

Electronic Media Kit



O'Bayley Communications • 760.464.0182
Bob Bogard
bob@obayley.net • 760.408.1981

Tim O'Bayley
tim@obayley.net • 760.799.3845

Christine Joo
562.882.5648 • christine@modernismweek.com



NEWS RELEASE

MEDIA Contact: O'Bayley Communications – Tim O'Bayley or Bob Bogard 760/464-0182 • bob@obayley.net
or Modernism Week – Lisa Vossler Smith 760/578-5556 • lisa@modernismweek.com

Modernism Week Offers Curated Tours of Rarely Seen Homes

February Event Features Tours of Signature Homes, Featured Homes, and Iconic Homes

PALM SPRINGS, CA (January 5, 2026) – Modernism Week has added many exciting new events to its roster for the festival running February 12-22, 2026. In addition to the unique and compelling programs already on sale, Modernism Week has added more tours, talks, and festive parties, including an exclusive tour and reception at the O'Donnell Golf Club in Palm Springs that will include a performance by the popular band, The Dreamboats. Tickets are on sale now at modernismweek.com.

Featured New Events:

Celebrities on the Green: A Celebration at the Historic O'Donnell Golf Club (2/16, \$250

Standard Admission, \$350 All Inclusive Tour Experience) Celebrate the glamour of Palm Springs' golden era at this unforgettable evening where lively music, classic style, exceptional food, handcrafted cocktails, and the timeless allure of vintage Palm Springs all come together at the historic O'Donnell Golf Club. This early-evening event features a spectacular array of beautifully restored midcentury automobiles and fun go-go dancers that will bring retro spirit to life. Guests will also enjoy a high-energy performance by The Dreamboats, charismatic performers who infuse timeless sounds of the 50s and 60s with a fresh, contemporary energy. The event includes a rare optional tour of the historic golf course on golf carts.

Keynote Presentation: Elizabeth Diller, Diller Scofidio + Renfro (2/14, \$45, \$65, \$125)

Modernism Week is honored to welcome architect Elizabeth Diller, a founding partner of Diller Scofidio + Renfro (DS+R), as the keynote presenter for 2026. Diller is also a Professor of Architecture at Princeton University. Alongside partner Ricardo Scofidio (1935-2025), Diller's cross-genre work has been distinguished with *TIME*'s "100 Most Influential People" list and the first MacArthur Foundation fellowship awarded in the field of architecture. A book signing follows the presentation.

Hollywood Meets the Palm Springs Plaza Theatre: A Multimedia Journey (2/20, \$125)

Experience an enchanting multimedia experience celebrating the historic Plaza Theater, Palm Springs History, and the Silver Screen, introduced by Lucie Arnaz. This extraordinary event reveals the remarkable story of how the two legendary locales of the Plaza Theatre Hollywood connected and the crucial role the Theatre played in the early evolution of Palm Springs, as well as its promising future.

An Incredible Evening at Parr House (2/18, \$75) Step into a world of midcentury modern elegance and Disney storytelling at Parr House, the stunning centerpiece of the Artisan Club at Cotino, a Storyliving by Disney community. Inspired by the iconic home from Disney and Pixar's *Incredibles 2*, this two-story space blends sleek architecture with vibrant design details, creating a one-of-a-kind setting. The event includes a stylish reception featuring passed hors d'oeuvres, refreshments, and live music.

Two new Talk & Tour Activities from Atomic Ranch magazine:

- **Atomic Ranch Talk & Tour: A Hal Lacy Mod Paradise** (2/23, \$60) Step into a 70s retro revival at this newly renovated never-before seen Hal Lacy stunner in the coveted Indian Canyons neighborhood. From the bold color to the stunning tile work and a striking rock wall fireplace, hear how ideas that were bookmarked for years came to life in this mod beauty. A panel discussion follows the tour.
- **Atomic Ranch Talk & Tour: The Making of The Marquee at Twin Palms** (2/15, \$65) Great design evolves over time. Atomic Ranch and H3K Home + Design will conduct a deep dive into the creation of Modernism Week's Featured Home: The Marquee at Twin Palms. After a tour of the property, participants will hear from H3K's Howard Hawkes and Kevin Kemper and the homeowner as they discuss how this home evolved from a fun getaway house to a truly elevated and sophisticated escape.

Other newly added events include:

- **Tickled Pink: Cocktails at Villa Sierra – ‘That Pink Door House’** (2/18, \$75) Step inside one of Palm Springs' most photographed addresses – Villa Sierra, better known as “That Pink Door House.” This is a unique opportunity to explore this midcentury modern showpiece while sipping a signature cocktail created for the occasion. Guests will enjoy light bites and explore the sleek interiors and stylish grounds that embody Palm Springs' jet-set spirit. Adding a dash of history, the LGBTQ+ History & Archives of the Desert will share stories about the home and its place in the city's cultural legacy.
- **Canyon Country Club: History and Design of Palm Springs' Garden of Eden Book Signing** (2/16, \$50) At this book signing event guests will have the opportunity to explore portions of the Berman-Rubin Residence (1964, Kenneth M. Burgess), the home that graces the cover of the book *Canyon Country Club: History and Design of Palm Springs' Garden of Eden*. Each ticket to this event will include a copy of the book (a \$50 retail value). The beautifully illustrated 312-page hardcover book was authored by Palm Springs Preservation Foundation board member Steve Treinen. It examines the architecture and development of South Palm Springs' Indian Canyons neighborhood with featured inclusion of the North Clubhouse, celebrity connections, and photography of 50 neighborhood homes. *Although portions of the home will be open during the book signing, this is not a home tour.*
- **The Charles & Ray Eames Foundation: Preserving Legacy, Inspiring the Future** (2/18, \$20) Charles and Ray Eames are among the most influential designers of the 20th century. The scale and clarity of their work remain unmatched as few designers have achieved such

lasting cultural and commercial relevance across generations and around the world. In this talk Eames Demetrios (grandson of Charles and Ray Eames and Chairman of the Board of the Charles & Ray Eames Foundation) and Adrienne Luce Foundation Executive Director will celebrate the enduring power and influence of Ray and Charles Eames to link people, ideas, and generations.

New Free Events include:

- **Newcomers Reception at CAMP (inside Hyatt Palm Springs)** (2/12, Free) This casual drop-in reception on opening day is the perfect place to meet fellow attendees, chat with experienced Modernism Week insiders, and discover hidden gems you might otherwise miss. The event is free to attend, and you may enjoy complimentary hors d'oeuvres and a cash bar while soaking in the relaxed atmosphere in the heart of CAMP.
- **Friday Afternoon Fun: Kaftan Royale** (2/13, FREE) Kick off Modernism Week with flair at Friday Afternoon Fun: Kaftan Royale, one of two free themed parties at CAMP hosted by the fabulous Bella da Ball.
- **Shag's February Modernism Print Release Party** (2/14 and 2/21, FREE) Join artist Shag for a print release party at The Shag Store featuring complimentary cocktails, live music, and other fun surprises.
- **St. Theresa School Modernism Projects** (2/17 and 2/19, FREE) This year the sixth-grade class will exhibit scale models of key buildings and homes designed by Donald Wexler, FAIA, renowned Palm Springs Modern architect. Alongside the models see thoughtful paintings depicting Donald Wexler's designs created by the seventh-grade class. Students will be on hand to share and discuss their projects. This event takes place twice.
- **Mahjong Meetup II** (2/20, FREE) Mahjong returns to CAMP for another lively afternoon of play and connection.
- **Friday Afternoon Fun: Tiki Time** (2/20, FREE) Keep the party going at Friday Afternoon Fun: Tiki Time, one of two free themed parties at CAMP hosted by the fabulous Bella da Ball.

Modernism Week top sponsors include Ferguson Home, Brizo, Dunn-Edwards Paints, Monogram, Cotino, DWR, Flor, and Natural Retreats. The City of Palm Springs is the Civic Presenting Sponsor. To receive Modernism Week updates, visit modernismweek.com and follow them on Facebook, Instagram, Threads, and X.

#

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.



NEWS RELEASE

MEDIA Contact: O'Bayley Communications – Bob Bogard 760/464-0182 • bob@obayley.net
or Modernism Week – Lisa Vossler Smith 760/578-5556 • lisa@modernismweek.com

Modernism Week Offers Wide Range of Educational Programs and Films

PALM SPRINGS, CA (December 8, 2025) – Modernism Week will offer more than 80 informative and entertaining talks, panel discussions, and other presentations at various locations during its 11-day festival that runs February 12 to 22, 2026. The annual festival highlights midcentury modern architecture, art, vintage culture, and interior and landscape design in the Palm Springs area of Southern California. A distinguished array of speakers – all leaders in their fields – will share their knowledge and insights with Modernism Week audiences each day of the event. A series of engaging films will also be offered. Many events are free or have a low ticket price. Tickets may be purchased at modernismweek.com, and a portion of ticket proceeds benefit Modernism Week (a non-profit organization) and other local preservation, neighborhood, and community groups. Talks may be viewed at <https://modernismweek.com/2026/films-lectures/>.

Presentations will take place at the Annenberg Theater at the Palm Springs Art Museum, the Palm Springs Cultural Center, and in the theater at CAMP, the central hub for Modernism Week, located in the downtown Hyatt Palm Springs. Here are some highlights from the schedule of talks and films. Many more are featured at modernismweek.com.

FEATURED PRESENTATIONS

Keynote Presentation: Elizabeth Diller, Diller Scofidio + Renfro (DS+R) (2/14, \$45, \$65, \$125)
Modernism Week is honored to welcome architect Elizabeth Diller, a founding partner of Diller Scofidio + Renfro (DS+R), as the keynote presenter for 2026. Diller is a founding partner of Diller Scofidio + Renfro (DS+R) and a Professor of Architecture at Princeton University. Alongside partner Ricardo Scofidio (1935-2025), Diller's cross-genre work has been distinguished with *TIME*'s "100 Most Influential People" list and the first MacArthur Foundation fellowship awarded in the field of architecture. A book signing follows the presentation. A limited capacity Reception (included with VIP Seating PLUS Reception ticket) will take place in the museum's Elrod Sculpture Garden, adjacent to the Annenberg Theater. Hors d'oeuvres and wine catered from Livs Palm Springs by Chef Gabriel Woo. Presentation 1:00 PM - 2:00 PM, reception until 3:30 PM. The Keynote presentation and VIP reception is sponsored by *Sunset Magazine*, with additional funding received from the Chris and Jim Scott Family Foundation.

Modernism and the Future of Housing: A Symposium (2/21, \$75, \$95, \$125) Palm Springs Art Museum in partnership with Palm Springs Architectural Alliance presents a symposium on early modernist design principles and what these can tell us about the future of housing. Experts revisit the architectural innovations that defined early modern housing as a springboard for reflections on contemporary projects and the future of modern housing, with optional home tour. The symposium

includes an optional afternoon self-driving tour of significant individual and multiple dwellings of modernist design.

Special Event: 2026 World Monuments Fund/Knoll Modernism Prize Ceremony (2/18, \$20)

World Monuments Fund and Modernism Week have partnered to present the 2026 World Monuments Fund/Knoll Modernism Prize ceremony announcing the 2026 prize recipient. This is the first time this event has been held outside of New York City. Established in 2008 through a partnership between World Monuments Fund and Knoll, this biennial prize champions the idea that Modern buildings are vital touchstones of our shared twentieth-century legacy by recognizing outstanding conservation projects of Modernist buildings undertaken within the previous decade. The ceremony will include a panel discussion with the award recipient and architectural experts. The World Monuments Fund/Knoll Modernism Prize has been made possible, in part, by support from Knoll.

STORIES UNTOLD

Since 2022, Modernism Week has presented Stories Untold, focused on the history and narratives of architects and design professionals historically left out of the spotlight. This year, two compelling presentations will be offered.

Stories Untold - Rebuilding Futures: Japanese American Designers in the Wake of Internment (2/16, FREE) Since 2022, Modernism Week has presented Stories Untold, focused on the history and narratives of architects and design professionals historically discriminated against or left out of the spotlight. This year, the talk centers on the careers of Japanese Americans from the West Coast who faced internment in American concentration camps after the 1941 bombing of Pearl Harbor. This discussion will be led by Bridget Bartal, co-curator of Cranbrook Art Museum's 2025 exhibition *Eventually Everything Connects: Mid-Century Design in the US* and co-editor of the exhibition companion book of the same name (2025, Phaidon). A book signing will follow the presentation. Underwriting for Stories Untold and complimentary admission generously provided by Room & Board.

Exiled in L.A.: The Untold Story of Leopold Fischer, Émigré Architect in Southern California (2/16, FREE) Leopold Fischer (1901–1975) was a Jewish Austrian social housing architect who had fled Nazi Germany in late 1936. In Vienna and Weimar Germany, Fischer was known as a student of Austrian Modernist Adolf Loos and occasional collaborator of Walter Gropius. In California, Fischer never achieved fame comparable to his fellow Austrian architects and Loos students, Rudolph Schindler and Richard Neutra; indeed, architectural history barely acknowledges Fischer's California architecture. By piecing together scant archival sources and circumstantial evidence of Fischer's life and work in exile, Professor Volker M. Welter unveils the architect's contribution to metropolitan Los Angeles. Following the presentation, Prof. Welter will be signing his newly released book, *Exiled in L.A.: The Untold Story of Leopold Fischer's Domestic Architecture* (2025, Getty Publications). Underwriting for Stories Untold and complimentary admission generously provided by Room & Board roomandboard.com

PRESERVATION/RESTORATION

- **New Modernism Narratives: Conserving Modernist Architecture in Africa** (2/19, FREE) This presentation will explore the World Monuments Fund's (WMF) contemporary approach to engaging with modernist architecture, focusing particularly on its ongoing initiatives to conserve and document modernism in Africa. Underwriting for complimentary admission generously provided by World Monuments Fund wmf.org
- **Rooted in Time, Racing Against It: Living Collections at Historic Sites – A Case Study of Sunnylands** (2/21, \$18) Historic landscapes are more than just beautiful settings; they are expressions of cultural and personal history. But what happens when their living elements begin to age or become unsustainable?
- **Endangered Modernism: 35 Years of Protecting Frank Lloyd Wright's Architecture** (2/19, \$20) The talk highlights the modern architecture protected by the Frank Lloyd Wright Building Conservancy including the Price Tower (Bartlesville, OK) and the Grace and Joseph Jacob Walser, Jr. House (Chicago).
- **Saving Fallingwater: The Preservation of Frank Lloyd Wright's 1935 Organic Masterpiece** (2/18, \$20) Join Fallingwater's Director Justin Gunther as he explores, and with rarely seen photographs, illustrates the unique preservation solutions, past and present, that have saved Fallingwater.
- **The Charles & Ray Eames Foundation: Preserving Legacy, Inspiring the Future** (2/18, \$20) Guided by Charles Eames' words—“*Eventually everything connects*”—the Eames Foundation celebrates the enduring power and influence of Ray and Charles Eames to link people, ideas, and generations.
- **A Place in the Sun - Restoring the 1929 Neutra Lovell Health House** (2/14, \$20) Frank Escher & Ravi GuneWardena, restoration architects for the Lovell Health House, and Dr. Barbara Lamprecht, Architectural Historian, will discuss the restoration of Neutra's 1929 masterpiece.
- **The Elrod House: A Deep Dive** (2/15, \$20) The Elrod House, a masterful collaboration between architect John Lautner and interior designer Arthur Elrod, is emerging from a restoration that has re-energized this beacon of Palm Springs modernism. The owner, fashion designer Jeremy Scott, architectural restorer Mark Haddawy, and architects Frank Escher (“John Lautner, Architect”) and Alan Hess (“The Architecture of John Lautner”), and moderator Adele Cygelman (“Arthur Elrod: Desert Modern Design”) will provide a deep dive into Arthur Elrod's singular home and its current restoration.

ENTERTAINMENT

- **Charles Phoenix: Grand Tour of Europe in the '50s & '60s - A Midcentury Dream Vacation Slide Show Travelogue** (2/14, \$45, \$60, and \$75) With his unbridled enthusiasm, keen expertise, and eagle-eye for oddball detail, Retro Pop Culture expert Charles Phoenix lavishes spirited commentary on colorful, vintage Kodachrome slides taken by tourists visiting Europe in the 50s and 60s.
- **Charles Phoenix: The Great American Retro Road Trip. A Midcentury Travelogue Tour Across the USA** (2/21, \$45, \$60, and \$75) Charles Phoenix takes his audience on a colorful classic slide show road trip extravaganza and lavishes spirited commentary on

colorful, vintage Kodachrome slides taken by Americans vacationing in the United States in the 50s and 60s.

- **Let's Go to the Fair! Futurama 1964 and the World of Tomorrow** (2/17, \$20) Presenter Monica Penick, design historian at The University of Texas at Austin, will revisit the 1964 World's Fair in New York to look at the futuristic cities, automated workplaces, dream homes (and cars), underwater resorts, and lunar habitats to consider just how well Futurama's world of tomorrow predicted the world of today.
- **Aqua Modern: Indoor & Outdoor Pools of the Catskills** (2/19, \$18) Join photographer Isaac Jeffreys as he illuminates historic Catskills resort pools at night, bridging past and present in a visual journey of midcentury modern glamour and American leisure.
- **Honey, Let's Go to the Movies! Classic Film Residences as Never Before Seen** (2/17, \$25) After two sell-out architectural tours of TV homes, Marina Coates now escorts the audience through film homes. This seven-home program includes three in Palm Springs.
- **100 Years of Route 66: California's Mid-Century Icons!** (2/15, \$18) Take a look at the Mother Road's beloved mid-century landmarks as we celebrate 100 years of Route 66! Join Barkev Msrlyan from Merch Motel for a ride through California's roadside relics!
- **Architects of Illusion: The Curious Marriage of Modernism and Magic** (2/15 and 2/19, \$35) Prepare to be amazed, inspired, and delighted as the boundaries between design and illusion dissolve. An audience immersive event led by acclaimed magician and storyteller Andy Cohen.

MODERNISM AROUND THE COUNTRY AND THE WORLD

- **Modernism in Brazil: Connections Among Niemeyer, Bo Bardi, Burle Marx, and Rodrigues** (2/19, \$20) Discover the drama and brilliance of Brazilian modernism woven through the lives and works of Oscar Niemeyer, Lina Bo Bardi, Roberto Burle Marx, and Sergio Rodrigues, presented by Jonathan Durling.
- **Midcoast Modern: Renegade Architects on the Big Sur Coast in the 1950s–70s** (2/19, \$18) In the land of Steinbeck, maverick architects of the 1950s–70s pioneered a hands-on Modernism rooted in nature and adapted to the wild landscape of the Big Sur Coast.
- **Bauhaus to Brutalism - Convergent Émigré Modernism in California and Western Australia** (2/19, \$18) This talk depicts Modernism's evolution on opposite sides of the Pacific, where each was shaped by migration, climate, cultural collision and the bold vision of émigré architects who reimagined the built world wherever they landed.
- **Total Design - Miller House and Garden, Columbus, Indiana** (2/15, \$20) The 1957 Miller House and Garden is one of the most iconic examples of Total Modern Design. Architecture by Eero Saarinen, interiors by Alexander Girard and gardens by Dan Kiley.
- **Montevideo Modernism** (2/16, \$18) This panel will discuss the upcoming *Montevideo Modernism* multi-day event of symposia and tours of modernist architecture in and around the capital of Uruguay, Montevideo, scheduled for April 2026.
- **Small Towns + Great Architecture: Modernism's Untold Stories** (2/13, \$25) Discover the surprising architectural riches of 3 unlikely small American towns: Palm Springs, California; Sarasota, Florida; Columbus, Indiana. Each is a world-renowned showcase of innovative design.

- **Smoky Mountain Modern: The Architecture of Hubert Bebb** (2/13, \$18) A nostalgic look at modernist motels, restaurants, and attractions in the Smoky Mountain resort town of Gatlinburg TN depicted in postcards and other ephemera as they appeared in the mid 20th century.
- **We Live Modern - The Evolution of the Czech Modernist House** (2/16, \$18) Adam Štěch on the evolution of Czech Modernism, from Art Deco to avant-garde Cubism, to Functionalist designs of the 1920's- 1930s, and the impact of World War II followed by Communist dictatorship.
- **Contested Memory, Contested Ground: BBPR “Monument for the Fallen in Germany’s Nazi Concentration Camps” 1946** (2/18, \$18) The 1945 BBPR memorial's abstract geometric form commemorating victims of fascism simultaneously proposed “continuity” with the formal aspects of modern architecture designed under Italian fascism.

INTERIOR DESIGN

- **Before and After: A Designer’s Own Modernist Renovation from a Purist Perspective** (2/18, \$18) This engaging talk takes audiences behind the scenes of a remarkable midcentury modern renovation, exploring the philosophy, process, and design decisions that shaped the transformation of a 1972 Richard A. Harrison residence in the architecturally significant Seven Lakes Golf & Country Club.
- **The Palm Springs Look: What’s Next in Desert Decorating** (2/15, \$20) Hear how midmod decorating is changing, see the furniture and art people are collecting, with three top interior designers from the new book *Inside Palm Springs*.
- **Modeline of California: The Birth of Modern Lighting** (2/14, \$18) Nick Ferrell presents materials from his new book *Modeline of California: Pioneer of Modern Lighting* and discusses the process of unearthing the once-lost history of the modern lighting industry.

PALM SPRINGS AND COACHELLA VALLEY

- **Landscapes for Leisure: Modernist Design in the Coachella Valley's Desert Playground** (2/17, \$18) Architectural historian Steven Keylon explores the rich history of the designed landscape of the Coachella Valley during the 20th century.
- **Steel, Structure and Ambition: The Hyperbolic Paraboloid Takes Shape in the Coachella Valley** (2/14, \$25) The hyperbolic paraboloid, one iconic shape, deployed by three different architects in three different cities, illustrates the synchronicity of Coachella Valley's modernism. A portion of ticket sales benefits the mission of Coachella Valley Preservation.
- **Canyon Country Club: History and Design of Palm Springs' Garden of Eden** (2/18, FREE) Palm Springs Preservation Foundation board member Steve Treinen presents Canyon Country Club's social and architectural history through vintage and contemporary imagery.
- **From Inspiration to Innovation: Four Contemporary Masters Shaping the Future of Desert Modern Architecture** (2/21, \$35) Join contemporary master architects Barbara Bestor, Sean Lockyer, Leo Marmol and Lance O'Donnell discussing how desert modern architecture influenced their work and where it's headed.

