THE RESOURCE GUIDE

2024

Welcome to the annual Atomic Ranch Resource Guide!

Whether you're a new mid-century modern enthusiast, a seasoned collector, or a homeowner looking to revamp your space, this guide is your go-to source for all the essentials.



PHOTO BY **JIM BROWN**

Within these pages, you'll discover a treasure trove of connections to the mid-century modern world. Explore iconic pieces from trusted purveyors and discover heirlooms for tomorrow from modern makers. Get connected to industry leaders in renovation, architecture, interior design, and landscaping across the country. From tile and lighting to cabinets and hardware, we'll introduce you to the best in the business that can put the finishing touches on any room of your home.



PHOTO BY **BRET GUM**



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Looking to begin your own journey towards owning a MCM gem? Get a curated list of the who's who of mid-century modern real estate specialists that can help you every step of the way. And if you're looking to get more involved in the mid mod community, our recommended directory of preservation societies is the perfect way to start!

Sit back, relax, and immerse yourself in the world of mid-century modern design, as *The Resource Guide* becomes your trusted companion on your journey to create an inspired and authentic mid-century modern living space. Let's begin the exploration!

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PHOTO BY **BRET GUM**

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PHOTO BY **JIM BROWN**

DECOR



PHOTO BY **BRET GUM**

EFFORTLESS, ARTFUL, COOL.
Mid Century Modern interiors can almost be categorized more by a feel than by any set of particular design rules. If mid-century architecture is the poetic structure, then the interior design of a mid mod home is the choice of words. And the beautiful thing about word choice is that you decide what components express you. Your design elements should represent your interests, passions, and nuances. Here are the very best in Mid Century Modern décor to help you express your style in every space of your home.

décor

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décor

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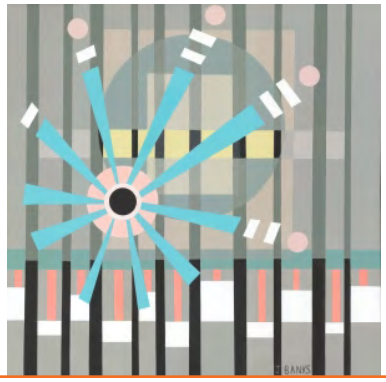
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décor

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You may not immediately recognize the name **Mac George**, but you've most likely seen and enjoyed his art in both old and new Disney movies, from "The Little Mermaid" to "Moana." He's the animating hand behind the films that captivate audiences around the world, and he also lends his aesthetic to Midcentury Modern-inspired artwork. His prints, which he sells online, capture the visually immersive nature of mid-century shapes and colors, transporting viewers back to a different time while the animated nature of his work gives his art the stylish spirit of the Midcentury Modern era.

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THE TITLE OF THIS PIECE IS "STAGGER." SEE YOUR ARTWORK NOT JUST AS DÉCOR, BUT AS CENTRAL TO YOUR OVERALL DESIGN.

How to Style Modern Art

Artist Cody Willins of The Modern Art Shop shares some tips for displaying Mid Century Modern artwork in your home.

By **LAURA SHIMKO**
Photography by **HANH BANNISTER, KATARZYNA BIALASIEWICZ & CODY WILLINS**

FINDING A GREAT DÉCOR PIECE IS ONE THING—figuring out how to incorporate it into your home is another. For the Mid Century Modern enthusiast, including unique and vibrant artwork in your design is a great way to evoke the spirit of modernism in any space. "When compared to other artistic movements in history, especially in 20th-century American history, the Mid Century Modern movement is unique because it casts a wide net that you see throughout the culture," Cody Willins says. "It's not just painting, sculpture, or lithography. It's everything!" His online shop, dedicated to MCM-inspired canvas art prints, features several pieces intended to bring a bit of that spirit into the home.



(ABOVE) THIS PIECE IS CALLED "PALM SPRINGS." IT INCLUDES FAMOUS ATOMIC-AGE IMAGES AS AN HOMAGE TO THE ERA. (BOTTOM) THIS PIECE IS ENTITLED "SYNCHRONIZED SWATCHES." CODY'S TEAM WORKED WITH EICHLER HOMEOWNER HANH BANNISTER TO CREATE A CUSTOMIZED VERSION OF THE PIECE. "ONCE THE ART WAS IN PLACE, SHE SET ABOUT COLLECTING AND STYLING THE ROOM IN A VERY FUN AND CLASSY MID MOD APPROACH TO A LIVING SPACE," HE SAYS.

MAKE A STATEMENT. To capture the look and feel of mid mod style, Cody recommends seeing your selected piece as a focal point of the space. "A great modern canvas has to stand alone and make a strong visual statement," he says. Look for locations in your home where your piece can be best seen and admired.

GET COLORFUL. Color plays a central role in deciding how to display your artwork. "If color makes you a little uneasy, don't be afraid," Cody says. "It can be combined with neutral backgrounds, softer values, or used in a bold way to create a centerpiece." Coordinate the rest of your décor to highlight parts of your artwork's palette with accents like pillows or lamps.

CUSTOMIZE YOUR SPACE. Look for ways to play off the piece in the rest of your décor, whether echoing patterns, shapes or themes in other items you display. See it as an opportunity to refresh your space and create design cohesion.

FOR MORE ARTWORK FROM THE MODERN ART SHOP, VISIT THEMODERNARTSHOP.COM.



PHOTO BY **JIM BROWN**

DESIGN



PHOTO BY **JIM BROWN**

WHILE THE MID-CENTURY MODERN MOVEMENT MAY HAVE FLOURISHED IN THE PAST, its captivating allure and timeless appeal continue to resonate strongly in the present. In a world where innovation constantly challenges tradition, these creative visionaries stand as custodians of a cherished aesthetic, seamlessly blending the spirit of the past with the demands of the contemporary. Here is a collection of modern-day architects, landscape architects, general contractors, and interior designers who have dedicated themselves to preserving and re-imagining the essence of mid-century modern design.

