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Architect, Founding
Director Powerhouse
Company and Red
Company, Rotterdam

Treasurer:

Huub Wüst,
Partner PwC,
Amsterdam

Secretary:

Marcel van Soest,
Civil-law Notary,
Founding Partner
Civence, Amsterdam

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Conservator
Sonneveld House at
Het Nieuwe Instituut,
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Director of Villa
Tugendhat, Czech
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Kenneth

Frampton
Architect, critic,
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Ware Professor of
Architecture at the
Graduate School of
Architecture, Planning
and Preservation at
Columbia University
New York, USA.

Wessel de Jonge

Co-founder of
DOCOMOMO
International,
Netherlands

Mateo Kries

Director Vitra Design
Museum, Germany

Glen Murcutt

Architect, 2002
Pritzker Architecture
Prize Winner,
Australia

Raymond Neutra

President of the
Neutra Institute for
Survival Through
Design, USA

Strategic Plan and Action Plan 2021-2025

The **Iconic Houses Foundation**, founded in 2012, runs the Iconic Houses Network, that consists of participating organizations that manage modern 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 advocacy, stimulating public debate on emerging heritage, professionalization of the sector, conservation, management, and cooperation.

The **Foundation Board**:

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

The Foundation Board meets at least four times a year in person or via Zoom.

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

The **International Advisory Board** assists the Executive Director. It advises on applications to become member of the Iconic Houses network and it follows and evaluates the development of the activities of the network. At least one in-person Advisory Board meeting is scheduled every two years, coinciding with the bi-annual international conferences. The members of the Advisory Board are available for informal personal consultation by the Executive 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 modern houses and their sites;
- to focus on professional development;
- to educate the public and thus try to prevent the deterioration, demolition or collapsing of significant 20th century houses by bringing their problems on the radar.

Aims and mission

The Foundation's mission is to promote the preservation of the 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 and 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 **ICONIC HOUSES**' mission, in the broadest sense of the word.

Goals achieved between 2012-2020

The network has shown that it is more than a PR-tool to promote the circa 150 modern house museums that make the list, as it also tries to prevent the loss of emerging heritage through the newly developed sections:

- *Icons at Risk*: this is a Watch List with 42 examples of houses that need support to be saved for future generation, examples of saved houses and of demolished houses.
- *Icons for Sale*: a listing service intended to reduce the time houses are on the market and quickly find them the caring, committed owners they deserve.
- *Toolkits for Owners of a Modern Home*, that provide vital information to those who want to protect and preserve their own homes in North America and the Netherlands and more countries to follow.
- In 2021 the website attracts circa 500 visitors a day.
- Instagram has 11K+ followers, Facebook 12,5K, and Twitter 1.250+.

ICONIC HOUSES has provided valuable content, elevated the organization's brand, and has built a vast community of culturally interested travellers, museum audiences, (house) museum professionals, homeowners, (restoration) architects, students in museology, architecture, architectural history, and design.

Focus areas 2021-2025

1. Increase public knowledge and appreciation of Iconic Houses

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

Actions 2021

- Develop country flyers Germany, Nordic countries, and Czech Republic
- Develop *Inside Iconic Houses* live stream tour program

- Develop *July Iconic Houses Month* (The Netherlands)
- Develop web shop to make *Inside Iconic Houses* tours available on demand via streaming
- Marketing of the **ICONIC HOUSES** website's three new sections: *Icons for Sale*, *Icons at Risk* and the *Toolkits for Owners of a Modern Home*
- Increase the use and visibility of the website: provide a great user experience for the website
- Marketing of the **ICONIC HOUSES** plaque to the participants
- Maintenance and expanding *Icons for Sale*, *Icons at Risk* and *Toolkits*
- Marketing the **ICONIC HOUSES** website
- Marketing of the customized **ICONIC HOUSES** brochure to the members
- Working with the partners in Czech Republic and Slovenia on program for the Iconic Houses Conference 2022 and post conference tours to Ljubiana

