



CHICAGO PLAN COMMISSION

Department of Planning and Development

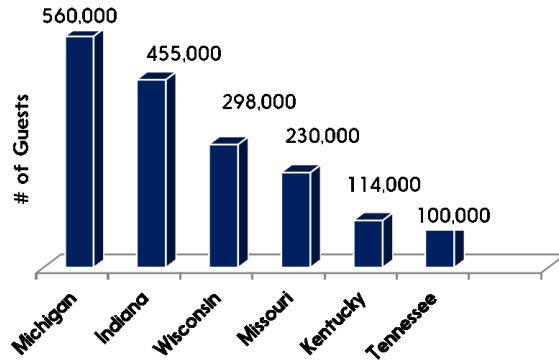
ILLUMINARIUM AT NAVY PIER
600 EAST GRAND AVE. (42nd Ward)
ILLUMINARIUM CHICAGO, LLC

July 15, 2021

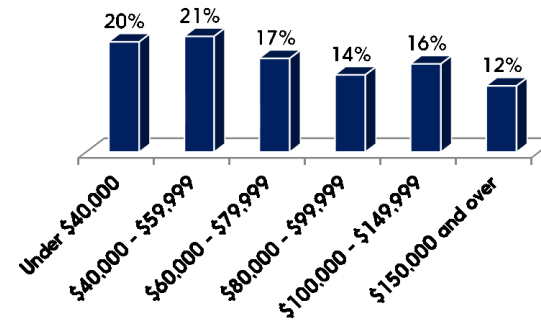
Navy Pier Facts

2019 Demographics, 8.8M total guests

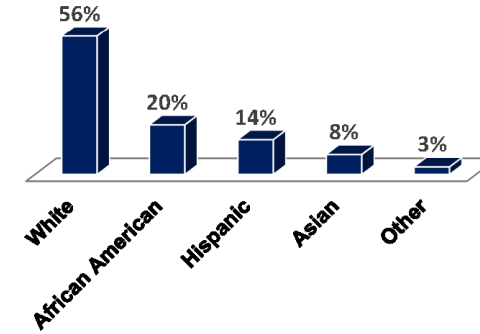
NEIGHBORING STATES GUEST ORIGINS



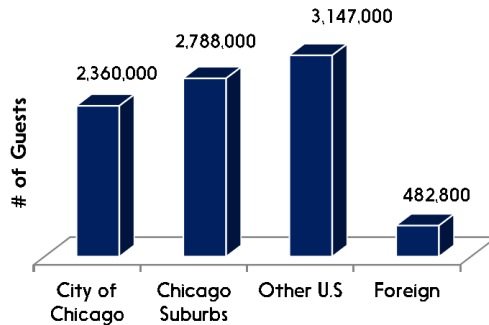
