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For Immediate Release

**NEW *dana hotel and spa*  
TO OFFER URBANE RETREAT  
IN CHICAGO'S RIVER NORTH**

***dana* TO BE SOLE CHICAGO INDEPENDENT LUXURY HOTEL  
BUILT FROM THE GROUND UP;  
\$60 MILLION BOUTIQUE PROPERTY SCHEDULED TO OPEN  
AT STATE & ERIE, SUMMER '08**

August 14, 2007 – Chicagoans and visitors alike will discover an urbane retreat when the ***dana hotel and spa***, a new \$60 million property situated at State and Erie Streets in River North, is unveiled next summer. Developed by Chicago-based Neighborhood Development Corporation in a joint venture with Gold Coast Hotels, Inc., the ***dana hotel and spa*** is the city's sole locally-owned & operated luxury lifestyle hotel built from the ground up. The 26-story, 216-room ***dana hotel and spa*** will envelop guests in an overall environment of inclusion and serenity, while featuring sophisticated amenities such as the indoor/outdoor rooftop Vertigo Lounge, plus a premium sushi bar that appears to float in the lobby and a sizzling Japanese steak house & sake lounge. A ***dana*** centerpiece will be its full-floor, full-service luxury spa and fitness center, designed and launched by Chicago's award-winning INOVA Group.

“Because we’re building the ***dana*** from scratch, we are able to incorporate all of the important design touches and service elements inspired from years of our own domestic and international travel and nearly two decades of successfully operating boutique hotels here and in the south,” said Eugene “Gene” Kornota, Neighborhood Development Corp. (NDC) Principal. “We view ourselves more as ‘hoteliers’ than developers, and are deliberately returning to a more intimate style of inn-keeping.”

***High Impact Design - Exterior and Interior***

The footprint of the 150,000-square-foot ***dana hotel and spa*** will be slender: each floor will cover only 5,700 square feet, allowing a minimal number of guest rooms and engendering a heightened sense of intimacy. The small footprint will make a big visual impact, however, vis-à-vis its contemporary exterior and interior design.

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The sleek exterior façade will be a glass and aluminum window-wall bordered by concrete. Adding to the activity on State Street will be a sidewalk café and a stunning 28-foot-high clear glass curtain-wall offering passersby views of the goings-on inside the ***dana***. The striking ground floor entrance will be anchored by an undulating timber wall, providing a soothing backdrop for a two-story fireplace, the Japanese steakhouse & sake lounge and signature “floating” sushi bar. The ***dana hotel***'s official guest registration desk and lobby will be located on the second floor, allowing the ground floor to give back to the neighborhood and serve a more public function.

“This project is an exercise in simplicity,” said the building’s architect, Walter Eckenhoff, AIA, of Chicago’s Eckenhoff Saunders Architects. “We removed everything in the architecture that was unnecessary and the result is an uncomplicated but highly refined building.”

Since being founded in 1983, Eckenhoff Saunders Architects has designed more than 160 new buildings; completed 30 major renovations; designed over 5 million square feet of interior space; and served as the lead architect for \$750 million in construction projects. The ***dana hotel and spa*** assignment is the first high rise project for Walter Eckenhoff, and marks a 20-year association with NDC Principal Gene Kornota.

A stylish, yet comfortable, in-room experience awaits the ***dana hotel and spa*** guest, as well. The 216 guest rooms, including 22 suites, will have exposed concrete ceilings, walnut wood floors, and generously-sized spa-like showers with clear views to the bedroom. Floor-to-ceiling windows will offer expansive city views, and many rooms will also have an outdoor balcony.

“My overall mission in designing the ***dana*** was to provide a sense of serenity to its guests; a sense of timelessness,” offered Andre, Director of Design at Houston-based EDI Architecture, Inc., and the interior designer for the ***dana***. “Throughout the ***dana***, from the guest rooms to the spa, we selected a range of highly tactile materials such as woods, glass tile, mica and stone, and with few exceptions, rendered them as close as possible to a natural state. We expect the ***dana*** experience to be not at all trendy, but warm and welcoming, with an extraordinary sense of design.”

EDI Architecture, Inc. is a multi-national planning, architecture and interior design firm established in 1976. Andre, an inveterate traveler and “international visionary,” makes his design debut in the Chicago market with the ***dana***. Andre’s association with Neighborhood Development Corp. began with his interior design for the award-winning Madison Hotel in Memphis, Tenn.

“The ***dana*** will cater to the new generation of travelers who appreciate design and style, but not at the expense of comfort,” emphasized NDC Principal Anthony “Tony” Klok.

