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## Modernism Week Report

Following the wrap of Modernism Week 2012 we are very pleased to report that the figures have once again blown away last year's, proving that all things modern are as hip today as they were way back when. The culmination of the wide variety of events brought more than 35,400 people to Palm Springs, who in return spent a staggering 10.89 million dollars. With Modernism Week's continuing success and increasing popularity, one can hope that this will reinforce our preservation efforts not only with our City officials but also with developers who we encourage to adaptively re-use their historic properties into thriving new businesses. Certainly, this less expensive route celebrates the new green consciousness of architecture in the 21st century.



Before the crowds at the Modernism Show.

PS ModCom sold out our very popular iconic home tours and would like to extend a special thank you to Trina Turk & Jonathan Skow, the Palevsky Family Trust, JR Roberts and Chris Menrad for providing their wonderful residences and to all the volunteers for making each tour run smoothly.

Also on the sold out list was the Annual Gala benefit which this year raised more funds for PS ModCom's mission than any prior Gala. Thanks to homeowners Lee Irwin & Tim Jochen for their astounding generosity in providing the perfect setting, co-chairs Shari Applebaum and Jay Jones whose design talents made 'The Party' come to life, and to all the volunteers led by Joan Hacker for providing a very memorable evening.

Our Modernism Show booth was another huge success. Expertly managed by board member Barbara Cain and her dedicated team of volunteers, merchandise flew off the shelves along with lots of new member sign-ups. Designed around our new iPhone/iPad/Google Mobile Palm Springs Modern Tour "app," the booth generated much interest and we are all eagerly awaiting the app's launch this coming summer. BTW, the new William Krisel print, "the Sales Office," is now [available online](#) for those of you who were unable to visit the booth.



Preliminary design for our iPad/iPhone/Google mobile application.

## Save the Palm Springs High School Administrative Building

This summer the Palm Springs Unified School District (PSUSD) intends to demolish its modern Administration Building designed in 1957 by the renowned local architectural firm of Wexler & Harrison for a performing arts building. Other important modern buildings on the campus include those by Williams, Williams & Williams and Clark, Frey & Chambers.

The Administration Building is a fine example of mid-century modern design that has suffered few alterations over the years. Given that Palm Springs is known worldwide for its mid-century modern architectural heritage, to demolish such a building versus implementing an adaptive



reuse of the existing structure as a portion of a performing arts building simply doesn't make sense.

Please send an urgent email message to [info@psusd.us](mailto:info@psusd.us) with the subject line "Save the PSHS Administration Building." Focus your message on how demolishing this important modern building is unnecessary and contrary to the embrace of Palm Springs' modern architecture in the current century.



This intact modern building is slated for demolition.



Photos by Dan Chavkin.

## Chart House Update

Following the devastating recent fire at the former Chart House restaurant designed by architect Kendrick Bangs Kellogg in Rancho Mirage, there is hope that property owner John Wessman will engage the services of Mr. Kellogg in reconstructing the restaurant to its original design. We'll keep you informed as we learn more.

## High Desert Spring Tour

Once again, as in 2011, this tour is proving to be a challenge, but for those of you who are waiting for news please know that we are working on this and will have a decision for you in the next couple of weeks. Hopefully the news will be positive but the new properties that we want to include have in the most part said not until 2013, so we'll see.

## Note from the President

Dear PS ModCom members,

Modernism Week was indeed an outstanding success. More people experienced more events than ever before. With lectures and films rich in content, educational tours and fun parties, Modernism Week is now firmly established on many people's calendars. In addition, the success of that week has demonstrated to elected officials and developers that there is indeed an economic benefit, as well as a cultural one, for preserving our mid-twentieth century architectural heritage! However, even as all things modern were being celebrated a new preservation initiative has quietly developed at the Palm Springs High School, where PS ModCom offers an annual scholarship program.

I want to reach out once again to all our volunteers and board members who worked so diligently to make PS ModCom's events during this Modernism Week a success. Indeed, all those who volunteered for every organization's Modernism Week events are to be applauded. What a wonderful community of enthusiasts we have here in our little corner of the desert!

But it is not over yet! In late spring, we will once again do our Hight Desert Tours. Details will be emailed shortly on this fun and fascinating adventure. For September we are planning a member's tour to another mecca of modernism, Columbus, Indiana followed by our annual awards luncheon and fall home tour in October. I hope you can join us for one or all of these great events. I truly appreciate your support and interest in the Palm Springs Modern Committee and look forward to meeting you as we further our education and preservation initiatives.

Chris Menrad



The scene at "The Party" during Modernism Week.

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