

MICHIGAN DESIGN CENTER

IN HOUSE

a tenant update

Anticipation Building for Art Walk at MDC

Art Walk at MDC is here! The building-wide open house event will take place Friday, March 22, from 10 a.m. - 3 p.m. All showroom/design studio employees should park by the R door (east lot by the mailboxes) during the event. We have begun our marketing push for this event, so plan on increased traffic in the building that day.

Participating showrooms are:

Lighting Resource Studio	18
Chatham House Lifestyle Gallery	27
TRA Art Group	29
Italcasa Design	30
Scavolini Store Detroit	37
Tennant & Associates	61
CAI Designs	82
Resource Center	84
The Ghiordes Knot	90
E.W. Kitchens	93
Bruce White Gallery	97
Gunnar Olivier	102-A
Ruth Casper Design Studio	102-E
Room Service Interior Design	104-A
Rita O'Brien Interiors	111
Cercan Tile	122

If your showroom needs to borrow any MDC equipment and you have not done so already, please fill out an [equipment request form](#)* and send to patty@michigandesign.com ASAP. To see full event details, [click here](#).

The May Event

The May Event has a strong enough lineup to proceed as a one-day event on Thursday, May 9. The building-wide event for trade professionals will consist of a few keynote presentations throughout the day, and various showroom events. There is still space to add a few more events/

attractions throughout the day so if you have not done so already, please fill out a [participation agreement](#) and send to patty@michigandesign.com ASAP.

IMPORTANT DEADLINES

Friday, March 8 | Please send patty@michigandesign.com all the details from your showroom no later than Friday, March 8, to be included in the promotional materials. Please include a brief 2 - 3 sentence description of your event and at least one image to accompany your description. Please send a headshot of your keynote speaker(s) or presenter(s), if applicable.

Thursday, April 18 | [Equipment request forms](#)* due to 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.

Thursday, April 25 | All digital presentation materials due to craig@michigandesign.com for presentations in the Mid-America Room.

Thank you to all the showrooms, design studios, and artists that have donated your time and efforts to make both building-wide events enjoyable for our guests!

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

Welcome

Molly Valentine has joined the staff at **Designer Furniture Services + Fabrics**, as the Showroom Account Executive and Social Media Manager. Welcome back Debbie Caiati, who will be joining the team at **Rita O'Brien Interiors** as a Showroom Sales Assistant. Maria Kramer who previously worked at MDC, will now be working at **CAI Designs**. Please stop by Suite 22, Suite 111, and Suite 82 to welcome them.



Resource Center News

Patty Goldstein

Window and Door Display Installed

The new European window and door company **German System Windows** has completed the installation of their custom display in the far end of the Resource Center near the overflow door. Please stop in and look at their various trim styles and colors, and the custom features they offer. They would love to work with you and your client to select high quality new doors and windows for your next project.

Thank You!

Thank you to the showrooms and design studios that attended the *What to Love in the Resource Center* presentation on Valentines Day. I talked to several of you who learned something new about a process, product or professional that you can now contact for work or products in the future. I appreciate your support of the Resource Center and am working on another slate of presenters for the second quarter. Stay tuned!



About the Building

Tim Cichoski

As we inch closer and closer to spring and warmer weather, now is the time to schedule your spring HVAC maintenance. Please email or drop off a copy of your inspection report to me at tim@michigandesign.com. We had the roofers out this month to repair some issues and problem areas, will you all please keep an eye out in case there are any more leaks? The faster we detect them, the faster and easier the repairs are. The North ladies restroom is now complete, as we have installed the device to get the hot water through the pipes faster. Any questions or concerns, please feel free to reach out to me or Everett.



Marketing

Craig Argenti

If your showroom / design studio is participating in this month's **Art Walk at MDC**, we will be dropping off 11" x 17" signs and some handouts to promote the event to your patrons. I will also be sending you some graphics and materials to share with your followers, so be on the lookout.

