

EATON DC

HOSPITALITY MEETS HUMAN-DRIVEN



1201 K STREET NW
WASHINGTON DC, 20005

EATONWORKSHOP.COM/HOTEL/DC
[@EATON.DC](https://twitter.com/EATON.DC)

SALESDC@EATONWORKSHOP.COM
+1 (202) 289-7600

Eaton is a place, a story, and a movement.
Eaton DC is the site of transformation of heroes
on their journey, where inward healing through
consciousness shift leads to the collective creation
of a more just world.

VISION

Our vision is a more just world where we are all liberated to be our truest selves.

MISSION

Our mission is to build platforms that provide conditions for actualization of self and the collective.

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BEST PRACTICES

Location & LANDMARKS

Eaton DC is Eaton Workshop's flagship location in downtown Washington, D.C. Opened in 2018, it is inspired by the historic political and countercultural movements that struggled for social and environmental progress. The design, which references old newsrooms and the history of the building as a bus terminal and printing house, evokes the nostalgia of an analog era while presenting an explosion of greenery and holistic offerings on K Street.

Eaton DC is ideally located to everything the city has to offer. A bevy of food and drink options dot the neighborhood, while cultural touchstones like the National Museum of African American History and Culture, the National Portrait Gallery, the Touchstone Gallery, the National Museum of Women in the Arts, and the National Geographic Museum are all a quick walk from the hotel.



A view of Eaton DC's exterior.

BEST PRACTICES

Triple BOTTOM LINE

PEOPLE

We're a proud union shop and all of our workers including tipped workers make a living wage. We've provided space and support to over a hundred community organizations working toward social justice, including Black Lives Matter, Capital Pride, Empower DC, Platform, and the ACLU.

PLANET

Our building is LEED Gold certified and we've implemented a rigorous sustainability program to reduce waste and emissions. We work closely with environmental justice groups as they advocate for the health and safety of their communities both locally and globally.

PROFIT

If we can effectively serve our communities and steward our land while being profitable, we subvert an economic system that is inherently unsustainable and unfair. So far, we've been able to demonstrate that profit emerges from ethical business practices; the two are bound together by the defiant optimism of our thoughtful clients.



People's Climate March outside Trump Tower, April 2017.

BEST PRACTICES

Sustainability ON-SITE

Every year, we're proud to host activists and organizations on the frontlines of fighting environmental injustice in their communities. We designed Eaton DC to honor their struggle on behalf of land, water, and life:

- Eaton DC is LEED Gold certified.
- We catch and recycle rainwater that falls on the building.
- We eliminate food waste to landfills using an aerobic digester.
- We prioritize local and organic ingredients and products.
- We use energy-efficient lighting, HVAC, and water flow technologies.
- We select sustainably-sourced construction materials and furnishings.



Bryan Parras and Vanessa Inaru during the DC Human Progress Festival

BEST PRACTICES

Social IMPACT

Our Impact program prioritizes supporting local, grassroots organizations, led by people who are directly affected by the issues they advocate for. We're proud to call these organizations our Impact partners and host their events, panels, fundraisers, screenings, social gatherings, meetings, and retreats.

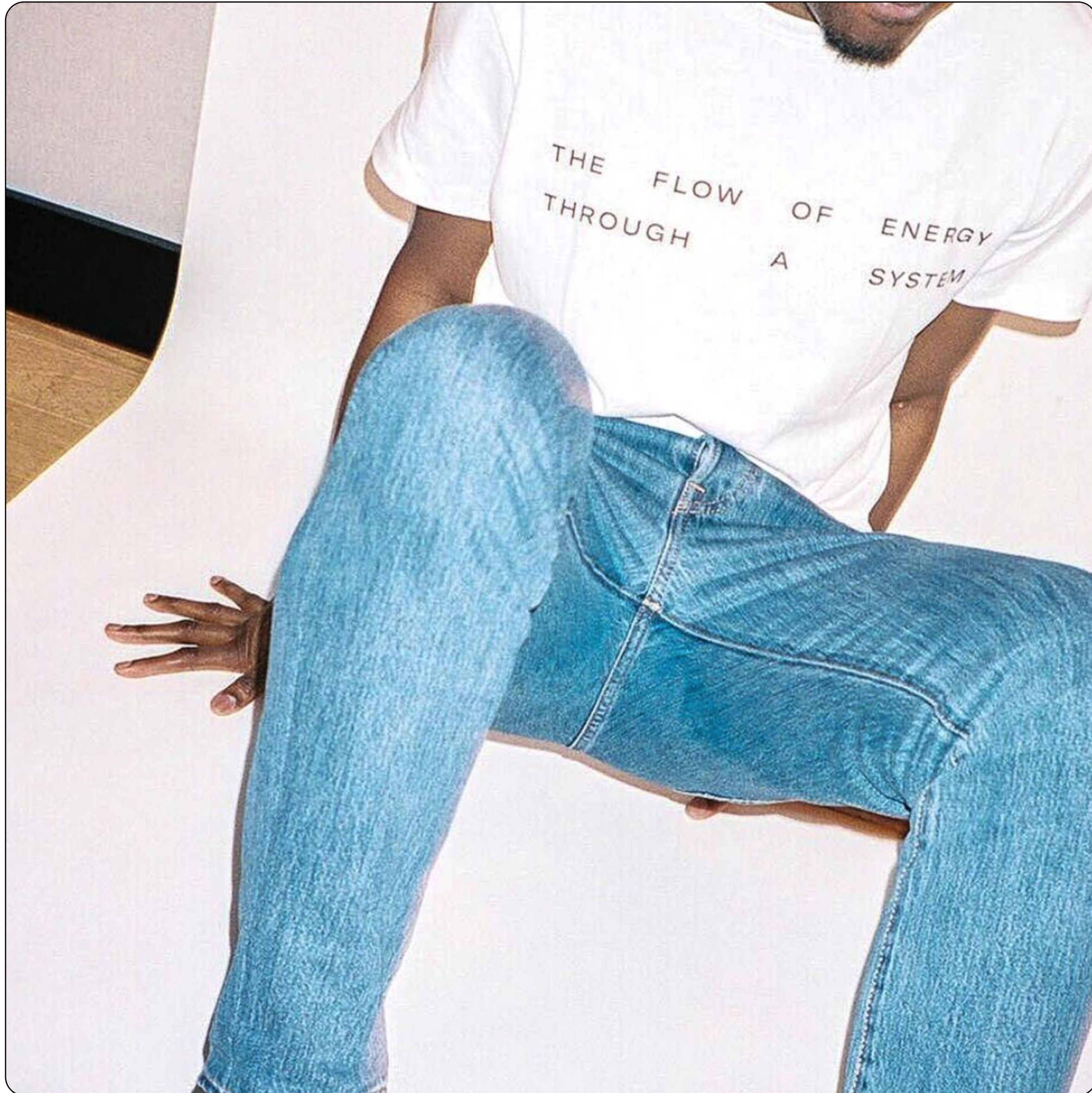
We are blessed to be a part of DC's national progressive ecosystem, offering a home for those who work tirelessly on pushing policy toward justice. These organizations are patrons at Eaton because they know their business allows us to support organizations with smaller budgets. Our space is built for those who value inclusivity, accessibility, and intentionality.

