



FRANK LLOYD WRIGHT'S

TALIESIN[®]

2021 MEDIA KIT

WELCOME TO TALIESIN: PART OF A UNESCO WORLD HERITAGE SITE

Dear Media Partners:

I'm so glad you're here! I welcome you to tell the story about the engaging programming and transformative experiences Taliesin Preservation creates to understand Frank Lloyd Wright's architecture and ideas. I invite you to visit us either in-person or virtually as part of your editorial research, and if you need to develop story ideas further, we have some started on page 12.

Taliesin has and always will be of its time and of its place. By experiencing Taliesin, you get a chance to see the Driftless Area through Wright's eyes. Visitors leave transformed and have a new perspective on creating a better and more beautiful life. Taliesin Preservation will always have new and transformative stories to share with you.

Join us in sharing the story of the future.

Sincerely,
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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.

WHAT IS TALIESIN?

For over a century, Taliesin and the surrounding Driftless hills and valleys of southwest Wisconsin have served as a laboratory for living. It is a laboratory where culture, architecture, agriculture, and the natural environment converge around the desire to explore everyday life.

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, Taliesin is one of the most significant architectural anthologies in the world and, in 2019, was designated as part of a United Nations Educational, Scientific and Cultural Organization (UNESCO) World Heritage site. In 1976, Taliesin also became a National Historic Landmark through the National Park Service.

The concept of Taliesin dates back to the 1800s when Frank Lloyd Wright's ancestors emigrated from Wales to Wisconsin in search of a better life.

Through progressive education and transformative ideas, Taliesin became a source of inspiration for how Wright saw the world. Nature, art, community, and work integrate to nurture each individual's growth. This valley was a place that served as inspiration for Wright and his future and became a place where thousands of individuals would come to learn and study.

In 1932, Wright established the Taliesin Fellowship. This progressive architectural program attracted a new generation of individuals worldwide to this location to explore ideas for a better shared future. These individuals learned about architecture, but they also worked in the gardens, farmed in the fields, created art, played music - because to Wright, that was living intentionally. We honor Wright's philosophy and continue to gather people from all walks of life - including chefs, artists, writers, architects, farmers, musicians, and designers. We engage professionals who ask the same questions about building a better, more integrated, and intentional way of living as part of our programming.

TALIESIN PRESERVATION

Taliesin Preservation is a Wisconsin 501(c)(3) organization founded in 1993.

We implement our mission and vision by:

- creating public programming opportunities to learn and teach, experiment and innovate, gather and question
- operating a successful visitation program exploring the buildings, land, and nature
- creating immersive experiences for individuals to live onsite and experience the culture within
- providing ongoing historic preservation resources to the buildings, natural and cultural landscapes

Since 1993, over half a million people have experienced the Taliesin estate.

Taliesin Preservation employs a year-round core team of 12 staff members and 60 seasonal staff members. The organization owns and operates the Frank Lloyd Wright Visitor Center, designed by Wright as the Riverview Terrace in the 1950s and built in 1967 as The Spring Green Restaurant. Taliesin Preservation operates the Taliesin Gift Shop and the Riverview Terrace Café in the Visitor Center.

The Taliesin estate is owned and preserved by the Frank Lloyd Wright Foundation based in Scottsdale, AZ.

IMPACTS OF COVID-19

COVID-19 has had an immense impact on the travel industry, from which most of our revenue comes from. We have had to continually adjust our offerings, operations, procedures, staffing, budgets, and much more. Vaccines bring hope and optimism to the horizon.

6,986 Visitors in 2020
73% decrease in visitors over 2019
70% decrease in tour revenue over 2019
14% increase in volunteer hours over 2019
61% increase of gifts of general support over 2019

HOW COULD WE BUILD A BETTER EVERYDAY LIFE TOGETHER?

Since the 1800s, the Taliesin estate has been 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 learning and growth. These opportunities include:

- *Experience community within the Taliesin residence and gardens through salons, Driftless Landscape tour, workshops, fireside chats*
- *Experience the beauty of the natural and cultural landscapes through volunteering, a photography workshop, or a trail hike*
- *Explore architecture, visual arts, and the performing arts*
- *Explore culinary artistry with regionally reliant food*
- *Express your thoughts, ideas, and genesis through disconnection with a fast-paced world*
- *Express your identity by finding a more straightforward, 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:

“We are all here to develop a life more beautiful, more concordant, more fully expressive of our sense of pride and joy than ever before in the world.”

