

TOURS . EVENTS . MODERNISM

We're excited to welcome many new subscribers to the Modern Albuquerque newsletter! For those who've not downloaded their must-see modernism map already, here is [a direct link](#).

Please enjoy!

- **Thea Haver**

WINROCK SHOPPING CENTER ON SCREEN

The Winrock Mall is among the Albuquerque filming locations for the movie *Bunny O'Hare*, which shot in the city in 1970. The movie serves as an unlikely historical document, as the leading characters, played by Bette Davis and Ernest Borgnine, go on a crime spree across the city. In perhaps the movie's most memorable scene, Davis and Borgnine lead police on a motorcycle chase through the Winrock Shopping Center.



Photo: Once occupied by Montgomery Ward, the WAR letters from signage are still visible. This building connected to the original mall and is part of the 1961 construction. Its I-40 facing south elevation is fronted by new retail fixtures.

Designed by noted modernist mall architectural firm Victor Gruen & Associates, the partially-enclosed mall opened in 1961. The White Winrock Motor Hotel, thoroughly of its era, opened as an attached addition in 1963. The hotel was expanded in the late 1970's following the full enclosure and climatization of the mall's shopping area under an iconic 84-foot pyramid (demolished this year). The hotel, which was later known as the Best Western Winrock Inn, closed in 2005. The demolition of the hotel property was put on hold until 2012 and can be glimpsed in this [news segment](#) by KRQE News 13. The demolition of the original mall and progress on new development at the site has proceeded in stages, however a [KRQE report](#) in June revealed that the Ward's building will remain and be renovated.

We look forward to showing *Bunny O'Hare* with its Winrock sequence on the big screen at the Guild this November. See below for details!

UPCOMING EVENTS

NOVEMBER 11: *Bunny O'Hare* at the Guild Cinema. Screenings at 3:30, 5:45, and

8:00 PM. Matinee tickets are \$5 each and evening seats are \$8.

A 1971 American International Pictures production starring Bette Davis and Ernest Borgnine, *Bunny O'Hare* was filmed partially on location in Albuquerque. Advance tickets are available online and may also be purchased 20-minutes prior to showtime at the box office.

*This event is made possible thanks to the generous support of sponsors **Realtor Talia Freedman** and **Hops Brewery**.*

BUY YOUR TICKETS TO BUNNY O'HARE!



DOCOMOMO TOUR DAY WRAP UP

On October 13th, Modern Albuquerque hosted a special event coinciding with the organization **Docomomo's** (Documenting and Conserving the Modern Movement) annual Tour Day. *The 'Heights' of Modern Architecture*, a 2-hour expansion of content developed for the weekly *Hairpin Legs* walking tour, allowed us an opportunity to share new insights about our modernism tour route that we've been working hard to gather.



One that surprised us especially was this building; it's one that our *Hairpin Legs* tours regularly pass by. We recently learned that it was designed in 1958 by the architectural firm **Pereira & Luckman** of Los Angeles for the Albuquerque office of Prudential Insurance Co., the first building of such provenance that we've encountered here so far.



MID-CENTURY MAVEN TALIA FREEDMAN

Modern Albuquerque is excited to introduce generous sponsor of both our must-see modernism map and upcoming film screening, **Realtor Talia Freedman**.

Talia hails from Manhattan, but after moving to Albuquerque, fell in love with the desert southwest and our city in particular. She admitted to us that she really wasn't aware of the mid-century style when she was growing up, since most of the houses in her area were Victorians and Craftsman, but early in her real estate career, she began to sense a special quality about homes designed in the mid-century era.

In her own words, "I started to notice certain houses that just gave me a calm feeling when I looked at them. Sometimes they were mid-century modern, but often they were just nice, clean mid-century ranchers." Looking into them was an awakening. "I love the furniture and patterns, the gas stations, the dry cleaners, and places of



In preparation for the Tour Day event, we used a drone to take a look at the rooftop of the Harvey Hoshour-designed, 1975 AIA award-winning First National Motor Bank. Our purpose was to see skylights we saw evidenced in photos in the Hoshour inventory at the Center for Southwest Research. We were excited to be able to share this perspective on Saturday's tour (along with the story of our drone crash landing into the employee-only parking lot behind it).



The tour made a stop at the Flatow & Moore designed Fox Building where owner Rom Barnes granted us interior access to the lobby, elevator, stairwell, and the second floor former office of Metropolitan Life, the building's first tenant. The Fox Building has preserved much of its mid-century office character both in its exterior and interior.

We'd like to thank to Mr. Barnes, as well as the guests who attended, for making this a truly special event. For more about our ongoing modernism walking tour, please visit www.retrogradetours.com/tours.

BOOK YOUR MODERNISM TOUR TODAY!

worship too! The whole mid-century world opened up to me, and I don't think I'll ever be the same." We suspect a few of you readers feel similarly.

Though she enjoys working with every client, Talia gets a special satisfaction when she finds someone with a, "shared love for the homes, and in particular, the desire to preserve at least some of what makes a mid-century home special... nothing makes me happier than a restoration where the house gets to keep its original charm but be functional for today."

The charm of a mid-century home is enticing, but Talia does have some advice for those who are thinking about buying a mid-century home. "Make sure you're up to the task of taking on an older home and keep an eye out for asbestos, which might be fine where it is now, but could give you trouble in the future. Other than that, find a house you love and make it your own."

With many years as a Realtor, Talia has explored Albuquerque in search of mid-century real estate and discovered the breadth and scope of Albuquerque's 50's and 60's development. "One of my favorite things about Albuquerque is that you can find these hidden gems in unsuspecting areas where someone decided to do a beautiful mid-century custom build. I've found them in the north valley on an acre of land. I've found them in the NE Heights where everything else around it is in pueblo-revival style. And I've found them hidden on cul-de-sacs in the Uptown area where all of the others are ranch houses and then, hidden behind tall trees, is a cantilevered roof with wood siding."

Talia enjoys almost everything about mid-century design, "except the dresses. They look cute on other people but I'm going to have to stick to the 50's and not venture into the 60's look." Fashion aside, if you're thinking of buying or selling a mid-century home



in Albuquerque, Realtor Talia Freedman is mad for mid-century, too.

Talia Freedman & Co

505.263.7892

Real Estate

UPDATE: FORMER GALLES CHEVROLET SHOWROOM

We are pleased to report that the former Galles Chevrolet property was listed as *available* real estate this month. The site was recently vacated by the dealership which relocated, leaving their 1964 showroom building and facilities behind. The property's owners, the Sandia Foundation, told us in September that as of then, there were no plans to demolish the site. We remain hopeful about its future.



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