



# DETROIT DESIGN 139

2019 EXHIBITION

# DETROIT DESIGN 139 IS A DESIGN ADVOCACY PLATFORM THAT EMPOWERS DESIGN LEADERS AND COMMUNITY ADVOCATES TO COLLABORATE ON INITIATIVES THAT POSITIVELY IMPACT DETROIT'S FUTURE BUILT AND NATURAL ENVIRONMENTS.

For generations, Detroit has advanced modern urban development with innovative design practices; the integration of the first stretch of paved concrete on Woodward Avenue, the nation's first tri-colored traffic light, and the contribution to mass-production through innovative technology in automotive manufacturing. These revolutionary design interventions have influenced built environments throughout the world, and contributed to a new way of life, predicated on modern ideals of speed, efficiency, and functional aesthetics. Because of this legacy, in 2015 Detroit was awarded the first United Nations Educational, Scientific and Cultural Organization (UNESCO) City of Design designation in the United States, joining a worldwide network of cities committed to utilizing design as a driver for sustainable urban development, social inclusion, and cultural vibrancy.

In celebration of that designation, design advocates from across the city came together in 2017 to demand a higher design standard for all future projects within the city's 139 square miles. In pursuit of that ideal, these advocates – including the City of Detroit, Design Core and other regional design leaders – curated the inaugural Detroit Design 139 exhibition.



**“Detroit Design 139  
proves the city's worth  
as a design destination”**

–ARCHITECTURAL DIGEST











# DESIGN PRINCIPLES

In 2017, design advocates from across the city came together to demand a higher design standard for all future projects within the city's 139 square miles. In pursuit of that goal, these advocates curated the inaugural Detroit Design 139 exhibition around ten guiding design principles crafted to benefit all Detroiters. The first exhibition, "Detroit Shapes Design" showcased relevant projects that responded to these design principles. Collectively, these 41 projects illustrated the future of Detroit – an urban environment populated with thoughtful projects that simultaneously honor Detroit's design legacy while pushing the city towards becoming a leader in world-class design excellence.

Open for Detroit's September Month of Design celebration, the first exhibition welcomed thousands of visitors and resulted in numerous local and national articles praising the design talent in the city. The Detroit Design 139 exhibition space became an incubator for design discourse by hosting a variety of events that ranged from a youth community engagement session for the West Riverfront Park to a mayoral summit of local and national leaders. In 2018, the Detroit Design 139 exhibition and catalogue won several design and community engagement awards.

