

THE GODFREY

HOTEL CHICAGO

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In the Godfrey, We Truss: A Look at the Design for the New Godfrey Hotel Chicago

The modern, cubist-influenced hotel makes its mark on Chicago's rich architectural history in February 2014



Exterior Rendering of The Godfrey Hotel

(CHICAGO, IL; December 6, 2013) – [The Godfrey Hotel Chicago](#) (127 West Huron Street at LaSalle), opening in February 2014, unveils the first look at the design vision for the upper upscale property in Chicago's energetic River North neighborhood.

As the flagship property for the boutique hotel brand's launch, The Godfrey Hotel Chicago offers a modern mark on Chicago's rich architectural history. Designed by Chicago-based firm [Valerio Dewalt Train](#), the hotel is the first staggered steel truss building in Chicago. Architect David Jennerjahn explains, "We conceived of the hotel's design as a taut wrapping of cubist forms that shift inward and outward to reveal the building's expressive structural frame. The sleek and modern design is unique and vaguely familiar of the iconic bridges along the Chicago river."

Designed by [Gettys Design Group Chicago](#), the space is very much influenced by its River North neighborhood, also known as the “gallery district” with its large concentration of local artists as well as a burgeoning scene of local restaurants, nightclubs, and residential buildings. With the hotel’s tagline of “Discover Your Element” in mind, the hotel’s interior design evokes a unique style with attention to comfort. Small detailed design nods pay homage to the elements to engage, delight and surprise the guest such as natural woods contrasted against brushed metals, textured walls, and more.

“The striking architecture of this building provided inspiration for an exciting new guest experience, capturing the city’s skyline and nightlife in a previously unseen way. We are excited to see it come to life in The Godfrey Hotel Chicago and look forward to the further expansion of the Godfrey brand as a new concept in the upper upscale hotel market,” says Gettys Principal Michael Maurer.

The Hotel Lobby and Common Areas

Guests get their first glimpse of the hotel’s contemporary interiors with the minimalist oval lobby. The sleek white marble, recessed ceiling, and spherical, central lighting fixture creates an uplifting effect, while the alcove and structural seating areas and floor-to-ceiling windows allow the space to feel open and inviting.

Upon walking into the lobby, warm wooden tones and inviting transition circles to the hotel’s elevators greet guests. The hotel interiors incorporate rich materials and strong geometries. Throughout the public areas of the hotel bold lighting, stone portals, and custom woodwork can be found.



Lobby Rendering

One of the top design features of the hotel will be found at [I|O Godfrey](#), an approximately 15,000 square foot fourth floor indoor|outdoor urban roofscape. The space offers 10,000 square feet of lounge and event space with dramatic, south-facing skyline views which are unobstructed due to the unique design of the hotel’s retractable roof.

The Godfrey Hotel Chicago’s play on the elements is inherently evident at I|O Godfrey’s outdoor space with design features such as: the two-level fire element that serves as a beacon to interested passerbys below; shimmering water elements at the southeast corner; lounge seating with contemporary “stingray” inspired canopies; and more. The indoor bar transitions to an intimate interior space of plush, crimson banquettes with modern spherical lighting leading to a lively eight person bar. I|O Godfrey offers lounge seating for 320 guests at its indoor|outdoor space.



I|O Godfrey



I|O Indoor Lounge Space

Guestrooms

The 221 total luxurious accommodations include 182 spacious Guest Rooms, 12 Executive King rooms, and 27 One-Bedroom Suites –all featuring a stylized design of calming tones and textiles against impactful uses of color and contemporary built-in furnishings.

Each guest room features a sleek, minimalist design with a purple and grey color palate. Luxurious white linens accent a textured tan leather bench at the end of each bed. A large, relaxing sitting chair pulls out into a sleeper, while custom lamps are prominent. A full-length mirror also doubles as a closet.



Guestroom Rendering

About The Godfrey Hotel

The Godfrey Hotel Chicago is a hotel project of Oxford 127 Huron Hotel Venture Property Company, LLC, an [Oxford Capital Group, LLC](#)-led venture that includes Quadrum Group, a \$1.3 billion global alternatives investment manager. It is managed by Oxford Hotels & Resorts, LLC. The Godfrey Hotel opened February 1, 2014 and is currently taking reservations at a rate of \$159, non-inclusive of tax and gratuity, subject to change. The name Godfrey has a meaning of ‘peace’ and ‘welcome’ to travelers. To make a reservation, please visit www.godfreyhotelchicago.com. For up-to-date news about the property, follow the hotel’s [Facebook](#) and [Twitter](#).

About Oxford Capital Group, LLC

Oxford Capital Group, LLC is a diversified national real estate investment and development firm, focused on complicated, large scale acquisitions, redevelopments, and operational turnarounds, with an emphasis on hotels, resorts, conference centers, senior housing and other operationally intensive forms of real estate. Oxford's geographic focus includes high barrier-to-entry markets around the country, including Chicago, New York City, Washington D.C., Boston, Charleston, Los Angeles, San Francisco, and other select markets. Oxford and its affiliates have been involved in approximately \$2.5 billion of real estate and private equity transactions, including approximately 13,000 hotel rooms. For information, visit www.oxford-capital.com. For information, visit www.oxford-capital.com.

About Quadrum Group

Quadrum is a global private equity investment and advisory group focusing on real estate and asset-backed investment strategies. Through its network of 9 offices and affiliates worldwide the firm is currently targeting distressed and repositioning opportunities in developed markets of US and Europe as well as development in select emerging markets of the former Soviet Union and Southeast Asia. The group currently has over US\$400 million of equity capital invested in real estate projects with the overall value in excess of US\$1bn. Quadrum was initially part of Cube Capital Group until it was spun off and became independent in 2013.

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