NEWS RELEASE

PALM SPRINGS, CA (October 24, 2016) – Modernism Week’s signature February festival will take place February 16-26, 2017, highlighting midcentury modern architecture, art, interior and landscape design, and vintage culture in the Palm Springs area of Southern California. For the twelfth year, the annual 11-day festival will feature a wide array of events including the Palm Springs Modernism Show & Sale, tours of iconic homes in more than 25 neighborhoods including the Signature Home Tour on both weekends, architectural walking, biking and double-decker bus tours, a world-class series of film screenings and informative talks, tours of the historic Annenberg Estate at Sunnylands, a Palm Springs Walk of Stars dedication for John Lautner, the Modernism Week Show House: Christopher Kennedy Compound at Villa Golightly, classic cars, garden tours, a vintage travel trailer exhibition, nightly parties and a special series of talks about Mexico City Modern. All events are open to the public and tickets go on sale November 1, 2016 at 12 p.m. PST at modernismweek.com. A portion of ticket proceeds benefit Modernism Week, a non-profit organization, and other local preservation, neighborhood and community groups. As additional events are finalized they will be added for sale on the website on the first of each month.

“Each year we continue to broaden the programming for Modernism Week based on the feedback of our attendees,” said Modernism Week Board Chairman, Chris Mobley. “This year, we will continue that trend by offering new events and educational opportunities while still featuring the beloved favorites that our audience requests. We will offer a compelling combination of educational talks and film screenings, exciting tours, and activities throughout the Coachella Valley and beyond. Our returning Modernism Week supporters will be thrilled with the selection of appealing new programs.”

One of the highlights of the first weekend includes the annual Modernism Week Opening Night Party on Thursday, February 16, presented by Ferguson Kitchen, Bath & Lighting Gallery. This chic red carpet affair will incorporate a 60s-era spy movie-theme that pays homage to the James Bond film “Diamonds Are Forever” which features a famous scene filmed at the Elrod House in Palm Springs, designed by John Lautner, the 2017 Walk of Stars honoree.

…continued
Education outreach has always been a core element of Modernism Week programming, and this year that trend continues with a special series of talks and films on the topic of Mexico City Modern. A series of four presentations will be conducted by leading luminaries on the subject, including Anne Rowe, Director of Collections and Exhibitions at the Annenberg Retreat at Sunnylands, Keith Eggener, a professor of Architecture at University of Oregon and author of “Luis Barragan’s Gardens of El Pedregal”, Luis M. Castenda, author of “Spectacular Mexico – Design, Propaganda and the 1968 Olympics,” and Cristina Lopez Uribe, an architect and faculty member of the Universidad Nacional Autonoma de Mexico. Following Modernism Week, a Mexico City Modern Tour produced by Modernism Week will visit the modernist residences and structures discussed during the presentation and many others.

Once again, Modernism Week will present a variety of film screenings, including the U.S. film premiere of “Harry Seidler – Modernist,” a new documentary by the producer of the current film “The Dressmaker” with Kate Winslet, and an Architecture Film Series featuring the West Coast premiere of “Eero Saarinen: The Architect Who Saw The Future,” by his son, Eric Saarinen who, with his sister Susan Saarinen, will be attending. Additional film screenings include the West Coast premiere of “Windshield – A Vanished Vision” that depicts the construction of and the story of the wealthy family who commissioned Richard Neutra to build a massive summer home on the Eastern Seaboard, “Claremont Modern: The Convergence of Art + Architecture at Midcentury,” and “Design for Modern Living: Millard Sheets and the Claremont Art Community.”

Other exciting educational and enlightening programs include presentations celebrating the photography of Slim Aarons and his work in Palm Springs, a presentation and new documentary film on the history of neon signs, presentations and visual displays examining the architecture of the Desert Modernists, and tours and talks about modern gardens and outdoor living.

CAMP, Modernism Week’s ‘Community and Meeting Place’ and headquarters for tours and events, will be located in a dynamic tented structure on Palm Canyon Drive near Baristo Road. Introduced in 2015 as a central location for attendees to meet, shop, dine, learn, and relax between tours and parties, CAMP will feature stimulating programs and opportunities to meet authors, designers, and other industry luminaries through a variety of planned activities. It is also the ticket hub for the daily Premier Double Decker Architectural Bus Tour, and new for 2017, group rides on the all-new Sunny Cycle electric bike experience with special tours developed specifically for Modernism Week exploring architectural neighborhoods in downtown. Ferguson, Modernism Week’s exclusive Kitchen, Bath and Lighting Sponsor, will present entertaining culinary demonstrations in their state-of-the-art kitchen, popular drink mixology sessions explore retro-cocktail recipes, and Makerville will offer ‘Think and Drink’ cocktail hour events throughout the week, featuring two different “Modernism with a Twist” talks.

