

FRANK LLOYD WRIGHT FOUNDATION

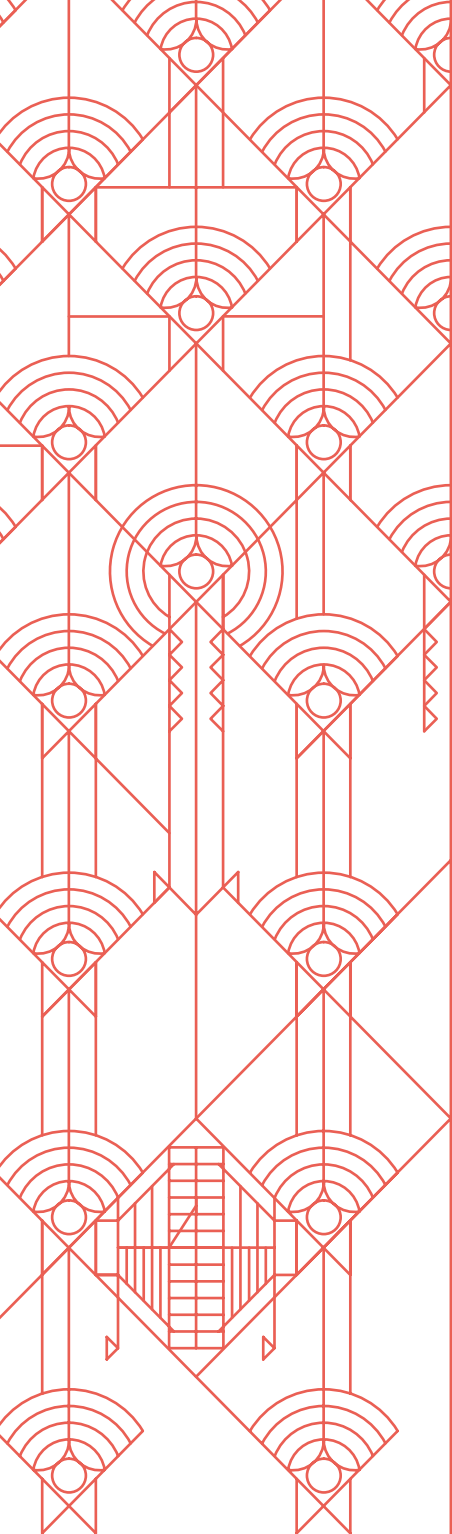


FRANK
LLOYD
WRIGHT®
FOUNDATION

ADVANCING THE WAY
WE BUILD AND LIVE



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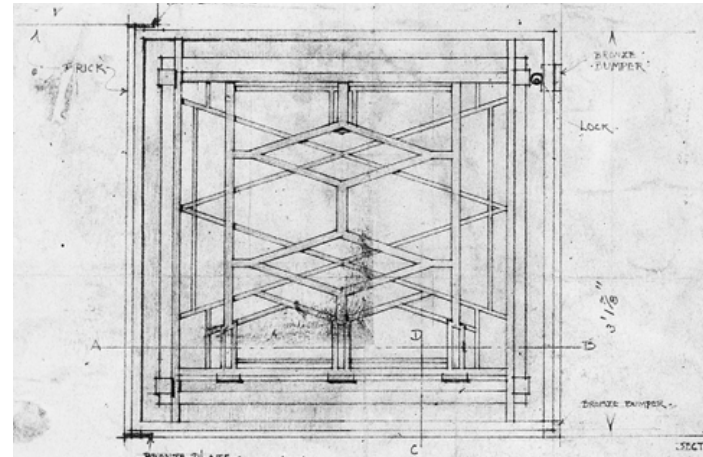
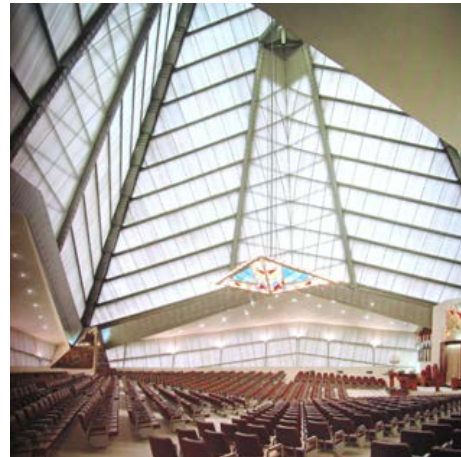
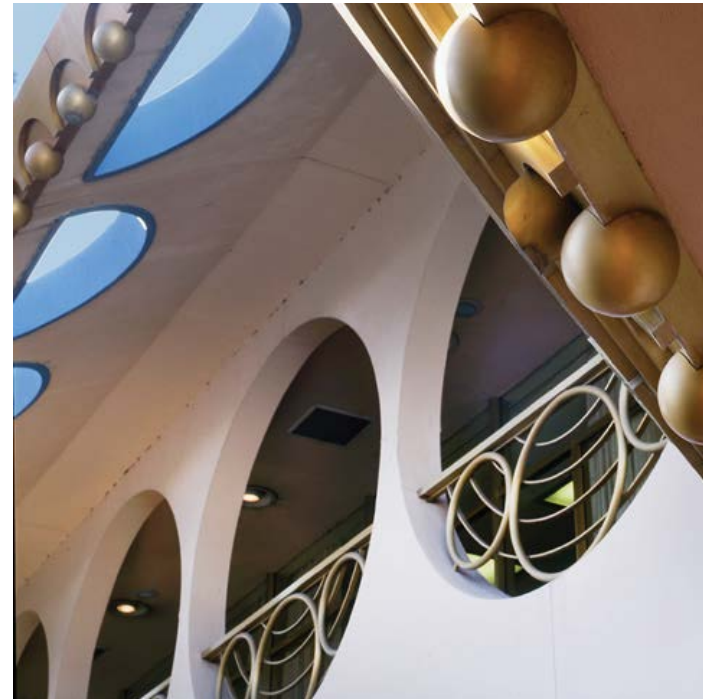
Over a 70-year career, Frank Lloyd Wright created the principles of a modern American architecture that still advance the way we build and live around the world. More than a designer of buildings, he was an architect of innovative design ideas that make our lives better.

