

THE NEW

OPEN
HOUSE
CHICAGO

OCT 16 – NOV 1
2020 REPORT

EXTENDING A DECADE OF IMPACT

The Chicago Architecture Center (CAC) offered a completely reimagined Open House Chicago (OHC) for 2020 in support of public health. OHC 2020 featured nearly two dozen online programs and 25 self-guided, outdoor trails that showcased the fascinating architecture, culture and history of **100+ buildings and sites** in **20+ neighborhoods** and select suburbs.

Originally slated to run **10 days**, October 16–25, OHC 2020 was **extended by popular demand** through November 1, 2020.

The CAC and the entire OHC community extend heartfelt thanks to everyone who took part in this expanded, 10th annual festival, reconfigured to encourage civic pride, support **80+ local businesses** selected in partnership with **Choose Chicago**, and highlight the City of Chicago's **INVEST South/West** initiative.

"We have always been dedicated to supporting the things that make this area what it is. That's why our relationship with the Chicago Architecture Center made sense. It is an organization with an appreciation for and commitment to this city at its foundation—for the things that make it special, beautiful and strong."

**—Edward J. Wehmer, Founder and CEO,
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NEIGHBORHOODS

With a focus on Chicago's South and West Sides, OHC 2020 highlighted 22 city neighborhoods and five suburbs.

49.2%

of attendees were City of Chicago residents

40.2%

of attendees were residents of Chicago suburbs

82.2%

of attendees reported visiting a new neighborhood during OHC 2020

AUBURN GRESHAM

AUSTIN

BACK OF THE YARDS and NEW CITY

BEVERLY

BRONZEVILLE

CHICAGO'S LOOP

CHINATOWN

ENGLEWOOD

EVANSTON and ROGERS PARK

GLENCOE

HUMBOLDT PARK

HYDE PARK and KENWOOD

KENILWORTH

LINCOLN PARK

LOGAN SQUARE

NEAR NORTH SIDE

NEAR WEST SIDE

NORTH LAWDALE

NORTH SHORE

OAK PARK

PILSEN

PULLMAN and ROSELAND

SOUTH SHORE

WICKER PARK

WINNETKA

WOODLAWN

OHC 2020 MOBILE APP

Powered by Vamonde and location-enabled, the OHC 2020 mobile app was available for free download and installation on iOS (Apple) and Android (Google) smartphones and tablets.

31%

of OHC attendees participated
in self-guided, outdoor exploration

96.7%

of those attendees said OHC enhanced
their appreciation of visited areas

33%

of OHC attendees browsed
the mobile app from home

34,539

total openings of sites along trails
using the mobile app

56,574

total openings of trails
and mobile app exclusives

3.7

average daily mobile app
sessions per user

TRAILS

Festival attendees were invited to explore 25 themed trails, either remotely or outdoors, using the OHC 2020 mobile app.

ARCHITECTURAL INNOVATION

- Architectural Innovation Trail: Chinatown [sponsored by](#) Ozinga
- Architectural Innovation Trail: Fulton Market District
- Architectural Innovation Trail: Hyde Park

BIKING AND DRIVING

- A Ribbon of Green on the West Side [sponsored by](#) ComEd
- Design Evanston [presents](#) Architecture Reflecting History
- Chicago's Tied Houses
- North Shore Historic Homes [sponsored by](#) Orren Pickell Building Group
- Olmsted's South Park

NEIGHBORHOOD EXPLORATION

- Austin: The Grand Residences of Frederick R. Schock
- Beverly: The Prairie School
- Bronzeville: Performance Spaces in the Black Metropolis
[sponsored by](#) ComEd
- Downtown: Boom, Bust and Boom Again on State Street
- Downtown: Lakeshore East
- Englewood Square Phase II
- Lincoln Park: A Women's History
- Logan Square: First Family Favorites
- Logan Square: Homes of the Boulevards
- Near North Side: Tales of the Gold Coast
- Near North Side: The Making of a Magnificent Mile
- Near South Side: Historic Mansions of Prairie Avenue
- Oak Park: Frank Lloyd Wright: Portrait of a Young Architect
[sponsored by](#) Orren Pickell Building Group
- Pilsen: Mosaics
- Pullman and Roseland Today
[developed in partnership with](#) Leadership Greater Chicago
- Rogers Park: The Mile of Murals
- Wicker Park: Beer Baron Row

ONLINE PROGRAMS AND VIRTUAL TOURS

In alignment with areas and themes for self-guided, outdoor exploration, OHC 2020 included **23 online programs and virtual tours.**

18,409

TOTAL ATTENDEES
of OHC online programs
inclusive of rebroadcast views
during the extension

36%

of OHC attendees participated
in online programs

89.4%

of online programs attendees said
OHC enhanced their appreciation
of the city's neighborhoods

87.5%

of online programs attendees said they
learned something new
about a Chicago neighborhood

"I feel like I had as rejuvenating and interesting an experience as if I'd traveled somewhere new."

