Dear Media Partners:

We are grateful for your interest in Taliesin and Taliesin Preservation. We are delighted to host media representatives to help tell the story about the engaging programing and transformative preservation our nonprofit conducts to provide a greater understanding of Taliesin’s architecture and ideas — and we invite you to visit us as part of your editorial research.

Taliesin is the home, studio, school, and 800-acre agricultural estate of American architect, graphic designer, writer, farmer, and educator, Frank Lloyd Wright, located in rural Spring Green, Wisconsin. With buildings from nearly every decade of Wright’s life from the 1890s to the 1950s, Taliesin is one of the most significant architectural anthologies in the world and is nominated to become a UNESCO World Heritage site.

Our public tours and innovative programs welcome more than 24,000 visitors from around the world each season to return to Taliesin time and time again to discover Wright’s legacy in its entirety through meaningful experiences. We look forward to working with you and to answering any questions you may have.

Sincerely,

Aron Meudt-Thering
Communications Manager
athering@taliesinpreservation.org
(608) 588-7900 Ext. 231

Taliesin Preservation
5607 County Road C
Spring Green, WI 53588
VISION

Taliesin is acknowledged as the embodiment of American architect Frank Lloyd Wright’s commitment to the creation of exceptional environments that harmonize architecture, art, culture, and the land.

MISSION

As stewards, Taliesin Preservation’s mission is to preserve the cultural, built and natural environments that comprise the Taliesin property and to conduct public educational and cultural programming that provides a greater understanding of Frank Lloyd Wright’s architecture and ideas.

Photo by T.S. Long
TALIESIN
Taliesin is the home, studio, school, and 800-acre estate of Frank Lloyd Wright (1867-1959). Located in the Driftless Region of southwestern Wisconsin near Spring Green, Taliesin is the name of Wright’s 37,000 square foot home as well as the estate that includes buildings from nearly every decade of Wright’s career from the 1890s to the 1950s. In 1976, Taliesin was designated as a National Historic Landmark.

The Taliesin residence is the heart of a series of buildings that Wright designed for himself and his family members across the estate: Romeo & Juliet Windmill (1896), Hillside Home School (1901), Tan-y-Deri (1907), Hillside Drafting Studio (1932), Midway Barn (1920), Hillside Theater (1952), and the Frank Lloyd Wright Visitor Center (1953).

The concept of Taliesin dates back to the 1800s when Frank Lloyd Wright’s ancestors emigrated from Wales to this location, in search for a better life. Through progressive education and transformative ideas, Taliesin became a source of inspiration for how Frank Lloyd Wright saw the world; a world where nature, art, community, and work are integrated to nurture each individual’s growth.

TALIESIN PRESERVATION
Taliesin Preservation is a Wisconsin 501(c)(3) organization founded in 1993. Its mission is to preserve Taliesin’s natural, built, and cultural environments through educational and cultural programming to provide a greater understanding of Frank Lloyd Wright’s architecture and ideas.

We implement this mission by:

- generating program opportunities to draw on Wright’s innovative philosophy and create a laboratory for experience, exploration, and expression;
- operating a successful public tour program;
- providing ongoing historic preservation resources to the buildings and natural and cultural landscapes.

Taliesin Preservation aims to not only educate about Wright’s legacy, but Taliesin’s legacy, in its entirety. Wright was a farmer, architect, graphic designer, landscape architect, writer, musician, art collector as well as a dedicated educator. We strive to preserve Wright’s natural, cultural, and built environments, and create a place for others to apply the same spirit of innovation and the opportunity to have a better and more beautiful life.

Taliesin Preservation employs a year-round core team of 20 staff members as well as 60 seasonal staff members who are dedicated to carrying out Taliesin Preservation’s mission. The organization owns and operates the Frank Lloyd Wright Visitor Center; designed by Frank Lloyd Wright as the Riverview Terrace in the 1950s and built in 1967 as The Spring Green Restaurant. In the Visitor Center, Taliesin Preservation operates the Taliesin Gift Shop and the Riverview Terrace Café.

