

# Electronic Press Kit



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## CALENDER LISTING

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**WHAT:       Modernism Week**

**DATE:       Thursday, February 13 – Sunday, February 23, 2025**

**WHERE:     Various locations throughout the Greater Palm Springs area**

**COST:       Each event is individually priced**

**MORE:**

Modernism Week will celebrate its twentieth year at its annual festival that takes place Thursday, February 13 through Sunday, February 23, 2025. The 11-day festival will feature more than 400 events including the Palm Springs Modernism Show, tours of iconic homes in dozens of historic neighborhoods, the Palm Springs Signature Home Tour, double-decker bus tours, and much more. Other events include architectural walking, biking and bus tours, tours of the historic Annenberg Estate at Sunnylands, a classic car show, a vintage trailer show, garden tours, nightly parties, and a special series of compelling and informative talks. All events are open to the public, and many events are free or low cost. Tickets will go on sale November 1, 2024 and will be available at [modernismweek.com](http://modernismweek.com).



## NEWS RELEASE

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### **Modernism Week Announces February 2025 Schedule**

*20<sup>th</sup> Anniversary Event Features Tours, Educational Programs, and Parties that Celebrate Midcentury Modern Architecture and Design in Palm Springs Area*

PALM SPRINGS, CA (October 28, 2024) – Modernism Week will mark its 20th anniversary during the highly anticipated February festival, running from February 13 to 23, 2025, in the Palm Springs area of Southern California. This iconic celebration will spotlight midcentury modern architecture, art, interior and landscape design, and vintage culture, reflecting the rich design history of the desert region. The 11-day event will offer more than 400 unique experiences, including the renowned Palm Springs Modernism Show, tours of iconic architectural homes in more than 28 neighborhoods, guided walks, and vibrant evening events.

Highlights include rare 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, and tours of the historic Annenberg Estate at Sunnylands. Attendees may also enjoy retro-themed parties and captivating talks by world-class speakers, providing a perfect blend of education and entertainment for enthusiasts of architecture and design. The event schedule may be previewed on the website now and tickets go on sale November 1, 2024, at 12 p.m. PDT at [modernismweek.com](https://modernismweek.com). All events are open to the public.

In honor of its impressive two decades of programming, the Modernism Week team worked closely with homeowners of exclusive and seldom-seen homes to offer limited tours of significant fan-favorite homes that have been showcased in previous years. These tours will celebrate the rich legacy of the Desert Modernist architects and feature many of the stunning homes they designed. Some of the homes include the Steve McQueen residence, the Sinatra Estate, the Arthur Elrod "Escape House," William Cody and Donald Wexler's private residences, and the Raymond Loewy Residence.

"We've curated an incredible selection of tours, talks and experiences in celebration of our 20th anniversary," said Lisa Vossler Smith, CEO of Modernism Week. "As always, we're introducing new, exciting programs to be enjoyed for the first time, while also bringing back some of our most popular home tours from past years. We're especially grateful to the many homeowners who are generously participating by donating their homes for tours. We can't wait to share them with our Modernism Week community."

"Modernism Week highlights architectural and design excellence," said Chairman William Kopelk. "Founded 20 years ago to honor midcentury and modern design and financially support local preservation organizations and historic neighborhoods, it has evolved into a globally recognized festival; in February 2024 it attracted over 130,000 visitors and generated more than \$68 million for the local economy. We're excited to showcase our modernist architecture, historic neighborhoods, and preservation initiatives through engaging presentations and programs with prominent architects and designers for both new and returning guests."

### **2025 HIGHLIGHTED EVENTS**

#### **Keynote Presentation: Dr. Raymond Neutra: Survival Through Design (2/15, #35, \$100)**

Modernism Week is proud to welcome Dr. Raymond Neutra as this year's Keynote Speaker. The youngest son of renowned architect Richard Neutra, Dr. Neutra leads the Neutra Institute for Survival Through Design (NISD), dedicated to preserving his father's legacy and addressing contemporary design challenges. He will discuss new innovations at the Institute, share memories of his father, and recount stories from his unique upbringing at the Neutra VDL Studio and Residence, designed by his father in 1932.

### **FEATURED HOME TOURS**

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

**Modernism Week Featured Home Tour: The West House (2/14-17, and 2/21-23, \$40)** Tour the dynamic residence recently remodeled by Michelle Boudreau Design previously owned by actor Adam West, best known for his role as Batman. This 1954 property in the cherished Old Las Palmas neighborhood features customized elevated details and revitalized modernist aesthetics with an innovative twist, all while paying tribute to Albert Frey's signature architectural elements and honoring the iconic legacy of Batman.

**Modernism Week Featured Home Tour: Sackley Chase Sensation (2/14-17, and 2/21-23, \$40)** This stunning 70s residence was designed by the prolific Palm Springs architect Stan Sackley in 1976 and beautifully decorated by the iconic interior designer Steve Chase. This remarkable home, recently updated by Grace Home Furnishings, features striking Brutalist features, including pristine Italian natural travertine floors and expansive walls of glass that offer breathtaking views of the surrounding mountains and the Indian Canyons golf course.

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

**Signature Home Tour: Morning and Afternoon Tour (both: 2/16 and 2/23, \$150)** The Signature Home Tour has long been one of the premier Modernism Week interior home tour experiences and the 20<sup>th</sup> anniversary tour will be no exception. Each Sunday will showcase a different selection of homes in Palm Springs, curated to show the best of Desert Modernism as designed by the



architects known as “The Palm Springs School.” The architects could range from such midcentury icons as William Krisel and Donald Wexler to “New-Century” masters of contemporary design.

**Palm Desert Signature Home Tour** (2/18, \$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.

Other highlighted tours include:

**Midcentury Top Ten Tour: Ten Architects Who Made Palm Springs Modern** (2/14, 2/15, 2/17, 2/20, 2/21, and 2/22, \$130) Join this exploration of the work of brilliant local architects Albert Frey, William F. Cody, Donald Wexler, E. Stewart Williams, William Krisel, Richard Harrison, John Porter Clark, Robson Chambers, Hugh Kaptur, and Walter S. White. Led by top-rated architectural tour guide Trevor O'Donnell, guests will travel with fellow modernism fans in a small, enclosed motor coach (22-seats) and experience a fun, fascinating traveling group discussion designed to identify the enduring achievements of the Palm Springs Desert Modernist architects.

**Garden Tour of the Kaufmann Residence, Richard Neutra, 1946** (2/15, 2/17, 2/19, 2/21, and 2/22, \$75) The outdoor garden tour of the historic Edgar J. Kaufmann Residence, Richard Neutra, 1946 is an extraordinary opportunity to experience the iconic architecture and landscape design that have made this residence a global landmark. 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 integrate the architectural masterpiece into the surrounding landscape.

**Modern Garden Tour** (2/19, \$80) Experience and embrace the modern aesthetic of drought tolerant and desert-friendly plants while touring exquisitely designed private modern gardens located in Palm Springs. Guests will discover a wide variety of gardens from minimal to lush, all using modern materials and plantings. A keepsake brochure and map will be provided at check-in.

### **SPECIAL FOCUS: THE LEGACY OF DESERT MODERNISTS**

A group of 20th-century Palm Springs architects formed a cohesive, yet diverse group of committed Modernists well versed in the range of Modernist concepts that had evolved by the midcentury. Once settled in Palm Springs, they brought the desert's inspiration to modern ideas rather than introduce a predetermined Modern architecture to the desert. Modernism Week celebrates the legacy of these early architects and how their collective work created eventually created a style now known as the Palm Springs School of Architecture. These early innovators will be celebrated through a variety of programs and tours, including:

- **The Palm Springs School: A Symposium** (2/22, \$75 - \$195 Symposium PLUS Home Tour) This symposium by Palm Springs Art Museum and Palm Springs Architectural Alliance establishes Palm Springs Desert Modernism as a unique architectural movement. The

symposium includes the option of an afternoon self-driving tour of five of the most significant homes of the Palm Springs School of Desert Modernism. Author and historian Alan Hess will provide the keynote presentation. Following are talks by cultural and architectural historian George Thomas on the history of resort architecture in America, architectural historian and writer Sian Winship exploring the role of the Agua Caliente Band of Cahuilla Indians in the growth of Palm Springs at midcentury, and architect and Principal City Planner of Palm Springs Ken Lyon discussing the importance of preservation in establishing Palm Springs as a mecca of midcentury Modernism. These 4 experts, and others, are featured in a new book, *The Palm Springs School -Desert Modernism: 1934-1975* (Rizzoli Publishing, 2025), written by Alan Hess. A book signing follows the presentation. A limited number of symposium PLUS home tour tickets will be available for guests to experience a self-driving tour of the exteriors and interiors of five of the most significant homes of the Palm Springs School of Desert Modernism. These exceptional five homes, all featured in the new book, are not usually available for interior tours and are distinctly different examples of Desert Modernism.

- **Cody's Cody X PKS3: Art and Architecture Experience at the Cody Family Home** (2/14, 2/15, 2/21, and 2/22, \$50) Desert Modernist architect William Cody's personal 1954 residence was a laboratory for his innovative ideas on architectural minimalism. His vision for the space, with its minimal structural elements, later became a hallmark of Desert Modernism. Cody's family home will feature an immersive light installation created by internationally acclaimed artist Phillip K. Smith, III that engages with the glass, light, and geometry of this iconic home. This tour presents a rare chance to explore while experiencing a temporary, site-specific art installation designed to interact with his indelible design.
- **Exclusive Exhibition Opening & Sunset Reception: Growing Up Wexler: Life in the Wexler Family House** (2/15 \$150) In celebration of the 70th anniversary of the house architect Donald Wexler designed for his family in 1955, a selection of personal photos, home movies, and memorabilia will be shared with the public for the first time by Wexler sons Glenn, Gary, and Brian, and will be exhibited throughout the house and adjacent carport during an exclusive sunset reception. The house and exhibition will also be available for ticketed tours in **Growing Up Wexler: Life in the Wexler Family House—A Site-Specific Exhibition** (2/17-20, \$50). Funds will benefit the Wexler Archive at CalPoly Pomona.
- **Sophisticated Sun Seeker: The Gillman Residence Tour** (2/17, \$50) Tour the Herbert Burns-designed Gillman Residence (1948), a sublime example of residential architecture with a fascinating preservation story.

### **SPECIAL FOCUS: WHERE DESIGN MEETS INTERIOR DESIGN**

Many programs in the 2025 festival demonstrate how many types of design significantly impacted midcentury modern culture. Programs featuring this include:

**VIBE House Tour** (2/20, \$50) This time-capsule home tour in the Deepwell Estates neighborhood will showcase the lavish and audacious design of the VIBE House, formerly owned by "Plumber to the Stars" Jack Stephan. This 3,250-square-foot treasure is a bold testament to lavish living and

audacious design. Completed in 1970, this *One Thousand and One Nights*-inspired fantasy known as "Stephan's Folly" dazzles with its unique blend of paisleys, plaids, and vibrant colors, reflecting Jack's flamboyant personality. From the striking ochre and avocado green kitchen to the inviting living room with its iconic curved bar, every corner tells a story of high-roller charm.

**The Arthur Elrod "Escape House" Tour** (2/17, \$55) This very exclusive tour of the former 1962 Las Palmas neighborhood home of midcentury modern interior designer Arthur Elrod, A.S.I.D. will reveal meticulously preserved interiors from the midcentury period of Palm Springs. Participants will experience Arthur Elrod's exquisite taste and style that is as relevant today as it was then. Palm Springs resident and local icon Nelda Linsk was an early client and lifelong friend of Arthur's and will be present for this special tour. This is an encore home tour from 2019.

There will also be a unique series of talks and workshops exploring the legacy of **Black Mountain College**, the legendary experiential American art school that from 1933-1957 that attracted a dazzling roster of renowned students, faculty and visitors who collectively shaped the social and artistic attitudes of midcentury America. This will be presented in collaboration with the Josef and Anni Albers Foundation.

#### **NEW THIS YEAR:**

**The Griffing and Goldberg residences: PS ModCom Iconic Home Tour** (2/16, \$100) Southridge is home to one of the most exclusive and historic estates in Palm Springs. This exciting tour will feature two houses that showcase diverse and interesting architectural styles. The Griffing Residence was originally designed in the early 1960s by the local team of Patten & Wild and was bought by Thomas Griffing, one of the original investors in Southridge. In 2014, award-winning architect Susan Secoy Jensen, AIA, acquired the house and reimaged it, returning it to its minimal design. Following this tour, participants will explore the Goldberg Residence. Initially designed in 1962 as a spec house by William F. Cody, it was purchased by Chicago industrialist and inventor Stanley Goldberg, who then rehired Cody along with designer Arthur Elrod to expand the floor plan, incorporating many distinctive and glamorous features that exist today. In 2016, designer Michael Johnston and Broadway lyricist David Zippel purchased the house and Michael conducted an extensive restoration based on Cody's original plans. Touring these properties is a rare opportunity and an absolute must for architecture and design aficionados.

**King Gillette Estate Tour** (2/20, \$50) Tour the Spanish Revival style King Gillette Estate (1923) in the Mesa which recently underwent a thorough renovation by interior designer Bill Stewart.

**"Canyon Country Club: History and Design of Palm Springs' Garden of Eden" Book Signing and Tour** (2/15, \$75) The marvelous custom midcentury Dr. Maurice Rice residence (1969, William Krisel) in Canyon Country Club is the venue for this tour. The residence features a pentagonal 75-foot-long lap pool that traverses the entirety of the back of the home and enjoys one of the finest lots in Canyon Country Club, near the iconic lakes and fountains. A copy of the book *Canyon Country Club: History and Design of Palm Springs' Garden of Eden* is included with each ticket purchased.