ORGANIZATIONS

- ✎ Black Lives Matter DC
- ✎ Empower DC
- ✎ WPFW
- ✎ Collective Action for Safe Spaces
- ✎ Latin American Youth Center
- ✎ Native Youth Alliance
- ✎ Diverse City Fund
- ✎ Casa Ruby
- ✎ Congressional Black Caucus
- ✎ UNICEF
- ✎ Center for Popular Democracy
- ✎ Great Washington Community Foundation
- ✎ Smithsonian Center for Folklife
- ✎ Platform Women
- ✎ Amazon Watch
- ✎ Planned Parenthood
- ✎ Women's March



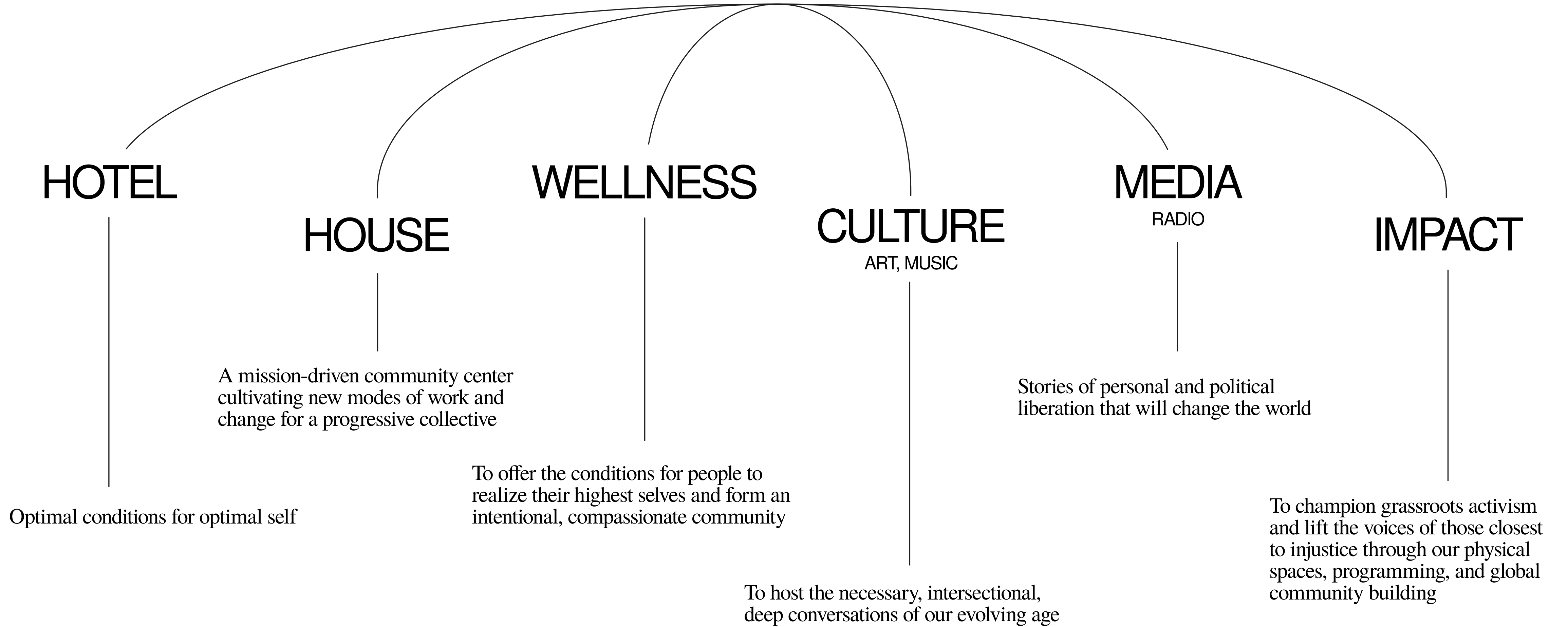
On Saturday, September 29th, 80 individuals of African and Asian identities gathered at Eaton DC to denounce racism, colonialism, and nuclear war.



Eaton PILLARS

Eaton DC's practice is supported by Eaton Workshop's pillars. Consisting of hotel, house, culture, impact, wellness, and media, these pillars act as catalysts for critical artistic expression, personal transformation, and progressive social change. They take form through the curation and exhibition of art, media, cultural, music, and wellness programming, alongside engagement with grassroots activism.

When you stay with Eaton, you become a patron of progressive causes and the arts, and contribute to a more just world.





Eaton RADIO

Eaton Radio is a community-based radio station with a DIY, commerce-free spirit. We empower grassroots narratives, uncover untold stories and support emerging, contemporary, and historic underground music of the highest quality. We are dedicated to lifting and archiving the voices of neighbors and visitors, alongside special guests and residents, through a rich and varied rotation of DJ mixes, live acoustic performances, discussions, interviews, local news, and podcasts.



The Current Movements Film Festival - Our cinema is a incubator for projects from emerging artists and distinct points of view.

Eaton CINEMA

We're huge cinephiles at Eaton, and our 56-seat screening theater offers a 4K Sony DCI compliant digital projector for fellow enthusiasts. The Eaton Cinema is available not just for official screenings of first run films, but also for TED-style panel discussions, and for any production crews that need to edit dailies. The space offers traditional theater-style seating as well as options for food and beverage services for your event.



Latela Curatorial is an Art & Curatorial Lifestyle Boutique offering consultation services to both art collectors and artists, with a strong focus on supporting the local arts in Washington DC, cultural exchange & mindfulness.

Eaton WELLNESS

Serving as a center for expanded consciousness and an oasis in the heart of DC, Eaton Wellness fosters an inclusive environment devoted to self-reflection and a connection of the mind, body, and spirit. It is inspired by holistic practices and spiritual traditions.

The ethos carries all the way from interior design through to plant-forward food and beverage offerings, as well as a robust program of treatment practitioners and yoga and meditation teachers with both classic and modern approaches to wellness philosophy and practice. Our mission is to help us heal personally while building energy around generating a positive impact in our communities, both locally and globally.

SERVICES OFFERED

- Yoga Studio
- Meditation
- Treatment Spa
- Sound Baths
- Infrared Saunas
- Group Classes



House members on our ground floor during the Democratic Debate Watch Party that Eaton DC hosted last year.

Eaton HOUSE

Eaton House is a community at heart. It is a home for innovators, activists, progressive thinkers, and creatives. We support grassroots projects and campaigns, and believe that building this home and community aligns with a vision of a more utopian society. There is a Makers Room that acts as a flexible space for community organizing, workshops, and more.

