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 County, San Mateo, San Francisco, 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 Los Angeles. Eichler knew he wanted to build homes that were more affordable than many of those designed by Wright, but he also knew he couldn’t beat Wright’s creativity. In his interviews, Eichler attributed his interest in architecture to Frank Lloyd Wright’s influence on him. 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 he was able to create buildings that captured the spirit of a new social order—boldness, change, and optimism through indoor-outdoor living, walls of glass, atriums, and radiant-heat floors.

Eichler believed strongly in the inherent value of unique design and constructed his houses with an eye toward the future. He was an early proponent of modern design and was influenced by the work of Frank Lloyd Wright. Eichler houses are considered historical landmarks in the state of California making them celebrated buildings.

For this project we explored the architect’s 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, and fabric lines to inspire and create the most authentic experience possible. These deliverables greatly influenced the design of this Eichler Lodge.

Eichler used textiles and fabrics extensively in his homes. He believed in using quality materials and craftsmanship. He also believed in the importance of interior design and the role it plays in creating a home's overall aesthetic. Eichler's homes often featured large windows and open spaces, which allowed natural light to flood the rooms. He was also known for his love of nature, and many of his homes were built in close proximity to the natural landscape. Eichler was a proponent of social and economic equality, and he often provided housing for minorities. He was also an advocate for fair housing and was the first large, tract builder to sell to minorities, and even built a home for a black family in the 1960s. Eichler was known for his charm, humor, and honesty, and his homes reflected a sense of comfort and style. He passed away in 1974 at age 73, leaving behind a legacy of innovative design and a commitment to social justice.