**Celebrating a Decade of Palm Springs Modern Living by James Schnepf: A Special Home Tour** (2/18, \$160) This extraordinary self-driving tour of seven homes in five neighborhoods offers a rare opportunity to explore properties designed by legendary midcentury architects as captured in James Schnepf's acclaimed book *Palm Springs Modern Living*. In honor of the 10th anniversary of Schnepf's iconic work, this exclusive tour offers a rare opportunity to explore properties designed by legendary midcentury architects, all within the City of Palm Springs. Each home on the tour exemplifies the groundbreaking work of renowned architects featured in the book, including Donald Wexler, William Krisel, E. Stewart Williams, Charles DuBois, William Cody, Richard Neutra, Herbert Burns, and Shuler & Lapham.

### **ARCHITECTURAL BUS TOURS**

One of the best ways to experience Modernism Week is on the popular **Premier Double Decker Architectural Bus Tour** (2/13 - 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** (2/14 - 2/16 and 2/21 - 2/22, \$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** (2/14 - 2/23, \$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** (2/14 - 19, 2/21, and 2/22, \$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** (2/13 - 2/22, \$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** (2/13 and 2/20, \$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.

Two special private bus excursions will also take place -- one to the historic estate and gardens in Alta Dena of master woodworker, Sam Maloof (2/23, \$145), and one to the American Museum of Ceramic Art (AMOCA) in Pomona to experience the Architectural Pottery: Ceramics for a Modern

Landscape exhibition (2/20, \$145). Both include round trip transportation from Palm Springs and lunch.

## **PARTIES**

This year, Modernism Week will offer several enticing parties in venues rarely open to the public. These include:

Start the festival by stepping back in time for a night of vintage glamour at the **Modernism Week 20th Anniversary Opening Night Extravaganza** (2/13, \$350). Modernism Week celebrates its 20th anniversary with a REALLY BIG SHOW and an unforgettable night at the Palm Springs Air Museum. This extravaganza promises to be Modernism Week's most spectacular event in two decades. Guests will be dazzled by a show featuring Sinatra's smooth crooning, The Beatles' infectious energy, and Elvis's rock-and-roll swagger.

For those looking to find rare vintage furniture or accessories, don't miss the festive **Preview Party for the Palm Springs Modernism Show** (2/14, \$125) 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. The popular event showcases more than 125 premier national and international exhibitors from across the U.S. and Europe featuring vintage furniture and decorative and fine arts reflecting all design movements of the 20th century with a heavy emphasis on midcentury modern and compelling 21st century original designs for modern living.

Modernism Week attendees will have the rare opportunity to live it up like the Rat Pack at one of three parties at Frank Sinatra's legendary Twin Palms estate in Palm Springs. Of note is **An Evening to Remember: A Night at Frank's Place to Benefit the Preservation & Restoration of St. Theresa Catholic Church designed by William F. Cody** (2/20, \$300). This entertaining and delicious fundraiser will feature a retro crooner performing Sinatra's classic hits as guests enjoy dinner under the stars.

The **Retro Martini Party** (2/21, \$250) is the Palm Springs Preservation Foundation's annual fundraiser that will take place at the Butler Residence (1974, architectural designer James H. McNaughton), aka the "Pink Door House." While photographs of the Hollywood Regency-style home's pink front door have spread the allure of Palm Springs' midcentury architecture internationally, the interior's grand entertainment areas and richly colored décor are no less striking. Sited on a sprawling double-lot, the manicured grounds, towering palm trees, 75-foot pool, and captivating mountain views luxuriously compliment the brilliantly designed 5,300 square-foot home.

At the **PS ModCom "King of Cool" soiree at the Steve McQueen Residence** (2/15, \$275) the exclusive gates of Southridge will welcome guests to the former home of the "King of Cool," Steve McQueen, a stunning location that features breathtaking views of Palm Springs. Designed in 1964 by famed architect Hugh Kaptur, this iconic home has been returned to its former glory thanks to Mark Haddawy, co-founder of Resurrection Vintage, and fashion designer Jeremy Scott. Guests will

be mesmerized by a treasure trove of unique McQueen-era artifacts as they sip cocktails poolside and dance under a blanket of stars.

**A Swanky Sunset Jazz Party at the Glamourous Midcentury Modern Koerner Residence**

(2/20, \$295) kicks off the Palm Springs International Jazz Fest, returning for the second year of incredible jazz performances on the second weekend of Modernism Week.

**Hey, Hey...We're the Monkees! Mod Music and Cocktail Party** (2/16 and 2/17, \$95) This Mod 60s cocktail party and live multimedia concert at the Camelot Theatres at the Palm Springs Cultural Center celebrates the music of the Monkees with the Gand Band, voted "Coachella Valley's Best Band."

**FEATURED TALKS**

During the 11-day event many guests experience dozens of informative and entertaining talks, panel discussions, and films, including the premieres of *THE HARVARD FIVE: a story of love, architecture and a design revolution* (2/15, \$20) and *Preservation Mirage Presents Richard Neutra's Maslon House* (2/19, \$25). There will be a series of talks by owners and experts from around the world exploring emblematic modernist homes, including Villa Tugendhat, Fallingwater, Casa Pedregal, Edith Farnsworth House, New Canaan Glass House, Casa de Vidro, 2 Willow Road and Wimbledon Glass House. Other exciting talks include **Stories Untold: Howard Smith - Rediscovering A Lost Black Modernist** (2/17, FREE), which focuses on Howard Smith, the only Black artist to gain prominence amid post-war Scandinavian modernism. Find out more about Richard Neutra in **Survival Through Restoration: Neutra's Legacy in Palm Springs** (2/14, \$18). This panel conversation brings together Beth Edwards Harris, PhD, and Catherine Meyler, who each contributed heroic efforts to preserve Richard Neutra's legacy in Palm Springs. Catherine rescued the Grace Miller house (1936) from disrepair. Beth Harris rescued the Kaufmann house (1946) when it could have been sold as a tear-down. Historian Alan Hess will moderate this discussion about the challenges and successes of these two restorations. Fashion designer **Todd Oldham** returns to present his signature fast-paced presentation showcasing the vibrant and iconic designs of **Alexander Girard** (2/20, \$35). This is a visual feast of more than 800 images, some never published before, that are found in his lavish new book, *Alexander Girard, Let in the Sun* (Phaidon 2024). Charles Phoenix, Ambassador of Americana, will provide a rollicking exploration of Googie style called **Charles Phoenix Presents Googieland! A Celebration of Atomic Age Architecture and Design** (2/15, \$50/\$75). "Googie style is the JAZZ of midcentury modern style" he says. "It went off the rails and shattered all the rules."

**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. In addition, Modernism Week will offer several popular special events:

**2025 Modernism Week Vintage Trailer Show (2/22 and 2/23, \$30)** This is one of the most celebrated and exciting events of Modernism Week’s second weekend and this year’s show promises to be bigger and better than ever. This thoughtfully curated collection of vintage trailers, campers, buses, and motor homes is arguably one of the largest and most attended vintage trailer shows in the United States.

**“Hunka Hunka Burning Love:” An Elvis Presley fashion tribute (2/16, \$80)** This fun fashion show will pay tribute to Elvis Presley by featuring fashions that reference Elvis Presley movies, hit songs, and his long residency at the Westgate Resort and Casino in Las Vegas. It will showcase Emilio Pucci, Malcolm Starr, Pierre Cardin, Halston, and even some contemporary fashions. Guests will be able to shop before the show for great vintage items, and after the show to purchase pieces from the show at the Mitchells Palm Springs Pop Up Shop. Proceeds from this fundraiser event will benefit Temple Isaiah.

**Curated Vintage Event (2/22, \$15 and \$30)** Retailers and private dealers showcase their finest vintage apparel, luxury items, textiles, jewelry, and accessories. It highlights exceptional vintage fashion and accessories to dress vintage fashion lovers. Inspirational retailers and private dealers converge to feature their very best.

## **NEIGHBORHOOD TOURS**

Modernism Week will feature 28 tours in historic neighborhoods in Palm Springs, Rancho Mirage, Palm Desert, Indian Wells, and Joshua Tree. These neighborhood tours enable guests to explore unique neighborhoods and view the stunning interiors of distinctive homes not normally open to the public.

Highlighted neighborhood tours include:

- **Old Las Palmas Home Tour: A Peek Behind the Hedges III - Celebrating Our First 100 Years (2/17, \$150)** Explore six homes in Old Las Palmas ranging from the late 1920s and 1930s to modern renovations, including the former residence of Ronald and Nancy Reagan during their transition to the presidency.
- **Indian Canyons Celebrates 10th Anniversary of Modernism Week Home Tours (2/22, \$130)** Indian Canyons offers an unparalleled experience with its rich history and stunning examples of midcentury modern architecture. Visitors may explore seven architecturally significant homes showcasing why Indian Canyons is a premier neighborhood in Palm Springs. Each home offers unobstructed views of the mountains.
- **Historic Tennis Club Neighborhood: Tour of Seven Homes (2/22, \$95)** This exciting tour showcases the oldest Palm Springs neighborhood, located between downtown and the mountains. On tour are seven architectural jewels representing a distinct range of midcentury interpretations.
- **Manitou Springs Mod: A Legacy Tour in Indian Wells Country Club (2/13, \$150)** This guided 1.5-mile walking tour showcases five homes in Manitou Springs, a refined neighborhood within Indian Wells Country Club (including the Lawrence Welk estate) and an afternoon cocktail soirée.

- **Tahquitz River Estates: Midcentury Sensations** (2/15, \$90) This tour showcases six beautiful midcentury homes where midcentury modern masterpieces blend seamlessly with contemporary classics. From the expansive walls of glass to hidden lanais and breezeways, these homes epitomize modern living within unassuming ranch-style facades.

## **LIVE PERFORMANCES**

PS UNDERGROUND invites attendees to enjoy two special dinner shows during the festival.

**Ponytails, Chiffon, and Shangri-La** (2/18-20; \$175) celebrates the era of doo-wop and soulful melodies as award-winning cabaret singer Francesca Amari explores the fascinating stories and hit songs from the best of the 1950s and 1960s female singers. **Sunny Side of the Street** (2/14-16, 2/21-22, \$195) offers a one-of-a-kind experience of music and ambience that pays tribute to Frank Sinatra and Ella Fitzgerald. Both shows feature a sumptuous four-course dinner with free-flowing cocktails.

**Sunset with The Dreamboats** (2/17, \$150) Enjoy an evening with The Dreamboats at the Historic O'Donnell Golf Club. Wine reception with gourmet appetizers created by executive Chef Gabriel Woo.

## **RETURNING FAVORITES**

Modernism Week aficionados will be pleased to see that “fan favorite” events will return this year. Highlights include the Modernism Show on the first weekend, tours of Sunnylands, Frey House II, The House of Tomorrow, and tours of many iconic homes in the Coachella Valley (including residences formerly owned by Frank Sinatra and William Holden). Also included are the Palm Springs Historical Society Walking Tours and tours of the historic Temple Isaiah.

Modernism Week top sponsors include Ferguson Bath, Kitchen & Lighting Gallery, Brizo, Dunn-Edwards Paints, Monogram, Cotino, Flor, Natural Retreats, and Willis. The City of Palm Springs is the Civic Presenting Sponsor. To receive Modernism Week updates, visit [modernismweek.com](https://modernismweek.com) and follow them on Facebook, Instagram, Threads, and X. Modernism Week will celebrate twenty years with its signature 11-day festival that will take place February 13-23, 2025. Tickets will be available starting November 1 at 12 p.m. PST and may be viewed online starting October 25. To receive updates, visit [modernismweek.com](https://modernismweek.com) and sign up to receive the free M Magazine.

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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.





## NEWS RELEASE

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### **Modernism Week Helps Local Community Organizations Raise Funds**

*Neighborhood Tours and Partner Events Provided Opportunities  
for Charitable Fundraising and Modernism Week Continues to Fund Scholarships*

PALM SPRINGS, CA (June 24, 2024) – Modernism Week announced that its recent 11-day festival in February 2024 and its four-day festival in October 2023 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 2024, participating partner organizations raised \$2,521,641. This includes more than \$864,562 in funds raised by local neighborhood organizations from home tours (up more than nearly \$200,000 from the previous year).

Modernism Week offers scholarships aimed at supporting students pursuing studies in architecture, design, and related fields. These scholarships provide financial assistance to deserving individuals and help foster the next generation of talent in the industry. Modernism Week continued to support its long-standing scholarship program by awarding fourteen scholarships, a new record for the organization, to deserving Coachella Valley students who have chosen educational paths in the fields of architecture or design-related programs. The scholarships, which this year will total \$67,500, include \$6,250 of matching funds from One Future Coachella Valley, an organization that supports Modernism Week scholarship recipients. Since the Modernism Week scholarship program was initiated in 2011, more than \$350,000 has been awarded to-date.

“Awarding the Modernism Week scholarships is one of the most meaningful outcomes of our festivals each year,” said Lisa Vossler Smith, Chief Executive Officer. “Supporting our local students from the Coachella Valley and helping them receive the education and training they need to be successful in their lives is a top priority for our organization and one of the many ways that Modernism Week invests in the community.”

### 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 in 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 a record number of 35 tours in these neighborhoods.

These popular tours featured approximately 156 residences, attracting more than 10,000 participants. Palm Springs neighborhood and condo community tours available during Modernism Week 2024 included Calypso Palms, Canyon Estates, Canyon View Estates, Country Club Estates, Desert Lanai 4, El Rancho Vista Estates, Historic Tennis Club, Indian Canyons Resort, Kings Point, Little Beverly Hills, Mesquite Canyon Estates, Park Imperial North, Park Imperial South, Racquet Club Cottages West, Racquet Club Estates, Royal Hawaiian Estates, Sandcliff, Seven Lakes Golf and Country Club, Sunmor Estates, Sunrise Park, Tahquitz Creek, The Four Hundred, The Ocotillo Lodge, Twin Palms, Villa Alejo, Villa de Las Palmas, and Vista Las Palmas.