BENEFITS

- ✎ 56-Seat Theatre & Screening Room
- ✎ Sustainable Cuisine & Craft Drinks
- ✎ Radio Station & Music Programming
- ✎ Wellness Offerings
- ✎ Hotel Guest Rooms
- ✎ Global Network Perks with Eaton Workshop
- ✎ Art, Culture & Event Spaces

MEMBERSHIP TIERS

- ✎ Work from House: Daily Drop-In
- ✎ The Nomad: Drop-In Desk
- ✎ The Pioneer: Dedicated Desk
- ✎ The Collective: 2P, 4P & 6P Private Offices

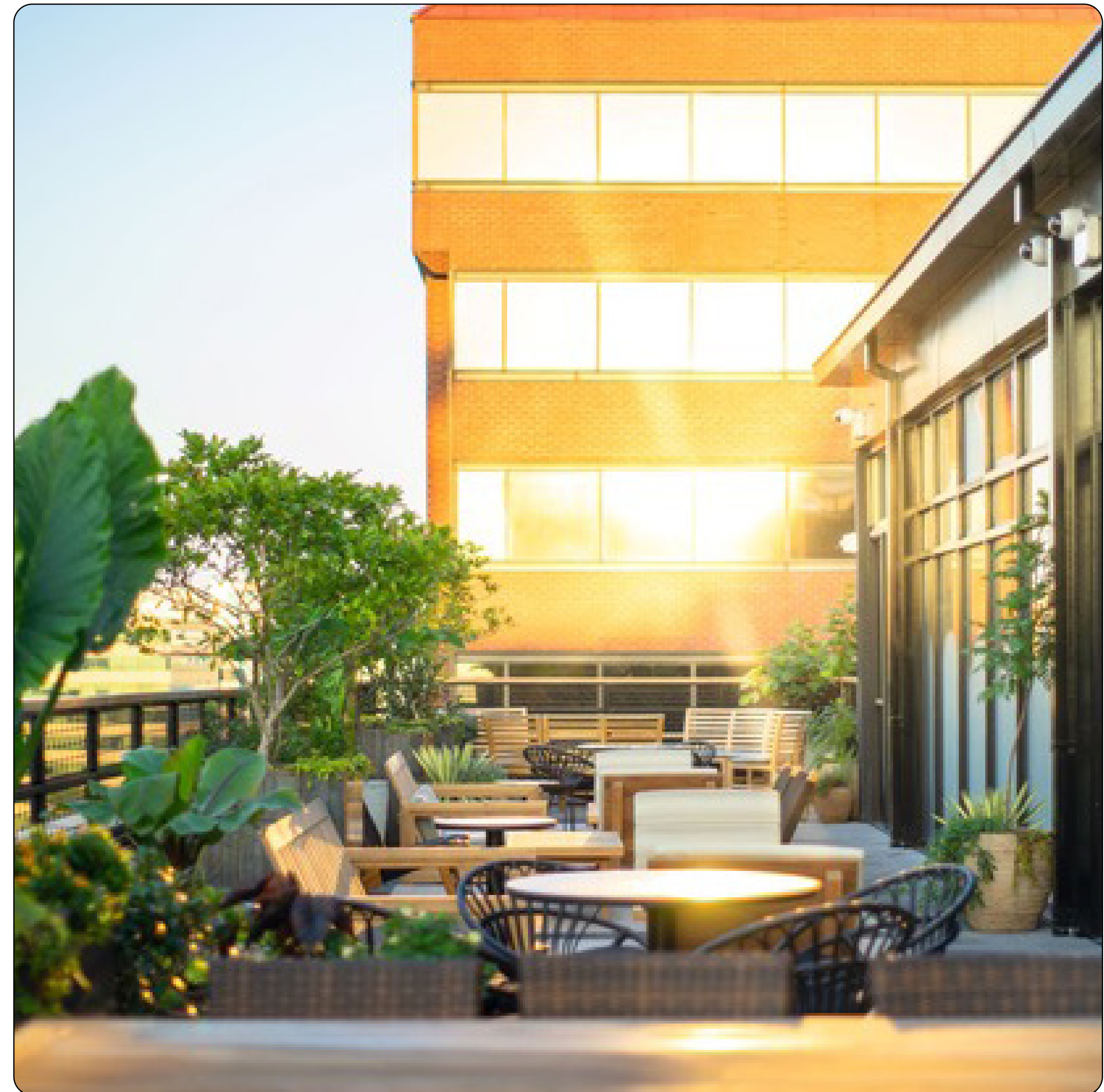
Allegory

Allegory is a cocktail bar located behind our Radical Library. Erik Thor Sandberg's mural tells the story of Ruby Bridges, the first African-American child to desegregate an all-white school in Louisiana, in the spirit of Alice in Wonderland. The radical spirit is complemented by a laid-back experience inspired by the books right outside. The lounge also welcomes musicians for intimate and "unplugged" performances.



Wild DAYS

Wild Days is a music venue on Eaton DC's rooftop, with sprawling indoor and outdoor space, sweeping views of downtown, and a subversive mosaic mural by local artist Zoe Charlton that celebrates the power of anti-colonialism and modern feminism. Expect cult live concerts and DJ sessions, plus tasty cocktails and our own taco joint.



AMENITIES

Our ROOMS

- ✎ Free high-speed Wi-Fi
- ✎ All-natural, certified organic latex & cotton plush pillow-top bed
- ✎ Grown Alchemist 100% natural bathing products
- ✎ All-natural hair care products for all ethnicities (available upon request)
- ✎ 49" HD TVs with connection to streaming platforms
- ✎ Record players with full access to our vinyl archive
- ✎ Hand-picked selection of radical and rare books
- ✎ Custom millwork with built-in desks
- ✎ Individual climate controlled rooms
- ✎ Valet parking (for a fee)
- ✎ Pet-friendly (no charge)



OUR SPACES

Meetings & EVENTS

The power within gatherings inspires, delights, and motivates us. Eaton DC offers 12,000 square feet of event space capable of accommodating meetings, conferences, parties and private get-togethers.

Whether you need a memorable venue for a wedding, a boardroom for a company training, or a space to start your own revolution, we can provide the foundations.



