

Electronic Press Kit



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NEWS RELEASE

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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 Schnepf: 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 desert landscape.
- 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.
- DaVaall 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).

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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.



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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 • modernismweek.com

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 programing 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

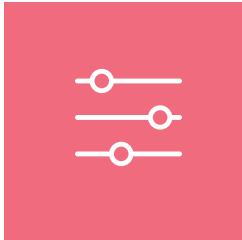


Modernism Week 2025

WRAP-UP REPORT

PR + SOCIAL MEDIA REPORT

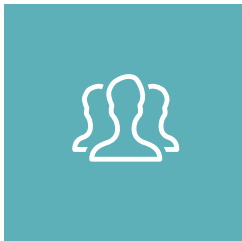
OVERVIEW



2025 SUMMARY



MEDIA IMPRESSIONS



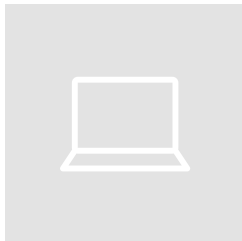
MEDIA HIGHLIGHTS



SOCIAL MEDIA



MEDIA REGISTRATION



COMMUNICATIONS



2025 SUMMARY

Worldwide media coverage generated

5 billion
media impressions



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."



"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.

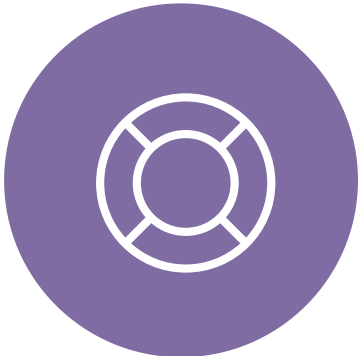
MEDIA REGISTRATION



102

Registered Media

Cumulative total of online + on-site registration



Event Access

Media attended a variety of public + exclusive events



August 1, 2025

Modernism Week — October registration will be open



Communication

PR team communicated deadlines via email + site

MEDIA IMPRESSION S 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 KMEE.

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

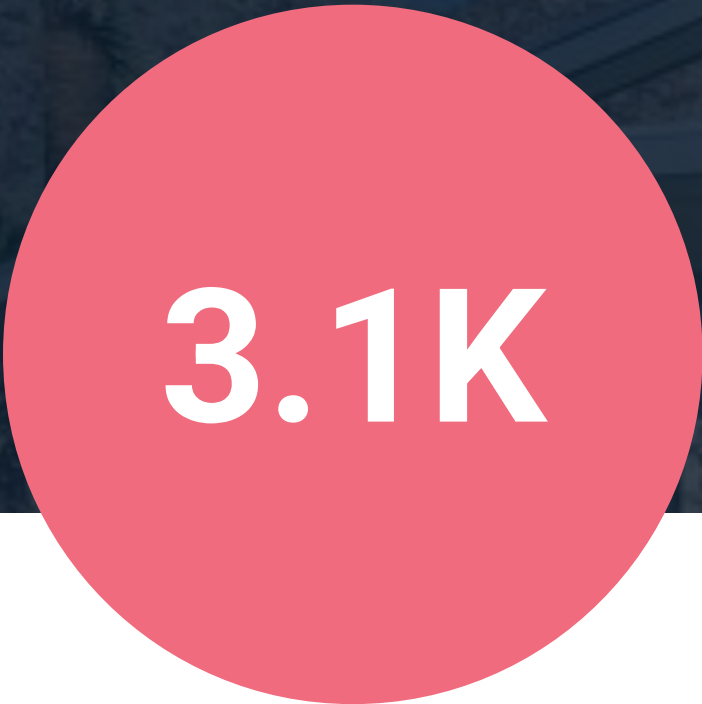
Social Media Platforms

Facebook, Instagram, Threads, X

Mod Squad

SOCIAL MEDIA OVERVIEW

Data Range: November 2024 to February 2025



original posts

of unique content across
Facebook, Instagram, X
**not including Threads*



new followers

across Facebook, Instagram,
X, and Threads



total followers

across Facebook, Instagram,
X, and Threads



total impressions

across Facebook, Instagram,
X, and Threads

FACEBOOK

34.2K followers



COMPARATIVE ANALYSIS



Modernism Week

34.2K
followers



Long Beach Architecture Week

1K
followers



Tucson Modernism Week

3.6K
followers



Modern Phoenix

9.8K
followers



Architecture Sarasota

2.6K
followers

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.

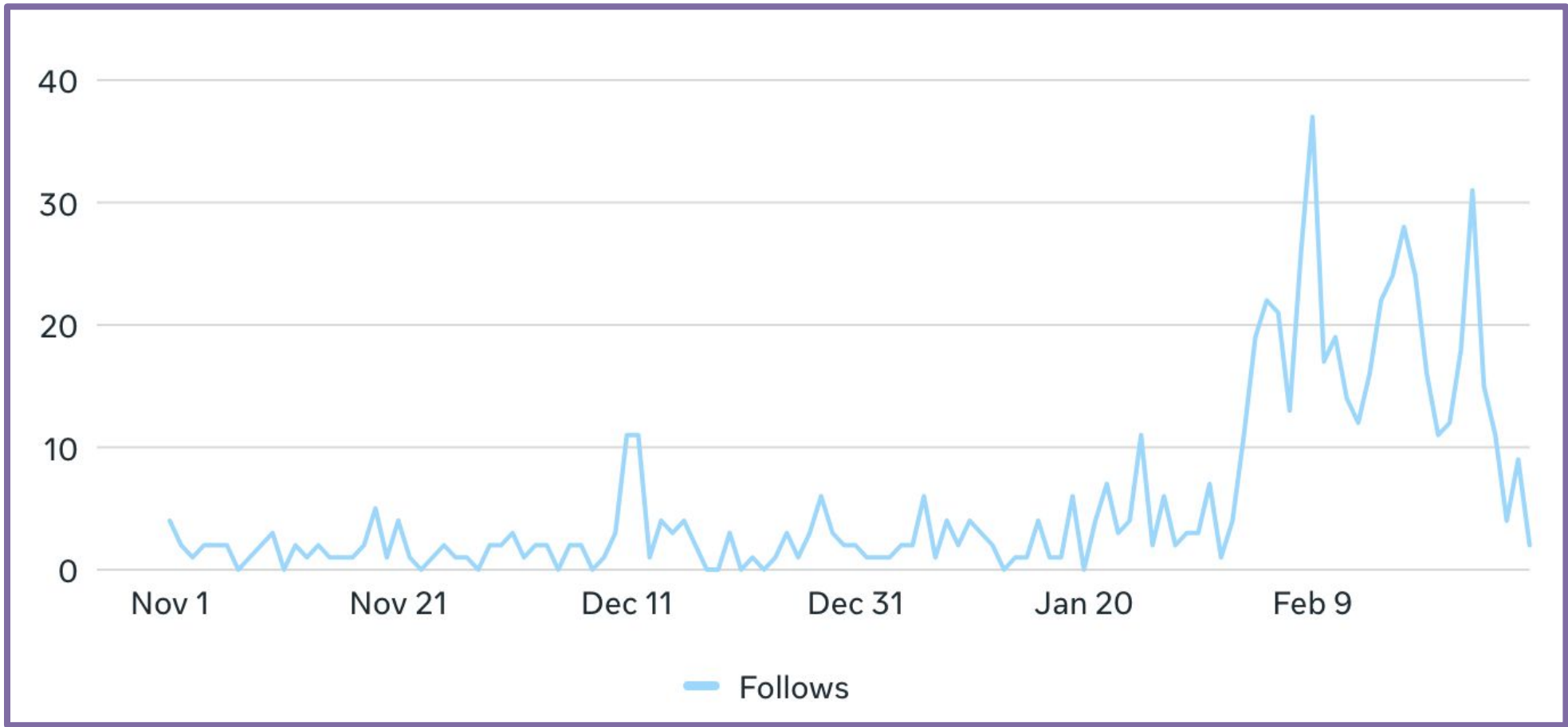
In summary, while Facebook reach and link engagement were down, the rise in page visits signals continued audience intent and interest in Modernism Week’s content.



