

To kick-off Juneteenth weekend, on Friday, June 18th - Motown Museum would like to activate a prolific exhibit along West Grand Blvd., based on select tracks from the Iconic “What’s Going On” Album.

This stunning and thought-provoking exhibit would be on display along the “Motown Mile”, a one-mile span between Hitsville U.S.A and Woodward Avenue along West Grand Blvd in Detroit.

Each installment along West Grand Blvd would feature a track from the WGO album. Patrons will be able to engage with the exhibit by prompting a special QR that will play the featured track and a relevant playlist inspired by that song via their personal cell phone and ear buds. The experience will be incredibly personal and deeply soulful for all.

We hope the City of Detroit will work with us to place the “Still Going On” Exhibit in 8 space-out separate displays on WGB. We are respectfully requesting The Exhibit run through Fall of 2021. Thousands of Marvin Gaye fans from around the world will be able to experience this one-of-a-kind exhibit. We are working with the Detroit-based creative agency Commonwealth McCann who are designing the hardware and will oversee its manufacture, and if approved installation and when complete its removal.

Please find attached:

- An example of the exhibit – Track 1. What’s Going On (There would be 8)
- A technical schematic of the panel & hardware
- A technical schematic for the signage baseplate
- Rendering of Motown Mile (1 mile distance between Woodward Ave and Motown Museum along West Grand Blvd)
- Rendering of Motown Mile with proposed Exhibit markings

We look forward to your feedback and guidance on what will be required for us to provide to make this an unforgettable experience for the our community, City and State.

Rochelle, please let us know if you’d like to schedule a call to discuss any questions to may have.

Best,

Brian

Brian Stevenson

Marketing. Communication. Brand Development.

Motown Museum Expansion Initiative

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