

this is about

YOU

chicago

A night-time photograph of the Chicago skyline, viewed from across a body of water. The city lights are reflected in the water. The text is overlaid on the upper portion of the image.

A New Vision for Tourism

CHICAGO

from Old Guard to Vanguard

The World's Top 50 Tourist Destinations



**where is
chicago?**

Viator Travel Awards 2012

New York	Florence	Miami	Cairns	Milan
London	Bangkok	Vancouver	Boston	Zurich
Paris	Orlando	Cancun	Naples	Brisbane
Las Vegas	Amsterdam	Oahu	Nice	Salzburg
Rome	Los Angeles	Melbourne	Kuala Lumpur	Costa Rica
Sydney	Tokyo	Madrid	Costa del Sol	Philippines
Barcelona	Maui	Dublin	Ayers Rock	Bali
Venice	Istanbul	Athens	Munich	Alaska
San Francisco	Dubai	Vienna	Montreal	Singapore
Rio de Janeiro	Washington DC	Edinburgh	Auckland	Cape Town

A large, diverse crowd of people is gathered at an outdoor music festival. In the background, a stage with a DJ booth and lighting rig is visible. The crowd is dense, with many people raising their hands and some holding cameras. The overall atmosphere is festive and energetic.

INCREASING TOURISM TO

55+

MILLION VISITORS A YEAR

**Add to the
quality of
life**



GOALS

To **better inform** the world about what the city has to offer.

To **build tourism igniters** that are seen around the world and will elevate Chicago in worldwide conversation.

To **think iconic** when investing in attractions and festivals.

To **create economic development**, standard of living enhancements and **employment opportunities** in communities throughout the city.

Chicago is...

