

Delta Faucet unveils flagship Chicago showroom

By Mike Miazga



Photo credit: Delta Faucet.

Delta Faucet's new Dream₂O showroom at Chicago's Merchandise Mart features a large, interactive touch wall where clients can view products, videos and technology overviews.

Chicago's Merchandise Mart was once the largest building in the world. It's so big, it has its own zip code.

The Merchandise Mart grew some more recently with the addition of Delta Faucet's DREAM₂O showroom (www.dream2oshowroom.com). The 3,097-square-foot space held its grand opening in early May. The showroom provides a hands-on, interactive environment where architects, designers and homeowners can experience more than 90 faucets and fixtures from the Delta and Brizo brands.

"The Merchandise Mart is a destination and a magnet," Delta Faucet Vice President of Marketing **Susan Fisher** noted during

a private tour of the facility. "It's a great opportunity for us to showcase our products in a nontraditional way."

In addition to housing a bevy of fully functioning bathroom and kitchen fixtures (faucets, showerheads and even pot fillers), the piece de resistance of the space is a 9-foot by 3-foot interactive touch wall straight out of a "CSI" or "Hawaii 5-0" television show.

The massive wall features a photo library with the ability to scale and rotate images, view product details and 360-degree renderings, modify finishes on-screen, and view videos and technology overviews. Along with an iPad application that comes complete with full catalogs for both Delta and Brizo products, users have the ability to create an account that enables them to save products to their "favorites" library for future reference and email information about specific products to themselves, a designer or clients. Showroom-goers can also reference one of several portable iPads while they look at the products. ◆

