



2013 Annual Awards Entry Form
(Complete one for each entry.)

Entry Name MICHIGAN MODERN™

HFA Michigan State Housing Development Authority
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Entry form with description, check(s), and visual aids (optional) must be received by NCSHA by **Monday, July 1, 2013.**

Use this header on the upper right corner of each page.

HFA MSHDA

Entry Name MICHIGAN MODERN™

Communications	Homeownership	Legislative Advocacy	Management Innovation
<input type="checkbox"/> Annual Report <input checked="" type="checkbox"/> Promotional Materials and Newsletters <input type="checkbox"/> Creative Media	<input type="checkbox"/> Empowering New Buyers <input type="checkbox"/> Home Improvement and Rehabilitation <input type="checkbox"/> Encouraging New Production	<input type="checkbox"/> Federal Advocacy <input type="checkbox"/> State Advocacy	<input type="checkbox"/> Financial <input type="checkbox"/> Human Resources <input type="checkbox"/> Operations <input type="checkbox"/> Technology
Rental Housing	Special Needs Housing	Special Achievement	Are you providing visual aids?
<input type="checkbox"/> Multifamily Management <input type="checkbox"/> Preservation and Rehabilitation <input type="checkbox"/> Encouraging New Production	<input type="checkbox"/> Combating Homelessness <input type="checkbox"/> Housing for Persons with Special Needs	<input type="checkbox"/> Special Achievement	<input checked="" type="checkbox"/> YES <input type="checkbox"/> NO Visual aids sent under separate cover and one attached to entry

Michigan State Housing Development Authority-
State Historic Preservation Office
Category: Communications
Subcategory: Promotional Materials
Entry Name: MICHIGAN MODERN™

The State Historic Preservation Office division (SHPO) of the Michigan State Housing Development Authority (MSHDA) is charged with identifying historic above-ground and archaeological resources and with educating the public about the intrinsic value of those resources in community and economic development, quality of life and the preservation of our culture.

In 2008 the SHPO realized that mid-century modern buildings were being threatened by under-appreciation, neglect and demolition. Residential neighborhoods of ranch houses, theaters, office buildings and roadside architecture alike are threatened. In addition, museums in Los Angeles and elsewhere promoted their own "Modern" history with objects that had been made in Michigan! The SHPO embarked on the MICHIGAN MODERN™ project that year to identify mid-century modern buildings built between 1940 and 1970. The project began with a federal Preserve America grant awarded to the SHPO to hire consultants to survey "the first 100" modern buildings in Michigan; prepare nominations to the National Register of Historic Places for the homes of mid-century Michigan architects; collect oral histories of architects and develop a new, more powerful, web site that would attract tourists to Michigan.

Concurrently with the research project, the SHPO began to brand MICHIGAN MODERN, developing a logo for use on the web site and publications, and registering the words MICHIGAN MODERN and the logo as a trademark through the U.S. Patent and Trademark Office.

The SHPO reached out to other communities, encouraging them to identify important Modern buildings in their own areas. Detroit, Ann Arbor and East Lansing did so and worked with the SHPO on the development of tours and tour brochures that have been printed and posted on the michiganmodern.org website. In Ann Arbor and East Lansing, the tours focus specifically on single-family residences of the mid-century period.

Research that came out of the project revealed that Michigan was an epicenter of modern design, a place where people associated with the automobile industry, the furniture industry, and educational institutions like the University of Michigan and Cranbrook Educational Community collaborated and shared ideas, resulting in an explosion of innovation and creativity during the period. We are comfortable saying: Modernism began in Michigan. In addition, research has shown that prior to 1940, Michigan architects were experimenting and influencing what became known as Modern architecture.

The underlying goal of MICHIGAN MODERN has been to stake Michigan's claim as the leader in the development of Modern design and to rebrand the state as a design

center. Michigan suffers from a “rust belt” reputation, but design has been and continues to be a major industry in the state.

Recognizing that it would take more than press releases to tell the story, seeking the attention of major design media – and in order to share the MICHIGAN MODERN story with the public -- the SHPO hosted a four-day symposium at Cranbrook and collaborated with Cranbrook Art Museum on an exhibition that will be open to the public through October 14, 2013. The hope was that media would be drawn to the symposium and exhibition, and the MICHIGAN MODERN story would be told through media coverage of these events.

The symposium featured national experts in design as well as Michigan business leaders as presenters. A promotional campaign for the symposium, undertaken by the MSHDA communications office, included:

- a brochure for general distribution by museums with collections from the period;
- a save the date card mailed to architecture and design firms, architecture and design educators, museums and distributed at historic preservation events;
- a save the date flyer distributed to universities and design schools for posting; and
- a registration brochure (booklet) printed and mailed to architecture/design firms, the deans of design programs and interested parties, and also distributed electronically to people who have indicated interest through the michiganmodern.org website.
- People who attended the symposium received a tabbed spiral-bound guidebook to the symposium, and a set of postcards of significant modern buildings. The guidebook was so popular the SHPO continues to get requests for additional copies. (Copies sent under separate cover)
- A new michiganmodern.org website launched on June 10.