AUTHENTIC, HISTORICAL,
ENGAGING, EXUBERANT,
IMMERSE, INSPIRING,
INNOVATIVE, EPHEMERAL,
ICONIC, UNIQUE, BOLD

iconic

London Eye

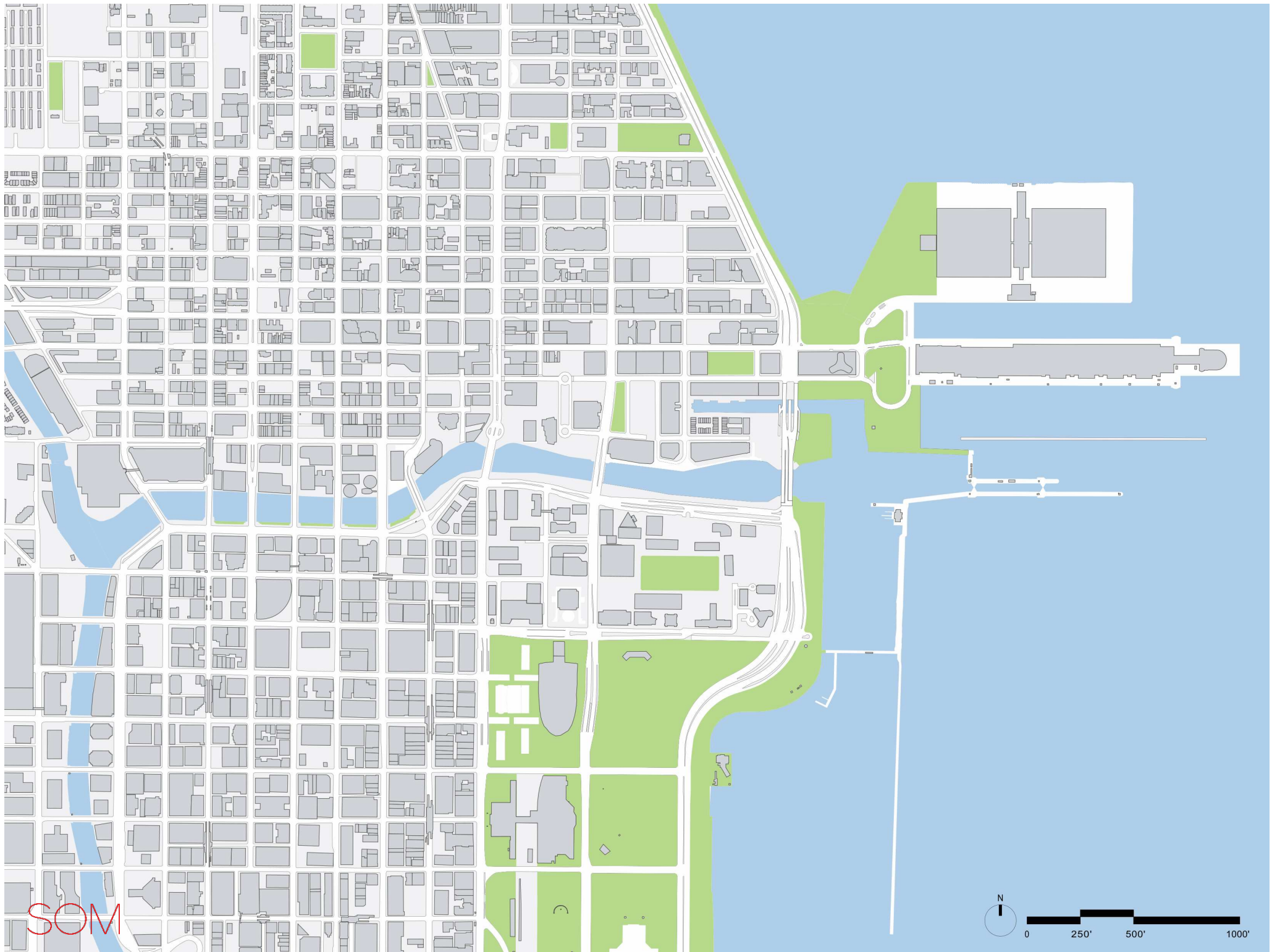


holistic

programmed journey

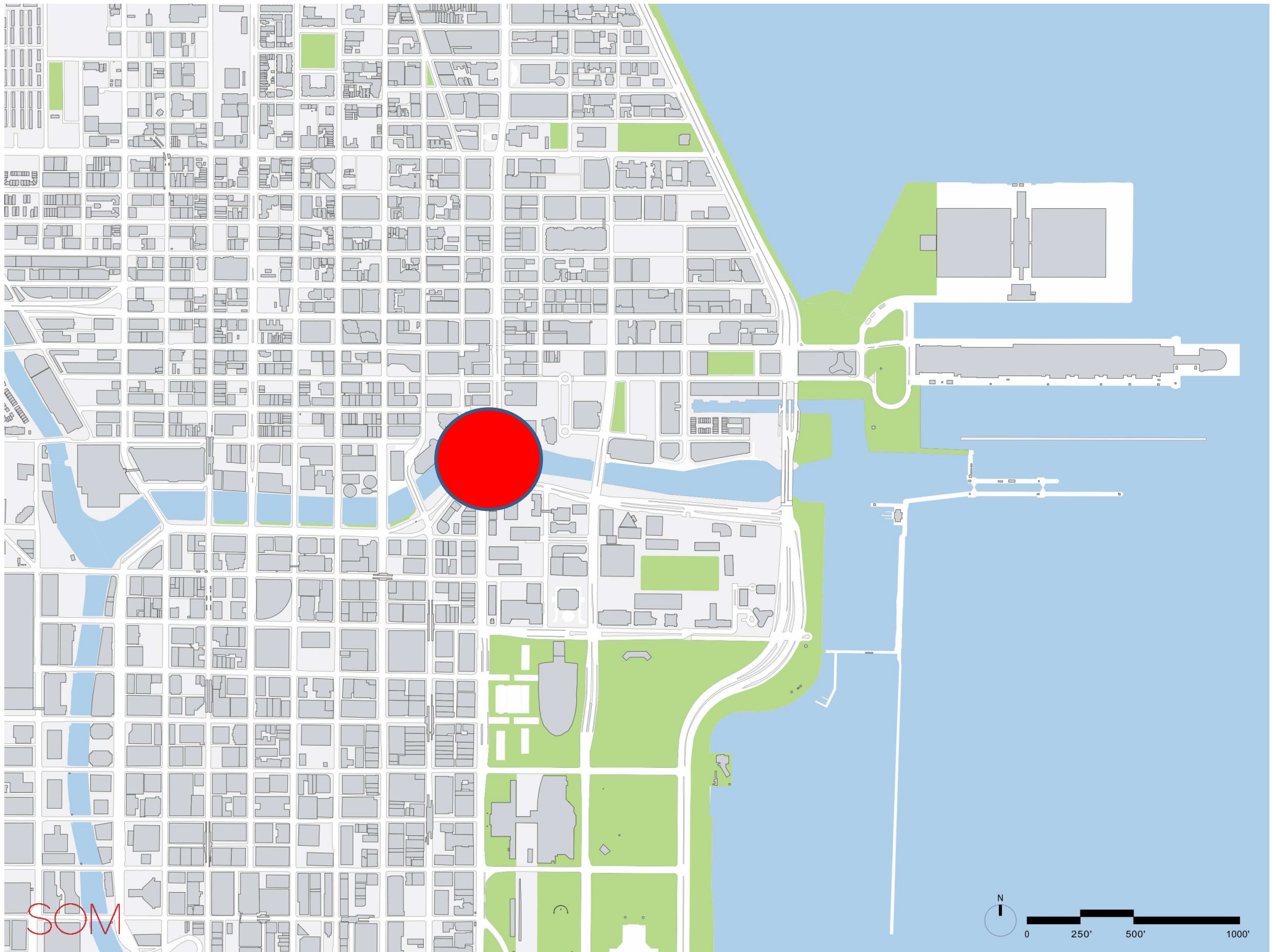
**the lake
river**

new view



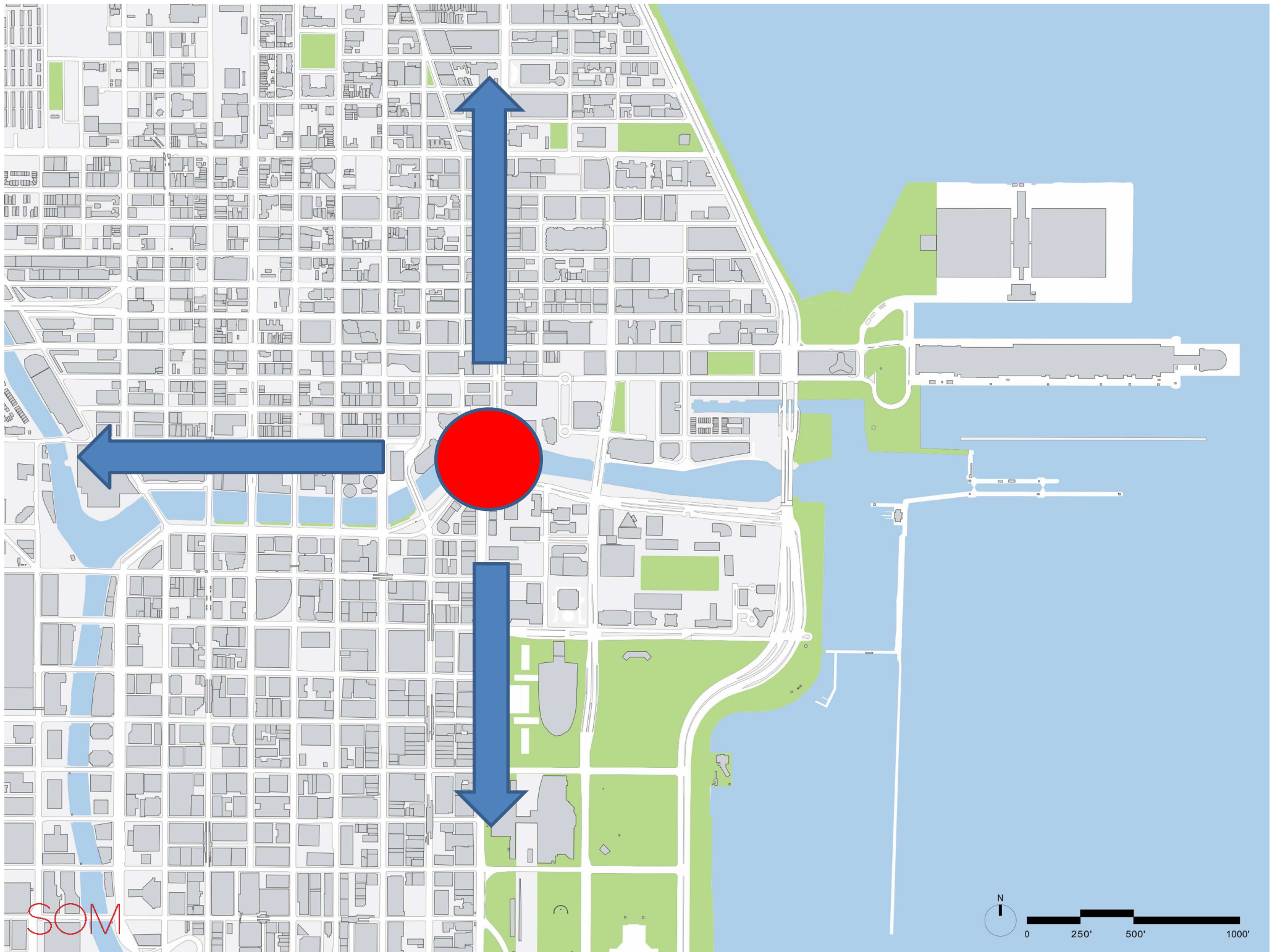
SOM





SOM





SOM



A Programmed Journey



Navy Pier

Theater District

Lake Shore Drive

Michigan Avenue

State Street

Clark Street

Congress Parkway

Roosevelt Road

18th Street

Cermak Road

McCormick Square

Motor Row


Chinatown Gateway

