ROSSETTI was founded in Detroit in 1969. The City is in our DNA, and we’re proud of our homegrown culture and notable Detroit projects. But we don’t intend to stop there. Detroit gives us inspiration through its grit and authenticity, energy and tenacity. It fuels our creative ideation to give back innovative, impactful and socially-relevant design solutions that will help positively shape our City now and in the future.
ROSSETTI re-imagined the dark corridors and small offices into an open, light-filled space for retail with eight floors of modern offices. Based on an urban studio loft concept, ROSSETTI also designed its own offices on the 4th floor. The office is space planned into a series of open, collaborative workplace scenarios. A lab for design ideas, the design deconstructs the building to celebrate its bones through natural patinas such as distressed wood, concrete and metal.
This 65,000-seat stadium is designed to entertain a full house with state-of-the-art facilities against an urban backdrop. To capture the “downtown experience,” a soaring, glass-fronted entrance and ribbons of windows at the roof line create an expansive view of Detroit. The historic Hudson’s warehouse was incorporated into the venue to capture the local context and save construction costs of $50M.

“It is an architectural testament to the rebirth of our city.”
WILLIAM FORD JR. | VICE CHAIRMAN | DETROIT LIONS
“Phenomenal job. It’s not often that I get to work with an architect that listens, but one that can take your suggestions and build upon them.”

JEFF COHEN, MANAGING PARTNER | ROCK COMPANIES

The 27,500 SF offices, located on the 10th floor of the Compuware building in downtown Detroit, are open, collaborative and fast-paced. Creativity and spontaneity are encouraged by writable wall surfaces and welcoming meeting spaces. Expansive views of downtown Detroit include the firm’s other acquisitions close by and a backdrop of the Detroit skyline and river.

ROCK COMPANIES EXECUTIVE SUITE
DETROIT | MICHIGAN

ROSSETTI
Nestled in the lower level of the restored Ashley apartments in downtown Detroit’s Paradise Valley neighborhood, Vertical Detroit embodies the richness of the City’s history. The subterranean location evokes the feeling of entering a finely appointed wine cellar. The project design unfolded as a synthesis of reclaimed, polished, reused elements and materials, creating a warm, eclectic lounge that is as luxurious as it is inviting.
Rocket Fiber is an innovative technology start-up providing lightning-fast internet service to Detroit residents and businesses. The ROSSETTI team created an engaging work environment to Rocket Fiber’s high-tech culture. Borrowing from Detroit’s multi-layered complexion, with a launch towards its future, the office features fibrous wood panels and local art. Linear directional lighting leads to a centrally located kitchen, serving as a collaborative space for Rocket Fiber’s creative take-off.
ROSSETTI donated full design services to create a new home for the Downtown Boxing Gym Youth Program. DBGYP’s mission is to develop good citizenship in urban youth through a demanding boxing program, strong academic support, and connection to the community. ROSSETTI repurposed a book binding plant into a community asset. Aligning with the organization’s mission, the facility functions first and foremost as an academic and civic structure, with athletics as a secondary component.
With just a month from design to completion, ROSSETTI transformed three floors of an existing office building in downtown Detroit into a colorful work environment that played with themes from the 1980’s. This swing space was developed primarily to house summer interns. Splatter paint was used in bright colors on the floor and walls, as well as character stencils, dazzling graffiti, and a neon ceiling grid. To cut costs, off-the-shelf components were used, such as utility lights. Windows, hung askew, give the project an industrial edge, while neon light installations provide an interesting ceiling grid.
To accommodate the millennials clamoring to experience living in downtown Detroit, ROSSETTI transformed the public areas into multi-functional spaces where residents can hang out. The lobby is now a multi-use, activated space with a living room vibe. ROSSETTI swapped out walls for glass to make the area open and transparent. The third-floor Living Room and Outdoor Terrace are also designed to be flex spaces that can easily convert from a lounge environment to a party room, featuring cooking facilities and an indoor/outdoor experience.
ROSSETTI chose a design palette that personifies the "play" segment within a work context. Based on our client’s belief that the video gaming culture, with its intense graphics and color, has a gravitational pull, we packaged the neon colors, exposed the duct work and opened the spaces to create a highly motivational and collaborative work space. During lunch and meeting breaks, team members head to Qzine for lunch, the coffee bar or a moment to relax and rejuvenate.
This building’s presence catalyzed growth and jump-started economic reinvestment in the downtown core. Once inside, visitors stand in awe of the monumental waterfall and art sculpture, which is circled by glass-enclosed office space. The million square foot, 15-story building hosts many community events inside its lobby and at its doorstep.

“Our goal was to foster an atmosphere of innovation and inspire urban reinvestment. The results overwhelmingly testify that this goal was met.”