**1**

**Advance design as a means to improve the quality-of-life for all people**

**2**

**Advance a thoughtful design process rooted in meaningful community engagement**

**3**

**Seek creative solutions to solve long-standing urban issues**

**4**

**Honor context and history through contemporary design**

**5**

**Activate the public realm**

**6**

**Balance community cohesion with aesthetic diversity**

**7**

**Impress the value of design on all projects and all audiences – emphasizing equity, design excellence and inclusion**

**8**

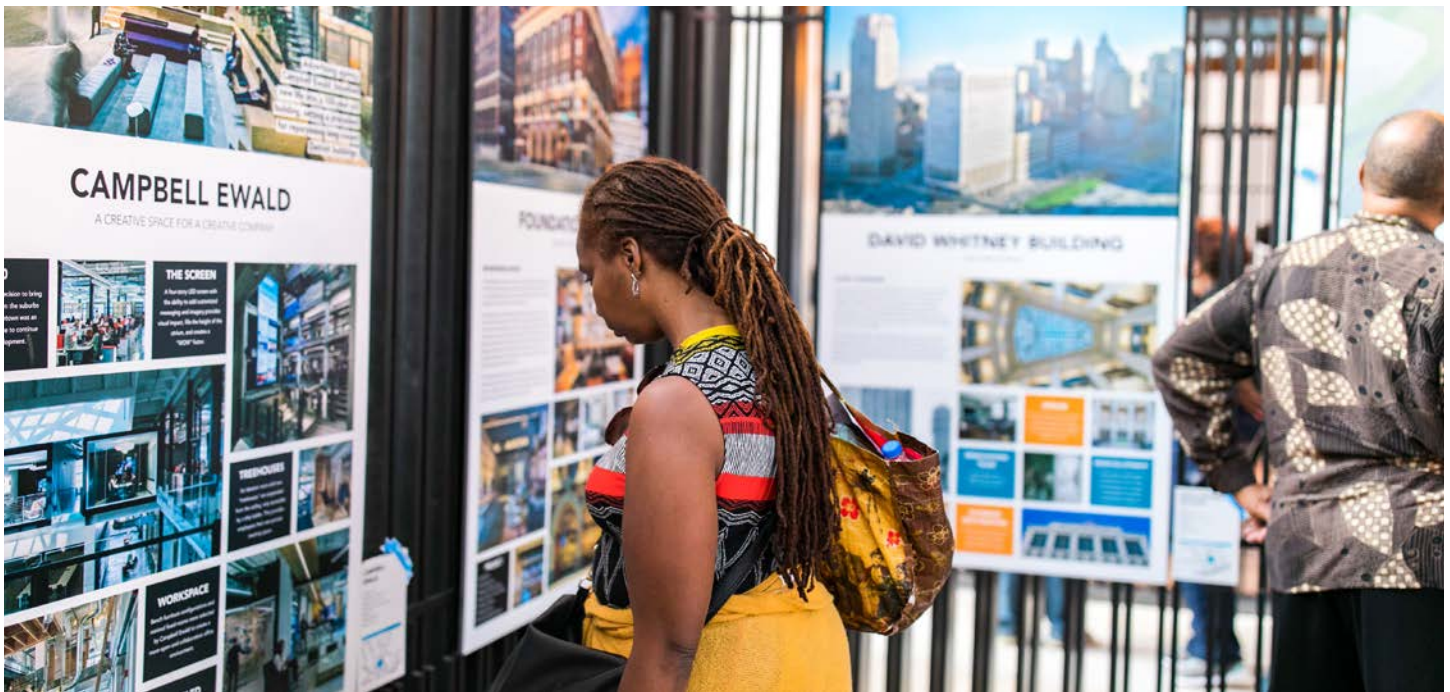
**Explore new ways to live, work, and play together in the 21st Century city**

**9**

**Celebrate Detroit's design legacy, while contributing to the city's design future**

**10**

**Balance function and beauty**



## INCLUSIVE FUTURES

As the nation's only UNESCO City of Design, Detroit has a unique opportunity to utilize inclusive design in order to create a more equitable and sustainable future for both our city and those around the world. By prioritizing diverse experiences, accessible opportunities, and collaborative relationships, Detroit will show how inclusive design develops goods, systems, services, buildings, communities, and urban spaces that work for everyone.

Throughout history, cities have been shaped by significant design decisions made by a few, for the many. These design solutions were meant to solve issues relevant to a city's specific time period and were often made by experts without meaningful input from the people impacted by these plans. As a result, urban design solutions have often resulted in unintended consequences for subsequent generations. This repetitive cycle of top-down design outcomes – divisive highway infrastructure, failed public housing, anti-pedestrian streetscapes and under-utilized public parks – can be found in cities around the world.

In response to the vision laid out in Detroit's UNESCO City of Design Action Plan, Detroit Design 139 proposes that through inclusive design, Detroiters (designers

and non-designers alike) can prioritize the importance of both PROCESSES and OUTCOMES for all future projects throughout Detroit's 139 square miles. Through exhibitions, events, and shared conversations, we will explore inclusive design strategies that break this repetitive cycle of creating future problems by acknowledging all aspects of our shared history in order to solve long-standing urban issues. With this approach, we will focus on creating multi-generational design solutions that result in **INCLUSIVE FUTURES** for everyone.

