection, Eggert’s “All That is Possible is Real” neon sign flashes on the second floor of the HALL Arts Hotel. The sign changes between two statements: “All that is real is possible” and “All that is possible is real.” Inspired by Immanuel Kant’s critique of Pure Reason, the flashing neon sign is meant to prompt people to think not just about the way the world is, but about the way the world could be.

“People don’t often think of Dallas as an art destination, but I truly believe that HALL Arts Hotel’s expansive art programming will contribute to putting Dallas on the map,” says Eggert. “Dallas has a vibrant art scene, and as a city, it does well in supporting local artists. Hall Arts Hotel looks to share in that commitment, and I look forward to seeing this collection continue the cultural momentum of the city.”

A LOCAL’S PERSPECTIVE TO THE DALLAS ARTS DISTRICT

Creating a local connection through art, Dallas arts advocate **Patricia Meadows** and HALL Arts Hotel led a juried photography competition for new, emerging and experienced Dallas-based photographers last spring called “Through the Lens: Dallas Arts District.” The competition encouraged artists to submit images that captured the energy and life of the Dallas Arts District. An esteemed local jury—which included Dallas Mayor Mike Rawlings, Dallas Museum of Art Director Agustin Arteaga, Nasher Sculpture Center Director Jeremy Strick, Meadows School of the Arts at Southern Methodist University Dean Sam Holland, major contemporary art collector Howard Rachofsky, Virginia Shore, and Meadows—selected 91 winning photographs from 57 local photographers. The winning images will be featured in a hardbound coffee table book that will be sold at venues throughout the Dallas Arts District and HALL Arts Hotel. All gross proceeds from the book sales will go directly to the Dallas Arts District Foundation.

“The ‘Through the Lens’ competition is unique because it gave the Dallas community, regardless of artist background and experience, the opportunity to contribute in investing in the Arts District,” says Meadows. “We judged over 1,000 entries and it was beautiful to see the Arts District through the perspective of the many photographers who participated.”

Meadows then selected images from the competition that captured the essence of the Dallas Arts District to help connect the guest rooms and hallways to the district and Dallas art community. Amongst those selected for the hotel’s guest room floors include Sharen Bradford’s “Splendid Isolation III,” which highlighted the beauty of movement and expression through dance, and Michael Nguyen’s “BANDALOO,” which captured a dance troupe’s performance as they were careening off the side of the HALL Arts building. Other selections captured life’s more subtle, sweet moments—like Sarah Hamilton’s submission of her daughter painting at the Dallas Museum of Art.

The full list of artists contributing to the art collection at HALL Arts Hotel include Kristin Baker, Margaret Bakke, Amy Boone-McCreesh, Antonius Bui, Jessica Cebra, Mei Mei Chang, John Robert Craft, Nekisha, Durrett, Alicia Eggert, Najla El Zein, Spencer Finch, Elizabeth Graeber, Marshall Harris, Tina Hejmantek, Christopher Karmabikis, Chandi Kelley, Avish Khebrezadeh, Eva Lund-sager, Stephen Miotto, Paul Morrison, Yamini Nayar, Ding Ren, Pedro Reyes, Eva Rothschild, Thomas Saraceno, Lincoln Schatz, Ben Skinner, Xochi Solis, Hannah Spector, Lava Thomas, Jessica Van Brakle, Allison Watt, Carrie Mae Weems, James Welling, Julie Wolfe, Clare Woods, and Cerith Wyn Evans.

HALL Arts Hotel will open fall 2019 and is now accepting reservations. For more information on the hotel and art program, please visit www.hallartshotel.com.

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About Virginia Shore

An independent curator and advisor, Virginia Shore is an expert in contemporary and modern art in all media. In addition to her work with the Hall group she is working on museum projects in the U.S. and Europe. Ms. Shore founded the art commissioning and acquisitions division during her tenure at the State Department. Overseeing the curation and commissioning of collections to include international artists, she has curated more than 200 international exhibitions for public and private collections, and overseen dozens of site-specific commissions. Ms. Shore is an arts advocate and a frequent lecturer and panelist with talks/presentations at the Phillips Collection, the Tate Modern, the Arts Club in Chicago, Smithsonian Associates, the Aspen Institute and numerous embassies worldwide.

About Patricia Meadows

Patricia Meadows is well-known throughout Texas as a curator, exhibition organizer, art consultant, juror and lecturer. She has co-founded arts organizations and served on national and statewide boards that advocate and support the talents and needs of Texan artists. She has organized and curated hundreds of exhibitions both nationally and regionally. Patricia has worked as a curator and consultant with Craig and Kathryn Hall for more than 20 years. She was also the curator for the selection, placement, and installation for the Texas Sculpture Garden at Hall Park in Frisco, Texas and the Texas Sculpture Walk at HALL Arts Hotel.



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