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PS MODCOM  
NEWS



**Dear Mary,**

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GREETINGS MEMBERS!

## **MODERNISM WEEK**

As Modernism Week 2011 has now come to a close I would like to thank everyone who participated in making this another record breaking year. With more than 25,000 people in attendance, this ten-day celebration with over 80 events is now an established worldwide attraction for enthusiasts to appreciate our mid-century modern architecture and history.

Our booth at the Modernism Show, designed by Chris Menrad, was a hub of activity. A special appearance by the artist Josh Agle (Shag) debuted his limited edition serigraph "The Refill." Designed specifically as a fundraiser for PS ModCom, this was a huge success, along with the appearance of William Krisel signing his new print of the original sketch for the Alexander's own residence. The four-day show was a non-stop selling machine expertly manned by our many volunteers under the guidance of board member Barbara Cain.

Entirely new for PS ModCom this year were our open house tours. Thanks to the generosity of our VP JR Roberts and Treasurer Chris Menrad, more than 400 guests enjoyed guided tours through their residences with the added opportunity of meeting William Krisel.

Our Annual Gala Benefit held at the former Canyon Country Club was a vision to behold under the guidance of a hard working crew who pulled the magical effect together. Courtesy of our sponsor MODERNICA, the Club was completely refurbished back to the 60's. Special thanks go to designer Brad Dunning who worked tirelessly to create the effect, board member Courtney Newman for visioning this bold undertaking, Jay Jones and his team for pulling everything together and of course my fabulous co-chair Shari Applebaum, an eternal vision of loveliness, even up a ladder at 6.30 in the morning (dressed in Prada of course). Thanks also go to two very special volunteers, Joan Hacker and Peter Blackburn who worked so very hard on this event as they do on so many others.

It takes dedication and time to volunteer and the crowd that we have

It takes dedication and time to volunteer and I'm proud that we have such a great group of people who enthusiastically embrace all our events and the work entailed. Your efforts are greatly appreciated.

**UPCOMING EVENTS**

Our second sojourn to the High Desert is tentatively scheduled for Saturday May 7. Once again our High Desert expert Dave McAdam, who inspired last year's tour, is on board and we are currently working on securing homes. As soon as we have a definite date and schedule we'll send you an eblast.

**STORE**

Don't forget to visit our online store. Crew neck t-shirts are now limited to XL and S but the v-neck asphalt colored shirts are available in all sizes. Shag's "The Refill" is now down to a handful... and coming soon will be two new DVD's, stay tuned.....

Nickie Mclaughlin  
Executive Director

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**ADVOCACY UPDATE FROM PETER MORUZZI:**

**Town & Country Center Being Sacrificed for Desert Fashion Plaza by City, Others**

We are in for a very difficult Spring and Summer as the City Council majority (all of them except Ginny Foat), developer John Wessman, and the leadership of the Art Museum have embraced a new plan for the Desert Fashion Plaza that includes the demolition of the historic Town & Country Center (T&CC) for a new street. We are attempting to engage all of these entities with the idea that the T&CC should be decoupled from the new project because plowing a road through the T&CC is not necessary for the project to succeed.

We have made it very clear that we support their plans for the west side of Palm Canyon Drive - *which is the project that the Visioning Sessions endorsed*.

It seems crazy for these entities to jeopardize support for the project (and, conversely, provoke spirited and well-funded opposition to it) simply because they won't remove the T&CC from the plan.

**This is a critical battle. It will define the city and its priorities for years to come. If we lose the T&CC it will be a slap in the face to all of us who have worked so hard for so many years to make**

**all of us who have worked so hard for so many years to make Palm Springs a Mecca for Modernism - bringing new vitality, new residents, and high-end tourists to Palm Springs because of the city's unique historic Modern heritage.**

Our advocacy efforts are being coordinated with those of the Palm Springs Preservation Foundation in this epic fight for a revitalized Town & Country Center modeled on the success of the Corridor (Koffi, Just Fabulous...) as a similar courtyard destination.

In the coming weeks we will update you on our action plan and how you can get involved. For now, please become familiar with the T&CC's history by visiting our Urgent Issues page on our website [www.PSModCom.org](http://www.PSModCom.org).

Avanti!  
Peter

**For more information, contact us at:**

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