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On Friday, February 17 the public is invited to attend a special dedication on the Palm Springs Walk of Stars for John Lautner, renowned architect of the iconic Bob Hope Estate and Elrod house in Palm Springs. The ceremony will be held at 2 p.m. at the Palm Springs Art Museum Architecture and Design Center, Edwards Harris Pavilion at 300 S. Palm Canyon Drive.

Named by The Hollywood Reporter as the “#1 Must-See Event of Modernism Week,” Traditional Home and California Home + Design magazines present the Modernism Week Show House: The Christopher Kennedy Compound. For a fourth year, Kennedy will bring together nearly twenty of the nation’s most prominent tastemakers to create uniquely designed rooms in this decorator showcase. In an exciting twist for 2017, Christopher is partnering with lifestyle writer and social media sensation Kelly Lee (aka ‘Kelly Golightly’) and her photographer husband, Fred Moser, to renovate their spectacularly sited home in the Andreas Hills area of Palm Springs. The Show House will open with a Red Carpet Gala on February 18, offering cocktails, tastings, music, and an opportunity to mingle with television stars and international design and building leaders. Daily tours and many other exciting evening events will be offered throughout the week.

For the last few years, Modernism Week has offered attendees the opportunity to join home tours and architectural excursions outside of the immediate Palm Springs area. This successful expansion continues in 2017 with home tours planned in surrounding desert cities including Palm Desert, Rancho Mirage and Indian Wells, as well as the outer limits of the Coachella Valley in the high desert and as far west as Alta Loma for a tour of master woodworker Sam Maloof’s residence and studio, and to Claremont for a Claremont Modernism Tour. Back by popular demand is a party at the Museum of Pinball in Banning, rarely open to the public and one of the best-kept secrets of the midcentury modern revival. ‘Pinball Fever’ on February 25 will be an evening of partying in a midcentury modern atmosphere while enjoying unlimited free-play on more than 700 beautifully restored vintage arcade and pinball machines.

One of Modernism Week’s most highly anticipated events, the 17th annual Palm Springs Modernism Show & Sale at the Palm Springs Convention Center (February 17-20) will feature 85 premier national and international dealers offering furniture, decorative and fine arts representing design movements of the 20th century. Produced by Dolphin Promotions, whose shows are among the leading venues for antiques and collectibles in North America, the Palm Springs Modernism Show & Sale will open with an Early Buying Preview Reception on February 17 to benefit Modernism Week.

…continued
Attendees will continue to experience a wide range of compelling architectural tours, specially curated for Modernism Week including various walking tours of Palm Springs, the ‘Charles Phoenix Super Duper Double Decker Bus Tour of Palm Springsland,’ Palm Desert Double Decker Architecture Bus Tours, a Celebrity Designers Home Tour, docent-led tours of Frank Sinatra’s “Twin Palms” Estate, the James L. Abernathy House, and the iconic Frey House II.

On February 19 and 20, Atomic Ranch Magazine will offer a panel discussion and tour of two homes centered around the theme “Restoring or Renovating your Midcentury Modern Home…Problems SOLVED!” Editor Sarah Jane Stone will lead a panel of experts in a seminar about the common problems midcentury modern homeowners face when purchasing a period home and embarking on home improvements. Following the seminar, participants will be able to tour two renovated homes where homeowners, contractors and other experts will be on hand to discuss the renovation experience and answer questions. The tours are self-guided, and both homes are located in Palm Springs a few minutes drive from CAMP.

Modernism Week’s signature 11-day festival will take place February 16-26, 2017. The schedule and tickets will be available November 1 at 12 p.m. PST. To receive updates, visit modernismweek.com and follow them on Facebook, Instagram and Twitter. The Hilton Palm Springs Resort, Modernism Week’s official host hotel, is offering a special room rate for a limited time only. Contact them directly at 760-320-6868. Please visit modernismweek.com and follow them on Facebook, Instagram, and Twitter.

###

About Modernism Week:
Modernism Week is a 501 (c) (3) charitable organization, providing scholarships to local Palm Springs students pursuing college educations in the fields of architecture and design; as well as giving grants to local and state organizations for their efforts to preserve modernist architecture throughout the state of California.

