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2020 MAD ABOUT MODERN HOME TOUR REISSUED FOR THE HOLIDAYS

CHARLOTTE, N.C., Nov. 18, 2020 – Just in time for the holidays, The Charlotte Museum of History is reissuing its popular 2020 *Mad About Modern* home tour, featuring the best of midcentury modern architecture and design in the Queen City. The virtual home tour goes on sale today, Nov. 18, and is available for viewing through Mar. 31.

Tickets are \$20 and include exclusive access to 360° tours of the featured homes, along with a digital guidebook highlighting the significant modernist features of each home.

“The Charlotte Museum of History presents the *Mad About Modern* home tour each year to create appreciation for our city’s midcentury modern architecture and to encourage its preservation,” said Adria Focht, president & CEO of The Charlotte Museum of History. “One silver lining of having to go virtual in 2020 is that we can make the tour available over time, not just on a single Saturday in September. It’s a great opportunity to reach more people with our preservation message. The virtual tour makes a terrific holiday gift; something family or friends can do together from the comfort of home.”

The 2020 *Mad About Modern* virtual home tour was originally available Sept. 26-Oct. 4.

2020 *Mad About Modern* home tour

The 2020 tour features 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.



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.

How to get tickets

Tickets for the re-issued home tour are \$20 and will be on sale until Dec. 28 at madaboutmodern.com. The virtual tour will be available for ticketholders to view through Mar. 31, 2021.

Sponsors for the 2020 home tour are Charlie Miller of 5 Points Realty, Rodgers, Barringer Construction, CMTA, Dot Dot Dot, Dustin Peck Photography, Digital Lasagna, Edison Foard, Fos Restoration Co., Josh Allison Architecture, Long Leaf Power Washing, NC Modernist, Shelco, Walker Engineering, Steve & Sue Allison and Merideth Helgeson.

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 and follow the museum on [Facebook](#), [Instagram](#) and [Twitter](#). The museum is an independent 501(c)(3) nonprofit organization.

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