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Design That Stands the Test of Time

WE'VE ROUNDED UP SOME OF OUR FAVORITE SPACES FROM PAST PAGES OF *ATOMIC RANCH* THAT STILL INSPIRE US TODAY.

By **LINDSAY JARVIS** | Photography by **JIM BROWN**



SHINING AT DUSK, THIS 1960s PALM SPRINGS CONDO LOOKS OUT OVER A GOLF COURSE LAKE. DESIGNED BY RICHARD HARRISON, THE FLOOR-TO-CEILING WINDOWS AND DOORS SEAMLESSLY CONNECT THE INTERIOR TO THE EXTERIOR FOR EASY ACCESS AND BREATHTAKING VIEWS. FROM ISSUE 46, SUMMER 2015.



The **Outdoor** Connection

Many of us are drawn to Mid Century Modern style because of the seamless transition from indoor to outdoor. Whether the goal is to bring the outside in with views or to directly connect interior spaces with the exterior, the architectural elements in these homes provide inspiration for a connection with the environment.

(ABOVE) THE EXPANSIVE 40' GLASS WALLS AND DOORS BLUR THE LINES BETWEEN INSIDE AND OUT IN THIS SIMPLY STUNNING 1959 RICHARD NEUTRA HOME IN PHILADELPHIA. AN ORGANIC STONE WALKWAY, PLANTING BED AND LUSH GREENERY FURTHER INTEGRATE THE HOUSE WITH THE NATURE THAT SURROUNDS IT. IN THE BEDROOM, A JENS RISOM ARMCHAIR AND OTTOMAN ACCOMPANY MODERNICA FURNISHINGS, ARTWORK BY MERRICK HANSEL AND A LOW-PILE WOOL CARPET. FROM ISSUE 40, WINTER 2013.

(RIGHT) TYPICAL OF EICHLER HOMES, THE LIVING AREA FEATURES WIDE-OPEN REAR-WINDOWS AND DOORS FOR SEAMLESS ACCESS TO THE EXTERIOR. THIS PARTICULAR EICHLER, LOCATED IN ORANGE, CALIFORNIA, BOASTS A PRISTINE BACKYARD COMPLETE WITH CABANA, HARDSCAPING AND A POOL. FROM ISSUE 41, SPRING 2014.



Classic Kitchens

The kitchen is a gathering spot in many homes. We spend a lot of time there, whether preparing meals or catching up with friends over a cup of coffee. These kitchens hold their mid century charm and appeal, with unique details that still amaze us some 70 years after their design.



THIS 1953 CINCINNATI KITCHEN IS BURSTING WITH ORIGINAL MID CENTURY CHARM, FROM THE METAL CABINETS WITH BUILT-IN ILLUMINATION TO THE BLUE BOOMERANG-PATTERNED COUNTERS. A FUN DETAIL NEAR THE MIXER IS A WALL UNIT THAT DISPENSES PAPER TOWELS OR ALUMINUM FOIL. THE VIBRANT AQUA HUE AND CHEERY DINETTE TABLE CREATE A JOYFUL SPACE FOR COOKING AND EATING. FROM ISSUE 30, SUMMER 2011.





WE STILL CAN'T GET OVER THE DETAILS OF THIS TIME-CAPSULE KITCHEN—THE SCALLOP TRIM OVER THE SINK, THE BUILT-IN SEATING, THE INLAID LINOLEUM FLOORING, THE METAL-TRIMMED MARLITE, THE COLORS! THE ORIGINAL GE DISHWASHER REMAINED BUT WAS SUFFERING FROM RUST AND A DETERIORATING SEAL; SO THE HOMEOWNERS USED IT AS A DRAINER AFTER HANDWASHING. THE REPLACEMENT APPLIANCES (A GAS WEDGEWOOD STOVE AND GE FRIDGE) DATE FROM 1948, THE YEAR THE HOME WAS BUILT. THE DÉCOR AND ACCESSORIES WERE KEPT SIMPLE, TO KEEP THE FOCUS ON THE UNIQUE AND VERY SPECIAL FEATURES IN THIS COLORFUL KITCHEN GEM. FROM ISSUE 34, SUMMER 2012.





Cozy Fireplaces

Whether it's a centerpiece to the home or a subtle accent feature, fireplaces can truly transform the mood and design of a space. Here are some of our fireplace favorites from the past that we're still drooling over today!

(ABOVE) A DISTINCTIVE CORNER FIREPLACE SETS THE MOOD, SURROUNDED BY QUINTESSENTIAL MID CENTURY MODERN FURNITURE PIECES. ORANGE AND HOT PINK FROM THE RUG ADD A POP OF COLOR AGAINST THE OTHERWISE SUBTLE HUES IN THE ROOM. THE HOME IS A SOMEWHAT INFREQUENT JOSEPH EICHLER MODEL, BUILT IN 1959 AND LOCATED IN SAN JOSE, CALIFORNIA. FROM ISSUE 10, SUMMER 2006.

(OPPOSITE, BOTTOM) WE OFTEN THINK OF THE FIREPLACE AS A CENTERPIECE TO THE LIVING ROOM, BUT THIS FIREPLACE—WITH AN ENAMELED HOOD—CREATES A COZY SPOT FOR DINING WITH FRIENDS AND FAMILY IN THIS 1961 WEST SEATTLE RANCH. A MOREDDI DINING TABLE WITH HELGE SIBAST FOR SØBORG MØBLER CHAIRS SITS COMFORTABLY NEXT TO THE FIRE, WHILE A BLENKO AQUARIUM VASE RESTS ON THE RAISED HEARTH. FROM ISSUE 44, WINTER 2014.



(ABOVE) A STRIKING STONE-CLAD FIREPLACE TAKES CENTER STAGE IN THIS 1952 RANCH IN PASADENA, CALIFORNIA, BUILT BY HAROLD B. ZOOK. PALOS VERDES-STYLE STONE WAS USED TO REFACE THE FIREPLACE, REPLACING STAGGERED BRICK THAT HAD A COLONIAL LOOK THAT DIDN'T FIT THE AESTHETIC OF THE HOME. VINTAGE ITEMS—A RECOVERED WOMB CHAIR AND OTTOMAN AND TWO BOOMERANG-SHAPED VINYL LOUNGERS—MIX WITH A NEW NOGUCHI COFFEE TABLE AND RETRO SOFA. FROM ISSUE 31, FALL 2011.