Tune in to WDET 101.9 FM this month to hear radio ads promoting **Art Walk at MDC**. The 25-spot campaign will consist of live reads that will run from March 12 - 21 at strategic times throughout the morning and evening commutes as well as some weekend spots. Additionally, this [full-page ad](#) will appear in the "End of Winter" issue of *Palmer Woods Post*.

Media Mentions

MDC and our showrooms made numerous appearances in *Detroit News Homestyle* over the past several weeks. Three recent cover stories tapped our showrooms and Featured Designers for their expertise. "[Wonderful Winter](#)" featured advice from Terry Ellis on how that brighten up your décor during the cold months. "[Set the Valentine's Mood](#)" showcased romantic rooms by **Ruth Casper Design Studio** and *Cynthia Evans Interiors*, plus fabrics and a rug from **Schumacher**. "[Great Design Means Questioning the Rules](#)" featured tips and spaces from *Concetti, Auer Design*, and *Joanne Ledbetter Designs*. The "[Welcome Mat](#)" section of the Feb. 23 edition promoted some complimentary design consultations we are hosting later this month with designer Martin Bell of *Jane Synnestevedt Interior Design*. Lastly, MDC received an honorable mention in several of the "Trash or Treasure" columns, including the [Jan. 26 edition](#) that featured a \$3 thrift shop watercolor painting that turns out to be quite valuable, the [Feb. 9 edition](#) featuring vintage rugs, the [Feb. 23 edition](#) featuring a 19th century French clock.

MARCH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1 9:30 - 10:30 A.M. LAKE ORION HIGH SCHOOL TOUR WITH MIA JOHNSON Various Showrooms	2
3	4	5	6	7 SCHS STUDENT TOUR WITH MARISSA HUBER Various Showrooms	8 1 - 3 P.M. INTERNATIONAL WOMEN'S DAY - RUTH CASPER Mid-America Room Marketing Materials Due for The May Event	9
10	11	12	13	14 10 - 11 A.M. NEXT BIRMINGHAM - SELF-GUIDED TOUR Various Showrooms	15 10 A.M. DESIGNER TOUR - BACKSPASH IDEAS Various Showrooms Info due for April e-Newsletters	16 11 A.M. - 2 P.M. LAUNCH! DESIGNER CONSULTATIONS Suite 84
17	18	19	20 4:30 - 7 P.M. GHIORDES KNOT PRE-ART WALK EVENT Suite 90	21 10 A.M. DESIGNER TOUR - AGING IN PLACE Various Showrooms 10 - 11 A.M. NEXT BIRMINGHAM - SELF-GUIDED TOUR 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 9 A.M. CCS STUDENT TOUR Various Showrooms	2	3	4	5	6
7	8 12:30 - 2:30 P.M. OCC STUDENT TOUR - SELF-GUIDED Various Showrooms	9 8 - 10:30 A.M. TROY CHAMBER OF COMMERCE - WOMEN'S EXPO Mid-America Room	10 TBD GERMAN SYSTEM WINDOWS EVENT (TENTATIVE) Mid-America Room	11	12 10 A.M. DESIGNER TOUR WITH ANNA VERSACI - REFRESH YOUR SPACE Various Showrooms	13
14	15 Info due for May e-Newsletters	16	17	18 10 A.M. DWYER HARD ROCK EVENT (TENTATIVE) Mid-America Room	19	20
21	22	23	24	25	26 10 A.M. DESIGNER TOUR WITH JOANNE LEDBETTER Various Showrooms	27
28	29	30				

MAY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7	8	9 TBD THE MAY EVENT Building-Wide	10	11
12	13	14	15 Info due for June e-Newsletters	16	17 9:30 - 10:30 A.M. STUDENT TOUR WITH DEBI HOLLIS Various Showrooms	18
19	20	21	22	23	24 10 A.M. LAUNCH! TOUR WITH ANNIE KORDAS Mid-America Room Building closes at 3 p.m. for Memorial Day holiday	25
26	27 Building closed for Memorial Day	28	29	30	31	

JUNE

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