WHO VISITS TALIESIN?
Taliesin Preservation offers a variety of public tours and a diverse array of experiences, including lectures, publications, educational workshops, and performances for visitors of all ages to engage more deeply. In 2018, more than 24,000 people visited from 25 countries including Australia, Canada, China, England, France, Germany, Japan, the Netherlands, New Zealand, and Norway. In the same year:

- 80 students from 8 states and Canada attended summer architecture workshops;
- 265 students from under-served urban settings spent a day immersed in natural landscapes, and time sketching and preparing their own lunch they collected from the gardens;
- 157 students visited in educational field trips;
- 1,517 adults attended for classes, events, and programming.
Since the 1800s, the Taliesin estate was and continues to be a laboratory for individuals of diverse backgrounds to come together for thought exchange, experimenting with materials and space, and addressing human needs of our time.

Taliesin Preservation believes that a “minds-on, hands-on” philosophy through experience, exploration and expression is crucial to an individual’s own learning and growth. These include opportunities:

- Experience community within the Taliesin residence and gardens through salons, garden tours, workshops, fireside chats;
- Experience beauty of the natural and cultural landscapes through volunteering, a photography workshop, or a guided trail hike;
- Explore architecture, visual arts, and the performing arts;
- Explore culinary artistry with regionally reliant food and produce grown in Taliesin’s fields and orchard;
- Express your own individual thoughts, ideas, and genesis through disconnection with a fast-paced world;
- Express your identity by finding a simpler, more organic, and beautiful way to live.

In 1931, Wright wrote a concept for his own Hillside Home School of the Allied Arts to take place on the Taliesin estate that reads:

“The soul must be wooed if it is to be won. It cannot be taught. Nor can it ever be forced. To be more specific this means that the nature of our livelihood, commercial industry, both by machine and process, must be put into experimental stations where its many operations may come into the hands...”

**ADULT AND YOUTH WORKSHOPS**

Taliesin Preservation, as a culturally significant organization with international recognition understands its responsibility to lead in an exemplary way, and to assist with extending arts and culture programming beyond its international visitors.

As we do our part in supporting learners in a fast-paced, global, diverse and dynamic world, we continue to build on Frank Lloyd Wright’s organic principles and engaging participants in an interdisciplinary and integrated way – through architecture, land, farm, food, the arts and community. In all of our work, students, both adult and youth, explore in minds-on, hands-on settings alongside professionals and are allowed to express their very own ideas.

Infused with STEAM (Science, Technology, Engineering, Arts and Mathematics), our summer workshops will not only teach the “trick of the trades” from professionals, but also immerse students in the sheer beauty of the Taliesin built, cultural, and natural environment.

**ARTS AND CULTURE**

To ensure authentic interaction within the buildings, the land, the community of artists and professionals, Taliesin’s public engagement opportunities today include first-hand experiences. In 2018, the Taliesin Arts and Culture Program hosted a great variety of chamber music concerts, lectures, art workshops, intimate speaker salons and an art exhibition, featuring professionals from around the region and across the country.

For a truly immersive experience for guests to experience and explore, Taliesin hosts farm dinners featuring local organic ingredients, including produce grown here. Diners sit amongst the fields in which their meal is grown and prepared, and where community and culture blend.
Taliesin Preservation owns and operates The Riverview Terrace Café, located within the Frank Lloyd Wright Visitor Center and is host to an innovative work-study culinary program. The program, launched in 2018, advised by farm-to-table pioneer and founder of L'Etoile, Odessa Piper, is founded on the principle that respect for nature and all that grows is the beginning of understanding good food. The program is managed by Chef Bruce Evans, Food Artisan Immersion Program Manager.

Inspired by Wright’s architectural apprenticeship program and his commitment to creating environments that harmonize architecture, art, culture, and the land — a philosophy Wright called “organic architecture.” Students receive a work-study stipend for supporting restaurant operations and are provided a fully-immersive experience while living on the Taliesin estate.