**MAY 15**

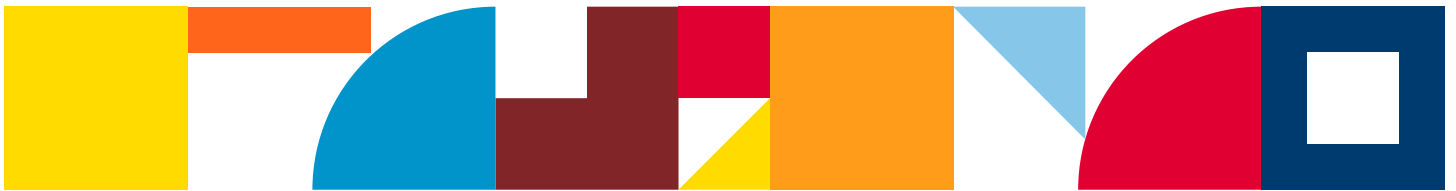
**CALL FOR  
ENTRIES OPENS**

**JUNE**

**CALL FOR ENTRIES  
INFO SESSIONS**

**“Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody.”**

-JANE JACOBS



**JULY 10**  
CALL FOR  
ENTRIES CLOSES

**SEPT 09**  
EXHIBITION OPENS  
TO THE PUBLIC

**AUG**  
FEATURED PROJECTS  
SELECTED



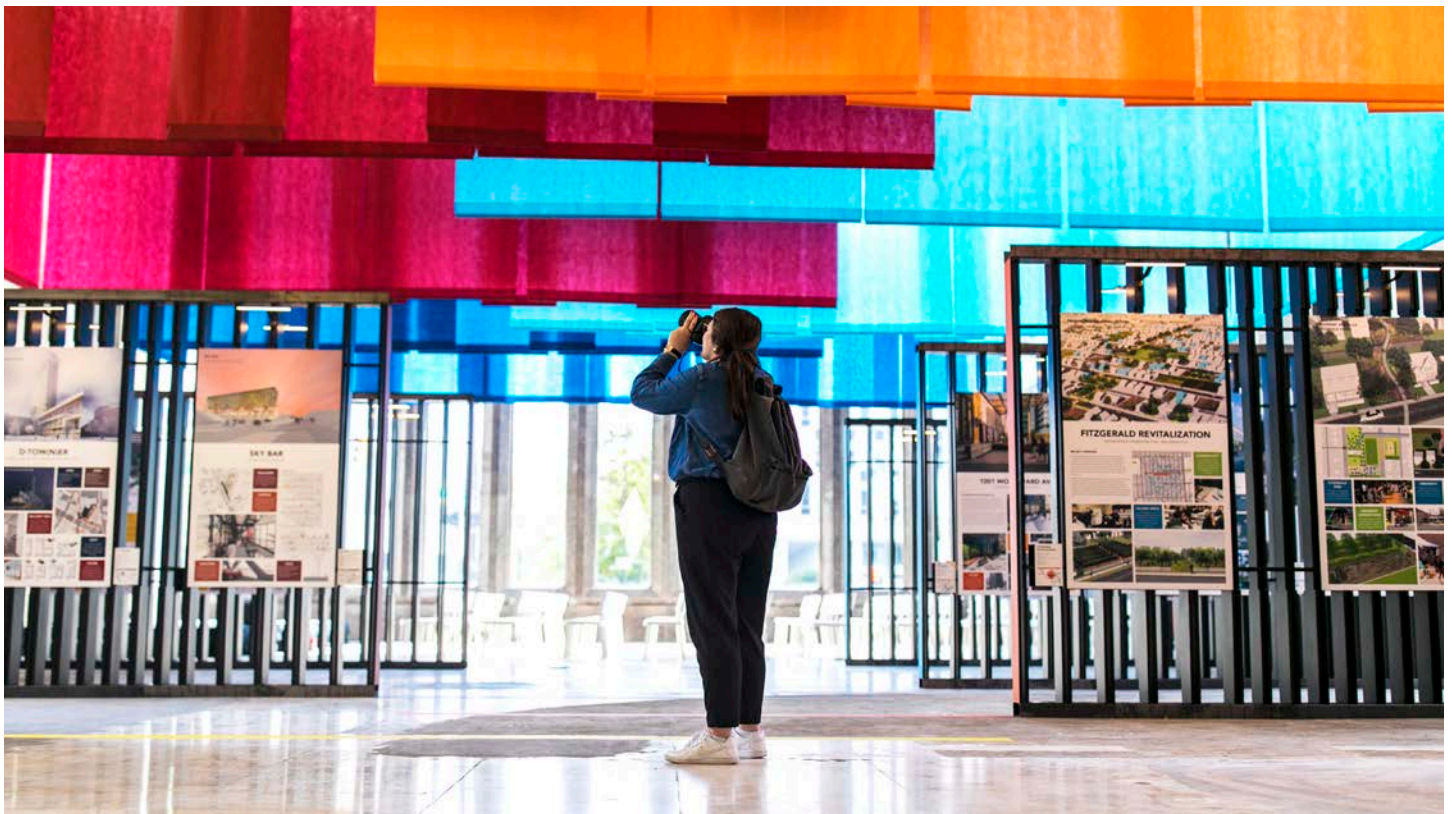
# FOCUS AREAS

In September 2019, the Detroit Design 139 exhibition will showcase inclusive design projects, policies, and concepts throughout the built and natural environments of Detroit and other UNESCO Cities of Design. The exhibition will be structured around five focus areas that emphasize learning from the past in order to inform a successful

approach to the inclusive design process. Each focus area will consider the entire spectrum of human diversity and individual experiences – in the past, present, and future – but with dramatically different outcomes.







## ● HOUSING

How do we design inclusive housing? How do we make it affordable and sustainable? These projects will consider the future of housing, changing lifestyles and inclusionary growth.

## ■ ECONOMY

What is the role of design in a more inclusive economic future? Where should these economic centers be located to provide the most opportunity for all? What are the new design models for economic development? These projects will spark discourse on the current and future design trends for economy-based space.

