



CREATIVE**MANY**

CREATIVEstate[®]
2016 Creative Industries Report **MICHIGAN**

REGIONAL PROFILE

Grand Rapids

Time-based piece
Higher Ground by Kate
Gilmore was selected
as the \$200,000
Juried Grand Prize
Winner at ArtPrize
2015 in Grand Rapids.

Photo Credit: Katy Batdorff
Photography

REGIONAL PROFILE

Grand Rapids





Grand Rapids: Diversification

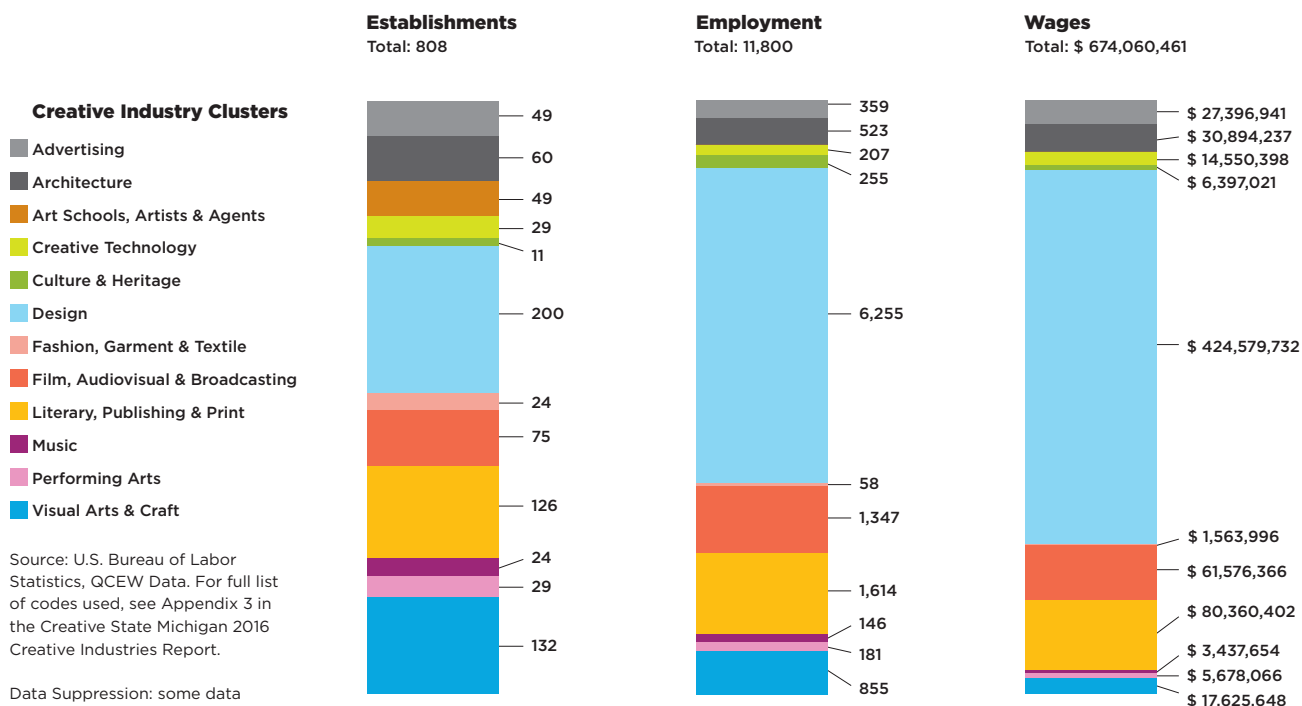
Grand Rapids has seen an increase in diversity of employment in creative industries, but Design dominates.

Design makes up the largest portion of the creative industry clusters in Grand Rapids, accounting for 53% of employees and nearly 63% of wages and has grown since 2011. However there are increases in other sectors such as Creative Technology; Literary, Publishing and Print; and Visual Arts and Craft.

