

Rising To The Occasion

(NAPSA)—There's intriguing news for everyone who hates that awkward feeling one can get while standing in an elevator and not knowing where to look or what to do. The Sears Tower in Chicago, Le Parker Meridien hotel in New York and several other buildings nationwide sympathize with guests' plight and have taken extra steps to entertain visitors on these often uncomfortable journeys.



The Sears Tower Skydeck revamped one of the world's fastest elevator systems as part of a massive multimillion dollar renovation project in 2000. The elevator pipes in Sinatra's "My Kind of Town" and takes guests 1,600 feet per minute to the 103rd floor. High-tech videos stream footage, on a 50-inch flat screen monitor, of Chicago highlights and amazing views—compliments of NASA and the Space Shuttle Endeavor.

"We wanted to capture visitors' attention right away," said George Rumel, general manager, Sears Tower. "The elevator footage entertains our guests and gives them a broader perspective of the amazing city views they are about to experience upon entering the Skydeck."

Architects and interior designers across the country are searching to enhance the elevator experience for restless travelers. It could be an uplifting experience in more ways than one.