

## NEWS RELEASE

MEDIA Contact: O'Bayley Communications – Bob Bogard 760/778-3525 • bob@obayley.net  
or Modernism Week – Lisa Vossler Smith 760/578-5556 • lisa@modernismweek.com

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### **Attendance at Modernism Week Dramatically Surges in its Eleventh Year** *Organizers Estimate More Than 77,500 Participated in 11-Day Festival in Palm Springs*

PALM SPRINGS, CA (March 2, 2016) – Modernism Week officials have announced that attendance at the event, which took place in the Palm Springs area of Southern California from February 11 - 21, 2016, reached greater than 77,500 attendees, an increase of more than 30 percent over the 2015 total attendance. Highlighting midcentury modern design, architecture, art, fashion and culture in Palm Springs, the 11-day festival generated an estimated \$28.6 million in revenue for area hotels, shops, restaurants, and other local businesses from Palm Springs to Indian Wells and beyond. More than \$1 million of the proceeds generated by ticket sales from this year's event went directly back to community neighborhoods and partner organizations, a new record for Modernism Week. This was an estimated 15% increase over the amount generated for these organizations last year. In addition, CAMP, Modernism Week's 'Community and Meeting Place' and headquarters for tours and events, saw more than 25,000 visitors, almost doubling last year's CAMP attendance.

"We are elated by the increasing interest in Modernism Week and the positive effect that our festival has on Palm Springs, our neighborhoods, and the entire valley," said J. Chris Mobley, Modernism Week Board Chairman. "The worldwide publicity that the event generates continues to help brand the entire Coachella Valley as a Mecca for Modernism and architecture, which has a year-round influence on the valley's tourism and international stature. The support of the City of Palm Springs and the larger community, our sponsors, partners, and volunteers makes this event one in which attendees plan to return to each year. In addition, I'm thrilled that we were able to disperse more than \$1 million back to local neighborhoods and partners."

The celebration continued to garner an unprecedented amount of media attention with more than 2 billion impressions worldwide. In addition to coverage in national media such as *LA Times*, National Public Radio, *USA Today*, *Hollywood Reporter*, *Elle Décor*, Delta's *Inflight Magazine* and *Atomic Ranch*, Modernism Week received international attention from the UK's *Telegraph* and *Guardian* and other publications in Canada, Europe, and Brazil.

The popular Palm Springs Modernism Show & Sale also saw increased numbers. Nearly 8,500 participants attended the popular sale at the Palm Springs Convention Center. More than 1,400 attended the show's opening night on February 12, and attendees were eager to view and purchase furniture, decorative and fine arts representing all design movements of the 20th century from more than 85 premier national and international dealers.

"The 2016 Palm Springs Modernism Show & Sale was by far the most well-attended of the Palm Springs shows in our company's history," said Rosemary Krieger, President of Dolphin Promotions. "Our vendors reported increased sales and their enthusiasm for the increased traffic was amazing."

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 thirty lectures and films spotlighting famed architects, landscape designers, historians, design experts and authors were presented to attendees, generously supported by Herman Miller Collection. Additional Modernism Week educational programs included a film premier on Desert Modernist William Cody, panels on architectural preservation, and the always-popular 'Lost, Saved, and Endangered' presentation.

Acknowledging the recent relaxation of restrictions between Cuba and the United States, Modernism Week this year hosted several educational events celebrating the midcentury legacy in Cuba. Its 'Modern Cuba Lecture Series' featured architectural historians and experts giving presentations on Havana's 1950s nightclubs, midcentury modern architecture, and Nicolas Quintana, one of the leading Cuban architects who played a significant role in the introduction of the Modern Movement in Cuba.

