DETROIT MONTH OF DESIGN
CELEBRATING 11 YEARS
CELEBRATING A GLOBAL CITY OF DESIGN

ABOUT DESIGN CORE
Design Core Detroit works to position Detroit as a global source of creative talent by championing Detroit’s design-driven business community. We do that by:

- Strengthening and attracting design businesses
- Increasing market demand for design services
- Telling Detroit’s design story locally and globally
ABOUT

**Detroit Month of Design** is a citywide celebration of creativity that gathers designers and the greater community to celebrate Detroit’s role as a national and global design capital.

Every September, partners across Detroit—from emerging studios to established companies and educational institutions—come together to show off their latest works and ideas. These cross-disciplinary events take place in all corners of the city, highlighting the talent and innovation that makes Detroit a UNESCO City of Design.

**2021: Year of Transformation**

This is a year of reset and re-imagining the way that people, live work and play. What worked in 2019 doesn't necessarily apply in 2021. It's a new day.
IN 2020, WE HAD:

75 EVENTS
31 VIRTUAL
16 OUTDOOR
28 INDOOR

“WHAT IS IMPRESSIVE, HOWEVER, IS THE STAYING POWER OF THAT MOST RECENT CREATIVE PUSH....WHILE THE ORGANIZATION HAS PUT ON DESIGN WEEKS FOR THE CITY IN THE PAST, THE PROGRAMMING HAS BECOME SO ROBUST AS TO NECESSITATE AN ENTIRE MONTHLONG CELEBRATION THIS YEAR.” —ARCHITECTURAL DIGEST

Despite the challenging times in 2020, Design Core and Detroit's design community adapted and celebrated the largest program yet with:

IN 2020, WE HAD:

175+ DESIGNERS
13 INSTALLATIONS
50K+ ATTENDEE

GET INSPIRED
EVENT TRACKS

THERE ARE EIGHT TRACKS WITHIN DETROIT MONTH OF DESIGN:

- EXHIBITIONS
- EXPERIENCES
- INSTALLATIONS
- OPEN STUDIOS
- TALKS
- TOURS
- WORKSHOPS
- YOUTH & FAMILY
2020 HIGHLIGHTS

CULTURED
“Though much of this year’s programming has pivoted to digital presentations due to COVID-19, the content is as spectacular as ever. Further proof that the city deserves its UNESCO designation. Within a roster of global designers, makers and creatives, local talent stands out.”
— ELIZABETH FAZZARE, Cultured

MODEL D
“Elevating specifically female and BIPOC artists, Design in the City — funded through the Gucci Changemakers grant — will allow emerging fashion and accessory designers to gain exposure and boost their career through public installations at Detroit businesses.”
— LAUREN KARMA, Model D

HYPEBEAST
“In the midst of a global pandemic and widespread protests against racial inequality, design solutions that prioritize inclusivity, adaptability and equity have never been more important. This year’s programming will reflect on and explore design solutions to the myriad of challenges faced by Detroit and the global community since the start of 2020.”
— KEITH ESTILER, Hypebeast

DETROIT IS IT
“When you look at our schedule it’s extremely diverse. The face of who is being showcased and the themes are authentic Detroit. We will never have a Month of Design that is not authentic to Detroit. It has to be relevant globally. In terms of things that we are talking about. But it has to mean something to people in Detroit too or it would be missing the mark.”
— OLGA STELLA quoted in Detroitisit
2020 HIGHLIGHTS

[DETROIT MONTH OF DESIGN] CELEBRATES THE WORK OF DESIGNERS AND ORGANIZATIONS THAT HAVE BROUGHT THE CITY BACK INTO THE LIMELIGHT.
- JENNY XIE, DWELL

54 PIECES OF LOCAL, NATIONAL AND INTERNATIONAL COVERAGE

226K ESTIMATED COVERAGE VIEWS

1.7M MEDIA IMPRESSIONS ACROSS PRINT, ONLINE AND BROADCAST

5 MEDIA SPONSORS:
Azure, Cultured, Design Milk, Playground Detroit, WDET
DETROIT MONTH OF DESIGN SPONSORSHIP not only delivers marketing impact, but also aligns brands with the region's largest design celebration and with Detroit's UNESCO City of Design initiative. Design Core offers valuable support and guidance to develop a custom program to meet your businesses needs, while expanding Detroit Month of Design's impact.
PROMOTIONAL OPPORTUNITIES

THE FOLLOWING OPPORTUNITIES ARE A FEW IDEAS OF WHAT IS POSSIBLE:

BRANDING
• Installations
• Branded experiences
• Speaking opportunity
• & more!

EVENTS AND ACTIVATIONS
• Digital Promotion
• Onsite Signage
• Podcast Advertisement

WE WILL WORK WITH YOUR BUDGET TO CUSTOMIZE MARKETING DELIVERABLES TO MEET YOUR NEEDS.
## Connect with Your Target Audience

### Demographics

<table>
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<th>Age</th>
<th>Percentage</th>
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<td>18-24</td>
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<td>25-34</td>
<td>42%</td>
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<td>35-44</td>
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<td>55-64</td>
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<tr>
<td>65+</td>
<td>5%</td>
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### Gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Female</td>
<td>57%</td>
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<tr>
<td>Male</td>
<td>43%</td>
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*At this time we are unable to measure gender fluidity.

### Social Engagement

*August - September*

- **Instagram**: 12.2K followers
- **Twitter**: 12.9K followers
- **Facebook**: 14.1K followers
- **Email**: 23K subscribers

- **Likes, Comments, Shares**: 4.7K
- **Website**: 25K page views

### Detroit City of Design Podcast

- Downloads: 12K

### Detroit Design Network

- Members: 100
THANK YOU

SPONSORS

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THE KRESGE FOUNDATION
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