

IMMERSIVE
ENVIRONMENT
& SPATIAL
DESIGN

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DETROIT RE BOOT



THE PROBLEM / THE POOR IMAGE OF THE CITY

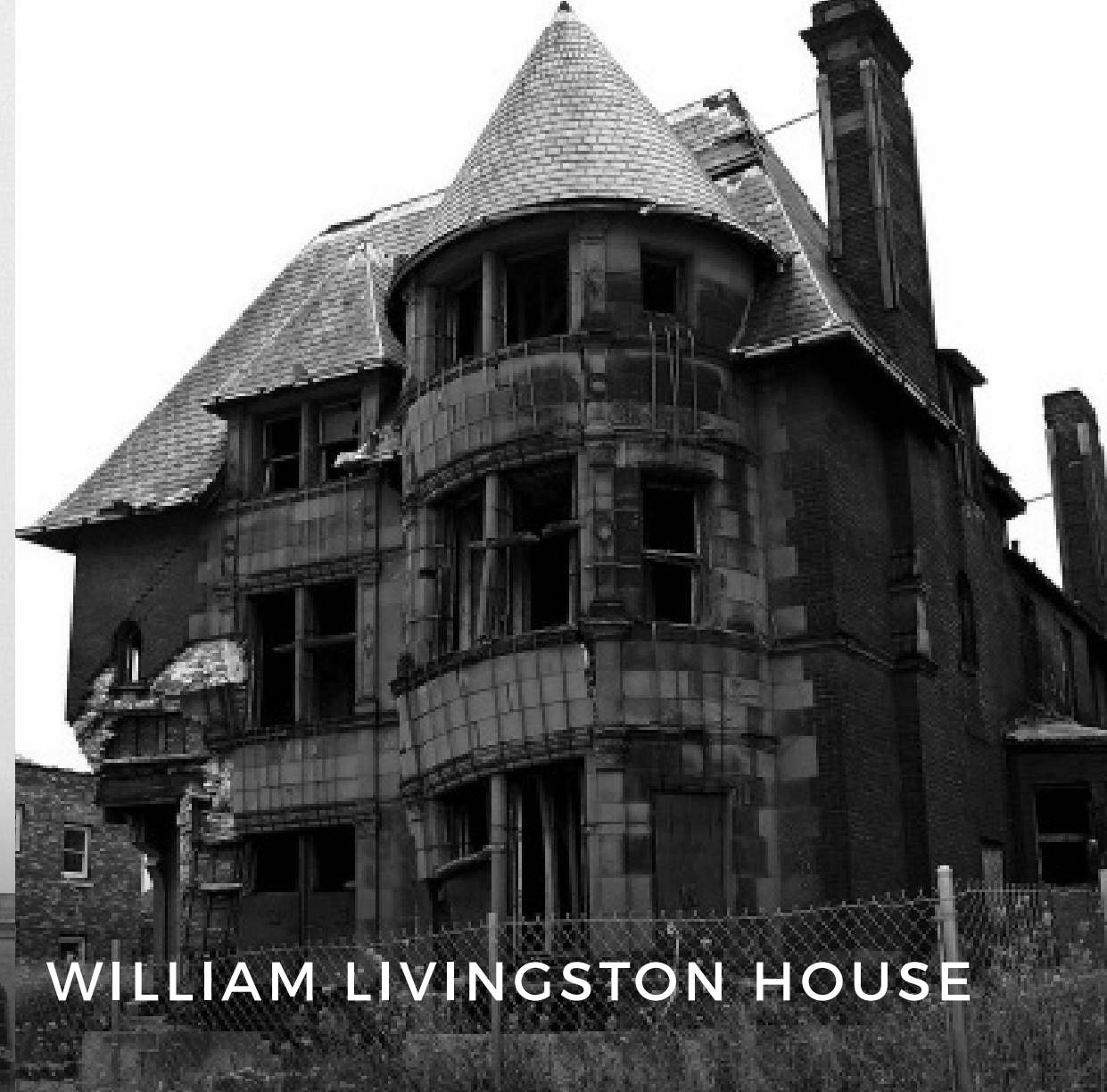
Detroit suffers from a pervasive stigma that has crippled progress and growth within the city.
This affects the mentality of the citizens and detracts tourists from visiting.