Creative Industries District

SOM

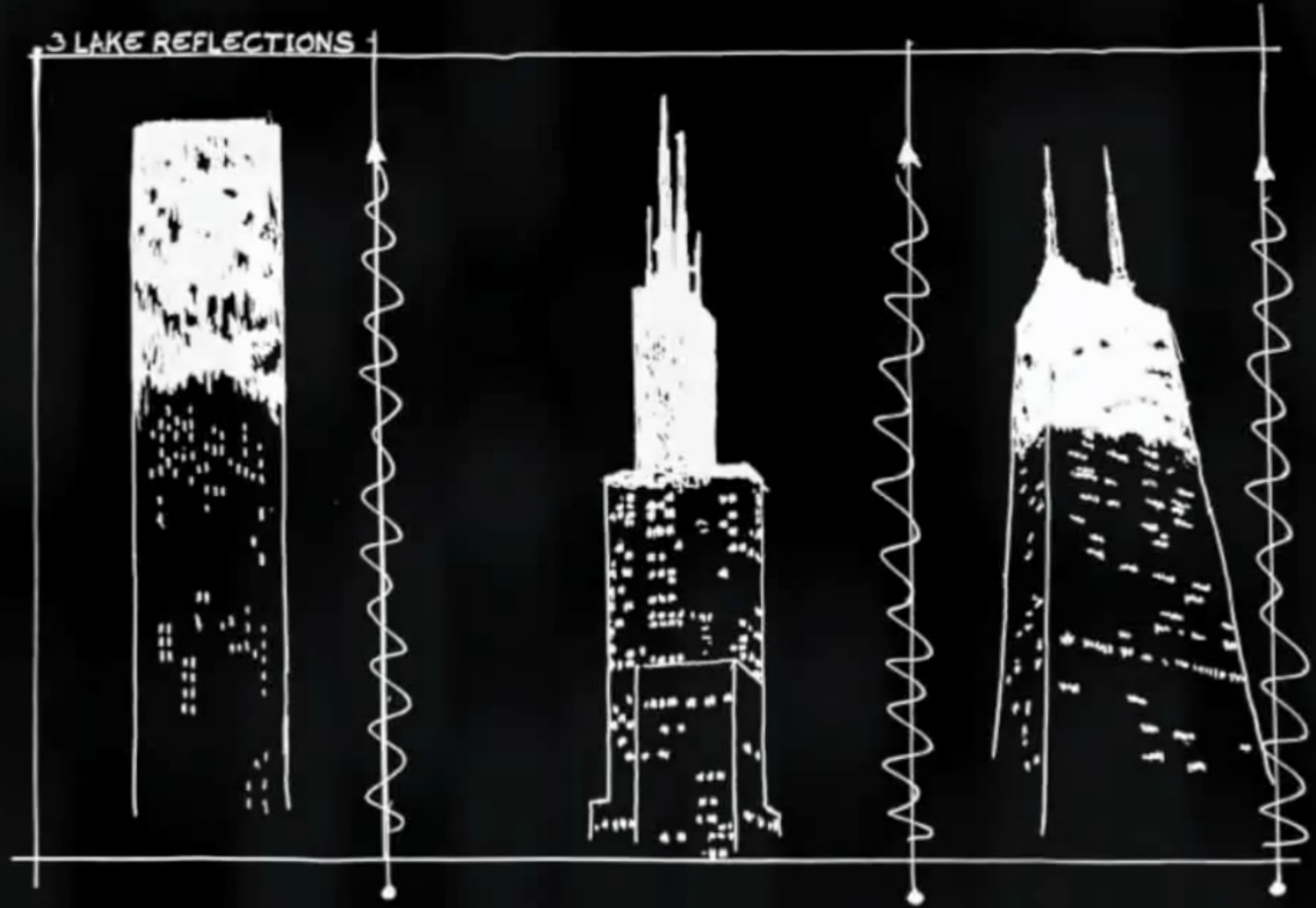
LIGHT

CHICAGO

A photograph of a city skyline at dusk, with a park in the foreground. The sky is a deep blue, and the city lights are visible. In the foreground, there is a paved walkway, a black metal railing, and a body of water reflecting the city lights. The text is overlaid on the image in a white, sans-serif font.

LIGHT
BECOMES MORE
THAN AN ELEMENT,
IT BECOMES A
CONNECTION.

3 LAKE REFLECTIONS





BUT THE NIGHT IS
EPHERMAL, WHERE
THE SUN VANISHES
AND YOUR DREAMS
BEGIN.





