

MICHIGAN DESIGN CENTER

IN HOUSE

a tenant update



MICHIGAN DESIGN CENTER

GATHER

Celebrate the Art of Entertaining



“Gather” Participation Agreements Due Now

If your showroom plans to participate in the *Gather* event on Friday, Nov. 8, we need to know now if you will be participating and which designer(s) you will be partnering with. Please send [participation agreements](#) to patty@michigandesign.com at your earliest convenience. We will be sending out [vignette information forms](#) to all participation showrooms later this month to begin collecting information for the event signage and marketing materials. For more information, please review the [event guidelines](#) sheet.

Jean Stoffer Trade Talk – October 9

We are excited to announce that MDC will be hosting an engaging presentation and Q&A with Grand Rapids-based interior designer, Jean Stoffer, on Thursday, Oct. 9, at 10 a.m. in the Mid-America Room. This exclusive event is specifically for trade members and will highlight Jean’s remarkable journey to becoming a renowned interior designer. Jean is celebrated for her television appearances, award-winning designs, published work, and recognition as a top kitchen and bath designer. Her commitment to mentoring fellow designers and contributing to the design community underscores

the value of bringing such an esteemed speaker to MDC. There will also be a book signing following the presentation.

Don’t Leave Your Clients Out!

If your showroom has not provided the main office with the names of designers you wish to add to your 2024 A-List, please do so now. If you need an additional copy of your 2023 A-List, please contact emcdonald@michigandesign.com. As always, these lists are kept in the strictest of confidence. Feel free to call the office if you have questions.

Welcome

Please stop by **The Ghiordes Knot**, Suite 90, to say hello to their new full-time sales administrator, Marino Amato.



Resource Center News

Patty Goldstein

Kendall Design-Build announced they will be partnering with Jean Stoffer and *Stoffer Home Cabinetry* and will now have her cabinet designs available to offer for their renovation and new-build projects. There is always something changing in the Resource Center, so please stop in!

Hosting an event at MDC this Fall?

Fall is typically a busy time for events at MDC and the Mid-America Room, so now is the time to schedule

a date if you have an event in the works. All MDC showrooms are welcome to reserve the Mid-America Room for events during regular business hours, subject to availability. Please provide 60 days advance notice to secure a date and ensure you get the best possible event support and publicity. Please fill out this [event information form](#) and email it to patty@michigandesign.com to begin planning your next event.



About the Building

Tim Cichoski

The temperatures and humidity have greatly increased, so for those of you with back doors, please do not prop your doors open as this allows the humidity and insects to enter your showroom.

We recently approved a massive roof repair that will be taking place in a few weeks. I will be in touch once we get closer to the start date and will notify those showrooms where roofers will be working. We may have some debris fall so some items may need to be covered. Feel free to contact me with any questions or concerns.



Marketing

Craig Argenti

I've enjoyed meeting with many of the showroom managers and owners over the past few weeks to update your showroom portfolio pages on the MDC website! If you haven't yet updated your page and still wish to do so, please schedule a meeting with me using the link below. I aim to have as many of these pages up to date as possible before we launch our new digital campaigns to drive web traffic this fall. This month, I will be shifting gears to update the Featured Designers' portfolios.

[Book a One-on-One Meeting with Craig](#) ▶

Look for this [full-page ad](#) in the Fall edition of *Detroit Design* magazine. Additionally, this [full-page ad](#) will appear in the "End of Summer" issue of *Palmer Woods Post*.

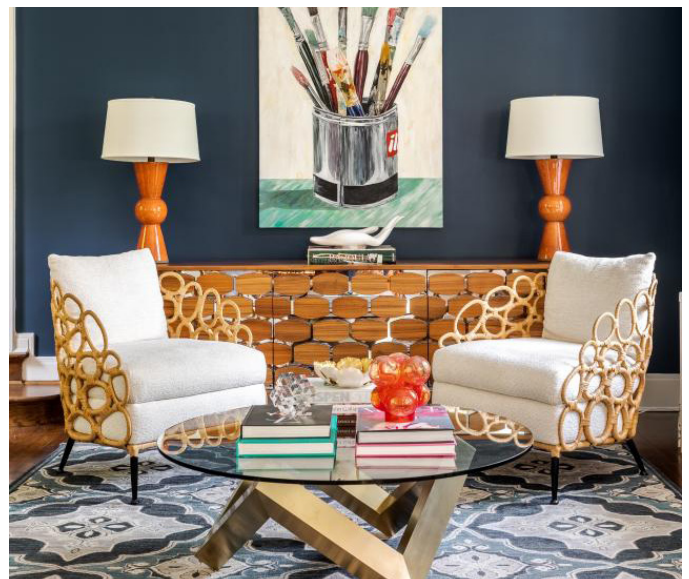
MEDIA MENTIONS

"The Seen" section of the August *Hour Detroit* magazine featured pictures from MDC's *The May Event* with several showroom and studio owners and managers included.

