



# Inclusive Design TOGETHER

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DETROIT UNESCO CITY OF DESIGN  
2019 MONITORING REPORT



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*Photos throughout this report are provided by Design Core Detroit  
and Detroit City of Design partners*

# METHODOLOGY

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Research partner, Data Driven Detroit, worked with Design Core Detroit to conduct five focus groups with partner organizations. Focus groups identified non-burdensome ways that project partners were already collecting or could easily collect information to quantify and track impact. This feedback was developed into quantitative surveys that were administered via partners in 2018 and analyzed in early 2019. Forty one percent of City of Design partners collected or are planning to collect data related to their project's impact. At this early stage of the work, event attendance and demographic data is easiest to collect, and only three partners were able to measure the impact of programming on changes in perspective, thoughts on participation, or building usage. An additional three partners collected data on investment or revenue from public and private sources.

Data collection is ongoing.

Wherever impact is cited within this report, it has been sourced via these partner data collection efforts.

Interviews to inform the development of the three case studies were conducted in March, 2019, by EarlyWorks, llc.



# A LETTER FROM OUR DIRECTOR

The Detroit City of Design initiative has an ambitious vision – to drive equitable growth by developing Detroit into a leading center for the practice of inclusive design. Design Core Detroit is pleased to share this report on its first year of community action to advance the strategies in the 2018 Detroit City of Design Action Plan.

More than 50 Detroit organizations, businesses and institutions are developing diverse talent ready for tomorrow's challenges, investing in the growth of Detroit's design businesses, and driving a policy environment that demands inclusive design. While there is still much work to do, we can already claim many successes.

The stories in this report embody the values of the Detroit City of Design initiative – diverse experiences, accessible opportunities, and collaborative relationships – and also the hardworking culture of our community. Every day, Detroiters make their city a better place for everyone. Together, we will show the world why inclusive practices and mindsets create better products, services, systems, and places.

We're proud of our partners and excited for what's ahead for Detroit and its design community. We hope you are inspired to be part of this movement, too.



A handwritten signature of Olga Stella in blue ink, positioned above a horizontal blue line.

**OLGA STELLA**  
**Executive Director**  
**Design Core Detroit**





# DESIGN FOR ALL

## THE ROLE OF INCLUSIVE DESIGN

### OVERVIEW

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#### AS A UNESCO CITY OF DESIGN, DETROIT IS PART OF A NETWORK

of cities around the world using design to improve the lives of everyday people. This designation puts Detroit's design assets to work, ensuring a more sustainable and equitable future for all Detroit residents.

As a member of the UNESCO Creative Cities Network (UCCN), our goal is to establish Detroit's unique role as a global leader in inclusive design through collaborative action.

Over the past year, we have been hard at work with our partners to view inclusive design through hundreds of different lenses. We have brought together the voices of myriad individuals and organizations, illustrating how diverse viewpoints are converging to produce inspiring and often surprising solutions. These ideas are embracing the spectrum of human experiences in Detroit and enabling design to engage more community members more equitably, confidently, and independently.

From the Northeast Detroit community beautifying its abandoned spaces with murals painted by a neighborhood talent to the equitable mobility research lab tapping the brain power of everyone from graduate students to neighborhood elders, these stories are as inspiring as they are transformative.

They illustrate what Detroit does differently and what it does best: foster accessible opportunities, collaborative relationships, and diverse experiences that empower everyone – from business owners and policymakers to residents and beyond.

And our momentum is building.

In this report, we will share where we have been and where we are going as a City of Design. We will show how our partners are pushing progress forward by focusing on talent, investment and policy to re-envision our city's inclusive growth.

We will show how together, we are imagining a better future for all Detroiters.

#### GENERAL INFORMATION

**NAME OF CITY:** Detroit

**COUNTRY:** United States

**CREATIVE FIELD OF DESIGNATION:** Design

**DATE OF DESIGNATION:** December 11, 2015

**ENTITY RESPONSIBLE FOR THE REPORT:**  
Design Core Detroit

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#### OUR CONTRIBUTIONS TO THE UCCN

##### Four Annual Meetings Attended:

- Ostersund, Sweden – 2016
- Enghien-les-Bains, France – 2017
- Krakow-Katowice, Poland – 2018
- Fabriano, Italy – 2019

##### Hosting the Annual Design Subnetwork Meeting:

- To be held during Detroit Month of Design – September 2019

##### Hosted two international conferences in Detroit with participation from UCCN members:

- Detroit City of Design Summit/Detroit Design Festival – 2016
- Detroit City of Design Summit/Detroit Design Festival – 2017

##### Our Director of the Detroit City of Design designation, Ellie Schneider, also served as a UCCN steering group member:

- Deputy Coordinator, 2016–2018
- Coordinator, 2018–2020

##### Evaluated UCCN applicants:

- 12 applications reviewed – 2017



# WHAT IS INCLUSIVE DESIGN?



## Design

Design is a process by which aesthetic, cultural, social, technical, and economic potential is imagined and then translated to give order to objects, environments, and activities. The outcomes of design include products, services, systems, communications, buildings, and environments that improve daily life.<sup>1</sup>



## Inclusive Design

Inclusive design takes into consideration the spectrum of human diversity and the individual experiences of each person to create solutions who have a broader social impact.<sup>2</sup> By designing for people that may seem like the exception in society, we can design places, products, services, and systems that work for all people in society.

## TAKING ACTION TOGETHER

Working together with partners from industry, academia, government, community, and members of the UNESCO Creative Cities Network over the next 10 years, the Detroit City of Design initiative believes that through the practice of inclusive design in Detroit we can make an impact in these three strategic areas:

### TALENT

Develop talent that is representative of the diversity of our communities and create opportunities that encourage people to strengthen or establish roots in Detroit.

### INVESTMENT

Invest in Detroit's design businesses and resources to advance design-driven industries, especially in ways that develop the practice of inclusive design.

### POLICY

Create a policy environment that embraces inclusive design to inform how the city looks and works, raising awareness of the value of inclusive design and its tangible impact on Detroit.



# VALUES THAT GUIDE THE WORK

Design Core engaged with community to establish the City of Design initiative's guiding principles.

In 2017, Design Core convened 15 engagements and collected input from 1,000+ community members and stakeholders over five months.



## VALUES FOR INCLUSIVE GROWTH:

### THROUGH DESIGN, **DIVERSE EXPERIENCES** BROADEN OUR HORIZONS

We know that our collective wisdom and unique perspectives empower us. We seek out **diverse experiences** that inspire us, push us to be curious, and help us grow.

### THROUGH DESIGN, **COLLABORATIVE RELATIONSHIPS** BRING US TOGETHER

We recognize that together we can accomplish more. We nurture **collaborative relationships** in order to cross-pollinate ideas, exchange resources, and realize our goals.

### THROUGH DESIGN, **ACCESSIBLE OPPORTUNITIES** INVITE PARTICIPATION

We believe that open doors lead to prosperity. We demand **accessible opportunities** that allow us all to meet our basic needs, lead fulfilling lives, and thrive in our communities.

# IMPACT

## Detroit City of Design Network

Detroit's City of Design network currently includes **52 partners working on 62 distinct projects** to foster talent, invest in design and advocate for policy that demands inclusivity in order to develop a happier, healthier, more welcoming future for all Detroiters. Read on to learn about their impact.





## DESIGN PARTNERSHIPS

# PROJECT METRICS

Partner projects collectively reached **over 70,000 participants** and were **supported by hundreds of dedicated volunteers** in 2018.

