



FOR IMMEDIATE RELEASE

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KCET LAUNCHES PALM SPRINGS' ANNUAL MODERNISM WEEK WITH SPECIAL SCREENING OF 'JULIUS SHULMAN: DESERT MODERN'

Evening Includes Q&A with Filmmaker at Frank Sinatra's Original Desert Estate

Documentary Airs on KCET February 11 at 8:30 PM, Followed by Huell Howser's Palm Springs Episode, and on KCET Desert Cities February 14 at 8:00 PM

Los Angeles— January 27, 2010 —KCET is proud to kick-off Palm Springs' annual Modernism Week with an evening event on Thursday, February 11, at Frank Sinatra's original desert estate, featuring a screening of *Julius Shulman: Desert Modern*, the Michael Stern documentary celebrating Julius Shulman (1910-2009), the acclaimed American architectural photographer who turned the stunning buildings of architects such as Richard Neutra and John Lautner into icons through photography. A Q&A with Stern will take place following the screening. The event also includes docent tours of the property, dinner and drinks.

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Event:

A Pre-Modernism Week Kick-Off Event with KCET. A special screening of *Julius Shulman: Desert Modern* and Q&A with filmmaker Michael Stern

Where:

Frank Sinatra's House "Twin Palms," designed by E. Stewart Williams and featured in the film. The home is now a luxury destination that epitomizes the style and elegance of the Mid-Century Modern era. Location: 1145 East Via Colusa, Palm Springs, CA 92262

Date / Time:

Thursday, February 11
5:30 to 7:30 PM

Ticket Information:

\$100 for KCET Members (special discount code available)
\$150 for non-KCET Members

Ticket purchases may be made online at www.kcet.org/desert or by calling KCET Member Services at 323.953.5238 Monday through Friday, 9 a.m. to 5 p.m.

As a special tribute to both Julius Shulman and Palm Springs' annual Modernism Week, KCET will broadcast *Julius Shulman: Desert Modern* on February 11 (8:30-9:00 p.m.), immediately followed by an encore broadcast of an episode from *Palm Springs Week with Huell Howser* at 9:00 p.m. Featuring

Howser's memorable conversation with Shulman in 2002, the famed architectural photographer shares many photos and stories about Palm Springs with Huell and also reveals some insights about his style: "To me any statement of photography is no different than a statement of a man saying to a woman, 'I love you.' He has to compose those words to mean it..." Online at www.kcet.org (search: Shulman), is a multimedia portrait entitled "Julius Shulman: Man Behind the Camera," by KCET New Media producer Juan Devis. This Web Stories original includes clips from Huell's interview with Shulman, a multimedia presentation of Shulman photographs with commentary by the photographer and related links to other modernism personalities. KCET Desert cities, available on channel 218 in the Coachella Valley, will offer an additional broadcast of *Julius Shulman: Desert Modern* on Sunday, February 14, at 8:00 p.m.

This special KCET screening event is produced in partnership with the Palm Springs Art Museum and Architecture and Design Council, the Palm Springs Modern Committee, 2010 Palm Springs Modernism Week, with special thanks to Over the Rainbow Cupcakes, Kaiser Grille Restaurant and Love at First Bite. For a full schedule of Modernism Week events visit: modernismweek.com

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About the Film and the Filmmaker

Julius Shulman: Desert Modern focuses on the remarkable career of the photographer whose work has been described by the *New York Times* as "the ultimate expression of modern living." Filmmaker and director Michael Stern and producer David Martin capture Shulman's 70-year documentation of the renowned Mid-Century Modern architecture of the Palm Springs area and Shulman's inspired architectural photography of Richard Neutra, Albert Frey, John Lautner, E. Stewart Williams, Palmer and Krisel and William Cody, among others. Shulman, 97 at the time of the production, describes with humor and insight his artistic intentions and the stories behind some of his most legendary photographs. Stern, a longtime friend of the late Julius Shulman, has enjoyed a lengthy career as a Fine Artist. He curated the exhibition *Julius Shulman: Palm Springs* at the Palm Springs Art Museum, which is the largest exhibition of Shulman's work that has ever been presented (the traveling exhibition is currently at the Carnegie Museum of Art in Pittsburgh through January 31, 2010). Stern is also co-author of the book *Julius Shulman: Palm Springs* with noted architectural historian Alan Hess, who also appears in *Julius Shulman: Desert Modern*. For additional information about the film, please visit www.desertmodernfilm.com. Stern is currently working on a new book for Rizzoli entitled *Hollywood Modern*.

About KCET

KCET, public media for Southern and Central California, is watched by four million viewers a month in 11 counties. KCET has the largest broadcast reach of any public media television station in the United States. National PBS series produced from the station's Hollywood studios include four-time NAACP Award winner *Tavis Smiley*, the educational animated series *Sid The Science Kid*, co-produced for PBS by KCET and The Jim Henson Company, and the Peabody Award-winning series *A Place Of Our Own* and *Los Niños En Su Casa*. KCET also produces the Emmy® Award-winning *SoCal Connected*, a hard-hitting prime-time weekly television news program that examines the issues and people of Southern California.

Throughout its more than 40-year history, KCET has won hundreds of major awards for its local and regional news and public affairs programming, its national drama and documentary productions, its quality educational family and children's programs, its outreach and community services, and its Web site, kcet.org. KCET is a nonprofit donor-supported community institution. Nearly 60 percent of the funds raised to support KCET's operating budget come from individual support. For additional information about KCET productions, Web-exclusive content, programming schedules and community events, please visit www.kcet.org.

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