- **Discovering Our Modern Modernists** (2/15, FREE) Modernism Week invites you as our guests to a special pre-tour preview presentation on Palm Springs' five vibrant Art Districts—each one a living archive of color, clarity, and curated rebellion.
- **Desert Utopia: Oases of the Future in the Landscape of the Past** (2/15, \$18) Architectural historian Luke Leuschner presents a utopian history of the Coachella Valley's architecture and urbanism, from early 20th-century Bohemian colonies to modernist country clubs.
- **California Cool: Explore Palm Springs and Beyond Through the Modern Paintings of Danny Heller** (2/18, FREE) Marvel at swaying palm trees, shimmering swimming pools, atomic architecture, and colorful classic cars as artist Danny Heller takes you on a road trip through his retro-focused paintings.
- **Learning from Linksland: Golf's Migration from Scotland to the Coachella Valley** (2/17, \$18) Golf began on the windswept coast of Scotland and migrated around the world to diverse landscapes including the Coachella Valley desert. This talk explores the changes wrought in that migration.

SPECIAL INTEREST

- **Designing the Desert, and Other Landscapes: The Architecture of Paul R. Williams** (2/14, \$20) This talk convenes Getty curators who will offer a behind-the-scenes look at the upcoming exhibition series, *I Am an Architect: Paul R. Williams*, slated to launch in late 2026 at Getty, LACMA, and USC about the first Black architect to practice in the western US.
- **Designing at the Intersection of Architecture, Landscape and Culture** (2/17, \$20) From dense urban centers to remote coastal landscapes, Susan T Rodriguez will discuss creating architecture that is fused with its surroundings and the natural world.
- **Richard Neutra's Quest for a 'Planetary Platform' and the Lovell Health House as Global Media Project** (2/21, \$18) Historian Edward Dimendberg, editor of the book, *Richard Neutra and the Making of the Lovell Health House, 1925-35*, explores the architect's mastery of journalism, photography, and global media.
- **Designing Dreams, Driving Desire: The Rise of Industrial Design in Mid-Century America and GM's Defining Influence** (2/13, \$20) Discover post-war America's Industrial Design rise—driven by GM's influence and the cross-disciplinary creativity that powered this bold, emerging profession.
- **Revealing a Modern Masterpiece: The Story of the Undiscovered Frank House** (2/18, \$20) Gropius and Breuer built their most important residence as a total work of art integrating architecture, furnishings and landscape. The owner offers a look at this stunning, undiscovered masterpiece.
- **From St. Louis to Palm Springs. Grace Lewis Miller, Richard Neutra, and the Intriguing Story of Their 1937 Miller/Mensendieck House** (2/17, \$20) In July 1936, Grace Lewis Miller – recently widowed mother, socialite, and Mensendieck instructor, drove to Palm Springs. Within 1 month she commissioned Richard Neutra to design her house/studio.

- **Eventually Everything Connects: Reframing Mid-Century Modern Design** (2/15, \$20) Join Cranbrook Art Museum curators in exploring the dynamic networks of people, ideas, and objects that make mid-century modern design so long lastingly captivating.
- **Gio Ponti: From Milan to the World – The Rise of Italian Modernism** (2/16, \$20) Explore Gio Ponti, the visionary polymath behind the rise of Italian Modernism, whose innovative and elegant designs forged a global legacy inspiring architects, designers, and enthusiasts worldwide.
- **Material Curiosity by Design: Evelyn and Jerome Ackerman from Mid-Century to Today** (2/16, \$20) Laura Ackerman-Shaw explores the vibrant designs of her parents, Evelyn and Jerome Ackerman, pioneers of the California midcentury modern aesthetic, and their impact on post-war design and décor.
- **The Aloha Coat: A Brief History of Sandwich Isles Sportswear** (2/17, \$45) In this unique presentation, archivist Kenn Watson uncovers the rich and colorful history of Malia Hawaii and its sophisticated creation: the Aloha Coat.

FILMS

Each year. Modernism week offers an array of compelling and outstanding films. This year, film offerings include:

- **World Film Premiere: "Curating Modernism"** (2/13, \$15) Filmmaker Jake Gorst premieres his new short documentary Curating Modernism, exploring the challenges of preserving 20th century Modern architecture in the United States.
- **World Premiere Film: "GOOGIE"** (2/14, \$30, \$125 VIP and rescreened 2/22, \$15) This is a World Premiere screening of a definitive feature-length documentary about a pivotal chapter of Modern architecture, created by Design Onscreen and directed by award-winning filmmaker Jake Gorst.
- **World Premiere Film: "Arthur Elrod: Desert Cool"** (2/15, \$35 film, \$125 Film+Reception, and rescreened 2/22, \$15) This new documentary explores the work of noted Palm Springs designer Arthur Elrod, whose custom interiors matched the groundbreaking midcentury architecture rising in the desert.
- **The Weird and Wonderful World of Industrial Musicals** (2/13 and 2/14, \$25) Bizarrely funny vintage film clips presented by Letterman Show and The Simpsons writer Steve Young offer an astonishing look at the secret corporate musical theater we were never meant to see.
- **Encore Screening: Step Back in Time to See the Debut of the 1931 Aluminaire House** (2/14 -2/17, 2/19, 2/21, 2/22, FREE) Take an unforgettable and immersive journey to 1931 and experience the Aluminaire House as seen by the public for the very first time. This film was the recipient of two 2025 Telly Awards. This immersive experience is presented by Modernism Week in celebration of the 10 years dedicated to promoting and supporting Aluminaire's arrival and reassembly in Palm Springs.
- **Preservation Mirage Presents Richard Neutra's Maslon House** (2/20, \$15, \$45) This is an encore screening of a documentary film about the Maslon House, a 1962 Modernist

masterpiece designed by Richard Neutra. The Rancho Mirage home was suddenly razed in 2002, sparking international outrage.

- **Short Documentary Double Feature: "Curating Modernism" and "American Look"** (2/22, \$10) Curating Modernism explores the challenges of preserving 20th century Modern architecture in the U.S. while American Look is a remastered version of a 1958 promotional film for the 1959 Chevrolet Impala.
- **"Unforgettable Montevideo: When Cities Forget—The Global Battle for Architectural Heritage"** (2/16, \$18) This film is a cinematic reflection on memory, identity, and the universal challenge of protecting architectural heritage.
- **"The Fifth Wall: The Edward Fields Story"** (2/16, \$20) This compelling documentary depicts the life and legacy of Edward Fields, the visionary who elevated carpets from simple floor coverings to bespoke works of art, reshaping American interior design.
- **Home Movie Jukebox with Deserted Films** (2/17 and 2/21, \$25) Back by audience demand, Palm Springs' own Deserted Films offers new, informative and hilarious supercut of clips from their vast collection of 8mm, Super 8, and 16.

Modernism Week top sponsors include Ferguson Home, Brizo, Dunn-Edwards Paints, Monogram, Cotino, DWR, Flor, and Natural Retreats. The City of Palm Springs is the Civic Presenting Sponsor. To receive Modernism Week updates, visit modernismweek.com and follow them on Facebook, Instagram, Threads, and X.

#

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.

NEWS RELEASE

MEDIA Contact: O'Bayley Communications – Bob Bogard 760/464-0182 • bob@obayley.net
or Modernism Week – Lisa Vossler Smith 760/578-5556 • lisa@modernismweek.com

Modernism Week Honors Community Icon Nelda Linsk

Linsk will receive the honorary title of 'First Lady of Modernism Week'



PALM SPRINGS, CA (December 5, 2025) – Modernism Week's festival in February 2026 will offer many compelling programs, including a special salute to beloved longtime Palm Springs resident and local icon Nelda Linsk. Linsk has been a continuing influence on the culture of Palm Springs since she arrived in 1962. She is most known for being famously immortalized in the iconic Slim Aarons photograph "Poolside Gossip." Several of the Modernism Week activities will honor Nelda's ongoing community-wide influence. Nelda will also be a special guest

in the 33rd annual Palm Springs Festival of Lights Parade on Saturday, December 6, as "First Lady of Modernism Week."

Taking place February 12–22, 2026 in the Palm Springs area of Southern California, the 11-day Modernism Week event highlights midcentury modern architecture, art, interior and landscape design, and vintage culture. In addition to offering tours of architectural homes in 15 neighborhoods, the festival also offers exclusive opportunities to tour iconic homes designed by renowned architects. Tickets are on sale now at modernismweek.com.

"Everyone at Modernism Week is absolutely thrilled to honor one of the most beloved residents of Palm Springs," said Lisa Vossler Smith CEO of Modernism Week. "Nelda Linsk has been a longtime icon for the community, and we are so excited to bestow upon her the honorary title of 'First Lady of Modernism Week.' Nelda has been an integral part of our festival for many years, so it is fitting that we honor her for all of her contributions."

Modernism Week's festivities will begin with a free kickoff event, the rededication of Nelda's star on the Palm Springs Walk of the Stars on February 12. Linsk first received her star in 2018 at a ceremony sponsored by Modernism Week, where the event broke star dedication attendance records. On this anniversary of that event, Modernism Week will rededicate Nelda's star by adding the title "First Lady of Modernism Week" to the granite tribute, enhancing her already noted Humanitarian designation on the star. This fun event is the first Palm Springs Walk of the Stars rededication to ever take place. A celebratory crowd and an array of special guest speakers will convene at 11 a.m. at 155 S. Palm Canyon Drive to honor Nelda with her new title.

Later in the week, a program entitled ***This is Your Life, Nelda Linsk*** will take place in the Palm Springs Art Museum's Annenberg Theater on February 19 at 3 p.m. This captivating review of Nelda's amazing life and career will feature appearances by multiple special guests and pay homage to many aspects of Nelda's life and contributions to Palm Springs. This will be a once-in-a-lifetime Modernism Week event.

The festival will also offer a special screening of ***Poolside Gossip, More Than a Photograph*** on February 21 at 11 a.m. This rarely screened interview-style film tells the endearing story of Nelda and her husband Joesph as they hosted society photographer Slim Aarons at their home, the Edgar J. Kaufmann Residence, designed in 1946 by Richard Neutra. Attendees will hear about Nelda's fascinating life leading up to the iconic photograph, including amusing behind-the-scenes anecdotes Linsk recalls about the day that the highly recognizable and iconic photo was taken in January 1970.

Linsk will recount how she invited some friends and neighbors over for poolside champagne. Slim Aarons, with a stationary camera set on a tripod, captured the essence of the setting, encompassing architecture, fashion, interior design, and as Aarons often said, "shooting attractive people doing attractive things in attractive places." Nelda's invitees that day included industrial designer Raymond Loewy, interior designer Steve Chase, actress and singer Lita Baron, as well as ultra glamorous supermodel Helen Dzo Dzo, who later married iconic architect Hugh Kaptur. This very special event includes a Q&A following the screening, and an intimate meet and greet with Nelda.

Recently, Modernism Week board member Gary Johns arranged a gift of Nelda's personal archives to *Palm Springs Life*. This memorabilia collection includes thousands of photos, newspaper clippings and magazines. The photo collection includes images of Nelda's parents, her childhood, teen years, early career, and her marriage to Joseph Linsk. The collection also includes many fascinating photos taken at the Kaufmann House, including home tours, fashion shows and parties held at the house, the house decorated for Christmas (including snow-flocked Christmas trees), and intimate pictures of Joe and Nelda with their dogs and close friends, Frank and Barbara Sinatra, Steve Chase, Hal Broderick, and Arthur Elrod. Most notably, the photo archive includes never-before-seen outtakes taken during the Slim Aarons photo shoot that produced the famous "Poolside Gossip" image.

Modernism Week top sponsors include Ferguson Home, Brizo, Dunn-Edwards Paints, Monogram, Cotino, DWR, Flor, and Natural Retreats. The City of Palm Springs is the Civic Presenting Sponsor. To receive Modernism Week updates, visit modernismweek.com and follow them on Facebook, Instagram, Threads, and X.

#

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.



NEWS RELEASE

MEDIA Contact: O'Bayley Communications – Bob Bogard 760/464-0182 • bob@obayley.net
or Modernism Week – Lisa Vossler Smith 760/578-5556 • lisa@modernismweek.com

Modernism Week Offers Curated Tours of Rarely Seen Homes

Event Features Tours of Signature Homes, Featured Homes, and Iconic Homes

PALM SPRINGS, CA (November 5, 2025) – Modernism Week's festival in February, 2026 will offer a range of unique and compelling programs, including tours of architecturally significant homes and buildings that are rarely open to the public. Taking place February 12 to 22, 2026 in the Palm Springs area of Southern California, the 11-day event highlights midcentury modern architecture, art, interior and landscape design, and vintage culture. In addition to offering tours of architectural homes in 15 neighborhoods, the festival also offers exclusive opportunities to tour iconic homes designed by renowned architects. Tickets are on sale now at modernismweek.com.

“Modernism Week provides a rare opportunity for our guests to tour architecturally significant spaces, most never or rarely open to the public,” said Lisa Vossler Smith CEO of Modernism Week. “This year we are offering special locations that are new to the festival, as well as tours of some of the most popular fan-favorite homes, like Frank Sinatra’s former estate in Palm Springs. This is rare opportunity to see first-hand what makes these iconic properties so special. We are always grateful to the many generous homeowners who open their homes for these unique tours.”

FEATURED HOME TOURS

This year, Modernism Week will present two Featured Home Tours:

- **Modernism Week Featured Home Tour: The Marquee at Twin Palms** (2/13 – 2/16, 2/20 – 2/22, \$40) The Marquee at Twin Palms is a luminous showcase of midcentury modern design in one of Palm Springs’ most celebrated neighborhoods. Built in 1957 and recently reimagined by H3K Home + Design, this architectural gem creates a seamless dialogue between past and present through sleek lines and warm textures. A dramatic decorative breeze block entry leads to interior spaces that showcase the era’s signature post-and-beam style, where soaring ceilings and walls of glass invite sunlight, mountain views, and effortless flow. Its stunning outdoor space features a sparkling pool, relaxing spa, and a chic cabana. This thoughtfully updated yet unmistakably midcentury residence adds a vibrant new chapter in the story of Palm Springs modernism. Modernism Week sponsors Brizo, California Closets, Dunn-Edwards Paints, Ferguson Home, Flor, James Martin Vanities, Kichler, and Monogram contributed to this home’s stunning renovation.
- **Modernism Week Featured Home Tour: Soleil House** (2/12 – 2/18, 2/20 - 2/22, \$65 and \$125) The Soleil House is a once-neglected 1963 home now fully reimagined by designer Trina Turk. This stunning renovation preserves the home’s original footprint and seamlessly blends midcentury simplicity and charm with modern technology and contemporary comfort

to capture the essence of Palm Springs living. The thoughtfully updated and inspired design utilizes bold colors and effortlessly showcases a pleasing indoor-outdoor flow that showcases seldom-seen views of Palm Canyon and the Santa Rosa Mountains. A sunset reception (\$125) is offered each day of the tour. Modernism Week sponsors Brizo, Dunn-Edwards Paints, Ferguson Home, Flor, Kichler, and Monogram contributed to this home's stunning renovation.

In addition, dozens of tours of modernist homes designed by leading midcentury modern and contemporary architects will be offered during the festival. These include:

- **Signature Home Tour: Morning and Afternoon Tour** (both: 2/15 and 2/22, \$150) The Signature Home Tour has long been one of the premier Modernism Week interior home tour experiences, and this year is no exception. Each Sunday will showcase a different selection of homes in Palm Springs, curated to show the best of Desert Modernism. The self-driven home tour through various neighborhoods in Palm Springs featuring several iconic architectural homes by some of the areas most noted architects.
- **Palm Desert Signature Home Tour** (2/17, \$100) Produced and presented by Modernism Week and KUD Properties, this popular tour of midcentury modern and “new century modern” homes will take place in the beautiful neighborhoods of South Palm Desert. Until now, many of these properties have been a best-kept secret in the greater Palm Springs area. The self-driving tour of multiple residences will feature a variety of neighborhoods and modern architectural styles.

Iconic homes designed by leading architects will be offered during the festival. These include:

- **Interior Design Spotlight Tour: Inside the Designer's Home** (2/18, \$40) Step inside a designer's renovated 1972 modernist home at Seven Lakes, where midcentury glamour, vintage furniture and fine art come together in a setting rich with architectural history.
- **Tour a Desert Eichler** (2/19, \$45) Step inside one of the “Desert Eichler” homes built in Palm Springs as part of a revival inspired by the vision of famed midcentury developer Joseph Eichler.
- **Home Tour of “That Pink Door House”: Villa Sierra** (2/18, \$40) Welcome behind those famous pink doors in the Indian Canyons neighborhood to discover all that the playful Villa Sierra by James McNaughton reveals in its colorful take on Midcentury Modern Hollywood Regency design.
- **Spotlight Home Tour: Elrod Reimagined** (2/20, \$40) This is an opportunity to experience an Arthur Elrod-inspired Palm Springs treasure: a home that honors its iconic past while embracing the elegance of modern design.
- **Sophisticated Sun Seeker: The Gillman Residence Tour** (2/18, \$40) The Herbert Burns-designed Gillman Residence (1948) is a sublime example of residential architecture with a fascinating preservation story.
- **The Escape House: PS ModCom Iconic Tour** (2/21, \$45) The Escape House offers a rare glimpse into the visionary world of Arthur Elrod. Designed in 1962 as his personal residence

and creative laboratory, this home reflects Elrod's fearless approach to Desert Modernism.

- **James Logan Abernathy Residence Tour** (2/17, \$50) Tour the stunning James Logan Abernathy Residence, designed by modernist architect William F. Cody in 1962.
- **The Lautner Compound Tour** (2/13 – 2/15, 2/20 and 2/21, \$60) Once a year, the doors swing open to "The Lautner," famed architect John Lautner's 1947 residential fourplex—a midcentury masterpiece. This is a rare chance to step inside and fully immerse yourself in the spectacular, visionary architecture.

ARCHITECTURAL BUS TOURS

One of the best ways to experience Modernism Week is on the popular **Premier Double Decker Architectural Bus Tour** (2/12 - 2/22, \$130). This signature tour provides guests with a 2.5-hour overview of significant civic and commercial buildings, as well as residential properties located within notable Palm Springs neighborhoods, including the midcentury "leisure lifestyle" communities in South Palm Springs. Lead by knowledgeable guides, this open-air experience provides participants with a better understanding of the historical richness and architectural diversity found in this desert oasis.

In addition, Modernism Week offers other compelling double decker bus tours, including:

- **Charles Phoenix Super Duper Double Decker Bus Tour** (2/13 - 2/22, \$160) Experience midcentury architectural treasures of Palm Springs with retro pop culture humorist and author Charles Phoenix as he leads a spirited adventure atop a double decker open-air bus.
- **Illuminated Twilight Bus Tour** (2/13 - 18, 2/20, and 2/21, \$100) This evening tour provides guests with a 90-minute illuminated view of some of the most significant midcentury architectural treasures of Palm Springs.
- **Sinatra's Rat Pack Homes & Hangouts Bus Tour** (2/12 - 2/21, \$100) This 90-minute tour features the desert-modern style homes of Rat Pack members and several of the hangouts that they frequented, many of which still exist. Also see residences of other celebrities of the era, including Dinah Shore, Elvis Presley, Liberace, Desi Arnaz, and Jack Benny.
- **The Homes That Define Palm Springs Bus Tour** (2/12-2/19, \$100) This 90-minute tour showcases some of the most popular neighborhoods in Palm Springs, drawing attention to the spectacular home styles, including pre-war Spanish Colonial Revival and a range of midcentury modern residential architectural styles.

Modernism Week top sponsors include Ferguson Home, Brizo, Dunn-Edwards Paints, Monogram, Cotino, DWR, Flor, and Natural Retreats. The City of Palm Springs is the Civic Presenting Sponsor. To receive Modernism Week updates, visit modernismweek.com and follow them on Facebook, Instagram, Threads, and X.

#

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.



NEWS RELEASE

MEDIA Contact: O'Bayley Communications – Bob Bogard 760/464-0182 • bob@obayley.net
or Modernism Week – Lisa Vossler Smith 760/578-5556 • lisa@modernismweek.com

Modernism Week Announces Exciting Schedule for February 2026

Annual Event Features Exclusive Tours, Educational Talks and Films, and Other Events that Celebrate Midcentury Modern Architecture and Design in the Palm Springs Area

PALM SPRINGS, CA (October 27, 2025) – Modernism Week announced the schedule of its highly anticipated February festival, running from February 12 to 22, 2026, in the Palm Springs area of Southern California. This iconic celebration spotlights midcentury and modern architecture, art, interior and landscape design, and vintage culture. The 11-day event will offer more than 450 unique experiences, including the renowned Palm Springs Modernism Show, tours of iconic architectural homes, and vibrant evening events. The programming provides a perfect blend of education and entertainment for enthusiasts of architecture and design. Festival highlights include access to the legendary gardens of the Kaufmann Desert House, a range of engaging architectural tours aboard open-air double-decker buses, walking and biking excursions, tours of the historic Annenberg Estate at Sunnylands, retro-themed parties, and captivating talks by world-class speakers. The event schedule may be previewed on the website now and tickets go on sale November 1, 2025, at 12 p.m. PDT at modernismweek.com. All events are open to the public.

"We are pleased to offer so many new activities this year and showcase our most popular fan-favorite events," said Lisa Vossler Smith, CEO of Modernism Week. "Our diverse range of exciting programs offers something for everyone and every price point. We're especially grateful to the many homeowners who have generously opened their homes for our exclusive tours. We look forward to sharing this festival with the entire community."

"I am very proud that many Modernism Week activities continue to focus on preservation and restoration," said Chairman William Kopelk. "Preservation of architectural heritage is one of the cornerstones of Modernism Week's mission. Our high-quality events help raise awareness about the importance of preserving architecture and focus on conservation efforts to rehabilitate historic buildings in Palm Springs and beyond."

