MOTION IN ARCHITECTURE

Retractable Enclosure Case Study #6006

I|O Urban Roofscape

» The Godfrey Hotel–Chicago, IL
The Godfrey Hotel has a great Northside view of the city, which is why they decided to create their famous I|O Urban Roofscape to make a fabulous venue that would open up to the skyline.

Jermaine Anderson, Godfrey Hotel Manager

Jermaine sat down with Brooke of Libart to answer some questions about how this unique roofscape came to be.

Jermaine said, “[Libart] understood our vision and knew how important it was for us to be able to show off our wonderful city.”

See page 7 for full interview.

HOTEL STATS

- Finished in February 2014 by Valerio Dewalt Train Associates
- Edgy cubist design with aluminum facade
- Located at 127 W. Huron, on the corner of LaSalle and W. Huron
- 221 rooms with three venues for meetings and social events
- 24-hour fitness center
- Spa-Boutique
Events and ROI
Return on Investment Breakdown

100% ROI in under 6 months

In only 5 months, the roofscape has paid for itself. Not just for the retractable roof by Libart, but the entire space. Events can be upwards of $50K to rent out the roofscape, so this is one HOT spot. There have been over 30 private events since its opening.

The hotel wouldn’t have nearly as much excitement if it didn’t have the roofscape. Events, daytime dining, and night life all happen on the 4th floor terrace. Libart’s project managers can help you calculate your return on investment before you even plan out your project.

Sandi, Senior Events Manager

Sandi loves that it’s manual and can be opened so quickly. The nation is talking about this rooftop and people are dropping in all day to just look at it. Some are even flying across the country to see it. Sandi said, “The retractable piece enhanced the entire building and gave people a reason to come to our venue all year long and in any season.”

More on events, Sandi said, “The event space is rented out for launch parties, fashion shows, employee appreciation outings, client events, and showcases! The entire roofscape, opened up, holds up to 750 guests, and in the winter/off-season when the structure is closed it holds up to 630 guests.”

>> Did you know? Libart has an ROI Calculator to help plan your space.
The roofscape has been featured in Chicago Magazine, Travel + Leisure, Condé Nast Traveler, and more.

Chicago Magazine’s feature said “Between the patio’s purple glow, chic white couches and canopies, and a lot of exposed skin, the place may as well have been South Beach. Guests sipped on juleps made with mint-olive shaved ice and whiskey sours with seasonal fruit on couches surrounding fire pits and overlooking the skyline.”

“In inclement weather, part of the patio can be enclosed with glass doors and a retractable roof—but on a night like Saturday, the first true break from a chilly, stir-crazy winter, everyone wanted to be out. The line was out the door all evening long.”
“The I|O Urban Roofscape was titled to evoke the retractable capabilities. The Godfrey team was thrilled with how it totally opened up and made you feel part of the skyline and how it gives that feeling even when it’s closed.”

“IT’S SO BEAUTIFUL, IT FEELS LIKE YOU'RE IN CALIFORNIA. PEOPLE SAY, ‘WOW!’”

• Entire roofscape: 6,339 sq ft
• Enclosed space: 3,293 sq ft
• I|O = Indoor/Outdoor
• All furniture and the “sting ray” shades were made custom for the space
Retractable Enclosure Case Study

Did you know? Libart is an AIA provider. We have hosted courses at The Godfrey and take architects out to the roofscape after the course.

Pictured above: three architects plan their retractable rooftop for another location in Chicago.

**STRUCTURE STATS**

- 24' x 79'
- Capacity: 630
- Model TELS
- 20'-6" x 79' Fire-rated polycarbonate standing seam roof
- R1 retraction with 1" insulated glass
- 44' of Folding Doors on both sides
Brooke, Libart Marketing, asked Jermaine, Godfrey Hotel Manager, some questions about this amazing retractable roofscape concept

Q. How did this roofscape come about?
It was somewhat of an afterthought. It was just a concrete pad above the parking garage; I wanted to make an outdoor rooftop.

Q. This isn’t a typical spot for a “roofscape”. People usually put it on the rooftop. Why did you choose a terrace?
The 4th floor terrace allows you to still hear city sounds, but also have a view. (Hence the name for Urban!)

Q. What is your favorite part about the roofscape?
Or what is your guests’ favorite part?
My favorite part has to be the view. The city is so beautiful at night from our roofscape. Sitting down and enjoying a glass of wine while looking up at the bright lights of the city is the best.

Q. What’s the best press you’ve received from the roofscape?
The amount of Social Media we get is the best. It’s really fascinating to log onto twitter and see so many people chatting about I|O, or talking selfies with the skyline behind them. It’s priceless!

Q. How did you find Libart and/or end up with Libart?
Due diligence, but we really like what Libart was able to offer us. They understood our vision and knew how important it was for us to be able to show off our wonderful city.
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