HOUSEHOLD INCOME DISTRIBUTION



ETHNICITY

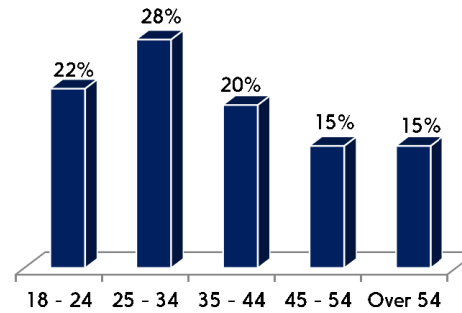


NAVY PIER GUEST ORIGINS



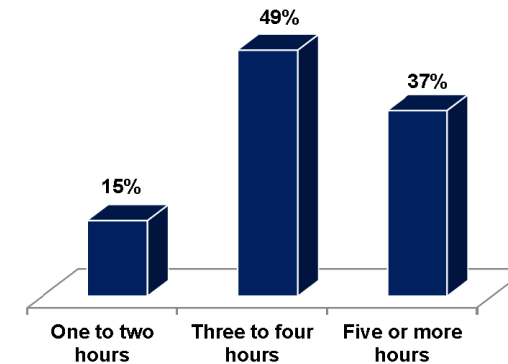
Guests from Illinois total 5,266,000

AGE

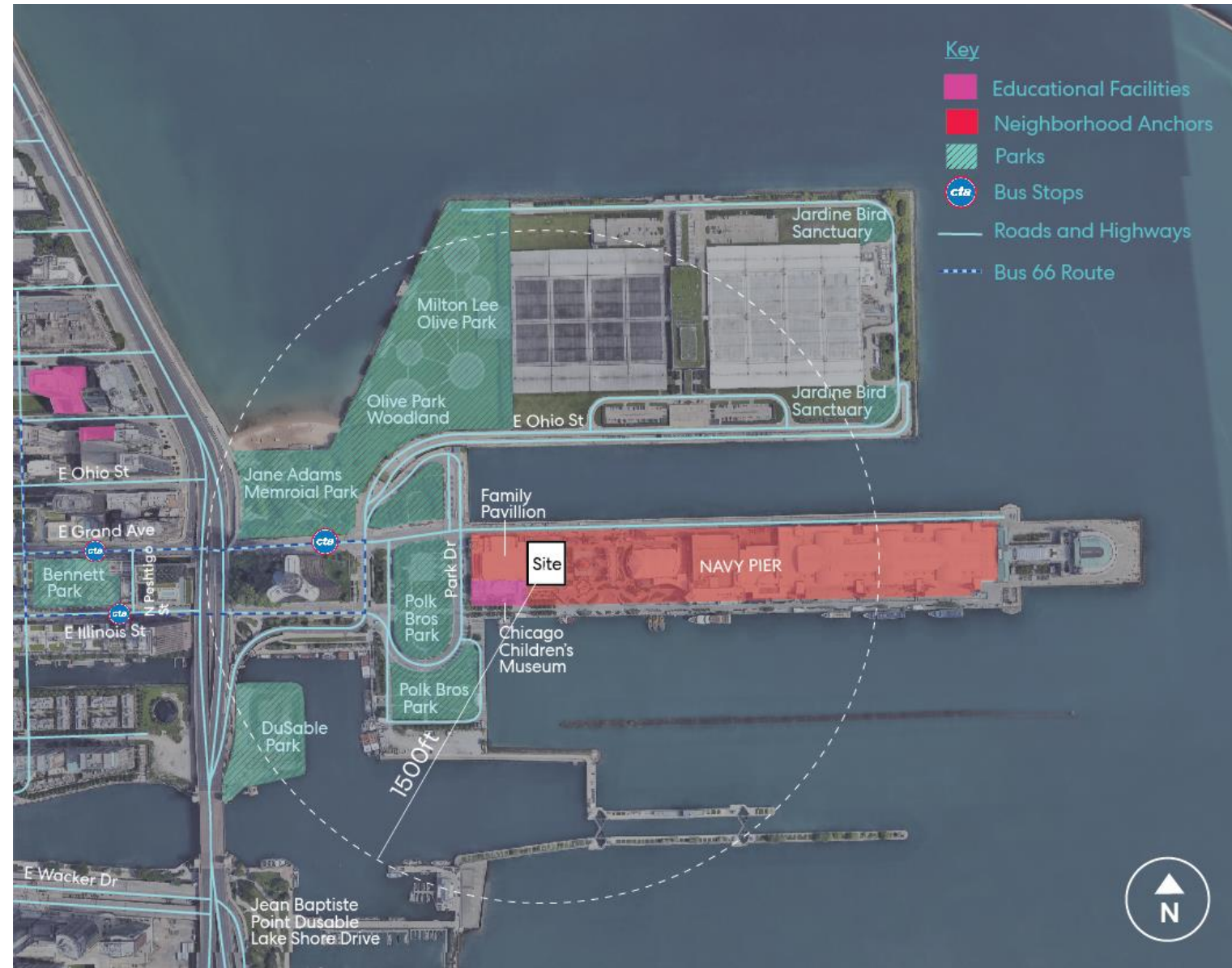


40% of groups include at least one person age 17 & under

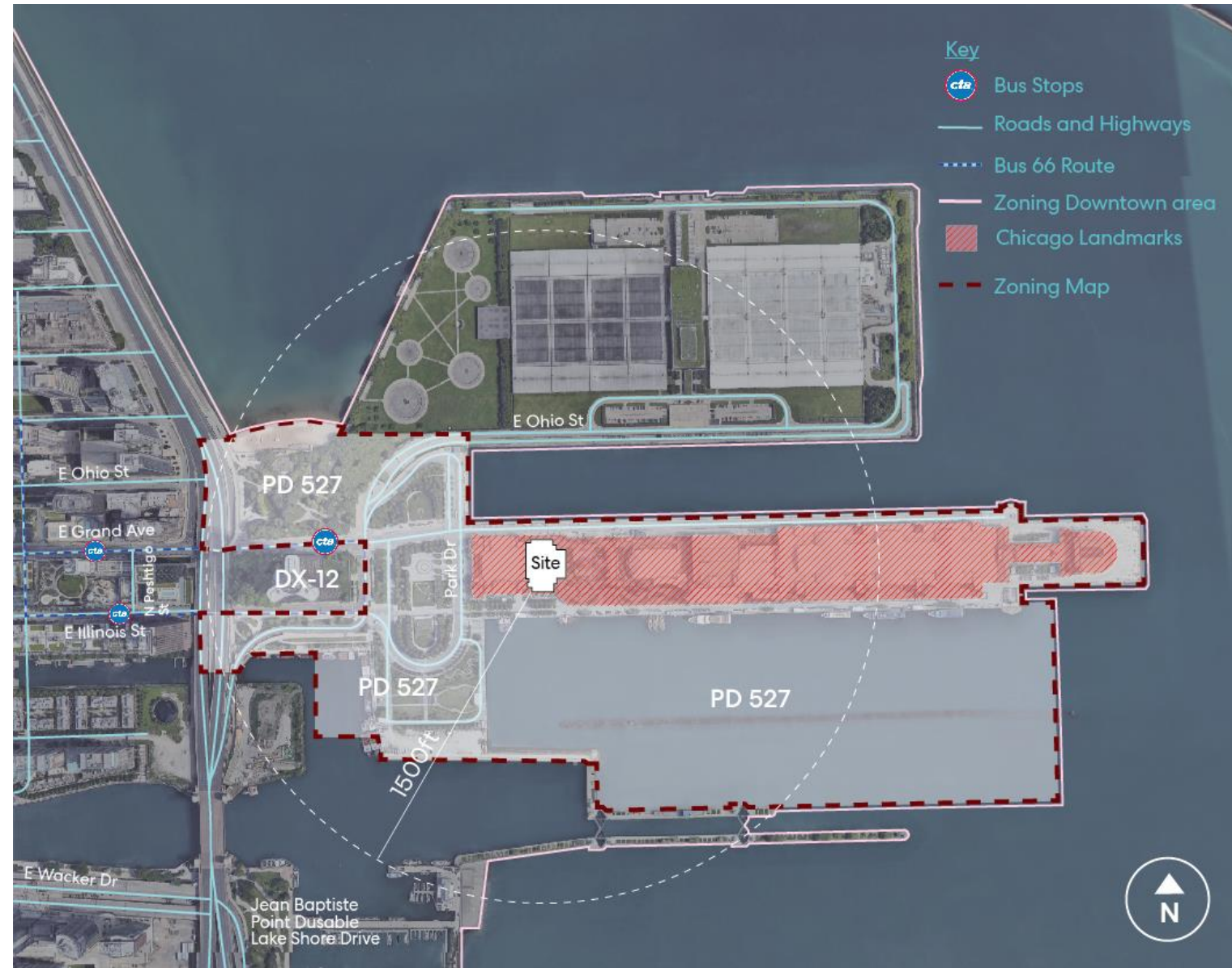
TIME SPENT AT NAVY PIER

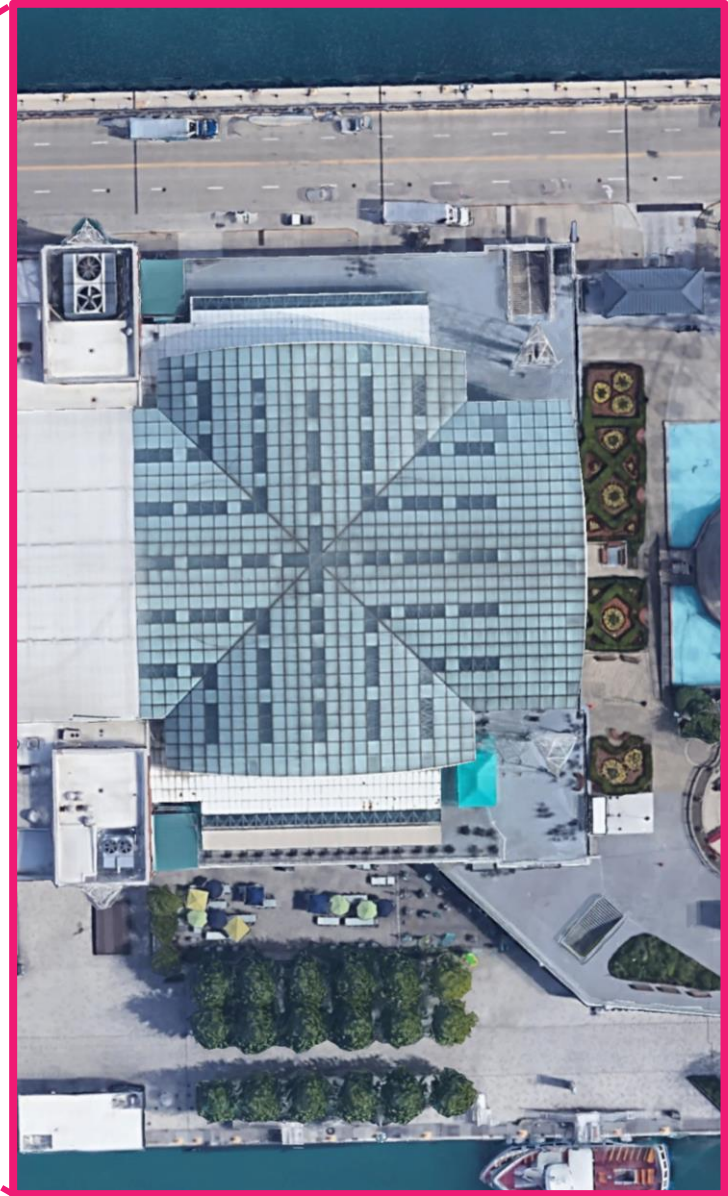
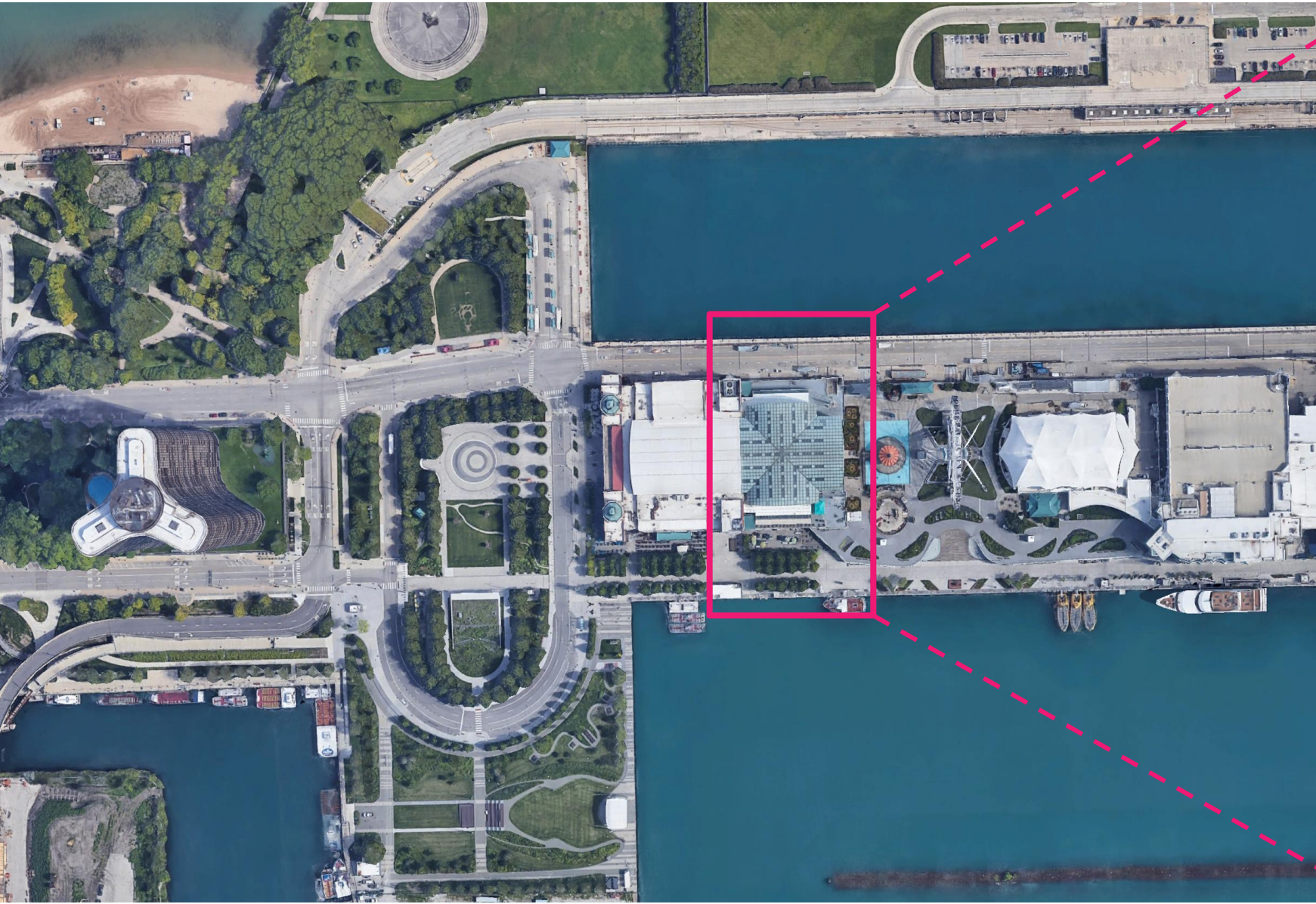


