



Downtown Ferndale

A GREAT AMERICAN MAIN STREET™

Fall TIMES '10

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The Ferndale Downtown Development Authority
DOWNTOWNFERNDALE.COM



ART WEEKEND SPECIAL EDITION

Welcome to The Fall Times, featuring the art & creativity in Downtown Ferndale.

FALL '10 EDITION / FALL '10 EDITION / FALL '10 EDITION / FALL '10 / FALL '10 EDITION / FALL '10 / FALL '10 EDITION / FALL '10



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CALENDAR OF EVENTS

SEPTEMBER

Thursday, Sept. 16

Third Thursday

Open 'til 9 Shopping

Friday - Sunday, Sept. 17-19

Ferndale Funky Art Fair

www.MichiganArtShows.com

DIY Street Fair

www.DIYStreetFair.com

Wednesday, Sept. 29

FernNet

9-10 a.m. Salon Rehe

OCTOBER

Thursdays, Oct. 7, 14, 21, 28

Detroit Film Club

6 p.m. - ? @ Dino's Restaurant

Thursday, Oct. 21

Third Thursday

Open 'til 9 Shopping

Saturday, Oct. 30

Trick or Treating Downtown

For Costumed Kids! 4 - 6 p.m.

NOVEMBER

Nov. 4 - 7

Ferndale Film Festival - F3

2nd Annual Event Features Films & Workshops

Thursdays, Nov. 4, 11, 18

Detroit Film Club

6 p.m. - ? @ Dino's Restaurant

November 18

Third Thursday

Open 'til 9 Shopping

DECEMBER

Thursdays, Dec. 2, 9, 16

Detroit Film Club

6 p.m. - ? @ Dino's Restaurant

Saturday, Dec. 4

Prohibition Party

Celebrating the end of an era

Saturday, December 11

Holiday Ice Festival

& The Warm Hearted Cookie Challenge

December 16

Third Thursday Merry

Midnight Madness

Open 'til Midnight Shopping

All the details all the time:

www.downtownferndale.com



SIGNS, SIGNS, EVERYWHERE ARE SIGNS



HEADED IN THE RIGHT DIRECTION

Signs of growth, signs of innovation, signs of reinvention, and of course, wayfinding signs, just to name a few. These are all signs that Downtown Ferndale remains the comeback kid with stamina to persevere. Downtown Ferndale is made up of small businesses, and it is these urban pioneers that are keeping us open for business. Over 30 new businesses have opened their doors in Downtown Ferndale so far this year, with a few more to come. Couple that with over \$6 million in reinvestment and we are showing no signs of slowing. What is most intriguing about it though is that these entrepreneurs are stronger and more creative, proving to be more resilient than in years past, which we attribute to what we call in the biz, "economic rebirth".

Take for instance, Scott Moloney of Treat Dreams. Once a banker, now a mad scientist of ice cream and sweets. He reinvents old time favorites like a Boston Cooler and whips it up into a delicious scoop in a waffle cone the size of your head. Or Emily Murray of No Pins Required, taking her online eco-friendly baby business to a bricks and mortar shop where you can touch, feel and see the product first-hand before you put it on your baby's bottom. You can catch up on the latest businesses in the New to the Scene section on Page 7.

Innovation is what made the Motor City, and it is proving to be what keeps Downtown Ferndale ticking. From innovative foods at Inyo, to the soon to open Valentine Vodka Distillery to our creative class at Driven, featured on Page 3. These businesses are carving a path for others to follow.

All signs will soon point to Downtown Ferndale, literally. The Preserve America grant we received to implement a new wayfinding system and cultural tour is near completion, and by October you will see these signs clearly, including 30 roadway directional signs, business kiosks and historical markers. A self-guided walking and biking tour will be launched to the various historical and cultural sites within our community, many you may not even know about and some stories you probably have never heard. A grant project like this not only allows us to preserve our history but to share our story, attracting visitors and improving awareness of all that Downtown Ferndale has to offer.

