Looking Back at 2019, Looking Forward to 2020

Design Core Detroit's mission is to position Detroit as a resource for creative talent. Together with our members, partners and funders across the city, we continue to establish Detroit design as a globally influential City of Design.

The audience for Detroit design continues to grow, both here and abroad.

We launched the first season of the **Detroit City of Design podcast** with:

› 10 Episodes  › 6,000 downloads in 4 months

Our programming received international, national and regional media coverage:

› 63 Pieces of coverage  › 300k Reach

Design Core leadership and member companies were invited to speak at **35 events** locally and abroad:

› Crain’s Homecoming  › Aalto University

› Singapore Design Week  › Sustainable Brands Conference

Key headlines:

**dwell**

*Inclusivity and Economic Development Emerge as Top Themes at Detroit Month of Design*

The only UNESCO City of Design in the U.S. is experiencing a cultural renaissance that you need to see for yourself.

BY JENNY XI

**Metropolis**

*For the Most Exciting Design Scene No One’s Talking About, Head to Detroit*

In looking beyond the city’s central business district, the annual festival staked out new ground for architecture and design.

BY STEPHEN ZACKS

**Archinect**

*Winners of Detroit City of Design Competition Re-Imagine the Possibilities for Safe and Walkable Neighborhoods*

BY KATHERINE GUIMAPANG

**Detroit Free Press**

*It’s Everyday Objects, Not Just the Rare Masterpieces that Matter to Detroit Design*

BY JOHN GALLAGHER

**Detroit MetroTimes**

*Detroit Month of Design reminds us why the Motor City is the only UNESCO-designated City of Design in the nation*

BY LEE DEVITO
The 9th annual Detroit Month of Design had the biggest impact to date.

The program showcased to the world the talent and ideas that make Detroit a City of Design through:

› 55 official events  › 100+ events across the city
› 150 designers  › 45,000+ attendees
› 12 neighborhoods

We launched the first international **Detroit City of Design competition**

› We worked with three Detroit neighborhoods to commission design prototypes that address safety and walkability in Hope Village, Grandmont Rosedale and Southwest Detroit
› Attracted applications from 6 UNESCO Cities of Design around the world
› Winning teams: Garden Novella by Otherwork (Detroit), Cyclerate by SmithGroup (Detroit), 3Rooms by Collectif Escargo (Montreal, CA)

We hosted the 2nd annual Commerce Design Awards honoring **10 businesses** and **27 designers** recognized for the impact of their commercial design projects in Detroit neighborhoods

**Our UNESCO designation continues to provide opportunities for exchange and shared learning**

We hosted 2019 Subnetwork convening for the UNESCO Design Cities with **30 representatives** from **22 cities**

We also invited colleagues from the UNESCO Creative Cities to participate in Detroit Month of Design

› Helsinki, Finland
   (Participation Game for City Employees)
› Dundee, United Kingdom
   (Gaming Design Demos for college and high school students)

12 Detroiters traveled abroad for exhibition and speaking opportunities in:

› Copenhagen  › Singapore  › Graz, Austria
› Saint-Etienne, France  › Helsink, Finland  › Torino, Italy
› Shenzhen, China  › Shanghai, China

We hosted the first **INCLUDE conference** in Detroit in collaboration with the Royal College of Art's Helen Hamlyn Centre for Design, Cooper Hewitt Smithsonian Museum and the College for Creative Studies
We grew our network of designers and provided a pipeline of opportunities.

The Detroit Design Network doubled from 51 to **100 members** representing a full range design disciplines.

› 47% women-owned companies   › 26% minority owned
› 57% in Detroit             › 43% in southeast Michigan

We offered **570 benefits** to Detroit Design Network members including:

› 17 member events: Road to Readiness, Client Services Boot Camp, and Design Salon matchmaking
› 150+ business development opportunities shared with the members: RFPs, open calls, job postings and more

Drinks x Design continues to be a place to develop relationships between designers and current and future clients.

› 3,000 attendees          › 90 designers featured
› 10 creative venues      › Launched the Design Salon series
› Hosted the Cooper Hewitt Design Awards twice!

What’s next?

› Implement a yearlong campaign around the value of design for business
› Celebrate 10 years of Detroit Month of Design and take it to the next level
› Develop and launch the Design Guide for Real Estate Development
› Develop and implement an Inclusive Design Certification