“I firmly believe that if you give the right thing to people to see and really experience, they will choose the right thing.” –Frank Lloyd Wright

Students get a one-of-a-kind experience to participate in the Taliesin residential community of organic farmers, architectural students, artists, and educators. Students prepare seasonally inspired meals for the restaurant and Taliesin events with ingredients from the Taliesin farm and surrounding Driftless region. Our Culinary students are introduced to key growers, producers, and chefs of the Spring Green and Driftless community.

Our goal is to nurture the artisan traditions of this generation and to cultivate tastes based on region. Upon completing the spring-to-autumn program, students will have advanced their cooking skills and intuition in order to pursue further training and/or employment in the farm-to-table Food Artisan sector. Their knowledge and understanding of the broken food system will help to create an economic flux in the system and step-by-step, do their part in restoring it.

Participants train and rotate through all cafe positions. In addition to these positions, hands-on learning will introduce participants to the necessary skills needed to successfully operate a regionally reliant restaurant including:

- Product Harvesting and Foraging
- Building Farm Relationships
- Pricing and Cost Controls
- Restaurant Staffing
- Sourcing and Logistics
- Food Safety and Sanitation
- Menu Planning and Design
- Profit and Loss Management

Every aspect of the cafe operation is taught. Menus are prepared from scratch using seasonally inspired ingredients primarily sourced from Taliesin’s certified organic farm and the surrounding Driftless region renowned for its organic farms and exceptional producers.