PHOTO BY **BRET GUM**

FURNITURE

PHOTO BY **BRET GUM**



FROM HIDDEN GEMS that meticulously restore and sell vintage treasures to innovative artisans who skillfully create contemporary interpretations, these businesses serve as beacons for collectors, enthusiasts, and those seeking to infuse their spaces with the allure of mid-century design.





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furniture

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Florence Knoll (1917–2019): A Retrospective



HIGH STANDARDS AND HARD WORK ELEVATED THE KNOLL AESTHETIC BEYOND TRENDS TO TRANSCENDENCE.

By **Sarah L. Yoon**
Photography courtesy of **the Knoll Archive**

PHOTOGRAPHY BY ILAN RUBIN





Florence Knoll, née Schust, shot to the top of the 1940s design industry, breaking through glass ceilings and other workplace restrictions of the time with relentless drive. She managed a company, lifted aesthetic standards and infused her beautiful designs with architectural precision.

GETTING STARTED

Florence, called "Shu" (a childhood nickname), by colleagues and others closest to her, was born in 1917 and orphaned in 1929. She went to art and architecture schools, earning a bachelor's degree in 1941.

Even though she was highly qualified to design buildings, Florence's first employers sent her to the interior design department, assuming women were beautifiers, not thinkers or designers. Florence worked hard at these early jobs, and her work spoke for itself. Before long, Hans Knoll asked her to join the Hans G. Knoll Furniture Company, which he established in 1938 to import European furniture.

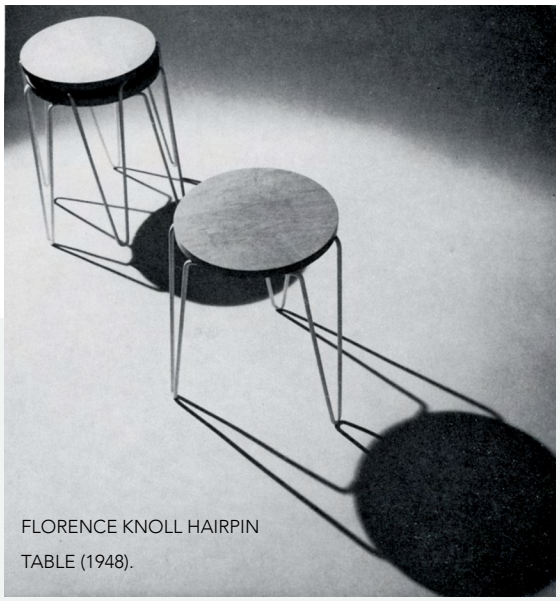
OPPORTUNITY FOR IMPACT

Florence expanded Knoll's company when she formed the Knoll Planning Unit, a high-end consultancy that revolutionized the design process. "Paste-up" models, sketches, samples and swatches helped her ensure that both aesthetics and functionality were flawless. These methods are commonplace today, but only because Florence introduced them to an industry that underestimated the impact of quality design.

With the Knoll Planning Unit, Florence transformed interior design into a professional endeavor. She brought together

PHOTOGRAPHY BY ILAN RUBIN





FLORENCE KNOLL HAIRPIN TABLE (1948).



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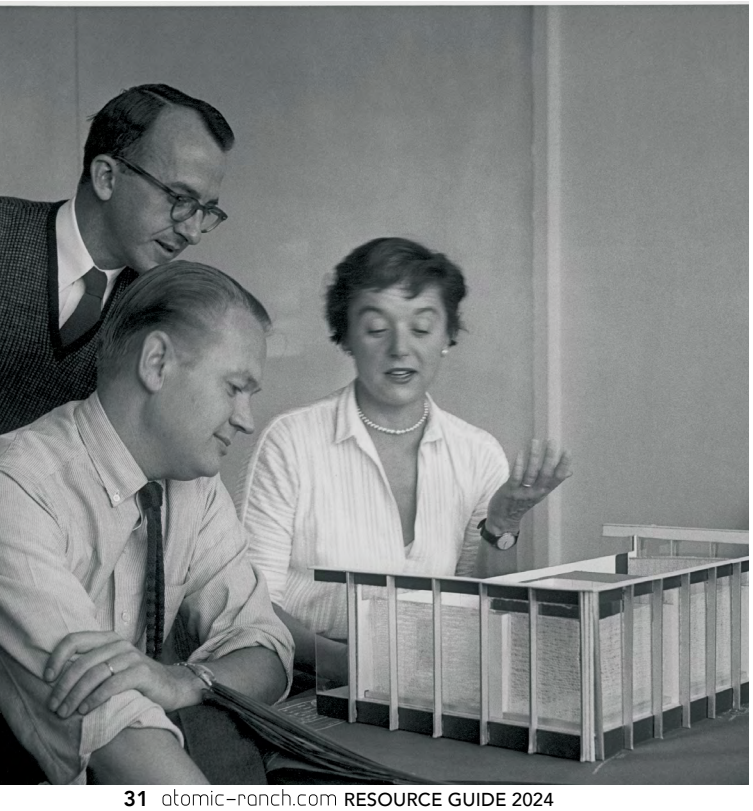




(ABOVE LEFT) FLORENCE KNOLL PARALLEL BAR TABLE (1954).
(ABOVE RIGHT) CBS HEADQUARTERS, DESIGNED BY THE KNOLL PLANNING UNIT (1964).



(TOP) FLORENCE KNOLL LOUNGE COLLECTION (1954).
(BOTTOM) FLORENCE KNOLL LEADS A MEETING OF THE KNOLL PLANNING UNIT (CIRCA 1960).



architecture, industrial design and decorating, applying the combination to commercial office space. She wanted to differentiate interior designers from interior decorators. She felt expertise in furniture design and architecture went well beyond interior decorating, so she championed and supported interior design.

