

Exhibit uncovers architectural treasures hiding in plain sight

SPECIAL TO FLORIDA WEEKLY

Recognizing, celebrating and learning from the architectural treasures of our region will be the focus of the Southwest Florida Museum of History's newest exhibition, "McMo SWFL: Mid-Century Modern in Southwest Florida." The museum, in conjunction with the American Institute of Architects Florida Southwest chapter, hosts the unique, locally-curated exhibition opening on Friday, Nov. 11, and on display through Jan. 14.

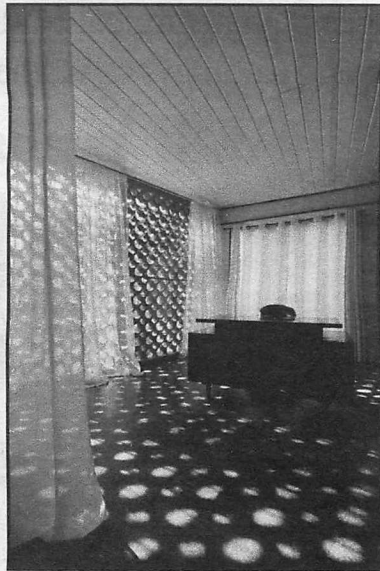
The mid-century was characterized by new music, materials, methods and shapes that turned traditional design upside down. And it was just what a new era called for following the austerity of World War II. From fashion and cars, to furniture and architecture, a cool style that balanced stylized form and function resulted. Now, the simple beauty of Mid-

Century Modern design is being showcased through an exhibition of regional architecture, furniture and fashion that will transport guests back half a century. This exhibition will highlight architecturally appropriate examples including places of worship, educational institutions, commercial, and government buildings from around Southwest Florida. Through photos, models, blueprints and architectural renderings, together with the history of the architects who created these buildings, the exhibit will spotlight the local Mid-Century Modern movement and its adaptation of style

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JOSHUA COLT FISHER/COURTESY PHOTO

The interior of the home at 1303 Cordova Ave., Fort Myers, designed by architect William Frizzell.



TREASURES

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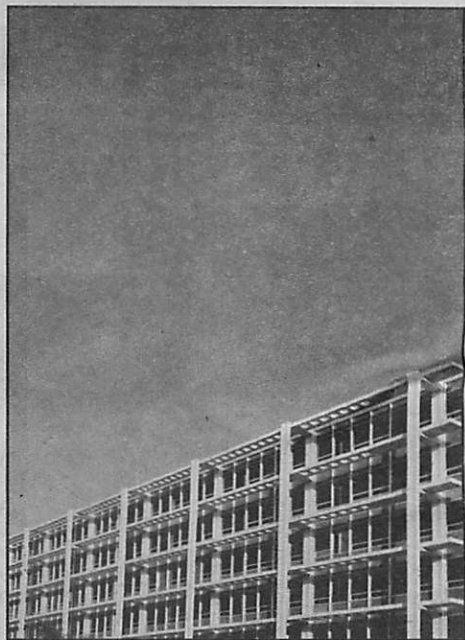
to this sub-tropical climate.

In fact, many featured buildings are places people pass everyday never knowing that Mid-Century Modern design was behind the façade, or that it was part of an overall movement that was more than architecture and design, but became a lifestyle with homes and buildings that lived and adapted to the environment, weather conditions, and the needs of the people living with the building. Through this exhibition and supplemental programs, visitors will be able to develop an understanding of this iconic design movement and explore the region with a new appreciation for these buildings and their style, as well as their functionality.

Herman Miller Workplace and the AIA will sponsor an architectural lecture at the museum, focusing on the work of architect Paul Rudolph and his unique Florida Houses at 5:30 p.m. Thursday, Nov. 17. "Paul Rudolph: The Florida Houses" will be presented by Joe King, architect, author and curator, to offer further insight into Mr. Rudolph's life and work.

The Mid-Century Modern Architecture walking tour and reception will guide participants through the McMo SWFL exhibition, then continue outside for an architectural walking tour of downtown Fort Myers River District examples of the era at 5:30 p.m. Wednesday, Dec. 7. The tour will conclude at the First Harbour Towers, a multi-family residential high rise that epitomizes the Mid-Century Modern style. Guests will be treated to a private reception and transportation back to the museum.

For more information about the exhibition or these events, visit www.mcmo-swfl.com or www.swflmuseumofhistory.com. ■



JOSHUA COLT FISHER/COURTESY PHOTO

**The Lee County Administration Building
designed by Gundersen & Wilson Architects.**

in the know

>> **Exhibit-related events** (reservations required)

>> **Nov. 17 at 5:30 p.m.**

Paul Rudolph: The Florida Houses lecture

>> **Dec. 7 at 5:30 p.m.**

Mid-Century Modern Architecture Walking Tour & Reception

>> **Dec. 8 at 5:30 p.m.**

Mid-Century Modern Furniture lecture
\$15 suggested donation per person per program to SWFL Museum of History Foundation to support exhibit-related expenses, preservation, and education efforts. Space is limited, reservations required: museuminfo@cityftmyers.com or 321-7409.