

---

**Campaign name:** Hanging Gardens  
**Client:** The Greening of Detroit & University Cultural Centre Association  
**WPP Company:** Team Detroit

In 2010 Team Detroit partnered with University Cultural Centre Association and Greening of Detroit to create the city's first vertical garden.

It is a fact that empty buildings impact the psychology of a neighbourhood and present an image of neglect and dilapidation in a community. Team Detroit volunteers lent a hand to help improve the visual appearance of a four-story building damaged by fire in 2008. The building, left visible to neighbouring residents and those passing by, has historical significance to the city of Detroit.

75 staff from Team Detroit volunteered for the day planting flowers and plants in the window frames of the historic Forest Arms building. Team Detroit also donated its marketing and public relations resources to publicise the project through websites and outreach to local media.

The project featured on local radio stations, news magazines, and on websites reaching as far as Australia.