2026 HIGHLIGHTED EVENTS

Modernism Week is honored to host the prestigious **2026 World Monuments Fund/Knoll Modernism Prize Ceremony** (2/18, \$20). This biennial prize honors the individuals and organizations that preserve our modern built heritage through pioneering architectural and design solutions. Created in 2008 in partnership with Knoll, the prize is part of World Monument Fund's Modernism at Risk initiative founded in response to the increasing threats to buildings

representative of the modern movement. This is the first time this noteworthy event will be held outside of New York City. The recipient will be announced on January 20, 2026. The [World Monuments Fund/Knoll Modernism Prize](#) is made possible, in part, by support from Knoll.

Celebration for Nelda Linsk, the “First Lady of Modernism Week”

Beloved long-time Palm Springs resident Nelda Linsk arrived in the city in 1962 and has been a continuing influence on the culture, architecture, fashion, art, and interior design of the city ever since. Her ongoing community-wide influence will be honored during the festival in several ways, starting with **Modernism Week’s Kick-off Free Event, the Walk-Of-Stars Rededication Nelda Linsk’s Star** (2/12, FREE). This is the first rededication of a star -the words “First Lady of Modernism Week” will be now included on her star. Nelda will be specially honored with **This Is Your Life, Nelda Linsk** (2/19, \$25), a captivating review of her amazing life and career, and featuring appearances by special guests. Later in the week, a special screening of **Poolside Gossip, More Than a Photograph** (2/21, \$10) will be offered. This rarely screened film features Nelda giving her behind-the-scenes details of the famous Slim Aarons photoshoot that produced the famous 1970 photograph, *Poolside Gossip*, taken at the Kaufmann house. Nelda will be present for questions and photographs following the film.

FEATURED HOME TOURS

This year, Modernism Week will present two Featured Home Tours.

- **Modernism Week Featured Home Tour: Soleil House** (2/12 – 2/18, 2/20 - 2/22, \$65 and \$125) The Soleil House is a once-neglected 1963 home now fully reimagined by designer Trina Turk. This stunning renovation preserves the home’s original footprint and seamlessly blends midcentury simplicity and charm with modern technology and contemporary comfort to capture the essence of Palm Springs living. The thoughtfully updated and inspired design utilizes bold colors and effortlessly showcases a pleasing indoor-outdoor flow that showcases seldom-seen views of Palm Canyon and the Santa Rosa Mountains. A sunset reception (\$125) is offered each day of the tour. Modernism Week sponsors Brizo, Dunn-Edwards Paints, Ferguson Home, Flor, Kichler, and Monogram contributed to this home’s stunning renovation.
- **Modernism Week Featured Home Tour: The Marquee at Twin Palms** (2/13 – 2/16, 2/20 – 2/22, \$40) The Marquee at Twin Palms is a luminous showcase of midcentury modern design in one of Palm Springs’ most celebrated neighborhoods. Built in 1957 and recently reimagined by H3K Home + Design, this architectural gem creates a seamless dialogue between past and present through sleek lines and warm textures. A dramatic decorative breeze block entry leads to interior spaces that showcase the era’s signature post-and-beam style, where soaring ceilings and walls of glass invite sunlight, mountain views, and effortless flow. Its stunning outdoor space features a sparkling pool, relaxing spa, and a chic cabana. This thoughtfully updated yet unmistakably midcentury residence adds a vibrant new chapter in the story of Palm Springs modernism. Modernism Week sponsors Brizo, California Closets, Dunn-Edwards Paints, Ferguson Home, Flor, James Martin Vanities, Kichler, and Monogram contributed to this home’s stunning renovation.

In addition, dozens of tours of iconic homes designed by leading midcentury modern and contemporary architects will be offered during the festival. These include:

- **Signature Home Tour: Morning and Afternoon Tour** (both: 2/15 and 2/22, \$150) The Signature Home Tour has long been one of the premier Modernism Week interior home tour experiences and this year is no exception. Each Sunday will showcase a different selection of homes in Palm Springs, curated to show the best of Desert Modernism. The self-driven home tour through various neighborhoods in Palm Springs featuring several iconic architectural homes by some of the areas most noted architects.
- **Palm Desert Signature Home Tour** (2/17, \$100) Produced and presented by Modernism Week and KUD Properties, this popular tour of midcentury modern and “new century modern” homes will take place in the beautiful neighborhoods of South Palm Desert. Until now, many of these properties have been a best-kept secret in the greater Palm Springs area. The self-driving tour of multiple residences will feature a variety of neighborhoods and modern architectural styles.
- **The La Quinta Country Club Signature Home Tour** (2/19, \$200) This first-ever, exclusive multi-home tour will offer rare access to the hidden midcentury modern heritage showcasing landmark midcentury homes by iconic design legacies – located on one of the most prestigious streets in The La Quinta Country Club. The event features golf cart transportation and a post-tour wine and charcuterie reception.

New Modernism Week Tours:

- **The Butler Residence - PS ModCom Iconic Home Tour** (2/19, \$40) The 1964 Hal Lacy-designed Butler Residence is an architectural gem that has never before been offered on tour. Recently renovated with care and reverence, the home retains its original spirit while incorporating modern luxury, including the former billiard room, which has been transformed into a spacious, luxurious guest suite.
- **The Boat House: PS ModCom Iconic Home Tour** (2/16, \$75) Designed in 1989 by architect Michael P. Johnson, the “Boat House” was built to stand out in Palm Springs’ exclusive Southridge community. The home features sharp angles and glass walls, resembling a ship poised to launch off the cliff, which is how it earned its nickname.
- **Interior Design Spotlight Tour: Inside the Designer’s Home** (2/18, \$40) Step inside a designer’s renovated 1972 modernist home at Seven Lakes, where midcentury glamour, vintage furniture and fine art come together in a setting rich with architectural history.

Additional Exclusive Home Tours:

- **Garden Tour of the Kaufmann Residence, Richard Neutra, 1946** (2/14, 2/16, 2/18, 2/20, and 2/21, \$85) This is a rare and extraordinary opportunity to experience the iconic architecture and landscape design of the historic Edgar J. Kaufmann Residence (Richard Neutra, 1946). While the interior of the house is not open to the public, visitors will have the opportunity to view inside through the open glass sliding doors, which seamlessly integrates the architectural masterpiece into the surrounding landscape.

- **Home Tour of “That Pink Door House”: Villa Sierra** (2/18, \$40) Welcome behind those famous pink doors in the Indian Canyons neighborhood to discover all that the playful Villa Sierra by James McNaughton reveals in its colorful take on Midcentury Modern Hollywood Regency design.
- **Edris House, designed in 1954 by architect E. Stewart Williams: PS ModCom Iconic Home Tour** (2/14, \$50) The Edris House, designed in 1954 by architect E. Stewart Williams is a striking example of Desert Modernism. It remains completely original, offering a rare and authentic glimpse into midcentury architectural excellence and a rare opportunity to experience one of the best-preserved architectural masterpieces that define desert modern living.
- **William Holden Estate Tour** (2/15, \$50) Participate in a tour of the William Holden Estate, designed in 1955 by master builder Joe Pawling, in the historic Deepwell Estates neighborhood.
- **Frank Sinatra’s “Twin Palms” Estate Tour** (2/19, \$50) Tour Frank Sinatra’s storied “Twin Palms” estate, designed by modernist architect E. Stewart Williams in 1947.
- **James Logan Abernathy Residence Tour** (2/17, \$50) Tour the stunning James Logan Abernathy Residence, designed by modernist architect William F. Cody in 1962.

ARCHITECTURAL BUS TOURS

One of the best ways to experience Modernism Week is on the popular **Premier Double Decker Architectural Bus Tour** (2/12 - 2/22, \$130). This signature tour provides guests with a 2.5-hour overview of significant civic and commercial buildings as well as residential properties located within notable Palm Springs neighborhoods including the midcentury “leisure lifestyle” communities in South Palm Springs. Lead by knowledgeable guides, this open-air experience provides participants with a better understanding of the historical richness and architectural diversity found in this desert oasis.

In addition, Modernism Week offers other compelling double decker bus tours, including:

- **Bella da Ball's Celebrity Homes Bus Tour** (2/13 - 2/16 and 2/20 - 2/21, \$100) Bella da Ball, Palm Springs' own drag ambassador, guides this special sunset tour of Palm Springs celebrity haunts, clubs and homes.
- **Charles Phoenix Super Duper Double Decker Bus Tour** (2/13 - 2/22, \$160) Experience midcentury architectural treasures of Palm Springs with retro pop culture humorist and author Charles Phoenix as he leads a spirited adventure atop a double decker open-air bus.
- **Illuminated Twilight Bus Tour** (2/13 - 18, 2/20, and 2/21, \$100) This evening tour provides guests with a 90-minute illuminated view of some of the most significant midcentury architectural treasures of Palm Springs.
- **Sinatra's Rat Pack Homes & Hangouts Bus Tour** (2/12 – 2/21, \$100) This 90-minute tour features the desert-modern style homes of Rat Pack members and several of the hangouts that they frequented, many of which still exist. Also see residences of other celebrities of the era, including Dinah Shore, Elvis Presley, Liberace, Lucille Ball and Desi Arnaz, and Jack Benny.

- **The Homes That Define Palm Springs Bus Tour** (2/12 - 2/19, \$100) This 90-minute tour showcases some of the most popular neighborhoods in Palm Springs, drawing attention to the spectacular home styles, including pre-war Spanish Colonial Revival and a range of midcentury modern residential architectural styles.

NEIGHBORHOOD TOURS

Modernism Week will feature 15 tours (including 5 new tours) in historic neighborhoods in Palm Springs, Rancho Mirage, Palm Desert, and Indian Wells. These neighborhood tours enable guests to explore unique neighborhoods and view the stunning interiors of distinctive homes not normally open to the public.

New neighborhood tours include:

- **Alta Revealed- Contemporary Desert Living Home Tour** (2/16, \$120) Tour six striking Alta residences, designed by Narendra Patel. Experience soaring ceilings, vanishing glass walls, and seamless indoor-outdoor living framed by dramatic San Jacinto views.
- **Andreas Hills II Neighborhood Home Tour** (2/21, \$60) Tour the William Cody–designed Andreas Hills II (1970–72), a serene 26-unit community with sweeping mountain views, lush greenbelts, and signature indoor-outdoor modernist living.
- **Casa Dorado at Indian Wells Home and Neighborhood Tour** (2/15, \$95) Tour eight midcentury homes and the clubhouse at Casa Dorado, a 1964 Indian Wells gem with lush grounds, lakes, pools, and dramatic mountain views.
- **Discover the Midcentury Marvel of Firebird Estates** (2/21, \$80) Tour seven uniquely curated environments featuring striking rooflines, expansive windows, and serene, landscaped grounds.
- **Tour With the Author: Unseen Midcentury Desert Modern with Daniel Chavkin** (2/17, \$150) This exclusive event offers rare access to private residences in Palm Springs and Rancho Mirage by legendary architects including Donald Wexler, Stan Sackley, Richard Harrison, William Cody, Dean Davidson, E. Stewart Williams, and more.

Additional Neighborhood Tours include:

- **Canyon Estates Neighborhood Home Tour** (2/14, \$90)
- **Country Club Estates of Palm Springs Modernism Home Tour** (2/14, \$85)
- **Modern Love – Vista Las Palmas: Six Homes. One Legendary Neighborhood.** (2/14, \$125)
- **Palmer & Krisel's Ocotillo Lodge: Talk & Tour** (2/16, \$75)
- **Racquet Club Estates Neighborhood Home Tour** (2/14, \$85)
- **Sandpiper Circle 10: A Midcentury Marvel Neighborhood Home Tour** (2/13, \$75)
- **Sunmor Estates Midcentury Home Tour** (2/16, \$80)
- **Sunrise Park Neighborhood Home Tour: Close to Everything, but Far From Ordinary** (2/15, \$90)
- **The Last of the Alexanders: Tahquitz Creek Golf Neighborhood** (2/15, \$90)
- **"Thirteen Idols of Exotica" - The Royal Hawaiian Estates Neighborhood Home Tour** (2/13, \$120)

PARTIES AND VINTAGE VIBES

This year, Modernism Week will offer several enticing parties with vintage vibes, including some offered at former Hollywood residences that are rarely open to the public:

- Start the festival by stepping back in time for a night of vintage glamour at the **Modernism Week Opening Night Party: Modernist Motown** (2/12, \$350). Opening Night will be a celebration of music and style at Modernist Motown. Live Motown classics, bold Palm Springs style, cocktails and delectable food stations will make for an unforgettable night.
- For those looking to find rare vintage furniture or accessories, don't miss the festive **Preview Party for the Palm Springs Modernism Show** (2/13, \$150) at the Palm Springs Convention Center. The party is the prime opportunity for participants to shop directly from dealers before the show opens to the public on Saturday. The ticket price includes cocktails and hors d'oeuvres, entertainment, and re-entry to the show all weekend.

New Modernism Week Parties:

- **Starlight Soirée: Saturday Night at The Marquee at Twin Palms** (2/14, \$200) Join the party and experience a festive evening with designers and design-lovers at the newest Featured Home by H3K Home + Design.
- **Sunset Cocktail Reception with Designer Trina Turk at the Soleil House** (2/15, \$300) This exclusive sunset cocktail reception is the very first opportunity to experience Soleil House, Trina Turk's latest renovation project, at twilight and see Trina's vision brought to life.
- **A Night of Sparkle: Cocktails at Piazza di Liberace** (2/19, \$250) Sip cocktails, enjoy hors d'oeuvres, and revel in live piano entertainment at Liberace's iconic Palm Springs home with a Liberace look-alike, glam décor, and over-the-top midcentury flair.
- **License to Thrill - The Music of James Bond Live Music and Cocktail Party** (2/15 and 2/16, \$95) This unique mod-60s cocktail party features an immersive multimedia live concert celebrating the music of the James Bond spy films, as played by the Gandy Band.
- **The Hidden Estate: Enjoy a Night of Vintage Glamour at the Clark Gable & Carole Lombard Estate** (2/19, \$195) Enjoy a night of vintage Hollywood glamour with a live big band, dancing, martinis, and surprises at The Hidden Estate, Clark Gable and Carole Lombard's legendary home.

FEATURED TALKS

Modernism Week will offer nearly 80 insightful, informative, and entertaining talks, panel discussions, and films during the festival.

Highlighted talks include:

- **Stories Untold - Rebuilding Futures: Japanese American Designers in the Wake of Internment** (2/16, FREE) Despite facing forced internment in the midcentury period, many Japanese Americans excelled in the fields of architecture and design, greatly shaping the legacy of modernism as we know it. Underwriting for Stories Untold and complimentary admission generously provided by Room & Board.

- **Modernism and the Future of Housing: A Symposium** (2/21, \$75, \$95, \$175, \$195) The Palm Springs Art Museum, in partnership with Palm Springs Architectural Alliance, will present a symposium on early modernist design principles and what these forecast about the future of housing. Experts will revisit the architectural innovations that defined early modern housing as a springboard for reflections on contemporary projects and the future of modern housing. The symposium includes an optional afternoon self-driving tour of significant individual and multiple dwellings of modernist design.
- **New Modernism Narratives: Conserving Modernist Architecture in Africa** (2/19, FREE) This presentation will explore the World Monuments Fund's (WMF) contemporary approach to engaging with modernist architecture, focusing particularly on its ongoing initiatives to conserve and document modernism in Africa.

Other featured talks include

- **Charles Phoenix: Grand Tour of Europe in the '50s & '60s - A Mid-Century Dream Vacation Slide Show Travelogue** (2/14, \$45, \$60, \$75)
- **Charles Phoenix: The Great American Retro Road Trip. A Midcentury Travelogue Tour Across the USA** (2/21, \$45, \$60, \$75)
- **Endangered Modernism: 35 Years of Protecting Frank Lloyd Wright's Architecture** (2/19, \$20)
- **Saving Fallingwater: The Preservation of Frank Lloyd Wright's 1935 Organic Masterpiece** (2/18, \$20)

SPECIAL EVENTS

Throughout the festival Modernism Week will showcase many festive special events. CAMP, the Modernism Week central hub located inside Hyatt Palm Springs, will be open daily and include music, mingling, and many daily events:

- **Vintage Trailer Show** (2/21 and 2/22, \$30) This is one of the most celebrated and exciting events of Modernism Week's second weekend. It is a thoughtfully curated collection of vintage trailers, campers, buses and motor homes and is arguably one of the largest and most attended vintage trailer shows in the United States.
- **Step Back in Time: A Progressive Dinner Party in Indian Canyons** (2/14, \$330) Participants of Modernism Week's first-ever Progressive Dinner will step inside three iconic Indian Canyon homes for cocktails, retro cuisine, music, and desert magic. The night starts with a cocktail hour celebrating the 1950s. The dinner course pays homage to the 1960s in a beautifully designed home with interactive food stations. The evening concludes in true 1970s style with indulgent desserts and dancing.

LIVE PERFORMANCES

PS UNDERGROUND invites attendees to enjoy four special dinner shows during the festival. **SITCOM** (2/14, \$225) is a fun-filled four-course musical meal inspired by classic television sitcoms, variety shows, and commercials from past decades. Free-flowing cocktails, beer, and wine will

complement Chef Dave's secret four-course meal, inspired by classic recipes. Other performances include **Bacon, Beehives and Bubbly**, a festive, musical morning serving up our favorites: bacon, big hair and bubbly vibes (2/22, \$130), **Palm Springs Holiday**, a midcentury dream with a stunning multi-course meal along with live performers who will bring to life iconic songs made famous by Palm Springs residents and regulars (2/18 – 2/21, \$225), and **Queens of Soul and Jazz**, an enchanting evening celebrating the unforgettable music of renowned Jazz and Soul singers (2/15 – 2/17, \$225).

RETURNING FAVORITES

Many Modernism Week “fan favorite” events will return this year, including the Modernism Show on the first weekend, the Palm Springs Historical Society Walking Tours, and tours of Sunnylands, Frey House II, and many iconic homes in the Coachella Valley.

Modernism Week top sponsors include Ferguson Home, Brizo, Dunn-Edwards Paints, Monogram, Cotino, DWR, Flor, and Natural Retreats. The City of Palm Springs is the Civic Presenting Sponsor. To receive Modernism Week updates, visit modernismweek.com and follow them on Facebook, Instagram, Threads, and X.

#

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.



NEWS RELEASE

MEDIA Contact: O'Bayley Communications – Bob Bogard 760/464-0182 • bob@obayley.net
or Modernism Week – Lisa Vossler Smith 760/578-5556 • lisa@modernismweek.com

Modernism Week Gives 20 College Scholarships to Local Students and Helps Community Organizations Raise Funds

Neighborhood Tours and Partner Events Provided Opportunities for Charitable Fundraising and Modernism Week Funds a Record Number of Scholarships

PALM SPRINGS, CA (June 25, 2025) – Modernism Week announced that its recent Twentieth Anniversary 11-day festival in February 2025 and its four-day festival in October 2024 provided an opportunity for dozens of local Coachella Valley organizations and neighborhood groups to produce events that raised significant funds from ticket sales proceeds for official Modernism Week events. These events included neighborhood tours, parties, educational talks, and other programs and enabled the organizations to contribute to local Coachella Valley charities or to fund civic improvements with the proceeds raised by the programs. During Modernism Week – October and Modernism Week 2025, participating partner organizations raised \$2,594,596. This includes more than \$736,676 in funds raised by local neighborhood organizations from home tours.

As a cornerstone of its community impact, Modernism Week proudly invests in the future of architecture, design, and engineering through its annual college scholarship program. These renewable scholarships not only provide critical financial support to deserving local students but also help cultivate the next generation of creative and technical leaders—ensuring that talent continues to grow in the Coachella Valley. In 2025, Modernism Week reached a milestone by awarding its largest number of scholarships in a single year: twenty scholarships totaling \$93,750. This includes \$22,500 in matching funds from OneFuture Coachella Valley, a valued partner dedicated to helping local students succeed in college, career, and life. Together, Modernism Week and OneFuture are helping build a stronger, more vibrant local workforce—one student at a time.

Since the Modernism Week scholarship program was initiated in 2011, more than \$400,000 has been awarded. The ongoing community support of Modernism Week events ensures that the organization can continue to give back and support future design contributors of the Coachella Valley.

“Awarding Modernism Week scholarships is one of the most rewarding and impactful aspects of our work each year,” said Lisa Vossler Smith, Chief Executive Officer. “There’s no greater investment than in the future of our local students. By helping them access the education and training they need to thrive, we’re not only supporting individual success—we’re strengthening the fabric of the Coachella Valley community for generations to come.”

Helping Neighborhoods and Organizations Raise Funds

Modernism Week works closely with local neighborhood organizations and residential communities to showcase the design of iconic Palm Springs residences and other architecturally significant buildings during tours of many of the city's 52 official neighborhoods and neighboring cities. Most neighborhood organizations reinvested the proceeds made from the tours into their neighborhoods through architectural restoration, improving infrastructure, or landscape improvements. This year, Modernism Week featured 28 tours of these neighborhood tours.

These popular tours featured approximately 175 residences, attracting more than 10,000 participants. Neighborhood and condo community tours available during Modernism Week 2025 included Calypso Palms, Canyon Colony West, Canyon Springs, Canyon View Estates, CoCo Cabana, Cody Court, DaVaal Estates, El Rancho Vista Estates, Historic Tennis Club, Joshua Tree Retreat Center, Little Beverly Hills, Little Tuscany, Merito Manor, Old Las Palmas, Park Imperial South, Sandpiper, Seven Lakes Golf and Country Club, Sunrise Lanai, The 400, Villa Roma, and Vista Canyon. In addition, Modernism Week organized a special multi-home tour called "Celebrating a Decade of "Palm Springs Modern Living" by James Schnepp: A Special Home Tour," an extraordinary self-driving tour of six homes in five neighborhoods that featured properties designed by legendary midcentury architects.

"This was the inaugural tour for CoCo Cabana and I was very pleased at how successful it was," said tour organizer Ken MacIntyre. "This fun event inspired neighbors in our community to bond and work together in order to raise funds to help maintain our architectural integrity. Plus, it helped us to plan and pay for landscaping improvements, including drought tolerant plants."