There were five tours in Rancho Mirage this year: Chalet Palms, Cody Court, Tamarisk Country Club produced by Preservation Mirage, Tamarisk Ranchos and Tamarisk West. A tour of Sandpiper & Marrakesh Country Club in Palm Desert was also available as was a unique walking tour of the Joshua Tree Retreat Center.

“The Little Beverly Hills Neighborhood Organization was delighted to donate most of the proceeds of our Modernism Week tour to several deserving area nonprofit organizations,” said LBHNO Communications Officer Brian Ramos. “We were very pleased at the turnout for our sold-out tour this year, which allowed us to showcase some of our neighborhood’s amazing midcentury architecture. We are honored to be able to share our proceeds with our important community partners.”

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

- El Rancho Vista Estates: The neighborhood is exploring options with the arts commissioner to purchase and donate sculptures for an adjacent park.
- Historic Tennis Club: \$12,000 was donated to these non-profit organizations: Palm Springs Police Department, the Palm Springs Fire Department, Find Food Bank, Plaza Theatre Foundation, Boys & Girls Club of Palm Springs and Oswit Land Trust.
- Little Beverly Hills Neighborhood Organization: Donated \$7,500 to three community non-profits (Palm Springs Modern Committee, The Foundation for Palm Springs Unified School District, and St. Theresa's Church). An additional \$10,000 is earmarked for Oswit Land Trust for their restoration and preservation efforts at the Prescott Preserve.
- Mesquite Canyon Estates: Donated proceeds to: The Foundation – PSUSD’s Classroom Grant Program, PS ModCom’s and Robert Imber Scholarship Fund. The remainder of the funds will be used to support the community’s desert landscaping initiative to maintain its beautiful grounds while reducing water usage.
- Racquet Club Estates: Funds were donated to Palm Springs Boys & Girls Club, Palm Springs Cultural Center, Plaza Theatre Foundation, Palm Springs Animal Shelter, Vista Del Mar Elementary (for needed school supplies). Additional funds will purchase some needed items for the local fire station.
- Sunmor Estates: Funds will be donated to the Friends of the Palm Springs Public Library, Friends of the Palm Springs Animal Shelter, and the Plaza Theater Foundation.

## Modernism Week 2024 Charitable Giving - continued

- Sunrise Park: \$3,000 of the funds raised will be donated to local charities.
- Tamarisk Country Club produced by Preservation Mirage: Funds raised from the tour are being used for ongoing work in the Rancho Mirage community to educate and advocate for architectural preservation, including the historic designation and full restoration of the 1966 Pink Elephant Rancho Super Car Wash sign in partnership with the city. This beloved sign will now be preserved for future generations to enjoy.
- Vista Las Palmas: Over the past 12 months, the VLPNF has made donations to The Community Food Bank at The Center, the Palm Springs Animal Shelter, and Palm Springs Unified School District.

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

- Calypso Palms: Funds will pay for the repainting of the complex.
- Canyon Estates: Funds will likely help refurbish the clubhouse kitchen and/or fund the replacement of the period-appropriate metal sun umbrellas around the pools.
- Canyon View Estates - The Finale: Funds were used for landscape lighting improvements and general landscaping improvements.
- Canyon View Estates - Cinematic Modernism: Five HOAs split the proceeds. Funds will be used for an irrigation project, financing the replacement of aging city water mains, turf removal and landscaping.
- Canyon View Estates -The Finale: A portion of both the 2023 funds and 2024 funds paid for the complete resurfacing of the pool and spa.
- Chalet Palms: Proceeds will be used for continued preservation of the complex.
- Cody Court: Funds financed new landscaping, a new pool and spa heater, and updating the pool decking.
- Country Club Estates: Funds will be used for capital improvements in the complex.
- Desert Lanai 4: Funds were used to repair existing stucco.
- Joshua Tree Retreat Center: Funds will be utilized to improve various areas of the center including new paint, repair work on several buildings, and improving landscaping.
- Park Imperial North: Fund were used to update the south pool area which included replacing colored screens around the patio enclosure to match the north pool and repainting the structure.
- Park Imperial South: Funds will help preserve the property and finance landscaping updates to reflect the original design intent of the community.
- Royal Hawaiian Estates: Funds are being used for driveway repairs and resealing of asphalt.
- Sandcliff: The community will utilize funds to purchase a National Register plaque for the property and to restore the midcentury pendant globe fixtures in the pool loggias.
- Sandpiper: Funds were used to add new drought-resistant landscaping, landscape gravel, lighting, a refurbishment of the shuffle board court, restoration of the 1960 putting green area, and repainting all the front doors.

## Modernism Week 2024 Charitable Giving - continued

- Seven Lakes Golf and Country Club: Funds were used to pay for a survey company to find out the needs of the residents.
- Tamarisk West: The community replaced aging pool furniture and added plants to landscaping.
- The Four Hundred: Funds raised will go toward replacing the roof for the community.
- The Ocotillo Lodge: Funds will be applied to restoration of the historic clubhouse.
- Twin Palms: Funds were used to finance a free community library and added to the utility funds.
- Villa Alejo: Funds were allocated to paint and brushes for a day of volunteer painting, elevator upgrading, and paying for a volunteer award celebration.
- Villa de Las Palmas: Funds were used for pool resurfacing and the community's extensive xeriscaping project.
- Tamarisk West: Replaced aging pool furniture and added plants to landscaping.

In addition to working with neighborhoods, Modernism Week, a 501(c) 3 non-profit organization, also provides the opportunity for other local organizations to raise funds. Ticket proceeds for official Modernism Week events these businesses and organizations produced in 2023-2024 generated more than \$1.1 million for various local partner organizations which 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.”

Later this year, Modernism Week will offer its annual Modernism Week – October event from October 24-27, 2024 (tickets go on sale August 1, 2024 at 12 pm PST) and will stage its 20<sup>th</sup> Anniversary Modernism Week event February 13-23, 2025 (tickets go on sale November 1, 2024 at 12 pm PST). For more information about future Modernism Week events, visit [modernismweek.com](http://modernismweek.com) and follow them on Facebook, Instagram, 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

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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 Reports Increased Attendance and Community Economic Impact**

*More Than 130,000 Attendees Participated in 11-Day Festival in Palm Springs*

PALM SPRINGS, CA (March 18, 2024) – Modernism Week officials announced that the annual festival, which took place from February 15 - 25, 2024 in the Palm Springs area of Southern California, had an estimated audience of more than 130,000 attendees who participated in more than 400 events during the 11-day festival. Celebrating midcentury modern design, architecture, art, the festival generated an estimated economic impact of \$68 million for area hotels, shops, restaurants, and other local businesses from Palm Springs to La Quinta and beyond. In addition, CAMP, Modernism Week's 'Community and Meeting Place' and headquarters for tours and events inside the Hyatt Hotel experienced more than 26,000 visitors throughout the festival. The festival offered attendees the opportunity to participate in home tours, talks, parties, and architectural bus excursions throughout the Coachella Valley.

“Once again, Modernism Week continued to help brand the entire Coachella Valley as a mecca for design, preservation, modernism and architecture,” said William Kopelk, Modernism Week Board Chairman and co-founder. “Our diverse programming this year focused on many aspects of modernism and offered tours of iconic residences that had not previously been open to the public. We are very pleased that our attendees continued to learn about design, architecture, and culture regionally, nationally, and internationally. We could not do this without the support of our top sponsors, including Ferguson Bath, Kitchen & Lighting Gallery, Brizo, DunnEdwards Paints, JennAir, Flor, Natural Retreats, and Willis. The City of Palm Springs was once again the Civic Presenting Sponsor. Their ongoing partnership with our organization enables us to offer a compelling festival to which attendees plan to return each year.”

Modernism Week attendees came from all fifty United States and the District of Columbia, with California accounting for the majority of attendees (approximately 50%). Attendees came from 440 of 482 cities in California, or 91% of all California cities. Locally, the Coachella Valley represented 38% of tickets sold in California. In addition to many California visitors, the event was popular with attendees from Texas, Washington, New York, Illinois, and Florida. Attendees came from across the globe with twenty-four countries represented, including Canada, Australia, United Kingdom, New Zealand, Germany, France and many more.

The popular Palm Springs Modernism Show, which celebrated its 24<sup>th</sup> year, also saw robust attendance numbers. Nearly 15,000 people attended the popular sale at the Palm Springs Convention Center, on par with the previous year, including more than 1,300 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 2024 event and again in February 2025 for Modernism Week's 20<sup>th</sup> Anniversary.

“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 24 years. “Our dealers were extremely pleased with sales including robust sales on the opening night and throughout the four-day show.”

Modernism Week celebrates and fosters appreciation of midcentury architecture and design, as well as contemporary thinking in these fields, by encouraging education, preservation, and sustainable modern living as represented in Palm Springs and the surrounding Coachella Valley. Highlighting this dedication to education, this year more than 70 lectures and films spotlighting famed architects, landscape designers, historians, design experts and authors were presented to attendees, including the Modernism Week keynote presentation by Dr. Barry Bergdoll, Meyer Schapiro Professor of Art History at Columbia University and the former Chief Curator in the Department of Architecture and Design at Museum of Modern Art in New York City.

Other highlights included the third annual production of the *Stories Untold* lecture series which focuses on the history and narratives of architects and design professionals historically left out of the spotlight. This year's presentation at the Annenberg Theater was entitled "Stories Untold: Honoring Diverse Voices, Illuminating Untold Stories and Forging Connections with the Past Through Architecture and Landscape Design." The distinguished speakers of the session discussed the cultural relevance and creative process behind recently opened public buildings and venues including the *International African American Museum (IAAM)* in Charleston, SC, the *Smithsonian's National Museum of African American History and Culture* in Washington, DC, and *Destination Crenshaw* in the Crenshaw community of Los Angeles, CA. Generous support for this program was provided by Room & Board.

Modernism Week's central headquarters, CAMP ('Community and Meeting Place') returned to the spacious interior atrium of the Hyatt Palm Springs in the heart of downtown. Entrance into CAMP was free and open to the public every day during Modernism Week. CAMP included decorative lounges and informational booths, a shop by Modernism Week's merchandise and branding partner Destination PSP, all day food, drinks, and specialty cocktails by Cheeky's, book signings with notable authors, Professional Color Consultations by Dunn-Edwards, and the Modernism Week Theater at CAMP with a compelling series of talks and films. In addition, there were many interactive sponsor displays including Ferguson Bath, Kitchen and Lighting Gallery, Brizo, JennAir, Dunn-Edwards, Verizon, and FLOR.

The festival continued to garner significant international and national media attention, generating more than 2.095 billion media impressions, up from 1.765 billion media impressions the previous year. Media coverage was reported from a wide range of media outlets. Significant media that covered the festival included AFAR Magazine, ASPIRE Online, Associated Press, Architectural Digest, Atomic Ranch, Boston Herald, Boston Magazine, Car and Driver, Condé Nast Traveler, Dirt, Dwell, Financial Times, Fodor's Travel, Global Viewpoint, Hollywood Reporter, House Beautiful, Irish Independent, Kiplinger's Personal Finance, Los Angeles Magazine, Los Angeles Times, Mpls. St. Paul Magazine, MSN Lifestyle, MSN Travel, Reuters, Robb Report, Shondaland, Star Tribune, Sunday Independent (Ireland), Sunset Magazine, The Hollywood Times, Travel & Leisure, Voice Of America News Online, USA Today, VOGUE, World News Network, Yahoo Finance, Yahoo Lifestyle, and Yahoo News.

International coverage included articles in the following countries: Australia, Bangladesh, Brazil, Canada, Chile, China, Czech Republic, France, Germany, Greece, Hong Kong, India, Indonesia, Ireland, Italy, Jordan, Mexico, Netherlands, New Zealand, Portugal, Serbia, Singapore, South Africa, Spain, Sweden, Switzerland, Tunisia, Turkey, United Arab Emirates, United Kingdom, Vietnam, and Zambia. The countries of Bangladesh, Czech Republic, Serbia, Tunisia, and Zambia had never carried articles about Modernism Week prior to this year.

