

Hello Detroit

Everything you need to know about one of America's hottest cities.

Music

The birthplace of Motown and Techno, Detroit has a rich musical heritage of artists who have called the iconic city 'home'.

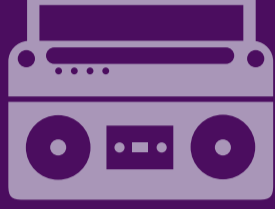
MOTOWN
STEVIE WONDER
DIANA ROSS
THE TEMPTATIONS
SMOKEY ROBINSON



ROCK | POP
MADONNA | IGGYPOP
ALICE COOPER
BOB SEGER | KID ROCK
THE WHITE STRIPES

JAZZ

RON CARTER | JAMES CARTER
RALPHE ARMSTRONG | REGINA CARTER
YUSEF LATEEF | MILT JACKSON



Detroit is home to the world's oldest operating Jazz club – Baker's Keyboard Lounge. It's been going since May 1934!



RAP AND HIP HOP

EMINEM | J DILLA | SLUM VILLAGE
BIG SEAN | DANNY BROWN



BLUES

LITTLE SONNY
JOHN LEE HOOKER
ALBERTA
JOHNNY BASSETT

GOSPEL

ARETHA FRANKLIN | FRED HAMMOND
THE WINANS | KAREN CLARK SHEARD

TECHNO

SETH TROXLER | JUAN ATKINS
DERRICK MAY | KEVIN SAUNDERSON

Entrepreneurship



INDUSTRY

The Detroit **bike industry** is booming and Detroit Bikes, the largest manufacturer, produces a huge

50,000

bikes every year

School children in Detroit aspire to be **entrepreneurs** - more than any other job

Detroit Airport is an extremely important hub. Within three hours of landing in Detroit, you can connect onto

65

North American cities

INVESTMENT

Local Detroit entrepreneur **Dan Gilbert** has invested nearly

\$1.7billion

in companies including sports teams, tech companies, start-ups and entrepreneurial ventures. He's purchased and refurbished 70 buildings in Downtown Detroit alone.

Detroit street artists **Matthew and Tristan Eaton** spearheaded the Detroit Beautification Project, an art project bringing vibrancy back to Detroit

URBAN GARDENS

In Detroit, there are

1,300

urban gardens for community farming which is kick-starting the need for seed, fertiliser and equipment supplier businesses

The urban farming community produces enough fruit and veg to supply

20%

of the city

INNOVATION

There are plans to create an **'Innovation District'** in Midtown and Downtown Detroit which will provide workspace and money for budding entrepreneurs

It is estimated that a new idea for a start up is generated in Detroit every

27 mins

Created in Detroit, Vernors Ginger Ale was one of the nation's first soda pops. It's so popular that the unique flavour is still around after

140yrs

Creativity

THE CREATIVE INDUSTRY IN DETROIT EMPLOYS

12,300

PEOPLE



MICHIGAN'S ARTS AND CULTURAL DESTINATIONS CONTRIBUTE NEARLY

\$2.5 BILLION

TO STATE TOURISM AND CONTINUES TO GROW



THE CURRENT CAMPAIGN

#SAYNICETHINGS

WAS ACTUALLY CREATED IN THE 1970S BY SMALL BUSINESS OWNER, EMILY GAIL, WHO CAMPAIGNED FOR PEOPLE TO 'SAY NICE THINGS' ABOUT THE CITY

DETROIT IS HOME TO THE HIGHEST CONCENTRATION OF COMMERCIAL AND INDUSTRIAL DESIGNERS IN THE US

SPANNING ARCHITECTURE, GRAPHIC DESIGN, PRODUCT DESIGN, LANDSCAPE DESIGN AND USER EXPERIENCE DESIGN



ARTISTS **HOW & NOSM** ARE CREATING THE WORLD'S TALLEST MURAL

345 FEET HIGH IN DOWNTOWN DETROIT



DUE TO ITS STREET ART CULTURE DETROIT USES MORE LITRES OF

PAINT PER SQUARE METRE THAN ANY OTHER CITY IN THE US

1,000

VOLUNTEERS



AND 100 ARTISTS HELPED CLEAN UP

DETROIT

BY CREATING STREET ART, WINNING THE 'KEEP MICHIGAN BEAUTIFUL AWARD'



The Heidelberg Project ("HP") is a Detroit-based community organisation designed to improve the lives of people and neighbourhood surroundings through art

EVERY MONDAY

A UNIQUE BICYCLE RIDE **SLOW ROLL**

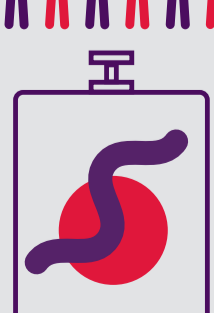
UNITES RESIDENTS AND TOURISTS – EXPLORING AMAZING DETROIT SPOTS



THE BIGGEST ROLL TO DATE INCLUDED 3,000 PEOPLE!



WITH EIGHTEEN PROFESSIONAL THEATRES, DETROIT'S THEATRE DISTRICT IS THE NATION'S SECOND LARGEST AFTER NYC



THE DETROIT INSTITUTE OF ARTS HAS ONE OF THE LARGEST ART COLLECTIONS IN THE US, WHICH INCLUDES WORK FROM VAN GOGH, PICASSO AND FREDERICK CHURCH