



**FOR:** **InterContinental Chicago Magnificent Mile**  
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Chicago, IL 60611  
(312) 944-4100  
[www.icchicagohotel.com](http://www.icchicagohotel.com)

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**DATE:** **February 25, 2013**

**RE:** **InterContinental Chicago Magnificent Mile Renovation Elevates Guest's Experience**

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The [InterContinental Chicago Magnificent Mile](http://www.icchicagohotel.com) is undertaking a comprehensive renovation of the historic hotel's guest rooms, providing guests with modern amenities and design, focusing on the evolving needs of travelers and enhancing the guests' experience.

Starting in January 2013, the complete renovation of 477 guest rooms and corridors is underway. The project is slated for completion in March 2013, and includes a 12 million dollar investment.

Lead by [Simeone Deary Design Group](#), the interior design of the renovated space reflects the history of the grand hotel, making a connection to the architecture of the building while capturing the vibrancy and energy of Chicago's famed Michigan Avenue, known worldwide as the Magnificent Mile. Synonymous with luxury, style, and shopping, the hotel's location and position as the only hotel with a front entrance on the prestigious avenue served as inspiration, influencing the overall look and feel of the design.

The updated design strikes a balance between the old and the new by reflecting the original design of the building while complementing the unique historical references with contemporary refinement. Built in 1929 as the Medinah Athletic Club, the hotel's property has been restored to its original appearance, with many sections of the historical property integrated as part of the building's architecture. A major component of this approach includes a focus on the hotel's grandiose lobby and the unique arrival experience it provides to guests by translating this impact into the hotel corridors and guestrooms.

The updated design features include:

- An opulent color palette of green and chartreuse, integrated with deep textures and rich patterns with a modern touch, reflecting upon Michigan Avenue as Chicago's fashion center.
- Reflecting the original geometric pattern of the metal grillwork found in the lobby and porte cochere through an abstract pattern, repeating in varying scales through the custom designed draperies, signage, corridor lighting, and carpet.
- Utilizing finishes, textures and fabric selections that enhance the rooms' space and details.
- Using fashion elements inspired by the hotel's location, with leather wrapped welt of a Chanel blazer interpreted into pillow and lighting details and the composition of a Cartier watchband translated into corridor lighting.
- Grand upholstered headboards with channel stitching reminiscent of the lobby intricacies.
- Photographs of busy streetscapes, positioned as memorable visual moments in each guest room.

Numerous materials and furnishings incorporated in to each room are sourced locally, including drapery from Union, IL, headboards from Jasper, IN and signage from McCook, IL. As the first Chicago hotel to receive an ENERGY STAR rating, as well as a silver certification from Green Seal and StayGreen recognition from the Illinois Hotel and Lodging Association, the hotel emphasized local sourcing to sustain its commitment to "green" performance. Additional eco-focused initiatives include the use of innovative, energy-conserving technology, eco-friendly beauty products and a comprehensive recycling program.

#### **About InterContinental Chicago Magnificent Mile**

Located at 505 N. Michigan Ave., [InterContinental Chicago Magnificent Mile](#) is the only hotel with a front entrance on the prestigious Magnificent Mile – Chicago's most desirable address. Originally built in 1929 as the Medinah Athletic Club, an exclusive luxury men's club, the property is one of Chicago's most elegant landmarks. The hotel features 792 refurbished guest rooms, including 73 lavishly decorated suites. The hotel's historic, junior Olympic size pool is recognized as one of the best indoor pools in the U.S. and is included in Chicago's major architectural tours. Dining options in the hotel include **Michael Jordan Steak House**, an elegant, modern American steakhouse that reflects the basketball legend's preferred dining style, and **ENO**, an upscale yet approachable wine lounge that features cheese and chocolate pairings.

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**Photography & Interviews Available**