

AS THINGS DEVELOP

A FRIEDMAN PROPERTIES PUBLICATION

24/7 RIVER NORTH

15 YEARS OF ROCKIT
AMLI RIVER NORTH
GUILDHALL
IVY ROOM
MOLLY MELMAN
PAT TILLMAN FOUNDATION
PICCOLO SOGNO DUE
PRIORITY SPORTS
PROTEIN BAR
WHITEHOUSE POST
WORLD OF WHIRLPOOL

 **FRIEDMAN**
PROPERTIES

120 S Riverside
120 S Riverside

Franklin & Adams
235 S Franklin

Merchandise Mart
222 Merchandise Mart Plaza

Northwestern Memorial Hospital
251 E Huron St

Oak Brook
2040 York Rd

River North
352 N Clark St

Schaumburg
896 N Meacham

State & Lake
10 W Lake St

Washington & Wells
221 W Washington St

West Loop at FFC
10 S Clinton St



**BREAKFAST
LUNCH
DINNER
SNACK
CATERING**



PROTEIN BAR

www.theproteinbar.com

AS THINGS DEVELOP

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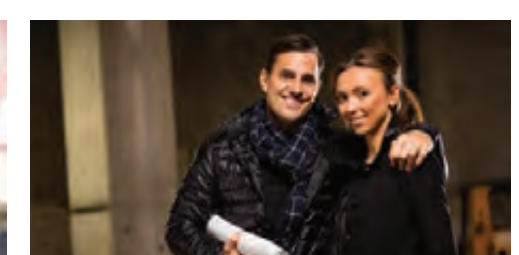
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HABERDASH

IS A STORE

TO FLY FOR

- **GQ** MICHAEL HAINEY DEPUTY EDITOR



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Constructively Speaking

A SHARED VISION, 40 YEARS AND COUNTING
ALBERT M. FRIEDMAN and JASON A. FRIEDMAN

FORTY YEARS AGO, RIVER NORTH was a quite a different area – rundown and almost forgotten, despite its prime location. Gradually, it evolved into a SoHo-like community of artists. Entrepreneurs and shopkeepers took note, returned to this creative mecca and their businesses gained momentum. This unwavering passion and determination to build successful ventures has only increased with time. Today's artists are restaurateurs, architects, hotel and apartment concierges as well as nightclub, gallery and retail business owners.

River North is now Chicago's only 24/7 neighborhood, but we know it wasn't created single-handedly. From our early tenant (Lettuce Entertain You's **Rich Melman**) to our current ones (**AMLI River North**) we have all shared the same vision: align the right tenants with the right buildings, invest purposefully and success will continually present itself. As a result, many of our tenants have become friends; some have even become business partners. Above all, *we are a family*.

We also respect and encourage the potential of our tenants' dreams. In this issue, you'll read about several business owners who are accomplishing remarkable things. **Matt Matros** took a big risk on a small seed with Protein Bar. The line out the door at 352 N. Clark should tell you how well he's doing. Chef **Tony Priolo** and partner **Ciro Longobardo** quickly recognized the energy (and nonstop foot traffic) here and knew it was the perfect place for their second restaurant, Piccolo Sogno Due. These tenants could've signed leases anywhere in the city, but they value a strong, long-term business relationship as much as we do.

These unique, strategic alliances will continue to drive River North's continued growth and prosperity. There will certainly be more demand for commerce, more buildings to transform, more possibilities to consider.

We look forward to these new partnerships, and couldn't imagine being anywhere else.

ALBERT M. FRIEDMAN, CEO & CHAIRMAN

JASON A. FRIEDMAN, PRESIDENT



NEW LOCATION



WHAT'S FOR LUNCH: EPIC BURGER

FOUNDER AND CEO DAVID FRIEDMAN (no relation) opened his first **EPIC BURGER** in 2008 and quickly got us all onboard with the idea of “non-processed, high-integrity, simple food.” As a food industry veteran of more than 25 years, Friedman knew if he was going to battle the fast food giants, his offerings had to be more than delicious – they had to be all-natural and affordable, too.

Friedman came out swinging with an American favorite (hamburgers and french fries) and proved these classics could be cooked to order without using artificial ingredients, preservatives or additives. He and his employees followed the same philosophy when they added all-natural chicken sandwiches, turkey burgers and portobello mushroom sandwiches. Unique toppings include cage-free, organic fried eggs, nitrate-free bacon and a choice of natural Wisconsin cheeses.

Seven locations later, Friedman has made his point, as well as countless loyal fans who eagerly cram his stores at mealtimes. The newest location, **407 NORTH CLARK**, opened in the fall of 2012.

What's next for Friedman and Epic Burger? Six smoothie flavors made with real fruit, all-natural ice cream or fat-free yogurt, and neighborhood business delivery is being tested. This “simple food” idea just gets better and better.

CREATIVE ENDEAVORS



WELCOME TO THE FUTURE

JULIE FRIEDMAN STEELE, founder of **THE 3D PRINTER EXPERIENCE**, has exemplified a life-long commitment to creating a positive social impact with her initiatives.

Most recently, she opened The 3D Printer Experience, in her hometown of Chicago to help companies navigate the path to greater creative freedom, through utilizing 3D printing technologies. 3D printing is an additive manufacturing process that utilizes digital files to create physical objects out of any material. Imagine being able to simply download a digital file of an everyday object, “print” it, and use it within minutes.

Catering to all levels of customers – those who are in the know, wanting to know, or even brand new to 3D printing – The 3D Printer Experience offers professional services, facilitated workshops, personal training, and private events. Adept users and novices alike can tailor their experience with the guidance of its resident experts to match an array of skill levels.

Julie's ultimate passion is to pave the future for a shift in global thinking wherein inventors, entrepreneurs, and the public can realize their ambitions in making a difference here in Chicago.

For more information: the3Dprinterexperience.com



FOR YOUR TO-DO LIST

A GREAT RIDE INSIDE

Cycling downtown presents a few challenges (i.e. taxis). **REAL RYDER REVOLUTION (R3)** is the ideal solution. Think spin class, but on a more intense level: these bikes challenge you to turn, lean and steer while you pedal. These 45- to 60-minute “Rydes” provide an unmatched cardio burn, and are tailored to increase your core strength, improve balance and tone your body. Music is a big part of each class; experienced instructors control the playlist theme. Whether you're looking for a fresh way to exercise, cross train or push your current fitness level, R3 offers Ryder classes for everyone from first-timers to professional athletes. If you're into hot yoga, TRX or barre classes, R3 offers those in their adjoining Yoga-Fuzion studio.

In just over two years, R3 studio manager **BRAD JOHNSON** and his sought-after staff have amassed a strong client base and consistent referrals from nearby businesses and current Ryders. Having a River North address (**108 WEST HUBBARD**) has worked its magic as well. Its convenient location attracts foot traffic, drivers and outdoor cyclists alike.



RIVER NORTH BOUNDARIES:



82%

POPULATION INCREASE: 2000 TO 2010



ON THE MAP

60606
60610
60654



100+

HIGHEST CONCENTRATION OF RESTAURANTS IN CHICAGO

RIVER NORTH

--- CHICAGO'S ONLY ---

24/7
NEIGHBORHOOD



RIVER NORTH NEIGHBORS:

MAGNIFICENT MILE
THE LOOP
STREETERVILLE
GOLD COAST
FULTON MARKET DISTRICT
RIVER WEST



100+

SECOND LARGEST CONCENTRATION OF ART GALLERIES IN THE U.S. (MANHATTAN IS THE FIRST)



RIVER NORTH CAN BOAST:

FIRST 3 TAVERNS
FIRST HOTEL (SAUGANASH HOTEL)
FIRST FERRY
FIRST DRUG STORE
FIRST BRIDGES ACROSS THE RIVER

Tree Studios then...



...and now.



CREATIVITY CORNERED

The square block of State, Ohio, Wabash and Ontario Streets is not only one of River North's most distinctive neighborhood features, it's also a designated Chicago landmark.

Built in stages between 1894 and 1913 by Judge Lambert Tree, **TREE STUDIOS** provided vital workshop space to many of Chicago's influential artists. Large windows, architectural details and an interior courtyard are rarely seen in downtown design. The restored studios now provide loft space for artists, art-related businesses and retail shops.

The **MEDINAH TEMPLE** was built by Shriner architects Huehl and Schmidt in 1912. The building's signature Moorish exterior features a distinct copper onion dome and beautiful stained glass windows. Bloomingdale's Home Store is now housed in this building and its historic grandeur is celebrated every day.

ALL ABOUT: TRADER JOE'S

HISTORY

First Trader Joe's opened 1958 in Pasadena, CA. It's still there.

Trader Joe's began as a small chain of convenience stores called Pronto Markets. The founder, Joe Coulombe, changed the name to Trader Joe's.

Headquarters are located in Monrovia, California.

Trader Joe's was acquired in 1979 by the Theo Albrecht Family and is a privately held company.

VITAL STATS

Locations: 398 in 31 states (as of May 2013)

Currently, there are 14 Trader Joe's in the Chicagoland area. The newest location is in the South Loop at **1147 SOUTH WABASH AVE.**

The South Loop store features 16,000 square feet, 55 parking spaces, including 25 on the lower level.

Stores average 4,000 SKUs, 80% of which bear its own brand name.

Trader Joe's eliminated added trans fats from all of their private-label products along with artificial colors, flavors, preservatives and GMO ingredients.

FUN FACTS

Hawaiian shirts are the "uniform" because employees are considered "traders on the culinary seas", searching the world over for cool items to bring home to their customers.

No online orders – once a neighborhood grocery store, always a neighborhood grocery store.