GRANDE BALLROOM



MICHIGAN CENTRAL STATION



WILLIAM LIVINGSTON HOUSE



PACKARD PLANT



THE BOOK TOWER



MICHIGAN THEATRE

THE SOLUTION / ART SPARKS CHANGES

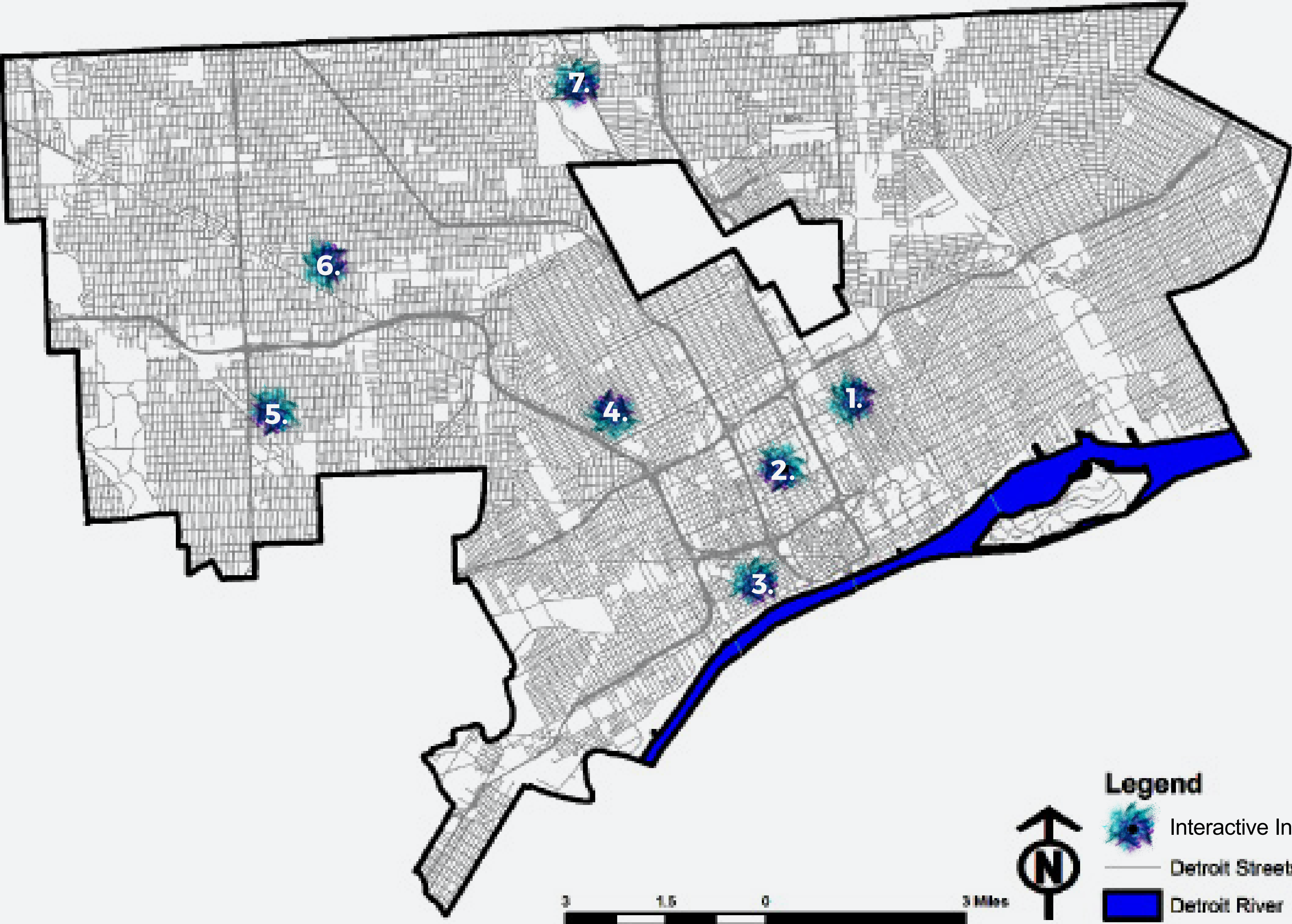
We want to change the way Detroit is perceived. Despite all the obstacles, Detroit is a canvas with a myriad of opportunities. We want to make citizens and others realize how much this city has to offer. Detroit has the potential of becoming the world's best recognized City Of Art. We have a message to the people: Detroit is a remarkable, vital and thriving city that embraces art. This is the City of Art.