The [cover story](#) in the July 19 edition of *Detroit News Homestyle* tapped several of MDC's Featured Designers for some summer design trends, including Paige Loperfido of *Décor and More Design Studio* and Michelle Mio and Jill Schumacher of *Rariden Schumacher Mio*, Margaret Skinner of *Margeaux Interiors*, and Christine Ramaekers of *MainStreet Design Build*.

The July 26 edition of *Detroit News Homestyle* had a few mentions of MDC, including an announcement in the "[Welcome Mat](#)" section promoting this month's complimentary Designer Consultations with Featured Designer Anna Versaci on August 16. Also a "[Smart Solutions](#)" [article](#) cited MDC and our online Featured Designer portfolios as a great resource for inspiration.

The "Trash or Treasure" column in multiple editions of *Detroit News Homestyle* featured items that were recently appraised at MDC. The [June 28 column](#) featured an art deco tortoiseshell tea caddy, the [July 4 article](#) highlighted an autograph book with notable signatures from Henry Ford's headquarters in the 1920s, the [July 11 column](#) featured an antique Stickley coat rack, and the [July 26 article](#) shared a stainless steel sculpture.



ANNA VERSACI DESIGN

AUGUST

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5	6	7	8 10 - 11 A.M. DESIGNER TOUR WITH JENNIFER KASSELMAN Various Showrooms	9	10
11	12	13 8 A.M. - 5 P.M. SHERWIN WILLIAMS PRIVATE EVENT Mid-America Room	14 8 A.M. - 5 P.M. SHERWIN WILLIAMS PRIVATE EVENT Mid-America Room	15 8 A.M. - 5 P.M. SHERWIN WILLIAMS PRIVATE EVENT Mid-America Room Info due for Sept. e-Newsletters	16 10 A.M. - 1 P.M. DESIGNER CONSULTATIONS WITH ANNA VERSACI Suite 84	17
18	19	20	21	22	23	24
25	26	27	28	29	30 Building closes at 3 p.m. for Labor Day holiday	31

SEPTEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2 Building closed for Labor Day holiday	3	4	5	6	7
8	9	10	11	12	13 10 - 11 A.M. DESIGNER TOUR WITH JILL SCHUMACHER Various Showrooms 11:30 A.M. - 1:30 P.M. KIA INTERIOR DESIGN EVENT Mid-America Room	14
15	16 Info due for October e-Newsletters	17	18 11 A.M. - 2 P.M. RUTH CASPER DESIGN/ TREVARROW CEU Mid-America Room	19	20	21
22	23	24	25 ALL DAY KELLER WILLIAMS - PRIVATE EVENT Mid-America Room	26 TBD GHIORDES KNOT WALLPAPER EVENT Mid-America Room 5 P.M. IDS DETROIT SOIREE City Lights Detroit	27	28
29	30					

OCTOBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4 10 - 11 A.M. DESIGNER TOUR WITH LINDA SHEARS Various Showrooms	5
6	7	8	9 10 A.M. JEAN STOFFER TRADE TALK Mid-America Room	10	11	12
13	14	15 Info due for November e-Newsletters	16	17 TBD CERCAN TILE GRAND OPENING Mid-America Room & Suite 122	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

NOVEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1 10 - 11 A.M. DESIGNER TOUR WITH DEBBIE AUER Various Showrooms	2
3	4	5	6	7	8 10 A.M. - 3 P.M. GATHER EVENT Various Showrooms & Mid-America Room	9
10	11	12	13 TBD SHERWIN WILLIAMS WREATH-MAKING EVENT - PRIVATE Mid-America Room	14	15 Info due for December e-Newsletters	16
17	18	19	20	21	22	23
24	25	26	27 Building closes at 3 p.m. for Thanksgiving holiday	28 Building closed for Thanksgiving holiday	29 Building closed for Thanksgiving holiday	30