



The Los Altos Neutra House

Honor the Past and Invest in the Future
A designated fund at the Los Altos Community Foundation

PRESS RELEASE—FOR IMMEDIATE RELEASE

(Images available on request. Go to www.neutrahouse.org to view images.)

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Los Altos Neutra House Speaker Series Spotlights California Modern Architecture — Speaker Series Deepens Awareness of Modern Architecture —

Save-the-Date!

2010-11 Los Altos Neutra House Speaker Series Begins October 14, 2010, 6:00-7:00 PM

Related Events...

2010 “LA Modern” Home Tour, October 16, 2010, 10:00 AM-3:00 PM

2010 “LA Modern” Home Tour Preview Party, October 15, 2010, 6:00-9:00 PM

Los Altos CA, September 21, 2010 —The Los Altos Neutra House kicks-off its 2010-11 event season on October 14, 2010, with the first lecture in ***Bay Area Masters: The 2010-11 Los Altos Neutra House Speaker Series***. Sam Grawe, editor-in-chief of *Dwell* magazine, is the first speaker of the Series’ second season and will talk about the magazine’s tagline, “*At Home in the Modern World*”. All lectures in the six-month series are on the second Thursday of the month, from October 2010 through March 2011. Drawing its audience from throughout the greater Bay Area, experts and enthusiasts with a common interest in traditions and trends in California Modern architecture and design have a rare opportunity to interact in a casual setting. The complete series includes these speakers and topics:

10/14/10 Sam Grawe, Editor-in-Chief of *Dwell* magazine: “*At Home in the Modern World*”.

11/11/10 Therese Poletti: “*Art Deco San Francisco, the Architecture of Timothy Pflueger*”.

12/8/10 Thomas Klope, Landscape Architect: “*The Harvard Revolution*” in landscape design—*Thomas Church, and his students, Garrett Eckbo, Lawrence Halprin, and Robert Royston.*

1/13/11 Dr. Karen McNeill, author: *Architect Julia Morgan’s life and career.*

2/10/11 John King of the *San Francisco Chronicle*: *Significant Urban Projects in San Francisco.*

3/10/11 Pierluigi Serraino, architect and author, discusses local modern buildings from his book, *NorCalMod, Icons of Northern California Modernism.*

Talks will begin at 6:00 PM at the Los Altos Community Center, 97 Hillview Avenue, Los Altos. Receptions follow at 7:00 PM next door at the Los Altos Neutra House, 181 Hillview Avenue. Speaker Series tickets are \$75 and include one-year membership in the Los Altos Neutra House Association. Association membership includes advance notice of special events. Single lecture tickets are \$15 general admission, \$10 for students. Premium tickets, \$150, include all six lectures and receptions. Reception tickets are also available individually at \$15. For more information and to purchase tickets, visit www.neutrahouse.org or call 650-949-5908, Ext. 207. Tickets may also be purchased at the monthly lectures.

Sponsors for the 2010-11 Los Altos Neutra House events include Le Boulanger, Borel Private Bank & Trust Company, SOM, Elevation Architects, Charlene Geers—Coldwell Banker, Cobalt Power Systems, Inc., Chef Chu’s, Aldo Los Altos, Thomas Klope Associates, Young Craig and Co., LLP, Prochnow Realtors, Inc., Vintage Bath, CA Modern magazine, Estrellita Restaurant, Whole Foods Market, and the Los Altos Community Foundation. For information on sponsorship opportunities, contact King Lear at neutra@los-altos.org.

— more —



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Related Events: 2010 “LA Modern” Home Tour Benefits The Los Altos Neutra House

October 16, 2010 is the 2010 “LA Modern” Home Tour. The 2nd biennial event showcases homes in the greater Los Altos area, including Los Altos Hills, which exemplify California modern architecture. All of the homes on the tour reflect the design sensibilities of such visionaries as Richard Neutra, Frank Lloyd Wright, Ludwig Mies van der Rohe, and the many architects who worked for Joseph Eichler. Preceding the Home Tour, the elegant evening Preview Party on October 15, 2010, is at a spectacular new modern home in Los Altos and features “A Taste of Los Altos” buffet with specialty dishes from Los Altos dining spots, live music, and a Silent Auction. For more event information and to purchase tickets on line, visit www.neutrahouse.org. Home Tour and Post-Tour Party tickets may also be purchased on Saturday, October 16, 2010, from 9:00 AM to Noon at the Los Altos Neutra House, 181 Hillview Avenue, Los Altos.

About the Los Altos Neutra House

Designed by Richard Neutra and built in 1939 as one of “Three Little Cottages in an Orchard”, the structure was moved to its present location and re-purposed in 2008 as a small conference center managed by the Los Altos Community Foundation. All proceeds from the “LA Modern” Home Tour, Preview Party, and Los Altos Neutra House Speaker Series benefit the Los Altos Neutra House to pay off the remaining capital debt for this preservation project. After the remaining debt is retired, the Los Altos Neutra House will be self-sustaining from its rental income. Tours of the Los Altos Neutra House are available, Saturday, October 16 from 9 AM to Noon, and by appointment.

About the Los Altos Community Foundation

The Los Altos Community Foundation (LACF) serves Los Altos, Los Altos Hills, and the surrounding area by promoting community building — those activities and facilities that give the community its favorable character, making it a desirable place to live and work. A 501(c)(3) organization, LACF supports the community by making grants for local programs, building an endowment for the future, and managing philanthropic funding for other organizations and individuals. LACF provides a vehicle for the community to express itself—through volunteerism and charitable projects, participation in events and programs, and exploring individuals’ ideas for community involvement. LACF is located at 183 Hillview Avenue, Los Altos, CA 94022. Telephone 650.949.5908. Email: lacf@losaltoscf.org. Website: www.losaltoscf.org.

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