FACEBOOK FOLLOWERS

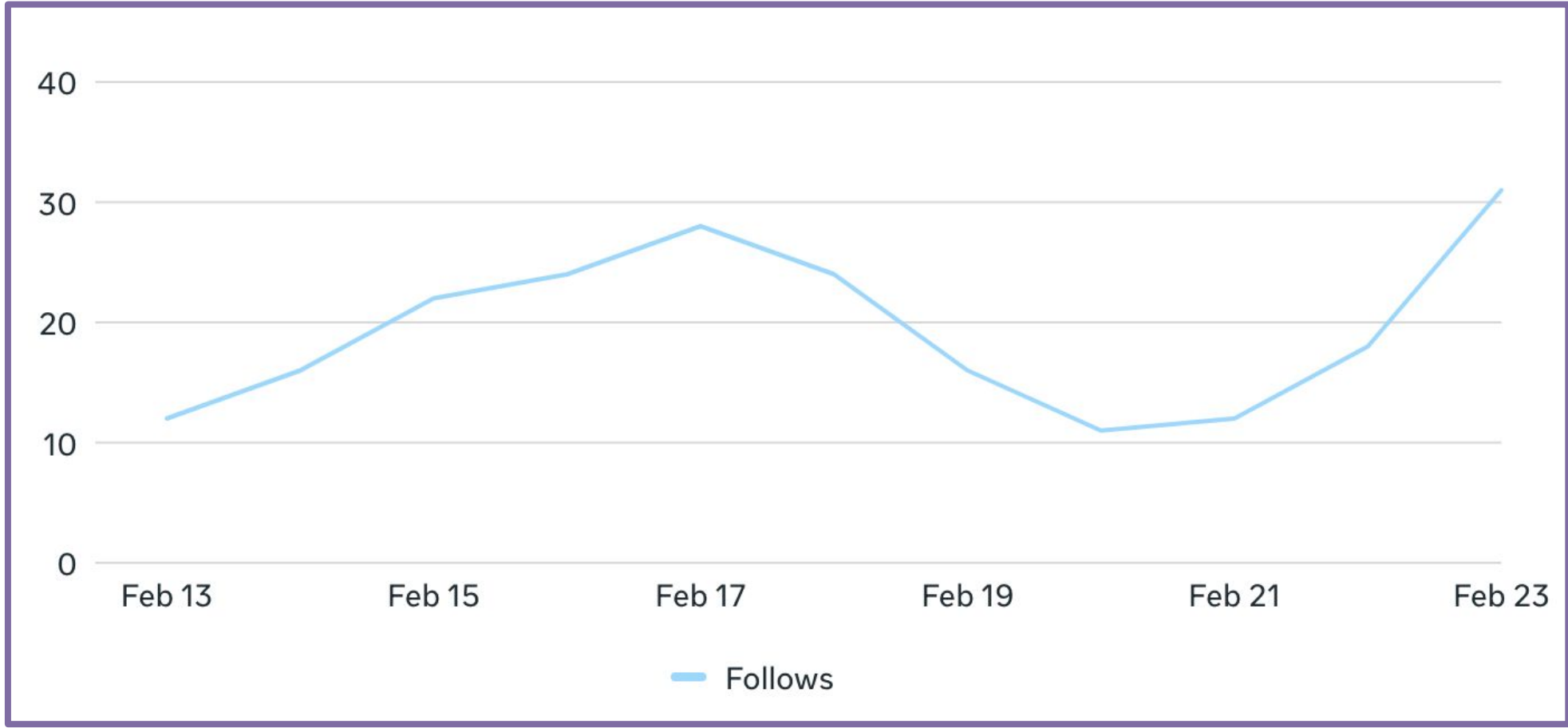
Since Modernism Week — October 2024
Nov. 2024 – Feb. 2025

34.2K followers to date
Total increase of 664 new followers

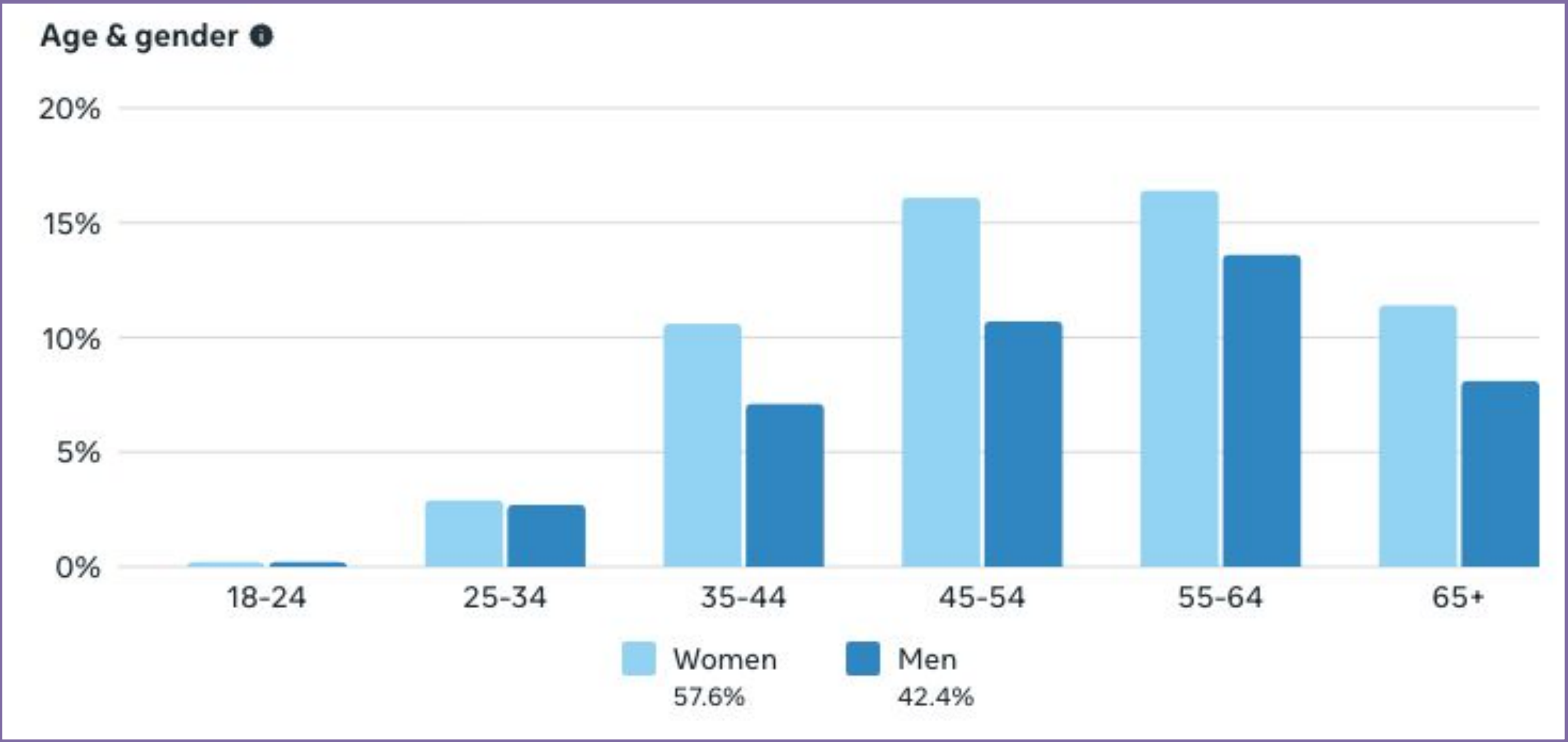


Modernism Week 2025
Feb. 13–23, 2025

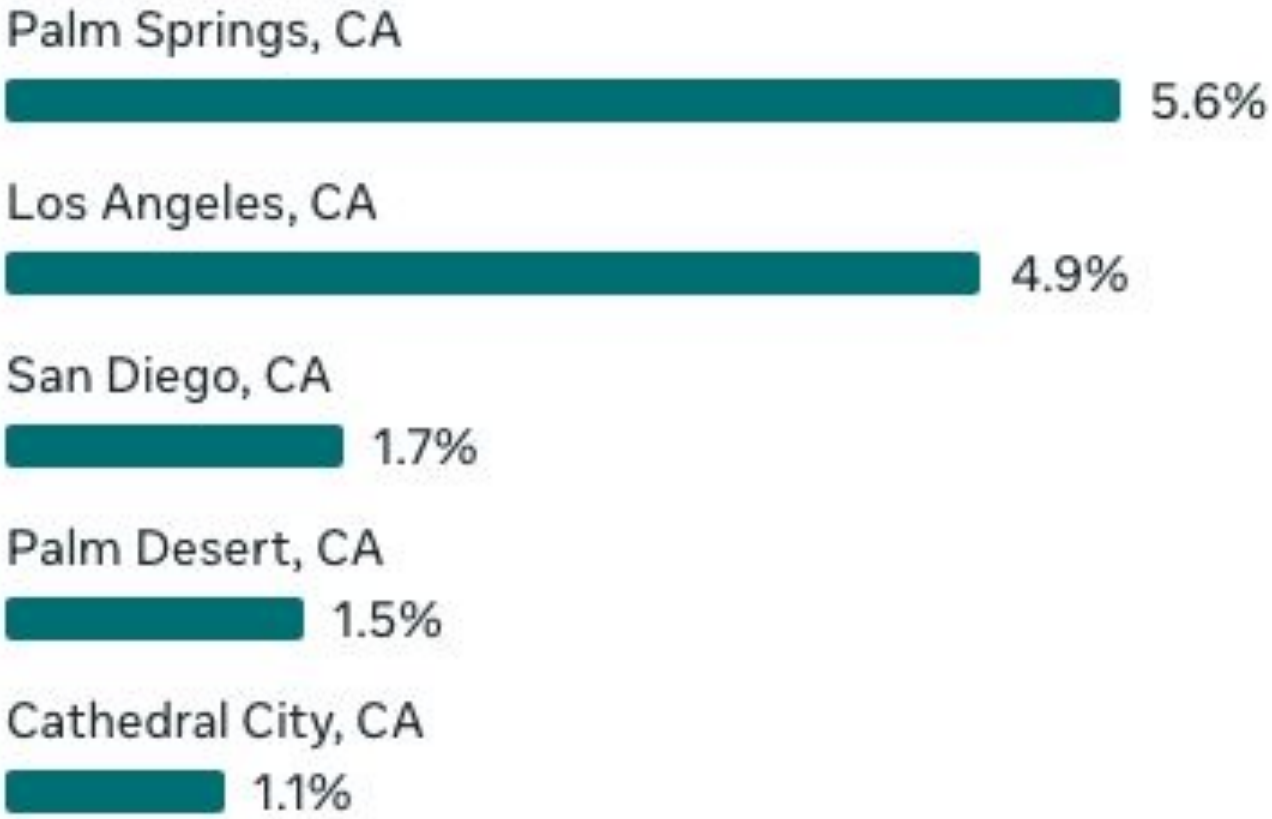
Increase of 214 new followers during
Modernism Week alone