Each store has a designated Donation Coordinator whose responsibilities include working with local food banks, food pantries, and/or soup kitchens in their communities to facilitate donations seven days a week.

Trader Joe's donated more than 25 million pounds of food in 2010 – that's equal to almost 656 truckloads of food or 20 million meals.

What's with the bells? One bell lets employees know when to open another register. Two bells mean questions need to be answered at the checkout. Three bells call over a manager-type person.

Consumer Reports rated Trader Joe's Truffle Brownie mix the best brownie mix on the market in 2011.

Artists who work at the South Loop store created murals depicting local landmarks: renowned architecture, the "L" and Buckingham Fountain.

SOURCE: WIKIPEDIA & TRADERJOES.COM



PROTEIN BAR

HIGH PROTEIN FOOD + DRINK

352 NORTH CLARK STREET
CHICAGO, ILLINOIS
THEPROTEINBAR.COM

SMALL SEED, BIG DEAL



A LIFE-CHANGING BUSINESS IDEA is rare for a reason: consumers are creatures of habit. The idea not only has to change their minds, it has to keep them consistently intrigued. **MATT MATROS** has accomplished this and more with **PROTEIN BAR**, the increasingly popular “go-to” restaurant for those in search of healthy, flavorful food.

Quinoa (“KEEN-wah”) is the star ingredient on Protein Bar’s menu [SEE SIDEBAR]. “It’s the highest non-meat protein on the planet, Matros says. “It makes one feel a bit fuller longer, and since it has a grain-like consistency, it offers a pasta- or rice-like feel.”

Matros, 33, “grew up heavy” in Los Angeles, CA. At age 22, he dropped 50 pounds in one summer by switching to a high-protein lifestyle, kept it off and has remained focused on healthy living since. His unsatisfying quest for consistently nutritious, great-tasting food became the catalyst for what is now a very successful business model.

In 2009, Matros used his life savings to open the first Protein Bar at 235 S. Franklin. “I opened the first store alone. All of the recipes we made were what I liked to eat,” he says, “Obviously, we had to refine and evolve the menu to include our customers’ tastes. We brought [Chicago-based dietician] Dawn Jackson Blatner on board, who was instrumental in consulting and helping to refine our dressings and sauces so we can make them in-house.” Matros also employs two full-time chefs who focus on creating the most nutritionally, scientifically focused food for his customers.

MATROS CANDIDLY ADMITS to first-timer mistakes, and has since added operating partner Mike Ganino and an experienced support team that includes a corporate chef, marketing manager and a dozen corporate-level professionals. Matros can now focus his talents on “delivering food in an exciting way and connecting customers with the right products.” He also manages the menu, store layout development, design and new market strategies.

Obviously, happy customers are crucial to any successful venture, but Matros is probably one of a few business owners who can name more than 50 customers (including two purposely unnamed celebrities) who have approached him to become investors. Matros knew he would need outside help to open his second store. Serendipitously, frequent customer Ken Leonard was running a Chicago buyout fund when he asked Matros for a meeting. The two spent several weeks working together before striking a deal for Leonard to be the first to personally and professionally invest in growing the Protein Bar business.

“Ken and I share a vision for the future and how big the healthy eating market can be,” Matros says. “We simply wouldn’t be where we are as a business today if he didn’t email me.” Matros and Leonard continue to raise capital that will fund subsequent expansion.

MATROS KNEW EARLY on that River North was the place for his second store. “Our customers are River North – male and female, hip, young, professional, vibrant and educated,” according to Matros, “It was – and is – a perfect fit for us.” Matros developed a relationship with Friedman Properties, and when a space opened up, he got it. “It’s homegrown concepts like ours that make this area so special and give it such a unique character,” Matros says.

Matros is grateful his team and the Friedmans were there to help get the 352 North Clark Street store up and running. “Everything in here – design, layout, and elements – looks and feels completely different than the first one,” he says. Since Protein Bar’s technology only needs steam to cook their meat and protein, no architecturally limiting “black iron” venting is required, further increasing design and space flexibility.

There are currently eight stores in and around Chicago and possible plans to add to the three stores in Washington D.C. Matros is focused on expanding Protein Bar’s Chicago presence



Q is the A

Quinoa looks like whole grain, but it’s actually a seed. It not only takes less time to make (12-15 minutes vs. 45-60 for brown rice) it provides all nine essential amino acids, making it a complete protein source – a rarity in plant products.

WHAT TO KNOW ABOUT QUINOA:

2013 was named the International Year of Quinoa

Gluten- and cholesterol-free

Vegan- and vegetarian-friendly

Almost always organic

High in fiber, minerals, and B vitamins

A staple in the Andes and surrounding regions for almost 4,000 years

Most of the world’s quinoa still comes from the mountains of Peru and Bolivia

SOURCE: WHOLE GRAINS COUNCIL



at the moment, though the “10 in 10 in 10” concept isn’t far from his mind: 10 restaurants in each of the top 10 markets in 10 years. Matros has been named to *Crain’s* prestigious 40 under 40 Class of 2012, and was the first James Tyree Emerging Business Leadership Award recipient.

EVERY STORE REQUIRES 40 to 50 employees. Many of them are students, something Matros fully supports. “We always encourage our staff to live their best life and to follow their dreams. If they want to work in the restaurant industry, we have a place for them,” he says. Some employees have even become walking success stories: an employee who helped to open the River North location lost 40 pounds in her first year.

MATT MATROS
FOUNDER OF PROTEIN BAR

13

LOCATIONS IN CHICAGO &
WASHINGTON, D.C.

40 under 40
CRAIN'S CHICAGO BUSINESS

FOUNDED IN
2009



“That dream, that thought you have in your head – do it.”

Matros also puts his money where his neighborhood is: “My entire life is within four blocks of here,” he says. He counts Hub 51, LaMada, Paris Club, Rockit and Xoco (“the best hot chocolate in Chicago”) as his favorite dining spots. “We all support each other,” he says. Case in point: Protein Bar, Friedman Properties and Real Ryder Revolution participated as a “triple threat” team in 2012’s Chase Corporate Challenge.

ONE OF MATROS’ CORE STRENGTHS lies in being a naturally thoughtful listener. Customers are always encouraged to voice their opinions, whether it’s stopping him in any of his stores (it happened twice during this interview), or via email or Twitter. He believes great ideas can come from anyone, even from the occasional negative experience. “People who give feedback are the ones who will help us to get better.” he says.

He has an equally strong commitment to giving back. “We support like-minded organizations, such as (fellow Friedman Properties tenant) Common Threads and Imerman Angels. We definitely support the groups that do it best, and we love to help with events and donate time and money whenever we can.”

Entrepreneurs – from grad students with business ideas to operators wanting to take their businesses to the next level – regularly seek Matros for insight and guidance. “I feel like it’s my duty to share information with them, mostly because I didn’t have much help getting started,” he says. “First – that dream, that thought you have in your head – do it. It’s only going to grow until you do it, or someone else will do it. Second, you have to sleep with the decisions you make, so do what you feel is best.”

AFTER YEARS OF MASTERING everything quinoa, how does Matros define success? “You never really know if customers will buy your product until you open the doors. We had customers who would come back and bring two friends, or they’d return for a second visit that same day. That doesn’t stop us from thinking ahead. We’re always looking to improve and give our customers an experience that’s second to none. For me, it’s the little things that bring about major life changes.” •



AMANDA HEIN PHOTOGRAPHY

IVY ROOM
TWELVE EAST OHIO

TWELVE EAST OHIO STREET CHICAGO ILLINOIS 60611 (312) 645-7760 IVYROOMCHICAGO.COM

MAKING ROOM FOR REFINEMENT



The team at 555 International Design carefully preserved several original design details during the gut rehab of the historic Wienecke Hardware's 5,000 square-foot space. Crown moldings, tin ceilings, skylights and hardwood floors now complement the chic, European built-in custom millwork cabinets, rustic tables and antique mirrors. The 100-seat dining room also features a centralized trestle table and a gently cascading seashell chandelier. Multiple shades of white lend a welcome airiness to the rooms; burlap covered walls and exposed brick ground everything with an unfussy sophistication.

FOR YEARS, battles have been raging over which American city is the "foodiest". Manager **PHIL MARIENTHAL** and Executive Chef **CHRISTIAN RAGANO** are determined to put Glencoe on the map with **GUILDHALL**. "Our menu is unique to any other dining destination in the area," Marienthal says. "We want Guildhall to be a place people call their second dining room throughout the week."

RAGANO'S RENOWNED CULINARY TALENTS combine traditional American favorites with locally sourced seasonal ingredients and intriguing flavor influences from France, Spain, Germany and Italy. Ragano also uses global cooking techniques such as ash and salt baking, and uses a custom-made wood oven for other entrées and nightly specials. Sausage is made in-house, as are smoked meats, pastas and desserts. And for those who've waited in a line that seemingly stretches around the city, Guildhall ensures it's worth the wait by including homemade donuts in its Sunday brunch lineup of uniquely flavorful egg, pancake and waffle offerings.

The bar features classic and craft cocktails as well as a carefully chosen, extensive beer and wine list. A 30-seat, semi-private dining area with retractable windows is available, as is a 20-seat private dining area with a kitchen view for dinners with Ragano.

Don't worry about dinner tonight – turn the oven off, turn the key in the ignition and program your GPS for Glencoe. •

GUILDHALL

RESTAURANT + BAR

694 VERNON AVENUE
GLENCOE, ILLINOIS
GUILDHALLRESTAURANT.COM



AS THINGS DEVELOP

spotlight

PEOPLE, PLACES AND WORTHY PURSUITS

NEW DEVELOPMENTS

YOU'RE GETTING SLEEPY...

