

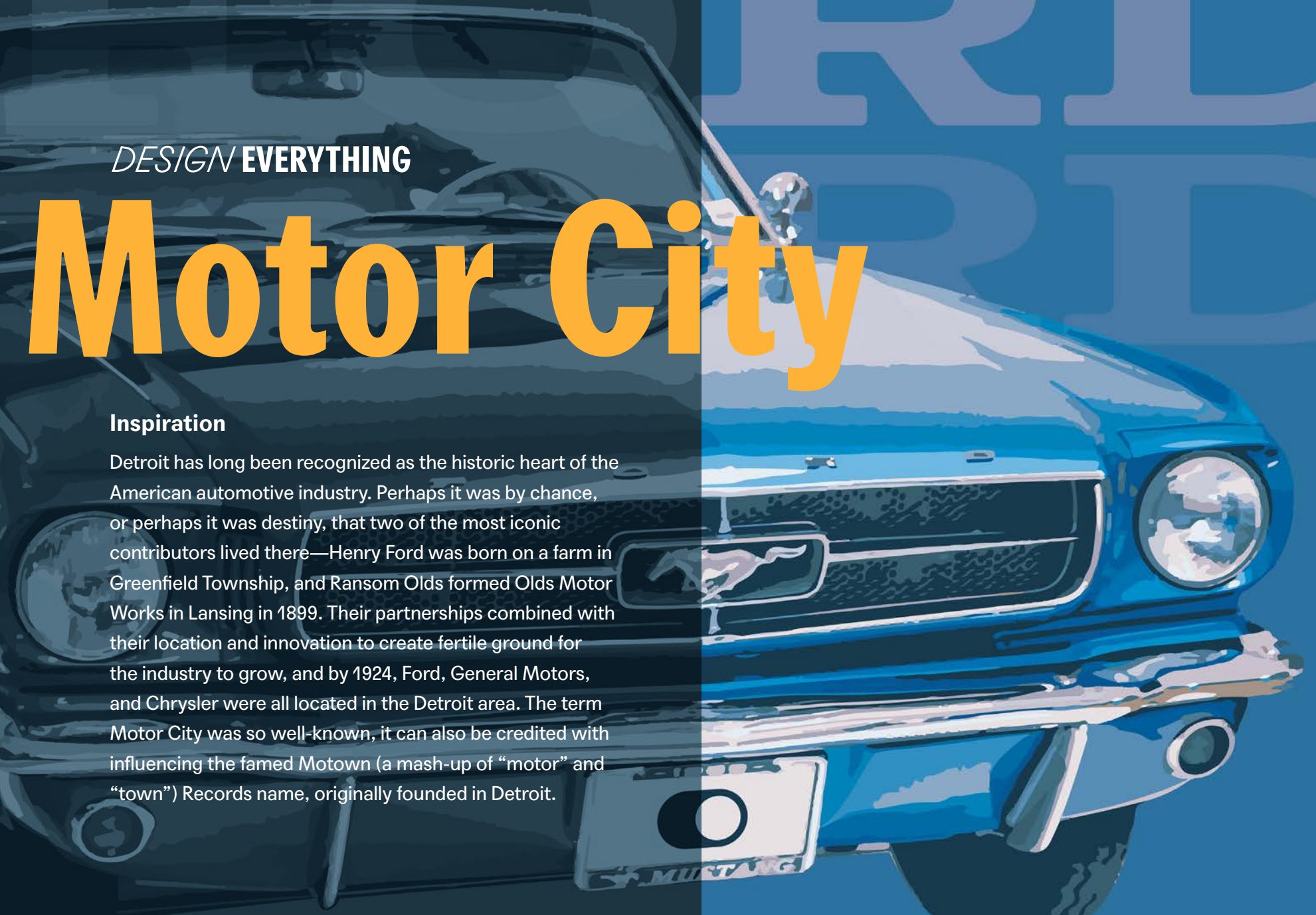


*DESIGN* **EVERYTHING**

# Motor City

## **Inspiration**

Detroit has long been recognized as the historic heart of the American automotive industry. Perhaps it was by chance, or perhaps it was destiny, that two of the most iconic contributors lived there—Henry Ford was born on a farm in Greenfield Township, and Ransom Olds formed Olds Motor Works in Lansing in 1899. Their partnerships combined with their location and innovation to create fertile ground for the industry to grow, and by 1924, Ford, General Motors, and Chrysler were all located in the Detroit area. The term Motor City was so well-known, it can also be credited with influencing the famed Motown (a mash-up of “motor” and “town”) Records name, originally founded in Detroit.



# Motor City

Detroit, Michigan

## Concept

On Henry Ford's assembly line, factory workers used conveyor belts to put parts together, manufacturing automobiles by hand. Each person was responsible for one thing—like door handles or side mirrors—and as they became more adept at their piece of the puzzle, the job was done faster and faster. So it makes sense that we'll not only feature the cars that were made on the assembly lines, we'll celebrate the innovators that created them.



## Artistic Execution

Motor City is where automotive engineering began—so we'll showcase cars and their extraordinary designs from the very beginning. Each innovation was edgier than the next (at the time), and each iteration brought cars and their drivers—literally—into the future. From the Model-T to the Mustang, the brightest and best will be featured on the walls of this location.