**33%** of the projects reached

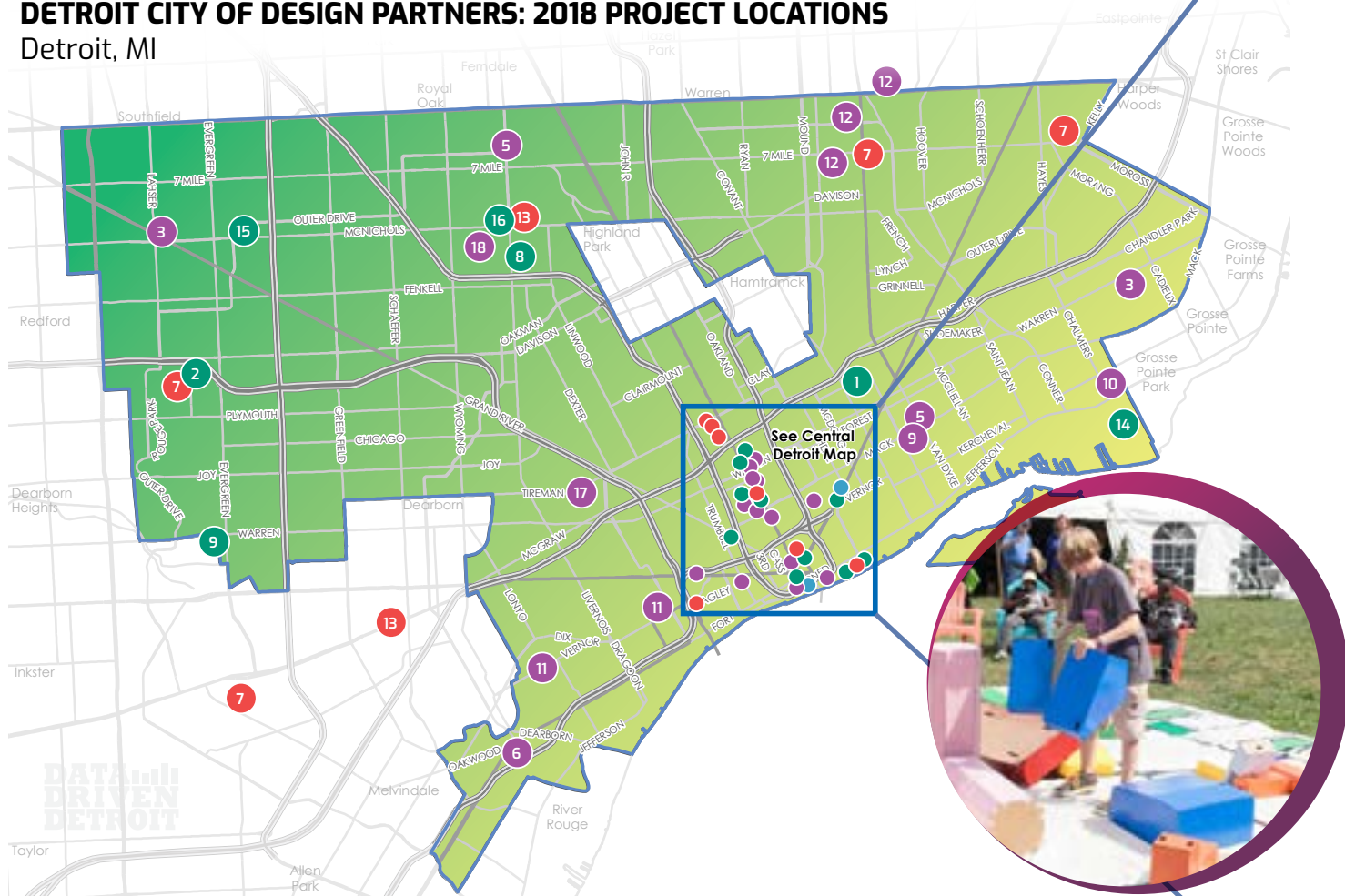
100+ participants

**6%** of the partners reached

1,000+ participants

## DETROIT CITY OF DESIGN PARTNERS: 2018 PROJECT LOCATIONS

Detroit, MI



### LEAD PARTNER

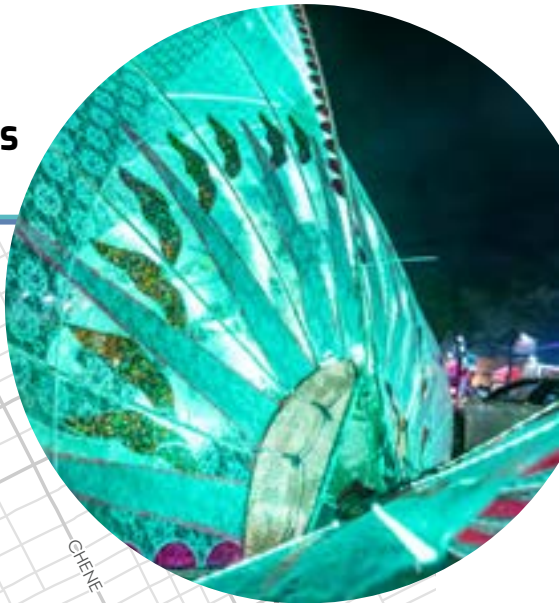
1. AIA Detroit
2. Brightmoor Maker Space
3. City of Detroit Planning and Development Department
4. Creative Many Michigan
5. Design Core Detroit
6. Fort Rouge Gateway Partnership
7. Henry Ford Learning Institute
8. Mural Arts Institute
9. Laavu
10. Michigan Historic Preservation Network
11. Southwest Detroit Business Association
12. Nortown Community Development Corporation
13. Noir Design Parti
14. Accessible Design Workshop
15. 400 Forward
16. University of Detroit Mercy School of Architecture/CDAD
17. Studio[Ci]
18. Gensler

While much of the City of Design partner activity is clustered in the city center, **activity has begun to spread** throughout the city and beyond (not pictured are partner projects in Southfield and Grand Rapids).



# DETROIT CITY OF DESIGN PARTNERS: 2018 PROJECT LOCATIONS

## Central Detroit, MI



### LEAD PARTNER

- 1. AIA Detroit
- 2. CAN Art Handworks
- 3. City of Detroit
- 4. City of Detroit/Invest Detroit
- 5. City of Detroit Planning and Development Department
- 6. College for Creative Studies
- 7. Creative Many Michigan
- 8. Design Core Detroit
- 9. Design Core Detroit Business Programs
- 10. Detroit Justice Center
- 11. Detroit Riverfront Conservancy
- 12. Hamilton Anderson
- 13. Mural Arts Institute

- 14. IFF
- 15. Industrial Sewing and Innovation Center
- 16. Laavu
- 17. MoGo
- 18. N'Namdi Center for Contemporary Art
- 19. ROSSETTI
- 20. Noir Design Parti
- 21. Simone DeSousa Gallery
- 22. Taubman College of Architecture and Urban Planning
- 23. TechTown
- 24. Charles H. Wright Museum/Michigan Science Center
- 25. Henry Ford Learning Institute

### PROJECT TYPE

- On-going Programming
- Event
- N/A
- Physical Investment



# EVENT METRICS

## DESIGN CORE DETROIT MONTH OF DESIGN

2018

**30**  
VOLUNTEERS

**37**  
EVENTS

**5** MAIN DESIGN  
CORE EVENTS  
**+ 32** INDEPENDENT  
HAPPENINGS



### MONTH OF DESIGN: EVENT LOCATIONS, 2018 Detroit, MI



**40,000**  
PARTICIPANTS

1. Place
2. Light Up Livernois
3. Noir Design Parti Lecture
4. Brandon 'B-Mike' Odums Lecture
5. Focus: On Detroit Photography Festival
6. 2018 Junior League of Detroit Designers' Show House
7. Building Our Next Generations With SE Detroit
8. Photography For Designers
9. Gold Ink + Red Wine at Post
10. Preserving Culture Through Broadcast Media



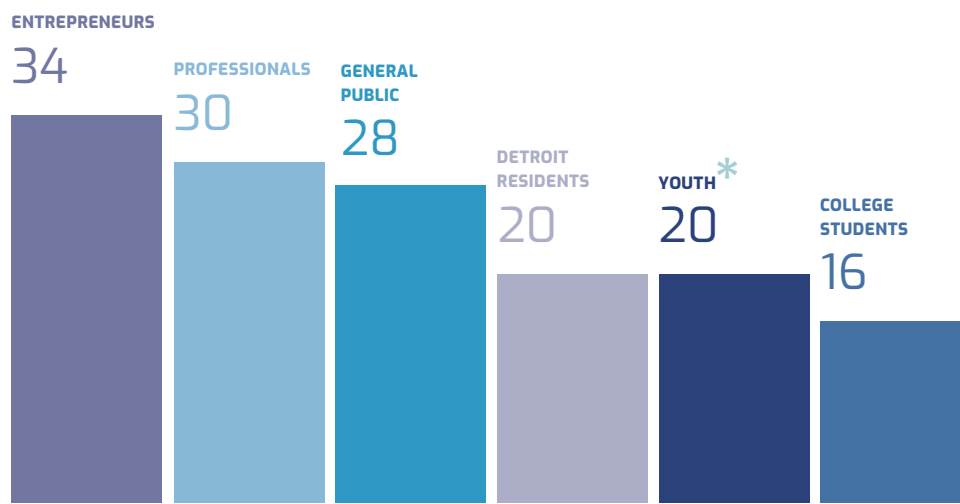
# MONTH OF DESIGN: EVENT LOCATIONS, 2018

## Central Detroit, MI



# WHO DID THE PROJECTS SEEK TO ENGAGE?

## Target Groups for Partner Projects



\* The majority of projects targeted at youth focused on high schoolers (14) or middle schoolers (10).

Some projects worked with preschool and elementary level students.

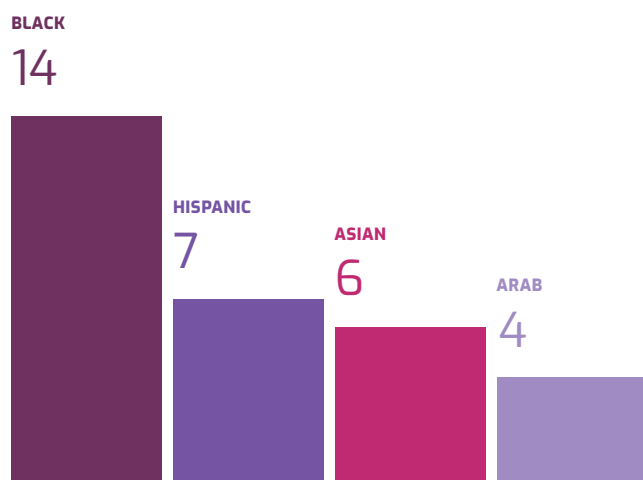
Partner projects addressed a wide range of underserved communities.

12% focused on disabled individuals (physical, emotional, cognitive, chronic illnesses, sensory minorities)

8% focused on women

4% focused on LGBTQ individuals

## Projects Trying to Reach Specific Racial or Ethnic Groups



One partner also mentioned Native American/Indigenous peoples as a focus population.