## ■ PUBLIC SPACE

How do we design inclusive public space, regardless of scale? What does inclusive and accessible public space look like? What activities are offered in those spaces? These projects will demonstrate the importance of public space as an inclusionary network within and throughout the city.

## ▲ NEIGHBORHOODS

What does a more inclusive future offer our communities? Is it possible to live, eat, shop, work, learn and relax within the same neighborhood? How can we design new residential developments without displacing current residents? These projects will explore strategies for inclusive neighborhoods that integrate diverse living options, neighborhood retail opportunities, walkable streets and welcoming public spaces.

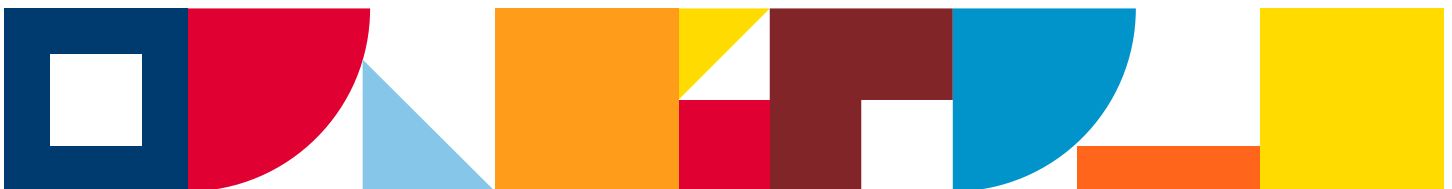
## ■ CITY SYSTEMS

How do we develop inclusive systems, services and infrastructure for our future city? How do we make the most of our shared urban assets while planning for a more sustainable future? How do we make it easier for people to move freely, safely and efficiently throughout our city? These projects will look at the visible (and invisible) inclusive infrastructure projects that will bring people, neighborhoods, industries, places and things closer together in a cohesive future urban environment.

