



## A New Year

What would Max Flatow do?--  
His classic Mid-Mod home, reimagined  
**The Flatow Residence: 3D virtual tour**



The images above & below are of architect Max Flatow's former personal residence, a 4100sqft one-level house, nestled on the eastern edge of Nob Hill since 1950. You may have already been inside the home if you participated in the '24 ABQ Mid-Mod Home tour ([MetroABQ Newsletter, June](#)).



From an entry in the [Survey of Albuquerque's Mid-Century Modernist Architectural Resources](#) (2013): *(The Flatow Residence) is a one story, U-shaped floor plan with brick end walls & overhanging flat roof. There is a small landscaped courtyard at the entry with glass door & two adjacent translucent sidelites. The front elevation has continuous high horizontal windows.*

Architect Max Flatow left quite an impression on the Albuquerque Modernist architectural scene. He completed [hundreds of projects](#) & created numerous iconic landmarks, like the glass-sheathed [Simms Building](#) Downtown, the [Classic \(Mid\)Century Square](#) antique mall (née White's Department Store) in the Highlands neighborhood; & on the UNM campus, he designed his signature piece, Travelstead Hall, images further below.



In the residence he built for his wife & family, above, the large main living area is the heart of the home. It's the central gathering place, which gives strength to the rest of the rooms that extend from it.



Above & below are views of the enclosed Dining Room, surrounded by walls of windows. Enclosed, because according to [the floorplan](#), the Dining Room was originally an unheated 'Plant Room.' Now it's a bright focal point bathed in natural light.



Above is a glance into the open dining area. Notice the large, half-circle Sunrise ceiling vent, one of several vintage vents in the home. Another unique design is the foreground floor tile, which was enriched by the Flatow family, described below.

