

CHRISTINE MADRID FRENCH

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CONTACT

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EDUCATION

- *Marketing Analytics Certificate*, Darden School of Business, University of Virginia, 2019.
- *Master of Architectural History* University of Virginia, 1998
- *Bachelor of Science, Architectural Studies*, University of Utah, 1992

KEY STRENGTHS

- Research and writing on architecture, historic preservation, and design
- Non-Profit Leadership and Fundraising
- Historic Home Restoration, Management, and Activation
- Historic Preservation Advocacy
- Resource Identification and Analysis
- Communications/Marketing and Public Presentations

MISSION

My writings, projects, and leadership focus on architecture and heritage as a critical component in our understanding of the cultural environment. Retaining the integrity of historic structures and districts—through documentation, public education, targeted preservation development, and community participation—assists in larger efforts of sustainability, diversity, contextual interpretation, and economic growth.

CAREER ACHIEVEMENTS

- **Executive Director, Napa County Landmarks**, Aug. 2023 to present.
- **Contributing writer, *Vanity Fair*** “How One Modernist Building in Alfred Hitchcock’s *North by Northwest* Changed Cinema Forever,” October 2022.
- **Author, “The Architecture of Suspense: The Built World in the Films of Alfred Hitchcock,”** monograph published by the University of Virginia Press, 2022.
- **Director of Advocacy, Programs & Communications**, San Francisco Heritage, Oct. 2022 to Aug. 2023.
- **Director of Development & Marketing**, California Preservation Foundation. Global reach with more than 20,000 participants for 100+ webinars. Feb. 2020 to Oct. 2022.
- **Project Director of *Florida’s Mid-Century Modern Resources, 1945-1975***, a historic structures survey and analysis through the University of Florida. Project won a **Documentation Award of Excellence, Modernism in America Award, Docomomo-US**, 2020.
- **Director of the Modernism + Recent Past Program** at the National Trust for Historic Preservation, a two-year national advocacy and education effort. 2009-2011.
- **Architectural Historian**, National Park Service, Historic American Buildings Survey/Historic American Engineering Record and the National Capital Region, Washington, D.C., 1992-1996.
- **Presenter and Keynote Speaker** at more than fifty professional conferences and public meetings.
- **Author and Contributing Writer** for ten books on architecture and cultural landscapes and eight published articles in popular magazines.

PRESENTATIONS

- **The Architecture of Suspense:** Sarasota Architectural Foundation, FL; Boca Raton Museum of Art, FL; Palm Springs Modernism Week, CA; Tucson Modernism Week, AZ; University of Virginia, School of Architecture, Charlottesville, VA, Preservation Idaho, Boise, ID.
- **Sunshine State Modernism,** American Institute of Architects, National Conference on Architecture, Orlando, FL, 2017.
- **Celebrating Concrete: The Orlando Public Library & Brutalism,** Orlando Public Library, Orlando, FL, 2017.
- **Evil Lairs: Adele Cygelman & Christine Madrid French,** US Modernist Radio, iTunes, Episode #21, 2017.
- **Preservation Wins, Losses & Lessons in the Millennial Battle of Gettysburg,** Roger Williams University, School of Architecture, Bristol, RI, 2016.
- **Sex, Race & Modernism: Tales from America's Mid-Century Closet,** Palm Springs Modernism Week, Palm Springs, CA, 2014.
- **Saving the Modern Century: Future Visions for Historic Preservation,** Kansas State Historic Preservation Conference, Salinas, KS, 2013.
- **The Next Fifty Years in Historic Preservation,** Missouri Alliance for Historic Preservation, Statewide Preservation Conference, St. Louis, MO, 2012.
- **Hawai'i Modernism: A Symposium on Identification, Evaluation & Preservation of Our Recent Past,** Historic Hawaii Foundation, Honolulu, HI, 2012.

