



Winston+Salem, NC

250 Years of the American Experience
One city. Every era.

FRONTIER BEGINNINGS

1753



BETHABARA IS FOUNDED

First Moravian settlement in the South, shaping frontier life through faith, trade, and innovation.

1766



SALEM ESTABLISHED

Moravians founded Salem as a lasting town, influencing culture, craft, and early American progress.

The Emancipation Proclamation was read at St. Philips, marking freedom for Salem's Black residents.



FREEDOM DECLARED 1865

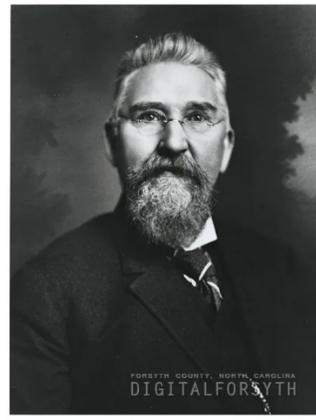
Winston and Salem officially merge, forming a shared civic and cultural identity.



1913 ONE CITY

1875

R.J. REYNOLDS ARRIVES



A small tobacco factory sparks Winston's rise as a national industrial powerhouse.

1917



REYNOLDA OPENS

A model estate blending health, innovation, and design during the Progressive Era.

1929



SKYLINE SHIFT

An Art Deco landmark rises as the tallest building in the South.

1960



CIVIL RIGHTS SIT-IN

Student-led protests desegregated downtown lunch counters and inspired national change.

UNCSA FOUNDED



America's first public arts conservatory opens, shaping a lasting creative identity.

1965



Historic factories transform into a hub for research, technology, and urban life.



2013

FUTURE FORWARD



1989

BLACK THEATRE FESTIVAL DEBUTS

An internationally acclaimed festival brings Black theatre from around the world.