Modernism Week’s Mission:
The mission of Modernism Week is to celebrate and foster appreciation of midcentury architecture and design, as well as contemporary thinking in these fields, by encouraging education, preservation, and sustainable modern living as represented in the greater Palm Springs area.
WHAT: Modernism Week

DATE: Thursday, February 16 – Sunday, February 26, 2017

WHERE: Various locations throughout the Greater Palm Springs area

COST: Each event is individually priced

MORE: Modernism Week’s cool, iconic, modern February festival is an exciting 11-day celebration of midcentury modern design, architecture, art, fashion and culture. Events include the Modernism Show & Sale, tours of iconic homes, architectural walking, biking and double-decker bus tours, a world-class lecture & film series, tours of the historic Annenberg Estate at Sunnylands, a Palm Springs Walk of Stars dedication for architect Richard Harrison, vintage fashion, classic cars, garden tours, a vintage travel trailer exhibition, and Modern Giants – a celebration of the area’s largest collection of midcentury modern commercial buildings at Eisenhower Medical Center.

Tickets go on sale at 12:00 PM PST on Saturday, November 1, 2016 at modernismweek.com. Events are added frequently and there are always events accessible up to and during the festival.

###
2016 Event Summary

February 11-21, 2016
More than 600 timed, ticketed or free events

50 lectures, panel discussions and films

33 evening events and cocktail parties

22 participating neighborhood tours in Palm Springs, Rancho Mirage, Palm Desert and Indian Wells

10 days of free and ticketed public programs at CAMP

80 Double decker architecture bus tours

Partner Events create the capacity necessary to keep up with growing attendance
Attendance and Demographics

- **14 countries including:**
  - USA
  - Canada
  - UK
  - Australia
  - Germany
  - New Zealand
  - France
  - Denmark

- **58% are Californians**
  - Of those, **35% are from the Palm Springs Area**

- **47 states including:**
  - California
  - Washington
  - New York
  - Illinois
  - Oregon
  - Minnesota
  - Texas
  - Colorado

- **Up 30%**

- **2009:** 9,300
- **2010:** 16,400
- **2011:** 25,500
- **2012:** 35,500
- **2013:** 40,000
- **2014:** 45,500
- **2015:** 59,500
- **2016:** 77,500

- **10% are 26-35**
- **61% are 46-65**
- **29% are 66 and older**

- **50% earn $100K+**
Modernism Week Support

350 Volunteers, including Volunteer Palm Springs

75 Sponsors and Donors from $2,500 to $75,000

50 Partner Organizations and Businesses

30 Local vendors, caterers and service providers

22 Neighborhood Groups and HOA's

Economic Impact to the Palm Springs Area

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Attendee Survey Results

- 70% attended Home Tours
- 38% attended Bus Tours
- 35% attended Neighborhood Tours
- 35% attended 2-3 events
- 34% attended 4-6 events
- 51% are repeat attendees
- 83% attend as fans or consumers
- 10% attend as designers or professionals
- 95% were Satisfied or Very Satisfied with Modernism Week
- 94% would recommend Modernism Week to others
- 84% plan to attend in 2017

Field of Interest:
- 86% architecture
- 66% interior design
- 42% landscape design

How They Heard About Modernism Week:
- 46% attended previously
- 35% friends or word of mouth
- 21% media coverage
Partner Statistics

$1,178,000
Funds paid from ticket proceeds to participating neighborhoods, organizations, and businesses. A new record for Modernism Week

15%
Sales increase from 2015. Includes ticket sale proceeds from tours and events only; does not include sponsorship donations or grants.

Local Participating Non-Profit Organizations Receiving Proceeds

The Aluminaire Foundation
Mizell Senior Center
Palm Springs Art Museum
PSAM Architecture and Design Council
Palm Springs Historical Society
Palm Springs Modern Committee
Palm Springs Preservation Foundation
And 22 Participating Neighborhood Organizations
The mission of Modernism Week is to celebrate and foster appreciation of midcentury architecture and design, as well as contemporary thinking in these fields, by encouraging education, preservation, and sustainable modern living as represented in Palm Springs.
NEWS RELEASE

MEDIA Contact: O’Bayley Communications – Bob Bogard 760/778-3525 • bob@obayley.net
or Modernism Week – Lisa Vossler Smith 760/578-5556 • lisa@modernismweek.com

Attendance at Modernism Week Dramatically Surges in its Eleventh Year
Organizers Estimate More Than 77,500 Participated in 11-Day Festival in Palm Springs

PALM SPRINGS, CA (March 2, 2016) – Modernism Week officials have announced that attendance at the event, which took place in the Palm Springs area of Southern California from February 11-21, 2016, reached greater than 77,500 attendees, an increase of more than 30 percent over the 2015 total attendance. Highlighting midcentury modern design, architecture, art, fashion and culture in Palm Springs, the 11-day festival generated an estimated $28.6 million in revenue for area hotels, shops, restaurants, and other local businesses from Palm Springs to Indian Wells and beyond. More than $1 million of the proceeds generated by ticket sales from this year’s event went directly back to community neighborhoods and partner organizations, a new record for Modernism Week. This was an estimated 15% increase over the amount generated for these organizations last year. In addition, CAMP, Modernism Week’s ‘Community and Meeting Place’ and headquarters for tours and events, saw more than 25,000 visitors, almost doubling last year’s CAMP attendance.

