

FOR IMMEDIATE RELEASE

**MEDIA CONTACT:**

Sarah Rierson  
Bolt PR  
949.294.7423  
[srierson@boltpr.com](mailto:srierson@boltpr.com)

Katie Fontana  
Dream Hotel Group  
212.474.9890  
[kfontana@dreamhotelgroup.com](mailto:kfontana@dreamhotelgroup.com)



## FIRST UNSCRIPTED HOTEL SET TO OPEN ITS DOORS IN DURHAM, NORTH CAROLINA ON JULY 19, 2017

*Renovated Jack Tar Motor Lodge Becomes Home to New Lifestyle Hotel Brand in the Heart of Bull City*

**Durham, North Carolina** (July 10, 2017) – Renowned hotel brand and management company [Dream Hotel Group](#) is pleased to announce the first location for **Unscripted Hotels**, the company’s newest lifestyle brand and hospitality concept for the progressive creative traveler, is set to open its doors in downtown Durham, North Carolina on Wednesday, July 19, 2017, following a multi-million dollar redesign and revitalization.

Developers **Austin Lawrence Partners** are credited with being the visionaries of the location in collaboration with Dream Hotel Group.

“We are thrilled to debut the Unscripted brand in a city with a culture as rich and diverse as Durham, North Carolina,” said **Jay Stein, CEO, Dream Hotel Group**. “Unscripted Durham offers more than a place to stay. It offers a distinct and compelling community experience that celebrates the city’s thriving food scene, creative arts culture and entrepreneurial spirit.”

Breathing new life into the old Jack Tar Motor Lodge at 202 N. Corcoran St., [Unscripted Durham](#) is a mid-century design icon reimagined. The boutique hotel now boasts 74 well-appointed guest rooms and studios, and five locally-inspired food and beverage venues, including an expansive rooftop pool deck and lounge on the third floor and three restaurants flanking the street level. Maintaining most of its original architecture and design elements accented by bright colors, geometric patterns and custom murals, each space is full of distinct character, just like the city of Durham.

Unscripted Durham aims to create an ongoing dialogue between its spaces, guests and neighbors by immersing people in colors, sounds, tastes and experiences that will get their creative juices flowing every night of the week. Guests can dine on gourmet snacks and craft cocktails at **The Patio**, the retro-inspired poolside lounge with an unmatched view of the Durham skyline. A departure from the traditional hotel lobby, **The Studio** offers a fresh and playful spin on the classic rec room with custom cocktails and a lounge area for socializing and listening to great music. Visitors looking to grab a hearty breakfast or quick snack can also find a tasty pick-me-up at **allday**, the hotel’s mixed-use coffee bar and eatery located on the street level.

“Our goal is to celebrate Durham’s long tradition of good food, great music and creative energy that delights the senses and amplifies your lifestyle,” added **Brian Hansen, general manager, Unscripted Durham**. “We want to create a unique hospitality experience that bring travelers and locals together to incite creativity and collaboration.”

An onsite pay-by-the-ounce taproom *Pour Taproom* and restaurants *Jack Tar Diner* and *Neomonde* will expand onsite offerings to guests. Pour Taproom will feature the finest of Durham's craft brews, as well as regional, national and international favorites. The owners of Pizzeria Toro in Durham will bring a lunch and dinner menu at Jack Tar Diner, to compliment the wine and beer choices. Adding a menu of traditional and contemporary Mediterranean cuisine to the mix, Neomonde will offer a variety of flavorful dishes featuring authentic family recipes.

In celebration of the hotel's grand opening, locals can take advantage of a special staycation package, including 10 percent off a room, free parking and late check-out, by using the promo code **LOCALS** when booking. Now through Sept. 5, travelers can also enjoy 10 percent off room bookings, as well as two complimentary drinks at The Patio, bike rentals for two and late check-out by using the code **OPENING** when making a reservation.

Out-of-town guests and neighbors alike will find an authentic Durham experience at Unscripted. By partnering with local businesses and resident-favorites for everything from its food and beverage offerings to artistic workshops and live music, the hotel is set to host a series of engaging community events and activations onsite beginning opening week.

Unscripted Durham is located in the heart of downtown, walking distance from the American Tobacco Campus, Durham Bulls Athletic Park, DPAC and some of the city's finest restaurants and bars. Alongside the hotel will be One City Center, an Austin Lawrence Partners' mixed-use development that includes office, retail, apartments and condominium residences in a transformational 27-story tower at the intersection of Parrish and Corcoran in the center of Downtown Durham.

Life is best lived Unscripted. For more information on Unscripted Durham, to learn about local happenings or to book your stay, visit [www.unscriptedhotels.com/durham](http://www.unscriptedhotels.com/durham). Stay up-to-date on the latest news by reading our blog at <http://blog.unscriptedhotels.com/> and following @UnscriptedDurham on [Facebook](#) and [Instagram](#), and @UnscriptedDurm on [Twitter](#).

### **About Unscripted Hotels**

Unscripted is a new hospitality concept for the progressive, creative traveler. Every city has a story to tell, and Unscripted adapts to each location, offering beautifully designed, highly activated spaces that meet the needs of both its guests and its home cities. Unscripted is committed to providing authentic experiences that delight the senses and enhance their lifestyle. Through local food and beverage, thoughtful design and a culture of friendly service, Unscripted offers the best of the best in ways that are approachable to all. Powered by a philosophy that travel should be an adventure and not a routine, Unscripted is the perfect backdrop to discover and celebrate your inner explorer. [www.unscriptedhotels.com](http://www.unscriptedhotels.com)

### **About Dream Hotel Group**

Dream Hotel Group is a hotel brand and management company with a rich, 30-year history of managing properties in some of the world's most highly competitive hotel environments. Home to its Dream Hotels, Time Hotels, The Chatwal and Unscripted Hotels brands, Dream Hotel Group encompasses three business lines: Proprietary Brands, Hotel Management and Dining, and Nightlife. The Company is committed to the philosophy that forward-thinking design, service and guest experiences should be available across market segments. Dream Hotel Group is dedicated to offering travelers an authentic connection to their chosen destination through a truly original approach. [www.dreamhotelgroup.com](http://www.dreamhotelgroup.com)

### **About Austin Lawrence Partners**

Austin Lawrence Partners is a nationally recognized, privately owned real estate development firm with over 32 years of experience in real estate acquisition, development, property management, asset management, research, interior design, marketing and sales. Since its formation in 1983, the company has developed a diverse portfolio of over 30 assets totaling over three million square feet, including more than 2,000 multi-family units, across the United States. While specializing in multi-family residential, ALP has experience in development across multiple asset classes including single-family, office, retail, land development/subdivision, historic preservation and mixed-use. ALP has offices in Aspen, Colorado, and Durham, North Carolina. [www.alpaspen.com](http://www.alpaspen.com)

###