

Dear

It is our pleasure to invite you to participate in **Modern Century**, a new World Monuments Fund Modern Architecture initiative made possible by the generous support of Bottega Veneta.

At World Monuments Fund (WMF), now in our 50<sup>th</sup> year, we have a long history of preserving and advocating for threatened sites around the world, from the iconic to the lesser known. Through the World Monuments Watch—our flagship advocacy program—we have worked to protect nearly 800 sites.

The Watch has drawn our attention to modernist sites as being extremely vulnerable to, among other threats, obsolescence, neglect, challenges posed by experimental materials, rising land values, changing building codes, and evolving tastes. At World Monuments Fund, we are committed to preserving modern architecture as a valuable piece of our collective future and we wish to develop new strategic priorities to address this task. This new program will help us to achieve this goal.

The starting point of our new initiative is to identify threatened modernist sites around the world, and for this we seek your help and the participation of your students. Our goal in this early stage of the campaign is to collect photographs and basic information about threatened sites that are important to students around the world. This could take the form of an assignment that you give in any of your courses, between now and December 15, 2016, or an extracurricular activity you could make your students aware of. At the very least, we would appreciate it if you could post the attached “Program Details” on your bulletin board. Additional details about the initiative are attached to this email.

We are reaching out to you because we believe that we would receive carefully-considered feedback from your students on this subject.

In a later phase of the campaign, WMF will convene an advisory council to review the submissions and select a small number of the most exemplary sites for further action (*see program description for details*). Our plan is to select a student from among those we are contacting who, based on the strength of his or her submission, would participate in this council meeting. This student would be accompanied by his or her professor.

We are happy to answer any questions that you may have about the program – please email [modernism2017@wmf.org](mailto:modernism2017@wmf.org). Feel free to pass this information to any of your colleagues. If this request might be more appropriately addressed by someone other than yourself, we would appreciate your support in introducing us to them.

Please let us know if you will be part of this new program. We would be most grateful for your participation. Thank you!

**World Monuments Fund, Inc.**

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