At some point, the foodies, shoppers, club-goers and visitors are going to have to sleep. We bring them good news: a brand new, three-hotel complex just opened in the heart of River North. **HYATT PLACE, ALOFT** and **FAIRFIELD INN & SUITES BY MARRIOTT** encompasses an entire city block at Grand and Clark. Together they provide 664 rooms for a luxurious stay within walking distance of everything the neighborhood has to offer.

Can the neighborhood handle this substantial addition to the hotel options? Absolutely, says White Lodging's Regional Vice President **CODY FEASTER**: "River North offers us the best of all worlds. It's in the heart of the city, but always stays true to the neighborhood feel. The foot traffic alone has increased so much. We're looking forward to being a memorable part of someone's stay."



HEALTHY LIVING

A WHOLE NEW LYFE-STYLE

LYFE KITCHEN restaurant, located on the retail level of the AMLI River North building [SEE PAGE 30] at Hubbard and Clark, offers great tasting, organic meals at convenient prices. Inspiring people to "Love Your Food Everyday" LYFE has attracted celebrity endorsements from **JENNIFER GARNER** and Superbowl MVP Pittsburgh Steeler, **TROY POLAMALU**. At a recent event, Ms. Garner touted that "the most important thing is that it tastes good - legitimately good." Polamalu became a LYFE ambassador after falling in love with the idea of an organic fast-food restaurant.

MIKE ROBERTS and **MIKE DONAHUE**, founders of LYFE Kitchen, made it their mission to offer good, healthy food and meal options including breakfast, entrées and soups. **JOHN MITCHELL**, VP of Product Development, states every recipe is based on three principles: tastes great, nutritious, and affordable. Sounds like the perfect recipe. SOURCE: LYFEKITCHEN.COM



PHILANTHROPY



ON THE MOVE WITH... MARIE TILLMAN

MARIE TILLMAN has had quite a busy year. She relocated to Northfield with her husband Joe Shenton and their four boys, and, as president and co-founder of the **PAT TILLMAN FOUNDATION**, added a second office in Chicago.

The Foundation's backstory is equal parts bittersweet and inspiring. After the September 11 attacks, Marie's first husband, former Arizona Cardinals safety Pat Tillman left a successful NFL career to enlist in the Army Rangers with his brother. Following Pat's death in 2004, Marie, his family and their friends established the Pat Tillman Foundation to provide financial resources and college scholarships to veterans, active servicemembers and their spouses. Today, the Foundation is a thriving, nationally recognized program that has awarded almost 300 scholarships so far, more than \$3.2 million in support. In total, the Foundation has provided more than \$8.5 million to those dedicated to a life of service in and out of uniform.

Chicago isn't Marie's first "big city" experience; she has lived in Phoenix and Los Angeles as well. "I was expecting Chicago to feel [daunting] like New York, but it's actually a 'little big city' with a great sense of community," Marie says.

When she and Joe lived downtown, RPM and Hub 51 were their "go-to" choices. Since moving north, **TACO NANO** and **HAPP INN** have become their new favorites. "They're walking distance for us and kid-friendly, which makes for a really easy night out," she says.

The future is also headed in a positive direction for the Foundation. The Annual Pat Tillman Leadership Summit was held here this summer. The weekend's packed schedule included speakers, workshops, panels and service projects with a focus on how veterans can successfully apply their military experience to the workforce.

Talk about a woman - and a mission - on the move!

For more information about the foundation: pattillmanfoundation.org



Marie says Happ Inn has something for everyone. "The menu selection, attentive service and relaxing atmosphere never disappoint."

HAPP INN is a staple amongst Northfield residents, catering to everything from family gatherings to girls night out to special occasion dinners.

305 Happ Road, Northfield • thehappinn.com

TACO NANO specializes in made-to-order tacos utilizing the freshest, organic ingredients and authentic Mexican flavors.

1743 Orchard Lane, Northfield • taconano.com

Taco Nano's communal tables, fish tacos, cold beer, chips and guacamole bring back fond memories of the taco stands Marie frequented in her California days.



PICCOLO SOGNO DUE

ITALIAN CUISINE

340 NORTH CLARK STREET
CHICAGO, ILLINOIS
PICCOLOSOGNODUE.COM



TRUE ITALIAN

(MINUS THE AIRFARE)

"No one does what we do."

THAT'S A BOLD STATEMENT to make in a city already crowded with Italian restaurants, not to mention a neighborhood devoted to this popular cuisine. But executive chef/owner **TONY PRIOLO** wouldn't have said it if he couldn't prove it with seasonally fresh, stellar food inspired by the Italian coastline. He and wine specialist/owner **CIRO LONGOBARDO** have been enjoying the success of staying true to their heritage at **PICCOLO SOGNO DUE** since last summer.

Why a second Italian restaurant just a few miles away from the original venue? Piccolo Sogno [Italian for "little dream"] focuses on original Italian cuisine, which can represent all of Italy. Piccolo Sogno Due is more coastal. "We couldn't do it all at one restaurant, so we opened a second one. He's Sicilian. I'm from Naples. It's what we know," Longobardo explains.

Priolo continues, "Italian coastal towns are predominantly known for their seafood, which we serve, but you'll also find lamb, rabbit and steak on our menu. Ciro and I love pizza and pastas, so we included them as well. Everything at Piccolo Sogno Due is house-made. One of our philosophies is that true Italians should make their own everything. So we make everything – gelato, pastas, even bread."

REPLICATING THE CRITICAL ACCLAIM and success of one restaurant in less than a year isn't just a stroke of luck. Priolo and Longobardo have been good friends and co-workers for 16

years. They still spend 12 to 16 hours a day together. Their secret? "We respect each other," Priolo says. "When we were working for other people, we always talked about opening our own place. When I was ready to do it, Ciro was living in California. I just called him up, said I wanted to start my own thing, and he moved back. Simple as that." Many of their employees have already worked for Priolo and Longobardo. "They reflect the same qualities we exemplify: passion, honesty, teamwork and the ability to take ownership in the restaurant as if it's their own," Priolo says.

It didn't take long to find a space for Piccolo Sogno Due, thanks to a long-time Piccolo Sogno devotee named Al Friedman. "We like to say River North chose us, as Al really convinced us to come here," Priolo says. "So much is happening in this neighborhood," Longobardo adds. "It's the best place to be."

The 5,000 square-foot space at 340 North Clark left no traces of the prior restaurant. "We drove up and saw paper on the windows. Inside, it was cement walls and wood floors," Priolo says. "We didn't know if we'd have enough lighting, but once we added bays, it had such a great feel." Aria Group Architects' Jim Lencioni, Ronnie Lester and

David Nash worked with Friedman Properties' designers to incorporate elements from Piccolo Sogno and create a warmer, more urban Italian feel, complete with a Deruta-inspired mural. "We wanted the look, the feel and the food to be from an authentic Italian restaurant in Italy," Priolo says. "If we could import the sea air, we would." He glances at Longobardo, who gives him an almost telepathic "I'll-look-into-it" nod.



“One of our philosophies is that true Italians should make their own everything. So we make everything – gelato, pastas, even bread.”



THE FINISHED SPACE seats 150 and features a highly sought-after enclosed al fresco dining space. The private dining room comes in handy for visiting celebrities, but you won't hear about them from Priolo or Longobardo. “We don't text, tweet or post about them. We respect their privacy so they'll come back – and they do,” Priolo says.

One celebrity couldn't stay private if he wanted to: President Barack Obama dropped by for dinner just over a month after Piccolo Sogno Due opened. (Priolo used to cook for the Obamas when they lived here.) There wasn't much notice about the dinner, but apparently that's expected. “The President's people texted me and asked if I had space, but they weren't specific about who would be arriving,” Priolo says. “It turned out to be him [Obama], one of his aides and his aide's family. We made several entrées, including Spaghetti Neri, and they loved everything. The Secret Service even tweeted twice about where Obama ate.”

“We didn't mind those tweets getting out,” Longobardo adds, smiling.

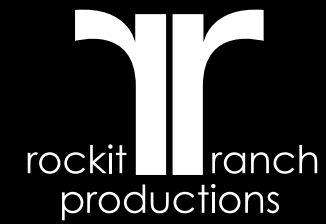
CONSTANT ATTENTION TO DINER SATISFACTION isn't just reserved for the famous. “We import 15 year-old balsamic vinegar and have it on every table. Our olive oil is imported from Sicily and our fish is flown

in six days a week,” Priolo says. “We believe these ingredients are the best there is, and we make sure our customers enjoy them as well.”

No one understands the potential intimidation of a 300-bottle Italian wine list better than Longobardo. “The names of wines can be based on many things – the grape varietals, the region, even [the winemaker's] mother's name,” he says. “That's why we do intense training every three months and have daily discussions with our servers before service about wines and food pairings. I also have an employee who's dedicated to visiting tables and offering assistance with wine.” Longobardo regularly returns to Italy to taste new vintages and bring special selections back to Chicago. Some are exclusively bottled for Piccolo Sogno Due.

THE APPETITE FOR PRIOLO'S SIMPLE, MEMORABLE FOOD appears to have no signs of slowing. He has been approached by “Top Chef” twice (and has turned them down), and isn't starstruck. “I'm not worried about what anybody else is doing. The more restaurants, the better. I just care about what we do.”

