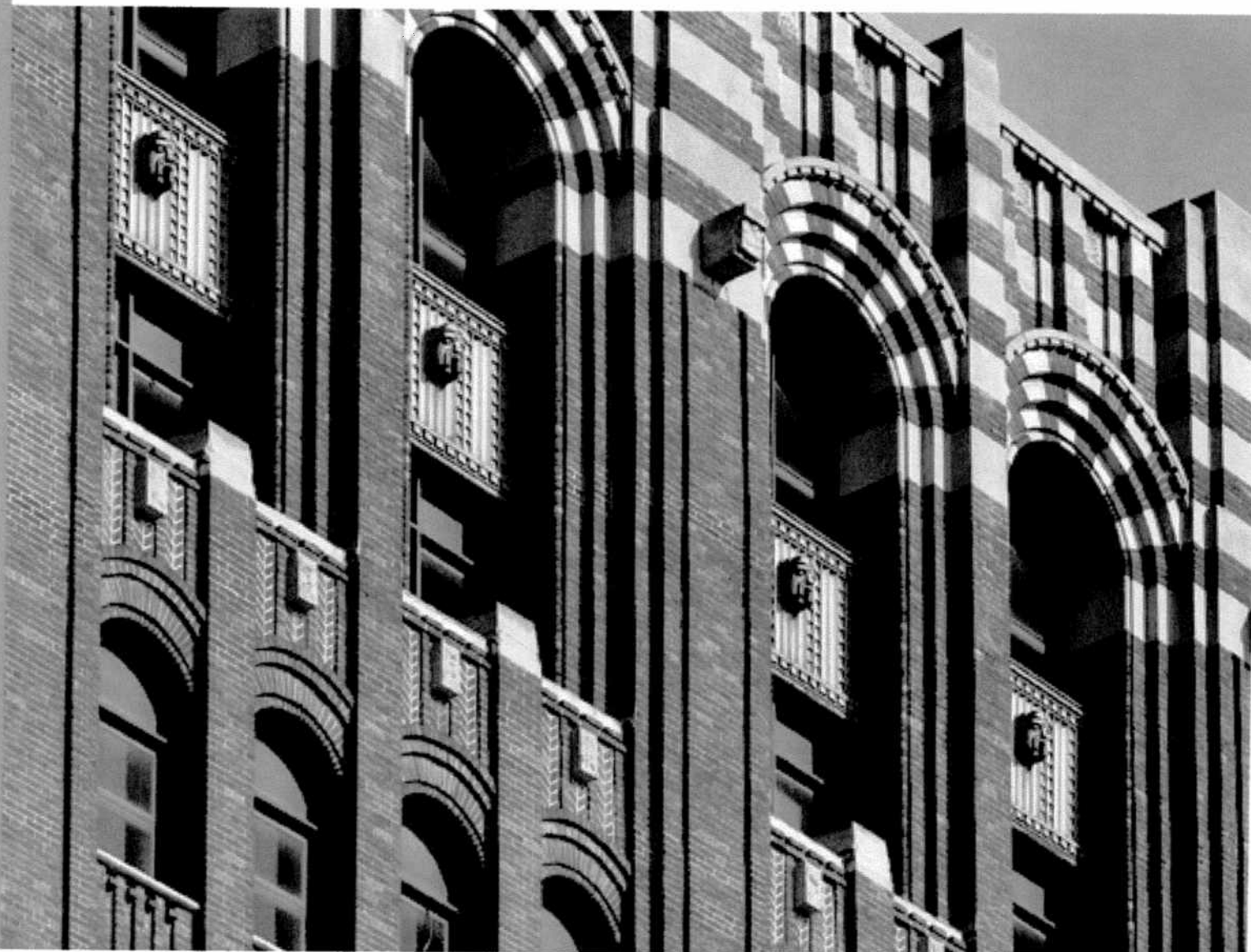


A. Alfred Taubman
Center for Design
Education

COLLEGE *for* Creative STUDIES



Walter and Josephine Ford Campus



A. Alfred Taubman Center for Design Education



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CCS Facts

CCS is an art school.

CCS is a creative economy institution.

CCS stands at the convergence of art, culture, technology and business.

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CCS Facts

CCS is a major supplier of talent to the creative industries.