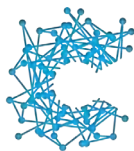
# GRANTS + AWARDS:

One third of partner organizations received additional funding in the form of grants or awards related to their projects. More than 10 percent of partner organizations reported being able to increase their capacity as a result of their City of Design projects. Partners report 237 connections or partnerships among themselves and with other UNESCO City of Design partners.

400 Forward, a Knight Arts grant awarded initiative introduces young girls to architecture, provides scholarships and wrap around services to college students, and opportunities for African American women in architecture. It received media attention from entities like Architect Magazine and Architectural Digest.



Gensler's Detroit office won an international, firm-wide Gensler GEAD Award for Community Impact for their work on the City Year classroom design.



CREATIVE  
MANY

Creative Many had the opportunity to speak at the professional art and social change conference, ArtChangeUS REMAP: Twin Cities, convening about their four-year Resonant Detroit program.



## KNIGHT ARTS CHALLENGE

Knight Arts Finalist:  
**Fort Street Bridge Park**

**60** IMPACTED  
PARTICIPANTS

Knight Arts Finalist:  
**CAN Art Handworks  
Detroit Gallery of Metals**

**30** IMPACTED  
PARTICIPANTS

**Architecture Building  
Communities: Detroit  
(ABC:D)**

**100**  
YOUTH  
REACHED

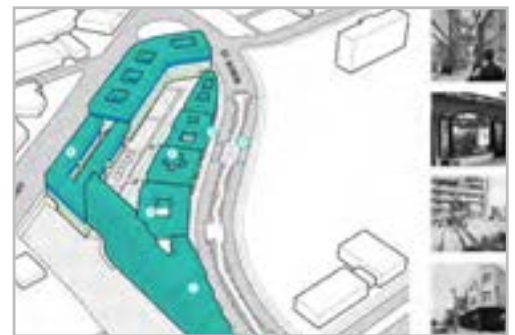
**25**  
VOLUNTEERS

**AIA Detroit  
Committee  
on Diversity**



## Zoning Reform

Laavu's work towards zoning reform has resulted in recommendations to the city council, which will hopefully be **implemented in seven test areas**. Laavu was able to **influence public policy** from a design perspective; the bulk of implementation work will be for city government to implement. Laavu won the **Michigan Chapter of the American Society of Landscape Architects' Merit Award** for the zoning work and was featured in Medium. The work is supported by a \$75,000 Knight grant.



## Seebaldt Pilot Project

One of the largest neighborhood investments came from studio(Ci)'s Seebaldt Pilot project. The Seebaldt Pilot (TSP) will revitalize 48204 by implementing a Net Zero Energy district (with innovative energy, water, food, waste reduction, and mobility infrastructure), and renewable systems programs for education, workforce development, culture, economy, and empowerment for the almost 30,000 low- and moderate-income residents.

- **\$570,000 capital investment** in net zero infrastructure and the public realm and an additional **\$300,000 in grants** to compensate pro bono technical and design planning services.
- Awards: Michigan Agency for Energy (event sponsorship grant), **\$50,000 sustainable construction award**
- **Engaged 100 volunteers + 200 participants**



## Inclusive Design at Work



# DESIGN -DRIVEN COMMERCIAL SPACES

“We’re building more bridges throughout the design and built environment community throughout Detroit. Detroit is uniquely positioned to break with some of those paradigms in terms of how design professionals and businesses relate and collaborate with one another.”

*Charlie Klecha, Managing Director*  
*AIA Detroit\**





# Envisioning and Celebrating Design-Driven Commercial Spaces in Detroit



Design plays a critical role in welcoming, attractive, memorable, and unique spaces – inside and out. When businesses apply design principles to their projects, it can be a powerful tool for creating transformational cultural and social change in the city.

Vibrant, active commercial corridors are a marker of healthy, desirable community life. In Detroit, many commercial corridors are struggling with an abundance of vacant spaces that make attracting and retaining anchor businesses difficult. Detroit neighborhoods deserve clean, safe, well-designed thoroughfares with places to eat, shop, and drink where residents and visitors will want to return again and again.

To successfully revitalize commercial corridors, these areas must be properly planned for, not just in terms of aesthetics, but in walkability, accessibility, transit, and more. It often requires significant investment from small business owners. In Detroit, several organizations offer tax incentives, grants, loans, and counseling through programs such as Detroit Economic Growth Corporation's Motor City Match and Motor City Re-Store (both of which are City of Design partner projects), which help businesses to revitalize their spaces with quality design.

Commercial revitalization is dependent upon including community voice. Neighbors and community stakeholders should have the opportunity to provide their wants and hopes for what they can access close to home.

However, as is often the case with small businesses trying to establish themselves, many aren't sure where to begin when it comes to design or to the value of investing in design as a means of growing their businesses. Design Core saw this as a unique opportunity to bring together a variety of resources to 1) recognize pioneering businesses for incorporating professional design services into their vision as a way of incentivizing and elevating design in the city, 2) aid small businesses who are looking for guidance in creating welcoming, design-driven spaces that will help them deliver differentiating experiences, and 3) expand market opportunities for young designers.



**“When you’re surrounded by attractive businesses that offer great experiences, they create a sort of living environment that makes a difference in people’s daily lives. Enhancing the quality of the living environment is something that you start at a small scale and it becomes a movement.”**

*Sylvie Champeau, MGP Counsellor*

*Analysis & Management Control, Design Bureau,  
Economic Development Department, City of Montréal*



## Rewarding businesses for design

Design Core recognized the need to acknowledge both those business owners who have invested in design and the designers who helped further their vision as a way of growing Detroit's commercial corridors, promoting accessibility, and preserving local identity.

As part of a shared dialogue in the UNESCO City of Design Network, Design Core learned about Montréal's Commerce Design Awards. This program was designed to lift up Montréal merchants and restaurant owners who invested in professional design services, positioning them as successful role models. Since its inception in 1995, the award has been licensed to 14 cities worldwide.

Design Core began to research the award for Detroit, and traveled to Montréal with a delegation that included representatives from the City of Detroit planning department, AIA Detroit, and Detroit Economic Growth Corporation. The group swapped learnings with Montréal City of Design colleagues, met with business owners, and visited the spaces of several of Montréal's Commerce Award winners. "In Montréal, we saw design that is contextual to its environment. The best design is sensitive to place and the trip really reinforced that. The design fit the neighborhood. It looked like it belonged there," said Kimberly Driggins, Director of Strategic Planning/Arts & Culture, Planning & Development Department, City of Detroit. "Many of the award winners we saw in Montréal were in neighborhoods that were outside of the city center. We thought, 'Okay, we can do this. This program could be successful here.'"

In 2018, Design Core and its partners at AIA Detroit, with support from the Bank of America Charitable Foundation, the Hudson-Webber Foundation, and New Economy Initiative, licensed the program from Montréal and launched the Commerce Design:

Detroit award.

The award honors commercial projects where business owners have hired professional designers to help them in the design or renovation of their space. Business owners and designers must apply together and are awarded at an official ceremony. "It's the strength of both the designer and the small business owner that produces

good results," says Sylvie Champeau, City of Montréal and Juror of Commerce Design: Detroit. "The vision of the business owner can impact the design of the designer who analyzes things differently than the entrepreneur. The synergy between the two is critical."



In the first year, 10 Detroit businesses were selected as the winners from a highly competitive group of 37 submissions and 18 finalists, representing a broad range of businesses, scales, neighborhoods, and business types. "The winners were amazingly spread out throughout different neighborhoods. It wasn't only downtown. A couple of years ago, you might not have expected businesses in those areas to win," said Sylvie Champeau. "When you reward these businesses and success stories, it encourages other businesses to invest in design."



**“People are influenced by their own environment. If you start taking care of your own environment it’s like taking care of yourself. A positive reinforcement cycle happens. When you think about a renaissance, this is how you plant those seeds and they start growing. We’re still doing this in Montréal.”**

*Zebulon Perron, Founder of Atelier Zebulon Perron*

*Commerce Design Montréal award winner*

One of the Detroit winners, The Commons in Islandview, is a combination coffee shop, laundromat, and community space in a formerly vacant building in Detroit. The space was purchased nearly a decade ago for \$500 by a non-profit, MACC Development. MACC Development’s long-term vision was to create a neighborhood staple for community gathering and youth literacy programming that would have a transformational effect on an unstable, often ignored neighborhood.

MACC Development hired Laavu, an architecture and urban design firm, which worked hand-in-hand with them through every step of the design process. “One of the most important things in designing this space was to mark its place in the city, to create a presence in the neighborhood,” said Kaija Wuollet, Founding Principal, Laavu. “People were walking by wondering what we were doing. It was exciting to be able to tell neighbors that MACC Development is committed to being here and they’re proving it by investing in the building.”

At various points in the development process, the team brought together different people from the neighborhood – from residents to local business owners and stakeholders – to gather feedback on plans for the building. “I think that was the really important architectural moment. There were many complex conversations and we saw the power of the design working to bridge the community groups. It was powerful that this small physical intervention had a big impact on the conversations of the neighborhood,” said Wuollet. “I remember in one of the meetings, there was a gentleman who was quiet during our presentation, and then after he said, ‘I can’t believe this can be ours, our own community space.’”

Ezekiel Harris, Executive Director of MACC Development who operates The Commons, says that he’s already seen an uptick in business due to the attention from the award. “It’s free marketing. Your business is being talked about and people are visiting your spot because they heard about the award. It’s the next best thing that you can ask for other than free money.”

