



An illustration of the proposed Hill Top House Hotel as it would be seen from the C&O Canal.

WHAT DO WE MEAN BY CALLING THE NEW HILL TOP HOUSE HOTEL AN IDEAS PLACE?

"The visitor to Harpers Ferry is doubly paid, for he not only feels the thrilling impulses which come from a contemplation of the movement of the first martyr of a true and not spurious American freedom, but the natural beauty of the place appeals strongly to the most relaxed and exalted part of the being." Washington Bee, 1888

There are few places like Harpers Ferry – a mecca for those who want to experience scenery worth traveling across the Atlantic to see and to learn from and honor a location that is imbued with bravery and big ideas that helped to shape both American and World history. It is a beautiful, magical place that is sought out for weddings, fall colors, summer activities, hiking, festivals, multiple National Parks and Heritage Areas and Storer College.

Ideas that took form in Harpers Ferry changed the world once, and they can do so again. Thomas Lovett's Hill Top House Hotel was a magnet for great thinkers, visionaries, statesmen, poets and inventors of the early 20th Century. SWaN wants to recreate that magnetism in the new Hill Top House and attract the innovators from this century who strive for excellence in all they do and want to move the world forward, much like those who visited Harpers Ferry hundreds of years before us.

SWaN's vision will do that by creating a destination that offers world-class restaurants inspired by the one of the world's greatest living chefs, spa and wellness facilities inspired by Canyon Ranch® and activities and conferences inspired by Glenn Curtiss' "Thinkorium," which was home to the Aerial Experiment Association. We imagine programming that draws people from around the world, including luminaries such as Alexander Graham Bell, a member of the Aerial Experiment Association and a Hill Top House Hotel visitor.

As Carolyn and Jack Fleming, parents of Harpers Ferry resident Dr. Alexander Fleming, shared in *Thinking Places*, the Thinkorium was "... a place to plan and formulate – to think!" When you read through the Flemings' book, you will see that, along with Bell, many other notable thinkers visited the Hill Top House Hotel, including Mark Twain and Carl Sandberg.

We want the future Hill Top House Hotel to be known as an "Ideas Place" that sets the tone that Harpers Ferry is the Washington-area destination

RIGHT: Mt. Washington Hotel in New Hampshire was the site of the signing of the famous Bretton Woods Agreement that remade the world economy. **BELOW RIGHT:** The Aspen Institute in Colorado is one of the "idea places" that serves as an inspiration to the proposed Hill Top House. **BOTTOM:** The guest book from the Hill Top House Hotel, 1919.

for some of the greatest minds and planners of today and tomorrow. This would be a place where great plans are made, such as the Bretton Woods Agreement or the Wye River Agreement. The places where these came to be, Mt. Washington Hotel and The Aspen Institute, are two of a handful of like places that include The Chautauqua Institute and Jerusalem's American Colony, the "oasis of neutrality," where General Allenby had tea with T.E. Lawrence, as reenacted in the Academy Award-winning movie, *Lawrence of Arabia*.

We believe an "Ideas Place" can flourish. Closer to West Virginia, some residents of the town of Middleburg, Virginia, fought against The Salamander Resort. Now, after experiencing a waterfall of changes, they embrace it. Why? Because the town and region have prospered from the vision of its owner, Sheila Johnson, who created the Middleburg Film Festival. This film festival, which takes place during a "shoulder" season, has become a draw for writers, producers, actors and film enthusiasts from all over the world.

The Middleburg Film Festival has featured the premiers of several Academy Award-winning movies, including *Spotlight*, which was co-produced by SWaN & Legend's portfolio CEO's Michael Sugar (Sugar 23) and Steve Golin (Anonymous Content). Other great films—among many others—that have debuted at Middleburg, include *Darkest Hour*, *Moonlight*, *Brooklyn*, *Loving* and *Roma*. Combining the inspiring location



with state-of-the-art facilities and technology, Harpers Ferry's Hill Top House Hotel could—once again—draw policymakers, academicians, world leaders, think tanks and many, many others, from Washington D.C and across the globe.

We have in our plans a cooking school named for James Beard Winner, humanitarian, and Nobel Peace Prize nominee José Andrés, a partner and portfolio Chairman of SWaN & Legend. We know that his presence alone will create a demand for the Hill Top House Hotel with "foodies." This is an example of the caliber of hotel we want to create – one that is known for moving the world forward while giving people a chance to immerse themselves in out-of-the-ordinary regional activities that will enrich their lives.

We and our partners want to create collaborative relationships with area B&Bs and other businesses. We believe conferences and events, both personal and professional, as

well as individual stays, will create opportunities for guests to visit and patronize businesses, restaurants and specialty stores in and around Harpers Ferry. We look forward to engaging in conversations with others in these myriad businesses and disciplines, as well as the resident historians and experts in adventure, wellness and nature, who make the area home, to find ways to work toward a supportive network that is representative of the culture and history of Harpers Ferry.

When the Hill Top House Hotel opens—hopefully in 2022—we plan to give dreamers, adventurers, explorers, "foodies," thinkers, inventors, innovators, educators, Presidents, Pulitzer Prize winners, artist and many, many others an iconic destination where they can steep themselves not only in scenic views with deep, rich history, but also in relaxation, rejuvenation and contemplation, which pays tribute—both visually and functionally—to T.S. Lovett's original living project. In our opinion, putting any lesser type of hotel in that location would be, frankly, a disservice to Harpers Ferry, its legacy and its rightful place in history.



Please sign up to learn more about the Hill Top House Hotel and the site plans at www.hilltophousehotel.com



HILL TOP HOUSE HOTEL
HARPERS FERRY, WV