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TWO NORTH RIVERSIDE PLAZA LAUNCHES “THE PLAZA PROJECT”
*Artistic Initiative Debuts to Support Chicago’s Creative and Culinary
Talent; Corporate and Charitable Institutions*

CHICAGO (April 1, 2014) – Two North Riverside Plaza announces “The Plaza Project,” a creative platform established to embrace the innate design of Two North Riverside Plaza. Primed to become one of Chicago’s public art destinations, The Plaza Project will feature curated experiences that will inspire and educate 15,000 daily commuters, loop dwellers, locals and visitors alike. As an innovative artist incubator program, The Plaza Project will work with talent from Chicago and beyond to display a variety of installations on a large public stage, available for all at no charge.

Starting this spring, the Plaza Project will feature art installations, culinary happenings, fitness events and much more. Two North Riverside Plaza will transform beyond a 17,000 square-foot outdoor space, becoming a destination for all things culturally and creatively cool.

“Creating an opportunity for crowds to enjoy individual experiences, The Plaza Project delivers an environment generated by both visual and performance art,” said Bill Bartolotta, Plaza Project Creative Director. It is our commitment these curated installations prove worthy of engagement by the entire city, it’s visitors and our 15,000 commuter guests.”

In addition to lending its space to artistic endeavors, The Plaza Project will offer corporate and philanthropic opportunities to partners encouraged by its historic, modern décor, convenient location, direct river access and stunning views of the Chicago skyline. A privately owned space in the heart of downtown, The Plaza Project’s team will determine the various initiatives that take place. Public opinion, recommendations and requests are welcome and can be made by visiting www.PlazaProject.org.

About The Plaza Project

The Plaza Project is an initiative from the Two North Riverside Plaza which will transform the Two North Riverside Plaza into an artistic destination for the public to enjoy art and food from near and far. It will also lend its beautiful architecture and design as the perfect environment for Chicago’s non-profit organizations and corporations to use for their event purposes. For more information please visit www.plazaproject.org.

About The Two North Riverside Plaza

Two North Riverside Plaza is located on the west bank of the Chicago River directly across the water from the Chicago Civic Opera Building, nestled between two of the loop’s primary thoroughfares and

surrounded by some of Chicago's most powerful corporate entities. Showcasing modern American architecture, including works from the Machine Age, the building harmoniously features progressive industrial elements with accents of ancient art. Two North Riverside Plaza is a current classic that offers not only the best of location, function and design, but also direct river access and an indoor connection to Ogilvie Station, one of the city's busiest hubs for commuter traffic. Formerly established as The Chicago Daily News Building, Two North Riverside Plaza opened its doors to the public in 1929 and continues to uphold an earned artistic reputation through its innate design as well as featuring a discerning selection of Chicago's best creative talent. For more information please visit www.twonorthriversideplaza.com.

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