

500 WEST FLORIDA STREET
MILWAUKEE, WI 53204

THEIRONHORSEHOTEL.COM
1.888.543.IRON (4766)



THE IRON HORSE
HOTEL™

MEDIA CONTACT
BRIGETTE BREITENBACH

BRIGETTE@COMPANYBONLINE.COM
1.414.750.7298



TRAVEL BACK IN TIME AT RESTORED, HISTORIC HOTELS

THURSDAY, APRIL 24, 2008
BY PETER GREENBERG

In Milwaukee, Wis., a 100-year-old warehouse was saved, restored for \$29 million and turned into the Iron Horse Hotel.

In 1907, William Berger commissioned the Milwaukee architectural firm of Buemming and Dick to build the warehouse for the Berger Bedding Company. The building was divided into the factory (today's hotel) and the warehouse (Smyth, located behind the building's firewall). The building was a bedding company until 1927. Then it became a cold storage until 2005, when the decision was made to save the building. The new Iron Horse Hotel will be opening this summer. It's the first hotel that will cater to motorcycle enthusiasts, and features:

- Just a few revs away from the new Harley-Davidson Museum, the hotel offers covered motorcycle parking, a bike wash and in-room storage for boots, helmets and leathers
- The hotel's exposed beams and timbers are 300-year-old hemlock. They had to be removed, and local carpenters-in-training fashioned them into benches that are located in each guestroom
- Each room has original artwork that resembles industrial spills created by local artists. Materials include aluminum and motorcycle parts.
- The building's boiler room now houses the hot tub/chilling pool room — right in the old boiler pit. Dubbed The Boiler Room, it still has the original firing door and the hotel's hot tub is located in the building's original boiler room
- Native Americans referred to the train as the "iron horse," and the hotel is located on railroad tracks; current pop culture also refers to the motorcycle as the modern iron horse, so that's how the hotel became known as The Iron Horse Hotel

READ FULL STORY AND WATCH VIDEO ONLINE AT WWW.MSNBC.MSN.COM