- Project Site is on Navy Pier, East of Jean Baptiste Point Dusable Lake Shore Drive
- Illuminarium will occupy the Crystal Garden, East of the Family Pavilion and Chicago Children’s Museum
- Navy Pier is served by CTA Bus 66 (Transit Service Route)



- Institutional Planned Development No. 527
- Subarea 1, Tract A
- 600 E. Grand Ave.
- Ward: 42





AERIAL VIEW FROM TOP



PEDESTRIAN CONTEXT

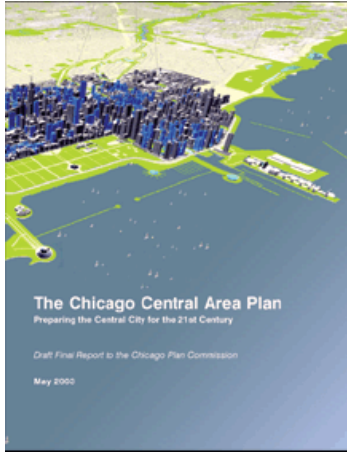


Illuminarium @ Navy Pier
Lobby/Ticketing View Looking North/East
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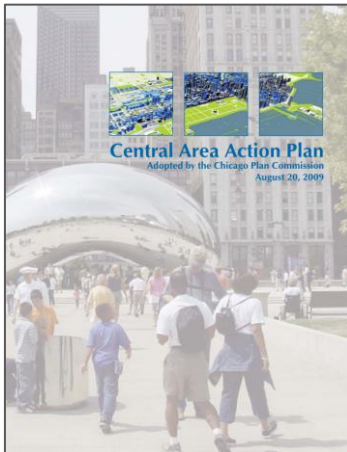
PEDESTRIAN CONTEXT

★ Planning Context



The Chicago Central Area Plan

- Adopted in May 2003 by the Chicago Plan Commission
- Direct growth to create a dynamic central area made up of vibrant and diverse mixed-used urban districts.
- Strengthen transportation connections to the central area.
- Expand and connect waterfronts and open spaces, to create great public spaces.



Central Area Action Plan

- Adopted in August 2009 by the Chicago Plan Commission
- Maintain Chicago's position as the economic engine of the region
- Enhance parks, corridors and waterfronts for residents, workers, students and visitors
- Encourage alternative modes of transportation

- Planned Development Application filed May 26, 2021
- Meeting with Alderman Brendan Reilly May 20, 2021
- Community Communication Letter sent to Lakepoint Towers Residents May 21, 2021

illuminarium

E X P E R I E N C E S

Illuminarium Experiences is a breakthrough, global experiential “edutainment” company created by worldwide leaders in cinematic and interactive content, architectural and theatrical design and venue operations.

We democratize the world’s most amazing experiences.

Illuminarium Partners

Illuminarium brings together best-in-class partners across all relevant disciplines.

Executive
Leadership

Alan Greenberg

CEO Alan Greenberg is a seasoned global entrepreneur and co-founder of Avenues: The World School, Travel Holdings, Inc., Greenberg News Networks and the former Publisher of Esquire Magazine.

Content
Production

RadicalMedia®

Content partner RadicalMedia is an Academy, Emmy and Grammy award winning communications company that produces content for film, television, music, digital platforms, projections, and experiential / immersive installations.

Architecture
& Design

rockwellgroup

Architecture and design partner rockwellgroup is one of the world's most admired and awarded firms, with a specialty in hospitality, theatrical, experiential and interactive project design and development.

Global
Operations

 LEGENDS®

Operations partner Legends Hospitality is a leading operator of over 150 venues and attractions around the world providing planning, sales, partnerships, hospitality, retail, and technology solutions.

Current and Future Locations

 Illuminariums Under Construction

 Major Cities / Tourism Destinations



Illuminarium Atlanta (Opened on July 1, 2021)

Atlanta Beltline



Illuminarium Brings Reality to Life

Like nothing before, Illuminarium combines and amplifies techniques used in traditional motion picture production and virtual reality that allows visitors to experience real world, filmed content (like a safari) and authentic, re-created worlds (like the planet Mars!) in an immersive environment, all without the use of glasses or wearable hardware.

All of this happens at a breathtaking scale: A 360x360 canvas, 350 feet in length and 22 feet in height, state-of-the-art laser projection, rich spatial audio, in-floor haptics, and scent & interactive technologies engage one's entire visual and sensual framework.

Illuminarium Spectacles transport you to other places, creating the impression that you are actually there! Whether that's on safari, at the bottom of the ocean, in the celestial universe, on top of the world's highest peaks, surrounded by a once in a lifetime musical performance or visual art exhibition, being with the world's most iconic personalities up close and personal, and on and on.

