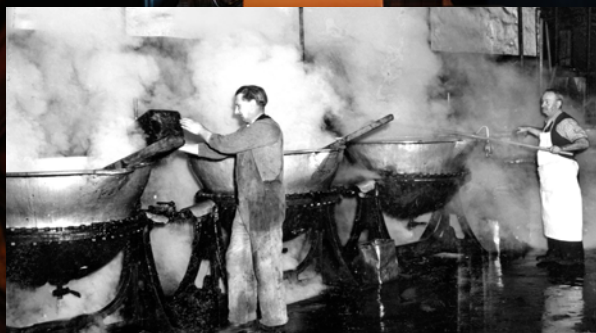




MEDIA KIT



FAST FACTS



We've curated the answers to our most Frequently Asked Questions for your convenience.

- The Henry Jones Art Hotel is Australia's first art hotel.
- The IXL jam factory was working on the Hunter Street Hobart site until the early 1970s. Now, sugar and berry scents can be smelt exuding from the walls during hot weather.
- Henry became foreman at the jam factory at age 20. At age 28, he teamed up with two partners to buy the company. It was renamed IXL Jams.
- IXL refers to Henry Jones' personal motto of 'I excel in everything I do'. The phrase is not an acronym or roman numerals, as many people assume.
- From the 1970s through to the 1990s, art students from the adjacent Tasmanian School of Creative Arts partied in the dilapidated building.
- The Henry Jones Art Hotel planning started in 2000, work began in 2002, and the hotel opened in 2004.
- The design was by architect Robert Morris-Nunn, and his architectural firm Circa. Morris-Nunn's work focuses on the contribution architecture can have to a place's culture.
- Before construction of the new hotel, Tasmanian School of Creative Arts students were invited to walk through the building and create art based on what they saw. This art became the first art displayed in the hallways upon opening.
- The construction of The Henry Jones Art Hotel preserved as much of the surviving Jam Factory as possible, with only four beams being replaced for safety. New beams that were replaced have been painted the signature Henry Jones red to show modernity.
- The approximately 480 artworks that constitute the hotel's collection evolves monthly, displayed in rooms, hallways and gallery spaces throughout.
- Tasmania's famous *Glover Prize* is principally sponsored by The Henry Jones Art Hotel and is Australia's premier landscape art prize. Many winners and finalists hang in the hotel.
- The Glover Prize' namesake John Glover (1767 – 1849) famously depicted idealised landscapes of Tasmania to his pre-existing European audience.
- A collection of 11 John Glover originals are on display in *Landscape Restaurant & Grill*.

IMAGE LIBRARY

This library will continue to evolve and this link will remain live, so please check back from time to time for updated imagery.

[DOWNLOAD IMAGES AND LOGOS HERE](#)





The Henry Jones Art Hotel is Australia's first Art Hotel.

Over 400 artworks span the significant historic site, including carefully curated artworks within each unique room.

The Henry Jones Art Hotel is all at once a gallery, a venue for events big and small, a showcase for Tasmanian artists and produce, and of course a wonderful place to lay your head.

The hotel is dedicated to supporting independent and emerging artists through various initiatives such as the *Artist in Residence* program, regular exhibitions, *The Henry Jones Art Prize* and support of *The Glover Prize*.

HISTORY OF THE BUILDING,

IXL AND HENRY JONES



- Henry Jones was born in 1862, the child of two convicts.
- Jones was born only six years after Van Diemen's Land was renamed Tasmania in 1856. Jones started work in George Peacock's jam factory at age 12.
- Jones became a foreman in George Peacock's jam factory at the wharf site (now called Hunter Street, Hobart).
- On 21 April 1883, Henry Jones married Alice Glover, who eventually bore him 12 children.
- Jones bought a controlling interest in the business at age 29 when George Peacock retired in 1891.
- With the wharf location's natural synergy with Tasmanian export, the company grew with interests in timber, hops and fruit trade beyond the IXL's own factory product.
- H.Jones and Company grew, and the entire factory was re-tooled in 1898 to can a larger range of goods.
- Henry Jones famously and officially appropriated the name IXL in 1903, according to Australian business records. IXL reportedly stands for 'I excel'.
- Several other international businesses developed from those years, but the legendary Australian brand IXL became the flagship brand when several 'mainland' Australian factories were amalgamated.
- Henry Jones was knighted by King Charles V in 1919.
- 10,000 mourners crowded into Cornelian Bay cemetery to show their respect when he passed away in 1926.
- IXL jams are still found on supermarket shelves in Australia and is considered a national favourite. Despite numerous investment resales of the brand, IXL is still associated in Australia with high quality agricultural product, especially jams.