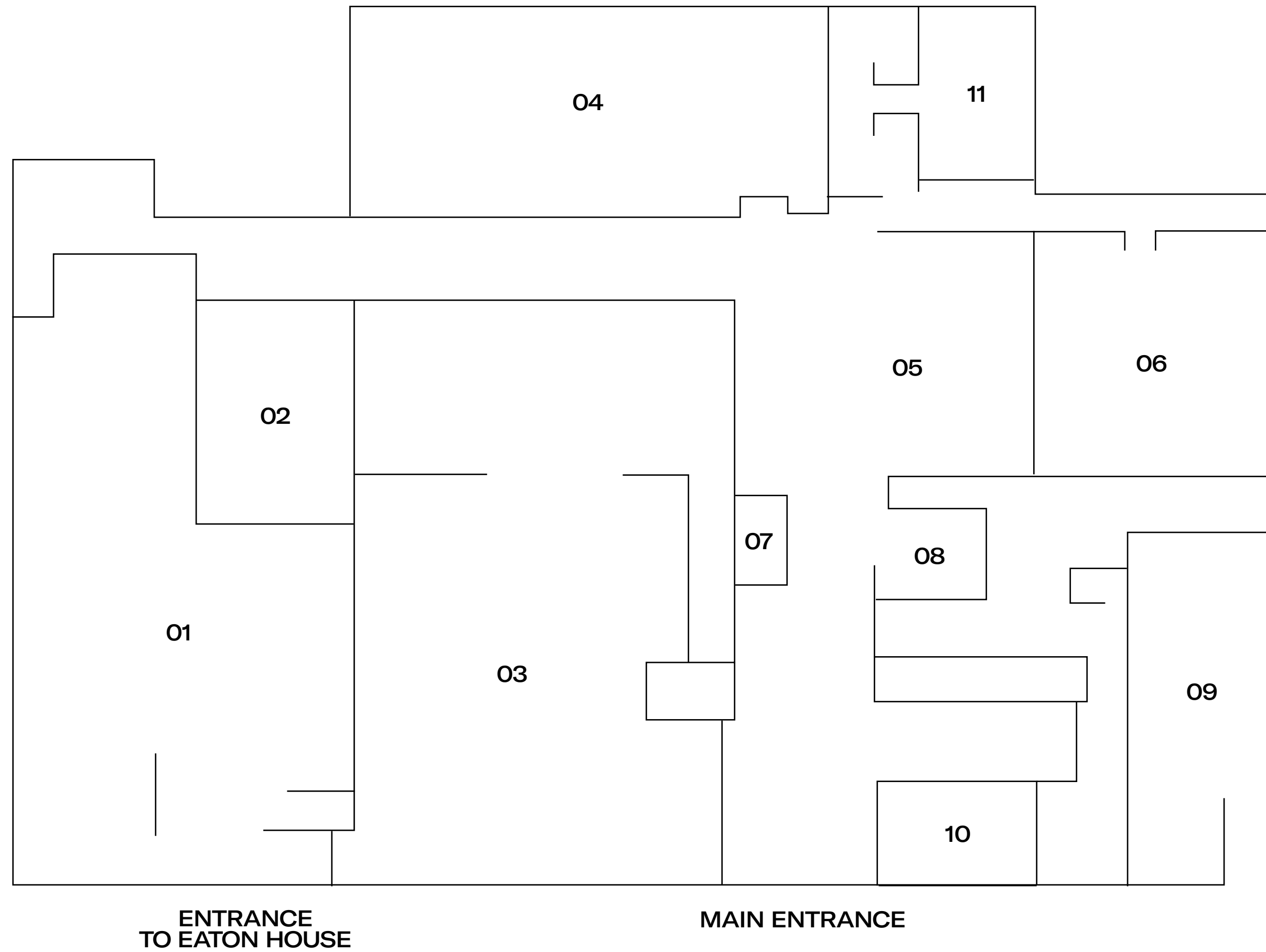
"My Friend Wrote This Book" Amanda Seales and Paul Wharton

	CEILING HEIGHT	AREA SQFT	BANQUET	THEATER	CONFERENCE	RECEPTION	CLASSROOM	U-SHAPE	HOLLOW SQUARE	DINNER & DANCE
BEVERLY SNOW	12'5"	4,302	240	300	/	400	80	/	/	150
BEVERLY SNOW A	12'5"	3,083	180	200	/	280	140	80	70	/
BEVERLY SNOW B	12'5"	1,238	80	120	30	120	60	35	30	/
SALON	13'5"	761	60	80	30	100	38	30	28	/
SALON A	13'5"	385	20	30	14	35	18	12	12	/
SALON B	13'5"	385	20	30	14	40	18	12	12	/
BARNETT-ADEN	13'5"	811	60	60	22	50	24	22	24	/
BARNETT-ADEN A	13'5"	376	30	30	10	25	20	12	18	/
BARNETT-ADEN B	13'5"	436	30	30	10	25	20	12	15	/
SIDNEY	13'5"	483	24	/	20	/	/	/	/	/
CRYSTAL	10'	2,047	150	170	42	150	50	34	38	/
CRYSTAL PRE-FUNCTION	11'	538	/	/	/	70	/	/	/	/
CRYSTAL A	10'	490	30	30	12	40	20	10	12	/
CRYSTAL B	10'	704	40	60	14	50	32	15	20	/
CRYSTAL C	10'	913	70	80	14	75	44	18	24	/
EATON CINEMA	10'	1,034	/	56	/	/	/	/	/	/
EATON HOUSE	13.9'	4,335	/	/	/	150	/	/	/	/
WILD DAYS	13.9'	5,000	/	/	/	200	/	/	/	/

FLOOR PLAN

1st FLOOR

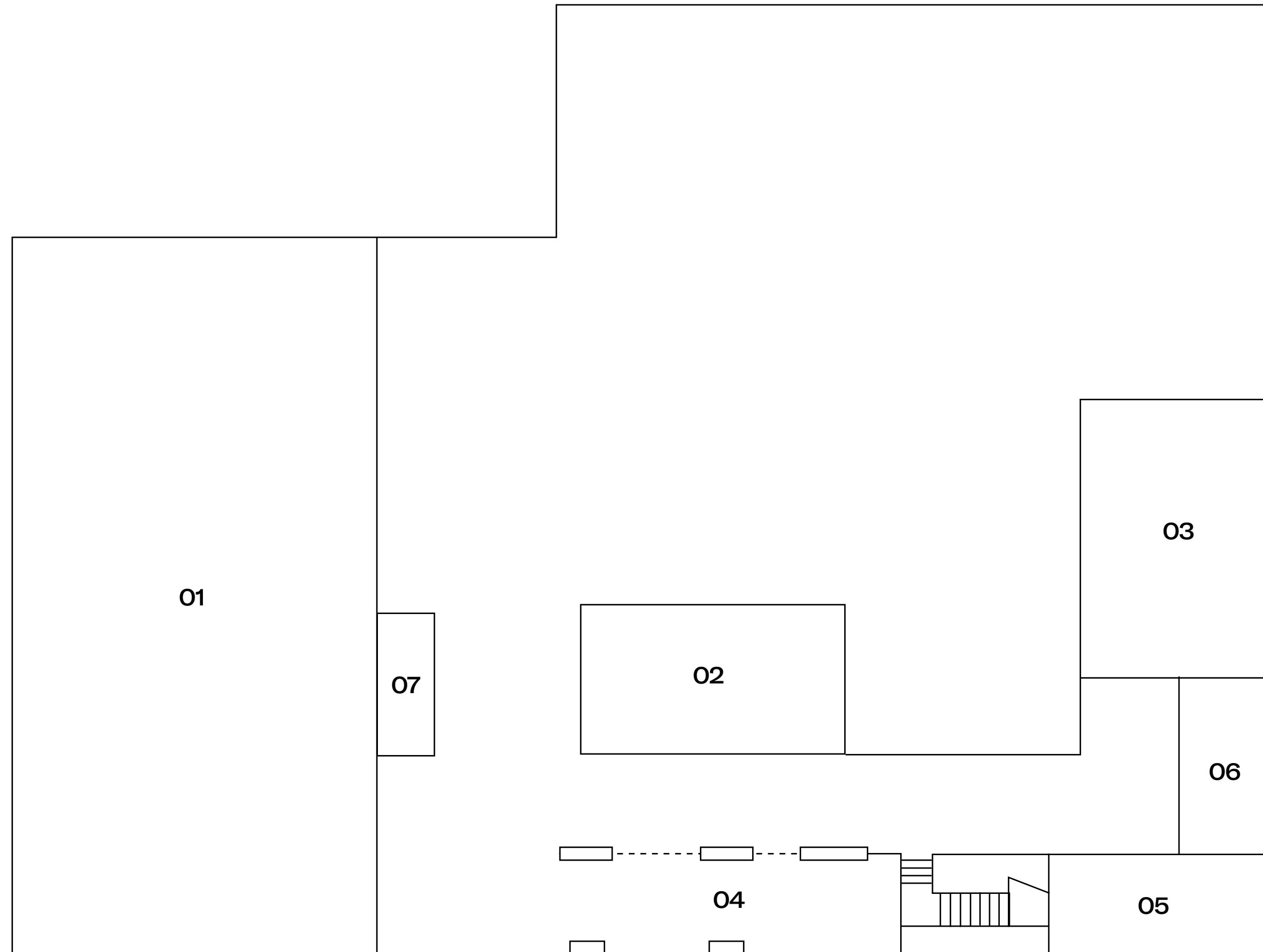
- 01 Eaton House Co-Working Space
- 02 Cinema
- 03 American Son Restaurant
- 04 Crystal
- 05 Radical Library
- 06 Allegory
- 07 Front Desk
- 08 Hometown
- 09 Kintsugi Cafe
- 10 Eaton Radio
- 11 Gender Neutral Restrooms



