



Fairmont Chicago, Millennium Park, Redefines Fine Dining with iPad App at Aria Restaurant

Chicago interactive agency envisionit media, inc. helps aria step up service this summer

([PRWEB](#)) June 24, 2010 -- [aria restaurant](#) is set to launch an interactive, table-side application that diners can access on provided Apple® iPads. The restaurant, located on the ground floor of the Fairmont Chicago, Millennium Park, will be one of the first to incorporate interactive and social-media elements into the dining experience.

The application, developed by aria restaurant in partnership with [Chicago interactive agency envisionit media, inc.](#), is a responsive version of the traditional restaurant menu.

“We’re adding a whole new dimension to the traditional dining experience. We began by thinking of the most common questions that diners have about the aria menu. We then developed ways to provide easy, instant answers as those questions arise,” says Dan Dolan, Director of Sales and Marketing for aria restaurant and Fairmont Chicago, Millennium Park.

The iPad application will give diners a behind-the-scenes look at the more unusual and unexpected items on the aria menu. Diners can tap on specific ingredient names for definitions, descriptions, and notes about preparation. The wine list, organized by region, will suggest menu pairings for each vintage, as well as background information about each winery. The application also incorporates elements of social media, allowing diners to share their favorite items with people they know via email, their Twitter feeds, or Facebook walls.

“This wasn’t about just uploading a restaurant menu onto an iPad,” explains Todd Brook, CEO of envisionit media, inc., the marketing agency that designed and developed the application. “Customers want more control over the service experience—they want to choose the ways in which they receive information. The aria iPad app introduces these enhanced service options to the fine-dining environment.”

“The iPad application complements the expertise of our service staff, making it a true extension of the overall service experience at aria restaurant,” says Dolan.

In addition to the interactive dining capabilities, the iPad application also tells the story of aria’s interior design and includes background information about Chad Starling, Chef de Cuisine at aria restaurant.

As diners get acquainted with the new application this summer, aria restaurant and envisionit media will continue to collaborate on more ways to reinvent the fine-dining experience.

About aria restaurant

aria restaurant is a journey to the far East without leaving the Midwest. Open daily for breakfast, lunch and dinner, aria restaurant is located on the ground floor of the Fairmont Chicago, Millennium Park. For reservations or additional information, please call 312-444-9494 or visit www.ariachicago.com.



About Fairmont Hotels & Resorts

With over 60 distinctive hotels, including the iconic Fairmont San Francisco and Fairmont Peace Hotel, Shanghai, and more in development, Fairmont Hotels & Resorts is a global hospitality brand known for its warm and engaging service and culturally rich experiences. Located in coveted worldwide destinations, its unrivalled collection of classic hotels imbue a sense of heritage, sophistication, and social importance, and are often considered destinations in and of themselves. Fairmont is also committed to responsible tourism and is an industry leader in sustainable hotel management with its award-winning Green Partnership program. Fairmont is owned by FRHI Holdings Limited, a leading global hotel company with 95 hotels under the Fairmont, Raffles, and Swissôtel brands. The company also manages Fairmont and Raffles branded residences, estates and luxury private residence club properties. For more information or reservations, please call 1-800-441-1414 or visit www.fairmont.com.

About envisionit media, inc.

envisionit media is an [interactive agency](#) focused on the strategic integration of online and offline tactics. The agency's thought leadership and award-winning work helps clients across a diverse set of industries drive meaningful action from their target audiences. Founded in 2002, envisionit media is privately owned and is headquartered in downtown Chicago. Call 312-236-2000 or visit <http://www.envisionitmedia.com>.