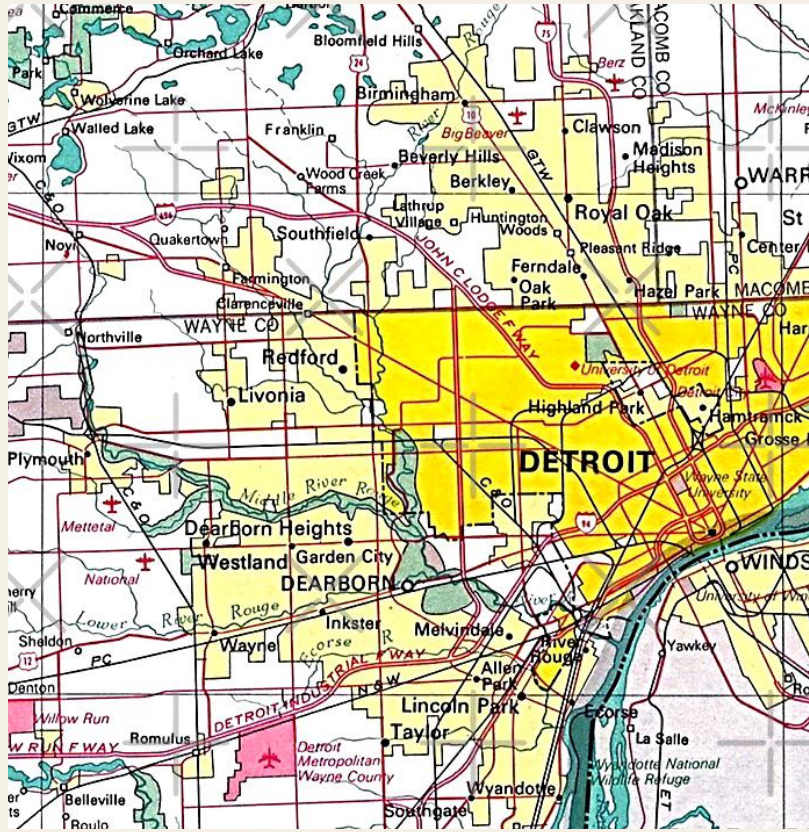




The Cannibal Lot

Loveland Micro Real Estate

Jerry Paffendorf and Mary Carter

Detroit, 2009

Collective Construction

Radical Real Estate

Summary

“Buy land, have fun.”

In the east side of Detroit in the summer of 2009 began the Loveland project, encouraging people to become co-owners of property. This is a simple way of becoming landowners, done in a purposefully playful manner - they called them ‘inchvestors’, for a dollar per square inch of land, these investors would become social property owners (not legal city owners). They had interactive maps, for when someone ‘inchvested’ in the microhood, their land would show up on the map, create a profile, meet your neighbours & plan out your space. This virtual reality community based project would fund projects in Detroit - they have funded 2 public art works, renovated a building, & provided children art supplies.

Lessons

- Encouraging “inchvestors” to get creative with their micro plots promotes innovative ideas and community-driven projects that can revitalize urban spaces.
- Revitalization through collaboration, small contributions from many individuals can lead to significant urban renewal and social impact.
- This project teaches us about the possibility of building a sustainable model of social entrepreneurship as proceeds from land sales are reinvested into local community projects, such as public art, building renovations, and educational supplies.
- Channels of communication regarding land for the public
- It’s also important to think about the timing of this project - in 2009, the novelty of the internet was enticing and people were very excited and curious about digital extensions of the self.



About Plymouth

LOVELAND's first property, Plymouth, is 10,000 square inches on the east side of Detroit at 8887 East Vernor Highway and Holcomb streets, occupied by 600 inchvestors. The physical construction of Plymouth is underway, and development of the microhood has already helped:

- Provide art supplies for neighborhood children in ["Inchy Makes Friends"](#)
- Provide funding and templates for neighborhood children to create Detroit Super Heroes in ["Inchy Makes Friends 2"](#)
- Clean up overgrowth and maintain the lot
- Build a basic concrete perimeter for the microhood
- More to come. Got ideas? Got time? Got skills? Got resources? Get in touch!