**About Modernism Week:**

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





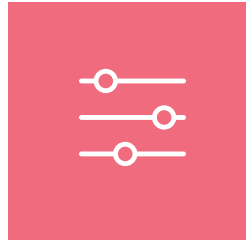
# Modernism Week 2024

WRAP-UP REPORT



# PR + SOCIAL MEDIA REPORT

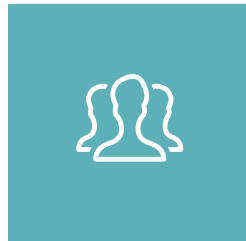
## OVERVIEW



**2024 SUMMARY**



**MEDIA IMPRESSIONS**



**MEDIA HIGHLIGHTS**



**SOCIAL MEDIA**



**MEDIA REGISTRATION**



**COMMUNICATIONS**




# 2024 SUMMARY

Worldwide media coverage generated

# 2.13 billion media impressions







# MEDIA HIGHLIGHTS

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



# MEDIA HIGHLIGHTS

### Significant Media

*AFAR Magazine, ASPIRE Online, Associated Press, Architectural Digest, Atomic Ranch, Boston Herald, Boston Magazine, Buffalo News, Car and Driver, Classic Driver, Condé Nast Traveler, Dirt, Dwell, Financial Times, Fodor's Travel, Global Viewpoint, Hollywood Reporter, House Beautiful, Internet Movie Database, Irish Independent, Kiplinger's Personal Finance, Los Angeles Magazine, Los Angeles Times, Mpls. St. Paul Magazine, MSN Lifestyle, MSN Travel, News Break, Reuters, Robb Report, Shondaland, Star Tribune, Sunday Independent (Ireland), Sunset Magazine, The Hollywood Times, Travel & Leisure, Voice Of America News Online, USA Today, VOGUE, World News Network, Yahoo Finance, Yahoo Lifestyle, and Yahoo News.*

### International Media

*The Age Australia, Brisbane Times, Alt-Neuöttinger Anzeiger, Bollyinside, Business Insider India, Elbe-Jeetzal-Zeitung, Elle Decoration Viet Nam, Farol da Bahia, finanzen.at, Folha de S. Paulo, Fugues En ligne, Göttinger Tageblatt, Hannoversche Allgemeine Zeitung, Harpersbazaar (Italy), Kölnische Rundschau, Landeszeitung für die Lüneburger Heide, Leipziger Volkszeitung, Lübecker Nachrichten, Mansion Global, NEUEPRESSE.DE, Ostsee-Zeitung, Passauer Neue Presse, reisereporter.de, Schaumburger Nachrichten, Sydney Morning Herald, US Times Mirror, Vivre le Portugal, Yahoo News Australia & NZ, Yahoo Singapore, Yahoo UK, and Yahoo! Canada.*





# MEDIA HIGHLIGHTS



## Architecture and Design related

*Archinect, ArchitectureAU, California Home+Design Online, Design Milk, DesignScene, Dezeen, Eichlernetwork, Furniture Lighting and Décor, Home Improvement Magazine, and Interior Design.*

## Local and Regional

*Beaumont Enterprise Online, Beverly Hills Courier Online, Beverly Hills Living, Coachella Valley Independent, Coachella Valley Weekly, Desert Health News, Desert Local News, Desert Sun, Hi-Desert Star, Inland Valley Daily Bulletin, KESQ-TV, KFDX-TV, KNBC-TV, KTLA-TV, LA Weekly, Locale, Long Beach Press-Telegram, MyNewsLA, NBC Palm Springs, Palm Springs Life Magazine, Press-Enterprise, Public Record, Redlands Daily Facts, San Gabriel Valley Tribune, Southern California Life, and San Bernardino Sun.*

## International Coverage

*Australia, Bangladesh, Brazil, Canada, Chile, China, Czech Republic, France, Germany, Greece, Hong Kong, India, Indonesia, Ireland, Italy, Jordan, Mexico, Netherlands, New Zealand, Portugal, Serbia, Singapore, South Africa, Spain, Sweden, Switzerland, Tunisia, Turkey, United Arab Emirates, United Kingdom, Vietnam, and Zambia.*

*New this year: Bangladesh, Czech Republic, Serbia, Tunisia, and Zambia.*



# KEY MENTIONS

## HouseBeautiful

"...one of the best times to visit: Modernism Week, which takes place twice a year with a signature celebration in February and a mini version in October."

## Robb Report

"The event has metastasized from a humble weekend affair to an 11-day economy-sustaining juggernaut, bringing thousands upon thousands of visitors from every corner of the globe to the desert community to enjoy a schedule packed to the proverbial rafters with home tours, lectures, high-end auctions, film screenings, come-one-come-all cocktail parties, and exclusive fundraising galas. This titan among festivals manages to attract new attendees and keep previous ones coming back year after year..."

## TRAVEL+LEISURE

"One of my favorite events is Modernism Week. Twice a year, people come from all over the world for well-curated home tours, parties, and presentations."

## Los Angeles Times

"On a recent sunny afternoon, Agle, whose colorful artworks depict cool cats, Hawaiian tiki gods and martini-sipping swingers, had just put the finishing touches on the house, which will be open to the public during Modernism Week, which runs Feb. 15-25."

## Forbes

"Coachella Valley ADUs (and homes) can generate substantial rental income. The area is a hotbed for high-profile international gatherings: Palm Springs Modernism Week, the Coachella Valley Music and Arts Festival and sports events, among numerous others."

## IMDb

"The Modernism Week festival, which this year runs Feb. 15-25, is the centerpiece of the month's events. 'Modernism Week is the largest gathering of midcentury modern architecture and design enthusiasts in the US,' says Lisa Vossler-Smith, its CEO."

## VOGUE

"Palm Springs Modernism Week, which takes place each February and October, offers many hundreds of design-themed tours, lectures, and events, as well as glimpses inside the city's most iconic homes. Last year, the festival drew over 100,000 people; this year, attendance is only expected to grow."

## 

"Palm Springs relishes its reputation as a chic enclave of mid-century design all year, but never more so than in February during Modernism Week. The event takes place from February 15 to 25 in 2024, featuring more than 350 events ranging from home tours to architecture lectures."

## 

Voice of America

"And so, they do "Modernism Week" every year that kind of brings a bunch of people who appreciate modernism and celebrate it. They have lectures, seminars, tours, and you get to know more about mid-century modern and make it a learning experience."

# MEDIA IMPRESSIONS REPORT

**Data Cycle:**

*November 1, 2023 to February 29, 2024*

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 6 overline ads, 4 front-page strips and one half page Thank You ad in The Desert Sun, 2 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 and flyers distributed at the Palm Springs Visitor Information Center.

**Digital:** Alpha Media, The Architect's Newspaper, Atomic Ranch Starburst, California Home+Design, The Desert Sun, Gay Desert Guide/KGAY, GED, Here Media, LA Weekly, Locale, Metrosource, Palm Springs Life, 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 and KGAY radio. There were also two live remotes, both at CAMP and at the Car Show.



