



An elegant ballroom opens to a hidden courtyard garden. (Photo by Chris Guillen.)

An Urban Oasis

The Ivy Room promises to be one of the city's most sought-after new event spaces



The Ivy Room transforms for each unique occasion making it the ideal setting for a wide variety of events. (Photo by Kimberly Carfang.)

THE IVY ROOM
at tree studios

The Ivy Room at Tree Studios, a stunning new-event venue in the heart of River North, offers the ambience of an enchanting European destination and the convenience of a modern downtown hotel. Featuring a picturesque courtyard garden and a newly renovated ballroom, The Ivy Room is the perfect backdrop for any occasion.

Chicago's premier event planners are excited by the possibilities. "We are thrilled to have such a beautiful new space available to our clients," says Marina Birch of Birch Design Studio, Ltd. "The space is located conveniently near many hotels, which is great for out-of-town guests for weddings, and the location is central and easy to access from the Loop, making it perfect for corporate events as well."

Rachel Bradley, of Rachel Bradley Events, calls The Ivy Room "absolutely fabulous." "It just doesn't get any better than this. You have a brand-new space that was specifically built with special events in mind...The lighting is gorgeous, the sound is perfect and you're on State Street in the heart of downtown." Mikel Laughlin of Epoch Floral & Events, a Tree Studios tenant, has big plans for the space. "Location, location, location... it's literally in our own backyard...we're looking forward to creating memorable experiences in this one-of-a-kind venue."

HISTORIC ALLURE

In addition to a prominent Near Northside address, which positions the building only a few short blocks from the Magnificent Mile, The Ivy Room is situated between two of the most storied edifices in the city. Medinah Temple and Tree Studios, both city of Chicago landmarks, have been named by the World Monuments Fund among the hundred most important structures around the globe. "It's like a walk through Europe," says Michael Leventhal, president of Ronsley Special Events, who staged the first-ever event in the new space. "It's almost magical when you light the surrounding buildings. It literally transports you from a Chicago location to any place in the world you want to be."

Conceived by Friedman Properties director of design Suzanne Friedman, The Ivy Room was designed to honor the history of the location while incorporating every modern amenity. "The courtyard is a lovely experience," Friedman observes. "But since

we live in Chicago, we knew that it couldn't be used 12 months a year, so we built a downstairs pre-event space. If you have inclement weather, you can have a cocktail party downstairs first and then come upstairs for the main event."

The indoor space demonstrates Friedman's extraordinary attention to detail. From charming French doors and Juliet balconies overlooking the courtyard to spa-inspired guest restrooms, every inch of the space was created with the comfort of the client in mind. "The Friedman team made every decision after careful consultation with industry professionals", says Leventhal. As a result, the space transforms for each event, making it ideal for everything from a wedding to an afternoon business meeting.

ENDLESS POSSIBILITIES

"We tried to create a clean envelope," Friedman explains. "We wanted any event to look fabulous in the space...whether it be formal or contemporary." Vince Hart, vice president of sales at Kehoe Designs Inc., thinks the Friedman team succeeded brilliantly. "I think the greatest asset of the space is the blank canvas it provides. The possibilities are endless with design, and the location is great. I can't wait to do my first event in the space."

With its hidden amenities and elegantly understated streetside entrance, The Ivy Room at Tree Studios could easily be an insider's secret. But Leventhal says word is spreading quickly. "The corporate client is excited by the space because it's intimate and fresh, and the social client is excited by the options for enhancing the garden and marrying it to this exquisite new ballroom."

Pam Swisher of Calihan Catering agrees. "The possibilities for turning the space into a very individual signature for each client seem endless...The views to the neighboring garden are fabulous. You really don't know that you are right downtown! I love that we have a separate area downstairs which can take care of cocktails or even a lounge as well as an area upstairs to accommodate formal seated dinners or just fun parties! The buzz has definitely started...this is the coolest new place to throw a party!"

For a private tour, please contact our director of marketing and special events Donna Albertson at 312.645.7760. For more information, visit www.ivyroomchicago.com.

