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Next wave of Quicken employees hear pitch to live in Detroit

By [Daniel Duggan](#)



Another 1,500 employees of **Quicken Loans** and its affiliated companies started work in Detroit today, and they were greeted with an immediate pitch to live in Detroit.

"Don't just get in our car, drive down here, then drive home at the end of the day," **Detroit Economic Growth Corp.** President George Jackson told the group. "Think about moving here. We want you to work here, play here and think about living here."

Detroit Mayor Dave Bing and City Council President Charles Pugh both echoed the same sentiment.

"I look forward to you all being out and about, and hopefully see you finding a place to live nearby," Pugh said.

Quicken Loans founder Dan Gilbert said it's a surprising fact about Detroit that there aren't places for his employees to live.

"You hear about Detroit and you think there's going to be all these places to live, but that's not the case," he said in an interview following the event. "It's an opportunity to create more places to

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live, and you'd think the market forces would take over and redevelop some of the space around here."

Quicken Loans is part of the group of Detroit companies offering incentives for employees to live downtown, a movement expected to drive demand for new housing and, in turn, send a message to developers that new buildings can be filled.

Gilbert also said the vibrancy of Detroit is improving the performance of his employees; at least the 1,700 that already moved into the Compuware Building.

"It's not something you can measure on a spreadsheet, but there's a morale boost employees get when they're not in a shackled, corporate environment," he said. "You can't measure it, but you can see it and feel it."

The theme of the 360,000 square feet of space in the Chase Tower that Quicken built-out also follows the idea of fun, energetic space.

Bright orange, green and blue colors flank one wall to the next, replacing the mahogany wood that was on the walls when Chase Bank used the building.

The theme of the space comes from video games and the way the gaming culture influences young people, said Kelly Deines, design principal at the Southfield-based **Rossetti Associates Inc.** architecture firm, which designed the interior space for the project.

"It started with prerequisites of energy through color," he said. "The youth of today come from a mindset of unlimited color, driven by the gaming culture, that was part of the inspiration."

Deines said classic and modern video games drove the color and space-planning design.

"We dove into Japanese anime, melding that with classic video games like Ms. Pac Man and even into the idea of the Rubik's Cube," he said. "That evolved into the colors we used."

Bathroom doors, conference rooms and other spaces in the building are all named after different video games, or have allusions to classic video games.

"The idea is looking at what's going to make people chuckle, what's going to make them have fun," said Melissa Price, director of facilities for Quicken who oversaw the build-out for the company.

Birmingham-based **Sachse Construction** was the construction firm on the project.

The office space still carries a loft feel, with high ceilings and exposed electrical and ventilation systems.

Employees also use desks equipped to accommodate sitting or standing. Pale wood panels are used on some of the walls to break up the color.

Not built out were the 2nd and 3rd floors of the building, which Chase continues to occupy.



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