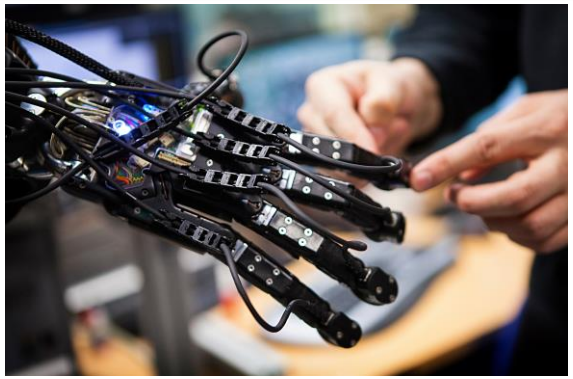
LOVE IT DETROIT



1001 Woodward Ave. Detroit. September 2022

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LOVE IT DETROIT

LoveITDetroit. Context. Exhibition. Experience.

We Love Italy. We Love Detroit. We Love Design. We LoveITDetroit.

In September 2022, at the vibrant beating heart of downtown Detroit during its liveliest month, in simultaneous collaboration with Detroit Month of Design, NAIAS, Detroit Jazz Festival, Dlectricity and more, we are bringing you LoveITDetroit, an active design, innovation and architectural exhibition like nothing Detroit has experienced before.

More Italy in Detroit. More Detroit in Italy. In highly experiential, collaborative, passion fueled, multidimensional, multisensory, extraordinary ways.

For the first time ever, the Consulate of Italy in Detroit will participate in Detroit Month of Design with LoveITDetroit. 30 days of completely uninhibited exploration, showcasing and demonstrating the works of some of the most influential Italian and Detroit leaders of industry, along with innovation themes as never before in a breathtaking physical environment designed by renowned Italian architect and designer, Roberto Palomba, ps+A. To further astonish attendees, LoveITDetroit will also take place in the Metaverse.

We're curating magnificence in collaboration with some of the most spectacular Italian and Detroit brands, designers and innovators today, diving into myriad design topics.

For the Love of Italy, for the Love of Detroit and for the Love of Design.

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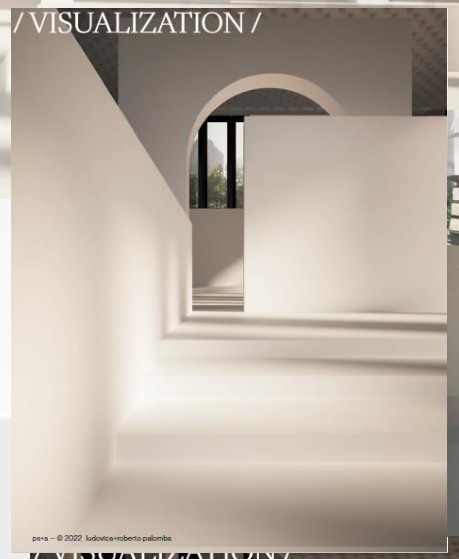
LoveITDetroit. Experience.

September 2022. 30 days of Italian Design in Detroit.

.Architectural Design by Roberto Palomba / ps + A
.Structure inside of a Structure
.One Gloriously Iconic Detroit Location & Space
.Programmed in synergy with Detroit Month of Design
.Daily Public Access
.Programmed student visits and exhibitions
.Interactive experiential kiosks and inspiration stations to educate and enlighten
.Featuring **8 VIP Catered Evening Events** covering Various Design Themes
.Food & Beverage, Fashion, Furniture & Furnishings
.Mobility, Aerospace, Graphic & Digital Art, Education, Territory
.Additional Programming to showcase and collaborate Detroit & Italian Design Talent
.Programming for Metaverse Experiences
.Deep dives into design, innovation, art, modern culture, industry, technology, life
.Foremost Italian & Detroit Brands, Companies, Designers, Leaders, Innovators
.Physical and Virtual Space exploration. At 1001 Woodward & In The Metaverse
.Expressions of Design, Innovation, Industry, Art, Music



