

MICHIGAN DESIGN CENTER

# IN HOUSE

a tenant update



## Excitement Building for The May Event

May 11 is rapidly approaching, and plans are well under way for *The May Event*. The one-day, building-wide event for trade professionals will feature over 15 events/activities, including four keynote presentations, hands-on activities, book signings, and various showroom events. The [event page is now live](#) on MDC's website.

A postcard will be mailed to trade members and will begin arriving in mailboxes the week of April 10. Event brochures will be distributed to all participating showrooms along with 11" x 17" signs to promote each tenant's individual activities/events. We encourage all MDC showroom employees to use these materials to help promote the event with trade members who visit your showroom as the event approaches!

### IMPORTANT DEADLINES

**Thursday, April 20** | [Equipment request forms](#)\* due to [patty@michigandesign.com](mailto:patty@michigandesign.com).

For those of you with keynote speakers, please let Patty know how you would like the front of the Mid-America Room set up for your presentation.

\*All MDC equipment is available on a first-come, first-serve basis.

**Thursday, April 27** | All digital presentation materials due to [craig@michigandesign.com](mailto:craig@michigandesign.com) for presentations in the Mid-America Room.

Thank you for your continued efforts to make this a successful event for our trade members!

## "In the Loop"

There are no "In the Loop" events scheduled for April, but if you'd like to host an upcoming one in your showroom, please contact [patty@michigandesign.com](mailto:patty@michigandesign.com). "In the Loop" is a series of informative social events held throughout the year in MDC showrooms.

## Showroom / Studio Changes

The MDC management office updates all showroom and designer office information prior to our annual Directory being distributed, but if any new changes occur throughout the year, please let us know so the MDC website displays the most up-to-date information. Please send any changes with your manufacturer listings, showroom manager, and/or general contact information to [debbie@michigandesign.com](mailto:debbie@michigandesign.com). You may review your current listing [here](#).



## About the Building

*Tim Cichoski*

Spring is upon us and that means it's time for you to schedule your spring HVAC maintenance. Once the inspection of your unit(s) is complete, I will need

a copy of the report for our records sent to [tim@michigandesign.com](mailto:tim@michigandesign.com) by May 30, 2023. Also, Eastman Fire will be onsite Monday, April 10, and Tuesday, April 11, to renew/replace your fire extinguishers. Here is a list of their pricing:

- **Inspections:** \$10 per extinguisher and this includes the cost for the seal
- **Recharge:** 5LB ABC – \$45.00 per extinguisher; 10LB ABC – \$55.00 per extinguisher
- **Replacement/new units:** 5LB ABC – \$100; 10LB ABC – \$125

To receive the above pricing, tenants MUST PAY AT TIME OF SERVICE (cash, check, credit card). Any tenants unable to pay at the time of service will need to coordinate directly with the MDC management office for service. Their standard pricing will apply which includes a \$65 service call. This also applies if you are unable to be available on either day next week. As always, if you have any questions do not hesitate to ask.



## Resource Center News

*Patty Goldstein*

### WATERSTONE FAUCETS' LUNCH & LEARN CEU

**Thursday, April 13 | 11 A.M. - 1 P.M.**  
**Mid-America Room**

Have you ever wondered what it takes to manufacture a high-end faucet or why a similar looking faucet costs \$100 or \$2,000? Join *Waterstone Faucets'* National Sales Manager Jodi Vallejos, for a true virtual CEU experience and learn what it takes to make a faucet in the USA. Check-in begins at 11 a.m. with lunch and presentation at 11:30. RSVP to [patty@michigandesign.com](mailto:patty@michigandesign.com) by Friday, April 7, to register for this free event.