In addition, Florence only wanted to use materials that truly belonged in her designs. Since the market often failed to provide the perfect fit, again she systematically eliminated limitations. She created executive desks, sofas and credenzas with the Planning Unit and introduced the refreshing geometry of her lounge collection. She commissioned statement pieces from colleagues like Eero Saarinen, who designed the womb chair, and Harry Bertoia, who designed the diamond chair.

"TOTAL DESIGN"

Florence became a business partner in 1946, and the company's name changed to Knoll Associates. She married Hans the same year, changing her name from Schust to Knoll. At this time she began to examine every possible detail of the Planning Unit's process, further incorporating "total design" into the Knoll methodology.



FLORENCE KNOLL CREDENZA (1961).



FLORENCE KNOLL LOUNGE COLLECTION (1954).



HANS KNOLL'S OFFICE IN THE KNOLL ASSOCIATED MADISON AVENUE SHOWROOM, DESIGNED BY FLORENCE KNOLL (1951).

It wasn't long before Florence pushed the company beyond furniture design. Upholstery options weren't sufficient for the Planning Unit's new furnishings, so she launched KnollTextiles in 1947 and opened a showroom solely for textile design. Florence designed nine showrooms over the years, in locations ranging from New York to Milan to Los Angeles.

Hans Knoll died in a car crash in 1955; afterward, Florence filled the role of president of the companies until 1959, when she sold Knoll Associates to Art Metal Construction Company. Though her time as a corporate leader was over, she continued designing until she retired in 1965.

A LIFETIME OF ACHIEVEMENT

Florence started receiving awards less than a decade after she got her bachelor's degree. She earned the Good Design Award from the Museum of Modern Art in 1950 and again in 1953, as MoMA sought to redefine art in a post-war world. She garnered more than a dozen honors over the decades, including the National Endowment for the Arts' National Medal of Arts in 2002.

In 2017, Knoll celebrated 100 years of Florence Knoll and curated a collection of new and archival pieces that represent the best of her influence in Knoll Associates. She died in January 2019, leaving behind a powerful legacy that expanded and elevated the art of interior design.



PHOTOGRAPHY BY ILAN RUBIN

PHOTO BY **DAN CHAVKIN**

MATERIALS



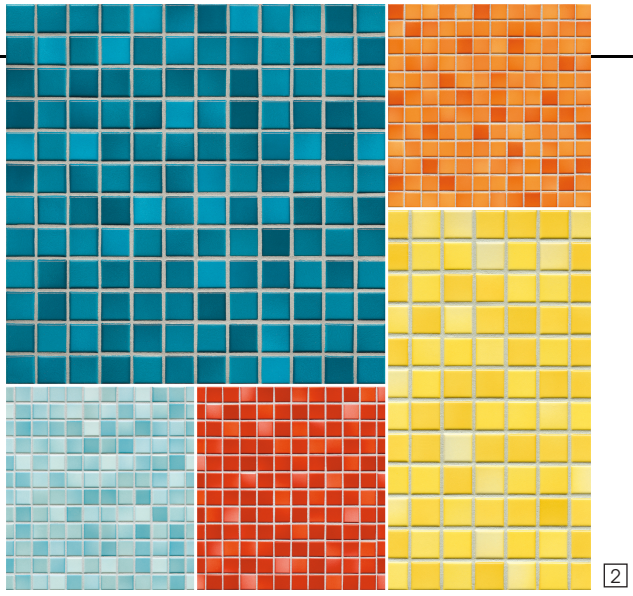
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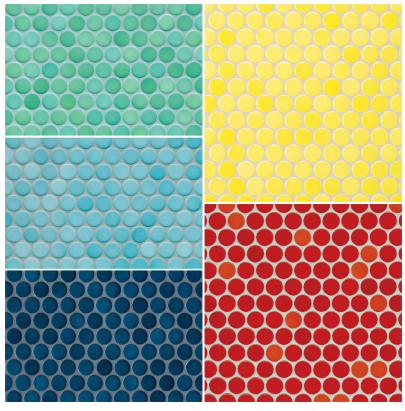
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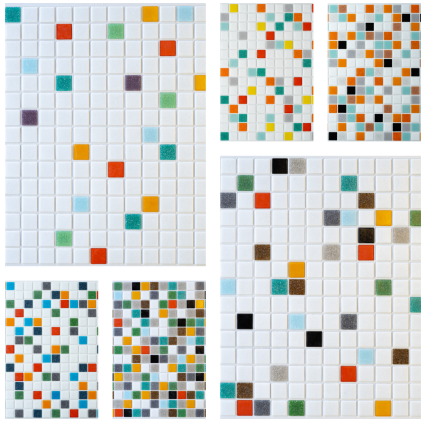
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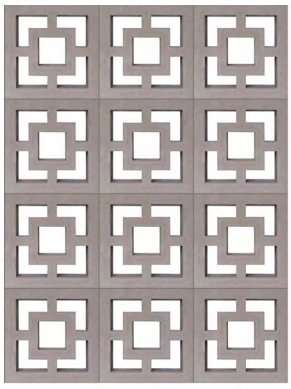
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Restoring vs. Replacing Your Windows

Windows, windows on the wall, how to best improve you all?

Written by **IAN MCMASTER**

WINDOWS ARE KEY FEATURES OF ANY MID CENTURY MODERN HOME. Clerestory, floor-to-ceiling and picture windows give a mid-mod home its character-defining aesthetic from the street, provide ample amounts of natural light for the homeowner and give the interior a sense of connection to the outdoors. They are expansive, they are beautiful, they are many, and if you're lucky enough to have the original windows in your home … *they are getting old.*

MASSIVE SIDELIGHTS WITH MINIMAL TRIM AND POPS OF COLOR ARE A STAPLE OF MID-MOD ENTRYWAYS. THESE BRAND-NEW WINDOWS STAY TRUE TO FORM IN A REMODEL IN NEWPORT BEACH, CALIFORNIA.



