

MICHIGAN DESIGN CENTER

IN HOUSE

a tenant update

Get Ready for The May Event!

As Thursday, May 9, draws near, preparations are in full swing for this exciting one-day event tailored to trade professionals. With more than 15 engaging activities lined up, including three keynote presentations and complimentary professional headshot photography courtesy of MDC, it promises to be an unforgettable day. Stay updated by visiting the event registration page, now live on MDC's website.

A postcard will be mailed to trade members and will begin arriving in mailboxes the week of April 8. In addition, keep an eye out for event brochures which will be distributed to participating showrooms along with 11 x 17" promotional signs. We urge all MDC showroom employees to utilize these materials to spread the word and enhance excitement among trade members visiting your showroom as the event draws closer.

IMPORTANT DEADLINES

Thursday, April 18 | [Equipment request forms](#)* due to patty@michigandesign.com. For those of you hosting keynote speakers, please inform Patty about your preferred setup for the Mid-America Room.

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

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

We extend our sincere gratitude for your ongoing dedication in making this event a success for our valued trade members!

Discounted Rates at Hotels

We're happy to announce that MDC has negotiated the following discounted hotel room rates that all building tenants are able to use when booking reservations for showroom guest speakers:



The Townsend Hotel

For future reservations, now through the end of 2024, please contact reservations@townsendhotel.com or **800-548-4172** to request the Michigan Design Center rate:

- Luxury Room: \$269+tax per night (discounted from \$389)
- Luxury Suite: \$339+tax per night (discounted from \$489)

Includes basic wireless internet, cancellation required by 12 p.m. day before arrival, blackout dates may apply.



Daxton Hotel

Please mention "Michigan Design Center Corporate Rate" to get a **15% Discount**. Discounted reservations can be booked by phone at **(248) 283-4200**.

“In the Loop” @ The Ghiordes Knot

All MDC building employees are invited to attend the next “In the Loop” event, a series of informative social events held throughout the year in MDC showrooms. This is a fun networking opportunity to learn what our showrooms have to offer. The next event is Monday, April 22, from 8:30 a.m. to 9 a.m., in **The Ghiordes Knot**. Learn more about their recent expansion of Suite 90 into an adjacent space. Please RSVP to Cori Eddy at coralyne@ghiordesknott.com or call **248.643.0333**. If you'd like to host an upcoming “In the Loop” event in your showroom, please contact Patty Goldstein at patty@michigandesign.com.

Welcome

Claire Daugherty, who previously worked at **Kravit**, is now working in the **Ann Sacks** showroom. Please stop by Suite 91 to say hello.



Resource Center News

Patty Goldstein

Two Resource Center Events Scheduled for April

Three Resource Center vendors will be hosting two different events in April and all in the building are encouraged to register!

What is High Performance House Building will take place on April 10 from 11 a.m. - 1 p.m. in the Mid-America Room. This event will be hosted by *German System Windows*, a custom European windows and doors company based in Ann Arbor. This session will be presented as a complimentary “Lunch & Learn,” where you will discover the art of high-performance house building, presented by Rowan Sloss, an architect based in Portland, Maine. Mr. Sloss will dive into the core concepts that define modern home construction. From ‘Passive House’ principles to cutting-edge sustainable technologies like LEED and WELL, discover how these innovations are reshaping the way we live. Space is limited. Please register on the MDC website by April 5.

Mother Earth and Made by Man will be a (1) credit CEU hosted by *Hard Rock Stone Works* and *Dwyer Marble & Granite*, on April 18 from 10 a.m. - 12 p.m. Learn about the various types and complexities of natural stone, and how today’s widely popular engineered products like quartz and porcelain compare in today’s design industry. This mid-morning CEU will be presented by exhibitors Kristin Holder, Director of Product & Business Development at *Dwyer Marble & Stone*, and Alyssa Homik, Director of Sales at *Hard Rock Stone Works*. These women have years of experience with their companies’ helping designers and customers choose hard surface products for the home. Enjoy a complimentary light brunch spread served with refreshing mimosas. Each attendee will receive a goodie bag courtesy of *Dwyer Marble & Stone* and *Hard Rock Stone Works*, including a stone Michigan Mitten quartz cutout. Register for this CEU on the MDC website by April 15.



Marketing

Craig Argenti

Several neighborhood *C & G Newspapers* **publications** promoted the **Art Walk at MDC** event the first week of March.

Detroit News Homestyle is a valued press partner for MDC and we are grateful for their continued support. Featured Designer Jane Synnestvedt’s 1900s Birmingham farmhouse was featured in a **cover story** in the March 15 edition. “**Material Gains**” was the March 22 cover story. The “Welcome Mat” section of the **March 1 edition** promoted **Ruth Casper Design Studio’s** “International Women’s Day” event and the **March 8 edition** promoted MDC’s “Art Walk” event. Lastly, MDC received an honorable mention in several of the “Trash or Treasure” columns, including the **March 1 edition** that featured an Egyptian revival bracelet.

As a member of the *Troy Chamber of Commerce*, MDC routinely allows the Mid-America Room to be used for various professional events. The chamber’s recent “EmpowHER Wellness” event on April 9 was promoted in a patch.com **event listing**.

Look for this **full-page ad** in the spring issue of *Detroit Design*

magazine. Speaking of *Detroit Design*, pictures from MDC's "The Modern Table" event and a few of our showrooms were mentioned in articles throughout the issue:

HOMES

- "[Serene in Saugatuck](#)" – (Featured Designer Kevin Serba) **Ann Sacks, Baker | McGuire, The Ghiordes Knot, and Tennant & Associates**
- "[Fresh Start](#)" – **Ann Sacks, Kravet, Schumacher, and Tennant & Associates**
- "Fancy Fauna" – (Featured Designer Annie Kordas) **Schumacher**
- "Mid-Century Revival" – **Kravet**
- "Worth the Wait" – (Featured Designer Ellwood Interiors) **CAI Designs, Kravet, and Tennant & Associates**
- "Coming Home" – (Featured Designer Katie Rodriguez) **CAI Designs, City Lights Detroit, Decoroom, Designer Furniture Services + Fabrics, Kravet, Rozmallin, and Tennant & Associates**
- "Pet Perfection" – **Ruth Casper Design Studio**

PRODUCTS

- "[On the Horizon](#)" – **Schumacher**



KEVIN SERBA



SCHUMACHER FABRIC

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 11 A.M. - 1 P.M. GERMAN SYSTEM WINDOWS LUNCH AND LEARN 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. - 12 P.M. DWYER HARD ROCK EVENT 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 9 A.M. - 5 P.M. THE MAY EVENT Building-Wide	10	11
12	13	14	15 Info due for June e-Newsletters	16 8 - 10:30 A.M. JEWISH WORKING WOMEN'S NETWORK Mid-America Room	17 9:30 - 10:30 A.M. STUDENT TOUR WITH DEBI HOLLIS Various Showrooms	18
19	20	21	22 10 A.M. LAUNCH! WITH ANNIE KORDAS Mid-America Room	23	24 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	8
9	10	11	12	13	14	15
16	17 Info due for July e-Newsletters	18	19	20	21 10 A.M. DESIGNER TOUR WITH PAIGE LOPERFIDO Various Showrooms	22
23 30	24	25	26	27	28	29

JULY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3 Building closes at 3 p.m. for Independence Day holiday	4 Building closed. for Independence Day holiday	5 Building closed. for Independence Day holiday	6
7	8	9	10	11	12	13
14	15 Info due for August e-Newsletters	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			