SOLUTION / INTERACTIVE IMMERSIVE ART

We want to communicate this message through a series of 7 interactive art installations distributed across the city. We want to give all citizens the opportunity to involve themselves with the city through art and feel connected to it.

MAP OF EXHIBITION



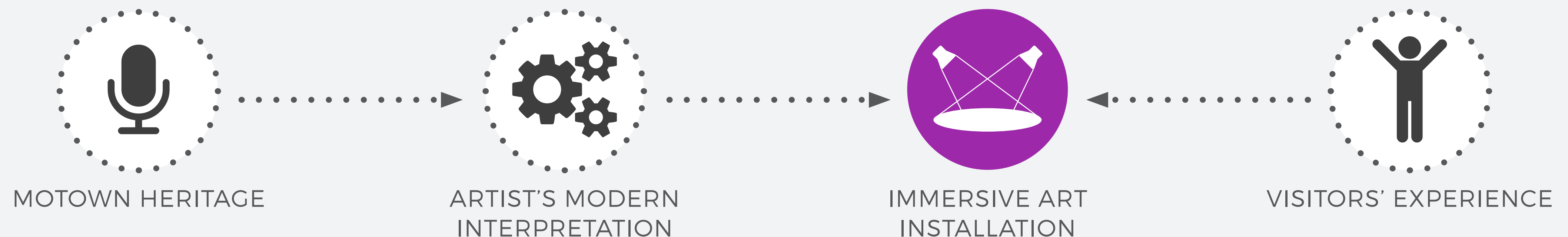


SOLUTION / THE HUB

The Hub is an interactive immersive art installation. Detroit musicians create their own musical composition based on Motown tradition but filtered through their own creative process. The Hub is a platform to promote Detroit artists and the city's soulful heritage.

It gathers people together. Ideally, it will become a place of social meetings and integration of citizens from distant areas outside of Detroit.

The Hub connects people and artists with the history and future of Detroit.





DETROIT

HOW DO WE KNOW IT WILL WORK?

Exploring the history of other cities, we've noticed a pattern. Places with a bad reputation attract artists seeking low rental properties. Artists are intrigued to move in and become a part of Detroit. They adapt to the space and animate cultural and social life in the area. Ultimately, demonstrating that these revitalized areas have the potential to attract visitors and investors.

KREUZBERG / BERLIN



1980

.....▶

2017



Starting in the late 1960s, increasing numbers of artists began moving to Kreuzberg. Low rental housing naturally attracted artists, punks, and musicians to this inexpensive neighborhood. Ultimately, transforming the district into the most alluring spot in the city.

CAMDEN TOWN / LONDON



1970

.....▶

2010

A temporary market was established in 1974, becoming a well known feature of Camden Town. Now ranking as London's 4th largest attraction (100,000 people weekly), it generates £1.2 billion and 275,000 jobs. Now fully recognized as the centre of alternative culture in London.