# EXPANDING ACCESSIBILITY

In order to improve upon our 2017 exhibition process, Detroit Design 139 reached out to 50 public, private, philanthropic, and community leaders to learn how we can design a more inclusive exhibition. From that meeting, eight major themes were identified:

- **Add satellite locations in Detroit neighborhoods**
- **Increase awareness and accessibility of submission process in community**
- **Leverage connections in the community to expand event programming**
- **Strategize and implement marketing efforts to reach broader local and international audiences**
- **Program for youth education and engagement**
- **Provide more interdisciplinary design opportunities**
- **Increase awareness about environmental, social, and economic sustainability**
- **Develop opportunities for design that addresses public health issues**







A map of Detroit, Michigan, with a thick black outline of the city's border. The map shows major roads including I-96, I-75, I-94, and M-10. Specific streets labeled include Grand River Ave, Southfield Fwy, and West Warren Ave. Two orange concentric circles are drawn on the map, one in the northwest and one in the northeast. An orange rectangular box with white text is located on the left side of the map, pointing towards the northwest circle.

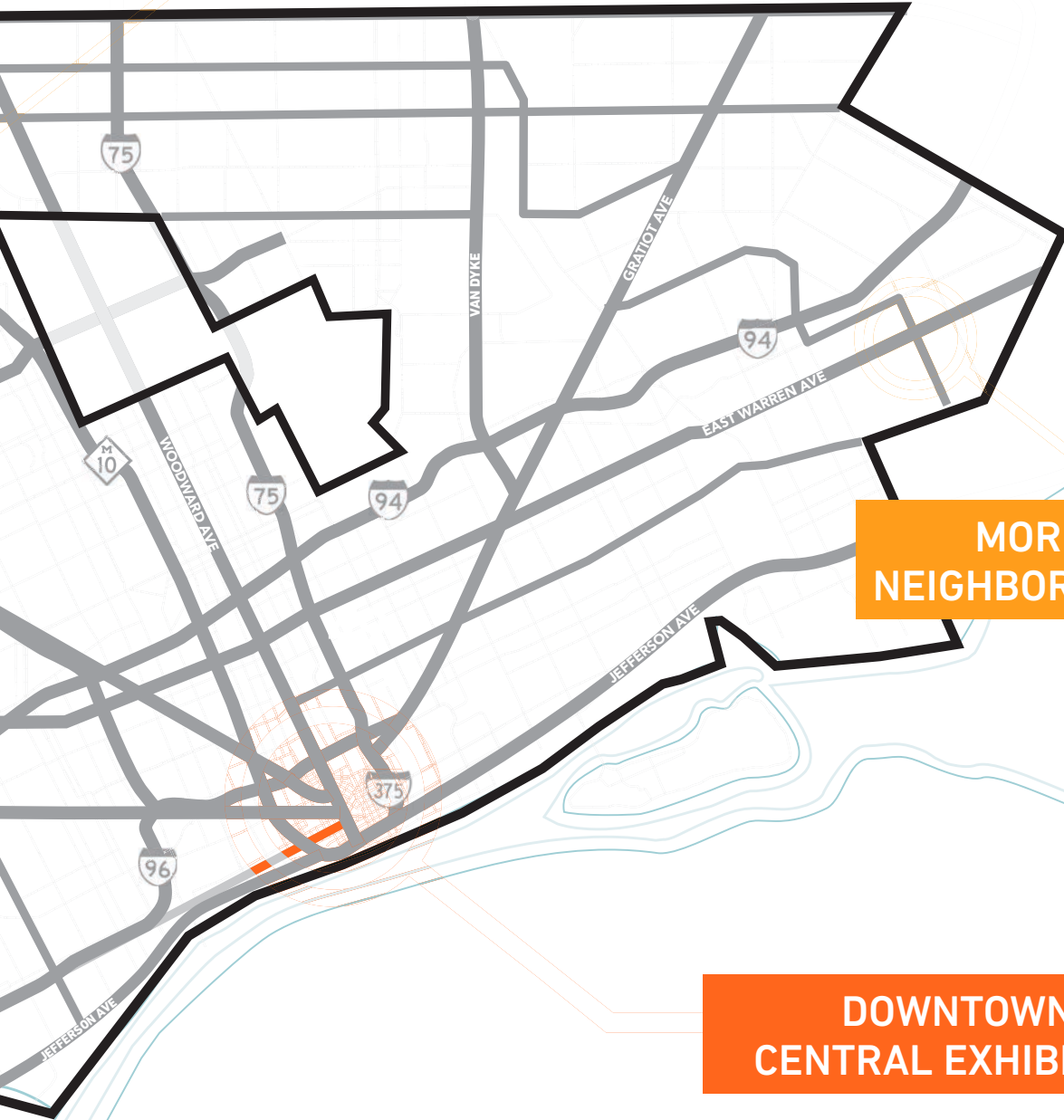
## OLD REDFORD NEIGHBORHOOD CENTER

## NEIGHBORHOOD DESIGN CENTERS

The 2019 Detroit Design 139 exhibition is expanding its outreach by curating a central exhibition at 1001 Woodward and three satellite locations within Detroit neighborhoods. In each of these spaces, Detroit Design 139 will showcase innovative design projects that respond to existing community challenges. In addition, each exhibition space will be programmed to serve as a forum for neighborhood design discourse that focuses on hyper-local design strategies and how those solutions influence Detroit's overall design narrative.



**FITZGERALD  
NEIGHBORHOOD CENTER**



**MORNINGSIDE  
NEIGHBORHOOD CENTER**

**DOWNTOWN  
CENTRAL EXHIBITION**