The Commons is just one of many small business design wins burgeoning in the city of Detroit. The Commerce Design: Detroit award serves to celebrate the impact of these spaces while increasing competitiveness, growing the market for local design professionals, and helping to preserve the unique local identity of Detroit neighborhoods. “The competition is building a community and that community is being connected in ways that they might not have been,” says Driggins. “The proof will be, over time, how this can build a movement. How this can be something where small and local business owners are thinking about design not as a burden, but as a value add.”



**“The award is very inclusive. It makes it possible for a very high-end hotel to be in the same contest with corner bakery that is well-designed, but with less luxurious materials.”**

*Stijn Debaille, Region Coordinator*

*Kortrijk Design in Kortrijk, Belgium, a UNESCO City of Design that has also licensed the award*



**To create the *Design Guide: Neighborhood Business*, Design Core:**

Gathered insight and expertise from several volunteer design companies on their step-by-step design process with small businesses.

Held focus groups with small businesses to ensure the evolving guide's language was accessible, relatable, and relevant to their challenges.

Used local photography and case studies to illustrate points so that business owners could see themselves in the outcomes.

Hosted information sessions in four city quadrants to distribute the guides and get the word out about the resource, inviting hundreds of small businesses to participate.



## Creating a neighborhood design guide

In its conversations with business owners across the city, Design Core realized that another way it could help was to create an education piece that could guide small business owners in the design process. The piece would touch on all the different disciplines of design: from branding to digital design to merchandising and display.

"We were originally thinking about a guide for the built environment, the physical space, storefronts. But, you can't get to that point until you understand your brand: the identity, the brand character, the digital assets. We realized that our guide should touch on all the different categories of design because they all relate. That's how to toolkit was born," said Bonnie Fahoome, Design Core Detroit Director of Business Programs.

Design Core began developing the "Design Guide: Neighborhood Business, A Practical Resource for Understanding and Working with Design to Bring your Brick and Mortar Business to Life" with local partners, TechTown Detroit, Detroit Economic Growth Corporation, JGA, and incubator Ponyride. This effort was sponsored by the Bank of America Charitable Foundation and TechTown Detroit.

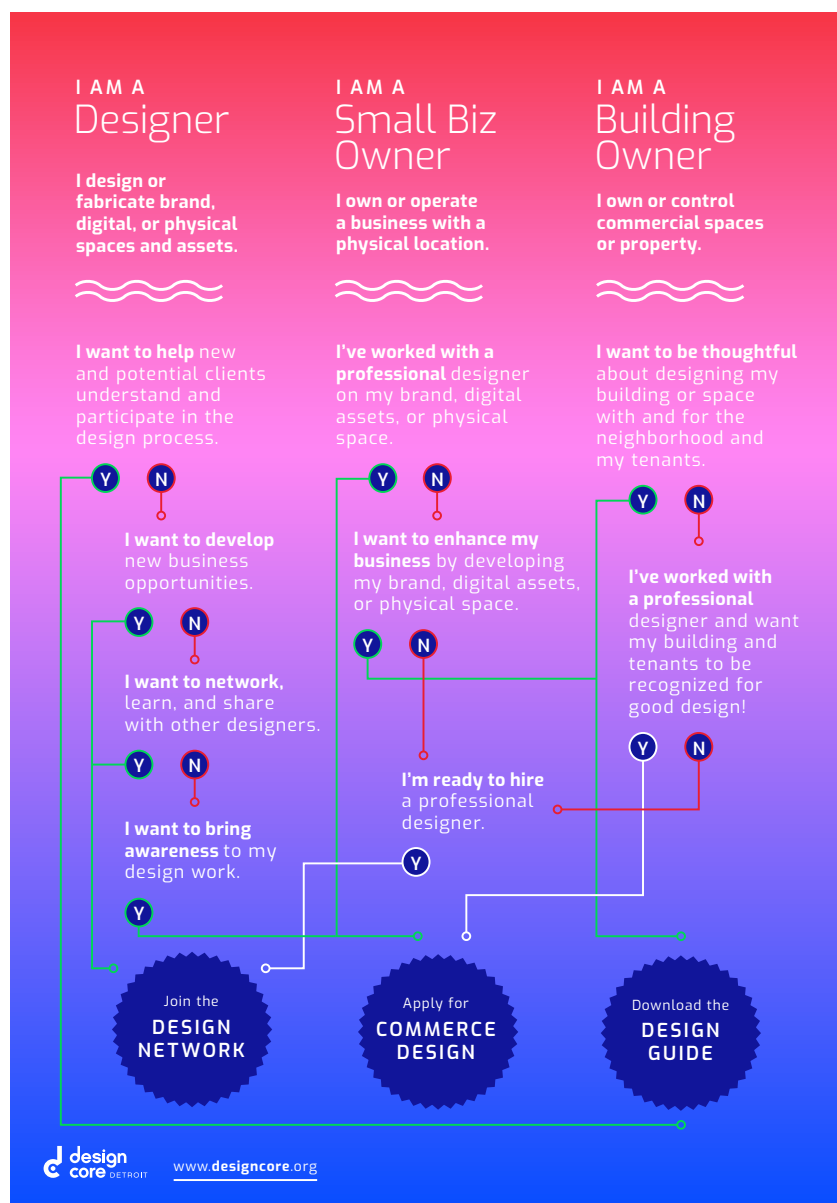




In the past year alone, Design Core distributed almost 500 copies to both small businesses and designers alike. Business support organizations around the city, like TechTown's Retail Boot Camp, are using the guide to inform their design curriculums. Design Core continues to host regular interactive hands-on workshops where professional designers walk small businesses through moodboard exercises using the booklet as a guide.

Designers are also using the resource as a business tool. "We've had designers ask for these guides because they're helping to educate potential and future clients," says Fahoom. "It helps the designers to have more successful projects by working with clients who understand the process and can keep the flow moving throughout the execution."

The impact of the guide has gone beyond the borders of Detroit, reaching as far as UNESCO City of Design, Kortrijk, Belgium. Design leaders in Belgium heard about the Detroit design guide through the sharing of information within the City of Design network. Stijn Debaille, Kortrijk Design Region Coordinator, says Kortrijk was inspired by Detroit and is considering creating a design guide of its own. "The guide tackles the right questions and helps to prepare the entrepreneur for their meeting with the designer," says Debaille. "It really elevates awareness on design and design thinking, and adds value to a small business."



**"Business owners are discovering through the award process how impactful design work is for their business. It's the same message they get through the design guide. They have the same aha moment where they discover, 'If I think about this intentionally, this isn't just about bricks and mortar, it's about the space that I want to create.'"**

*Charlie Klecha, Managing Director*  
AIA Detroit\*

\* While with the AIA Detroit during the development of this case study, Charlie Klecha is now Interim Executive Director of the American Institute of Architecture Students, closely affiliated with AIA Detroit.

# HOW INVESTING IN DESIGN CAN IMPROVE THE CITY

## CASE STUDIES

A

### Road to Readiness Program

Design Core's *Road to Readiness Program* was **one of the three programs** focused on increasing access to financing and other support for small businesses and entrepreneurs. The program educated small makers and manufacturers on positioning themselves for future capital acquisition. The project served **20 participants**. This project helped entrepreneurs expand their growth and understand the potential barriers to capital that exist.

B

### The Platform Fourth Floor

The Platform's Fourth Floor program focuses on cultivating creative professionals by offering accessible space for emerging creatives. The program's success is reflected in the renewal and expansion rates of tenants (currently at a **100% occupancy rate**) as well as tenant-reported increases in portfolio sizes, revenue, exposure, and client attraction. The Platform also works to match the creative talent on the Fourth Floor to relevant opportunities across their other developments.

C

### EDITION Gallery Store

Simone DeSousa's EDITION space significantly increased foot traffic and sales. Part of the project involved a new model combining a regular store and monthly mini features. **EDITION's audience has expanded this year**, and has experienced a **50% increase in sales**, becoming known as a space you can come to find unique quality work produced locally.

D

### Vacant Not Blighted Walking Tour

The Vacant Not Blighted walking tour and accompanying Finance Fair took place on August 18, 2018, in Detroit's Riverbend/Jefferson Chalmers neighborhood. The one-day walking tour took place within a two-to-three block radius of the intersection of Ashland Street and Kercheval Avenue, which featured three vacant homes and sites of neighborhood history. The featured homes were determined by the Land Bank, through a selection process of finding available "Own-It-Now" homes with clear title, in rehab-able condition, and walking distance from one another. The work was conducted to help people understand vacancy and blight. This tour helped further the local goals to help revitalize neighborhoods and promote local understanding of design. The project was grant-funded through the Michigan State Housing Development Authority and the State Historic Preservation Office.

**60 percent** of attendees surveyed were from Detroit.

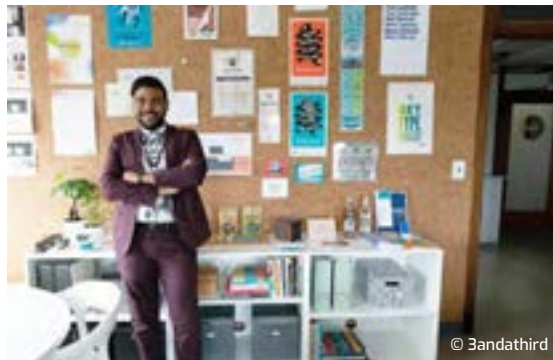
**70 percent** of attendees surveyed agreed that the tour inspired them to think differently about blighted properties.

