Speramus meliora, resurget cineribus

“We hope for better things, it will rise from the ashes.”

Father Gabriel Richard, following the great fire that decimated the city in 1805
TEN POINTS OF INTEREST

GUARDIAN BUILDING
An Art Deco architectural gem in the heart of the financial district featuring vibrant tiles and marble throughout.
500 Griswold Street

RIVERWALK | CULLEN PLAZA
Detroit's riverfront hub and part of the expanding recreational pathway, providing the best views of Detroit's waterway and Windsor, ON, Canada.
1340 Atwater Street

HEIDELBERG PROJECT
An ever-evolving art environment on the city's east side, created in 1986 by the artist Tyree Guyton to bring attention to his neighborhood.
3600 Heidelberg Street

CAMPUS MARTIUS PARK
Detroit's "point of origin." The new park was dedicated in 2004, with performances and programming occurring all year long.
800 Woodward Avenue

INDIAN VILLAGE
Historic mansion district featuring early 20th century homes designed by famed architects such as Albert Kahn and Louis Kamper.
Iroquois, Seminole, and Burns Streets

MICHIGAN CENTRAL STATION
An impressive architectural feat—built in the 1910s, the famed station was vacant for a few decades until recent purchase and redevelopment.
2001 15th Street

AVENUE OF FASHION
One of Detroit's most famous retail corridors and home to a thriving small business community of boutiques, restaurants, and galleries.
Liverinois Avenue between 7 and 8 Mile

CLARK PARK
Park and gathering space in Detroit's MEXICANTOWN neighborhood, with youth and community programming all year long.
Vernor Highway at Clark Avenue

FISHER BUILDING
Built to be the world’s most beautiful office building and home to offices, a gallery of shops and more than 40 types of marble.
3011 West Grand Boulevard

DIA | CULTURAL CENTER
An internationally recognized gem, anchoring Detroit's CULTURAL CENTER, surrounded by museums both small and large to explore.
5200 Woodward Avenue

ABOUT DXF
DETROIT EXPERIENCE FACTORY uses immersive storytelling to educate locals and visitors about Detroit's people, places and projects.

DXF has taken more than 130,000 people on experiential tours of Detroit since launching in 2006.

EXPERIENCE DETROIT
DETROIT EXPERIENCE FACTORY offers a diverse range of experiences, with our public tour program featuring both free and ticketed tours. Private tours include a deeper dive into Detroit's stories and can be customized to fit any theme and level of Detroit knowledge. THE CITY INSTITUTE, a program powered by DXF, shares lessons learned from Detroit through full-day and multi-day Learning Journeys.

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