THE HOMEOWNER OF THIS 1958 HOME WILL BE INSTALLING CUSTOM-BUILT INTERIOR STORM WINDOWS THAT WILL RETAIN THE ARCHITECT'S ORIGINAL DESIGN WHILE PROVIDING BETTER INSULATION.

Old windows, while paramount to the architectural style of your home, can become the source of many problems: Leaks and dry rot in your window frames can spread to the rest of your house. Drafty, broken-down windows not only cause discomfort due to lack of insulation, they'll also increase your energy bills. Noise reduction and ease of use are also features old windows tend to lack.

To help maintain the health of your home, it's best to solve these issues as soon as possible. But, much as with most mid-mod renovation projects comes the underlying question: Should you replace or restore?

CONSULT YOUR CHECKBOOK

The cost of your project will depend on a multitude of factors, but the most important one is the condition of your windows. If your windows are in decent structural condition, restoring them is just as cost-effective as replacing them.

Old windows are actually simple to repair. Their parts, such as pulleys, sash cords, locks and even panes, were designed to be repaired or replaced and are easy to find. However, if your windows have structural damage and are in need of a specialized restoration contractor, things can get costly. In this case, well-designed, true-to-form replacements might be a better option.



IN THIS 1955 RANCH, CLERESTORY, FLOOR-TO-CEILING AND TWO SASH WINDOWS BRING THE OUTDOORS IN AND CREATE A DEFINITIVE MID-MOD LOOK.

THE GLASS IS ALWAYS GREENER

Energy efficiency is a huge selling point when it comes to restoring or repairing your windows.

There are two schools of thought: First, replacing old windows rectifies all the problems that increase your energy bill and will lessen your carbon footprint over the long run. Second, the "greenest" window you can buy is the one you already own.

Of course, with new technology, windows have become better at their jobs—helping control the climate of your home. Deciding to replace your windows entirely is an easy fix to a common problem; and, when executed with respect to the existing style of your home, it can seem like a no-brainer.

On the other hand, by simply recaulking and replacing or installing weather stripping, you can greatly improve your energy efficiency. By double-glazing, adding an acrylic insert or installing a storm window to your single-pane windows, there's no notable difference in appearance between old and new. Plus, by using already-existing materials that are built to last, you can avoid one more trip to the landfill.







(ABOVE) WOOD FRAMES SUCH AS THESE MUST BE MAINTAINED WITH CLEANING AND TREATMENTS TO WITHSTAND THE EXTREME TEMPERATURES IN JOSHUA TREE, CALIFORNIA.
(LEFT) THE WINDOWS THAT CONNECT THE COURTYARD AND LIVING ROOM IN THIS 1960S SOUTHERN CALIFORNIA EICHLER EXEMPLIFY HOW ORIGINAL WINDOW DESIGN IS INTEGRAL TO A HOME'S ARCHITECTURE.
(BOTTOM, LEFT) THE DEN WINDOWS IN THIS 1950S RICHARD NEUTRA-DESIGNED HOME IN PHILADELPHIA, PENNSYLVANIA, STILL HAVE SINGLE-PANE GLASS.

RETURN ON INVESTMENT

It's widely thought that replacing your windows can save you money through a reduction in your energy bill. But exactly how much isn't well known, and there are a few other factors to consider: While monthly bills might go down, it can take up to 30 years for your savings to "pay" for those new windows. Often, those windows have warranties and life expectancies of less time than that.

While restoring your windows might seem daunting at first, this can save you money—simply because your existing materials were built to last. You'll be improving on a design that's already functioned well for several decades, and you'll now be able to make small repairs for the remainder of your time in your home.

Keep in mind that if you ever decide to sell your mid-mod gem, having your original windows is a "must" to get the most value out of your home.

PHOTOS BY **JIM BROWN**

PRESERVATION

AMID THE EVER-CHANGING LANDSCAPE OF URBAN DEVELOPMENT AND SHIFTING ARCHITECTURAL TRENDS, there exists dedicated organizations that safeguard and champion the architectural treasures of this iconic era. Here are the must know Preservation Societies that have a steadfast commitment to preserving the cherished legacy of mid-century modern design.



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Neighborhood Renewal

By **JOLENE NOLTE**
Photography by **KRYS MELO**

A hidden gem with an impressive pedigree sees renewal—thanks to neighbors banding together in the name of preservation.

THE NEIGHBORHOOD OF GREEN FAIRWAY ESTATES, the famed Alexander Construction Company's final project, is committed to preserving this hidden, historic Palm Springs treasure.

AN ILLUSTRIOUS HISTORY

Green Fairway Estates is a collection of fewer than 30 homes in the Desert Modern style. The Alexander Construction Company—a local residential development company made famous for their iconic work—purchased lots on Lakeside Drive and Pebble Beach Drive in the early 1960s. The lots were the available on the Tahquitz Creek Golf Course, which at the time was called the Municipal Golf Course. "A different builder had built the



THE UNIQUE ROOFLINE ON THE BELHI MODEL GIVES THE HOME A MEMORABLE CHARACTER.

(LEFT) THE WENTWORTH MODEL ON PEBBLE BEACH DRIVE INCLUDES A GORGEOUS STONE FAÇADE. HOMEOWNER JEN GAGNER RELATES SHE FELL IN LOVE WITH THE NEIGHBORHOOD WHEN SHE ATTENDED A PARTY AT A HOME ON THE STREET. WHEN THIS HOME CAME ON THE MARKET, SHE JUMPED AT THE OPPORTUNITY. "THE ORIGINAL FIREPLACE AND THE INTERIOR AND EXTERIOR ROCK WALLS WERE PERFECTLY INTACT," JEN SAYS. "WE POURED ALL NEW CONCRETE IN THE FRONT AND BACK, UPDATED WITH MORE MODERN LANDSCAPE, REMOVED STAINED GLASS AND INSTALLED ENERGY-EFFICIENT ALUMINUM-FRAMED WINDOWS THAT WERE MORE PERIOD-APPROPRIATE."



THIS ROYAL SINGAPORE'S A-FRAME CREATES ROOM FOR A TRELLIS AND A BOTANICAL ACCENT ON THE ENTRYWAY.