To round out the program, curriculum takes place in a cook’s garden on the estate, shared group dinners at the Hillside School of Architecture, lectures and book discussions in Frank Lloyd Wright designed buildings, estate events, art projects, and field trips to area farms and restaurants.
<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1863</td>
<td>Wright’s grandparents Richard &amp; Mallie Lloyd Jones purchase land along the Wisconsin River near Spring Green.</td>
</tr>
<tr>
<td>1867</td>
<td>Frank Lloyd Wright is born in nearby Richland Center, Wisconsin, to Anna Lloyd Jones and William Carey Wright.</td>
</tr>
<tr>
<td>1886</td>
<td>Unity Chapel completed by architect Joseph Lyman Silsbee and apprentice Wright at age 18.</td>
</tr>
<tr>
<td>1887</td>
<td>Wright’s “Home Building” for the Hillside Home School, run by Wright’s aunts, Jane and Nell, is completed; Wright’s first independent commission, at age 20.</td>
</tr>
<tr>
<td>1897</td>
<td>Wright’s Romeo and Juliet Windmill completed for the Hillside Home School at age 30.</td>
</tr>
<tr>
<td>1903</td>
<td>Wright’s Hillside Home School is completed at age 36.</td>
</tr>
<tr>
<td>1908</td>
<td>Wright’s Tan-y-Deri residence completed for Andrew Porter and wife Jane, Wright’s sister; Wright was 40.</td>
</tr>
<tr>
<td>1911</td>
<td>Anna Lloyd Jones purchases 31.65 acres in Wyoming Valley for Wright and Mamah Borthwick on Wright’s favorite boyhood hill; Wright is 44 and moves to Taliesin with Mamah Borthwick in December of that year.</td>
</tr>
<tr>
<td>1911</td>
<td>Construction starts on Taliesin I.</td>
</tr>
<tr>
<td>1914</td>
<td>The living quarters of Taliesin I are lost in a fire due to arson and seven lives are lost including Mamah Borthwick; immediate construction starts on Taliesin II; Wright is 47.</td>
</tr>
<tr>
<td>1915</td>
<td>Hillside Home School closes.</td>
</tr>
<tr>
<td>1922</td>
<td>Wright acquires the Hillside Home School property.</td>
</tr>
<tr>
<td>1925</td>
<td>Taliesin II burns in an electrical fire; immediate construction starts on Taliesin III; Wright is almost 58.</td>
</tr>
<tr>
<td>1932</td>
<td>Taliesin Fellowship is established for architectural apprentices; construction on the Hillside Drafting Studio begins.</td>
</tr>
<tr>
<td>1935</td>
<td>Wright designs Fallingwater in the Taliesin Drafting Studio.</td>
</tr>
<tr>
<td>1938</td>
<td>Wright purchases land in Scottsdale, Arizona, and designs Taliesin West; annual migration begins.</td>
</tr>
<tr>
<td>1943</td>
<td>Wright produces sketches of the Solomon R. Guggenheim Museum at Taliesin.</td>
</tr>
<tr>
<td>1949</td>
<td>Midway Barn is completed.</td>
</tr>
<tr>
<td>1950</td>
<td>Wright directs the demolition of Hillside Home School “Home Building,” his first independent commission.</td>
</tr>
<tr>
<td>1952</td>
<td>A fire destroys the southern wing of the Hillside Home School; immediate construction starts on the Hillside Theater and Dining Room.</td>
</tr>
<tr>
<td>1954</td>
<td>Construction starts on Riverview Terrace, known now as the Frank Lloyd Wright Visitor Center; construction would halt temporarily in 1959.</td>
</tr>
<tr>
<td>1955</td>
<td>Hillside Theater and Dining Room construction completed; Wright is 88.</td>
</tr>
<tr>
<td>1959</td>
<td>Wright dies in Phoenix, Arizona, at the age of 91; Guggenheim, Marin County Civic Center, and numerous residences are under construction.</td>
</tr>
<tr>
<td>1967</td>
<td>Riverview Terrace opens as The Spring Green restaurant (now known as the Frank Lloyd Wright Visitor Center).</td>
</tr>
<tr>
<td>1976</td>
<td>Taliesin estate is declared a National Historic Landmark.</td>
</tr>
<tr>
<td>1992</td>
<td>Taliesin Preservation reconstructs the Romeo and Juliet Windmill with the Frank Lloyd Wright Foundation.</td>
</tr>
<tr>
<td>1993</td>
<td>Taliesin Preservation acquires The Spring Green restaurant and converts it to the Frank Lloyd Wright Visitor Center.</td>
</tr>
<tr>
<td>1994</td>
<td>Frank Lloyd Wright Visitor Center opens for tours.</td>
</tr>
<tr>
<td>1994</td>
<td>National Trust for Historic Preservation names Taliesin among the most endangered buildings.</td>
</tr>
<tr>
<td>1998</td>
<td>The 229-year-old Tea Circle oak tree falls on the roof of Wright’s Taliesin Drafting Studio.</td>
</tr>
<tr>
<td>2000</td>
<td>Preservation of Wright’s Taliesin Drafting Studio completed.</td>
</tr>
<tr>
<td>2010</td>
<td>The bedroom of Wright’s widow, Olgivanna Lloyd Wright, is completely restored and open to the public.</td>
</tr>
<tr>
<td>2011</td>
<td>Taliesin celebrates 100-year anniversary and is removed from the list of America’s most endangered buildings by the National Trust for Historic Preservation.</td>
</tr>
<tr>
<td>2015</td>
<td>Preservation of the Loggia completed, and opens to the public after nearly 20 years.</td>
</tr>
<tr>
<td>2017</td>
<td>The 150th anniversary of the birth of Frank Lloyd Wright.</td>
</tr>
<tr>
<td>2017</td>
<td>Frank Lloyd Wright Visitor Center celebrates 50-year anniversary.</td>
</tr>
<tr>
<td>2017</td>
<td>Tan-y-Deri interior and exterior restoration completed.</td>
</tr>
<tr>
<td>2018</td>
<td>Taliesin Preservation celebrates its 25th anniversary.</td>
</tr>
</tbody>
</table>
1886  UNITY CHAPEL
Unity Chapel is a shingle-style chapel designed by Joseph Lyman Silsbee of Chicago, IL. Wright’s uncle and Unitarian minister, Jenkin Lloyd Jones commissioned the chapel and Frank Lloyd Wright designed the interior at the age of 18. This makes Unity Chapel Wright’s earliest work. A family cemetery outside includes the grave sites of the Lloyd Jones family, including Wright’s original plot. Unity Chapel today remains operated by the Lloyd Jones family. The exterior is open to the public, and tours of the interiors are available by request.

