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HOME TOUR CELEBRATES CHARLOTTE'S MIDCENTURY MODERN ARCHITECTURE AND DESIGN

Tour includes city's first-ever Mod Designer Showcase Home

CHARLOTTE, N.C., August 16, 2017 – Charlotte's only midcentury modern home tour, *Mad About Modern*, returns for its sixth year on Saturday, Sept. 9, from 10-4 p.m. The tour, presented by The Charlotte Museum of History, takes visitors inside seven of the city's best examples of midcentury modern design. New features on this year's tour include a designer showcase home and a *VIP Mod Party* that is open to the public.

The 2017 *Mad About Modern* home tour features seven privately-owned homes in the South Park area, all designed and decorated in the midcentury modern style popular from 1935 to 1965. Six of the homes are historic, built in the middle of the 20th century, while one home built in 1991 shows the lasting influence of midcentury design in today's architecture. All of the homes feature the hallmarks of midcentury modern living, including spaces that incorporate the outdoors, clean lines and open floor plans.

"Many of today's "must-have" home features were born from the midcentury design aesthetic," explains John Kincheloe, architect at LS3P and board member of The Charlotte Museum of History. "Each home on the tour home has a story to tell, whether it's about the influential architect who designed it, the people who lived there or the neighborhood around it.

New for This Year

□ *Mod Designer Showcase Home*

For the first time, the tour includes a designer showcase home. *The Mod Designer Showcase Home* was built in the Lansdowne neighborhood in 1965. This home is owned by Hans Krug, a South Park retailer offering fine European

cabinetry with modern lines. Hans Krug has collaborated with The Charlotte Museum of History and some of Charlotte's top design talents on this midcentury showstopper.

□ ***VIP Mod Party***

Open to the public for the first time, the tour's exclusive VIP reception on Thursday, Sept. 7 offers the opportunity to meet current and past tour homeowners and other midcentury modern enthusiasts. The reception includes wine and hors d'oeuvres. Tickets to the party are \$25 (\$20 for museum members).

□ ***Modernism: Why It Matters***

This free event at The Charlotte Museum of History on Wednesday, Aug. 30, features keynote speaker Peter Wong, UNC Charlotte professor of architectural design, history and theory, and a distinguished panel of regional modern-design experts. Whether novice or aficionado, attendees will be inspired by this insightful discussion. Registration is required at madaboutmodern.com.

When

Saturday, Sept. 9

10 a.m.-4 p.m.

Ticket holders can view the homes at their own pace on this self-guided tour.

How to Go

- Tickets, tour map and more information are at madaboutmodern.com.
- Advance tour tickets are \$25 for the general public and \$20 for members of The Charlotte Museum of History.
- Tour tickets may be purchased the day of the tour for \$30 at madaboutmodern.com or in person at Hans Krug in the Village at South Park on Sharon Rd.
- A VIP bundle is available for \$40 (\$30 for Museum members), providing tickets to both the home tour and the *VIP Mod Party* on Thursday, Sept. 7, from 6-8:30 p.m. at Hans Krug in South Park.



- Contact The Charlotte Museum of History with questions at 704.568.1774 or at info@charlottemuseum.org.

The Charlotte Museum of History thanks the major sponsors for the 2017 tour: BOLTGROUP, Hans Krug, Big Sushi, Designbar, Sarah Catherine Collective and Evaru Design.

Other sponsors and partner organizations include 5 Points Realty, Dustin Peck Photography, Fos Restoration Co., KnollStudio, The Brand Girls, Winstead Attorneys, *Atomic Ranch*, *Charlotte Home Design & Décor*, North Carolina Modernist Houses, UNC Charlotte College of Arts + Architecture and WFAE 90.7 FM.

All *Mad About Modern* proceeds support The Charlotte Museum of History and its mission to preserve the Charlotte region's history and to share stories of its people, places and events.

2017 MAD ABOUT MODERN TOUR HOMES

The seven homes on the 2017 tour are located in the South Park area.

- **Langdon Home, 2236 Ferncliff Road (Foxcroft)**
Built in 1955, this home is filled with uniquely midcentury modern elements, including a distinctive fishbowl living room and a Japanese soaking tub. Front transom windows give the illusion of a floating roof. Renowned North Carolina architect Louis Asbury Sr. designed the Langdon home. His other works include the old Mecklenburg County courthouse and various homes throughout Myers Park, Eastover and Wesley Heights.
- **Allen Home, 5322 Finsbury Place (Sherwood Forest)**
Architect Eugene Warren designed and owned this California-style ranch, built in 1963. The open floor plan, skylights and vaulted-beam ceilings make this home feel spacious, defying what you might expect from a ranch. The home features interesting artwork and eclectic design elements, including a

walk-through shower in the master bath, a pool room and an original cone fireplace.

□ **Baker Home, 6827 Folger Drive (Lansdowne)**

Nestled in the hillside, this split-level home has unique architectural details, including the rectangular trellis and horizontal bricks with offset masonry, reminiscent of Frank Lloyd Wright's prairie-style homes. The open floor plan includes a wall of floor-to-ceiling glass connecting the living room and kitchen. Filled with modern and Asian furnishings and modern artwork, this home, built in 1962, features a medallion-designed fireplace and newly renovated kitchen and bathrooms.

□ **Sykes Home, 3517 Johnny Cake Lane (Mountainbrook)**

This Frank Lloyd Wright-inspired, prairie-style home was designed by architect Andrew Hearn and built in 1966. Inside, floating kidney-shaped stairs lead to a unique circular kitchen and open den. The homeowners have preserved many of the home's original modern details, including 1960s James Bond wallpaper in one of the bathrooms.

□ ***Mod Designer Showcase Home, 5668 Lansing Drive (Lansdowne)***

Interior designers and builders transformed this 1965 midcentury modern home this summer. Hans Krug Fine European Cabinetry, a major tour sponsor, owns the home and has collaborated with the area's top design talents on its furnishings. Attendees can meet some of the celebrated designers and vendors involved in the project who can answer questions about this stunning midcentury rehab.

□ **Olson Home, 2208 Thetford Court (Myers Park)**

Built in 1991, this home illustrates the staying power and influence of the midcentury modern aesthetic and shows how designers can respectfully evolve and echo that style in new structures. Charlotte contemporary architect David Furman included classic midcentury elements in the home's design, such as asymmetrical structures, an open floor plan and expansive windows. The home's multiple levels and abundant natural light create intriguing sight lines. The ingenious library wall is a movable bookcase.



□ **Bruns Home, 6508 Trenton Place (Olde Providence South)**

Influential and award-winning Charlotte architect William Crutcher Ross created this home in 1969. It is the quintessential midcentury modern design, a home you'd expect to see in 1960s Palm Springs. Today, it features an eclectic mix of vintage midcentury modern and contemporary furnishings, as well as an extensive collection of original art and dynamic sculpture. Sadly, one of Ross's other iconic midcentury modern homes — the Bernstein home at 5300 Hardison Road — was demolished in 2016. This treasure is among the few preserved Ross homes in the region.

About The Charlotte Museum of History

The Charlotte Museum of History engages a broad audience in the history of the Charlotte region through the stories of its people, places and events to promote dialogue and historical perspective. The Museum is the steward of the Hezekiah Alexander House (ca. 1774) and home site, a site listed on the National Register of Historic Places and the oldest existing home in Mecklenburg County. For more information, visit charlottemuseum.org or follow CMH on Facebook and Twitter (@CLThistory).

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