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UNESCO
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CITY OF
DESIGN



Building a sense of community



A woman in a vibrant red, sleeveless, form-fitting dress stands on a stage. The stage is illuminated by dramatic lighting, including purple and blue spotlights. The ceiling is a complex, industrial-style metal truss structure with several pendant lights hanging from it. The background features large windows and a blue curtain. The overall atmosphere is one of a high-end event or performance.

Creating a “wow” factor

SHINOLA DETROIT

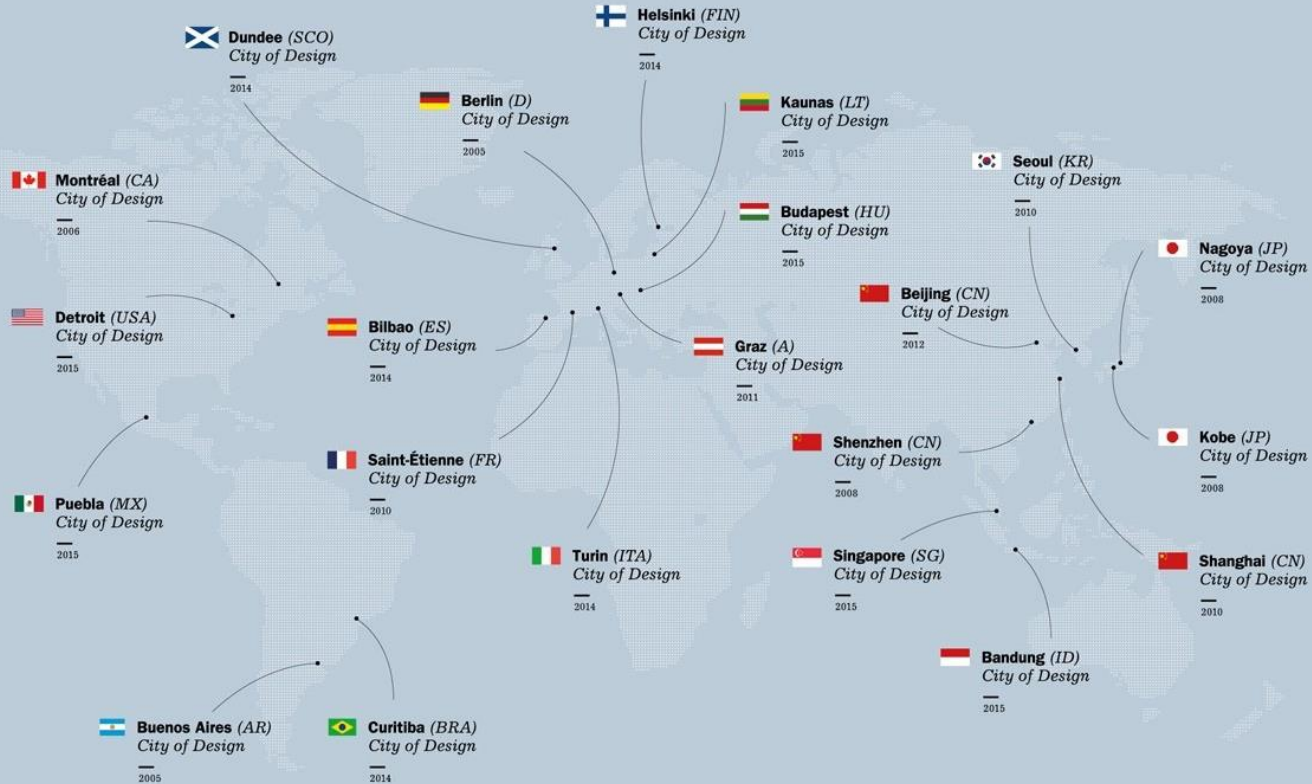
PROVENANCE
PLACE. HISTORY.
ORIGIN. PRIDE.

Leveraging corporate brands

Making it for everyone



UNESCO City of Design Network



Telling Detroit's story globally



Developing a common vision, values, and strategy



Detroit City of
Design Summit
9.22-9.23
#ddfsummit

Detroit
City of
Design
Summit
2016

Preserving local culture





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