Wright embraced the new technologies, materials, and methods that became available over his long lifetime, always grounded in the principles of what he called “organic architecture”—his belief that human work should be inspired by the way all elements of the natural world work in harmony with each other. Frank Lloyd Wright sought to help inspire people to live a life where beauty was integral to everything around them.

THE DESIGNER



THE WORK



The works of Frank Lloyd Wright are recognized worldwide as historic landmarks pivotal to the global development of modern architecture. His designed objects are collected in museums, and his drawings and other work comprise the largest archive of its kind in the world. His ideas, as embodied in eight of his buildings, are represented on the UNESCO World Heritage List for their significance to global heritage and culture.

Wright's vision, "to make life more beautiful, the world a better one for living in, and to give rhyme, reason, and meaning to life" is carried on through the Frank Lloyd Wright Foundation. The Foundation's mission is to inspire people to discover and embrace an architecture for better living through meaningful connections to nature, the arts, and each other. Our licensing program is intended to bring that mission to life through beautifully designed products that allow people to bring Wright's ideas into their homes, personal spaces, and lives.

THE BRAND



In 1955, Frank Lloyd Wright began to license his works, creating original designs for the Taliesin Ensemble of products in partnership with leading design brands (such as Schumacher and Heritage Henredon). Beginning with that original work and continuing today, Frank Lloyd Wright® licensed products represent refined style, through the expression of the integral relationships between the natural and the man-made, and between material and design. Whether a reproduction of his original work, or innovative products derived from Wright's timeless ideas, all products licensed by the Foundation further the Foundation's mission to make beautiful, organic design accessible to the public.

The Frank Lloyd Wright® licensing program encompasses more than one thousand primary design references, accompanied by the most iconic name in architecture and design.

VISION

In the words of Frank Lloyd Wright, “to make life more beautiful, the world a better one for living in, and to give reason, rhyme, and meaning to life.”