Diversey Parkway

Lincoln Park

Humboldt Park

Garfield Park

Grant Park

Douglas Park

McKinley Park

Gage Park

Sherman Park

Washington Park

Jackson Park

Lakeshore Drive

Additional Parks & Boulevards

- 1. Midway Plaisance
- 2. Drexel Square
- 3. Drexel Boulevard
- 4. Oakwood Boulevard
- 5. King Dr.
- 6. Garfield Boulevard
- 7. Western Boulevard
- 8. 31st Boulevard
- 9. California Boulevard
- 10. 24th Boulevard
- 11. Marshall Boulevard
- 12. Douglas Boulevard
- 13. Independence Square
- 14. Independence Boulevard
- 15. Hamlin Boulevard
- 16. Central Park Boulevard
- 17. Franklin Boulevard
- 18. Sacramento Square
- 19. Humboldt Boulevard
- 20. Palmer Square
- 21. Kedzie Boulevard
- 22. Logan Square
- 23. Logan Boulevard

22

23

21

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1

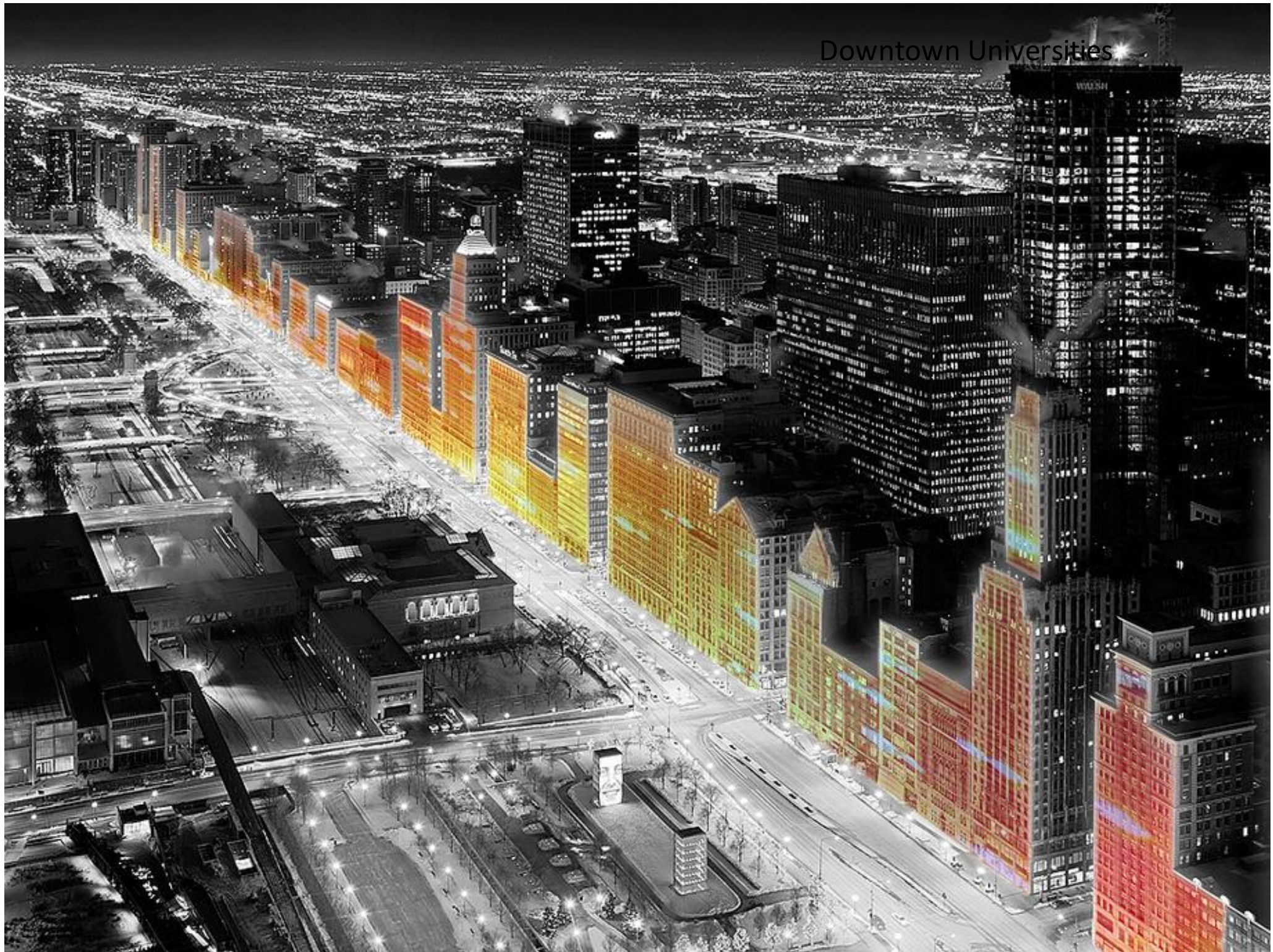




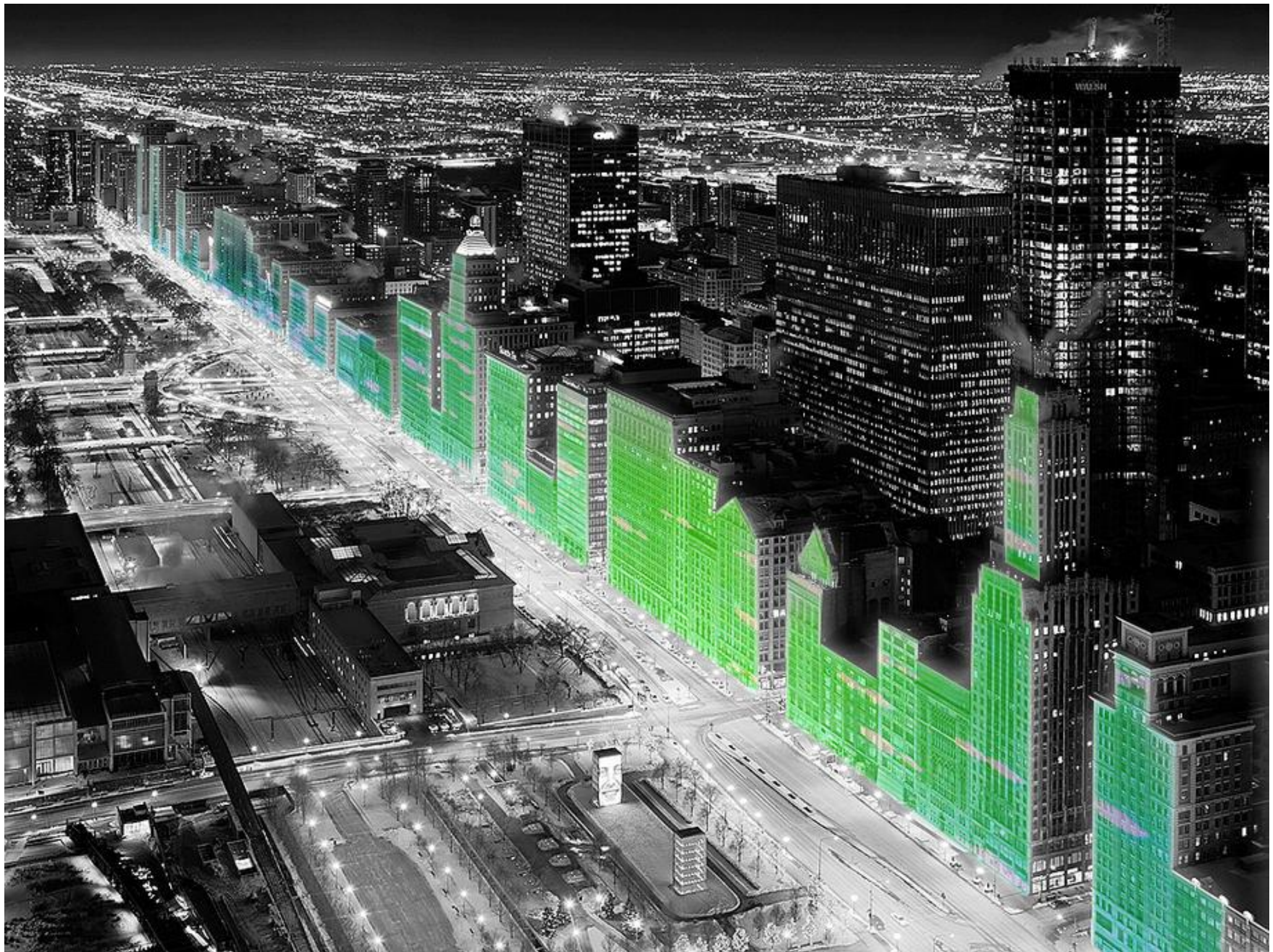




Downtown Universities







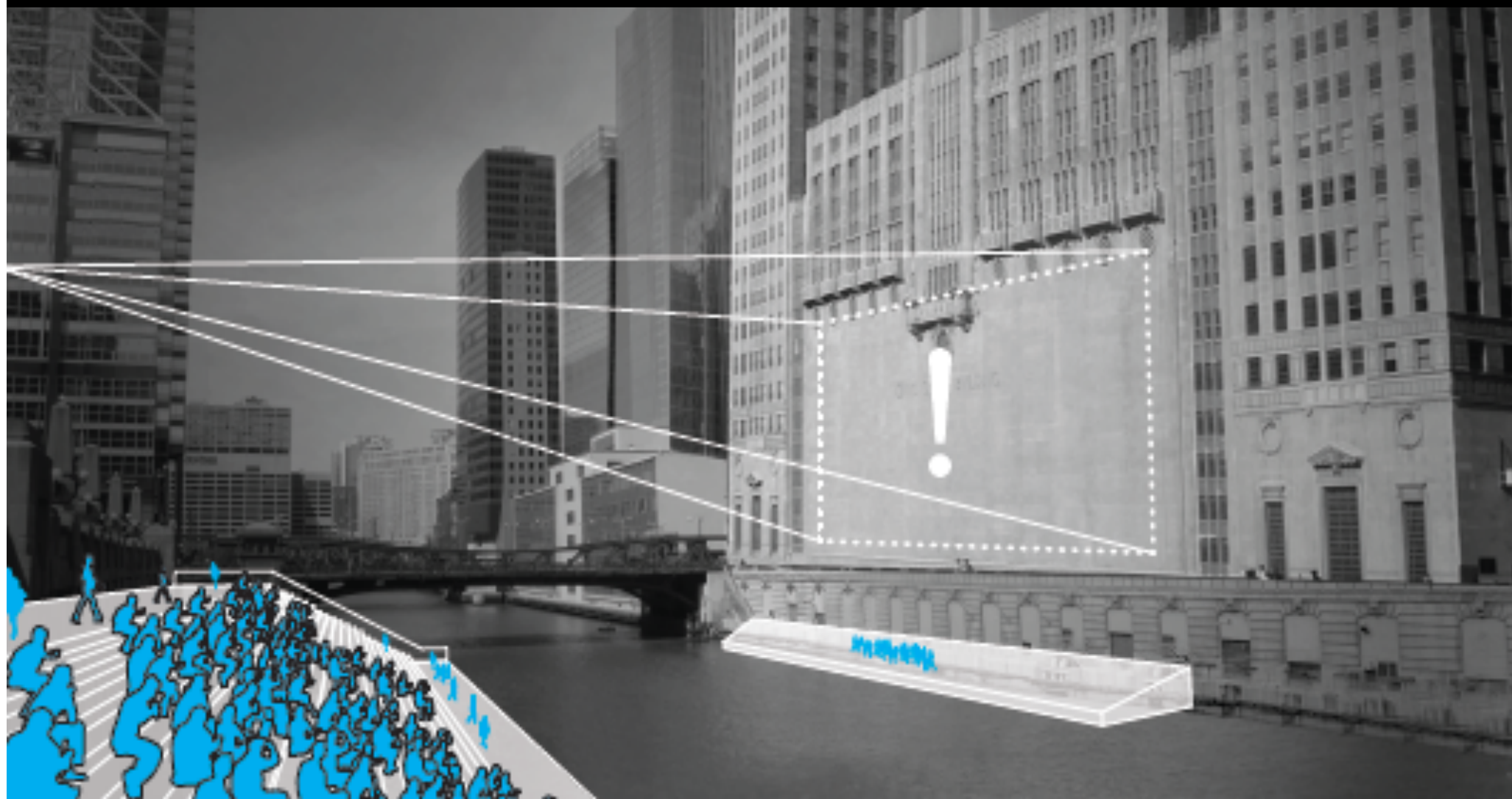
An aerial night view of a city, likely New York City, showing a long, multi-story building facade covered in a vibrant, multi-colored digital display. The display features a repeating pattern of yellow and green vertical stripes. The surrounding city is illuminated with streetlights and building lights, creating a high-contrast scene. The text "world's biggest canvas" is overlaid on the image in a large, bold, white font, with "canvas" in a larger, yellow font.