FACEBOOK AUDIENCE



Top cities



Top countries

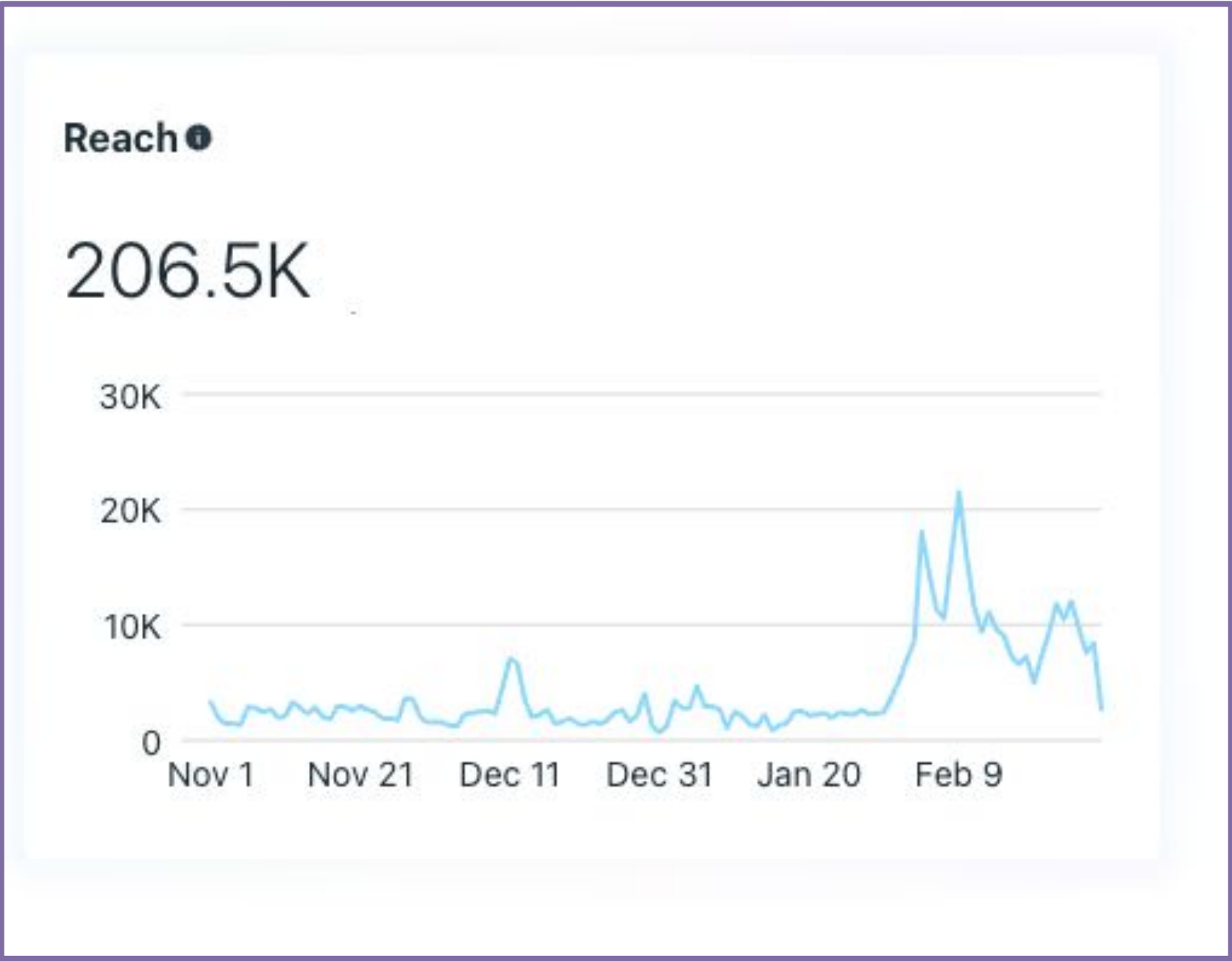


FACEBOOK REACH

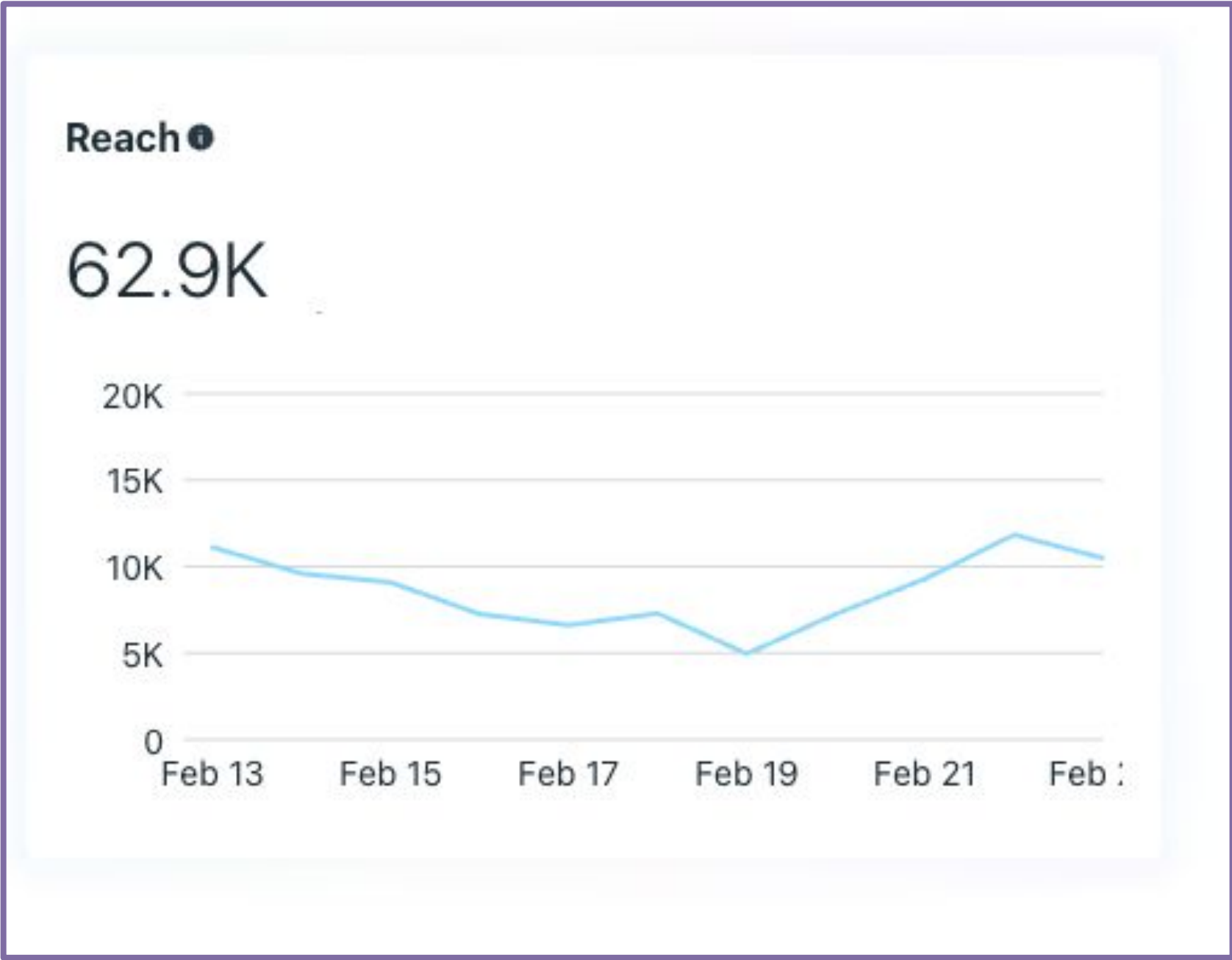
TOTAL REACH:

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



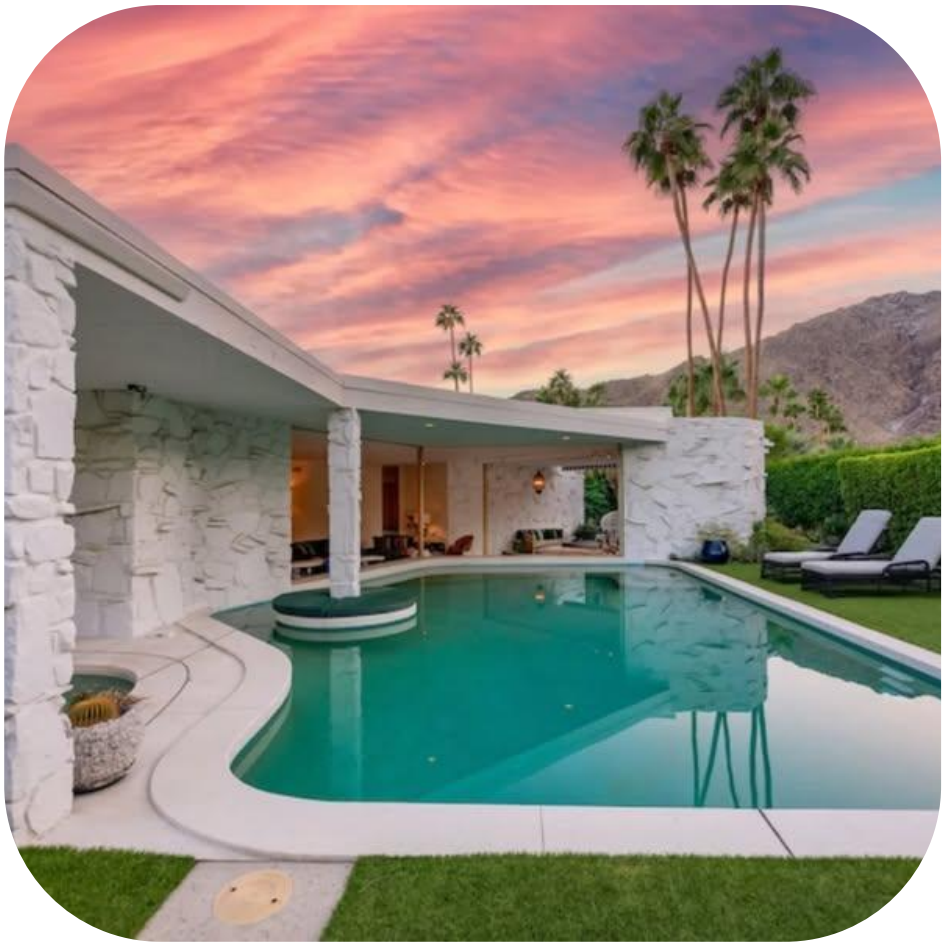
FACEBOOK ENGAGEMENT

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

FACEBOOK ADS



**MODERNISM WEEK
20TH ANNIVERSARY
OPENING NIGHT
EXTRAVAGANZA**

February 13, 2025

Celebrate Modernism Week's 20th in style! Dance and dine with us at the a truly epic extravaganza, presented by Ferguson.