“We are elated by the increasing interest in Modernism Week and the positive effect that our festival has on Palm Springs, our neighborhoods, and the entire valley,” said J. Chris Mobley, Modernism Week Board Chairman. “The worldwide publicity that the event generates continues to help brand the entire Coachella Valley as a Mecca for Modernism and architecture, which has a year-round influence on the valley’s tourism and international stature. The support of the City of Palm Springs and the larger community, our sponsors, partners, and volunteers makes this event one in which attendees plan to return to each year. In addition, I’m thrilled that we were able to disperse more than $1 million back to local neighborhoods and partners.”

The celebration continued to garner an unprecedented amount of media attention with more than 2 billion impressions worldwide. In addition to coverage in national media such as LA Times, National Public Radio, USA Today, Hollywood Reporter, Elle Décor, Delta’s Inflight Magazine and Atomic Ranch, Modernism Week received international attention from the UK’s Telegraph and Guardian and other publications in Canada, Europe, and Brazil.

The popular Palm Springs Modernism Show & Sale also saw increased numbers. Nearly 8,500 participants attended the popular sale at the Palm Springs Convention Center. More than 1,400 attended the show’s opening night on February 12, and attendees were eager to view and purchase furniture, decorative and fine arts representing all design movements of the 20th century from more than 85 premier national and international dealers.

“The 2016 Palm Springs Modernism Show & Sale was by far the most well-attended of the Palm Springs shows in our company’s history,” said Rosemary Krieger, President of Dolphin Promotions. “Our vendors reported increased sales and their enthusiasm for the increased traffic was amazing.”
Modernism Week celebrates and fosters appreciation of midcentury architecture and design, as well as contemporary thinking in these fields, by encouraging education, preservation and sustainable modern living as represented in Palm Springs and the surrounding Coachella Valley. Highlighting this dedication to education, this year more than thirty lectures and films spotlighting famed architects, landscape designers, historians, design experts and authors were presented to attendees, generously supported by Herman Miller Collection. Additional Modernism Week educational programs included a film premier on Desert Modernist William Cody, panels on architectural preservation, and the always-popular ‘Lost, Saved, and Endangered’ presentation.

Acknowledging the recent relaxation of restrictions between Cuba and the United States, Modernism Week this year hosted several educational events celebrating the midcentury legacy in Cuba. Its ‘Modern Cuba Lecture Series’ featured architectural historians and experts giving presentations on Havana’s 1950s nightclubs, midcentury modern architecture, and Nicolas Quintana, one of the leading Cuban architects who played a significant role in the introduction of the Modern Movement in Cuba.

One of the most significant offerings this year was the greatly enhanced CAMP headquarters, which served as an information hub and program destination for Modernism Week attendees. Modernism Week’s ‘Community and Meeting Place’ was housed in the 1958 J.W. Robinson’s building, a Class I Historic, architecturally significant midcentury modern building, located in Downtown Palm Springs. It offered a central location for attendees to meet, shop, dine, learn, and relax between tours and parties, and featured stimulating programs and opportunities to meet authors, designers, and other industry luminaries. Among the many offerings at CAMP, Ferguson, Modernism Week’s exclusive Kitchen, Bath & Lighting Sponsor, hosted daily culinary demonstrations by Bosch, and ‘Design Insights,’ a series of design-related panel discussions.

“By offering free exhibitions, shopping, refreshments, an information kiosk and an area for stimulating lectures, we were able to better serve our attendees. The comments we received during the event reinforced that this was a critical part of our success this year.” said Mobley.