world's biggest canvas















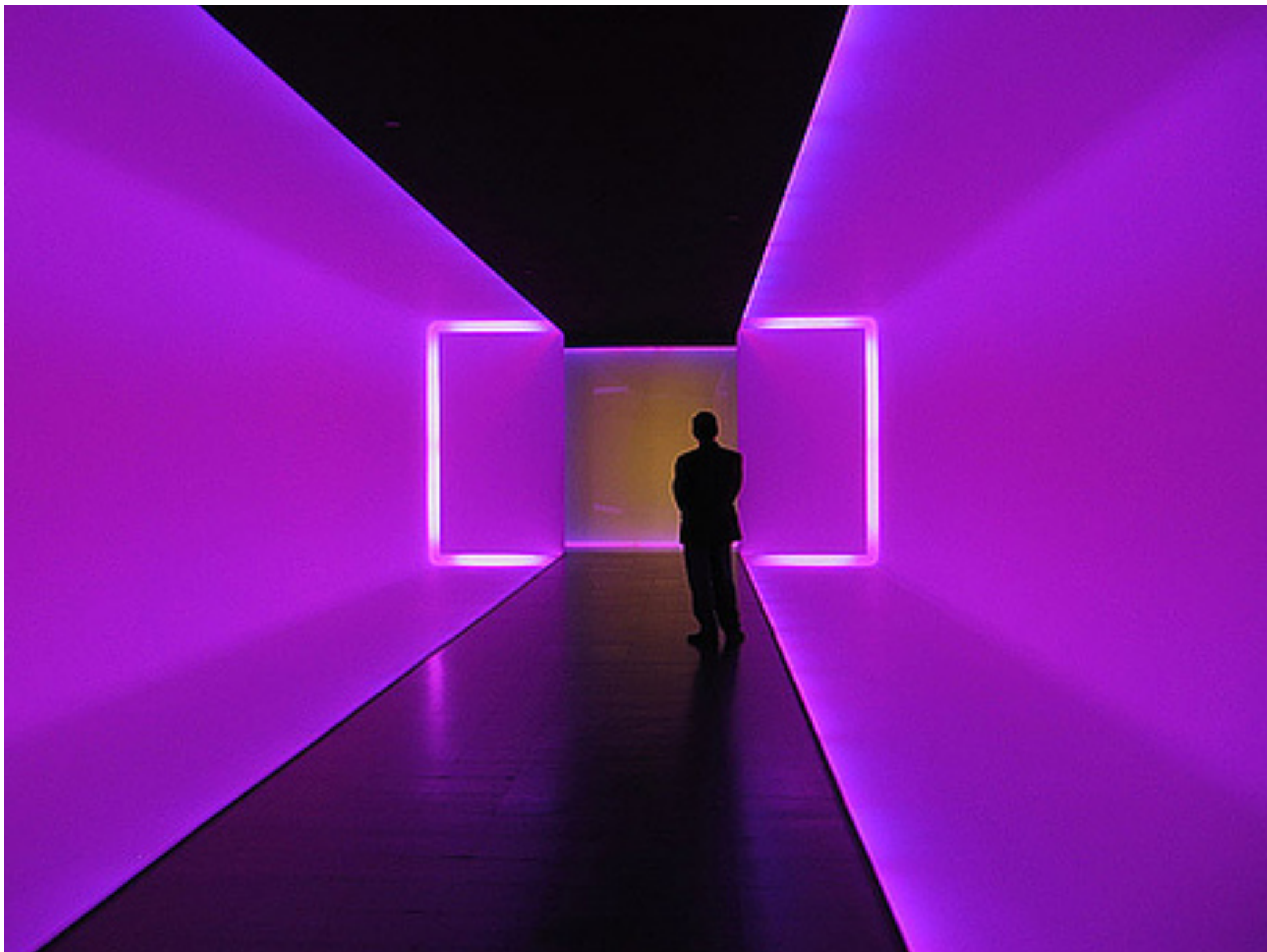


underground **art**
sounds **light**

pedway

weather resistant





SKYLINE

connecting
navy pier
millennium Park
and the river

SKYLINE

REDLINE

BLUELINE

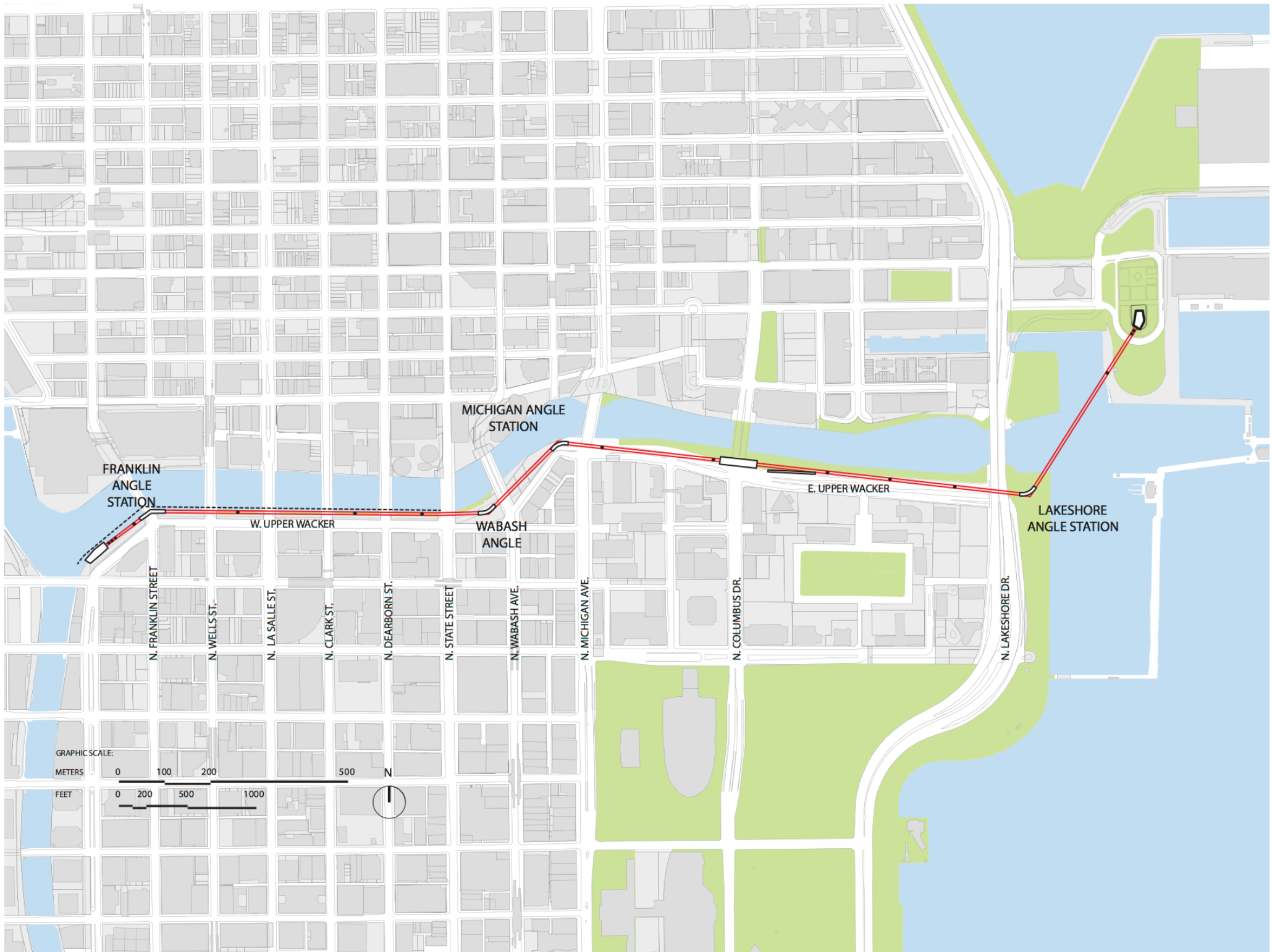
BROWNLINE

GREENLINE

ORANGELINE

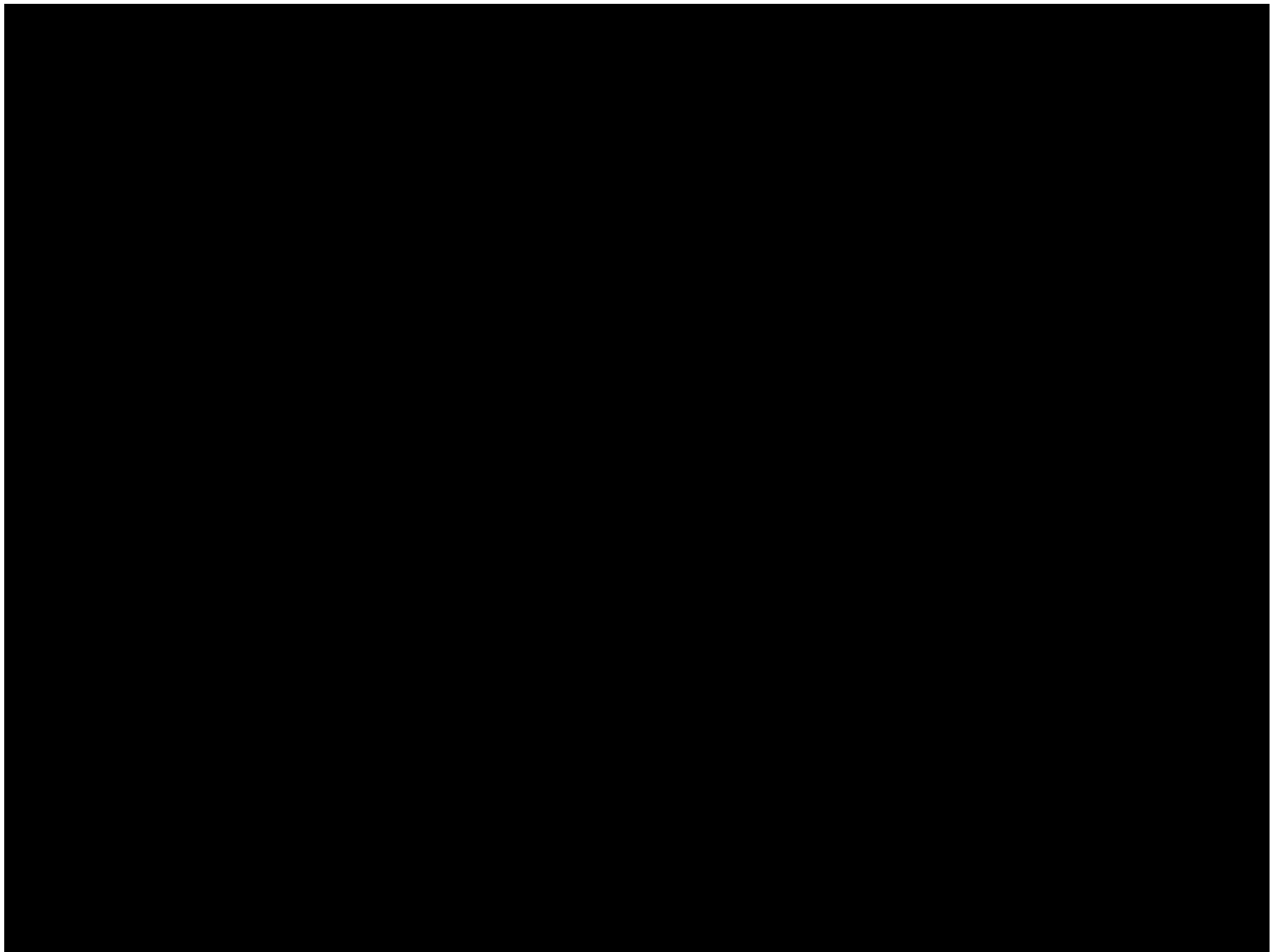
PURPLELINE

