JOIN AUTHOR RANDALL FOGELMAN AS HE LEADS A DISCUSSION OF DETROIT’S NEW CENTER ON WEDNESDAY, MAY 11 AT THE DETROIT HISTORICAL MUSEUM

DETROIT - The Detroit Historical Society continues its popular Author Series with Randall Fogelman, author of “Detroit’s New Center,” published by Arcadia Publishing on Wednesday, May 11 from 6 – 8 p.m. at the Detroit Historical Museum.

During the early 1920s, Detroit’s automobile production and the city’s economy began to boom. General Motors, one of the largest producers of automobiles, was growing fast. The company needed land and a place to build their corporate headquarters. GM President William C. “Billy” Durant settled for a spot on West Grand Boulevard, just one block west of Woodward Avenue. Shortly after General Motors built their new headquarters, the Fisher Brothers conceived the idea of a "new center." They built the Fisher and New Center Buildings in what was at the time the true geographical center of the city. Today, Detroit's New Center is a diverse and vibrant neighborhood that offers shopping, entertainment, and dining among landmark architecture, historic districts, and contemporary homes and businesses.

Fogelman is the owner of the Detroit Spice Co., a product line that reflects Detroit's rich ethnic heritage. He is also the former Marketing Director for the New Center Council, Inc., a non-profit business organization that was dedicated to the development and management of New Center (now merged with the University Cultural Center Association and known as Detroit Midtown, Inc.). He holds degrees in art history and urban planning.

The cost of the event is free for Detroit Historical Society members and $10 for the public. For more information or to register for the event, please call (313) 833-1801 or visit www.detroithistorical.org.

Arcadia Publishing is the leading publisher of local and regional history in the United States. Their mission is to make history accessible and meaningful through the publication of books on the heritage of America’s people and places.

The Detroit Historical Museum, located at 5401 Woodward Ave. (NW corner of Kirby)
in Detroit’s Cultural Center area, is open to the public Wednesday through Friday from 9:30 a.m. to 3 p.m., Saturday from 10 a.m. to 5 p.m., and Sunday from Noon to 5 p.m. On Mondays and Tuesdays, the Museum is not open to the public but available for group tours by calling (313) 833-7979. Adult admission is $6. Seniors (60+), college students with valid college ID, and youth ages 5-18 pay $4. Admission for children ages four and under is free. Parking in the Museum’s lot is $4 at all times. Permanent exhibits include the famous Streets of Old Detroit; Frontiers to Factories; The Motor City; and The Glancy Trains. New exhibits include Saying I Do: Metro Detroit Weddings; Fabulous 5: Detroit’s Award Winners; Detroit Economic Club: 75 Years of Remarkable Speakers and Compelling Conversations; Automotive Showplace featuring a Scripps-Booth “DaVinci Pup” Cyclecar, and Detroit Artists’ Showcase featuring Jerome Biederman.

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