Several neighborhoods raised funds specifically to donate to local charities, including:

- From Forgotten to Fabulous - The Rejuvenation of Little Beverly Hills: This neighborhood will donate all of the proceeds it raised to these local organizations: Palm Springs Modernism Committee, Palm Springs Unified School District Foundation (to benefit shoes for students), Find Food Bank, Do The Right Thing Palm Springs (honoring children who make a local impact), Palm Springs Police Department Officer's Fund, and Oswit Land Trust.
- Historic Tennis Club Modernism Week Tour of Homes: This neighborhood organization used the proceeds from its tour to finance community events (like a season kick off and season end social, attracted more than 100 neighbors) and donated the remaining funds to local community organizations including Palm Springs Police Department, Palm Springs Fire Department, Boy & Girls Club of Palm Springs, FIND Food Bank, Plaza Theater Foundation, Oswit Land Trust, and the Riverside County Red Cross (to support LA Fire victims).
- Midcentury Marvels - A Journey Through Little Tuscany: This neighborhood organization will use some of the proceeds for ongoing operating expenses and plans to donate the remaining amount to nonprofits that serve Palm Springs.

Many neighborhoods raised funds to reinvest in their communities and their surrounding neighborhood. These included:

- Beyond the Gates Tour of Seven Lakes Golf and Country Club Walking Tour: This community used its funds to pursue its historic preservation designation by hiring a consultant to research and write the Palm Springs Historic Site Preservation Committee designation.
- Calypso Palms: Where the Rat Pack Stayed and Played: Funds raised will be used to fully replace the roof of the complex.
- Canyon Springs Neighborhood Home Tour: Funds will be used for common area landscape beautification projects and for a future project to replace existing lawn with a sustainable desertscape.
- Canyon View Estates - Magnificent Modernism: This tour raised funds for several different Canyon View Estates HOAs; funds will be used for turf abatement, water main replacement, and other infrastructure projects in the historic complex.
- Canyon View Estates - The Finale: Proceeds will be applied to the ongoing turf removal project and installation of desert landscaping, including purchasing and planting new trees and other landscape improvements.
- CoCo Cabana - Designed for Gracious Living: Funds will be used to phase in drought-tolerant landscape and maintain the architectural integrity of the property.
- Cody Court "Historic Cody Homes" Rancho Mirage: Funds were used for improving landscaping, updating the main drive entryway, connecting homes with pavers, adding lighting, and installing new irrigation.
- DaVaal Estates Home Tour - Midcentury Modern Marvel, Rancho Mirage: Proceeds will be used to restore and paint the community's exterior beams.
- Destination Park Imperial South: Funds will be used for historic landscape preservation and water conservation.
- El Rancho Vista Estates Modernism Home Tour: Funds are earmarked to help purchase artwork for nearby Gateway Park and working with the arts commission on the project. The neighborhood will also use the proceeds to fund a project that seeks historical status for all Wexler-designed homes in the neighborhood that meet the Mills Act requirements, which would be the first single-family neighborhood to achieve this status.
- Joshua Tree Retreat Center - Historic Lloyd Wright Site Presentation and Self-Guided Walking Tour: All funds raised will be utilized to improve various areas of the center including new paint, repairing buildings, and updating landscaping.
- Merito Manor by Barry Berkus, 1961: Proceeds will help replace three concrete pads with matching pavers at the carport.
- Old Las Palmas Home Tour - A Peek Behind the Hedges III: Proceeds from the tour will help fund a beautification of eight public spaces within Old Las Palmas and to support some local charitable organizations.
- Sandpiper Circle 3 - A Midcentury Oasis Neighborhood Home Tour: Funds will be utilized for landscape beautification, desert landscaping ground cover, palm tree uplighting, improving

exteriors with midcentury-themed enhancements including door repainting, period appropriate address numbers, patio, and front door lighting fixtures.

- Sunrise Lanai - A Miracle in the Desert: Funds will support the community's Historic Designation process and support necessary infrastructure projects, including recoating the roofs, the pool, and parking lots.
- The 400 - Midcentury Living by H.W. Burns: Funds will pay for a new roof for the complex and updating the electrical wiring for the complex's air conditioning units.
- The Canyon Colony West Inaugural Home Tour: Proceeds will refurbish the community's vintage pool furniture and fund the replacement of landscape lighting around the pool.
- Discover Twin Springs: Donald Wexler's Hidden Gem: Twin Springs will use the tour proceeds to update its clubhouse, including replacing the carpeting, installing new countertops at the bar and kitchen, and landscaping in the area outside the game room.
- Villa Roma - Preserving A Moment in Time for the Future: Funds raised through this inaugural tour will finance updates to the community clubhouse to guarantee future updates will remain consistent with the unique midcentury design aesthetic.
- Vista Canyon - What Happens in Vista, Stays in Vista: Funds will help enhance the neighborhood including stone crafting the eastern exposure to prevent potential soil-slides.

In addition to working with neighborhoods, Modernism Week, a 501(c) 3 non-profit organization, also provides the opportunity for other local organizations and charities to raise funds. A portion of ticket proceeds from official Modernism Week events that are produced by these businesses and organizations in 2024-2025 generated more than \$1.2 million for various local partner organizations. Some of those organizations included: Palm Springs Historical Society, Palm Springs Art Museum, Palm Springs Modern Committee, Palm Springs Preservation Foundation, Sunnylands, Palm Springs Cultural Center, Historical Society of Palm Desert, and the Palm Springs Public Library.

“Modernism Week has a long-standing history of helping other organizations raise funds to benefit the local community,” said William Kopelk, Modernism Week Board Chairman. “One of the most important outcomes of Modernism Week events each year is the opportunity for our neighborhood and partner organizations to raise funds to support preservation, education, civic improvements, or to reinvest back into other local charities. The tours and events produced by partner organizations also allow them to showcase their neighborhoods and organizations to national and international visitors.”

In addition, the Modernism Week Board of Directors periodically offers special grants to organizations involved in architecture, preservation, and community programs. This year, Modernism Week donated funds to the Palm Springs Rebuilding Fund after the bombing in May 2025 to immediately assist and support local businesses and individuals.

Modernism Week also led a local campaign during its festival in February 2025 to support the regional efforts of the California Community Foundation's Los Angeles Fire Relief Fund to assist the

many individuals that were impacted by the devastating fires in Southern California. A portion of Modernism Week ticket proceeds were used to provide a \$10,000 grant for LA Fire Relief.

Modernism Week has also created a first-time partnership with the historic National Landmark Fallingwater house in Pennsylvania, designed by architect Frank Lloyd Wright. Modernism Week is underwriting the costs for a summer Preservation Intern who work directly with Fallingwater's preservation, collections and maintenance departments. Supported by Modernism Week, this internship is open to international students participating in the ICOMOS-USA International Exchange Program. Other Modernism Week grants have been issued previously to the Aluminaire House Foundation, Docomomo Conference, Iconic Houses, Palm Springs AIDS Memorial, Palm Springs Architecture Alliance, Palm Springs Unified School District Foundation, and the Palm Springs Plaza Theatre Foundation.

Modernism Week 2025 top sponsors included Ferguson Home, Brizo, Dunn-Edwards Paints, Monogram, Cotino, Flor, Natural Retreats, and Willis. The City of Palm Springs was the Civic Presenting Sponsor. To receive Modernism Week updates, visit modernismweek.com, sign up to receive the free M Magazine, and follow them on Facebook, Instagram, Threads, and X. Later this year, Modernism Week will offer its annual Modernism Week – October event from October 16 - 19, 2025 (tickets go on sale August 1, 2025 at 12 pm PST) and Modernism Week 2026, taking place February 12-22, 2026 (tickets go on sale November 1, 2025 at 12 pm PST).

#

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.



NEWS RELEASE

MEDIA Contact: O'Bayley Communications – Bob Bogard 760/464-0182 • bob@obayley.net
or Modernism Week – Lisa Vossler Smith 760/578-5556 • lisa@modernismweek.com

Modernism Week Marks 20th Anniversary with Record-Breaking Number of Programs and Significant Economic Impact

PALM SPRINGS, CA (March 25, 2025) – Modernism Week celebrated its milestone twentieth year in February 2025, reaching new heights with an expanded slate of more than 500 events – a new record – over the course of its 11-day festival. Held from February 13–23 across multiple cities in the Greater Palm Springs area, the internationally recognized architecture and design festival drew an estimated 115,000 attendees, maintaining its strong audience engagement from previous years.

Dedicated to honoring and exploring midcentury and modern design, architecture, art, and culture, Modernism Week continues to be a major cultural and economic driver for the region. This year's event generated an estimated economic impact of \$62.7 million, contributing to a cumulative total of more than \$500 million since its inception two decades ago.

Modernism Week offered a variety of new events alongside the return of audience favorites, including architectural tours, engaging presentations, and iconic parties. Collaborating with more than 60 partner organizations, 30 neighborhoods, and 90 sponsors, Modernism Week expanded its reach across Palm Springs and five additional desert cities. The City of Palm Springs is Modernism Week's Civic Presenting Sponsor. Generous contributions are also provided by the City of Indian Wells, City of La Quinta, City of Palm Desert and City of Rancho Mirage.

The outcome of Modernism Week 2025's success will be determined later this spring with a multi-year commitment to fund college scholarships for local Coachella Valley students pursuing architecture and design. In addition to the scholarships that Modernism Week will give, the Board of Directors has also sent a \$10,000 donation to the California Community Foundation's Los Angeles Fire Relief Fund, in solidarity with their neighbors and fellow Californians. This fund provides immediate and long-term support to those affected, from rebuilding homes to restoring critical community infrastructure. Modernism Week will continue its support of relief efforts and other nonprofit initiatives in the region.

Lisa Vossler Smith CEO commented, "Our festival celebrates the global influence of Modernism while shining a spotlight on the architectural and design heritage of Palm Springs. It is an honor to welcome attendees from all 50 states and more than 20 countries," said Lisa Vossler Smith, CEO of Modernism Week. "We are immensely grateful for the support of our sponsors, including Ferguson, Brizo, Dunn-Edwards Paints, Monogram, Cotino, Design Within Reach, Flor, Natural Retreats, and Willis. Their continued partnership enables us to deliver a world-class experience for our guests." CAMP, Modernism Week's 'Community and Meeting Place' and vibrant headquarters for tours and events located inside the Hyatt Hotel welcomed nearly 28,000 visitors throughout the festival.

"In celebration of our twentieth Modernism Week festival, we presented many new and exciting programs, while we also brought back some of our most popular home tours and events from past years," said William Kopelk, Modernism Week Board Chairman and co-founder. "We proudly showcased our modernist architecture, historic neighborhoods, and preservation initiatives through engaging presentations and programs with prominent architects and designers for both new and

Modernism Week 2025 Recap - continued

returning guests. From the spectacular Palm Springs Modernism Show to the sparkling parties, our attendees were universally delighted by Modernism Week 2025."

Modernism Week attendees came from all fifty United States and the District of Columbia, with California accounting for the majority of attendees (approximately 45%). Attendees came from 460 of 482 cities in California, or 95% of all California cities. Locally, the Coachella Valley represented 38% of tickets sold in California. Beyond California, attendees traveled from Illinois, Minnesota, New York, Oregon, Washington, and 25 other countries, including Canada, Australia, the United Kingdom, and Germany.

The popular Palm Springs Modernism Show, which celebrated its 25th year, also saw strong attendance numbers. More than 14,000 people attended the popular sale at the Palm Springs Convention Center, on par with the previous year, including more than 1,200 attendees who participated in the opening night preview event that benefitted Modernism Week. The Show will return to Palm Springs for Modernism Week's October 2025 event and again in February 2026.

"We are proud that the Palm Springs Modernism Show continues to be one of the highlights of Modernism Week," said Rosemary Krieger, President of Dolphin Promotions, the show's producer for 25 years. "Our dealers were extremely pleased with sales including robust sales on the opening night and throughout the four-day show."

Modernism Week remains dedicated to education, featuring more than 85 lectures and films by leading architects, landscape designers, historians, and design experts. A keynote presentation was delivered by Dr. Raymond Neutra, son of celebrated architect Richard Neutra.

The festival continued to garner significant international and national media attention, generating more than 4.9 billion media impressions, up from 2.095 billion the previous year, a new record for the festival. Media coverage was reported from a wide range of media outlets. Significant media that covered the festival included Architectural Digest, Archinect, Architectural Record, Associated Press, Atomic Ranch, California Home+Design, Condé Nast Traveler, Dezeen, Dwell, Eichlernetwork, Forbes, Frommers, Hello Magazine, Hollywood Reporter, Houzz, Iconic Life, Locale, Los Angeles Magazine, Los Angeles Times, Monocle, MSN, NBC Los Angeles, New York Post, Orange County Register, Palm Springs Life, Ranch and Coast, Robb Report, Stock Market News, Sunset Magazine, The Hollywood Times, Thrillist, Time Out Los Angeles, Vancouver Sun, Vogue Korea, Wallpaper, Yahoo Finance, Yahoo Lifestyle, and Yahoo News.

International media coverage included articles from nearly 30 countries including, but not limited to: Australia, Belgium, Canada, Chile, China, Cuba, France, Germany, Greece, India, Indonesia, Italy, Jordan, Malaysia, Mexico, Netherlands, New Zealand, Philippines, Poland, Russia, Singapore, South Korea, Spain, Switzerland, Thailand, United Kingdom, and Vietnam.

Modernism Week – October will take place October 16-19, 2025 (tickets go on sale August 1) and Modernism Week 2026 will take place February 12-22, 2026 (tickets go on sale November 1).



Modernism Week History and Impact

Updated June 2025

Modernism Week 2026 will take place February 12-22, 2026. Modernism Week – October will take place October 16-19, 2025. Find out more at modernismweek.com

Summary:

The annual Modernism Week events take place in February and October. Both events offer a wide range of activities that are educational, entertaining, and inspiring – and they can only be found in the Palm Springs area of Southern California. Tickets are sold separately for each event, allowing guests to create their own, customized Modernism Week experience.

Visitors may walk through the interiors of iconic homes and tour historic neighborhoods made famous by the architects that designed them and famous people who lived there. Architectural bus tours are led by knowledgeable and entertaining guides that provide the history and stories behind the buildings that established Palm Springs as a center of midcentury innovation and design.

Visitors attend engaging talks and presentations by leading architects and designers presenting the past, present, and future of modernism. Film screenings offer a personal glimpse into the lives and happenings of modernists and their work, many of which are only available thanks to the preservation efforts of historians.

Modernism Week is a charitable non-profit organization. It provides scholarships to local students pursuing college educations in the fields of architecture and design and supports local and state preservation organizations and neighborhood groups in their efforts to preserve modernist architecture.

History

Modernism Week is the largest celebration of midcentury and modern architecture, design, and culture. It started out in Palm Springs as a collaborative, grass-roots community effort comprised of a few home tours, cocktail mixers, and educational events that were planned to coincide with the Palm Springs Modernism Show occurring in Palm Springs, California each February since 2000. Modernism Week has grown into an internationally-acclaimed annual event that now spans 11 days and has spawned a shorter fall version called “Modernism Week – October.” Both events include home tours, lectures, films, double-decker bus architectural tours, vintage themed parties, and more.

Modernism Week attendees come from all fifty states, as well as Puerto Rico and the District of Columbia, with California accounting for most attendees. Locally, the Coachella Valley typically represents one-third of tickets sold in California. Attendees come from all across the globe including Canada, Australia, United Kingdom, Germany, New Zealand, France, and even as far away as Armenia and India.

Extended History

In 2005, following the success of both the Palm Springs Modernism Show & Sale and the annual symposium organized by the Palm Springs Art Museum's Architecture and Design Council, a group of local design and architecture aficionados created a committee to produce Modernism Week's first event in February 2006 to showcase the world-renowned midcentury modern architecture of Palm Springs. Among the members of the initial steering committee were representatives from the **Palm Springs Modernism Show, Palm Springs Preservation Foundation, the Palm Springs Modern Committee, the Palm Springs Historical Society, and the Palm Springs Art Museum.**

Each year the demand for additional programming increased and the founding partner organizations expanded their offerings. By 2009, programming was offered on two weekends. Eventually mid-week programming was introduced, and the event continued to grow in scope and attendance until it reached its current schedule of 11 days and 500 events.

In 2009 Modernism Week became a 501(c)(3) non-profit organization. Since then, the organization has established an annual Scholarship Program for local high school seniors pursuing college educations in the fields of architecture and design. It continues to provide financial support to local and state preservation organizations and neighborhood groups in their efforts to preserve modernist architecture throughout the state.

Modernism Week – October

In 2013, Modernism Week added programming in October as a preview of what was to come in February. The three-day event was originally named Modernism Week Fall Preview and was designed as a preview of what would be offered in the following February. It expanded to four days in 2017. It now offers approximately 50 events over the four days. By 2022 the event had grown to become far more than a preview of the upcoming festival, so the name was changed to Modernism Week – October. Each year, the event increases programming to meet the growing demand.

RECENT HISTORY

Modernism Week 2025 (20th Anniversary)

February 13 - 23, 2025

- The annual festival had an estimated audience of more than **115,000 attendees** attending more than **500 events (a new record)**
- The estimated economic impact was **\$62.7 million** (contributing to a cumulative total of more than \$500 million since its inception two decades ago)
- CAMP experienced more than **28,000 visitors** throughout the festival
- The popular Palm Springs Modernism Show, which celebrated its 25th year, had more than **14,000 attendees**

Modernism Week 2024

February 15 - 25, 2024

- The annual festival had an estimated audience of more than **130,000 attendees** attending more than **400 events**

- The estimated economic impact was **\$68 million**
- CAMP experienced more than **26,000 visitors** throughout the festival
- The popular Palm Springs Modernism Show, which celebrated its 24th year, had more than **15,000 attendees**

Modernism Week 2023

February 16 - 26, 2023

- The annual festival had an estimated audience of more than **105,477 attendees** attending more than **350 events**
- The estimated economic impact was **\$55,375,425**
- CAMP experienced more than **26,000 visitors** throughout the festival
- The popular Palm Springs Modernism Show had more than **15,000 attendees**

Modernism Week 2022

February 17 - 27, 2022

Modernism Week 2022 was one of the first major festivals to resume programming following the restrictions of the pandemic which began in 2020.

- The annual festival had an estimated audience of more than **96,700 attendees** attending more than **350 events**
- The estimated economic impact was **\$50,767,500**
- CAMP experienced more than **21,000 visitors** throughout the festival

Modernism Week 2021

April 8 - 18, 2021

Like most events, 2020 and 2021 created challenges for the annual event. Fall Preview 2020 was conducted virtually. During February 2021, Modernism Week offered only virtual versions of its programs. It resumed in-person events in April 2021 on a smaller scale. Modernism Week 2021 drew an estimated attendance of **14,000** with more than **30 events** during the festival. Traditionally held in February, Modernism Week was moved to April because of the COVID-19 pandemic. The festival was one of the first public in-person events to take place in Palm Springs in 2021 since the re-opening of businesses in California. The festival generated an estimated economic impact of **\$5,250,000** for area hotels, shops, restaurants, and other businesses from Palm Springs to Indian Wells and beyond.

Modernism Week 2020

February 13 - 23, 2020

Modernism Week 2020 concluded just prior to the national shutdown due to the COVID-19 pandemic.

- The annual festival had an estimated audience of more than **162,000 attendees** attending more than **375 events**
- The estimated economic impact was **\$61 million**
- CAMP experienced more than **42,000 visitors** throughout the festival

Palm Springs Modernism Show

The Palm Springs Modernism Show is one of the premier events of Modernism Week. The event features nearly 140 exhibitors from across North America and Europe who present vintage modern furniture, decorative and fine arts. It was first introduced in 2000 with premier national and international decorative and fine arts dealers with items

representing all design movements of the 20th Century and select 21st century items. In 2006, when Modernism Week was first introduced, more than 50 dealers participated in the Show. Each year, the Show grew in scope. In 2019, the amount of dealers had reached 90, a record for the company. The 2025 Show will feature a new record 138 dealers.

The Show's producer also offers a fall version called Palm Springs Modernism Fall Show that runs concurrently with Modernism Week – October. First introduced in 2013, approximately 40 dealers participated in this three-day show. The event was suspended in October 2020, and February 2021 and resumed in October, 2021.



