

# THE DEPARTMENT AT HUDSON'S







## Delivering the best of Detroit.

The Department at Hudson's is a collection of exceptional event spaces, designed to elevate every experience. 56,000 square feet. Three extravagant floors. A look that blends Detroit's rich history with sophistication and innovation.





## Born from legacy. Designed to be legendary.

For over 80 years, the J.L. Hudson Company occupied a prime location on Woodward Avenue and an even bigger place in the hearts of Detroiters.

With treasures spread across 200 departments on 17 floors, Hudson's was the place where magic happened in the city. It's this spirit that inspired The Department as a next-generation gathering space.

Photo from the Walter P. Reuther Library,  
Archives of Labor and Urban Affairs,  
Wayne State University



THE DEPARTMENT AT HUDSON'S



# Showstopping and captivating.

Located on Woodward Avenue, The Department at Hudson's is at the center of the city. Surrounded by shopping, entertainment and nightlife, it is easy to feel the energy of Detroit when you are here.

Starting in the spring of 2025, Marriott International, bringing local and global event expertise, will market and sell The Department event spaces, and Forte Belanger will manage and be the exclusive food and beverage provider. Together, Marriott and Forte Belanger's award-winning teams will create exceptional events in downtown Detroit.

The Department can accommodate a small, intimate gathering as few as six guests to a large-scale social or corporate gathering up to 2,000.





# Excellence that is effortless.

A distinctive collaboration between Marriott International, the world's largest hotel company, and local award-winning caterer Forte Belanger brings decades of experience to make every event extraordinary.

## Marriott International

- Seamless sales journey powered by a global team of experts
- Nearly 8,900 properties in 141 countries and territories and a portfolio of over 30 leading brands
- Approaching 100 years of excellence

## Forte Belanger

- The Detroit area's leading special event design and catering firm
- Exclusive food and beverage provider
- Locally founded, internationally recognized
- Three decades of experience



Strolling Cocktails



## Event Features:

- Dedicated event producer working directly with the client from signing to event execution and dedicated day-of staffing for all events
- Marriott Bonvoy members benefit from Marriott International's award-winning loyalty program
- All-in-one vendor sourcing, coordination and billing
- Back-of-house spaces for meeting planners, speakers and talent
- Multiple green room areas with private conference rooms, powder rooms and a dressing suite
- Custom selected tables, chairs, china, glassware and flatware
- Standard table linens and napkins
- State-of-the-art audio-visual equipment
- Custom digital wayfinding and screen signage
- Load in, load out assistance
- Sustainable event practices





## Flawless from the start.

For the comfort and ease of guests, The Department has a dedicated lobby. A sleek private entrance accommodates arrivals and departures from valet, rideshare services and charter buses.

Lobby highlights include:

- Private entrance and reception area
- Coat check
- On-site security
- Elevators and escalators to easily access the second and third event floors
- Customizable digital signage and wayfinding



Event Lobby





Gala

# You've never seen a venue like this.

Innovative technology. Breathtaking views. Thoughtful touches. Four versatile halls and a sleek pre-function space. The Department offers an unmatched perspective of the city.

- Over 33,000 square feet accommodating up to 2,000 guests
- Event halls can be easily reconfigured and connected with custom drop-down walls allowing for simultaneous events
- State-of-the-art audiovisual technology with concert-level sound quality
- Advanced soundproofing eliminates ambient sound
- Dedicated on-site team to operate audio visual equipment
- Superior Wi-Fi coverage paired with best-in-class speeds and reliability
- Equipped with speakers, wireless microphone antennas and PTZ cameras for video conferencing, live-streaming and global broadcasting
- 10' x 24' freight elevator can fit a full-size pickup truck
- Five covered balconies with heated floors for all-season comfort

## PRE-FUNCTION

A stunning pre-function space with two covered balconies overlooking the building's activated walkway. It's easily accessed via elevators or escalators, connecting the event lobby with the second and third floor spaces.

## HALL 1

Spanning nearly an entire city block along Detroit's iconic Woodward Avenue, this hall is ideal for large conferences or weddings. Thoughtful design connects it to pre-function space, allowing guests to easily transition between spaces.

## HALL 2

Perfect for smaller conferences, exhibitions or intimate strolling events. Floor-to-ceiling windows reveal views of the MICHELIN Key award-winning Shinola Hotel.

