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Media contact: Lydia Kremer
Vortex Public Relations
760 322-2502

7TH Annual Palm Springs Modernism Week (February 16 – 26, 2012) Gains Growing List of Sponsors

11-Day Festival Will Feature Several Notable Highlights Among the 75+ Events

Palm Springs, CA (November 1, 2011) – Modernism Week event organizers have announced a growing list of Valley cities and entities who have signed on as event sponsors. The **City of Palm Springs** is Presenting Sponsor for the 5th year in a row, while the **City of Rancho Mirage** has signed on for its second year. Modernism Week is thrilled to announce the **City of Palm Desert** has now joined these cities as sponsors for the 2012 Modernism Week.

Other sponsors to date include Spencer's Restaurant at the Mountain, The Annenberg Retreat at Sunnylands, Eisenhower Medical Center, Paul Kaplan Modern Real Estate Group, Hilton Hotels, ACE Hotel, Five Star Productions, The Studio Printers, Dolphin Promotions, Park Imperial South – Modernist Condominium Living, The Horizon Hotel, Just Modern, Sunmor Neighborhood Association, El Rancho Vista Estates, Sherman's Deli, Orbit In, Greater Palm Springs Realty/Vacation Palm Springs, Green Planet Bottling Company, as well as Media Sponsors Palm Springs Life, Modernism Magazine, and Airstream Life Magazine and Architecture Newspaper.

"We are enormously gratified with the growing community support that Modernism Week continues to generate," said Stewart Weiner, director of development. "These sponsors clearly see the benefit of being exposed to the thousands of visitors from around the country and abroad, and we warmly welcome their participation."

Palm Springs Modernism Week, one of the country's most popular annual events for architects, modernism aficionados, art and design style mavens, mid-century modern culture hounds, and retro fun fanatics, will feature several new events during **the February 16-26, 2012** event.

Both frequent Modernism Week enthusiasts and new fans will not be disappointed in the 7th annual festival in Palm Springs which is ground zero in the mid-century modern universe. While many of the crowd favorites that have become popular staples of Palm Springs Modernism Week will continue to be on the Schedule of Events, event organizers are proud to announce some exciting new events for 2012. Among some of the new additions are a new **Garden Tour**, a new **Bike Tour** of local notable architecture and these other new events as follows:

Annenberg Estate – Sunnylands Center Tours

Palm Springs Modernism Week will offer the first public tours of the renowned Rancho Mirage estate of the late philanthropists Walter and Leonore Annenberg. These guided tours of the historic Annenberg Estate and grounds provide an inside peek to the famed Sunnylands Estate that has fascinated passersby for decades about what lies behind the famous pink walls that surround the 200-acre compound. The 1966 mid-century modern Annenberg residence designed by A. Quincy Jones was restored over the last two years and will be also available for limited tours.

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This special tour will feature the newly-constructed Sunnylands Center (designed by Frederick Fisher and Partners) and the Center's Gardens (designed by The Office of James Burnett). *This multi-use facility will be open to Modernism Week participants only.* The new facility with its interpretive exhibits opens to the general public on March 1

Opening Night Soirée at the Famous Elrod House

The 7th Annual Palm Springs Modernism Week will kick off its 11-day celebration with a chic soirée at the celebrated Elrod House located steps away from Bob Hope's famed Palm Springs hilltop manse. Made famous by the 1971 James Bond film *Diamonds Are Forever*, John Lautner's Elrod House is instantly recognizable for its striking architecture and expansive interiors that incorporate an indoor/outdoor pool in the living room. This is a rare opportunity to see this privately-owned residence which was built for interior designer Arthur Elrod. A portion of the proceeds from this event will benefit the Los Angeles-based John Lautner Foundation and members of the Lautner family will be in attendance.

Modernism Week PreFab Showcase Village

Our Modernism Week PreFab Showcase Village will feature several cutting-edge prefab structures with smart-living ideas in a thoroughly unique environment and will be available for tours throughout the 11-day festival. Visitors will be able to see how the newest in alternative energy ideas are incorporated into 21st century lifestyles while maintaining the highest standards in sophisticated design aesthetics. Each room will be designed by different notable interior designers while many technological innovations will be on display for visitors to discover.

Mad Mod Cocktail Parties

Evening cocktail receptions will be held in intimate settings at some of the area's notable boutique inns that will be the ideal way to wind down an exciting day of Modernism Week events.

In addition to these new events, Modernism Week will present over 75 events including the popular Double Decker Architecture Bus Tours, Interior Design Home Tour, Modernism Film Festival, Architecture & Design Lecture Series, Vintage Fashion Show and much more.

"The 2012 Modernism Week is poised to set a new standard for a fun celebration of all things modern in our beautiful Palm Springs oasis," said Jacques Caussin, chairman. "We are thrilled to be able to present the world's first public tours to the architectural masterpiece, Sunnylands; this is a much-anticipated, exciting international and national event that Modernism Week which participants will be privileged to experience first."

To purchase tickets, more information and full schedule of events visit: www.modernismweek.com. Info: 760 333-9169

About Palm Springs Modernism Week: Palm Springs Modernism Week, a non-profit organization that produces the annual 10-day festival, is a celebration of mid-century modern design, architecture and culture, and features over 75 events including home tours, films, lectures, fashion, and swank receptions at locations rarely-seen by the public.

As the only such event in the country when it was launched in 2006, Palm Springs Modernism Week has helped fuel a robust national interest in the preservation and appreciation of modernism. Modernism was a popular design aesthetic, originated in the 1950s and 60s, which was typified by clean, simple lines and celebrated elegant informality which came to define desert modernism as a sought-after architectural genre.

Palm Springs Modernism Week supports local and state preservation organizations in their efforts to preserve modernist architecture throughout the state of California. It also awards annual scholarships to high school students who have selected architecture and design as their career paths.

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