FLOOR PLAN

2nd FLOOR

- 01 Beverly Snow
- 02 Barnett-Aden
- 03 Wellness Center
- 04 Salon
- 05 Sidney
- 06 Gym
- 07 Gender Neutral Restrooms



K STREET

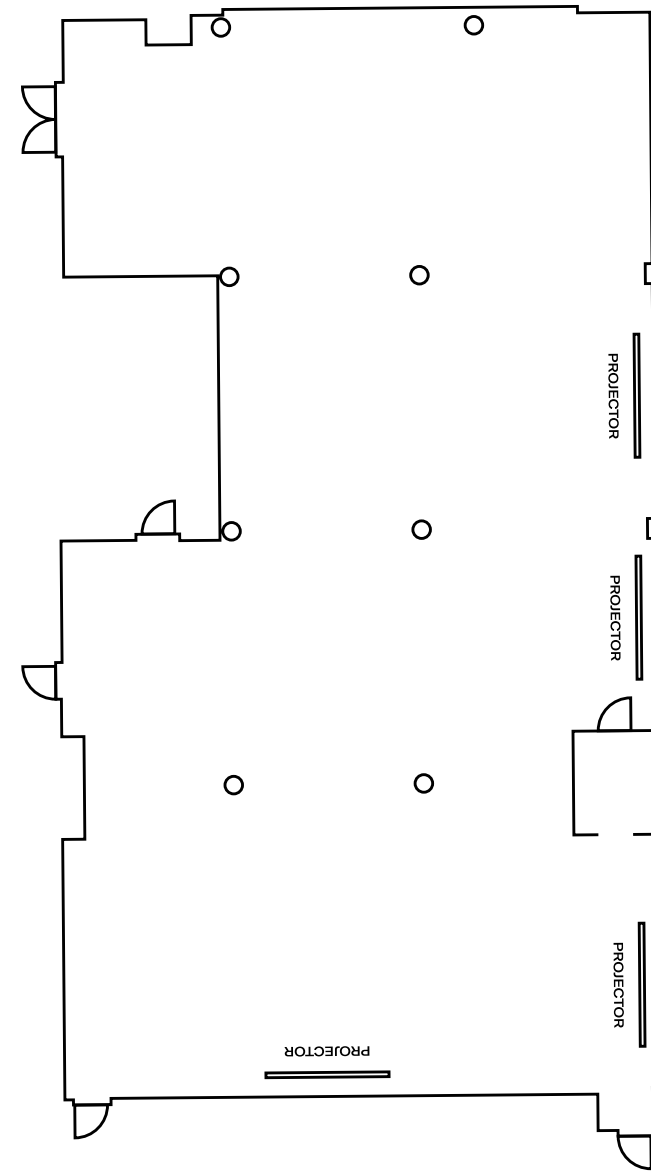


4,302 SQUARE FEET

BEVERLY SNOW

MEETING FACILITIES

- ↳ Room is divisible by two sections and has four pull down screens with projectors
- ↳ Painted concrete flooring and exposed ceiling gives the room a look and feel unlike any other
- ↳ The room has great natural lights with floor to ceiling windows looking over K Street



ROOM CAPACITY

BANQUET	240
THEATER	300
CONFERENCE	/
RECEPTION	400

CLASSROOM	80
U-SHAPE	/
HOLLOW SQUARE	/
DINNER & DANCE	150



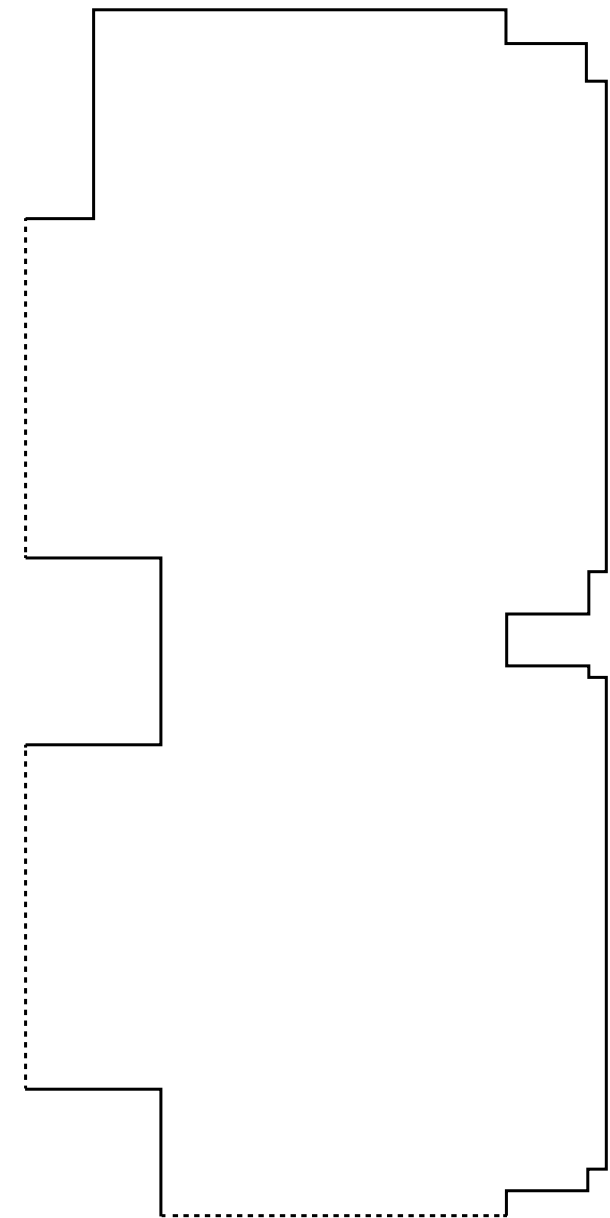
This room named in honor of formerly enslaved Beverly Randolph Snow, who owned and operated one of the most successful restaurants in downtown Washington DC in the 1830's. Beverly's success became the target of the famed "Snow Riots" in 1835 as White mechanics sought to harm freed Blacks and abolitionists in the Nations Capital.

