MICHIGAN HOUSE
Michigan is more than clear lakes and steel fenders—we are a creative heart with a manufacturing backbone. Thinkers, doers, and creators gather in the mitten to make things happen. We embody the buzz of collaboration and a collective can-do mentality—pouring our souls into our work. Though our hospitality’s abundant, Michigan isn’t for the faint of heart, and we’re not talking about the winters. Our past is rich with achievement, but our momentum is hard-earned. We keep pushing forward. This work ethic is part of who we are—ingrained in every product we create, every song we sing, and every movement we support. We are vibrantly diverse, frightenedly motivated, and uniquely qualified. We are Michigan.
WE ARE MICHIGAN HOUSE

Sure, we're a house, but we're so much more—a stage, a story, a home, a gallery, a movement, a purpose—and the list goes on.

We're a roving pop-up space that travels from city to city to bring the best parts of Michigan to the rest of the world. We partner with what we believe are Michigan's most dynamic organizations and individuals, and we let them tell their stories—whether it's a brand, a product, a confession, a song, an idea, a mission, a meal, or a piece of art, Michigan House provides an interactive platform to show people what Michigan's all about.

An experiment in collaboration and design, Michigan House seeks out vital cultural events and locations where we can transport this living, breathing experience of an authentic Michigan that boldly defies Rust Belt expectations.
MICHIGAN MODERN: DESIGN THAT SHAPED AMERICAN / 9:30AM - 10:30AM

Michigan was the home and destination of modern designers and architects throughout the mid-20th century. Attracted by the state’s thriving post-war economy, Michigan offered a place where creativity was celebrated and ideas could actually be put into production. As a result, Michigan’s design community became one of the most nationally influential in the postwar world, and today Michigan employs more industrial designers than any other state. This session explores Michigan’s design legacy, which ranges from natives like Alden Dow and Ralph Rapson to European artists like Louis Redstone or Ruth Adler Schnee to imaginative minds like Charles Eames, Eero Saarinen and Minoru Yamasaki.

Brian Conway - State Historic Preservation Office,
Amy Arnold - State Historic Preservation Office,
Susan Skarsgard - GM Design Archive,
Jeff DeBoer - Sundberg-Ferar

THE CREATIVE DIFFERENCE: TEACHING CREATIVITY, BREEDING INNOVATION / 2PM - 3PM

Can you teach creativity? Michigan has a slew of innovative organizations trying to do exactly that. This panel takes a look at a few of these organizations and examines how collaboration with Michigan’s creative industries has helped them prepare students for a world that requires problem solvers and innovators.

Ron Kitchens - SW Michigan First, Daniel Williams - WMCAT,
Seth Bernard - Earthwork, Lucie Howell - The Henry Ford

CLOGGING THE DRAIN: THE CREATIVE INDUSTRIES ROLE IN TALENT ATTRACTION & RETENTION / 11:00AM - 12:00PM

The numbers are real and staring us in the face: over the next ten years Michigan will face a significant talent deficit. Comprehensive action is needed that will require cooperation between businesses, government, educators and cultural organizations. But what will it look like and who will be able to effectively spearhead such an effort? This session will examine the way one Midwestern community is using creativity, design, and collaboration to reverse the trend.

Petey Stephanak - SW Michigan First, Mike Roeder - Fabri-Kal
Leif Norland - Whirlpool, Bjorn Green - TowerPinkster

MAKING A PLACE FOR EQUITY / 3:30PM - 4:30PM

Metcalfe’s Law states that the value of a telecommunications network is proportional to the square of the number of connected users of the system (n^2). For the Internet of Things, those users are the objects that surround us and are connected to the spaces we inhabit. IoT is not dependent solely on things, it’s dependent on collaboration in high trust, low friction communities. Join the panelists as they discuss the ways in which the Midwest’s heritage and infrastructure presents a unique opportunity within this ever more connected world. Enter the world of self-driving cars and smart cities, and learn how the forgotten “Rustbelt” could be the key to it all.