Design is Everything : Everything is Design

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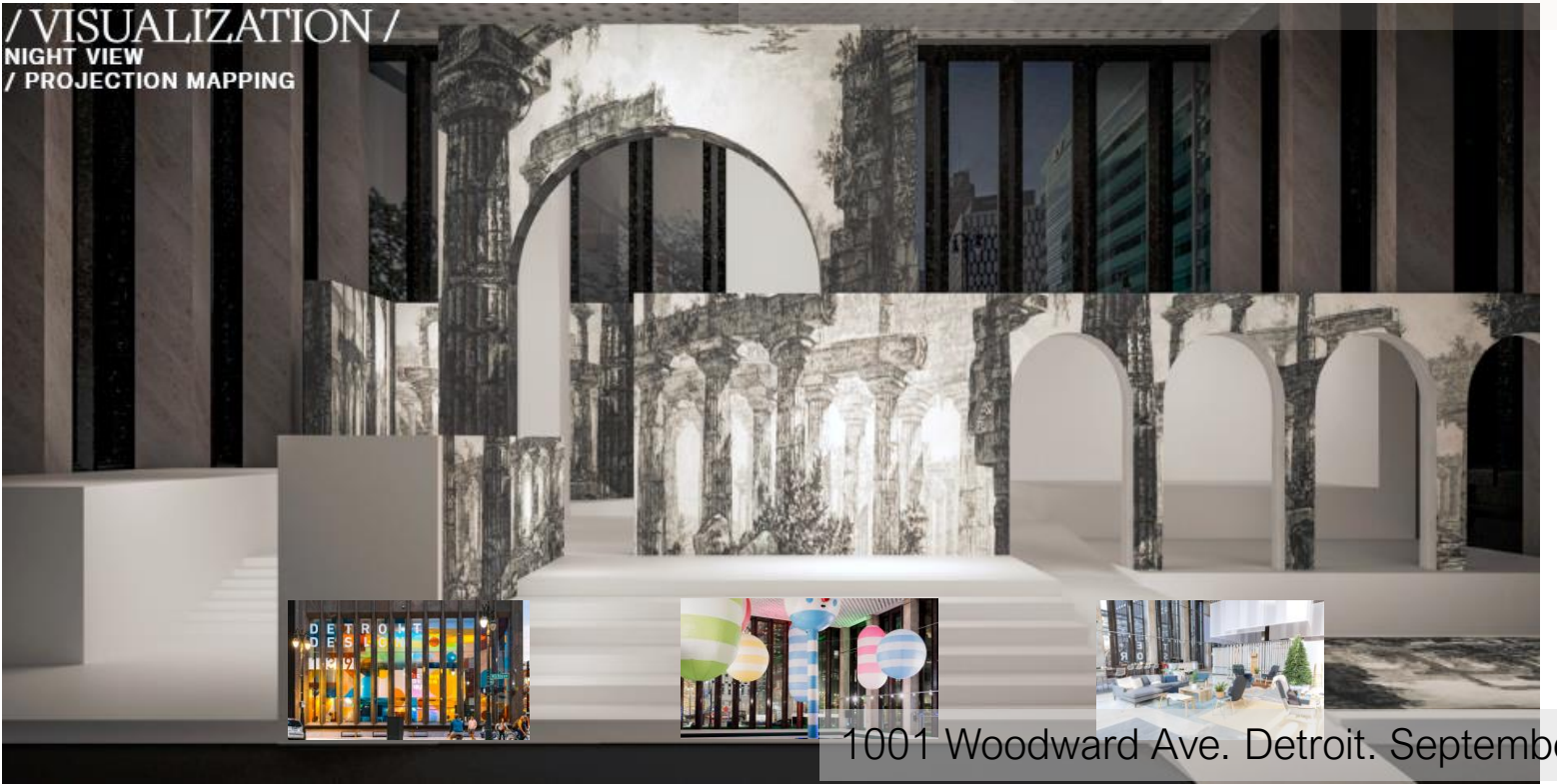
