

# MAGNICTY



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*875 N. Michigan Ave. (Former John Hancock Center) – Photo credit: Dave Burk © SOM*

**PARIS-BASED MAGNICTY TAPS JOHN HANCOCK CENTER'S ORIGINAL ARCHITECTS, SKIDMORE OWINGS & MERRILL, TO REDEVELOP BUILDING'S 95<sup>TH</sup> AND 96<sup>TH</sup> FLOORS**

Magnicity operates 360 CHICAGO as well as five additional properties on the top floors of iconic buildings across the world

CHICAGO – **Magnicity**, parent company of **360 CHICAGO**, the iconic observation deck located on the 94<sup>th</sup> floor of 875 N. Michigan Avenue (the former John Hancock Center), today announced that they have brought on Skidmore, Owings & Merrill (SOM) to lead the architectural redesign and redevelopment of the skyscraper's 95<sup>th</sup> and 96<sup>th</sup> floors. In June, Magnicity announced their acquisition of the 95<sup>th</sup> and 96<sup>th</sup> floors, securing a 30,000 sq-ft space that had been vacant since September 2023.

SOM is one of the world's leading architecture, engineering, interior design and urban planning firms, and will spearhead a complete renovation of the space with an interior design plan that will accentuate the original architecture of the building.

"The fact that we're able to bring back the building's original architects is an honor, as their work is lauded worldwide," said Nichole Benolken, Managing Director, 360 CHICAGO. "The

addition of these two floors to our Chicago portfolio has tripled our space on Chicago's Magnificent Mile, and we're excited for the Skidmore, Owings & Merrill team to help us envision an exceptional destination that will elevate the profile of 875 N. Michigan Avenue and the Mag Mile as a whole."

The first mixed-use skyscraper in the world (70 stories of apartments and 45 stories of office space), SOM designed the John Hancock Center in 1967, complete with its signature X-bracing exterior. When the John Hancock Center was completed in 1970, it transformed Chicago's skyline and kicked off a new era of skyscraper construction.

"The John Hancock Center was a revolutionary project—the world's first tall, mixed-use tower that forever changed how we approach urban architecture," said SOM Partner, Scott Duncan. "The experience at the top is extraordinary, with expansive views of Lake Michigan and the Magnificent Mile. It's not just an observation point; it's an opportunity to rethink its role as a premier destination in the city's cultural and architectural narrative."

Magnicity and 360 CHICAGO plan to reopen both floors to the public in 2026.

### **About SOM**

Skidmore, Owings & Merrill (SOM) is a global practice of architects, designers, engineers, and planners, responsible for some of the world's most technically and environmentally advanced buildings and significant public spaces. From a strategic regional plan to a single piece of furniture, SOM's designs anticipate change in the way we live, work and communicate, and have brought lasting value to communities around the world. The firm's approach is highly collaborative, and its interdisciplinary team is engaged in a wide range of international projects, with creative studios based across the globe. SOM is a carbon neutral business. Read our Climate Action Report to learn more.

### **About 360 CHICAGO**

360 CHICAGO Observation Deck offers the best views of Chicago from 1,030 feet above the famed Magnificent Mile, atop 875 N. Michigan (the former John Hancock Center). The 17,000-square foot observation deck on the 94<sup>th</sup> floor of the building is also the home of [TILT](#) – Chicago's highest thrill ride, and CloudBar, the city's highest cocktail lounge where guests can grab a specialty cocktail and relax while enjoying the view. 360 CHICAGO is operated by Magnicity, a global leader in elevated urban leisure. Follow along on social [@360CHICAGO](#) and [@CLOUDBARCHICAGO](#).

### **About Magnicity**

Magnicity is the world leader in elevated urban leisure and one of the only companies in the world specializing in managing panoramic observatories. It operates the Paris Montparnasse Observatory (Montparnasse Tower) in Paris, France, the Berliner Fernsehturm (TV Tower) in Berlin, Germany, the 360 CHICAGO Observation Deck at the former John Hancock Center in Chicago, Illinois, and the Euromast and Zalmhaven I in Rotterdam, and will open a new site at the top of the Varso Tower in Warsaw, Poland in 2025. The Spiral Tower project, a custom-built,

freestanding observation tower that can be deployed in any city, is part of Magnicity's CSR strategy focusing on responsible urban tourism, environmental sustainability and uplifting local communities.

More than a spectacular view of the city, Magnicity is a journey of immersive experiences where local and international visitors discover the city in all its dimensions (its history, its culture, its art of living). Magnicity venues combine educational activities, new technologies, thrill rides, exhibitions, and one-off events to create unforgettable experiences. In 2023, Magnicity, which has 300 employees, welcomed more than 3 million visitors.

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