There were **three reported media mentions**.

A



B



C

D



## Inclusive Design at Work



# INCLUSIVE MOBILITY

“The average Detroiters faces a laundry list of barriers: from cost of living to safety. Without a means of transportation, people cannot participate. They cannot engage in recreational activities, they cannot go to the library, they cannot even vote. Mobility enables participation for people.”

Maria Luisa Rossi, Chair and Professor

MFA Integrated Design, College for Creative Studies



# Moving Detroit Forward through Inclusive Mobility



How can all members of the community, regardless of location, socioeconomic status, age or ability, move freely and safely around the city? And how can designers work with government, education, industry, and community resources to ensure equal access for all, but also to ensure that the variety of voices have a stake in mobility conversations?

Everybody in the city needs to get from A to B: from work to school to leisure activities and beyond. Mobility is a basic human right. But it's a part of daily life that can prove challenging to many Detroiters. With a faltering public transportation system in a city dependent upon cars, mobility is often not easily accessible or equitable in Detroit. This has been a source of concern for decades.

Transit is complex issue. But intricate issues benefit from the involvement of many voices. As we look to develop lasting mobility solutions, we must consider the people who most need it, offering up possibilities and options to support users of all abilities.

Design Core has been collaborating with the College for Creative Studies (CCS) to gain a deeper understanding of these issues. We have been bringing together local leaders, academics, and community members to gather ideas, mine research, and reframe the issue to imagine solutions that can benefit all Detroiters. Here are just a few ways we are changing the conversation about equitable mobility in Detroit.



## CONNECTTEN BUS SERVICE

The Detroit Department of Transportation (DDOT) has been working on service improvements, including its new ConnectTen service which adds Wifi, peak hour frequency of 15 minutes, and 24/7 service to its 10 most popular routes. As part of this ConnectTen rollout DDOT began implementing its department rebrand. A City of Design project, DDOT's visual design improvements will help DDOT communicate effectively with riders and improve the experience and the accessibility of the system.



## 2030 DETROIT EQUITABLE MOBILITY PROJECT

Two solutions created by CCS graduate students were chosen to be featured at the Cooper Hewitt, Smithsonian Design Museum exhibition, *The Road Ahead: Reimagining Mobility* through March 2019.

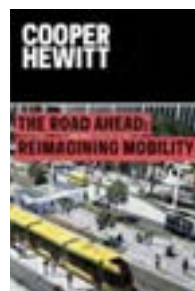


## Envisioning inclusive mobility solutions for the future

The **2030 Detroit Equitable Mobility** project, was inspired by a research project from another UNESCO City of Design between Cite du Design in Saint-Etienne, France, and Michelin looking at mobility and autonomous vehicles. Since Fall 2017, a joint collaboration between Design Core, the College for Creative Studies (CCS), Ford Motor Company Fund, and the communications agency GTB, has been exploring how human-centered design can achieve a mobile future for all Detroiters. As such, the Ford Motor Company sponsored, and GTB supported, two CCS classes.

The 2030 Detroit Equitable Mobility project presented equitable mobility solutions proposed by graduate students as a part of a college course led by CCS Professor and Chair of MFA Integrated Design, Maria Luisa Rossi. Through a participatory design approach involving stakeholders and design process experts, students in the first phase focused on education, creating conditions to reduce the risk of youth migration, on supporting Detroit families' health, nutrition, and employment, and aimed at creating an efficient match between "offers" and "demands" within neighborhoods to develop three long-term mobility scenarios.

In the second phase, students utilized a human-centered approach by working with end users at Detroit nonprofit Focus: HOPE. Students used co-creation sessions to identify community needs and priorities on the design of services. "We support the inclusion of multiple voices in the design process. At the beginning, in the middle, and at the end. If you imbed the user during the design process, you have a much higher chance to have a successful proposal," says Rossi.



The third phase, which partners CCS students with students from the University of Detroit Mercy School of Architecture, sought to develop distribution-based and hyper-local service models — with an eye toward sustainability and inclusion — in actual Detroit neighborhoods. Currently, CCS MFA Integrated Design students are working on the "Enriching Citizen Experiences Through Service Design" project. The project is sponsored by the Ford Motor Company Fund, and supported by the guidance team members (including Ford City Solutions + VML Detroit + Ford Design). This class is working together with students in the BFA course Advanced Product Design II taught by Product Design Professor and Chair, Vincenzo Iavicoli, who will lead the students through the design of physical objects, enhancing the service design solutions. Conscious that services are the soft infrastructure of society permeating our daily lives, students' solutions aim to ensure that the future of the city—Detroit in this case—and basic urban services are environmentally accessible, user-friendly, and inclusive of all people's needs.

**“The commitment to equity is both a journey and a process.”**

Ruth Johnson

Transit Advocate



## **Establishing global leadership in inclusive design research**

Detroit has a unique opportunity right now to be a leader in inclusive design research – *especially when it comes to mobility.*

Design research can be an effective tool to develop products, services, and systems that respond to human needs and improve communication among stakeholders. What's more, Detroit has a legacy of expertise in automotive, transportation design industries and education, and recognition of a shift toward mobility.

In the Fall of 2019, College for Creative Studies (CCS) and Design Core are planning to launch the **City of Design Research Lab**, which will pilot scenarios for mobility solutions of the future that will address the needs of all Detroiters. CCS faculty are strongly interested in developing and conducting interdisciplinary design research projects, and Design Core Detroit is equally interested in advancing the goals of its UNESCO City of Design Action Plan, which focuses on applying inclusive design practices to the challenges facing Detroit.

“The lab will result in the development of products, systems, and services intended to improve life for people in cities all over the world. No other independent design school in the US is doing it. Detroit will be the first.” —Ellie Schneider, Design Core Detroit, Director of Advocacy and Operations.

**“Even though Detroit is the Motor City, everybody knows how difficult it is to get around. I think it is absolutely imperative to look at Detroit as a canvas to envision new ways to think about mobility. The only way to study this research is looking for solutions that are equitable.”**

Maria Luisa Rossi, Chair and Professor

MFA Integrated Design, College for Creative Studies



## The Research Lab will leverage Detroit's design expertise to:

### UNDERSTAND INCLUSIVE MOBILITY

Ongoing interdisciplinary research that involves academia, industry, government, and community which will yield new ideas, knowledge and data that can help grow understanding in the field of inclusive mobility.

### CREATE PROTOTYPES

Research grants and challenges for faculty, students, recent graduates, and entrepreneurs to create physical prototypes to test in partnership with Detroit community organizations and publish research.

### INCREASE GLOBAL AWARENESS

Exhibitions and convenings during Detroit Month of Design that invites the global design community to Detroit to discuss and explore best practices and share new ideas about inclusive mobility solutions.

In early 2019, Design Core and CCS engaged Mark de la Vergne, Chief Mobility and Innovation Officer from the City of Detroit, to conduct a workshop to gain insight about the challenges and opportunities around inclusive mobility in Detroit. The collaboration brought together community members, CCS students, transit advocates, and mobility experts in the industry to explore questions such as:

- A** How do you design a solution with Detroiters instead of for them?
- B** Can you define specific geographic areas where an intervention is urgent?
- C** Can you define Detroit-specific user groups that are impacted by a lack of mobility solutions?
- D** How can a design process be developed to include those that are typically left out of the conversation?
- E** How would you effectively communicate or market a new service to all Detroiters?

**“We’re building a city for everyone. So, when we’re piloting new types of projects, we want to ask community members all the questions we ask ourselves in the design of the project, and learn how they prioritize the issues.”**

*Mark de la Vergne*

*Chief Mobility and Innovation  
Officer, City of Detroit*

## Gathering insight through community conversations

A critical component of Design Core's commitment to researching and piloting equitable mobility solutions involves listening to and incorporating the voices and concerns of the local community.

While innovations in mobility are being developed that provide new ideas for how people get around, these solutions often have a bias by those developing them. New services, whether they launch in Detroit or elsewhere, typically struggle early on because the lack of knowledge that the service exists, how it can be used, or who it is for.

Participant Dell Stubblefield, a community engagement and outreach employee at Focus: HOPE, attended the Mark de la Vergne workshop with two other members of her senior housing community in Detroit. Many residents in Dell's community rely on public transport to traverse the city. She says that often conversations on mobility in Detroit center on aspects like bike lanes, and not as much on her community's concerns: efficient buses and improved shelters that provide protection from the elements, better lighting, heating, and safety. "I'm hopeful for better ways of moving around the city, for better bus service. I'm hopeful for cleaner streets and better pavement," says Stubblefield. The workshop, she said, empowered her community by giving them a voice and broadening their own perspectives on the possibilities of design.

"Design and mobility go hand in hand. I hadn't thought about it in that way before," says Stubblefield. "I just thought about mobility from the standpoint of getting from A to B. Now, I think in terms of wellbeing. For example, a bus shelter could be not only a place to wait for the bus, but also a meeting place, a way to access community information, and a place to charge your phone."

Other topics emerged in the workshop: from how to communicate transit updates to how to reframe the perception of public transportation, all of which were valuable to understanding and evaluating equitable mobility solutions for the future. Mark de la Vergne says, "700,000 people live in the city, so when we're thinking about an idea, we want to hear as many voices as we can."

