



WINSTON-SALEM: MOVERS & MAKERS

WINSTON-SALEM, NC – Known for its deeply-rooted Moravian influence and history in tobacco and textiles, Winston-Salem, North Carolina has been home to notable movers and makers since its founding in 1753. Every year, visitors fall in love with this captivating city which has been so uniquely shaped by local entrepreneurs and artisans, past and present. From the forward-thinking eastern European Moravians who settled Salem, to the architecture and design luminaries behind our reinvented historic hotels and warehouses turned innovation corridors, Winston-Salem has been “moving and making” since the 18th century.

Explore the city’s past, present, and future with an overnight stay at the newly opened Hotel Indigo, a boutique hotel located in a restored 1928 Art Deco landmark, adorned with original works from some of Winston-Salem’s renowned craftsmen. Inside the hotel, enjoy a dinner at Sir Winston Wine Loft & Restaurant, with custom tables and a bar designed by local furniture maker Sunnyside Millwork.

Try some hands-on crafting, tradesmanship and culinary making in the 1766 Moravian settlement of Old Salem Museums & Gardens. Settled by Moravians in 1766, Old Salem welcomes curious visitors to interact with a troupe of costumed interpreters as they tour historic buildings, most of which are original to the settlement. A celebration of 18th-century architecture and design, Old Salem is also home to the Museum of Early Southern Decorative Arts (MESDA), which houses the finest collection of Southern decorative arts in the country. Internationally renowned, MESDA tells the story of life in the early South through an unparalleled collection of early Southern furniture, ceramics, silver, paintings, textiles and other decorative arts.

The 1913 “bungalow” home of R.J. and Katharine Reynolds is a delight of art and architecture, with a renowned collection of paintings, drawings, photographs and sculptures. Designed by Katharine, the original 1,067-acre estate included a lake, golf course, formal gardens, greenhouses and woods.

Sip, swirl, and savor wine from more than 45 wineries in the Yadkin Valley, the state’s first and largest American Viticultural Area (AVA) since 2003. Covering more than 1.4 million acres, the region has distinct features, such as the mineral makeup of the clay soil and the temperate climate, which make it well-suited to *Vitis vinifera*, or European-style grapes. Each Yadkin Valley winery prides itself on its own



winemaking style and sense of place, from a Tuscan-style villa to a memorable hike with llamas.

Travelers can further explore their arts and crafts side at numerous other stops throughout the destination, including the SIDE Chair Library, Piedmont Craftsmen Gallery, Sawtooth School for Visual Art, and many others.

Learn more about local movers and makers to best experience Winston-Salem's deep connection with all things crafted. From distinctive craft breweries and bean-to-bar chocolate makers, to hand-crafted local furniture and exercising your own artistic or crafty side, Winston-Salem has many ways to inspire an experiential getaway that is perfectly made for the learned traveler.

###