Advertising

Communications

Crafts

Design

Film and video

Games

New media

Visual Arts

CCS Facts

BFA Programs

Advertising Design

Art Education

Crafts

Entertainment Arts

Fine Arts

Graphic Design

Illustration

Interior Design

Photography

Product Design

Transportation Design

MFA Programs

Design

Transportation Design

Continuing Education

Professional Development

Pre-college

Youth

Community Arts Partnerships

Outreach programs serving 4,000

Detroit youth annually

CCS Facts

-
- 1,382 undergraduates (Fall 2009) from 27 states and 15 countries.
18 graduate students (Fall 2009) from 4 states and 4 countries.
 - 616,500 square feet on 11 acres in Detroit's Cultural Center, and more than 920,000 square feet in the A. Alfred Taubman Center for Design Education and related structures on 5 acres.
 - Accredited by the Higher Learning Commission of the North Central Association of Colleges and Schools and by the National Association of Schools of Art and Design.
 - Named as one of the "Top Design Schools in the World" by *Business Week*.

CCS Facts

Companies and organizations sponsoring projects, 2003-2009

Aluminum Association	Johnson Controls
American Chemistry Council	Key Plastics, Inc.
American Iron and Steel Institute	Leo Burnett
American Plastics Council	Michelin
ArvinMeritor	Motor City Casino
ASC Incorporated	Motorola
AISI Wheels Task Force	National Association of Surface
Bayer Material Science	Finishing – Bright Design Challenge
Caltly	Nike Inc.
Crain Communications	Nissan
Collins and Aikman	Osram Sylvania
Daimler Chrysler	Pittsburgh Glass Works
Detroit's Presidents'	PPG Industries
Organization	Renault
Ferrari	Sanyo Automotive USA
Fiat	SMZ Advertising
Ford Motor Company	Somerset Collection
Gardner White Furniture	Subaru
General Motors	Suburban Infiniti of Troy
Hagie Manufacturing	Surface Finishing Industry Council
Honda	Toyota
Honda "Indy Racing League"	Volkswagen
Hyundai Design	Whirlpool
ITC Holdings Corporation	

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CCS Facts
Companies and organizations hosting interns, 2003-2008

02 Creative Solutions	Crye Associates	HB Stubbs	MRA Exhibits	Stardust TV NYC
3rd Street Publications/ Dan Lippitt	Crypton Fabrics	Henry Dreyfuss Assoc.	Mt Clemens Blown Glass	Stefani & Co
4sight	Daihatsu	The Henry Ford	Murals - n - More	Style Naturale
555 Gallery	Daniel Brian Associates	Hewlett Packard	Museum of Contemporary Art Detroit	Subaru
AISI	Design Central	Honda	Museum of Fine Art - Boston	Tangent Gallery
Altair	Detny Shoes	Hour Custom Publishing	Neal Davis Gallery	Taoti Enterprises, INC
Altair Product Design	Detroit Bros. Custom Cycles	133 Communications	New Balance	Team Detroit
Ambassador Magazine	Digitas	Illuminating Concepts	Nike	Teams Design
American Graphic	Disney Consumer Products	Interpublic	Nissan	Tennant Company
Amron Experimental	Division X / Grace & Wild	Intier/Magna	Nottingham Spirk Design	The Rockhouse
Anchor Bay Entertainment	Domino Farms	Johnson Controls	NY Studio	TMP Architecture
ASC	Doner	Kaleidoscope	Program/Polaroid	Topolewski
Astro Studios	Driven	Kiska GMBH	Ogilvy - Chicago	Toyota
Avanti	DUB Magazine	Kitchen Direct	Olympia Entertainment	TRA ART Group
Ball Aerospace	East Cape Canoes	Knoll NY	On Wheels Magazine	Tradefirst.com
Bayer Material Science	Eaton	Kohler	Organic	Triest Photographic
BBDO Detroit	Electrolux	Kresge Eye Institute	Ox Bow	TRW Automotive
Beyond Design	Electronic Arts	Laika	Paul Mobley Studio	Twisthink
Big Communications	Elements	Lakonic Studios	Peugeot France	U. S. Marine
Bike Builder Warehouse	Eleven Studios	LaMoore Photography	Plastech Engineering	UM-D Advanced Vehicles
Black & Decker	EPK Design	Lankton Metal Design	Polaris	Urban Outfitters
Black White & Color	Eprize	Lear	Porsche	Vectorform
BMW DesignWorks	Ethicon - Endo Surgery	Leo Burnett Detroit	Product Development Technologies	Ville Production
Bolt Group	ExhibitWorks/Livonia	Little Tikes	Proenza Schouler	Virtual Eyes LLC
Bose	Faurecia	Lovio George	Propane Design	Visual Sports Network
Brand Labs	Fiat	LUST - Netherlands	Proteus Design	Visteon
Brownstone/Icebox	Film Roman - Simpsons	Luxe Clothing Store	PWP Industries	V-merse
Buffington & Associates	Foote Cone & Belding	Mack Trucks	Reebok	Volkswagen
Building Arts & Conservation	Ford	Marlaina Stone Jewelry	Revolution Gallery	Walt Disney World
Calty	Ford London	Mars Advertising	Ringside Creative	Way Creative
Campbell-Ewald	Ford Taiwan	Mary Ellen Mark Studios	Rockwell Group	Wayne County Medical Examiner
CBS Outdoor	Furnace Hot Glass	Mazda Japan	Rossetti	Wayne RESA
Chrysler	Fuse Project - San Francisco	McCann Erickson	Rubbermaid	Wayne State University
Chrysler Financial	Garage Games	McConnell Creative	Signature Media	WDIV - TV With a Twist
City Connect Detroit	General Electric	Mercedes	Sinister Bikes	WJBK Fox 2 News
Clear ! Blue	General Motors	Michelin North America	Six Degrees Magazine	Yaffe
Clear Magazine	George P. Johnson	Midway Games	Spemco Enterprises	Yazaki
Coleman Company	Ghafari	Milai Corporation	St. Regis Hotel	Zeltec
Collins and Aikman	Graphic Promotions	Mixer Group		Ziba Portland
Converse	Haworth	Morley		
	Hayashi of America	Motorola		