761 SQUARE FEET

SALON

MEETING FACILITIES

- ▾ Floor to ceiling windows
- ▾ 13.5' ceiling height
- ▾ Great for intimate or large gatherings



ROOM CAPACITY

BANQUET	60
THEATER	80
CONFERENCE	30
RECEPTION	100

CLASSROOM	38
U-SHAPE	30
HOLLOW SQUARE	28
DINNER & DANCE	/



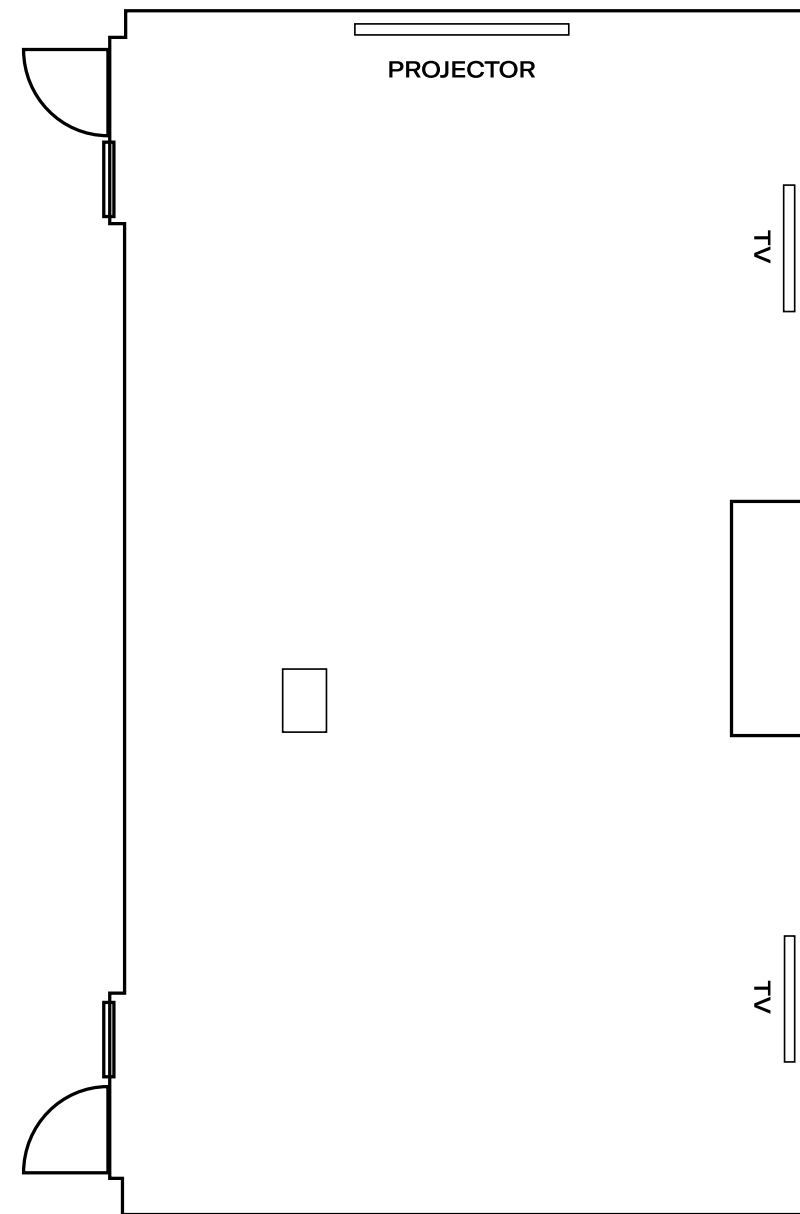
Named in honor of the art, culture and politics salon they used to have in homes off of U Street.

811 SQUARE FEET

BARNETT-ADEN

MEETING FACILITIES

- Great room with some peaking light
- ↘ Room is divisible by two sections
- ↘ Ideal for smaller meetings, up to 60 people
- ↘ Built-in screen/projector along with two 75" TV monitors



ROOM CAPACITY

BANQUET	60
THEATER	60
CONFERENCE	22
RECEPTION	50

CLASSROOM	24
U-SHAPE	22
HOLLOW SQUARE	24
DINNER & DANCE	/



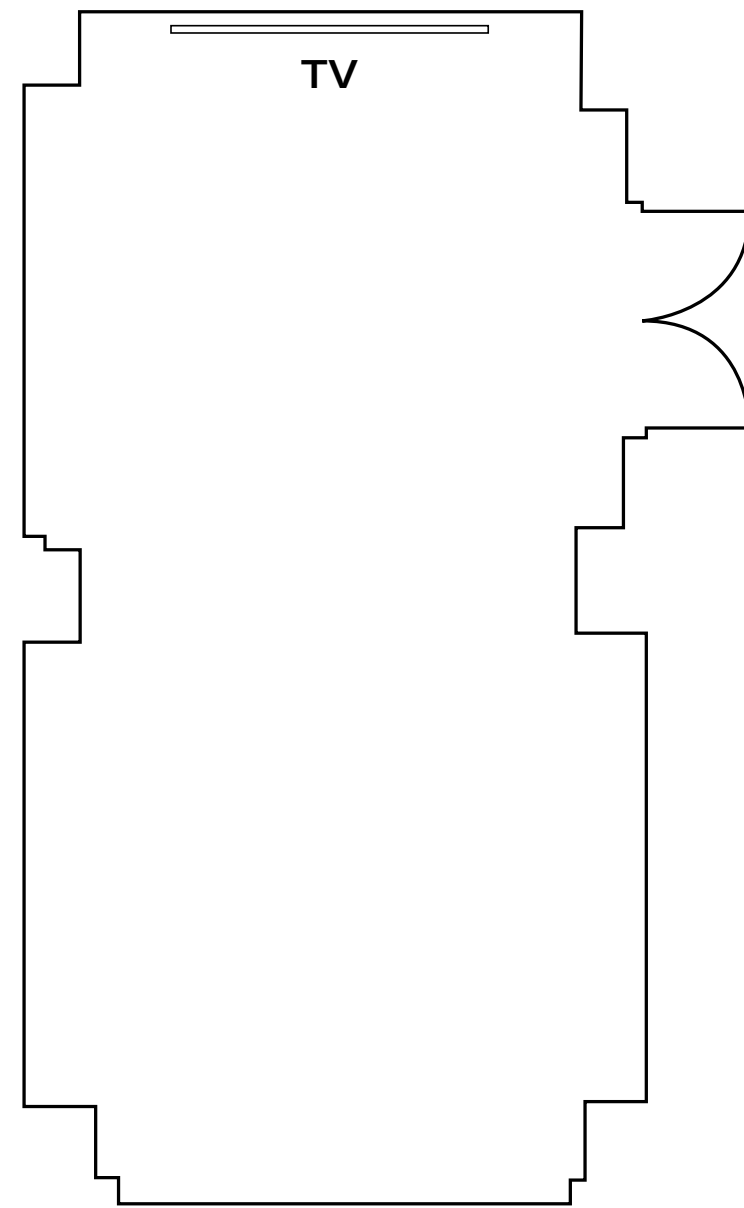
Named after the first privately owned black gallery in the US founded in 1943 on Randolph Street NW.