# TOTAL MEDIA IMPRESSIONS

**Earned Media Impressions: 2,070,981,397**

**Paid Media Impressions: 57,903,825**

**TOTAL MEDIA IMPRESSIONS:**

*(combination of earned media impressions and paid media impressions)*

**2,128,885,222**

*2023 data for comparison: TOTAL: 1.765 billion*





# SOCIAL MEDIA

## Overview

### Social Media Platforms

*Facebook, Instagram, Threads, X*



# SOCIAL MEDIA OVERVIEW

*Data Range: November 2023 to February 2024*

1.4K

## original posts

# of unique content published  
across MW social platforms

*\*not including IG Stories or Threads*

28.9K

## new followers

across Facebook, Instagram,  
Threads, and X

208K

## total followers

across Facebook, Instagram,  
Threads, and X

4.5M

## total impressions

across Facebook, Instagram, X  
*\*not including IG Stories or Threads*



# FACEBOOK

32.9K followers





# COMPARATIVE ANALYSIS



Modernism Week

32.9K followers



Long Beach Architecture Week

890 followers



Tucson Modernism Week

3.6K followers



Modern Phoenix

9.8K followers



Architecture Sarasota

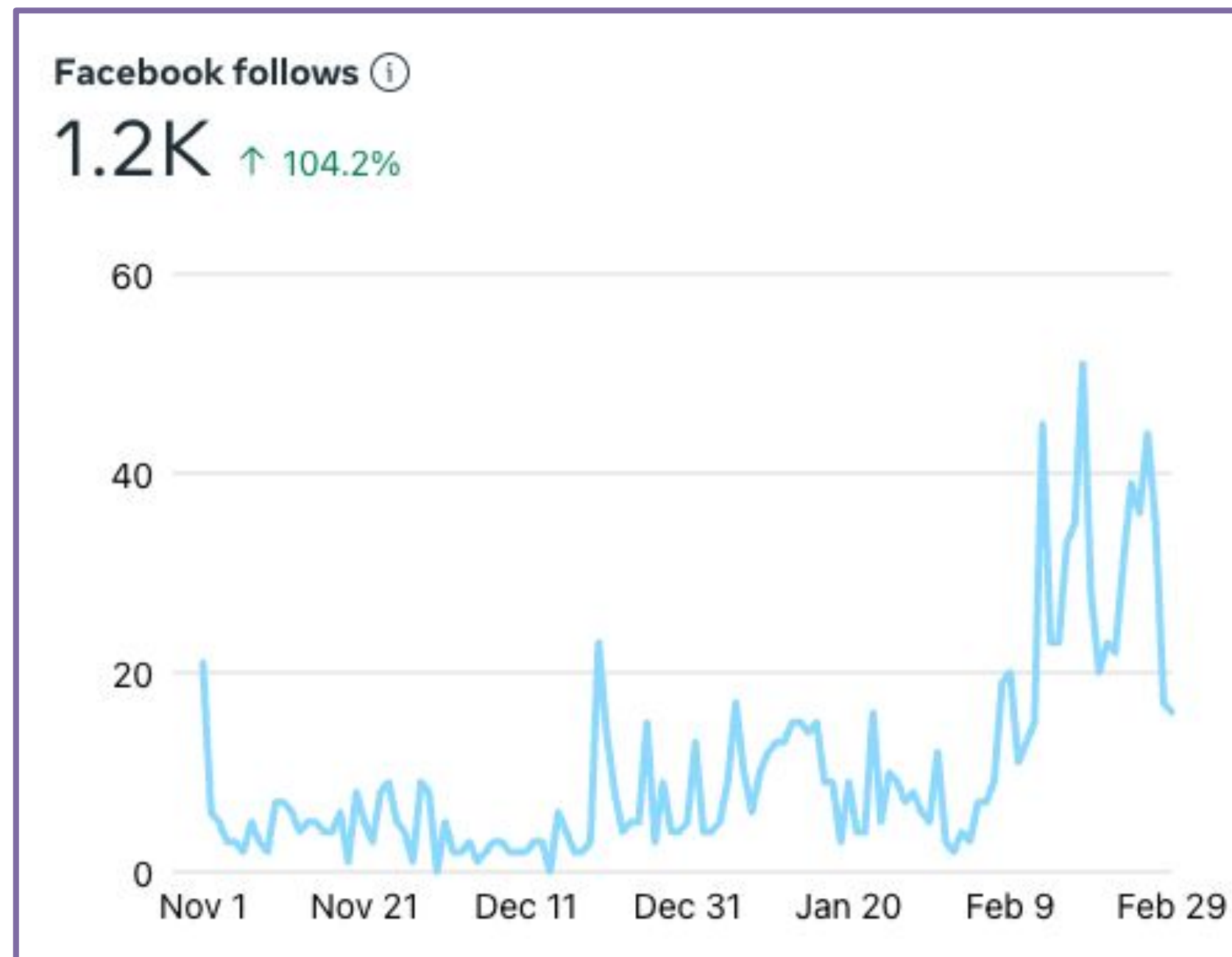
2.5K followers

# FACEBOOK FOLLOWERS

## Since Modernism Week — October 2022 Nov. 2023 – Feb. 2024

32.9K followers to date

Total increase of 1.2K new followers



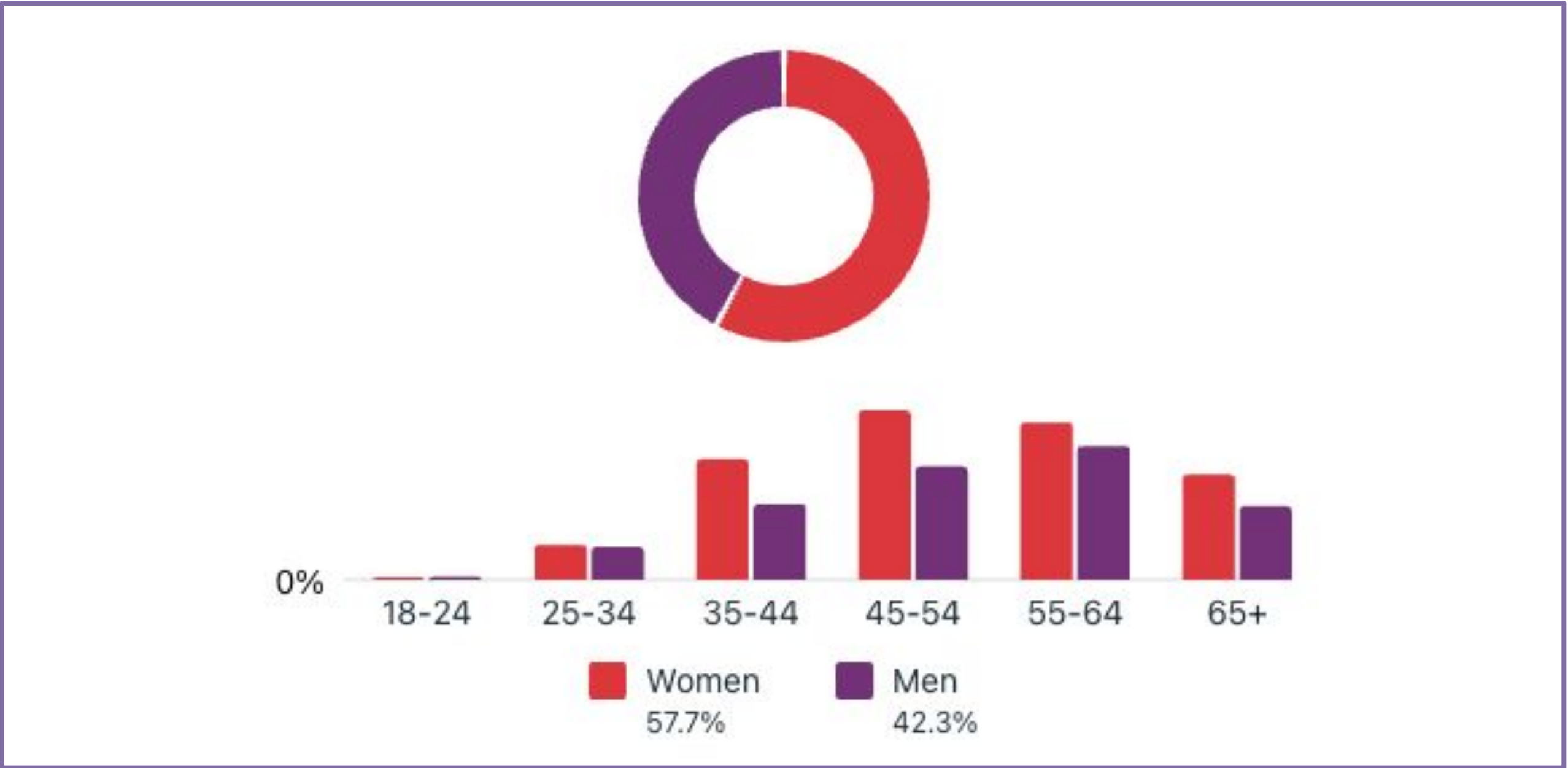
## Modernism Week 2024 Feb. 15–25, 2024

Increase of 340 new followers during  
Modernism Week alone





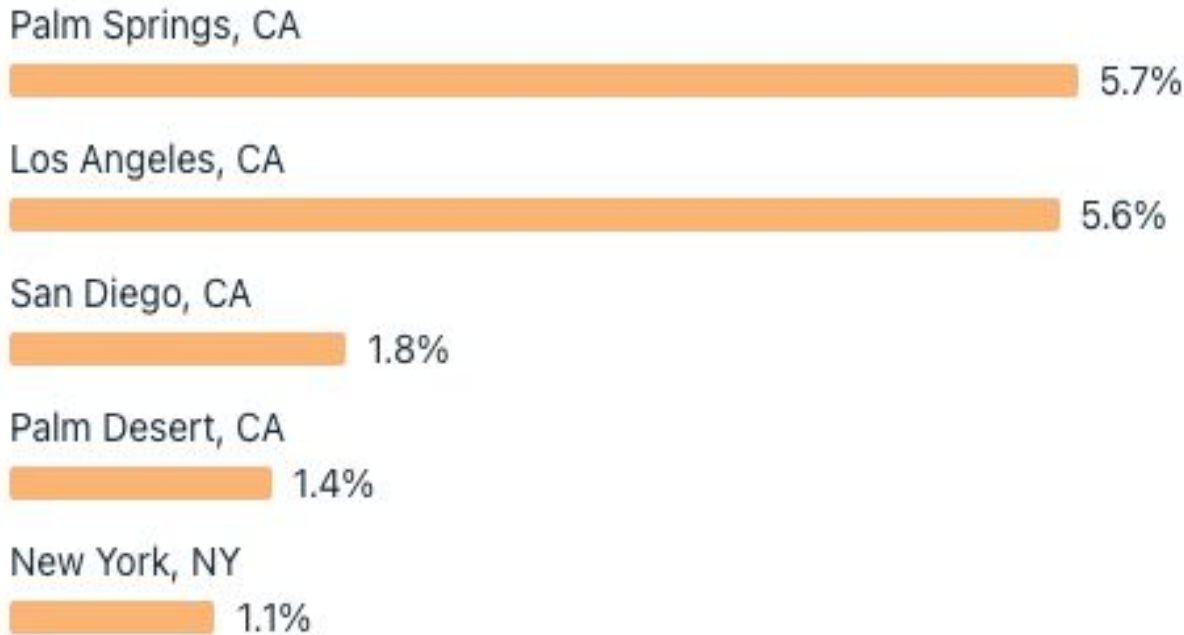
# FACEBOOK AUDIENCE



### Top countries



### Top cities

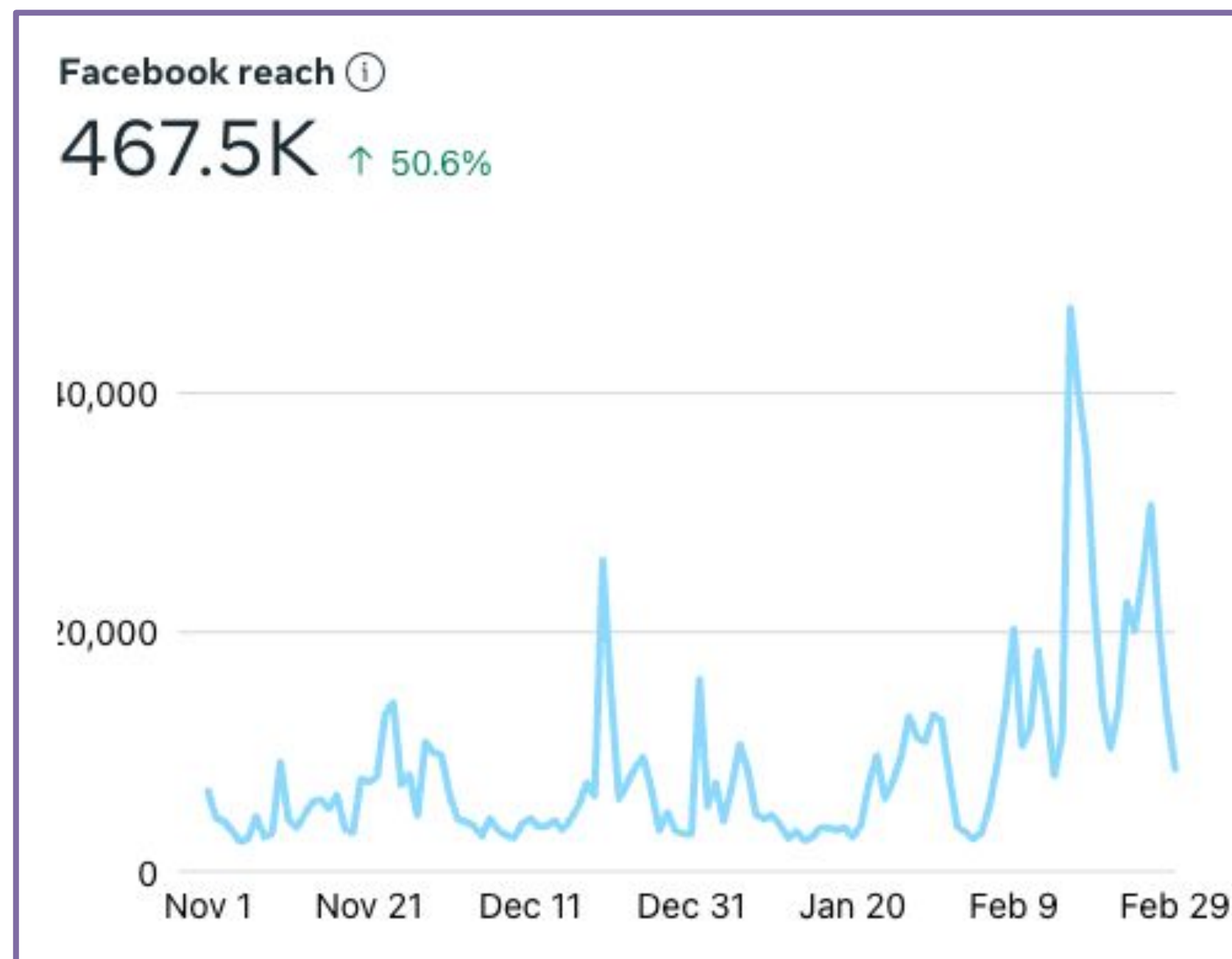


# FACEBOOK REACH

## 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 2023 Nov. 2023 – Feb. 2024



### Modernism Week 2024 Feb. 15–25, 2024







X

5.2K followers



# COMPARATIVE ANALYSIS



Modernism Week

5.2K followers



Long Beach Architecture Week

N/A



Tucson Modernism Week

122 followers



Modern Phoenix

1K followers



Architecture Sarasota

45 followers

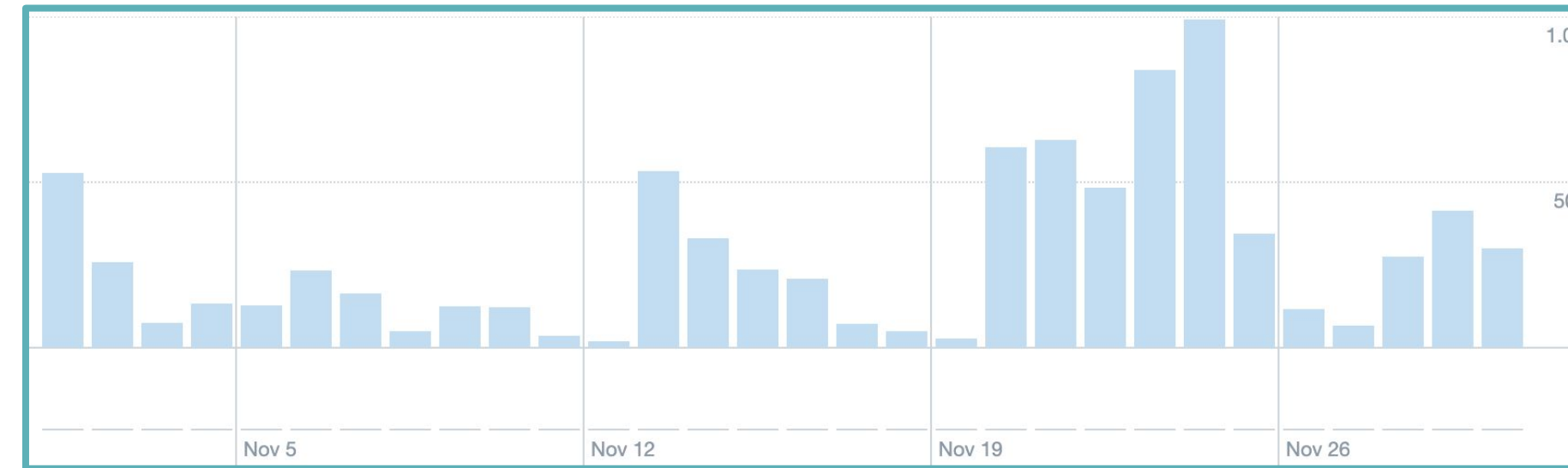
# X GROWTH

These graphs showcase the number of **Twitter impressions** per month.

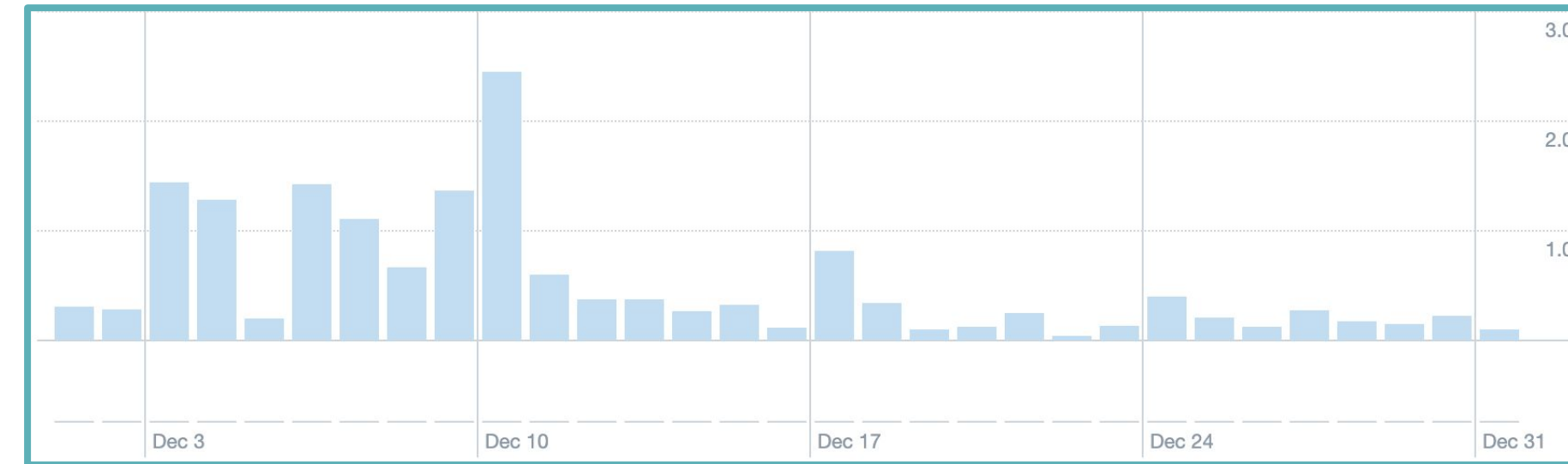
## Since Modernism Week — October 2023 Nov. 2023 – Feb. 2024

