

DETROIT, United States

THE LOWDOWN

Why you should consider it: There's lots of affordable private and commercial property available.

Who it's good for: Companies looking to scale up and get creative.

Why now: The city is experiencing a post-bankruptcy entrepreneurial boom.

It's about time but Detroit, finally, is coming into its own. This sprawling city in Michigan epitomises both the US' past industrial dominance – and the despair of economic decline. But now it's experiencing an urban resurgence. The city's historic woes have made it the beneficiary of private and governmental initiatives today, such as the Detroit Mobility Innovation Initiative, which aims to improve infrastructure. The University of Michigan has a lot of acclaimed alumni who go on to become successful founders, many of whom would have left for the coasts, but that's been changing. After all, it's much harder to stand out in New York, San Francisco and LA.

ARCHITECTURE HOTSPOTS

Edward Ponti, a British architect and non-profit activist living in Detroit, explains why the city is well placed to kick-start a small craft-manufacturing renaissance.

'You'd be stretched to find a building in Downtown that didn't now house a restaurant, office space or hotel. Bedrock [a major property developer] subsidised rents; H&M and Nike were brought in; basically deals were sweetened to jumpstart Downtown. So, it's generally spoken for. But there are plenty of other areas.



'If I were a small business, I'd be looking at Eastern Market, an old meatpacking district that's still a commercial market, and Gratiot. There's an area called The Villages: the housing stock there is of a much higher quality. That's where you will find independent bike stores, and old churches being turned into microbreweries. Those are the real hotspots.

'In terms of getting around Detroit, a huge asset is that it's completely flat, which makes it a cycling utopia. The city is also putting a lot of money into segregated parking spaces and bike lanes. This really is a city to have a bike in.

'The most important thing to know is that Detroit is 86% Black and, in parts, very poor. That demands a lot of sensitivity. There's a collective understanding that businesses need to react to that in some way. People coming into the city need to make an effort to develop their understanding of how to positively leverage their social and racial capital in the space. If you don't make an effort to, then you're going to struggle.

'From an architectural perspective, there are hundreds – if not thousands – of small, light industrial spaces (old tool-and-die manufacturers, workshops and the like), and many with wonderful yet frugal art-deco details, that line Detroit's old industrial corridors – and which are perfectly placed to take advantage of the infrastructure that put them there in the first place.

'In my perfect world (driving around the city, it is impossible not to dream of its potential), many of these spaces would be used as sites for a small craft-manufacturing renaissance, and centres of employment for their surrounding neighbourhoods.'

DETROIT TRANSPLANTS

Tata Technologies and Microsoft recently moved large chunks of their teams to Detroit, while Ford is renovating Michigan Central Station, at a cost of \$740m, to handle a large part of its autonomous vehicles wing. But why are people on the ground moving there, too?

Kristina and Vadim Oss, an art gallery owner and investor respectively, moved from New York City's West Village in Manhattan to Detroit's West Village around four years ago. For Vadim, one reason was because the city is becoming more 'diverse, multiracial and multicultural'. 'I haven't seen a place like Downtown Detroit before,' he says, 'where every block has a couple of buildings under construction and businesses moving in every few months.'

Shirel Jones is in her early 30s and swapped Brooklyn, New York, for Detroit's North End five years ago. The city was top of her list because she wanted somewhere affordable for small businesses, where she could set up Lil Dumplings, her dance studio for children. 'Where I grew up, we didn't have this huge sense of community feeling,' she said. 'Detroit is a big city, but it feels like a small town.'

(Clockwise from top) The Red Hook cafe in Detroit; Sandbar beach bar in Canggu; a cafe in Canggu; the pool at co-working space The Outpost; entrepreneur Kyle Hoff at Anthology Coffee in Detroit.

PHOTOGRAPHY: Elaine Cromie. IMAGE: Chiara Dalla Rosa.

CANGGU, Indonesia

THE LOWDOWN

Why you should consider it: Its low operational costs, a large domestic market and plenty of tourists with cash (normally, at least) make Bali ripe for starting a business.

Who it's good for: Those looking for affordable cost of living, vibrant cafe culture and great surf.

Why now: Canggu is currently the dropshipping capital of the world, where western expats sell products they never come into contact with from various countries around the world to consumers they've never met.

Bali has been popular with expats since 1914, when the Dutch opened the small Indonesian island to tourism.

Its mountainous hinterland and wild surf beaches have continued to draw people here looking for a laid-back way of life at the same time as kickstarting a business with little initial capital to begin with. And many of them end up congregating in Canggu, an area that has everything you need to earn executive-level pay while dressed for the beach, such as excellent wifi and co-working spaces packed with like-minded people. The area today has transformed from the sleepy fishing village it once was into a global surfing spot and place to live. Bali's low cost of living also continues to be a draw.

'LIFESTYLE DOESN'T MEAN SACRIFICE'

David Abraham is the co-founder of Outpost, a co-working and living space based in Canggu.

Q: What's the demographic like at Outpost?

A: When I graduated from college, if I wanted to live overseas, I had to join the Foreign Service or teach English. So I taught English. But now that choice is different. The majority of people [at Outpost] are around 30; either they've had experience in their careers and they're taking time off, or they're entrepreneurs who have been funded and are coming out here to extend their runway and get away from New York or London.

Q: Do people move out here for lifestyle or business?

A: It's all for lifestyle, but lifestyle doesn't mean sacrifice. There are people who do come over and start their own businesses here (within Canggu, it's mainly tourist infrastructure and

hospitality). But it's for those who want to live a life of exploration, connect with others and new places. After Covid-19, people are going to feel even more stifled, and physically moving yourself is the first thing for empowerment and freedom. It's a driving factor for many. And the fact that you can wake up and surf isn't too bad, either.

NEW-WORLD WINE

Quality, organic wine is now being made in Bali by people like Giotto Castiglioni. Here he reveals the process.

'Everybody is doing the same thing. "Oh, I'll open a restaurant, because that other one is profitable." A lot focuses on tourism. So, as soon as you have an idea that's outside the box – education, energy, transport – and you target the local population, you're going to do well. The carpe diem moment is important in Bali,' says Giotto Castiglioni, who, after several flying visits from his home in Milan, finally settled in Bali and co-founded the winery Cantine Balita in 2012.

The lack of a winemaking tradition (and, by extension, stifling regulation) appealed to him: he could shape it as he saw fit and experiment, rather than tiptoe around the costly, strict and staid industry back in Italy. Giotto, 33, found that Bali's north coast has a suitable microclimate. What's more, the region's plants grow rapidly, so you can harvest twice a year as opposed to once, allowing for greater and faster production. The results have been original: a still, dry Moscato, for example, which does not exist anywhere else in the world – the wine is normally sweet and sparkling.

Although Cantine Balita has been selling its wine chiefly to luxury hotels and



restaurants, the tourist market isn't the end goal. 'We want to convince Indonesians to drink local wine. The Italian Chianti they pay \$40 for is not necessarily better than mine – one is a €2 bottle that's travelled all over the world, while mine is an organic wine coming from your back yard. You should be proud of that.'

