



FOR IMMEDIATE RELEASE
July 28, 2009

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HORNALL ANDERSON CREATES NEW VISITOR EXPERIENCE AT ICONIC CHICAGO SKYSCRAPER
Brand Design Firm Unveils New Immersive Lobby Experience at Skydeck Chicago

SEATTLE – As of this month, visitors at Skydeck Chicago are being treated to an innovative lobby experience created by Seattle-based brand design firm Hornall Anderson. The new Skydeck lobby at Willis Tower, formerly Sears Tower, offers guests new interactive, museum-quality exhibits that celebrate Chicago’s history and culture.

Skydeck Chicago challenged Hornall Anderson to create and design an experience that demonstrates real connections to the legacy and future of the iconic building. In addition, the design had to appeal to a diverse audience – local and international, young and old – to drive increased visitor traffic.

“Skydeck Chicago partnered with Hornall Anderson because we knew they could deliver an impressive space that celebrates Chicago’s rich history and culture,” said Randy Stancik, Vice President, U.S. Equities Asset Management, and General Manager of the Skydeck. “What they provided was not only a unique space, but a rich, one-stop Chicago experience where visitors see and learn about the best the Windy City has to offer.”

Hornall Anderson transformed 6,000 square feet into three spaces that blend environmental graphics, digital interaction and sculptural elements, notably an enormous orange “103” that is designed for photo opportunities. Carrying the theme of “103 Stories Over Chicago,” Hornall Anderson highlighted the building’s history and showcased Chicago’s sports, architecture, culture, history, food, music and people. From the moment visitors enter to purchase tickets, to the elevator ride up to 103, Skydeck Chicago provides guests with an interactive, educational and entertaining visit.

“While the approach to the project was not a focus on enhancing the view of the Skydeck’s 103rd floor, we recognized a bigger opportunity to enhance the pre/post viewing experience of the Skydeck queue – especially when wait time can range from 15 minutes on a non-peak day to more than an hour in the middle of peak season,” said Ashley Arhart, Design Director and Retail Strategist for Hornall Anderson. “Through extending the Skydeck lobby to a more immersive experience, we were able to increase the client’s ROI by providing visitors with a unique experience at every visit, much like we did for the Seattle Space Needle.”

“The experience emphasizes creating memories – something the visitor will never forget, whether virtually looking down over local landmarks from 103 stories high, to learning various factoids about the building and the city’s cultural life through a mix of digital touch screens, wall graphics and a movie compilation of the building’s history,” said Jamie Monberg, Interactive Director for Hornall Anderson.

Hornall Anderson's scope of work included the Skydeck Chicago identity and space experience redesign, naming and design of The Ledge identity, and the theater and elevator movies. They are currently extending the design and messaging to external marketing materials including a Chicago trolley wrap, business stationery and a collateral system.

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About Hornall Anderson

Hornall Anderson is a leading strategic brand design & interactive firm specializing in research-driven, creatively inspired and category defining business solutions. Founded in 1982 by award-winning designers John Hornall and Jack Anderson, the firm serves a diverse mix of clients ranging from emerging growth companies to Fortune 500 brands, including Microsoft, Madison Square Garden, The Space Needle, Starbucks, Frito-Lay, Holland America, and T-Mobile. Hornall Anderson (<http://www.hornallanderson.com>) is a part of Omnicom Group Inc. (NYSE: OMC)

About Omnicom

Omnicom (<http://www.omnicomgroup.com>) is a leading global advertising, marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, digital, interactive, direct and promotional marketing, public relations and other specialty communications services to over 5,000 clients in more than 100 countries.

About Willis Tower

Willis Tower (<http://www.willistower.com>) is the premier corporate office building in Chicago, offering more than 4.5 million square feet of office and retail space. Located in Chicago's West Loop at 233 S. Wacker Drive, the skyscraper is easily accessible from the commuter rail stations, highways and all forms of public transportation. Standing 1,450 feet and 110 stories tall, Willis Tower is the tallest building in the Western Hemisphere and an integral part of Chicago’s culture. Originally opened in September 1973, it is home to more than 100 different companies, including prominent financial services firms, law firms and insurance companies. Willis Tower boasts spectacular vistas of Chicago, with views that can reach nearly 50 miles on a clear day. Willis Tower also boasts a tremendous infrastructure system, which includes enormous telecommunications capacity and unsurpassed electrical capacity and reliability. Skydeck Chicago at Willis Tower, on the 103rd floor, attracts more than 1.3 million visitors per year.