



SCHEDULE FOR PALM SPRINGS MODERNISM WEEK ANNOUNCED

The city gears up for the annual celebration of mid-century modern architecture



01 November 2016 – The official schedule for the annual 11-day Modernism Week festival, which will take place in the city of Palm Springs from 16th to 26th February 2017, has just been announced. Modernism Week highlights and celebrates mid-century modern architecture, art, interior and landscape design, as well as vintage culture in the Palm Springs area. This year's festival is set to be as popular as ever, with a schedule of exciting events including architectural tours, talks and parties in some of the city's most significant buildings, many of which are rarely open to the public.

Now in its 12th year, Modernism Week 2017 will feature a wide array of events, the majority of which are exclusive to the festival. This year sees the return of the Palm Springs Modernism Show & Sale, tours of iconic houses including Frank Sinatra's 'Twin Palms' Estate, as well as the chance to peak into other celebrity homes such as the Elizabeth Taylor Estate and the Dinah Shore house which is now owned by Leonardo DiCaprio. Visitors can also enjoy architectural walking, bike and double-decker bus tours, a world-class series of film screenings and informative talks, a number of parties and evening events, as well as tours of the historic Annenberg Estate at Sunnyslands which still plays host to high profile individuals including the President. Those in the city for Modernism Week can also attend a 'Palm Springs Walk of Stars' dedication for architect John Lautner, as well as enjoying tours, parties and talks at the Modernism Week Show House, 'The Christopher Kennedy Compound', now owned by social media sensation Kelly Golightly.

The perfect location for the Modernism Week festival, Palm Springs has the largest concentration of mid-century modern architecture in the world, with a huge collection of homes and public buildings that perfectly demonstrate the style's classic traits, preserved and restored as they were when first built. Many buildings in the city were designed by some of the world's most well-renowned architects, including Albert Frey, Richard Neutra, Donald Wexler, John Lautner, William 'Bill' Krisel, William F. Cody and E. Stewart Williams and are listed as 'Class One Historic' buildings. In addition to architecture, the Modernism Week festival also celebrates vintage culture in Palm Springs more widely, as many residents of the city's mid-century homes still enjoy other hallmarks of the era, such as classic cars, vintage interior design and 1950s and 60s fashion.

The festival also offers visitors the chance to enjoy excursions outside of the city of Palm Springs with tours and events in Palm Desert, Rancho Mirage and Indian Wells, including a party at the rarely

opened 'Museum of Pinball', which is hailed as one of the best-kept secrets of the mid-century modern revival, housing more than 700 beautifully restored vintage arcade and pinball machines. Modernism Week kicks off with the annual Modernism Week Opening Night Party, a chic red carpet affair which this year pays tribute to the James Bond classic 'Diamonds Are Forever', part of which was filmed in the city at the famous Elrod House.

Tickets for Modernism Week will be available on 1st November 2016, with a portion of ticket proceeds going to the variety of organisations, local preservations and neighbourhood and community groups that Modernism Week, which is a non-profit organisation, supports.

For more information about Modernism Week go to - www.modernismweek.com

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Press Contact

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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. For more information, see www.visitpalm Springs.com.

For regular updates on the city of Palm Springs, follow online:

- www.Facebook.com/VisitPalmSprings
- www.Twitter.com/PalmSpringsCA
- www.Instagram.com/visitPalmSprings

About Modernism Week:

Modernism Week is a 501 (c) (3) charitable organization, providing scholarships to local Palm Springs students pursuing college educations in the fields of architecture and design; as well as giving grants to local and state organizations for their efforts to preserve modernist architecture throughout the state of California.

Modernism Week's Mission:

The mission of Modernism Week is to celebrate and foster appreciation of mid-century architecture and design, as well as contemporary thinking in these fields, by encouraging education, preservation, and sustainable modern living as represented in the greater Palm Springs area.