



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 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



Reynolda Estate continues their yearlong celebration of the Centennial anniversary of the historic home of tobacco tycoon, R.J. Reynolds, and wife Katharine Reynolds. A hundred years ago and well ahead of her time, Katharine Reynolds spearheaded the design of their country bungalow, formal gardens, fully operational farm, and village inclusive of a school house, church and stables. Today, Reynolda House Museum of American Art 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. Having hosted the wildly popular exhibit, "*Georgia O'Keeffe: Living Modern*" in fall 2017, the museum continues this commemoration with their spring exhibition, "*Frederic Church: To Jerusalem and Back.*" (Through 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.

Upcoming Annual Events:

- Texas Pete Presents "Spirits of Summer" Festival**
Winston-Salem keeps things hot in the summer as the inaugural Texas Pete Spirits of Summer Festival kicks off Saturday, June 2. A collaboration of two former festivals, "Spirits of Summer" celebrates the local talents of Winston-Salem chefs, innovative North Carolina craft brewers, and award-winning Yadkin Valley wineries. Festival-goers will sample from each restaurant and brewery/winery while enjoying live music from national recording artists taking the stage all in the heart of Winston-Salem's award-winning downtown.
(Saturday, June 2, 2018)
- Winston-Salem Open Tournament**
The last stop on the ATP World Tour 250 prior to the US Open, the Winston-Salem Open hosts its eighth annual tournament on the campus of Wake Forest University. Each year the Open draws more than 40 of the world's top athletes to compete at a shot for the title. Last year's Single Draw champion was Bautista Agutast, currently ranked 16th in the world.
(August 18 - 25, 2018)
- Annual Bookmarks Festival of Books & Authors**
The largest festival of books and authors in the Carolinas, Bookmarks hosts authors representing more than 500 of The New York Times bestsellers. The four-day festival features Eat & Greet events with notable authors, keynote speakers, and a free day festival that draws thousands of literary fans for 40+ author readings, panels and book signings. Past festival headliners include best-selling authors James Patterson, David Baldacci, John Grisham, and Diana Gabaldon.
(September 6 - 9, 2018)



Foothills Brewing



Reynolda House Museum of American Art



Salem Baking Company