



HOUSE of REPRESENTATIVES

STATE OF MICHIGAN

Appropriations Requests for Legislatively Directed Spending Items

1. The sponsoring representative's first name:
Joe
2. The sponsoring representative's last name:
Tate
3. The cosponsoring representatives' names. All cosponsors must be listed. If none, please type 'n/a.' A signed letter from the sponsor approving the co-sponsorship and a signed letter from the member wishing to co-sponsor are required. Attach letters at question #9 below.
N/A
4. Name of the entity that the spending item is intended for:
Detroit Salon, Inc.
5. Physical address of the entity that the spending item is intended for:
311 East Grand River Detroit MI 48207
6. If there is not a specific recipient, the intended location of the project or activity:
Detroit Salon, Inc.- The activity will take place in Detroit, Wayne County with some activities at cultural institutions and museums throughout the State of Michigan.
7. Name of the representative and the district number where the legislatively directed spending item is located:
Representative Joe Tate, 9th District
8. Purpose of the legislatively directed spending item. Please include how it provides a public benefit and why it is an appropriate use of taxpayer funding. Please also demonstrate that the item does not violate Article IV, S 30 of the Michigan Constitution.
The purpose of the legislatively directed spending item serves a public benefit appropriate to taxpayer funding. The purpose is to establish a comprehensive arts initiative to promote Michigan and the Detroit region as a global art and culture destination, resulting in a major global art event in Michigan drawing visitors, experts and new audiences from around the world long-term to discover Michigan's world-class art assets, museums, artists and creative workforce, and promote Michigan as a vibrant place for U.S. and international artists, art professionals and creative talent to move, live, work and thrive. Through the initiative's destination promotion, media and opportunities

for the region's creative workforce, it will help to attract and retain top creative industry talent to Michigan and Detroit.

9. Attach documents here if needed:

Attachments added to the end of this file.

10. The amount of state funding requested for the legislatively directed spending item.

3000000

11. Has the legislatively directed spending item previously received any of the following types of funding? Check all that apply.

["State","Local","Private"]

12. Please select one of the following groups that describes the entity requesting the legislatively directed spending item:

Non-profit organization

13. For a non-profit organization, has the organization been operating within Michigan for the preceding 36 months?

Yes

14. For a non-profit organization, has the entity had a physical office within Michigan for the preceding 12 months?

Yes

15. For a non-profit organization, does the organization have a board of directors?

Yes

16. For a non-profit organization, list all the active members on the organization's board of directors and any other officers. If this question is not applicable, please type 'n/a.'

Board of Directors: Julie Egan (President), Danielle Waddell (vice president*), Secretary (Kim Clayson, Art Patrons Advisory Committee : Lisa Applebaum (Chair), Dennis Archer Jr (Co- Chair), Dug Song, Jennifer Fischer, Rod Hardamon, Ryan Friedrichs, Dietrich Knoer, John Rhea, Roger Basmajian, Gretchen Davidson, Hiram Jackson attorney, Partner at Taft), Treasurer (Ahmad Chebbani, accountant, Owner Omnextax), At large: Helen Johnson, President, Michigan Municipal League Foundation, Artist Advisory Committee: Cydney Camp, Adnan Charara, Sydney James, Tylonn Sawyer, Mario Moore, Carole Harris, Elton Duran Monroy, Rashaun Rucker, Senghor Reid Neha Vedpathak

17. "I certify that neither the sponsoring representative nor the sponsoring representative's staff or immediate family has a direct or indirect pecuniary interest in the legislatively directed spending item."

Yes, this is correct

18. Anticipated start and end dates for the legislatively directed spending item:

October 2025 - October 2028

19. "I hereby certify that all information provided in this request is true and accurate."

Yes



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION

January 2, 2024

Julie Egan
Salonnière
1368 Nicolet Place
Detroit, MI 48207

Dear Ms. Egan:

The Michigan Economic Development Corporation (MEDC) is encouraged by the Detroit Salon program and its mission to position Michigan as a global destination for world class art and culture. Team Michigan operates under the 'Make It In Michigan' economic development framework focused on People, Places and Projects. We know the proposed program is an important part of ensuring that celebrating creativity and the arts remain at the core of Michigan's economic identity. The Detroit Salon program embodies the holistic vision of economic development that will elevate Michigan as an emerging hub for art and culture.

