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**FOR IMMEDIATE RELEASE**

**Chicago Loop Alliance's Downtown Futures Series continues with**  
***Experiential City***  
**Wednesday, Sept. 14 from 7:30-9 a.m.**

**Featuring [Carol Coletta](#), senior fellow at The Kresge Foundation**

CHICAGO (Aug. 16, 2016)—[Chicago Loop Alliance](#) (CLA), the sole service provider for Special Service Area SSA1-2015, hosts its third **Downtown Futures Series** event of the year with [Experiential City](#) on Wednesday, Sept. 14 from 7:30-9 a.m. at 1871 (222 W. Merchandise Mart Plaza, Suite 1212).

*Experiential City* features a keynote from recognized urban thought leader **Carol Coletta**, senior fellow at The Kresge Foundation's American Cities Practice and a former CLA board member. Coletta and fellow panelists will explore how downtowns have evolved to incorporate unique experiences beyond commerce. To compete as a city in the global marketplace, it is no longer enough to be clean and safe—city centers like Chicago's Loop must meet the needs of a changing demographic beyond 9-to-5 in order to remain competitive. What are the future experiences necessary for a thriving downtown?

Additional panelists for *Experiential City* include **Danielle Galmore**, director of New Business Innovation at Steelcase, Inc., and **Seth Unger**, co-creator of The Wabash Lights.

[Experiential City](#) takes place at 1871 (222 W. Merchandise Mart Plaza, Suite 1212) on Wednesday, Sept. 14 from 7:30-9 a.m. A light breakfast and networking will precede the panel discussion from 8-9 a.m. Tickets are free for CLA members and \$20 for non-members. For more information and to purchase tickets, visit [www.LoopChicago.com/DowntownFutures](http://www.LoopChicago.com/DowntownFutures).

[Experiential City](#) Keynote Speaker **Carol Coletta** was named a Senior Fellow at The Kresge Foundation, where she is leading a proposed \$40+ million collaboration of national and local foundations, local nonprofits and governments to Reimagine the Civic Commons in five cities. It is planned as the first comprehensive demonstration of how a connected set of civic assets—a civic commons—can yield increased and more widely share prosperity for cities and neighborhoods. She was formerly vice president of Community and National Initiatives for the John S. and James L. Knight Foundation where she managed a portfolio of more than \$50 million annually in grants

and a team of 18 in 10 communities to drive success in cities. Carol led the two-year start-up of ArtPlace, a unique public-private collaboration to accelerate creative placemaking in communities across the U.S. and was president and CEO of CEOs for Cities for seven years. Previously, she served as executive director of the Mayors' Institute on City Design, a partnership of the National Endowment for the Arts, U.S. Conference of Mayors and American Architectural Foundation. She also ran a Memphis-based public affairs consulting firm, Coletta & Company, where she served business, foundations, nonprofits and government on the broadest range of civic issues. For nine years, she was host and producer of the nationally syndicated weekly public radio show Smart City, where she interviewed more than 900 international leaders in business, the arts, and cities.

**Danielle Galmore** is Director of New Business Innovation for Steelcase Inc, the global leader in the office furniture industry. With more than 15 years of experience in crafting new product and business opportunities based on user-centered research and insights, Danielle is designing and managing the Workspring brand for Steelcase, focused on how space can create exceptional work experiences for corporations and individuals around the world. She specializes in leading high-impact teams and is a popular speaker for companies and other organizations. She is also a certified Experience Economist Expert, allowing her to train groups and organizations on the principles of building an experiential business.

**Seth Unger**, co-creator of The Wabash Lights, is a design and creative strategist, new media expert, and brand consultant. He currently works for Herman Miller's global marketing team as the audience lead for Architecture and Design. He previously worked at Gensler as a Design Strategist. While at Gensler, Seth worked with numerous clients including, Motorola, Discover, Caterpillar, co-created the placemaking intervention Neon City, and helped develop the iPhone app PoppySeed. His fine arts training and experience as a non-profit theater founder, director and producer give him a unique take on the performative aspects of human interaction, space, and creativity. He guides teams - internal and client - toward rich, interactive and memorable experiences that accelerate learning and enable deep and productive communication. Seth's collaborations have helped facilitate, design, and implement innovative brand, workplace, and creative strategy across diverse areas of focus. He is a graduate of DePaul University.

### **About the Downtown Futures Series**

The global downtown is in a renaissance—from the sharing economy and future transportation technology to increased professional mobility, collaborative offices and the burgeoning creative class. Chicago Loop Alliance's Downtown Futures Series brings recognized urban thought leaders into public dialogues on emerging downtown trends and their impact on Chicago's Loop. Forums will be held three times annually from 2016-2018.

### **About Chicago Loop Alliance**

Chicago Loop Alliance, the sole service provider for Special Service Area SSA1-2015, 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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