"The Alexanders worked with local architect Donald Wexler to design these homes that were advertised as larger homes for year-round living."



THE MARACAIBO MODEL ALSO INCLUDES A STONE FAÇADE AS PART OF THE EXTERIOR ENTRYWAY.



THE ROYAL MELBOURNE'S TIERED, SLIGHTLY SLOPED ROOFLINE OFFERS SHADE AND AN ELEGANT, MINIMALIST PROFILE.



THE ST. ANDREWS MODEL HAS A FRESH FACE WITH THE PALE-BLUE PAINTED BRICK AND ORANGE DOORFRAME.

> "Because these two streets are tucked away in the larger Tahquitz Creek Golf neighborhood, many visitors——and locals——are unaware of their existence."

neighborhood a few years earlier but left these two streets unfinished," says Dean Williams, who along with partner Daryle Morgan, owns one of the Green Fairway Estates homes.

Partnering with architect Donald Wexler, another local whose work has earned him historical status, the Green Fairway Estates neighborhood came to life. With eight different façades, the neighborhood offers a custom feel, and the homes were advertised as larger and ideal for year-round living—a break from the area's many properties designed simply for vacationing.

The first of these homes were available in 1965, but sadly a plane crash in November of that year ended the lives of the father and son builders and their wives. Construction stopped with much of Pebble Beach Drive left unfinished.

REDISCOVERING GLORY

Now Green Fairway Estates is something of a hidden gem. Although the neighborhood is adjacent to the golf course, the two streets are so well tucked away in the larger Tahquitz Creek Golf neighborhood that many visitors— and locals—are unaware of their existence. In fact, according to an interview with the Eichler Network, Donald Wexler himself didn't immediately recall his own involvement with the project.

A NEIGHBORHOOD AFFAIR

The neighborhood includes several different models but each home shares specific traits—particularly a conical fireplace, which often catches the eye of visitors and house hunters. Some of the fireplaces have been removed over time, but two new owners have had replacements fabricated to match the original specifications.

Other original features still found in many of the homes include interior stone walls, sunken Roman tubs, and sunny atriums just inside the front door. With such intentional design both inside and out, it is no wonder that preservation has become the neighborhood's primary interest.

Community efforts to preserve and share the neighborhood's Midcentury Modern glory have included a neighborhood tour during Palm Springs' Modernism Week in February 2017. The neighborhood is also considering designation as a Historic District with the city, a move that would help ensure the longevity of the quiet street's architecture.

PHOTO BY **JIM BROWN**

REAL ESTATE

EACH OF THE AGENTS FEATURED HERE HAS HONED THEIR CRAFT, developing an unwavering passion for mid-century modern homes. Their expertise extends far beyond mere salesmanship; they are connoisseurs, historians, resources, and advocates for architectural excellence. Whether you are a prospective buyer seeking your dream retro retreat or a homeowner looking to sell your mid-century gem, these agents will be your steadfast guides throughout the process.



PHOTO BY **BRET GUM**

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Kimber Dempsey is a realtor specializing in mid-century modern, vintage, and other unique properties. She is a Colorado native who is immersed in the local market, sitting on the board for Historic Littleton Inc and Docomomo US/Colorado to promote education and preservation of the state's modern architecture. From buying to selling and finding the right people to help you restore your home, Kimber is a resource for all things mid-century modern in Colorado.

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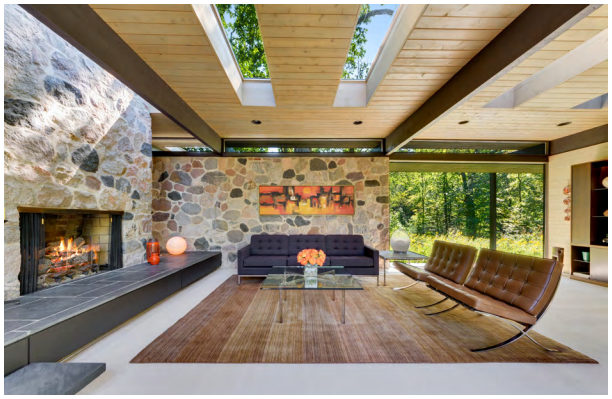
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As a Realtor with **Baird & Warner** in Barrington, IL, Lou Zucaro helps clients buy and sell all types of homes in all different architectural styles. But it's his expertise in modern architecture and ranch homes that sets him apart from other Realtors, who simply don't know much about the great architecture in this area and the talented architects who designed these beautiful, very livable homes. If you're considering buying or selling a modern home in the Chicago suburbs, Modern Illinois will lead to the easiest and most rewarding transaction.

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GEMINI GROUP

Nanette Labastida is a long-time Austin resident and has been a real estate professional for 18 years. Her goals are to make all aspects of the buying and selling process as informative and easy as possible, have fun along the way, and work hard for the best outcome. Her specialty is the luxury experience for creative people, working with musicians and artists to experience the best of what Austin has to offer. This combined with her love for mid-century modern architecture and historic homes creates a unique outlook in in the world of real estate.



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By **KRIS CHRISTENSEN**

Get YOUR HOUSE in Order

Few milestones in life carry the same level of magic and anxiety as the journey to new homeownership.



PHOTO BY **ANDREA RUGG**

ARE YOU GETTING READY TO NAVIGATE THE HOUSING MARKETING IN SEARCH OF YOUR OWN MID CENTURY MODERN HOME? If you're planning to buy with a mortgage in an area with fierce competition for mod properties and have perhaps never lived in a house that is more than 40 years old, this information is for you.

Having hunted for my own historic home, I can identify some helpful hints for others who are in the market or about to be. I've also asked long-time friends of Atomic Ranch, Robert Maurer and TJ Pierce, to offer insight from their own experiences. Robert is the proud owner (after a three-year search) of the Streng Bros. home that graced the Atomic Ranch Fall 2019 cover. TJ is a real-estate specialist and owner of Mid-Century Homes by Anthology in Boise, Idaho, a firm focused exclusively on MCM properties. Several of the homes he's represented have been featured in Atomic Ranch, including the Summer 2018 issue spotlighting Boise's mid century heritage.