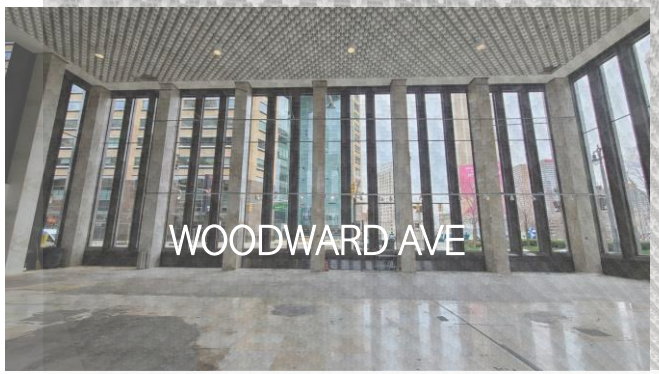
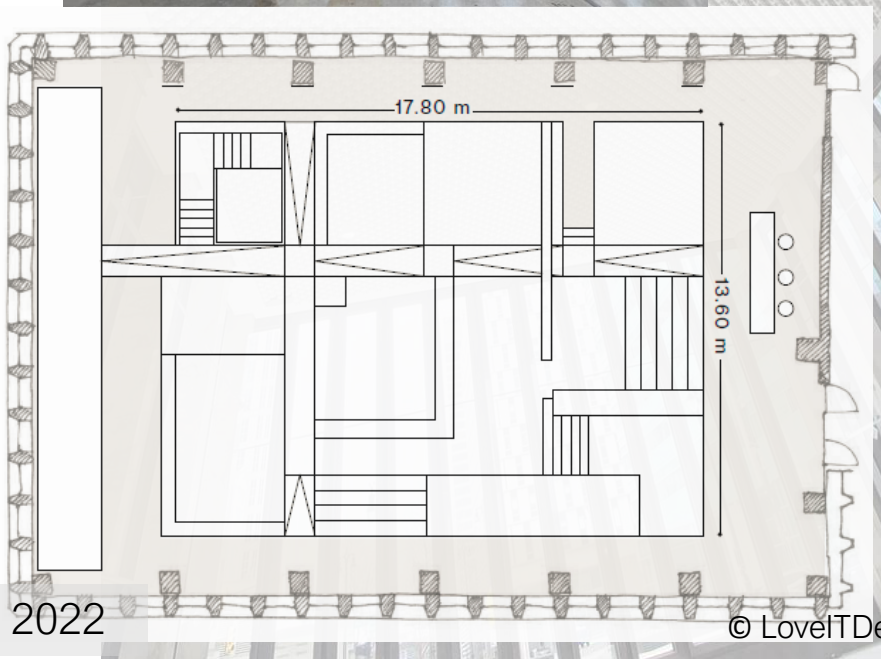
LoveITDetroit. Space Plan.

