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NEWS



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Message From The President

Dear Members,

As Modernism Week approaches, I'm reminded of how global the movement is and happy to see it circle back to our little corner of the world. Indeed, enthusiasts from everywhere will be here in attendance. For me, it is a dream come true. Twelve years ago, when I was a founding member of the Palm Springs Modern Committee, we were hard pressed indeed to get our message across to not only City Hall, but to the average person on the street. While the look and style of Modernism certainly had its proponents, on average it was not so loved. One of our early tasks was to convince local officials and citizens that what we had here in Palm Springs was unique and should be preserved. Not only because it is culturally important, but also because of the economic benefit that would accrue to the City. Preservation is all well and good, but show me the money! And I think we all have.

My kudos to all the organizations that support Modernism, like Modernism Week and the Modernism Show (the birth mother of this event), the Palm Springs Historical Society, the Palm Springs Preservation Foundation, the Architecture and Design Council of the Palm Springs Art Museum, the Palm Springs Visitors Center and, of course, all the home and business owners who have restored and brought back our great stock of mid-century residential and commercial architecture. Each person and organization has played an important role in demonstrating that Modernism matters and does have a direct economic benefit to the city.

I look forward to meeting many of you in February!

Chris Menrad
President

NOTES FROM THE P.D.

NOTES FROM THE E.D.

It's hard to believe Modernism Week is just a few weeks away as we all gear up for another round of 11 days of all things "Mod." Once again the Palm Springs Modern Committee will be participating in the 13th Annual Modernism Show, where we will debut a new set of four prints by architect William Krisel, which Mr. K will be signing in person on Saturday. We'll also be offering our Iconic Home tours as part of the program.

Tickets are going fast for this year's PS ModCom benefit gala, "The Silver Factory - A Tribute to the Andy Warhol Era." To state this is a tribute is somewhat of an understatement! Too crazy, too wild and too insane to ever be contained in a mere home, this year's most notorious Modernism Week event will be held at one of Palm Springs original class one historic sites, the Michael H. Lord Gallery, magically transformed into Warhol's legendary underground hangout, THE FACTORY for one night only!



Adding to the excitement of this very edgy evening will be our guests, Beverly Johnson, Holly WoodLawn, Joe Dallesandro and the DuPont twins, the hardcore center of Warhol's world. So come take a "Walk on the Wild Side" and attend this memorable evening, where we'll groove the night away to glam rock, and enjoy hosted munchies and booze!!!

Visit our website for more information and get your tickets before they're gone!

<http://psmodcom.org/index.php/gala-benefit-2013/>

Volunteers - We need your help with all these events, so please let me know of your availability and I will forward your information to the various event captains. Simply reply to this email with VOLUNTEER in the subject line.

Modernism Week 2013 is something not to be missed and this year's line up of events includes some exciting new additions, all of which have tickets still available - modernismweek.com

Here's just a sample: Welcome Aboard - The Pan Am Experience, the A. Quincy Jones Star dedication and lecture, the Marrakesh Designer Showcase, Illuminated Modern, a really interesting line-up of lectures and films including the premiere of Mid Century Moderns - The Homes that define Palm Springs (starring lots of PS ModCom members), fashion shows, cocktail/cabaret parties, Temple Isaiah tours (E. Stewart Williams 1949) and the Modern Living Expo tent produced by our very own VP, JR Roberts, along with a greatly expanded Prefab showcase and Vintage Trailer show.

See you there!

Nickie McLaughlin
Executive Director

Advocacy Update

The past six months have been dominated by the preservation community's effort to deal with the tragic arson burning of the Chart House restaurant in Rancho Mirage. Erected in 1978, the Chart House is a one-of-a-kind sculptural building



designed by a master of organic modern architecture, Kendrick Bangs Kellogg.

PS ModCom's attorney, Amy Minter, has ably represented our position, which is that California law requires as mitigation for demolishing a historic resource that whatever elements can be salvaged should be incorporated into a new building that replicates the original design.



Following much back and forth correspondence with the City, the Rancho Mirage City Council heard testimony from Amy, the Palm Springs Modern Committee, the Palm Springs Preservation Foundation, and the public. Owner John Wessman's attorney, Emily Hemphill, strenuously objected to all options except the immediate removal of the "rubble" with only a vacant parcel remaining.

Unfortunately, the biggest obstacle came from the City Attorney who stated that there was no basis for PS ModCom's appeal to halt demolition because case law allows the City to raze the building without further review and without requiring any mitigation. Amy countered with different case law, but there was no resolution to this fundamental disagreement at the hearing. As a result, there was no decision made by the Council and the issue was tabled until the February 7th Council meeting.

We will wait until we learn of the Council's decision before determining next steps, but this case highlights the devastation that arson has wrought on numerous historic buildings in the Coachella Valley.

On a brighter note, Palm Springs City Council unanimously approved the class one historic status of the former Robinson's department store building. This nomination, brought forth by Ron Marshal of Palm Springs Preservation Foundation, was actually opposed by the owner of the building, so it took some convincing and argument for economic benefit to get a unanimous result out of the Council. As PS ModCom President Chris Menrad observed in his address to the Council, "As we protect more and more of our buildings, the city and the citizens will all prosper because we will have something that is unique and important and irreplaceable. That's something we can all be proud of." Built by Pereira & Luckman in 1958, this is one of the best examples of classic mid century modern architecture that we are fortunate to have here in Palm Springs. You can find this building at the corner of S. Palm Canyon Drive and W. Baristo Road.

Peter Moruzzi
Advocacy Chair

Founding PS ModCom Board Member Scott Kennedy Passes

Scott Kennedy, one of the Palm Springs Modern Committee's founding board members, passed away on January 15th. Scott was a passionate advocate for preserving Palm Springs' modern architectural heritage. He was intimately involved in our long but unsuccessful fight to save the Albert Frey-designed Alpha Beta shopping center at Sunrise and Ramon, which was our second major preservation battle after working to prevent the demolition of Frey's Fire Station #1 (now a Class One Historic Site). Scott was also a founding board member of the Racquet Club Estates Neighborhood Organization. We will miss him.

Membership Has Its Privileges!

Please remember there are various levels of membership in PS ModCom, each with it's own benefits, some including tickets to our popular annual events. You know you're going to buy them anyway! Check out the details on our website: <http://psmodcom.org/index.php/membership/>

We are now introducing the option, when you join or renew, to choose "The Map, the App, or the Mag!" That is, the Palm Springs Modern Map, the Mid-Century Modern App, or a 1-year subscription to Palm

That is, the Palm Springs Modern map, the Mid-Century Modern App, or a 1-year subscription to Palm Springs Life magazine. What's that? Never heard of the App? How is that possible? Check it out here or at the App Store... <http://psmodcom.org/index.php/app/>

If you have any questions about membership or how to get further involved, please email us and a board member or volunteer will contact you directly.

Thank you for your ongoing support!

Kenny Cassady
Membership Chair

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