



Virgin Hotels Dallas Fact Sheet

Overview:

Virgin Hotels Dallas is the second property to open in the Virgin Hotels portfolio, with 268 Chambers, including two Penthouse Suites. Virgin Hotels is a lifestyle hospitality brand that combines heartfelt service, straightforward value and seamless, personalized hotel experience with the track record of innovation and smart disruption that Sir Richard Branson's global Virgin Group has pioneered for 50 years. The property offers three dining and drinking outlets, including the flagship restaurant, bar and lounge, [Commons Club](#), a fourth-floor rooftop bar and pool, [The Pool Club](#), and the [Funny Library Coffee Shop](#). Each space intermixes a passion for food and beverage, with music and programming, fusing with the local landscape and providing a vibrant, inclusive environment for travelers and locals alike. Known for championing the customer, Virgin Hotels has eliminated nickel and diming tactics by offering high-speed Wi-Fi at no cost, no resort fees or penalty for early check-in or late checkout, and minibar options with street-level pricing.

Opening Date:

December 2019

Location:

1445 Turtle Creek Blvd, Dallas, TX 75207

Design:

- SWOON, the studio: Interior Designer
- Joel Mozersky: Commons Club, Funny Library Coffee Shop and Penthouse Suites
- Dunhill Vinculum: Developer
- 5G Studio: Architect

Guestrooms (Chambers):

The hotel's 268 Chambers span across 16 floors. Room types are Richard's Flat King Suite (1), Penthouse King Suite (1), Grand Chamber King Suite (8), Deluxe Chamber King Suite (10), Grand Chamber King (10), Grand Double Queen (10), Chamber King (108), Chamber Double Queen (40), Chamber Double Queen Pool View (10), and Chamber King City View (70).

Ranging from 323 to 1,395-square-feet, Chambers are bright and airy with warm textiles and Design District-sourced accessories and lighting. The **Dressing Room** includes a full vanity tucked between two white oak closet systems, sit-down makeup desk with mounted illuminated mirror, and an extra-large shower with a bench. A sliding wooden door (complete with peephole) separates it from **The Lounge**, which features Virgin's patented ergonomically designed bed with a channel-tufted headboard, a red SMEG® mini-fridge stocked with street-priced snacks, High Definition TV and a yoga mat. Other design touches include striped flannel wallcoverings, crisp white bedding trimmed in red piping, a plush curved sofa and sculptural brass fixtures. All Chambers feature custom lighting on sensors that automatically illuminate when guests move and ample outlets for smartphones and other electronic devices.

- Services/Amenities:** Guests are afforded access to amenities including, but not limited to:
- *The Know:* The brand's preferences and loyalty program is all about a 'membership without dues' experience. By simply signing up, guests are granted access to room upgrades, member rate discounts, special event and dining offers, and a complimentary daily cocktail hour aptly called the *Spirit Hour* in Commons Club - all when booking directly with Virgin Hotels. The Know allows guests to personalize their stays with anything their heart's desire - from a perfectly stocked mini-fridge to just the right pillow.
 - *Minibars stocked at street prices:* Each hotel room has a fully stocked SMEG® retro mini fridge featuring drinks, healthy snacks and local noshes available for guests to enjoy at street value.
 - *One-of-a-kind beds:* All chambers have the brand's custom-designed and patented bed that features an ergonomically designed headboard and footboard.
 - *Pet friendly:* Pets stay for free with no size or breed restrictions. Virgin Hotels offers "Pet-Menities" including dog beds, food and water dishes and a Virgin Hotels bandana.
 - *Virgin Hotels App, Lucy:* Hotel guests can use the customized app called Lucy to, order room service, and customize their hotel experience as a whole. Ask for anything; extra pillows, laundry pick-ups, turndown service or valet; Lucy gives guests the ability to control lighting and temperature in the room as well as access Apple Music playlist or enjoy a workout powered by Fitbod; mobile key functionality and chamber selection are available for members of The Know.
 - *Fitness Center:* A 24/7 gym and fitness center with internet-equipped Technogym cardio machines located on the fifth floor.