AQUARIUS
A DEEP OCEAN EXPERIENCE

illuminarium
EXPERIENCES

A NEW KIND OF IMMERSIVE ATTRACTION
AT AREA 15 LAS VEGAS

WWW.ILLUMINARIUM.COM

SPACEWALK
AN OUTER SPACE EXPERIENCE

illuminarium
EXPERIENCES

A NEW KIND OF IMMERSIVE ATTRACTION
ON THE ATLANTA BELTLINE

WWW.ILLUMINARIUM.COM

WILD
A SAFARI EXPERIENCE

illuminarium
AN UNIQUE NEW IMMERSIVE ATTRACTION
ON THE ATLANTA BELTLINE

WWW.ILLUMINARIUM.COM

SENNA
A GAME-CHANGING EXPERIENCE

illuminarium
AN EXHILARATING NEW IMMERSIVE ATTRACTION
NOW AT MANA WYNWOOD

WWW.ILLUMINARIUM.COM

METROPOLIS
EXPERIENCE THE WORLD'S
GREATEST SUPERCITIES LIKE NEVER BEFORE

illuminarium
EXPERIENCES

A UNIQUE IMMERSIVE ATTRACTION
ON THE BELTLINE

WWW.ILLUMINARIUM.COM

POLE TO POLE
EXPERIENCE THE BEAUTY AND MYSTERY
OF A FROZEN WORLD

illuminarium
EXPERIENCES

AN EXHILARATING NEW IMMERSIVE ATTRACTION
LOCATED AT AREA 15

WWW.ILLUMINARIUM.COM

ALI
THE EXPERIENCE

illuminarium
EXPERIENCES

THE GREATEST IMMERSIVE EXPERIENCE OF ALL TIME
NOW AT AREA 15

WWW.ILLUMINARIUM.COM

COLDPLAY
POLYCHROMOCOSMOS
A MIND-BLOWING
MULTI-SENSORY MUSIC EXPERIENCE

illuminarium
EXPERIENCES

A ONE-OF-A-KIND IMMERSIVE ATTRACTION
NOW OPEN AT MANA WYNWOOD MIAMI

WWW.ILLUMINARIUM.COM

KAWS
IMMERSIVE ART EXPERIENCE

illuminarium
EXPERIENCES

A ONE-OF-A-KIND IMMERSIVE ATTRACTION
NOW OPEN AT MANA WYNWOOD MIAMI

WWW.ILLUMINARIUM.COM

FORCES OF NATURE
EXPERIENCE THE WORLD'S
GREATEST NATURAL PHENOMENON

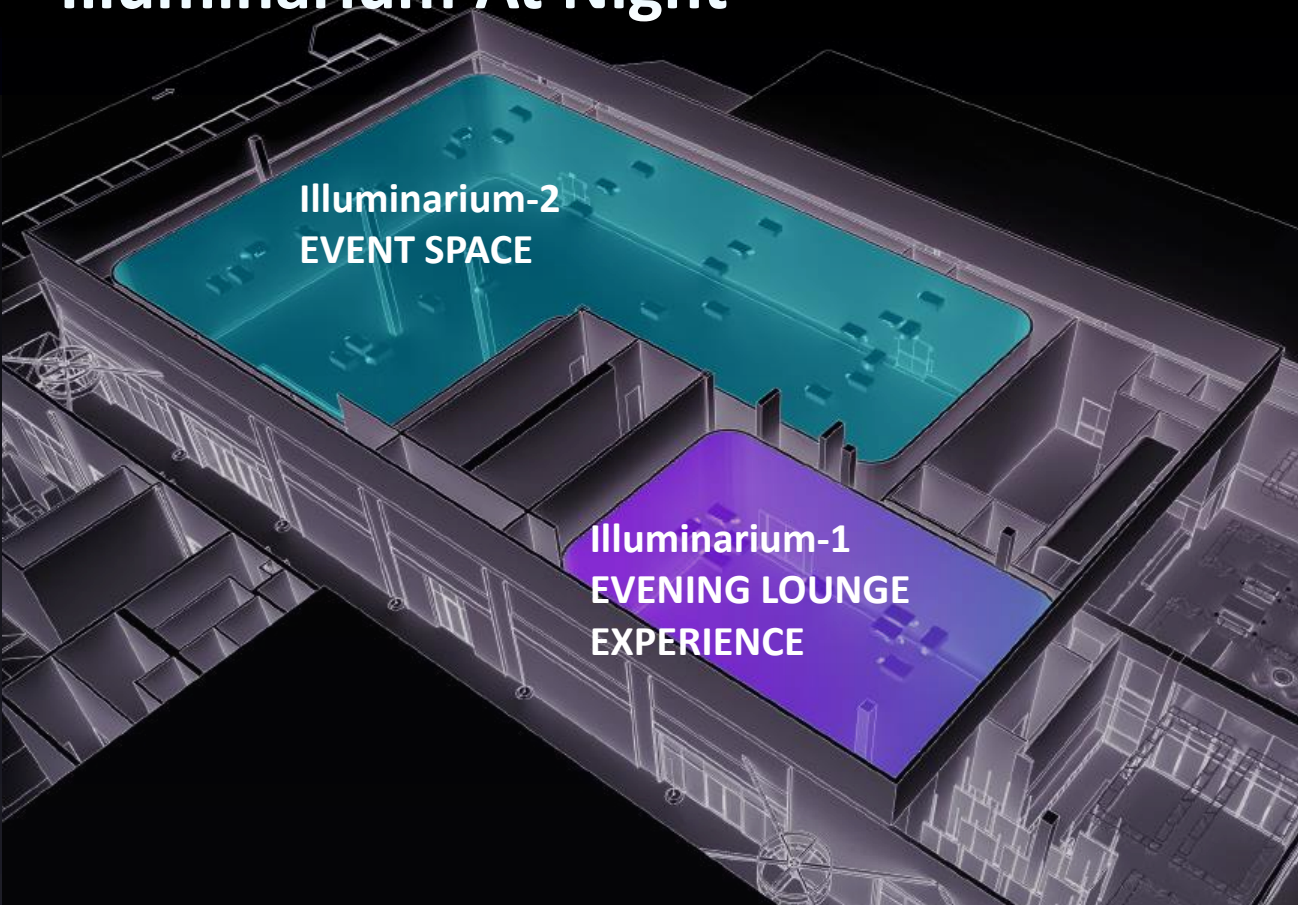
illuminarium
EXPERIENCES

AN EXHILARATING IMMERSIVE ATTRACTION
ON THE BELTLINE

WWW.ILLUMINARIUM.COM

Beyond our first spectacle, *WILD*, Illuminarium plans to produce new experiences every year, creating a library of immersive content inspired not just by the natural world, but all things culturally, humanly, and artistically significant.

Illuminarium At Night



Illuminarium-2
EVENT SPACE

Illuminarium-1
EVENING LOUNGE
EXPERIENCE

After hours, Illuminarium-2 becomes an incomparable event space/rental venue for corporate events, seated dinners, charity events and grand celebrations.

Illuminarium-1 converts at night to an immersive lounge experience that surrounds visitors in ever-changing, atmospheres. Imagine being at the bottom of the ocean, atop the Himalayas or in the night markets of Asia!

LUMINOUS
REEFS



SUNSET IN THE
STRATOSPHERE



LIVING
MURAL



CRYSTAL
EXCAVATION



BLOOM



SHIBUYA
NIGHT MARKET





WildArk is a global conservation organization that works collaboratively with local partners and communities to protect prioritized wildlife, biodiversity and ecosystems around the world. They are the first social mission partner of Illuminarium as they are perfectly aligned with Illuminarium's first spectacle, WILD.

Illuminarium will donate a portion of all ticket and merchandising revenue to WildArk and will provide opportunities for our customers to become personally engaged with WildArk and other mission based partners they bring to Illuminarium.

Illuminarium Education Platform

Illuminarium's educational mission is to inspire a sense of wonder and curiosity in students, helping them imagine and realize anything is possible.

Each Illuminarium spectacle will provide primary and secondary students an immersive learning experience unlike any other, bringing the world's most amazing experiences to them in ways that spark their inquisitiveness and desire to learn.

During weekday mornings, Illuminarium will offer a series of curated educational "field trip" experiences, designed by leading curricula specialists.



