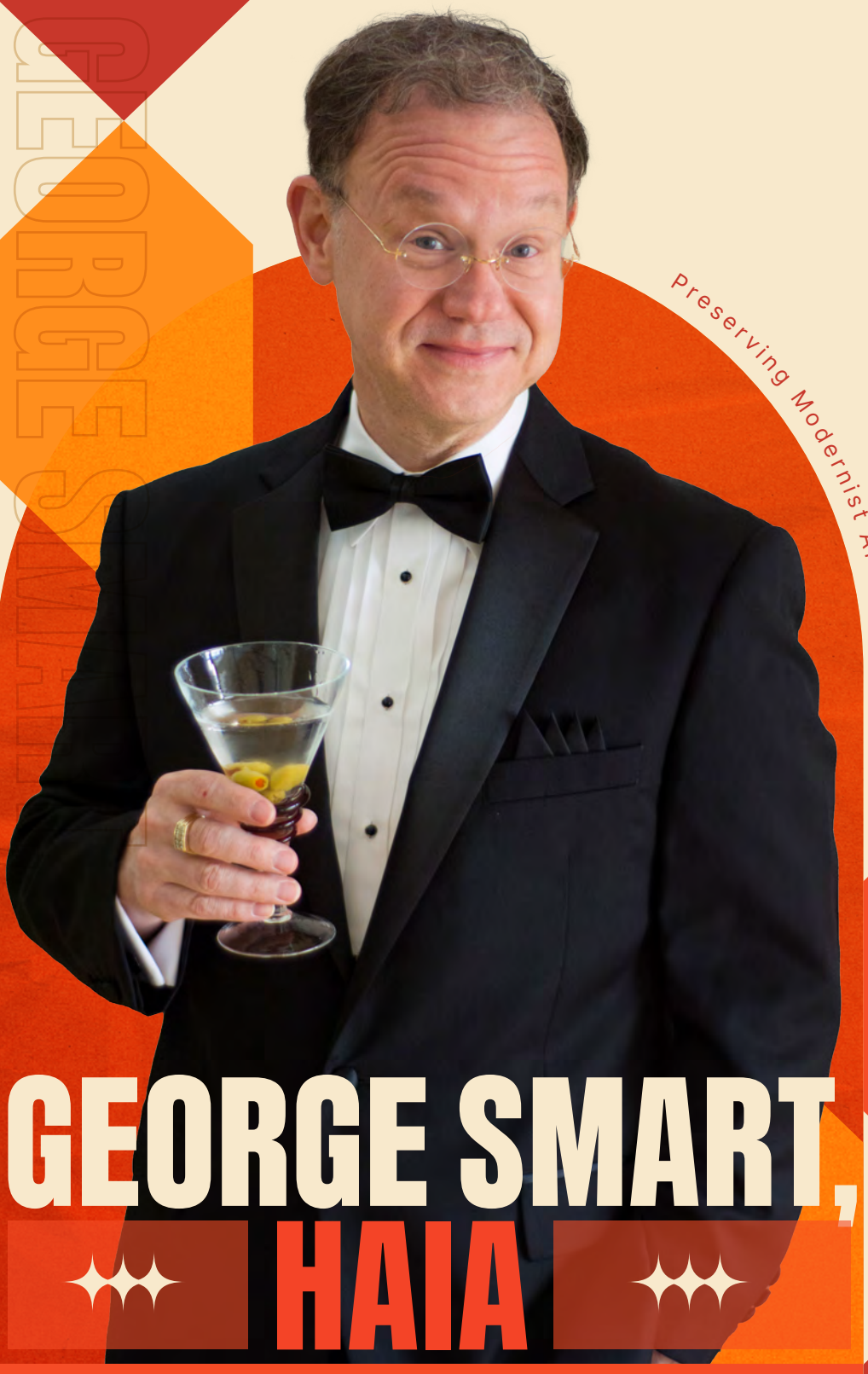


GEORGE SMART

Preserving Modernist Architecture

GEORGE SMART, HAIA

Trailblazer | Preservation Advocate | Speaker



Downloadable Electronic Press Kit

GEORGE SMART, HAIA

mr.dot.modernism mr.modernism george-smart-382145162

SPEAKING TOPICS

In addition to presentations, George Smart is available as emcee for benefit events, moderator for panel discussions, and interviewer for one-on-one keynote VIP's with a live audience.

The Accidental Archivist: Preserving America's Legacy of Mid-Century Modernist Houses.