**PREVIEW PARTY FOR
PALM SPRINGS
MODERNISM SHOW**

February 14, 2025

Join us for the best Modernist design event of the season! Beat the crowds and enjoy a festive cocktail reception and early-buying opportunity at the Modernism Show





**STEP BACK IN TIME:
EXPERIENCE THE
ALUMINAIRE HOUSE
IN 1931**

February 14, 2025

Join us for an unforgettable and immersive journey as we travel back in time to 1931 to experience the Aluminaire House as seen by the public for the very first time.





**STORIES UNTOLD:
PRESERVING SITES OF
AFRICAN AMERICAN
RESILIENCE, ACTIVISM,
ACHIEVEMENT AND
ARCHITECTURE**

February 17, 2025

Often places where significant African American history happened have been unrecognized and under-celebrated. This program is the most extensive in US history to change that and tell their stories.



Four target ad campaigns ran for a duration of 5 days (total budget: \$100)

FACEBOOK ADS

OVERALL

- Total views: **553**
The number of times these ads were played or displayed.
- Total reach: **35,665**
The number of people who saw this ad at least once on Facebook.

AUDIENCE DETAILS

- Age: 35-65+
- Location: Southern California
- Interests: architecture, design, interiors, home, midcentury, modern

CAMPAIGN PERFORMANCE

Modernism Week 20th Anniversary Opening Night Extravaganza

- Views: 3,383
- Reach: 2,669

Palm Springs Modernism Show

- Views: 3,346
- Reach: 2,807

Stories Untold: Preserving Sites of African American Resilience, Activism, Achievement and Architecture