**"It's important to get community members to participate because they need to be empowered. They have to speak up. It's critical to have a variety of people represented."**

*Dell Stubblefield*

*Community Engagement and Outreach Employee  
Focus: HOPE*





# INCLUSIVE MOBILITY SOLUTIONS IN DETROIT

## CASE STUDIES

### A

#### Adaptive MoGo Bike Program

Kyra, a 13-year old girl with cerebral palsy, attended one of MoGo's Demo Days on the Detroit Riverwalk. A staff member from Programs to Educate All Cyclists, a partner of Adaptive MoGo, found the right adaptive cycle (a recumbent tricycle) to fit Kyra's needs, and she was riding within minutes of getting set up. This was her first time riding a bicycle - prior to Adaptive MoGo, she did not have access to the type of cycle that met her needs. The elation experienced not only by Kyra and her mother, but also by program staff and partners was palpable, with tears of joy in the eyes of many. Since then, Kyra and her mother have participated in other Adaptive MoGo Demo Days and rides and MoGo added **13 adaptive cycles** to its fleet in May 2018. **53 reservation rides** have been taken on the cycles, and an **additional 93 rides** were taken through four Demo Days on the Detroit Riverwalk. The story garnered national media coverage. The program not only helped **increase access to Detroit's outdoor activities, but also, by having the Demo Days and volunteers willing to inform people about the adaptive program, it increased awareness of the necessity of inclusive design for physically-disabled individuals.** Detroit is one of the first cities in the country with adaptive alternatives in its bike share fleet. The project was supported by the Ralph C. Wilson, Jr. Foundation Design and Access Fund and the DALMAC fund.



### B

#### West Riverfront Park Project

Detroit Riverfront Conservancy West Riverfront Park project invested both time and money as it set out to answer the questions, 1) *Who is the community we seek to serve?* and 2) *What is engagement?* This public-private partnership involved **100 community meetings** including benchmarking tours, tours of city parks in other states, and a group of **21 Community Advisors (three cohorts of seven each)** who were future park users. Engagement produced several insights including the guiding finding that the community wanted to be able to touch the water. The community had the opportunity to speak to the designers. Design previews and presentations were held in public. The design decision involved a national jury that included review of **410 comment cards**, representing **83 zip codes**.

Slated to open in 2022, the new Ralph C. Wilson, Jr. Centennial Park is the largest public space project in Detroit to date developed through inclusive design processes.



## Inclusive Design at Work



# COMMUNITY IMPACT

“Localized projects that are well designed and that include the local community can shift the social dynamics in those communities. It can do it in a way that’s beneficial for the residents who are there, in addition the investors or tourists who might be coming in to see it.”

*Paul Draus, Sociology Professor*

*University of Michigan-Dearborn*





# Creating Community Impact Through Collective Action

All throughout Detroit, community and design advocates are engaged in grass-roots efforts to enhance their neighborhoods. These on-the-ground initiatives are sparking neighborhood revitalization and beautification that is as visionary as it is inspiring.

Through Detroit City of Design initiatives, these opportunities are only gaining momentum.



Ideas are criss-crossing, new partnerships are forming and design principles are being shared across the network. Design Core is proud of our city's array of diverse perspectives converging, creating a City of Design that is inclusive of all experiences and backgrounds.

"Being a part of this group enables us to interface with different people all throughout the city. Sometimes we might learn about an idea and think, 'Oh, we can help somebody do this over here.' We value the collaborative vision of the Detroit City of Design."

– Pat Bosch, Community Organizer, Restore NED



## Revitalizing a Community by Reinforcing the Social Fabric

Nowhere is the impact of grass-roots collaborative action more apparent in Detroit than in District 3 in Detroit, an often-overlooked area in the Northeast corner of the city. This area is home to nearly 100,000 residents with a per capita income of \$12,561.<sup>3</sup> For years, the area has struggled economically, facing neglect, divestment, and lack of resources. At the same time, its social cohesion has remained strong, with a network of block clubs, churches, and neighborhood organizations working together to fuel revitalization in imaginative ways.

One group that has been particularly transformative in Northeast Detroit is City of Design partner Nortown CDC, a place-based, grass-roots collaborative of residents, businesses, institutions, and affiliated nonprofits. Nortown CDC serves as Fiduciary Agent for Restore NED (Northeast Detroit), an initiative that fosters creative and beautification projects in Northeast Detroit, through community organizing and land use visionary planning.

Restore NED's projects have touched diverse populations, uplifting residents and the profile of the neighborhood itself. One of the ways it has done this is by uncovering local talent and connecting them to opportunities that may not have been otherwise available. Restore NED community organizer and Northeast Detroit resident, Karen Washington, offers an example:

"One of the first people we met through Restore NED was Walter Bailey, a renowned artist. We had no idea he lived within a block of one of our main parks. We approached him to paint murals that have become a permanent art display in the local park, and he's now being commissioned around the city. Our work captured the interest of filmmaker Kathy Drasky who brought us into her documentary about the neighborhood. As we were talking, she mentioned that she needed a score for her film, so we connected her to a local musician, whose performing name is John Greasy. Kathy screened the film at our local theatre as a community fundraiser and we invited our entire neighborhood to participate. Everything we do is a collaboration that connects people in the neighborhood. Art and beautification are ways to engage the average resident."

**\$840+**  
RAISED IN TICKET SALES  
AND DONATIONS

**100+**  
PEOPLE VIEWED  
THE DOCUMENTARY

**8**  
VOLUNTEERS HELPED  
FACILITATE THE  
PROGRAMMING

Annette Stocks, Manager of the Wilder Library Branch, was in attendance and was so impressed with the score, **she hired the local musician to teach a ten-week music course** to kids in the library.





**“Inclusive design means different things to different people. When we look at our community, we think, here’s a person with talent. How do we help them take it where it needs to go?”**

*Karen Washington, Community Organizer  
Restore NED*

Northeast Detroit's Wilder Library Branch also hosted a second viewing of the documentary, inviting children and their parents to design their own artistic visions for Northeast Detroit. Restore NED hopes to utilize these drawings as they design new community murals in the neighborhood.

Restore NED is also learning about new revitalization ideas through its City of Design partnership. “We see the caliber of professionalism and creativity in the network. That encourages us to look deeper into our district,” says Pat Bosch, Restore NED community organizer. “Partnership in the Detroit City of Design makes us more attuned to new possibilities.”

A case in point is Restore NED's connection to another City of Design partner, Carlos Nielbock. Carlos is a master architectural ornamental metal and design artist, engineer, inventor, and craftsman. Specializing in ornamental metal fabrication and restoration in Detroit, Carlos' massive self-sustaining windmills and stunning ornamental metalworks can be seen in Detroit's Eastern Market district.

Restore NED thought of Carlos when approached by a Nortown CDC supporter, Jerry Chojnacki, who had an interesting art proposition. While organizing his home, Jerry stumbled upon his father's old World War II Luger. Rather than selling this gun with a dark history, he wanted to refashion it into a symbol of peace. He met Carlos through Restore NED and then commissioned Carlos to create a work of art that represents light and hope. While the project is still under construction at the time of this writing, when completed, Jerry hopes to share it with his fellow members of the Detroit-based St. Ignatius Catholic Community. Initially, it was Jerry's story as featured in a St. Ignatius newsletter that helped Restore NED connect Jerry's search for a metal design craftsman to Carlos Nielbock.

Carlos also works in partnership with Detroit City of Design partner, sociology professor Paul Draus. Paul himself is connected to Restore NED through research he has done on a Detroit park project in Northeast Detroit, as well as through City of Design convenings. Paul and Carlos are collaborating on the Detroit Windmill project, a City of Design initiative that includes a fully self-sustaining, upcycled, wind turbine and micro-grid. It is considered the future of self-sustainable energy, as well as colorful public art for all Detroiters to see and enjoy.

“Making these connections and learning more about what others are doing at City of Design meetings has encouraged me to think about new ways I can help. As a sociology professor, my interest is the social benefit and how design can address social issues. The idea of inclusive design is an important focus for Design Core, too.” – Paul Draus, Sociology Professor, University of Michigan-Dearborn.



