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VICEROY

CHICAGO

Viceroy Hotel Group to Unveil the Midwest's Newest Luxury Experience, Viceroy Chicago, on September 1, 2017

Located in the Coveted Gold Coast, the Highly Anticipated Hotel Sets to Captivate Chicago with Purposeful Programming, Energetic Design, and Culinary Powerhouses

Chicago, Ill. (August 31, 2017) – Viceroy Hotel Group is pleased to announce that Viceroy Chicago, the latest addition to the Viceroy Icon Collection and the brand's first property in the Midwest, opens its doors to locals and guests this Friday, September 1, 2017. Taking center stage in the heart of the vibrant Gold Coast neighborhood, the 180-room modern luxury hotel is located on the site of the former historic Cedar Hotel and features culinary concepts from Chicago's celebrated Boka Restaurant Group.

Positioned at the intersection of Cedar and State Streets, this urban resort rises a magnificent 18-stories and is home to the neighborhood's first rooftop pool. This desirable rooftop space, in addition to floor-to-ceiling windows throughout the hotel, affords guests sweeping views of Lake Michigan and the cityscape, offering a unique vantage point of Chicago to inspire curiosity and exploration. An enviable location, Viceroy Chicago is steps away from top Chicago attractions including Lake Michigan, the Magnificent Mile, and some of the city's favorite high-end storefronts and boutiques on Oak Street.

"A hub for culture, cuisine, and style, Chicago is the ideal location to start Viceroy Hotel Group's journey into the Midwest," said Bill Walshe, CEO of Viceroy Hotel Group. "We're proud to make our Chicago debut in partnership with hotel owner Convexity Properties, with whom we share a passion for creating distinct, memorable experiences, and who are a team with a unique knowledge of this incredible city."

Adds David Nelson, Head of Real Estate at Convexity Properties: "The unveiling of Viceroy Chicago, with its unique programming, design and culinary experiences, is an exciting moment for Convexity Properties, Viceroy Hotel Group, Boka Restaurant Group and this amazing city we call home. We are grateful for the collaborative effort of the City of Chicago officials, local aldermen, and neighborhood groups that helped bring this project to life."

Purposeful Programming with a Local Touch

With community partnerships being a cornerstone of the hotel experience, the hotel offers its guests wellness and fashion programming provided by locally based businesses including Chill Chicago, a modern meditation studio; CorePower Yoga, a nationally-recognized yoga provider; and FELT, an upscale women's clothing boutique located in Chicago's Logan Square.

In partnership with Chill Chicago, Viceroy Chicago presents a number of ways for guests to remain mindful while traveling including "Moving Meditation," an airport pick-up service that features a pre-recorded meditation session to enjoy while en route to the hotel, and "Chill Hour," a weekly, on-site meditation class. Guests are also provided with meditation tips in-room. Beginning in September, the hotel will host weekly yoga classes from CorePower, which will be open to guests and locals alike.

Always ahead of the trend, Viceroy Chicago has partnered with local women's clothing boutique FELT to provide guests with individualized styling sessions and private shopping experiences. The fashion-forward package includes an advance consultation with a FELT stylist, an in-room styling and shopping session, as well as a custom-tailor session as needed.

Energetic, Engaging Design

Thoughtfully curated design, art, style and culture are infused into the hotel to create an authentic and inspired experience and maintain a distinct sense of place for guests eager to explore the vivacious Chicago landscape. To bring this vision to life, Viceroy Hotel Group worked in collaboration with Chicago-based Convexity Properties, Todd-Avery Lenahan of award-winning hospitality design firm TAL Studio, The Gettys Group procurement team, and leading architect Goettsch Partners. In homage to its history, Viceroy Chicago proudly embraces the Cedar Hotel's original brick and terracotta façade, first designed by architects Rissman and Hirschfield.

Viceroy Chicago's design is inspired by the *Flâneur*, a French literary figure known for its free spirit and eye for exploration. International luxury hotel and resort designer Todd-Avery Lenahan used this spirited character as a guide to create surprise-and-delight moments throughout the hotel, piquing guest curiosity and offering the opportunity for discovery. The hotel's public spaces feature bold art fixtures, including a 30-foot teal Poem Wall towering over the lobby living room and inscribed with quotes from French poet Marcel Proust. Guestrooms feature a distinct headboard-wall, a digital reproduction of an original work produced by London artist Tim Modus. The display is inspired by the architectural elements and sculptural forms of the mid-century, and serves as a nod to Chicago's storied architectural history. Guestrooms also host enlarged, luxurious bathrooms and closets, and a selection of suites offer expansive terraces with incredible views of the cityscape and Lake Michigan.

Celebrated Culinary Talent Coupled with Skyline Views

Viceroy Chicago is also home to the highly anticipated restaurant Somerset, helmed by James Beard Award finalist Lee Wolen of Chicago-based Boka Restaurant Group. The restaurant is located on the ground floor of the hotel and hosts a large landscaped and tree-lined patio. Wolen's curated menu features flavor-forward and approachable dishes and highlights the best in seasonal, local ingredients. In addition to making all of the pastries and breads in-house daily, James Beard nominated pastry chef Meg Galus serves seasonal desserts, specialty sundaes, parfaits and homemade Somerset chocolate bars.

Chef Wolen also oversees the culinary offerings for the hotel's year-round rooftop lounge Devereaux, as well in-room dining, catering and events. In addition, the hotel has 3,600 square feet of meeting and event space, including the 2,200-square-foot Cedar Ballroom and adjoining outdoor Lakeview Terrace.

Viceroy Chicago guest amenities include Natura Bissé and ROIL bath and salon products in luxurious bathroom settings, private bars with local and artisanal offerings, complimentary Wi-Fi access, and an expansive fitness center featuring Technogym equipment with panoramic views of Lake Michigan and the Gold Coast neighborhood.

To celebrate the hotel's opening, Viceroy Chicago is offering a limited time introductory Stay Curious package of 25% savings on two-night stays between September 1, 2017 and December 9, 2017. To inquire or make a reservation, please visit the [website](#) and follow the hotel on [Facebook](#) and [Instagram](#) for updates.

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ABOUT VICEROY HOTEL GROUP

Viceroy Hotel Group inspires travelers with one-of-a-kind authentic lifestyle experiences that bring together provocative design and intuitive service in sought-after locations. A leader in modern luxury, Viceroy's vibe-led hospitality is guided by the brand promise "Remember to Live," an affirmation to create lifelong memories for each and every guest. Viceroy destinations are segmented into three distinct portfolio tiers to help travelers find exactly the kind of experience they're looking for. The Viceroy Icon Collection properties include epic hotels and resorts in Chicago, Dubai, Abu Dhabi, Beverly Hills, Riviera Maya, Snowmass, and St. Lucia, with forthcoming openings in Algarve, Buenos Aires, Istanbul, Panama, Cartagena, and Vietnam. The Viceroy Lifestyle Series hotels and resorts are found in attitude-led destinations including New York and Santa Monica, with a forthcoming opening in Serbia. The Urban Retreat Collection properties in San Francisco and New York have an independent spirit and bold, eccentric personalities. Viceroy Hotel Group is a member of the Global Hotel Alliance (GHA) DISCOVERY, a unique loyalty program offering exclusive benefits and experiences to its members at over 550 hotels around the world. For more information, visit www.viceroyhotelsandresorts.com. Follow Viceroy Hotel Group at facebook.com/viceroyhotelgroup and on Instagram and Twitter @viceroyhotels.

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