The furniture industry remains influential in attracting high caliber design practitioners and functions as a focal point for related business growth. Globally recognized manufacturers such as Hayworth, Herman Miller and Steelcase support a full spectrum of industrial, graphic and interior designers along with digital technologists, textile specialists and material engineers. However, the contract business furniture industry is experiencing fundamental shifts as the very nature of work is changing. Connected mobile workers, shared corporate

Creative Industries in Grand Rapids* Distribution in 2014

*Kent County



Source: U.S. Bureau of Labor Statistics, QCEW Data. For full list of codes used, see Appendix 3 in the Creative State Michigan 2016 Creative Industries Report.

Data Suppression: some data values are suppressed because of confidentiality or data quality.

Award-Winning Healthcare Design

NeoVent, designed by two Western Michigan University students, Stephen John and Joseph Barnett, has been chosen as the U.S. National Winner of the 2015 James Dyson Award.

“The NeoVent enables health care workers around the world to deliver safe, low cost, low energy and easy to use Noninvasive Positive Pressure Ventilation to treat premature infants in respiratory distress.”

James Dyson Foundation, (2015). *NeoVent Wins 2015 US Round of James Dyson Award - James Dyson Foundation*. [online] Available at: <http://www.jamesdysonfoundation.com/news/neovent-wins-2015-us-james-dyson-award/> [Accessed 16 Nov. 2015].

office spaces, and technology based employment all translate into distinctly different requirements for workplace infrastructure. Many companies are adapting through diversification and expansion into new markets, including adding software based services to their offerings. Dri-Design, an architectural wall panel manufacturer in Holland, has translated competencies developed in product development at Herman Miller and has attracted international investment to Michigan.

Designers in West Michigan are applying their skills to medical devices. Integrated resource initiatives that promote research and development as well as the infrastructure necessary to translate innovation into trials and ultimately manufactured products are rapidly expanding. MiDevice is a consortium run by The Right Place that seeks to build collaborative opportunities and to grow the sector overall. Fueled by partnerships between university researchers, human-centered design integrators and manufacturers who are able to finance and implement solutions, this sector is poised to grow and deliver much needed improvements in health and well-being.

The 700-member strong, multi-disciplinary advocacy organization, Design West Michigan, is helping to bring greater understanding of the value of design to business and the community. Through case studies, public presentations, educational initiatives at every level from kindergarten to higher education, and by fostering interactions with industry, design is being woven into the economic framework of the region.

Art has also found a welcome home in Grand Rapids. The Grand Rapids Art Museum continues to present relevant and thought-provoking exhibitions, along with hosting a full calendar of lectures, events and performances in its urban gathering space adjacent to the Maya Lin designed Rosa Parks Circle. Since

Profile of Creative Industry in Grand Rapids* for 2011-2014

***Kent County**

Year	Establishments	Employment	Wages	Nonemployer Establishments
2011	870	10,097	\$556,901,798	6,420
2012	861	11,787	\$647,622,101	6,703
2013	853	11,658	\$649,611,380	6,864
2014	808	11,800	\$674,060,461	N/A

Source: U.S. Bureau of Labor Statistics, QCEW program. For full list of codes used, see Appendix 3 in the Creative State Michigan 2016 Creative Industries Report.

Creative Industry in Grand Rapids* Change from 2011-2014

***Kent County**

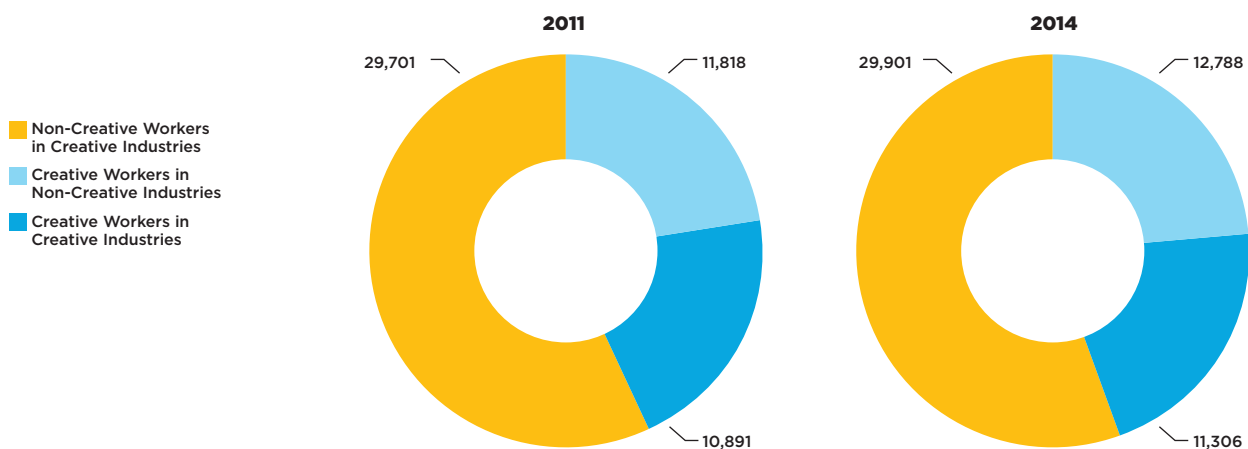
	Establishments	Employment	Wages	Nonemployer Establishments
Change	-7.13%	+16.87%	+21.04%	6.92% (2011-2013)

