



WHAT'S NEW IN WINSTON • SALEM, NC

North Carolina's city of arts and innovation, Winston-Salem is your Southern wake-up call, a feast for the thinking traveler. Evolved from its traditional Moravian, tobacco and textile roots into a thriving city gaining popularity as the gateway to the Yadkin Valley wine region, North Carolina's first and largest American Viticultural Area (AVA), Winston-Salem is a city that boasts a rich history and impressive culinary scene reflective of its Southern heritage. Learn more at www.VisitWinstonSalem.com.

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HIDDEN TOWN PROJECT

Old Salem Museums & Gardens has recently launched a groundbreaking initiative called Hidden Town Project to research and highlight the history of a community of enslaved and free Africans and African Americans who once lived in 18th and 19th century Salem, North Carolina. The Hidden Town Project tracks the effects and legacy of enslaved people from the inception of Salem itself in 1766 through the Jim Crow Era and into the 21st Century. These histories involve the complicated use of slavery and enslaved people to build the town and their contribution to the mercantile prosperity of Salem. <http://www.oldsalem.org/learn/town-of-salem/hidden-town-project/>

HISTORIC HOTELS

Kimpton Properties opened its first hotel in the Carolinas spring 2016 in the heart of downtown Winston-Salem. The Kimpton Cardinal Hotel is located inside the historic, 1929 R.J. Reynolds building – the iconic Art Deco structure that is the prototype for the Empire State Building. The 174-room hotel is the only Kimpton with an adult recreation room, featuring an adult-sized twisting slide, indoor basketball court and bowling alley.

Anticipated Late 2018: Blocks from The Cardinal, The Pepper Building, a remarkable, six-story brick building built in 1928, will be transformed into a Hotel Indigo. The boutique hotel will house 75 rooms, a state-of-the-art fitness center and two restaurants.



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REYNOLDA CENTENNIAL



The 2017 holiday season marks 100 years since R.J. and Katharine Reynolds and their four children moved from their downtown Victorian home to their country bungalow called Reynolda. The 1917 historic home of tobacco baron R.J. Reynolds and wife Katharine, [Reynolda House Museum of American Art](#) today presents one of the nation's premier collections of American art in an incomparable setting -- highlighting works by Romare Bearden, Albert Bierstadt, Georgia O'Keeffe, and Grant Wood. Also celebrating 50 years of the museum, Reynolda Estate offers a yearlong commemoration that kicked off with "*Georgia O'Keeffe: Living Modern*" (through Nov. 19) and continues with a **Centennial Christmas** featuring historically accurate decorations and guided holiday home tours. Then in the spring, Reynolda House hosts "*Frederic Church: To Jerusalem and Back*" (Feb. 9 - May 13, 2018).

HISTORY OF WOMEN WAYMAKERS

Since the arrival of the Moravians in 1753, women have been making significant strides in Winston-Salem. Well before Rosie the Riveter and Gloria Steinem, Moravian women were educated, earning their own wages and had the freedom of choice when it came to marriage. Fast-forward a century to Katharine Reynolds, wife of R.J. Reynolds, visionary and day-to-day general contractor for the [Reynolda Estate](#). In the height of the Roaring 20's, Katharine was ahead of her time, owning 660 acres by age 31. Today in Winston-Salem, we are home to [Salem College](#), the country's oldest operating women's college, as well as a plethora of women-owned restaurants and executive chefs taking the area's renowned culinary scene to new heights.

CRAFT DRAFT CRAWL

As the historic birthplace of North Carolina's first microbrewery distillery (Single Brother's House in Old Salem), the state's first pour-your-own craft beer wall and home to Foothills Brewing's wildly popular Sexual Chocolate, Winston-Salem knows a thing or two about beer. Winston-Salem is home to six breweries, four of which are located downtown and within walking distance of each other making it easy for you to Pick your starting point and create your own "Craft Draft Crawl." Indulge in brews from [Foothills Brewing](#), [Small Batch Beer Co.](#), [Wise Man Brewing](#) and [Fiddlin' Fish Brewing Company](#). – all serving up small batch, specialty brews and seasonal varieties. Just outside downtown is [Hoots Roller Bar & Beer Co.](#), one of several businesses open in the historic West End neighborhood. And [Westbend Winery & Brewery](#), (first winery in the Yadkin Valley Wine Region, North Carolina's first and largest AVA), offers the best of both worlds: craft beer and wine!

THE MORAVIAN CULINARY TRAIL

Winston-Salem offers a virtual culinary trail series that celebrates our deep Moravian food roots. The three-part trail starts with the whisper-thin Moravian cookie (voted "Oprah's favorite"), continues with our famous Moravian Chicken Pie (not to be confused with pot pie!) and ends with buttery and slightly sweet Moravian sugar cake. Since settling here more than 250 years ago, we've seen Moravian influences grow throughout our city. Now, you can enjoy Moravian ginger- cookie-scented candles and tea at local bakeries and shops. Even local brewery, [Foothills Brewing](#) taps into Moravian traditions with their annual holiday release of Moravian Porter.

Historic Holiday Happenings in Winston-Salem:

- **Historic Moravian Holidays at Old Salem Museums & Gardens** - Settled in 1766, the town of Salem celebrates the holidays with a simplistic manner that reflects the views of the Moravians. Each holiday season guests relive the customs and traditions of 18th and 19th century Salem Christmas as the Moravians did, with Christmas by Candlelight Tours. Guided by the glow of a candle lantern, visitors stroll the decorated cobblestone sidewalks of Old Salem to see the wood joiners as they make Christmas decorations, taste from the dome bake ovens in Winkler Bakery (circa 1800), watch the potters sculpt by hand, view live hearth cooking demonstrations in the 1767 Miksch House, and finish by the fire with freshly baked Moravian treats. (Nov. 14 – Dec. 31)
- **Tanglewood Park's Festival of Lights** Marvel at more than a million twinkling lights at the Tanglewood Festival of Lights. Every year for the past 26 years, Tanglewood Park takes on the holidays with hundreds of light displays throughout the park spanned across over four miles of rolling countryside. (Nov. 17 – Jan. 1)
- **Christmas at Körner's Folly** Built in 1880, Körner's Folly has been an enchanted holiday destination for more than a century. Named "the Strangest Home in America," this historic Victorian-style home features 22 peculiar rooms lavishly decorated with floor-to-ceiling garlands, glowing lights and beautifully decorated Christmas trees in every room. There's more than a dozen trees spread out over three floors and seven levels! (Nov. 24 – Jan. 6)