**“The role of the designer in the future will be to be a facilitator. We are not the stars that are doing the work...We need to be the people that facilitate the dialogue.”**

*Maria Luisa Rossi, Chair and Professor*

*MFA Integrated Design*

*College for Creative Studies*



## Connecting the Community Dots



**Pat Bosch**  
Community Organizer  
of Restore NED



**Karen Washington**  
Community Organizer  
of Restore NED



**Annette Stocks**  
Manager at Wilder Branch  
Detroit Public Library



**Carlos Nielbock**  
Metal & Design Artist

Commissioned Walter Bailey to paint park murals through collaboration with Allied Media Projects and Artplace America funding

Appeared in Kathy Drasky's documentary about Northeast Detroit

Shared ideas with Carlos Nielbock and Paul Draus at City of Design meetings

Connected Jerry Chojnacki to Carlos Nielbock to create artwork

Invited John Greasy to teach music course to local children

Engaged Harmonica Shah, a local Northeast Detroit resident, and his fellow musicians to play Blues music at the Wilder Library Branch

Met Pat Bosch and Karen Washington at a Detroit City of Design meeting

Worked with Jerry Chojnacki to create statue from his father's WWII Luger

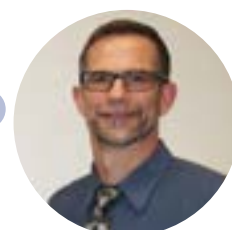
Collaborates with Paul Draus on Detroit Windmill project



**John Greasy**  
Local Musician

Created score for Kathy Drasky's film on Northeast Detroit

Teaching a ten-week music course at the Wilder Library Branch



**Paul Draus**  
Sociology Professor

Connected with Pat Bosch and Karen Washington at a Detroit City of Design meeting

Researched Northeast Detroit for Joe Louis Greenway project

Works with Carlos Nielbock on Detroit Windmill project



**Walter Bailey**  
Local Artist

Created murals for community parks

Teaches adult art classes at the Wilder Library Branch



**Harmonica Shah**  
Northeast Resident Musician

Plays Blues music at the Wilder Library Branch



**Kathy Drasky**  
Filmmaker

Engaged Pat Bosch and Karen Washington in making of her documentary

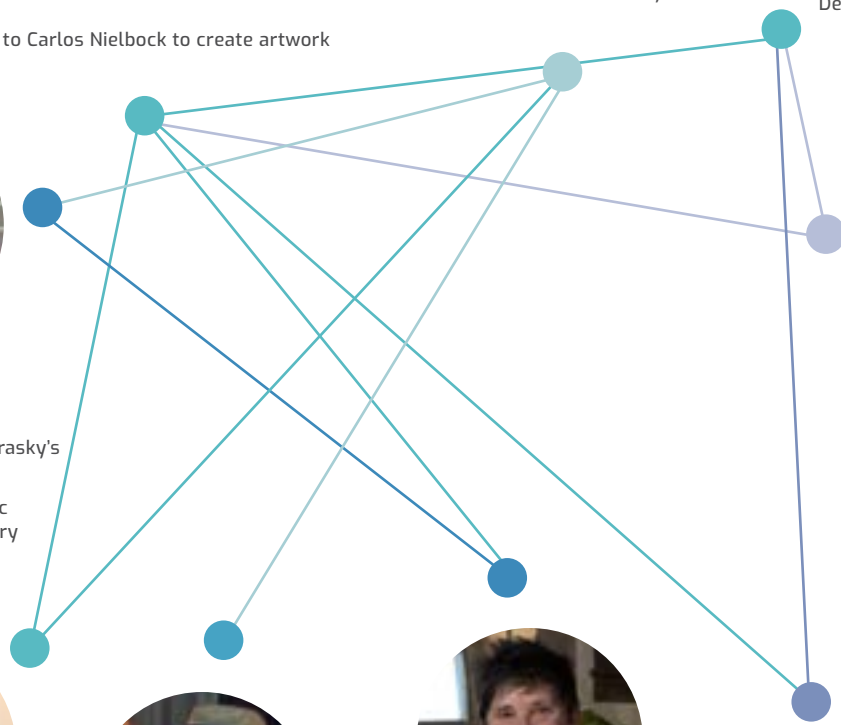
Hired John Greasy to score her film

Screened film at local theatre



**Jerry Chojnacki**  
Member of St. Ignatius  
Catholic Community Detroit

Commissioned Carlos Nielbock to create art from his father's WWII Luger





# INVEST IN TALENT AND SEE AN IMPACT

## CASE STUDIES



### A Brightmoor Maker Space “Water Cycles”

**60 local students** designed a functional and imaginative solar-powered water purification system; some traveling to Kenya in March 2019 to help implement the project near Nairobi. A third iteration of the Water Cycle is currently in development.

### B University of Michigan ArcPrep DPS Program

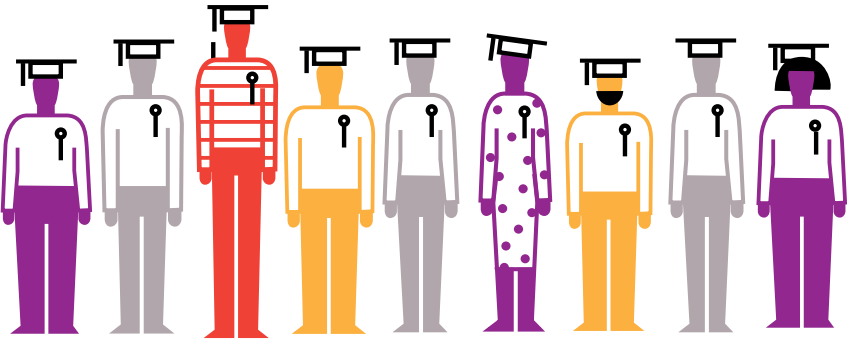
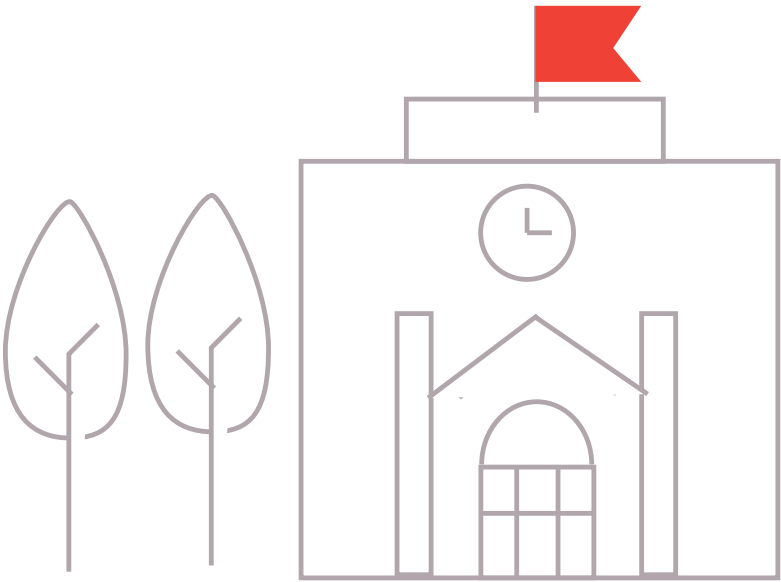
ArcPrep's program facilitated awards for Detroit Public School Community District students: **Three** Cornell Summer Architecture Program full scholarship awards, **three** University of Michigan ArcStart awards, **two** internships at Rossetti Architects, **one** internship at Hamilton Anderson, and **one** internship at Smithgroup in an effort to strengthen the pipeline for young Detroiters to pursue careers in architecture and design.



# ENVISIONED OUTCOMES

The Detroit City of Design is excited to continue to champion the potential of design to transform our communities, and put Detroit on the map as a globally recognized leader of inclusive design.

**THROUGH INCLUSIVE DESIGN**, we believe we can create conditions for a better quality of life in Detroit. By fostering collaborative relationships, diverse experiences, and accessible opportunities that empower everyone, inclusive design can offer solutions to the challenges facing Detroit and prepare the city to succeed in the 21st century and beyond.



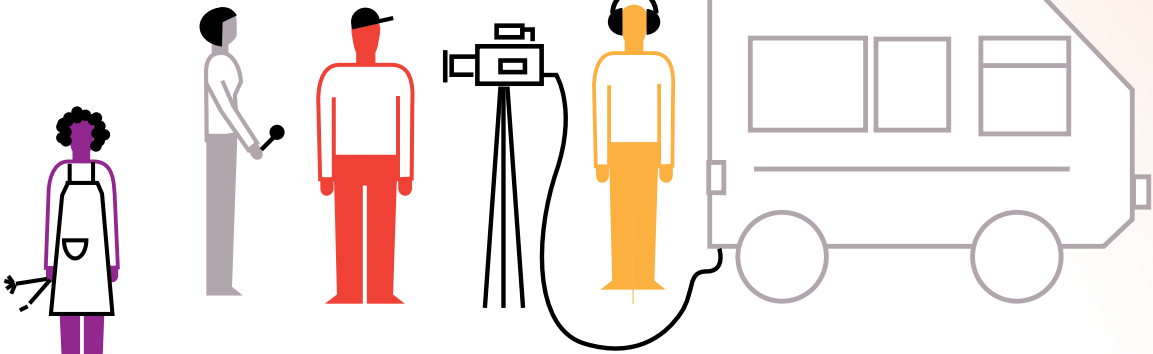
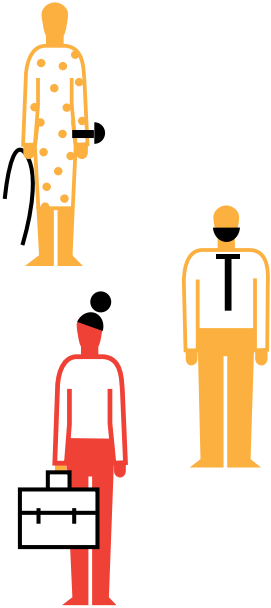
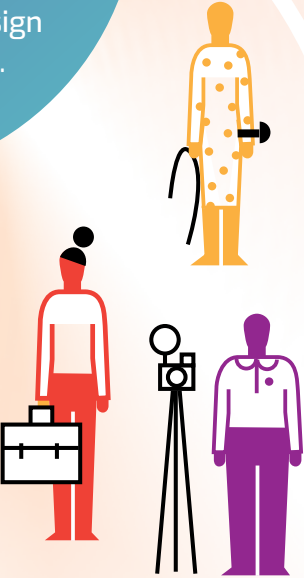
More diverse designers graduating from local colleges and universities to make up a more diverse design workforce.

Increased numbers of design jobs and opportunities that cut across the city's industries Detroit's industries, including automotive, healthcare, and technology, should see a greater number of designers in their workforce.