We've talked through the process of buying an MCM home: the de-pendable tips, the unexpected tricks and the tough advice that could be a game changer.

PRE-SEARCH RESEARCH

1. KNOW WHAT YOU'RE GETTING INTO.

Arm in arm with all the things we love about MCM design—flowing floor plans, clean lines and natural light—come some negatives that are just as characteristic of the era. For example, that desirable wall of windows might be single-paned and offer little insulation against external temperatures.

TJ's advice is perhaps the most important factor for the start of your home-buying journey: "If you're a mid century enthusiast or think you're a mid century enthusiast, you better really quickly get comfort-able with the fact that you're buying a 70-year-old home."

2. LIST YOUR WANTS AND NEEDS IN ORDER OF PRIORITY.

Some of these are immediately identifiable, such as the number of bedrooms needed or the desired school district. But you'll also have to answer questions specific

to MCM properties: Would you consider pursuing a true time capsule, or must certain updates or upgrades already be in place? Conversely, what past renovations or more recent "flips" are you willing to accept? How much damage are you capable of mitigating?

3. SET YOUR BUDGET AND YOUR BOUNDARIES.

It's easy to get swept away in the momentum of the process, but you can hold out for the perfect home when you know what you want and how much you can invest. Beyond the down payment, this number should include what you can afford to offer over the listing price, plus how much you can spend after you buy to bring the prop-erty to your standards.

Robert knew he wanted a project house and planned to put in plenty of sweat equity, but he also knew his boundaries, and twice stopped escrow after inspections revealed poorer conditions than he was willing to tackle. His top piece of advice is to "save and be patient."

4. CONNECT WITH A GOOD REAL ESTATE AGENT.

Working with your brother-in-law or best friend might be tempting, but you can save time, money and headaches if you choose an agent who is experienced with the reality and vocabulary of MCM homes. TJ recommends, "If you can work with someone who can help you set expectations for what a 70-year-old home entails, and what's scary and what isn't, and that person has solutions for the 70-year-old scary things, that's huge."

5. BECOME AN IDEAL BUYER.

To the average seller, the ideal buyer offers lots of cash and little resistance (such as contingencies). Keep your budget and boundaries in mind as you proceed, as the following points may challenge both. Some of the stickiest contingencies hinge on the sale of the buyer's current property. Are you willing or able to clear this kind of con-tin-gency? Robert decided to sell the house he owned and rent before he bought his new home, a maneuver which made his offers more viable in comparison.

Lender appraisal and inspection contingencies are com-monly in-cluded in offers to protect the buyer's interests, but in my own search, my offers have lost against those willing to sidestep both. Still, I don't regret sticking to my budget when one seller countered with a price that wouldn't hold up against appraisal value. Nor do I regret sticking to my boundaries when another seller passed over my offer for one that waived inspections on a 1961 time capsule. You may decide it's within your power to edge out competition by dismissing appraisals and inspections, but go in with your eyes open.

OUT ON THE HUNT

1. GETTING TO KNOW THE NEIGHBORHOOD

The right neighborhood is a key feature of your dream home. "Get out, go walk your dog during different times of the day to get used to the neighborhood," TJ recommends. "You can see if the street gets crowd-ed during certain hours, what the local atmosphere is like and if you feel at home in the area."

PHOTO BY **BRET GUM**



Robert started his search without the support of a reliable real estate agent and needed to take matters into his own hands. Turning to sat-ellite imagery, he looked for the tell-tale white foam rooftops common in Sacramento-area mid century homes and discovered several MCM neighborhoods. His house-hunting strategy relied on pursuing off-mar-ket properties to avoid competing with the bids of Bay-area expats, and this method proved to be a winner.

2. OUT-OF-THE-BOX IDEAS FOR FINDING THE DREAM HOME

After partnering with an enthusiastic new real estate agent, Robert lev-eraged his design skills and created a brochure that marketed himself as a prospective homebuyer. His agent then delivered those brochures to homeowners in target neighborhoods. Some who contacted him were considering selling eventually, but several more got in touch because they appreciated the gesture and wanted to connect with fans of Mid Century Modern architecture.

3. OFF-MARKET OPPORTUNITIES

Robert's canvassing technique worked, but you don't have to go door to door to pursue an off-market property. TJ recommends working with a specialist. "They know the neighborhoods. They build relationships with homeowners, courting the seller group and the buyer group to match-make connections," he says. "When we have a seller who is so passionate about the home they must leave behind, they want a buyer who is going to love it as much as they do."

Buying off market helps all parties involved avoid the frenetic energy found in competitive areas. For buyers, TJ warns that "off-market doesn't mean you get a deal; it means you get a leg up over the compe-tition." When the house and the buyer are the perfect match, this early access to the property is extremely valuable because it slows everything down and gives both parties time to get to know each other. "If we can broker an off-market deal in a way that makes everybody comfortable, they're actually our most satisfied customers on the buy and sell side," TJ says. "They love it, and we do too!"

4. HOW YOU KNOW IT'S THE ONE

First, it's the house you can afford. Second, you think either it's already gorgeous or it's going to be, once you add your own personal flair. Third, it's where you and your loved ones can feel at ease. If the places you're touring don't meet these three standards, then you haven't found the right house yet. Keep at it, because when you've done your research, you can trust your instincts to guide you home.



PHOTO BY **JIM BROWN**

VINTAGE

WE LIKE TO SAY THAT MID CENTURY MODERN HOMEOWNERS ARE STEWARDS – protecting and caring for beloved architecture until it is time to pass it on to the next deserving soul. The same can be said about these auctioneers and vintage dealers, who not only guard some of the world's best art, décor, and furniture, but also make sure they fall into the right hands.



PHOTOS BY BRET GUM

vintage

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Retail Revival

By **Lauren Hofer**

LOOK NO FURTHER FOR THE MID-CENTURY FURNITURE OF YOUR DREAMS WITH THESE THREE SOURCING AND RESTORATION EXPERTS.