The popular television series Mad Men was showcased during Modernism Week in several ways. A free exhibition displayed at CAMP presented by Lionsgate Entertainment featured actual props and furnishings from the show’s elaborate set. Herman Miller, the globally recognized furniture manufacturer known for their work with George Nelson, Ray and Charles Eames, Alexander Girard, and other midcentury designers, presented A Mad Men-themed afternoon of panel discussions at the Annenberg Theater. The afternoon series included Mad Men’s creator and Executive Producer Matthew Weiner in conversation with the set designers, Ellen Freund and Claudette Didul, and costume designer Christina Anthony, as well as notable moderators Trina Turk, David Keeps, and Madeline Brand participating throughout the day. An elegant ‘Mad Men Affair’ was held that evening to celebrate Mr. Weiner and his creative team at the iconic Abernathy house in Palm Springs, designed in 1962 by Desert Modernist architect William Cody.
Other Modernism Week 2016 highlights included the sold-out ‘Hollywood in Palm Springs’ opening night party on February 11, generously sponsored by Rolls Royce Motorcars of Rancho Mirage and Hendrick’s Gin; Premier Double Decker Architectural Bus Tours in Palm Springs and Palm Desert; Signature Home Tours in Palm Springs and Indian Wells; Modern Garden Tours in Palm Springs and Rancho Mirage. The City of Palm Springs is Presenting Sponsor of Modernism Week and additional support is received from the cities of Indian Wells, Palm Desert and Rancho Mirage.

Named by *The Hollywood Reporter* as the “#1 Must-See Event of Modernism Week,” *Traditional Home* and *California Homes* magazines presented the popular Modernism Week Show House: The Christopher Kennedy Compound. For the third year, Kennedy brought together ten of the nation’s most prominent tastemakers to create unique rooms in a spectacularly sited home on the fairway of the Indian Canyons Golf Resort, a favorite of Hollywood stars like Frank Sinatra, Walt Disney, and Bob Hope. Kennedy was also commissioned to create a tea house-inspired pavilion for the launch of Pure Leaf’s Tea House Collection, a super premium iced tea beverage enjoyed by thousands of Modernism Week attendees. The show house hosted several important events where attendees were able to mingle with television stars and international design and building leaders. Daily tours were offered throughout the week.

This year Modernism Week greatly expanded its slate of events geographically by offering exciting tours and activities throughout the Coachella Valley and beyond to meet the increased demand for programming. Excursions to Rancho Mirage, Palm Desert, and Indian Wells were supplemented by day trips outside of the Coachella Valley, including one to the 1959 Albert Frey-designed North Shore Beach & Yacht Club at the Salton Sea, a private docent-led tour though the historic home and studio of master modernist woodworker Sam Maloof in Alta Loma, and an evening event at the Museum of Pinball in Banning including unlimited play on more than 800 vintage pinball machines.

Later this year, Modernism Week will offer its annual Fall Preview from October 21-23, 2016 and will stage the 2017 Modernism Week event from February 16-26, 2017. For more information about future Modernism Week events, visit modernismweek.com and follow them on Facebook, Instagram, and Twitter.

# # #

**About Modernism Week:**
Modernism Week is a 501 (c) (3) charitable organization, providing scholarships to local Palm Springs students pursuing college educations in the fields of architecture and design; as well as giving grants to local and state organizations for their efforts to preserve modernist architecture throughout the state of California.

**Modernism Week’s Mission:**
The mission of Modernism Week is to celebrate and foster appreciation of midcentury architecture and design, as well as contemporary thinking in these fields, by encouraging education, preservation and sustainable modern living as represented in Palm Springs.
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Modernism Week Supports Local Community and Preservation Organizations

Annual Festival Helps Raise Funds for City Neighborhoods, Local and Statewide Organizations and Supports Scholarship Program

Palm Springs, CA (July 5, 2016): Modernism Week announced today that it recently contributed significant funds to local Coachella Valley neighborhood organizations, local and statewide preservation organizations, and awarded two new scholarships for aspiring architectural students.

An 11-day festival celebrating midcentury modern design, architecture, art, fashion and culture in the greater Palm Springs area, Modernism Week is hugely popular with architects, designers, collectors, and modernism aficionados from around the world. During its signature annual February event in 2016, more than 77,500 visitors attended Modernism Week’s 250 events (including home, garden and bus tours, films, lectures, fundraising receptions, and more). The festival’s 2016 economic impact on the area was estimated at $28.6 million (which is revenue generated at hotels, shops, restaurants, and other local businesses from Palm Springs to Indian Wells and beyond).

In addition to promoting Palm Springs and its rich midcentury modern architectural heritage, Modernism Week also functions as a charitable organization that enables local neighborhoods and non-profit organizations to raise funds. More than $1 million of the overall Modernism Week proceeds generated by ticket sales from 2016 events went directly back to community neighborhoods and partner organizations, a new record for Modernism Week. This was an estimated 15% increase over the amount generated for these organizations last year.