PINKLINE











reinvent

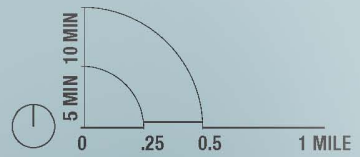
neighborhoods

**20 minute
cab ride to
distinct
vibrant
neighborhoods**

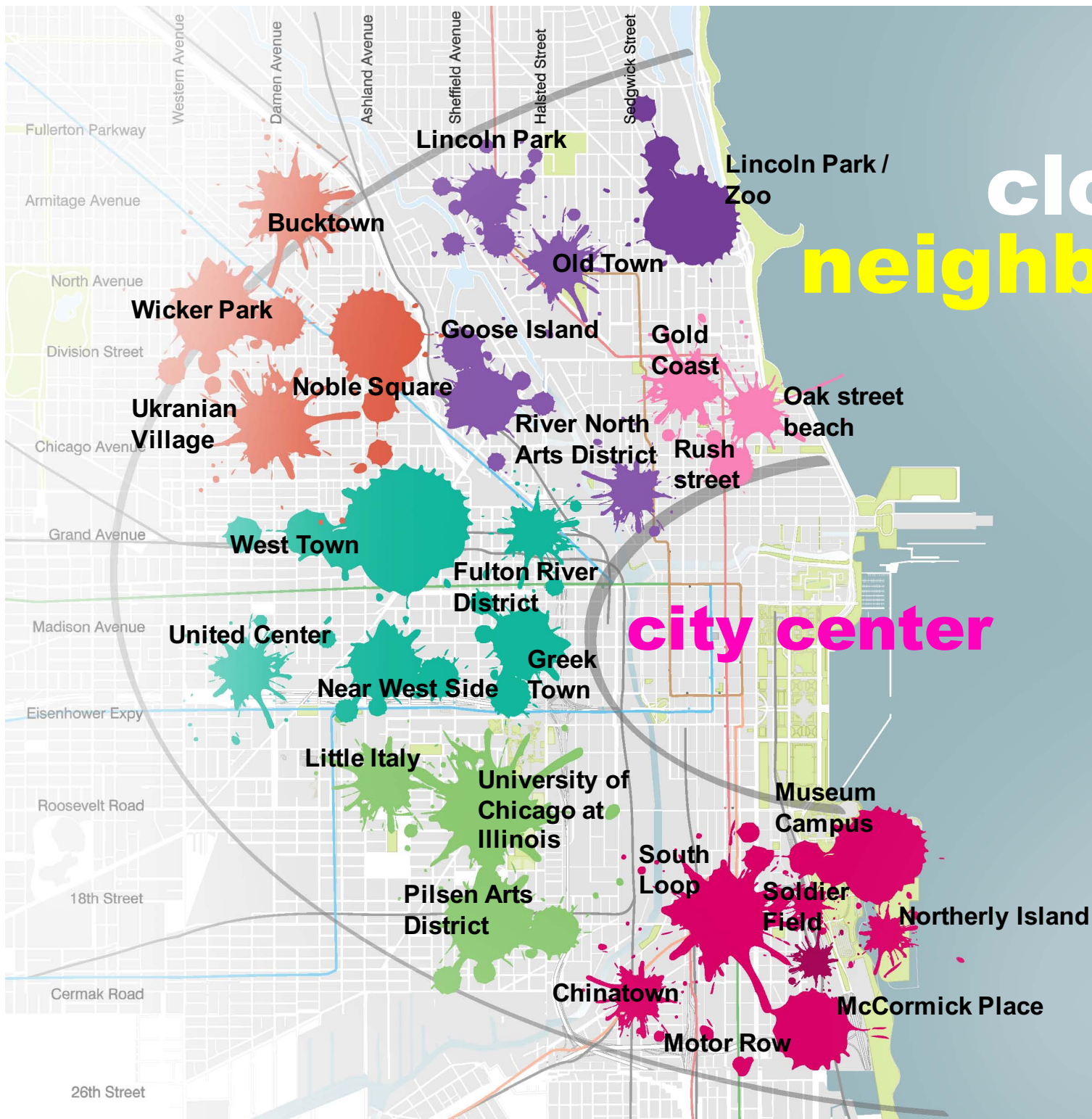
the neighborhoods

city center

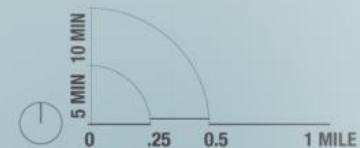
\$10-20 cab ride



close in neighborhoods



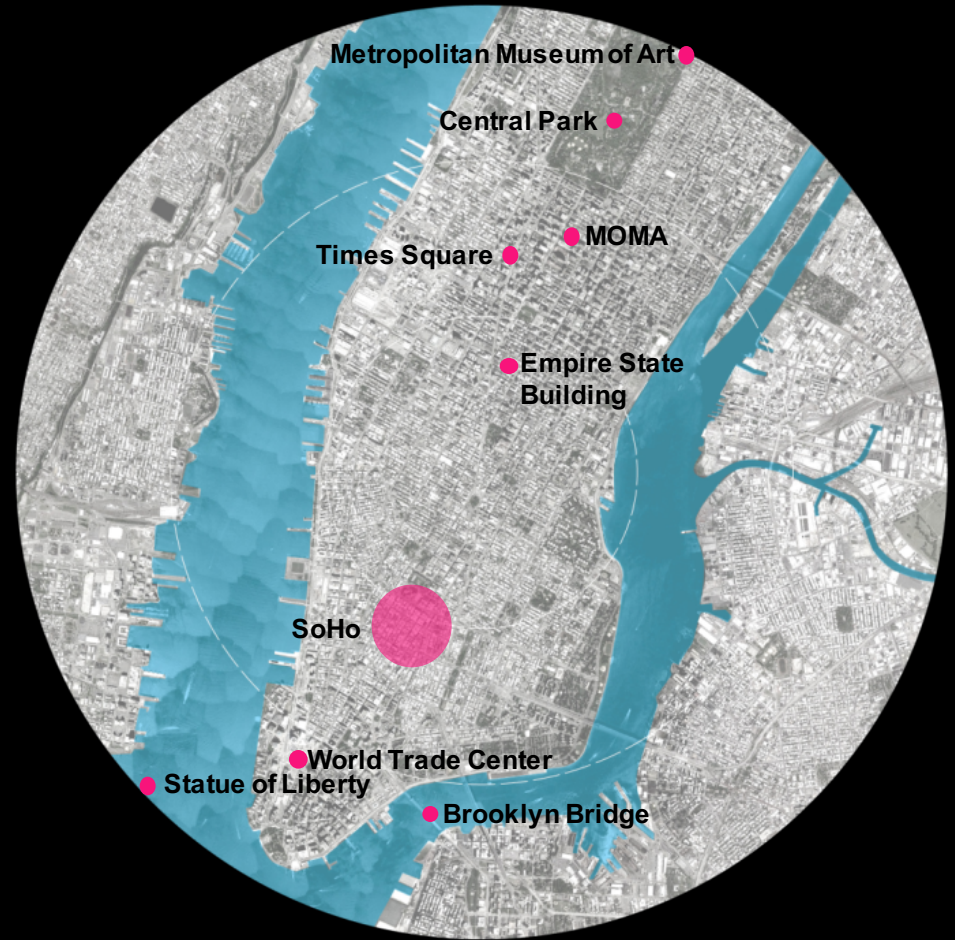
city center



How far will \$20 get me?