Sounds like this “little dream” may not stay so little after all. •



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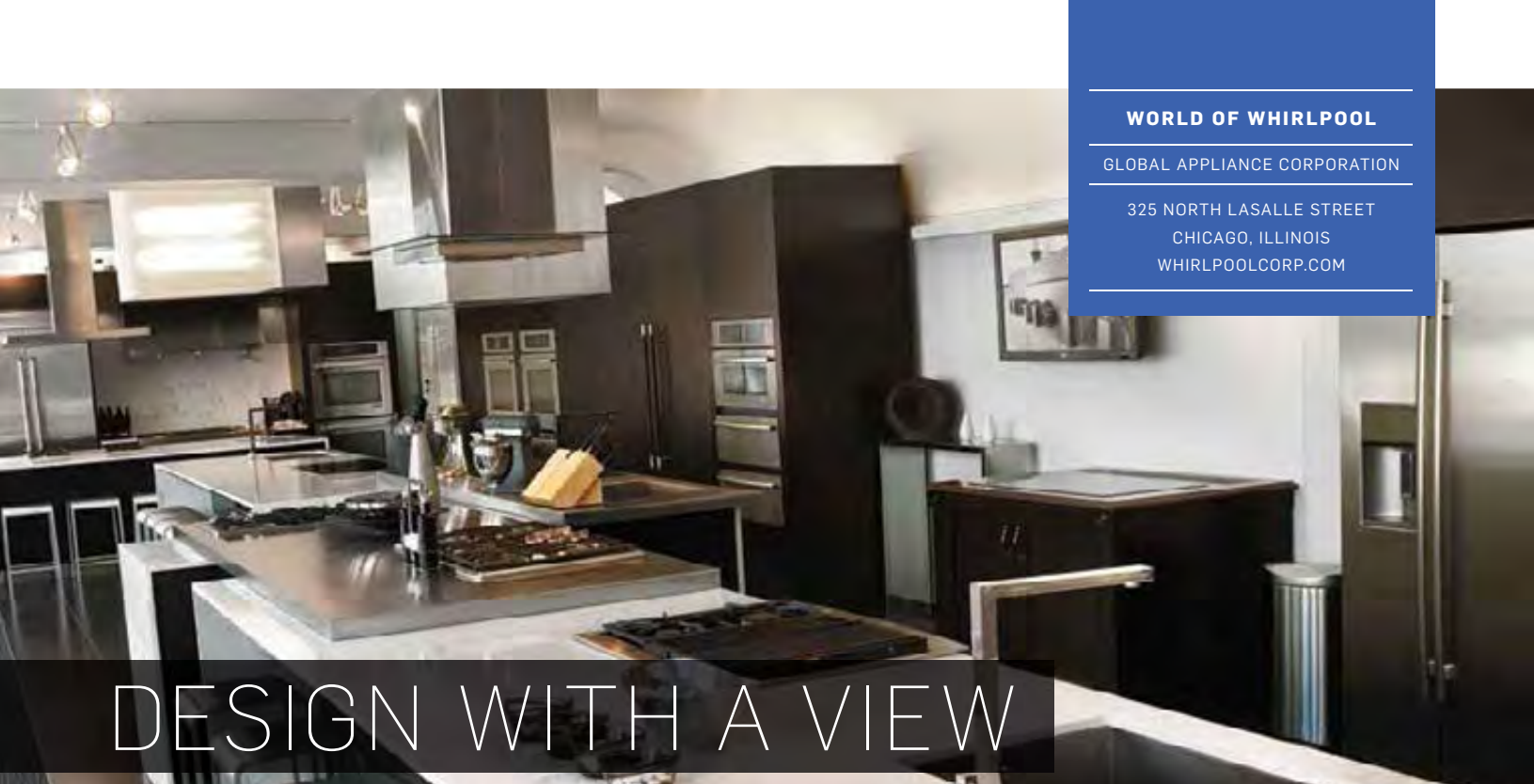
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SECOND ENTRANCE TO THE TIKI BAR AROUND THE BACK UNDER THE BLUE LIGHTS.



WORLD OF WHIRLPOOL
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DESIGN WITH A VIEW

REFRIGERATORS, OVENS AND washing machines have to come from somewhere, and we don't mean the giant retailers. First, they have to emerge from the minds and hands of skilled engineers and designers. Next, they have to inspire and delight focus group attendees armed with diet colas and outspoken opinions. Finally, they need to be trucked from Benton Harbor, Michigan headquarters to homes across America.

This oversimplified timeline is better conveyed at the **WORLD OF WHIRLPOOL**, a stunning, experiential business-to-business marketing facility which features the company's home appliances. Located in the historic Reid Murdoch Center overlooking the Chicago River, the 30,000 square-foot, eco-friendly showplace includes two "live"

laundry rooms, 10 working kitchens, unique meeting spaces with breathtaking city views and two outdoor kitchens complete with grilling areas and rooftop seating.

WHETHER IT INVOLVES HOSTING industry-leading designer conventions, demonstrating new products or hosting celebrity chefs for charity functions, the World of Whirlpool is helping the company to maintain its lead in the appliance industry while supporting the U.S. business. The River North address and proximity to the Merchandise Mart help them stay close to their Midwest company roots and still be a valuable contributor to Chicago's design and innovation movement.

"We are a 100-year-old company, but we are also inventors and entrepreneurs who need a creative space to work and entertain,"

says **AMIE HILL**, World of Whirlpool's executive producer. "This really is the perfect place for us to introduce the latest appliance technology to our most important retail clients."

THE MODERNIZED, INSPIRING environment has been ideal for promoting Whirlpool's new line of Smart Appliances, which wirelessly "talk" to your smartphone, tablet or laptop, thus simplifying home tasks and reducing energy costs. For example, the refrigerator lets you know when to change the water filter; the washer tells you when the cycle is finished.

What will their engineers think of next? Stay tuned. •



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WHITEHOUSE POST

PRODUCTION/EDITING STUDIO

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WHITEHOUSEPOST.COM

WHAT DO BUDWEISER'S "Wassup?" campaign, Levi's "Drugstore" campaign and Nike's "Tag" campaign have in common? If you said they were all Cannes Grand Prix Award winners, you'd be right. If you also guessed these iconic commercials were all edited at **WHITEHOUSE POST**, you'd also be right.

Whitehouse has been making its presence known in the TV and film world since 1990. The company literally began in a small white house in London, and is now one of the most respected names in the industry with offices in New York, Los Angeles, London, Amsterdam and Chicago. Their stateside services now include design, animation, film production and visual effects under the banners Carbon, Cap Gun and Gentleman Scholar. The Chicago office's 35 employees have edited award-winning commercials, TV shows, movies, documentaries and music videos as well as more than 35 Super Bowl commercials. Their client roster includes McDonald's, Allstate, MillerCoors, Kellogg's, Coca-Cola and Quaker Oats.

Founding member and current partner **DAVID BRIXTON** assisted in developing the original 8,848 sq. ft. space with general contractor Riis Borg, whose credits include Chicago Recording Company and crosstown competitor Optimus. Long, carpeted hallways and mahogany-paneled walls were their signature design direction.

A room was added in 2000, boosting the square footage to 9,354. Business continued to grow steadily, so Whitehouse's partners began the search for a bigger home in 2009. "We were doubtful we could get enough light into our current space and modernize it enough for it to be a real contender," Director of Operations **LACEY HALAMA** explains. "We looked at lofts around the city - Gold Coast, West Loop, everywhere - and visited them at various times of day.

15,193

SQUARE FEET

5 cities

CHICAGO, LONDON, NEW YORK,
LOS ANGELES AND AMSTERDAM

35

EMPLOYEES IN CHICAGO OFFICE



After a certain hour, some neighborhoods just didn't feel safe to us, and the buildings weren't as well maintained. Our employees and clients come and go at all hours, so security is a big issue. Restaurants and amenities weren't as plentiful, either. We ultimately decided to stay in River North.

"WE NARROWED IT DOWN TO TWO PROPERTIES, so we asked our architect [Malibu, CA-based] **BRUCE BOLANDER** to tour both options," Halama continues. Bolander's modern, clean design sense speaks for itself in the doubling of the Santa Monica office space in 2002, the New York office's 2008 fit-out and Gentleman Scholar's recent Culver City, CA build-out.

"Bruce also asked to see our existing space. He instantly loved it and said, 'There's no comparison,'" Halama says. "He pointed out the unique volumes, 18-foot ceilings and the building's historical landmark status. He even showed us the three-foot-deep brick structures on each corner with bank vault-style doors, which made it even more special."

The partners were initially hesitant about painting the original windows' dark frames, but once they were painted to match the wall color, it completely transformed the space's look and feel.

When a small advertising firm moved out of the fifth floor, Whitehouse secured the remainder of the floor plate, practically doubling their space to 15,193 sq. ft. The two-phased fit-out began in 2010 with general contractor Reed Corp. and was completed a year later. Business continued around the construction.

Today, clean white, poured epoxy floors replace the dark carpet; patinaed metal takes the place of paneling. This modern/industrial mix perfectly complements the fresh, neon-hued walls. The common area's riveted

leather couches, giant plasma TV and swivel chairs entice designers, gamers and conference callers alike. Scooters beckon anyone to zip from suite to suite. And an equally white, open kitchen has been added near the entrance to "center" the space and invite clients and employees to spontaneously grab a coffee or any number of snacks.

WHITEHOUSE'S OWNERS AGREE the renovated space is well within their design aesthetic. "I hear it all the time from our clients and employees – the space is so light and bright now. Your brain feels more open, more receptive. It can feel like you're in LA, even when it's snowing," Halama says.

Bolander is also known for anticipating expansions, so public spaces can be converted to productive work areas with minimal design disruption. That trait came in handy when tri-coastal (New York, L.A. and London) award-winning visual effects company **THE MILL** subleased 5,000 sq. ft. and brought 30 new employees with them. This addition makes Whitehouse one of Chicago's more complete post-production offerings while simultaneously doubling their roster.