- Increase of **14** new followers
- **66.5K** total tweet impressions

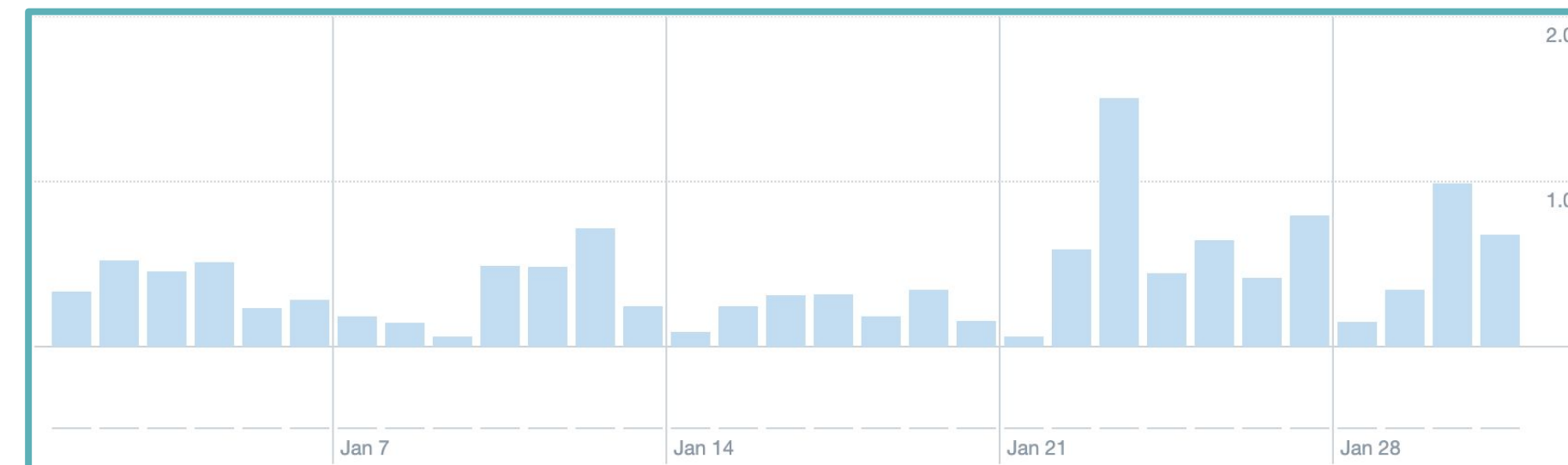
*Note: Since Twitter was purchased by Elon Musk in October 2022, it has lost approximately 13% of its app's daily active users. The rebrand from Twitter to X accelerated the decline.*



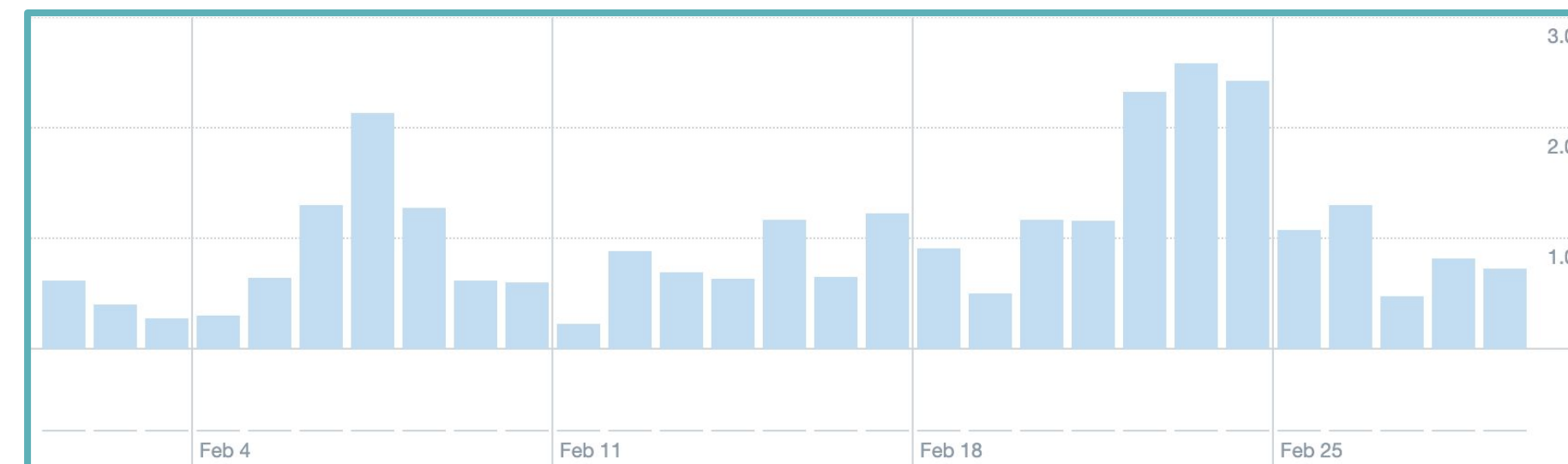
**8.4K** impressions  
*November 2023*



**16.1K** impressions  
*December 2023*



**12.9K** impressions  
*January 2024*



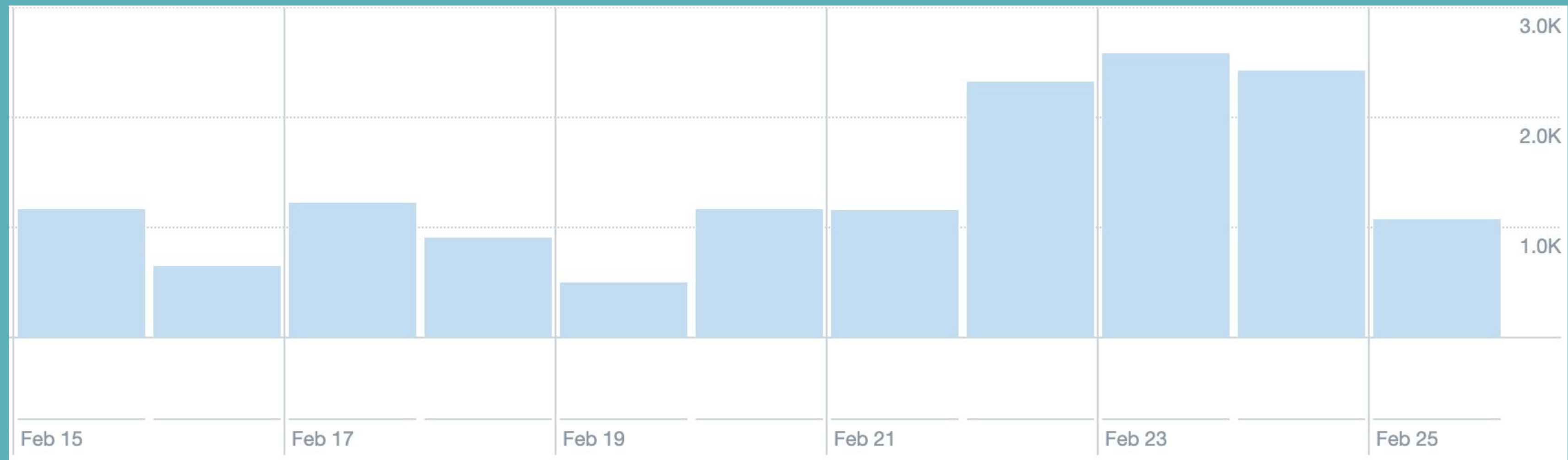
**29.1K** impressions  
*February 2024*



# X GROWTH *(continued)*

## Modernism Week 2024 February 15-25, 2024

*15.2K impressions*







# INSTAGRAM

148K followers



# COMPARATIVE ANALYSIS



Modernism Week

148K followers



Long Beach Architecture Week

1.6K followers



Tucson Modernism Week

287 followers



Modern Phoenix

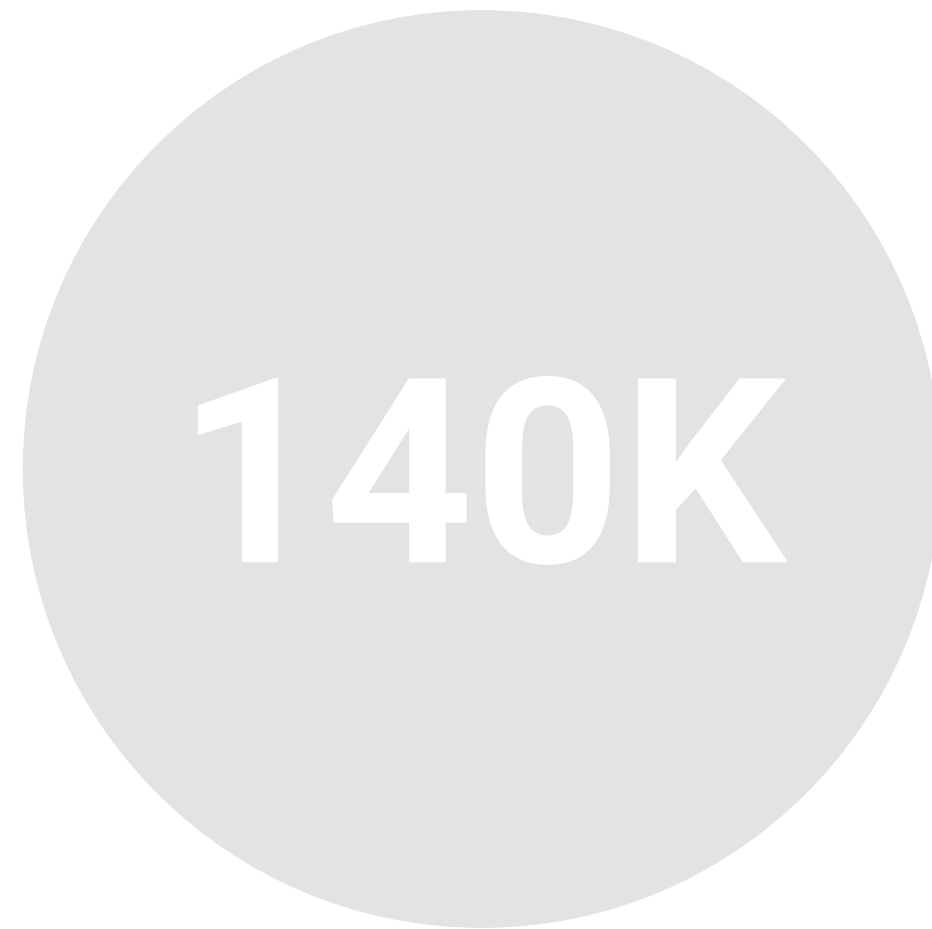
15.1K followers



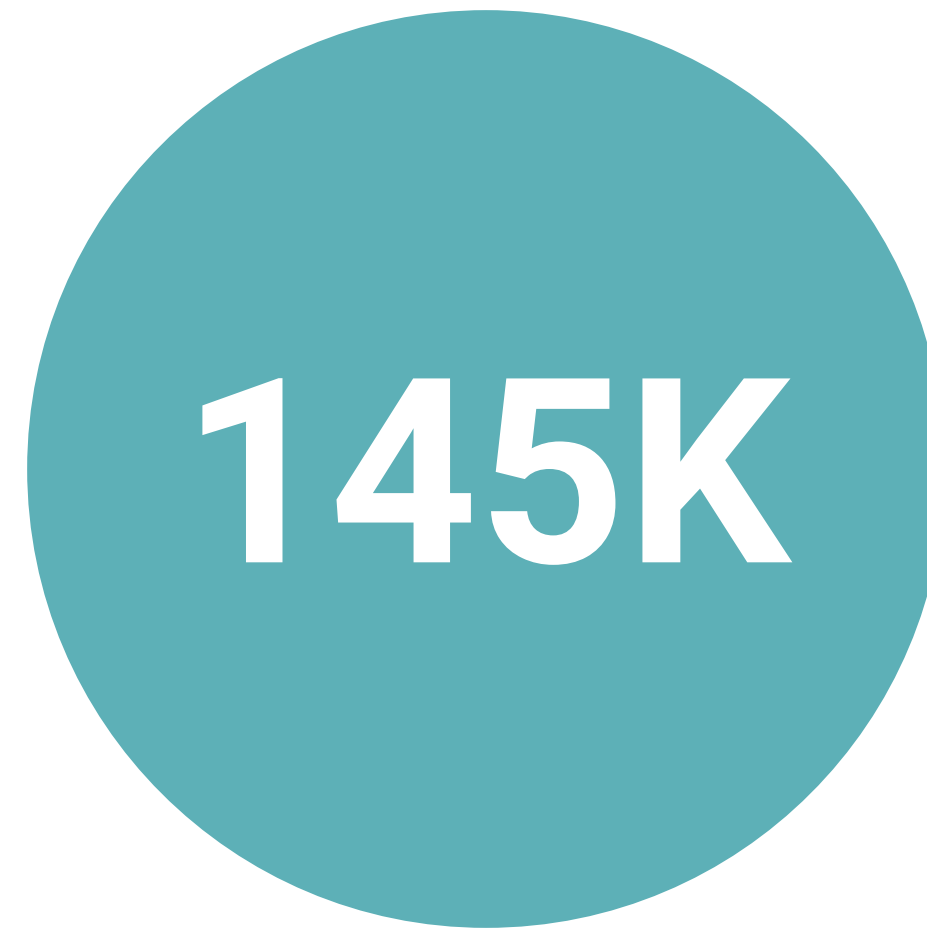
Architecture Sarasota

4.7K followers

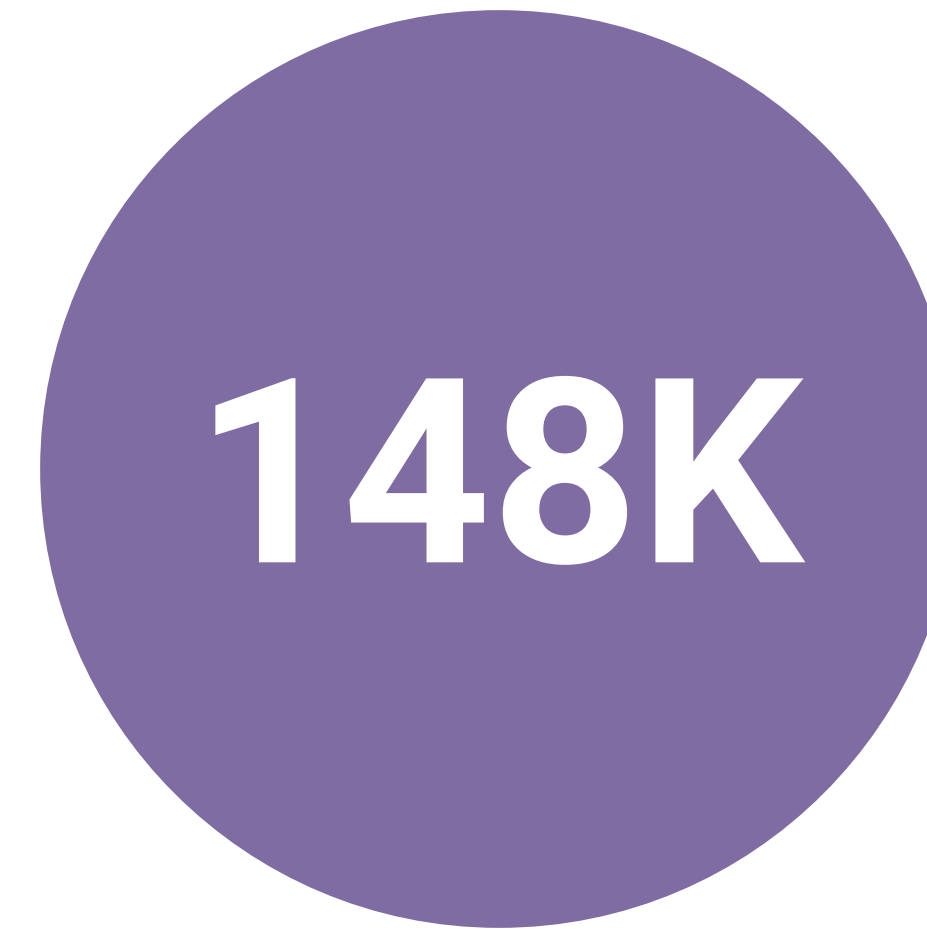
# INSTAGRAM GROWTH



Reached 140K followers on  
March 6, 2023



Reached 145K followers on  
February 16, 2024



Currently at 148K followers  
as of February 29, 2024

# INSTAGRAM GROWTH

Since Modernism Week – October 2023:

*Nov. 2023 – Feb. 2024*

**148K**

total organic followers

**8.6K**

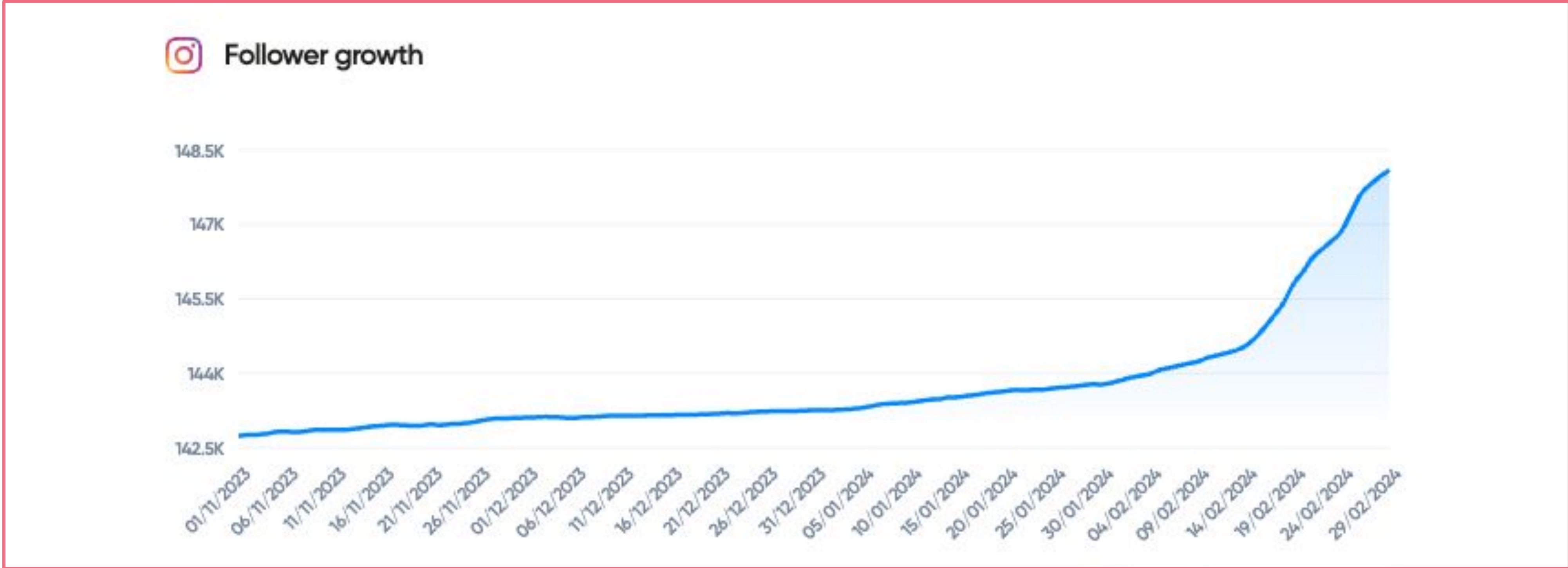
new followers

**38.4K**

profile views

**4.5K**

website clicks





# INSTAGRAM REACH + IMPRESSIONS

Since Modernism  
Week — October  
2023:

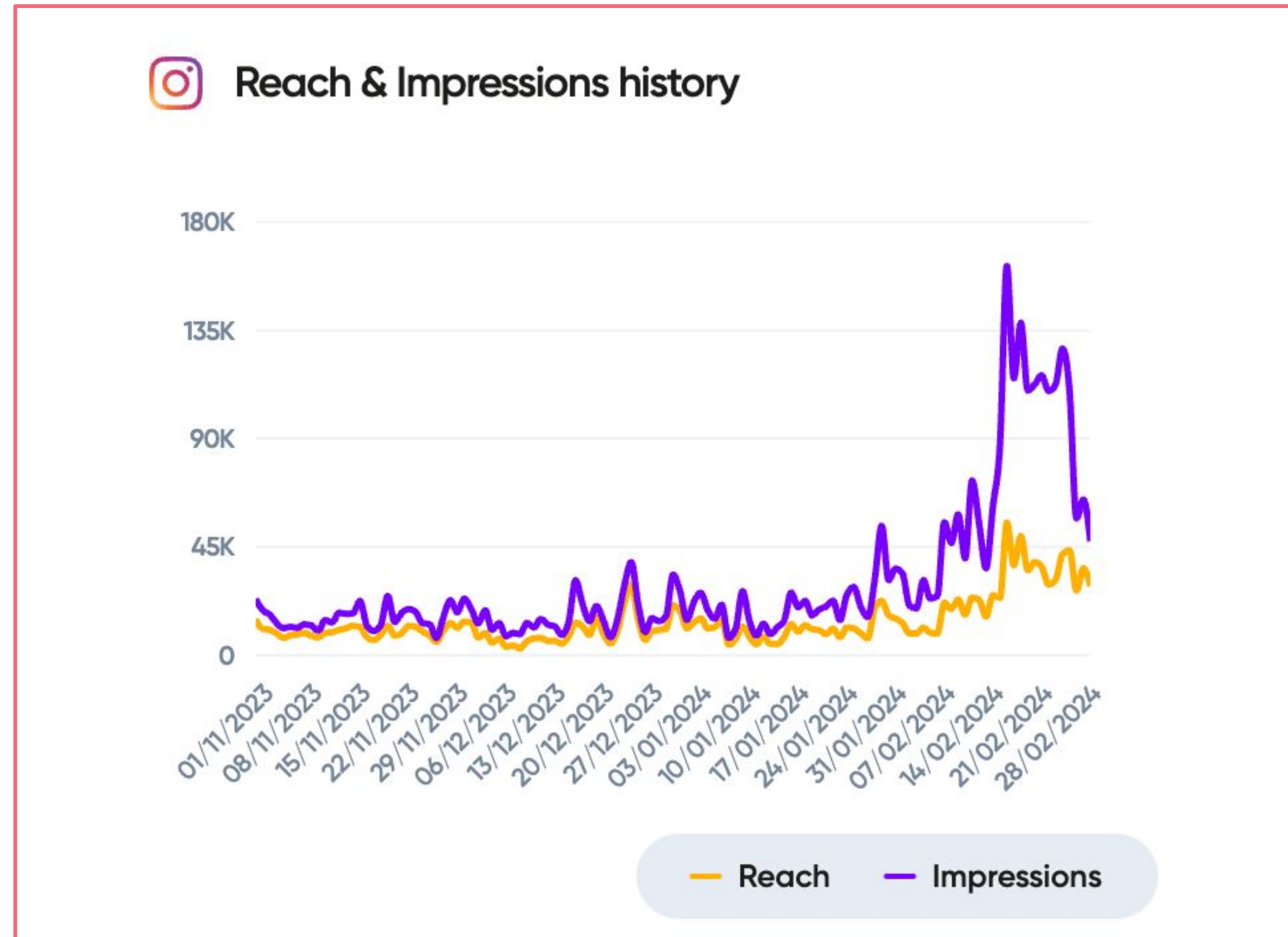
*Nov. 2023 - Feb. 2024*

**3.7M**

total impressions

**1.7M**

total reach



# INSTAGRAM LIKES

Since Modernism Week — October 2023:

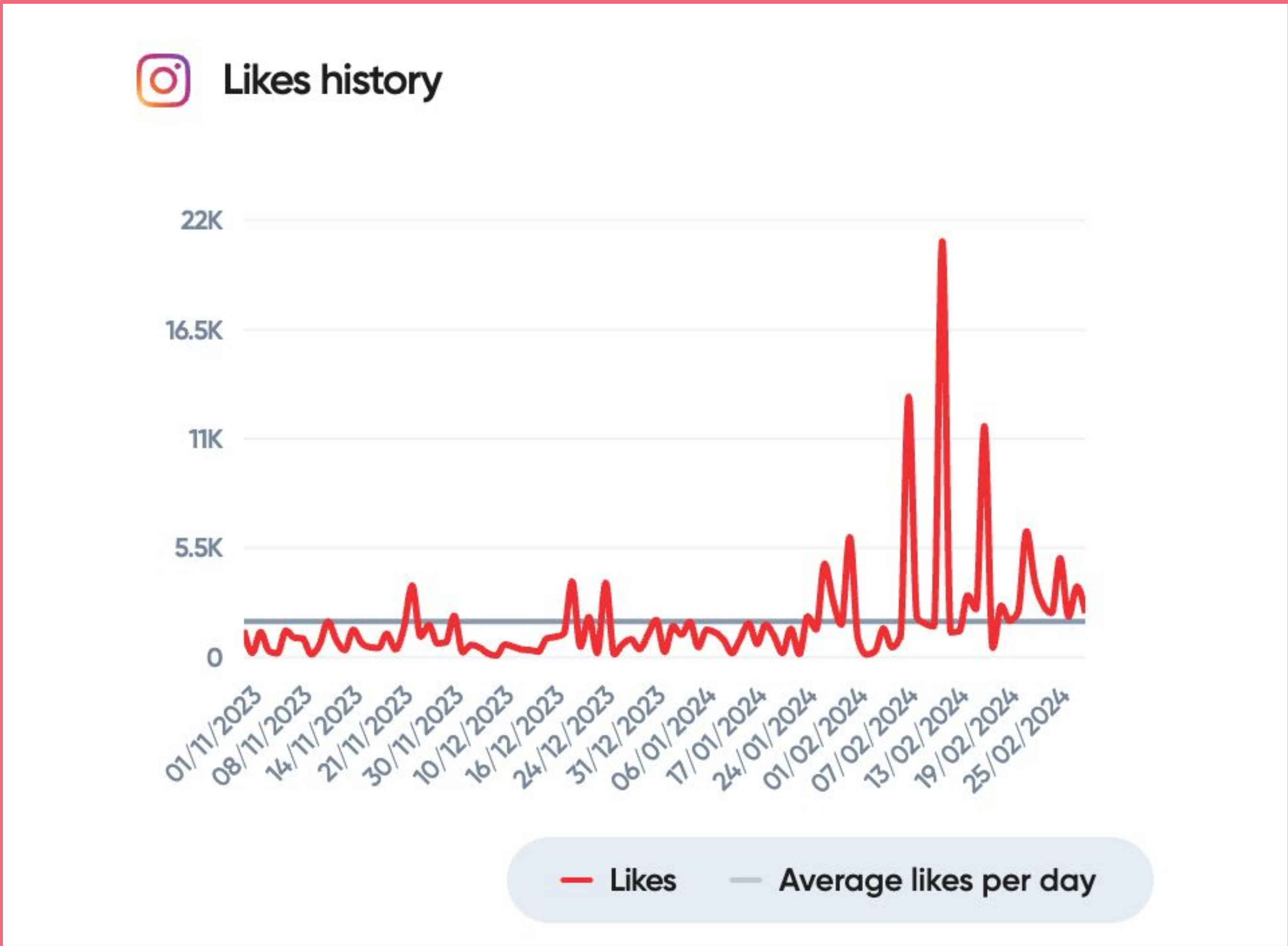
*Nov. 2023 - Feb. 2024*

**182K**

total likes received

**2.2K**

total comments received

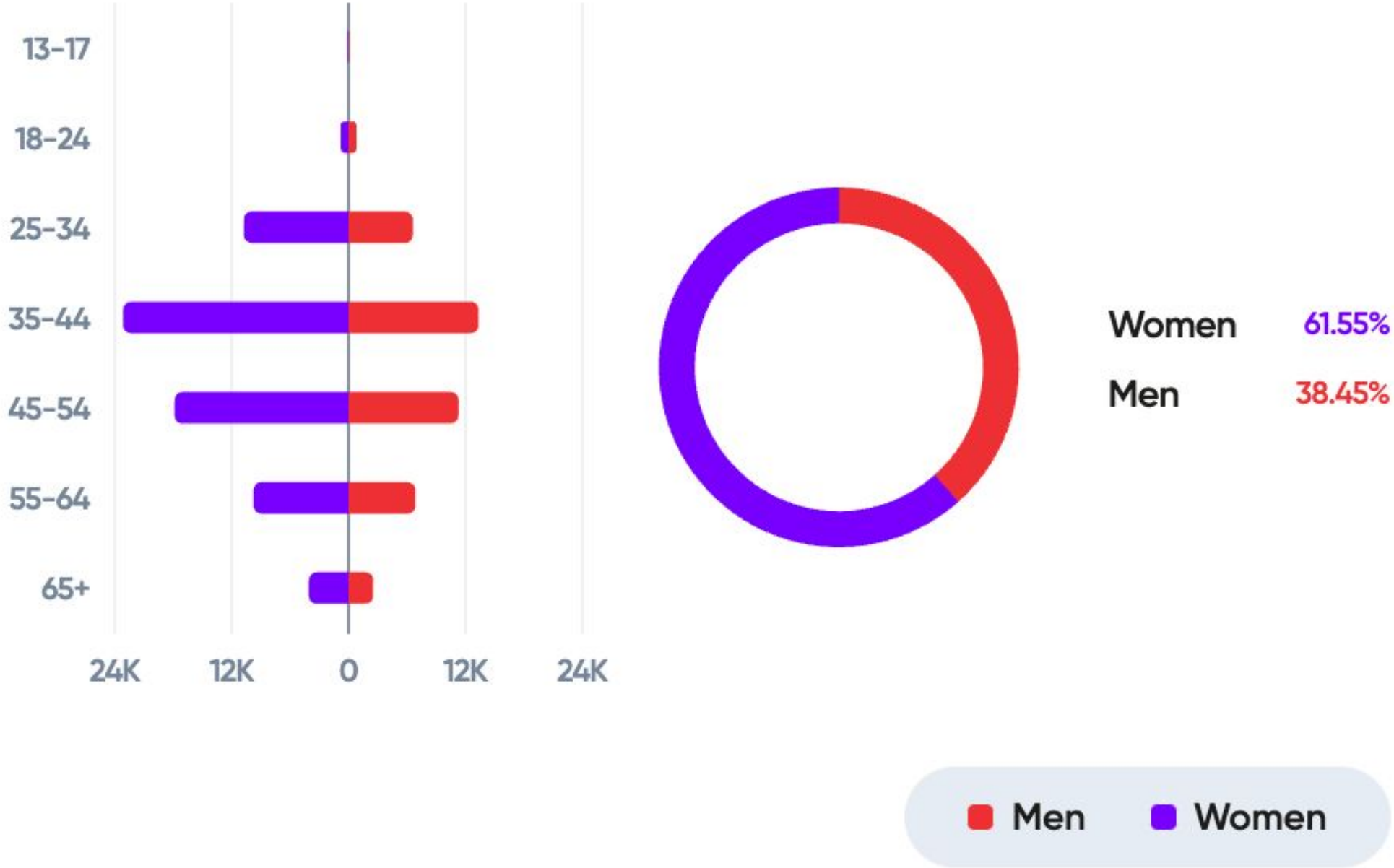


# INSTAGRAM AUDIENCE



## Age and gender

The selected period does not apply to this chart.



## Top countries

United States	93,927	69.03%
Australia	8,813	6.48%
Canada	6,554	4.82%
United Kingdom	4,447	3.27%
France	2,008	1.48%
Mexico	1,884	1.38%



## Top cities

Los Angeles, California	7,370	16.03%
New York, New York	3,548	7.72%
Palm Springs, California	2,976	6.47%
Melbourne, Victoria	2,590	5.63%
San Diego, California	1,980	4.31%
Sydney, New South Wales	1,928	4.19%



# INSTAGRAM ENGAGEMENT

Nov. 2023 - Feb. 2024  
Top Posts



**18K likes**

66 comments

13.7% engagement



**9.8K likes**

98 comments

7.42% engagement



**6.6K likes**

153 comments

6.54% engagement

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



# INSTAGRAM STORIES

Nov. 2023 - Feb. 2024

## CONTENT:



**1.7K**

Stories posted

↗ +227.38%



**1K**

Photo stories

↗ +245.36%



**645**

Video stories

↗ +202.82%



**13.6**

Average Stories per day

↗ +227.38%

## IMPRESSIONS + REACH:



**709.7K**

Stories impressions

↗ +183.47%



**430.1**

Average impressions per Story

↘ -13.41%



**701.5K**

Stories reach

↗ +185.48%



**425.1**

Average reach per Story

↘ -12.8%



# COMMUNICATIONS + ANALYTICS

## Newsletters

**M**

*mwkly.com*

## Google Analytics Reports

*modernismweek.com, go.modtix.com*



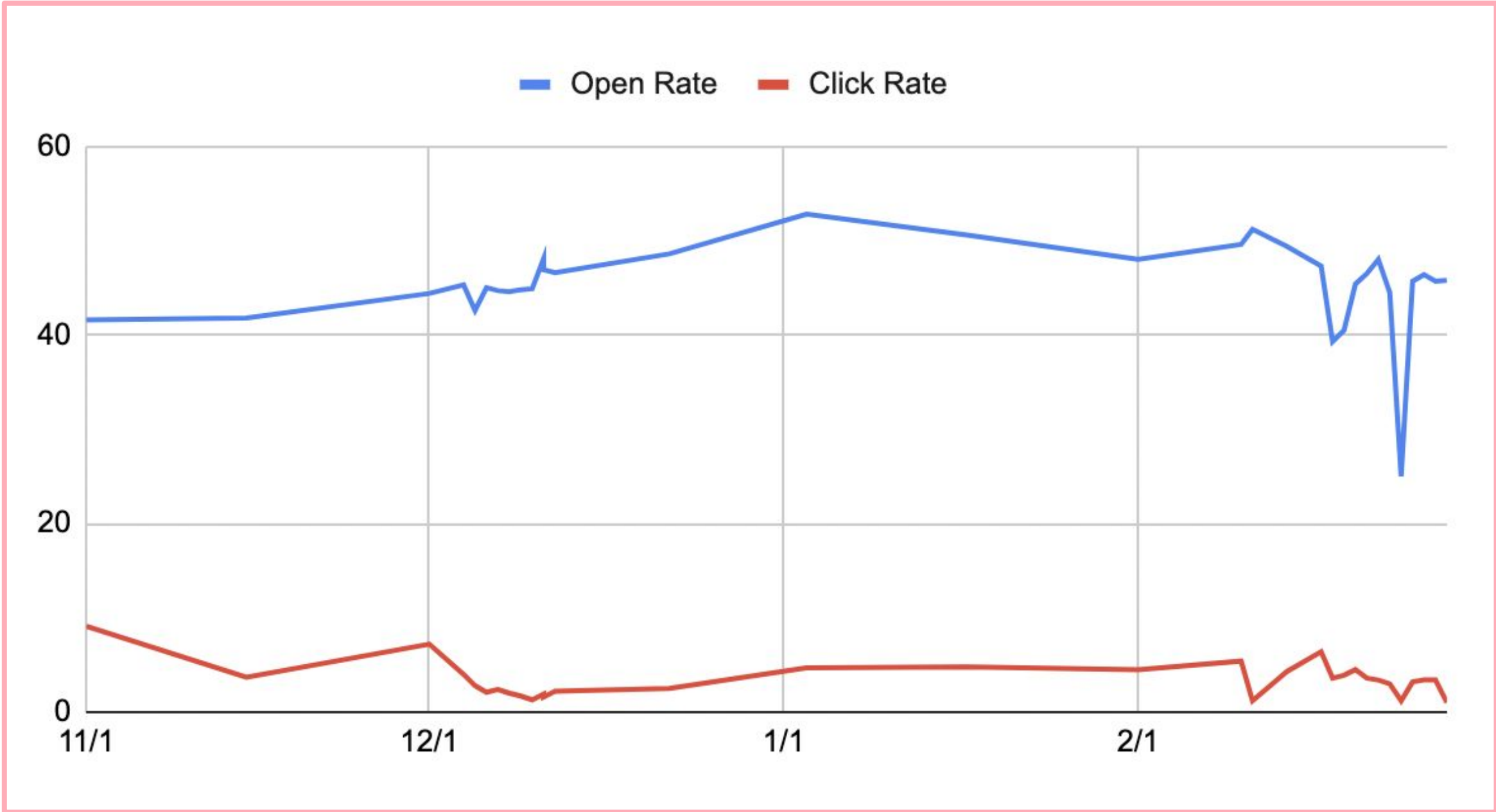
# MODERNISM WEEK NEWSLETTERS

Nov. 2023 - Feb. 2024



## Audience

An average of **26.2K** people (out of Modernism Week's total 47.7K subscribers) opened the daily newsletters.



## Newsletter Engagement

Average open rate (top line, blue): **55%**  
Average click rate (bottom line, red): **3.5%**  
*(Industry averages: 18% opens, 2.6% clicks)*

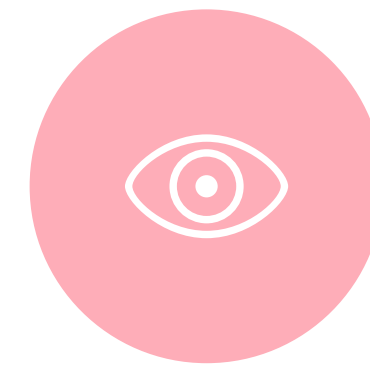
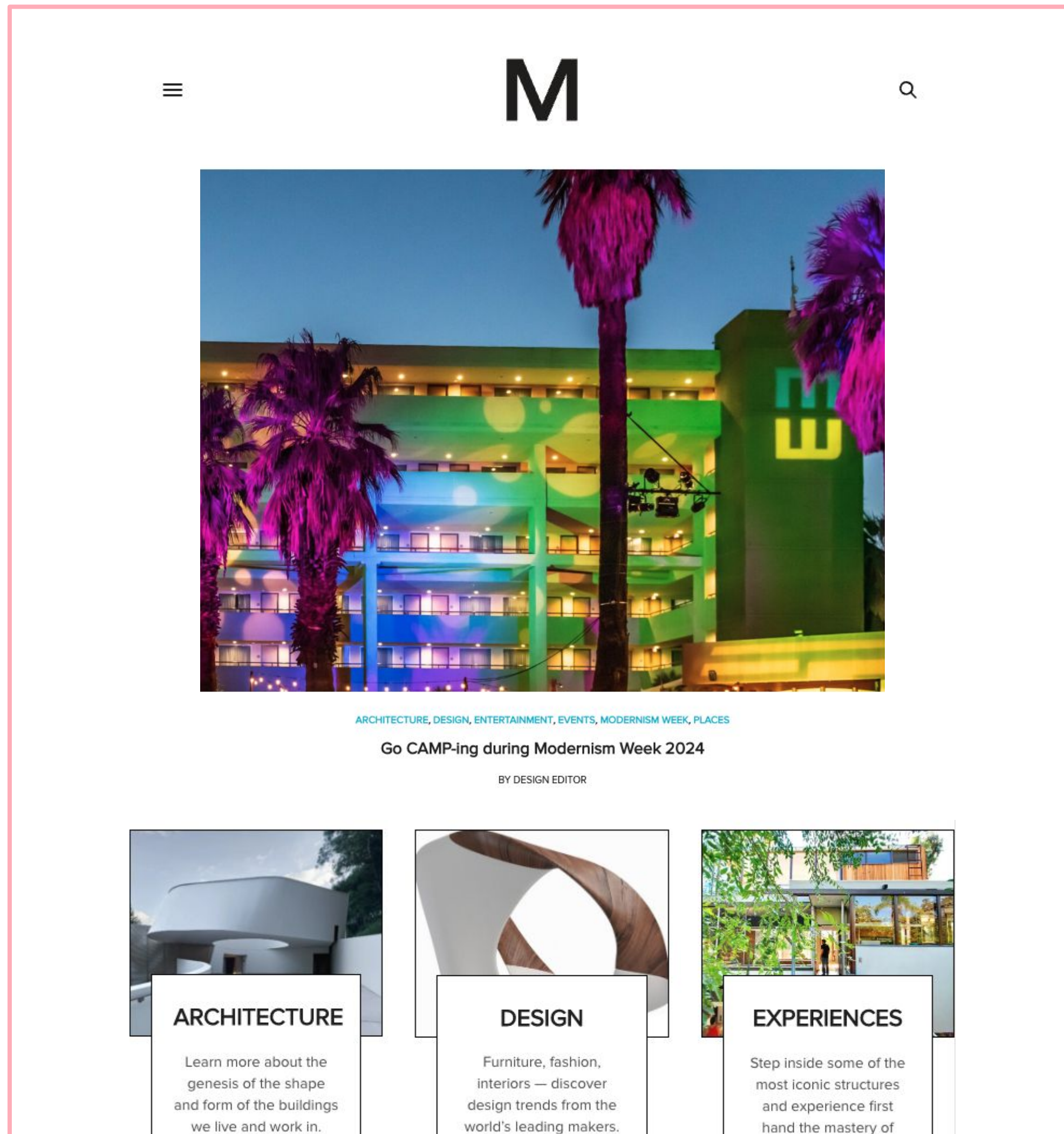


## Distribution

**32** email blasts were sent to newsletter subscribers (also shared with an engaged audience of 208K Facebook, Instagram, Threads, and X combined followers)



## M



## 40.8K

total page views  
(Nov. 2023 to Feb. 2024)



## 9 years

since the blog was  
established in 2015



## 3.1K

average number of unique  
visitors per month



## What's Next

ModernismWeek@Sea,  
Design Dish, MADE By  
profiles, and more