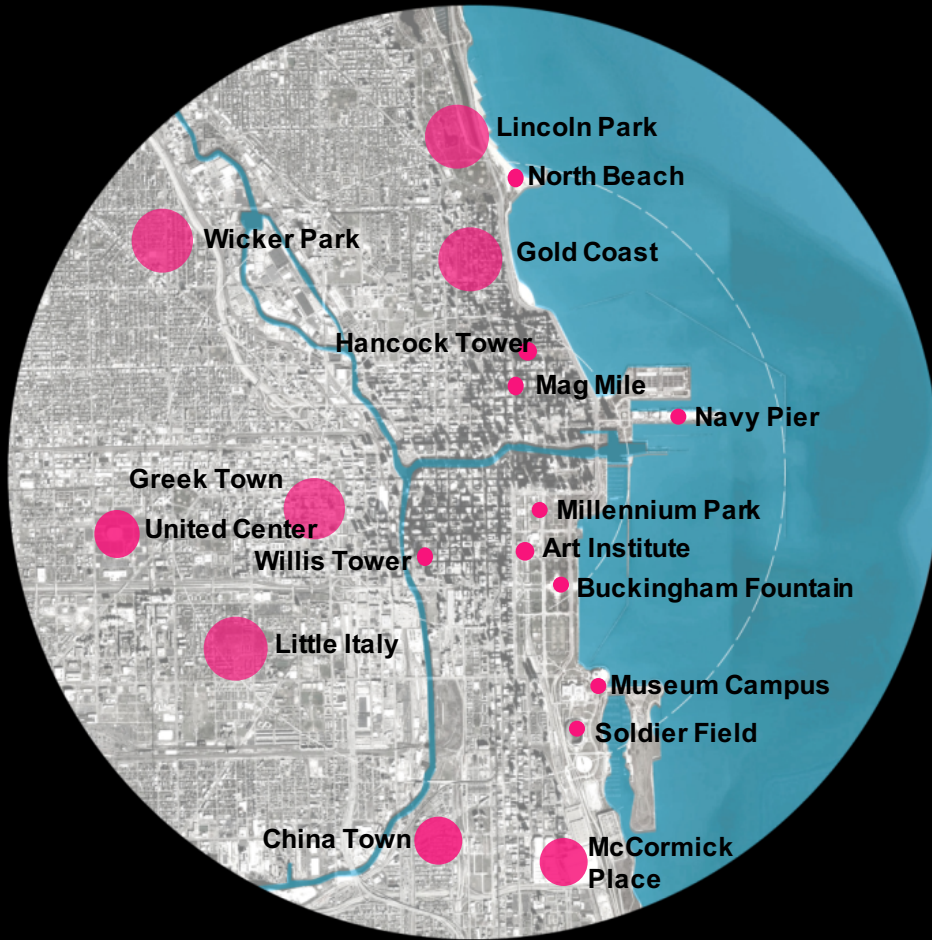


CHICAGO

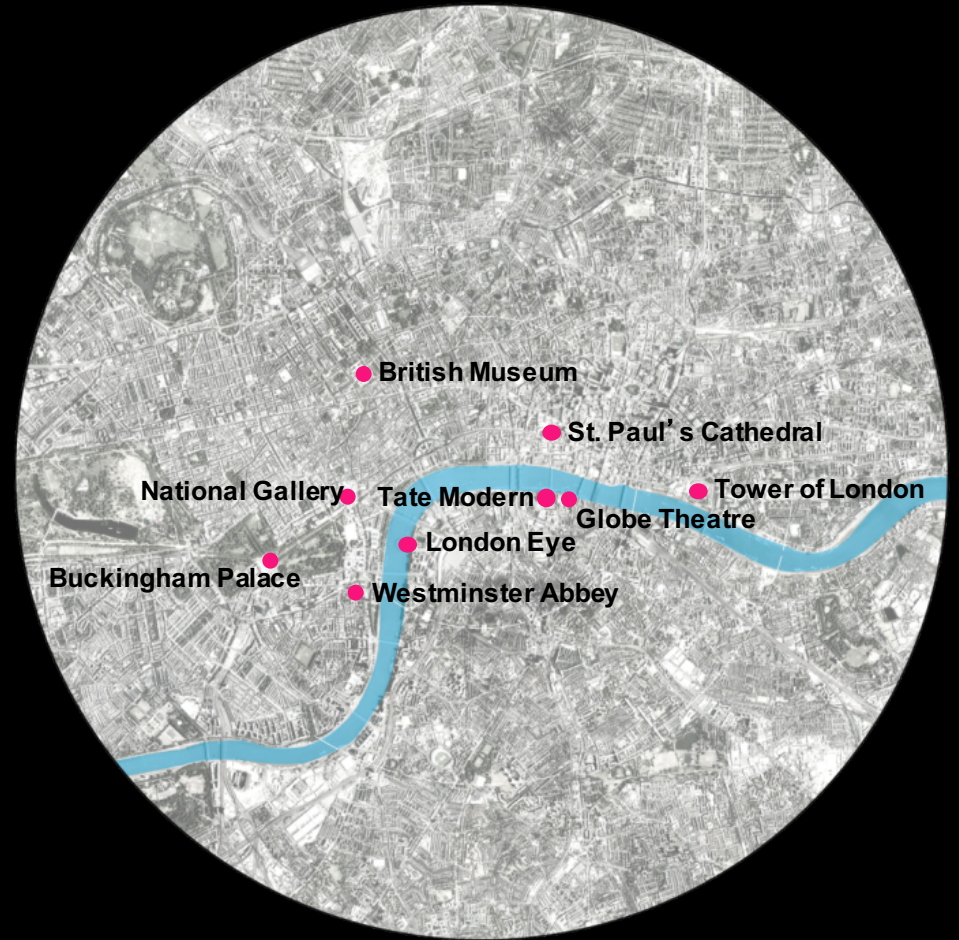


NEW YORK

How far will \$20 get me?

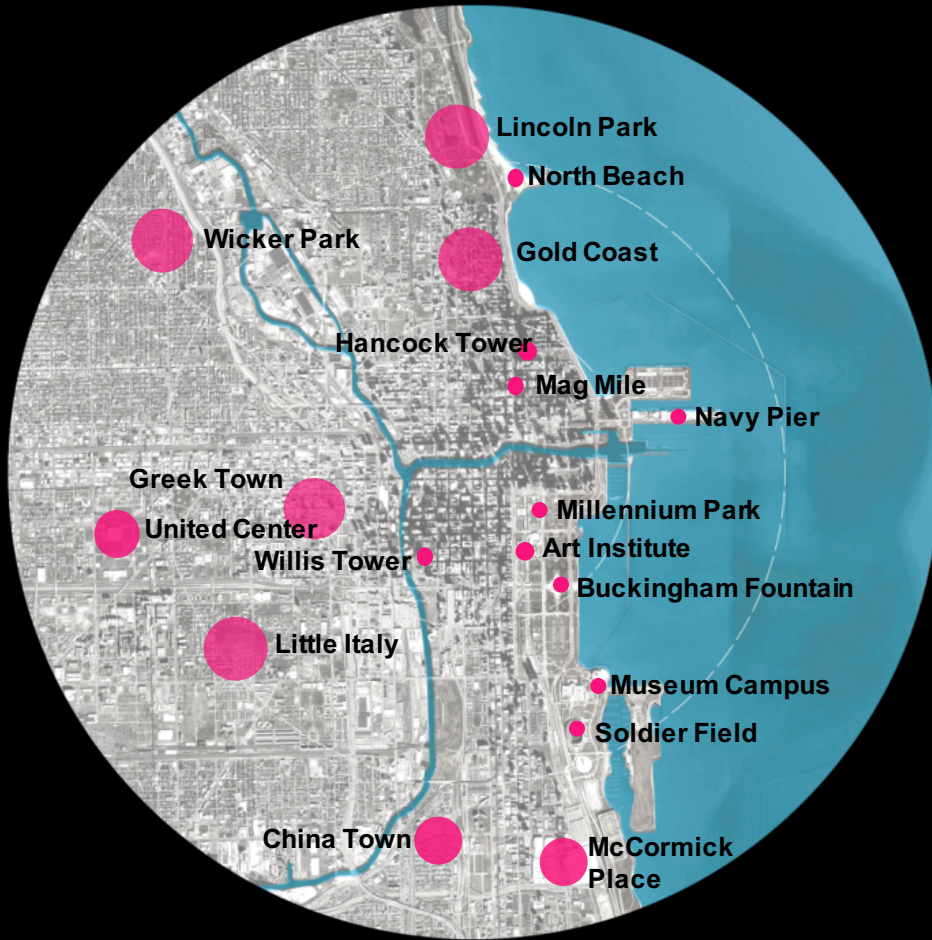


CHICAGO



LONDON

How far will \$20 get me?



CHICAGO



SINGAPORE

chicago

where

150

languages

are spoken

and some 25%

of inhabitants are

foreign born

**walkable
neighborhoods**

**reinvented
main streets**





where

**tourists
and residents**

come together

A photograph of a bakery interior. The ceiling is a curved structure made of horizontal wooden slats, illuminated from within. The floor is a black and white checkered tile. On the right, there are wooden shelves filled with various types of bread. In the center, a woman in a white shirt and dark apron is working behind a long wooden counter. The overall atmosphere is warm and modern.