Takeaways:

- Origins and significance of Modernist architecture and why it deserves preservation.
- Building public support around preservation efforts, making architecture fun and comprehensible.
- Failures in mid-century Modernist preservation, or, what not to do.
- How USModernist documented over 23,000 Modernist houses and created an extensive digital archive.

- Characteristics of Modernist architecture and differences from contemporary design.
- What makes Modernist homes unique, from functionality to aesthetics.

Marketing Modernism: Selling 20th Century Preservation to a 21st Century Audience.

Takeaways:

- Turning online interest in Modernism into real-world preservation action.
- Effective marketing strategies to preserve and promote mid-century Modernist houses.
- Unique considerations and optics to sell a Modernist property versus a traditional house.
- Useful digital tools and strategies for building a community digital archive or preservation initiative.
- Innovative use of archives, social media, and online resources to promote Modernist design to the public and architects.

Mayberry Modernism: Preserving North Carolina's Legacy of Mid-Century Modernist Houses.

Takeaways:

- North Carolina is the 3rd largest state for residential Modernism. This keynote is the Accidental Archivist, above, focused entirely on North Carolina.
- Transforming public interest in preservation using digital preservation and social engagement strategies.
- Origins and significance of Modernist architecture and why it deserves preservation.
- Failures in mid-century Modernist preservation, or, what not to do.
- How NCModernist documented over 5,000 Modernist houses and created an extensive digital archive.
- What makes Modernist homes unique, from functionality to minimalist aesthetics.

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GEORGE SMART, FAIA

BIOGRAPHY

George Smart, known as Mr. Modernism, is a leading authority in historic preservation for Modernist design. As the founder and CEO of the 501C3 USModernist®, George and his intrepid staff and volunteers created the world's largest open educational archive dedicated to the documentation, preservation, and promotion of Modernist residential architecture. His energy and perseverance for preserving mid-century Modernism and his deep understanding of design's cultural impact made him a respected, passionate, reasoned voice and an internationally recognized advocate. George led USModernist's growth and influence in the preservation movement, raising awareness and inspiring action in architectural circles and beyond.

Under George's leadership, USModernist has documented over 23,000 houses, built and unbuilt, of over 140 major 20th-century architects and scanned over 6 million pages of architectural magazines over the last 130 years. This extensive work preserved architectural history and transformed public access, making publications available and text-searchable for the first time. George and USModernist have been awarded 20 honors for leadership in historic preservation, including the prestigious AIA Institute Honors for Collaborative and Professional Achievement.

George is a vocal advocate for the care of significant American Modernist design. He educates the public on the value of Modernism and promotes preservation. A frequent speaker to architecture, preservation, and museum audiences, George brings the world of Modernist architecture to life through engaging entertaining storytelling and expert informative insights. Whether in person or online, he leaves audiences laughing and inspired, motivating people to appreciate and champion Modernist preservation in their own communities.

ABOUT USMODERNIST

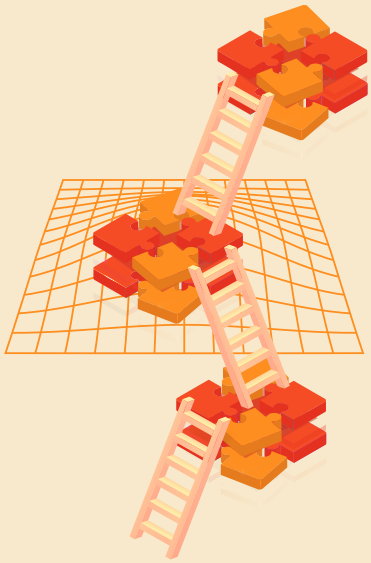
Modernist homes are not just buildings to contain people—they are cultural icons representing an optimism in design that continues today. USModernist's mission inspires others to see and preserve these homes in the same light. USModernist serves as an invaluable educational resource, hosting tens of thousands of documents, photos, and research materials on Modernist architecture. George built the USModernist archive from the ground up, creating a comprehensive platform that not only preserves architectural history but also makes it accessible and text-searchable for future generations. Through this work, USModernist has connected enthusiasts, professionals, and students with the design legacy of Modernism. Visit the site at www.usmodernist.org.