### PATCRAFT HOSTS HEALTH & SUSTAINABILITY FOR PEOPLE & PLANET – 5 CEU CREDITS

**Wednesday, April 19 | 9 A.M. - 4 P.M.**  
**Mid-America Room**

Join representatives from *Patcraft Flooring* as they host Tim Conway, Vice President of Sustainability at *Shaw Industries*, *Patcraft's* parent company. Tim will share his expertise on how we can design into a Circular Economy with *Patcraft's* reTURN program. Other CEU topics include: “Maximizing Water Efficiency for Sustainable Restroom Design,” “Cradle to Cradle: Exploring a Bright Future for Planet Earth,” “Coating Innovations in the Healthy Building Movement,” “Practically Optimistic,” and “Nucraft Veneers.” Morning coffee, lunch, and desserts will be served at this day-long program. Earn five CEU credits for attending. To register, please email [tina.rossi@patcraft.com](mailto:tina.rossi@patcraft.com) by Friday, April 14. Attendees can enter to win drawings for gift baskets as well!



## Marketing & Events

*Craig Argenti*

Thanks to everyone that attended the first two Designer Network Series events this year! The A/V upgrades to MDC's Mid-America Room (MAR) have allowed us to record each one and the videos can be viewed here: [Session #1: “Becoming a Brand”](#) and [Session #2: “Building for Success in Any Economy.”](#) Our next event in the series will be on Thursday, September 28, and will feature a special guest speaker on the relevant topic, “**Know Your Worth.**”

When booking an event in the MAR with Patty Goldstein, be sure to let us know if you wish to offer your event as a virtual webinar. Virtual attendees have increased total attendance for Trade events held in the MAR by 20% this year!

### NEW “TRADE TIPS”

Beginning last month, MDC has added a new recurring content piece that is intended to increase trade engagement in our monthly *Design News* e-newsletter. Each month, we will produce a separate “Trade Tips” article on a topic created just for trade members. This month, we shared an [exclusive interview](#) with Textile Designer Victoria Larson, who will be one of the special guests at next month's *The May Event*. If you have a topic or story you'd like to see featured in an upcoming article, contact me at [craig@michigandesign.com](mailto:craig@michigandesign.com).

## MEDIA MENTIONS

An extensive [trend forecasting article](#) appeared in the March issue of *SEEN Magazine*, featuring **Baker | McGuire, Designer Furniture Services + Fabrics**, and **Verce Design**, as well as RC Exhibitor *Benjamin Moore* and Featured Designer Katie Rodriguez.

Several projects from Featured Designer, Concetti, were featured in an article titled, “Bold Concepts” from the “Raising the Bar” issue of *Great Lakes by Design*. They also received an extensive [cover story](#) in the March 31 edition of *Detroit News Homestyle*.

Speaking of *Homestyle*, MDC and our showrooms continue to receive ample coverage in the weekly publication with several features last month. The “Trash or Treasure” column featured a couple items that were appraised in MDC’s Mid-America Room, beginning with a Native American beaded belt in the [March 3](#) issue, a Tiffany gem in the [March 17](#) issue, and an Italian opera program signed by Salvador Dali in the [March 24](#) issue. The “Welcome Mat” section of the [March 10 edition](#) promoted last month’s **Launch! Session** with Featured Designer Rachel Nelson. The same issue also featured a [cover story](#) on art and highlighted projects and tips from Featured Designer Dan Davis. RC Exhibitor, *IMAGIO*, received a nice plug in the “Welcome Mat” section of the [March 17 edition](#). A [cover story](#) on slow decorating featured projects from Anne Strickland, Jones-Keena & Co., Concetti, and Marianne Jones. Heather Vercellino’s upcoming **Launch! Session** on creating dark and moody interiors was promoted in the “Welcome Mat” section of the [March 24](#) issue.