**- CRISTINA SHEPPARD-DECIUS, CMSM
Publisher**

FALL TIMES

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SMALL AGENCY DELIVERS BIG IDEAS

THEY ARE "DRIVEN"

BY CHRIS HUGHES
Editor

In the world of advertising, size still matters, but big is not about measurable size.

"It's not about the size of an agency, it's about the size of an idea. We provide big agency ideas in a small, nimble environment," said Brian Cusac.

Cusac knows of what he speaks. He lived big, working at the industry's biggest – Campbell-Ewald, JWT, Leo Burnett – doing "all the stuff that creative people want to do".

So what's he doing in a back alley loft office in Downtown Ferndale? He and a team of "renegade" partners and staff are going head-to-head with the big guns with an agency of their own – DRIVEN.

Sam Chiodo, Kevin Woods, John Cymbal and Cusac, the principals of Driven, are all former top tier players who back up their cheerful disregard for convention with some heavyweight resumes. Collectively they can boast of more than 70 years of agency work. Add on the credentials of their superb Media Director Aylin Samoray, and the experience level is off the charts.

However everybody knows that what you did yesterday doesn't matter today. So, today, they continue to wade in and catch the big fish. They just landed the ABC Warehouse account and can hardly wait to get at it. Their portfolio of work (Lemonhead, Founders Beer, Detroit Bros.) makes great wall décor, but it is the ready-to-play drum set and the Jason-esque mannequin in the corner that are also indicators that Driven is just a really cool, beyond-the-edge agency; doing exceedingly well, by the way.

"We are ahead of schedule," says Cusac. "We did it (launched) at the right time." That was about three years ago and they made the move to Ferndale last year. "Ferndale is new and exciting and more cutting edge. It's a good fit here," said Cusac. "Everybody's friendly. We feel like we've been here for years."

Find Driven at 320 W. Nine Mile, Suite B, under the off-kilter canopy. Very cool.



GALLERY WALK

ART DETROIT NOW

Downtown Ferndale's emergence as a destination for discovering art is yet another component of the city's creative culture. So much so, that Detroit Gallery Week, organized by Art Detroit Now, shines a mighty light on Ferndale galleries for its final day of touring on Saturday, October 3. The week begins on Sept. 27.

As part of the week's North Woodward Gallery Crawl, art lovers are encouraged to discover 22 galleries from Ferndale to Pontiac. Five of the galleries are in Ferndale, four in the downtown district.

Detroit Gallery Week is designed to highlight the contemporary art scene. Those participating fully will explore art of every genre in places all over the region via exhibits, openings, lectures and more. For details on the Detroit Gallery Week or Art Detroit Now, please visit: www.artdetroitnow.com

For a complete list of galleries in Downtown Ferndale, please visit:

www.downtownferndale.com

On the list:

Lawrence Street Gallery

22620 Woodward Ave. Ste. A
248-544-0394
www.lawrencestreetgallery.com

Lemberg Gallery

23241 Woodward Ave.
248-591-6623
www.lemberggallery.com

Paul Kotula Projects

23255 Woodward Ave.
248-544-3020
www.paulkotula.com

The Butcher's Daughter

22747 Woodward Ave. Ste. 201
248-808-6536
www.thebutchersdaughtergallery.com

Susanne Hilberry Gallery

700 Livernois
248-541-4700
www.susannehilberrygallery.com

DIY STREET FAIR

TAKING IT TO THE STREETS OF DOWNTOWN FERNDALE

BY JACQUELINE TROST
Contributing Writer

Local music, arts & crafts (the cool kind), food and beer. What do they all have in common? The 3rd annual DIY Street Fair, or DIYSF for short.

The “do-it-yourself” themed event takes place September 17-19, and the bustle of event activity will be concentrated around East Troy St. Having grown by leaps and bounds over the last two years, the DIYSF’s newest incarnation will feature four music venues, 100 different vendors, a pumped up Kid Zone and food galore.

“With a sharper focus on the local economy, it’s easier for people to rally behind things created by friends and neighbors,” said Chris Johnston, DIYSF organizer.

