

Boutique hotel pays tribute to local culture, history and arts with unexpected twists

CHICAGO (March 5, 2020) – Hyatt Hotels Corporation announced today the opening of [Quirk Hotel Charlottesville](#) in Charlottesville, Virginia as the first boutique hotel with a focus on curated art to be imagined in the city's historic downtown. Charming and distinctive by nature, Quirk Hotel Charlottesville delivers a warm sense of approachability and playfulness that appeals to curious travelers of all ages seeking a sense of belonging, and is the second rendition of the Quirk Hotel concept within the Destination Hotels collection, with its original location in Richmond, Va.

“After opening Quirk Hotel Richmond in September 2015, we are excited to bring to life our gallery concept and beautiful hotel amenities into a new, charming Virginia city,” said Kate Ukrop, co-owner of Quirk Hotel Charlottesville alongside her husband, Ted. “Alongside the Quirk Gallery in Richmond, I am looking forward to also being the director of Quirk Gallery in Charlottesville, continuing to make art more accessible for guests across the Destination Hotels brand.”

A true to place destination where independent travelers can make their experience their own, the hotel features a new signature dining concept, a laid-back rooftop bar, an indoor lobby lounge, two spacious ballrooms, an in-house art gallery and two historic homes surrounding the property with added amenities.

Art + Gallery

Creating a novel space where guests can genuinely embrace new people, places and culture, Quirk Hotel Charlottesville features original works of contemporary art by renowned artists. Adding unexpected surprises to every nook and cranny, the artwork is speckled throughout the entire property, some of which can be purchased at Quirk Gallery. The locally curated, bi-level gallery, features local, regional and national artists, and serves as a gathering place for artist talks, classes and openings, as well as private events. Above the gallery, the retail shop provides a curated selection of artisan gifts and hosts seasonal trunk shows and art workshops.

Design + History

The concept for Quirk Hotel Charlottesville stemmed from the desire to use art and history as central design elements to spark curiosity and conversation. This vision was realized by building a main hotel around two street-facing homes that date back to the 19th century. Incorporating the historic red and beige brick homes at 501 West Main St. and 503 Main St., respectively, Quirk Hotel Charlottesville embodies the Quirk Hotel reputation for “uncommon accommodations.”

Designed by national architecture and interior design studio **ARCHITECTUREFIRM**, the 80-room hotel showcases a minimalist, contemporary design, elevated by gold accents. Each guestroom has a signature look including original artwork throughout, floor-to-ceiling windows with stunning views of the Blue Ridge Mountains and downtown Charlottesville, mini bars with locally sourced goods, and custom headboards designed especially for Quirk Hotel Charlottesville.

In juxtaposition to the contemporary art and design inside the main property building, the two 19th century historic farm homes resemble art relics of Charlottesville's years past. Plans for the Vernacular style Red Brick House include a quaint café and an expansive barrel aged spirits bar, set to open in late April. The Federal style Beige Brick House is home to Laurie Nicole's upscale beauty salon on the main floor, while the upstairs will be repurposed into a private room and loft suite.

Restaurants + Bars

The Pink Grouse is Quirk Hotel Charlottesville's all-day, 65-seat signature restaurant, featuring the hyper-seasonal cuisine of celebrated Chef David Dunlap. Warm and inviting, with an exposition kitchen, the restaurant provides a private dining room surrounded by a stocked wine wall and an open-air courtyard for warmer months. Dinner service emphasizes roasted and braised family-style dishes, alongside local produce, small plates and house-made pastas.

The Lobby Bar is the grand centerpiece as guests enter into the hotel, offering a playful cocktail menu with unique takes on classic beverages, as well as creative mocktails using house-made shrubs and elixirs. The wine list features local bottles from Charlottesville's grape growing neighbors, encouraging exploration of the nearby wine country. The impressively long bar also delivers the *Love & Happiness* hour in the city, bringing locals and guests together for impromptu mingling over daily specials of light bites, classic cocktails, and local beers and wines.

Quirk Rooftop, set to open April 20, will bring a laid-back, all-day space to the neighborhood, offering one-of-a-kind views, rustic Italian cooking with a menu of thin crust pizzas, oven-fired vegetables, baked pastas, charcuterie and domestic cheeses and a curated cocktail program with locally sourced craft beer, and a selection of wine from around the world. Throughout the year, the rooftop's outdoor firepits will serve as the backdrop to seasonal programming such as al fresco movies, rooftop igloos and a “DIY” Aperol Spritz bar.

Quirk Café will be located on the ground floor of the Red Brick House and is set to open in XX. With coffee as the focal point, the café will serve a variety of options including unique lattes, cold brew on tap, alongside tea, smoothies and house-made pastries. Quirk Café will also be home to a selection of local goods to take home, from Quirk house blend coffee to Virginia peanuts, and a rotating selection of pickled goods and homemade sauces.

Bobboo, the intimate cigar bar will feature an expansive selection of barrel aged spirits from around the world, including private reserve and locally distilled whiskies, alongside a variety of cigars that can be enjoyed on the porch.

Meetings + Events

Quirk Hotel Charlottesville offers 11,000 square feet of indoor and outdoor event space, with an eclectic mix of venues, high-tech wireless service and state-of-the-art conference equipment. Quirk Hotel Charlottesville has something for all types of meetings, celebrations and group events, from the private dining room at The Pink Grouse to the rare art gallery space. During warmer months, groups can choose from the Rooftop, an al fresco film screening pavilion and the bi-level, plant-adorned side yard space. Perfect for group accommodations or an intimate private party, a private room and loft suite will be available in the Beige Brick House.

Spa + Salon

Those looking to be pampered on property can freshen up at Laurie Nicole's upscale beauty salon, located on the main floor of the Beige Brick House, or head two doors down to Neroli Spa. Quirk Hotel Charlottesville has partnered with this luxury, full-service spa to offer guests massages, manicures and pedicures, and medical spa treatments.

The term "Hyatt" is used in this release for convenience to refer to Hyatt Hotels Corporation and/or one or more of its affiliates.

For further information:

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About Destination Hotels

Destination Hotels is a collection of independent hotels, resorts and residences across North America that is part of Hyatt's portfolio of brands. Ranging from upscale to luxury, each property is purposefully crafted for discovery – of place, of people and of self, capturing the unique essence of its location through authentic experiences, immersive programming and genuine service. The award-winning collection features renowned golf courses, indigenous spas, and exceptional food and beverage experiences including bars, restaurants, cafes, and rooftops. Current properties are located in Arizona, California, Colorado, Hawaii (Island of Hawaii, Kauai, Maui), Missouri, North Carolina, Oregon, South Carolina, Vermont, Virginia and Washington. For more information, visit destinationhotels.com. Follow Destination Hotels on Instagram: [@destinationhotels](https://www.instagram.com/destinationhotels), Twitter: [@Destination](https://twitter.com/Destination), and Facebook: [Destination Hotels](https://www.facebook.com/DestinationHotels).

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