Summary of announced economic impact figures:

2015: \$22 million

2016: \$28.6 million

2017: \$35.5 million

2018: \$47.25 million

2019: \$57 million

2020: \$61 million (highest amount reported in the history of Modernism Week)

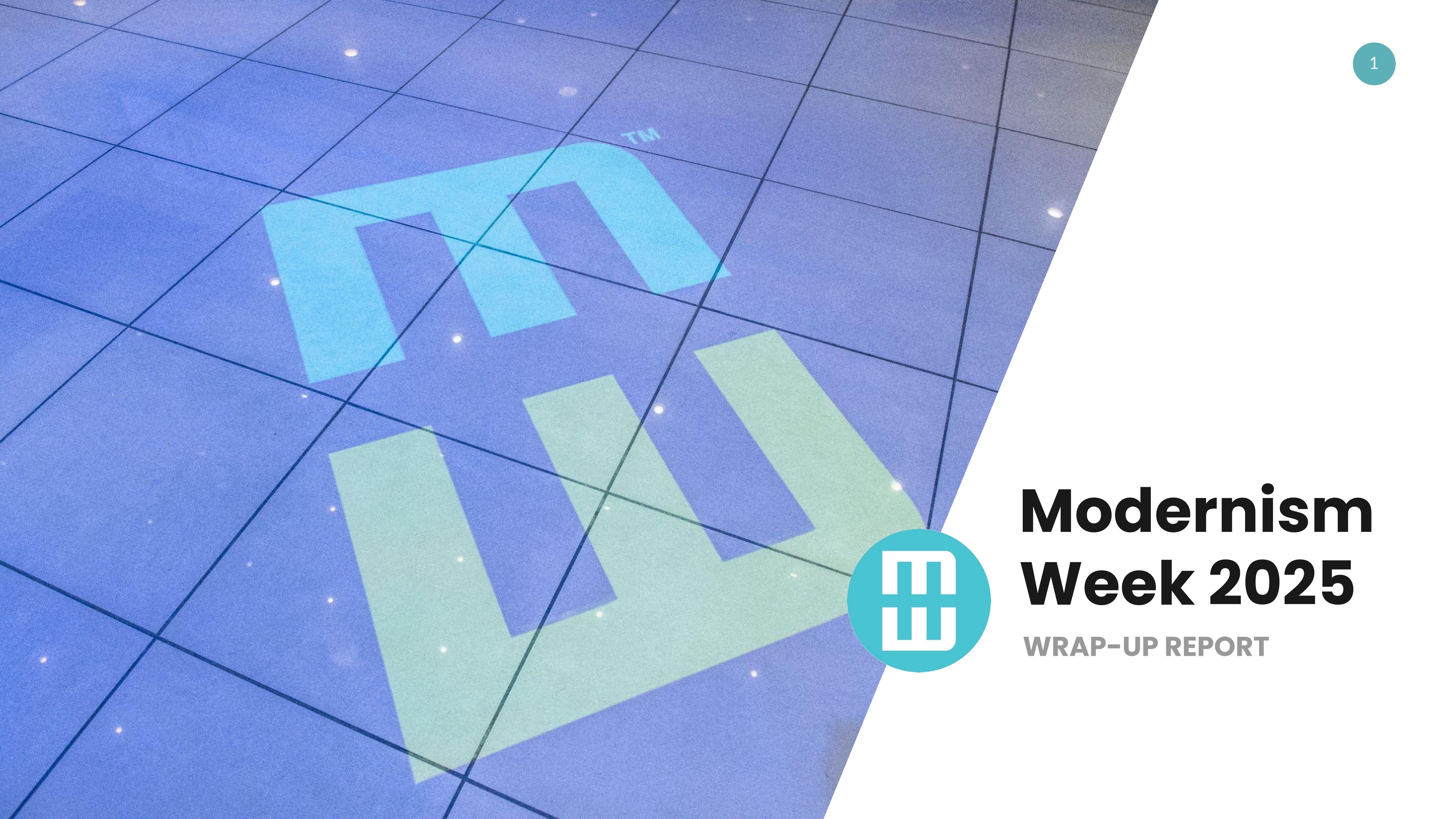
2021: (Pandemic year, event was significantly smaller): \$5,250,000

2022: \$51 million

2023: \$55 million

2024: \$68 million

2025: \$62.7 million



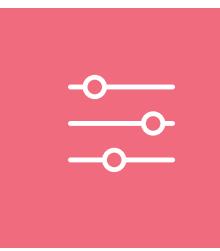
Modernism Week 2025

WRAP-UP REPORT

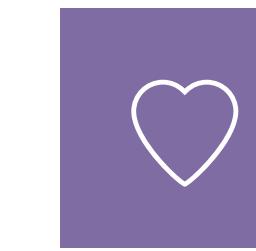


PR + SOCIAL MEDIA REPORT

OVERVIEW



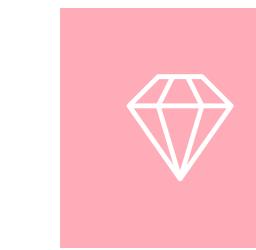
2025 SUMMARY



MEDIA IMPRESSIONS



MEDIA HIGHLIGHTS



SOCIAL MEDIA



MEDIA REGISTRATION



COMMUNICATIONS



2025 SUMMARY

Worldwide media coverage generated

**5 billion
media impressions**

A large, rectangular swimming pool with a light blue tint. The pool is set in a modern architectural environment, featuring a white building with large glass windows and doors. Several people are gathered around the pool area, some near the water and others under a large, striped patio umbrella. In the background, several tall palm trees are visible against a clear sky.

MEDIA HIGHLIGHTS

Modernism Week continued to garner significant national and international media attention.

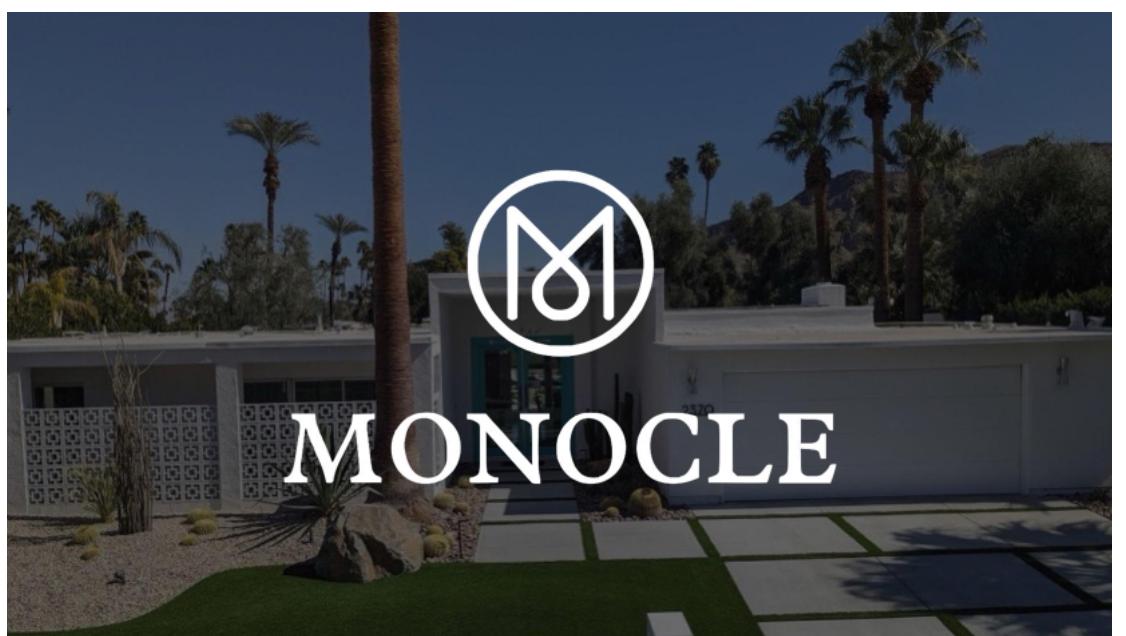
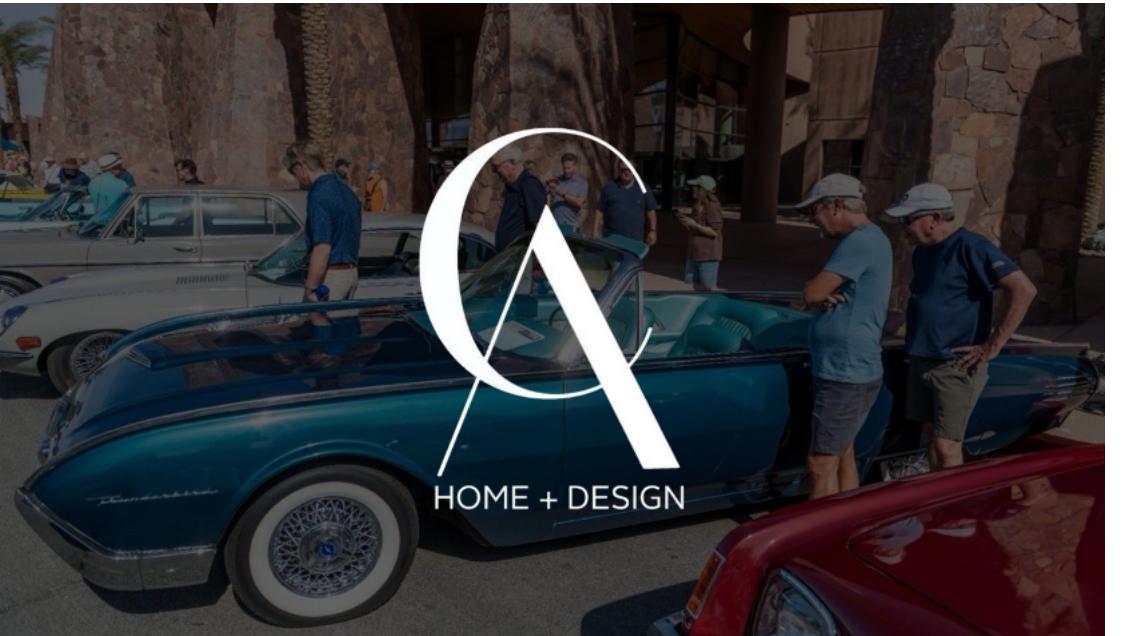
MEDIA HIGHLIGHTS

Significant Media

Architectural Digest, Archinect, Architectural Record, Associated Press, Atomic Ranch, California Home+Design, Condé Nast Traveler, Dezeen, Dwell, Eichlernetwork, Forbes, Frommers, Hello Magazine, Hollywood Reporter, Houzz, Iconic Life, Locale, Los Angeles Magazine, Los Angeles Times, Monocle, MSN, NBC Los Angeles, New York Post, Orange County Register, Palm Springs Life, Ranch and Coast, Robb Report, Stock Market News, Sunset Magazine, The Hollywood Times, Thrillist, Time Out Los Angeles, Vancouver Sun, Vogue Korea, Wallpaper, Yahoo Finance, Yahoo Lifestyle, and Yahoo News.

International Media

Coverage included articles from 28 countries including: Australia, Belgium, Canada, Chile, China, Cuba, France, Germany, Greece, India, Indonesia, Italy, Jordan, Malaysia, Mexico, Netherlands, New Zealand, Palestine, Philippines, Poland, Russia, Singapore, South Korea, Spain, Switzerland, Thailand, United Kingdom, and Vietnam.



MEDIA HIGHLIGHTS



Local media outlets continued to frequently cover Modernism Week this year. Notably, *Palm Springs Life* set a new record with 165 references or articles!

Both KESQ (News Channel 3) and KMIR (NBC Palm Springs) attended many events and aired many segments about the festival, but both stations have an incomplete record of how much coverage they provided as both stations only post online the most significant of stories. Their numbers below do not accurately portray the significant attention both media outlets provided for Modernism Week. Radio network Alpha Media (MOD FM as well as many other stations) does not post online when they aired pieces about the festival, so they do not appear on this report but we know anecdotally that Modernism Week was frequently mentioned.

Local Media Ranked by Frequency of Coverage

- Palm Springs Life - 158
- Desert Sun (print and online) - 65
- Palm Springs Post - 65
- Visit Palm Springs - 16
- KESQ - at least 14
- Coachella Valley Independent - 13
- KMIR - at least 10
- Greater Palm Springs Convention & Visitors Bureau - 7
- Coachella Valley Weekly - 5
- Public Record - 2

KEY MENTIONS

CITIZEN FEMME

"One of the most fun times to visit is during Modernism Week, a world-renowned architecture festival which celebrates its 20th birthday this year and is on now until 23 February 2025."

Forbes GLOBAL PROPERTIES

"If you're given to drooling over mid-century architecture and interiors, you probably already know about Modernism Week in Palm Springs. Established in 2006, the program offers home tours, walking tours, bus tours and, with a certain inevitability, much talk of the martini-soaked heyday of Frank Sinatra and his fellow Rat Pack neighbors."

Sunset

"It's one of the best times of the year for architecture buffs: Modernism Week is here and runs from February 12-23. The annual 11-day festival highlights midcentury modern architecture, art, interior design, landscape design, and vintage culture in Palm Springs, California. Sunset is a proud supporter and sponsor of the celebration."

Forbes

"The enormously popular Palm Springs Modernism Week with its open house tours may have just passed, but no worries if you couldn't make it. So rich is the city's and the surrounding Coachella Valley's architectural heritage that there's no end to discovering more on the masters who, beginning nearly a century ago, made all of today's cherished Desert Modernism happen."

Wallpaper*

"Marking its 20th year, the festival offers a staggering 500 events over 11 days amid a stunning desert mountain backdrop and plenty of poolside cocktail parties. 'Over the past 20 years, Modernism Week has grown from a niche celebration into an internationally recognised event, drawing design enthusiasts, architects, and cultural historians to Palm Springs with its expanded programming, tours, and educational initiatives,' says Lisa Vossler Smith, CEO of Modernism Week."



"For many, Modernism Week is a modernist's dream-come-true, an invitation to appreciate MCM style and culture in every imaginable way."



MEDIA REGISTRATION

We experienced another smooth and successful media registration process for Modernism Week 2025. Continuing with our fully digital system—where all media guests are required to have tickets rather than badges—helped streamline access and event management. Credentialed media expressed enthusiasm for the event, particularly in light of our 20th anniversary celebrations and the opportunity to attend a variety of programs, including several new and exclusive offerings. The excitement and engagement from the press mirrored the strong momentum we've built over the years.

MEDIA REGISTRATION



102

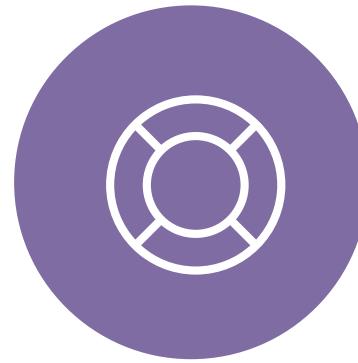
Registered Media

Cumulative total of online +
on-site registration

31

August 1, 2025

Modernism Week — October
registration will be open



Event Access

Media attended a variety of
public + exclusive events



Communication

PR team communicated
deadlines via email + site

MEDIA IMPRESSION REPORT



Data Cycle:

November 2024 to February 2025

Media Impressions are any interaction with a piece of content and a person. An impression is the broadest possible metric for any piece of earned, owned, or paid media's performance.

MEDIA IMPRESSIONS

As with all other mediums, just because there was an ad or a story on any given page, that does not mean that everyone who read the paper or looked at the web site actually read it. These numbers are an attempt to use industry-standard methods of measurement, but are not a claim of scientific accuracy.

We rely on each media outlet's estimate of media impressions, and they all vary widely. For example, a typical newspaper will print a certain number of papers, (circulation) but they assume that each copy has more than one person reading it. The industry standard assumes a factor of 2.65 to determine 'pass along' readership (vs. circulation) for print materials. Our report uses the estimates provided by the media outlets.

Consider these figures as **potential media impressions**.

ADVERTISING

Ads were placed in the following media:

Print: 7 full-page ads in Architectural Digest, 1 quarter-page in The Architect's Newspaper, 2 full-pages in Atomic Ranch, 2 full-pages in California Home+Design, 2 full-pages in California Homes, 4 full-pages and 2 quarter- pages in Coachella Valley Independent, 16 weather strips, 7 overline ads and one half-page Thank You ad in The Desert Sun, 3 full-pages in GED, 1 full- page in Interiors Magazine, 3 full pages in LA Weekly, 2 full-page ads in Metrosource, 5 full-pages in Palm Springs Life, Sunset Magazine, and flyers distributed at the Palm Springs Visitor Information Center.

Digital: Alpha Media, The Architect's Newspaper, Atomic Ranch Starbursts, California Home+Design, The Desert Sun, Gay Desert Guide/KGAY, GED, Here Media, LA Weekly, Locale, Metrosource, Palm Springs Life, Palm Springs Post, and The Standard.

Outdoor: Vinyl and digital billboards (produced by Lamar and shared with Dolphin Promotions) ran prior to and through the event.

Broadcast: Advertising ran on MOD FM, KGAY, and KMEC.

TOTAL MEDIA IMPRESSIONS

Earned Media Impressions: 4,971,584,288

Paid Media Impressions: 57,919,825

TOTAL MEDIA IMPRESSIONS:

(combination of earned media impressions and paid media impressions)

5,029,504,113



SOCIAL MEDIA

Overview

Social Media Platforms

Facebook, Instagram, Threads, X

Mod Squad

SOCIAL MEDIA OVERVIEW

Data Range: November 2024 to February 2025



3.1K

original posts

of unique content across
Facebook, Instagram, X

**not including Threads*

6.8K

new followers

across Facebook, Instagram,
X, and Threads

222K

total followers

across Facebook, Instagram,
X, and Threads

4M

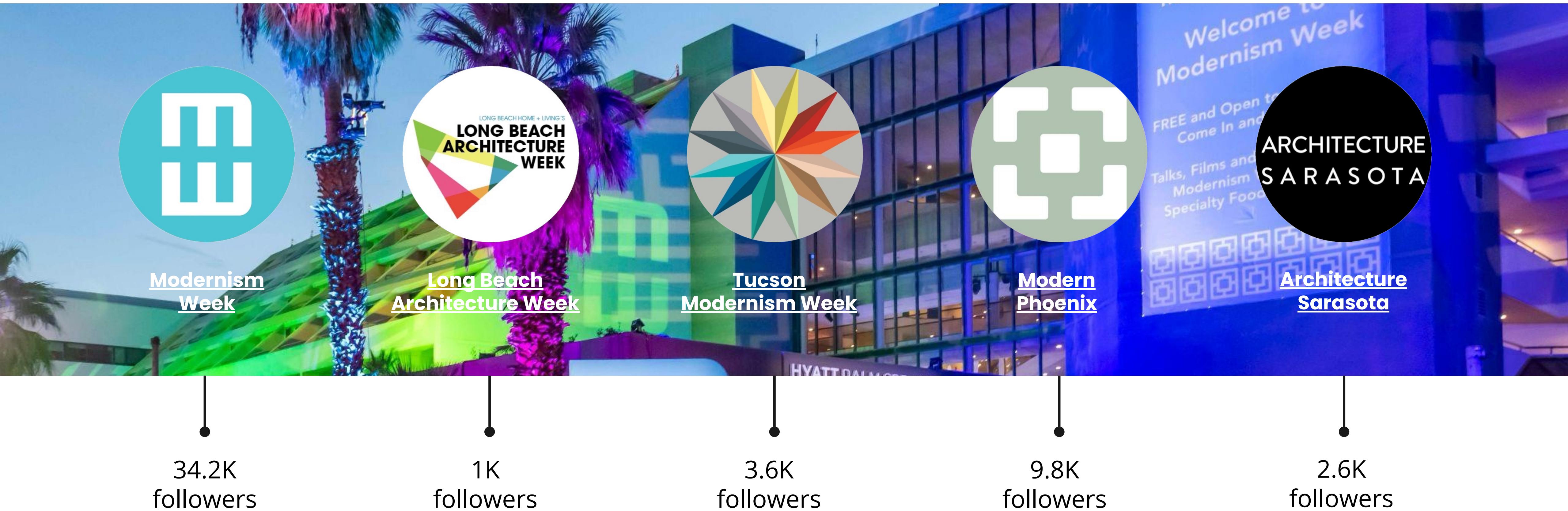
total impressions

across Facebook, Instagram,
X, and Threads



FACEBOOK
34.2K followers

COMPARATIVE ANALYSIS



FACEBOOK ACCOUNT OVERVIEW

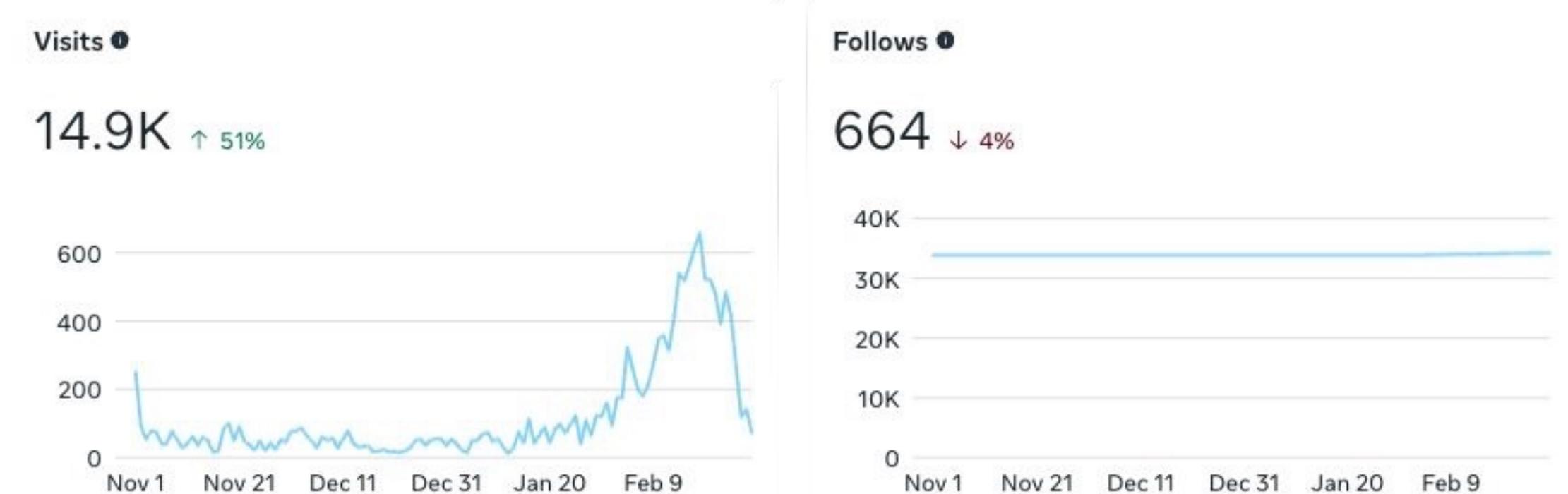
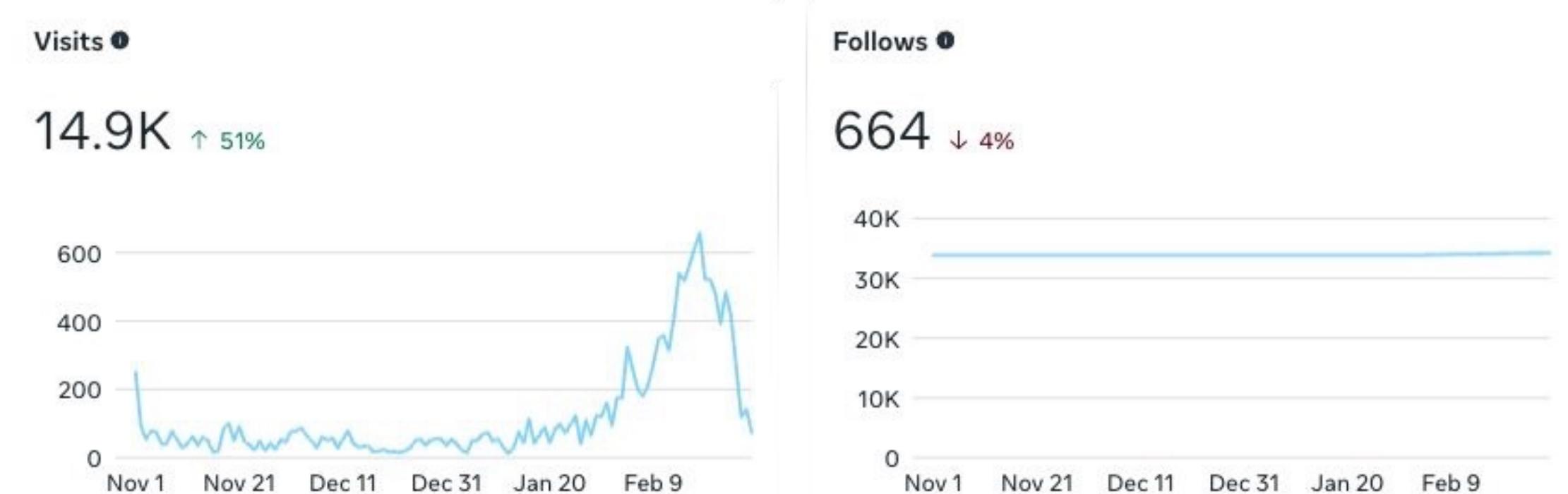
Data range: Nov. 2024 - Feb. 2025

Modernism Week's Facebook performance during the reporting period presented a mixed picture, with notable strengths and some areas of decline. The page garnered **977.9K total views**, indicating strong visibility across the platform. However, reach declined significantly to 206.5K, marking a 47.7% drop compared to the previous period. This suggests that while content continued to be viewed frequently—possibly through repeat or direct visits—it was served to fewer unique users overall.