## HALL 3

Offering spectacular east-facing views toward the Detroit River, Canada and the historic Belle Isle Park, designed by Central Park architect Frederick Law Olmsted. Perfect for large conferences, social gatherings or elegant dining, its versatile layout and adjacency to the pre-function space allow for an inviting setting for guests.

## HALL 4

This centerpiece of the second floor and may be combined with the other halls for large full-floor events. Hall 4 offers flexible tribune seating to accommodate a variety of events, conferences and wedding receptions to high-energy fashion shows or awards ceremonies.

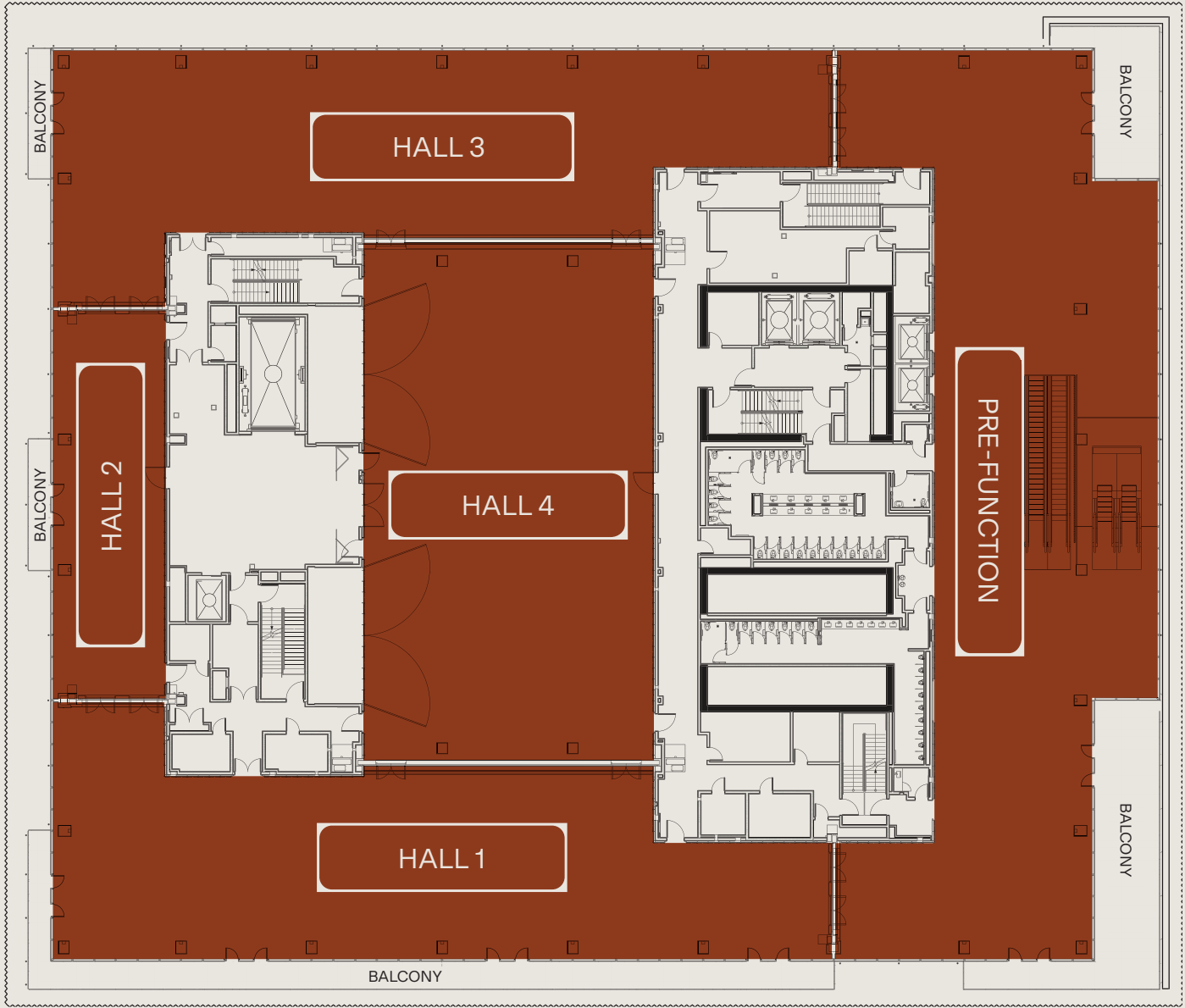






# SECOND FLOOR

33,806 SF | Four Halls and Pre-Function Space



ROOM	SQUARE FEET	DIMENSIONS	HEIGHT	SEATED	STROLLING	10 X 10 EXHIBITS	FEATURES
Pre-function	9,230	36' x 200'	22'	N/A	331	14	2 balconies 66' x 14', 34' x 14'
Hall 1	7,264	37' x 133'	29'	450	539	22	185' x 6' balcony
Hall 2	2,226	21' x 87'	30'	65	65	7	29' x 5' balcony
Hall 3	7,264	37' x 133'	30'	450	531	22	30' x 5' balcony
Hall 4	7,822	66' x 109'	30'	475	814	40	4 tribune bleachers with 84 seats each