Modernism Week works closely with local neighborhood organizations to showcase tours of iconic Palm Springs residences. These tours raise significant funds for each of the neighborhood organizations. In 2016 revenue generated for neighborhood organizations enabled the neighborhoods to fund various community improvement projects, such as restoration, landscaping, signage and more. In addition, $77,000 was directly donated to local non-profit and civic organizations, including: Palm Springs Animal Shelter, Neuro Vitality Center, Palm Springs Fire Department, AIDS Assistance Program, Digicom, the Palm Springs Police department’s K9 fund, Palm Springs Unified School District Foundation Scholarship Program, Well In The Desert, Meals on Wheels, FIND Food Bank, the Build A Bike program, Vista Del Monte Elementary School, Safe Schools Desert Cities, Sanctuary Palm Springs, Palm Springs Presbyterian Church, Cahuilla Elementary School, Tahquitz Creek Yacht Club, Alzheimer’s Association (Palm Springs Chapter) and the City of Palm Springs Fire Department Training Facility.

(more)
In addition to its neighborhood support, Modernism Week awards substantial grants to local and state preservation organizations for their efforts to preserve and promote modernist architecture throughout the community and the state of California. Beneficiaries of ticket proceeds in 2016 received funds in excess of $800,000. These organizations included Palm Springs Art Museum’s Architecture and Design Center, Palm Springs Preservation Foundation, Palm Springs Modern Committee, Palm Springs Historical Society, The Aluminaire Foundation, Mizell Senior Center, as well as national and state entities including Docomomo-US, and California Preservation Foundation.

“Giving back to the community is one of the most important aspects of Modernism Week,” said Lisa Vossler Smith, Executive Director. “Our Board of Directors is committed to partnering with community organizations to provide the opportunity to generate revenue through event ticket sales, and we are especially thrilled to award two scholarships to deserving students. These are just a few of the many ways that Modernism Week contributes to the local community.”

Modernism Week provides annual renewable 4-year scholarships to local Coachella Valley students who have chosen educational paths in the fields of architecture and design. Two scholarships, totaling $10,000, were awarded to deserving students in 2016, which includes matching funds from Coachella Valley Economic Partnership’s program, Pathways to Success. The first scholarship was awarded to Carlos Blanco, a graduate of Shadow Hills High School in Indio, CA, who has been attending the College of the Desert and will go to UC Berkeley next year to major in Architecture. The second scholarship was awarded to Zemira Voorhies, a Desert Hot Springs High School graduate, who has been accepted to Cal State Chico, where she plans to major in Interior Architecture. Since the Modernism Week renewable 4-year scholarship program was initiated in 2011, a total of $83,000 has been awarded.

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Modernism Week Partners with Corian® to Offer Exclusive “Learning Lab” Certified Course for Design Professionals in Palm Springs

Course Provides Continuing Education with Presentations by Four Leaders on Topics Including Architecture, Color Theory, Marketing and Design Materials

PALM SPRINGS, CA (January 3, 2016) – Modernism Week, the annual 11-day festival celebrating all things modern, and Corian® will offer the inaugural ‘Learning Lab,’ a certified course for design professionals during the February festival. Limited to only 100 design professionals, the VIP course will take place on February 17 at CAMP, the “Community And Meeting Place” central hub for Modernism Week activities at its downtown Palm Springs location, and will qualify for CEU (Continuing Education Units). VIP Access Passes for the course are now available for $185 and can be purchased at http://www.4willis.com/learninglab.

Learning Lab is designed to convey business and design-related ideas through CEU-accredited presentations by leading industry designers, architects, and marketing professionals from across North America. Each hand-picked professional will present a CEU-accredited presentation on topics including architecture, color theory, marketing and cutting edge design materials.

“The Learning Lab speaker series is the first of its kind for Modernism Week and continues to exemplify our commitment to providing outstanding educational content during the festival,” said Modernism Week Board Chairman, Chris Mobley. “We are thrilled to partner with Corian® to provide these top-notch presentations by four leading design professionals.”

The CEU presentations include Lance O’Donnell, AIA, (02 Architecture) on finding ideal building materials, Mark Woodman (Color Marketing Group) on color trends, John Gillespie (LIXIL Water) on brand building and Mike Hetherman, CKD, (Willis) on global design trends.

“Being part of this addition to Modernism Week is exciting and meaningful for us,” said John Richard, Global Business Director, Corian®. “At the center of creativity and the future is right where we belong.”
The Learning Lab VIP Access Pass also includes a breakfast hosted by appliance manufacturer Thermador, a lunch hosted by kitchen and bath manufacturer DXV, cocktails hosted by bath, kitchen and lighting gallery Ferguson and complimentary admission to the Palm Springs Modernism Show & Sale VIP Preview Reception on February 17.

Modernism Week’s signature 11-day festival will take place February 16-26, 2017. To receive updates, visit modernismweek.com and follow them on Facebook, Instagram and Twitter. The Hilton Palm Springs Resort, Modernism Week’s official host hotel, is offering a special room rate for a limited time only. Contact them directly at 760-320-6868.

