



The Preservation Magazine of Greensboro

August 2021



New Branding for Blandwood

Highlighting Blandwood's increasing stature as a museum of decorative arts and North Carolina history, a grant from the Carlson Family Fund is giving Governor Morehead's family home a fresh new logo with history as inspiration.

Graphic designer Jenn Goodrich took inspiration from the museum's art collection as well as a mid-century color palette and used a rich olive green offset with cream-colored lines to give Blandwood's logo an eye-catching look.

Students of Blandwood history will recall that the house is the only Southern example of an Alexander Jackson Davis landscape represented in his publication *A Treatise on the Theory of Landscape Gardening* in 1844, and the color touches on landscape themes and associations with Italy. The logo represents the iconic silhouette of Blandwood that is punctuated by its Tuscan tower.

Special thanks to Anne Carlson and the Carlson family for helping to brand Blandwood!

Sustainer Membership: A New Way of Giving

Tired of writing and mailing a membership



check to PGI? Become a PGI Sustainer! Membership with Preservation Greensboro is easier than ever thanks to our new monthly giving option. PGI Sustainers sign up to make monthly contributions to PGI through an automatic monthly charge to a credit card or draft from a bank account. Consider joining with this easy membership tool. Sustainers spread their contributions throughout the year and give PGI a reliable source of funding. Simply click on the secure link below and enroll as a Sustainer Member to make giving easy.

[Sustainer](#)



***Untold Stories* by Eric Woodard Architecture, Influences, and the Shaping of Our Built Environment**

As you drive through the neighborhoods along South Benbow Road, you will notice a number of houses that exhibit quintessential mid-century modernist architectural design cues. The adaptation of this new, less ornamental style of architecture did not occur by happenstance. It occurred, in part, due to the generally more progressive thinking that pervaded the post-WWII era where many people possessed optimism and looked forward to employing the many advances promised by the new technology and innovations developed during the war. People were less beholden to the more traditional, more ornamental styles of architecture that flourished prior to WWII.

[Read
More](#)

Send PNC Your Own Stories

Preservation North Carolina (PNC) is rounding out the research phase for its new education program ***We Built This: Profiles of Black Architects and Builders in North Carolina*** and they want to hear our stories from Guilford



County! Do you have stories of Black builders, architects, brick masons, or other artisans who helped construct or design buildings, churches (pictured is Wadsworth Congregational Church), or houses in North Carolina? Is there someone from Guilford County that should be highlighted? PNC wants to hear from us! Please share your stories with Julianne Patterson.

[Email Julianne](#)



Walking Tours Planned thru August

Our 17th season of tours will blend a few favorite tours with some new additions. Our tours will review key historical themes and architectural styles found throughout our city on a 60 – 75-minute tour each Wednesday evening in the month of August. Tour tickets may be purchased for \$5 on our website at each event page. Tours are limited to 15 people.

Social Equity August

4

Dunleath/Summit Avenue August

18

Revolution Mill and Mill House August

25

Guilford Courthouse National Military Park Sept

1



The Development Fund **Adaptive Reuse Opp In Sedgefield**

Preservation Greensboro Development Fund is pleased to offer the Sedgefield Stables (built 1925) for adaptive renovation and reuse. The beautiful barn was determined eligible for listing in the National Register of Historic Places in 1990 for its architectural significance and association with the recreational and social life of Sedgefield Country Club. The barn comes with +/- one acre of land. The ground floor is approximately 7,000 square feet under the roof.

[Learn
More](#)

Preservation Events & Activities

Summertime is here, and we are offering lots of interesting programs to reveal the architecture and history of our city. Explore the decorative arts at Blandwood, shop at Architectural Salvage, or join our Guilford at 250 Zoom series.



Guilford at 250 **Building Greensboro – Foundations of Our Mid-Century Modern History**

Over the past five years, a new storyline has emerged in Greensboro that is associated with Black builders, artists, and architects. In spite of systemic disenfranchisement typical of the mid-twentieth century, Black residents of East Greensboro expressed optimism through progressive architectural styles for mid-century modern-style buildings. These middle- and high-income Black families served as patrons who commissioned young and innovative Black architects, many associated with nearby North Carolina A&T State University, to design advanced compositions that serve as a cultural high-water mark in the state. Their modernist designs represent Black empowerment and upward mobility during the Civil Rights Era.