2009, ArtPrize, the “radically open international art competition” has grown, attracting over 1,500 entries and more than 441,000 visitors to the events, exhibitions and installations over its three-week run.¹ At the Frederik Meijer Gardens and Sculpture Park, the recent acquisition of a major site-specific work by Richard Serra reinforces its international acclaim. The Urban Institute for Contemporary Arts is building a community through its support of provocative, multi-dimensional contemporary art and hosting events, exhibitions and programs. These initiatives position Grand Rapids as a tourist destination, but also help to create a desirable community for young, highly skilled workers and the companies seeking to attract them.

Education of creative thinkers is important to the city’s innovation ecosystem. Kendall College of Art and Design prepares artists and designers for professional careers and has seen increased enrollment over the past five years. Its LEED gold certified building renewal project in the downtown core points to architectural revitalization in the city. Grand Valley State University has launched its Design Thinking Initiative to provide students across multiple disciplines with the opportunity to apply iterative, project based learning in the context of complex real world problems. By encouraging integration of creativity into a broader spectrum of disciplines and supporting the development of experimental projects, West Michigan is preparing the ground for more widespread innovation and economic growth.

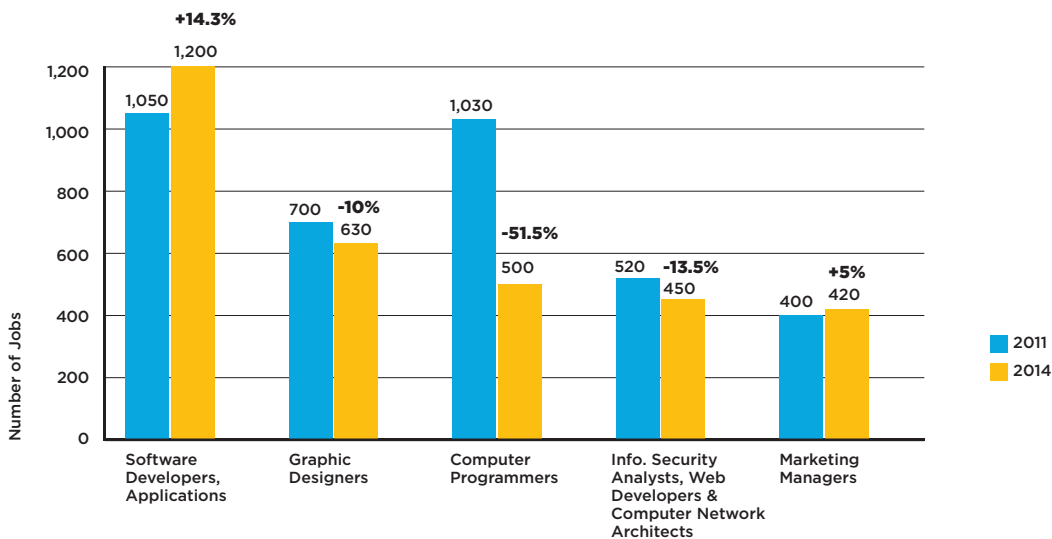
1. ArtPrize (2016). *Welcome to ArtPrize*. [online] ArtPrize. Available at: <http://www.artprize.org/about> [Accessed 20 Feb. 2016].