-Frank Lloyd Wright, 1957

VIRTUAL SUMMER CAMP & DESIGN STUDIO

Taliesin Preservation understands its responsibility to lead in an impactful way and assist with extending arts and culture programming beyond its in-person visitors.

As we do our part in supporting students in a fast-paced, global, diverse, and dynamic world, we continue to build on Frank Lloyd Wright’s organic principles and engage them in an interdisciplinary and integrated way. We do this through architecture, land, farm, food, the arts, and community. Students explore in minds-on, hands-on settings alongside professionals and can express their very own ideas.

Infused with STEAM (Science, Technology, Engineering, Arts, and Mathematics), our virtual summer workshops will teach the “trick of the trades” from professionals and immerse students in the sheer beauty of Taliesin’s built, cultural, and natural environment.

ARTS AND CULTURE

To ensure authentic interaction with the buildings, land, community of artists and professionals, Taliesin’s public engagement opportunities today include first-hand experiences. In 2018, the Taliesin Arts and Culture Program hosted various 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 on the property. Diners sit amongst the fields where their meal is grown and prepared and where community and culture blend.

RIVERVIEW TERRACE CAFE & FOOD ARTISAN IMMERSION PROGRAM

The Food Artisan Immersion Program (FAIP) is an introductory culinary course exploring the cultivation, craft, and community of regionally reliant foodways of Wisconsin's greater sustainable agriculture community, located in the Driftless hills and valleys of southwest Wisconsin.

The multifaceted program draws inspiration from Frank Lloyd Wright's vision for Taliesin as a living laboratory where culture, architecture, agriculture, and the natural environment converge around the desire to explore everyday life. We believe that a healthy food system is rooted in excellent cooperation between people, their community, and their environment.

Experiential learning takes place through living on the Taliesin estate, sharing meals with the community, maintaining the student garden, and paid part-time employment at the Riverview Terrace Cafe. Community advocacy around food plays an essential role in the teachings of FAIP. Instruction is designed to build skills and confidence in the basics of food service, gardening, sustainable agriculture, and community advocacy.

The program is designed as a survey course and intended for people curious about entering foodservice or professionals seeking a deeper connection to foodways in their existing competencies.

FAIP is for people beginning or early in their foodservice careers, or career changers, looking to join a workforce and seeking a deeper understanding of regional foodways to apply to their existing skills.



PROGRAM LOCATION

The Riverview Terrace Cafe is home to the FAIP and laboratory for local integrated foodservice. Wright's "Riverview Terrace" was his exclusive restaurant design, intended for travelers and locals alike and to be the gateway to Taliesin. We serve local and seasonal cuisine, some of which is grown right here on the Taliesin estate. The cafe is part of the Frank Lloyd Wright Visitor Center, which welcomes more than 27,000 annual visitors between April and November.

EDUCATION STATEMENT

FAIP participants will experience the "Taliesin Way of Life" within the greater community of creatives and artisans of the Driftless Region.

FAIP is centered on work-study employment in the Riverview Terrace Cafe, located at the Frank Lloyd Wright Visitor Center. Participants experience daily practice in preparing seasonally inspired, regionally reliant meals for the cafe.