- Views: 4,779
- Reach: 3,820

Step Back in Time: Experience the Aluminaire House in 1931

- Views: 6,113
- Reach: 5,261



INSTAGRAM
152.4K followers

COMPARATIVE ANALYSIS



Modernism Week

152.4K
followers



Long Beach Architecture Week

1.8K
followers



Tucson Modernism Week

302
followers



Modern Phoenix

15.9K
followers



Architecture Sarasota

5.4K
followers

INSTAGRAM ACCOUNT OVERVIEW



145K

February 16, 2024

150K

May 25, 2024

152K

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

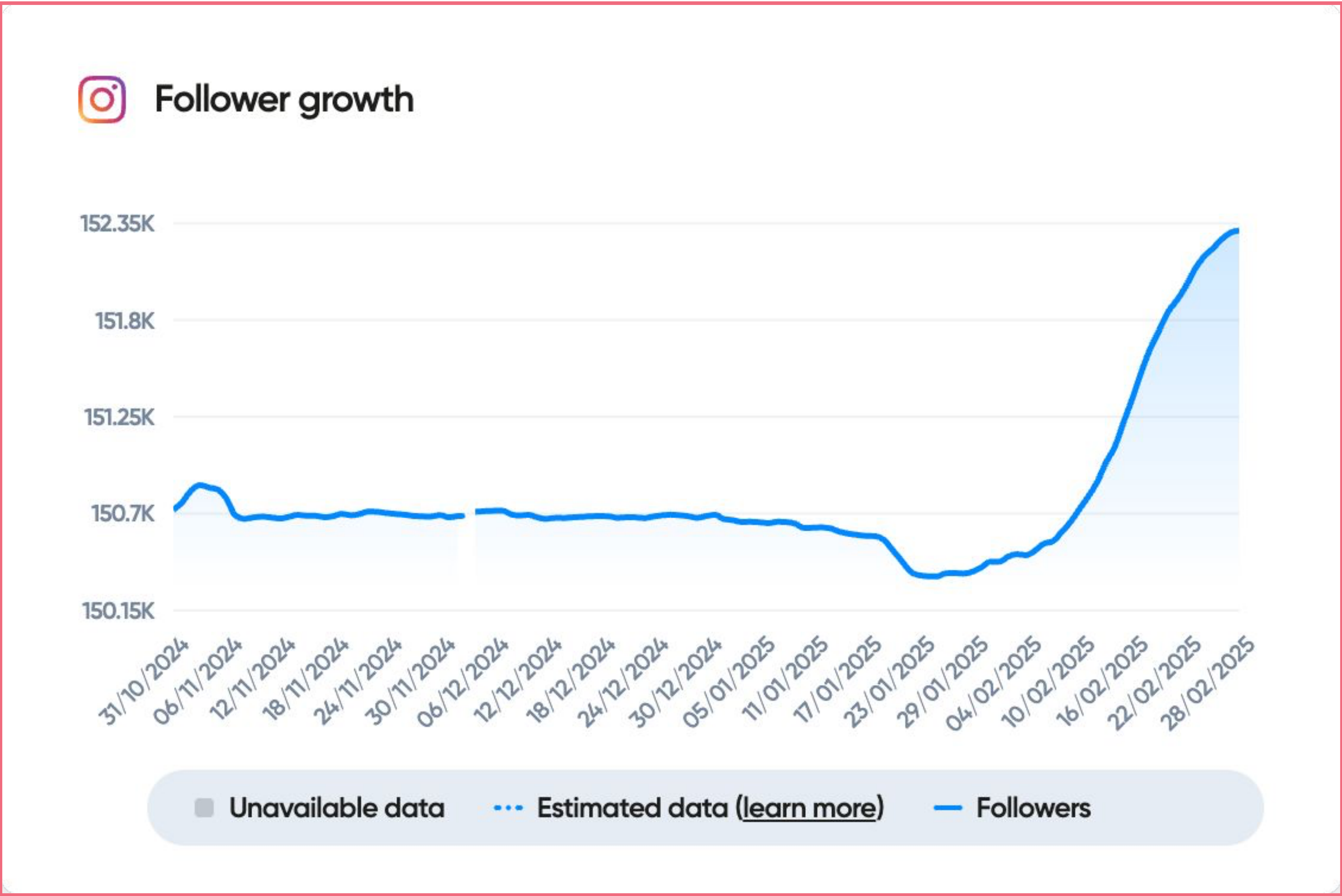
Data range:
Nov. 2024 - Feb. 2025

152.4K
total organic followers

1.5K
new followers

6.2K
profile views

772
website clicks

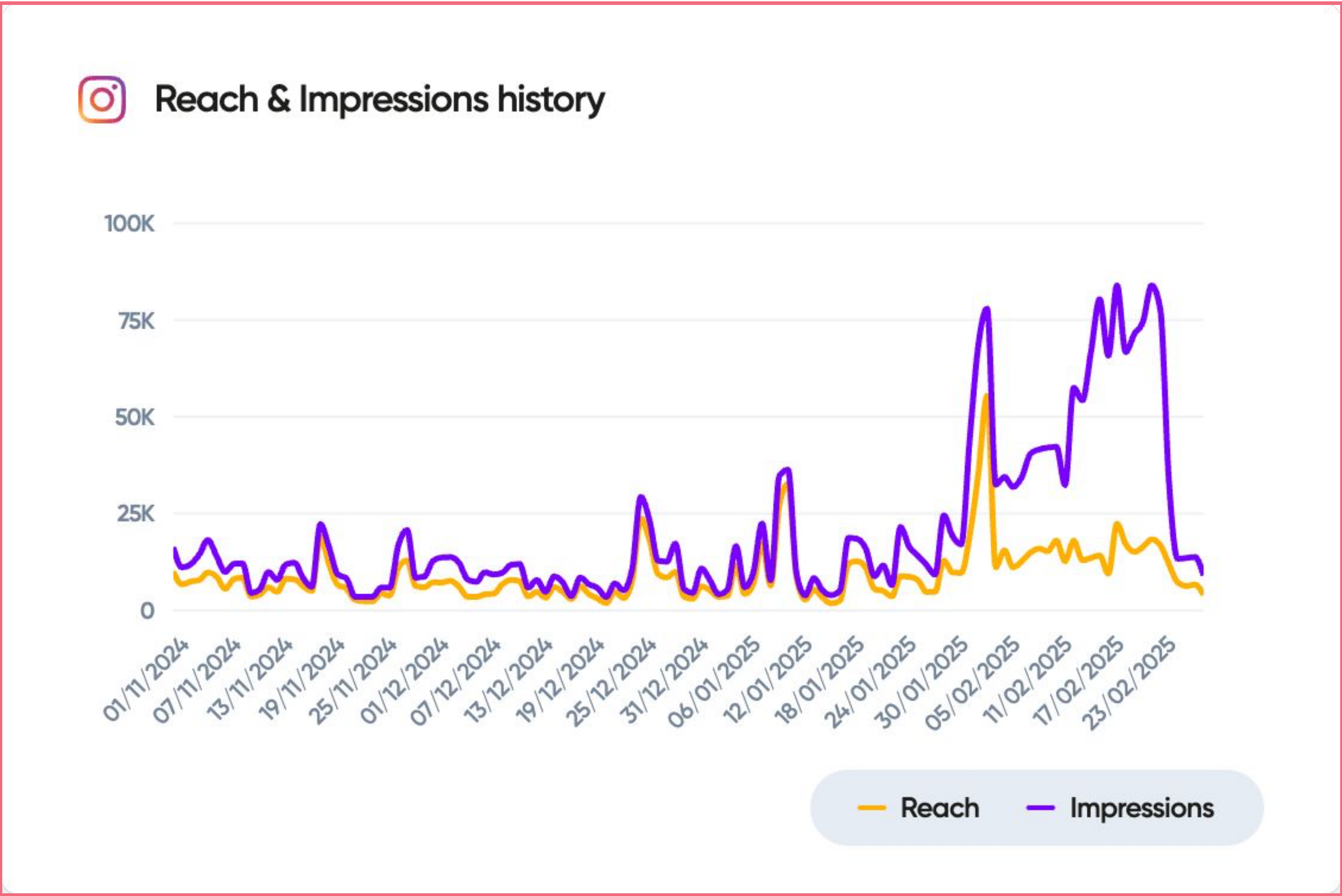


INSTAGRAM REACH + IMPRESSIONS

Data range:
Nov. 2024 - Feb. 2025

2.4M
total impressions

1.1M
total reach



INSTAGRAM LIKES

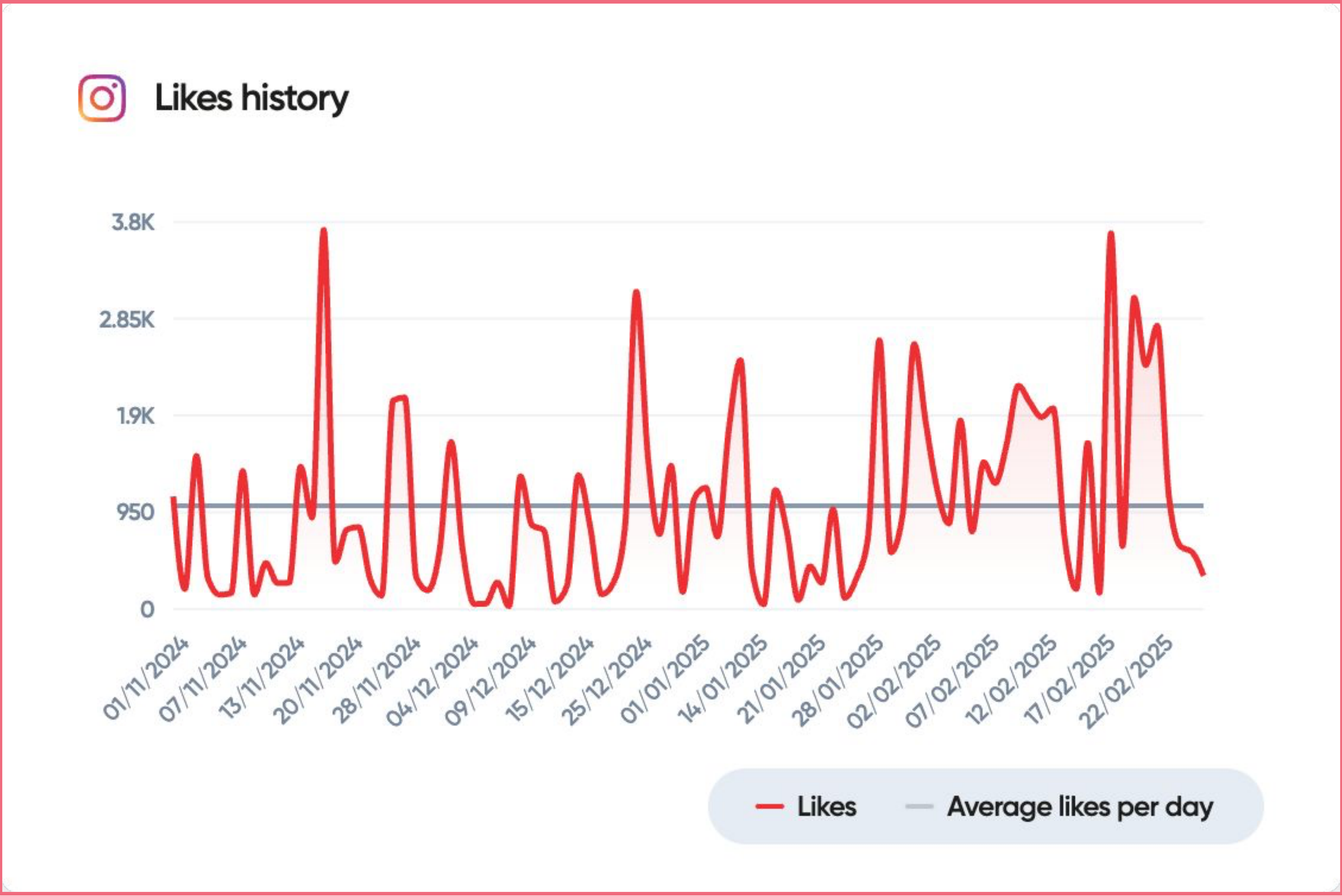
Data range:
Nov. 2024 - Feb. 2025

91.4K
total likes received

918
total comments received

5.5K
total shares

3.5K
total saves

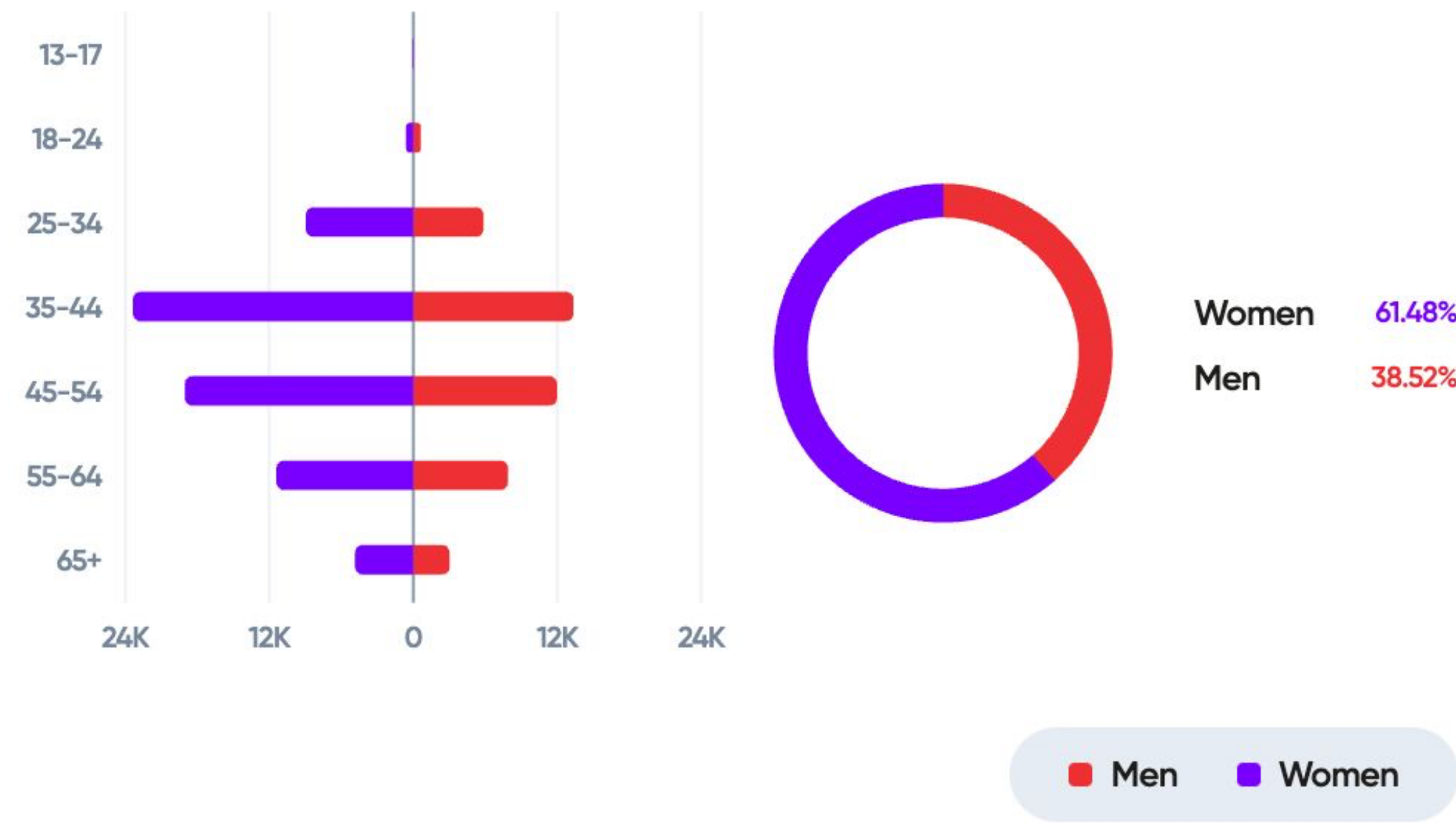


INSTAGRAM AUDIENCE



Age and gender

The selected period does not apply to this chart.



