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120 Year-Old Whittier Mansion Once Owned by Pillsbury Heir Undergoes Restoration as the ASID Minnesota Design Home 2024

MINNEAPOLIS (JUNE 5, 2023) - [The Pillsbury Castle Project](#) in partnership with [ASID - Minnesota](#) is proud to announce Design Home 2024 (formerly Showcase Home), a year-long transformation where a historic Whittier home will undergo a dramatic revival. Following the restoration, the home will open to the public for three weeks in May of 2024 for in-depth tours about the history and design.

The home at 116 East 22nd Street in Minneapolis was built in 1903 by architect Ernest Kennedy for Alfred F. Pillsbury, son of Pillsbury Co-Founder John S. Pillsbury. Current owners Matthew Trettel, CEO of Chrom Expo Services and The Wedding Guys, and Ryan Hanson, CCO of BeEvents, of Minneapolis purchased the 120-year-old home earlier this year with the intent to restore it to its original form.

“As soon as we stepped into The Pillsbury Castle we knew it was the perfect place to start our family,” says Trettel. “But we also recognized that the home is part of the history of our community. The unique partnership with ASID and the subsequent tour would allow us to share with the public the last of the Pillsbury Mansions maintained as a home.”

The couple contacted ASID - Minnesota and formed a partnership that would benefit both parties. More than 20 rooms in the house will be revamped by talented local interior designers over the next 12 months. Designing rooms from this period is no easy feat. The designers will be faced with the challenge of honoring the history of the home while adapting the spaces into modern living. ASID - MN is looking forward to bringing back this project, “After a seven-year hiatus, the showcase home is returning and rebranded as the ASID Design Home. It is bigger and better than ever!” Says Co-Chair of the Design Home Committee, Bonnie Birnbaum.

Following the restoration, the home will open its doors to the community for a three-week period. During this time, history and interior design enthusiasts alike can tour the property with an in-depth look of the design process and as well as a deep dive into the Pillsbury Family.

“This is an incredible opportunity not just for ASID, but all our designers, industry partners, and sponsors to team together to show the success of partnerships and highlight the changes we have made to our organization as well as in the industry since COVID,” shares Co-Chair of the Design Home Committee, Christine Happel.

“We are looking forward to building a community while also spotlighting the incredible neighborhood that is Whittier,” says Trettel.

For more information on the history of the home, Alfred F. Pillsbury, progress of the renovation, and announcements, please visit www.pillsburycastle.com.

Social Media

@PillsburyCastle (TikTok, Instagram, Facebook, YouTube)

#PillsburyCastleProject

#DesignHome2024

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About The Pillsbury Castle

Founded in 2023, The Pillsbury Castle is a historic home built in 1903 for Alfred F. Pillsbury, son of Pillsbury Co-Founder John S. Pillsbury. This magnificent home is prominently situated on a corner lot in the Whittier neighborhood of Minneapolis with two and half stories of Platteville limestone. It is currently undergoing a massive restoration in partnership with the American Society of Society of Interior Designers set to open its doors to the public in May 2024 as the Design Home 2024.

About ASID

We are a community of people — designers, industry representatives, educators and students — committed to interior design. Through education, knowledge sharing, advocacy, community building and outreach, we strive to advance the interior design profession and, in the process, to demonstrate and celebrate the power of design to positively change people's lives. Our 25,000 members engage in a variety of professional programs and activities through a network of 47 professional chapters and 280 student chapters throughout the United States and Canada.

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