Dining:

The hotel offers guests three dining and drinking options including, the brand's flagship restaurant, bar and lounge, Commons Club, Funny Library Coffee Shop and The Pool Club.

Nestled on the ground floor, **Commons Club** is designed to feel like a modern social club in a playful, sophisticated environment. The Kitchen in Commons Club features locally-sourced, seasonally-driven cuisine prepared with classic and modern French technique.

Serving breakfast, lunch, dinner and brunch on weekends, the restaurant features an open kitchen with a community chef's table, a wrap-round dog-friendly patio, and an intimate dining area with dowel wood-paneled walls and cozy velvet booths that can be curtained off for a private dining experience.

A highlight of Commons Club is **The Bar**, the oval brass and marble bar features a cocktail program rooted in classics and welcomes a mix of rotating DJ's and various entertainment. **The Shag Room**, a '70s-inspired space with large serpentine banquette and artfully paneled smoked mirrored walls, is ideal for cocktails or an intimate reception.

To view hours of operation, menus, entertainment line-up, or book reservations, visit www.commonclub.com/dallas or call 469-436-7150. Follow Commons Club on Instagram [@commonclubdal](https://www.instagram.com/commonclubdal).

Located on the ground floor, **Funny Library Coffee Shop** pours coffee by **La Colombe** and offers a selection of teas by J'enwey Tea Company and house-made pastries & sandwiches. The coffee shop is a communal workspace that houses an assortment of whimsical and funny books and games. Walnut wood-paneled walls and a coffered ceiling with brass inlays intermingle with checkerboard tables to create a playful environment to work or recharge.

Hours of operation: Daily from 7 a.m. to 2 p.m. Follow Funny Library Coffee Shop on Instagram [@funnylibrarycoffee](https://www.instagram.com/funnylibrarycoffee).

Set against a backdrop of scenic skyline views, **The Pool Club**, the fourth-floor rooftop bar and pool combines multiple indoor and outdoor thoughtfully designed spaces ready for friends to lounge, play and splash. Locals and travelers can sip refreshing cocktails and enjoy a variety of shared dishes as local DJs keep the playground lively, spinning the latest tracks.

The Pool Club bar, a glass-enclosed all-season hangout, features an impressive operable façade that can instantly open to become an outdoor experience in beautiful weather. The indoor rooftop bar conveys a moody vibe with a mix of marble furnishings, hits of luxe brass, terrazzo flooring, and a dramatic bar topped with black steel showcasing a glass vitrine laden with various plants.

The outdoor social setting, amidst greenery and trees with hanging Moroccan lanterns, is an easygoing atmosphere that includes a ping pong table that doubles as a communal table, tree swing, fire pit and red spin chairs. A secret garden covered in vines can be accessed through a custom-designed gate illustrating Texas clichés to find a hanging chair, hot tub and a pierced steel illuminating bar.

Loungers and daybeds at the adjacent pool are complimentary for hotel guests and available to non-hotel guests with the purchase of a pool day pass, cabana rental or ticketed event. Sunbather's looking to elevate their sun-soaking affair while enjoying a little poolside privacy can rent a plush pool-front cabana fully stocked with a TV, towels and mini-fridge with an assortment of refreshments.

For the ultimate always-cool vibes with incredible city view, The Pool Club is a go-to spot to hang out and bask in the sun, watch the sunset and listen to chilled beats at night. For hours of operation and upcoming events, visit www.vhpoolclub.com/dallas. Follow The Pool Club on Instagram at [@poolclubdal](https://www.instagram.com/poolclubdal).

Virgin Hotels Dallas offers over 15,500-square-feet of versatile indoor and outdoor event space, many with stunning skyline views. The hotel's dynamic event spaces include Giant, a ballroom with a pre-function area offering stunning views of The Pool Club.

