

# START HERE

A photograph of the Henry Morrison Flagler Museum in Palm Beach, Florida. The building is a grand, white, neoclassical structure with a prominent portico supported by tall, fluted columns. The sky is bright blue with scattered white clouds. The foreground shows a green lawn and a paved walkway.

HENRY MORRISON  
FLAGLER MUSEUM

— PALM BEACH, FLORIDA —

*A National Historic Landmark*

# VISITING THE FLAGLER MUSEUM

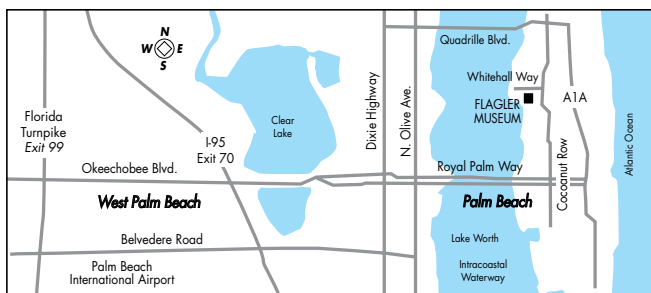
The Flagler Museum is open year round, Tuesday through Saturday, 10:00 a.m. to 5:00 p.m. and Sunday, noon to 5:00 p.m. The Museum is closed Mondays, Thanksgiving Day, Christmas Day, and New Year's Day.

The entire Museum, the Museum grounds, and the Flagler Kenan Pavilion are wheelchair accessible. Strollers, backpacks, and large bags are not permitted on the Museum grounds.

While photography for personal use is welcomed, flash photography, tripods, and photography for publication are not allowed without a permit from the Museum's Public Affairs Office. For more information, please call (561) 655-2833.

## FROM I-95 OR THE FLORIDA TURNPIKE:

Take Exit 70 from I-95, or Exit 99 from the Florida Turnpike, and drive East on Okeechobee Boulevard (about three miles or six miles respectively) through West Palm Beach and cross the bridge over the Intracoastal Waterway into Palm Beach and onto Royal Palm Way. Make a left turn at the first stop light onto Coconut Row, continue about seven blocks and the Museum parking area will be on the left side of the street.



## Orientation



Video

**FLAGLER MUSEUM**  
ONE WHITEHALL WAY  
PALM BEACH, FLORIDA 33480  
(561) 655-2833  
[WWW.FLAGLERMUSEUM.US](http://WWW.FLAGLERMUSEUM.US)



Funded by the Tourist Development Council

# Flagler House & Hotel Tour

In 1896 Henry Flagler opened his second hotel in Palm Beach, which he named the Palm Beach Inn. The Palm Beach Inn was in those days a less expensive alternative to Flagler's first Palm Beach hotel, the Hotel Royal Poinciana, which soon became the world's largest resort. However, in 1904 the Palm Beach Inn was completely rebuilt and its name changed to The Breakers. The new, more luxurious, hotel attracted a Who's Who of clientele, from America's wealthy elite to United States Presidents and European nobility.

In 1925 The Breakers was again entirely rebuilt, this time by Flagler's heirs, to the highest standards of luxury. Designed by the highly acclaimed architectural firm of Schultze and Weaver and modeled after the Villa Medici in Rome, this version of The Breakers immediately eclipsed the Hotel Royal Poinciana, setting a new standard of resort luxury that has remained unsurpassed for nearly a century.



*Whitehall, the Flagler Museum*



*The Breakers Hotel, Henry Flagler's second hotel in Palm Beach*

The combined tour of the Flagler Museum and The Breakers Hotel emphasizes the shared history between two of Palm Beach's most important landmarks. From Henry Flagler's vision for Palm Beach, to the classical influences of Beaux Arts architecture, the tour program provides Museum visitors and Hotel guests with a comprehensive understanding of Henry Flagler's legacy in Palm Beach and the state of Florida.

For more information about the combined House and Hotel Tour, please visit our website at [www.FlaglerMuseum.us](http://www.FlaglerMuseum.us).



