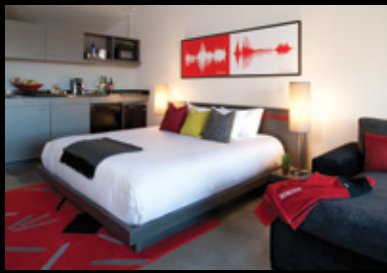
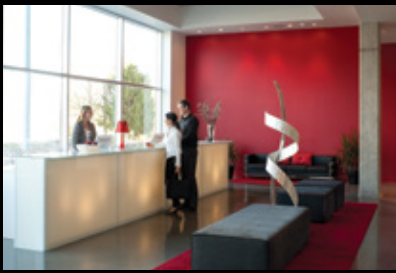




Hotel**RED**

Enjoy the local color.

Hotel**RED** is the first true independent boutique hotel in Madison, Wisconsin. This full-service, contemporary urban property, located at the corner of Monroe and Regent Streets with enviable views to Camp Randall Stadium, is ideally suited to the progressive culture and high-energy atmosphere that Madison is known for. We offer the best view in Madison of Camp Randall Stadium and the Field House, bar none.



Accommodations

- 48 Guest Rooms and Suites

Guest Rooms

- Large contemporary rooms and suites with high-end, Wisconsin made furnishings
- 30 rooms and suites, each with furnished balcony and living room area
- One and two bedroom suites
- King size pillow-top bed with luxury linens
- Euro-style shower and bath, red vessel basin on granite topped vanity
- Well-appointed mini kitchen with refrigerator, microwave, two burner stove top, wet bar sink and china, glass and silverware
- Aveda Salon Products and cozy robes and slippers in all rooms
- 42" HD LCD flat screen TV in all rooms, 50" HD LCD flat screen TV in the 2-bedroom suites
- Free high-speed wireless Internet
- Desk with abundant work space
- In-room dining options from The Wise
- Guest room safe
- Local mini-bars

Hotel Features

- Four floors including lobby level
- Lobby with business center, 20-foot-high ceilings and a wall of windows looking out onto Monroe Street and Camp Randall
- Contemporary, custom designed lobby furnishings and public areas
- The Wise, a hip urban bistro on the lobby level, open for breakfast, lunch and dinner and offering a small plates menu with a cosmopolitan twist; adjoining bar that stretches the length of one end of the lobby, with an extensive mix of classic cocktails and craft beers
- Indoor and outside terrace dining and lobby lounge service
- Parking in the hotel's underground structure and shuttle service to local attractions and the Kohl Center for sports events
- Business visitors can choose from the Monroe or Regent meeting rooms
- One-of-a-kind shops, galleries and restaurants on Monroe Street, all within walking distance
- 24-hour fitness center featuring a cross trainer, treadmill, elliptical machine, recumbent bicycle, free weights and more

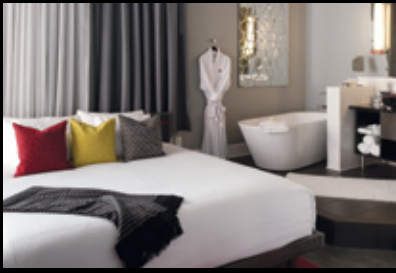
1501 Monroe Street
Madison, WI 53711

608.819.8228
info@hotelred.com

Hotel**RED**.com



World-class luxury. Wisconsin style.



Design & Style

A modern, independent boutique hotel built at one of Madison's premier locations – the corner of Regent and Monroe Streets directly across from historic UW Field House and Camp Randall Stadium. The contemporary design is inspired after modern German and Japanese architecture. The minimalistic design is balanced by high-end contemporary fixtures and furnishings throughout the property, pleasing visitors who favor places and experiences that are one-of-a-kind.

Local Attractions

Close to HotelRED, you will find:

- University of Wisconsin
- Edgewood College
- Camp Randall Stadium
- The Kohl Center
- Monroe Street Shopping
- Chazen Art Museum
- Henry Vilas Zoo
- Madison Children's Museum
- State Street
- State Capital Building
- B-cycle Station
- Madison Hospitals
- Lake Wingra
- Mickie's Dairy Bar

Business Amenities

- Entirely wireless hotel
- iPad available for guest use
- Meeting rooms on the lobby level
- The Regent and Monroe Rooms, named for the streets that intersect just outside the hotel's front door, can seat up to 150 when combined in theatre-style seating or 150 for a reception
- Regent Room's doors also open on to the lobby level bar and restaurant and can be used as a lounge
- State-of-the-art digital projectors and large screens for presentations or to watch the game
- Custom catering prepared on-site
- The Wise, a hip urban full-service restaurant and bar, available for groups or the solo traveler; open for breakfast, lunch and dinner featuring small plates menu with a cosmopolitan twist; extensive mix of classic cocktails and craft beers
- Unique lobby lounge favorable to meeting and socializing