- **Giant | 3,735 Square Feet**
Named after the 1956 film "Giant," filmed near Marfa, Texas, this ballroom can be divided into three separate spaces.
- **Giant Pre-function | 3,072 Square Feet**
Flanked by The Pool Club and Giant ballroom is the Giant Pre-Function space with tone-on-tone terrazzo floors, slatted wood walls and floor-to-ceiling windows.
- **Rushmore | 517 Square Feet**
Named after the 1998 film "Rushmore," shot in Houston, Texas, this intimate private meeting space offers a sliding wood wall and custom-designed carpet illustrating Texas clichés. Floor-to-ceiling windows and

Meeting & Event Space:

- lush outdoor landscape elevate the skyline view.
- **The Manor** | 2,051 Square Feet
This unique space features a curved wall of windows with a wrap-around outdoor terrace. Hand-painted gold wallcoverings, white lantern light fixtures and a slatted wood ceiling create a dramatic, sexy, organic vibe. Named after Richard Branson's recording studio, this space can be conjoined with The Pool Club bar.
 - **Shag Room** | 345 Square Feet
A mirror walled '70s-inspired lounge located in the middle of Commons Club ideal for a group cocktail experience or intimate reception.
 - **The Pool Club** | 5,834 Square Feet
A lush, magical rooftop space located on the fourth floor with a stunning pool overlooking the Dallas skyline where guests can relax in a social setting amidst greenery and trees with hanging Moroccan lanterns. A **Secret Garden** covered in vines can be accessed through a custom-designed gate illustrating Texas clichés to find a hanging chair, hot tub and a pierced steel illuminating bar. Adjacent to the outdoor space is The Pool Club bar, which features glass walls that slide open in beautiful weather.

Art Collection:

Virgin Hotels Dallas offers a cultivated multi-million-dollar original art collection curated in close collaboration between mixed-media artist and co-curator Lesli Marshall, owner of Articulation Art, and Dunhill Partners.

Commissioned pieces from emerging artists with Dallas ties are proudly displayed alongside internationally acclaimed pieces from a private collection. Designed to attract, entertain and educate, guests can enjoy a mix of unique and site-specific sculptures, murals, mixed media and found objects. The hotel's impressive art collection includes 890 pieces that can be seen throughout various areas of the hotel, including the Chambers (rooms) and suites.

Highlights from the collection include a massive moon ship sculpture at the hotel's entrance by Dallas-based **Studio217**, **Michael Reeder's** mixed media work in the Rushmore meeting and event space, and inside Funny Library Coffee Shop, **Sergio Garcia's** tongue-in-cheek sculpture of Richard Branson's hands with a Rubik's cube, and a playful custom mural by **Jeremy Biggers** that blends British and Texan culture into a comic book cover.

Featured artists from Hutchinson's private collection include an untitled painting by **Peter Schoolwerth** in the Junction (lobby); *Material Girl*, a mixed media by **Nelson De Na Nuez** in Commons Club; *Hot People*, an oil, acrylic, charcoal and archival digital print on linen by **David Salle** in the hallway adjacent to the Giant pre-function area and The Pool Club; and *Piñata of Earthly Delights*, a mixed media by **Roberto Benavidez** inside The Pool Club bar.

Another noteworthy piece in the hotel's collection is the large-scale landmark mural on the façade created by hyperrealist artist **Drew Merritt** that playfully embraces the Virgin Group ethos.

Reservations:

To book reservations, visit virginhotels.com/dallas or call 469-359-7003.

Social Media:

Facebook: <https://www.facebook.com/VirginHotelsDAL/>

Instagram: [@virginhotelsdal](https://www.instagram.com/virginhotelsdal)

Twitter: [@virginhotelsdal](https://twitter.com/virginhotelsdal)

YouTube: [Virgin Hotels](https://www.youtube.com/VirginHotels)

LinkedIn: [Virgin Hotels](https://www.linkedin.com/company/VirginHotels)

Commons Club Instagram: [@commonsclubdal](https://www.instagram.com/commonsclubdal)

The Pool Club Instagram: [@poolclubdal](https://www.instagram.com/poolclubdal)

Funny Library Coffee Shop Instagram: [@funnylibrarycoffee](https://www.instagram.com/funnylibrarycoffee)

Media Contact:

Suzanne Droese
Droese Public Relations
suzanne@droesepr.com
214-536-5570

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