Transforming Physical Spaces Through Social Infrastructure

Alicia George, Java House, Detroit
Abir Ali, The Platform, Detroit
Michele Flournoy, City of Detroit Planning and Development, Detroit
Jim Walker, Big Car Collaborative, Indianapolis
Shauta Marsh, Big Car Collaborative, Indianapolis
Laura Walker, Other Work, Detroit
What do you think about proposed changes to Grand River Avenue?

Share your thoughts at:

www.designcenterinabox.org/grandriver
(discussion plan) Cruft Street Commons
REX 2019

1. awning
2. bench seating - shade
3. multipurpose plaza
4. parking (s)
5. screened for wall
6. forecourt plaza
7. entry canopy
8. greenward events
9. open air shelter
10. sitting court fireplace
11. walk
12. bench seating shade

* entry drive can be closed for events, no curbs
** screen can be "green" or act as projection screen
*** court may have kitchen, conference lighting, small H.O.
Future rental homes on Nelson

View of Nelson Ave.
4TH FLOOR
PEOPLE AND WORK
CLASS OF 2019
AMANI OLU
OLU & COMPANY

Amani is CEO and founder of Olu & Company — a PR, marketing and business consultant for the arts that serves galleries, museums, artists, art fairs and related clients. With his trademark style and infectious smile, Olu is easily one of the most recognizable figures in the New York art world. As a marketer, independent curator and an artist in his own right under the moniker Scott Avery, Olu has worked in a variety of capacities to promote creatives, businesses and organizations both large and small. His work over the last decade has been impressive, but it has been his drive, creative problem-solving ability, and keen eye that have established him as “one-to-watch.”
LEASING SPACE AT THE FISHER BUILDING HAS HELPED ME TO GROW WHO'S THAT?, LEADING TO NEW PROJECTS AND CONTRACTS, AS WELL AS GREATER VISIBILITY AND RECOGNITION.

JOSHUA SMITH
WHO'S THAT?

Joshua is a designer, branding consultant and owner of Denver-based branding studio, WHO'S THAT?. He partners with founders and makers in apparel, food and beverage, retail and lifestyle brands, seeking to understand not just their products or service, but also their stories and personal ambitions. WHO'S THAT is dedicated to helping craft and share the visual identities of our next-generation businesses and cultural institutions. Joshua works together with clients and creative partners to craft stories with brands and brands with people, providing strategic counsel, direction, design, and production services across print, web, and environmental spaces.

SKIN BAR VII
REVIVE YOUR SKIN FROM WITHIN

The world needs to decompress. We're here to help.

SKIN BAR BRANDING DESIGN

VII
APOTHECARY

1-FACIAL CLEANSING
DEEP EXFOLIATION
PRO-STRENGTH EXFOLIATION
CUSTOMIZED TREATMENTS
CUSTOM MASQUE
MISTURIZE MASSAGE
HEATHER BROWN
BROWN COUNSELING

I HAVE MET SO MANY ARTISTS AND PROFESSIONALS WHO HAVE CONNECTED TO EACH OTHER TO SUPPORT ONE ANOTHER'S GROWTH. I SEE THE POTENTIAL TO TAP INTO THESE ARTISTS DOING MEANINGFUL AND CREATIVE WORK.

HEART MIXED MEDIA

Heather Brown, MA, LPC, ACTP, is a Board Certified Art Therapist with a private practice at Brown Counseling. She offers support and guidance for kids and adults who are struggling with the difficult parts of life, such as losses and traumatic experiences. Through utilizing holistic, quality and creative therapies provided in a safe, healing setting, Heather has supported many in their journeys toward growth, healing, and resilience.
DATA AND QUANTITATIVE IMPACT

REHABBED REAL ESTATE

BEFORE

28%
4TH FLOOR TOTAL OCCUPANCY
9,126 SF

NOW

50%
4TH FLOOR TOTAL OCCUPANCY
14,297 SF

$106K $106K
INVESTMENT REVENUE
21 GENERATED
REHABBED TO DATE AS OF
SPACES FOR LEASE AUGUST 31, 2019
90% CURRENTLY LEASED
30 CREATIVE TENANTS HOUSED
CREATIVE TENANT PROFILE

6 Months ← 3.4 Years → 11.5 Years
YOUNGEST AGE OF PRACTICE AVERAGE AGE OF PRACTICE OLDEST AGE OF PRACTICE

CREATIVE DISCIPLINES
SELF-IDENTIFIED AREAS OF PRACTICE

FINE ARTS
14 / 60%

DESIGN
9 / 45%

MEDIA
5 / 25%

MARKETING
5 / 25%

ADVOCACY
2 / 10%

PUBLIC RELATIONS
2 / 10%

CONSULTING
3 / 15%

PODCASTING
1 / 5%

PERFORMANCE
1 / 5%

THERAPY
2 / 10%
## Quantitative Impact

<table>
<thead>
<tr>
<th>Employees</th>
<th>Portfolio</th>
<th>Exposure</th>
</tr>
</thead>
<tbody>
<tr>
<td>25% Reported Growth</td>
<td>95% Reported Growth</td>
<td>90%* Reported Growth</td>
</tr>
<tr>
<td>+11 New Employees</td>
<td>+281 New Pieces/Projects</td>
<td>+18,935 New Social Media Followers</td>
</tr>
<tr>
<td>Clients</td>
<td>Revenue</td>
<td></td>
</tr>
<tr>
<td>90% Reported Growth</td>
<td>85% Reported Growth</td>
<td></td>
</tr>
<tr>
<td>+295 New Clients</td>
<td>+$288,745 Additional Dollars</td>
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</tbody>
</table>

*Also includes solo exhibitions, group exhibitions, radio coverage and news coverage*
100% had something positive to say about the 4th floor

What creative tenants love:

- Affordability: 50%
- Location: 65%
- Studio set-up: 50%
- Building amenities/access: 70%
- History/significance of the Fisher: 80%
- Creative environment/collaboration: 60%

Creative tenants have collaborated with:

- Each other: 80%
- Others in the building: 60%
- Both: 50%
A work in progress

Thanks to a recent $3 million grant from the Lilly Endowment, Big Car Collaborative is moving forward with an arts-focused redevelopment effort in Garfield Park.

- **already complete**
  - renovated houses available for artists to buy
  - Listen Hear: houses a sound-art space and WQRT-FM 99.1, a low-power noncommercial radio station
  - The Tube Factory: community art space
  - Guichelaar Gallery: art gallery plus artist-in-residence accommodations

- **to be renovated with Lilly Endowment grant**
  - houses to be rented to artists
  - green space to become sculpture garden
  - former factory to be converted into artist’s studios, rental performance space, offices and cafe
  - former church to be converted into a cultural space

(Source: Big Car Collaborative)
Cruft Street Commons  Interior shots of Nelson Ave. building

Future flexible performance space

Future creative office space

Future studio and exhibition space
"I feel it's home. There are warm people on this street. I don't feel alone."

"Everybody knows each other."

"Definitely a friendly street."

"A friendly street. People chatting washing their cars, people on their way somewhere always drop in."

3.0 friends per person
6.3 acquaintances