Eric Woodard, “The Mod Man”, will present “Building Greensboro – Foundations of Our Mid-Century Modern History”. Learn how Greensboro blazed a different path during the Civil Rights Era that departed from traditional narratives found throughout the southeastern United States. Eric Woodard has served as a member of Preservation Greensboro’s Board of Directors since 2017.

This event will premier on PGI Facebook and PGI YouTube pages on August 19 at 6 pm and is free to the public as part of our year-long monthly series celebrating Guilford County’s 250th birthday!

Event Details



Blandwood Museum Is Open

447 West Washington Street in Downtown

Got a hankering for history? Craving culture?
Antsy for arts?

Blandwood is open during regular hours of operation for guided tours that include themes of social history, architecture, and decorative arts. The museum is open from Tuesday-Saturday, 11 am-4 pm, and Sunday from 2 pm-5 pm. Blandwood is a great place to learn about North Carolina history...so come explore!

Blandwood Museum



Musica Villa Toscana at Blandwood

In 1827, Eliza and John Motley Morehead made a fine acquisition for their new home, Blandwood – a *Loud & Brothers* pianoforte from Philadelphia. As a symbol of gentility and talent of the nineteenth century, the pianoforte was at the heart of family gatherings and social occasions as young ladies demonstrated their musical agility to the

delight of family and friends.

Musica Villa Toscana is our Chamber Music series in which this notable musical instrument will be played by trained UNCG School of Music student Stephanie Schmidt. Her program will feature the music of the nineteenth century - including some selections discovered in Blandwood Museum's archives!

[Musica Villa Toscana](#)



Architectural Salvage

1028-B Huffman Street in East Greensboro

Our showroom is open Fridays 10:00 a.m. – 6:00 p.m. and Saturdays 9:00 a.m. – 3:00 p.m. New vintage materials are added with each salvage. We have window sashes, solid doors, solid flooring, vintage lighting, tubs on feet, and other old house parts. Come take a look at the newest arrivals!

[Visit our website](#)



Garden Volunteers Tend To History

447 West Washington Street in Downtown

Need a little fresh air with your volunteer work? Come help us tend the historic gardens at Blandwood! Helpers of all ages and skill range at all levels are welcome, and gentle direction will be provided as needed.

Gardeners meet once weekly in the morning, but work times may vary depending on the weather. Click below to add your name to the email notification list of garden volunteers!

[Add Me!](#)

Connect With Us!

Amazon Smile

Shop on Amazon? Did you know that if you name Preservation Greensboro as your selected charity on your smile.amazon.com start page, Amazon donates 0.5% of the purchase to Preservation Greensboro? You can bookmark the link and support us every time you shop! Type "Preservation Greensboro" in the search box and scroll to find us on the alphabetic list.

Check Our YouTube Channel!

Our YouTube Channel video library has all of our past Guilford at 250 PowerPoint lecture series segments posted for review. Learn more about Guilford County's architecture and history by watching our YouTube Channel.

[Visit our YouTube Channel](#)

Planned Giving for Preservation

Most people assume that an organization with a 50-year legacy and an attachment to the Morehead name must be well-financed by a deep endowment or government support, but this is not true. Help make Preservation Greensboro and Blandwood Museum a more stable organization by considering a legacy gift. Your commitment to supporting preservation work will remain right here in Greensboro. A gift from your estate may include a specific dollar amount or a percentage of value. Invest in our future through historic preservation!

Why Membership Is Important

As a non-profit, our membership provides our most reliable revenue stream. We are constantly working to grow our membership base, and we depend on support from citizens and preservationists like you to accomplish our mission of saving our community's historic and architectural treasures. We do this by serving Greensboro as a key resource for community reinvestment strategies to leverage historic preservation. Your membership gift allows us to continue our service.

[Contributions and Memberships](#)



PRESERVATION GREENSBORO

Saving Greensboro's Treasured Places