Content interactions totaled 10.9K, which represents a 15% decrease, reflecting slightly reduced audience engagement. Link clicks dropped sharply to 3.5K, a 53.3% decline, which may point to less interest in external content. Despite these drops, the page saw a **51% increase in visits, reaching 14.9K**—indicating that more users were deliberately navigating to the Facebook page, perhaps to seek specific information or events.

Page follows saw a slight decrease of 4%, with **664 new followers** added during the period. While this suggests a modest dip in follower growth, the overall numbers still reflect a solid base of interest.

In summary, while Facebook reach and link engagement were down, the rise in page visits signals continued audience intent and interest in Modernism Week's content.

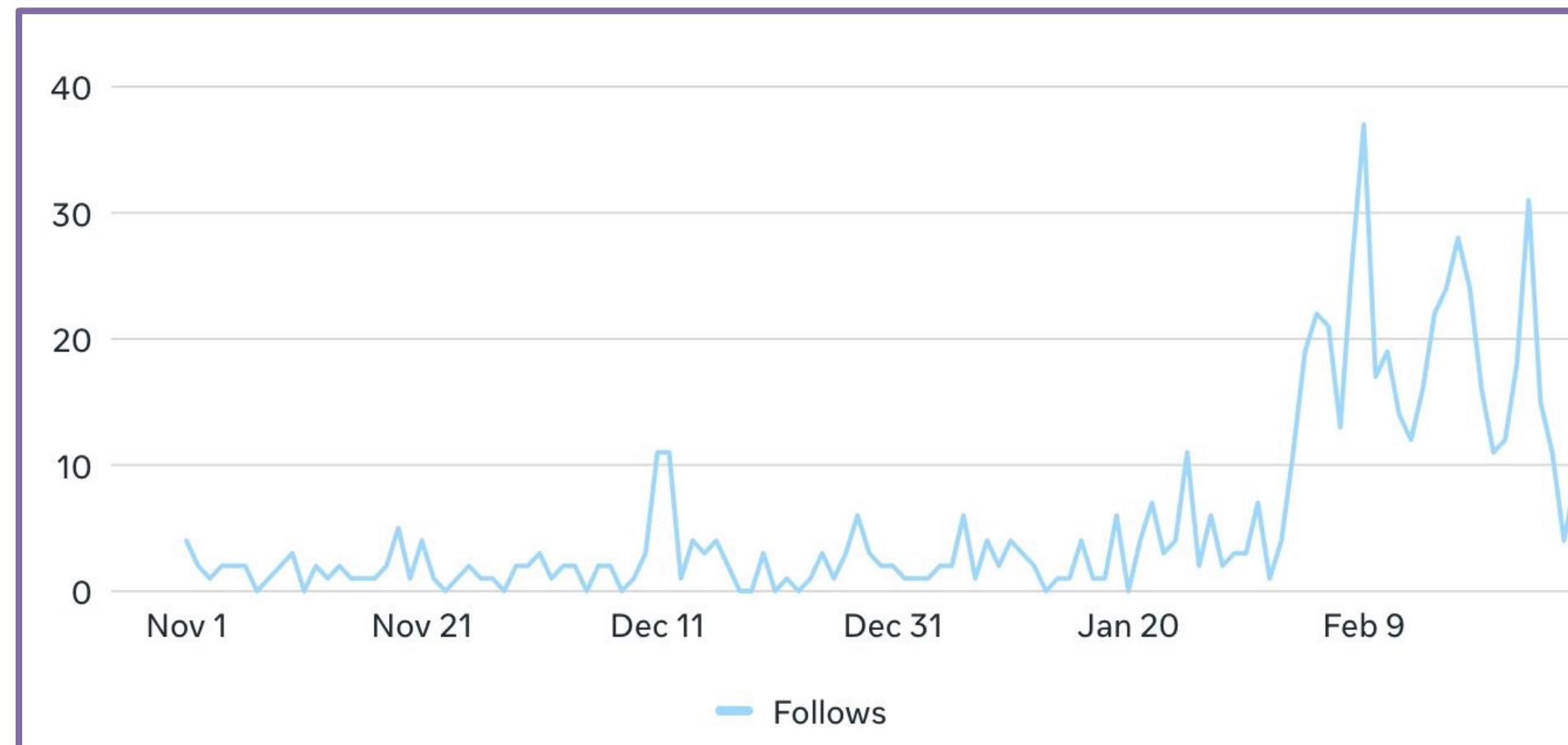


FACEBOOK FOLLOWERS

Since Modernism Week – October 2024
Nov. 2024 – Feb. 2025

34.2K followers to date

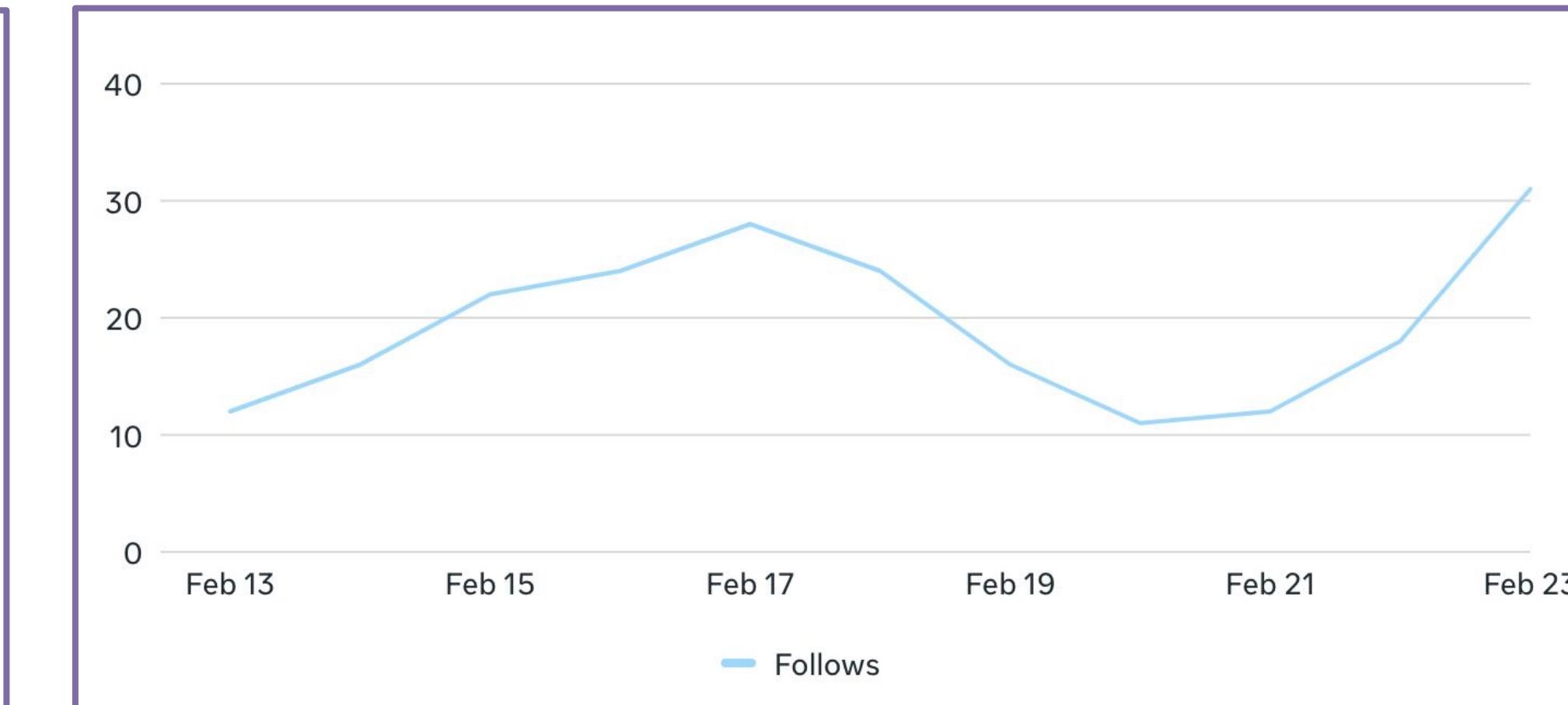
Total increase of **664** new followers



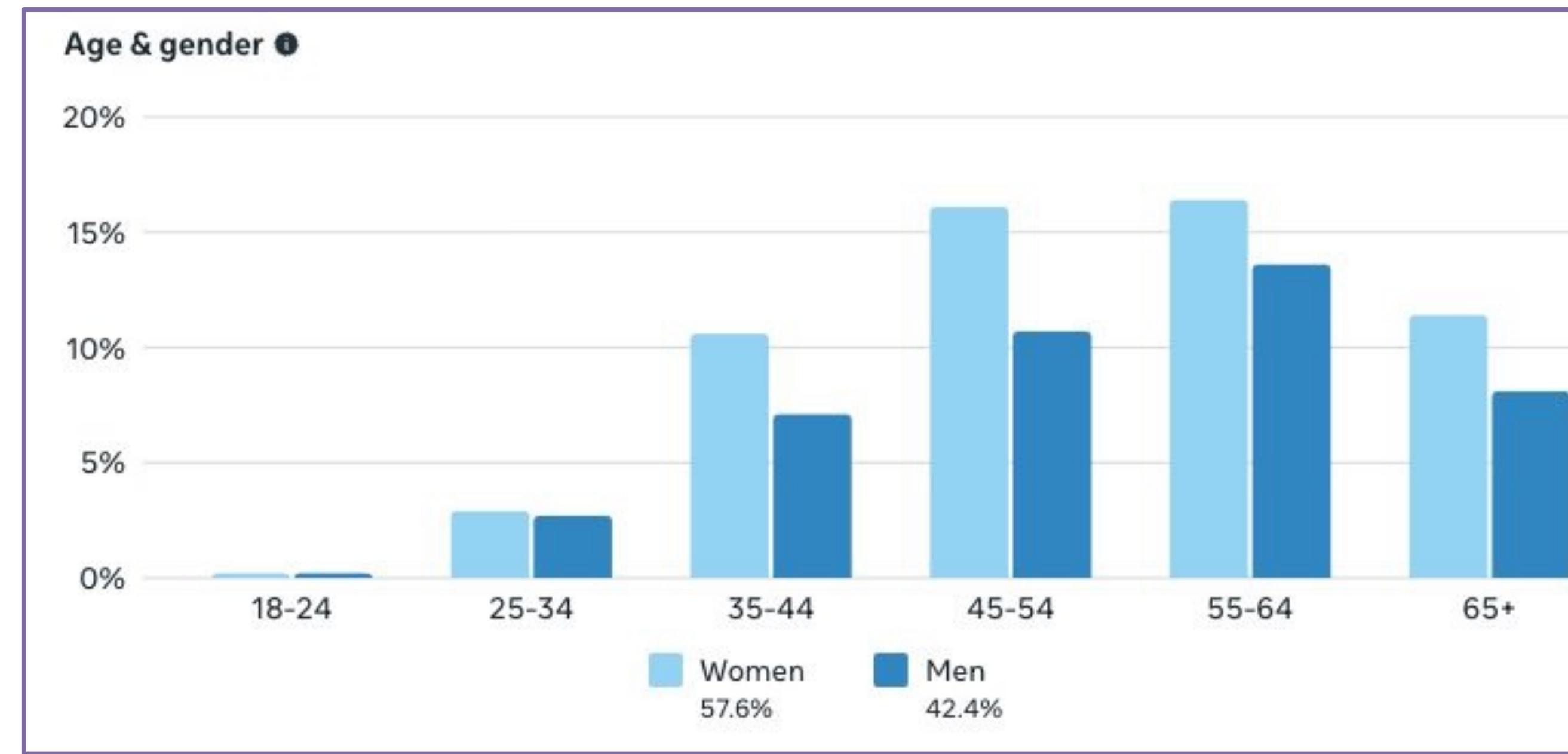
Modernism Week 2025
Feb. 13-23, 2025

Increase of **214** new followers during

Modernism Week alone



FACEBOOK AUDIENCE



Top cities

Palm Springs, CA

Los Angeles, CA

San Diego, CA

Palm Desert, CA

Cathedral City, CA

Top countries

United States

Australia

Canada

United Kingdom

Mexico

5.6%

4.9%

1.7%

1.5%

1.1%

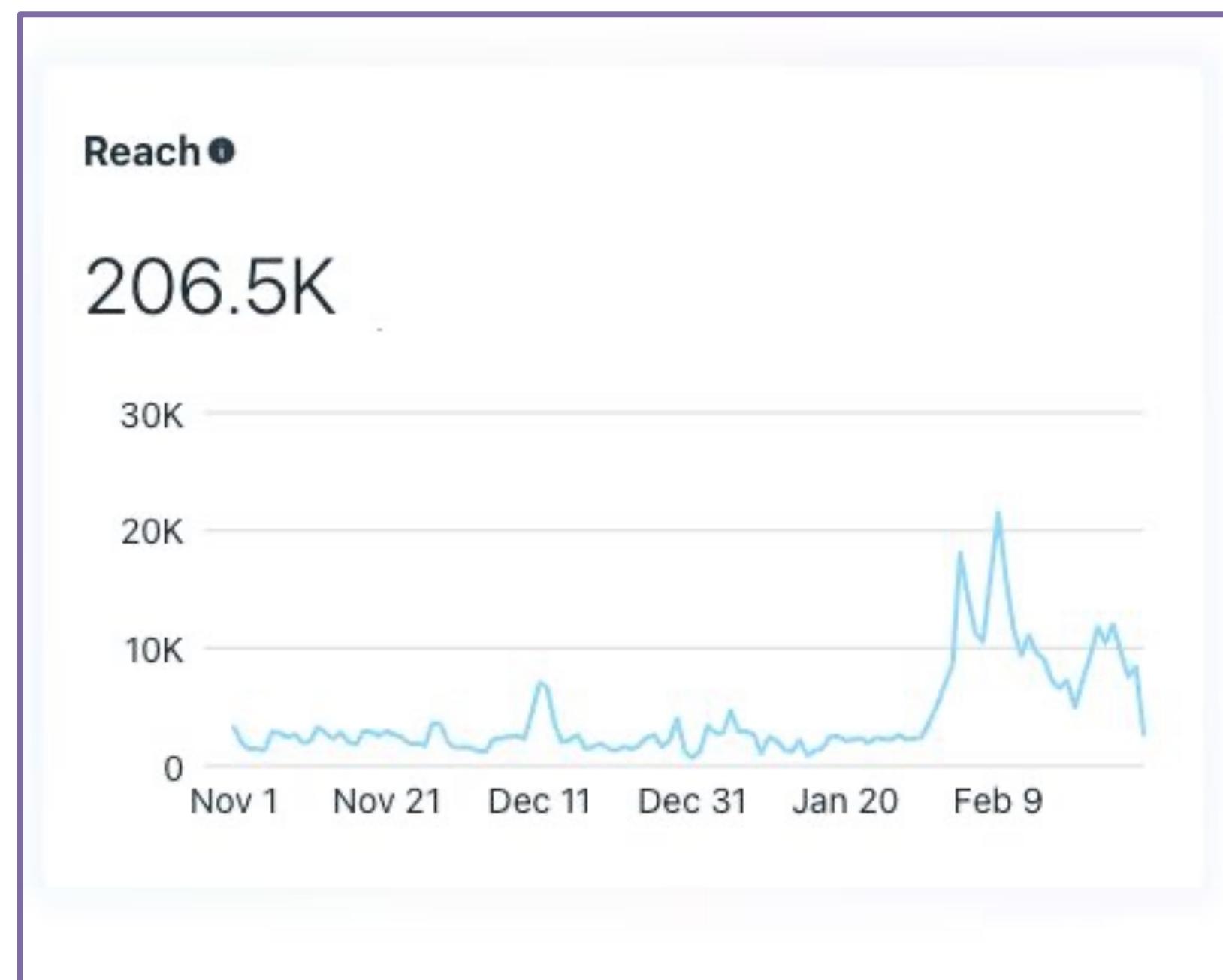
80.6%

FACEBOOK REACH

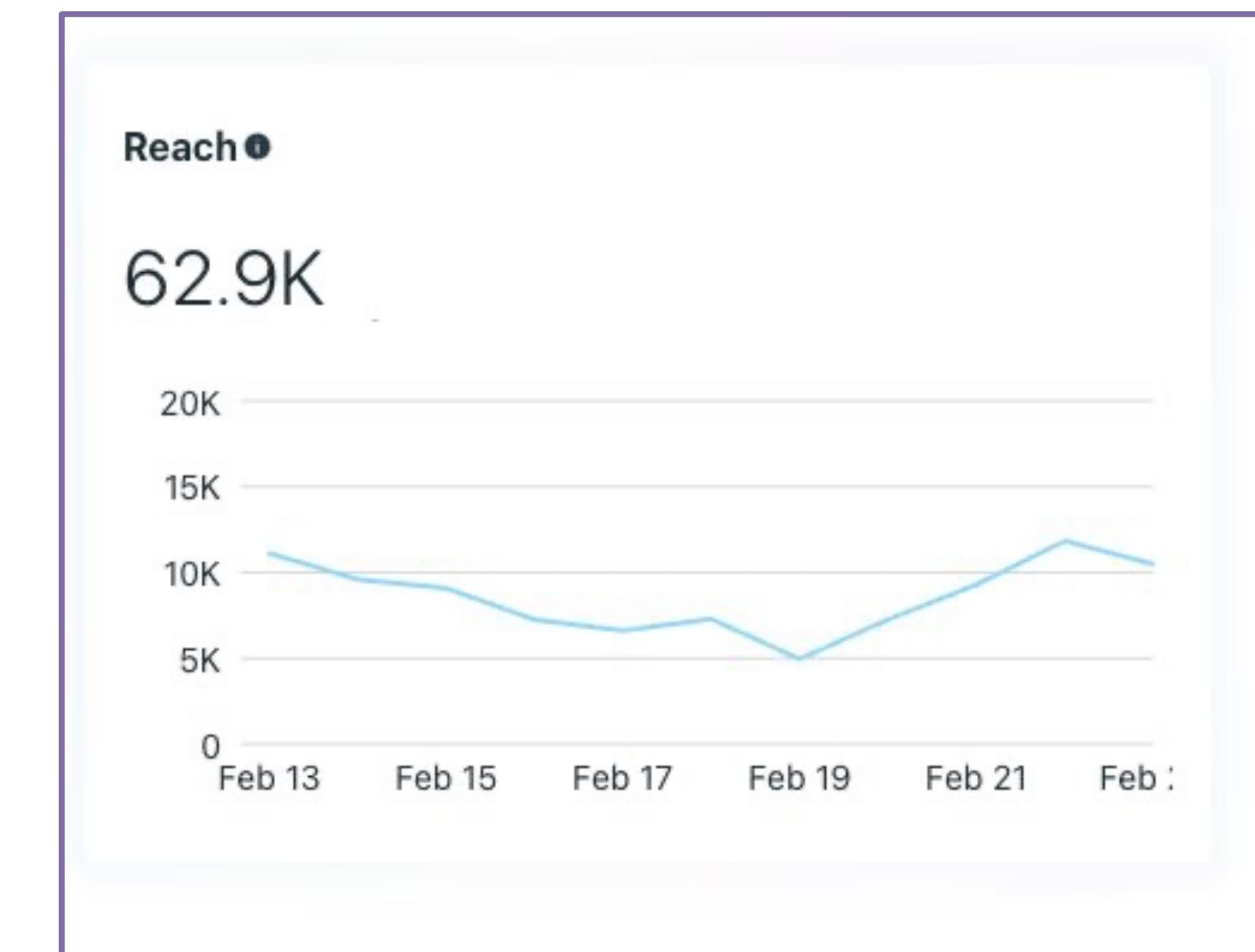
TOTAL REACH:

The number of people who were served any activity from your Page including your posts, posts to your Page by other people, Page likes, ads, mentions, and check-ins.

