



MODERNISM WEEK AT ACE HOTEL & SWIM CLUB

Ace is co-sponsoring Palm Springs Modernism Week (February 12-21), and hosting several events on property including a vintage Airstream show, cultural symposia, and more.

It makes sense for Ace to be involved because it's built from a 1965 Howard Johnson. King's Highway used to be a Denny's. Now the property is a mix of midcentury architecture and newer elements that keep things interesting. Ace is all about a sense of place, and we are intrigued by Palm Springs Desert Modernism and how excited people are about it all over the world.

In addition to the events we are hosting, there are 2 room packages for Modernism Week guests, The Frey and The Modern Vacation.

THE FREY

Reserve a room and receive 20% off restaurant, bar, and spa services, free passes to the Palm Springs Art Museum to see their new exhibition and attend a lecture by Bill Butler on Albert Frey (Tuesday 2/16), free entrance to see Charles Phoenix in the Commune (Friday 2/19), and a complimentary tour of vintage Airstream trailers hosted on the Ace Hotel grounds (Saturday, 2/20). 2 night minimum – \$199 per night. Use this code when booking this package: MODWEEK2.

THE MODERN VACATION

Book 4 or more consecutive nights in any room type, and we'll give you a 5th night on us. Full rates apply. Use this code when booking this package: MODWEEK3.

MODERNISM WEEK EVENTS AT ACE:

Afterglow party for the gala benefit with special cocktails and snacks, Saturday 2/13

Those Fabulous Foods of the 50s and 60s: Vincent Price, TV Dinners & Grasshopper Pie: A lecture (with samples) on midcentury food with designer-educator Victoria Price and chef Johnny Vee. Thursday 2/18, 6:30 pm, \$50

Vintage Airstream and Trailer Show with guided tours. Friday 2/19 at 4pm until Sunday 2/21 at noon, free for exterior viewing, \$10 for tours

Charles Phoenix Retro Slide Show :A live performance by pop culture humorist and author Charles Phoenix. Friday 2/19, 6:30-9pm, \$20

Architecture and Design Council Symposium & Tour: From Frank Lloyd Wright to John Lautner and After: Reassessing the Organic Tradition in American Architecture. Saturday 2/21, 9am-6pm, \$50-\$250. For info and tickets contact the Palm Springs Art Museum box office at 760-325-4490.

Movie Night: The Long Long Trailer vintage movie night starring Lucy & Desi. Saturday 2/21, cocktails at 7pm, movie at 8:30pm. Movie is free, TV dinner & s'mores are \$15, no-host bar. For full modernism week schedule and info, please visit www.modernismweek.com

To book rooms or for more info on the packages and events at Ace, please call 877-223-5050.

