

## GETTING CHARLOTTE IN A MODERN MOOD

### ***Mad About Modern home tour announces new cocktail experience, free modernism lecture and midmod raffle***

**CHARLOTTE, N.C., Sept. 2, 2020** – Charlotte's *Mad About Modern* home tour – virtual for 2020 – today announced three new ways to get in a modern mood – a free modernism lecture, an at-home cocktail experience and a raffle of midmod prizes. The Charlotte Museum of History presents the annual home tour to create appreciation for the Queen City's midcentury modern architecture and to encourage its preservation.

#### **Modernism 101: A free Zoom Lunch & Learn on Sept. 10**

The museum will offer a free online talk with Susan Mayer of SVM Historical Consulting on Thursday, Sept, 10, from noon-12:45 p.m. Mayer will discuss midcentury modern architecture and why it continues to inspire well into the 21st century. Register to watch this free event live at [charlottemuseum.org/events](https://charlottemuseum.org/events). The event also will be recorded and available on the [museum's YouTube channel](#).

#### **"Cocktail minute" with Dot Dot Dot on Sept. 26**

The museum has partnered with cocktail lounge Dot Dot Dot to offer an at-home cocktail experience on Saturday, Sept. 26, at 6 p.m. during its live-streamed, one-night-only event with Mr. Modernist, George Smart. Mixologist Brittany Clark will kick off the event by showing attendees how to mix two classic 1950s cocktails with a twist – the *Mad About Modern* Mule and the *Mad About Modern* Manhattan. Ticket holders can participate in two ways – follow Dot Dot Dot's recipe card or purchase a Cocktail Kit from Dot Dot Dot's website. Cocktail kits are \$16 each and make four cocktails. Tickets for the *Charlotte Modernism* lecture with George Smart and the virtual 2020 *Mad About Modern* home tour are \$30 and are available at [madaboutmodern.com](https://madaboutmodern.com).



### **Enter to win midmod prizes**

Visit [charlottemuseum.org/events](https://charlottemuseum.org/events) to enter the museum's raffle of midcentury-modern-inspired prizes, including a tulip chair from Fos Restoration Co. and a round of mini golf from Stroke. Raffle tickets start at \$10.

### **2020 Mad About Modern home tour**

The 2020 tour will feature 360° virtual tours of three homes in Coventry Woods, Eastover and Grove Park. The homes were built from the 1950s to the 1970s, and they showcase key elements of midcentury modern design, including asymmetrical profiles, expansive windows, open floor plans and living areas that blur the line between indoor and outdoor.

2020 ticket holders will get exclusive access to 360° tours of the featured homes, along with a digital guidebook highlighting the significant modernist features of each home. More information about this year's tour homes is at [madaboutmodern.com](https://madaboutmodern.com).

The tour is a major fundraiser for the museum, with all proceeds supporting its mission of saving and sharing Charlotte's history. The *Mad About Modern* home tour received Charlotte Magazine's "Best of the Best" award for Best Home Tour in 2019.

### **"Charlotte Modernism" with the Lorax of Modernist Houses**

The tour will feature a live, one-night-only lecture with modernism expert George Smart on Saturday, Sept. 26. Smart will share examples of the best midcentury modern design in Charlotte and explain how it relates to the global modernist movement. Smart is founder and executive director of NCModernist, a nonprofit organization that documents, preserves and promotes modernist design. Since 2007, Smart and his nonprofit staff and volunteers have built the largest open digital archives for residential midcentury modernist design in the world. Dwell magazine has called Smart the Lorax of Modernist houses.

### **WHEN**

The "Charlotte Modernism" online lecture is Saturday, Sept. 26, at 6 p.m. This live event will not be recorded.



The 360° virtual tour will be available for ticket holders to view online for one week only, from Saturday, Sept. 26, through Sunday, Oct. 4.

## **HOW TO GO**

Tickets are at [madaboutmodern.com](http://madaboutmodern.com). Tickets for the home tour package are \$30, including the one-night-only lecture with modernism expert George Smart. Tickets for the virtual home tour only are \$20.

Sponsors for the 2020 home tour are Barringer Construction, Dot Dot Dot, Dustin Peck Photography, Digital Lasagna, Edison Foard, Fos Restoration Co., Josh Allison Architecture, NC Modernist, Shelco, Steve & Sue Allison and Merideth Helgeson.

Sponsorship opportunities for the 2020 *Mad About Modern* home tour are still available. Contact the museum at [info@charlottemuseum.org](mailto:info@charlottemuseum.org) for details or visit [madaboutmodern.com/sponsors](http://madaboutmodern.com/sponsors).

## **About The Charlotte Museum of History**

The Charlotte Museum of History exists to save and share the Charlotte region's history, helping create a better understanding of the past and inspiring dialogue about the future. The museum is the steward of the 1774 Hezekiah Alexander Rock House and homesite, which is listed on the National Register of Historic Places and is the oldest home in Mecklenburg County. Visit [charlottemuseum.org](http://charlottemuseum.org) and follow the museum on [Facebook](#), [Instagram](#) and [Twitter](#). The museum is an independent 501(c)(3) nonprofit organization.

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