ARCHITECTURE

When the *IXL Development* was first tendered, architect Robert Morris-Nunn set out to demonstrate that commercially - and environmentally - viable schemes could provide benefits to the wider community.

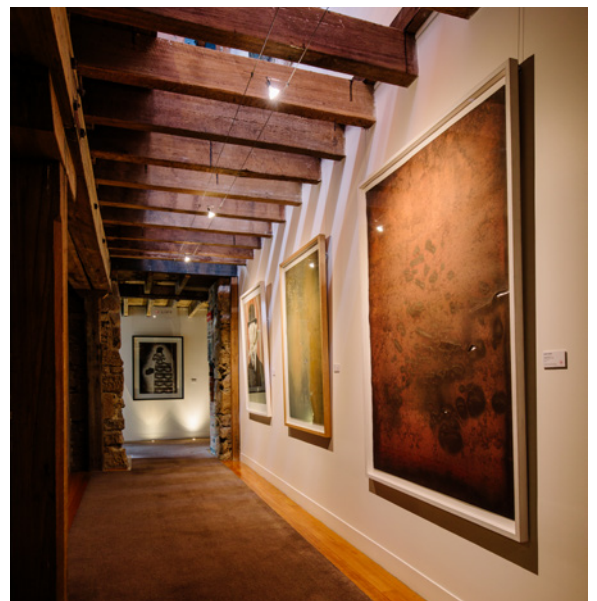
- The Henry Jones Art Hotel opened in 2004, consuming one of the eight adjoining warehouses.
- The H.Jones & Co. IXL building on the Old Wharf site is one of Australia's most significant historic buildings.
- Photos of the interior of the warehouse pre-renovation are now on display in the hotel.
- The Hunter Street facades are of an austere Georgian heritage style (era 1714 to 1830)
- Beginning life as a whaling shed, the three-storey, largely sandstone building was a working factory until 1979. The building lay dormant until its redevelopment in 2004.
- The Henry James Art Hotel now hosts 400-500 great works of art at any time.
- Sugar and berry scents can be smelt exuding from the walls during hot weather.
- Original floorboards have been tactfully preserved for viewing from below each level, with newer (stable) flooring covering above.
- The sailcloth 'cocoons', slung between beams as ceiling for the foyer, have been described as a 'Heath-Robinson' component (denoting an invention that is all at once ingenious, overly-complicated and makeshift). Heath-Robinson components are a hallmark of architect Robert Morris-Nunn's work.
- As with the floorboards, original rusted corrugated iron roofs have been left in place for our architectural viewing pleasure, whilst modern, practical insulated roofing has been artfully applied.



ARCHITECTURE

- In a spectacular demonstration of sustainable development, internal funnels and voids utilise natural heat built up in the atrium throughout the day, which creates a cycle of passive heating and cooling from day to night. Rarely do guests need to use air conditioning.
- The Atrium is a triple-height, *barrel vault* style. The Atrium is the heart of the IXL Development bordered by Hunter Street and Evans Street.
- The Atrium's main structural components are a curved timber grid and slender steel bows.
- Age-smoothed timber beams, exposed hand-cut sandstone walls and some original 1800s wallpaper are juxtaposed throughout the accommodation rooms with ultra-modern bathroom pods, luxury fabrics, custom-designed timber furniture by renowned Tasmanian designer Kevin Perkins, and of course the original contemporary Tasmanian artworks.

What was an 'old wharf' is now a testament to Australian ingenuity. Not just a wonderful place to eat, sleep, drink and be merry; The Henry Jones Art Hotel is a proud exhibition space of all Tasmania has to offer.



TOURS AND EXPERIENCES



Henry Jones Art Tour – 4pm most days, 1 to 1hr 30m

Free for accommodation guests and \$35 for the general public. Stroll through the hallways of The Henry Jones Art Hotel with a glass of Tasmanian Sparkling and learn about the 450+ art works.

The Sticky Stones & Secrets Tour – 12.30pm daily, 1hr 15m

Free for accommodation guests and \$35 for the general public. This tour takes you behind the scenes of the Henry Jones Art Hotel. Visitors are given a rare insight into the slums and businesses that occupied the Hunter Street historic buildings in the 19th and 20th centuries exploring haunts and hangouts of former inhabitants, finding the traces they left behind.

The Henry Jones Art Prize

The yearly \$20,000 Henry Jones Art Prize aims to showcase exciting new work from Tasmania's finest rising contemporary artists, something that The Henry Jones Art Hotel has long been passionate about.

The John Glover Art Prize

Australia's most prestigious landscape art prize, *The John Glover Art Prize*, is a \$75,000 art prize awarded to any artist worldwide depicting Tasmania, principally partnered by The Henry Jones Art Hotel. John Glover famously depicted idealised images of Tasmania and sold them to the world in colonial times. *Landscape Restaurant & Grill* has 11 Glover originals hanging in the space for viewing.

