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STUNNING MAKEOVER OF 900 NORTH MICHIGAN SHOPS WOWS VISITORS WITH MASSIVE 190-FOOT-LONG DIGITAL ART INSTALLATION ON THE CEILING

Flocks of birds and giant trees seem to rustle inside upscale Chicago shopping destination with the help of NYC-based experience design studio ESI Design

Chicago, Illinois (Embargoed until November 15, 2017) - Flocks of birds fly in mesmerizing patterns and giant trees sway inside of [900 North Michigan Shops](#), the Magnificent Mile destination made even more stunning by a major renovation unveiled today.

The centerpiece of the makeover is a massive, 190-foot-long digital art installation spanning the ceiling of the seven-level shopping and lifestyle center on Chicago's Gold Coast. 900 North Michigan Shops enlisted New York City-based experience design studio [ESI Design](#) to transform the nearly 30-year-old complex into a 21st-century attraction for Chicago residents, shoppers, diners, and tourists.

Visible from all floors, and built in 10 sections, the digital installation mimics a giant skylight that connects the complex's interior to the exterior sky. The ultra-high definition LED canvas features evocative content filmed at 16K resolution with state-of-the-art cameras, making the illusion of rustling trees and the sky above seem hyper real. In another mode, the ceiling opens to reveal flocks of 3D-animated birds. The Cedar Waxwing, local to the Chicago area, will gather and disperse, creating mesmerizing, ever-changing patterns, just like in nature. Created by algorithmic rules based on flocking behaviors, the birds will never fly the same way twice. The background sky and sunlight also adapt to the current time of day. By creating the feeling of an outdoor space, the installation captivates audiences, inspiring them to travel upward through the entire building and linger even longer.

The ceiling installation also serves as an innovative and powerful marketing tool. When not creating the illusion of an outdoor space, the ceiling serves as a vivid showcase for branded content, seasonal content, products, promotions, and special events. Its media program uses pre-rendered video and animation, software generated animation, and dynamic media templates that can be easily customized.

“The digital canopy allows us to introduce art into an atypical environment that will pleasantly surprise our guests,” said Stacy Kolios, senior director of marketing for 900 North Michigan Shops. “The installation will also serve as a medium through which we plan to showcase the great ideas of artists working in the digital design space both in Chicago and throughout the world.”

Other highlights of the 900 North Michigan Shops renovation include:

- An easy-to-navigate interior: To help visitors more quickly find their favorite purveyor of clothing, accessories or beauty products, ESI Design created illuminated signage panels featuring retailer names, which were placed directly in front of each store facing out into the atrium, making every retailer appear more visible than before. To find their favorite stores, shoppers can now simply look up.
- A bold, dynamic exterior and luminescent entrance: A new modern and luminous bronze threshold entry stands at 37.5-foot-tall, announcing the redefined shopping experience. The crisp and bright portal with refreshed glass curtain helps the center to stand out on the north end of the Magnificent Mile. New entry walls are covered with white laminated glass panels, showcasing the names of retailers, giving them more prominence on the exterior. The ‘900’ brand identity is boldly communicated at the top of the building façade, and is repeated at the pedestrian eye level below. Visible from the exterior, two ceiling media displays showcase a sample of the larger dynamic digital canopy experience inside.

“The new design that includes a digital canopy is unlike anything that’s ever been installed in a mall environment -- a stunning centerpiece of a comprehensive renovation that reimagines the visitor experience and puts the tenants front and center at 900 North Michigan Shops,” said Edwin Schlossberg, President and Principal Designer at ESI Design.

These aspects are phase two of a larger renovation project to transform the visitor experience at 900 North Michigan Shops with a meticulously crafted plan of food, fashion, hospitality and entertainment that continuously adapts to consumers’ changing tastes and lifestyles. 900 North Michigan Shops features over 70 retailers with a roster of luxury fashion houses and innovative brands.

About ESI Design

ESI Design transforms places into dynamic experiences that engage audiences, solve complex challenges, and deliver lasting results. From its roots reinventing the Brooklyn Children’s Museum into one of the country’s first interactive museums to its recent work for eBay, the Ellis Island National Museum of Immigration, Comcast, PNC Bank, Beacon Capital, and the Edward M. Kennedy Institute for the U.S. Senate, ESI Design has defined the field of experience design for over forty years, fundamentally changing how people connect with brands, organizations, cultural institutions and, most importantly, with each other. A collaborative, in-house team of designers, strategists, storytellers, technologists, artists, and problem-solvers work with you

from day one until it's done. ESI Design seamlessly weaves the physical and digital worlds together to create immersive experiences with enduring impact. For more information, connect with ESI Design: [Twitter](#), [LinkedIn](#), [Facebook](#), [Vimeo](#), [YouTube](#) and [Instagram](#). (www.esidesign.com)

About 900 North Michigan Shops

An iconic anchor of the Magnificent Mile and Gold Coast, 900 North Michigan Shops is an architecturally stunning 465,000-square-foot, seven-level experiential retail destination in the heart of Chicago. The property is currently undergoing a multi-phase renovation to enhance the affluent consumer-driven shopping center. Anchored by Bloomingdale's, 900 North Michigan Shops features more than 70 luxe retailers including a two-level Gucci, MaxMara, Montblanc, J.Crew, BONOBO, Aritzia, Ministry of Supply, and more. The soon-to-be reimagined shopping mecca will be an urban destination infused with artistic moments, cultural experiences and non-traditional hospitality offerings. 900 North Michigan Shops is owned by an affiliate of JMB Realty Corporation. For more information about 900 North Michigan Shops, follow the development on [Facebook](#), [Instagram](#), [Twitter](#) and [YouTube](#), or visit www.shop900.com.

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