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

COMPARATIVE ANALYSIS



Modernism Week

4.9K followers



Long Beach Architecture Week

N/A



Tucson Modernism Week

113 followers



Modern Phoenix

987 followers



Architecture Sarasota

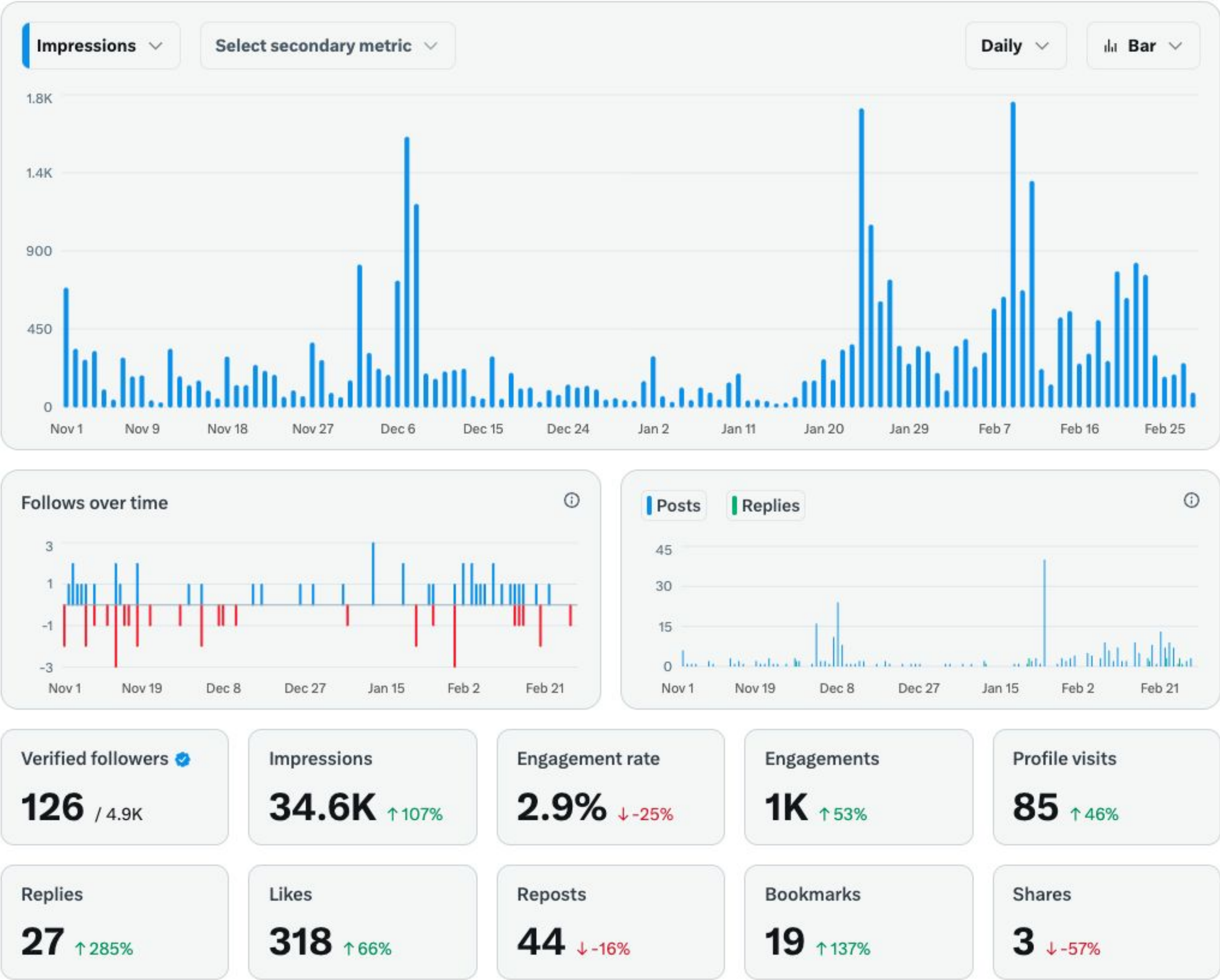
42 followers

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

@CharlesLloydSax is one of the most celebrated jazz artists in the world & was recently awarded a quadruple crown in DownBeat magazine's critics' poll—a feat only matched by John Coltrane. go.modtix.com/f/2025/ps-jazz...



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



COMPARATIVE ANALYSIS



Modernism Week

30.6K followers



Long Beach Architecture Week

N/A



Tucson Modernism Week

N/A



Modern Phoenix

N/A



Architecture Sarasota

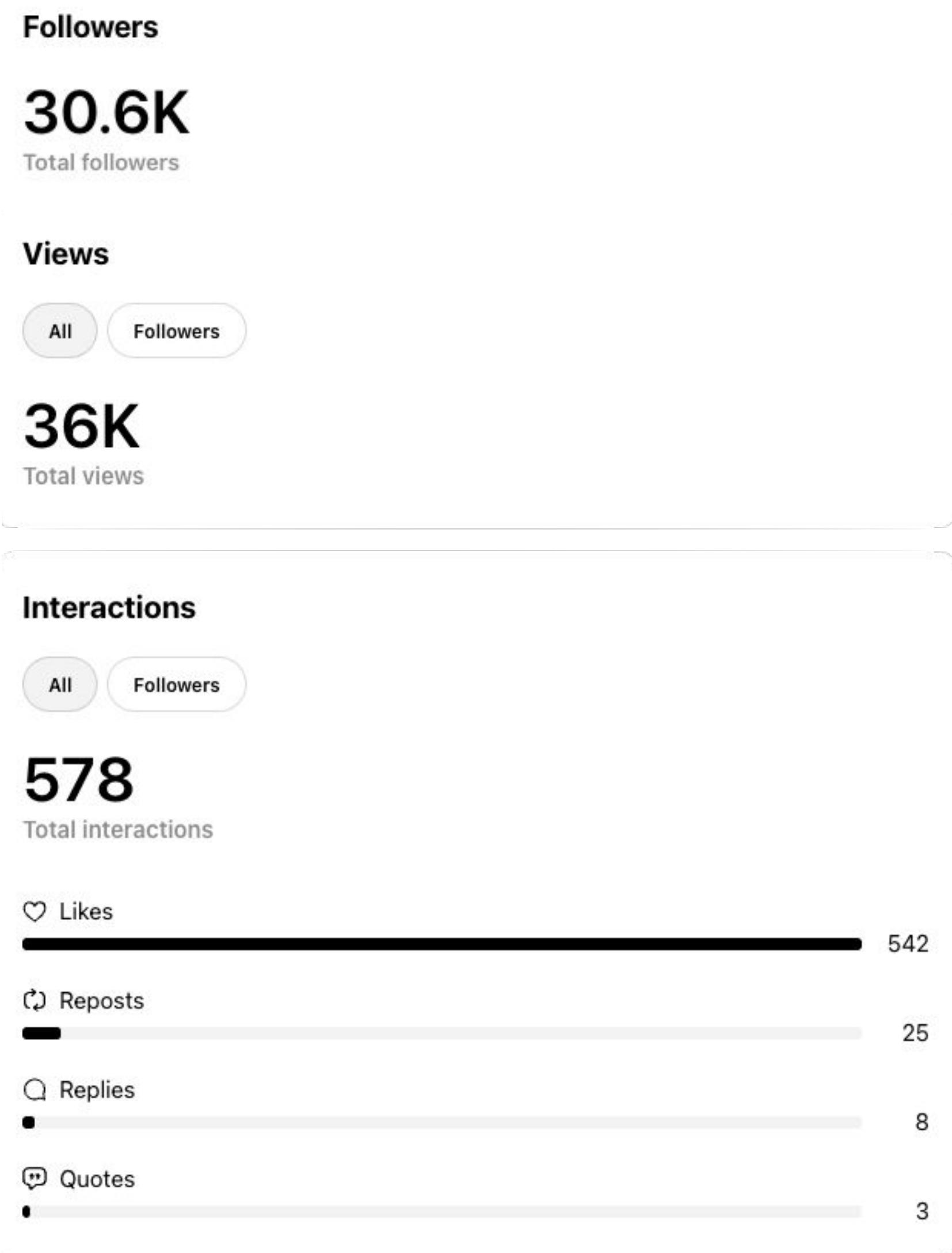
N/A

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.



THREADS ENGAGEMENT

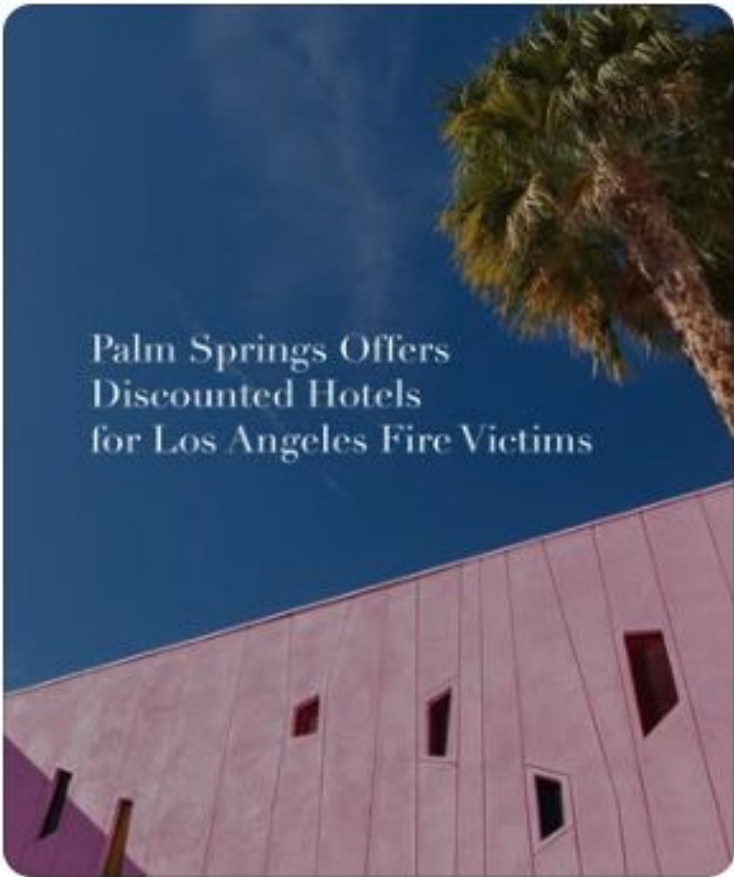
Nov. 2024 - Feb. 2025
Top Posts

**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  4  2  1


**modernism_week** 01/01/25

Happy 2025 🎉



Palm Springs, California



 59   2 





**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  1  



MOD SQUAD

[@modernismweekmexicocity](#)