HISTORICAL TIMELINE OF TALIESIN

- 1867 Frank Lloyd Wright is born in Richland Center, Wisconsin, to Anna Lloyd Jones and William Carey Wright.
- 1886 Unity Chapel was completed by architect Joseph Lyman Silsbee and apprentice Wright at age 18.
- 1887 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.
- 1897 Wright's Romeo and Juliet Windmill completed for the Hillside Home School.
- 1903 Wright's Hillside Home School is completed.
- 1908 Wright's Tan-y-Deri residence completed for Andrew Porter and wife Jane, Wright's sister.
- 1911 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. Construction starts on Taliesin I.
- 1914 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.
- 1915 Hillside Home School closes.
- 1922 Wright acquires the Hillside Home School property.
- 1925 Taliesin II burns in an electrical fire; immediate construction starts on Taliesin III.
- 1932 Taliesin Fellowship is established for architectural apprentices; construction on the Hillside Drafting Studio begins.
- 1935 Wright designs Fallingwater in the Taliesin Drafting Studio.
- 1938 Wright purchases land in Scottsdale, Arizona, and designs Taliesin West; annual migration begins.
- 1943 Wright produces sketches of the Solomon R. Guggenheim Museum at Taliesin.
- 1949 Midway Barn is completed.
- 1950 Wright directs the demolition of Hillside Home School "Home Building," his first independent commission.
- 1952 A fire destroys the Hillside Home School's southern wing; immediate construction starts on the Hillside Theater and Dining Room.
- 1954 Construction begins on Riverview Terrace, known now as the Frank Lloyd Wright Visitor Center; construction would halt temporarily in 1959.
- 1955 Hillside Theater and Dining Room construction completed; Wright is 88.
- 1959 Wright dies in Phoenix, Arizona, at the age of 91; Guggenheim, Marin County Civic Center, and numerous residences are under construction.
- 1967 Riverview Terrace opens as The Spring Green restaurant. (now known as the Frank Lloyd Wright Visitor Center)
- 1976 Taliesin estate is declared a National Historic Landmark.
- 1990 Taliesin Preservation was founded with a loan (1993) from the Wisconsin Housing & Economic Development Authority (WHEDA); the remaining balance was forgiven in 2009.

HISTORICAL TIMELINE OF TALIESIN (CONT.)

- 1992 Taliesin Preservation reconstructs the Romeo and Juliet Windmill with the Frank Lloyd Wright Foundation.
- 1993 Taliesin Preservation acquires The Spring Green restaurant and converts it to the Frank Lloyd Wright Visitor Center.
- 1994 Frank Lloyd Wright Visitor Center opens for tours. National Trust for Historic Preservation names Taliesin among the most endangered buildings.
- 1998 The 229-year-old Tea Circle oak tree falls on the roof of Wright's Taliesin Drafting Studio.
- 2000 Preservation of Wright's Taliesin Drafting Studio completed.
- 2010 The bedroom of Wright's widow, Olgivanna Lloyd Wright, is completely restored and opened to the public.
- 2011 Taliesin celebrates its 100th anniversary and is removed from the list of America's most endangered buildings by the National Trust for Historic Preservation.
- 2015 Preservation of the Loggia was completed and opened to the public after nearly 20 years.
- 2017 The 150th anniversary of the birth of Frank Lloyd Wright. Frank Lloyd Wright Visitor Center celebrates 50th anniversary. Tan-y-Deri interior and exterior restoration completed.
- 2018 Taliesin Preservation celebrates its 25th anniversary. Taliesin Preservation wins the WI Governor's Tourism Award for Arts, Culture, and Heritage.
- 2019 Taliesin becomes part of a UNESCO World Heritage Site. Taliesin Preservation wins the 2019 Trustees Emeritus Award for Historic Site Stewardship from the National Trust for Historic Preservation.
- 2020 The Frank Lloyd Wright School of Architecture changes its name to The School of Architecture and moves to Acrosonti in Arizona.



Taliesin, 1911 © Taliesin Preservation

TALIESIN STRUCTURES

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 18 years old. Unity Chapel is Wright's earliest work. A family cemetery outside includes the Lloyd Jones family's gravesites, including Wright's original plot. Unity Chapel today remains operated by the Lloyd Jones family. The exterior is accessible to the public.

1897 ROMEO AND JULIET WINDMILL

Wright's aunts commissioned the Romeo and Juliet Windmill to pump water for their co-educational 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 wrap around the towers 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. 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 and studio was a laboratory for architecture and design. Taliesin embodies Wright's organic architecture ideas in its three iterations – 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 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 as 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 the former home of the Frank Lloyd Wright School of Architecture, and students used to reside here from mid-May through mid-October. The Assembly Hall is an example of Wright's strides to "destroy the box" of traditional architectural design. The Hillside Theater includes a 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, 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.

STORY STARTERS

The Taliesin Preservation [blog](#) is a great starting point for new stories and behind-the-scenes content, much of which has not yet been widely published.