River North has definitely provided a future as well. "On the weekends, it's the place to be, and we spend our share of weekends working. Our clients love the restaurants – Hub 51 and LaMadia are daily requests," Halama says. She has her personal favorites, too. "Tree Studios is really lovely, especially P.O.S.H. – I feel like I'm in Europe for a moment," she says.

Twice the square footage, double the employees and really tall ceilings could be intimidating, but not to Whitehouse or Halama. "I still love getting off the elevator every day. It really shows how different our space has become. It's been a big, beautiful turn for us." •



OPPOSITE PAGE The kitchen is admittedly the favored hangout spot. **LEFT** While much of the space is oversized and grand, there are nook-like, smaller spaces for working or meeting as well. **ABOVE** There is no lack of quirky décor sprinkled throughout the space, such as this charming display of less-than-perfect portrait paintings. **BELOW** Whitehouse knows how to work and play – even in the same space.



TEACH THE CHILDREN WELL

THE DYNAMIC FORCE BEHIND
LETTUCE ENTERTAIN YOU
ENTERPRISES, INC.

MOLLY MELMAN



DESPITE HER INFLUENTIAL SURNAME, MOLLY MELMAN always wanted to be a teacher. She even left Chicago for a teaching job in New York, though it didn't take long to realize the classroom wasn't what she'd envisioned. "It was a terrible feeling to wake up and not enjoy going to work," she says, "I knew I had to change things pretty quickly."

The summer Melman moved home to rethink her next move coincided with older brothers RJ and Jerrod's Hub 51 opening. "I knew how to host, so I helped them while I figured things out," she says. The new job took her by surprise, but this time, in a good way. "It was actually fun to come to work, and I liked the work. I realized I wasn't a '9-to-5' person and couldn't be happy sitting at a desk. I liked the pace and the changes that had to happen [to grow the business]."

MELMAN RECOGNIZED OPPORTUNITIES for service improvement and made suggestions to her brothers and father, Lettuce Entertain You co-founder Rich Melman. Those insightful discussions evolved into a position in the family business. "I was excited to bring what I experienced from teaching to this environment. I don't think my dad realized how much I had learned." Today, Melman is still a teacher, but as a divisional training manager and partner, her classroom is now a 150-seat dining room, basement lounge or rooftop space. Her students are employees who fully support her progressive leadership style.

"[As a company], we've always taken service and food seriously," she says. "That's why we have a very thorough training program. It's my job to work with our servers to make sure our customers continually come back." Lettuce embraces core philosophies, and "49/51" speaks volumes to Melman. "Forty-nine" is the technical side of the job – how a server carries a tray, pours wine and understands the menus. "Fifty-one" refers to what can't be taught – eye contact, smile, confidence. "I like to ask potential candidates about their last great meal. If he or she can talk about it in a passionate, engaging way, they're the kind of server we want and who customers remember," she says.

Paris Club followed in Hub 51's successful footsteps with all three Melman siblings involved. Any childhood rivalry issues were quickly dismissed. "We all bring something different to the table, so it doesn't last," she says. "By the time we were in high school,

MOLLY RECOMMENDS:

"THE SHELLFISH TOWER AT PARIS CLUB – GREAT SAUCES, ESPECIALLY THE HOUSEMADE DIJONNAISE. START WITH THIS AND MOVE INTO A NICE ENTRÉE."

"THE HOMEMADE RICOTTA TOAST AT RPM ITALIAN – A 'GO-TO' FOR VIPS AND CELEBRITIES. THE KALE SALAD IS AMAZING, AND OUR PASTAS ARE MADE IN-HOUSE DAILY."

we got along a lot better. Now, we live within a mile of each other, we see each other every day and even hang out in the off hours." Last summer, they agreed to leave their cramped restaurant offices and lease space in Courthouse Place across the street. The space can accommodate two catering managers each for Hub 51, Paris Club and RPM Italian, another training manager as well as divisional wine and media/social relations managers.

RPM ITALIAN MARKED ANOTHER FIRST for Melman and her brothers – working with celebrities Bill and Giuliana Rancic. "We had several sit-down dinners to talk about the partnership, but we also wanted to see if our personalities would mesh," she says. "They're fantastic, very down-to-earth and very real. So far, it's been an enjoyable, balanced relationship. We really like being around each other."

Melman is also responsible for Three Dots & a Dash, a tiki lounge that opened this summer to rave reviews. Sounds like more long days – and nights – ahead for the 20-something Melman, but she takes it all in stride. "I get most excited on opening nights. With Bub City, we worked around the clock to make it look and taste great. When customers finally walk in the door and are happy to be here, we take a deep breath and say, 'OK, everyone's having fun'. The work definitely continues, but that moment is such a rewarding feeling."

MELMAN FOUND FOCUS EARLY, and offers personally tested advice for future entrepreneurs: "Don't believe you're stuck. After all, I didn't start out in this business. You have time to make changes. Don't be afraid. And it is possible to be happy going to work."

Her time at LEYE has taught Melman to keep her personal life a priority. "I have to make a conscious effort to create that balance. I started out working the closing shifts at Hub 51 (4pm-4am), and my work friends naturally became my social life. Now, I'm able to watch over the people I've trained, and can usually get home in time for dinner."

Home life just took on a new emphasis, as Melman recently got engaged. Her fiancé is not in the business, but knows his way around the kitchen. The big question looms: who will cater? "Good question," she says, laughing. "Food will obviously be a big focus." •

BUILDING ON INNOVATION

ROOF DECK POOL & CABANAS



NEW APARTMENT BUILDING CONSTRUCTION is typically a positive sign for a neighborhood, but if this construction refers to the 409-unit AMLI River North property, it also means people can expect their collective socks to be knocked off by the “new normal” in luxury rental properties.

The plans for **AMLI RIVER NORTH**, located at the corner of Hubbard and Clark Streets, originated in 2007. Senior Vice President **JENNIFER WOLF**, Executive Vice President **STEPHEN ROSS** and Chairman/CEO **GREG MUTZ** have been the development’s collaborators from day one. Their first challenge: architectural direction. “I’ve always been fascinated with pre-war apartments,” Ross says. “The grandeur, timeless elegance, that true sense of ‘arrival’. They really stand the test of time.” The group, which included Friedman Properties’ senior staff members, took it upon themselves to do their own research. Armed with binoculars, they boarded a van and reviewed the city’s art deco design elements. “We have common goals and objectives,” Mutz says. “Design and economics obviously get involved in projects this size, and Friedman Properties supported our vision.” Ross then hired architect Brad Lewis, who combined early 20th century neo-classic elegance with today’s aesthetics. The result? The 50-story stunner proves modern thinking can naturally fit into an established neighborhood.

INNOVATIVE VISION is just one of the ways AMLI as a company sets themselves apart. First, each property is branded and rooted at a high-quality level. The company also invested early in their own technology platform to understand and apply consumer and economic behaviors to future endeavors. And they’ve insisted on several “green” initiatives to ensure every River North resident lives in a healthy, eco-friendly space.

So who is this AMLI River North resident? Turns out, there isn’t one “type”. “It’s an affluent mix – people working their first jobs at nearby banking, consulting and law firms.” Mutz says. “We expect a greater number of ‘empty nesters’ who will return downtown, newly single people who want a change of scenery and bicoastal corporate commuters who don’t want to live out of a suitcase.”

Despite this very walkable neighborhood, people still need to be mobile. “So much of what we do now and in the future has to be associated with transit proximity,” Ross adds. “People don’t need cars, especially when everything is so close.” Indeed, everything is close, but AMLI River North is specifically designed to be the ultimate in conveniences – so much so, residents may have to make up an excuse to leave the building.

“The main entrance is on Hubbard. There is high-quality, ground-floor retail including LYFE Kitchen [SEE PAGE 14], a grand lobby with two-story staircase that leads to the leasing center,” Wolf explains. For those who own cars, floors 3-11 connect to the Greenway Parking Garage. Residents enter through Greenway to get to their assigned spaces. Floors 45-50 are exclusively devoted to penthouses and their amazing city views. Larger one-, two- and three-bedroom options are available and feature taller ceilings, upgraded finishes, appliances, cabinets, counter tops, custom closets and wood flooring.

EVERY RESIDENT CAN ENJOY the vast expanse of indoor and outdoor amenities on the 12th floor roof deck – 22,000 square feet to be exact. Residents will enjoy the fitness center with a separate

RESIDENT VIEW TO THE SOUTH



SPACIOUS INTERIOR LAYOUT



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yoga and Pilates studio. A PGA golf simulator. A private dining and library room where food from area restaurants can be catered in. Terrace access for al fresco dining. A private screening room with surround sound. Big screen TVs. A business center and wi-fi café. A pool with fantastic sun exposure and phenomenal sunset views. Cabanas, outdoor TVs, a fireplace, a grill area, seating areas, a fire place, a fire pit and an outdoor movie theatre. There’s even a dog run with a self-serve, dog-washing spa area.

It’s no surprise that residents agree the roof deck is the most impressive aspect of AMLI River North. “There’s nothing comparable,” Ross says. “People want more time. We offer one of the most time-efficient places to meet, work out, walk your dog, watch movies, be online – all in one place.”

Mutz agrees: “The roof deck is unparalleled. We’ve designed a low-pressure, gorgeous environment where people can enjoy an inviting space and connect with one another if and when they want to.” Wolf adds, “This is now a living, breathing community, and it’s been really exciting to see it all unfold.”