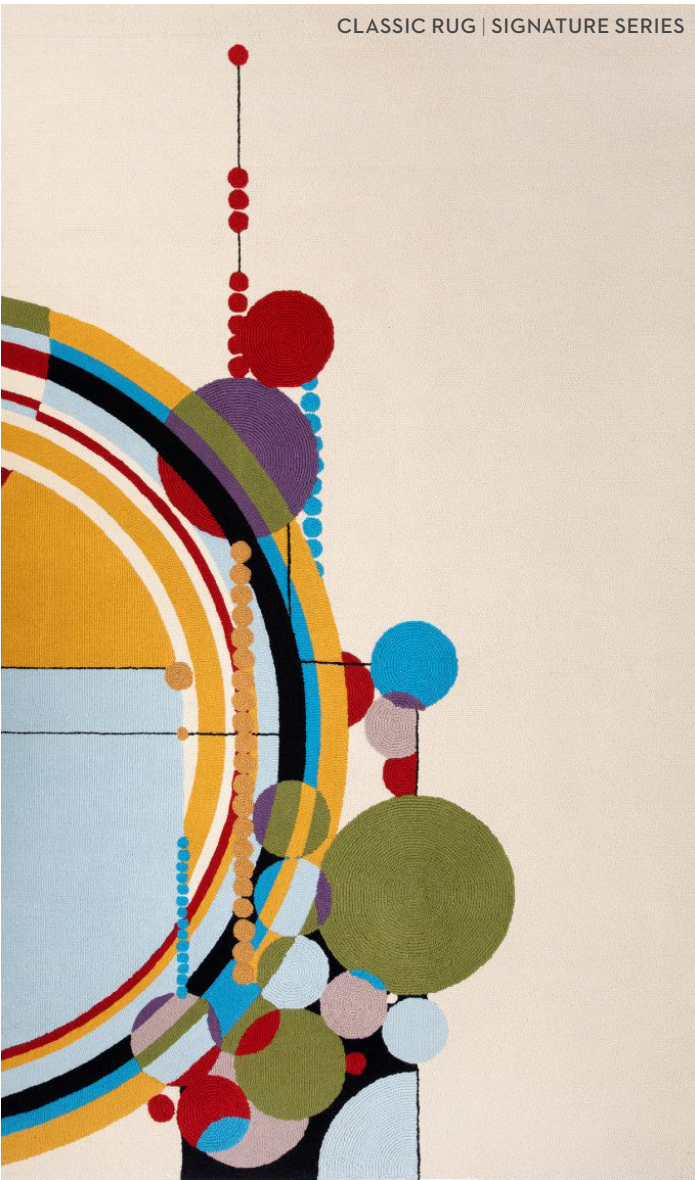
MISSION

The Frank Lloyd Wright Foundation inspires people to discover and embrace an architecture for better living through meaningful connections to nature, the arts, and each other.



OLGIVANNA & FRANK LLOYD WRIGHT WITH LICENSED PRODUCTS

BRAND POSITIONING



FRANK LLOYD WRIGHT
USONIA

PRICE POINT

- Affordable

CONSUMER

- Young
- Stylish
- On-Trend

POINTS OF DIFFERENCE

- Accessible
- Practical
- Contemporary Designs
- Modular
- Home Décor & Furnishings
- Reinterpretations of Wright Designs

DISTRIBUTION

- Online
- Masspirational Stores (e.g. Target; Bed, Bath & Beyond)
- Design Stores
- Specialty & Independent
- Home Improvement



PRICE POINT

- Mid-high, Premium

CONSUMER

- Fans of Wright
- Tourists to Wright Sites & Museums
- Classic

POINTS OF DIFFERENCE

- Aspirational
- Home Décor & Furnishings
- Reinterpretations & Use of Original Wright Designs
- Consistent Quality
- Coordination Between Products

DISTRIBUTION

- Museum Stores
- Mid-tier Department Stores (e.g. Macy's)
- Specialty & Independent
- Furniture & Furnishings
- Gift Shops
- Online



PRICE POINT

- Luxury

CONSUMER

- Highly Educated
- Embraces Luxury & History
- Refined
- Discerning

POINTS OF DIFFERENCE

- Luxurious
- Elegant
- Reproductions & Use of Original Wright Designs

DISTRIBUTION

- High-end Department & Furniture Stores
- Showrooms
- Contract / Trade Channels
- Fine Retailers
- Custom Projects

“*Instinctively and naturally,
if you beautify your own
life, you beautify the life of
everybody around you.*