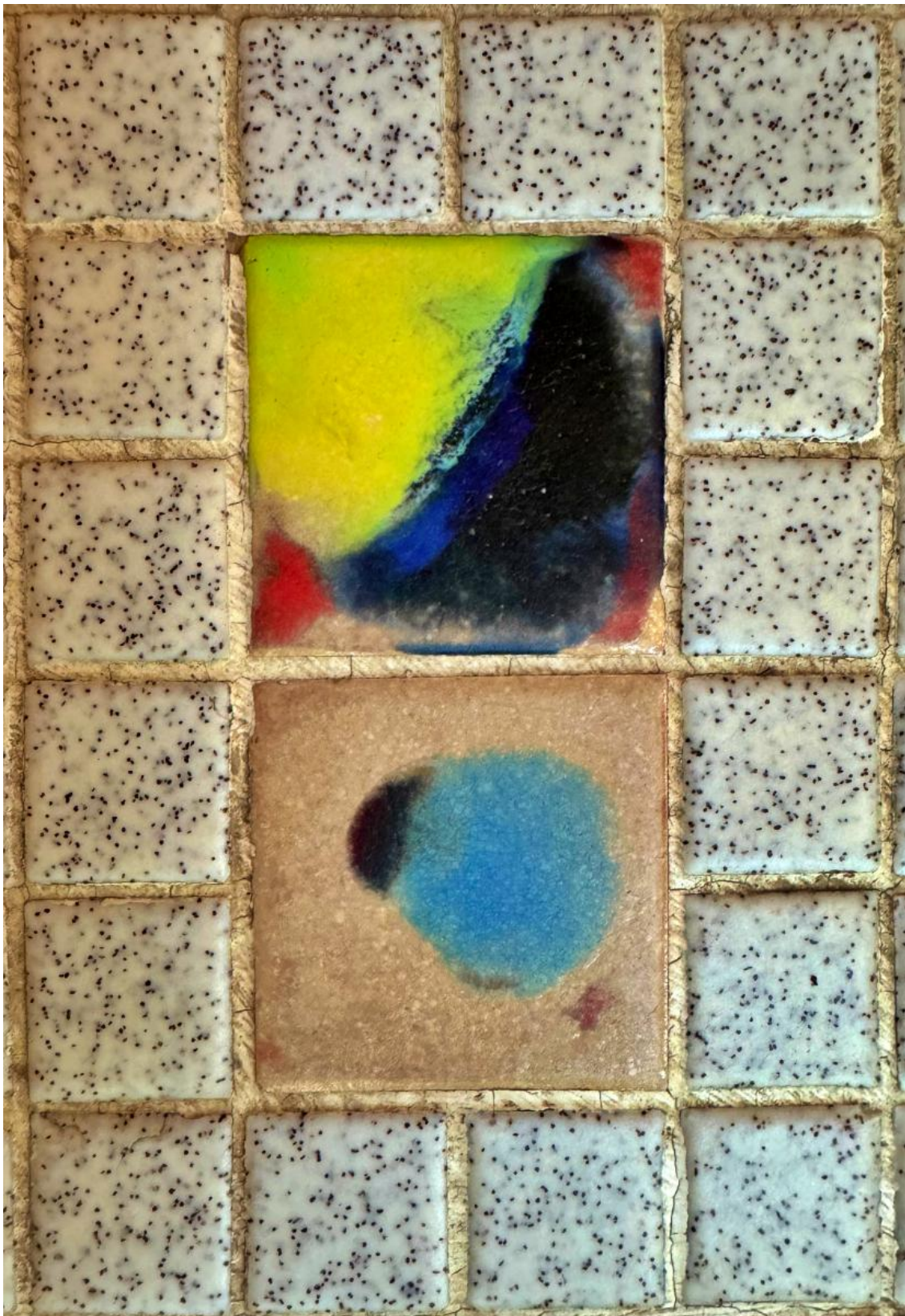
### **Sensitive Restoration**

The residence was built seventy-five years ago...Meanwhile, time has a way of humbling even the most resolute structures. The home experienced very few updates in the ensuing years, which is one of the reasons it stands out now: it was generally left alone, untouched, which preserved the home, leaving many of its original features intact.

Along came the current owners. They live, breathe & design Mid-Mod, & the Flatow Residence was perfect. They already had a deep adoration for the materials from the era, so the main goals were to try to revive those features, bring other areas up to current standards, like the kitchen, create some Mid-Mod designs themselves, & to make the home extremely comfortable to live & work in.

There was a lot to accomplish when they started their sensitive re-imagining of the home, in 2019. Their restoration respects Flatow's original vision. One example: they brought back some vintage features, like opening up certain windows that had been covered over, & preserved other original features, like the Sunrise vent & unique floor tile. With that decidedly full plate, they only recently finished (almost) everything...





Annie Stein Flatow, Max's wife of 60 years, studied ceramics & was a designer in her own right. For the small grey-speckled floor tile above, she encouraged her children to melt some of their marbles on top of it, which created colorful squares & abstract designs throughout the length of the tile, across two rooms; [another image is here](#) & [also here](#).

She also created the figurative ceramic tile skirting, that still adorns the fireplace hearth,

below.



As the Mid-Mod-era was ramping up, Flatow, whose work spanned from the late forties to the eighties, was smack dab in the middle of it. He was able to utilize the

newest & most modern design ideas. So the finished Flatow Residence had unique early-Mid-Century Modern features through-&-through. It still does...

As the Art Deco & Streamline Moderne movements were the recent past when he designed his home, some morphed their way into the Modernist buildings. A good example is the original door knob--reminiscent of Art Deco style--seen above, with its clean, streamlined silver-toned handle & escutcheon plate; [both sides are here](#). It was top-of-the-line Mid-Mod hardware in 1950.





### Designing your own Kitchen...

The owners took down some walls, opening up the kitchen to the dining room & living area. Then they transformed it into a comfortable & light-filled place to enjoy good food creation. Vetrazzo recycled glass counters were installed, below. Upon studying the company, it seems like a great Green brand: "[Vetrazzo is one of the most eco-friendly surfacing options](#) on the market today. Vetrazzo slabs are made of 100% post consumer recycled glass & are set in a cement binder, not a petroleum resin."



I appreciate that the Vetrazzo waterfall counter, above, can be made from "Skyy Vodka bottles, art glass production overruns, red goblets, wine & beer bottles, or clear bottle glass; other unusual sources include window shields, shower doors & salvages windows." The [Floating Blue counters up-close](#).

In the image below, it looks like an accent screen above the recycled glass counter; however, it was originally a necessary wall & parts of it had to stay, so the owners

refined it by encasing it in geometric glass diamonds; it delineates the wet bar from the main kitchen.







### Now & Then

Now, the backyard is a comfortable, shaded oasis with manicured low-water plants, & with numerous areas to relax in or out of the sun, as seen in the three images above. It wasn't always this way...When the owners bought the home in 2019, a brick wall cut part of the yard in half, separating the usable spaces, & the foliage wasn't used to receiving very much attention. That was then, in the image below.





In the wing with the main living quarters, we get a peek into one of the bedrooms. The owners are nicely Mid-Mod creative, designing the period-style curtains & bed coverlet, & also the yellow front gate, which is prominent in the top two photos & in seen the image just above.



And why not add to the rich color palette of the home by including aqua-green shower tiles, above.



Stepping into the studio/sewing room, you are rewarded with aqua-marine Marmoleum flooring. [Marmoleum is good](#) for the environment--it's linoleum, made with all natural ingredients. More on Marmoleum in an upcoming MetroABQ Newsletter.