Mid Century MOBLER



WHEN JULIAN GOLDKLANG STARTED sourcing Mid Century Modern furniture pieces from Europe more than 10 years ago, he was just learning the ropes. "I went over to Europe and was fortunate to meet some vintage dealers who helped me establish a network," he says. In the years since, he and his wife and business partner, Desiree Myers, have developed a thriving business.

"We've both always had a passion for all things vintage," Julian says. For him, it started with restoring cars from the 1950s; for Desiree, it was vintage clothing. "The business really took off when we met because our shared love of the era helped it thrive," he says.

Today, their vintage expertise has grown and their business specializes in Danish Modern style. "There's just a lot of amazing furniture there," Julian says. "We've dabbled in pieces from other countries, but we are experts in Scandinavian pieces." With a 7,500-square-foot showroom in Berkeley, California, and a constantly evolving collection, there's always something new and exciting to see. "We go on regular buying trips to Scandinavia and our pieces are stored in a warehouse there until there's enough to fill a shipping container," Julian says. Once the container has made its way to the U.S., the furniture is displayed in the showroom, listed online and sold. After the piece is sold, they begin the restoration process with the purchasers' preferences as the goal. "They can choose whatever upholstery and finishes they want, but hope is always to restore it with the designer's original intent in mind," Julian says.

One of Julian and Desiree's favorite discoveries was a rocking chair designed by Leon Meyer, the same architect who built the Bay Area round home that they are currently restoring. "We randomly found the chair at an antiques store in San Francisco—an amazing find considering there were very few made."

Their established presence and solid reputation has made them a top source for quality furniture on the West Coast. "Social media really helped build our presence," Julian says. "People will swing by when they're in the area because they've seen us on TikTok or Instagram. That's been a driving force since the beginning." Julian hopes their social-media presence and their business inspires more people to shop vintage. As he explains, "The build on vintage pieces is better, the materials are rare and extremely durable, and you can restore them over and over again."









Location: Berkeley, California
Specialty: Danish Modern furniture
Website: midcenturymobler.com
Instagram: @midcenturymobler



KELLY LOCKER WAS JUST A KID when he first fell in love with mid-century design. "I had an aunt and uncle who bought and furnished their home with modern furniture. It was fascinating to me when I was a kid," he recalls. Kelly carried those ideas with him through college and started working in design, eventually ending up as store designer for Barnes and Noble. "Then I had the opportunity to move to New York and keep doing that job or to take severance," he says, "so I took severance and used the money to open my own shop in Mid Century Modern furniture and decorative arts."

Modern REDUX





That was back in the 1990s, and in the years since he closed that shop, went back into store design, left that career again, and most recently started Modern Redux with his friend and business partner Douglas Smith. "In the meantime, the Internet had become a thing and we really put our energy there," Kelly says. "So we sell a lot online… mostly the small pieces, as people often want to see furniture in person."

On top of his many years of experience in sourcing and selling mid-century furniture and his keen eye for design, in recent years Kelly has developed a niche specialty. "Most of our energy right now is in European pottery. We sort of got off on this tangent a while back and I haven't stopped," he says. It all started with a German vase he purchased a few years back and has continued to expand.



"After World War II and into the mid-'70s there was a huge explosion of pottery work being done in Europe," Kelly says. "The variety of the work was incredible." It also wasn't really being imported to the United States. "Most Americans aren't familiar with the broad array of pieces," he says. Today, Kelly sources the stunning pottery directly from Europe, choosing what he wants shipped to the U.S. from friends and partners who are local buyers.

In addition to selling one-of-a-kind pottery and furniture, Modern Redux also does restoration work. "I try to sell furniture in original condition, but sometimes that's not really possible," Kelly says. His passion for good design and more specifically the mid-century era is a driving motivator behind the work he loves. "We try to do our best to find pieces that are worth saving and reintroduce them to a contemporary audience," he says.

Location: Austin, Texas
Specialty: European Pottery
Website: modernredux.com
Instagram: @modernredux

Modern Hill







CHICAGO-BASED MODERN HILL MID CENTURY FURNITURE was formed in 2016 by husband and wife team Barry and Hillary Louks. "The 'Hill' in the business name comes sort of from Hillary," says their business partner Mike Solan. When the pair joined forces with Mike in 2020, their sourcing and restoration business really took off. "I met Barry and Hillary as they were shoppers at some of my estate sales," Mike says. "In 2020, when Covid started, I was no longer able to conduct estate liquidations in the same way for the foreseeable future. Barry and I started talking about working together to grow Modern Hill." The growth was exponential. "We outgrew our facility and had to move every year!" Mike says.

While the vast breadth of mid-century pieces on the market can make having a specific expertise difficult, Modern Hill—with over 7,000 pieces in stock—certainly knows what they're doing. "I like to think that I'm an expert in all things Mid Century Modern," Mike says, "but the truth is we are always learning. There are so many designers and so many categories from furniture to lighting and art." In his opinion, their true expertise lies in the restoration process.

Once a piece is sold, either online or in person, the Modern Hill experts tackle the restoration and refinishing while preserving the original character. "We have now restored over 10,000 vintage pieces and there isn't anything we can't fix," Mike says.







A particular favorite piece that passed through their hands was a Hans Wegner table and chairs, formerly owned by an American colonel who lived in Denmark with his family in the 1950s, to help rebuild the Danish air force. It stayed in the family moving all around the U.S. until Modern Hill acquired it. Both the past and future matters to the Modern Hill team. They're passionate about both the history of each piece and the opportunity to give each one a new life. "After these pieces are restored, they end up in some incredible projects, from movie sets to Manhattan penthouses," he says.

Located in a suburb of Chicago, Modern Hill is ideally located to both source and sell amazing pieces that have stood the test of time. "A lot of today's popular designs are just reiterations of vintage pieces from an era where design and quality were thought of first," Mike says.



Location: McCook, Illinois
Specialty: Restoration
Website: midcenturywarehouse.com
Instagram: @modern_hill_

THE RESOURCE GUIDE

2024