

From: USModernist Newsletter - George Smart <gsmart@nc.rr.com>
Sent: Monday, December 30, 2019 10:05 AM
To: george@ncmodernist.org
Subject: Celebrate 13 Years of USModernist and NCModernist!



CELEBRATING 13 YEARS of DOCUMENTING, PRESERVING, and PROMOTING
MODERNIST RESIDENTIAL ARCHITECTURE!

Monday, December 30, 2019

Hello Everyone!

When this nonprofit started 13 years ago, mid-century Modernist houses were not particularly on the public's radar. These livable works of art were largely ignored and frequently destroyed. Through your participation and financial support, we brought Modernism, mid-century and new, into the hearts and minds of tens of thousands of people across North Carolina and America. We've helped hundreds of houses change hands to new owners, and we've been directly involved in saving nearly a dozen.

If you believe in our Modernist mission, consider a tax-deductible year-end gift to continue our award-winning momentum. Our work at the state and national levels has made preserving Modernism a priority in more communities. Thousands more individuals, neighborhoods, cities, and states consult our online documentation, photos, scans, and records. Yet, effective advocacy requires near-constant attention. It takes considerable expense to run a preservation program; or coordinate a large documentation effort. Even with volunteers, it takes dedicated staff to efficiently plan, organize, and direct the time-consuming process of researching, verifying, and publishing our award-winning mid-century documentation and library.



During 2019, we led tours to Denmark, Sweden, Norway, Fallingwater, Palm Springs, Auldbrass, Wilmington, and Phoenix, as well as six busloads of the wildly popular Modapalooza Tours in the Triangle. Our monthly Thirst4Architecture gatherings continue with a fantastic line-up planned for 2020. Executive Director George Smart spoke at the New York School of Interior Design and the LA WestEdge Design Festival. The [George Matsumoto Prize](#) continued to recognize excellence in new Modernist houses across North Carolina by an international team of jurors and the public. Project Bauhow, our educational initiative for underserved rural high school drafting students, sent a record number of kids on architecture field trips.



We won our 13th honor this year - from the Architects Newspaper Best of Design Awards. We began an exciting partnership with Firebird Travel to offer USModernist-curated tours in Europe – all year long. USModernist Radio

records its 150th show in 2020 with exciting new interviews originating in New York, Los Angeles, Palm Springs, and Dubai. USModernist hosted influencer gatherings with the media at Richard Neutra's Lovell Health House in LA and the Paul Rudolph Modulightor Building in New York, further expanding national awareness of our ever-growing [national Modernist archive](#).

Your fully tax-deductible gift assures that millions of documents, photos, and biographies have a continuous protected, maintained home and stay available to the public without charge. Our intrepid staff and dedicated volunteers added more than 1,100 houses, 2,500 photos, and 500,000 pages of documents, making us the largest open digital archives for Modernist architecture in the world with 800 gigabytes of content, all free to access. Your year-end contribution insures the Modernist community can continue to count on NCModernist and USModernist as two of the most important sources for learning, information, and inspiration.

We can't continue to do all this meaningful work without your financial support. Your gift allows us to expand part-time staff to professional full-time positions, essential for carrying the organization safely and steadily into the future. Most of the technology underpinning our websites needs critical updating, including a new geo-mapping database online to allow for self-drive Modernist house tours.

Demand for our work has never been higher, and the need for your gifts has never been greater. We've come a long way in 13 years – help us navigate into our 14th year strong. A year-end contribution will significantly and positively impact our work. We can do more, but not without your help.

Make checks payable to Modernist Archive Inc., 5409 Pelham Road, Durham, NC, 27713. Or, give through www.usmodernist.org/donate with any credit or debit card. We can also facilitate gifts of securities, mid-century Modernist furniture, estate planning, and even Bitcoin.

Any donation over \$500 receives a year's membership in the Mod Squad (a

\$125 value). Any donation over \$1,000 receives two tickets to one of our 2020 Modapalooza tours (a \$318 value). Any donation over \$10,000 receives one free five-day Modernist tour (with hotel, air, the works) to Palm Springs with USModernist for 2021 Modernism Week (a \$3,400 value)!

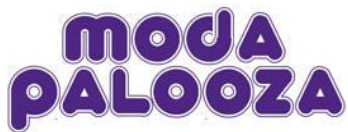
Thanks so much for all you do to support the Modernist architecture we all love, and we wish you the best and most joyous holiday season!



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PS. As our gift to you for reading down this far - access to [advance tickets for the next Modapalooza tour](#) April 18, before the general public!

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