

UNESCO
DETROIT
CITY OF
DESIGN

8 things to know about

DETROIT

UNESCO City of Design

Member since 2015

History

The cradle of American modernism and is one of the few cities that has fundamentally changed the way the world works, lives and moves. Detroit's design legacy can be traced to roots in the global Arts and Crafts movement where the College for Creative Studies and Cranbrook seeded an environment where design could develop and flourish. Many also credit Detroit as the city where the practice of industrial design was invented and perfected; with General Motors establishing one of the world's first corporate design departments and College for Creative Studies establishing the world's first transportation design curriculum during the 1930's. Simultaneously, Cranbrook attracted the world's top architects and designers as educators and students, pioneering a design movement that would fundamentally change how America lives and works.

Industry

Our region remains a hotbed for design businesses, from automotive and commercial design, to architecture, advertising and more. Metro Detroit is home to 2,380 establishments that employ 23,974 individuals earning \$2.56 billion for work in design and related fields. (2016 Creative State Report)

Talent

The Detroit region is home to the highest concentration of commercial and industrial designers in the United States. (Bureau of Labor Statistics).

Research and Innovation

In addition to the auto industry, global brands like General Electric, MASCO Corporation, and many others have major design and research centers in our region.

Cultural Institutions

Detroit is home to a number of world-renowned cultural institutions, including the Detroit Institute of Arts and Cranbrook Museum of Art. Detroit's city core is home to 33 galleries, 22 theaters and performance venues, and 11 museums and libraries.

Educational Institutions

Detroit's design culture is supported globally renowned educational institutions, including College for Creative Studies, one of the top 5 private art and design colleges in the United States; the internationally renowned Cranbrook Academy of Art.

Other globally acclaimed design programs include University of Michigan Taubman School of Architecture and Penny Stamps School of Art and Design, University of Detroit Mercy College of Architecture and Lawrence Technological University.

Design Scene Today

Designers are part of a grassroots change that is driving Detroit's future. There is an unquestionable energy in Detroit. Public art, music festivals, bike paths, and public design events draw thousands of designers and attendees every year.

Opportunity for the Future

Design is a ubiquitous part of our economy and the new products, processes and ideas coming out of Detroit will not only change Detroit, but also the world.