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THE 5TH ANNUAL PALM SPRINGS MODERNISM WEEK EVENT SCHEDULE HAS DOUBLED OVER LAST YEAR

The 2010 Palm Springs Modernism Week Event Schedule Will Feature More than 40 Fun Events

Palm Springs, CA (January 18, 2010) -- As Modernism Week grows in stature, so does its event schedule. There will be more than 40 events at the 2010 Palm Springs Modernism Week, which surpasses the number last year by double the amount.

The 5TH Anniversary of Palm Springs Modernism Week (February 12-21, 2010) is poised to set a new benchmark for fun and frivolity as it celebrates all things "modern" during the annual 10-day festival. The event schedule is not the only thing that has grown, so has the groundswell of popularity and community support demonstrated by Modernism Week's roster of sponsors and event partners.

Modernism Week, the only such event in the country, is fun-filled 10-day homage to the ideals of mid-century modern design, architecture and culture that draws modernism aficionados from across the country and around the globe. Modernism is a design aesthetic, originated in the early 1950s and 60s, typified by clean, simple lines and celebrated elegant informality. No where has that movement continued to be embraced so fervently as in Southern California's stunning desert oasis of Palm Springs. The world's largest concentration of modernist architecture is found in Palm Springs where there are numerous restored pristine examples. Many of these marvelous homes and buildings are toured during the popular Modernism Week architecture tours.

Bookended by two exciting weekends and filled with retro and educational fun in-between, this annual event includes a wide variety of engaging and festive 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.

By popular demand, the 2010 Modernism Week event schedule will feature several more architecture tours due to early sell-outs in previous years that left many people without tickets. The variety of events are also more wide-ranging this year -- many events that will be free to the public.

Some of the week's highlights include:

- A special tribute to renowned modernist architect Albert Frey on the Walk of Stars
- An exclusive home tour of five celebrity homes (Peter Lawford, Frank Sinatra, Dinah Shore and Frederick Lowe) with a reception at the Liz Taylor estate
- A John Lautner focus including a Palm Springs Art Museum exhibition, a symposium and tour of Lautner architecture, as well as a chic soiree at Lautner's famed Elrod estate, famous site of the James Bond film *Diamonds Are Forever*.
- A Mod fashion show featuring vintage fashions from the 40s, 50s, 60s and 70s
- An architecture and design film series
- A vintage Airstream trailer exhibit with a poolside screening of Lucy & Desi's film "The Long, Long Trailer" with a TV Dinner and cocktails.
- A fun gala at the rarely-visited Steve McQueen estate

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.

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The Presenting Sponsor of Modernism Week 2009 is once again the City of Palm Springs. Event sponsors are the ACE Hotel & Swim Club, Design Within Reach, Orbit In, The Hideaway, Paul Kaplan Modern Real Estate, Small Hotels of Palm Springs, TRIO Restaurant, The Horizon Hotel, koffi, the Camelot Theatres, Vacation Palm Springs and Greater Palm Springs Realty, Riviera Resort & Spa, and Airstream. Modernism Week Partners are: National Trust for Historic Preservation, California Preservation Foundation, Architecture & Design Council of the Palm Springs Art Museum, the Palm Springs Modern Committee, the Palm Springs Historical Society, and Palm Springs Preservation Foundation.

Media sponsors are KCET, *Palm Springs Life* and *Modernism Magazine*.

For the full schedule for Modernism Week visit www.modernismweek.com

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