Structure within a Structure

.Architectural Design : Roberto Palomba/ps+A
.Stand Alone Magnificence. Attraction. Allure
.Expansive surfaces for Experiential immersion & Projection Mapping
.35+ ft. space Height for creative activation of all height dimensional attributes (LxWxH)
.Natural Light Abounds
.Campus Martius. Downtown Detroit Epicenter
.1001 Woodward. Home to extraordinary local and regional exhibitions







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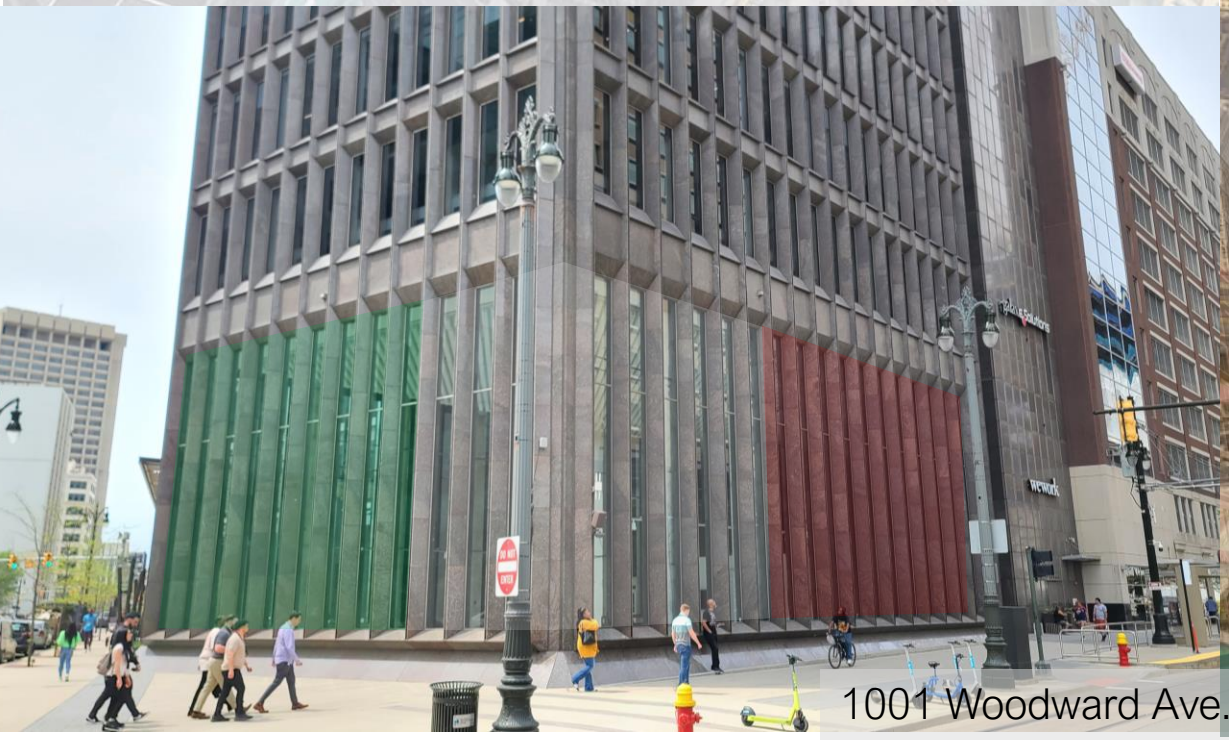
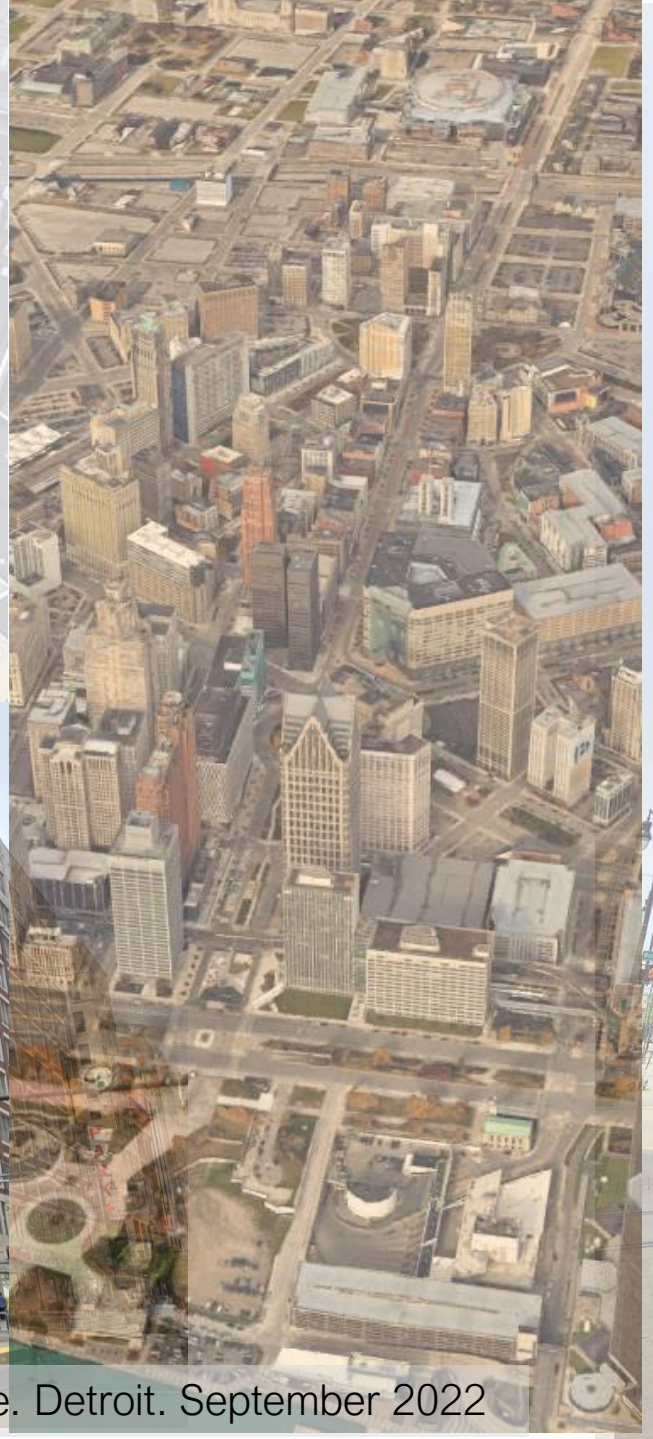
Location 1 : Iconic Exhibition Space