# THIRD FLOOR

The Department’s third floor includes nine rooms and an expansive pre-function space wrapping the entire perimeter.

- Over 19,000 square feet
- Ideal for strolling events or meetings looking to utilize a range of breakout areas
- Directly accessed via escalators and elevators from the arrival lobby
- Built-in serveries located outside each room provide effortless food and beverage service
- Dedicated on-site team to operate audio visual equipment
- Superior Wi-Fi coverage paired with best-in-class speeds and reliability
- Equipped with speakers, wireless microphone antennas and PTZ cameras for video conferencing, live-streaming and global broadcasting
- Thoughtfully named rooms pay homage to the J.L. Hudson Company legacy

Photo from the Detroit Historical Society



## ANNEX

The Hudson's building saw multiple additions over the years. The first of these “annexes” connected to Woodward Avenue and opened October 17, 1911 on J.L. Hudson's 65th birthday. The massive 1924-1925 structure was 410 feet high and made Hudson's the tallest department store in the world at the time.



## BEAR

The teddy bear, often featured prominently in the store's elaborate holiday windows captured the imagination of children and adults alike and became a symbol of the festive spirit associated with Hudson's.



## CONTEMPO

A trendy and upscale boutique located in the original department store, offering fashionable clothing and accessories.



## DENNISON

Named in reference to the Dennison's Paper Goods department at Hudson's.



## ENGLISH

The English Room was an upscale dining venue located on the thirteenth floor.



## FLAG

At 3,700 square feet, the world's largest American flag was first hung on the exterior of the building on Armistice Day in 1923 and later displayed at the 1929 World's Fair in New York. The original flag, last displayed in 1949, was replaced with an even larger flag that spanned seven stories. It was hung for the final time on Flag Day in 1976 before being donated to the Smithsonian Institution.



## GEORGIAN

The Georgian Room was the restaurant located on the thirteenth floor and was renowned for its sophisticated Georgian-style decor. The Georgian Room and its culinary team are credited with creating the iconic Maurice salad.



## HAT

Hats were a fashion staple at Hudson's and were sold in multiple departments throughout the store. Men's hats were located on the mezzanine level and women's hats were found on the seventh floor in 'The Modern Shop' with sections including 'Trimmed & Tailored Hats,' 'Popular Priced Hats' and 'Dobbs and Sport Hats.'



## J.L. OFFICE

Honors the department store founder, Joseph Lowthian Hudson.



# THIRD FLOOR

19,099 SF | Nine Rooms and Pre-Function Space



ROOM	NAME	SQUARE FEET	DIMENSIONS	HEIGHT	SEATED	STROLLING
Pre-function	N/A	8,640	43' x 209'	14' (11' at windows)	N/A	515
A	Annex	161	11' x 13'	14'	6	N/A
B	Bear	1,171	28' x 36'	14'	40	82
C	Contempo	1,794	29' x 56'	14'	60	142
D	Dennison	1,377	24' x 51'	14'	50	96
E	English	743	23' x 28'	14'	12	42
F	Flag	1,877	31' x 55'	14'	60	138
G	Georgian	1,430	31' x 41'	14'	50	97
H	Hat	1,408	31' x 41'	14'	50	95
J	J.L. Office	498	16' x 26'	14'	16	N/A



# Globally inspired, crafted for you.

Whether you're hosting a morning  
brunch, a midday gathering, or an evening  
celebration, our menus showcase the  
finest ingredients while blending global  
culinary trends with local tastes.

Our hospitality team combines precise  
attention to detail with the latest  
technology and elevated offerings,  
delivering unmatched service each time.











## Host your next event at The Department.

The Department at Hudson's has everything you need to make your next event unforgettable. Let our team bring your vision to life.


**313.725.8600**

**[Inquiries@DepartmentEvents.com](mailto:Inquiries@DepartmentEvents.com)**

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