



FOR IMMEDIATE RELEASE
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NEW MODERN HOME STORE TO OPEN IN DETROIT *Bureau of Urban Living to launch "pilot" shop in the Canfield Lofts in April*

DETROIT, MI – Detroit will soon welcome a new modern home store to the ground floor of the historic Canfield Lofts in the heart of Midtown Detroit. Offering modern accessories for the home and office, BUREAU OF URBAN LIVING will be open Tuesdays through Saturdays, 11 AM – 7 PM beginning April 17.

BUREAU caters to the growing population of students and professionals who are nesting and nurturing new businesses in the city. The store's wide array of affordable modern goods covers the fundamentals of living, working, creating, and entertaining. From everyday basics like dishware, glassware, bed & bath linens, and office accessories, to more unique designer accents and gifts, BUREAU's diverse product collection resembles a modern-day "general store" for city dwellers.

BUREAU is owned and operated by husband-and-wife team Francis Grunow & Claire Nelson. Mr. Grunow, a native Detroit, is the Executive Director of Preservation Wayne, Detroit's leading historic preservation organization. Ms. Nelson, who hails from the Chicago area, is a graphic designer. The couple met in New York City in 1999 and moved to Detroit in 2002. They launched BUREAU to fill what they saw as a major void in Detroit's retail landscape.

"Until now, we would have to drive to the suburbs to buy bath towels or wine glasses or a modern housewarming gift for a friend. Detroiters deserve better. We want BUREAU to be a destination for people who'd rather shop locally and spend their dollars in the city," says Ms. Nelson.

Ms. Nelson and Mr. Grunow consider BUREAU a "pilot" store to test this retail concept and collect customer feedback to hone their collection. If successful, they hope to expand in a permanent location.

For BUREAU's debut, Ms. Nelson has carefully selected product lines from award-winning design studios and manufacturers around the world. Featured brands include Blomus, Bob's Your Uncle, Coyuchi, Design Ideas, Hybrid-Home, Knock Knock, notNeutral, Russell+Hazel, Tablecraft and Umbra. With these products and others, BUREAU's collection represents the universal principles of good design for everyday life: simplicity, functionality and affordability.

MODERN ACCESSORIES FOR THE HOME + OFFICE
460 WEST CANFIELD STREET, DETROIT MI 48201 USA 313 833 9336
www.bureauliving.com

BUREAU

OF URBAN LIVING

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For BUREAU's owners, Midtown was the obvious location for their new business. Not only is it the epicenter of loft development, educational institutions and cultural activity – it is also their home.

“When we moved to Midtown, we saw a real need for a neighborhood “corner store” to serve residents of Detroit’s neighborhoods from Boston-Edison to Lafayette Park, Indian Village to Woodbridge. We would create retail “wish-lists” with our friends, and study vibrant retail districts in other cities like Chicago, Toronto, Portland, and San Francisco. We already have wonderful restaurants, bars, and cultural attractions. But to be a truly vibrant, mixed-use district, we need more unique, independent retail.”

BUREAU is located on the ground floor of the Canfield Lofts on West Canfield Street between Cass & Second Avenues, across the street from Traffic Jam & Snug Restaurant and within steps of Avalon Bakery, The Majestic, and the new Museum of Contemporary Art in Detroit (MOCAD). The store is also within walking distance of Wayne State University, the College for Creative Studies, the Detroit Institute of Arts, and several new loft developments, including 55 West Canfield, Willys Overland, the Mid-Med Lofts, and Nine on Third Townlofts. BUREAU is proud to join a growing constellation of independent neighborhood shops, including Spy, People’s Records, Flo Boutique and Spiral Collective. Nearby restaurants and bars like Cass Café, Twingo’s, and Motor City Brewery offer the opportunity to eat, drink and shop in a single visit.

BUREAU looks forward to serving residents and visitors who seek a true “urban” shopping experience in a 24-hour, pedestrian-oriented neighborhood. BUREAU will offer extended hours on the First Thursday of every month, with a percentage of proceeds to benefit local initiatives to improve the public realm. Customer services will include on-line shopping, gift registry, gift cards, international shipping and local delivery.

“We are passionate about city living,” says Ms. Nelson, “and we want to share this passion with people throughout Southeastern Michigan and beyond. With the city’s beautiful historic architecture, rich cultural diversity, and unique industrial and musical heritage, we believe Detroit can be a wonderful place to live. We have lived in other vibrant cities like New York, Washington D.C., Paris and Dublin, but none of these offers the unique opportunity to be part of the resurgence of a great American metropolis.”

BUREAU is scheduled to open its doors in April 17, 2007. For more information, please visit BUREAU’s website at www.bureauliving.com.

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PHILOSOPHY

“Commuters give the city its tidal restlessness; natives give it solidity and continuity; but the settlers give it passion.”
-E.B. WHITE

Bureau of Urban Living is about more than modern home goods. It’s about celebrating the joys of city life and encouraging more people to live downtown.

We at BUREAU believe that in order for Detroit to be a truly vibrant, world-class metropolis, we need greater density and diversity of people at the core. Historically, cities have been centers of commerce and culture. Today, our strongest cities are as much about living as they are about trade or industry.

Detroit has so many assets: an unparalleled collection of historic architecture, a rich cultural diversity, a unique musical and industrial heritage. But it also has well-known challenges: racial segregation, the absence of a regional mass transit system, and the scars of decades of depopulation and disinvestment.

There is no panacea, but more human souls in the center city is a huge first step toward the resurgence of a great American metropolis. The more people, the more services. The more services, the more investment. The more investment, the more jobs. And so on and so forth. It has happened elsewhere, it can happen here. With collaborative efforts like *“One D: Transforming Regional Detroit,”* we are on the right track. We just have to keep that momentum going. It doesn’t have to take centuries – it can happen in a matter of years.

But to reach this “tipping point,” we need more people with a pioneer spirit to take a little leap of faith. We need everyone from empty-nester executives to emerging artists to new Americans looking for a place to set down roots to make Detroit their home. We need the people who left to come back, and we need the people who have never been, to come.

Jane Jacobs once wrote, “The point of cities is multiplicity of choice.” We’ll all have more choices if more people choose to live downtown. We’ll have more restaurants to dine in, and stores to shop in, and schools to learn in, if only the people who can choose to live downtown will.

To this end, BUREAU hopes to do its small part by offering products and services that contribute to a higher quality of life. And by doing so, we hope to be yet another good reason to live in Detroit.