

# HARD ROCK HOTEL

CHICAGO ILLINOIS

With its polished granite base, black marble, bronze-ornamented entrance, dark green and gold terra cotta cladding, and dramatic gold-trimmed tower 40 stories above legendary Michigan Avenue, the Carbide and Carbon Building has rightfully earned its designation as an official Chicago architectural landmark. Transforming this classic 1920s office building into a full-service 21st century hotel, while preserving its signature Art Deco massing and details, proved to be a challenging exercise in architectural problem solving.

Dealing with a pre-existing structural system that had been created to accommodate office use and an exterior envelope that could not be significantly altered, required a keen sensitivity. The conversion of office floors to hotel rooms required replacement of an exterior fire escape with an enclosed fire stair within the building, along with replacement of all mechanical, electrical and plumbing systems.

The need for public function rooms was accommodated by the construction of a five-story annex, rising no higher than the building it replaced, on the adjacent Michigan Avenue site. The continuity of the expanded public area was accomplished by the perfect alignment of the corresponding floor levels within the two structures and the use of a consistent palette of interior finishes. Along the street, by contrast, the annex stands apart as a glass-clad work of contemporary design, in deference to the dignity and integrity of the historic tower beside it.

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CLIENT Mark IV Realty Group  
SIZE 345,000 gross square feet  
Existing: 298,000  
Added: 47,000  
VALUE \$33.5 million  
ROLE Architect  
COMPLETION January 2004

LUCIEN LAGRANGE  
ARCHITECTS