Michele Rastelli, first year DIYSF participant, and president and founder of Moo Moo’s Vegetarian Cuisine, looks forward to serving her speciality – Southwest Chick Pea Tacos – to thousands of fairgoers. “Ferndale is a very progressive and forward thinking city. The diversity of people, restaurants, bars and shops always makes for an entertaining experience for visitors.”

DIYSF Executive Director Emily Husband says the quality of vendors with interesting and unique wares provides fair goers with plenty of choices and some hard decisions - what to take home.

“We have multiple returning favorites,” she said, “t-shirt designer Robert Stanzler of Detroit Manufacturing, photographer Sooney Kadough of MetroDevious, fashionistas Fotoula Lambros and Emily Thornhill of Familia Couture, and Handmade Detroit will be offering items from a great collective of local crafters.”

The DIYSF has partnered with the Ferndale Downtown Development Authority and Oakland County Parks and Recreation this year, which will provide activities for the kiddies including a climbing wall, puppet mobile and the Kid Zone stage for child-friendly entertainment.

Every age will enjoy the array of music setting the DIY beat throughout the fair. Carey Gustafson, who heads up the music committee, has done a tremendous job rounding up many well-known and up-and-coming bands.



DIY HOURS:

6 p.m - 2 a.m. Friday, Sept. 17

Noon - 2 a.m. Saturday, Sept. 18

Noon - 2 a.m. Sunday, Sept. 19

This page sponsored by

Five Three Dial Tone Records CEO and Founder, Jim Carroll, booked the The Loving Touch (TLT) stage last year, and will return to DIYSF this year. “We’re using TLT stage to release Lettercamp’s new record. Last year they played their first show at DIYSF, and this will be the one year anniversary of the band in live form,” said Carroll. Two of Lettercamp’s members are Ferndale residents.

Tom “Junior” Hendrickson, guitarist for Goober & the Peas, says half of their band lives in Ferndale and the other half hails from Oak Park. The group has attended the DIYSF in the past, and thinks the event offers up a “very pleasant atmosphere.” Catch the band on Friday night at 10 p.m. on the Metro Times Stage.zz

For a line-up of musicians, a list of vendors, and the full schedule as well as a DIYSF map, **visit: www.diystreetfair.com**



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FUNKY FERNDALE ART FAIR

It's not called the Funky Ferndale Art Fair just because.

"The focus of this show is a bit edgier or funkier than most," says Mark Loeb, President of Integrity Shows which organizes and stages the event. "Ferndale has its own eclectic vibe and the artwork reflects this."

And that means?

"It's art that doesn't just sit there and look pretty," explained Loeb. "Sure we have traditional paintings, but the focus of this show is on work you may not see at other events."

This year, the always fabulous Funky Ferndale Art Fair spans three nights and two days, Sept. 17-19. Three hundred artists applied, but only 120 artists from 22 states made the cut into the juried show. Artists wares will fill West Nine Mile Road from Woodward to Planavon.

Each year Loeb brings to the festival something even edgier than what you might expect. This year, two large installation exhibits got the nod. Each piece will preview in Downtown Ferndale and then move to Grand Rapids to compete in the mammoth Art Prize, a publicly judged contest offering a top prize of \$250,000. These special exhibitors are:

- Pixel Pete. He is preparing a 10' x 24' portrait of Martin Luther King Jr. - made entirely of Rubik's Cubes. In Downtown Ferndale, he will create a smaller version for exhibit.
- Jennifer and Joe Rutherford will exhibit their one-of-a-kind carousel - life size and made entirely of stained glass. No riding, of course.



The Funky Ferndale Art Fair will be the only opportunity to see either of these works in southeastern Michigan.

Interspersed among the booths of pottery and ceramics, oil paintings, water colors, textiles and more, show goers will find appetizing fare and have an opportunity to create their own artwork to take home.