Frank Lloyd Wright®



BRAND GOALS

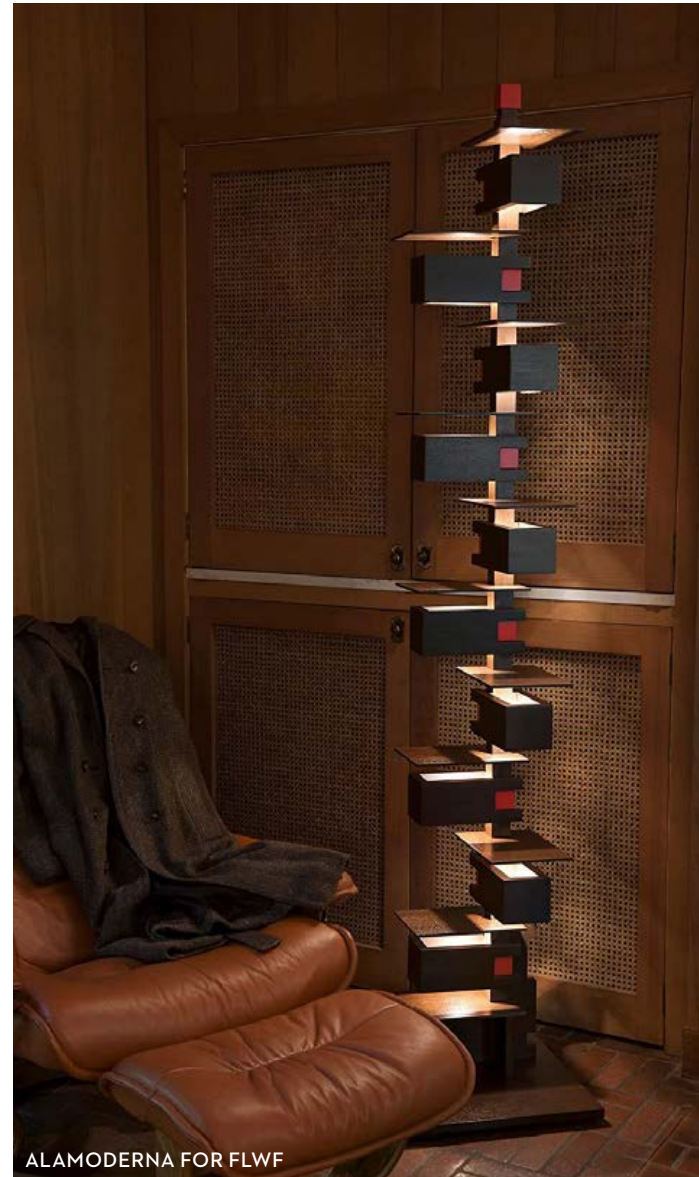
PRESERVING the buildings, landscapes, and communities of Taliesin and Taliesin West, Frank Lloyd Wright's own homes and studios and the most personal expressions his work, to provide experiences that will inspire and challenge visitors to build and live better. These UNESCO World Heritage Sites are recognized for their contributions to global culture.

EDUCATING a worldwide audience about the continued relevance of Wright's architectural and cultural legacy through tours, exhibits, performances, school and youth programs, and digital engagement.

INFLUENCING the growth of architecture, design, and planning by collaborating with universities, scholars, practitioners, and industry at the intersection of nature and the built environment.



DESIGN INSPIRED BY NATURE'S FORMS & PRINCIPLES



Integration of the Parts to the Whole

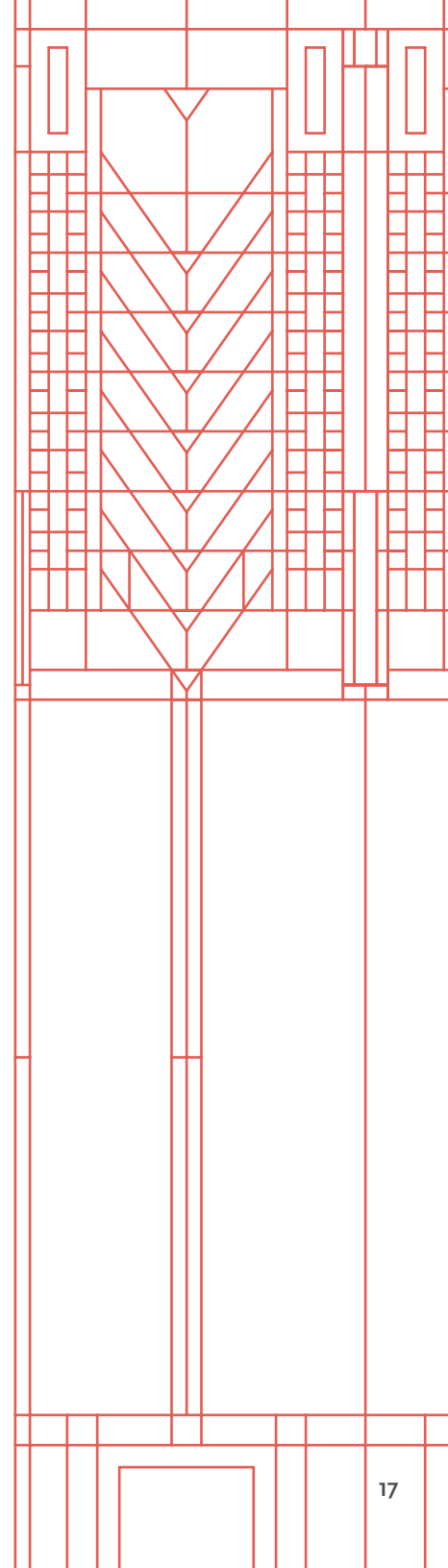
A limited palette of materials, color, and design motifs, derived from natural features of the design and reiterated throughout, creates unity of design, and complexity of character.

