











Viceroy Chicago

Chicago, Illinois, USA

Located on a “pocket” site in the heart of Chicago’s Gold Coast neighborhood, the former Cedar Hotel is redeveloped as the first Viceroy property in the Midwest. Inspired by the hotel operator’s objective for provocative design, the distinctive architectural solution evolves from the existing context. The four-story brick-and-terra-cotta façade of the original Cedar Hotel is preserved, rebuilt and given fresh life, fronting a striking new 18-story glass hotel tower with 180 guestrooms and suites.

A unique image for the Viceroy emerges through the contrasting character of the new tower and its historic predecessor. Preserving the 1920s-era original façade honors the past while exemplifying the vintage streetscape, which holds a nostalgic appeal in the neighborhood. By contrast, the glass curtain wall of the new hotel tower is a taut, three-dimensional envelope. The “folding” geometry is inspired by the argyle-like pattern found in the historic brick façade below. The design solution creates “harmony through contrast” in which both the old and new are rich examples of their specific eras.

Visitors enter through the historic façade to a three-story lobby space with an adjacent restaurant that features the original neon Cedar Hotel sign on its second floor. Carefully sequenced outdoor spaces further enhance the project, including a large dining and entry plaza off the street, a level-four terrace extending from the ballroom and meeting spaces, a set of exclusive room terraces for 16th-floor suites, and a signature rooftop lounge terrace and outdoor pool, with stunning views of Lake Michigan and the Chicago skyline.

Project Data

SIZE

18 stories
150,000 sf total

FEATURES

180 keys
Restaurant
Ballroom
Rooftop pool terrace

Interior Design: TAL Studio
Restaurant Design: AvroKO

CLIENT

Convexity Properties

Recognition & News

RECOGNITION

2021 Gold Award, Hotel – Pro+ Awards
2017 Award of Merit – Structural Engineers
Association of Illinois

NEWS

Forbes Names GP to Inaugural List of America’s Top
Hospitality Architects & Designers
GP Principal Travis Soberg Presents at BDwest
Viceroy Chicago Brings Boutique Hotel to City’s Gold
Coast
Goettsch Partners Promotes De Santis to Partner
Chicago Magazine Names 150 North Riverside and
Viceroy Chicago Best New Buildings of 2017