NATIONAL REACH AND IMPACT

George's influence extends across the nation. He frequently speaks at architecture firms, design conferences, preservation societies, real estate forums, and museums, reaching a diverse audience on architecture, design, and preservation. Through both in-person and digital platforms, George shares his knowledge and ignites interest in Modernist architecture. Through USModernist, George has transformed how people perceive Modernist architecture. He brings stories of over 23,000 Modernist houses, many of which were previously undocumented, to a global audience, sharing a vital resource with the public. George's advocacy has revitalized interest in mid-century Modernist homes, motivating thousands to cherish and preserve these unique designs.



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EXPERIENCE

With an MBA from Duke and 30 years' experience as a national management consultant with clients like Boeing, Microsoft, Cisco, and Harvard Business School, George harnessed the skills and contacts to grow USModernist into a world-class nonprofit resource. His professional background enabled impactful preservation initiatives, management of complex projects, and engaged audiences. A rare honorary AIA status from the American Institute of Architects speaks to his dedication and contribution to the field.

GEORGE SMART, HAIA



GEORGE SMART, TRAILBLAZER

Founder and CEO of USModernist: George founded and leads USModernist, an influential nonprofit dedicated to documenting, preserving, and promoting mid-century Modernist residential architecture. Over 18 years, it has become the leading online resource for researchers, owners, the media, students, faculty, authors, and Modernist fans worldwide.

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Award-Winning Preservation Advocate: George has received multiple awards for his work in Modernist preservation. He is one of the few people to be bestowed an Honorary AIA by the national American Institute of Architects. His work celebrates Modernist architects and houses, providing a foundation for the public's knowledge that will benefit generations.

Colorful Educator and Sought-After Speaker: As a motivational speaker, George has inspired countless audiences with his entertaining passion for Modernist architecture. His presentations educate and motivate audiences to engage in architectural preservation, saving buildings for future generations.



NOTEWORTHY ACHIEVEMENTS

The USModernist Radio Podcast: As producer and host of the longrunning podcast USModernist Radio, recognized by DWELL magazine as the #2 architecture podcast, George has shared the microphone on over 400 episodes with more than 650 of the world's leaders in Modernist architecture and design. Through engaging conversations, George informs, entertains, and inspires audiences to go beyond whining and get into action.

The USModernist Library: George launched the USModernist Library, an online resource that includes 6 million pages of scanned architecture magazines, publications, and documents, making Modernist architectural history easily accessible.

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The American Institute of Architects: Honored George with both a rare honorary AIA and AIA Institute Honors for Collaborative and Professional Achievement, commemorating distinguished achievements of non-architects who advance the architecture profession.

Other Awards

2023 Preservation Forsyth Award	2014 Historic Preservation Advocacy Award from the Preservation Society of Chapel Hill	2011 Preservation Durham Advocacy Award
2023 Sarasota Alliance for Historic Preservation Heritage Award	2013 AIA North Carolina Legacy Award	2009 City of Raleigh Sir Walter Raleigh Individual Award for Community Appearance
2020 Charlotte History Museum Preservation Award	2013 AIA Triangle Isosceles Award	2009 Vernacular Architecture Foundation Paul E. Buchanan Award
2020 Historic Wilmington Award	2013 Historic Charlotte Blast from the Past Award	2008 Preservation North Carolina Gertrude S. Carraway Award
2019 Architects Newspaper Best of Design Awards Research Honorable Mention	2012 News and Observer Tar Heel of the Week	2008 Preservation Chapel Hill Award of Merit
2014 DOCOMOMO-US Modernism in America Award	2011 Capital Area Preservation Anthemion Award	

PAST ENGAGEMENTS

George has spoken to: AIA National Conference 2023 2022 2016 • DOCOMOMO/PRP 2025 • California Preservation Foundation • AIA Knoxville / North Carolina / Charlotte / Eastern / Piedmont / Asheville / South Atlantic Regional • Paul Rudolph Institute for Modern Architecture • Modernism Week 2023 2018 2014 • WestEdge LA • NY School of Interior Design 2024 2023 2022 2018 2017 • Northeastern University • Wichita Century II • Columbia Design League • Modern Atlanta • National AIA Foundation • Charlotte History Museum 2019 2025 • Modern Richmond • Rhode Island State Preservation Conference • NC State College of Design • Branch Museum • Gregg Museum • Preservation NC • ASLA North Carolina • National Trust for Historic Preservation

TRAVELS FROM

Raleigh/Durham, NC

George Smart is available for Master of Ceremonies for Fundraisers and Awards Events, Motivational Speaking, Panel Discussions, Architecture Tours

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