Tourism on Wabash Avenue

Team
Shilpa Mathew | Siqi Zhang | Wanying Zhu | Yenan Lin
Research

Who we spoke to

Amanda
Chicago Detours

Jason
Choose Chicago

Anna
HI Chicago Hostel

Chicago Locals

CLA Council Meeting Members

Business Owners on Wabash

Pedestrians on Wabash
Here is what we learned
Wabash is central to many tourist attractions
Only when I started walking to the grocery store regularly did I notice all the nice things on Wabash.

Anna
HI Chicago Hostel

the 160-year-old pipe store

Iwan Ries & Co

City of Chicago

45 architecturally and historically significant buildings on Wabash

HI Chicago Hostel

City of Chicago

Route 66
Wabash is central to many tourist attractions.

Wabash is full of hidden surprises.
People want to view their city from a different perspective.

[Amanda Chicago Detours]

I’ve walked by this street for a hundred times, and I look at it in a totally new way.

[Amanda Chicago Detours]
Wabash is central to many tourist attractions

Wabash is full of hidden surprises

People love hidden stories about places and they need guidance.
When you go to the park, the park is just massive. It feels like the buildings are smaller, street narrower [on Wabash] - so it feels more intimate on Wabash.
Wabash is central to many tourist attractions
Wabash is full of hidden surprises
People love hidden stories about places and they need guidance.
Wabash is intimate
1. Wabash is central to many tourist attractions.
2. Wabash is full of hidden surprises.
3. People love hidden stories about places and they need guidance.
4. Wabash is intimate.
How might we guide people to explore the hidden treasures on Wabash?
Gamified Exploration

Restful Engagement
OSCAR AND HIS FAMILY

HALEY
OSCAR
CARRIE
HINT

STAND IN THE CENTER OF THE CLOUD GATE AND WALK EAST 12 TILES.
FROM THIS SPOT, WHICH BUILDING IS THE TALLEST IN THE REFLECTION?
HINT

NEXT:
A DARK PLACE

FOLLOW THE PATH TO THE NEXT SPOT
NEXT: A FANCY PLACE

FOLLOW THE SIGNS TO THE NEXT SPOT
HINT
FIND SOMETHING THAT CAN MAKE YOU EXCLAIM, "OH DEER!"

AND NEXT
A PHOTO SPOT
FOLLOW THE PATH TO THE NEXT SPOT
HINT
NEXT:
A SWEET PLACE

FOLLOW THE SIGNS TO THE NEXT SPOT
Street as Gamified Exploration

- Explore at leisure
- Interesting & informative facts

+ Restful Engagement

- Relax, eat & drink
- Soak up views of the train
- Post on social media

Gamified Exploration + Restful Engagement
WHO ARE THE “TOURISTS”

Student on Wabash
Chicago Explorer Enthusiasts
Midwest Visitors
Domestic & International Tourists
Who are our beachhead

Social media influencers
HOW IT WORKS

Phase 1
Existing Businesses
Students
Local Artists

Phase 2
New Businesses

Phase 3
Multiple Sponsors
Periodically changing themes
Professional Artists
Cultural Institutions
Thank you!

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QUESTIONS?