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FOR IMMEDIATE RELEASE

MAD Week: Showcasing Modesto's architecture and design Sept. 21–28, 2019

MAD Week, the apt acronym for “Modesto architecture and design,” is returning to its September slot with a full lineup of events, all of which are centered in the Downtown Design District, with events offered to the public at no charge. This year’s theme is “Bauhaus 100: Modesto,” a nod to 100 years of the functional, modernist – and revolutionary – design school and its connections and contributions to Modesto. Modernist Bauhaus style is on full and exemplary display at 1100 I Street, the County Clerk’s Office, called the Stanislaus County Hall of Records when it was built in 1939.

Starting Sat. Sept. 21 and running through Sat. Sept. 28, the week-long celebration of the city’s rich and diverse architectural and design heritage includes a full slate of speakers, tours, exhibits, workshops, films and activities for children and their families.

Now entering its 12th year, MAD Week is one of the oldest architecture festivals in the U.S. The goal of early organizers was to bring awareness and recognition to the wealth of architectural styles and buildings of significance in Modesto, many of which long went unrecognized for the important architectural treasures they are.

“Until the festival started 11 years ago, Modesto’s architecture had been more celebrated in New York than here,” says Bob Barzan, one of the festival’s founders and also its curator of architecture. “Today the people of Modesto realize they have a valuable economic and cultural asset in their heritage buildings,” he adds, noting that interest in the walking tours of historic buildings he guides has grown considerably and that students and people of all ages are discovering the trove of beautiful and historically noteworthy buildings situated on J Street and several blocks surrounding it.

“People are amazed when they come to MAD Week and discover the modern design and architecture we have in Modesto. We have a rich history that really is worth celebrating,” says Barrett Lipomi, AIA, another of the festival’s founders and principal architect for RED Inc. Architects. He cites the festival’s recognition internationally and an award from the American Institute of Architects in Washington, D.C., as signs the city’s long and illustrious achievements in architecture are also due for local recognition.

Indeed the MAD Week mission is to enjoy, celebrate and heighten the awareness of the value of architecture, fashion, graphic and interior design, landscape architecture, product,

packaging and industrial design, social design and user experience (UI/UX) design in creating more livable, sustainable and beautiful communities.

The week kicks off Sat. Sept. 21 at 10 a.m. with a one-mile, two-hour guided walking tour of downtown architecture. The opening evening is being held from 7 to 9:30 p.m. at the historic State Theatre and features Sean Ragasa, design director at Skidmore, Owings & Merrill, San Francisco. Ragasa is the lead architect on the new courthouse being constructed at 800 11th Street, with completion expected in late spring 2023. The opening night also includes the cutting of a cake to commemorate the 100th anniversary of Bauhaus, and the unveiling of the official souvenir art poster of the existing courthouse designed by noted local artist and graphic designer Eric Le.

During the week there will be more tours, a House History Workshop, and on Tues. Sept. 24, the annual gathering of the MAD Week Design Collective (MO.DE) will take place from 6 to 8:30 p.m. at the E. & J. Gallo Winery Dry Creek Building. Registration is required for this evening of inspiring speakers, food, wine, music and networking with fellow Modesto-area designers from all creative disciplines.

The week concludes Sat. Sept. 28 with the popular Cardboard Challenge & Day of Creative Play for kids and their families from 10 a.m. to 1 p.m. at the Stanislaus County Library. Everyone will have a chance to design and create games and structures from cardboard and recycled materials with Challenge finalists competing for a package of prizes.

MAD Week is a collaborative effort of the Modesto Art Museum, Modesto Design Collective (MO.DE), American Institute of Architects Sierra Valley (AIASV), and the American Society of Landscape Architects (ASLA) – California Sierra Chapter.

Information about MAD Week, including a complete schedule of events, can be viewed at www.madweek.org.

For more information, and for access to hi-res images, please contact either Bob Barzan at (209) 303-3065 (bbarzan@yahoo.com) or Sue Richardson at (209) 480-3161 (susiebohner@aol.com).

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