PUBLICATIONS

- **“Coastal Modernism: The Sarasota School’s Architectural Revolution,”** The Palm Springs School, Palm Springs Center for Creativity, Rizzoli, expected 2025.
- **“The Architecture of Entrapment: Capturing the Body and the Mind in Anime,”** co-authored with Gideon French in *Animate[d] Architecture: A Spatial Investigation of the Moving Image*, edited by Vahid Vahdat, Liverpool University Press, 2024.
- **Vanity Fair,** “How One Modernist Building in Alfred Hitchcock’s *North by Northwest* Changed Cinema Forever,” October 2022.
- **The Architecture of Suspense: The Built World in the Films of Alfred Hitchcock,** University of Virginia Press, 2022.
- **“American Modern Architecture: Frame and Character in Hitchcock’s Cinematic Spaces,”** in *Critical Insights: Alfred Hitchcock*, edited by Douglas Cunningham, Salem Press 2017.
- **“For the Love of Concrete: What Happens When You Heart Brutalism Not Trash It,”** Big Red and Shiny, March 2013. [Read.](#)
- **“Modernism + the Recent Past,”** *Forum Journal*, National Trust for Historic Preservation, Summer 2010, vol. 24, no. 4.
- **The Visitor Center as Monument: Re-Contextualizing Richard Neutra’s Cyclorama Center at Gettysburg.** *Designing the Parks Conference: The History of Park Planning and Design*, Charlottesville, VA, 2008. Published by the University of Virginia Press in *Public Nature: Scenery, History, and Park Design*, 2013.
- **Survival by Design: Nationalizing Modernism in the Name of Preservation.** International Council on Monuments and Sites (ICOMOS), International Scientific Committee on 20th Century Heritage, Chicago, IL, 2007. Published in *Identification, Advocacy, and Protection of Post-World War II Heritage Session*, S. J. Kelley and T. Gunny Harboe, co-editors.
- **Illustration Editor, *Dictionary of Building Preservation*,** Ward Bucher, AIA, ed., by John Wiley & Sons, Inc., 1996.

SELECTED EMPLOYMENT and EXPERIENCE

Faculty, University of Florida, Gainesville, FL.

College of Design, Construction and Planning, Historic Preservation Program. Developed a series of new courses for graduate students focusing on the preservation and study of 20th-century modernist buildings. Provided practical training opportunities to the students through participation in grant projects and local preservation efforts. 2016-2018.

Project Director, Preservation Capen, Winter Park, FL.

Award winning historic preservation effort to relocate a 200-ton historic house (by barge) to the Albin Polasek Museum. Oversight of fundraising efforts, public outreach, restoration/renovation and construction, and implementation of a highly successful marketing campaign via traditional press and social media outlets. Final fundraising total \$1.1 million over two years. 2013-2015.

Director, Modernism + Recent Past Program, National Trust for Historic Preservation, San Francisco, CA.

Leader of a national grant-funded program to revive historic, modern places for 21st century use through advocacy, public outreach, publications, and presentations. Edited "Modernism + the Recent Past," a special edition of the *Forum Journal*, featuring articles by Theo Prudon, Alan Hess, and Paul Goldberger. Granted more than \$23,000 in pass-through grants to 10 national, state, and local partner programs in 2010 to support historic preservation and education efforts. Developed and executed the innovative "Modern Modules" public program in four cities, funded by a \$40,000 matching grant from the National Endowment for the Arts. 2009-2011.

Architectural Historian, National Capital Region, National Park Service, Washington, D.C.

Assessed National Park Service properties for inclusion on the List of Classified Structures (LCS), a database containing a description of all historic properties within the NPS. Completed documentation on 1100+ structures. 1994-1996.

Historian, Historic American Buildings Survey/Historic American Engineering Record, NPS, Washington, D.C.

Conducted final review, verification, and edit of HABS/HAER manuscripts, photographs, and measured drawings for the Library of Congress. Edited and prepared over 10,000 pieces of documentation for accession. Produced and implemented the first HAER Historian's Procedures Manual for training and techniques. 1992-1994.

National Historic Landmark Nominations and Letters of Inquiry:

- *The Research Studio, Maitland, FL.* Designed by J. Andre Smith, 1938-1959. Approved by the Secretary of the U.S. Department of the Interior. Completed for the City of Maitland, 2014.
- *The Gettysburg Cyclorama Building, Gettysburg, PA.* Designed by Richard Neutra and Robert Alexander, 1962. Co-authored with Dr. Richard Longstreth on behalf of the Society of Architectural Historians. Approved by the National Parks Advisory Committee; denied by the DOI, 2000.
- *16th Street Mall, Denver, CO.* Designed by I.M. Pei & Partners, 1978-1982. Consultant for the National Park Service, Letter of Inquiry, 2016.
- *Far View Visitor Center, Mesa Verde National Park, CO.* Designed by Joseph Marlowe, 1964-1968. Consultant for the National Park Service, Letter of Inquiry, 2016.