## DD139 IN 2019

Reflecting on the successes and lessons learned from the 2017 Detroit Design 139 exhibition, the organization will expand the involvement of local design leaders in order to co-create future symposium themes, strategies and community engagement tactics. Moving forward, two main stakeholder groups will help guide the 2019 efforts:

### WORKING GROUP

The Working Group and its subcommittees are responsible for planning and executing all aspects of the symposium, from programming and community engagement efforts, to designing the physical spaces, to marketing the exhibition.

### ADVISORY COMMITTEE

The Advisory Group helps guide the strategic direction of Detroit Design 139 – offering feedback on work being completed by the Working Groups. The group is comprised of city planners, design leaders, and community advocates.





# 2019 ADVISORY COMMITTEE MEMBERS



**MAURICE COX**  
DIRECTOR OF PLANNING  
AND DEVELOPMENT  
CITY OF DETROIT



**MELISSA DITTMER**  
CHIEF DESIGN OFFICER  
BEDROCK



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**MARTA GAZDA-AUSKALINIS**  
LICENSED ARCHITECT AND  
PROJECT MANAGER  
SMITHGROUP



**ANIKA GOSS-FOSTER**  
EXECUTIVE DIRECTOR  
DETROIT FUTURE CITY



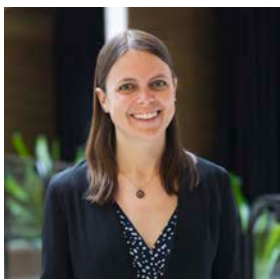
**SHARON HAAR**  
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IOBY DETROIT



**OLGA STELLA**  
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DETROIT DESIGN CORE



**GRETCHEN WILKINS**  
HEAD OF ARCHITECTURE AND  
ARCHITECT-IN-RESIDENCE  
CRANBROOK ACADEMY OF ART



An abstract geometric composition featuring several overlapping rectangular shapes. A large, vibrant blue rectangle dominates the center, with a smaller blue rectangle positioned above it. To the right, a solid red rectangle is partially visible. The background is composed of textured beige material, possibly a woven fabric or a 3D-printed lattice, which is visible in the top-left and bottom-right corners. The overall aesthetic is modern and architectural.

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DESIGN 139**

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