Lobby & Ticketing



Café



Retail Shop



Exterior / Patio

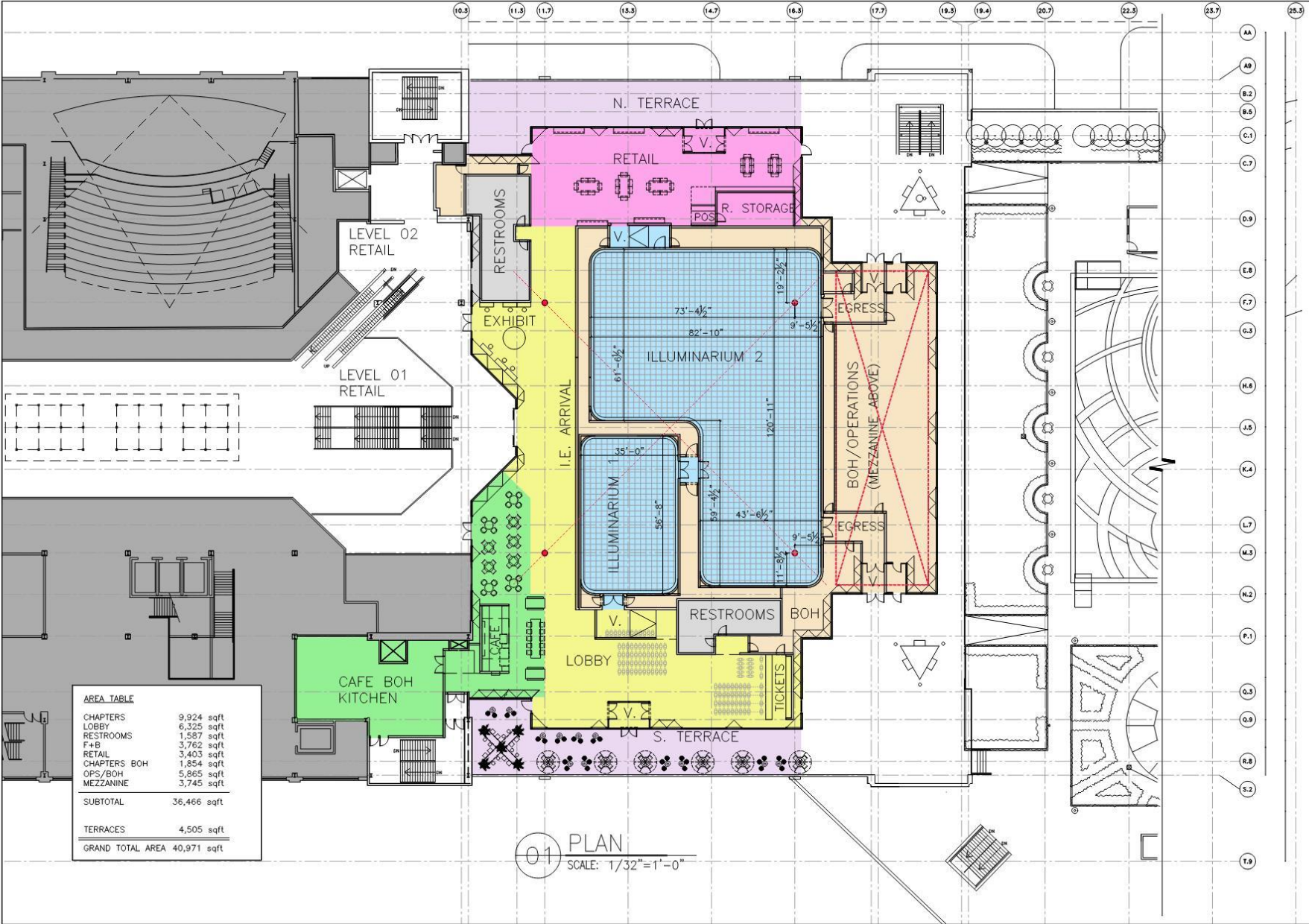
TYPICAL ILLUMINARIUM LOOK AND FEEL



ILLUMINARIUM SHOW (DAYTIME) MODE



ILLUMINARIUM NIGHTTIME MODE



AREA TABLE

CHAPTERS	9,924 sqft
LOBBY	6,325 sqft
RESTROOMS	1,587 sqft
F&B	3,762 sqft
RETAIL	3,403 sqft
CHAPTERS BOH	1,854 sqft
OPS/BOH	5,865 sqft
MEZZANINE	3,745 sqft
SUBTOTAL	36,466 sqft
TERRACES	4,505 sqft
GRAND TOTAL AREA	40,971 sqft

01 PLAN
SCALE: 1/32" = 1'-0"

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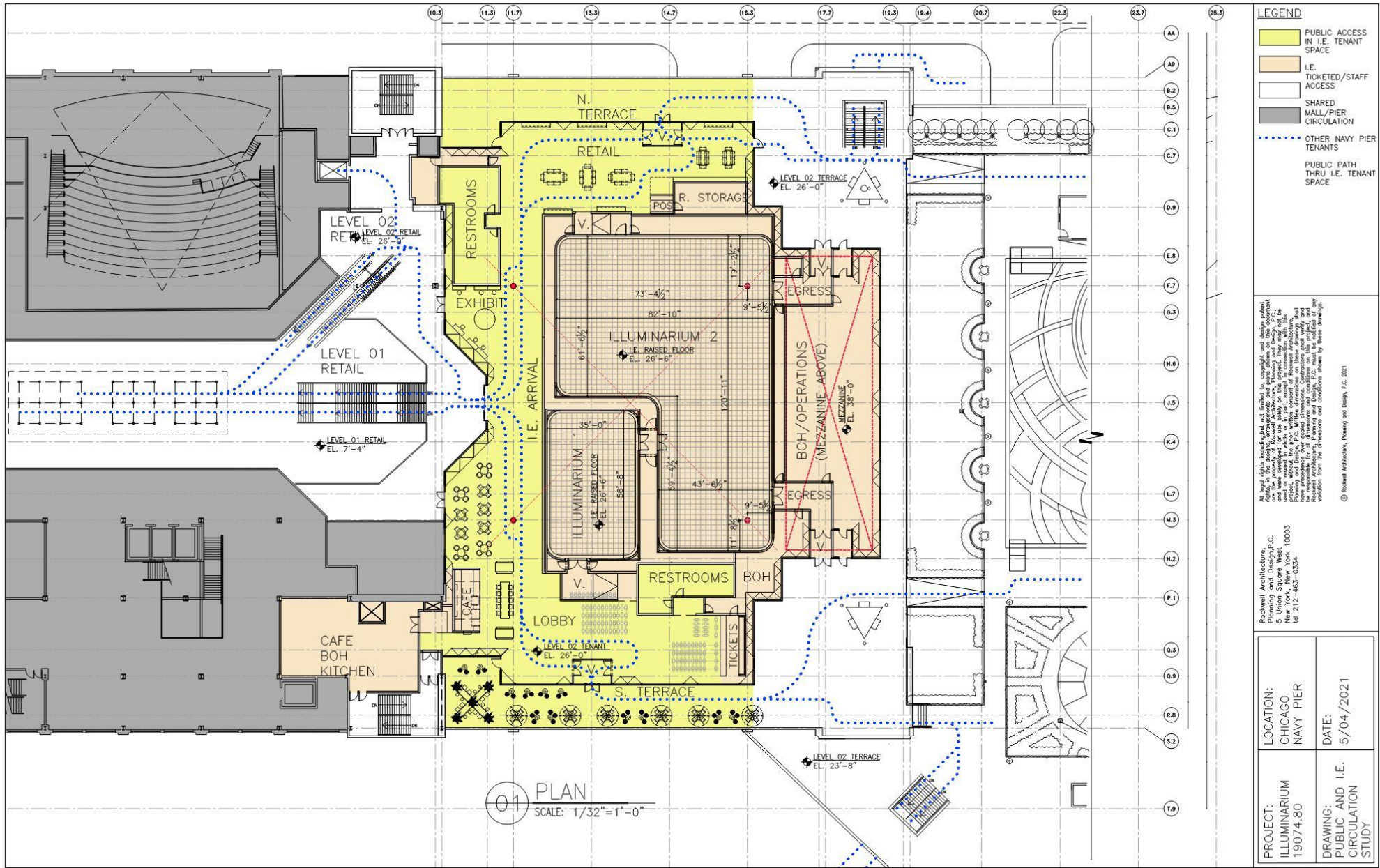
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5 Union Square West
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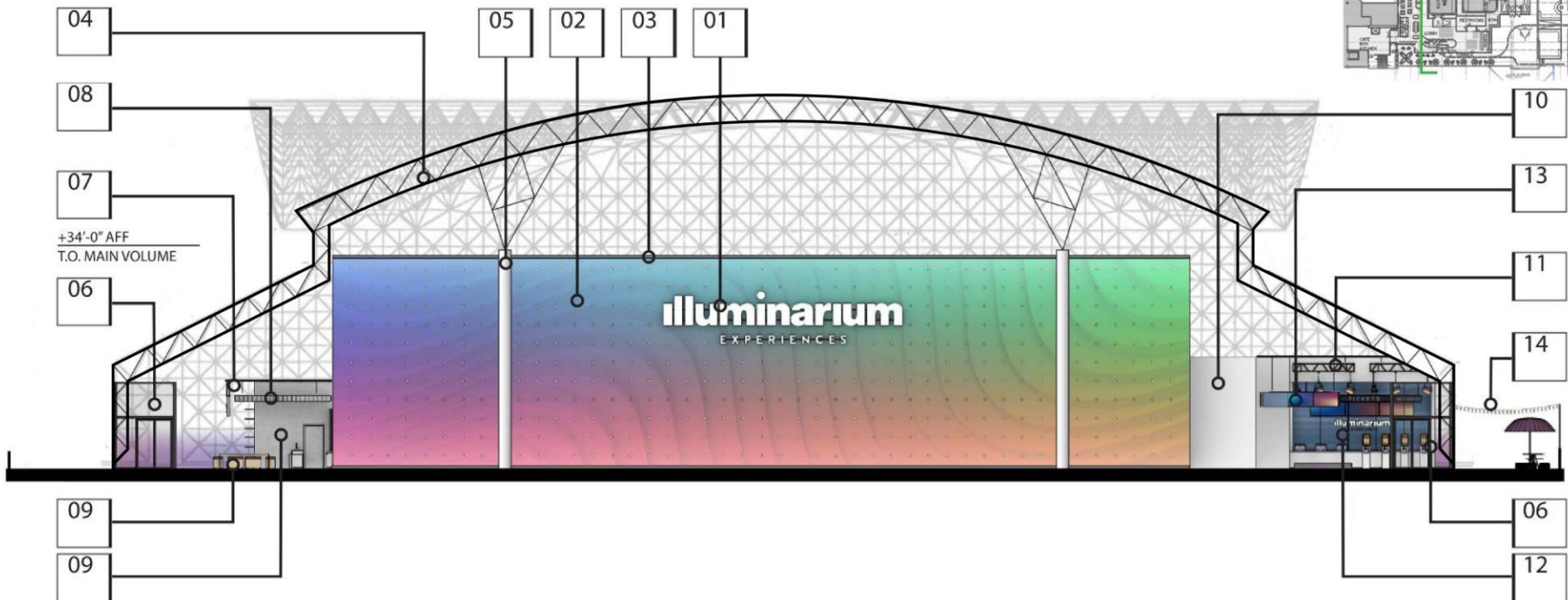
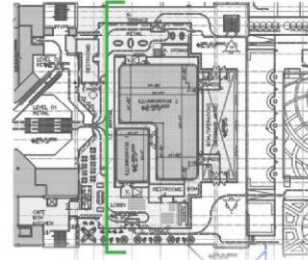
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PROJECT: ILLUMINARIUM 19074-80	LOCATION: CHICAGO NAVY PIER
DRAWING: PROGRAM PLAN	DATE: 5/07/2021

