

MICHIGAN DESIGN CENTER

# IN HOUSE

a tenant update



## Important MDC Events Update / Date Changes

### THE STORYBOOK SHOWCASE

We have been working diligently to confirm and maximize WXYZ's involvement as our charity partner for this year's children's book event. To better align with their on-air promotions for the *If You Give a Child a Book* campaign, we are moving the event to **Friday, September 12**.

We are excited about the potential exposure this event will bring to MDC showrooms and their participating designers. So far, 13 vignettes are planned, and we hope to add even more with this additional time to prepare. If your showroom would like to participate, please secure your designer(s) and submit the [Participation Agreement](#) by Friday, June 13 to [patty@michigandesign.com](mailto:patty@michigandesign.com).

### ARTWALK AT MDC

With the children's book event now moving to the fall, it makes sense to host our *Artwalk* event earlier in the year, on **Friday, June 6**. To move forward, we need to begin collecting participation details. If your showroom would like to participate, please confirm which artist(s) you will be partnering with and whether you plan to host a demo or activity in your showroom during the event. Please send [Participation Agreements](#) to [patty@michigandesign.com](mailto:patty@michigandesign.com) by Friday, March 14.

### GATHER

We plan to continue hosting *Gather*, as this fun and engaging tabletop event has consistently attracted strong interest from attendees and serves as a great way to kick off the holiday entertaining season. The likely date is **Friday, November 14**, and we will begin gathering event details in August.

## The May Event – Meet the Makers

We have received limited commitments for *The May Event* and need to confirm as soon as possible whether your showroom plans to participate. This building-wide event for our trade members is scheduled for **Thursday, May 8**, and to move forward, we must secure at least three keynote presentations by Friday, Feb. 7. So far, we have only received one commitment for the 2:30 p.m. time slot. If your showroom is interested, please complete this [Participation Form](#) and return it to [patty@michigandesign.com](mailto:patty@michigandesign.com) ASAP. Available time slots will be assigned on a first-come, first-served basis, and to ensure clarity, MDC will only promote the first events that secure each slot. We will limit presentations in the Mid-America Room to three per day, prioritizing keynotes, panel discussions, and influential industry guest speakers. There are no restrictions on activities within your showroom; however, we aim to avoid scheduling competing events to create a seamless experience for trade members. Once all building-wide events are confirmed, MDC will develop marketing materials to promote the event to trade members. To be included, please submit all event details no later than Friday, March 7.

## Lost & Found Reminder

If you happen to find an item, please drop it off in Suite 25 rather than hold it in your showroom. Building guests often visit numerous showrooms and are unsure where an item was lost. If a customer asks about a missing item, please direct them to Suite 25 or call **248.649.4772**.

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# Welcome

**Rita O'Brien Interiors** is excited to welcome a new addition to their studio, designer Coryn Rose. Coryn previously interned with Rita and Colleen in 2022, and they are thrilled to have her back as an official member of the design team. Stop by Suite 111 to say hello and welcome Coryn.

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## Marketing

*Craig Argenti*

Look for this [full-page ad](#) in the spring issue of *Detroit Design* magazine. This is the first ad in which we are using our new tagline, “Great Design is Powered by People.” We are still collecting manufacturer images to feature in these magazine ads for 2025 that feature people using the products, and people making the products. Specifically, we are still in need of some room scenes images that show people enjoying the finished spaces. Please send any images for consideration to me at [craig@michigandesign.com](mailto:craig@michigandesign.com).

### MEDIA MENTIONS

Last month, MDC showrooms and Featured Designers were prominently featured in *Detroit News Homestyle*, including a couple cover stories, including the [Jan. 10 issue](#), which showcased a vibrant home update in Grosse Pointe by *Décor and More Design Studio*, and the [Jan. 24 issue](#), which featured space planning tips from *Art by Design Interiors*. The Jan. 10 issue also promoted *Concetti's* “Timelessly Trendy” event at MDC in the [“Welcome Mat” section](#).

# FEBRUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3 9:30 A.M. CCS STUDENT TOUR Various Showrooms	4	5	6 11 A.M. LIVE WELL, DESIGN WELL WITH THE GHIORDES KNOT Mid-America Room	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 11 A.M. - 1 P.M. DESIGN EMBELLISHMENTS CEU AT CAI Suite 82	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	12	13	14	15
16	17 Info due for April e-Newsletters	18 TBD DESIGN SHOP TALK (TENTATIVE)	19	20 11 A.M. - 3 P.M. SHERWIN-WILLIAMS EVENT (TENTATIVE) Mid-America Room	21 10 A.M. DESIGNER TOUR WITH SARA FILTHAUT TBD	22
23 30	24 31	25	26 3 - 5 P.M. EMU STUDENT TOUR Various Showrooms	27 1:30 - 3:30 P.M. KW MASTERMIND - PRIVATE Mid-America Room	28 10 A.M. LINDA SHEARS TOUR - PRIVATE Various Showrooms	29

# APRIL

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 8:30 A.M. TROY CHAMBER EVENT (TENTATIVE) Mid-America Room	2	3	4	5
6	7	8	9 8 A.M. - 2 P.M. CALIFORNIA CLOSETS (TENTATIVE) Mid-America Room	10	11	12
13	14	15 Info due for May e-Newsletters	16	17	18 Building closes at 3 p.m. for Good Friday holiday	19
20	21	22	23	24	25	26
27 TBD WOMEN'S CONFERENCE - PRIVATE Mid-America Room	28	29	30			

# MAY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5	6	7	8 ALL DAY THE MAY EVENT	9	10
11	12	13	14	15 Info due for June e-Newsletters	16 10 A.M. WINDOW TREATMENT TOUR WITH NICOLETTE MARTIN	17
18	19	20	21	22	23 Building closes at 3 p.m. for Memorial Day holiday	24
25	26 Building closed for Memorial Day	27	28	29	30	31