

## News Release

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### **Ohm DIGITAL Documents Motorcity Casino's \$300 Million Expansion**

*Workers traverse scaffolding that towers 270 feet above ground.*

See the amazing High Definition video at \* [www.ohmdigital.com](http://www.ohmdigital.com)

Detroit-based creative agency documents a monumental build that redefines Detroit as The Motor City. High Definition video content documents the massive architectural stainless steel installation to the MotorCity Casino hotel roofline, designed by Chip Foose, and manufactured by Livonia Michigan's Quality Metalcraft, Inc.

It's no surprise that the MotorCity Casino called upon Chip Foose to serve as chief design consultant for their \$300 million expansion. The world-renowned automobile designer and star of TLC's *Overhaulin* captivates enthusiasts and novices alike throughout the world with his innovative designs. Foose's design for the 304 ft. roofline of the casino hotel tower, inspired by the door molding of a '57 Chevy Bel Air automobile, called for more than 181 tons of sculpted stainless steel. To manufacture the steel, Foose recruited Michigan based Quality Metalcraft, Inc. (QMC)

**Ohm DIGITAL** produced the pitch video that helped QMC land the MotorCity account. The production team began documenting the entire experience starting in March 2007 continuing through completion. Ohm DIGITAL produced & captured hours of HD content, including in depth interviews with Chip Foose as well as up close footage of workers 270 feet above Detroit's Grand River Avenue. The beautifully captured HD video is now available to the public at [www.ohmdigital.com](http://www.ohmdigital.com)

The project provides the foundation for Ohm DIGITAL to create comprehensive interactive marketing materials for QMC's architectural division. The creative agency produced informative videos packaged as promotional marketing DVDs for potential clients and distributed as marketing and sales material.

Ohm DIGITAL is a full service creative agency designed to assimilate powerful multimedia marketing vehicles that drive your message to your market.

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- All media has one time permission to use video as part of news broadcast or web news coverage.

For more information on Ohm DIGITAL, visit [www.ohmdigital.com](http://www.ohmdigital.com)