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Palm Springs is a Mecca for Mid-Century Modern Architecture *Modernism Week Celebrates Design & Architecture in February*

Palm Springs, CA – January 19, 2010 – Over 10,000 architecture aficionados will be flocking to Palm Springs for the annual Modernism Week to discover the largest collection of mid-century modern architecture in the country. The 10-day event is scheduled for February 12-21, 2010, featuring more than 40 events including architectural tours, films, book signings, and film screenings, as well as chic galas and tours of mid-century modern homes. A vintage car and Airstream trailer show are new events this year.

“Those who love the retro culture are drawn to Palm Springs to embrace the eclectic architecture and lifestyle,” said Mary Jo Ginther, Director of Palm Springs Bureau of Tourism.

Palm Springs was recently designated a “Preserve America City” and the National Trust for Historic Preservation also named Palm Springs, California to its 2006 list of America’s Dozen Distinctive Destinations, an annual national list of only 12 cultural tourism destinations for architecture.

How to Experience Palm Springs Desert Modernism

- Attend Modernism Week – February 12-21, 2010
- Stay in a retro retreat...many of the Palm Springs small hotels and vacation home rentals are mid-century classics.
- Guided architectural tours are available year-round...learn about the masters of mid-century modern architecture by taking a tour of the desert’s most notable architecture.
- Experience a small downtown with an urban sensibility by shopping at the fabulous boutique shops along Palm Canyon Drive.
- Pick up a map of mid-century modern landmarks at the Palm Springs Official Visitor Center, once the Tramway Gas Station designed by Albert Frey and Robson Chambers.
- Soar on The Palm Springs Aerial Tramway and see two distinct modern buildings. The Tram Valley Station designed by Albert Frey and the Tramway Mountain Station at 8,000 feet designed by E. Stewart Williams.
- Stroll the modern Palm Springs Art Museum designed by California renowned architect E. Stewart Williams.

Since the 1920s, visionary modernist architects have designed sleek, modern buildings that have embraced the desert environment. The indoor/outdoor style of living inspired the use of bright colors, textures, sleek lines, glass, rock and corrugated metal and cement. Palm Springs architects and developers of the era such as John Lautner, Donald Wexler, Albert Frey and E. Stewart Williams created notable buildings of every type including residential, commercial, civic, religious, schools and hotels.

Palm Springs has over 130 hotels including full-service hotels, boutique hotels and historic inns, vacation home and condo rentals. For more information about desert modernism and travel deals, go to www.VisitPalmSprings.com or call (800) 347-7746.