1001 Woodward Ave, Detroit MI

.First Floor (Ground Level) Visibility
.Woodward Ave. & W. Michigan Ave.
.Two of downtown's most vibrant iconic Detroit avenues
.Woodward Ave. & W. Michigan Ave.
.Campus Martius. Downtown Detroit. Epicenter
.Dense Pedestrian & Vehicle Traffic
.Expert & Focused Experience of Magical Metaverse Aspects





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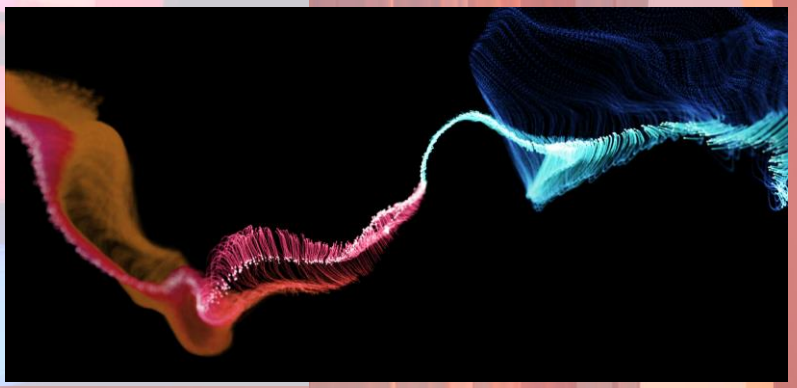
Location 2 : Virtual : The Metaverse

Everywhere. Anywhere. Virtual Reality.



.Custom Wedoo Metaverse Environments
.Simulated Virtual Replicas of Physical Experiences
.Event experience streaming of VIP Events
.Separately programmed expansion of themes
.Special Metaverse Project Unveilings
.Global attendee expansion and visibility
.Limitless environment explorations

Wedoo created Metaverse exhibition and the virtual realm integration is being integrated into LoveITDetroit exhibition to open the experience door to a global audience of attendees and patrons, in Italy, in Detroit and from any global point. Our worldwide promotion is designed to entice attendees to experience an expert and focused experience of the most magical aspects of what the Metaverse embodies.