Pam Lewis - NEI, James Chapman - Rock Ventures,
April Boyle - Build Institute, Mayor Rosalyn Bliss - City of Grand Rapids

INNOVATIONS IN CULTURAL TOURISM / 12:30PM - 1:30PM

Sunset photos and catchy slogans only get you so far. As visitors seek out increasingly unique and authentic experiences cultural histories, events and destinations become tantamount. This panel explores Michigan’s particular efforts to use the creative industries and the state’s creative heritage to attract short and longterm guests from around the world.

Jennifer Goulet - Creative Many Michigan, Jori Bennett - ArtPrize,
Jenell Leonard - Michigan Film & Digital Media Office,
Christian Øverland - The Henry Ford

WHY THE RUSTBELT? IOT IN THE MIDWEST / 5PM - 6PM

Growth shouldn’t be a dirty word. Equity can’t be a pipe-dream. As Midwestern cities power towards revitalization and expansion, what lessons can be learned to build an inclusive future that encourages opportunity for all? This session explores some of the strategies Michigan’s communities employ to improve outcomes for segments of the population that traditional economic development programs disproportionately overlook.

Mike Morin - Start Garden, Hannah Naltner - Steelcase,
Matthew Johnson-Roberson - University of Michigan,
Chris Thomas - Fontanalis
MICHIGAN MODERN: DESIGN THAT SHAPED AMERICA

AMY ARNOLD
Preservation Planner, Michigan State Historic Preservation Office
Amy L. Arnold is the preservation planner for the Michigan State Historic Preservation Office. She has served as the project manager for Michigan Modern since its inception in 2008.

BRIAN CONWAY
State Historic Preservation Officer, Michigan State Historic Preservation Office
Brian D. Conway was appointed Michigan’s State Historic Preservation Officer in 1997. Trained as an architect, he has been involved with historic preservation and the rehabilitation of historic buildings throughout the state since 1980.

JEFF DEBOER
Sr/Vice, Sundberg-Ferar
Jeff DeBoer joined Sundberg-Ferar, an 80 year-old U.S. innovation consultancy, in 1985 and became Vice President and a Principal in 1992. Jeff is also the Chairman of the Michigan Design Council.

SUSAN SKARSGARD
Mgr, General Motors Design
Susan Skarsgard, GM Global Industrial Design Manager, is an artist & designer from Ann Arbor, Michigan known internationally for her fine art works, artist books, design and calligraphy.

CLOGGING THE DRAIN: CREATIVE TALENT ATTRACTION

LEIF NORLAND
Whirlpool
Design is like motorcycle racing: You’ve got to run your own race,” says Leif Norland, Director of Design for Whirlpool North America. “You never really know how fast you can go until you almost crash.”

MIKE ROEDER
Fabri-Kal Corporation
Mike Roeder has held the position of president and chief operating officer of Fabri-Kal Corporation since moving to Kalamazoo in December 2005. He also serves on the board of directors for Fabri-Kal.

PETEY STEPHANAK
VP, Southwest Michigan First
Petey serves as vice president at Southwest Michigan First working with community leaders, businesses and organizations that contribute to and support the award winning economic development organization.

INNOVATION IN CULTURAL TOURISM

CHRISTIAN OVERLAND
The Henry Ford
Christian Øverland is responsible for leading and managing strategic planning, national positioning and visitor experiences both virtual and on-site for The Henry Ford.

JENNIFER GOULET
Pres & CEO, Creative Many Michigan
President and CEO, leads Creative Many’s advocacy/public policy, research, professional practice and communications efforts to advance the power of Michigan’s creative economy.

JENELL LEONARD
Film Commissioner, Michigan Film/Digital Media Office
Jenell Leonard was appointed by Governor Rick Snyder to serve as Director of the Michigan Film & Digital Media Office in 2015.

JORI BENNETT
Mgr, ArtPrize
Jori Bennett is the Director of Business Development for ArtPrize, an independently organized international art competition and 501(c) (3) non-profit organization where anyone can find a voice in the conversation about what art is and why it matters.

THE CREATIVE DIFFERENCE: TEACHING INNOVATION

RON KITCHENS
Sr Partner & CEO, Southwest Michigan First
Ron Kitchens wakes up every morning driven by his passion to grow leaders who change the future. Ron is the senior partner and chief executive officer of Southwest Michigan First.

