Developer Joseph Eichler and his Eichler Homes, Inc. built nearly 11,000 single-family homes in California, beginning in the late 1940s. In Northern California, they can be found in Marin and the SF Peninsula, Redwood City, Menlo Park, and Sacramento. Three small communities of Eichlers in Southern California stand in Orange, Thousand Oaks, and Granada Hills. In addition, there are three Eichler-built residences in New York state. Together these thousands of “Eichlers” reflect the beauty and uniqueness of the Eichler design and the integrity and daring of the builder behind it. Fifty years later, the house that Joe built endures as a marvelous legacy.

By the mid-1940s, Joseph Eichler had become intrigued by modernist design and in particular one of the creations of architect Frank Lloyd Wright, who had designed the Bazett House in Mill Valley, California. Recognizing the potential for the concept of a community of homes designed by an architect and built in house lots, Eichler became engrossed with building communities of homes characterized by both flair and affordability.

Aligning himself with a stable of progressive, empathic architects—first the San Francisco firm of Anshen & Allen, then Jones & Emmons, later Claude Oakland—Eichler realized that architectural boldness, change, and optimism through indoor-outdoor living, walls of glass, atriums, and radiant-heat floors.

Patterns and textiles are the underlining structure for the progression and development for design throughout history. Motifs created through patterns are highly influential to the development and accuracy of historical precedent projects. In interior design these items are highly influential to the development and accuracy of historical precedent projects.

Joseph Eichler passed away in 1974 at age 73. Now, 35 years later, when it comes to painting a picture of Joe Eichler, his family and peers remain clear about what he stood for and what made him tick.

One side of Eichler was a relentless go-getter who knew what he wanted, how to get to it, and how to get around the roadblocks and even his own shortcomings. “Before and even after the sales staff, “ said son, Ned Eichler, “my father never held a hammer, a saw, or a wrench in his hand. Still, he became a master builder. “

Another side of Eichler’s character was his enormous charm, wonderful humor, and absolute honesty. He refused to be swayed by associates who saw greater profits in design shortcuts at the expense of integrity. “I’m going to build it anyway, less costly, “ added Ned, “the architectural principles my father had come to hold dear would have been violated. “

A strong proponent of fair housing and deeply opposed to racial discrimination, the liberal Eichler was the first large, tract builder to sell to minorities, and even built a 50% minority community in El Segundo. He offered to buy back homes from those who had trouble accepting their neighbors.

“If, as you claim, this will destroy property values, “ Joe once told some disgruntled Eichler owners, “I could lose millions...You should be ashamed of yourselves for wasting your time and mine with such pettiness. “

Eichler was a residential architect in Northern California. These homes reflect the beauty and uniqueness of the Eichler design and the integrity and daring of the builder behind it. Eichler homes are considered historical landmarks in the state of California making them celebrated buildings. For this project we explored the architects design thinking and aesthetic to create an authentic mid-century modern lodge for visitors to stay in. In addition, we researched and created branding, graphics, & fabric lines to inspire and create the most authentic experience possible. These deliverables greatly influenced the design of this Eichler Lodge.

BRANDING PACKAGE
RENDERED INTERIOR SECTIONS
TEXTILE DESIGN
FLOOR PLAN
FRONT EXTERIOR ELEVATION