



## THE STORY: VIRGIN HOTELS NASHVILLE

**NASHVILLE, Tenn.** – In July 2020, [Virgin Hotels](#) introduced its third property, [Virgin Hotels Nashville](#), conveniently situated at the helm of the historic Music Row neighborhood. The lifestyle hospitality brand combines heartfelt service, straightforward value and a 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.

Virgin Hotels Nashville delivers a one-of-a-kind hotel experience with **262 Chambers**, including Grand Chamber Suites, plus multiple dining and drinking outlets including **Commons Club**, the brand's flagship restaurant, bar and lounge, **The Pool Club**, a rooftop restaurant and bar and **Funny Library Coffee Shop**. The hotel also offers over 15,500-square-feet of versatile indoor and outdoor event space. 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.

The new-build property, developed by The Buccini/Pollin Group and operated by Virgin Hotels, joins Nashville's iconic Music Row, which is home to some of the most famous recording studios in music history, shops, restaurants and other attractions. Leading interior design firm, **MARKZEFF**, designed the property to be modern yet comfortable with playful elements incorporated throughout. The interior pays homage to Nashville's industrial heritage with a contemporary twist. Drawing inspiration from the Nashville region, design details are represented through the use of intricate brick, roughhewn timber, sumptuous furnishings and refined industrial elements. Nashville's rich history largely influenced the property, like in the meeting spaces where the carpets are a modern interpretation of vintage quilts one might find in the area. Even more striking, a showstopping Music City Ensemble installation, designed by John Peralta, features a 12-piece ensemble of country music instruments – provided by some of the top manufacturers including A&F Drum Co, Fender Musical Instruments Corporation and Eastwood Guitars – floating weightlessly from the ceiling of the lobby to welcome guests. The exterior, designed by **BLUR Workshop** and Nashville-based **Hastings Architecture**, taps into the history of the city while continuing to progress the new wave of modern architecture.

Ranging from 291 to 592-square feet, all Chambers (rooms) are designed to consist of two distinct spaces separated by a barn-style sliding door, complete with a peephole, ideal for working, recharging, wellness and an overall better contactless experience. The first space, "The Dressing Room", combines the hallway and a dressing area which includes a full vanity, makeup desk with well-lit mirror, an extra-large shower with a bench complete with Red Flower toiletries, and a closet for two. Slide open the privacy door and guests will enter "The Lounge" with the brand's patented ergonomically designed lounge bed, a red SMEG® mini-fridge, High Definition TV, yoga mat, pedestal table and a cozy built-in window seating offers views of the Nashville skyline and Music Row. Ample outlets for smartphones, computers or other electronic devices are found in various areas of the rooms and all Chambers feature custom lighting on sensors that automatically illuminate when guests move.

Located on the ground floor of the hotel, **Commons Club** delivers a one-of-a-kind experience with delicious food from celebrated **Executive Chef Ryan Lachaine**, thoughtfully crafted cocktails and live entertainment in a vibrant atmosphere. Serving as the social epicenter of the hotel, Commons Club offers three distinct spaces for guests to explore including The Bar, the beautifully designed centerpiece anchoring the space, The Shag Room, an intimate hangout tucked away for small groups and The Kitchen, an open style kitchen concept and dining room. Commons Club features curated breakfast, lunch and

dinner menus crafted by chef Lachaine featuring dishes infused with bold flavors and seasonal ingredients. The menu includes handcrafted cocktails with an emphasis on well executed, spirit-forward classics, a selection of wines by the glass and bottle and a variety of local craft beers. To round out the lively dining and drinking experience, Commons Club offers a variety of daily specials, DJ residencies and boozy brunch on Saturday and Sunday.

Also located on the ground floor is **Funny Library Coffee Shop** pouring coffee by **La Colombe®** alongside a menu of grab and go items for breakfast and lunch. The space also serves as a lounge and communal remote working space, housing an assortment of whimsical books, games and complimentary WiFi.

Located on the 14<sup>th</sup> floor of the hotel, **The Pool Club** boasts an indoor and outdoor bar and restaurant set against a backdrop of scenic skyline views. Locals and travelers can sip refreshing cocktails and enjoy a variety of small bites while local DJs spin soulful, laidback tunes to round out the relaxed club experience. Loungers and daybeds at the adjacent pool are complimentary for hotel guests.

The hotel also features a state-of-the-art fitness center, which is open 24 hours a day, and over 9,000-square feet of dedicated meeting space and more than 15,000 square feet of flexible use space. Pets stay for free with no size or breed restrictions and receive complimentary amenities in the Chamber.

The property joins Virgin Hotel's rapidly growing roster, which already includes [Virgin Hotels Chicago](#) and [Virgin Hotels Dallas](#). Guests can sign up for [The Know](#), a guest preferences and loyalty program that offers member rate discounts, room upgrades, personalized-stays, exclusive dining and event offers, and access to [Lucy](#), a mobile app that allows guests to seamlessly integrate their device into their hotel experience

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## **ABOUT VIRGIN HOTELS NASHVILLE**

Virgin Hotels Nashville mixes a passion for food and beverage with music and culture, fusing with the local landscape and providing a vibrant and inclusive environment for travelers and locals alike. Conveniently situated at the helm of Nashville's historic Music Row neighborhood at 1 Music Square W, Virgin Hotels Nashville delivers a one-of-a-kind hotel experience with 262 Chambers, including Grand Chamber Suites, plus multiple dining and drinking outlets including The Pool Club, a rooftop restaurant and bar, Commons Club, the brand's flagship restaurant, bar and lounge and Funny Library Coffee Shop. Reservations are being accepted and can be made directly on the hotel's website, [virginhotels.com/nashville](http://virginhotels.com/nashville) or by calling (800) 806-8080.

### **Virgin Hotels Press Contact:**

Property | Heather O'Dell [heather.odell@virginhotels.com](mailto:heather.odell@virginhotels.com)

Brand | Ana Lanzas [ana@virginhotels.com](mailto:ana@virginhotels.com)