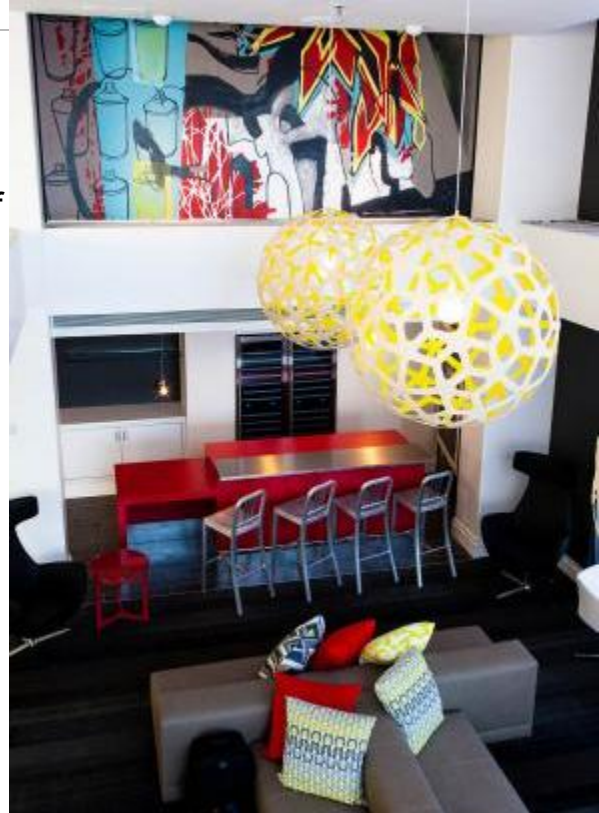


Modus Hotels Makes First Foray into Baltimore with the Debut of the Newly Designed Brookshire Suites

Brookshire Suites Baltimore has recently re-launched at 120 East Lombard Street under the stewardship of Modus Hotels, a D.C.-based owner and operator of lifestyle hotels. Making its first foray into the city of Baltimore, Modus' vision is to deliver an authentic urban experience informed by the city's thriving scene that both inspires and entertains.



Seattle-based interior designers, [Dawson Design Associates](#), whose portfolio includes the award-winning Hotel Zetta in San Francisco and the swanky Hotel 1000 in Seattle, re-imagined the space with a bold juxtaposition of hard edge art statements and timeless elements that create a thought-provoking and exciting environment. Modular sofas and a communal table encourage people to socialize and linger in the lobby, a space that is no longer merely a pass through. Interpretations of street art commissioned by local artist and creator of the Baltimore Love Project, Michael Owen, call to mind Baltimore's row houses and prideful neighbourhood, establishing an outspoken and unapologetic energy that defines the Brookshire and captures the independent spirits of its guests. The space is also accented with black and white photographs of Baltimore



born musicians; Frank Zappa, Mama Cass Elliott and Adam Duritz, lead singer from the Counting Crows.

The Red Bar, located in the lobby furthers the local flavor by partnering with local brands such as Zeke's Coffee, Heavy Seas Brewery, and Knob Hall Winery. In addition, the vibrant lobby affords guests an opportunity to enjoy board games, social conversation and, on certain nights, local music. "We wanted to create a lifestyle hotel that was truly connected to the edgy, modern feel that is Baltimore, with the Brookshire Suites emerging as an urban playground for business and leisure travellers," says Modus Hotels President and CEO Aaron Katz.

Accommodations include 97 spacious and unique studio and one bedroom suites boasting comforting features such as oversized desks, mini-fridges and large, light-filled bay windows with views of Baltimore's Inner Harbor. Guest rooms take a cue from local Baltimore and street art themes, with artist portraits, bright pops of colour, and graffiti wall covering against warm grey textured walls. In addition, guests are treated to Gilchrist & Soames' luxurious Zero% eco-friendly bath amenities.

Business travellers can take advantage of nearly 2,000 square feet of event space; two flexibly designed rooms including a multi-use 12th floor space with harbour views as well as daily breakfast and grab-and-go snacks and beverages from the lobby's Marketplace. Visitors can get a taste of the local flavour one block away from the Inner Harbor or in Fell's Point— whose eateries have been nationally recognized – as well as explore Federal Hill, Hampden, and historic Mount Vernon. The Brookshire also enjoys a partnership with MV Fitness, a fitness studio housed in a converted Victorian home that offers yoga, spin and cardio classes.

