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**5th ANNUAL PALM SPRINGS MODERNISM WEEK
WILL TAKE PLACE FEBRUARY 12-21, 2010
Schedule of Events Features 18 Events in 9 Fun-Filled Days**

Palm Springs, CA (September 28, 2009) -- The schedule of events for the next highly-anticipated Modernism Week was announced by event organizers.

The 5th Annual Modernism Week, slated to take place February 12 - 21, 2010, is bookended by two exciting weekends and filled with retro and educational fun in-between. **Modernism Week**, the only such event in the country, is an exciting 9-day homage to the ideals of mid-century modern design, architecture and culture. This design aesthetic, originated in the early 1950s and 60s, was typified by clean, simple lines and celebrated elegant informality which came to define desert modernism.

As has become tradition, this annual event will include a wide variety of engaging public events beginning with the two-day Modernism Show (February 13 and 14) at the Palm Springs Convention Center, preceded by a public Preview Cocktail Reception and Auction on Friday, February 12th.

The just-announced Modernism Week 2010 event schedule, as well as subsequent updates, can be viewed on the website (www.modernismweek.com). The 5th annual Modernism Week will expand the number of events from last year including several events that will be free to the public. Some of the week's highlights include:

- A special tribute to renowned modernist architect Albert Frey
- An exclusive movie star home tour in and around Palm Springs
- A Mod fashion show featuring vintage fashions
- An architecture film festival
- A silent auction during the Modernism Show featuring fabulous items

Many of the other audience favorites will be continued such as the annual architecture symposium, lectures, a vintage car show and many other activities that will be held in various venues throughout the City of Palm Springs. The popular architecture tours which often sell-out will be offered on additional days in response to popular demand.

The Presenting Sponsor of Modernism Week 2009 is once again the City of Palm Springs. "The City of Palm Springs is proud to welcome modernism aficionados to enjoy our cache of mid-century modern architecture which is among the world's largest," said Mayor Steve Pougnet. "This is one of the many characteristics that create our unique Palm Springs tourism experience." Event sponsors are the National Trust for Historic Preservation, California Preservation Foundation, Palm Springs Art Museum, and the Palm Springs Modern Committee. Media sponsors are ***Palm Springs Life*** Magazine and ***Modernism Magazine***. **For the full schedule for Modernism Week visit www.modernismweek.com**

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