

MICHIGAN DESIGN CENTER

# IN HOUSE

a tenant update

## Participation Agreements Needed for Art Walk at MDC and The May Event

The **Art Walk at MDC**, which will be held on Friday, March 22, from 10 a.m. - 3 p.m., is a PUBLIC open house event showcasing the creative talents of the professional artists that MDC showrooms and studios partner with. If your showroom wishes to participate, we need to know which artist(s) you will be partnering with ASAP. Please send [participation agreements](#) to [patty@michigandesign.com](mailto:patty@michigandesign.com) at your earliest convenience.

**The May Event** is a popular full-day, building-wide TRADE event that will be held on Thursday, May 9. We need to secure all three keynote presentation spots by Friday, Feb. 9, so please complete this [participation form](#) and return it to [patty@michigandesign.com](mailto:patty@michigandesign.com) to secure a spot. If there are enough strong speakers/topics, we will add a second day on Wednesday, May 8. Available time slots will be filled on a first-come, first-served basis, and to avoid confusion, MDC will only promote the first events that reserve each available time slot. We will limit the number of presentations in the Mid-America Room to three per day with keynotes, panel discussions, and influential industry guest speakers taking precedent. There is no limit on activities within your own showrooms. However, we are trying to avoid competing events at the same time to create a smoother experience for trade members. Once all the building events are scheduled, MDC will produce the marketing materials to promote the event to trade members.

## 2024 MDC Directory

The 2024 Directory will be arriving in trade professionals' mailboxes this month. MDC staff will deliver directories to showrooms as soon as we have them. If you need additional copies, please call the management office or stop by Suite 25.

## Welcome

Please stop by **E.W. Kitchens**, Suite 93, to welcome their new Showroom Manager, Wendy Clearman.



## Resource Center News

*Patty Goldstein*

### New Year, New Exhibits!

Like a new year, the Resource Center is out with some vendors and in with some new! As we start 2024, I am excited for the unique exhibits that are slated to join the RC in the first quarter. Get ready for a German door and window supplier, a custom doors and case goods builder and some updates to a long-time Resource Center exhibit. Also, the AV Imagined/ Graber/IMAGIO™ partnership is coming along and should be complete this month, in addition to interiors photographer Joe Tiano's much anticipated wall panel. Please visit the Resource Center in the New Year – you never know what resources are waiting inside!

### Who Do You Know?

As you know, the best compliment your business can receive is a referral from a happy customer. If you have a vendor or service provider you work with that you can't say enough positive things about, please share their information with me! I am looking to fill a few Resource Center spots and would love to promote high quality vendors and services that have a connection to MDC.

### 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**.



## About the Building

Tim Cichoski

I hope everyone had a chance to enjoy family and friends over the holidays. We are now into January and still no snow (knock on wood), but it will come at some point. For those of you with back doors leading to the parking lots, please let Everett or me know if you need salt. Nobody is permitted in the garage area to help themselves. With the temperatures starting to cool down and utility bills going up, if you have a programmable thermostat, it is more cost-effective to set the temperature lower at night while nobody is in your showroom. If you need help with this, please let me know. Any questions, feel free to stop and ask. Happy New Year!



## Marketing

Craig Argenti

I am looking forward to discussing MDC's marketing and events plans with you all at the **Tenant Meeting on Tuesday, Jan. 23, at 9 a.m.** We have a full schedule of trade and consumer events planned for 2024, as well as several exciting marketing initiatives that I look forward to explaining in further detail. If you have not yet RSVP'd for this meeting, please let Debbie know who your showroom representative will be at [debbie@michigandesign.com](mailto:debbie@michigandesign.com), by **Friday, Jan. 19.**

The [Winter edition](#) of our digital magazine, *Michigan Design Center @home*, was released last month via email and has been uploaded to our website at [michigandesign.com](http://michigandesign.com). Thanks to everyone who contributed their talents and efforts that were shared in both 2023 editions!

The 2024 Featured Designer Referral Sheets will be delivered to showrooms later this month. Please distribute these to any consumers in your showroom who would like a designer referral. If you need more copies throughout the year, please

do not hesitate to call the management office. This year's Featured Designer profiles with several new additions for 2024, can be viewed on our website [here](#).

