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New Meeting Site Specially Designed To Extract Creative Ideas

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MAY 19, 2003 -- There's a new meeting space in town, and it's aptly named Catalyst Ranch.

At the former site of a sausage smokehouse just west of Chicago's Loop, nearly 6,500 square feet of raw space has been transformed into three meeting rooms featuring 11-foot ceilings, bright red walls, hot-pink and lime-green pillows, hammocks, colorful toys and games, and abundant sunlight.

The unconventional space was designed to energize and stimulate attendees' creativity and ideas at training meetings or brainstorming sessions.

"We provide a lot of space and openness where attendees can feel free to explore their ideas," said partner Denise McIntosh. Fellow partner Eva Niewiadomski came up with the idea after designing a similar space for Quaker Oats.



Catalyst Ranch's colorful informality is all business!

The rooms, ranging from 700 to 3,250 square feet, can accommodate 40 to 650. Rates are from \$600 to \$3,800 and include use of all business and AV equipment, regular meeting supplies, toys, DSL ports, unlimited local calls, morning and afternoon snacks, and beverages throughout the day. Catering is available at an additional charge.

Discounts are available for groups of less than 20. For larger groups, there is an additional \$35 per-person charge for the number of participants in excess of 50. Nonprofit groups receive a 60 percent discount off posted rates.

Check out www.catalystranch.com for more details.