Relationship with Nature

Creating organic connection between the landscape and individual.

Intrinsic Quality of Material and Expression

Materials express texture, color, and materiality of natural environment. The natural state of the material is priority unless the environment does not permit.



“*Art is a discovery and development of elementary principles of nature into beautiful forms suitable for human use.*”

Frank Lloyd Wright®



DESIGN FOR A PURPOSE



Spatial Manipulations

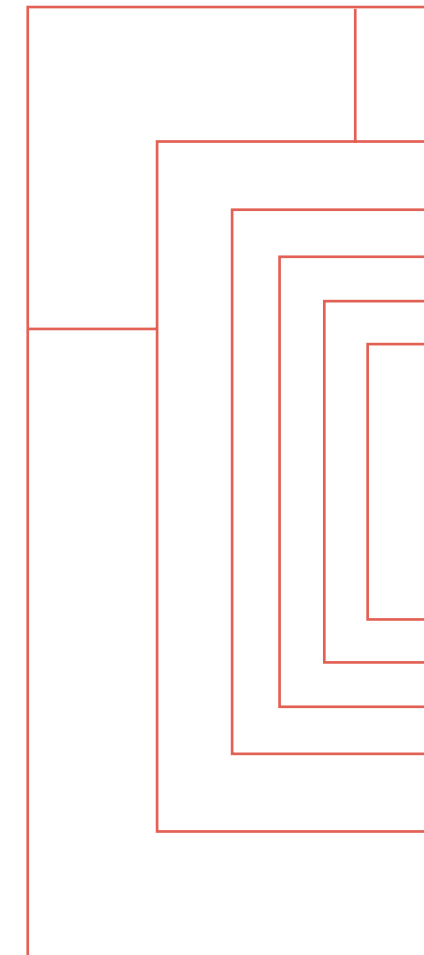
Spatial manipulations are expressed through the open plan and blurred transitions between interior and exterior; rooms open out on and extend into natural environment.

Dynamic Forms

Wright created dynamic forms that employed innovative structural methods and inventive use of materials. Wright pushed the boundaries of technology producing innovative forms creating a higher level of expression.

Contrast of Experience

Frank Lloyd Wright utilized contrast and composed path of movement to create a rich experience. Contrasts between light/dark, solid/void, compression/release create a rich experience of the place, while the power of a place is revealed through choreographed procession through space.



RESPONDING TO AN EVOLVING AMERICAN EXPERIENCE

Addressing Changing Modes of Living

The context and goal of the design is addressed. The design becomes a foil for the individual need.

Transforming Inspiration from Other Places & Cultures

Wright created a model for the modern interpretation of forms from indigenous cultures. Wright's extensive travels and appreciation for Japanese, Korean, Italian, and Indigenous American cultures are evident in his work.

Primacy of the Individual & Individual Expression

The most powerful factor in the design process are the needs of the individual and the context of the expression.



COMMUNITY & MARKETING



CURBED


CITIES HOMES FIND A HOME HOW-TO SHOPPING PODCAST

FRANK LLOYD WRIGHT

Frank Lloyd Wright, the latest lifestyle home brand

New licensing push by Frank Lloyd Wright Foundation an effort to get more of architect's relevant work into contemporary homes

By Patrick Sisson | Mar 18, 2019, 10:27am EDT



A vegan leather travel set from Galison, an arts-focused stationary store, based on the geometric forms Frank Lloyd Wright used in his architectural designs. The Frank Lloyd Wright Foundation is in the midst of licensing an array of new products based on the architect's work. | Courtesy Frank Lloyd Wright Foundation

No American architect, living or dead, commands the kind of recognition given to [Frank Lloyd Wright](#).

