

DAILY SCHEDULE

Tuesday, May 15th

Expert Meetings 9:00am-6:00pm Location Dolce Norwalk

Expert Meeting 1

The American Art of Fundraising

Around the world, nonprofit organizations must increasingly seek private donations to supplement the funding they receive from public authorities. In their efforts to broaden and diversify their sources of financing, they might draw inspiration from their colleagues in the United States. This expert meeting is designed to introduce you to the factors that have helped our American counterparts achieve continued success in fundraising. It will cover key topics such as strategic planning, prospect identification, membership giving, donor cultivation, capital campaigns, corporate partnerships, planned giving and trustee involvement.

8:30am CHECK-IN Norwalk Room, Dolce Norwalk

9:00pm **Welcome** and introduction to the theme by *Natascha Drabbe*, Founding Director Iconic Houses Foundation

All presentations last 40 minutes and conclude with a 5 minute Q&A

9:05am **Building a Donor Base Through Membership: A Toolkit**
Amanda J. Nelson, former Deputy Director of Development, Alvin Ailey American Dance Theater; Director MFA Arts Leadership Program, Virginia Tech

9:45am **An Introduction to Planned Giving**
John Bacon, Deputy Chief Development Officer for Planned Giving at The Metropolitan Museum of Art

10:30am BREAK

11:00am **Fundraising in a Digital World – Digital Marketing Priorities**
Erik Z. Gensler, President Capacity Interactive

11:45am **Tapping into American Generosity – An Introduction for Foreign Cultural Institutions**
Jean Paul Warmoes, Executive Director, King Baudouin Foundation United States (KBFUS)

12:30pm LUNCH – By individual arrangement
Restaurant Market 32 – serves breakfast, lunch, and dinner

Expert Meeting 2

Alternatives to the House Museum Model – Four Case Studies

Sadly, many residential masterpieces quietly disappear as time goes by. However precious they may be, preserving them through multiple generations is never easy because they are *private* properties. In numerous countries worldwide, many owners of significant 20th-century houses are looking for ways to preserve this emerging heritage. These presentations are designed to suggest new strategies to ensure that the architectural integrity of such houses is secured for future generations. We give the stage to four organizations that have developed alternative approaches to the house-museum model to safeguard the residential icons of the 20th century.

1:45pm CHECK-IN Norwalk Room, Dolce Norwalk

2:00pm **Welcome** and introduction to the theme by Natascha Drabbe, Founding Director Iconic Houses Foundation

2:10pm Moderator **Chandler McCoy** manages the Conserving Modern Architecture Initiative at the Getty Conservation Institute, Los Angeles

All presentations last 30 minutes and conclude with a 5 minute Q&A

2:20pm **Moving with the Times**
Katherine Malone-France is Vice President for Historic Sites at the National Trust for Historic Preservation

2:55pm **Philanthropic Investments as a Strategy for Preservation**
Anne Mette Rahbæk is Development Manager in Realdania By & Byg, which is dedicated to the preservation of historic buildings through philanthropic investments in Denmark

3:30pm BREAK

4:00pm **Saving Abandoned Modern Houses on Cape Cod**
Architect Peter McMahon is Founder of the Cape Cod Modern House Trust

4:35pm **Passing Japanese Modern Heritage Houses to the Next Generation**
Toshiko Kinoshita is Executive Director of Community Housing Ltd since 2006 and Co-Founder and Board Director of the Heritage Houses Trust since 2013

5:10pm **Discussion**, moderated by Chandler McCoy, Getty Conservation Institute

5:50pm Closing remarks

6:00pm End

Dinner by individual arrangement

After a whole day of inspiration, discover SoNo (South of Norwalk), where the streets are lined with restaurants and shops of all kinds.

Wednesday, May 16th

Pre-Conference House Tours – Three Iconic Houses in Upstate New York

The homes will be visited in rotation. Each minibus will visit a different home first.