A. Alfred Taubman
Center for Design
Education

One campus, two
sites, one mile apart



A. Alfred Taubman Center for Design Education Facts

- Built in 1928 and 1936 by General Motors.
- Designed by Albert Kahn.
- 760,000 square feet.
- GM's first engineering and research building under Charles "Boss" Kettering.
- Home of the first automotive design studio under Harley Earl.
- Birthplace of the Hydramatic (world's first automatic transmission) and the Buick Y-Job (world's first concept car).
- Vacated by GM in 1999 and donated to CCS by GM in 2008.



Project Vision

The A. Alfred Center for Design Education will be an educational complex devoted to creativity. It will house an integrated educational community, focused on art and design and extending from middle school through graduate school and beyond into the professional realm. This community will be complemented by other not-for-profit organizations devoted to human well-being. There is nothing like it anywhere in the world.

A. Alfred Taubman Center for Design Education Features



- CCS campus expansion
 - Advertising Design*
 - Graphic Design*
 - Interior Design*
 - Product Design*
 - Transportation Design*
- Master of Fine Arts programs
 - Design*
 - Transportation Design*
- Design Research Center
- 300-bed dormitory facility
- Continuing Education
- Community Arts Partnerships



- Building partners
 - Henry Ford Academy: School for Creative Studies, a charter school with grades 6-12, operated jointly by CCS and the Henry Ford Learning Institute
 - Creative Corridor Center
 - Shared space
 - Benson & Edith Ford Conference Center with 500-seat auditorium
 - 350-seat dining hall
 - Retail and gallery spaces
 - 11,200 square foot gymnasium
 - 500-car parking structure and 230 spaces of surface parking

Environmental Principles

-
- Energy-efficient and sustainable design, construction and operations
 - LEED best practices and standards

Henry Ford Academy: School for Creative Studies Highlights

- New Michigan charter public school in Detroit, opened September 8, 2009
- Middle and High School, grades 6-12
- Curriculum focused on college and career preparation with a substantive integration of art and design
- Current enrollment of 380 in grades 6, 7 and 9
- Full enrollment of 880 students in fall 2012
- Construction of the school funded by the Thompson Educational Foundation
- Operated jointly by CCS and the Henry Ford Learning Institute, a non-profit
 - dedicated to creating public schools in public places
- Goal is that 90% of students starting 9th grade will graduate, and 90% of those
 - will go on to post-secondary training.
- Students immersed in a college-going culture with access to CCS resources and facilities
- Provide a new pathway for minority students to art and design careers
- Increase the diversity of CCS, other colleges of art and design, and the design

Community Benefits

The Taubman Center will

- Bring about 2,000 people daily to New Center
- Create 200 new jobs
- Anchor a “Creative Corridor” from New Center to the river
- Develop a new model for school/college/business collaboration
- Provide a new pathway for minority students to art and design careers
- Increase the diversity of CCS, other colleges of art and design, and the design professions

Creative Economy Drivers

The Taubman Center will

Develop creative economy community and density

- Office space for creative businesses
- Creative business accelerator
- Conference center
- Headquarters for creative economy organization
- Higher education/creative business partnerships