Media Love Frank Lloyd Wright

Frank Lloyd Wright is “clickbait.” Leading digital and print media routinely feature the programs and products of the Frank Lloyd Wright Foundation because their readers find them interesting. The Foundation’s ability to tell interesting stories about these designs and the work that continues through new product development has built strong editorial relationships with key partners. Several recent campaigns led by the Foundation each generated well over **1 billion online media impressions**.

Licensed Products in the Press

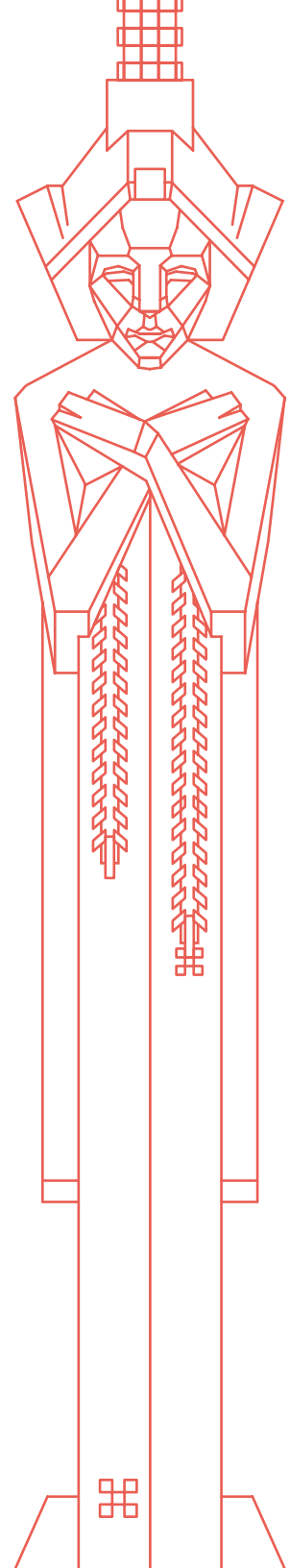
Licensed products and collections are routinely featured on sites including *Curbed*, *Architectural Digest*, *Metropolis Magazine*, *House Beautiful*, *Apartment Therapy*, *Dwell*, and many more!

Active Engagement with the Brand

Every year, more than **1 million people** visit Frank Lloyd Wright public sites across the United States.