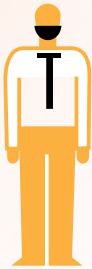
WE ARE HIRING



More job opportunities in design-driven occupations for women and people of color. As Detroit reduces barriers to entry through cutting-edge workforce programs, the number of women and people of color employed in design firms should increase.



Increased local, national, and international recognition of Detroit's talent by way of awards, commissions, and media presence.



# ACKNOWLEDGMENTS

## Detroit City of Design Partners

**DETROIT DESIGNERS ARE PART OF A LARGER DESIGN ECOSYSTEM IN OUR CITY**, which includes policymakers, business owners, and educational and cultural institutions. As the first and only UNESCO City of Design in the US, Detroit has over 50 City of Design partners activating the Detroit City of Design Action Plan through projects that advance the practice of inclusive design. Partners advance their work through local and global connections, and earn recognition for their contributions towards the Detroit City of Design initiative.

### PARTNER

### PROJECT NAME

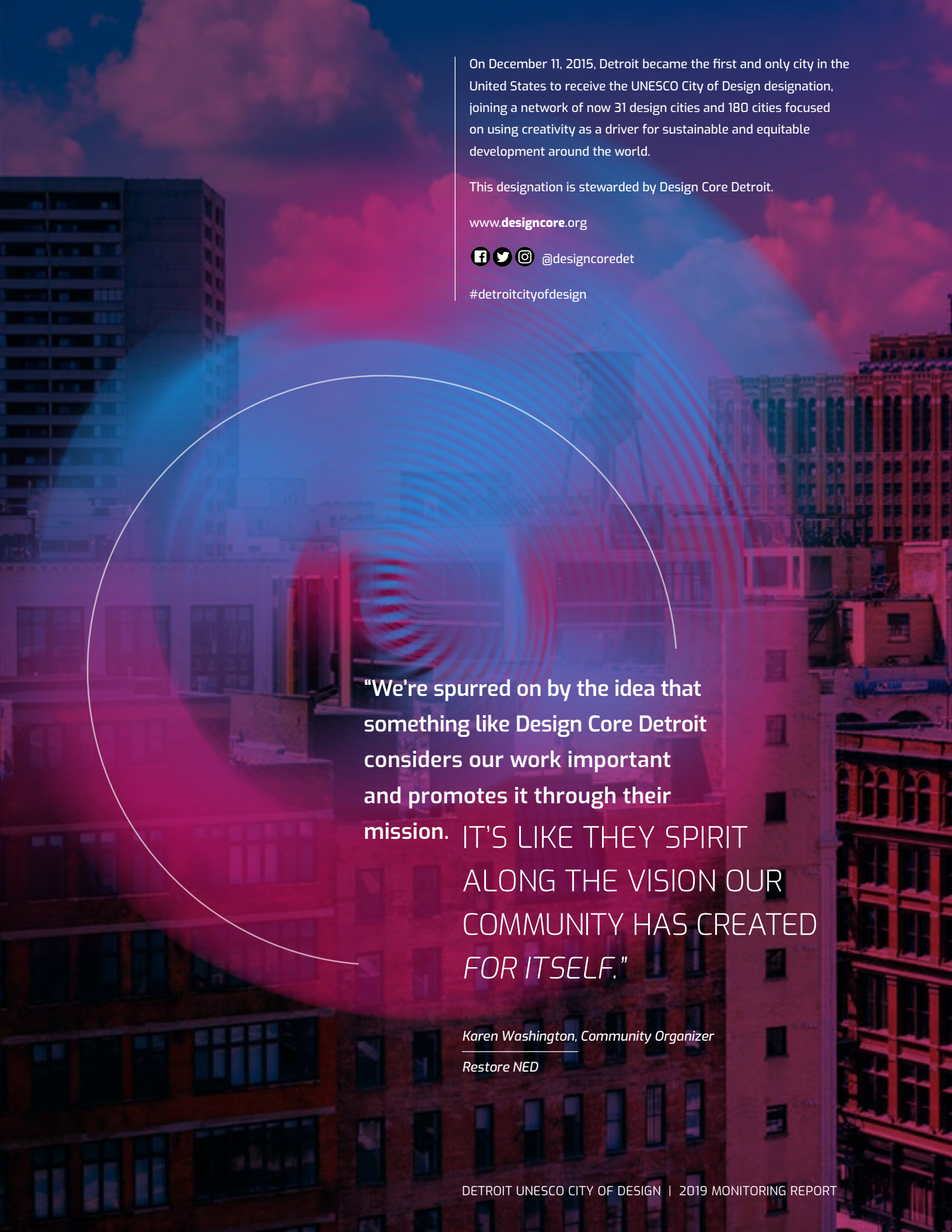
400 Forward	Outreach, Mentorship & Scholarship Program for Girls in Art & Architecture
AIA Detroit	Architecture Building Communities: Detroit K-8 Outreach Program, Committee on Diversity and Inclusion, Urban Priorities Committee, Commerce Design: Detroit
Allied Media Projects	Allied Media Conference
Brightmoor Maker Space	Brightmoor Makers
C.A.N. Art Handworks	Detroit Windmill Project
Capital Impact Partners	Equitable Development Initiative
Centric Design Studio	Talent Mentorship Program
City of Detroit Planning & Development Dept.	Spirit Plaza, Design Center in a Box, Joe Louis Greenway, MIX TAPE, Form-based Code
College for Creative Studies	Community Arts Partnerships, Community+Public arts: DETROIT, Equitable Mobility Project, Design Innovation Center
Community Development Advocates of Detroit	Inclusive Design Workshop for Community Leaders
Cranbrook Art Museum	Architecture Building Communities: Detroit K-8 Outreach Program
Creative Many Michigan	MAKE + DO, Resonant Detroit
CultureSource	Mural Arts Philadelphia's Arts and Environment Capacity Building Initiative
Design Core Detroit	Detroit Design Network, Detroit City of Design Fellowship, Road to Readiness, Capital Access Work Group, Commerce Design: Detroit, Detroit Month of Design
Detroit Department of Transportation	Branding and Signage Project
Detroit Development Fund	Road to Readiness, Capital Access Work Group
Detroit Economic Growth Corporation	Motor City Match and Motor City Re-Store
Detroit Future City	Field Guide to Working with Lots, Vacant Industrial Land Strategy
Detroit Institute of Arts	DIA Plaza and Cultural Connections Project
Detroit Justice Center	Just City Innovation Lab
Detroit Riverfront Conservancy	Dequindre Cut, Atwater Park, West Riverfront
EcoWorks	Hope Park Project
Gensler	Talent Mentorship Program, Randolph Career and Technical Center, FATE
Grace in Action	Radical Productions + Stitching Up Detroit



## PARTNER

## PROJECT NAME

Hamilton Anderson Associates	RogueHAA
Henry Ford Learning Institute	JumpStart, Design Thinking Workshops for Educators, Workplace Learning Programs
IFF	Early Childhood Education (ECE) Great Spaces and Places
Invest Detroit	Road to Readiness, Capital Access Work Group, Strategic Neighborhood Fund
ISAIC — Industrial Sewing and Innovation Center	Industrial Sewing and Innovation Center
It Starts at Home	The Seebaldt Pilot
Laavu	MIX TAPE
Lawrence Tech University	Detroit Center for Design and Technology
Living Arts	In-School Residency Programs, Out-of-school Classes
Michigan Historic Preservation Network	Living Trades Academy
Michigan Interaction Design (MixD)	MixD Conference
Michigan Science Center	Stormwater Project
MoGo	Regional MoGo Hub, Adaptive Bike Share Pilot, and Community Programs
N'Namdi Center for Contemporary Art	West End Gallery District
Noir Design Parti	Noir Design Parti
Nortown Community Development Corporation	Create NED and Restore NED
N'Namdi Center for Contemporary Art	West End Gallery District
Noir Design Parti	Noir Design Parti
OptimizeWayne	OptimizeWayne
Organization of Black Designers	2020DesigNation Conference
The Platform	The Fourth Floor
ROSSETTI	Talent Mentorship Program
Simone DeSousa Gallery	Edition
SmithGroupJJR	MIX TAPE
Southwest Detroit Business Association	Facade Improvement Program
studio[Ci] LLC	The Seebaldt Pilot
TechTown Detroit	Retail Services and SWOT City, MedHealth Cluster
The Charles H. Wright Museum of African American History	Stormwater Project
The University of Michigan-Dearborn/Fort-Rouge Gateway Partnership	Fort-Rogue Gateway
University of Detroit Mercy School of Architecture	Detroit Collaborative Design Center, Community outreach, Inclusive Design Workshop for Community Leaders
University of Michigan Taubman School of Architecture and Planning	ArcPrep Michigan Architecture Prep Program
Wayne State University	Adaptive Design Collaboration



On December 11, 2015, Detroit became the first and only city in the United States to receive the UNESCO City of Design designation, joining a network of now 31 design cities and 180 cities focused on using creativity as a driver for sustainable and equitable development around the world.

This designation is stewarded by Design Core Detroit.

[www.designcore.org](http://www.designcore.org)

   @designcoredet

#detroitcityofdesign

**“We’re spurred on by the idea that something like Design Core Detroit considers our work important and promotes it through their mission. IT’S LIKE THEY SPIRIT ALONG THE VISION OUR COMMUNITY HAS CREATED FOR ITSELF.”**

*Karen Washington, Community Organizer  
Restore NED*