493 SQUARE FEET

SIDNEY

MEETING FACILITIES

- Non-traditional boardroom space with floor to ceiling windows and an existing custom table
- 85" TV monitor with connection via USB Clickshare device
- Great space for a war room, board meetings and private dinner functions



ROOM CAPACITY

BANQUET	24
THEATER	/
CONFERENCE	20
RECEPTION	/

CLASSROOM	/
U-SHAPE	/
HOLLOW SQUARE	/
DINNER & DANCE	/



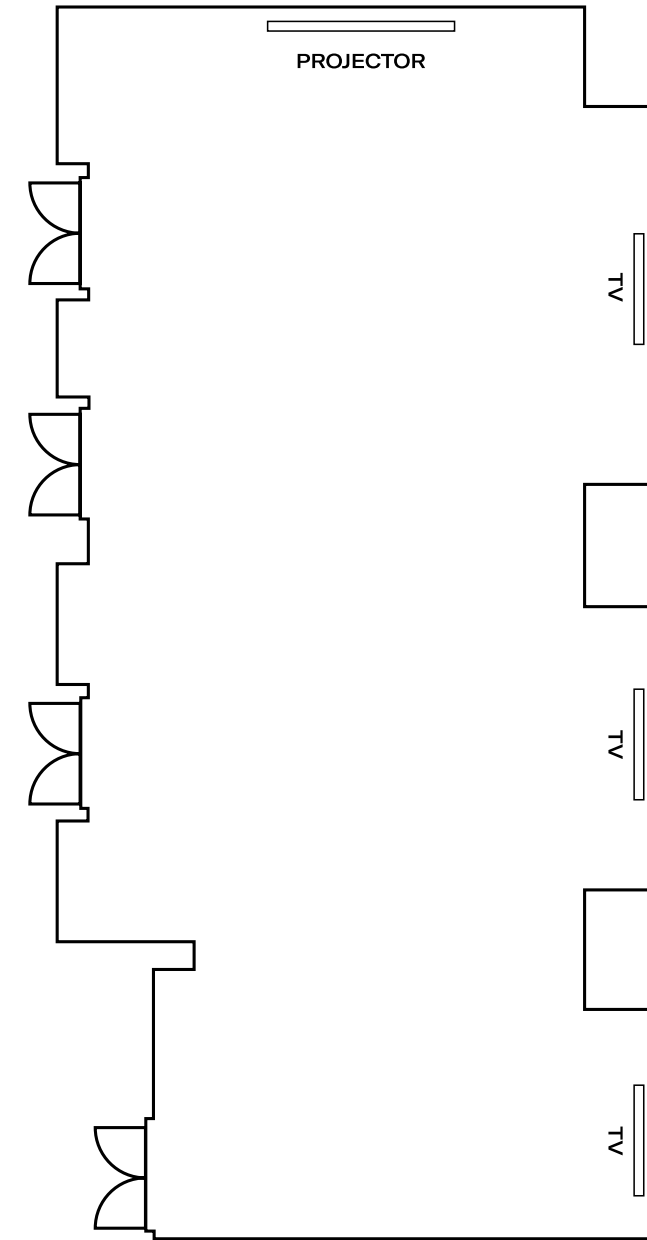
In honor of William Sidney Pittman, one of the first African American architects and the designer of the Twelfth Street YMCA, the first ever for African Americans. Honoring the connection to 12thstreet and directly connecting U Street and K Street and Eaton to that neighborhood. Also since the 12thstreet YMCA was a place of planning human-rights and activist strategies, it's a strong connection to revolutionary histories.

2,047 SQUARE FEET

CRYSTAL

MEETING FACILITIES

- Room is divisible by three sections and has a pull down screen/projector along with three jumbo TV monitors
- This space is ideal for larger meetings, meal space and receptions
- With the adjacent pre-function space outside the room this space is ideal for convenient events with F&B nearby



ROOM CAPACITY

BANQUET	150
THEATER	170
CONFERENCE	42
RECEPTION	150

CLASSROOM	50
U-SHAPE	34
HOLLOW SQUARE	38
DINNER & DANCE	/



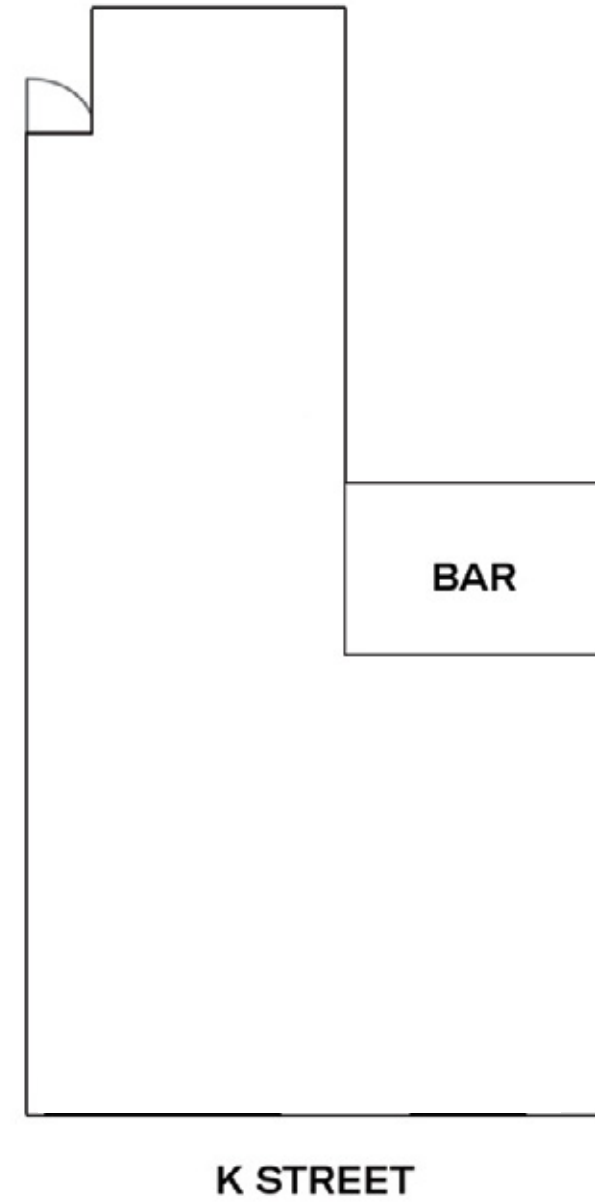
Located on the 1st floor, in honor of Crystal Caverns, a U Street staple during the heyday of Black Broadway on U Street.

5,000 SQUARE FEET

EATON HOUSE

MEETING FACILITIES

- ▾ Provides private, shared, and communal workspaces for brainstorming and collaborating
- ▾ Guests have access to House offerings, as well as to Eaton Workshop's cultural programming and wellness experiences
- ▾ Available for co-working in addition to private events



