



s llb

Image Credit: Iron and Honey



Image Credit: Julie Dietz Photography

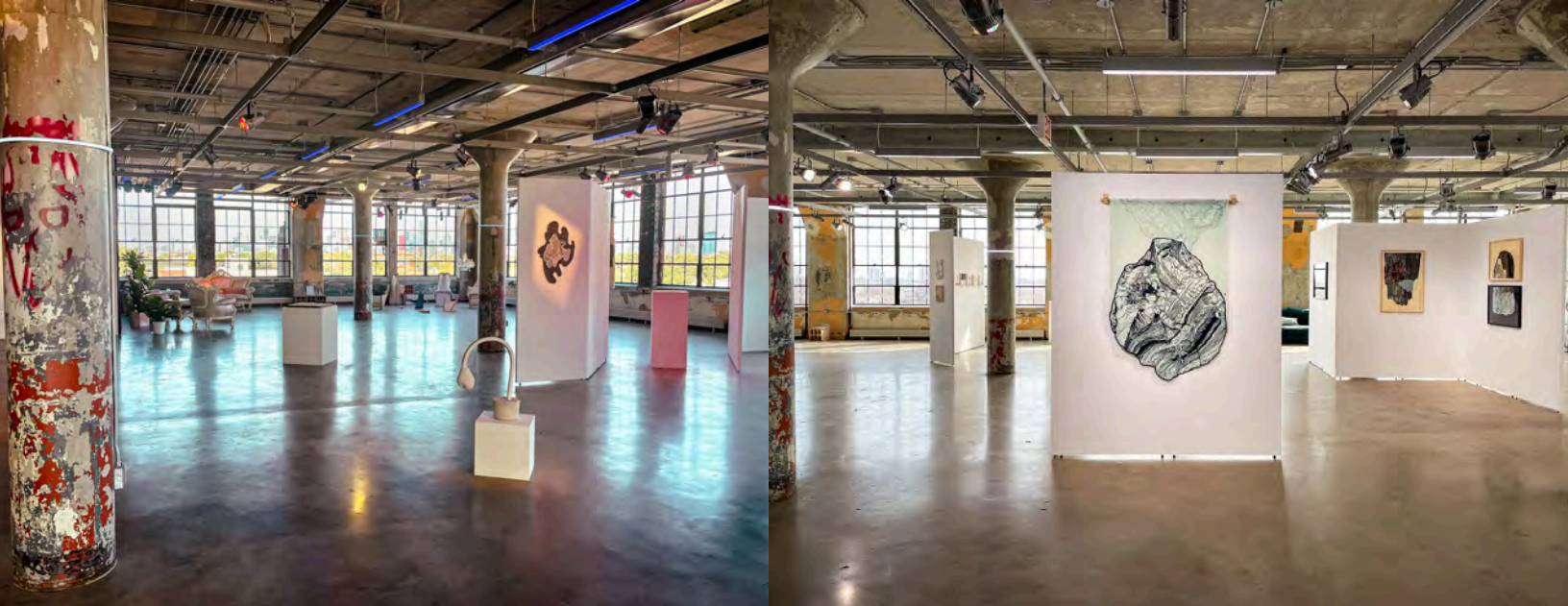
## A LANDMARK VENUE **REIMAGINED**

### A PIECE OF CHICAGO HISTORY

The Spiegel Administration Building, located at 1010 West 35th Street in Chicago's Bridgeport neighborhood, is a six-story Art Moderne-style industrial structure of reinforced concrete and brick that served as the main administrative headquarters for Spiegel, Inc., a nationally-known mail-order house that was founded in Chicago in 1907 by German immigrant Joseph Spiegel. The building is the best-remaining structure from the once substantial complex of warehouses, administrative and office buildings that served as the center of one of the nation's most innovative and successful mail-order businesses from its founding in 1907 until the early 1990s.



