

Detroit City of Design

All the information you'll need in order to better understand Detroit and its new UNESCO designation.

Background



DETROIT
CREATIVE
CORRIDOR
CENTER



UNESCO
DETROIT
CITY OF
DESIGN

Detroit Creative Corridor Center

485 W. Milwaukee Ave 100C, Detroit, MI 48202



Installation at DDF 2015 designed by Akoaki for the One Mile project

DETROIT: THE FIRST UNESCO CITY OF DESIGN IN THE UNITED STATES

In December 2015, Detroit became the first American UNESCO City of Design through the collaborative efforts of Detroit Creative Corridor Center (DC3) and partners within industry, academia, community, and policy. Obtaining this designation has been part of DC3's strategy to grow Detroit's creative economy since we were launched by Business Leaders for Michigan and the College for Creative Studies in 2010.

UNESCO: United Nations Educational, Scientific and Cultural Organization

UNESCO and the Creative Cities Network

In 2004, UNESCO launched the Creative Cities Network to bring together global cities that are committed to investing in creativity as a driver for sustainable development, social inclusion, and cultural vibrancy. Currently, 116 cities worldwide are part of the UNESCO Creative Cities Network, spanning seven different disciplines including: Crafts and Folk Arts, Film, Design, Gastronomy, Literature, Media Arts, and Music. Of these, 22 are Cities of Design.

The Opportunity for Detroit City of Design

As steward of the UNESCO designation, DC3 believes that the Detroit City of Design designation has the power to:

- ▶ **Connect and collaborate** with an international network to exchange best practices
- ▶ **Position Detroit as leader** in design and policies that promote creativity
- ▶ **Support the local design industry** through exposure, competitions, awards, and events
- ▶ **Promote design and creativity** as a tool for equity, goodwill, and sustainable development
- ▶ **Engage** policymakers, industry, academia, and the community to better our city through the power of design

8 Reasons Detroit is a City of Design

Detroit's design legacy runs deep and spans many industries, products, processes and places.

History

Detroit is the cradle of modernism and has changed the way the world lives, works and moves.

Research & 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.

Industry

Our region 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]

Educational Institutions

Detroit design is supported by globally renowned institutions including the College for Creative Studies, Cranbrook Academy of Art, University of Michigan, University of Detroit Mercy, and Lawrence Technological University.

Design Builds Better Cities

UNESCO Cities of Design have seen tremendous economic growth as a result of the designation.

Job Growth

Since 2004, **Buenos Aires** has seen its creative sector grow by 89.1% in real terms and today represents up to 8.6% of the city's GDP and 9.1% of the city's workforce employing almost 150,000 people.



Light Up Livernois 2014

Talent

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

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.

Cultural Institutions

Detroit's city core is home to 33 galleries, 22 theaters and performance venues, and 11 museums and libraries.

Future Opportunities

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.



DETROIT CREATIVE BRIDOR

Detroit Design Festival 2015

Cultural Change

Since 2005, **Berlin** has focused on developing a more entrepreneurial culture. It has seen a 26% increase in the number of design firms, 21% increase in revenues for design firms, and 17% increase in employees working in the creative sector since becoming a UNESCO City of Design.

Environment

Since 2009, **Montreal** has invested more than \$225M in public projects hosting 25 public design competitions that resulted in \$17M in revenues for the local design community.

Detroit / City of Design

What's Next?

The power of the UNESCO designation is in its ability to unify the community and use design as a driver for development. This designation will serve as a catalyst for conversations about design in and around the city, allowing for the impact of design to reach a greater audience and make Detroit an even more vibrant place.

This year, as DC3 launches the Detroit City of Design initiative, its efforts will be focused on:

- ▶ **Building a 10 year vision** for Detroit City of Design and the outcomes our community will achieve
- ▶ **Creating public awareness** of how design can shape Detroit's future
- ▶ **Inviting the community to participate** in the Detroit City of Design initiative

Get Involved

Detroit City of Design is for all of us. DC3 is developing ways for industry, academia, policymakers and community to build the vision and shape the Detroit City of Design initiative.

There are a few ways you can get involved now:

Stay Connected

To learn more about our future events, share your design stories with us and #detroitdesign:

Facebook

facebook.com/detroitcreativecorridor

Instagram

@detroitcreativecorridorcenter

Twitter

@detroitcreative

Drinks x Design

This is a networking event that takes place at a different location the second Thursday of every month. It highlights local design talent and assets according to the month's design discipline.

Learn more

facebook.com/drinksxdesign

Detroit Design Festival

This three-day celebration of design takes place September 22-24. This year it will focus on "Designing Detroit's Future."

Learn more

detroitdesignfestival.com

facebook.com/detroitdesignfestival

Get On Our Radar

Invite us to your events so that we can tell you more.

Reach out

info@detroitc3.com

Learn more

detroitc3.com

Design is our identity.
Design is our future.