The MEDC works to promote Michigan regionally, nationally, and internationally with support of our partners to position Michigan competitively as a place where creative talent can successfully live and work. This collaborative series of events showcasing Detroit and Michigan's ecosystem will draw visitors, investors, and media to experience the art ecosystem.

We look forward to the exciting outcomes of this opportunity and redefining Detroit and the state of Michigan as a global center for art and culture.

Please do not hesitate to contact me via e-mail, MesserQ@michigan.org or via phone, 517.881.5861 if there are any questions about this letter.

Respectfully Submitted,

Quentin L. Messer Jr.
Chief Executive Officer

cc: Melanie Brown, Executive Ombudsman & Senior External Partnerships Advisor, MEDC
Alison Watson, Director, Michigan Arts and Culture Council

PURE  MICHIGAN®



May 9, 2024

Re: Letter of Support for DETROIT SALON

To Whom It May Concern:

The Museum of Contemporary Art Detroit (MOCAD) is pleased to provide this letter in support of the DETROIT SALON global art program for submission to potential partners and funders.

We support the mission of DETROIT SALON to position Detroit and Michigan as an emerging art hub, and to connect Detroit to the global art world. We applaud this effort to celebrate Detroit artists of color, women, nonbinary artists and other underrepresented voices.

We appreciate this much needed program to create a lasting global platform for Detroit and Michigan cultural institutions, and for our broader art community, to be collectively introduced, recognized, and celebrated together with major global art partners over the next three years and for years to come. We appreciate the program's considerable community engagement efforts and thoughtful process of forming a diverse Artist Advisory Committee and Curatorial Committee that represents Detroit.

As an organization whose mission is to "present exhibitions and programs that explore the best of contemporary art," MOCAD — as a cultural partner of DETROIT SALON — will collaborate with the program curatorial committee to develop a curatorial vision and programming that represents Detroit's dynamic contemporary art landscape. In alignment with our mission statement, MOCAD will utilize the DETROIT SALON opportunity to "focus on art as a means to nurture social change and human understanding, reflecting our community" during this unparalleled opportunity to celebrate Detroit arts and culture at some of the most prominent art events in the world.

We applaud the outbound initiatives to introduce Detroit globally through exhibitions at partner shows and museums on a regular cadence over three years. We also welcome the inbound opportunities to bring new global visitors, partners, collectors, and thought leaders to experience Detroit and engage the community here.

This program is particularly strong due to its partnership with three top art organizations over three years, which will be transformational for the Detroit contemporary art community.

Partnership with the top global Africa contemporary art show — 1:54 Contemporary African Art Fair — and Art Basel will open up opportunities to engage areas of the world that interest Detroiters, Detroit artists, curators, museums, and our global immigrant communities in Africa, Asia, the Middle East, and Europe. A Detroit official collateral exhibition at the Venice Biennale offers an unparalleled opportunity to celebrate Detroit arts and culture at one of the world's most prominent art events.

MUSEUM OF CONTEMPORARY ART DETROIT
4454 Woodward Ave Detroit MI, 48201
313 832 6622 phone

www.mocadetroit.org



In particular, MOCAD will partner with DETROIT SALON on all aspects of the scheduled program execution at the Venice Biennale in 2028 ("official collateral event"), and participate in any applications to the U.S. Department of State related to the USA Pavilion. We will provide a curator to participate in the program curatorial committee and participate in joint press conferences organized by Visit Detroit in major media markets to bring Michigan museums around one table to speak to the world about the depth and diversity of our art ecosystem.

Locally in Detroit, we welcome the opportunity that the DETROIT SALON offers to bring new global visitors to the museum. The negotiated high-level global media partnerships will create awareness and updated storytelling of the Michigan art ecosystem to encourage artists, art professionals, and curators to live and work in Detroit.

By collaborating with DETROIT SALON over the next three years, MOCAD aims to celebrate Detroit's artists of color at the world's top art events and address the pervasive lack of diversity at the highest levels of the art world. We also look forward to the opportunities provided by DETROIT SALON for our members to engage in global programming at partner art shows and participate in curated art collector trips and events.