AMLI RIVER NORTH RESIDENTS expect a high-touch level of service and they get it, Mutz assures. “We know more than your name. We know your dog’s name,” he says. Even after the years of planning, collaborating and compromising, Ross remains enthusiastic. “It makes us happy when we see residents having fun at the pool, or just enjoying the property. Doing all of the things we envisioned they would do.”

“It really makes us proud of what we’ve created,” Wolf says. •

THE ART OF HOSPITALITY

AT FIRST GLANCE, it can be challenging to visualize a successful event while standing in a large, empty room with tall windows and polished maple floors. That's why **DONNA ALBERTSON** and the **IVY ROOM** team are here – they love to make it happen for their clients.

This River North gem offers the rare trifecta of architectural elegance, Magnificent Mile proximity and an intimate courtyard garden to complement the ballroom. As Director of Sales and Marketing, Albertson has a keen sense about what works best in the space, and consults with clients in order to realize their vision for any given event.

Unlike event planners, Ivy Room employees are self-described “venue concierges”. They're on top of what's trending now and, more importantly, what's next. Consistent networking and a dedicated social media presence also play key roles in attracting local and national clients, but word of mouth generates the majority of their leads. Attention to detail, impeccable quality, consistency and creativity are prime reasons for repeat business, and likely why Ivy Room is often booked a year in advance.

WHAT'S THEIR SECRET? One is a passionate company culture. “We make it a priority to anticipate the needs of our clients,” Albertson says. This well-trained trio is personally involved in each event from load-in to load-out. They skillfully facilitate back-to-back events all year long, ranging from casual and sophisticated to intricate, Broadway-scale productions. Preferred vendors are known personally and are held to equally high standards. “We ask for their best work, and we give ours in return,” she says.

Hospitality presents a unique challenge: to understand how the client wants an event or moment to feel, and what can be done to capture that moment in a truly memorable fashion. Ivy Room concierges wouldn't have it any other way. •

THE STORM BEFORE THE CALM: the Ivy Room team on any given Saturday, taking a momentary break from the hustle of pre-event preparations and set-up.



IVY ROOM

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BILL & GIULIANA RANCIC

POPULARITY
RUNS IN THE FAMILY

3+ MILLION
GIULIANA'S TWITTER FOLLOWERS

50K
MAMA DEPANDI'S TWITTER FOLLOWERS

22,902
SON, DUKE'S TWITTER FOLLOWERS
(AND COUNTING!)

AS THINGS DEVELOP WITH RPM STEAK

BILL AND GIULIANA RANCIC are just your average power couple: they're successful authors, executive producers, house flippers, production company co-owners and TV personalities. They're also new parents to son Edward Duke. While most of us would be satisfied (and exhausted) with this list, the Rancics have added one more: restauranteurs. In February 2012, they opened RPM Italian with Lettuce Entertain You's R.J., Jerrod and Molly Melman and Executive Chef Doug Psaltis. A packed house and favorable reviews continue to this day. Watch for their second venue, **RPM STEAK**, opening in River North. *As Things Develop* caught up with them during a recent construction check-in.

Q: You have so much going on here and in L.A. Is there ever a "good time" to open a second restaurant?

BILL: There's never a dull moment in our lives, that's for sure. We've always talked about owning a restaurant together.

GIULIANA: I've been enjoying Mama DePandi's cooking my entire life and always thought we should open a restaurant. We've been so fortunate to have amazing partners through RPM's and Lettuce Entertain You's process. Personally, opening a restaurant was a great distraction for me. I loved focusing my attention on that rather than my health issues.

Q: Is it possible to separate being business partners from husband and wife? Is it necessary?

B: We try to live as authentically as possible and that means you can't help but meld the many roles in your life. Being a father has really changed me for the better in so many ways I can't even articulate.

G: Obviously, we're husband and wife, but we're also best friends. Our relationship is a priority, and we always remember that whether we're at home or in the office.

Q: Any favorite discoveries about living part-time in Chicago, Giuliana?

G: I love the energy here. It feels like a small town with the big city perks – great restaurants, shopping and entertainment. People are always so friendly; you really do get to know your neighbors.

Q: Bill, what qualities have served you best in your multi-tasking career?

B: Stay organized, surround yourself with good people and only do projects that you really believe in. I think younger executives need to know a lot of hard work – not just luck – is really the pathway to finding success as an entrepreneur.

Q: So many steakhouses in this town – how will RPM Steak differ?

B: There'll be some modern touches that will steer away from the traditional steakhouse that you're used to seeing here. Also, our restaurant will be among the first chef-driven steakhouses in the city – Doug has quite the culinary resumé.

G: Would you hire me, Rancic?

B: I already did, G. For life.

G: Awww... {they both laugh}

FRIEDMAN
CONGRATULATES

ROKIT
15 YEARS



*THREE
DRAWS A
CROWD*

“A KOBE BURGER, A FISH TACO, AND A DJ walk into a bar” could be the beginning of the story – or a long memoir title – of **ROKIT RANCH PRODUCTIONS’** phenomenal success in River North and Wrigleyville. Partners Billy Dec, Arturo Gomez and Brad Young are the creative force behind this restaurant and nightclub development and management company which specializes in entertainment marketing, promotions, branding, public relations and operations. “We all have a passion for entertainment,” Young says. “Our motivating factor has always been putting our customers’ and investors’ needs before ours.”

Rockit Ranch’s menus change regularly to reflect the ever-changing neighborhood and tourist tastes. Depending on the venue, people will find anything from acoustic brunches and late-night karaoke to upscale dining, bottle service and live DJs. It’s clear this partnership is committed to staying on top.

CASE IN POINT: the five-month renovation of the timeless favorite The Underground. Everything was rethought from top (new staircase) to bottom (redesigned lounge areas ranging from dark and plush to sleek and modern). The music, crowds and the cocktails say the same thing – this place still dominates the club scene and attracts major celebrities in the process.

“**WE FOCUS ON CREATING TRENDS,**” Young says. “Once you establish yourself as the ‘first in’, others who follow tend to be just that. There’s something about being original that will keep us around longer than the ‘hot new spot.’”

Whether it’s the return of late-night revelry, never-before-seen spaces or innovative food directions, if Dec, Gomez and Young are interested in it, chances are you will be, too. •

Rockit Ranch Productions has been a community supporter since their doors opened. “It’s probably the thing about the business that gives me the most joy,” says Dec. “We support many organizations and efforts, and we’ll continually work to create ways to better serve Chicago.”

PICCOLO SOGNO DUE



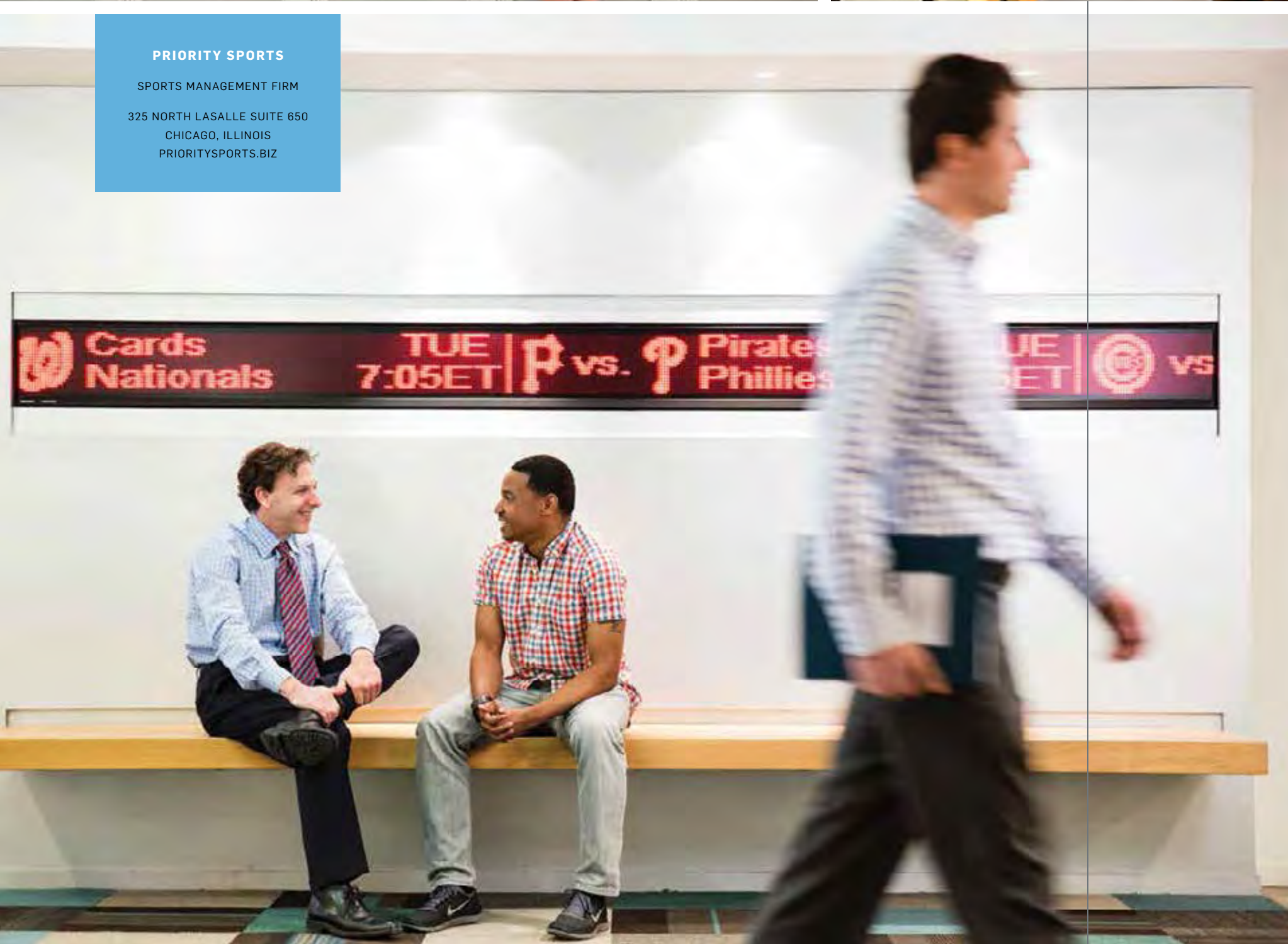
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FROM THE OUTSIDE, the lives of professional athletes seem idyllic – they get paid to play the sport they love, maybe they star in a commercial or two and have the post-season to themselves. **PRIORITY SPORTS'** agents **MARK BARTELSTEIN** and **RICK SMITH** will quickly debunk that myth: getting to the top of one's profession is extremely difficult; staying there is even tougher. Successful athletes have to be unconditionally committed to success, as do the people who represent them. "It takes quite a bit to be proficient in one sport, let alone two, and we're one of very few agencies in the country who do football and basketball," Smith says.