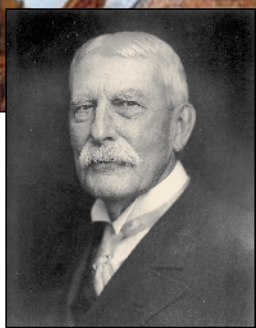
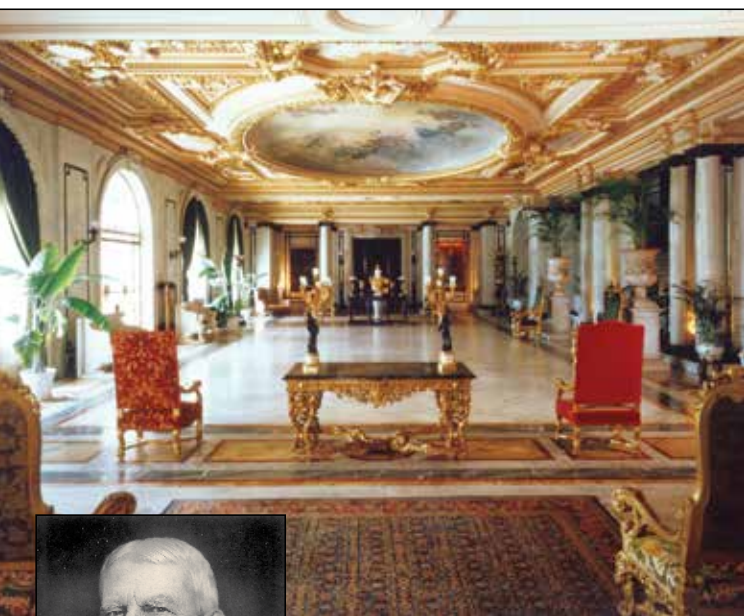
*The Breakers Hotel Mediterranean Ballroom*

**Start Here** to learn about early Florida, when Henry Flagler's railroads and luxury hotels established tourism and agriculture as the foundation of Florida's economy.

**Start Here** to enjoy one of America's most beautiful homes and a National Historic Landmark.

**Start Here** to discover the Gilded Age, the most fascinating period in American history.

Everything else you see and do in Florida will make more sense if you start by visiting the Flagler Museum.



*Henry Flagler (1830-1913)*

Whitehall was the winter home of Henry Flagler, a leading figure of America's Gilded Age. Flagler was a founding partner of Standard Oil, the most profitable corporation in history, and he was the earliest and most important developer of Florida. In fact, it would not be an exaggeration to say that Henry Flagler literally invented modern Florida. Flagler's Florida East Coast Railway linked the entire east coast of Florida from Jacksonville to Key West. The series of luxury hotels Flagler built along Florida's east coast and the two million acres of land he developed, established agriculture and tourism as the foundation of Florida's economy during the last 100 years.

## TOURS & EXHIBITS

Visitors to the Flagler Museum have four tour options: a narrated audio tour, a self-guide brochure, the Flagler App for smart devices, or a docent-led tour. Docent-led tours are available November through May, Tuesday - Saturday at 11:00 am, 12:30 pm and 2:00 pm and on Sunday at 12:30 pm, 1:30 pm and 2:30 pm. From June through October guided tours are Tuesday - Saturday at 11:00 am and 2:00 pm and Sunday at 12:30 pm and 2:30 pm. During the fall and winter months visitors may also explore the Flagler Museum's Exhibit Gallery, which features temporary exhibitions on topics related to Florida history and America's Gilded Age. There are also permanent exhibits on the history of Henry Flagler's life and career, and the Museum's extensive lace collection. The Flagler Kenan Pavilion, designed in the style of a 19th century Beaux Arts railway palace, houses Henry Flagler's private railcar, No. 91, and is open to visitors year round.