## SPIEGEL CATALOG ADMINISTRATION BUILDING



## ABOUT THE SPACE

Located in Bridgeport's Arts Corridor, [salonlb.] features 10,000 square feet of multi-use creative space in an industrial loft-style warehouse. The landmark location is filled with natural light from northern, southern, and eastern exposures that offer sweeping panoramic views of the Chicago skyline. Ideal for creative and commercial use, [salonlb.] is a versatile location that provides a unique aesthetic for film/photo shoots, experiential marketing campaigns, private parties, corporate events, weddings, culinary experiences, music/dance performances, and more.

Similar to The Salt Shed, Thalia Hall, and Tack Room, along with the other **Blue Star + 16" on Center** concepts, the [salonlb.] space has a totally unique and unmistakable feel that perfectly aligns with their overall ethos and brand identity.

# VENUE AMENITIES + FEATURES

- **Theatrical Lighting Grid designed by Schuler Shook**, an internationally recognized design firm that has earned a reputation for excellent Architectural Lighting Design, Theatre Planning and Audio Video Design
  - Weight-bearing datatrack with ability to hang/rig up to 50lbs. at each grid crosspoint
- **Catering Prep Kitchen + ADA Employee Kitchen**
  - Stainless Steel Hand Sink
  - Employee Kitchen Sink
  - Double Basin Commercial Stainless Steel Sink
  - Bosch Dishwasher
  - True Double-Door Commercial Refrigerator
  - Supera Single Door Commercial Refrigerator
  - True Single Door Commercial Freezer
  - Manitowoc Ice Maker (*680lb. Daily Ice Production w/ 882lb. Bin Capacity*)
  - Cozoc Heating Cabinet
  - KitchenAid Oven
  - Microwave
  - Prep tables
- **11-Point Sonos Sound + PA System with Wireless Microphone**
  - (8) Separate volume zones, operated from installed wall panel or remotely via iPad
- **AT&T Fiber WiFi + Aruba High Density/High Speed Network**
  - (10) 300 Series Instant Access Points with 3x3 Antennae
    - \*Each access point serves 75-100 devices*



# VENUE AMENITIES + FEATURES

- **GeoVision Camera Surveillance System**
- **Custom 6-Zone HVAC with Ecobee Smart Thermostats**
  - Unico Small-Duct High-Velocity System
  - Perimeter Radiant Heat Boiler System
- **Rheem 20 Ton Make-up Air System**
- **MBA Design Mila-Wall® System** (art display and/or partition walls)
- **10,000 Sq. Ft. Event Space + Back-of-House Area**
  - Green Room/Catering Staging Area
  - Office
  - Studio/Storage (*can be reconfigured to best to fit your venue needs*)
- **Private ADA Restroom** + Lobby and 5th Floor Public Restrooms
- **Vintage Lounge Furniture + Supplemental 6ft., 8ft., and Highboy Tables**
- **Custom Entry Hallway Mural Painted by Artist Jeff Zimmermann**
- **11'9" Ceilings** (10' clearance from floor to light grid)
- **(2) Oversized, Freight-Bearing Elevators** (door opening: 6'10" H x 4' W interior: 8' H x 6' L x 6'6" W)
- **Parking Lot + Abundant Street Parking**
- **Drive-In Loading Dock**



# LIGHTING DESIGN

Fully customizable lighting design capabilities to set the stage for performances and add ambiance to any event.

*Lighting system design conceived by Schuler Shook Theatre Planners with integration, implementation, and programming executed by Protolight.*



CREATE A VISION

# LIGHTING SYSTEM

Our in-house theatrical-grade lighting system with weight-bearing grid can be utilized for all of your design and rigging needs.

## SYSTEM COMPONENTS + FIXTURES:

- ETC Lighting Control System + Console
- Lighting Control Tablet
- 1,641 Linear Feet of ETC Datatrack Backbone
- (125) ETC D22 Colorchanging Floodlights
- (75) ETC Irideon White Spotlights
- (58) Lumerwerx RGBW 4ft. Linear LED Pendants
- (12) Luminii RGBW Flexible Strip Lights  
(*Column Ring Lights*)