DETROIT SALON provides a transformative opportunity to introduce the richness and diversity of Michigan's art and culture landscape to the world. We look forward to working with the DETROIT SALON team to bring this initiative to life and to highlight the cultural significance of our organization and city. If needed, we look forward to refining our unique contribution through an additional Memorandum of Understanding.

Most sincerely,

A stylized, abstract signature in black ink, consisting of a large loop and a long horizontal stroke.

Jova Lynne
Co-Director + Artistic Director

A cursive signature in black ink that reads "Marie Patton".

Marie Patton
Co-Director + Chief Operating Officer



February 16, 2024

Julie Egan
Salonniere
2937 East Grand Blvd.
Detroit, MI 48202

To whom it may concern:

Visit Detroit, the convention and visitor bureau for Detroit and Southeast Michigan, enthusiastically supports the *Detroit Salon* initiative as a full strategic partner and firmly believes in its mission to position Detroit and Michigan as a global destination for world-class art and culture.

The initiative aligns with Visit Detroit's mission to brand and promote Detroit regionally, nationally, and internationally as a vibrant cultural destination. In particular, Visit Detroit believes the *Detroit Salon* **program has the potential to significantly impact Detroit's working artists and promote equity in the wider art community.**

The program's vision to **establish Detroit as a significant player in the global art landscape** is both bold and inspiring. Simply stated, *Detroit Salon* is a series of "outbound" exhibitions and events showcasing Detroit's art and culture ecosystem "in market" in partnership with three of the world's top art trade shows, coupled with "inbound" exhibitions and events drawing art and culture visitors and media to experience our art ecosystem, culminating in a major art show in Detroit co-branded with a high-profile art show partner. We support this practical approach.

As part of the initiative, Detroit, its cultural institutions and artists will be celebrated and promoted through **premier media partnerships, editorials and digital campaigns with Detroit Salon partners, with regular touch points over three years.** This aligns with our long-term goal of showcasing and actively branding this region's unique cultural offerings on the global stage.

More specifically, negotiated outcomes include:

- 8 global exhibitions at partner shows, each with negotiated digital media packages;
- 4 Detroit Salon pop-up "official offsite" activations on the margins of major art shows, each with negotiated digital media packages;
- 1 Detroit Salon Art House in Detroit with regular in person and digital programming;
- 8 virtual talks from Detroit connecting global audiences to Detroit artists;
- 1 Detroit Digital Platform/Online Viewing Room featuring Detroit artists and Digital Archives;
- 1 landmark art show at the program culmination that will feature city-wide activations. new media art and public art cobranded with a major art world partner;

- 6 negotiated editorials on Detroit artists with a major art world partner shared digitally;
- 3 long form videos on the Detroit art and culture landscape created by Detroit talent and promoted by program partners digitally;
- 18 columns (monthly) in the weekend art section of a major global media partner (print + digital).

Detroit Salon is not just a program; it is a **valuable and visionary initiative** that has the **potential to redefine the perception of Detroit, and more broadly Michigan**, to a global audience of art and culture visitors, industry experts, and opinion leaders to the benefit of our Detroit working artists and art professionals. Visit Detroit is excited to offer our full support to the *Detroit Salon* initiative.

If you have any questions about this letter or Visit Detroit's support of the Detroit Salon, please contact me at cmolinari@visitdetroit.com.

Sincerely,

A handwritten signature in dark ink, appearing to read 'Claude Molinari', with a stylized, flowing script.

Claude Molinari
President & CEO
Visit Detroit



**THE CHARLES H. WRIGHT
MUSEUM OF AFRICAN
AMERICAN HISTORY**

(313) 494-5800
315 EAST WARREN AVENUE
DETROIT, MI
48201-1443
THEWRIGHT.ORG

November 13, 2024

Dear Funder:

The Charles H. Wright Museum of African American History is pleased to provide this letter of support for the DETROIT SALON global art program. We wholeheartedly support DETROIT SALON's mission to establish Detroit and Michigan as a burgeoning art hub, connecting our city to the global art scene and celebrating local artists of color, women, and other underrepresented voices.

This program will create a lasting global platform for Detroit and Michigan cultural institutions, introducing and celebrating our broader art community with major global art partners over the next three years. We value the program's community engagement efforts and the formation of a diverse Artist Advisory Committee and Curatorial Committee that represents Detroit. As an organization dedicated to exploring and celebrating African American history and culture, the Wright is excited to partner with DETROIT SALON.

