

ARCH409

Detroit Future City Reflection

Detroit Future City describes itself as a think tank and urban innovation center meant to engage and plan with regular Detroiters in mind over the course of the next half-century. This video on their homepage declares their goal for the year 2030, which is promoting the financial well-being of disadvantaged Detroiters with hopes of increasing the size of the black and POC middle class demographic. In the promotional video itself, DFC does not necessarily detail the specific steps or the timeline that the organization will follow in order to reach its goals. Instead, the woman utilizes thematically confident language with wording such as 'intentional', 'ambitious' and 'bold' to describe DFC's new plan, serving to push viewers to browse their extensive website for more information on a variety of their approaches to equity.

Images and videos of diverse working-class regular people flash on the screen: big families, sisters, parents and children, or a sole person. These are people the audience might see every day, behind the counter at the cafe, in a warehouse, at a food truck, in a barbershop or simply in their neighborhood. This thematic imagery establishes who DFC's target audience is, but more importantly who it aims to inspire and restore hope to. Another visual element are videos of various parts of Detroit. The first clip is a streetside drive through an older, poorer neighborhood while another is an aerial drone view of newer residential areas. There is contrast in these shots, but neither is given importance over the other. I imagine this is intentional, with an intention of both maintaining the older parts of the city while also developing the new.

This organization most definitely fits into the framework of 'urban humanities' spoken of in class. DFC seeks to alter the establishment for the benefit of the broader community, and to return some power to the public back from the privatized, exclusive sector of Detroit's industry. Its interdisciplinary approach to equity, particularly detailed in DFC's website, is holistic and addresses many of the obstacles unprivileged Detroiters may face pursuing financial-wellbeing, something which anybody has a right to yet it is commonly unattainable.