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## **Pritzker Park programming, #CitySeats rotating tables and chairs activate downtown Chicago this summer**

Chicago Loop Alliance launches new placemaking initiatives  
and reopens The Gateway public plaza

CHICAGO (June 5, 2014)—**Chicago Loop Alliance** (CLA) announced today the launch of two new placemaking initiatives in downtown Chicago: the activation of **Pritzker Park**, including the installation of tables and chairs along with pop-up programming throughout the summer; and **#CitySeats**, rotating tables and chairs that will appear unexpectedly throughout the Loop, their locations driven by suggestions made with the hashtag on Twitter. The kickoff for **Pritzker Park** will take place on Tuesday, June 10 from 12:30-1:30 p.m. and **#CitySeats** are active through this fall.

Additionally, CLA has reopened **The Gateway**, a vibrant public plaza located on the State Street median between Wacker Drive and Lake Street. The Gateway features bright red and blue seating for up to 50 people, landscaped flowerboxes, trees and banners that welcome visitors to the Loop, and is actively managed by CLA's Clean Team and support staff from 7 a.m.-10 p.m. each day throughout the summer.

"Our new activation of Pritzker Park and #CitySeats are continuations of CLA's efforts to improve the quality of the public realm downtown," said CLA Executive Director **Michael Edwards**. "We want to create a distinct sense of place and high-performing experiences within the Loop."

CLA's long-term activation of **Pritzker Park**, located at State and Van Buren Streets, will provide vibrant seating for 40-50 people from 7 a.m.-7 p.m. each day throughout the summer, as well as occasional pop-up programming. The kickoff event on Tuesday, June 10 from 12:30-1:30 p.m. will include food trucks and live music from an interactive, punk circus-themed marching band. Like The Gateway, Pritzker Park will be actively managed by CLA's Clean Team and support staff each day.

**#CitySeats** invite visitors and residents to sit and interact with one another while taking in different sights in the Loop. Active from 11 a.m.-2 p.m. each Tuesday, Thursday and Friday throughout the summer, hints will be given on Twitter about their new locations each day (within the area spanning from Dearborn Street east to Michigan Avenue, and Monroe Street north to Lake Street). CLA encourages the public to recommend new locations for #CitySeats using the hashtag on Twitter.

The Gateway, Pritzker Park activations and #CitySeats are all part of CLA's **Loop Placemaking Initiative**—an expansive series of innovative public space activations throughout the Loop that forward the organization's commitment to enliven and enhance the public realm in downtown Chicago. Over 150 underutilized public locations have been identified as placemaking opportunities-in-waiting for possible activation.

**Chicago Loop Alliance** (CLA) creates, manages and promotes high-performing urban experiences, attracting people and investment to the Loop. For more information, please visit [www.LoopChicago.com](http://www.LoopChicago.com).

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