ROOM CAPACITY

BANQUET	/
THEATER	/
CONFERENCE	/
RECEPTION	150

CLASSROOM	/
U-SHAPE	/
HOLLOW SQUARE	/
DINNER & DANCE	/



4,335 SQUARE FEET

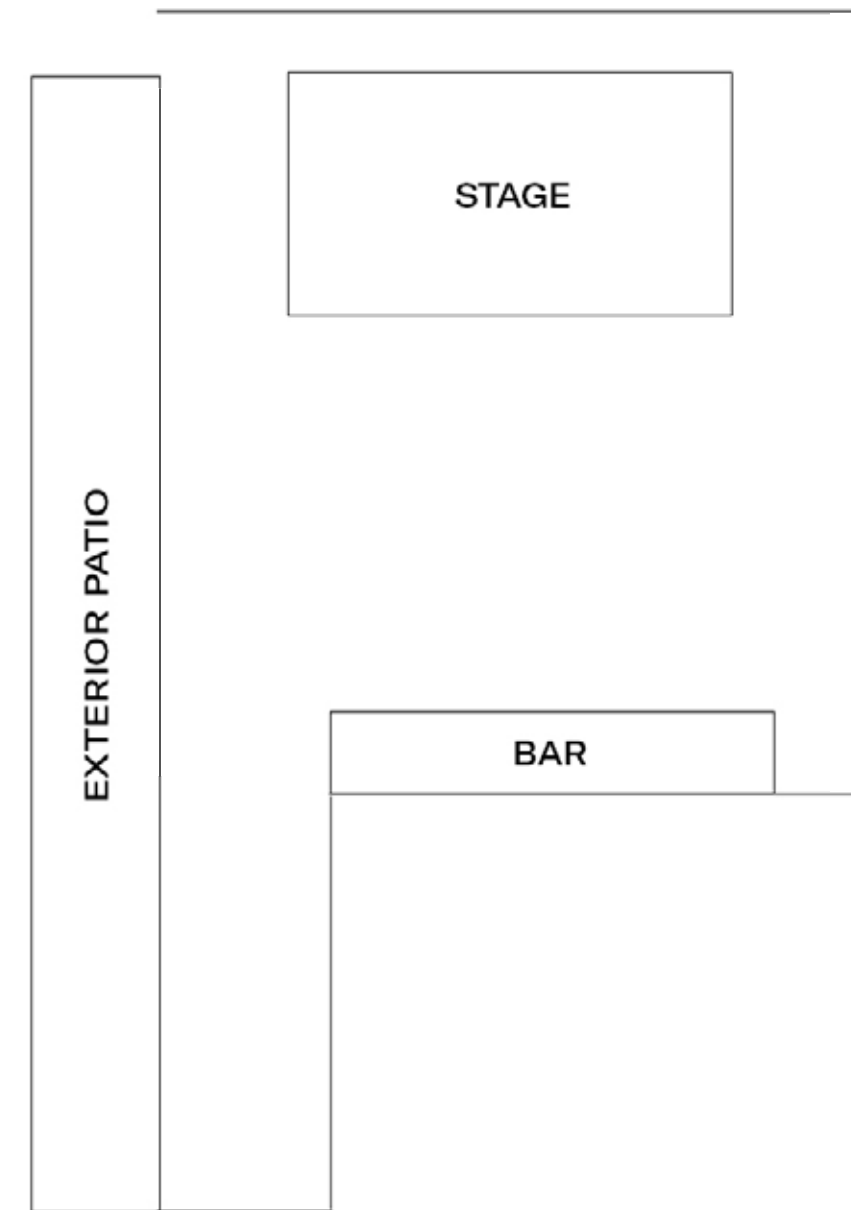
WILD DAYS

MEETING FACILITIES

- Available for private events with breathtaking views of the cityscape offering indoor and outdoor spaces that can accompany up to 200 people
- Ideal for day time functions including breakfasts and lunch events
- With state of the art built in audio equipment this space can host live performances

ROOM CAPACITY

BANQUET	/
THEATER	/
CONFERENCE	/
RECEPTION	200



CLASSROOM	/
U-SHAPE	/
HOLLOW SQUARE	/
DINNER & DANCE	/



WOMEN'S AQUATIC NETWORK

“Eaton Hotel is unique. The Women’s Aquatic Network (WAN) is a DC non-profit ‘bringing together professionals with interests in marine, coastal, and aquatic affairs.’ We found the Eaton Hotel the perfect place to hold our event. The location is ideal to allow easy access with public transportation via metro, walking and biking, for our members as well as the audience we reach out to.”

MOWFF

ISISARA BEY, ARTISTIC DIRECTOR

“The partnership between Eaton Workshop and the March on Washington Film Festival is built on a shared mission of living the principles of racial equality and social justice, on mutual trust and respect, and a genuine appreciation and spirit of cooperation between our respective team members.”

COLOR OF CHANGE

CHAD STANTON, SR POLITICAL DIRECTOR

“Color of Change is an organization with a high commitment to centering black joy in our work. It is important that we create spaces where people can celebrate the successes of their work. This recently led us to seek a venue to partner with as we sought to create a new signature event for our organization, Champions of Change. The Eaton was the perfect venue to partner with, their aesthetic perfectly matched with our brand.”

ARCHITECTURAL DIGEST

“With so much under one roof, it’s hard to put Eaton DC into one category.”

SMITHSONIAN ASIAN PACIFIC AMERICAN CENTER

LAWRENCE-MINH BUI DAVIS, CURATOR

“Eaton DC is the perfect space for creating the atmosphere we wanted and needed for our Festival— one of welcome, care, and commitment to shared liberation. We held the majority of our Festival programs in the space, from packed performances to intimate workshops to immersive installations, and hosted all of our performed in Eaton stay rooms.”

NEW YORK TIMES

“If you need a break from the corporate, cookie-cutter sterility of Marriott and Hilton, this is your safe space.”

CONDE NAST TRAVELER

THE BEST NEW HOTELS
IN THE WORLD: 2019
HOT LIST

SHAPE

THE BEST
HEALTHY GETAWAYS
FOR 2019

NEWSWEEK

2019
CREATIVE
CLASS

WASHINGTON BUSINESS JOURNAL

HONOREE: EATON DC

TIME MAGAZINE

WORLD'S GREATEST
PLACES 2019

AFAR: TRAVELER'S CHOICE AWARDS

HOSPITALITY GROUP
CATEGORY

MODERN LUXURY DC

THE IT LIST 2019

HEMISPHERES MAGAZINE

THE 2019 HEMI HOTEL
TOP 20

TRAVEL + LEISURE

2019 WORLD'S BEST
AWARD

“My vision with Eaton Workshop is to reimagine hospitality as a way to create a better world, by turning our physical and digital spaces into platforms for creativity and social and environmental impact. We designed our spaces to be purpose-driven for the collective and a Third Place for kindred spirits. Eaton DC is our flagship location in DC and is inspired by the historic political movements that struggled for equity and progress. Come for our radio station, cinema, holistic wellness center, staycations, members workspace, art exhibits, artist residencies, talks, concerts, chef-led restaurant, bars, coffee shop, and more.”

KATHERINE LO, FOUNDER



FAST COMPANY

**FAST COMPANY:
MOST INNOVATIVE
COMPANIES**

CNN | POLITICS

**THIS NEW DC HOTEL IS ALSO
A POLITICAL ART GALLERY**

COOL HUNTING

**AIRY + ACTIVISM-DRIVEN:
THE EATON HOTEL, WASHINGTON DC**

SURFACE MAGAZINE

**ROOM WITH A VIEWPOINT:
A HOTEL BRAND WITH ACTIVISM
AT ITS CORE**

VOGUE

**KATHERINE LO'S
NEW HOTEL TOUTS PROGRESSIVE
POLITICS, RIGHT DOWN THE STREET
FROM TRUMP INTERNATIONAL**

ARCHITECTURAL DIGEST

**INSIDE EATON WORKSHOP—
THE NEW HOTEL BRAND DESIGNED
FOR SOCIAL CHANGE**

HOTELS MAGAZINE

**TAPPING INTO
THE SHARING ECONOMY**

CNN | TRAVEL

**EATON DC HOTEL MIXES
POLITICALLY CHARGED ELEMENTS
WITH RETRO INTERIORS**

DEZEEN

**THE BEST
WELLNESS RETREATS
FOR 2019**