

## **Serendipity Labs® Coworking expands at One South Wacker Office Tower in Chicago**

### ***1,000+ Members, and Growing to Meet Strong Demand***

CHICAGO, Jan. 29, 2015 / PRNewswire / -- Just three months after opening a 15,000 sf worklounge and conference center at the One South Wacker tower in Chicago, [Serendipity Labs](#) is expanding. With over 1,000 members signed up for its worklounge and strong demand for corporate meetings and events, Serendipity Labs has leased another 15,000 sf on the second floor of the One South Wacker building to offer members access to private offices, dedicated workstations and more coworking space. The second floor expansion is scheduled to open January 30th.

Serendipity Labs is a national coworking brand offering workplace memberships as a lifestyle hospitality experience to corporate professionals, independent workers, and project teams. Serendipity Labs is operating the One South Wacker location in partnership with [Hospitality Ventures Management Group](#) (HVMG), a leading hotel ownership, management and development firm.

"Everyone is digital and connected now, not just millennials," says John Arenas, Serendipity Labs CEO. "Across all industries, company sizes and generational groups, mobile workers are increasingly choosing how and where they work. We're pleased to deliver a member experience that satisfies workers from millennials to genex and industries from technology to banking."

Workplace membership plans at One South Wacker range from Mobility Plans offering 5 or 10 day-access, Resident Member plans offering full time dedicated private offices and team rooms for companies needing accommodations for 1-10 people. Friend of the Labs and Corporate memberships are also available, providing business hours worklounge access to all locations. All of these offerings serve increasingly mobile, independent professionals and project teams. Serendipity Labs currently has franchise partners committed to development of over 50 locations, making Serendipity Labs the fastest growing coworking network. Members can also use the Serendipity Labs mobile app to search and book meeting space and workstations across the growing network of locations.

"As evidenced by the addition of the extra workspace, there is an obvious demand for a superior coworking product," said Robert S. Cole, HVMG president and CEO. "Based upon the success of Chicago, we are confident that the Serendipity Labs product will be well received nationwide. We look forward to expanding our partnership as we enter additional, major cities across the nation."

For more information on special pre-opening offers for Serendipity Labs memberships, please contact Kara at Serendipity Labs at (312) 219.8880 or visit us at <http://serendipitylabs.com/locations/chicago-coworking-wacker/>

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#### **About Serendipity Labs, Inc.**

Serendipity Labs, Inc. (<http://www.serendipitylabs.com>) is leading the way in delivering high performance corporate coworking venues supported by its cloud-based, enterprise class, technology platform OASIS®. The Serendipity Labs network is growing through owned, managed and franchised locations in office buildings, high rise residential projects and hotel properties across the US.

#### **About Hospitality Ventures Management Group, LLC**

Hospitality Ventures Management Group is a privately owned, fully-integrated hotel ownership and management group. HVMG operates independent and boutique hotels, resorts, and full-service, select service and extended stay branded hotels under the Hilton, Marriott, Hyatt, Starwood and IHG brands. Visit <http://www.hvmg.com> for more information.

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