



# Putting Texas Modernism on the Map

Strangers Join Forces to Crowd-Source Documenting Architecture of the Midcentury



**What** modTEXAS is calling upon Texans to participate in Putting Texas Modernism on the Map, an Instagram-based initiative to document modernist architecture and design in 2019. Participants are invited to seek-out subjects on a monthly theme and use the #modtexas tag to create a cache of sites worth celebrating.

**Why** There is a diversity of modernist architecture across the state, yet these treasures are being lost at an alarming rate due to neglect and redevelopment. While many historic, preservation, and architecture societies are active regionally, this initiative brings us together in a shared mission of highlighting Texas' trove of midcentury assets for natives and visitors to enjoy. You're guaranteed to see something you've not seen before!

**When** The theme will alternate monthly (*not for advanced publication*) as follows:

- January – Municipal Buildings (post offices, courthouses, fire stations, libraries)
- February – Art (paintings, sculpture, public art, murals)
- March – Single Family Residential
- April – Vernacular
- May – Public Space (parks, playgrounds, landscape architecture)
- June – Car Culture (cars, signs, drive-ins, gas stations, dealerships, motels)
- July – Interiors (furnishings, home décor, interior design, interior architectural elements)
- August – Multi-Family Residential (complexes, duplexes, high rises)
- September – Education (schools, universities)
- October – Commercial (banks, office buildings, retail)
- November – Brutalism
- December – Houses of Worship (churches, synagogues, mosques)

**Who** modTEXAS was founded in 2018 to champion preservation organizations who are engaged in work to celebrate and protect architecture from the midcentury. Docomomo is an international organization, active in 69 countries, dedicated to the documentation and conservation of the modern movement; three area chapters, covering North Texas, Houston and Central Texas, are lead partners in the project.

However, the real work will be done by Texans who know their neighborhoods and backroads the best. A coalition of midcentury enthusiasts, artists, architects, designers, history buffs, photographers, and preservationists will ultimately own the credit for its success.

**Leads** [@modTEXAS](#) . [@docomomousntx](#) . [@midtexmod](#) . [@houston.mod](#)

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