QUEEN WEST / TORONTO

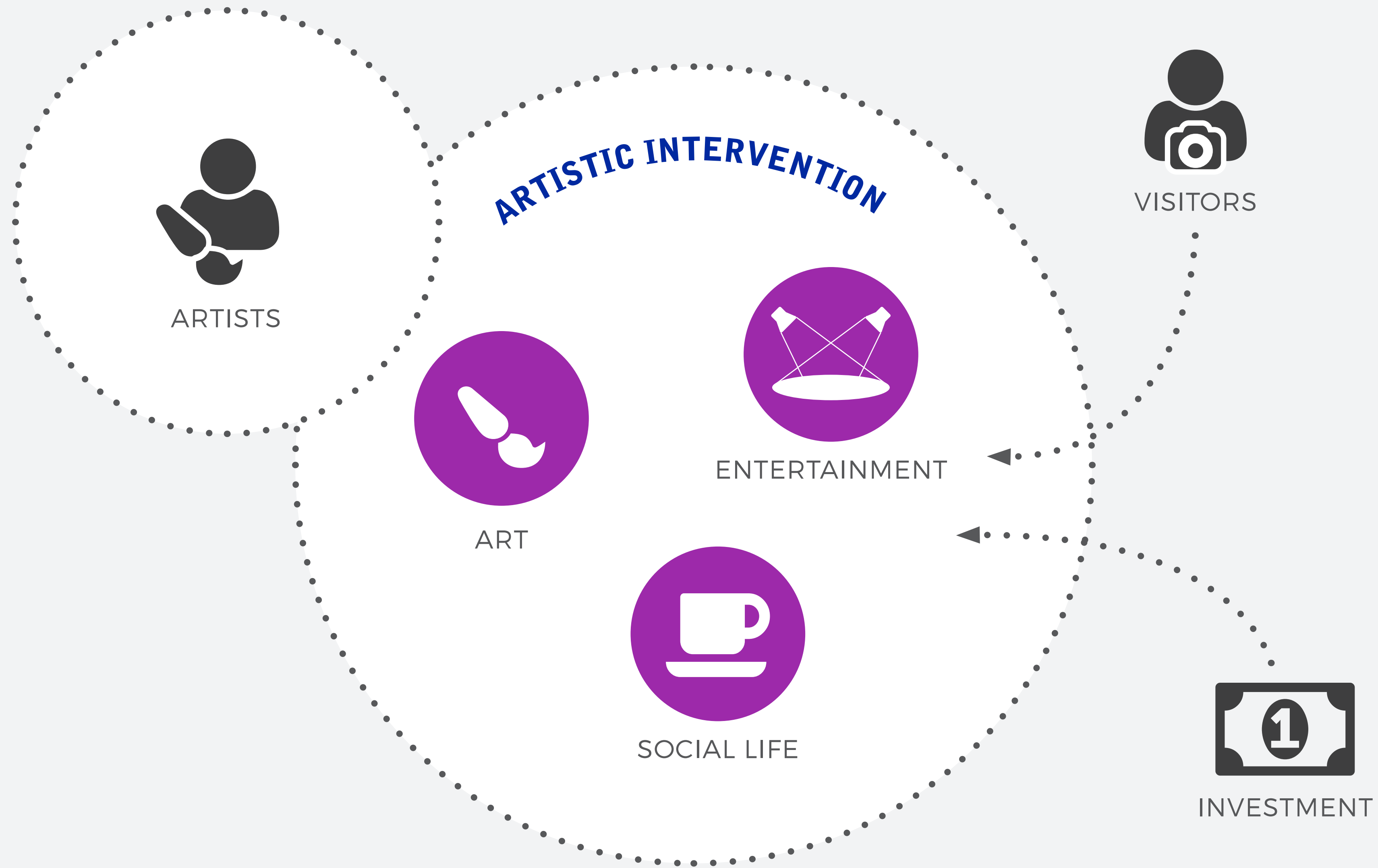


1970's

.....▶

2017

Since the 1960s, Queen West had a reputation for poverty and crime. In 1995, The Artscape project created 22 affordable studios. The vibrant arts scene and resurgence in commercial activity created a rise in property values, making the land attractive for redevelopment.



BENEFITS

SHORT TERM BENEFITS

- Shifting the image of Detroit
- Improvement of citizens' wellbeing
- Inspiration to other artists to involve

LONG TERM BENEFITS

- Bringing other artists to the city
 - Bringing people to the city
- Bringing new investments to the city



MIDTOWN



LUMINOCITY DETROIT



EASTERN MARKET



**DETROIT IS
REVITALIZING**



DETROIT DESIGN FESTIVAL



URBAN FARMING



THE HEIDELBERG PROJECT



THANK YOU

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