"The CAC did an outstanding job with the switch to virtual programming and highlighted diverse neighborhoods and stories in a new way."

"We were introduced to a lot more virtually than we would ever have been able to see in a short period on foot. We were grateful for the opportunity to see so many neighborhoods and visit with so many locals."

**—Responses from Chicago residents
to the CAC's post-OHC survey**

DIRECT ENGAGEMENT

38,510

TOTAL USERS
of the OHC 2020 mobile app

56,920

TOTAL PARTICIPANTS
inclusive of mobile app users and
online programs attendees

17.2%
of these participants
experienced OHC for
the first time in 2020

120,755

TOTAL ENGAGEMENT
inclusive of mobile app users,
online programs attendees
and visitors to openhousechicago.org

OHC 2020 COMMUNITY AND PROGRAM PARTNERS

In addition to 38 organizations vitally engaged as **community partners**, 37 organizations and individuals served as **program partners**, contributing audio narration to trails, representatives to panel discussions, video content to the mobile app and more.

16" on Center

826CHI

93 XRT

Access Contemporary Music

Adrian Smith + Gordon Gill Architecture

Julia Bachrach

Beverly Area Planning Association

Beverly Unitarian Church

Breakthrough FamilyPlex

Bronzeville Historical Society

Chicago Cultural Alliance

Chicago Loop Alliance

Chicago Neighborhood Initiatives

Chicago's North Shore Convention and Visitors Bureau

Chicago Public Library

Chinese American Museum of Chicago

City of Chicago Department of Planning and Development

City of Chicago Office of the Mayor

Coalition for a Better Chinese American Community

Community Capital Investment

Design Evanston

Evanston History Center

The Forum

Free Street Theater

"Although proximity and physical space changed drastically this year, we are glad to have been able to utilize our OHC online program as a way to focus on and celebrate multiple community-based, public art interventions and initiatives by amazing artists in Chicago, who are always in conversation with how art can act as a vehicle for change."

—**Ciera McKissick**, Public Program

Coordinator, **Hyde Park Art Center**

"The virtual nature of our event allowed us to premiere a short video by North Lawndale artists Jay Simon and Simeon Frierson. The conversation that followed between garden owners and caretakers revealed various forces—education, safety, food distribution, beautification, water conservation, soil, culture and community—that drive the transformation of empty lots into productive urban assets."

—**Odile Compagnon**, architect and adjunct, **School of the Art Institute of Chicago**

"This was our first year joining the Chicago Architecture Center as an OHC community partner and it was a thoroughly rewarding experience. Our program provided four of our members with the opportunity to amplify their stories and celebrate the sites which historically were, and often continue to be, critical to their communities as successive generations have made Chicago home. These are the sites where communities have been fortified, ideas exchanged, opportunities manifested and cross-cultural relationships nurtured."

**—Andrew Leith, Director of Cultural Programs and
Museum Practice, Chicago Cultural Alliance**

Gensler

Glessner House

Hyde Park Art Center

Illinois Holocaust Museum

Illinois Institute of Technology, College of Architecture

Intuit: The Center for Intuitive and Outsider Art

JAM Productions

Jazz Institute of Chicago

Krueck Sexton Partners

Che "Rhymefest" Kweku

Leadership Greater Chicago

Lincoln Park Chamber of Commerce

Robert Loerzel

Logan Square Neighborhood Association

Nick Lubovich

Robert M. Marovich

Magellan Development Group

The Magnificent Mile Association

Midwest Society for Acoustic Ecology

National Hellenic Museum

NON:op Open Opera Works

North Lawndale Community Coordinating Council

North Lawndale Historical and Cultural Society

Oak Park Art League

Oak Park River Forest Museum

Pivot Arts

Plein Air Painters of Chicago

Preservation Chicago

Project 120 Chicago

Puerto Rican Arts Alliance

Rainbow Beach Park Advisory Council

Dennis Rodkin

Rogers Park Business Alliance

Rogers Park / West Ridge Historical Society

Ross Barney Architects

The Renaissance Collaborative

site design group, ltd.