For additional information, please visit: www.michiganartshow.com or contact Mark Loeb at: 734-216-3958



FFAF HOURS:
4 p.m. - 8 p.m. Friday, Sept. 17
10 a.m. - 7 p.m. Saturday, Sept. 18
Noon - 5 p.m. Sunday, Sept. 19



The Live Green Fair is a new element of the FFAF, connecting green users with green providers. Set up on Allen, just south off West Nine, the Live Green Fair will include pavillions on clean energy - solar, wind and geothermal, on greening the home, organic make up, healthy food, clean transportation choices and more. Live Green Fair hours run concurrent with the FFAF.

Visit: www.livegreenfair.com

Painting by: Elizabeth Slomka



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THE CREATIVE CULTURE OF DOWNTOWN FERNDALE

In its July 10, 2010 edition, Newsweek Magazine heralded "The Creativity Crisis" with an in depth report on the nation's falling CQ (Creativity Quotient), a disturbing trend being tracked among children. The foreboding conclusion is that these kids as adults will not have the ingenuity to solve problems, invent the next great thing, change the world.

Raise them in Downtown Ferndale! Perhaps it is an unrealistic stretch to suggest Downtown Ferndale could save the nation, on the other hand, why not? The city has the infrastructure and the attitude to embrace an emerging creative class of entrepreneurs, those inspired by dreams, supported by expertise and steeped in best business practices. It is exactly that combination of convergent (right brain) and divergent (left brain) thinking that the nation and its children need more of, reports Newsweek. There's plenty of all that here.

Though far from scientific, the evidence is everywhere. From this coming weekend's stimulating combination

of art/indie/craft fairs in the DIY Street Fair and the Funky Ferndale Art Fair, to the daily dose of interesting endeavors at businesses both new (Hybrid Moments, Woodward Avenue Candy Shop, Treat Dreams, et al) and old (Naka, House of Chants, Candle Wick Shop), new frontiers are constantly being forged and new ideas nurtured. In an effort to continue to encourage creatives of all types, the Ferndale DDA has organized an entrepreneurial network - IGNITE, which will come back from its summer hiatus in October.

Within the next week or two, additional evidence will be in print when the new Downtown Ferndale Business Guide hits the streets. It is 96 pages, still pocket size and lists 340 businesses and organizations. It was a ginormous project and desperately needed (the last one was 2008), but most intriguing was documenting the evolving niches in the Downtown Ferndale business community. Film industry businesses are taking root; live entertainment

venues are filling seats and succeeding; advertising agencies are inspired and attracted by the urban vibe. (Not surprisingly, there are zero creativity quashing corporate concerns.) Plus, there is a growing idiosyncratic population that is the workforce of these unique businesses.

In short, the Downtown Ferndale CQ is high. The place is teeming with all the in's - ingenuity, inspiration, inventiveness, innovation, making it a great place to raise a kid, build a business, save the nation, or do it all.

FIND MORE INFO
 on Downtown Ferndale businesses/ programs
 @
 downtownferndale.com
 or, find us on facebook

- CHRIS HUGHES
 Editor

THE FINE ART OF INYO



CREATIVE PLATING

22871 Woodward Avenue
 (248) 543-9500

His work has been featured in Ambassador Magazine and Hour Detroit, he's been called on for huge private parties or intimate affairs. He hails from Melbourne, Australia but has traveled the world en route to Downtown Ferndale.

If you have not been to Inyo Restaurant & Lounge, then you have not experienced the creativity of one of the most respected chefs in the business - Kenny Wee.

A college graduate with a degree in marketing and management, Wee is a self-taught creator of magnificent entrees. He got his start in the restaurant business as a dishwasher, watching the work of others until he learned enough to be able to put something together himself. Today, he is the sole creator of Inyo's unique cuisine, based on two critical musts - great taste and good looks. "Everything is colorful

and beautiful, but taste is most important," he said, noting his entrees are far from typical of a Pan Asian restaurant. "I like to challenge myself and mix it up. I am constantly re-creating."

Wee transforms typical Asian dishes into extraordinary with his unique artistry. "I might add an Italian twist to it or South American." He also determines the "how" of a presentation. Inyo's Beijing Duck, for example, is presented and carved tableside, the first step in the three course meal. If a guest decides to go with tradition of Omakase (translation: trust the chef), Wee makes every dining decision to create "something they have never tried before."