Approximately 250 people attended the symposium. Media coverage has been extensive – the most exciting being an illustrated article on theatlanticcities.com, and a story in the *New York Times* on June 13, the symposium’s opening day. Additional articles are planned for the *Old House Journal* and *Corp!*, a business magazine. (See attached list of media coverage.)

As *Detroit Free Press* reporter John Gallagher wrote on June 11:

The Michigan State Historic Preservation Office planned the symposium and exhibition. The project was a conscious effort on the state’s part to celebrate Michigan’s mid-century achievements with at least three ends in view.

First, the goal is to rebrand Michigan based on its design heritage, which while less known than its automotive heritage may be just as influential.

Second, the state wants to create a tourism initiative based on mid-century design.

And third, the state wishes to use the glory of the state's design heritage to attract young, creative people.

The communications effort undertaken by MSHDA is paying off with participants asking “what’s next?” and media continuing to tell the MICHIGAN MODERN story.

Summary

The MICHIGAN MODERN™ project was not only a labor of love, all accomplished in house, but was innovative and replicable no matter what the subject. The cost was minimal for such a large project that provided benefits far outweighing those costs. Objectives of the project were met by targeting the right audiences and the fact that the exhibition will last through October, gives our communications staff plenty of time to reiterate our message that Michigan is back and the place to invest.

The State Historic Preservation Office (SHPO) merged with MSHDA as the result of a governor’s Executive Order several years ago, and since the merge, MSHDA and SHPO have worked together to improve the quality of life in Michigan, create thriving communities, provide affordable housing, stimulate the economy and attract young talent to communities and downtowns across the state. Michigan Modern reflects the success and strength of the relationship between the two state agencies that are now one.

Please note this website link to learn more: www.michiganmodern.org.

Visual aids sent under separate cover.

One attachment below

Michigan Modern Media Coverage

Wall Street Journal, March 26, 2013

Lucy Ann Lance Show/Damien on Design

1290AM WLBY – No link available

The Atlantic Cities, May 20, 2013

A Visual History of Michigan's Outsize Influence on American Modernism

<http://www.theatlanticcities.com/design/2013/05/visual-history-michigans-outsize-influence-american-modernism/5632/>

The Wall Street Journal, May 21, 2013

Symposium and Exhibition Highlights Michigan's Role in Modernism

<http://online.wsj.com/article/PR-CO-20130521-911127.html>

The Upper Peninsula's Second Wave, May 22, 2013

Michigan Hosts Architectural and Industrial Design Event of the Year

<http://up.secondwavemedia.com/features/MSHDAdesignadvertorial52213.aspx>

The Detroit News, May 24, 2013

Welcome Mat story about the symposium

<http://www.detroitnews.com/article/20130524/LIFESTYLE01/305240011>

A larger article about the exhibition will run in The Detroit News on June 13

Dexigner, May 27, 2013

Michigan Modern: Design that Shaped America

<http://www.dexigner.com/news/26553>

Detroit Unspun, May 30, 2013

Michigan (and Detroit) Defined the Look of 20th Century Design

<http://blog.thedetroithub.com/2013/05/30/michigan-and-detroit-defined-the-look-of-the-20th-century-design/>

HOURL Detroit, June 2013

<http://www.hourdetroit.com/Hour-Detroit/June-2013/Arts-Entertainment-Listings/index.php>

mLive, June 6, 2013

Michigan's hefty contribution to American Modernism goes on display in Metro Detroit

http://www.mlive.com/business/detroit/index.ssf/2013/06/michigans_hefty_contribution_t.html

Lansing State Journal, June 6, 2013

Modern Marvels

http://www.lansingstatejournal.com/apps/pbcs.dll/article?AID=2013306050034&nclick_check=1

The Oakland Press, Sunday, June 9, 2013

Cranbrook creates framework for modern art, design

http://www.theoaklandpress.com/articles/2013/06/09/news/local_news/doc51b138d491fbf783498770.txt

New York Times, June 13, 2013

http://www.nytimes.com/2013/06/13/garden/michigan-modern-opens-at-the-cranbrook-art-museum.html?_r=0

Stateside with Cynthia Canty (Michigan Radio/NPR), June 13, 2013

<http://www.michiganradio.org/programs/stateside-cynthia-canty>

Metromode, June 13, 2013

<http://metromodemedia.com/features/michiganmodern0304.aspx>

Huffington Post, June 14, 2013

http://www.huffingtonpost.com/2013/06/14/michigan-modern-design-cranbrook_n_3437045.html

The Detroit News, June 14, 2013

Cranbrook exhibit gives Michigan its due in modern design

<http://www.detroitnews.com/article/20130613/ENT01/306130002/1032/>

Architect's Newspaper

Michigan Modern: Design that Shaped America

<http://blog.archpaper.com/wordpress/archives/diary/michigan-modern-design-that-shaped-america>

Dwell Magazine

Michigan Modern: Design that Shaped America

<http://www.dwell.com/event/michigan-modern-design-shaped-america>

Modern Midwest

<http://modernmidwest.com/>

Forthcoming

Corp! Detroit

Article scheduled for July 2013.

Old House Journal magazine

Article scheduled for September 2013.