8:30am CHECK-IN for house tours at lobby Main Building Dolce Norwalk

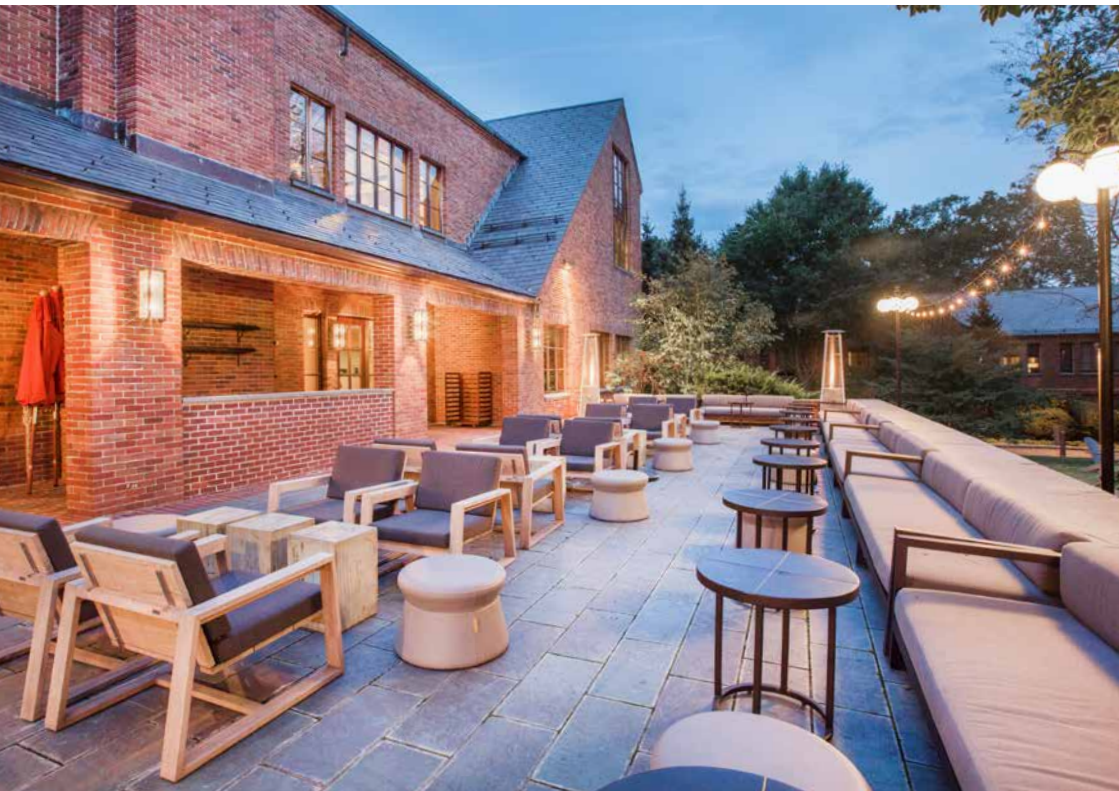
9:00am Departure from Dolce Norwalk
Boxed lunches served on bus

The Marcel Breuer House at Pocantico
Usonia Historic District – A Cooperative
Reisley House, Frank Lloyd Wright
Manitoga, Russel Wright and David Leavitt

5:00pm Minibuses return to Dolce Norwalk for guest drop-off

Welcome Reception

6:15pm Dolce Norwalk – 1904 Whiskey and Wine Bar



Thursday, May 17th

Lectures 9:00am-12:30pm Location Dolce Norwalk
8:30am CHECK-IN Ferndale Room

Modernism on the East Coast – Philip Johnson and the Harvard Five

In the 1940s, a group of five Bauhaus-inspired architects from Harvard University settled in New Canaan, CT, where they started an experimental Modernist movement in the sleepy New England town. Our speakers this morning will offer an insight into the role of architect Philip Johnson and the Harvard Five in the 20th century.

9:00am **Welcome Remarks from Iconic Houses: The Next Chapter**

Natascha Drabbe, Founding Director Iconic Houses Network

9:15am **Keynote Address: Terence Riley**

Philip Johnson – Portrait of the Curator as a Young Man

Riley will focus on how Philip Johnson came to fall in love with modern architecture and how he influenced it as a curator at the Museum of Modern Art and as an architect in his own right

10:00am **The Harvard Five: The Advent of Modernism in New Canaan**

Panel discussion moderated by *Hilary Lewis*, Creative Director of The Glass House with architect *John Arbuckle*, President of DOCOMOMO New York-Tri-State; architect *William Earls*, author of the book on *The Harvard Five in New Canaan*; and *Stover Jenkins*, co-author of *The Houses of Philip Johnson*

10:30am BREAK – with book signing by authors

11:00am **Noyes House II: Analysis of a Provocative Design**

Frederick Noyes, architect and son of Eliot Noyes of the Noyes House

11:30am **Total Design: Rediscovering the Residential Projects of Florence Knoll Bassett**

Paul Makovsky is Vice President of Design at *Metropolis* Magazine

12:00pm **Preservation and Progress: Preserving a National Trust Landmark for Contemporary Living**

Craig Bassam and Scott Fellows, architect and creative director, are the owners of Philip Johnson's Hodgson House

12:30pm **Closing remarks** followed by departure for the afternoon house tours

12:40pm Board minibuses to tour houses

House Tours 1:00-6:30pm

Minibuses depart from Dolce Norwalk *Boxed lunches served on bus*

Four private houses designed by Philip Johnson in New Canaan: the Ball House, Boissonnas House, Hodgson House and Philip Johnson's own iconic Glass House. The homes will be visited in rotation. Each minibus will visit a different home first

Dinner by individual arrangement

Friday, May 18th

Lectures 9:00am-12:30pm Location Dolce Norwalk
8:30am CHECK-IN Ferndale Room

Iconic Houses in Latin America

A second theme is Iconic Houses in Latin America, the new focus of the organization's awareness-raising efforts. Representatives of house museums from several Latin American countries will share their struggles to overcome obstacles, as well as their successful survival strategies.

