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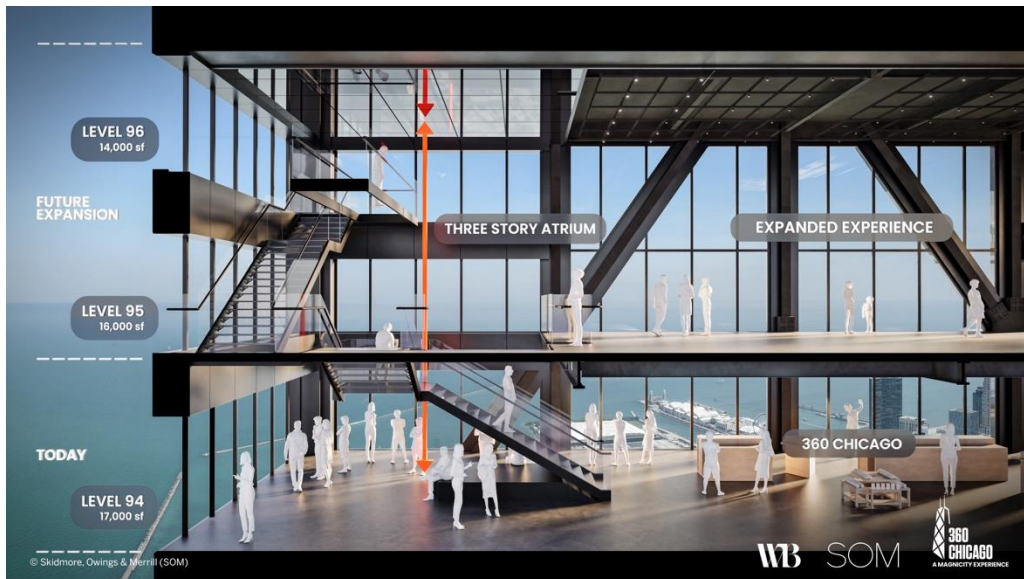


Photo credit: Dave Burk © SOM, Courtesy of 360 CHICAGO

360 CHICAGO ANNOUNCES EXPANSION OF OBSERVATION DECK AND NEW DEDICATED EVENT SPACE ATOP ICONIC 875 N. MICHIGAN AVENUE

The expansion brings the attraction's total footprint to 50,000-square-feet

CHICAGO – **360 CHICAGO**, the observation deck located on the 94th floor of 875 N. Michigan Avenue (the former John Hancock Center), today announced that the observation deck will expand to the 95th floor, becoming Chicago's first multi-story observation deck, and the 96th floor will become a premier event space for weddings, celebrations and corporate gatherings.

360 CHICAGO's parent company, **Magnicity**, purchased the two floors in June 2024, and after a multimillion-dollar renovation, the new spaces are expected to open to the public in 2027. New features planned include a grand staircase connecting floors 94, 95 and 96 – ascending through a dramatic triple-height space with striking views of Lake Michigan.

“This expansion across three floors represents a significant commitment to Chicago’s Magnificent Mile, as well as a strategic investment in the visitor experience and the long-term value of 875 N. Michigan Avenue,” said Nichole Benolken, Managing Director of 360 CHICAGO. “The renovation – and reimagining – of these two floors will take guests on an immersive and vibrant journey to the top of the city, and those wishing to celebrate with us will be able to do so amid unparalleled surroundings.”

Designed for elevated experiences, the 96th floor will become a premier venue for unforgettable weddings, standout brand activations, and exceptional corporate events. With sweeping views of Chicago’s skyline and lakefront, this space will offer the flexibility to host both intimate and large-scale gatherings.

360 CHICAGO has joined forces with architects Skidmore, Owings & Merrill (SOM), and WB, a global leader in experiential brand development, to reimagine the guest journey through an integrated approach that fuses architecture and immersive design. The concept will align with Magnicity and 360 CHICAGO’s mission to champion the city of Chicago through an elevated guest experience that celebrates Chicago’s rich culture, history and diverse communities.

The new vision for the space amplifies the tower’s signature X-bracing structure—originally designed by SOM—using it as a focal point in the interior redesign. In partnership with WB, a global leader in experiential brand development and immersive multimedia experiences, the reimagined space will celebrate the building’s innovative architecture while incorporating experiential storytelling, creating a unified environment where form, function, and narrative are seamlessly interwoven.

“Over the last decade we’ve invested nearly \$20 million in our experience and grown our annual visitation numbers by over 60%. This acquisition and expansion will allow us to welcome even more visitors in future years,” added Benolken. In 2014 360 CHICAGO introduced TILT, Chicago’s highest thrill ride, and in 2022 opened the city’s highest cocktail lounge, CloudBar. Most recently, 360 CHICAGO unveiled a complete renovation of the concourse-level entry, which transformed the space into a digitally enhanced tribute to Chicago’s neighborhoods and culture.

For more information on 360 CHICAGO visit 360Chicago.com.

About SOM

Skidmore, Owings & Merrill (SOM) is a global practice of architects, designers, engineers, and planners, responsible for some of the world’s most technically and environmentally advanced buildings and significant public spaces. From a strategic regional plan to a single piece of furniture, SOM’s designs anticipate change and have brought lasting value to communities around the world. The firm’s approach is highly collaborative, and its interdisciplinary team is engaged in a wide range of international projects, with creative studios based across the globe. SOM is also a carbon neutral business.

About WB

WB is a creative studio that partners with brands, event agencies, and cultural institutions worldwide to design and produce immersive multimedia experiences. With expertise spanning luxury events, fashion shows, product launches, and cultural exhibitions, WB combines cutting-edge technology with compelling storytelling to craft impactful, multisensory environments. Their portfolio includes collaborations with renowned clients such as Nike, Cartier, Fendi, and Louis Vuitton, delivering experiences that resonate across diverse audiences.

About 360 CHICAGO

360 CHICAGO Observation Deck offers the best views of Chicago from 1,030 feet above the famed Magnificent Mile, atop 875 N. Michigan (the former John Hancock Center). The 17,000-square foot observation deck on the 94th floor of the building is also the home of [TILT](#) – Chicago's highest thrill ride, and CloudBar, the city's highest cocktail lounge where guests can grab a specialty cocktail and relax while enjoying the view. 360 CHICAGO is operated by Magnicity, a global leader in elevated urban leisure. Follow along on social [@360CHICAGO](#) and [@CLOUDBARCHICAGO](#). Tickets and more information can be found at [360CHICAGO.com](#).

About Magnicity

Magnicity is the world leader in elevated urban leisure and one of the only companies in the world specializing in managing panoramic observatories. It operates the Paris Montparnasse Observatory (Montparnasse Tower) in Paris, France, the Berliner Fernsehturm (TV Tower) in Berlin, Germany, the 360 CHICAGO Observation Deck at the former John Hancock Center in Chicago, Illinois, the Euromast and Zalmhaven I in Rotterdam, and will open a new site in August at the top of the Varso Tower in Warsaw, Poland, the tallest skyscraper in the European Union. The Spiral Tower project, a custom-built, freestanding observation tower that can be deployed in any city, is part of Magnicity's CSR strategy focusing on responsible urban tourism, environmental sustainability and collaboration with local communities.

More than a spectacular view of the city, Magnicity is a journey of immersive experiences where local and international visitors discover the city in all its dimensions (its history, its culture, its art of living). Magnicity venues combine educational activities, new technologies, thrill rides, exhibitions, and one-off events to create unforgettable experiences. By 2025, after the opening of the new Warsaw site, Magnicity will have 450 employees and more than 3 million visitors each year.

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