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## \$100M Doubletree Hotel Opens in Chicago's Loop District



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(CHICAGO, IL) -- The Chicago skyline and the rejuvenated Loop District has a new permanent guest today - a \$100 million, 27-story, 238 room luxury hotel called theWit--A Doubletree Hotel.



[theWit Doubletree](#)

Scott Greenberg's ECD Co. Inc. of nearby Lincolnshire, IL developed the Lake and State Streets project which boasts 7,000 square feet of meeting facilities, a 2,523-square-foot dividable ballroom and conference rooms and a \$1 million digital high-definition multimedia theater.

Greenberg also came up with the whimsical name of theWit for the property.

"We are extremely proud to introduce theWit as part of the rebirth of Chicago's State Street during an incredible moment in the city's history," says Greenberg.

"The nearby Block 37 mixed-use development is nearing completion, and the neighborhood recently celebrated the opening of The Joffrey Ballet's new Tower.

"New retail stores, residential towers, theatres and attractions abound nearby. Our iconic lightning bolt on the front of our hotel symbolizes how we've harnessed the energy and excitement of some of the best architects and designers in the country to create an incredible gathering place for leisure and business travelers in one of the most dynamic cities in the world."

Just two blocks from Michigan Avenue and Millennium Park, hotel guests are a short walk away from the Ford Center, Chicago Theatre, Oriental Theatre, the Art Institute, the Chicago Cultural Center, the Civic Opera House and dozens of other legendary Chicago cultural and entertainment venues.

The hotel's structure was designed by Chicago architect Jackie Koo, with interiors by designer Cheryl Rowley.

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