The Learning Lab itself will be produced by Willis, a North American distributor of World Class building materials, including Corian® and Zodiaq®. Learning Lab educator and Willis President, Mike Hetherman said, “The Willis team and I are thrilled to bring a professional learning series to this already successful event. We fully intend on making this a one-of-a-kind, VIP experience for the design community, adding another layer of interest for the best and brightest designers to attend the Modernism Week festivities.”

More About the Learning Lab Educators

Lance O'Donnell, AIA
o2 Architecture, Palm Springs

Architect and educator Lance O'Donnell has a lifelong connection to desert living. As a fourth generation Coachella Valley native, he received his Bachelor of Architecture degree, with honors, from Cal Poly San Luis Obispo and his Master of Architecture degree from UCLA. His Palm Springs office, o2 Architecture, is dedicated to discovering the essence of place and his work engages the senses and intellect with a poetic connection to site and ecologically crafted modernism. Sustainable design is always a continuous thread woven throughout his design and construction process. O'Donnell will discuss his search for ideal desert building materials that go beyond the durability of steel, glass and concrete. He will dive into locally available inorganic building products that allow interior environments to remain comfortable during the demanding heat of summer and the freezing temperatures during winter.

Mark Woodman, CMG
President, Color Marketing Group

Mark Woodman is a passionate, dynamic designer, writer and speaker and has contributed to the pages and airwaves of media, the stages of exhibitions and the product lines of international manufacturers. Through the world of color and design he has embraced consultancies with international companies, and is currently the color and design consultant to DuPont™ Corian® and Zodiaq® surfaces. In addition, he facilitates trend panels and has served as President of the Color Marketing Group to study and discern color direction. In his presentation, he will identify the driving forces behind what people want from color and design; and demonstrate how trend colors work together with spectral color flow. The class will examine how to apply color trends through product, project and design examples.
John Gillespie  
Vice President of Marketing - LIXIL Water Technology Americas

LIXIL Water Technology Americas "LWTA" is represented in the market as the American Standard, GROHE and DXV brands. As VP of Marketing, Gillespie’s vast background highlights his career in key areas such as Brandy Strategy and development, business development and execution of integrated marketing plans that deliver critical ROI driven business results. In addition, his expertise incorporates powerful marketing and brand strategies across multi-media platforms to include traditional channels, digital channels and emerging channels to market. He will present how to ‘Build Your Brand’ by identifying the DNA of a company, perceptions of products/services, focusing on a brands’ ‘bullseye,’ how to articulate visuals to the media, discipline to maintain market value and how to evolve a brand into a magnificent expansion.

Mike Hetherman, CKD  
President, Willis

Willis is a North American distributor of globally branded building materials including DuPont™ Corian®, DuPont™ Zodiaq® quartz design materials. For 50 years, Willis has established a strong presence in the building supply and architectural communities with memberships in the IIDA, NKBA, NAHB, IDC, CDECA and the CHBA - a presence which is spearheaded by Hetherman’s active participation in these communities. He will present a journey through the most cutting-edge design materials from the world's 130 top manufacturers and will unveil inspirations from the EuroCucina show in Milan, Italy, showcasing new materials and design trends that have a profound impact on the global design community.

# # #

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Modernism Week Announces Ferguson Bath, Kitchen & Lighting Gallery as the 2017 Festival’s Largest Corporate Sponsor
Luxury Showroom Continues Sponsorship for Third Consecutive Year

PALM SPRINGS, CA – January 23, 2017: Modernism Week and Ferguson Bath, Kitchen & Lighting Gallery, the largest distributor of residential and commercial plumbing supplies in the U.S., announced the company will be Modernism Week’s Exclusive Kitchen & Bath Sponsor for a third consecutive year. Modernism Week is an annual festival celebrating midcentury modern design, architecture, art and culture with more than 250 events, including tours, films, lectures, parties and exhibitions. It will take place in Palm Springs, California from February 16-26, 2017.

As in previous years, the Ferguson sponsorship will be represented in a variety of Modernism Week venues and events, including a significant presence at CAMP (Modernism Week’s ‘Community and Meeting Place’ and headquarters for tours and events), as the presenting sponsor for the annual Opening Night Party, a major sponsor of the Modernism Week Show House 2017: The Christopher Kennedy Compound, and as one of the main sponsors in the Chino Canyon Project (two newly constructed homes that will be open for tours).

“We are so pleased that Ferguson has continued their tremendous sponsorship again this year,” said Modernism Week Board Chairman, J. Chris Mobley. “We are delighted that they will be bringing back the popular chef demonstrations at the Ferguson Kitchen and will showcase their products in a variety of other compelling venues.”

