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MEET THE MIDWEST MODERNISTS

Freese Architecture brings heartfelt modernism to the heartland



When architect Brian L. Freese, AIA, founded Freese Architecture nearly three decades ago, he set out to reframe modern architecture through a lens that would resonate with his clients. He landed on Midwest Modern, a style he has honed over the years into a warm and contemporary vision that aligns with time, place, culture, and history to reflect the way people live and work today in the Midwest region.

"'Modern' can sound off-putting to some, conjuring up visions of an all-white box with two pieces of furniture," Freese laughs. "Midwest Modern paints a picture of an approachable, humane modernism, crafting forms and materials in a way that feels appropriate in this part of the country."

Freese Architecture's award-winning portfolio of stunning residential, commercial, and institutional projects offers a multifaceted snapshot of this ethos: Natural materials—locally sourced whenever possible—abound in cleanly straightforward façades, and deftly executed swaths of windows beautifully integrate nature



CLOCKWISE FROM TOP: Overhanging pyramidal roofed pavilions top this modern Midwestern home. Timber posts and beams with articulated steel connections define interior spaces. A minimal color palette unifies the rooms and spaces throughout the home, with windows making the most of light and views to the forested landscape.

into interiors that feel warm, inviting, and decidedly not boxlike.

"Nature is medicine," says Freese. "I try to establish a relationship with the natural environment in all of our work."

His thoughtfully organic designs, coupled with the firm's reputation for an exceptionally client-focused process, have propelled Freese Architecture to a spot as one of the

region's most sought-after firms for modern design, and to the top of a few "best of" lists as well.

"Your home should fit you like a bespoke suit and make you feel just as good," Freese says. "We want our clients to feel like they live in their own private resort, and to have enjoyed the process as much as they do the result."