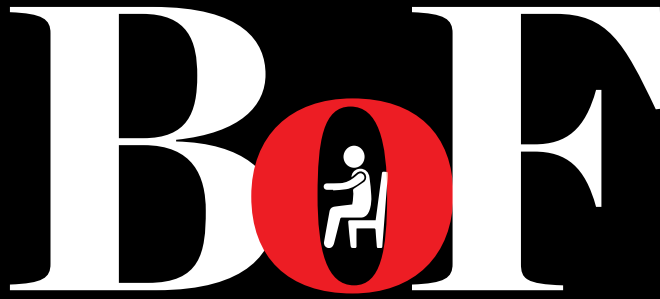


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# Color Takes on a New Role in the Workplace

# Hospitality Feel Plays Key Role in Interior Amenity Spaces at New Chicago Tower

NELSON WORLDWIDE WAS TASKED WITH INFUSING FIVE-STAR HOSPITALITY ELEMENTS THROUGHOUT THE CLASS A TOWER'S AMENITY SPACES, WHICH FEATURE A CONFERENCE CENTER FOR TENANT USE, A TWO-STORY, STATE-OF-THE ART FITNESS CENTER, A TENANT LOUNGE AND MULTI-TENANT FLOOR ELEVATOR LOBBIES AND CIRCULATION CORRIDORS.

Award-winning architecture, design and strategy firm NELSON Worldwide has completed the interior amenity spaces at 110 North Wacker Dr. — Chicago's next Class A office tower. Designed for maximum quality efficiency for tenants, the new 55-story building is a functional, luxurious addition to Chicago's skyline and riverfront.

NELSON Worldwide was tapped to design all 50,000 square feet of amenity spaces, including the design of the level three conference center, sundry, shoe shine, office of the building, fitness center, multi-tenant corridors and tenant-floor elevator lobbies.

"Chicago is home to jazz, museums, parks, theaters, restaurants and extensive walking trails along the river," said Theresa Williams, design director at NELSON Worldwide. "We wanted to celebrate the rich cultural diversity of the Windy City and pay homage to the building's incredible location on the water. The resulting design highlights mobility and technology and embraces natural light and access to Chicago's vibrant skyline through expansive glass windows."











NELSON Worldwide was tasked with infusing five-star hospitality elements throughout the Class A tower's amenity spaces, which feature a conference center for tenant use, a two-story, state-of-the-art fitness center, a tenant lounge and multi-tenant floor elevator lobbies and circulation corridors. The NELSON team drew inspiration from the exterior architectural elements designed by the world-renowned architecture firm, Goettsch Partners and re-interpreted them within the planes of the interior materials homage to Chicago's unique urban scene.

NELSON Worldwide has designed spaces that reinforce an immediate connection to one of the city's greatest attractions — the Chicago River, which plays an integral role throughout all aspects of the building and has contributed to its leasing momentum. The NELSON team is also designing several offices throughout, as well as developing initial planning studies for the legal tenants considering occupancy. These planning studies demonstrate the great efficiencies the design of the building floor plate can offer to the legal industry at 110 North Wacker Dr. To celebrate the building's structure and its surroundings, the amenity spaces flow alongside the river, using pattern, texture, shape and light influenced by Goettsch's design. Creating positive and negative space, strong contrasts and movement were also influenced by music, with tight textures representing the high notes and broad scale representing the deep notes.

On levels 23 and 24, the team designed all environmental graphic pieces within the fitness center. The center itself has a different feel, inspired by energy and movement with bold graphics and colors. The third level gives a more sophisticated and elegant aesthetic, made up of natural materials such as wood and stone. Because level three was also designed to function as an event space, there is a greater connection between the floor and ceiling elements and the exterior of the building to draw your eyes outside to the views of downtown Chicago. **BoF**