One of the most significant offerings this year was the greatly enhanced CAMP headquarters, which served as an information hub and program destination for Modernism Week attendees. Modernism Week's 'Community and Meeting Place' was housed in the 1958 J.W. Robinson's building, a Class I Historic, architecturally significant midcentury modern building, located in Downtown Palm Springs. It offered a central location for attendees to meet, shop, dine, learn, and relax between tours and parties, and featured stimulating programs and opportunities to meet authors, designers, and other industry luminaries. Among the many offerings at CAMP, Ferguson, Modernism Week's exclusive Kitchen, Bath & Lighting Sponsor, hosted daily culinary demonstrations by Bosch, and 'Design Insights,' a series of design-related panel discussions.

"By offering free exhibitions, shopping, refreshments, an information kiosk and an area for stimulating lectures, we were able to better serve our attendees. The comments we received during the event reinforced that this was a critical part of our success this year." said Mobley.

The popular television series *Mad Men* was showcased during Modernism Week in several ways. A free exhibition displayed at CAMP presented by Lionsgate Entertainment featured actual props and furnishings from the show's elaborate set. Herman Miller, the globally recognized furniture manufacturer known for their work with George Nelson, Ray and Charles Eames, Alexander Girard, and other midcentury designers, presented A Mad Men-themed afternoon of panel discussions at the Annenberg Theater. The afternoon series included Mad Men's creator and Executive Producer Matthew Weiner in conversation with the set designers, Ellen Freund and Claudette Didul, and costume designer Christina Anthony, as well as notable moderators Trina Turk, David Keeps, and Madeline Brand participating throughout the day. An elegant 'Mad Men Affair' was held that evening to celebrate Mr. Weiner and his creative team at the iconic Abernathy house in Palm Springs, designed in 1962 by Desert Modernist architect William Cody.

Other Modernism Week 2016 highlights included the sold-out 'Hollywood in Palm Springs' opening night party on February 11, generously sponsored by Rolls Royce Motorcars of Rancho Mirage and Hendrick's Gin; Premier Double Decker Architectural Bus Tours in Palm Springs and Palm Desert; Signature Home Tours in Palm Springs and Indian Wells; Modern Garden Tours in Palm Springs and Rancho Mirage. The City of Palm Springs is Presenting Sponsor of Modernism Week and additional support is received from the cities of Indian Wells, Palm Desert and Rancho Mirage.

Named by *The Hollywood Reporter* as the "#1 Must-See Event of Modernism Week," *Traditional Home* and *California Homes* magazines presented the popular Modernism Week Show House: The Christopher Kennedy Compound. For the third year, Kennedy brought together ten of the nation's most prominent tastemakers to create unique rooms in a spectacularly sited home on the fairway of the Indian Canyons Golf Resort, a favorite of Hollywood stars like Frank Sinatra, Walt Disney, and Bob Hope. Kennedy was also commissioned to create a tea house-inspired pavilion for the launch of Pure Leaf's Tea House Collection, a super premium iced tea beverage enjoyed by thousands of Modernism Week attendees. The show house hosted several important events where attendees were able to mingle with television stars and international design and building leaders. Daily tours were offered throughout the week.

This year Modernism Week greatly expanded its slate of events geographically by offering exciting tours and activities throughout the Coachella Valley and beyond to meet the increased demand for programming. Excursions to Rancho Mirage, Palm Desert, and Indian Wells were supplemented by day trips outside of the Coachella Valley, including one to the 1959 Albert Frey-designed North Shore Beach & Yacht Club at the Salton Sea, a private docent-led tour through the historic home and studio of master modernist woodworker Sam Maloof in Alta Loma, and an evening event at the Museum of Pinball in Banning including unlimited play on more than 800 vintage pinball machines.

Later this year, Modernism Week will offer its annual Fall Preview from October 21-23, 2016 and will stage the 2017 Modernism Week event from February 16-26, 2017. For more information about future Modernism Week events, visit [modernismweek.com](http://modernismweek.com) and follow them on Facebook, Instagram, and Twitter.

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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.

**Modernism Week's Mission:**

The mission of Modernism Week is to celebrate and foster 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.