24

25



1,114

ARCHITECTURAL WORKS OF ALL TYPES

532

OF WHICH WERE REALIZED

20,000

DRAWINGS IN FRANK LLOYD WRIGHT FOUNDATION ARCHIVES

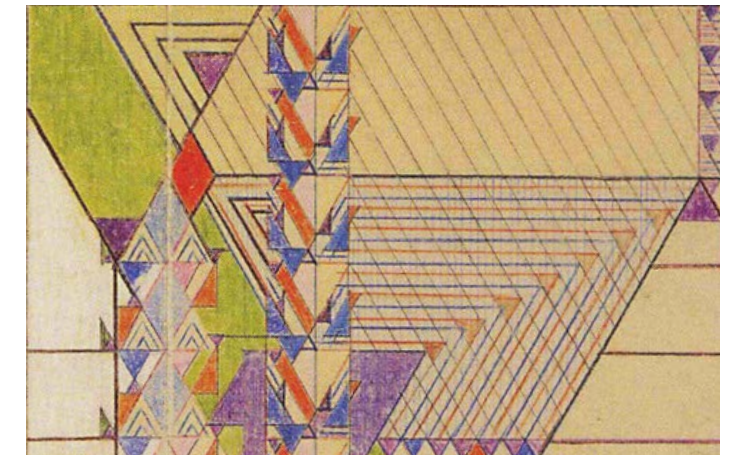
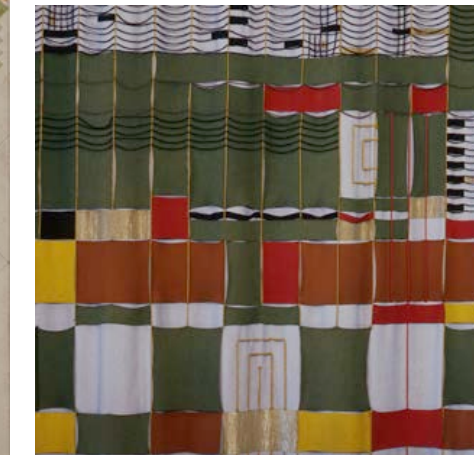
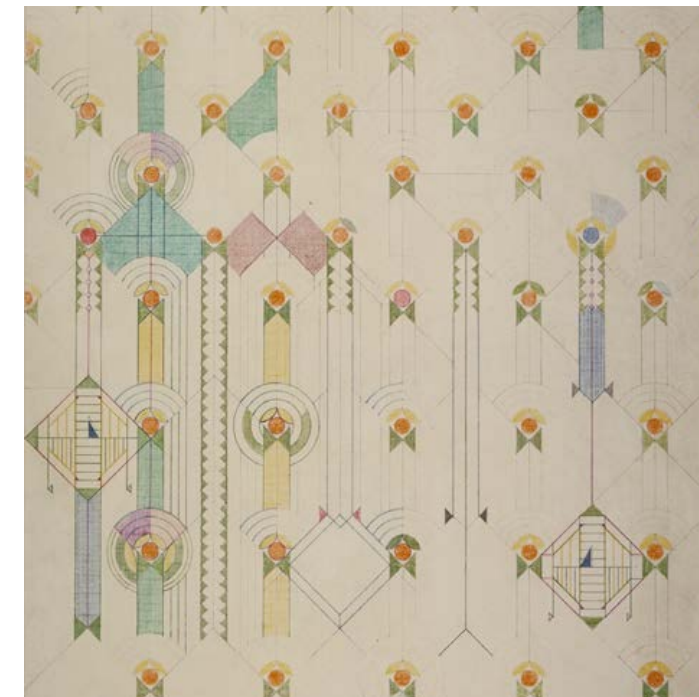
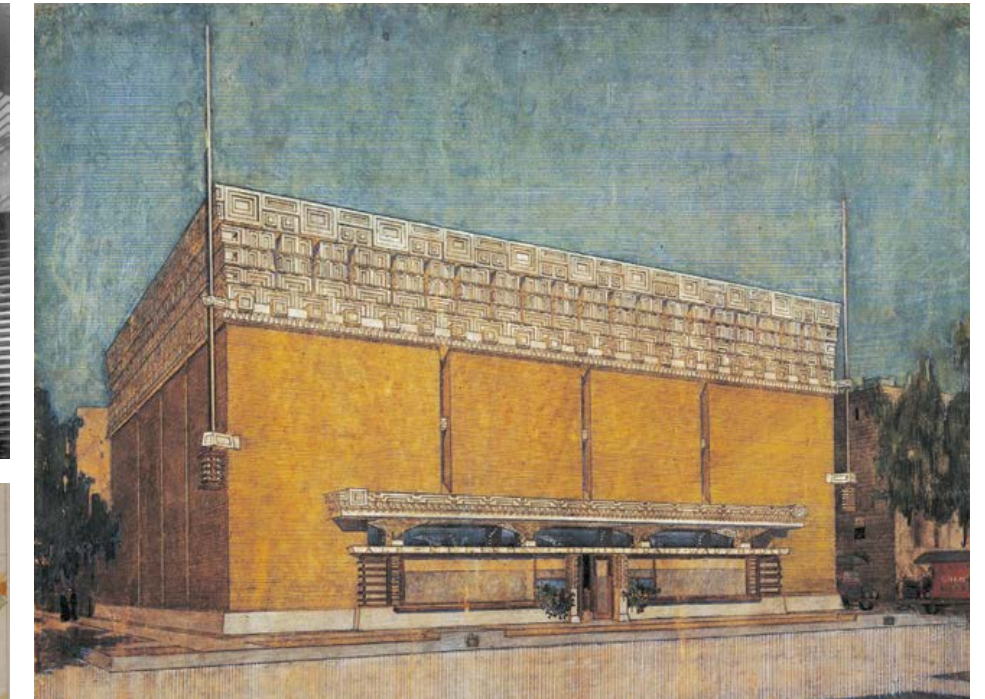
40,000

HISTORIC PHOTOGRAPHS

1,300,000+

ENTRIES IN THE AVERY ARCHITECTURAL & FINE ARTS LIBRARY

SOURCE MATERIAL AVAILABLE



CURRENT LICENSEES

Acme Studios
AlaModerna
Alumicolor
American Needle
Architectural Grille
Architectural Mailboxes
1000Museums
The Atom Brick
Bree Industries
Bulova
Cassina
Classic Rug Collection
Coasterstone
Culver Glass
David Howell Product Design