2022

- Develop country flyers USA a.m. countries
- 7th International Iconic Houses Conference in Prague hosted by Czech Republic
- *Iconic Houses Month* Netherlands + Germany
- Expanding *Icons at Risk*, *Icons for Sale*, and the *Toolkits for Owners of a Modern Home*
- Marketing and increasing the use and visibility of the website
- Marketing of the **ICONIC HOUSES** plaque and customized brochure and country flyers to the members
- Working on the **ICONIC HOUSES** book (funding, team of authors, publisher)
- Start planning of a TV series on **ICONIC HOUSES**

2023

- *Iconic Houses Month* Netherlands + Germany + new country)
- Expanding *Icons at Risk*, *Icons for Sale*, and *Toolkits for Owners of a Modern Home*
- Publish the **ICONIC HOUSES** book
- Broadcasting of TV series on **ICONIC HOUSES**
- Marketing and increasing the use and visibility of the website
- Marketing of the **ICONIC HOUSES** plaque and customized brochure and country flyers to the members

2024

- Expanding *Icons at Risk*, *Icons for Sale*, and *Toolkits for Owners of a Modern Home*
- 8th International Iconic Houses Conference (country TBD)
- *Iconic Houses Month* Netherlands + Germany + new country)
- Marketing the **ICONIC HOUSES** website with all above mentioned means

2025

- Expanding *Icons at Risk*, *Icons for Sale*, and *Toolkits for Owners of a Modern Home*
- *Iconic Houses Month* Netherlands + Germany + new countries)
- Marketing and increasing the use and visibility of the website
- Marketing of the **ICONIC HOUSES** plaque and customized brochure and country flyers to the members

Expected outcomes

- General appreciation of the **ICONIC HOUSES** website and network grow
- 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 more prominent visibility within the participating organisations
- Increase of public appreciation of emerging heritage and houses are being saved from demolition

2. Strengthening the professional network

Priority: to maintain and expand the professional network, facilitate professional discussion, and disseminate information

Actions 2021

- Setting up Zoom meetings in different countries: Netherlands, Germany, Nordic countries, Mediterranean countries, and US.
- 6th International Iconic Houses Conference edition with online modules in September

2022

- Setting up exchange program among members for lectures at each other's museums
- 7th International Iconic Houses Conference in Prague with post-conference house tours in Ljubljana, hosted by members from the Czech Republic and Slovenia

2023

- Collaboration with a cultural travel agency to organize international excursions to peer houses for professional members and the general public

2024

- 8th International Iconic Houses Conference hosted by members TBD

2025

- Organize international excursions to peer houses for professional members and the general public

Expected outcomes

- The professional network is seen as a relevant tool for the management of 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

3. Admin, finance, and human resources

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

The Foundation raises funds from grant making bodies, companies, and individuals. These funds are managed by the board and devoted exclusively to the implementation of the mission of the Foundation.

Actions 2021

- expanding the Advisory Board with targeted hands-on members for funding
- expanding the Foundation Board with three new members
- fundraising for 2021 online conference edition
- develop new *Inside Iconic Houses* tours, which can be offered free of charge for educational purposes, through making their videos available through the webshop
- increase the number of members and donors to create budget for new projects that support the mission of the foundation
- seek volunteer social media assistant
- seek volunteer or hire a part-time administrative assistant

2022

- make a 3-year sponsorship agreement with at least two companies to support new projects that support the mission of the foundation
- fundraising for **ICONIC HOUSES** book
- expanding *Iconic Houses Month* to new countries to bring more visitors to members' house museums
- increase the number of members and donors to create budget for new projects that support the mission of the foundation

2023

- expanding *Iconic Houses Month* to new countries to bring more visitors to members' house museums
- increase the number of members and donors to create budget for new projects that support the mission of the foundation

2024

- increase the number of members and donors to create budget for new projects that support the mission of the foundation
- expanding *Iconic Houses Month* to new countries to bring more visitors to members' house museums

2025

- increase the number of members and donors to create budget for new projects that support the mission of the foundation
- expanding *Iconic Houses Month* to new countries to bring more visitors to members' house museums

Expected outcomes

- the sustainable development of the website and network is made possible: the network has proven itself in the past 10 years and was able to continue its mission for the next 5 years.