

CHICAGO ARCHITECTURE FOUNDATION

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Fourth annual Open House Chicago breaks attendance and economic impact records

Chicago Architecture Foundation's citywide architecture festival generates highest turn-out and economic impact to-date

CHICAGO — Chicago Architecture Foundation (CAF) is pleased to announce that on October 18 & 19, it welcomed a record 75,000 **visitors** from all 50 states and 91 countries to participate in the annual Open House Chicago (OHC) weekend. Now in its fourth year, CAF has seen significant growth in the awareness, attendance, site participation and economic impact this free event brings to the city, generating a \$6.4 million impact compared to \$5.1 million in 2013.

"Open House Chicago 2014 was a major success, inspiring 75,000 people to explore 18 of the city's diverse neighborhoods," said Mayor Rahm Emanuel. "This event has become the preeminent architecture festival in the city and country. As the world's top incubator for design, Chicago is proud to be home to the first skyscraper, an iconic skyline and now, Open House Chicago."

This year, OHC saw an increase of 20,000 visitors compared to last year, making 2014 the largest year-over-year increase in OHC history. The economic impact of OHC 2014 resulted in a cumulative four-year figure of \$17.5 million of spending at Chicago restaurants, shops, hotels and in transportation.

"The positive impact of Open House Chicago extends beyond the local economy. Year after year, we learn from visitors that the event greatly improved their perceptions of many communities," said Lynn Osmond, President and CEO of Chicago Architecture Foundation. "By giving residents and visitors access to buildings that tell the stories of Chicago communities and cultures, OHC instills civic pride in the city's neighborhoods histories and landmarks. We are thrilled to have the opportunity to raise global and local awareness of Chicago's world-renowned architecture and the role that design plays in creating a vibrant and livable city."

OHC impact on local residents' perceptions

- 43,000 people (58% of attendees) visited a new neighborhood as a result of OHC.
- 59,000 people (79% of attendees) have improved perceptions of neighborhoods as a result of OHC.
- 64,000 people (85% of attendees) plan to return to OHC neighborhoods.
- 59,000 locals (92% of local attendees) are "proud to be a Chicagoan" because of OHC.

Kemper Corporation was the Presenting Sponsor for the second year in a row. “It was an honor for Kemper to sponsor the Chicago Architecture Foundation’s Open House Chicago 2014,” said Don Southwell, Kemper’s Chairman, President and Chief Executive Officer. “This city-wide festival brought residents and visitors from around the world to see some of the best aspects of Chicago, including the views from the penthouse observatory in our company’s headquarters building.”

OHC offers free public access to places that are typically not open to the public, or by invitation-only, including buildings, factories, historic mansions, private clubs, sacred spaces, schools, professional offices and cultural institutions, among others. Open House Chicago will take place October 17 & 18, 2015. More information is available at www.openhousechicago.org.

About the Chicago Architecture Foundation

The Chicago Architecture Foundation (CAF) is a nonprofit organization dedicated to inspiring people to discover why design matters. As an education leader in design, architecture and STEM (Science, Technology, Engineering and Math), CAF offers tours, programs, exhibitions, field trips, curricula and online tools that are part of a dynamic learning journey for all ages. Proceeds from CAF’s tours and gift shop support this educational mission.

For more information, visit www.architecture.org or call 312.922.3432.