CONCEPT FLOOR PLAN



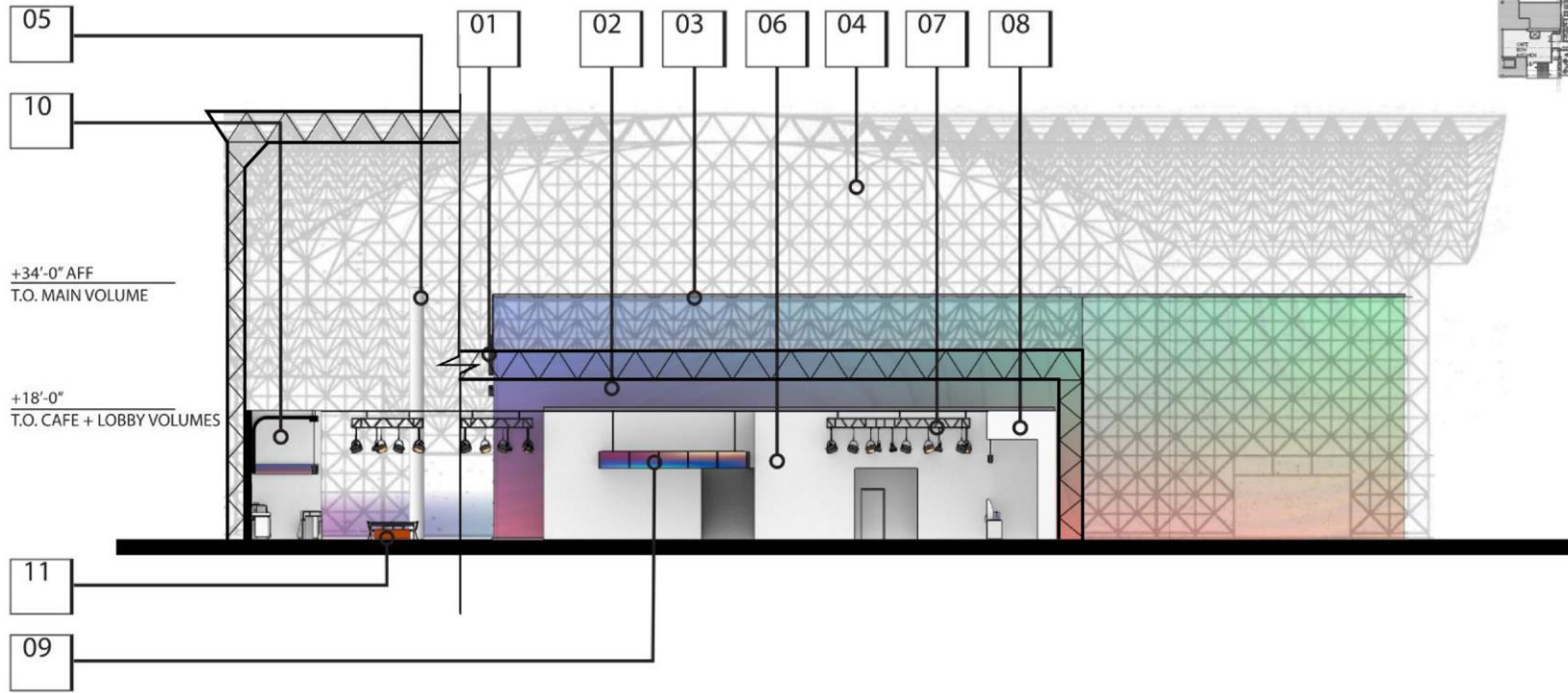
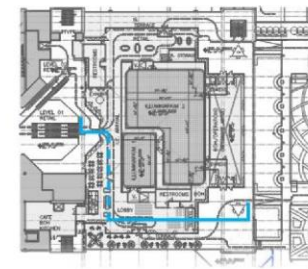
PEDESTRIAN FLOW DIAGRAM



LEGEND			
01	FACE-LIT BRAND SIGN ON MAIN INTERIOR VOLUME WITH COLOR-CHANGING LIGHTING	04	EXISTING METAL SPACE FRAME AND GLASS PAVILION. PROPOSED TRANSPARENT GRADIENT FILM APPLIED TO GLASS AT BASE OF PAVILION
02	FULL-BLEED WALL GRAPHIC ON ALL FACES OF MAIN INTERIOR VOLUME WITH SURFACE MOUNTED PUCK LIGHTING GRID (VINYL-WRAPPED GYP BD VOLUME)	05	EXISTING COLUMN
03	CHANNEL WITH ARCHITECTURAL, COLOR-CHANGING, WALL-WASH LIGHTING AT TOP AND BOTTOM OF MAIN INTERIOR VOLUME	06	PROPOSED GLASS EGRESS VESTIBULE
		07	SUSPENDE ILLUMINATED BRAND/RETAIL SIGN
		08	SUSPENDE ACOUSTICAL FELT LATTICE
		09	RETAIL FIXTURES AND MODELED-PLASTER WALL FINISH ON RETAIL STORAGE VOLUME
		10	LOBBY PROGRAM VOLUMES IN MODELED-PLASTER FINISH (PROPOSED VESTIBULE + RR)
		11	BLACK THEATRICAL TRUSS WITH PENDANT LIGHTING
		12	TICKETING STATION WITH BACKLIT BLUE RIBBED RESIN WALL, CONCRETE-LOOK DESK, LIT BRAND SIGN, AND VIDEO MONITORS
		13	SUSPENDE BACK-LIT BLUE RIBBED RESIN CANOPY WITH VIDEO MONITORS IN BLACK FRAME
		14	FREESTANDING EXTERIOR PATIO FURNITURE - TABLE, CHAIRS, UMBRELLA, AND TIVOLI LIGHTING. EX'G RAIL TO REMAIN

b-b | E-W SECTION-ELEVATION LOOKING NORTH (@ LOBBY)

