



# THE IRON HORSE

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## HOTEL™

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### **RENOWNED MILWAUKEE ARTIST CREATES ORIGINAL ART FOR THE IRON HORSE HOTEL™**

#### **Artist Charles J. Dwyer pays homage to Milwaukee women, building's Industrial Era roots**

Milwaukee, WI (September 2008) – Noted artist and Milwaukee native Charles J. Dwyer tells a strong narrative through his editorial and fashion-based photographs. These stories have become a very public statement, thanks to a commission by the new Iron Horse Hotel. The developer commissioned the artist to use his volumes of fine art, fashion photography to create original mixed-media murals to adorn entire walls in the guest rooms of the hotel.

Dwyer's signature style concurrently blends and contrasts classical aesthetics with romanticism and modern techniques, which aligns well with the hotel interiors of preserving the authentic industrial era of the 100-year-old, redeveloped warehouse.

Dwyer and the hotel's developer, Milwaukeean Tim Dixon are childhood friends. As Dixon refined his vision for The Iron Horse Hotel's interiors, he called upon Dwyer to infuse that vision into the hotel's art. For Dwyer, nothing could have come more naturally; he has been capturing evocative and seamlessly fused images of Milwaukee women for years.

Nationally, Dwyer is renowned for his mastery of drawing and painting the female figurative subject. His mixed-media works - employ his autobiographical account interweaved with symbols, designs, and abstract diversions to layer art history with his own bold and unique vision – have been described by critics as classical and worthy of standing the test of time.

A few years ago, Dwyer actively began challenging the stereotypes of Milwaukee women through fashion-forward and provocative images. He began photographing local women, acquaintances and inexperienced models, making costumes and building original and ornate stage sets to accentuate the timeless nature of the female

subject. At The Iron Horse Hotel, these images are in large format on archival canvas, hand embellished by Dwyer, and installed in each of the guest rooms. A total of 20 images were selected, one for each room per floor and then repeated on the five subsequent guest floors.

Each sepia-toned photographic mural is embellished with a patina of transparent hues that reflect the hotel's overall color palette – rust, Verde green, hemlock gold, steel and aubergine. In fact, Dwyer served as a color consultant on the entire project. Prior to the renovation of the interior, he created an original series of photographs in the building's boiler room during construction. Some of these images will adorn walls of what is now called The Boiler Room, retrofitted with a massive hot tub, opening in 2009.

Dwyer was also commissioned to create original frescoes sensitive to the WPA style throughout the hotel. He is no stranger to this work because of his experience in the restoration of historical buildings. In addition to fine art, Dwyer is a muralist who has restored landmark works from a dome in the Cathedral of Notre Dame to the murals of the Waldorf Astoria, NYC. He has taken these skills and applied them to what has been his signature portraiture works.

The Wisconsin native and graduate of the Milwaukee School of Art has developed a national following since his first New York exhibition sold out in 1992. Dwyer says it has been fulfilling to work on such a prominent project in the city he calls home with one of his closest lifelong friends. It's this passion for the commission that is reflected in the many aspects of The Iron Horse Hotel the artist has touched.

To learn more about The Iron Horse Hotel or to make a reservation, please visit [www.theironhorsehotel.com](http://www.theironhorsehotel.com) or call 888-543-IRON.

The Iron Horse Hotel™ transforms an Industrial era 100-year old warehouse into a modern luxury boutique hotel. Located in downtown Milwaukee, just blocks from the Midwest Airlines Convention Center and steps from the new Harley-Davidson Museum, The Iron Horse Hotel is the first in the industry to appeal to both sophisticated business travelers and the growing segment of motorcycle enthusiasts. The 102-room hotel—which includes two 1,000-square foot, two bedroom suites—offers complimentary wireless Internet, complete connectivity panels with iPod docking stations, 42" LG LCD flat-screen televisions, luxury linens, a fitness center and spa treatment rooms. Dining options include 24-hour room service, a full-service restaurant offering indoor and outdoor terrace dining and lobby lounge service. For the business traveler, The Iron Horse Hotel boasts on-demand business services as well as a 24-hour walk-up business kiosk; meeting, banquet and catering facilities; and valet parking. For the motorcycle enthusiast, The Iron Horse Hotel offers secured covered motorcycle parking, rag bins, an on-site bike wash, packed saddle bag lunches, road trip maps and in-room storage areas for boots, helmets and heavy riding leathers.

The Iron Horse Hotel is managed by Desires Hotels, a Miami-based hotel management company. From the neon lights on Ocean Drive in South Beach to the Harley-Davidson Museum in Milwaukee, from the Georgia Aquarium in Atlanta to the cobbled adoquine streets of Old San Juan, or right in the heart of Times Square, Desires Hotels is an unique collection of independently created modern boutique hotels. High in style, distinct and creative, each of these lifestyle hotels have one-of-a-kind architecture and interior design, allowing guests to expect just as much from their hotel as they do from their destination. Savvy travelers seeking a lifestyle-oriented experience will appreciate the "Your Desires" program that tailors a unique experience to every guest. Desires Hotels deliver unexpected amenities in stylish settings.

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