

MICHIGAN DESIGN CENTER

IN HOUSE

a tenant update

Tenant Marketing Meeting

Please join us on **Thursday, December 12**, in the Mid-America Room to review our 2025 marketing program, events, and publicity. We are hosting it early in December this year to give showrooms/studios an opportunity to help further shape the marketing/events plans for 2025. The meeting will begin promptly at 9 a.m. Please RSVP with your showroom representative to debbie@michigandesign.com by Friday, Dec. 6.



Live Well, Design Well – Thursday, February 6

We're excited to announce the next building-wide event, **Live Well, Design Well**—an appreciation day for our trade members. This day-long event will take place on **Thursday, February 6**, and is designed to treat our clients to a day of wellness and invite busy design professionals to take a moment to enhance their well-being. We hope to feature a keynote presentation from a professional offering actionable advice on a related topic. Showrooms are encouraged to participate by hosting activities or presentations aligned with the wellness theme. Ideas include complimentary chair massages, healthy cooking demonstrations, partnerships with local spas or yoga/pilates studios, and more. Please send [participation agreements](#) to patty@michigandesign.com by Friday, Dec. 13.

The May Event: “Meet the Makers”

Mark your calendars for MDC's biggest trade event of the year! **The May Event** is tentatively scheduled for Thursday, May 8 (and Wednesday, May 7 - if the schedule permits). We will have a special theme—**Meet the Makers**—celebrating the artisans and creators behind the designs. Now is the time to start planning your participation! Consider booking special guest speakers or artisans early to secure their availability. Participation forms will be available in January, so start thinking now about how your showroom can shine with special guest keynote presentations, live demonstrations or experiential showcases that highlight craftsmanship.



About the Building

Tim Cichoski

Winter is finally here, so please be cautious when walking and driving through the parking lot. Everett and I take care of the sidewalks around the building but there is always a chance that black ice has formed. If you notice a slick spot, please bring it to our attention. Showrooms are **NOT** permitted to enter the garage and help themselves to salt or shovels. If any of these items are needed just ask.

Please do not prop open both the front and back doors to your showroom as this allows the cold air to go through the building. I hope you all enjoy friends and family during the holiday season.





Marketing

Craig Argenti

This [full-page ad](#) will appear in the “End of Fall” issue of *Palmer Woods Post*. Additionally, a [full-page Michigan Design Center promotional ad](#) will appear in the commemorative booklet that guests of the *Palmer Woods Holiday Home Tour* will receive at the evening soirée on Dec. 7. The anticipated circulation is 1,000+, with attendees from all over SE Michigan that have an appreciation for architecture, art, design, and décor.

MEDIA MENTIONS

Ruth Casper Design Studio’s recent reinvention of a 1950s Colonial in Birmingham was the focus of a 9-page spread in the Winter edition of *Detroit Design* magazine. The story showcased many products from MDC, including a dining table and chair from **CAI Designs**, a chandelier from **City Lights Detroit**, wallcovering from **Rozmallin**, and artwork through Ruth’s own studio in “Behind the Design.” MDC products from **City Lights Detroit** and **Kravet** were also mentioned in a “Behind the Design” story titled, “Style Over Function.”

MDC showrooms and designers continue to be promoted in *Detroit News Homestyle*. Last month’s “**Merry Market**” event was featured in the “Welcome Mat” section of the [Nov. 15 edition](#). An article in the [Nov. 8 edition](#) tapped Featured Designer Rachel Nelson of *Concetti* for advice on new smart home technology in 2024. The weekly “Trash or Treasure” column featured multiple items that were appraised at MDC, including an 1850’s sampler in the [Nov. 15 edition](#) and antique *Morris & Co. Chair* in the [Nov. 22 edition](#).

‘GATHER’ EVENT ON FRIDAY, NOV. 8



Photos by Joseph Tiano

DECEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3 TBD RAHS TOUR Mid-America Room	4 1 - 4 P.M. PINDLER SCAVENGER HUNT Suite 103	5 5 P.M. VAN IMPE BOARD DINNER - PRIVATE Mid-America Room	6	7
8	9	10	11 NOON - 2 P.M. E.W. LUNCH & LEARN Suite 93 & MAR 5 - 9 P.M. ITALCASA DESIGN HOLIDAY PARTY Suite 30	12 9 A.M. TENANT MARKETING MEETING Mid-America Room	13 10 - 11 A.M. DESIGNER TOUR WITH RACHEL KEENA Various Showrooms	14
15	16 Info due for January e-Newsletters	17	18	19	20	21
22	23 5 P.M. VAN IMPE STAFF PARTY - PRIVATE Mid-America Room	24 Building closes at 1 p.m. for Christmas holiday	25 Building closed for Christmas holiday	26	27	28
29	30	31 Building closes at 3 p.m. for New Year's holiday				

JANUARY 2025

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 Building closed for New Year's holiday	2	3	4
5	6	7	8	9	10 10 A.M. DESIGNER TOUR WITH JENNIFER KASSELMANN Various Showrooms	11
12	13	14	15	16 Info due for February e-Newsletters	17	18 4 P.M. HAGOPIAN PRIVATE EVENT (TENTATIVE) Mid-America Room
19	20	21	22 TBD BENJAMIN MOORE EVENT Mid-America Room	23	24 10 A.M. LAUNCH! WITH CONCETTI Mid-America Room	25
26	27	28	29	30	31	

FEBRUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3	4	5	6 TBD TRADE WELLNESS DAY Various Showrooms	7	8
9	10	11	12	13	14 10 A.M. DESIGNER TOUR WITH ANITA SNEIDERAITIS Various Showrooms	15
16	17 Info due for March e-Newsletters	18	19	20	21	22
23	24	25	26	27	28	

MARCH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3	4	5	6	7	8
9	10	11 TBD DESIGN SHOP TALK - TENTATIVE	12	13	14	15
16	17 Info due for April e-Newsletters	18 TBD DESIGN SHOP TALK - TENTATIVE	19	20	21	22
23 30	24 31	25	26	27	28 10 A.M. LINDA SHEARS TOUR - PRIVATE Various Showrooms	29