

CONCERT OF COLORS



MIDTOWN
DETROIT INC

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**Expansion of Beloved Detroit festival:
Detroit's leading cultural institutions unveil the
30th Annual Concert of Colors, live and outdoors
in Midtown July 18-25, 2022**

*Cultural leaders come together to create and celebrate three decades as
summer's go-to, free, live music and arts event in the great outdoors of Detroit's
Cultural Center*

DETROIT, MI, APRIL 13, 2022 – Partner institutions together announce major changes to The Concert of Colors as it celebrates 30 years in the Motor City this year. The 30th Annual Concert of Colors returns live and outdoors, July 18-25. Reflecting its original roots under the Detroit summer sun, the city's most beloved free, global music festival has expanded with the headlining stages outdoors on the lawn at the DIA and events on surrounding streets.

This year's lineup of the historic festival will be released in Spring with a special announcement by Grammy Award winning producer and musician Don Was.

"As Concert of Colors celebrates its 30th year as Detroit's largest, free inclusivity festival, we have made the decision to go back to the festival's roots – hosting it primarily outdoors," Festival Founder Ismael Ahmed said. "The festival will, once again, bring some of the most talented musicians from their respective countries to Detroit to offer the region a chance to hear music from the around the world, as well as highlighting some of the area's most up and coming and talented artists. Historically the festival also provides artists an opportunity to perform at one of the most historic festivals in the city."

While several stages, including the main, will be held on the lawn of the DIA, additional events will take place in the Detroit Film Theatre said DIA Director Salvador Salort-Pons.

"The DIA is proud to host the 30th Annual Concert of Colors this year with outdoor stages on the DIA lawns along Woodward and in the Detroit Film Theatre," Salort-Pons said. "Our mission of providing access to contemporary world culture for the Detroit community is aligned with that of Concert of Color's, and this year's festival will be cause for celebration and opportunity to rediscover our neighboring institutions, entertainment and businesses in walkable Midtown."

The Wolverine Outdoor stage will present live music aimed at younger audiences. Along with the music, the festival will again also offer global cuisine, merchandise vendors, films, children's activities, conversations on culture and race, and much more. Food truck rallies will be placed on Farnsworth Street.

World music, including the indigenous music of the Motor City, is the focus of the Concert of Colors. Past festival artists include Ray Charles, Buffy St. Marie, Los Lobos, Little Richard, Burning Spear, Ani Difranco, Lady Smith Black Mambazo, Michael Franti, Neville Brothers, Black Bottom Collective, They Might be Giants, Rachid Taha, and many, many others.

The upbeat, eight-day festival unites metro Detroit's diverse communities and ethnic groups through music, dance and art from around the world – and creates dialogue where participants embrace freedom of expression. In recent years, annual attendance at the Concert of Colors has been more than 30,000.

Over its significant 30 year history, the festival has strategically grown into a celebrated, beloved summer festival - one of the few remaining large scale, free-admission music festivals in the area. Every year, the anticipation of who will perform in the lineup creates excitement among music fans.

The Concert of Colors is a labor of love for Ahmed -who was recently appointed to the National Council on the Arts by President Joe Biden. He is also former head of what is now the Michigan Department of Health and Human Services under former Governor Jennifer Granholm and is co-founder of ACCESS and the Arab American National Museum.

Concert of Colors was launched by New Detroit Inc., with Ismael Ahmed as chair of its Cultural Exchange Committee to create dialogue and bridge cultural differences through art, music and discussion in response to the 1982 racial murder of Chinese American Vincent Chin. Since then, forum conversations on culture and race are held at the festival annually by the Arab American National Museum. The forum is a conference featuring presentations and discussion among artists, people connected to cultural institutions and community leaders to examine the role of arts and culture in overcoming racial and ethnic barriers.

The inaugural festival drew a modest crowd to Detroit's then Chene Park on the Detroit River, but by 1999, some 10,000 attendees were coming out each year. The festival expanded to three days in 2001, when it was part of the official festivities for Detroit's 300th birthday, drawing an audience of 100,000. In 2019, the concert expanded to festive nine days.

Concert of Colors is made possible by its partners Culture Source, the Detroit Institute of Arts, Midtown Detroit Inc., Charles H. Wright Museum of African American History, Ford Motor Company, Kresge Foundation, WDET 101.9 FM, WTVS-DPTV, ACCESS/Arab American National Museum, Michigan Science Center, University of Michigan-Dearborn, University of Michigan Detroit Center, Detroit Historical Museum, Detroit Symphony Orchestra, Detroit Excellence in Youth Arts, Marx Layne & Co., Scarab Club, Hellenic Museum of Michigan, City of Detroit Department of Arts, Culture & Entrepreneurship, College for Creative Studies, West Indian Caribbean and Carnival Association, Lowriders Detroit, Third Man Records, Small World Café / International Institute and Cass Cafe.

Generous Sponsors include Knight Foundation, Skillman Foundation, DTE Energy, Midtown Detroit Inc., Michigan.com, Mark Bernstein & Rachel Bendit, Wayne State University.

As the festival has always remained free, the event is created through donations, grants, sponsors, partners, and volunteers. Individual contributions, corporations, or nonprofit organizations who want to support music and art can donate via Concert of Colors website. Sponsorship opportunities are also available. To donate, visit: <https://www.concertofcolors.com/donate>

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