1897  ROMEO AND JULIET WINDMILL
Romeo and Juliet Windmill was commissioned by Wright’s aunts to pump water for their coeducational boarding school, and Wright offered them a striking observatory tower of wood. The design features two intersecting towers, with Romeo as a triangular storm prow and an octagonal Juliet. The aerodynamic structure allows storm winds to pass by the structure without causing harm. In 1992 Taliesin Preservation fully restored the windmill as its first project on the Taliesin estate, in partnership with the Frank Lloyd Wright Foundation.

1907  TAN-Y-DERI
Wright designed Tan-y-Deri as a residence for his sister, Jane Porter, and her family. The Porters worked for the Hillside Home School, just downhill. Welsh for “under the oaks,” Tan-y-Deri sits on a hill adjacent to Taliesin and next to the Romeo and Juliet Windmill. The design was based on “A Fireproof House for $5000” featured in the Ladies Home Journal article. Tan-y-Deri underwent a comprehensive interior and exterior restoration completed in 2017.

1911  TALIESIN
Wright’s home, studio, and garden sanctuary was a laboratory for architecture and design. In its three iterations, Taliesin embodies Wright’s ideas of organic architecture — a departure from earlier Prairie School works. From the courtyards and gardens to the Living Room, Loggia, and Birdwalk, Taliesin offers a commanding view of the valley, settled by Wright’s Welsh ancestors. Using natural local limestone and Wisconsin River sand, Taliesin stands as “shining brow” on Wright’s favorite boyhood hill.

1949  MIDWAY BARN
Midway Barn is located between Taliesin and Hillside School. Stepping down the hill, it served as the center of agriculture for the estate beginning in the 1940s. Midway grew as operations expanded through the decades with the spired Milking Tower is Wright’s “ode to the guernsey teat.”

1955  HILLSIDE STUDIO & THEATER
The complex of buildings at Hillside includes spaces from across Wright’s career as a designer: the “abstract forest” drafting studio (1932), the Hillside Assembly Hall (1903), the Hillside Theater (1955), and the Fellowship dining hall (1955). Hillside is home to the Frank Lloyd Wright School of Architecture, and students in residence here from mid May through mid October may be seen at work in the studio. The Assembly Hall is an example Wright’s strides to “destroy the box” of traditional architectural design. The Hillside Theater includes a theater curtain, that was adapted from a Wright-designed geometric abstraction of the Taliesin landscape.

1967  THE FRANK LLOYD WRIGHT VISITOR CENTER
Wright designed the Riverview Terrace as a “gateway to Taliesin” that would house a restaurant, as well as offices and meeting space for the architects at Taliesin. Construction began under Wright’s supervision and stalled upon Wright’s death in 1959. In 1967 the Riverview Terrace opened as The Spring Green restaurant as part of an investment in developing an arts community in Spring Green along the Wisconsin River. Taliesin Preservation purchased the building in 1990 and adapted it to serve as the Frank Lloyd Wright Visitor Center.
“Taliesin was the name of a Welsh poet. A druid-bard or singer of songs who sang to Wales the glories of Fine Art. Literally the Welsh word means ‘shining brow.’”
-Frank Lloyd Wright, 1932
An Autobiography

“No house should ever be on the hill or on anything. It should be of the hill. Belonging to it.
Hill and house should live together each the happier for the other.”
-Frank Lloyd Wright, 1932
An Autobiography

“I meant to live if I could an unconventional life. I turned to this hill in the Valley as my grandfather before me had turned to America – as a hope and haven.”
-Frank Lloyd Wright, 1932
An Autobiography

“... [A]n entire building might grow up out of conditions as a plant grows up out of soil, as free to be itself, to ‘live its own life according to Nature’ as is the tree.”
-Frank Lloyd Wright, 1932
An Autobiography

“You can wander through Taliesin for hours at a time and never stop seeing something new.”
-Robert Campbell, architecture critic and Pulitzer Prize winner

“The history of American architecture is unthinkable without Taliesin.”
-Martin Fuller, architecture critic
As Wright traveled the world, he fondly writes of Taliesin and Wisconsin, “And I come back from the distant, strange and beautiful places that I used to read about when I was a boy, and wonder about; yes, every time I come back here it is with the feeling there is nothing anywhere better than this is.”

