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 cities such as San Francisco, Oakland, Berkeley, 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 California. Eichler was searching for a design that was spacious and livable. Together with architect Anshen & Allen, Eichler realized the goals of indoor-outdoor living, walls of glass, and radiant-heat floors. 

In interior design, patterns and textiles are the underlining structure for the progression and development of design throughout history. Motifs created through patterns and textiles have influenced design in all aspects of human living, from fashion to interior design. These patterns can be used to enhance the sense of balance, rhythm, and unity in a design. 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 sale, " said 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. "I built the house with the materials it was supposed to be built with, " said Ned. "They called it overpriced, and 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 house in San Francisco's Haight-Ashbury district for an African American family. He also formed a real estate firm to buy and sell Eichlers to minorities. He even 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."

Developer Joseph 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.