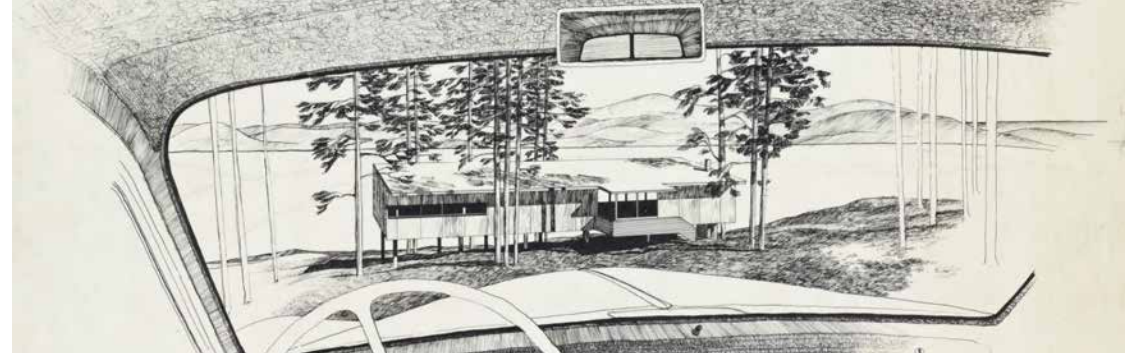
9:00am Welcome remarks by Natascha Drabbe, Founding Director of Iconic Houses
9:05am **Keynote Address: Jorge Francisco Liernur**
Iconic Houses in Latin America: the Multiple Faces of Modernity
Liernur is Emeritus Professor at the School of Architecture and Urban Studies at the Torcuato Di Tella University in Buenos Aires, Argentina, and co-curator of MoMA's exhibition Latin America in Construction: Architecture 1955–1980
10:00am **Preserving the Gems: Four Houses of Eclectic Argentine Modernity**
Fabio Grementieri, an architect and preservationist based in Buenos Aires, is a member of the National Commission of Monuments of Argentina and Head of the Preservation Program at Torcuato Di Tella University
10:30am BREAK
11:00am **'My house is my refuge' – Luis Barragán's House and Studio After the Earthquake**
Catalina Corcuera Cabezut became Director of Casa Estudio Luis Barragán in Mexico City, Mexico, in 2001. She is the founder of Red de Casas Museo de México (the Mexican Alliance of House Museums) and was named Honorary Architect Scholar by the National Academy of Architecture in 2015
11:30am **Lina Bo Bardi's Casa de Vidro: Modern Architecture in a Tropical Environment**
Architect and urban planner Renato Anelli is a board member of Instituto Lina Bo e P.M. Bardi in São Paulo, Brazil. As former director of Lina Bo Bardi's Casa de Vidro, he is overseeing the house's Keeping it Modern/Getty Foundation conservation project
12:00pm **Closing remarks** followed by departure for the afternoon house tours
12:15pm Board minibuses to tour houses

House Tours 12:30-6:30pm

Minibuses depart from Dolce Norwalk *Boxed lunches served on bus*
Four private houses: Noyes House II; John Rayward House/Tirranza; Goodyear House, Smith House and the Irwin Pool House, now Gores Pavilion (exterior view).
The homes will be visited in rotation. Each minibus will visit a different home first

Closing Cocktail 7:00pm

Dinner by individual arrangement



Breuer Cottage Front Perspective Through Car Windshield, 1949. Source Marcel Breuer Digital Archive.

Saturday, May 19th

Transport to Cape Cod

8:00am Bus departs from Dolce Norwalk
circa noon Guest drop off at Ocean Edge Resort and check-in

Afternoon by individual arrangement. Recommended: rent a bike, explore the Cape and unwind
Dinner by individual arrangement

8:00pm Location, Ocean Edge Resort, gather at reception area lounge at the Mansion.
Welcome introduction by Peter McMahon, Founder and Executive Director of the CCMHT followed by a screening of the film *Built on Narrow Land* (2013), directed by Malachi Connolly, President of the CCMHT

Sunday, May 20th

Post-Conference House Tour to Midcentury Modern Holiday Homes on Cape Cod

Organized in cooperation with the Cape Cod Modern House Trust

10:00am Departure from Ocean Edge Resort (lunch will be provided)
Weidlinger House, Paul Weidlinger
Hatch Cottage, Jack Hall
Kugel/Gips House, Charlie Zehnder
Chermayeff Home and Studio, Serge Chermayeff

Monday, May 21st

Post-Conference House Tour to Midcentury Modern Houses in New England and Massachusetts

8:00am Departure from Ocean Edge Resort
Gropius House, Walter Gropius
Sert House, Josep Lluís Sert (exterior view)
Ash Street House, Philip Johnson (exterior view)