We commend their efforts to showcase Detroit on the global stage through exhibitions at partner shows and museums, and we eagerly anticipate the opportunities to attract new global visitors, partners, collectors, and thought leaders to our city. This program's partnership with top art organizations over the next three years will be transformational for the Detroit contemporary art community.

The DETROIT SALON project will create a narrative on the societal impact of art from the African Diaspora, highlighting the impacts of African American artists in Detroit. We look forward to the 1:54 Contemporary African Art Fair and the associated press conferences organized by Visit Detroit. These global media partnerships will create awareness and updated storytelling of the Michigan art ecosystem, encouraging artists, art professionals, and curators to live and work in Detroit.

Executive Committee

George R. Hamilton
Lynn Weaver
Joni M. Thrower Davis
Kala J. Gibson
Kelly Green
James P. Cunningham

Board Members

Marseille Allen
Rumia Ambrose-Burbank
Carolynn Andrews
Jasmin Barnett
Rian English Barnhill
Scott Benson
Margaret L. Betts, M.D.

THE CHARLES H. WRIGHT MUSEUM OF AFRICAN AMERICAN HISTORY

Yvette Bing
Elizabeth W. Brooks
Larry Bryant
Tamira T. Chapman
James P. Cunningham
Tyrone Davenport
Joni M. Thrower Davis

Eric Davis
Jasmin DeForrest
Walter E. Douglas
Jennifer Fiore
Kala Gibson
Joyce V. Hayes Giles
Roderick D. Gillum

Evette Griffie
Kelly Green
George R. Hamilton
Lauren Hood
Marion Jackson
John James
Maurice G. Morton

Anika Odegbo
Vivian R. Pickard
Rochelle Riley
Brian Smith, Ph.D.
Dr. Richard Smith
Lynn Weaver
Stefen J. Welch



DETROIT SALON aligns with our goal of celebrating Detroit's African American artists at the world's top art events and address the lack of diversity in the art world. We look forward to the opportunities for our members to engage in global programming and participate in curated art collector trips and events.

DETROIT SALON provides a transformative opportunity to introduce Michigan's art and culture landscape to the world. We are excited about the opportunity to collaborate with the DETROIT SALON team to bring this initiative to life, highlighting the cultural significance of our organization and city.

Sincerely,

Neil A. Barclay
President and CEO



Sept. 26, 2024

380 Lone Pine Road
Mail Correspondence to:
P.O. Box 801
Bloomfield Hills
Michigan 48303.0801
U S A

Office 248.645.3100
Fax 248.645.3027

Re: Letter of Support for *DETROIT SALON*

To Whom It May Concern:

The Cranbrook Art Museum is pleased to provide this letter in support of the DETROIT SALON program.

We support the mission of DETROIT SALON to position Detroit and Michigan as an emerging art hub. We applaud this effort to create a lasting global platform for Detroit cultural institutions, and for our broader art community, to be collectively introduced, recognized, and celebrated together with major art partners worldwide over the next three years, culminating in Detroit's first major global contemporary art show.

We appreciate the program's considerable community engagement efforts and thoughtful process of forming a diverse Artist Advisory Committee and Curatorial Committee that represents Detroit and Michigan.

As an organization whose mission is to "present and collect the art, architecture, craft, and design of the twentieth- and twenty-first centuries," Cranbrook, as a cultural partner of DETROIT SALON, will collaborate with the curatorial committee to develop a curatorial vision and programming that represents Detroit's dynamic contemporary art landscape. In alignment with our mission statement, Cranbrook will utilize the DETROIT SALON opportunity to build upon its own work with the Detroit artistic and cultural community over the past decade during this unparalleled opportunity to celebrate Detroit arts and culture at some of the most prominent art events in the world.

We applaud the outbound initiatives to introduce Detroit globally through exhibitions at partner shows and museums over three years. We also welcome the inbound opportunities to bring new global visitors, partners, collectors, and thought leaders to experience Detroit and engage the community here.

This program is particularly strong due to its partnership with three top art organizations over three years, which will be transformational for the Detroit contemporary art community.