On the entrance to the In-Law Quarters, below, a different sheet of Marmoleum describes another owner's tastes, gracing the floor of her anteroom. The three barn door sliders & attached metal regalia make a grand entrance to the (2nd) Primary Suite.





Speaking of fitting in very well, much of the artwork on the walls throughout the house was created by the owners. Their art studio is above, with some samples on the wall. [Here's another angle](#) of the studio.

Notice the large white globe, seemingly levitating in front of the window above. Flatow also employed the same floating globes in his signature building, Travelstead Hall, below, where you can see a few of the globes to the right, & again here, [outside looking in](#).



Above, near the middle of the UNM main campus, sits Travelstead Hall, designed by Max Flatow in 1963. It's one of his favorite projects & features a prominent colored glass wall, coincidentally facing architect John Gaw Meem's Zimmerman Library next door, who was a contemporary of Flatow's.



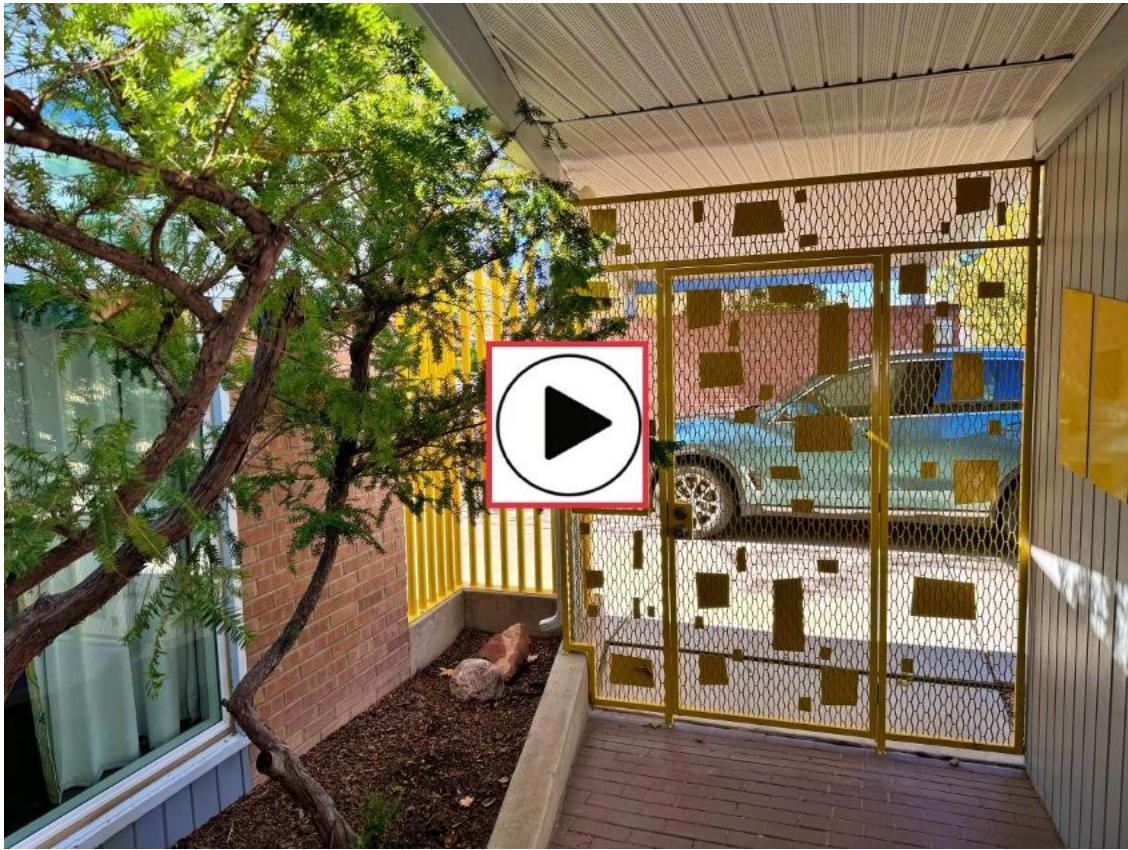
Above, the owners enjoy late morning tea. I want to thank them for their generosity in opening their home to us--it was an incredible treat!



Topping it all off...

An indoor 40 foot lap pool stretches along one side of the back courtyard, allowing for back yard views, & clerestory windows spanning the length of the pool create plenty of ambient light.

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### [The Flatow Residence -- 3D Virtual Walking Tour](#)

Click on the entrance image above to view the Annie Klein Flatow & Max Flatow Residence 3D Tour. The tour presents the generous public spaces, & leaves the private areas private.

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**Thank you for making it this far.  
Please think of me when planning to buy or sell a home.  
Enjoy the New Year!**

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