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### ***Luxury Urban Spa***

A centerpiece of the ***dana hotel*** will be its full-floor ***dana spa*** and fitness center, accessible to both hotel and non-hotel guests, for pampering and polish. Some six treatment rooms, including one strictly for couples, will offer the latest in relaxation techniques, including some exclusive to the ***dana***. Its environment will be soothing, serene, and sustainable, to boot; designed with materials including bamboo bricks and recycled glass terrazzo flooring. An adjoining fitness center will be fitted with an expansive supply of state-of-the-art machinery and equipment. The ***dana spa*** is being developed by the INOVA Group which, under the direction of Founding Principal Joseph Conant, is responsible for creating upscale spas at the Four Seasons Hotels in Chicago, New York, and Las Vegas, not to mention the Peninsula Hotel Beverly Hills, and the Carlyle in New York. Spas created by INOVA occupy more places on the “Top Ten” lists of *Condé Nast Traveler* and *Spa Finder* magazine, and have earned more star distinctions in the *Mobil Spa Guide*, than any other spa operations company.

### ***Food & Beverage***

A unique Japanese steakhouse & sake lounge on the ground floor and a premium sushi bar which appears to “float” in the lobby will be an extension of the ***dana hotel***'s modern, unfussy aesthetic. Adding to the mix, and open just in time for the 2008 summer season, the ***dana hotel*** will play host nightly at its 4,100-square-foot rooftop living room, the Vertigo Lounge. The alluring spot will tout luxurious seating arrangements, handcrafted drinks, and a custom-blended soundtrack, all 26 stories above street level!

The restaurant and lounge concepts are being developed exclusively for the ***dana*** by CB5 Restaurant Group, an East Coast consultancy, which will also manage the food and beverage services. Under the leadership of restaurant guru Jody Pennette, CB5 is responsible for more than 80 must-see venues from Los Angeles and Las Vegas to New York, South Beach and beyond. Past clientele includes nationally renowned hoteliers Ian Schrager and Barry Sternlicht.

### ***Meeting Facilities***

The ***dana hotel and spa*** will offer a full floor dedicated to meeting facilities, for business conferences, board meetings and social functions. Complete chef-driven, on-site catering will be available.

### ***Chicago-based Ownership***

The ***dana hotel*** is proudly owned and operated by the Chicago-based partnership of the Neighborhood Development Corporation and Gold Coast Hotels, Inc. Neighborhood Development Corporation was founded in 1988 and was the first to introduce the boutique hotel concept to Chicago's lakeshore neighborhoods with its collection of wildly popular Neighborhood Inns of Chicago. Neighborhood Development Corporation, under a trio of principals – Anthony Klok, Eugene Kornota and Bonnie Roberts-Kornota – established a name for itself renovating and developing additional architecturally significant buildings.

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These include the HOTEL Indigo Chicago, in partnership with Gold Coast Hotels, Inc. and operated by InterContinental Hotels Group, Inc., and downtown Memphis' Madison Hotel, a Small Luxury Hotels of the World member, which has been named one of the top mainland U.S. hotels by *Condé Nast Traveler* for three years, among many accolades.

Gold Coast Hotels, Inc. has been stewarded by Louis Dolins and Max Dolins since the acquisition of the Eastgate and Croydon Hotels in River North in 1965. Operating in the hospitality and real estate industries for over six decades, the two Dolinses, first with Harry Dolins and presently with Lawrence Dolins and Jerome Dolins, distinguished themselves and Gold Coast Hotels, Inc. by developing, maintaining and managing many properties in Chicago and the desert southwest, including a historically significant building in Phoenix currently listed on the National Register of Historic Places. Its latest development was the HOTEL Indigo Chicago.

### ***Building Construction***

Neighborhood Development Corporation and Gold Coast Hotels, Inc. initially considered the former Dana Hotel, located on the site at State and Erie Streets, as a historical renovation project, a specialty of Neighborhood Development Corporation. Ultimately, it was deemed structurally and economically unfeasible for preservation. Rising in its place, the ***dana hotel and spa*** is currently under construction. It is being built by Bovis Lend Lease, offering over 90 years of experience in the construction industry. In the past decade alone, the firm has provided construction services on over 2,500 projects for 1,100 clients nationwide. Bovis Lend Lease provides a full range of construction services including construction management, general contracting, program management, project management, design/build and consulting services. Bovis Lend Lease is part of the Lend Lease Group, which operates in 40 countries on six continents with a significant presence in Australia, Asia, Europe and the United States.

### ***Dana: The Pleasure of Giving***

“The expression ‘dana’ translates from Sanskrit to mean ‘the pleasure of giving.’ That expression has truly become a driving force in developing all aspects of the hotel’s environment and service culture. We are confident that the ***dana*** will offer our guests a pleasurable feeling of tranquility and well-being, through attentive and generous service,” said Bonnie Roberts-Kornota. “We expect this building to be around for a long time, and have designed the ***dana*** to provide service and harmony to the community around it.”

### ***The Bottom Line***

The ***dana hotel and spa*** will be located at State and Erie Streets in the River North neighborhood of Chicago, Illinois, and is scheduled to open in the Summer of 2008. Guest rooms will be competitively priced, beginning at \$350. For more information, please visit [www.whoisdana.com](http://www.whoisdana.com).

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