[@black.in.palmsprings](#)

[@aprettycoolhoteltour](#)

[@katdip](#)



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)

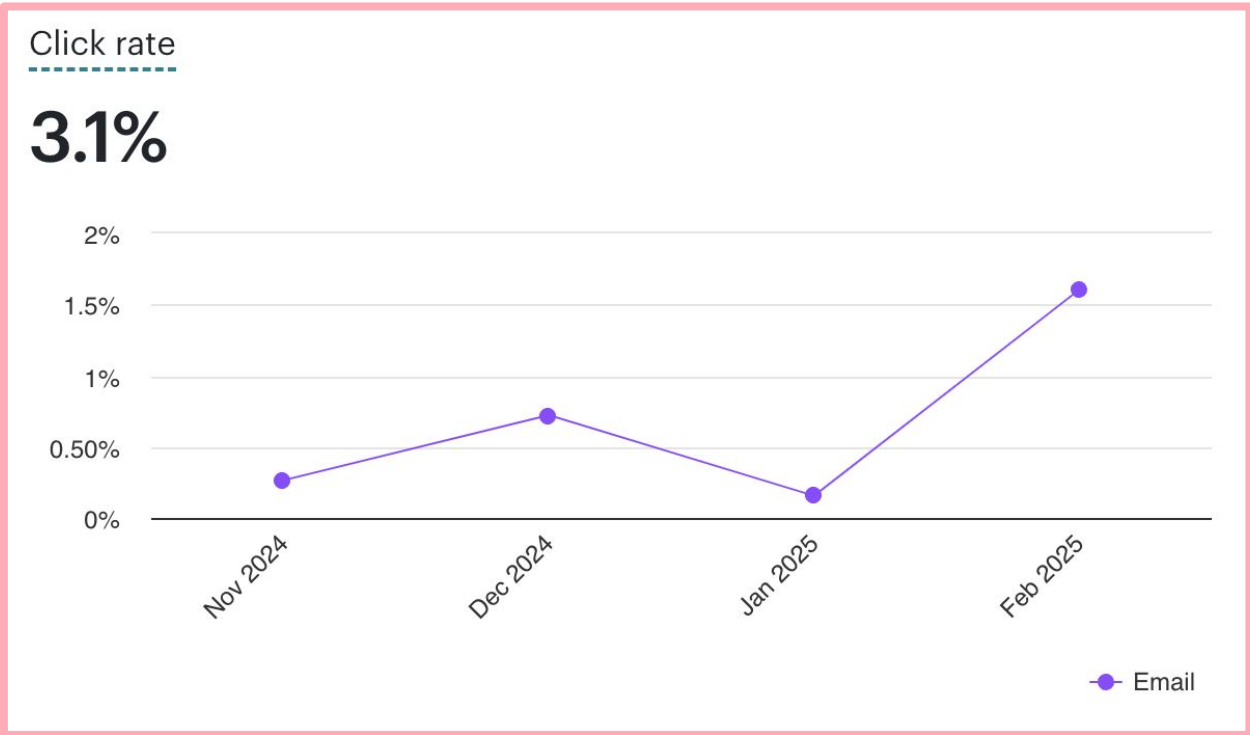
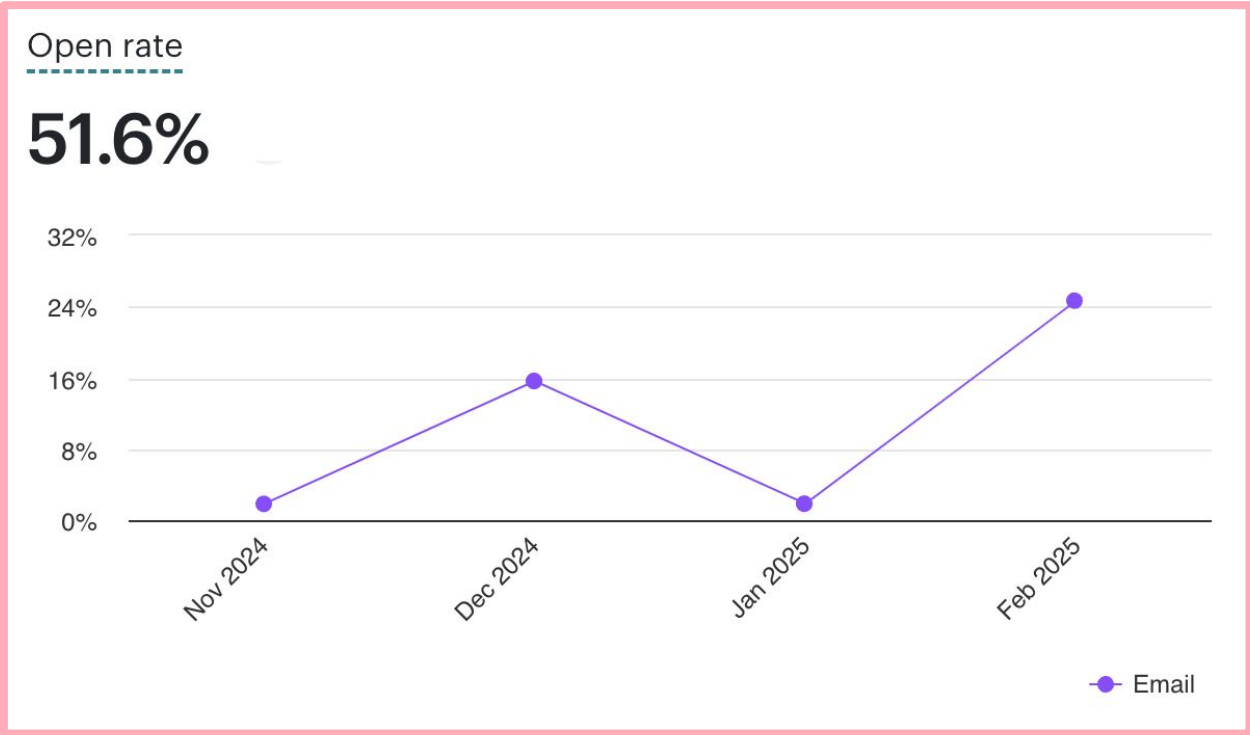
MODERNISM WEEK NEWSLETTERS

Nov. 2024 - Feb. 2025



Audience

50K subscribers
(increase of 5.2% since last year)



Newsletter Engagement

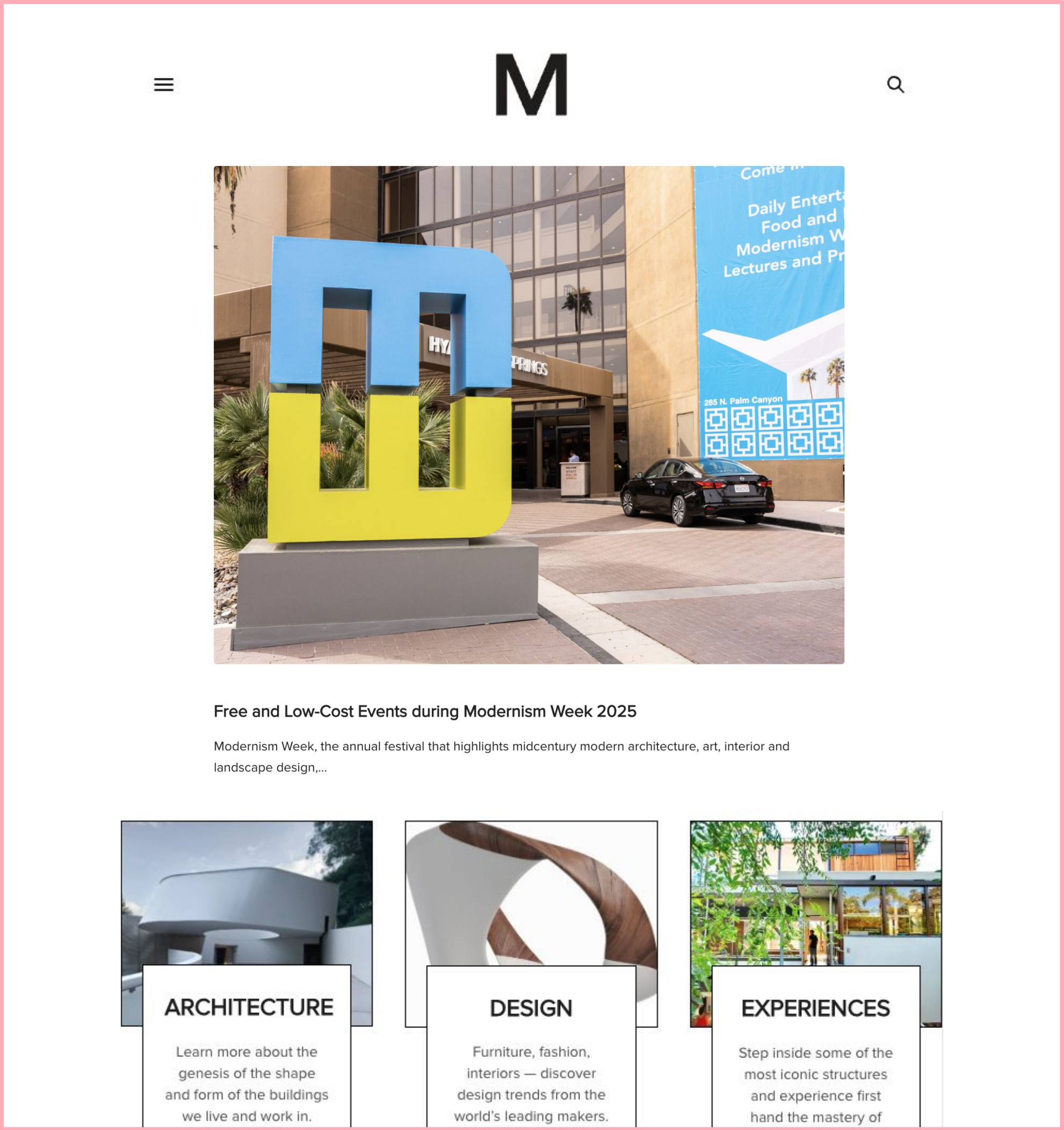
Average open rate: **51.6%**
Average click rate: **3.1%**
(Industry averages: 18% opens, 2.6% clicks)