Though Bartelstein focuses on the NBA, and Smith on the NFL, they share similar expectations. "We both look for high-character athletes," Smith says. Bartelstein adds, "We look for players who share our company values, who appreciate what we do. They need to be guys we want to work for, because this is hardly a '9-to-5' job. If we're going to put that kind of time and energy into a player, it has to be a mutually trusting, authentic relationship."

THE SELECTION PROCESS is equally detailed. "We compile a list in each sport in the pre-season – guys we think would fit with our office's values and culture," Smith says. Bartelstein adds, "We focus on going through the proper channels in that we always try to initiate our interest in a particular player by communicating with his coaches and his family. What is most important for us is the doors that are opened through the referrals of our clients."

Bartelstein builds on Smith's POV: "We don't use a 'cookie-cutter' approach to recruiting. Every player is unique, so we design our presentations and programs around them. Living in Chicago has been a big plus; all of the Big Ten schools are nearby, so there is plenty of terrific talent right in our backyard."

The two also agree on what transforms a gifted athlete into a good client. "We look for players who have a strong work ethic, not a sense of entitlement," Bartelstein says. "They want to get better every day, and we put that same effort into building their careers. At the end of the day, an athlete's career lifespan is really fragile. Who he chooses to represent him is a critical component of the success he'll have."

"WHEN WE SIGN A PLAYER, he becomes part of our family," Smith continues. "Everyone here will do everything they can to exceed his expectations. We look out for his best interests and create deals that fit his personality. It only enhances his time off the field or court, and helps him to become a better all-around person – athlete, community supporter and endorser."

The international basketball division has also gained momentum under Bartelstein's watch. "The economy is bouncing back, and the interest is catching up to soccer slowly but surely," he says. "We have about 40 players over there at the moment, and handle the top teams in France, Italy, Spain and Greece. Players who spend time there often end up having successful NBA careers." Social media has taken sports to a global level as well. "You can find some kind of game on TV or online 24/7; that kind of exposure definitely creates more of a following," Smith adds.

IF THE WORLD OF SPORTS is continuing to spin, what are Bartelstein's plans for the business? "We love what we do, and I am consistently looking for ways to grow our business and bring unique value to our clients. We just signed a new long-term lease and truly enjoy everything about our office and the environment we've created." •

RETAIL

CITIBANK

400 N. Clark St. • 312.670.3146
citibank.com

Citibank offers financial products and services for individuals, businesses, government and institutions. Enjoy convenient features like CitiMobile, online banking, wire transfers and 24/7 customer service.

DESIGN WITHIN REACH

10 E. Ohio St. • 312.280.4677
dwr.com

Find designs from Eames, Bertoia and Mies van der Rohe to complete the modern-chic look of your hip, style-wise home. Visit the store's unique Tree Studios location to see the furniture displayed in one of the property's historic annexes.

DUXIANA

619 N. State St. • 312.475.0077
duxbed.com

For more than 80 years, Duxiana has studied ways to blend the science of sleep with the ultimate in luxury and comfort. The result: the DUX bed. Every night, the DUX bed's superior performance delivers deep, restful and restorative sleep.

ENAZ

309 Happ Rd, Northfield • 847.446.5551
Energy...Nature...Attitude...Zest for Life. ENAZ highlights vibrant T-shirts, chunky knitwear, dressy pieces and impressive jewelry lines. The Spa Bar features more than 25 scented oils for blending into lotions and bath gels.

FIT TO BE TIED

1741 Orchard Lane, Northfield • 847.441.4443
chicagochildrensshoes.com

If your fashionista ways have rubbed off on your little one, step this way for Uggs, Michael Kors, Frye and more for infants, toddlers, kids and tweens. There's even a little something for Mom in the women's department, an added bonus to the shopping experience.

THE GOLDEN TRIANGLE

330 N. Clark St. • 312.755.1266
goldentriangle.biz

One of the largest stores in the country devoted to art, antiques and home furnishings from China and Southeast Asia, this stunning showroom includes architectural carvings from Thai homes and temples, Chinese scholars' furniture and British Colonial furniture.

HABERDASH

607 N. State St. • 312.624.8551
haberdashmen.com

The finest quality men's clothing, shoes and accessories from L.B.M., 1911, Baldwin Denim, Gitman Bros. Vintage and more. Expert salespeople, advice and an online shopping option complete this stylishly easy one-stop shop.

HUBBARD STREET HAIR STUDIO

70 W. Hubbard St., Suite 206 • 312.644.4065

A River North fixture for decades, Hubbard Street Hair Studio offers quality cuts for men and women of all ages. Longtime clients and tourists alike enjoy the excellent services offered in an old-fashioned barbershop setting.

LEHMAN SCHOOL OF PERFORMING ARTS

301 Happ Rd, Northfield • 847.446.6424
lehmanschool.com

The Lehman School specializes in dance, music and theater for kids, but it also offers yoga, Pilates and ballroom dance for teens and adults. Whether you're looking for group classes, private lessons or birthday parties, Lehman's devoted staff will have you tapping your toes in no time.

LORI'S SHOES

311 Happ Rd, Northfield • 847.446.3818
lorissshoes.com

Self-dubbed "the sole of Chicago," Lori's sells designer shoes, boots, handbags, jewelry and accessories. With trendy styles at attractive prices, it's no wonder this store has an entourage of loyal customers.

MECOX GARDENS

406 N. Clark St. • 312.836.0571
mecoxgardens.com

For classic, yet unique pieces with a homey, outdoor feel, stop here. Expect lots of wood and nature-inspired pieces like a woven lounge chair, zebra plates and fossil bookends. Mecox also sells big leather chairs and ottomans, perfect for kicking back after a long day at work.

METROPOLITAN CAPITAL BANK

9 E. Ontario St. • 312.640.2300
metcapbank.com

Metropolitan Capital Bank specializes in accessibility, practicality and personal client services. A private capital manager acts as your personal, one-on-one banking consultant, providing you with integrated financial consulting that takes your entire fiscal picture into account.

MICHAEL ANTHONY SALON SPA

621-623 N. State St. • 312.253.0707
michaelanthonyspa.com

This Aveda Lifestyle Salon offers a variety of tempting body treatments and therapies, including hair and makeup appointments, skin care, manicures and pedicures. You'll have no choice but to leave the Tree Studios location feeling relaxed and replenished.

NORTH BANK

431 N. Clark St. • 312.644.4000
northbank.com

Known as "the community bank for River North and Streeterville," North Bank has been in the neighborhood since 1970. This is the bank for downtown residents who seek personalized service and around-the-corner convenience.

NORTH SHORE SOCCER AND MORE

1745 Orchard Lane, Northfield • 847.501.3630
soccerandmore.net

This Northfield store specializes in soccer but also sells gear and equipment for your field hockey, volleyball and badminton needs. Helpful store owners offer advice and provide only the best from brands like Adidas, Nike and Puma.

PEACHTREE PLACE

303 Happ Rd, Northfield • 847.441.7585
peachtreeplaceonline.com

Find elegant gifts and decorative accessories from crystal stemware and lamps to rugs and throws. Decorate the baby's room, kitchen, office or living room with a wide array of delicate, unique accessories.

P.O.S.H.

613 N. State St. • 312.280.1602
poshchicago.com

Specialists in home and table décor, the people here know it's important to provide a little something different. That's why the store's eclectic and extensive collection includes vintage pieces from hotels and restaurants as well as antiques sourced from flea markets.

REAL RYDER REVOLUTION

108 W. Hubbard St. • 312.587.7933
realryderrevolution.com

Why just spin when you can Ryde? These revolutionary Real Ryder bikes allow you to turn, lean, steer, race, climb on the exclusive R3 bike. Set to energizing music, this calorie-burning class gives you a total body workout that'll keep you coming back for more.

RIVER NORTH TRAVEL

432 N. Clark St. • 312.527.2269

This neighborhood agency specializes in gay and lesbian travel and is ready to help with customized travel needs. Sign up for cruises and trips and have your tickets delivered to you overnight.

THE RUG COMPANY

320 N. Clark St. • 312.379.1700
therugcompany.info

This London-based design business creates beautiful, original and distinctive rugs that will become cherished heirlooms. Each rug is entirely handmade with the finest natural yarns by craftsmen whose skills have been passed down for generations.

TRADER JOE'S

1147 S Wabash Ave. • 312.588.0489
www.traderjoes.com

The Hawaiian shirts are right at home with the neighborhood's eclectic, great-tasting foods for almost any occasion. Fresh or frozen, domestic or imported, beer or wine – this popular grocery store's offerings are always changing, and always priced at the best values Trader Joe's can find.

