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## **Loop Placemaking Initiative announced at Chicago Loop Alliance's 2014 Annual Meeting**

**Projects include long-term activation of Pritzker Park, amplification of Pop-Up Art Loop with monthly alley events, reopening of The Gateway public plaza on State Street, and People Spots under city's Make Way for People program**

CHICAGO (February 14, 2014)—**Chicago Loop Alliance (CLA)** announced today at its **2014 Annual Meeting** the **Loop Placemaking Initiative**—an expansive series of innovative public space activations throughout the Loop that continue the organization's commitment to create, manage and promote high-performing urban experiences in downtown Chicago. Over 150 underutilized public locations have been identified as placemaking opportunities-in-waiting for possible activation.

**Loop Placemaking Initiative** programming CLA plans to undertake include a long-term activation of **Pritzker Park** through art, design and seating; amplification of CLA's successful **Pop-Up Art Loop** program with **monthly alley events**; reopening of **The Gateway to the Loop**, a public plaza on State Street; new **People Spots** under the city's Make Way for People program; and **rotating tables and chairs** that pop up throughout the Loop complete with flowers, music and art.

"Our placemaking experiments last year, The Gateway on State Street and *ACTIVATE* event in Couch Place alley, were hugely successful. *ACTIVATE* brought more than two thousand people to the alley in one night, enlivening the surrounding area of the Loop," said **CLA Executive Director Michael Edwards**. "By continuing our exploration of placemaking opportunities in underutilized spaces such as Pritzker Park, we're taking advantage of the rich urban environment that already exists and creating a new gateway into all the Loop already has to offer."

The **2014 Annual Meeting** began with opening remarks from Edwards highlighting the organization's initial progress on its inaugural five-year Strategic Action Plan, with projects in key program areas of Beautification & Enhanced Services, Planning & Advocacy, Placemaking & Management, and Economic Development. A full copy of CLA's **2013 Annual Report** highlighting this progress is available online [here](#).

**Loop Placemaking Initiative** programming for 2014 includes:

- **Activation of Pritzker Park**

Situated across the street from Chicago Public Library's Harold Washington Library Center, Pritzker Park presents an opportunity to draw people into the Loop from the south, in a similar vein to The Gateway at the north end of State Street. This extensive, long-term activation will use art, design, lighting and new seating areas to create a vibrant public plaza.

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- **Amplification of Pop-Up Art Loop with monthly alley events May-October**

Since 2009, Pop-Up Art Loop has successfully transformed vacant storefronts and retail locations into temporary art galleries open to the public. This year the program will be amplified by one-night-only alley events in conjunction with the monthly opening of new pop-up spaces throughout the Loop. Couch Place, the Iwan Ries alley (off Wabash) and the CityTarget alley are prospective sites for this exciting and experimental series May through October.

- **Reopening of The Gateway to the Loop**

Located on the State Street median between Wacker Drive and Lake Street, The Gateway to the Loop will reopen in May, providing a vibrant public plaza with seating for up to 50 people. Highly visible and well attended in 2013, CLA will increase programming activities at The Gateway this year to include roving street musicians and more.

- **People Spots under the city's Make Way for People program**

Two parking spaces at the northwest corner of Dearborn and Adams streets will be transformed as People Spots under the city's Make Way for People program. Offering approximately 300 square feet of space, preliminary designs include a raised deck, plantings, and fixed and moveable tables and chairs. The space integrates with the adjacent two-way bike lane and nearby Divvy bike share station.

- **Rotating tables and chairs throughout the Loop**

Rotating tables and chairs will appear unexpectedly throughout the Loop, providing a degree of spontaneity increasing human interaction. CLA will engage the public to participate in selecting sites through social media.

**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).

The **Chicago Loop Alliance Foundation** develops and promotes artistic, cultural, and public events within the service area of the Chicago Loop Alliance. These initiatives enhance the character of the Loop, contribute to its competitive position as a mixed-use destination, and promote economic development and tourism in the area.

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