Distribution

26 email blasts were sent to
newsletter subscribers

M



29K

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



9.7K

active users who engaged
with the site



10 years

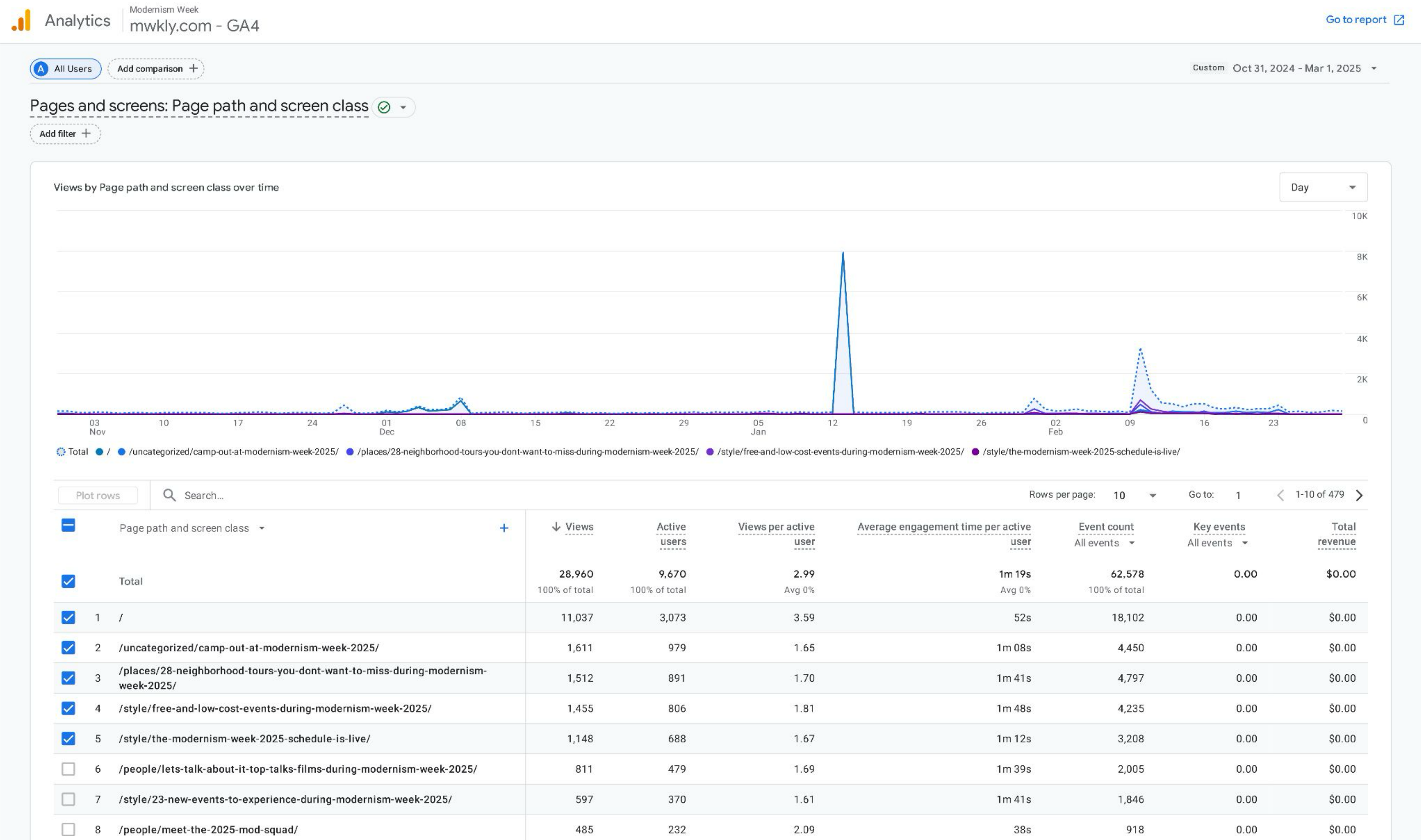
since the blog was
established in 2015



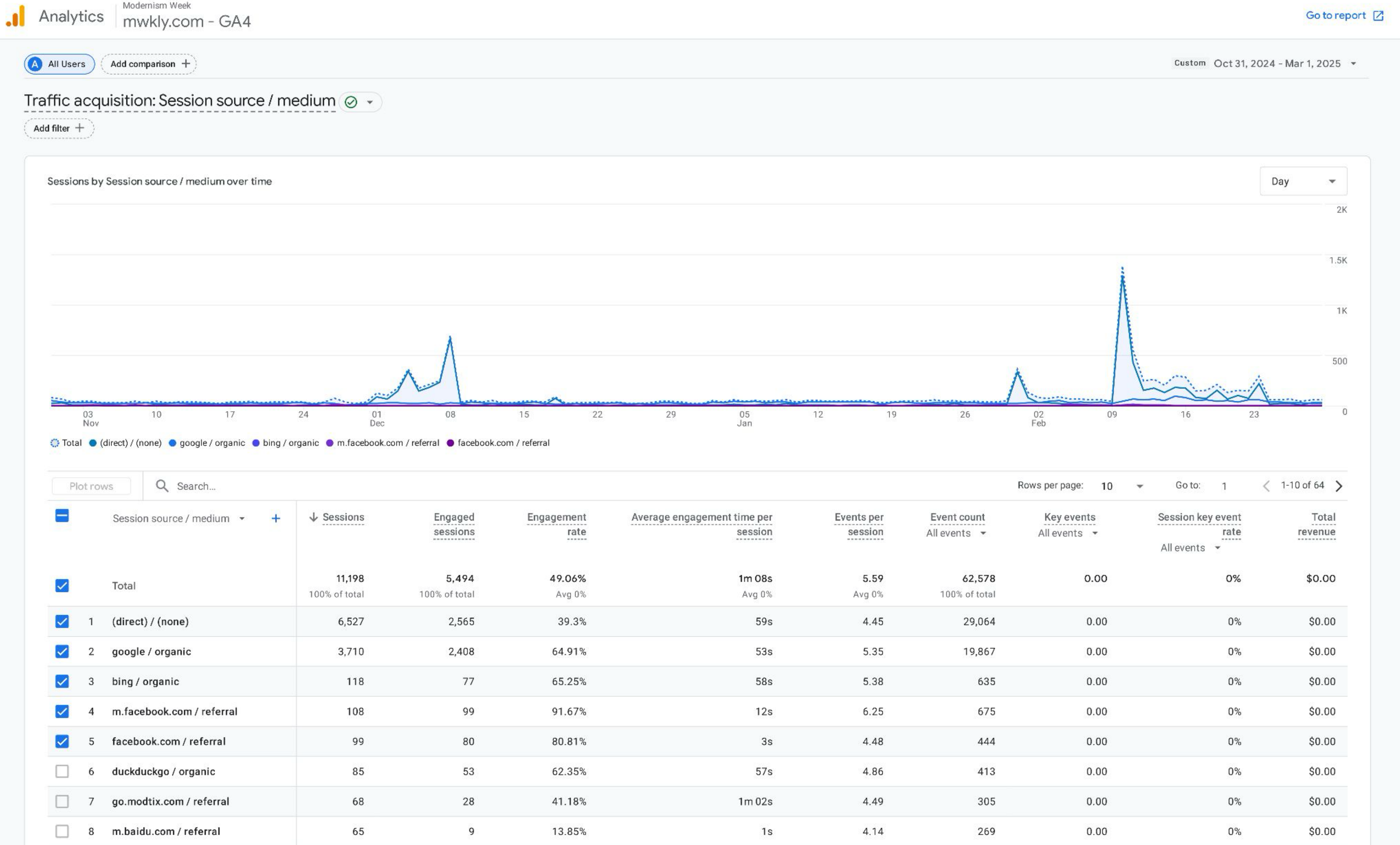
What's Next

Design Dish, MADE By
profiles, and more

ANALYTICS REPORT: M PAGE VIEWS



ANALYTICS REPORT: M TRAFFIC



CELEBRATING

20

YEARS



THANK YOU!