Since Modernism Week — October 2024
Nov. 2024 – Feb. 2025



Modernism Week 2025
Feb. 13-23, 2025



FACEBOOK ENGAGEMENT

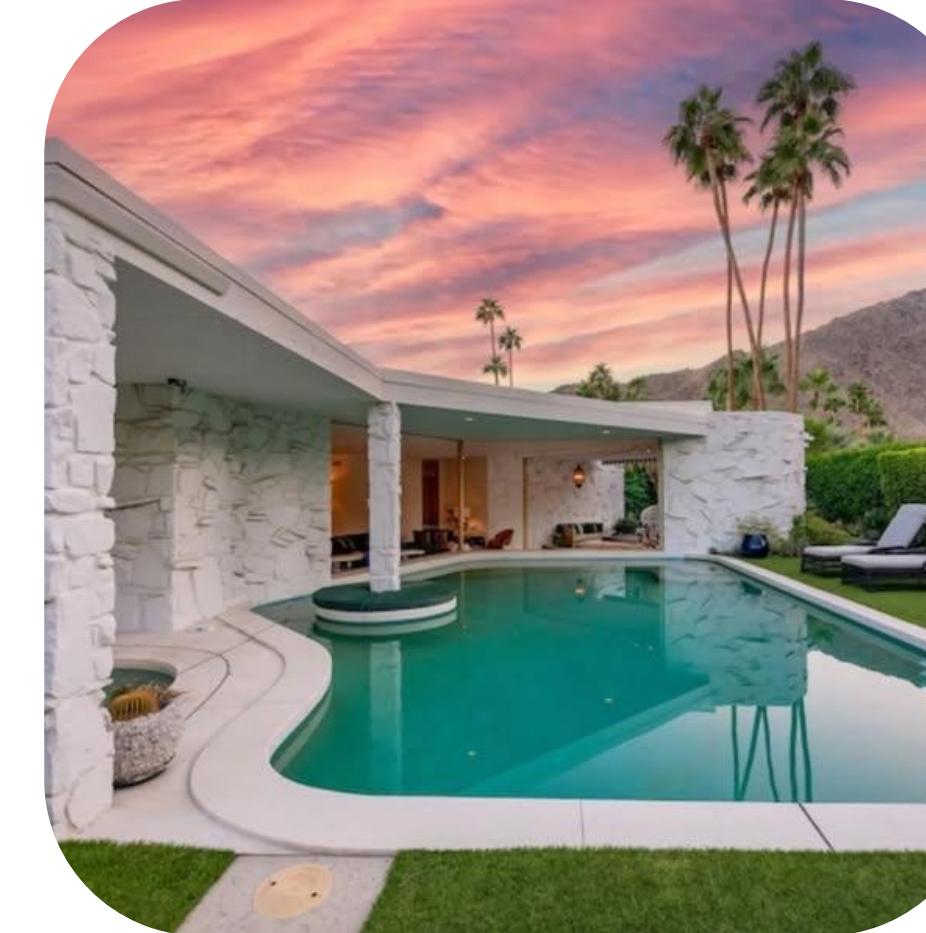
Nov. 2024 - Feb. 2025
Top Posts



22.9K reach

382 likes/reactions

77 link clicks



15.8K reach

140 likes/reactions

37 link clicks



14K reach

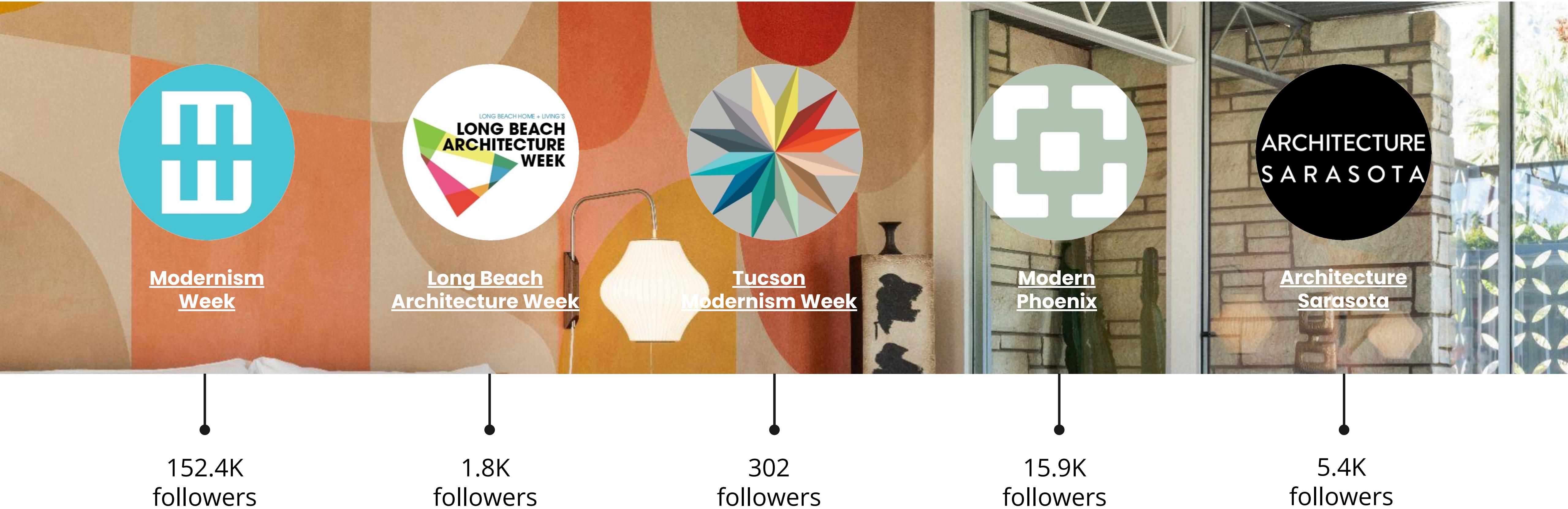
185 likes/reactions

28 link clicks

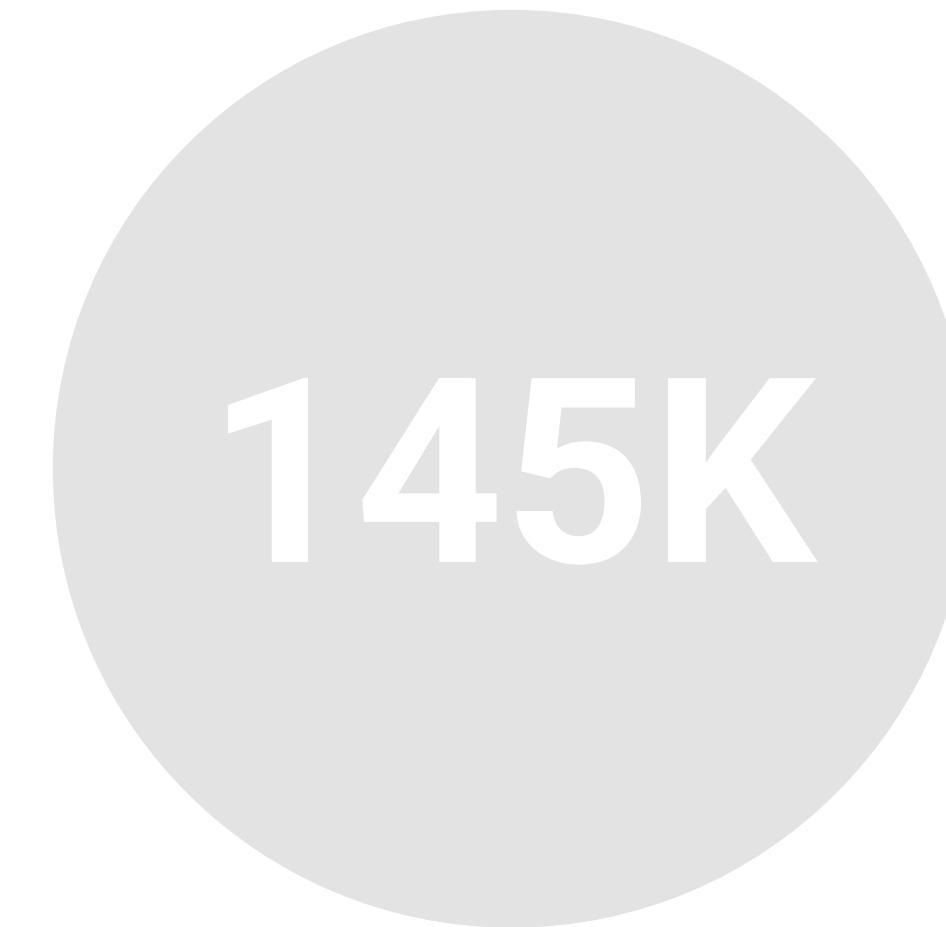


INSTAGRAM
152.4K followers

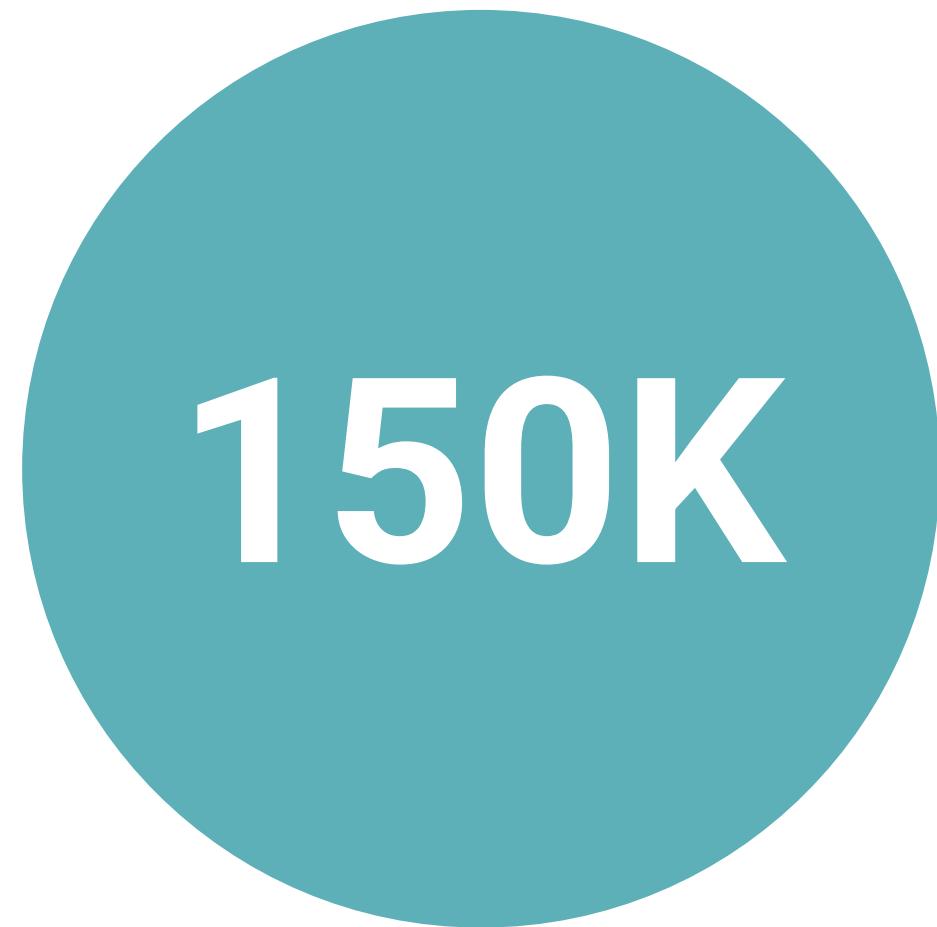
COMPARATIVE ANALYSIS



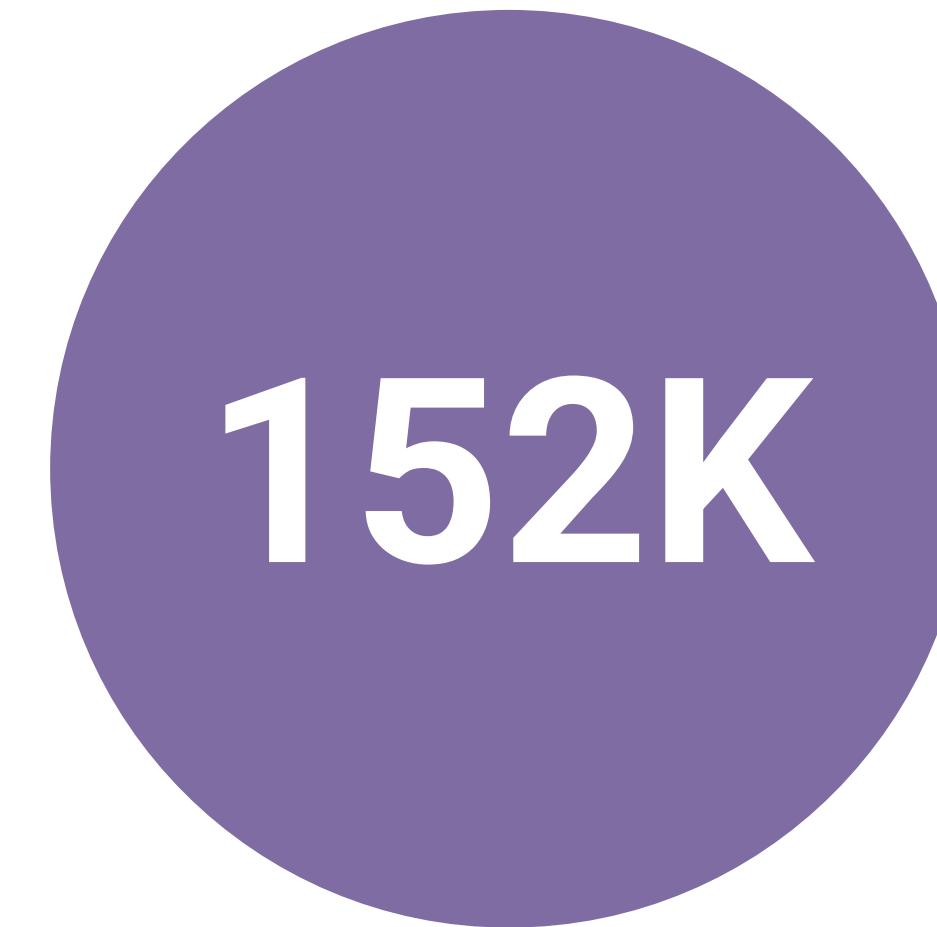
INSTAGRAM ACCOUNT OVERVIEW



February 16, 2024



May 25, 2024



Since February 23, 2025

Modernism Week experienced strong growth and engagement on Instagram during the reporting period. The account grew to **152.4K followers**, gaining **1.5K new followers**—an increase of 88.19% compared to the previous period. The follower growth rate rose by 85.45%, signaling heightened visibility and effective outreach efforts.

In terms of visibility, content generated **2.4 million impressions**, marking a 71.49% increase. The account **reached 1.1 million unique users**, a 22.61% rise from the previous period, indicating a broader audience becoming aware of and interacting with Modernism Week's content.

Engagement metrics showed that the average engagement rate per post held steady at 0.34%, though this reflects a 32.63% decrease due to a sharp rise in impressions. Engagement on reach per post was 5.9%, down by 22.17%, likely a result of the growing audience size outpacing direct interaction rates.

Content output increased significantly, with **198 posts** published—up 104.12%. These posts led to a total of **101.3K engagements**, including **91.4K likes** (a 36.36% increase) and **919 comments** (a 60.95% increase), showing a high level of interest and interaction from the audience.

Overall, the data reflects a successful Instagram strategy for Modernism Week, marked by increased visibility, consistent content creation, and substantial engagement.