Partnership with the top global Africa contemporary art show, 1:54 Contemporary Art Fair, and Art Basel will open opportunities to engage areas of the world that interest Detroiters, Detroit artists, curators, museums, and our global immigrant communities in Africa, Asia, the Middle East, and Europe. A Detroit exhibition

ART MUSEUM



380 Lone Pine Road
Mail Correspondence to:
P.O. Box 801
Bloomfield Hills
Michigan 48303.0801
U S A

Office 248.645.3100
Fax 248.645.3027

ART MUSEUM

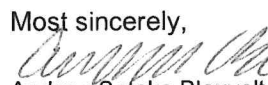
during the Venice Biennale in 2028 offers an unparalleled opportunity to celebrate Detroit arts and culture at one of the world's most prominent art events.


Locally in Detroit, we welcome the opportunity that the DETROIT SALON HOUSE offers to bring new visitors to Paradise Valley, and to provide a gathering place for the art community and the museum. We look forward to welcoming the new global visitors DETROIT SALON will bring to the museum. This program's high-level global media partnerships will create awareness and updated storytelling of the Michigan art ecosystem to encourage artists, art professionals, and curators to live and work in Detroit.

By collaborating with DETROIT SALON over the next three years, Cranbrook Art Museum aims to celebrate Detroit's artists of color at the world's top art events and address the pervasive lack of diversity at the highest levels of the art world. We also look forward to the opportunities provided by DETROIT SALON for our members to engage in global programming at partner art shows and participate in curated art collector trips and events.

DETROIT SALON provides a transformative opportunity to introduce the richness and diversity of Michigan's art and culture landscape to the world.

We look forward to working with the DETROIT SALON team to bring this initiative to life and to highlight the cultural significance of our organization and city. If needed, we look forward to refining our unique contribution through an additional Memorandum of Understanding.

Most sincerely,

Andrew Satake Blauvelt
Director
Cranbrook Art Museum


Laura Mott
Chief Curator
Cranbrook Art Museum

FEEL



FREE

January 14, 2025

Re: Letter of Support for *DETROIT SALON*

To Whom It May Concern:

The University of Michigan Museum of Art (UMMA) is pleased to provide this letter in support of the DETROIT SALON global art program which will position Detroit and Michigan as an emerging art hub and connect Detroit to the global art world. We especially applaud this effort to celebrate Detroit artists of color, women and other underrepresented voices.

We believe that this much-needed program will create a global platform for Detroit and Michigan-based cultural institutions and bring recognition from major global art partners over the next three years and beyond. We value DETROIT SALON's considerable community engagement efforts and the thoughtful process of forming a diverse Artist Advisory Committee and Curatorial Committee that represents Detroit and the region.

UMMA's mission to "put art and ideas at the center of campus and public life" by "creating experiences that enrich our understanding of one another, foster joy, and build a more just future", is aligned with DETROIT SALON's objectives, making us natural partners and allies.

As a cultural partner of DETROIT SALON, UMMA will collaborate with the program's Curatorial Committee to develop a curatorial vision and programming that represents Michigan's dynamic cultural landscape, to celebrate Detroit and Michigan arts and culture at some of the most prominent art events in the world, and to continue UMMA's long legacy of presenting art that is relevant and accessible to our campus and communities in Southeast Michigan. I am excited for UMMA's curators to play a vital role in the planning and execution of this multi-year, global contemporary art initiative.

We applaud the outbound initiatives to introduce Detroit globally through exhibitions at partner shows and museums on a regular cadence over three years. We also welcome the inbound opportunities to bring new global visitors, partners, collectors, and thought leaders to experience Detroit and engage the community here.

This program is particularly strong due to its partnership with three top art organizations over three years, which will be transformational for the Detroit contemporary art community: Art Basel, 1:54, and the Venice Biennale. Partnership with the top global African contemporary art show — 1:54 Contemporary African Art Fair — and Art Basel will open up opportunities to engage areas of the world that interest Detroiters, Detroit artists, curators, museums, and our global communities in Africa, Asia, the Middle East, and Europe. A Detroit official collateral exhibition at the Venice Biennale offers an unparalleled opportunity to celebrate Detroit arts and culture at one of the world's most prominent art events.