## MUSEUM STORE & CAFÉ

The Museum Store stocks an extensive collection of books about the Gilded Age and a variety of Flagler Museum proprietary products, plus hundreds of other items illustrative of America's Gilded Age. The Museum operates a seasonal Café in the Flagler Kenan Pavilion. A fixed price fixed menu

Gilded Age style lunch of tea sandwiches, sweets, and the Museum's exclusive tea, *Whitehall Special Blend*, is available from Thanksgiving weekend through the Saturday of Easter weekend. Café hours are 11:30 am to 2:30 pm Tuesday to Saturday, and 12:00 pm to 3:00 pm on Sunday.



Henry Flagler commissioned architects John Carrère and Thomas Hastings to design Whitehall, a 75-room Beaux Arts estate, as a wedding present for his wife. Carrère and Hastings designed Flagler's Hotel Ponce de Leon in St. Augustine and many other iconic Gilded Age landmarks,



including the New York Public Library, the offices of the Senate and House of Representatives in Washington, D.C., the New York Fifth Avenue mansion of Henry Clay Frick, and the Standard Oil office building in New York. The New



York design firm of Pottier and Stymus was selected to create the interiors of Whitehall. In typical Gilded Age fashion, they designed the rooms in period styles such as Louis XIV, Louis XV, and Italian Renaissance. Elements of earlier Western cultures were melded with the latest in American technology. Nineteenth century American innovations such as steel beam construction and cast plaster ceilings allowed workers to complete Whitehall in only 18 months. The technology developed during the Gilded Age made possible the rapid construction of such a large and elaborate estate,

while technological advances such as indoor plumbing, central heat, and electric lighting made Whitehall the new benchmark of gracious living.



When Whitehall was completed in 1902, the *New York Herald* proclaimed it “more wonderful than any palace in Europe, grander and more magnificent than any other private dwelling in the world.” In 1960 Whitehall was opened to the public as the Henry Morrison Flagler Museum. Whitehall has undergone extensive restoration, returning it to its original splendor. The Flagler Kenan Pavilion, completed in 2005, was built in the style of a 19th century Beaux Arts railway palace and houses Henry Flagler’s private railcar, No. 91. Accredited by the American Alliance of Museums and



designated a National Historic Landmark, the Flagler Museum invites visitors to experience the splendor of the Gilded Age, while learning more about Henry Flagler and this fascinating period in American history.



Gilded Age businessmen, like Henry Flagler, grew phenomenally wealthy developing new technologies that changed the daily lives of Americans. Because most of these titans of industry were self-made men, they were inclined to build institutions and foundations that provided opportunities for all Americans to improve their lives through hard work and education. Many Gilded Age leaders believed that their obligation to elevate and inspire society extended even to the design and construction of their homes. Public museums, so common today, were not



common during the Gilded Age. When Henry Flagler built a winter retreat in Palm Beach as a wedding present for his wife, Mary Lily Kenan Flagler, he chose architects who understood well the value of building a house that was both home and museum.



As Andrew Carnegie said, "It is well, nay essential, for the progress of the race that the houses of some should be homes for all that is highest and best in literature and the arts." Building the kind of house described by Carnegie was one way that Gilded Age leaders sought to inspire and educate the public. They made their houses homes for the works of the Greek Muses of arts and literature - literally museums. As John Carrère, Whitehall's chief architect, said, "The amount of art education which a building can disseminate is far beyond what we realize."

# START HERE

“An absolute must-see”  
- *National Geographic Traveler*

“Everyone should go to the Flagler Museum.  
It’s one of the greatest Gilded Age mansions  
in the world”  
- *Art + Auction*

“The Gilded Age is alive and well at the  
opulent Flagler Museum in Palm Beach”  
- *Travel + Leisure*

“Higher forms of culture thrive thanks to the  
Flagler Museum”  
- *Robb Report*

“Meticulous restoration and a paragon of fin  
de siècle architecture”  
- *Town & Country*

“One of Florida’s most intriguing museums”  
- *Travel Today*

“A Beaux Arts masterpiece and undoubtedly  
the state’s grandest residence”  
- *Cigar Aficionado*

You may download a Flagler Museum smartphone app, that includes an orientation video, audio tour, images, and more, by scanning this QR code with your smart device.



Flagler App

H E N R Y M O R R I S O N

FLAGLER MUSEUM

— PALM BEACH, FLORIDA —