Backed by his team of four Sushi chefs, Wee has helped create a restaurant that consistently gets rave reviews from its guests and critics, and earned praise for presentation from Detroit News Food Critic Molly Abraham, "Beautiful plates emerge both from the kitchen and the sushi bar."

Abraham also complimented the interior, itself an artful complement to the menu. The ambiance generates both tranquility and power with bold red, lots of black, stainless steel and natural woods. Soft white pendants light up high back leather booths and entrees take center stage when presented on gleaming

white squares of china, framed by black napkins and bamboo chopsticks.

It is, ultimately, a complete epicurean experience - all available at the corner of Withington and Woodward Ave. in Downtown Ferndale.



Standing in for camera-shy Kenny Wee, Sushi Chef Suny presents the very colorful California Roll.



NEW TO THE SCENE

It's easier than ever to Shop Downtown Ferndale First. Whether the product is goods or services, the ever expanding mix of business types strengthens the district's viability and attracts the best. Over the past year, 48220 has become the zip code of choice for 36 new businesses - merchandising everything from candy to cloth diapers to expertise in social media, non-profit funding or video production.

For a complete business list, visit: www.downtownferndale.com
or pick up the **NEW 2010-11 Downtown Ferndale Business Guide** ►

Arca Photography

23446 Woodward Ave.
248-556-5391

ardentCause, L3C

195 W. Nine Mile Rd. Ste. 212
248-496-1509

Avatar Studios

(Opening Soon)
302 W. Nine Mile Rd.
248-599-9800

Beauty Bar & Browz

195 W. Nine Mile Rd. Ste. 210
313-433-6080

Cantina Diablo's

175 W. Troy St.
248-808-6633

Charlie's Talent Agency

22720 Woodward Ave. Ste. 109
586-362-3561

Cinema Grid, LLC

22757 Woodward Ave. Ste. 210

Designer Resale Boutique

22442 Woodward Ave.
248-840-2569

Downtown Ferndale Bike Shop

163 W. Nine Mile Rd.
248-439-1892

FernCare (Opening Soon)

459 E. Nine Mile Rd.
248-677-2273

Grasshopper Pub (Opening Soon)

(Formerly Gracie's Underground)
22757 Woodward Ave.

Green Thumb Garden Center

22963 Woodward Ave.
248-439-1851

Hair Heaven

22747 Woodward Ave. Ste. 203
248-439-1404

Hair Studio 9

22841 Woodward Ave.
248-548-7325

Hybrid Moments

22730 Woodward Ave.
248-408-4596

Le Bling

305 W. Nine Mile Rd.
313-909-3253

MiChigo Pizza (Opening Soon)

255 W. Nine Mile Rd.

No Pins Required

22446 Woodward Ave.
734-837-1181

Organic Food & Vitamin

(Opening Soon)
170 W. Nine Mile Rd.

Painting With A Twist

320 W. Nine Mile Rd.
Grand Opening Sept. 16

Petit Fleur

23257 Woodward Ave.
313-467-9453

Quarton Catering

22020 Woodward Ave.
248-336-0900

Revolution Signs & Designs, LLC

23140 Woodward Ave.
248-767-9956

Rockin' Soul

22751 Woodward Ave.
248-543-1509

Rouge

23341 Woodward Ave.
248-439-6010

Serendipity Yoga

207 E. Nine Mile Rd.
248-702-7700

Signature Tattoo Studio

(Opening Soon)
230 W. Nine Mile Rd.
646-526-1050

SoPlat

23231 Woodward Ave.
248-943-9802

Strive Creative

22932 Woodward Ave.
248-565-8851

The Q Studio

23257 Woodward Ave.
248-906-9004

Torino Espresso Bar

(Opening Soon)
201 E. Nine Mile Rd.
248-593-1442



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To see the newest business additions in Downtown Ferndale, please visit:
www.downtownferndale.com