### MEDIA MENTIONS

MDC and our showrooms made several appearances in *Detroit News Homestyle* this month. The [Dec. 1 cover story](#) shared **Schumacher's** latest book, "Blue and White Done Right," while the [Dec. 8 cover story](#) featured holiday decorating advice from Featured Designer Margaret Skinner. The "Welcome Mat" section promoted the "[Rugs & Mugs](#)" event with *Pewabic Tile* at **The Ghiordes Knot** on Dec. 1 and later advertised MDC as a mall alternative to holiday shopping in the [Dec. 15 edition](#). Lastly, MDC received an honorable mention in several of the "Trash or Treasure" columns, including the [Dec. 1 edition](#) that featured paintings with ties to Detroit's Kresge mansion, the [Dec. 8 edition](#) featuring a military bugle, and the [Dec. 21 edition](#) which featured vintage cranberry glass.

The [winter edition](#) of *Michigan Blue* featured another inspiring article on *Pollack's* Rachel Doriss from her visit to **Tennant & Associates** earlier this year.

The January edition of *Hour Detroit* featured local designer Sissy Yellen's primary suite and mentioned lighting from **City Lights Detroit**.



PEWABIC TILE

**JANUARY**

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	<b>1</b> Building closed for New Year's holiday	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b> 10 A.M. <b>FIRST FRIDAY VERELLEN CHAT</b> Suite 27	<b>6</b>
<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b> 10 A.M. <b>DESIGNER TOUR - BATHROOMS</b> Various Showrooms	<b>13</b>
<b>14</b>	<b>15</b> Info due for February e-Newsletters	<b>16</b>	<b>17</b>	<b>18</b> 2 P.M. <b>FEATURED DESIGNER MEETING (PRIVATE)</b> Mid-America Room	<b>19</b>	<b>20</b>
<b>21</b>	<b>22</b>	<b>23</b> 9 A.M. <b>TENANT MEETING</b> Mid-America Room	<b>24</b>	<b>25</b> 11 A.M. - 1 P.M. <b>BENJAMIN MOORE/DFS/STOUT EVENT</b> Mid-America Room 2 - 4 P.M. <b>BITES &amp; BUBBLES</b> Suites 27 & 29	<b>26</b>	<b>27</b>
<b>28</b>	<b>29</b>	<b>30</b>	<b>31</b>			

**FEBRUARY**

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				<b>1</b>	<b>2</b> 10 A.M. <b>FIRST FRIDAY VERELLEN CHAT</b> Suite 27	<b>3</b>
<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b> 10 A.M. <b>DESIGNER TOUR - ALL ABOUT RUGS</b> Various Showrooms Participation Agreements Due for The May Event	<b>10</b>
<b>11</b>	<b>12</b>	<b>13</b> 10 A.M. <b>DESIGNER TOUR - LIGHTING</b> Various Showrooms	<b>14</b> TBD <b>RESOURCE CENTER OPEN HOUSE</b>	<b>15</b> Info due for March e-Newsletters	<b>16</b> TBD <b>CENTRAL MICHIGAN UNIVERSITY STUDENT TOUR</b> Various Showrooms	<b>17</b>
<b>18</b>	<b>19</b>	<b>20</b>	<b>21</b>	<b>22</b>	<b>23</b> 10 A.M. <b>LAUNCH! TOUR W/ ELLWOOD INTERIORS</b> Various Showrooms	<b>24</b>
<b>25</b>	<b>26</b>	<b>27</b>	<b>28</b>	<b>29</b>		

**MARCH**

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1 9:30 - 10:30 A.M. STUDENT TOUR WITH MIA JOHNSON TBD	2
3	4	5	6	7	8 TBD INTERNATIONAL WOMEN'S DAY EVENT - RUTH CASPER Marketing Materials Due for The May Event	9
10	11	12	13	14	15 Info due for April e-Newsletters	16
17	18	19	20	21 10 A.M. DESIGNER TOUR WITH LOIS HARON - AGING IN PLACE Various Showrooms	22 10 A.M. - 3 P.M. THE ART WALK AT MDC Various Showrooms	23
24 31	25	26	27	28	29	30

**APRIL**

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15 Info due for May e-Newsletters	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				