

# ICONICHOUSES

## Policy Plan and Action Plan 2016-2020

The **Iconic Houses Foundation**, founded in 2012, runs the Iconic Houses network, that consists of participating organizations that run the house museums also known as 'members'. **Iconic Houses** is the international network and website connecting architecturally significant houses and artists' homes and -studios from the 20th century that are open to the public as house museum. The platform also focuses on conservation, management, policy and cooperation.

### The **Foundation Board**:

- governs the Foundation;
- decides on a policy plan and action plan;
- decides on the participation fees;
- decides on the annual accounts.

The **Director** of the Foundation is charged with the daily management of the network and with the preparation and the implementation of the policy plan and action plan and is responsible for the operations and the budget management, the organization of projects and the management thereof. The Director is charged with the execution of decisions of the Board and acts as the external representative of the network. The Director reports to the Foundation Board.

The Foundation Board meets four times a year.

The **Advisory Board** assists the Director, it advises on applications to become part of the Iconic Houses network and it follows and evaluates the development of the activities of the network.

At least one committee meeting is scheduled every two years, coinciding with the bi-annual international conference. The members of the Advisory Board are available for informal personal consultation by the director.

### **Core activities of the Foundation**

- to disseminate information of the iconic houses to architecture and design lovers and to the general public all over the world;
- to deepen the understanding of the houses and their sites;
- to focus on professional development.

## **Aims and objectives**

The Foundation's objective is to promote the preservation and cultural heritage of modern house museums, architects' houses and artists' homes and -studios, collectively referred to as 'ICONIC HOUSES'.

The Foundation seeks to achieve these goals by:

1. maintaining a network of owners or directors of Iconic Houses;
2. bringing Iconic Houses to the attention of the general public with every available communication tool;
3. advancing knowledge about maintaining Iconic Houses and about preventing mutilation and demolition;
4. identifying, creating and maintaining documentation of Iconic Houses;
5. organizing conferences;
6. raising funds for projects that aim to support Iconic Houses' mission, and projects that can help achieve its mission;
7. moreover, everything that can directly or indirectly relate to or assist the mission, in the broadest sense of the word.

## **Focus areas 2016-2020**

### ***1. Admin, finances and human resources***

**Priority: to ensure that ICONIC HOUSES will have sustainable admin and financial ground**

The Foundation raises funds from companies and individuals. These funds are managed by the board and devoted exclusively to the implementation of the objectives of the Foundation.

### **Actions**

#### **2016**

- increase the number of new listed Iconic Houses on the website and realize upgrades to participation level I, II or III.
- make a 3-year sponsorship agreement with at least two companies
- set up a 'Club of 10' (who each support IHN for at least three years)
- set up 'Friends of Iconic Houses' and 'American Friends of Iconic Houses'
- hire a part-time administrative and social media assistant (optional)
- expand the Advisory Board with targeted hands-on members for funding, publications and conferences.
- establish an Academic Committee

#### **2017**

- increase the number of participants and realize upgrades to higher levels
- fundraising for 2018 conference

#### **2018**

- increase the number of participants and realize upgrades to higher levels

**2019**

- increase the number of participants and realize upgrades to higher levels.
- fundraising for 2020 conference

**2020**

- increase the number of participants and realize upgrades to higher levels.

**Expected outcomes**

- the sustainable development of the site is made possible

**2. Increase public knowledge concerning iconic houses**

**Priority: to invest in the information and marketing of the site and develop the product family**

**Actions**

**2016**

- marketing of the Iconic Houses website
- increase the use and visibility of the website
- marketing of the Iconic Houses plaque to the participants
- marketing of the customized Iconic Houses brochure to the participants
- start planning of a book (funding, team of authors, publisher)

**2017**

- marketing the Iconic Houses website
- increase the use and visibility of the website
- marketing of the Iconic Houses plaque to the participants
- marketing of the customized Iconic Houses brochure to the participants
- publish the book
- start planning of a TV series on Iconic Houses

**2018**

- marketing the Iconic Houses website
- increase the use and visibility of the website
- marketing of the Iconic Houses plaque to the participants
- marketing of the customized Iconic Houses brochure to the participants
- broadcasting of TV series on Iconic Houses

**2019**

- marketing the Iconic Houses website
- increase the use and visibility of the website
- marketing of the Iconic Houses plaque to the participants
- marketing of the customized Iconic Houses brochure to the participants

**2020**

- marketing the Iconic Houses website with all above mentioned means

### **Expected outcomes**

- general appreciation of the iconic houses raises
- the website becomes a key tool for any architecture and design lover and the general public all over the world
- the book becomes an international success
- the network gets prominent visibility within the participating organisations

### **3. Enforcing the professional network**

**Priority: to create a professional network, facilitate professional discussion and disseminate information**

#### **2016**

- international Iconic Houses Conference at the Getty Center in LA
- fundraising meeting for 25 participants at Van Schijndel House in Utrecht
- participants survey to identify the key issues for professional development of the Iconic Houses
- start planning process for an Iconic Houses meeting in Latin America

#### **2017**

- January: fact finding mission Latin America (Brazil, Argentina, Uruguay, Venezuela)
- May: Iconic Houses meeting in Latin America
- start planning process of a handbook for professionals (funding, team of authors, publisher)

#### **2018**

- 5th International Iconic Houses Conference on the East Coast of the USA
- publish the handbook

#### **2019**

- work with the handbook for professionals

#### **2020**

- 6th International Iconic Houses Conference in the Netherlands

### **Expected outcomes**

- the professional network is seen as a relevant tool to develop running the modern house museums
- the modern house museums professionals use the platform for useful and rewarding peer learning
- best and worst practises are shared
- the level of professionalism is raised
- the group of key activists grows bigger in number