UMMA will make every effort to assist DETROIT SALON by:

- providing a curator who will participate in the program's curatorial committee
- advising on issues pertaining to the narratives and societal impacts of Contemporary Art from Africa and the African diaspora
- helping to develop the scheduled exhibitions and events at the 1:54 Contemporary African Art Fair. 1:54 has a specific focus on contemporary art from Africa and the African diaspora (including the Black Art and cultural experience in America), a subject matter expertise for UMMA.
- participating in the planned Detroit Salon art trip and activation in Accra in 2026, coinciding with the opening of *Ghana 1957: Art, Independence, Liberation* in Ghana.

UMMA welcomes the opportunity that DETROIT SALON offers to bring new global visitors to campus. The negotiated global media partnerships will create awareness and updated storytelling of the Michigan art ecosystem to encourage artists, art professionals, and curators to live and work in Michigan. UMMA will participate in the joint press conferences organized by DETROIT SALON in major media markets, bringing together Michigan's numerous prominent museums in a global conversation around the depth and diversity of our art ecosystem.

DETROIT SALON provides a transformative opportunity to introduce the richness and diversity of Michigan's art and culture landscape to the world. We look forward to working with the DETROIT SALON team to bring this initiative to life and to highlight the cultural significance of UMMA.

Sincerely,

A handwritten signature in dark ink, appearing to read 'Christina', with a long, sweeping horizontal line extending to the right.

Christina Olsen
Director, University of Michigan Museum of Art



February 19, 2024

Julie Egan
Salonniere
2937 East Grand Boulevard
Detroit, MI 48202

Dear Julie,

CultureSource is pleased to support *DETROIT SALON* through our strategic partnership, working alongside other organizations, like the Metro Detroit Visitors and Convention Bureau (“Visit Detroit”), to see this ambitious, important project realized.

CultureSource is a coalition of creative people and cultural organizations based in Detroit and serving the Southeast Michigan region. We convene cultural sector professionals for shared learning experiences, we run grantmaking programs that benefit arts organizations and artists, we use research to advocate for and advance the needs of our members, and we specialize in offering changing making programs that help our field adapt to mounting complexity.

As a strategic partner, CultureSource will assist in connecting our community of art institutions, artists, and partners with the opportunities of *DETROIT SALON*. We will also support the project's strategy development related to inclusivity, digital tech, stakeholder engagement, and commissioning and contracting processes.

Through this initiative, we believe Detroit’s arts ecosystem—specifically artists, curators, museums, galleries, and cultural organizations—will be celebrated and better able to thrive locally and work globally. CultureSource is excited to support this journey toward new opportunities that (re)connects and (re)introduces Detroit's artistic brilliance to audiences, communities, and markets across the globe.

If you have additional questions about our partnership with *DETROIT SALON*, feel free to be in touch: wrush@culturesource.org. And thanks for your consideration of this work.

Sincerely,

A handwritten signature in black ink, appearing to read "Omari Rush".

Omari Rush
Executive Director



Julie Egan, Salonnière
Detroit, MI
January 29th, 2025

Dear Ms. Egan:

Song United is delighted to support Detroit Salon, an exciting art ecosystem initiative poised to establish Detroit and Michigan as an emerging art hub, culminating in Detroit's first-ever global contemporary art show.

By fostering a thriving and inclusive arts and culture ecosystem within the city, Detroit Salon will contribute to a more equitable, powerful, and prosperous Southeast Michigan.

Recognizing the vital role of ecosystem building in community development, Song United is committing to support Detroit Salon's mission both financially and as a vocal partner for what they are working to achieve. This significant investment will enable Detroit Salon to pursue its mission of creating an inclusive table for diverse Detroit artists on a global stage.

Moreover, we support the opportunity this global initiative provides to shift outdated narratives on Detroit alongside media partners like The Financial Times, by showcasing Michigan's incredible multicultural community of artists, curators, collectors, institutions and galleries that call Detroit home. We applaud this initiative's effort to empower Detroit artists by providing impactful professional development and educational programming, and spark dialogue through engaging conversations and exhibitions highlighting emerging artists at its Paradise Valley neighborhood headquarters. We welcome Detroit Salon's ability to disrupt the status quo and create access for Detroit artists by executing innovative Detroit exhibitions at prestigious shows like Art Basel, 1-54 Contemporary Fair, and the Venice Biennale.

