

KIMPTON *hotel* CHICAGO  
**ALLEGRO**

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**KIMPTON'S HOTEL ALLEGRO UNVEILS \$15 MILLION RENOVATION AND INTRODUCES NEW BAR IN DOWNTOWN CHICAGO**

*The Redesigned Spaces Modernize the Hotel Utilizing the Art-Deco Motif*

CHICAGO (June 15, 2015) – Kimpton's Hotel Allegro, located in the heart of Chicago's theater district, has completed Phase II of its \$15 million renovation inclusive of a new lobby bar concept, Bar Allegro. The full renovation includes a redesigned entry and lobby space, refreshed guest rooms and corridors as well as the addition of a new private function space and lobby bar. In 2014, the hotel completed Phase I one of the renovation which consisted of a refresh to the guest room bathrooms and two event spaces – Crescendo and The Savoy (formerly called The Green Room).

"We took this opportunity to not only breathe new life into the hotel while still celebrating its historic roots of the Golden Era of Chicago but to also reposition our brand," said Mary Perino-Fleming, hotel manager of Kimpton's Hotel Allegro. "We refreshed our brand logo to align with the new art deco design in order to create a cohesive brand identity for the hotel."

**Design and Décor**

The renovation was led by GREC Architects and the interior design was led by award-winning Simeone Deary Design Group. To connect guests with the building's rich history, the design team developed a concept celebratory of the pageantry in the theater-going experience: dressing up, the drawing of the curtain and gathering post-production. Much of the inspiration for the design stemmed from the origins of the building itself. Simeone Deary utilized existing elements of the hotel including the art deco patterns on the elevator doors and restored light fixtures from 1902 that once hung in the original building.

"The goal of the design was to create an extraordinary theater-like experience for guests from the moment they arrive until the time they depart," said Lisa Simeone, owner of Simeone Deary Design Group. In doing so, the entrance was transformed to create a more exciting sense of arrival where guests are now greeted by the hotel concierge. Upon entry on the ground floor they are directed to the elevators that will take them to the lobby level. When the elevator doors open, the curtain draws and the new front desk is prominently positioned front and center adorned with a grandiose and contemporary metal beaded, scalloped chandelier reminiscent of costumes from the art deco era.

**Artwork**

The first eye catching moment in the vast lobby space is that of a stunning 8 foot tall modern piece of artwork at the top of the lobby stairs called Lady Lucent of Awakening, created by local Chicago artist Sarah Raskey. Overseeing the lobby, Lady Lucent is a captivating image of a beautiful starlet, whose extravagant headdress and draped jewelry is punctuated by travel mementos and meaningful heirlooms of the artist herself. In addition, Simeone Deary translated one of Sarah's abstract paintings, Touched by Fire, into large area rugs throughout the lobby that deliver subtle splashes of color.

**Bar Allegro**

Tucked away around the corner is the new lobby bar, Bar Allegro. The space is designed to be a clandestine spot with a relaxed atmosphere for social gatherings where guests can have a true cocktail experience within the hotel. The bar,

which serves creative American small plates, craft cocktails and growlers of local beer-, also hosts a long communal table with electrical outlets to accommodate modern travelers. Bar Allegro seats a total of 18 guests and is open daily from 4-11pm.

Hotel Allegro has also introduced a Nightcap program that will treat guests to a “wee dram” or small pour of a nighttime libation. Bar Allegro will offer nightcaps during the evening hours from 9-10pm. Guest service staff at the hotel will pass out “speakeasy” cards inviting guests to visit the Bar Allegro for a special libation that evening.

### **Guest Rooms**

The refreshed guest rooms were inspired to be “Dressing Rooms” where guests can retreat to after a memorable evening out on the town. Graphically patterned silver, black and cream guest rooms give a “frozen in time look” similar to that of a black and white photograph. Gold hardware and jeweled light fixtures emulate costume details in each room along with a single bold art piece in a particular hue to add drama and surprise. “We tried not to follow the rules of typical hotel rooms and wanted to make it feel more like a living space or dressing room,” said Simeone.

### **Private Event Space**

Approximately 1,250 square feet of additional meeting space was added to the ground floor. The new event space called, The Palladium, is complete with floor to ceiling windows and accommodates 80 guests seated and 140 guests for a reception making it the perfect space for rehearsal dinners, meetings and various other events.

The official invite-only Grand Re-Opening Party for Hotel Allegro will be held on Tuesday, July 14.

Hotel Allegro Chicago is located at 171 W Randolph Street, Chicago, IL, 60601. For more information or reservations, please call (312) 960-8500 or visit [www.allegrochicago.com](http://www.allegrochicago.com) / [www.facebook.com/HotelAllegro](https://www.facebook.com/HotelAllegro).

### **About Kimpton’s Hotel Allegro**

Located in the heart of Chicago’s vibrant downtown theater district at 171 W. Randolph St., Kimpton’s Hotel Allegro promises celebrity treatment for all guests. Luxurious accommodations, extraordinary amenities and incomparable service guarantee star treatment from check-in to check-out. Hotel Allegro is proud to be Green Key 4-Key certified for its sustainable, earth-friendly practices. Call 312.236.0123 or visit [www.allegrochicago.com](http://www.allegrochicago.com) and [www.facebook.com/hotelallegro](https://www.facebook.com/hotelallegro).

### **About Kimpton Hotels & Restaurants**

San Francisco-based Kimpton Hotels & Restaurants is a leading collection of boutique hotels and restaurants and the acknowledged industry pioneer that first introduced the boutique hotel concept to the United States. In 1981, Bill Kimpton founded the company that today is renowned for making travelers feel genuinely cared for through thoughtful perks and amenities, bold, playful design and a sincerely personal style of guest service. Out to help people live full, balanced lives, Kimpton aims to inspire with touches like yoga mats in every room, complimentary coffee and tea to start the day, hosted evening Wine Hour, in-room fitness programming and complimentary bike rentals. The award-winning restaurants and bars are led by talented chefs and bartenders that offer guests a chance to dine like a local.

Kimpton is consistently ranked as one of the top companies in the Market Metrix Hospitality Index, Upper Upscale Segment, for Customer Satisfaction. The company is highly-regarded for its innovative employee culture and benefits and has been named a *FORTUNE* magazine “Best Place to Work” six times since 2009. Kimpton is continuously growing and currently operates over 60 hotels and 70 plus restaurants, bars and lounges in 30 U.S. cities. In January 2015, Kimpton was welcomed into the InterContinental Hotels Group (IHG) family of hotel brands, bringing together two special cultures and sets of values to create the world's largest boutique hotel business. *For more information, visit [www.KimptonHotels.com](http://www.KimptonHotels.com).*

## **About Simeone Deary Design Group**

Simeone Deary Design Group, established in 2002 by Lisa Simeone and Gina Deary, is an award-winning interior design firm with a distinct artistic perspective to create provocative spaces evoking imagination and conversation. Based in Chicago, Simeone Deary Design Group has created numerous high-end luxury projects for a variety of industries including hospitality, restaurants, spas and private residences. For more information about Simeone Deary Design Group visit [www.simeonedeary.com](http://www.simeonedeary.com).

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