Several of our showrooms were featured throughout the [spring issue](#) of *Detroit Design* magazine:

## HOMES

- [“Fresh Start”](#) – (Featured Designer Barbi Stalburg) **CAI Designs** and **Designer Group Collection**
- [“Master Class”](#) – (Featured Designer Lisa Petrella) **Baker | McGuire, CAI Designs, City Lights Detroit, Kravet, Pindler, Rozmallin, Schumacher**, and **Tennant & Associates**
- [“Past Present”](#) – (Featured Designer Kevin Serba) **Ann Sacks, Kravet**, and **Tennant & Associates**
- [“Lake House Legacy”](#) – (Designer Denise Seifferlein) **CAI Designs** and **Pindler**
- [“Lower-Level Luxe”](#) – (Designer Anna Versace) **CAI Designs** and **Pindler**

## PRODUCTS

- [“Truly Tropical”](#) – **Baker | McGuire, Kravet**, and **Schumacher**
- [“Go Gingham!”](#) – **Kravet** and **Schumacher**



BARBI STALBURG



LISA PETRELLA



**APRIL**

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3 NOON - 3 P.M. OCC STUDENT TOUR Various Showrooms	4	5	6	7 NOON - 3 P.M. FIRST FRIDAY FABRIC DAY AT KRAVET Suite 105 Building closes at 3 p.m. for Good Friday	8
9	10	11	12	13 11 A.M. WATERSTONE FAUCETS CEU Mid-America Room	14 11 A.M. LAUNCH! EVENT W/ VERCE DESIGN Mid-America Room	15
16	17 Info due for May e-Newsletters	18	19 9 A.M. - 4 P.M. PATCRAFT SUSTAINABILITY CEU TRADE EVENT Mid-America Room	20 "The May Event" equipment request due	21	22
23 30	24	25 2:30 - 8:30 P.M. CABI NETWORKING EVENT (PRIVATE) Mid-America Room	26	27 "The May Event" presentation materials due	28 10 A.M. TRASH OR TREASURE APPRAISALS Mid-America Room	29

**MAY**

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2 4 - 6:30 P.M. "THE ART OF MOSAIC" - CERCAN TILE Mid-America Room & Suite 94	3	4	5 TBD 1ST FRIDAY VERELLEN CHAT Suite 102-A TBD 1ST FRIDAY @KRAVET Suite 105	6
7	8	9	10	11 ALL DAY THE MAY EVENT Building-Wide	12	13
14	15 Info due for June e-Newsletters	16 9 A.M. TENANT MEETING Mid-America Room 10 A.M. - NOON DESIGNER DISCUSSIONS AT CHATHAM HOUSE Suite 102-A	17	18	19 10 A.M. LAUNCH! TOUR W/ ARMINA INTERIORS Various Showrooms	20
21	22	23 11 A.M. - 1:30 P.M. CHET'S CLEANING LUNCH & LEARN Mid-America Room	24	25	26 Building closes at 3 p.m. for Memorial Day	27
28	29 Building closed for Memorial Day	30	31			

**JUNE**

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2 TBD 1ST FRIDAY VERELLEN CHAT Suite 102-A TBD 1ST FRIDAY @KRAVET Suite 105	3
4	5 6 - 10 P.M. DETROIT DESIGN AWARDS 2023 One Campus Martius 16th Floor	6	7	8	9 8:30 A.M. "IN THE LOOP" @ RUTH CASPER DESIGN STUDIO Suite 102-E	10
11	12	13	14	15 Info due for July e-Newsletters	16	17
18	19	20	21	22	23 10 A.M. - NOON LAUNCH! COLOR CONSULTATIONS W/ LINDA SHEARS Suite 84	24
25	26	27	28	29	30	

**JULY**

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3 Building closed for Independence Day	4 Building closed for Independence Day	5	6	7 TBD 1ST FRIDAY VERELLEN CHAT Suite 102-A TBD 1ST FRIDAY @KRAVET Suite 105	8
9	10	11	12	13	14	15
16	17 Info due for August e-Newsletters	18	19	20 TBD MDC TENANT SUMMER BBQ - TENTATIVE North Parking Lot	21	22
23 30	24 31	25	26	27	28	29