We are targeting disbursement as Detroit Salon's timeline requires. We hope this funding can be leveraged to urge other funders to join Song United in taking swift action to meet approaching deadlines with program partners. Song United congratulates Salonnière on the impressive team it has assembled and on this milestone. We eagerly anticipate our collaboration to realize the transformative impact of Detroit Salon.

Best,
Dug Song
Song United



Coleman A. Young Municipal Center
2 Woodward Avenue, Suite 1126
Detroit, Michigan 48226

Phone 313•224•3400
Fax 313•224•4128
www.detroitmi.gov

January 13, 2024

Eric Larson
Downtown Detroit Partnership
c/o Detroit Salon

Arts and culture are deeply woven into the fabric of Detroit, shaping its identity and fueling its economic resurgence. As home to one of the largest creative sectors in the United States, Detroit stands as a beacon of innovation and artistic expression. However, its connection to the global art community remains underdeveloped. Now is the time for Detroit to forge strategic global partnerships, showcasing its rich cultural legacy while leveraging its creativity to drive economic growth and secure its place as a vibrant cultural hub on the world stage.

DETROIT SALON presents a transformative economic development opportunity in arts and culture, poised to establish Detroit and Michigan as an emerging global art hub. Launching in 2028, this initiative will mark Detroit's first international contemporary art event. Rooted in the city's creative spirit and built by Detroiters for Detroiters, **DETROIT SALON** will spotlight the city's vibrant arts ecosystem—its museums, artists, cultural institutions, curators, and galleries. This groundbreaking event will attract new visitors, investors, media, and global attention, amplifying Detroit's role as a cultural powerhouse and reinforcing its legacy in the arts.

In the lead-up to the 2028 **DETROIT SALON**, a dynamic "roadshow" of exhibitions will spotlight Detroit artists at some of the most prestigious global art events. This initiative will create widespread brand recognition for Detroit as a cultural epicenter while building momentum and excitement for the flagship event. Detroit's art and culture will shine on the world stage, with showcases at renowned venues and platforms such as Art Basel, 1-54 Contemporary African Art Fair, the Venice Biennale, and features in the *Financial Times*.

By collaborating with esteemed brands and institutions in the global art community, this effort will elevate Detroit's profile, celebrate its artistic legacy, and establish new pathways for workforce development. It will provide invaluable recognition and opportunities for the city's museums, artists, and art workers, positioning Detroit as a thriving hub for creativity and innovation.

I am thrilled to announce that **DETROIT SALON** will establish its community headquarters in Detroit's historic Paradise Valley neighborhood, a fitting tribute to the city's legacy as a vibrant epicenter of African American art, culture, and entertainment. The headquarters, located in a former social club for immigrants and generously sponsored by its owners, will honor its original purpose as a space for art, community gatherings, educational activities, and cultural programming.

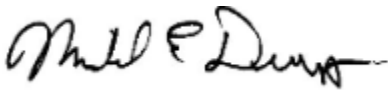
DETROIT SALON's impact will extend far beyond Detroit, thanks to global partnerships with **Art Basel**, **1-54 Contemporary African Art Fair**, and the *Financial Times*. Over the next three years, these esteemed

platforms will amplify Detroit's creative talent and bolster international engagement through regular media promotions and content. This collaborative effort will rebrand Detroit as a thriving cultural hub, attracting cutting-edge creators, collectors, and art enthusiasts to live, work, and invest in the city.


Much like the transformative impact of Art Basel on Miami Beach, DETROIT SALON has the potential to position Detroit as a top destination for creativity and innovation. The initiative is projected to draw thousands of new visitors, including collectors, art leaders, media, and cultural enthusiasts, fueling economic and cultural growth.

The City of Detroit extends its congratulations to the **Downtown Detroit Partnership, Visit Detroit, CultureSource, Salonniere**, and all the community organizations, art patrons, institutions, and artists collaborating on this groundbreaking effort. Together, we are poised to elevate Detroit as an emerging global art destination and celebrate the city's unique cultural landscape.

Sincerely,

A handwritten signature in black ink, appearing to read "Michael E. Duggan". The signature is fluid and cursive, with a long horizontal stroke at the end.

