



## PRESS KIT REFERENCE GUIDE

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### FAST FACTS

**Goetsch–Winckler House**

Location: Okemos, Michigan

Architect: Frank Lloyd Wright

Completed: 1940

Style: Usonian

Size: ~1,400 sq ft

### OVERVIEW

Designed in 1939 and completed in 1940, the Goetsch–Winckler House is widely regarded as one of the most elegant examples of Frank Lloyd Wright's Usonian ideal, and also reportedly his “favorite small house.”

As a pre-war Usonian, it is free of the excesses of the postwar economic boom: the design is far from complex — no superfluous ornamentation or unnecessary extravagance — just plain materials composed in a way that is both simple yet masterful. Built for two women educators during the Great Depression and completed under budget, it stands as one of the few true realized examples of Wright's vision for Usonia.

### THE CLIENTS

**Alma Goetsch** (1901–1968) and **Kathrine Winckler** (1898–1976) were art professors at Michigan State University and lifelong partners. Both were progressive educators with deep familiarity with Wright's work — Winckler's father had been Wright's grade school classmate.

The two women originally sought to participate in Usonia II, a planned cooperative community of seven faculty homes Wright would design near campus. When financing collapsed in 1939, Goetsch and Winckler secured their own funds by pooling their finances and leveraging Winckler's mother's home.

## ARCHITECTURE

The house is a single-story, inline Usonian structure oriented east-southeast to west-northwest. The façade combines Chicago brick with sunken board-and-batten siding, clerestory windows, full-height French doors, and deeply overhanging flat roofs. The interior centers on an open-plan Studio-Living Room with a wall of windows looking across a wooded ravine. Built-in furniture, a modular dining table system, varying ceiling heights, and an inglenook around a central hearth define the space without partitioning it.

The house was completed for just over \$6,600 (roughly \$150,000 in 2025 dollars), with only \$5.27 to spare — a rare example of a Wright-designed home that didn't go over budget.

## RECOGNITION

In 1944, the Museum of Modern Art selected the house for exhibition as an “outstanding example of American architecture of the past decade.” It was listed on the National Register of Historic Places on December 13, 1995. It has been named Michigan's most beautiful Airbnb by Architectural Digest and has been featured in other publications including Condé Nast Traveler's “My Favorite Airbnb” series, Midwest Living Magazine, The Lansing State Journal, and The New York Times.

## PRESENT DAY

The home was purchased in 2023 by Nate Meyer and his wife, marking the beginning of a new chapter focused on access and engagement. Their stewardship, as well as the decision to open the house to the public through regular free tours, overnight stays, art shows, and other events, has been widely covered in national and regional press. These accounts underline both the challenges of maintaining a Wright house while balancing the growing interest in making such spaces accessible to a broader audience.

This effort has also extended into digital access through the launch of this dedicated website, a 3D virtual tour, and an active presence on social media (@goetschwincklerhouse), allowing the house to be experienced by those unable to visit the home in person, all while also helping to broaden awareness of Frank Lloyd Wright's work.

Today, the home is more accessible than ever before. For the current owners, the house is best preserved not as a museum, but as a space that can be experienced by all—one that continues to be lived in, cared for, and meaningfully shared with others.

## FURTHER READING

*History — Goetsch–Winckler House by Frank Lloyd Wright*  
[experienceusonia.com/history](https://experienceusonia.com/history)