LIGHT UP THE ROOM

# PRODUCING HOSPITALITY THROUGH

## DINING + ENTERTAINMENT

### BLUE STAR + 16" ON CENTER

*WITH THE AMENITIES + FEATURES OUTLINED ABOVE, THESE TYPE OF EVENTS ARE A PERFECT FIT FOR THIS DYNAMIC VENUE:*

#### PERFORMANCE SPACE

MUSIC  
DANCE  
THEATER

#### EXPERIENTIAL EVENTS

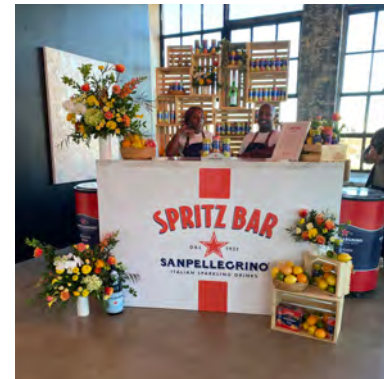
FASHION SHOWS  
ART ACTIVATIONS

#### RESTAURANT POP-UPS

ROTATING 16" ON CENTER PARTNERS

#### INTIMATE DINING EXPERIENCES

THOUGHTFUL PRESENTATION  
SYNCHRONIZED LIGHTING



#### CLIENT USE OF THE GALLERY:

CURATED + BRANDED ENVIRONMENTS  
CULINARY COLLABORATIONS  
SPECIAL OCCASIONS  
CORPORATE GATHERINGS  
VENDOR MARKETS  
FILM + PHOTOSHOOTS



# CONCEPT ONE

## MUSIC VENUE

With the state-of-the-art lighting system, industrial architecture, and panoramic views of the city, this space lends itself to musical experiences.

### MUSIC HIGHLIGHTS:

- SoFar Sounds Concerts
- In The Realm of Senses Wine Tasting with Violinist Jeff Yang featuring live painting + choir music
- Something I Can Feel Gala with Yanna Cello + Sam Thousand
- Chica-go-go Kids Dance Party, presented by Pitchfork Music Festival + The Promontory
- rostrum312 Art Pop-Up featuring Midtown Strings
- Music Videos: Ben Rector, Ransom Notes, Matt Muse
- Private Client Events with Live Music



