



I'M A CELEBRITY... GET ME TO PALM SPRINGS!

LEONARDO DICAPRIO BUYS A MODERNIST HOME IN HOLLYWOOD'S PLAYGROUND



18th March 2014 – For decades the Californian city of Palm Springs has attracted some of the world's most famous celebrity home buyers, and now global superstar Leonardo DiCaprio has joined the ranks by purchasing a six-bedroom house in the desert resort, further highlighting its status as Hollywood's playground of the stars.

Leonardo is said to have paid £3.1 million for the 1.34-acre desert dwelling in the Old Las Palmas area in Palm Springs. Having announced his plans to take a long break after his Oscar-nominated role in *The Wolf of Wall Street*, it could be that the film star intends to spend his free time relaxing at his newest retreat which was built by the famed Donald Wexler, an influential architect whose work in Palm Springs helped to develop one of the largest concentrations of mid-century modern architecture in the United States.

The latest in a long line of celebrity home owners in the city, Leonardo's new lair highlights the enduring celebrity appeal of Palm Springs. The city gained notoriety back in the 1920s when the legendary 'two-hour rule' of Hollywood Studios stated that actors under contract had to be within two hours from the studio. Thus Palm Springs became a hideaway for Hollywood's elite, with famous figures like Dean Martin and Frank Sinatra commissioning homes there.

Today, visitors will find various ways to delve into the rich Hollywood history of Palm Springs. Sightseers can discover the secluded retreats of Elvis Presley, Marilyn Monroe and many more iconic figures on a celebrity tour or stay overnight in one of the celebrity homes. They can catch sight of a whole host of A-listers at some of the city's famous events, such as the annual Palm Springs International Film Festival and Coachella Music Festival, take a stroll along Palm Springs' own 'Walk of Stars' or dine in various celebrity haunts dotted throughout the city, including Melvyn's Restaurant where Frank Sinatra had his own table.

In addition, local tour company Desert Adventures recently launched a brand new [Gay Icons](#) tour with a key focus on Hollywood history. From Liberace and Judy Garland to current resident Barry Manilow, there are many gay icons that reside, or once resided, in Palm Springs. During this new 90-minute tour, guests can peer into houses that belonged to Cher, Elizabeth Taylor and more, and visit the Warm Sands all-male resort where Hugh Hefner once hid in waiting for his mistresses. Prices for the Gay Icons tour start from £35 per person, including transport and guided touring.

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About Palm Springs

One hundred miles east of Los Angeles, Palm Springs is a desert playground with year-round sunshine, blue skies and stunning natural beauty. Nestled beneath California's San Jacinto Mountains, the city is famed for its Hollywood legacy, Native American heritage and huge collection of mid-century modern architecture. The desert oasis boasts a wealth of adventurous hiking trails and historical canyon tours, as well as chic boutiques, world-renowned golf courses and unique experiences, including the chance to stay in the former homes of Marilyn Monroe and Elvis Presley.

www.visitpalmsprings.com

About Palm Springs Bureau of Tourism

The Palm Springs Bureau of Tourism is the city's official destination marketing organisation whose focus is to promote the city to consumers, the media, and domestic and international trade buyers, thus increasing visitor arrivals to the city, and increasing its exposure as a world-class year-round leisure destination. The Palm Springs Bureau of Tourism is operated and managed by SMG.

For further information and regular updates on the city of Palm Springs, follow on Facebook and Twitter:

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