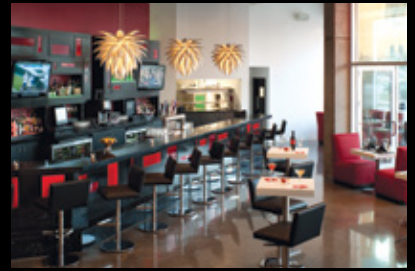
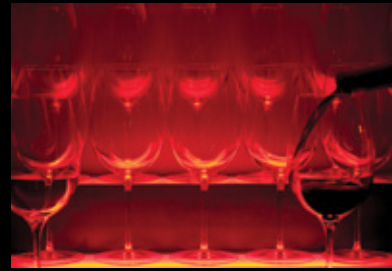
Guest Services

- In-room dining menu from The Wise
- Dry Cleaning Service
- Shuttle service to local attractions and the Kohl Center for sports events
- Complimentary access to our fitness center featuring a cross trainer, treadmill, elliptical machine, recumbent bicycle, free weights and more

Eat, drink and party in true local fashion.



Enjoy the local color



The Wise

A hip urban bistro on the lobby level, open for breakfast, lunch and dinner and offering a small plates menu with a cosmopolitan twist; adjoining bar that stretches the length of one end of the lobby, with an extensive mix of classic cocktails and craft beers.

The Scene

- Main floor
- 20-foot-high windows frame the view to Monroe Street and make you feel like you're part of the mix outside
- High-back booth seating
- Table seating with white quartz-top tables and red upholstered chairs anchored by plush black and white rugs
- Lounge in black and white sofas
- Bask in the glow of the sparkly granite-topped bar with works-of-art pendant lights overhead
- Bar seating for 18 with plenty of high-top table standing room
- DJs on promotion nights
- The UW Marching Band on football game days

The Drinks

- Local artisan brewers, wineries and distillers well represented at the bar
- Libations tend toward classic cocktails and specialty concoctions
- Bartenders trained in the fine art of drink preparation

The Food

- A most Madison-esque food experience, with the culinary team sourcing locally whenever possible
- More than two dozen Madison and Wisconsin food suppliers, some as close as the neighborhood
- More than 45 local farms represented
- An emphasis on artisan cheeses, bakery and preserves
- Main course meats, like brats, sausages, bacon and Hereford beef, sourced from local producers and ranchers
- Breakfast menu features classics such as: scrambled eggs, eggs benedict and omelets, all with a unique twist; those with a taste for healthy fair will enjoy the dark cherry oatmeal, simmered with vanilla and spice, or the refreshing fruit and yogurt smoothies
- Lunch menu is marked by specialties such as seasonal salads and decadent sandwiches, chili and honey marinated chicken breast and pulled pork sandwich
- Seasonal menu ranging from braised meats and comfort foods to fresh seafood shipped in twice a week
- Meals may be enjoyed in the restaurant, on the outdoor street-level terrace or in your suite
- Banquet and meeting catering as clever as the menu itself
- Happy Hour meeting place for guests and locals
- Weekend brunch served Saturdays and Sundays

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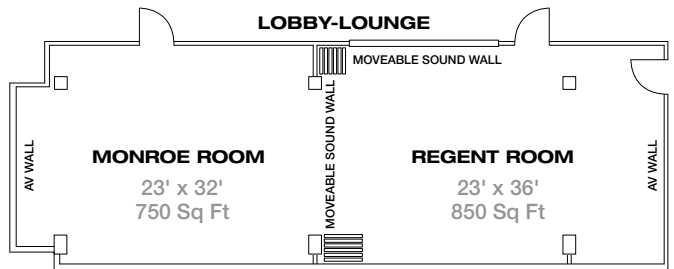
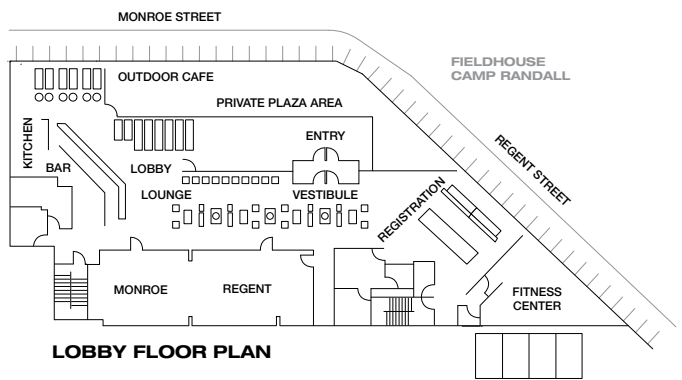




Business Amenities & Event Spaces

Business Amenities

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The Monroe and Regent Rooms

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- Regent Room's doors also open on to the lobby level bar and restaurant and can be used as a lounge

Room Name	Reception	Rounds	Classroom	Theatre	Conference	U-Shape	Hollow Square
Monroe	50	40	24	60	25	20	32
Regent	60	40	40	85	30	25	35
Monroe/Regent	150	88	60	150	50	45	60