INSTAGRAM GROWTH

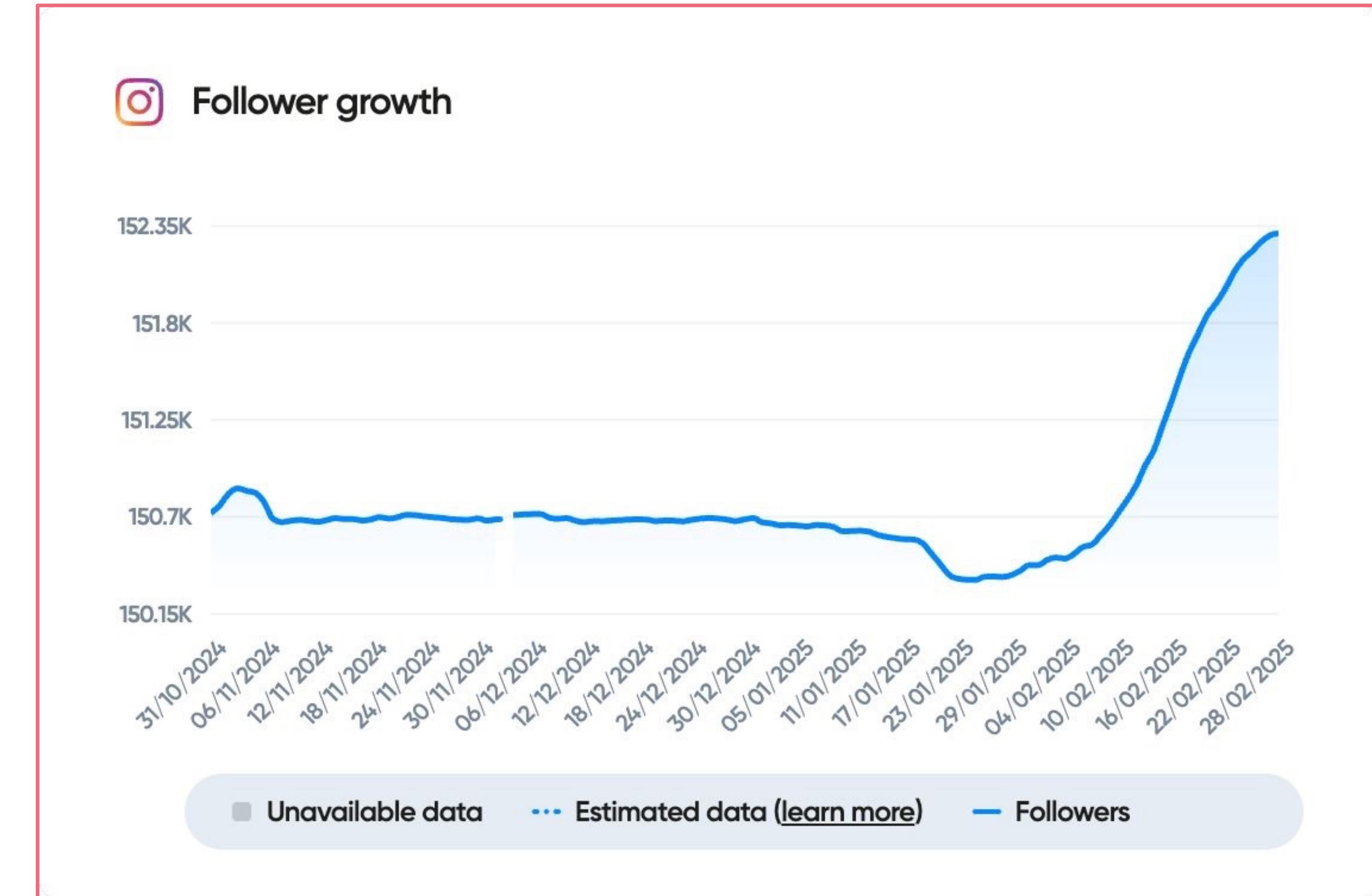
Data range:
Nov. 2024 - Feb. 2025

152.4K
total organic followers

1.5K
new followers

6.2K
profile views

772
website clicks

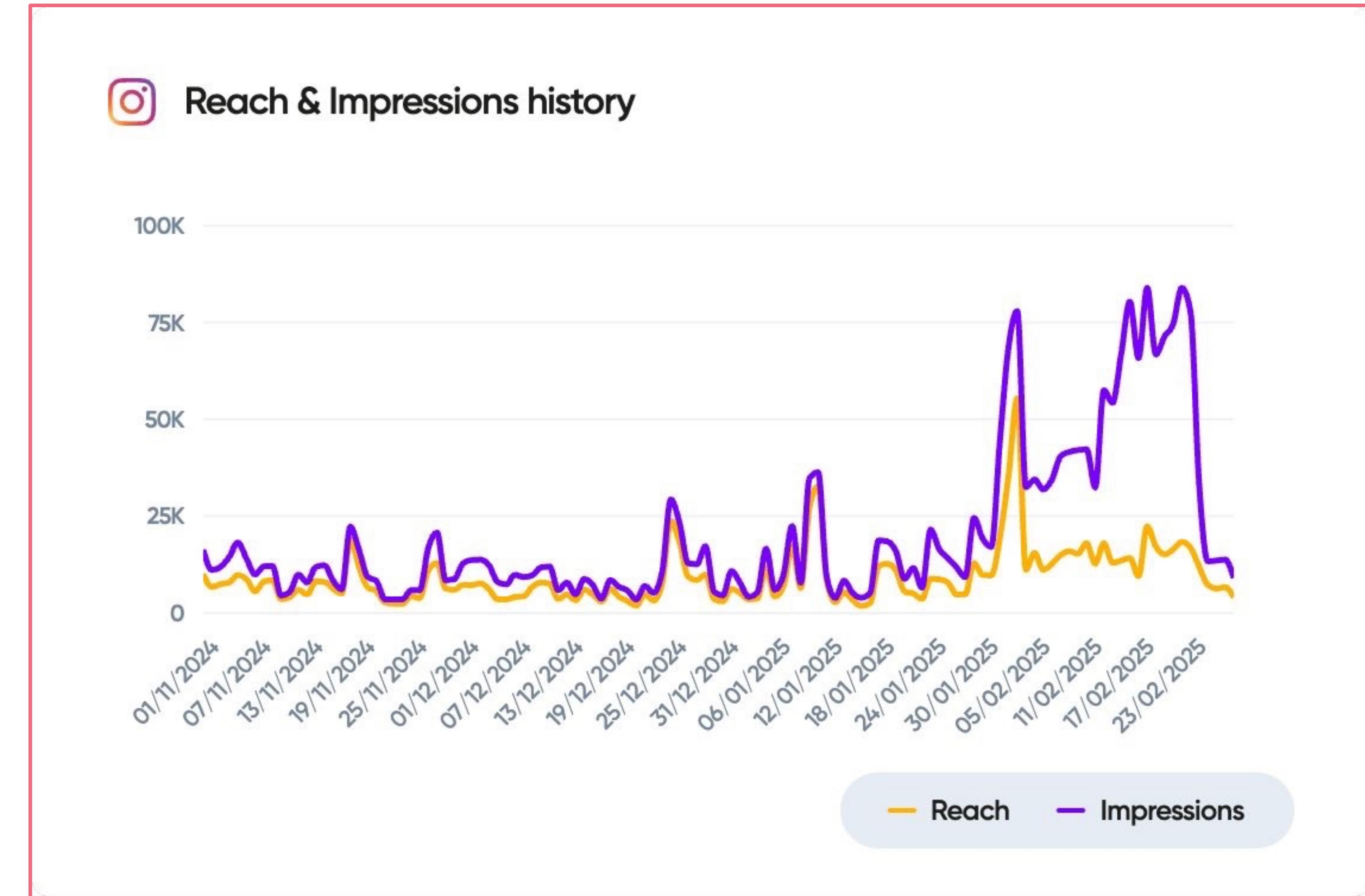


INSTAGRAM REACH + IMPRESSIONS

Data range:
Nov. 2024 - Feb. 2025

2.4M
total impressions

1.1M
total reach



INSTAGRAM LIKES

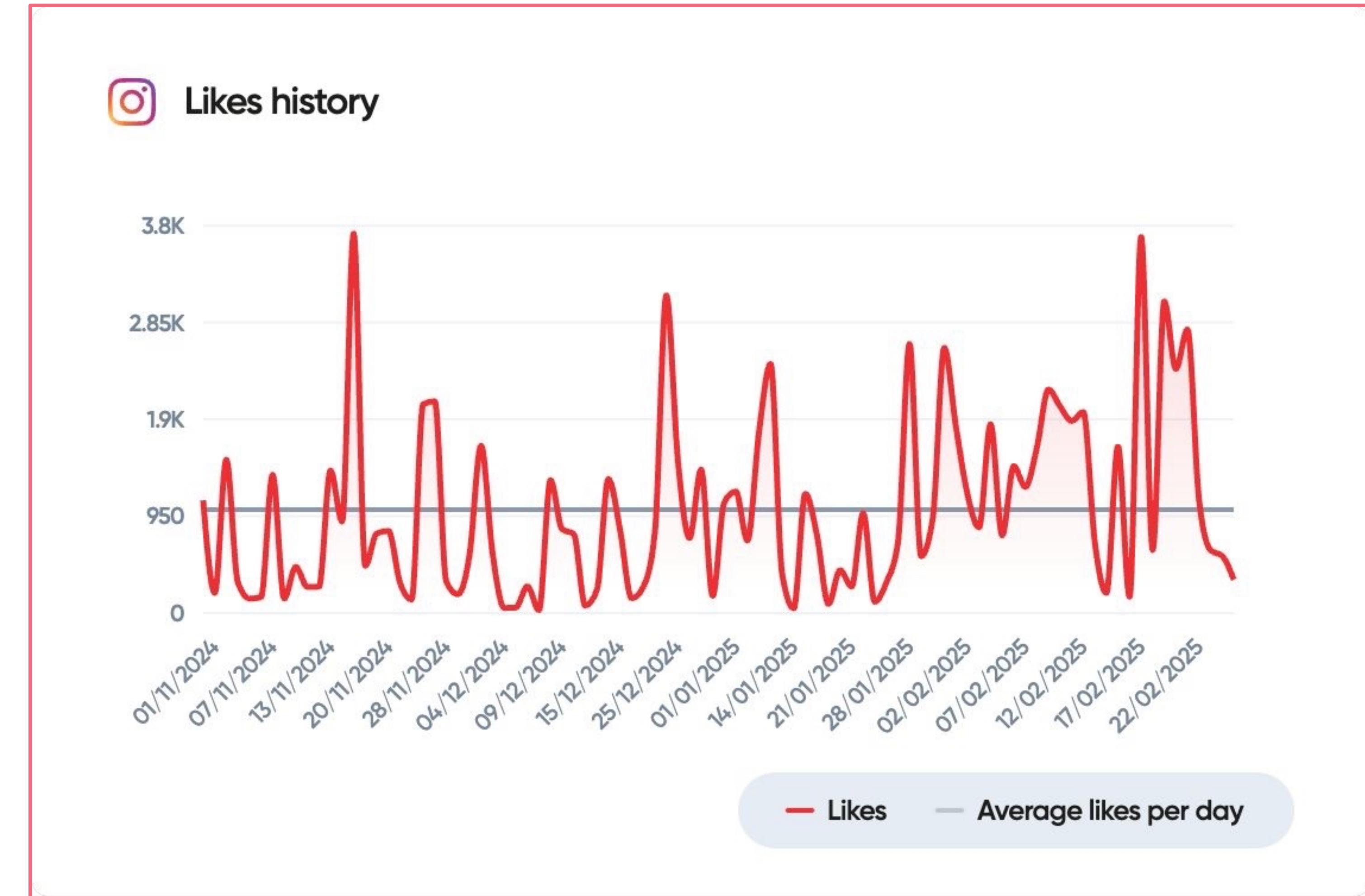
Data range:
Nov. 2024 - Feb. 2025

91.4K
total likes received

918
total comments received

5.5K
total shares

3.5K
total saves



INSTAGRAM AUDIENCE



 **Top countries**

United States	96,913	69.09%
Australia	9,025	6.43%
Canada	6,811	4.86%
United Kingdom	4,622	3.3%
France	2,078	1.48%
Mexico	1,991	1.42%

 **Top cities**

Los Angeles, California	7,508	15.76%
New York, New York	3,368	7.07%
Palm Springs, California	2,913	6.12%
Melbourne, Victoria	2,749	5.77%
San Diego, California	2,312	4.85%
Sydney, New South Wales	2,017	4.23%

INSTAGRAM ENGAGEMENT

Nov. 2024 - Feb. 2025
Top Posts



3.7K likes

26 comments

2.76% engagement



3.1K likes

15 comments

2.39% engagement



2.1K likes

36 comments

1.75% engagement

The average engagement rate on Instagram is 1.95%, according to [Sprout Social](#)

INSTAGRAM STORIES

Nov. 2024 - Feb. 2025

CONTENT:

2K

Stories posted

↗ +193.08%

1.2K

Photo stories

↗ +195.25%

853

Video stories

↗ +190.14%

17

Average Stories per day

↗ +193.08%

IMPRESSIONS + REACH:

695.6K

Stories impressions

↗ +126.1%

342

Average impressions per Story

↘ -22.86%

685.1K

Stories reach

↗ +126.48%

336.8

Average reach per Story

↘ -22.73%



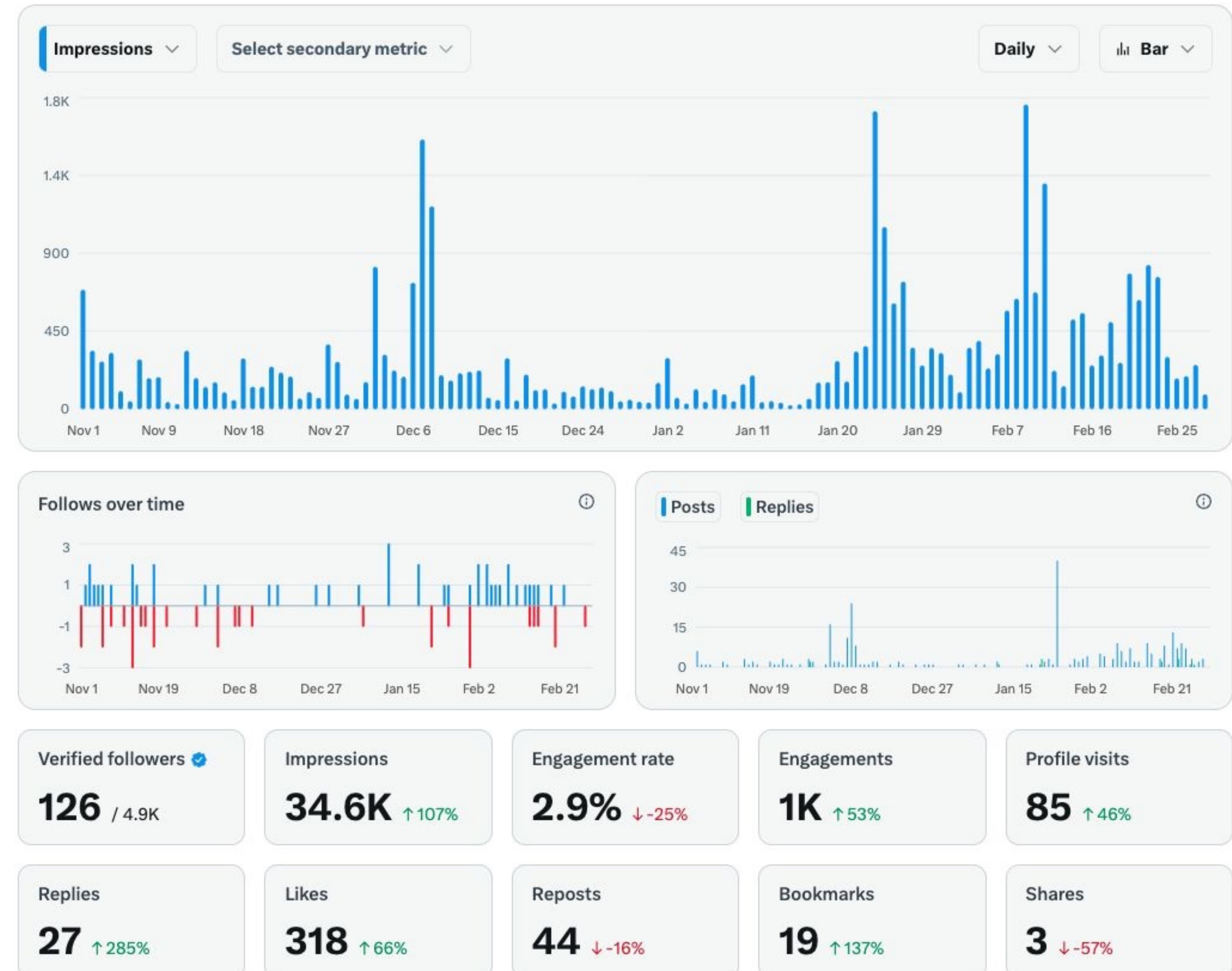
X
4.9K followers

X ACCOUNT OVERVIEW

Data range: Nov. 2024 - Feb. 2025

Since X was acquired by Elon Musk in October 2022, it has experienced a notable decline in U.S. user activity, losing nearly one-fifth of its daily active users. This industry-wide attrition is reflected in Modernism Week's audience engagement on the platform.

Even still, Modernism Week's X account experienced a significant increase in visibility this season, with **impressions rising by 107% to reach 34.6K**. This indicates that content was surfaced to a much larger audience compared to previous months. Engagements also grew by 53%, totaling **1K interactions** across replies, likes, reposts, bookmarks, and shares. Among the strongest performance areas were replies, which jumped 285%, and likes, which increased by 66%. Bookmarks rose by an impressive 137%, suggesting that users found the content valuable enough to save for future reference. Profile visits also saw a healthy **46% increase**.



X ENGAGEMENT

**Nov. 2024 - Feb. 2025
Top Posts**

Modernism Week 
@ModernismWeek

...

This year's Modernism Week will showcase new home tours, as well as festive special events and parties, including a night of vintage glamour at our 20th Anniversary Opening Night Extravaganza (go.modtix.com/f/2025/opening...)!

More via LA Weekly.



Holy Modernism Week Batman, It's Been 20 Years - LA Weekly

From laweekly.com

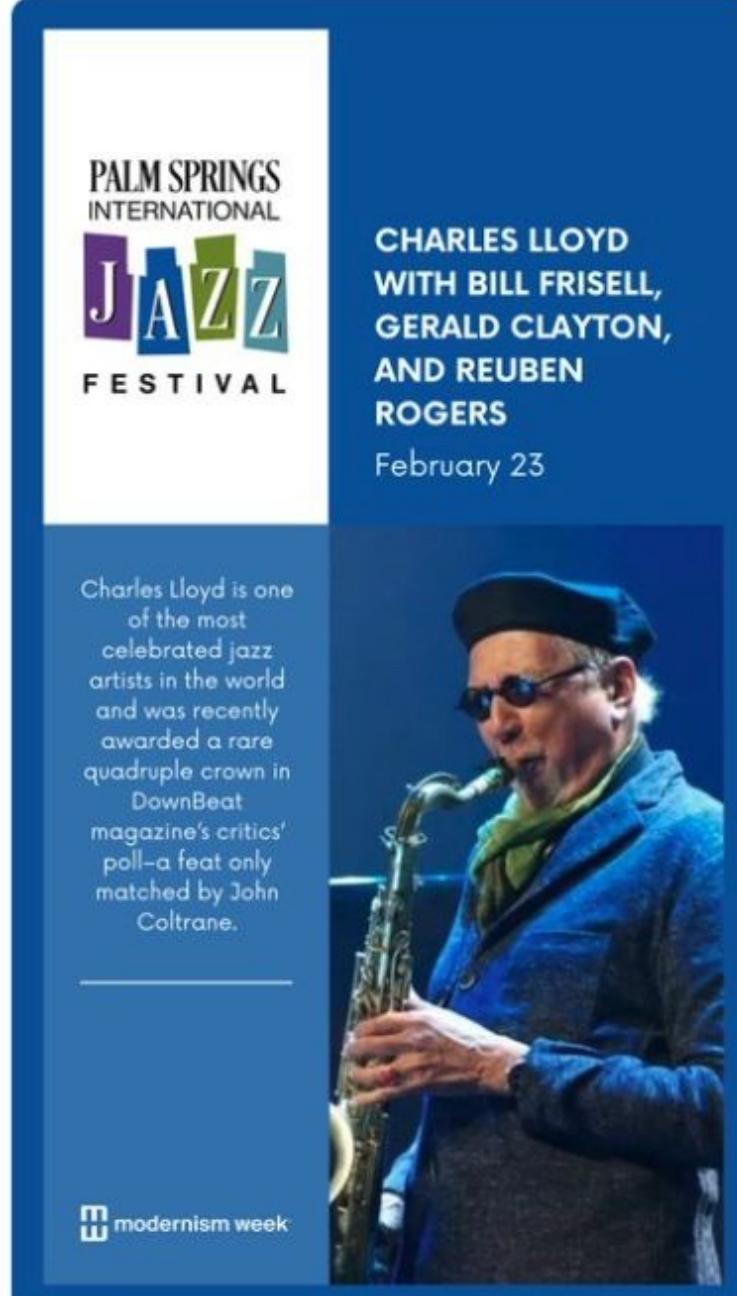
5:20 PM · Feb 5, 2025 · 1,823 Views

Modernism Week 
@ModernismWeek

Charles Lloyd with Bill Frisell, Gerald Clayton, and Reuben Rogers

go.modtix.com/f/2025/ps-jazz...

Charles Lloyd is one of the most celebrated jazz artists in the world and was recently awarded a rare quadruple crown in DownBeat magazine's critics' poll—a feat only matched by John Coltrane.



CHARLES LLOYD WITH BILL FRISELL, GERALD CLAYTON, AND REUBEN ROGERS
February 23

3:09 PM · Jan 24, 2025 · 1,317 Views

Modernism Week 
@ModernismWeek

...

The Architectural Alliance is presenting a symposium in honor of the Palm Springs School of Desert Modernism on 2/22 at the Annenberg Theater. Learn more and get tickets here: go.modtix.com/f/2025/mw-symp...

Full story via [@mydesert](#).



History: The Palm Springs School of Architecture

From desertsun.com

2:55 PM · Feb 10, 2025 · 531 Views



THREADS

30.6K followers

THREADS ACCOUNT OVERVIEW

Data range: Nov. 2024 - Feb. 2025

We launched Modernism Week's Threads account in July 2023, making it one of our newest social media channels. Despite being a relatively new platform, Threads has shown exponential growth and strong engagement across our posts. While analytics tools are still limited, early metrics are promising: our posts have collectively garnered over **36,000 views** and **578 total interactions**, including **542 likes, 25 reposts, and 8 replies**.

Our top-performing posts ranged from timely event highlights to design-focused stories, with the most-viewed post reaching **1,000 views**. Audience insights show our reach is predominantly U.S.-based (71.1%), with additional engagement from Australia, Canada, the UK, and Brazil. Notably, our audience skews toward the 35–54 age group, aligning with our core Modernism Week demographic. We look forward to growing this channel further as Threads evolves and provides deeper analytics capabilities.

Followers

30.6K

Total followers

Views

All **Followers**

36K

Total views

Interactions

All **Followers**

578

Total interactions

Likes

Reposts

Replies

Quotes

3

By location

Country/Region **City**

United States of America

71.1%

Australia

5.7%

Canada

4.9%

United Kingdom

3.3%

Brazil

1.4%

By age

All **Female** **Male**

13–17

0.1%

18–24

0.9%

25–34

9.7%

35–44

29.1%

45–54

30.5%

55–64

20.8%

65+

9.0%

By gender

Female

51.7%

Male

35.7%

Other

12.6%

THREADS ENGAGEMENT

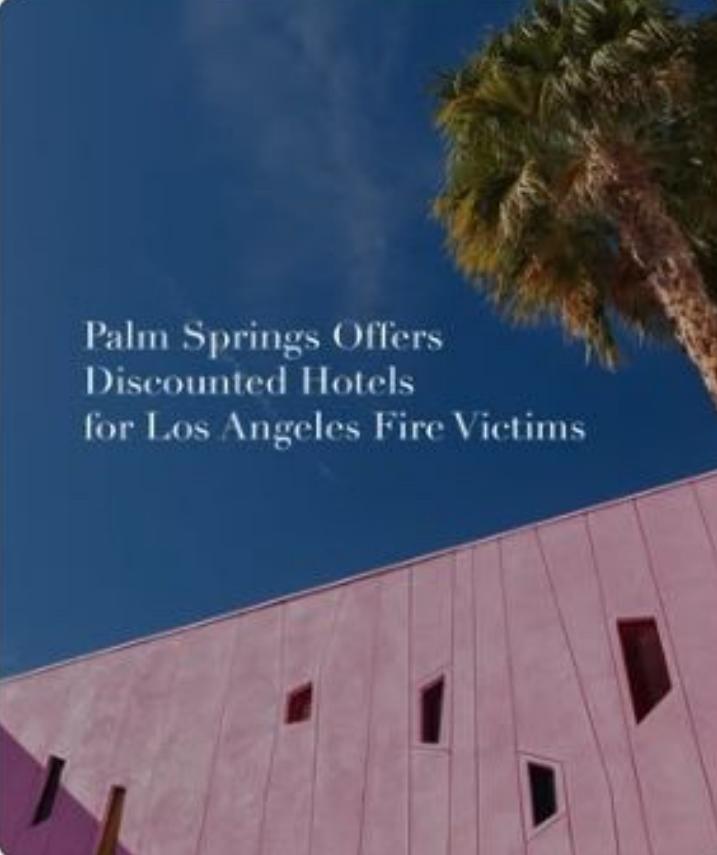
Nov. 2024 - Feb. 2025
Top Posts

modernism_week 01/10/25

via [@palmspringslifemagazine](#): The City of Palm Springs and its hospitality partners are offering support to those affected by the devastating Los Angeles wildfires. Special hotel rates are available to provide shelter and respite for displaced residents.

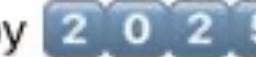
If you or someone you know has been impacted, please contact the following hotels for room availability and rates:

(thread continued below)



13 likes, 4 comments, 2 retweets, 1 reply

modernism_week 01/01/25

Happy 



Palm Springs, California

59 likes, 1 comment, 2 retweets, 1 reply

modernism_week 02/20/25

Eero Saarinen, Charles Eames and Harry Bertoia were three design legends whose long relationships first developed at [@cranbrook_art](#) in Michigan during a magical time when they studied and taught together. Each has played significant roles in postwar American design, and their influence is still extraordinary in today's design world.

Enter Susan Saarinen, Carla (Eames) Hartman, and Celia Bertoia—three descendants of these design icons.

Mary McKenna



31 likes, 1 comment, 1 retweet, 1 reply



MOD SQUAD

[@modernismweekmexicocity](#)
[@black.in.palmsprings](#)
[@aprettycoolhoteltour](#)
[@katdip](#)

2025 MOD SQUAD



The 2025 Mod Squad represents a dynamic and thoughtfully curated group of high-profile creatives and influencers who bring a wide range of perspectives to Modernism Week. These individuals were selected for their **deep connection to modernism, active engagement with their communities, and established expertise** across their respective industries of design, architecture, and lifestyle. Their authentic appreciation for the values and aesthetics of modernism ensured that their storytelling resonated meaningfully with both loyal fans and new audiences.

Mod Squad members participated in Instagram Takeovers, gained exclusive access to Modernism Week events, and generated original content that captured their personal experiences and insights. This collaboration not only expanded Modernism Week's social media reach but also diversified its audience by tapping into each member's unique network. Their posts drove engagement, sparked conversation, and helped translate digital buzz into tangible results—including **increased ticket sales, broader press coverage, and greater awareness of Modernism Week's mission**. Ultimately, the Mod Squad is a vital force in extending the cultural impact of the event, bringing modernism to life in vibrant, contemporary ways to inspire new generations of design lovers.

This year's participants included [@black.in.palm springs](#), [@modernismweekmexicocity](#), [@aprettycoolhoteltour](#), and [@katdip](#).

Their combined following reached **85K active Instagram users**.

MOD SQUAD REPORT

MW Instagram Takeovers

Mod Squad-generated content posted to Modernism Week's Instagram feed, in advance of the 2025 event.

- 4 takeover participants
- Combined following of 85K followers
- 4.3K cumulative likes
- 16 cumulative photos

Mod Squad Modernism Week Coverage

Mod Squad-generated content during and after Modernism Week. Featured on Mod Squad's own Instagram feeds.

- 116,174 cumulative likes
- 17 Instagram Feed posts
- 211 Instagram Story posts



COMMUNICATIONS

Newsletters

M

mwkly.com (via Sky)

Google Analytics Reports

modernismweek.com, go.modtix.com (via Sky)

MODERNISM WEEK NEWSLETTERS

Nov. 2024 - Feb. 2025



Audience

50K subscribers

(increase of 5.2% since last year)



Newsletter Engagement

Average open rate: **51.6%**

Average click rate: **3.1%**

(Industry averages: 18% opens, 2.6% clicks)



Distribution

26 email blasts were sent to newsletter subscribers

M

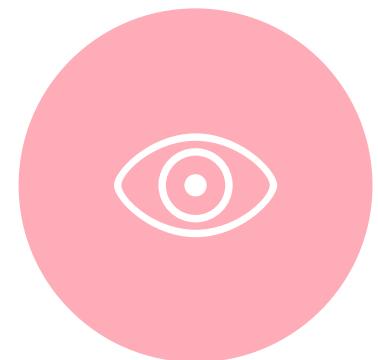
Free and Low-Cost Events during Modernism Week 2025

Modernism Week, the annual festival that highlights midcentury modern architecture, art, interior and landscape design...

ARCHITECTURE
Learn more about the genesis of the shape and form of the buildings we live and work in.

DESIGN
Furniture, fashion, interiors — discover design trends from the world's leading makers.

EXPERIENCES
Step inside some of the most iconic structures and experience first hand the mastery of



29K
total page views
(Nov. 2024 to Feb. 2025)



9.7K
active users who engaged with the site

10 years
since the blog was established in 2015



What's Next
Design Dish, MADE By profiles, and more