Michael E. Duggan
Mayor, City of Detroit



DETROIT SALON™

Bringing Detroit's Art to the World
And the Art World to Detroit

J.P.Morgan

Salonnière™

DETROIT SALON
SALON DETROIT

Detroit Culture is Legendary.

Detroit is no stranger to change. From the birth of automotive through to the rise of Motown and techno, the city has reinvented many times over.

In 2024, Detroit hosted the most successful NFL draft in history with more than 700,000 fans in attendance. We know how to celebrate Detroit sports. The world knows our cars and music. And, the time is now to catapult another Detroit asset onto the global map... our art scene of world class artists, curators, galleries and museums.

This is DETROIT SALON.



Marshall Fredericks' 'The Spirit of Detroit' monument; image courtesy of Visit Detroit

The Opportunity:

Before South by Southwest (SXSW), there was **Austin**. Before Art Basel **Miami Beach**, there was Miami Beach. Before the Venice Biennale, there was **Venice**. What do these diverse geographic locations have in common? Major art initiatives transformed them.

Detroit and **Michigan** have the talent, style, infrastructure and resources for this same type of artistic transformation, and the time is now.



The Goal: Detroit in 2028

Integrating metro **Detroit's world-class cultural institutions** and artists within the highest levels of the global art world, a signature city-wide contemporary art initiative and expo will put Detroit on the global art map. It will **increase access** and **inclusion in the art market** by celebrating Detroit's brilliant and diverse artists and communities.

The initiative will **create new jobs**, attract new **talent to Michigan**, forge new commercial pathways for local creatives, **draw art enthusiasts to visit Detroit** and give our art workforce the **global competitiveness** it needs to stay in Michigan.



Introducing the ‘Detroit Salon’

Who

DETROIT SALON is a high-profile, multi-year contemporary art initiative executed in partnership with **Visit Detroit (metro Detroit tourism and visitors council), CultureSource and other cultural partners** to establish Detroit as an emerging global art hub and to attract new visitors and residents.

When

The first Detroit city-wide contemporary art show will launch **in 2028** and be promoted 2025-28 via Detroit exhibitions and media during 8 moments on the artworld calendar at major art fora and shows.

What

A week-long **city-wide global contemporary art event in Detroit** in partnership with **different major artworld players each edition**. This event will showcase Detroit’s artists, institutions and galleries, drawing global visitors to Detroit akin to the “**NFL Draft for Art & Culture.**”

How

Leading up to the 2028 major event, Detroit Salon will conduct a promotional **roadshow of exhibitions and events nationally and internationally** to build momentum and showcase Detroit and Michigan to new audiences in key global art markets.

The Impact

800,000+

Visitors flock to **Venice, Italy** biannually to experience **the Venice Biennale**. Often referred to as the “art Olympics,” the event is responsible for contributing **3,3 Billion Euros** to the tourism sector.

278,000+

Attendees participate in **SXSW in Austin, Texas**. SXSW generates **\$380.9 million** in economic activity, almost \$25 million in events and sponsorship, and brings in \$2.6 million in hotel occupancy.

80,000+

Art enthusiasts make the trip to **Miami Beach, Florida** to experience **Art Basel Miami Beach**. Over the last two decades, the city has capitalized on attention from the global art event generating **USD 400-500M** annually.



Exhibition view of Katharina Grosse, 'Déplacer les étoiles', 2024, Centre Pompidou, Metz. Courtesy Centre Pompidou – Metz; Gagosian; Galerie Max Hetzler; Galerie nächst St. Stephan; Rosemarie Schwarzwälder © Adagp, Paris 2024; Photo: Jens Ziehe

A photograph of the interior of the Detroit Institute of Arts, specifically the Riviera Court. The space is a grand, high-ceilinged hall with a vaulted glass and steel roof. The walls are adorned with large, colorful murals and sculptures. In the center, there is a large, ornate doorway leading to another part of the museum. Several people are visible in the foreground, walking and looking at the art. The lighting is bright and even.

Thank you for your
consideration! We hope you
will join us on this journey.

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Image credit: Riviera Court at the Detroit Institute of Arts, courtesy of Visit Detroit
(pictured here)..

DETROIT SALON

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