Architectural Surveys and Historic Contexts:

- *Florida's Mid-Century Modern Resources, 1945-1975*, with the University of Florida, Gainesville, FL. Three context statements examining materials, construction, design, and architects in the modern period, including a statewide survey of over 500 significant structures, 2017-2018.
- *St. Louis Modern Architecture Survey and Context, 1945-1975*, for the City of St. Louis, MO, Cultural Resources Office, St. Louis Planning and Urban Design Agency, 2012-2013.

FUNDRAISING and GRANT WRITING

Leading teams composed of executive directors, board members, patrons, community leaders, and the general public, I have initiated and executed project grants and gifts funding more than **\$2.5 million** in preservation efforts since 2000. The sources for the funds were composed of: institutional 25%; grants 20%; foundations 20%; private 15%; naming 10%; and in-kind materials and services 10%.

My approach focuses on building persuasive arguments, leveraging collaborative relationships, compiling networking teams, and producing visually-appealing materials to convey key points. I also envision individual projects within the comprehensive framework of the organization, to ensure that funding benchmarks address larger institutional goals. Details of the grants and foundation awards I authored are listed below.

Florida Department of State, Division of Cultural Affairs

General Program Support

- **\$81,886** Albin Polasek Museum, 2016-2017

Small Matching Grant (2017-2018)

- **\$50,000** Friends of Casa Feliz, "Envisioning Sustainability at Historic Casa Feliz"
- **\$50,000** University of Florida, Survey & Planning Project, "Florida's Mid-Century Modern Resources, 1945-1975: Historic Context Statements & 50 Flagship Structures"

Orange County (Florida) Arts & Cultural Affairs

Cultural Facility Grants, for Museums and Auditoriums

- **\$114,000** Preservation Capen Phase 1: Restoring the Capen-Showalter House and Kalmanson Gardens, Albin Polasek Museum, 2014
- **\$107,000** Preservation Capen Phase 2: Museum Connections & Renewal, Albin Polasek Museum, 2015
- **\$85,000** Friends of Casa Feliz, "Envisioning Sustainability at Casa Feliz," 2016

Cultural Tourism Grants

- **\$40,000** Winter Park Paint Out annual plein air event, Albin Polasek Museum, 2015
- **\$40,000** Winter Park Paint Out, Albin Polasek Museum, 2016

The Galloway Foundation

- **\$90,000** Preservation Capen Phase 1, 2014
- **\$100,000** Preservation Capen Phase 2, 2015



Top: The Preservation Capen team in front of "Ginger," after the successful move across Lake Osceola. "Fred" arrived the next day, 2013.

Middle: The restored Capen House at the Polasek Museum, Winter Park, FL, 2016.

Bottom: Florida Trust for Historic Preservation awards ceremony, recognizing the Preservation Capen project, 2014.



Maravilla Handball Court: A Place That Matters. Built by Michi and Tommy Nishiyama, the ca. 1920s court is one of the oldest remaining in East Los Angeles and is an important part of the cultural heritage of the Latino and Japanese-American community.

OUTREACH & COMMUNICATIONS

In 2009, the National Trust for Historic Preservation launched the Modernism + Recent Past Program, also known as *TrustModern*, to galvanize and support efforts to preserve and rehabilitate modern-era resources, including significant architectural designs as well as vernacular sites that hold social, economic, or cultural importance. I served as project director under the supervision of Dr. Anthea Hartig, now the director of the Smithsonian's Museum of American History in Washington, D.C.. Sponsored by the Henry Luce Foundation and the National Endowment for the Arts, the two-year program piloted a number of new projects, including:

Modern Modules: An innovative education series of two-day symposia highlighting historic 20th-century resources in four target cities: Aspen, CO; Boston, MA; Los Angeles, CA; and Minneapolis/St. Paul, MN. Each symposium included a professional roundtable conversation, followed by a free, public presentation. During this series, *TrustModern* hosted 26 panelists and nearly 1000 attendees at the public events and gathered 110 participants at the professional roundtables.

Community Films: Working with local directors, the *TrustModern* team produced 15 short films, featuring 41 preservation-minded advocates across the country. *Maravilla Handball Court: A Place That Matters*, a short film by director Manuel Huerta, was completed with the support of the Los Angeles Conservancy, and accepted into the "I Love Your Shorts," film festival in Florida, 2010.

America's Modern & Recent Past Heritage Booklets: Featuring the work of seven professional photographers, the *TrustModern* team produced four, full-color booklets highlighting 146 historic resources in four cities. More than 4000 booklets were printed and distributed for free during the Modern Modules series of events. Each booklet promoted public preservation education.