Ferguson: Opening Night Party Presenting Sponsor
Ferguson is the Presenting Sponsor of the Modernism Week Opening Night Party, to be held on Thursday, February 16 at TheBank Palm Springs, located at 383 S Palm Canyon Drive. This chic red carpet affair will feature Ferguson’s lighting display as a signature element, which will highlight the party’s 60s-era spy movie-theme that pays homage to the James Bond film “Diamonds Are Forever.”

Ferguson at CAMP
The state-of-the-art Ferguson Kitchen at CAMP will be the hub of can’t-miss educational and entertaining events throughout the week. Ferguson and co-sponsor Thermador, the iconic American luxury appliance brand, will produce numerous cooking demonstrations using the brand’s groundbreaking Freedom® Induction Cooktop, Steam and Convection Ovens and also provide a sneak preview of the newly announced Culinary Preservation Centers.
Ferguson and Thermador will also host a variety of signature events at the kitchen, including
designer-led discussions, artistic demonstrations, share tastes of exceptional bites and
refreshments, and more. Programming details include:

- Demonstrations with popular local chefs and culinary bloggers White on Rice Couple
- Live art will be created by Hanro Studios
- Notable designers Lisa Mende and Marc Thee will share their expertise on
  contemporary design, color trends and personalization
- Ongoing culinary activations throughout each day of the show
- All culinary events are free and open to the public – no reservation required
- Check the Modernism Week website for exact dates and times (modernismweek.com)

CAMP, which is the festival’s headquarters for tours and events, is located in a dynamic tented
structure at 350 Palm Canyon Drive near Baristo Road.

Modernism Week Show House 2017: The Christopher Kennedy Compound
As Modernism Week’s largest corporate sponsor, Ferguson is the exclusive provider of appliances,
plumbing and lighting at the Modernism Week Show House 2017: The Christopher Kennedy
Compound. At the show house, Ferguson played a key role in helping designer Christopher
Kennedy select and procure high-end kitchen and bathroom fixtures and appliances. Luxury
Thermador appliances were selected to bring an exceptional culinary entertainer’s experience to
the home, including the groundbreaking 60” Pro Grand® Range, customizable Culinary
Preservation Centers including under counter refrigeration, and more.

Ferguson at Chino Canyon Project
Set lightly into the natural terrain of what is likely the last hillside development in Palm Springs, The
Chino Canyon Project represents the mindful neighboring of old and new. Two architectural homes,
one based on a never-constructed plan by late midcentury modern architect Al Beadle, the other by
esteemed Palm Springs architect Lance O’Donnell, exemplify the very best of midcentury and
contemporary modern architecture in Palm Springs. Ferguson is one of the main sponsors of this
exciting new architectural development.

“Ferguson has always been about bringing product innovations and quality to the home,” said
Dennis Woo, Ferguson’s Regional Business Development Manager. “We are thrilled to return
as a sponsor for Modernism Week. This prestigious and experiential event provides attendees
with a memorable and visceral cultural experience – including the progressive art, design,
music, and food of the period.”

In addition, Ferguson is a participating sponsor of the inaugural ‘Learning Lab,’ a certified
course for design professionals during the February festival. Limited to only 100 design
professionals, the VIP course will take place on February 17 at CAMP, and participants will
qualify for CEU (Continuing Education Units).
About Ferguson
Ferguson (ferguson.com) is the largest wholesale distributor of residential and commercial plumbing supplies and pipe, valves and fittings in the U.S. The company is also a major distributor of HVAC/R equipment, waterworks and industrial products and services. Founded in 1953 and headquartered in Newport News, Va., Ferguson has sales of $13 billion and approximately 22,000 associates in almost 1,400 locations. Ferguson and its subsidiaries serve customers in all 50 states, Puerto Rico, Mexico and the Caribbean. Ferguson is part of Wolseley plc (wolseley.com), which is listed on the London Stock Exchange (LSE: WOS) and on the FTSE 100 index of listed companies.

About Modernism Week
Modernism Week is a California 501 (c) (3) non-profit organization. Modernism Week is also a charitable organization, providing scholarships to local Palm Springs students pursuing college educations in the fields of architecture and design; as well as giving grants to local and state preservation organizations for their efforts to preserve modernist architecture throughout the state of California.

Modernism Week Mission Statement
The mission of Modernism Week is to celebrate and foster appreciation of mid-century architecture and design, as well as contemporary thinking in these fields, by encouraging education, preservation and sustainable modern living as represented in Palm Springs.

Please visit modernismweek.com and follow them on Facebook, Instagram and Twitter.

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