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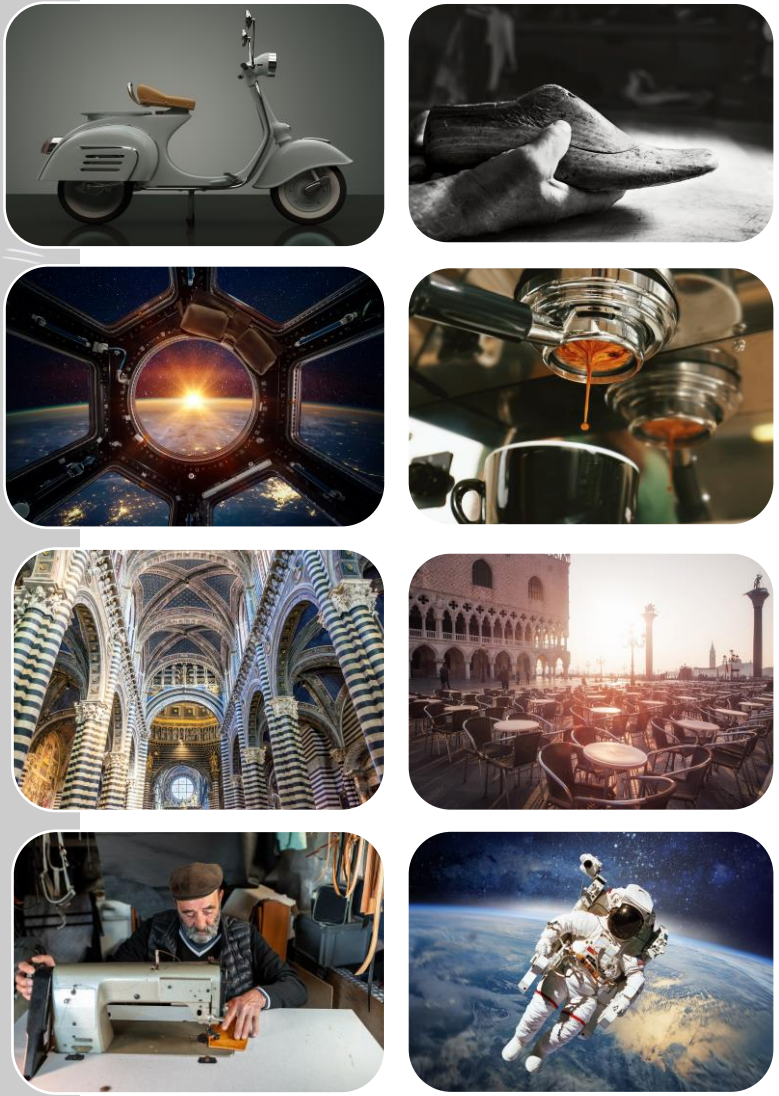
LoveIT Detroit. VIP Curation. 8 Themed Events.

.Food & Beverage
.Fashion
.Furniture & Furnishings
.Mobility
.Aerospace
.Graphic & Digital Art
.Education
.Territory

Sponsors, exhibitors and special guests will be invited to our exclusive VIP environment for specially curated and catered evening events. Showcasing carefully selected Italian and Detroit industry leaders, innovators across themes, these events are designed to invigorate the senses and explore connection and collaboration across industries, cultures, categories and boundaries.

An essence of LoveITDetroit.



Design is Everything : Everything is Design

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LoveITDetroit. Sponsorship. Opportunity.

Consulate of Italy Detroit

DA

Print, Digital, Web, Social Media, Physical and Virtual Exposure. Metaverse. **Local, National, Global.**

Sponsorship Statement: LoveITDetroit sponsors benefit from an array of strong and thoughtful promotional channels, fueled by creative thought for the value of our sponsors. Envision your still image logo and promotional material on brilliant display for 30 days in the heart of downtown Detroit, illuminating Woodward Ave. afront an architectural masterpiece, during its most vibrant and beloved month of September. Now imagine your brand on display in the Metaverse resonating with a global audience of inspired onlookers. These are just starters. : All sponsorships will be written to the Dante Alighieri Society of Michigan, **a 501(c)(3) Nonprofit Organization.** All contributions are tax-deductible to the extent permitted by law.

	Presenting (1) **$100,000**	Platinum (4) **$50,000**	Gold (4) **$25,000**	Silver **$10,000**
VIP (Media) Night Access	(10)	(5)	(3)	X
Catered VIP Event Access : 8 Events Total : 10 Guests	8/8 (All)	6/8	4/8	2/8
Crowd Address (2x. Opening Night + One Event of Choice)	✓	X	X	X
LoveITDetroit Space Private Event Use for Single Evening (Sponsor Cost)	✓	✓	X	X
Logo, Video, Links Displayed in Metaverse Space	✓	✓	✓ (Logo Only)	X
Logo on loveitdetroit.com Main Webpage	✓	✓	✓	X
Exclusive Interview w LoveITDetroit Moderator for Digital Circulation	✓	✓	X	X
Logo, Video, Links Displayed in Exhibition Space	✓	✓	X	✓
Social Media Videos and Reels	✓	✓	✓	✓
Regular Social Media Tags & Mentions	✓	✓	✓	✓

LoveITDetroit is a potent and vibrant movement. We are collaborating and engaging with the foremost leaders in Italian and Detroit design, building bridges and whisking magic without abandon. We think carefully about our sponsors. We want to celebrate you as a LoveITDetroit enthusiast, collaborator and partner. We LoveITDetroit. Promotion of your brand in our extraordinary network begins immediately.

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