DRIFTLESS LANDSCAPE TOUR

This tour is an all-outdoor tour that is conversational in nature. Join us to discuss the interconnectedness of land and culture while enjoying an approximately 1-mile walk across the Taliesin estate. This tour will speak to the estate's natural history, using Frank Lloyd Wright as the connecting theme between topics. Guests on this tour will explore the landscape that Wright felt drawn to and learn about the geology, ecology, and agri(cultural) history of southwest Wisconsin that attracts many people to the Driftless Area.

FAMILY DAY

Family Day is back for a second season. We're now offering a self-guided opportunity to walk the 800-acre estate. Visitors are encouraged to bring picnics and enjoy the beautiful Driftless scenery. Additional activities for families to enjoy will be added throughout the summer, including games and exploration activities. This is the first time a grounds pass like this has been offered, and it has been appealing to multiple families and multigenerational travel.

FRANK LLOYD WRIGHT TRAIL

This architectural driving tour was established in 2019 and is a perfect way to explore Wright's significant impact on his home state of Wisconsin. Visit nine Wright-designed buildings across the southern portion of the state.

- SC Johnson Administration Building and Research Tower: Racine, WI
- Wingspread: Racine, WI
- Burnham American System-Built homes: Milwaukee, WI
- Monona Terrace Community and Convention Center: Madison, WI
- First Unitarian Society, Madison, WI
- Taliesin and the Frank Lloyd Wright Visitor Center: Spring Green, WI
- Wyoming Valley School: Spring Green, WI
- AD German Warehouse; Richland Center, WI

There are so many itineraries that can be tailored to meet road-tripping travelers' needs looking for safe options to see architecture and immerse themselves in Wisconsin culture and epicurean delights. Architecture pairs well with beer, cheese, and other quirky roadside destinations.

WELSH HILLS HIKING TRAILS

Free and open to the public. This trail offers visitors an opportunity to immerse themselves in the nature that inspired Frank Lloyd Wright to create his organic architecture ideas. The Welsh Hills Trail traverses about a mile of the lower slopes of the hills adjacent to Taliesin. This affords hikers a unique perspective of the Taliesin estate and the ongoing ecological restoration of the landscape. It is a relatively flat trail making it a friendly hike for most people. The marked trail connects the Frank Lloyd Wright Visitor Center with Unity Chapel. Hikers can return on the same trail or take the paved recreational trail along Highway 23 back to the Frank Lloyd Wright Visitor Center. The trail is open year-round and is free of charge.

GIFT SHOP & DRIFTLESS AREA ARTISTS

Feature our products in your next gift guide feature. We offer a wide variety of home essentials and Frank Lloyd Wright licensed products and gifts made locally by Driftless Artisans.

Create a beautiful home during the holiday season inspired by Wright's iconic nature-inspired design. Our gift shop has everything you need from table linens, decor, and ornaments to make your home ready this season. Let us help you round out your product spreads with a wide selection of unique gifts for the architecture enthusiast, nature lover, and kids in your life. We also offer virtual personal shopping sessions to help customers with all their holiday shopping.

To continue to be an economic driver of the Driftless Region, the gift shop is growing our relationships with local artisans and craftspeople and featuring beautiful handcrafted items such as pottery and exclusive artwork inspired by the beauty of the Driftless and Taliesin. Many of the items are exclusive to our gift shop.

FARMING AT TALIESIN

Frank Lloyd Wright was a Wisconsin farmer. He grew up in these hills and valleys working on his uncles' farms and envisioned a day when he would return to build his home and studio. His family emigrated from Wales, and they settled in this fertile valley to set up their family farms. Wright's inclination for farming was created out of necessity to feed both his family and the apprentices. Wright designed his contour plowing to fit the topography, which created beautiful lines on the rolling hills. Wright worked with Jens Jensen and ordered a diverse array of apple trees for the orchard and grapevines for his vineyard near the home. Wright originally designed Taliesin to be from "pig to proprietor," meaning that the livestock lived in the same building as he did. Eventually, the agricultural wing of Taliesin was turned into housing for apprentices who came to train with Wright and moved the farming operations to a newly constructed Midway Barn.