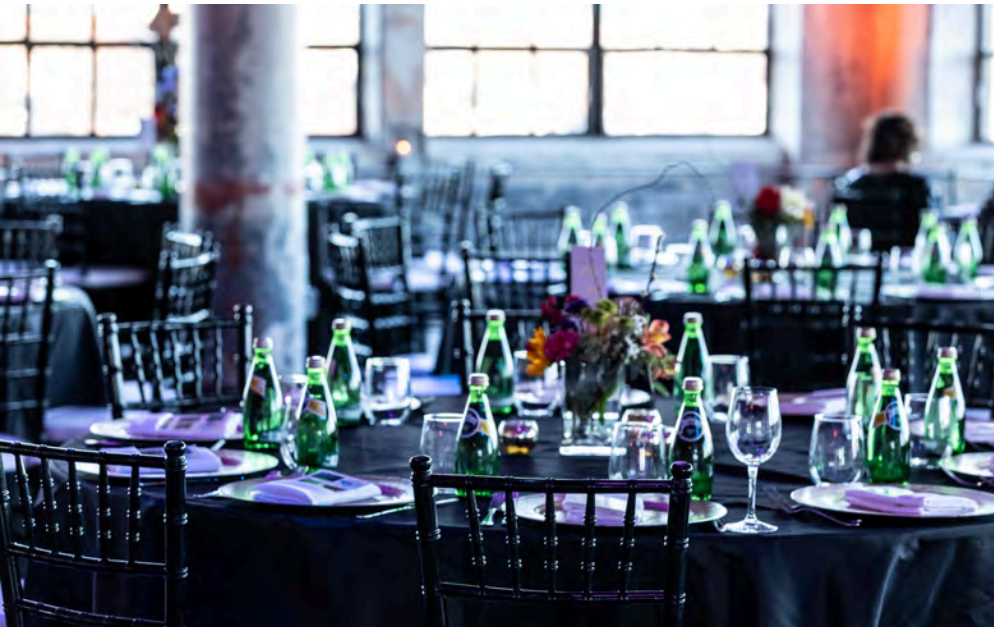


# CONCEPT TWO

## DINING EXPERIENCES

### CULINARY HIGHLIGHTS:

- TASTE by *Something I Can Feel Experiences*
- Escapade Art Exhibition Tasting Experience with Chef Danny Bullock + Bull Young Bourbon
- In The Realm of Senses Whiskey Tasting with Violinist Jeff Yang + Katherine Anne Confections
- Private Corporate Dinner with Bravo Top Chef Finalist Sarah Welch
- Fermented Fiber Virtue Cider Tasting with Fiber Artist Rachel Hefferan



# CONCEPT THREE

## DANCE + THEATER

### PERFORMANCE HIGHLIGHTS:

- Joel Hall Dance in Collaboration w/ Artist Ginny Sykes
- Action Lines (Joffrey Ballet) x SVRN for Dries Van Noten Spring/Summer 2021 Fashion Campaign
- MOS Brand fashion show flamenco performance
- Echo Modern Dance Collective "mhmm" Music Video
- rostrum312 Art Pop-Up featuring live dance
- The People's Social Monthly Salsa/Bachata Soirees featuring professional soloists and dance troupes



# CONCEPT FOUR

## PROGRAMMING EVENTS

### COMMUNITY ENGAGEMENT:

- Yoga
- Sound Meditation and Reiki
- Social Dancing
- Poetry Readings
- Book Signings
- Comedy Shows
- Art/Craft/Creative Workshops
- Vendor + Holiday Markets



## OPTIONAL CLIENT USE OF THE SPACE: PRIVATE EVENT RENTALS

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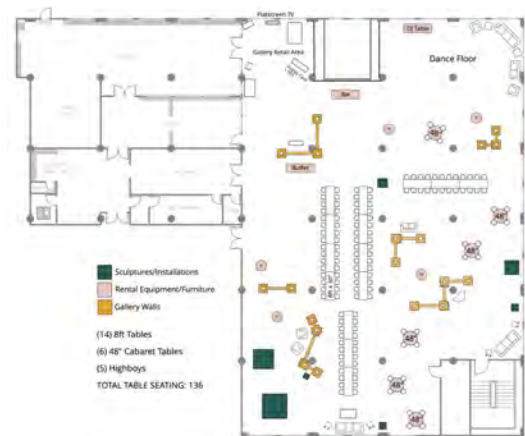
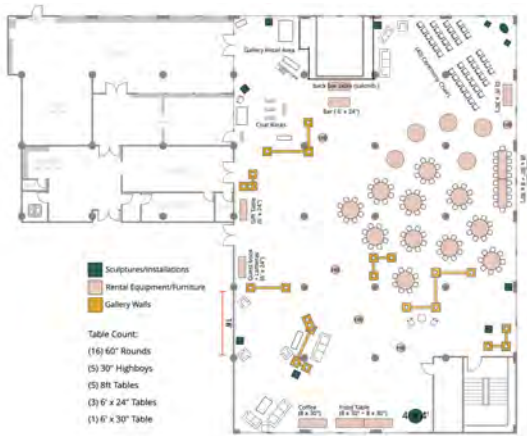
Your clients will love the proximity of hosting at a unique, artistic venue, just minutes away from downtown Chicago.



Perfect for a cocktail party, gala, or networking event, this location's architectural presence and historic character make it a standout amongst Chicago venues.



# VERSATILE FLOOR PLAN OPTIONS



***MBA Mila-Wall® Modular Wall System can be utilized to create rotating exhibitions + unique floor plan layouts***

The venue currently offers modular, moveable display walls featuring artwork from local/regional artists, from which numerous layout options can be created.

The temporary walls can be utilized as partitions to create a custom floor plan layout, allowing you to tailor the traffic flow and overall experience for guests. The event floor can be sectioned into different areas for more intimate gatherings.

**Standing Capacity: 250-285 guests\***

**Seated Capacity: approximately 150 guests\***

*\*Dependent on floor plan layout*





