

THE GODFREY
HOTEL CHICAGO

DISCOVER YOUR ELEMENT GUIDE

INTRODUCTION

Every day, we spend our time in endless places and spaces designed for someone else.

At work. The grocery store. The doctors office. The post office. Life requires us to live outside our comfort zone everyday.

And while we take it all in stride (perhaps even with style), all of us seek out those rare spots where we feel entirely at ease.

At The Godfrey Hotel Chicago, we've created a place that pays far more attention to comfort than convention. More attention to style than standards. We've been waiting for you.

So get ready to...Discover Your Element

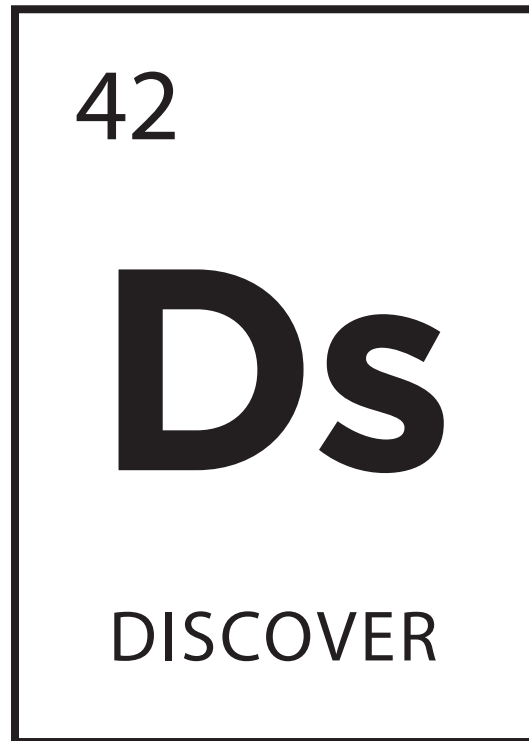


DISCOVER YOUR ELEMENT CHART

0 Ph PHONE	1 Dn DINING											2 Wd WEDDING	3 Tc TASK CHAIR
4 lo ROOFSCAPE	5 Sp SPA	6 So SOCIAL	7 Pr PROMOTIONS	8 Zz SLEEP	9 Bd BED	10 Nt NOTES	11 Wf Wi-Fi	12 Wb WET BAR	16 Pm PROPERTY MAP	18 Rs ROOM SERVICE	23 Li LIBATIONS		
24 Cn CONSERVE	26 Tr TRUSS	27 Am AMENITIES	30 At ATTRACTIONS	32 Wa WATER	37 Rb ROBE	42 Ds DISCOVER	50 Ta TRAVEL	127 We WELCOME	150 Ft FITNESS	180 Sy SKYLINE	221 Gr GUESTROOM		
312 Ct CONTACT US	360 Vp VIP	365 Bk BREAKFAST	460 Sh SHOP	500 Py PARTY	1375 Re RELAXATION	1480 Mt MEETING	1600 Lo LOBBY	1871 Tc TECHNOLOGY	1949 Hu HUMOR	1960 Lv LOVE	1973 Rf RFID		
1976 Lo L'OCCITANE											2480 Po PORTICO		

*Element chart always growing as guests are constantly discovering new elements

ELEMENT KEY



← ELEMENT NUMBER REPRESENTS A MEANING TO THE ELEMENT (I.E. 42 REPRESENTS THE ORIGINAL NUMBER OF ELEMENTS)

← ELEMENT ACRONYM UTILIZING A CAPITAL FIRST LETTER AND A LOWER CASE SECOND LETTER

← ELEMENT NAME WHICH REPRESENTS SOMETHING WHICH CREATES AN EXPERIENCE

ELEMENT GLOSSARY

SYMBOL	NUMBER	ELEMENT NAME	ELEMENT MEANING
Ph	0	Phone	Dial "0" for more info.
HH	1	Dining	Restaurant located on the 1st floor
Wd	2	Wedding	Marriage between 2 people
Tc	3	Task Chair	3 key parts to every chair (base, seat, base)
Io	4	Roofscape	I O Urban Roofscape located on the 4th floor
Sp	5	Spa	Spa•Boutique located on the 5th floor
So	6	Social	6 degrees of separation from everyone
Pr	7	Promotions	Promotions and Specials 7 days a week
Zz	8	Sleep	Recommended you get 8 hours of sleep every night
Bd	9	Bed	Sleep like you're on cloud 9
Nt	10	Notes	Number of sheets on our "Notes" pad of paper
Wf	11	Wi-Fi	Reference to .11 of a WiFi signal of 802.11
Wb	12	Wet Bar	Why not enjoy a beverage starting at 12 noon
Pm	16	Property Map	16 total floors at The Godfrey Hotel Chicago
Sm	17	Smile	17 muscles are utilized every time you smile
Rs	18	Room Service	Room Service available 18 hours
Li	23	Libations	A total of 23 shots in a bottle of liquor
Cn	24	Conserve	Our hotel conserves and recycles 24 hours a day
Tr	26	Truss	Element number of the metal Iron
Am	27	Amenities	Number of unique amenities the hotel offers
At	30	Attractions	Number of top attractions in the city
Wa	32	Water	The temperature that water experiences a change, 32 degrees
Rb	37	Robe	37 degrees C is 98.6 degrees F the perfect body temperature to feel comfortable
La	40	Laughter	Laughing for a total of 10 minutes a day burns 40 calories, its healthy and fun
Ds	42	Discover	Number of original elements for The Godfrey Hotel Chicago
Ta	50	Travel	Total number of states in the US for travel
We	127	Welcome	Address of the hotel 127 W Huron at LaSalle
Ft	150	Fitness	150 minutes of fitness recommended a week
Sy	180	Skyline	180 degree view of southern Chicago Skyline
Gr	221	Guestrooms	Total number of rooms in the hotel
Ct	312	Contact Us	Local Area Code
Vp	360	VIP	Square footage of VIP Room
Bk	365	Breakfast	Breakfast is most important meal of the day, every day, all year long
Sh	460	Shop	Number of stores on Michigan Ave Magnificent Mile
Py	500	Party	Number people for an event at I O - Outdoor
Ev	750	Events	Number people for an event at I O Urban Roofscape
Re	1375	Relaxation	Relaxation and Meditation dates back to 1375 BC
Mt	1480	Meeting	Square footage of usable event space in Truss meeting room
Lb	1600	Lobby	4:00pm check in time (24 hr time)
Tc	1871	Technology	Chicago Tech Start-up incubator located in Merchandise Mart
Jo	1900	Jokes	Jokes have been a part of society since early 1900 BC
Hu	1949	Humor	John Belushi Birthday - Famous Comedian from Chicago, blues brothers
Lv	1960	Love	The decade of love
Rf	1973	RFID	Year of the first RFID device
Lo	1976	L'OCCITANE	The year L'OCCITANE was started
Po	2480	Portico	Square footage of Portico at I O