Skidmore, Owings & Merrill

Sterling Bay

Studio Gang

Swedish American Museum

Luis Tubens

UChicago Arts

Ukrainian National Museum of Chicago

Urban Juncture

Video Parachute

Visit Oak Park

CAC docents Lance Friedmann, Mary Jo Hoag, Wayne Johnson,
Kelly Jones and Alison Schlickman

"Now in its 10th year, Open House Chicago is seeing changes in its 2020 program, but the results are standing tall."

—Michele Herrmann, *Forbes*

"Open House Chicago has become much loved by architecture fans and lookie-loos alike. The revamped format is impressive in its scope."

—Patty Wetli, *WTTW*

"OHC 2020 will take place entirely outdoors, focusing on self-guided tours that showcase the connective tissue of neighborhoods, from parks and cafés to murals and significant structures."

—Eric Newill, *American Way*

#OHC2020 MEDIA ENGAGEMENT

795,512

TOTAL REACH

on social media via CAC channels on Facebook, Instagram and Twitter

211,000+

TOTAL FOLLOWERS

of social media influencers who promoted OHC 2020 on Instagram and Twitter

\$1.1 MILLION

ESTIMATED VALUE OF EARNED MEDIA

176

**TOTAL ARTICLES
AND BROADCASTS**

148 ONLINE ARTICLES

**21 TELEVISION FEATURES
AND REBROADCASTS**

on ABC 7, FOX 32, NBC 5, WGN and WTTW

16 PRINT ARTICLES

in hard-copy editions of *American Way*, *Chicago Tribune*, *Chicago Reader*, *Chicago Social / Modern Luxury*, *Chicago Sun-Times*, *Newcity Design*, *Oak Park Wednesday Journal* and *Pioneer Press*, plus a special issue of *StreetWise* dedicated to OHC 2020

8 RADIO BROADCASTS

on WBBM Newsradio, WBEZ 91.5 FM and WGN Radio

YOUTH AND FAMILY ENGAGEMENT

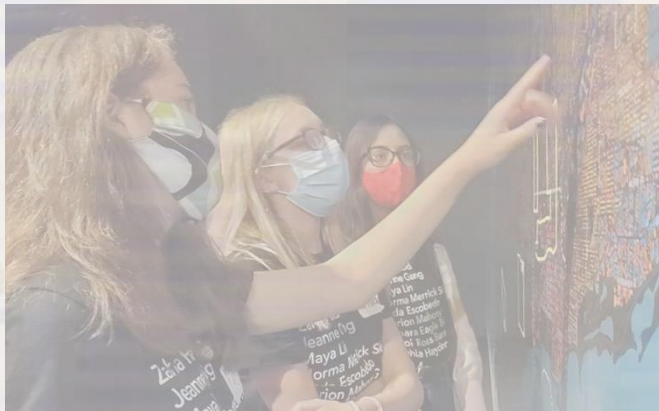
OHC FOR THE FAMILY: MOBILE APP EXCLUSIVES

Citywide: The Planner's Path

developed in partnership with CAC Teen Fellows

Citywide: Virtual Family Trail

developed by CAC Education staff



GIRLS BUILD! at the CHICAGO ARCHITECTURE CENTER

Fall 2020 Girls Build! participants served as junior exhibit hosts during opening weekend of OHC 2020. While adhering to the CAC's safety policies at the Center, students ages 11 to 17 greeted and interacted with Center visitors, exercising their discoveries about research and interpretation of the built environment while strengthening their public speaking and self-advocacy skills. Girls Build! events and programs, **made possible by support from ArcelorMittal and Herman Miller Cares**, promote gender equity in STEM professions and career pathways toward architecture, building trades, engineering and design.

"I feel like this helped me become a better and braver public speaker, especially when defending my work during a presentation."

—Girls Build! participant **Faye, age 13**

"Can we do this again next year?!" —Girls Build! participant **Cyriana, age 12**

ONLINE PROGRAMS AND VIRTUAL TOURS

† Rebroadcast during the festival's extension

‡ Included in the 2020 Open House Worldwide Festival

"I can't say enough positive things about OHC and the at-home virtual tours. For those of us living out of state, they are a great opportunity to 'visit' Chicago architecture."

"Loved hearing how the [North Lawndale] community deepens its relationships with one another and the built environment through development of community green spaces. Can't wait to visit again with new eyes. Thank you!"