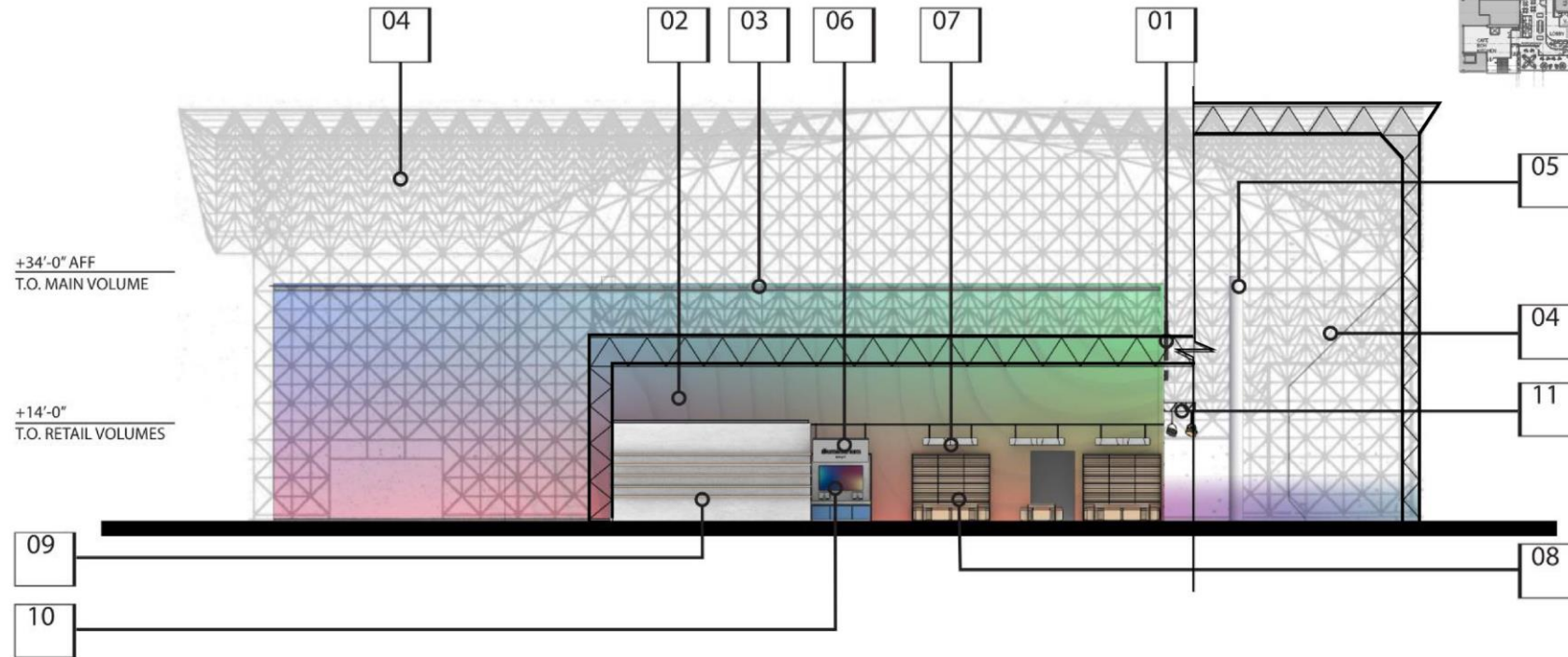
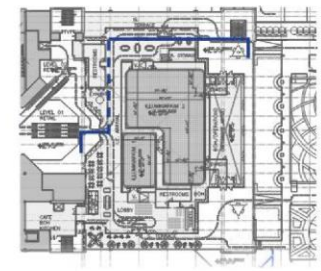
1/16"=1'-0"



+34'-0" AFF
T.O. MAIN VOLUME

+18'-0"
T.O. CAFE + LOBBY VOLUMES

LEGEND					
01	FACE-LIT BRAND SIGN ON MAIN INTERIOR VOLUME WITH COLOR-CHANGING LIGHTING	04	EXISTING METAL SPACE FRAME AND GLASS PAVILION. PROPOSED TRANSPARENT GRADIENT FILM APPLIED TO GLASS AT BASE OF PAVILION	08	TICKETING STATION WITH BACKLIT POLYCARBONATE WALL, CONCRETE-LOOK DESK, LIT BRAND SIGN, AND VIDEO MONITORS
02	FULL-BLEED WALL GRAPHIC ON ALL FACES OF MAIN INTERIOR VOLUME WITH SURFACE MOUNTED PUCK LIGHTING GRID (VINYL-WRAPPED GYP BD VOLUME)	05	EXISTING COLUMN	09	SUSPENDED VIDEO MONITOR CANOPY
03	CHANNEL WITH ARCHITECTURAL, COLOR-CHANGING, WALL-WASH LIGHTING AT TOP AND BOTTOM OF MAIN INTERIOR VOLUME	06	LOBBY PROGRAM VOLUMES IN MODELED PLASTER FINISH (PROPOSED VESTIBULE + RR)	10	CAFE BAR WITH MODELED-PLASTER CYCLOPAMA CEILING FEATURE
		07	BLACK THEATRICAL TRUSS WITH PENDANT LIGHTING	11	FREESTANDING CAFE FURNITURE



LEGEND			
01	FACE-LIT BRAND SIGN ON MAIN INTERIOR VOLUME WITH COLOR-CHANGING LIGHTING	08	WOOD AND METAL FREESTANDING RETAIL FIXTURES
02	FULL-BLEED WALL GRAPHIC ON ALL FACES OF MAIN INTERIOR VOLUME WITH SURFACE MOUNTED PUCK LIGHTING GRID (VINYL-WRAPPED GYP BD VOLUME)	09	MODELED PLASTER WALL FINISH ON RETAIL STORAGE VOLUME WITH FLOATING SHELVES
03	CHANNEL WITH ARCHITECTURAL, COLOR-CHANGING, WALL-WASH LIGHTING AT TOP AND BOTTOM OF MAIN INTERIOR VOLUME	10	RETAIL POS WITH VIDEO MONITOR BACKDROP
04	EXISTING METAL SPACE FRAME AND GLASS PAVILION. PROPOSED TRANSPARENT GRADIENT FILM APPLIED TO GLASS AT BASE OF PAVILION	11	BLACK THEATRICAL TRUSS WITH PENDANT LIGHTING
05	EXISTING COLUMN		
06	SUSPENDED ILLUMINATED BRAND/RETAIL SIGN		
07	SUSPENDED ACOUSTICAL FELT LATTICE		



Illuminarium @ Navy Pier
Lobby/Ticketing View Looking North/East
rockwellgroup©

EXTERIOR RENDERING



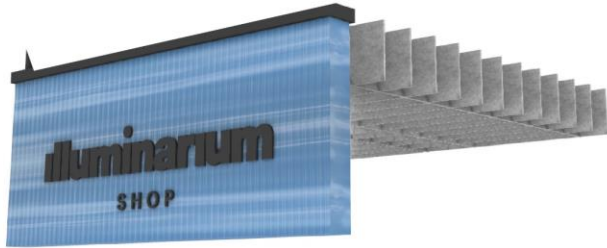
Illuminarium @ Navy Pier
Retail View Looking South/West
rockwellgroup©

EXTERIOR RENDERING



EXTERIOR RENDERING

RETAIL



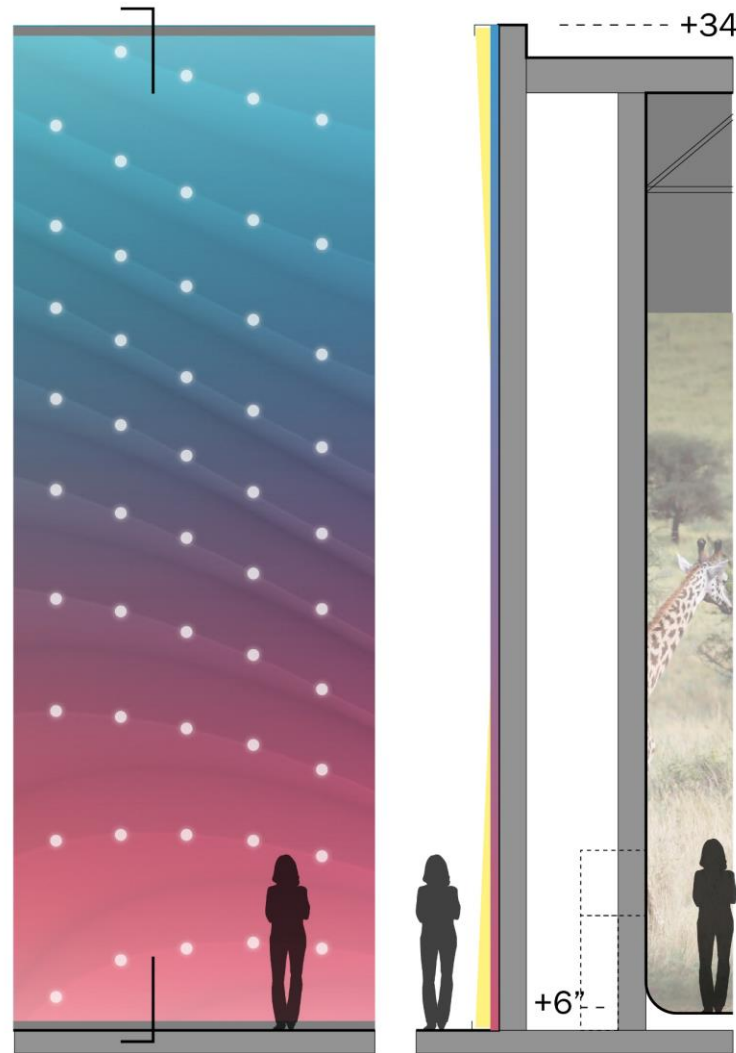
RETAIL SIGNAGE - INTERNAL-LIT ROUTED RESIN AND FELT ACOUSTIC TRELLIS



FREESTANDING RETAIL FIXTURE IN WOOD, METAL, AND COLORED ACRYLIC

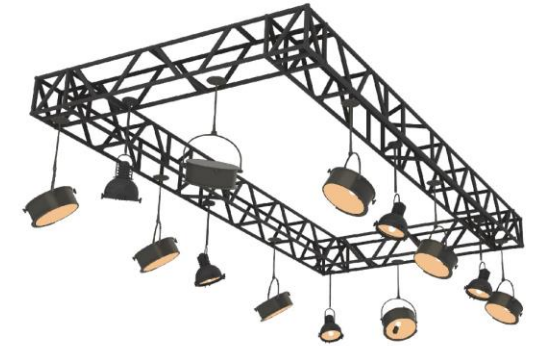
RETAIL POS COUNTER WITH CONCRETE COUNTER, BACK-LIT ACRYLIC FACE, AND DIGITAL DISPLAY ON BACK-WRAP