AiR: The Artist In Residence Program

The Henry Jones Art Hotel's Artist in Residence program (AiR) supports emerging Tasmanian artists. During the residency, artists work from The Henry Jones Reception, allowing visitors to chat with the artist and a fascinating insight into the artistic process.

DINING



Landscape Restaurant & Grill

Landscape Restaurant & Grill creates unforgettable dining experiences in the heart of Hobart's Hunter Street waterfront precinct. Adding to the unique quality of Landscape's dishes is the unrivalled environment in which they're served – the historic walls of the IXL jam factory, surrounded by the iconic art of John Glover. The Landscape menu is centred upon a selection of premium Tasmanian and Australian steaks as well as seafood of the closest providence, expertly paired with a curated range of wines by our Sommelier.

Landscape
RESTAURANT & GRILL

"A feature of Landscape – the Asado Grill – is fired up daily with a selection of sherry, bourbon or port casks from the Tasmanian Cask Company. These seasoned timbers which we char and smoke over, give a unique flavour to the dishes.

Our menu of reimagined classics showcases the best of the season and our sole purpose is to offer a memorable dining experience. Our kitchen is ingredient focused, sourcing from our well-established group of Tasmanian farmers. The menu features the very best of their produce".

– Head Chef Nathaniel Embrey

Much of the inspiration for Landscape came from the artworks of John Glover – striking, unforgettable paintings that capture the life and beauty of the young Tasmanian colony in the 19th century. Today the John Glover Prize is an annual award that celebrates contemporary landscape paintings, and a selection of these prize-winning artworks are installed in the Private Dining Room in Landscape.

BAR



IXL Long Bar

IXL Long Bar is a small, classic but edgy cocktail bar set in the historic sandstone interior of the old jam factory.

IXL Long Bar staff curate monthly cocktail specials, inspired by the works of the current *Artist in Residence*, giving a whole new meaning to 'art in a glass'.

At IXL Long bar, guests enjoy live Jazz music overlooking Hobart's waterfront, served by premium bartenders. From Tasmania's most exquisite cocktails, to the best chardonnays and pinot noirs tourists always expect, IXL Long Bar proudly 'excels' in the way Henry Jones intended.

IXL
LONG BAR

ACCOMMODATION SUITES



The Henry Jones Suite

The Henry Jones Art Hotel Suites are defined by history and unique beginnings, as well as their luxury inclusions, like extra space, living areas, and Kohler infinity baths.

The Henry Jones Suite

The Henry Jones Suite was luxuriously crafted out of the the board room of the companies that inhabited this historic place (est. 1874). This suite, rich in the revered Tasmanian Blackwood and with spectacular vaulted ceilings, serves to remind patrons of the pioneering multinational corporation that was managed from this room. The suite boasts views of Hobart's entire historic waterfront, the city and kunanyi / Mt Wellington.

Peacock Terrace

This four-person, multi-level suite was the original terrace home of jam factory founders George and Margaret Peacock. The house later became Sir Henry Jones' private residence.

The 1823-built, heritage-listed terrace is now the oldest standing building on 'Old Wharf' and houses Tasmania's earliest spiral staircase. Split over two floors are two elegant bedrooms (including a twin-bed option). The Peacock Terrace includes a sitting room, kitchenette and large bathroom plus ensuite area.

Oriental Suites

The Oriental Suites sit in what once was an 'Ice House' during the building's time as the H. Jones IXL Jam Factory. These suites have been designed using Asian techniques to complement and warm the hard shapes, evoking a sense of serence harmony.

ACCOMMODATION ROOMS



Deluxe Spa Harbour View Room

The Accommodation Rooms of The Henry Jones Art Hotel all have perfectly curated artworks within. The rooms have been built around the original *IXL Jam Factory* architecture, making each room unique with its own history. Art lovers have told us: the works all suit perfectly, and perfectly refine the Henry Jones Art Hotel experience.

Deluxe Spa Harbour View

Standard Harbour View

Deluxe Spa Room

Standard Room

Studio

The Henry Jones Art Hotel has 52 rooms (and four Suites), each individually designed and furnished.

- Sleek modernity complements untouched heritage features.
- Nineteenth century sandstone walls frame contemporary Tasmanian artworks, and traditional windows reveal views of Hobart's harbour, city, and mountains (in most rooms).
- Luxury fittings adorn every room, with comfortable king size beds draped in exotic silk covers and ottomans.
- Most rooms are equipped with European-style stainless steel and translucent glass bathrooms.
- Most rooms feature harbour or mountain views, while others overlook the stunning all-glass atrium revealing sunny glimpses of the historic jam factory interior.



Federal
Hospitality

For any further enquiries please contact

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