—Responses from OHC online programs attendees to post-event surveys

OHC 2020 Preview

OHC 2020 Trivia Night

A New Vision for the Kenwood Line †

**programmed in partnership with the College of Architecture
at the Illinois Institute of Technology**

Artmaking and Placemaking in Chicago Communities

programmed in partnership with Hyde Park Art Center

Book Talk: "Evanston's Design Heritage: Architects, Designers and Planners"

programmed in partnership with Design Evanston

Changing the Narrative: African Americans in Evanston †

programmed in partnership with Evanston History Center

Chicago's Central Park Theater and the Dawn of a New Era †

programmed in partnership with North Lawndale Historical and Cultural Society

Chicago Landmarking at 50: Past, Present and Future †

programmed in partnership with Glessner House

ONLINE PROGRAMS AND VIRTUAL TOURS

† Rebroadcast during the festival's extension

‡ Included in the 2020 Open House Worldwide Festival

Get to Know Your House: Rogers Park Edition †

programmed in partnership with Rogers Park / West Ridge Historical Society

Historic Community Gardens of North Lawndale

programmed in partnership with North Lawndale Community Coordinating Council and the North Lawndale Historical and Cultural Society

If Walls Had Ears: Historic Chicago Music Venues

programmed in partnership with 16" on Center, Community Capital Investment, JAM Productions and Urban Juncture

Investment through Preservation in Roseland

programmed in partnership with Preservation Chicago

Revitalized: What's New and Cool on the River ‡

curated by CAC docents Lance Friedmann, Wayne Johnson, Kelly Jones and Alison Schlickman

"The virtual programming this year was so, so, so fun and wonderful! It was a deeper experience: We learned more facts, we got to go to places we could not have seen on our own, and we 'met' admirable, interesting, dedicated humanists who are deeply involved in their communities."

—Survey response from OHC online program attendee

South Shore Neighborhood Virtual Tour

programmed in partnership with Rainbow Beach Park Advisory Council

Stories of (Im)Migration, Sites of Unity

programmed in partnership with Chicago Cultural Alliance

Women in Architecture Virtual Tour †

curated by CAC docent Mary Jo Hoag

“MY NEIGHBORHOOD, MY STORY”

OHC 2020 offered CAC members a series of seven virtual tours, co-hosted by civic and cultural leaders and CAC docents.

- Chicago Architecture Center with **Gordon Gill, FAIA**
- Chicago Riverwalk with **Carol Ross Barney**
- Chicago’s Downtown Theatre District with **Lin Brehmer**
- Edgewater and Rogers Park with **Robert Loerzel**
- Hyde Park and Kenwood with **Che “Rhymefest” Kweku**
- Pulaski Park Fieldhouse with **Katrina Dion** and **Coya Paz**
- Roseland with **Heather Ireland Robinson**

OHC 2020 MOBILE APP EXCLUSIVES

In addition to exploring neighborhood and citywide trails, attendees were invited to enjoy performance videos, interactive exhibits and virtual tours.

- Auburn Gresham and Evanston: A Comparative Listening Event
developed in partnership with NON:op Open Opera Works
- Beverly: Inside the Givins Castle
developed in partnership with Beverly Unitarian Church
- Bronzeville: “Arise” at the Forum
developed in partnership with Access Contemporary Music
- Chinatown: Attic Treasures II
curated and provided by the Chinese American Museum of Chicago
- Downtown: 100 Years Magnificent: DuSable Bridge Anniversary
created and provided by the Magnificent Mile Association
- Hyde Park: YOU BE MY ALLY
public artwork by Jenny Holzer commissioned by University of Chicago
- Near North Side: “Antiphon” at the Newberry Library
developed in partnership with Access Contemporary Music
- Near North Side: “Clutter” at Sedgwick Artist Studios
developed in partnership with Access Contemporary Music
- Citywide: Plein Air (Outdoor) Painting of OHC Neighborhoods Project
curated in partnership with Plein Air Painters Chicago

SATISFACTION

"OHC staff did a terrific job at structuring and administering the process and it was a pleasure to participate."

—**Kris Hartzell**, Director of Facilities, Visitor Services
and Collections, **Evanston History Center**

"This year's virtual event drew attention to parts of our community not normally highlighted and gave us a valuable opportunity for citywide exposure as well."

—**Dona Vitale**, Property History Quest, **Rogers Park / West Ridge Historical Society**

96.6%

of attendees said they
would participate in OHC again in the future

81.9%

of attendees said OHC 2020 made them
"feel proud to be a Chicagoan"

"The app was fantastic and the tours, both walking and driving, were terrific and informative. I can't say enough good things about the experience."

—**OHC survey respondent**

"Necessity, it's often said, is the mother of invention.
So it is with this year's Open House Chicago."

—**Blair Kamin**, *Chicago Tribune*

OPEN HOUSE CHICAGO 2021

11th ANNUAL FESTIVAL

openhousedchicago.org