Wright also believed that with the 1904 concept of the Wisconsin Idea, Taliesin along with the state of Wisconsin, should be embraced to hold the idea of applying research to solve problems and improve health, quality of life, the environment and agriculture for all citizens of the state.

Before Wright's passing in 1959, he expressed his desire for Taliesin never to become a house museum. The concept of Taliesin evolving and remaining a place where innovative studies and community should always thrive. At Taliesin Preservation, we take his desire very seriously and that preservation drives programming and programming drives preservation.

GOVERNOR’S AWARD FOR ARTS, CULTURE, AND HERITAGE

In 2018, Taliesin Preservation was proud to accept the award from Wisconsin Department of Tourism Governor’s Award for Arts, Culture and Heritage. The Governor’s Tourism Awards are designed to recognize and acknowledge those individuals and businesses in the travel and tourism industry that have shown dedication, creativity and excellence. Sponsored by the Governor's Council on Tourism, the Governor’s Award recognizes and honors people and organizations that have made a significant impact on Wisconsin’s Travel and Tourism industry.

FRANK LLOYD WRIGHT TRAIL

Wisconsin is home to 46 Wright-designed buildings and one of the greatest collection of Wright sites in the world. Promoting these structures and the architect himself has been part of the Wisconsin Department of Tourism’s marketing plan for years. In 2017, legislation was passed to designate and post signage directing travelers on a self-guided tour through the Frank Lloyd Wright Trail and market the nearly 200-mile route in southern Wisconsin. New signs along the highways of nine counties from Racine to Richland Center are now visible and will guide visitors through the state. Taliesin Preservation is proud to be a part of this trail.

1 & 2. S.C. Johnson Administration Building and Research Tower, Racine
3. Wingspread, Wind Point
4. Burnham Street American System-Built homes, Milwaukee
5. Monona Terrace, Madison
6. First Unitarian Society Meeting House, Madison
7. Taliesin and the Frank Lloyd Wright Visitor Center, Spring Green
8. Wyoming Valley School Cultural Arts Center, Spring Green
9. AD German Warehouse, Richland Center

Signs along the highways of nine counties from Racine to Richland Center will guide visitors through the state. Visit Travel Wisconsin for more information.
PARTNER ORGANIZATIONS

FRANK LLOYD WRIGHT FOUNDATION
The Frank Lloyd Wright Foundation, a 501(c)(3) organization, based in Scottsdale, Arizona, is owner of the Taliesin property. Since 1993, Taliesin Preservation has worked in partnership with the Foundation to provide programming and preservation resources to the Taliesin property. Taliesin Preservation holds the programming rights to the Taliesin property in perpetuity.

THE SCHOOL OF ARCHITECTURE AT TALIESIN
The School of Architecture at Taliesin builds architects of the future by offering comprehensive study towards a professional Master of Architecture (M. Arch) degree. The program is designed for students who thrive in a multifaceted environment focusing on rigorous design, critical thinking, and hands-on learning. The school’s specialized approach facilitates an individualized educational experience and fosters a close relationship between students, faculty, and staff. The School of Architecture at Taliesin is a collaborative partner with Taliesin Preservation and spends six months each year at Taliesin.

FAZENDA BOA TERRA
Fazenda Boa Terra, a Consumer Supported Agriculture operation based at Taliesin, is working hard to generate some of the finest organically grown produce in the greater Madison area. They are founded by an agronomist and an environmental scientist with years of farming experience at the forefront of sustainable farming practices. This means that their Certified Organic produce is grown in a way that blends the latest technologies and methods together with the tried and true. They strive to preserve the integrity of the farmland and its wild places while being efficient enough to make organic produce affordable to those who thought they could never enjoy organic food because of the price.

Fazenda Boa Terra vegetable crops at Taliesin, with Romeo and Juliet Windmill.

The School of Architecture at Taliesin in the Hillside Studio.