LARRY FEES | VP FACILITIES + ADMINISTRATION | COMPUCARE
The renovation of Clark Hill PLC's Detroit office provided ROSSETTI the opportunity to create an environment that expressed their corporate culture, and supported its functions efficiently, while respecting the history and practice of the firm. Clark Hill takes pride in being a multi-practice firm that attracts the brightest attorneys, and wanted to ensure their reinvigorated workspace reflected that. ROSSETTI helped their space convey a professional, efficient, friendly and sophisticated work environment.
The interior was completely demolished exposing the beautiful cast in place concrete frame. Units were carefully planned to take advantage of the unique structure and large expanses of glass. The exterior, with its terra cotta finishes and massive industrial windows, has been carefully restored to comply with the US Department of Interior standards for historical structures.
DETROIT | MICHIGAN

The key component to ROSSETTI is that, while they are clearly at the top of the elite architectural giants, they treat each issue with each client as if they are a custom boutique shop.”
—DAVID FARBMAN | PRESIDENT | FARBMAN GROUP

“...a renovation to further enhance historic character of the vibrant riverside entertainment district. Each loft unit offers exposed timber structure, large expanses of windows, exposed brick, hardwood floors, spiral ductwork, and an open, modern kitchen. Top floor units are designed with a spiral staircase leading to a private rooftop deck. The ground floor offers secure, indoor parking.”
Elegantly designed to reflect local flavor, the casino offers a well-equipped hotel, spacious gaming, and ample parking. The design’s abstractions of Greek cultural artifacts are displayed as a dramatic backdrop at the pedestrian level, while a 32-story glass tower rises above. To achieve a Mediterranean feel, the team incorporated several types of blue glass for the facade to create an effervescent skin that reflects light changes throughout the day.

“...highly recommend ROSSETTI to any organization looking to create beautiful hotel and entertainment venues and other hospitality-oriented spaces.”

MARVIN BEATTY | CFO + OWNER | GREEKTOWN CASINO-HOTEL
COBO CONVENTION CENTER
DETROIT | MICHIGAN

ROSETTI
One of the oldest neighborhoods along Detroit’s riverfront district had a storied commercial history, but within the last several decades had fallen into decay. In order to save some of the original brick warehouse buildings, the client hired ROSSETTI for planning concepts to establish a preferred aesthetic and identify a range of programmatic uses for this redevelopment zone. The concepts are anticipated to serve as the basis for a deeper level of design investigation as planning evolves.

ROSSETTI identified strategies for adaptive re-use of existing infrastructure and land resources that will successfully blend a mix of commercial, fabrication and residential uses while taking advantage of key resources, such as bike paths and the Detroit River, to increase pedestrian and recreational activity.
ROSSETTI was hired to re-imagine the former Oxford Inn of Royal Oak, into a classy, vintage atmosphere with a modern twist for the new Jim Brady’s Detroit. 1950’s era decor paired with asymmetrical hexagon tiled floors, floor to ceiling mirrors, custom lighting, and diamond patterned screens creates a swanky yet fun environment. The American-style restaurant embraces the nostalgia of the 1950’s with contemporary interpretation.
The Palace is one of the nation’s highest grossing private arenas for both sports and performing arts events. After creating a sensation with breakthrough hospitality design two decades ago, ROSSETTI continues to assist with the evolution of the facility. The venue has become a world-wide model for its successful growth from 500,000 SF to over 600,000 SF through additions and renovations.

“ROSSETTI continues to produce innovations in sports facility design, and if given the opportunity, they will produce an amazing facility for you.”

TOM WILSON | FORMER PRESIDENT AND CEO | PALACE SPORTS AND ENTERTAINMENT
This facility is designed to augment other Oakland County YMCA facilities, and better serve community needs. The commitment to mind, body and spirit is captured by the symbolic "Y" at the center of the building’s expansive glass entrance. Inside, the YMCA philosophy of health and wellness unfolds through a series of inspirational, calm spaces. This building was the first in the state to use a Terra Cotta rainscreen—a progressive approach to using sustainable materials.
ROSSETTI is refreshing to work with. Most architects tell you what you should do from a superior point of view. They aren’t like most architects. We were brought along as partners in the design.”

CAROL ANDERSON | DIRECTOR OF PARKS AND RECREATION | CITY OF TROY

TROY | MICHIGAN

TROY COMMUNITY CENTER

ROSSETTI repurposed this former high school to offer diverse, multi-generational community programming. Hundreds of classes, space for corporate meetings, community gatherings and senior center activities are all housed under this one roof. Separate entrances allow different groups to come and go, but connect with one common space.
The Monarch is a mixed-use development featuring high-end retail and residential space. The 11-story tower features one hundred and forty-six housing units, including a mix of condominiums, townhouses and work/live units. The 19-story tower contains ninety-eight housing units with luxurious amenities.
The ROSSETTI team has succeeded in transforming our space into a showcase of what Domino’s Pizza culture is all about.

DAVID BRANDON | FORMER CHAIRMAN + CEO | DOMINO’S

ROSSETTI and Domino’s collaborated in an immersive discovery workshop to rethink and re-engineer their building. The results reimagined the world headquarters with a new culture of collaboration. The exuberant colors and bright finishes energized the spaces. The new floor plan redefined what pizza meant to them and brought employees together into the cooking operations.
Rossetti served as the Design Architect for this three-sheet community ice complex. The building’s overall form is taken from the site’s curved geometry, providing a unique opportunity to lay three sheets of ice radially, allowing a clear view from the lobby into all three rinks. The lobby features a concession area complete with seating, a four-sided large screen TV, entrances to various meeting rooms, a pro shop, skate rental, an arcade room and a play area where parents can take young children. Four locker rooms per rink were designed to offer the greatest flexibility between users. There is also an area set up with lanes to practice slap shots or goal tending skills.
This 155,000 square foot addition to Federal Mogul’s World Headquarters provided general office space, a new computer facility, and a corporate training center. The new three-story building accommodates present and future growth within a structure that works visually with the existing two building complex, and physically blends the old and the new. The project has won several awards for design excellence.
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