

Four Days Of Fun in Winston-Salem

Winston-Salem, North Carolina

Nestled in the foothills of the Blue Ridge Mountains, Winston-Salem provides visitors many exciting opportunities to experience North Carolina's diverse culture and heritage. From unique historic experiences to a thriving visual and performing arts community, you'll be wondering what to see first. Taste a Moravian cookie, shop for unique gifts and experience the City of the Arts!

4-Day Itinerary

Day 1

Winston-Salem and Historic Bethabara Park

Day 2

Toys, furniture, history . . . and cookies

Day 3

Doughnuts, arts and crafts

Day 4

Reynolda House and Reynolda Village for history, gardens and culture



Enjoy all the area has to offer by mixing and matching events to your particular interest. Time indicators are recommendations only. Feel free to spend as much or as little time as your schedule allows. Be sure to check days and hours of operation for each venue.

DAY 1

Begin your journey in the very foundations of Winston-Salem's rich history. **Historic Bethabara Park** was the 1753 site of the first Moravian settlement in North Carolina and was the area's frontier and

religious trade center until 1772. Today, evocative archaeological ruins as well as the restored and reconstructed buildings are set in a beautiful, wooded, 175-acre park.

Picnic and birdwatch along the park's nature trails, and stop in for a guided tour of the 1788 congregation house, known as the **Gemeinhaus**.

Time: 1-1½ hours

DAY 2

Tour the **Museum of Early Southern Decorative Arts (MESDA)** and the **Toy Museum**.

Located on the southern edge of Old Salem, **MESDA** is the only museum dedicated to exhibiting and researching the original decorative arts of the early South. With 24 period rooms and seven galleries, the museum showcases the furniture, painting, textiles, ceramics and metalwares made and used in Georgia, Tennessee, Kentucky, Maryland, Virginia and the Carolinas through 1820.

Time: 1 hour

The **Toy Museum**, housed in the same building as MESDA, is regarded by collectors as one the most prestigious antique toy collections in the world. Presenting a 1,700-year survey of toys dating from 225 A.D. to 1925, the museum will also place in context those toys that were owned and used by the Moravians that settled Salem.

Time: 30 minutes

Next, get an in-depth look at **Old Salem**, the Moravian Church town built by Bethabara's early inhabitants. Founded in 1766, Salem has survived to become one of America's most authentic and well-documented colonial sites. Now a living history town where costumed interpreters demonstrate the household activities and trades of the 18th and early 19th centuries, Salem welcomes you into its homes, shops and gardens.

Time: 2 hours

From here, it will take you about half an hour to reach **Mrs. Hanes Cookies**, the most unique cookie factory in the world. Learn the secrets of Mrs. Evva Hanes, a seventh generation cookie maker. Watch as her experts roll out each cookie by hand, making them the largest hand-made cookie company in the world. Be sure to try a few!

Time: 45 minutes

In the evening, head to **Stratford Place** – Shop and dine at one of the center’s three great restaurants; plus, try the city’s best ice cream.

DAY 3

Start your day at the **Piedmont Craftsmen Gallery & Shop**. The gallery, operated by a nonprofit organization founded in 1963 by artists and art-lovers, enjoys a national reputation for excellence. Its mission is to foster an appreciation of fine traditional and contemporary craft. It represents more than 370 of the finest contemporary craft artisans working in the Southeast.

Time: 30-45 minutes

Explore the **Downtown Arts District**. Set against a backdrop of murals and featuring Gallery Hops the first Friday evening of every month, the arts district is home to numerous working studios, galleries and shops, and is the center of many cultural activities. Come and explore for yourself the fiber, wood, metal, canvas and, especially, the people of the arts district. Take a break at Chelsea’s coffee shop as you wander through the many galleries.

Time: 2 hours

Lunch on Fourth Street in the heart of downtown Winston-Salem and enjoy some antique shopping in the **Historic West End**. Meander through more than a dozen antique and consignment shops. Look for Sam McMillan's trademark signature painted in black on furniture with bright, vibrantly colored polka dots.

Time: 1-1½ hours

If you want to keep shopping ‘til you drop, zip over to Hanes Mall, the largest mall between Washington, DC and Atlanta. Or, relax and take in the scenery at one of many local parks.

DAY 4

Head to the **Reynolda Historic District** to experience more of the art and history found in Winston-Salem.

Start with the **Reynolda House, Museum of American Art** to experience the splendor of Winston-Salem’s golden era. This historic home of tobacco baron R. J. Reynolds and his wife, Katharine, built between 1912 and 1917, will charm you with an impressive collection of American masterpieces scattered throughout its four levels. View

works of art by artists such as Georgia O’Keeffe, Frederic Church and Jasper Johns while strolling through the gracious 64-room estate.

Time: 1½ hours

Outside, **Reynolda Gardens** awaits you. Originally part of the estate, the area includes four acres of formal gardens, a greenhouse and 125-acres of fields and woodlands.

Time: 45 minutes

Enjoy shopping and Lunch in **Reynolda Village**. The Village is comprised of the barn and cottages of the once working estate of R. J. Reynolds which have been converted to shops and restaurants. Stroll through more than 20 shops and dine at one of their four fine restaurants.

Time: 1½-2 hours

Then it’s on to the **Southeastern Center for Contemporary Art (SECCA)**. SECCA consistently features the best of today’s regional and national contemporary artists. Once the home of James G. Hanes, this elegant Tudor house features spacious, modern galleries. Exhibits change quarterly and have featured Gregory Warmack, “Mr. Imagination,” who created the "Memory Wall of Peace and Love" at the Winston-Salem Transit Authority (using memorabilia donated by members of the community); nationally known Tom Friedman, who uses every-day materials like chewing gum, balls and toothpaste to encourage audiences to take another look at fundamental objects; Gordon Parks, who is widely-recognized for his photographs and film; and William Wegman, who photographs his beloved Weimaraners.

Time: 1 hour

For further information:

www.visitwinstonsalem.com

September 2006