Downtown Ferndale / DIY Street Fair / September 17-19, 2010

Free Admission Live Music Kids Zone Marketplace Beer Garden Restaurant Row

LEGEND

RESTAURANT ROW

1. Garden Fresh
2. Beer
3. Emory/WAB
4. Fly Trap
5. Howe's Bayou
6. Moo Moo's
7. Club Bart
8. Treat Dreams
9. Gilded Henna Lotus / With My Own Two Hands
10. Flower Power
11. It's So Patty / Lily White
12. Nurtured By Mother Nature
13. Royal Oak Family Dentistry
14. Jason Gibner
15. Jennifer Michaels
16. Little Boogaloo
17. Annette's Face Painting
- 18 & 19. Community Tent
20. DSPS
21. Conwallius / Brash Design
22. 5 Blind Mice
23. Caley Couture
24. Brit Chic
25. Country Jar Candles
26. Northern Relics
27. Knitting on the Fringe
28. Personalized Busy Box
29. Naturally Attached / Crafty Mommas
30. TBA
31. Basement Art Creations
32. Detroit Dollface
33. two four eight
34. Fartsy Arts
35. Mitten Made
36. Nature Rocks
37. Desiree Kelly
38. DFiant
39. Gozo Dog
40. Blackened Ruby
41. Eco Squeeze
42. Made Here
43. Rock It Bagz
44. SunFever Naturals
45. Transvere art / Copper Peddler
46. Bit O' Whimsey
47. Great Lakes Shirts Dot Com
48. Lilac Pop
49. Cellar Door Soap
50. Unfolding Creative
51. Creme Brulee
52. Barrel of Monkeys / Seeds Studio
53. Ann Warner / Bill Gemmill
54. In Your Hands
55. Pet Dinner Tables
56. Dainty and Darling
57. Parked
58. Detroit Lives
59. Detroit Comics
60. Kawaii Crochet / Basmentics
61. Earthenwood / Sparklepants / Drummer Metal
62. 48 Days in Tokyo
63. Detroit Manufacturing
64. Context Furniture
65. TBA
66. Made with luv
67. Vincent Verna
68. Wild Violet
69. Bashful Designs
70. Motown Meltdown
71. Always the Forst
72. TBA



- | | | | |
|-----------------------------------|--|---------------------------------|------------------------------|
| 73. Hybrid Moments | 92. Bella Bleu | 110. Illumination Jewelry | 127. LIFT |
| 74. TBA | 93. Green Daffodil | 111. Paper Parasol Press | 128. Diomeda |
| 75. Wonder Women of Detroit | 94. Bettula | 112. Re-Zip It! | 129. Sculpture Garden |
| 76. Handmade Detroit | 95. Modati | 113. Steven Pleva | 130. Uprising |
| 77. Glass Action | 96. Claylab Detroit / Carjack | 114. Petal | 131. Sunset Originals |
| 78. Reware Vintage | 97. Green Bamboo | 115. Pinky Blaster | 132. Peek a boo / Julie Bull |
| 79. Beauty Mark | 98. Muse Factory 6 | 116. ASTA | 133. Western Market |
| 80. Silent Giants | 99. The Kitsch Lab | 117. Janine's | |
| 81. C.L. Schneider | 100. Creative Design Guild | 118. Painted Lady | |
| 82. Stick Nymph | 101. Chrys Bonnay-Lewis | 119. De'Etta & Nikoli | |
| 83. Softieville / Squirrelly Girl | 102. Sloe Gin Fizz | 120. Upstairs Studio | |
| 84. Femilia | 103. Loop Hoop and Stitch | 121. Maddox Street Studio | |
| 85. Adornment Deluxe | 104. Mio Dio | 122. Open Skate / Quack / Found | |
| 86. 323 East | 105. tishbite | 123. Epidemick | |
| 87. Mirrored Lake Organics | 106. Modern Made | 124. Form Vibrations | |
| 88. Detroit GT | 107. Village Weaver | 125. Stone Burlesk | |
| 89. Metro Devious | 108. chained chained chained / featherheart. | 126. Division Street Boutique | |
| 90. Flossa | 109. Craft Collective | | |
| 91. Four Chamber Forge | | | |