LUCIE HOWELL
Sr & Vice, The Henry Ford
Lucie Howell is the new Director of Learning & Engagement at the Henry Ford. She describes herself as an engineer by head, an educator by heart and a director of learning and engagement by luck.
THE CREATIVE DIFFERENCE: TEACHING INNOVATION (CONT.)

SETH BERNARD
Musician/Educator/Organizer, Earthwork Music

Seth Bernard is the founder of Earthwork Music Collective, Family Weekend, Harvest Gathering, The Water Festivals, On the Ground, 350.org youth engagement, and partnerships with dozens of local non-profits. Like a true old-school folker, he plays the songs because they mean something, and that something they mean drives a life beyond just playing songs.

DANIEL WILLIAMS
West Michigan Center For Art + Technology

Daniel Williams is the executive director of West Michigan Center for Arts + Technology (WMCAT).

WHY THE RUSTBELT? IOT IN THE MIDWEST

HANNAH MURRAY NALTNER
Steelcase

Hannah is an intellectual property and technology attorney who advises clients working to commercialize their innovations. She sits on the board of Start Garden, which has built and fostered the entrepreneurial ecosystem in West Michigan.

MIKE MORIN
Dir, Seamless

Mike currently serves as CEO of Start Garden, the regional entrepreneurial ecosystem of West Michigan. Additionally, he is President of the Start Garden Foundation, Director of the Seamless Accelerator and COO of Wakestream Ventures.

CHRIS THOMAS
Co-Founder & Partner, Fontinalis Partners LLC

Chris is a Founder and Partner of Fontinalis. Prior to Fontinalis, Chris worked at Ford Motor Company in Sustainable Business Development and Treasury, where he conducted financial and strategic analysis.

MATTHEW JOHNSON-ROBERSON
University of Michigan

Matthew Johnson-Roberson is an Assistant Professor at the University of Michigan in the Department of Electrical Engineering and Computer Science and the Department of Naval Architecture & Marine Engineering.

MAKING A PLACE FOR EQUITY

JAMES CHAPMAN
Rock Ventures

James Chapman is a serial entrepreneur and has a background in workforce development. He manages small business and entrepreneurship initiatives in Detroit and Cleveland under Rock Ventures. He is originally from Chattanooga, TN.

APRIL BOYLE
Exec Dir, Build Institute

April Jones Boyle, Founder and Executive Director- Build Institute April was a founding team member of D:hive, where she was Director of Small Business Initiatives and helped launch the Build program.

PAMELA LEWIS
Dir, New Economy Initiative

Pamela Lewis is the director of the New Economy Initiative (NEI), the country’s largest regional economic development initiative led by philanthropy.

ROSALYNN BLISS
Mayor, City of Grand Rapids

Mayor Rosalynn Bliss became the City of Grand Rapids’ first female Mayor when she took office on January 1, 2016. She previously served as a Second Ward City Commissioner for 10 years.

See complete bios for all of our panelists at schedule.sxsw.com/2017/venues/V1360
3 11 17

MICHIGAN MODERN: DESIGN THAT SHAPED AMERICAN / 9:30AM - 10:30AM

Brian Conway - State Historic Preservation Office,
Amy Arnold - State Historic Preservation Office,
Susan Skarsgard - GM Design Archive, Jeff DeBoer - Sundberg-Ferar

CLOGGING THE DRAIN: THE CREATIVE INDUSTRIES ROLE IN TALENT ATTRACTION & RETENTION / 11:00AM - 12:00PM

Petey Stephanak - SW Michigan First, Mike Roeder - Fabri-Kal
Leif Norland - Whirlpool, Bjorn Green - TowerPinkster

INNOVATIONS IN CULTURAL TOURISM / 12:30PM - 1:30PM

Jennifer Goulet - Creative Many Michigan, Jori Bennett - ArtPrize,
Jenell Leonard - Michigan Film & Digital Media Office,
Christian Øverland - The Henry Ford