Creative Employment Breakdown for Grand Rapids MSA



Source: Economic Modeling Specialists Incorporated, 2015.

Top Creative Occupations in Grand Rapids MSA by Employment



Source: U.S. Bureau of Labor Statistics, Occupational Employment Statistics program. Included codes: 15-1132: Software Developers, Applications, 27-1024: Graphic Designers, 15-1131: Computer Programmers, 15-1179: Information Security Analysts, Web Developers, and Computer Network Architects, 11-2021: Marketing Managers.

Percentage change in total regional creative industries wages, 2011-2014

+17.4%

2014 regional creative industries location quotient compared to U.S.

0.88

Top Paid Creative Occupations in Grand Rapids MSA for 2014

Job Title	Average Wages
Marketing Managers	\$93,470
Public Relations Managers	\$84,190
Art Directors	\$79,000
Software Developers, Applications	\$78,860
Architects, Except Landscape and Naval	\$73,810

Source: U.S. Bureau of Labor Statistics, Occupational Employment Statistics program. For full list of codes used, see Appendix 3 in the Creative State Michigan 2016 Creative Industries Report.

Creative businesses working in the digital realm are growing rapidly in Grand Rapids, creating a productive ecosystem of software developers, graphic designers, time-based media specialists and information strategists. Bringing new technology to a community steeped in design heritage suggests the potential for influential development in this expanding arena.



The Education Days program brought 15,928 students to Grand Rapids to explore, engage, and learn in meaningful ways during and after ArtPrize.

Photo Credit: ArtPrize

CASE STUDY: GRAND RAPIDS & KENT COUNTY

ArtPrize

The Grand Rapids-based, “radically open” international art competition draws crowds, arts funding and economic impact.

Announced as a bold new “social experiment” in 2009, Grand Rapids’ ArtPrize®, an independently organized international art competition and the nonprofit organization that coordinates the event, is the brainchild of Rick DeVos. Conceived as a disruption of the traditional top-down art contest, the event runs for 19 days and covers three square miles of downtown Grand Rapids. ArtPrize is a hugely successful event, receiving well over 1,500 artist entries this year. Over 160 venues participate annually. In 2013, ArtPrize demonstrated a significant contribution of \$22.2 million in economic activity and 253 jobs to Grand Rapids.¹ Since its launch, ArtPrize has attracted almost two million visitors to the city.

The competition invites any artist in the world to compete and anyone with property in downtown Grand Rapids to turn their space into a

venue. Art projects can take the form of 2D, 3D and time-based work, as well as installations. In addition to juried cash prizes, any visitor can vote for their favorite artwork, bestowing a \$200,000 grand prize to the most popular work. Voting takes place via the internet over mobile devices; because digital technology works so quickly, audiences can track voting for the largest cash prize in the art world in real time. Almost three million votes have been placed since the event’s initiation.

ArtPrize is also deeply invested in arts education. Its Education Days program brings in over 13,000 students and educators from around the state. From early childhood education through high school, students of all ages and their teachers are invited to take full advantage of tours, programs, grants, and educational resources. Comprehensive and age-appropriate

self-guided program guides and lesson plans for educators are available through the ArtPrize website. With clear objectives and indications of which National Core Visual Arts Standards are met through attendance and participation, these tools allow students and their teachers to have an excellent experience before, during and after the event.

A secondary benefit of so much digital engagement of the public during ArtPrize is that reliable quantitative data has been generated and collected to determine numbers and profiles of visitors, involvement with artworks and animation of spaces. Beyond economics, the cumulative impact on the city of Grand Rapids has been enormous; attraction of innovative thinking from nearby and around the world positions the city for resilient growth. ■

1. Kaczmarczyk, J. (2016). ArtPrize 2013: \$22 million impact from 389,400 visits to Grand Rapids for fifth exhibition. [online] *MLive*. Available at: http://www.mlive.com/artprize/index.ssf/2014/02/artprize_2013_22_million_impact_from_389400_visits_to_grand_rapids_for_fifth_exhibition.html

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This eight page Regional Profile forms
part of the Creative State Michigan 2016
Creative Industries Report.

Please contact Creative Many Michigan
for print copies of the full report. To
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