



The Ivy Room can be transformed to fit any theme. (Event design by Heffernan Morgan. Photo by Krista Wortendyke)

Open Canvas

The Ivy Room offers businesses ideal setting for corporate events

When booking a corporate event, planners covet a space that helps them reinforce their brand.

The Ivy Room, at 12 E. Ohio St., one of the city's newest event venues, has emerged as a leader for corporate occasions, thanks in large part to the customizable space it offers. Planners can easily brand the room by bringing in any color palette and theme, making the room as high-end or casual as they want.

Located in the historic Tree Studios—known for housing a variety of artists and other creative types—the unique urban space features a lush, landscaped courtyard.

It's appropriately dubbed an "open canvas" by Wendy Gillotti, regional director of sales at Rosewood Hotels & Resorts, a collection of luxury hotels and resorts that held a successful client event at the Ivy Room.

"I was able to transform that blank yet elegant canvas into something that reflected our company," Gillotti says. Using a series of specially designed glass tables, Gillotti evoked the mood of several Rosewood properties.

Such a personalized experience can't always be found at a restaurant or hotel, where an event's mood, theme and message most often compete with its host venue's brand.

Thanks to its versatile space, the Ivy Room presented an ideal venue for Breakwater Trading's holiday soirée.

"Our company is almost entirely men," says Kirstin Knott, the company's director of human resources. "[At the event] we used holiday decorations but were able to give the event a really masculine feel with lighting and botanical arrangements."

Christine Hojnacki, vice president of special promotions and publicity for The Bon-Ton Stores, Inc., recently hosted an event celebrating the Liz Claiborne New York launch with designer Isaac Mizrahi.

"Two of the most important things you look for when planning an event are an amazing space that provides adaptability to your special occasion and a staff that you can trust," she says. "The Ivy Room exceeded our expectations for one of Carson's most prominent events of the year."

With its picturesque courtyard garden and adaptable, elegant ballroom, the Ivy Room is certainly beautiful. But the property also features a central downtown location and all the amenities and conveniences a Chicago event venue could offer. Even in such a historic setting, the space's events are undeniably modern. At the Ivy Room, everything old is new again.—*Amy Hall*

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



A model space for a fashion show, featuring Isaac Mizrahi (Event design by Heffernan Morgan. Photo by David Wittig Photography)