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PS MODCOM
NEWS



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President's Message

The season has started and the Palm Springs Modern Committee has been very busy indeed! Recently we held our 12th annual preservation awards and created our latest booth display at the new Modernism Show Preview. In addition, we produced last weekend's Fall Home Tour on behalf of the Palm Springs Modern Heritage Fund.

As relates to advocacy, there is some good news regarding the Town & Country Center (T&CC), which remains our longest-running preservation effort. A new retail store, Destination PSP, has opened in the northwest portion of the T&CC that faces Palm Canyon Drive. It's the first prominent new tenant to occupy the building in years, demonstrating that the T&CC can live again. Destination PSP also devotes a portion of the shop to PS ModCom merchandise. We encourage you to visit the store and see how the space is integrated with the interior courtyard as viewed through the beautiful wall of curved glass beneath its undulating canopy. While the rest of the T&CC remains neglected, it's easier now to imagine the Center full of shops and activity. It's one thing to preserve a building, but that building must have a purpose and life. See for yourself; wander the courtyard and admire the architecture. Let's hope this portends the destiny of the Town & Country Center.

Chris Menrad

President

Awards Dinner

The 2014-2015 Season kicked off on October 4th with the smashing success of our Annual Preservation Awards. For the first time in our history the event was held in the evening with a cocktail reception and

formal candle lit dinner at the Hard Rock Hotel. The energy and excitement was barely contained as people mixed and mingled over cocktails at this sold out gala. Emcees Trina Turk and J.R. Roberts entertained and amused the crowd of 280 guests.

Founding President Peter Moruzzi presented a nostalgic retrospective of the past 12 years of award winners putting a very positive face on the enormous contributions many people have made to preserve, restore and design our desert modern inventory.

We want to thank all of our members and their guests who helped to make this event such a fabulous success.

A very special thanks goes out to our generous sponsors:

Modernism Week, Hard Rock Hotel, Crater Lake Vodka, Mosaic Wine, and Rancho Mirage Florist.

Congratulations to all of our honorees:

Preservationist of the Year - Dr. Tracy Conrad

Residential Restoration - Barbara and Michael Malamut

Residential Restoration and Re-imagination - Brent R. Harris and Brad Dunning

Residential Preservation - James Spindler

Sustainability for New Design - Rick Walsh, Pat Dowd, and Lance O'Donnell

Save the Date now for our 2015 Preservation Awards Gala to be held on:

Saturday, October 3rd, 2015

Advocacy Report

Spa Hotel Demolition

The ongoing Spa Hotel demolition is a painful reminder of the vulnerability of our historic modern heritage even when the preservation community is engaged in a proactive dialog with a property owner, in this case, the Agua Caliente Band of Cahuilla Indians. We hope this is not a foreshadowing of future interactions with the Tribe related to other important mid-century buildings under their ownership.



On October 27th, the local NPR station broadcast a fairly detailed story about the Spa demolition. Chris Menrad and Peter Moruzzi provide comments, as do representatives of the City and the Tribe. You can

listen to it [here](#).

Airport Master Plan Update

One of the alternatives for Palm Springs' Airport Master Plan Update proposes to enclose the entire length of the open air walkway fronting the ticketing area. This would substantially alter the original appearance of the building, eliminating most of its casual open air character. This sort of open airport design was a character-defining feature of 1960s airports in tourist environments such as the outer islands of Hawaii. Losing this would ruin what makes our airport so inviting and destroy the lovely symmetry of architect Donald Wexler's original design.



In early July, our attorney submitted a letter objecting to the enclosure. A City Council meeting regarding the update had been scheduled for mid-July, but was taken off the calendar after our comments were received. The City Council will be receiving a project update on November 5th that might shed additional light on current plans. We will keep you informed as to when/if the hearing will occur and share new information as soon as it becomes available.

Upcoming Events

Save the Date - Saturday, December 6th

HO HO HO! Back by popular demand the PS ModCom Membership Holiday Party will be held at the Palm Springs home of Peter Moruzzi and Lauren LeBaron. Join us for an evening of holiday fun and festivities from 7 - 10pm and check out the new ModCom merchandise for the perfect modern holiday gift.

Tickets will be on sale soon at \$20 for members and \$35 for new guests, which will include membership and a subscription to Palm Springs Life magazine. An email announcement will follow when tickets are available online.

Save the Date - Saturday, February 14th

David Bowie is... Space Oddity!



Next year's benefit pays tribute to the music of the greatest pop icon of our time, David Bowie. The space age theme will feature atomic cocktails, a space bar and lounge and live music performed by David Brighton. So "you pretty things" rock out your alter ego and get glammed up for a night to remember.

Tickets available through Modernism Week at:

<http://www.modernismweek.com/event/details/248483/>

Education Committee Report

Recently the committee welcomed board member Peter Blackburn to their team. Peter has been a board member since 2012 and brings a passion for education and scholarship, particularly architecture and the arts, both in practice and in history.

This will be an added bonus for the sub committee as they prepare for the new educational programs. Next year will feature the Saint Theresa School Modernism Project, a unique opportunity for students to expand their knowledge of architecture.

- 6th grade students will create a model of a modern structure located in Palm Springs
- 7th grade students will research and select an example of modern architecture, which they will use as inspiration to create a painting executed in the style of well-known midcentury painters.
- 8th grade students will research a topic on Palm Springs Modernism and prepare a power point presentation.

All exhibits will be on view to the public during Modernism Week, stay tuned for details.

Robert Imber, chair of the committee would like to mention that as the year comes to a close, members may make a tax-deductible donation specifically earmarked for education purposes.

PS ModCom's Education Fund provides financial contributions to students, schools and their projects as well as the annual exhibits at the Palm Springs Library.

Fall Home Tour

Following the success of last Saturday's fall home tour, the board of the Palm Springs Modern Heritage Fund would like to thank everyone who participated in making this a memorable day in particular the homeowners and volunteers, and Barbara & Mike Malamut for hosting the closing party.

"This has been a challenging year for preservation with the unexpected demolition of the historic midcentury Spa Hotel & Bathhouse. Such a painful loss validates an essential part of the mission of the Palm Springs Modern Heritage Fund, which as a 501©(4) non-profit organization, is to financially assist local elected officials who share our preservation values. Your participation in this tour helps us accrue essential funds in the fight to save our historic modern resources.

In this era of money politics we must be a player or our voice will not be heard."

Peter Moruzzi
President

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