reinventing retail

as in
singapore
shanghai
dubai
tokyo



bold **retailing**

**where retailing
meets architecture**

celebrate neighborhood culture



unique

parks

authentic

one-of-a-kind

children







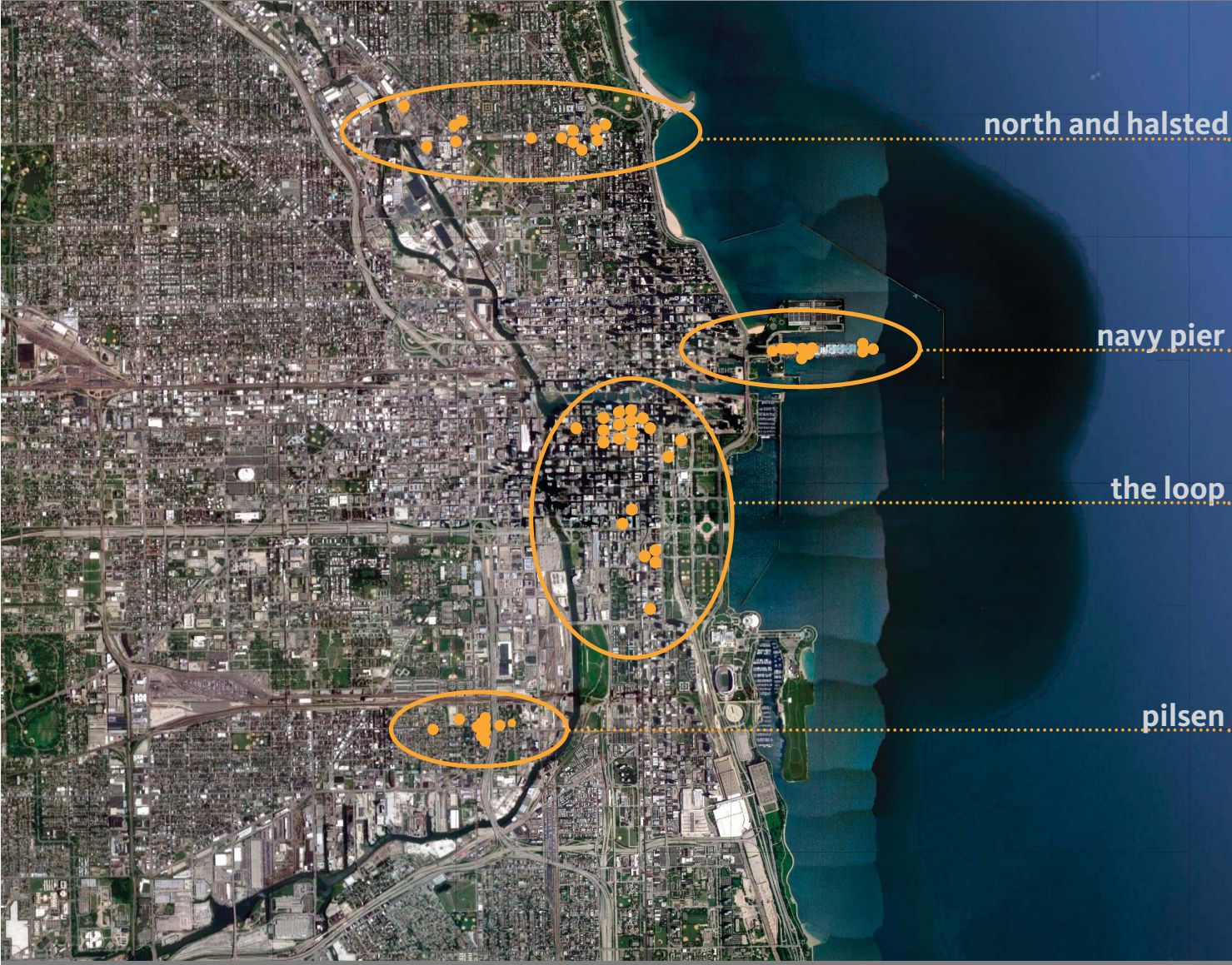


thundering hooves
international
theater
festival



CHICAGO'S

**DEFINING SCOTLAND'S
CULTURAL IDENTITY
ON THE GLOBAL STAGE**



north and halsted

navy pier

the loop

pilsen

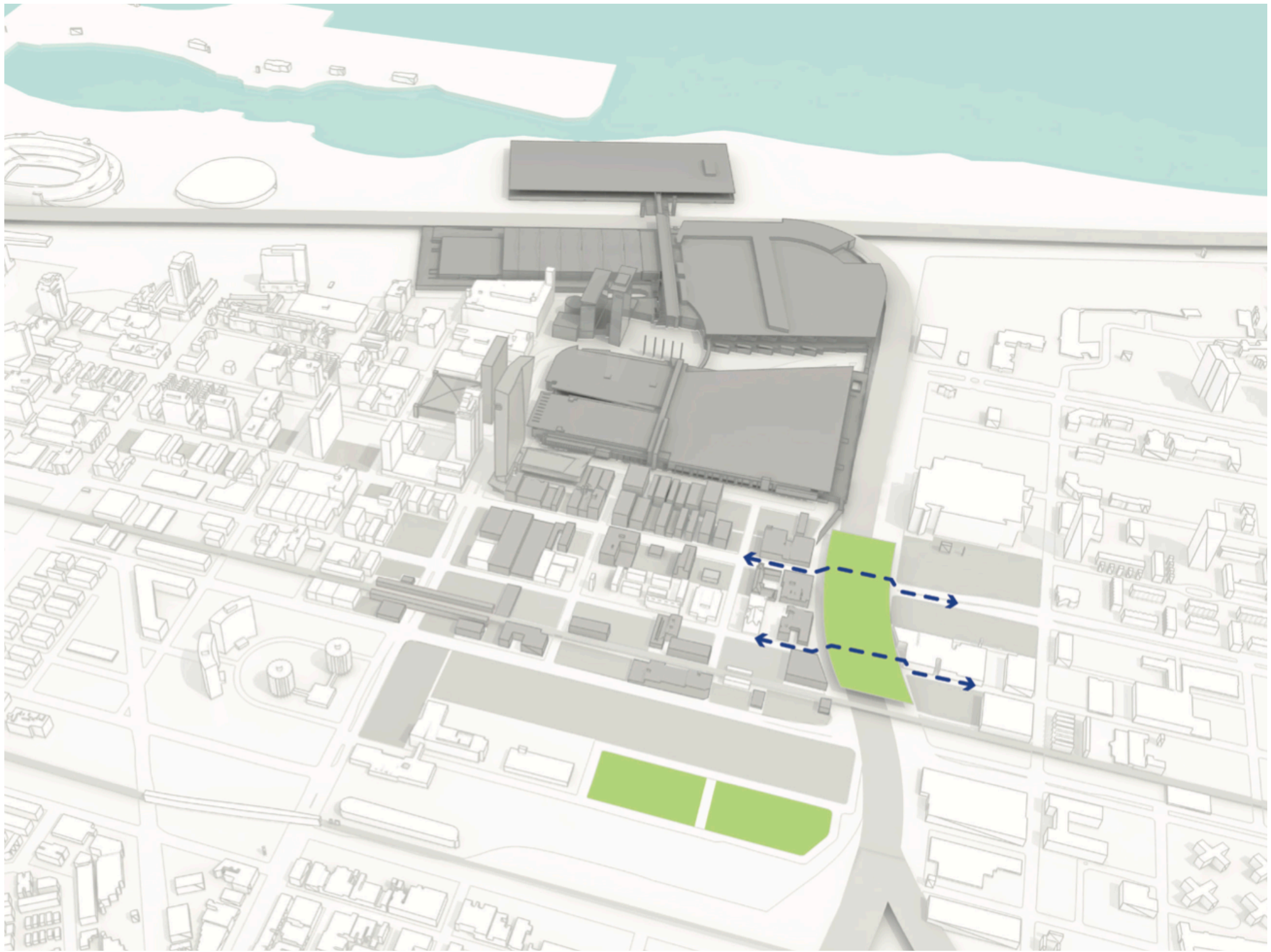
PERFORMANCE HUBS

stevenson cap

**next urban
entertainment**

district

cermak corridor





express

train

o'hare

wayfinding

non stop

premium service

ease

comfort

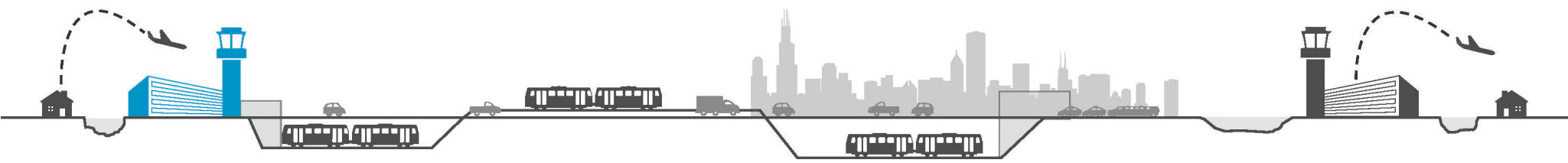
Baggage Reclaim
Way Out
International Arrivals
Information

Domestic Gates
10 - 18
Domestic Gate
19

Elevate



Find Us, It's Easy



digital platform for tourism

interstitial connections **narratives**
playlist for place
lets go **If these walls could talk**

VAMONDE

The image features the word "VAMONDE" in a bold, dark blue, sans-serif font. A stylized graphic of a kite or paper airplane is integrated into the letter 'O'. The kite has a red top section and a white bottom section, with a white tail. It is positioned as if flying upwards and to the right, partially overlapping the 'O'.



Va•monde: [väh mônd] fr. “Go World” - **adj.**
ready for action, involving the entire earth; not
limited or provincial in scope; experiences
created by distinctive individuals or groups for
those of shared interest; **noun** a digital
exchange for sharing narratives; people
sharing “place lists”; **verb** get off your ass:
move away from a place into another
direction; follow a path or take a course

The team:

AECOM

Billings Jackson

Boston Consulting Group

Civic Consulting Alliance

David Brody Bond

Deutsche Bank

DMA Associates

ELPC

Gensler

Hillard Heintze

JACOBS UK/Chicago

JAHN

Katten Muchin Rosenman

Leitner-Poma

Loop Capital

Marks Barfield

Perkins Coie

RTKL

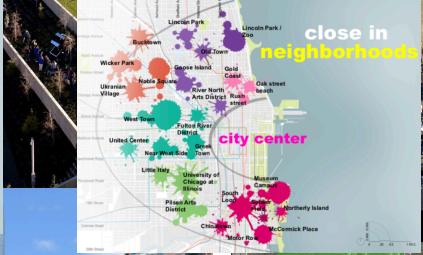
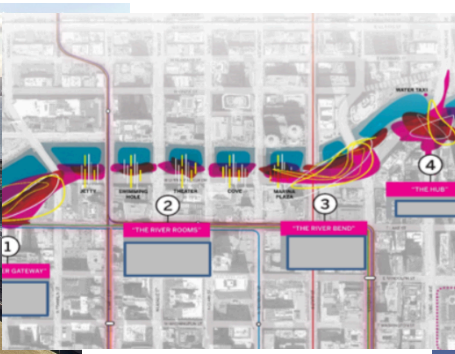
SOM

Walsh

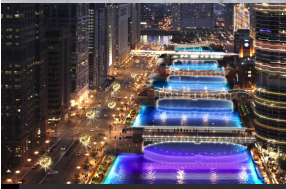
this is about

YOU

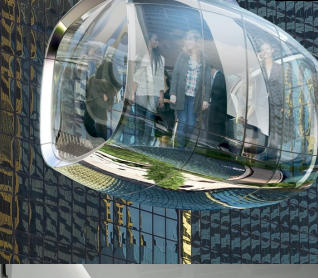
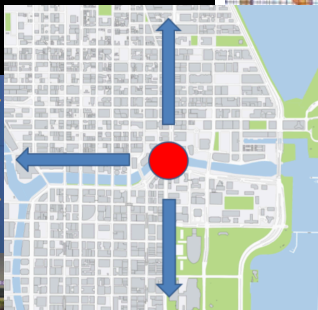
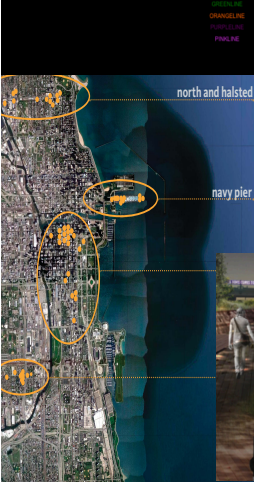
chicago



this is about
YOU
chicago



AUTHENTIC, HISTORICAL,
ENGAGING, EXUBERANT,
IMMERSE, INSPIRING,
INNOVATIVE, EPHEMERAL,
ICONIC, UNIQUE, BOLD



thank you