Downtown Bookworks
Epicurean
Eso Surfaces
Galison Publishing
Gallery Collection
Greentouch USA
Heartland House
Inside Weather
Japan Organic Architecture
KA&F Group
Konzuk Metalwear
Lego
Little Colorado
Lightwave Laser
Mini Materials

Motawi Tileworks
Nichols Bros
Noritake [Japan]
OakBrook Esser
Offecct
Ozone Design
P22 Type Foundry
Pacific Trading
Replogle
Schumacher
SpokeArt
Uni Art
Vitra Design Museum
Yamagiwa



GALISON FOR FLWF



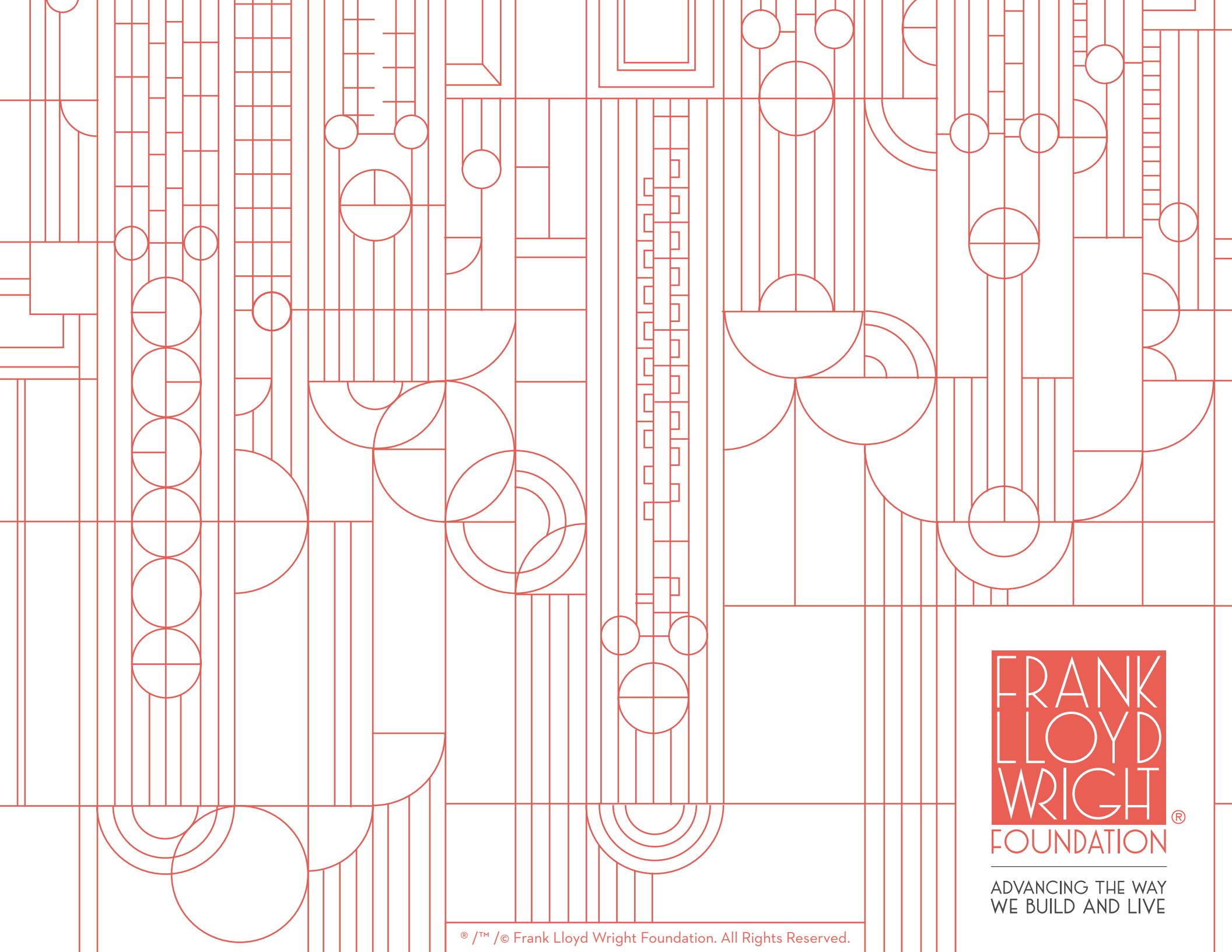
KAF HOME FOR FLWF



CLASSIC RUG FOR FLWF



EPICUREAN FOR FLWF



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LLOYD
WRIGHT[®]
FOUNDATION

ADVANCING THE WAY
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