MAIN ILLUMINARIUM VOLUME



VINYL GRAPHIC ON GYP-BD VOLUME. VOLUME IS ILLUMINATED BY WALL WASH GRAZERS IN CHANNELS ON TOP AND BOTTOM, AND LED PUCK LIGHT GRID

LOBBY & TICKETING



BOX TRUSS RIGGING WITH THEATRICAL PENDANT LIGHTS



TICKETING COUNTER WITH CONCRETE FACE AND COUNTER TOP, BACK-LIT ROUTED RESIN, DIGITAL DISPLAYS, AND FACELIT BRAND SIGNAGE

SOUTH TERRACE CAFE SEATING



TIVOLI LIGHTING WITH FREESTANDING MOUNTING POSTS



FEATURE TABLE WITH PLANTINGS AND RIGGING FRAME

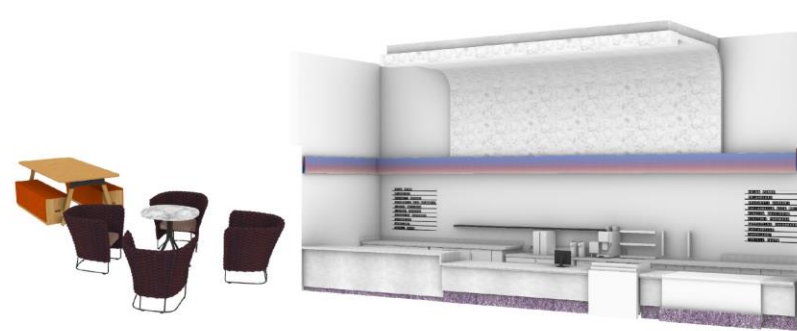


OUTDOOR SEATING, TABLES, AND UMBRELLAS

INDOOR CAFE

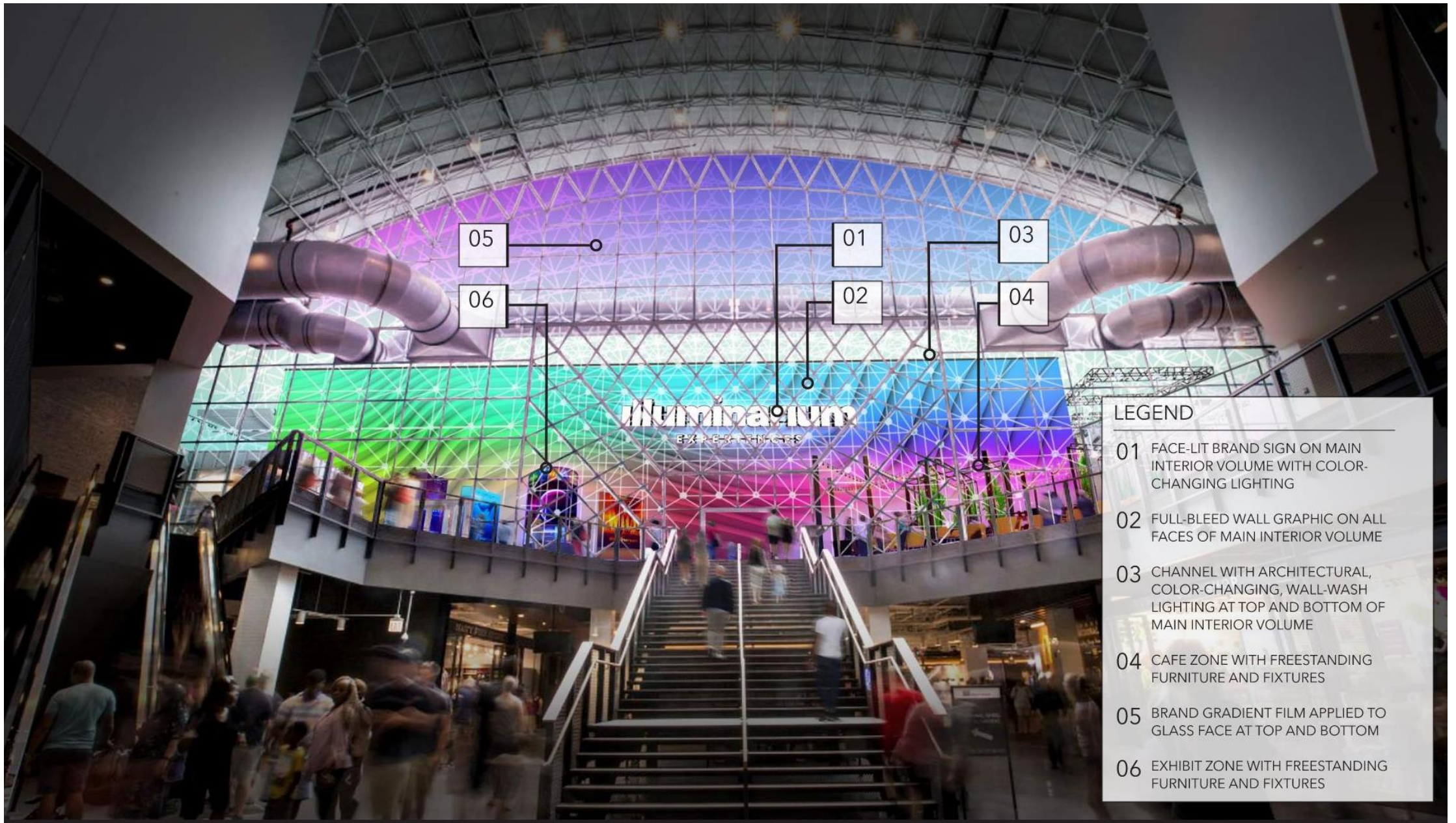


BOX TRUSS RIGGING WITH THEATRICAL PENDANT LIGHTS



FLEXIBLE FREESTANDING CAFE SEATING

CAFE COUNTER WITH CONCRETE FACE AND COUNTER, DIGITAL DISPLAY BAND, MENU BOARDS, AND CURVED MODELED PLASTER SOFFIT WITH INTEGRATED WASH LIGHTING



LEGEND

- 01 FACE-LIT BRAND SIGN ON MAIN INTERIOR VOLUME WITH COLOR-CHANGING LIGHTING
- 02 FULL-BLEED WALL GRAPHIC ON ALL FACES OF MAIN INTERIOR VOLUME
- 03 CHANNEL WITH ARCHITECTURAL, COLOR-CHANGING, WALL-WASH LIGHTING AT TOP AND BOTTOM OF MAIN INTERIOR VOLUME
- 04 CAFE ZONE WITH FREESTANDING FURNITURE AND FIXTURES
- 05 BRAND GRADIENT FILM APPLIED TO GLASS FACE AT TOP AND BOTTOM
- 06 EXHIBIT ZONE WITH FREESTANDING FURNITURE AND FIXTURES

BUILDING MATERIALS

- Illuminarium Capex Investment in Chicago will be **~\$30M**
- Illuminarium will invest **~\$15M-\$20M** each year to produce new spectacle content (shows) across all locations
- **400+** construction jobs
- **~60** permanent full-time and part-time operations jobs

Illuminarium Participation Goals are:

- **26%** Participation from Qualified Minority Business Enterprises
- **6%** Participation from Qualified Women Business Enterprises
- **50%** Participation from Chicago Residents

★ DPD Recommendations

The proposal:

- Is compliant with the Planned Development Standards and Guidelines (17-8-0900 & 17-13-0609-A);
- Promotes economically beneficial development patterns that are compatible with the character of existing neighborhoods (17-8-0103);
- Is designed to promote pedestrian interest, safety, and comfort (17-8-0905-A); and,
- Provides public, social and cultural amenities for workers, visitors and residents; and promotes public safety and security (17-8-0910).