URSULA HAIR DESIGN

301 Happ Rd, Northfield • 847.441.9002
ursulahairdesign.com

In addition to offering hair styling and coloring services, Ursula Hair Design specializes in waxing, manicures, pedicures, massages, makeup, facials and other skin treatments.

LODGING

ALOFT CHICAGO CITY CENTER

515 N. Clark St. • 312.661.1000
aloftchicagocitycenter.com

Whether it's for work or the weekend, rest easy in these loft-inspired rooms with ultra-comfortable signature beds, a spa shower and custom amenities. No car needed – walk to everything the neighborhood has to offer.

AMLI RIVER NORTH RESIDENTIAL

71 W. Hubbard St. • 877.442.5135
amli.com

This LEED-certified, pet-friendly, smoke-free building offers a unique housing solution for stays of 90 days or longer. Experienced concierges can secure anything you need to ensure a comfortable experience, and a more "resident" than "tourist" stay.

FAIRFIELD INN

60 W. Illinois St. • 312.836.1700
marriott.com

This LEED-Certified, Marriott-owned hotel features high-floor suites, valet parking, complimentary hot breakfast and wi-fi. Magnificent Mile, Navy Pier and Millennium Park are all within walking distance, as are several award-winning restaurants.

HAMPTON INN & SUITES

33 W. Illinois St. • 312.832.0330
hamptonsuiteschicago.com

Enjoy standard rooms and suites, free wi-fi, an indoor pool and fitness center and a hot breakfast. Historic landmarks, beautiful parks and gardens, world-class shopping, dining and entertainment are all just steps away.

HYATT PLACE

66 W. Illinois St. • 312-755-1600
chicagovernorth.place.hyatt.com

This modern, 16-story hotel offers in-room and onsite dining options, free wi-fi, a 24-hour fitness center, laundry and dry cleaning service, amazing views of the city and endless walkable options for food, entertainment and shopping.

RESIDENCE INN

410 N. Dearborn St. • 312.494.9301
marriott.com

This River North-centric hotel is perfect for families and long-term travelers. These suites feel more like roomy apartments with a full kitchen, sofa bed and free wi-fi. Pet-friendly, too.

SPRINGHILL SUITES

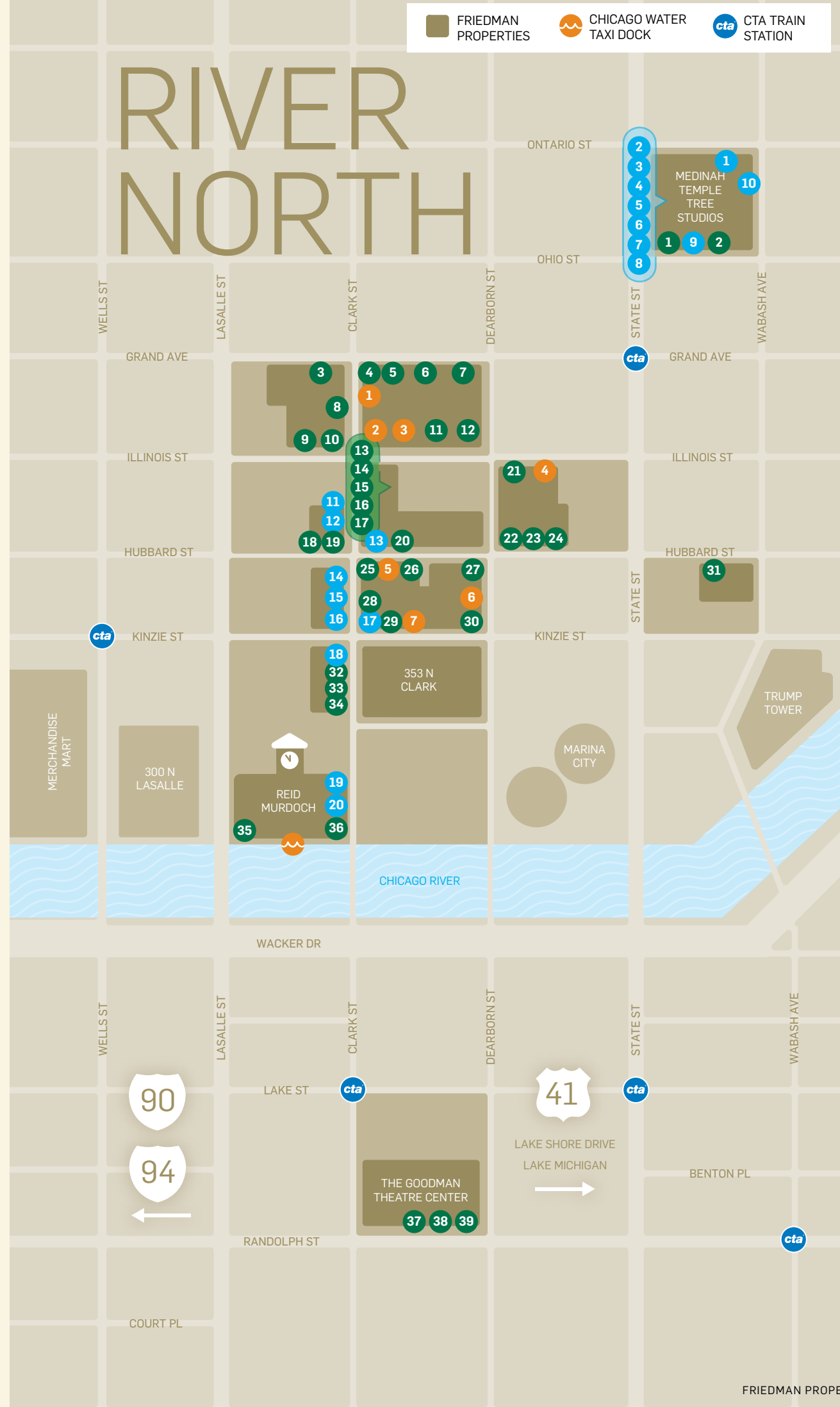
410 N. Dearborn St. • 312.644.4071
marriott.com

Shop, dine, play and stay in this convenient, modern, downtown suite hotel. Business and leisure travelers alike will enjoy luxury bedding, free morning coffee service and 24/7 wi-fi access. Stunning city views from the indoor pool and whirlpool as well.

GREENWAY SELF PARK

60 W. Kinzie St. • 312.527.1265
greenwayselfpark.com

Chicago's first and only eco-friendly, LEED-certified parking garage offers electric car charging stations, energy-efficient lighting and free bike parking.



RETAIL

- 1 Metropolitan Capital Bank
- 2 Michael Anthony Salon Spa
- 3 Duxiana
- 4 Adagio Teas
- 5 Coming Soon
- 6 P.O.S.H.
- 7 Haberdash
- 8 Bang & Olufsen
- 9 Design Within Reach
- 10 Bloomingdale's Home Store
- 11 River North Travel
- 12 Baton Show Lounge
- 13 North Bank
- 14 Tracy Adduci Salon
- 15 Mecox Gardens
- 16 Citibank
- 17 Chase Bank
- 18 AT&T
- 19 The Golden Triangle
- 20 The Rug Company

DINING & ENTERTAINMENT

- 1 Pops for Champagne
- 2 Ivy Room
- 3 Maggiano's Little Italy
- 4 Beatrix
- 5 La Madia
- 6 India House
- 7 Mastro's Steakhouse
- 8 Potbelly Sandwich Works
- 9 Sunda
- 10 NAHA
- 11 The Underground
- 12 RPM Italian
- 13 XOCO
- 14 Topolobampo
- 15 Frontera Grill
- 16 Bottlefork
- 17 Bub City / Three Dots & a Dash
- 18 Real Ryder
- 19 Starbucks
- 20 Firecakes
- 21 Joe Fish
- 22 Ruth's Chris Steak House
- 23 Howl At The Moon
- 24 Rockit Bar & Grill
- 25 Lyfe Kitchen
- 26 Paris Club & Studio Paris
- 27 HUB 51 & SUB 51
- 28 Epic Burger
- 29 RPM Steak
- 30 Einstein Bros. Bagels
- 31 Shaw's Crab House
- 32 Protein Bar
- 33 Crumbs Bake Shop
- 34 Piccolo Sogno Due
- 35 Coming Soon
- 36 Coming Soon
- 37 Corner Bakery
- 38 Do-Rite Donuts
- 39 Petterino's

LODGING

- 1 Aloft
- 2 Hyatt Place
- 3 Fairfield Inn & Suites
- 4 Hampton Inn
- 5 AMLI Residential
- 6 Springhill Suites/Residence Inn
- 7 Greenway Self Park



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INCREDIBLE
HOTELS

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BLOCK

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ALOFT

aloftchicagocitycenter.com | 312.661.1000

Sexy and sophisticated, Aloft City Center offers a fresh, forward-thinking alternative for tech-savvy and social travelers looking to see-and-be-seen. Guests can re:charge (fitness center), re:fuel (24/7 grab and go pantry) and re:mix (lounge) with innovative amenities.

FAIRFIELD INN & SUITES

fairfieldinnrivernorth.com | 312.836.1700

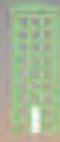
Setting a standard of excellence at an affordable downtown price point, The Fairfield Inn & Suites, located at Illinois and Dearborn, appeals to individuals seeking the best value for their dollar.

HYATT PLACE

hyattplacechicagorivernorth.com | 312.755.1600

Combining style and innovation to create a completely new, all-encompassing hotel experience, The Hyatt Place at Clark and Illinois is designed to meet the ever-evolving needs of today's seasoned business travelers.

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