THE CREATIVE DIFFERENCE: TEACHING CREATIVITY, BREEDING INNOVATION / 2PM - 3PM

Ron Kitchens - SW Michigan First, Daniel Williams - WMCAT,
Seth Bernard - Earthwork, Lucie Howell - The Henry Ford

MAKING A PLACE FOR EQUITY / 3:30PM - 4:30PM

Pam Lewis - NEI, James Chapman - Rock Ventures,
April Boyle - Build Institute, Mayor Rosalyn Bliss - City of Grand Rapids

WHY THE RUSTBELT? IOT IN THE MIDWEST / 5PM - 6PM

Mike Morin - Start Garden, Hannah Nallner - Steelcase,
Matthew Johnson-Roberson - University of Michigan,
Chris Thomas - Fontanalis

MICHIGAN HOUSE@ SXSW: THE AFTER PARTY / 6PM - 8PM

Brought to you by: The Michigan Film & Digital Media Office
Featuring: Founders Beer & Bubbly from L. Mawby

3 12 17

BACK TO OUR ROOTS BRUNCH @ 1706 GARDEN / 10AM - 12PM

Invite Only Event for partners and panelists

MICHIGAN HOUSE INVITES W/ MAYOR ROSALYNN BLISS / 1PM - 2PM

MICHIGAN HOUSE INVITES W/ CREATIVE MANY MICHIGAN / 2PM - 4PM

SOUTHWEST MICHIGAN FIRST MIX - DON'T CALL IT A MIX(ER) HAPPY HOUR / 2PM - 4PM

3 13 17

MICHIGAN HOUSE INVITES W/ NEI / 10AM - 12PM

LUNCH VIA 313 PIZZA / 12PM - 1PM

MICHIGAN HOUSE INVITES W/ START GARDEN / 2PM - 4PM

LIFE’S BETTER BY THE LAKE HAPPY HOUR / 4PM - 7PM

Brightly Invites Alumni from Michigan, Michigan State, and Grand Valley

3 14 17

LOCAL SPINS HOSTS A MICHIGAN MUSIC MEET-UP @ STAY GOLD / 3PM - 5PM

AMI ENTERTAINMENT - JUKE BOX HOURS @ STAY GOLD / 5PM - 7PM

MICHIGAN HOUSE MUSIC SHOWCASE AND FOUNDERS TAP TAKEOVER @ STAY GOLD / 7PM - 1AM

Brought to you by: AMI Entertainment, ArtPrize, Cat Footwear, and Founders Brewing Company
Featuring: Flint Eastwood, The Go Rounds, Stef Chura, Onefreq, and Michigander

Brought to you by: The Michigan Film & Digital Media Office
Featuring: Founders Beer & Bubbly from L. Mawby
FLINT EASTWOOD
Detroit
Flint Eastwood is the evolution of the creative side of Detroit-based multi-talented artist Jax Anderson. Flint Eastwood is what happens when friends and family gather in the forgotten spaces of an embattled city and are left to create with no rules, no boundaries, and nothing holding them back.

STEF CHURA
Detroit
Stef Chura’s debut studio album, Messes (out 1/27 on Urinal Cake Records), is born of her years of experience playing around the Detroit, Michigan underground, setting up DIY shows in the area, and moving around the state—nearly 20 times. “Right when it starts to feel like home / It’s time to go,” she sings literally on its opening cut, “Slow Motion,” a twisty, dim-lit guitar pop song where she curls and stretches every word.

ONEFREQ
Detroit
Presently ONEFREQ is a multilayered documented musical experience based in Detroit, MI -- ONEFREQ provides a sound that is globally-inspired but very much connected to the heart and soul of Detroit. The creators of the ONEFREQ Experience began sharing their sounds and vibrations in November of 2014 at Muse & Music Monday gatherings. (More on that later) They are driven by passion, and rooted by the principle of the universal connection that is music.

THE GO-ROUNDS
Kalamazoo

MICHIGANDER
Midland
An underdog dream from an underdog state. The product of restless feet and the need to say something. Michigander has been the toil and passion of Jason Singer since 2013. It’s being built in basements and churches and vans without mufflers. It’s living on stages, floors, and in studios—sounding big and packing light.