

## MODERNISM WEEK EVENTS AT THE PALM SPRINGS ART MUSEUM

Palm Springs, CA (February 7, 2008) – The Palm Springs Art Museum and its Architecture and Design Council (ADC) will stage many events during the upcoming Modernism Week, the annual event that attracts thousands of interested design and architecture buffs to the Palm Springs area. Modernism Week, which runs from February 15 to February 24, 2008 is an annual tradition that draws attention to the rich mid-century modern heritage in Palm Springs. The Art Museum, designed by noted mid-century modern architect E. Stewart Williams, will host the following Modernism Week events:

**Friday, February 15** – The *Julius Shulman: Palm Springs* exhibition opens at the Art Museum. This exhibition showcases the master photography of the renowned Julius Shulman and chronicles his photography of the Coachella Valley for the past 70 years. This exhibition runs until May 4, 2008. For more information call 760.322.4814.

**Saturday February 16 and Sunday, February 17** – The Art Museum's Architecture and Design Council booth at the Modernism Show (held at the Palm Springs Convention Center) will sell the *Julius Shulman: Palm Springs* books that were printed by Rizzoli in conjunction with the exhibition at the Art Museum. Special deluxe editions are also available to ADC members, and includes a boxed copy of the book and a choice of one photograph from a limited edition of 100 signed and numbered 16" x 20" color photographs by Julius Shulman and Juergen Nogai. There are twenty photographs, 1/20 through 20/20, of five homes in Palm Springs from which to choose. Julius Shulman will be on hand at the booth on February 16 from 10 a.m. – 1 p.m. to sign copies of the book. The book will also be available at the Art Museum's Museum Store for \$55. For more information, call 760.322.4818.

**Monday, February 18** – Tours of the historic Frey House II will be conducted from 8:30 a.m. until 5 p.m. and will depart from the Art Museum's South parking lot. The house, the former residence of the late Modernist architect Albert Frey, has been part of the Art Museum's permanent collection since 1998. These tours offer a rare opportunity to view this stunning piece of history. Tours are priced at \$50 and the proceeds benefit the Architecture and Design Council. For more information, call 760.322.4818.

**Tuesday, February 19** – The Architecture and Design Council presents a lecture by noted Australian architect Ric Butt at the Art Museum's Annenberg Theater. A native Australian and former president of the Royal Australian Institute of Architects, Butt is principal of the Canberra-based firm Strine Design. He is committed to raising the public profile of indigenous Australian architecture and

promoting environmentally sustainable practice in design and construction and has a national profile in environmentally sustainable and low energy buildings. Admission is \$5 for ADC members and \$10 for non-members, and all proceeds benefit the Architecture and Design Council. For more information, call 760.322.4818.

**Thursday, February 21** – The Architecture and Design Council presents *The Sand Castle: Building a City in the Desert of Ras al-Khaimah*. A stunning look at the architectural progress being made in Dubai, the film will be screened in the Art Museum's newly renovated Annenberg Theatre from 6 to 7 p.m. Admission for this film is FREE. For more information, call 760.322.4818.

**Saturday, February 23** – From 12 p.m. to 3 p.m. the Palm Springs Preservation Foundation (PSPF) presents "Palm Springs Re-Imagined," a showcase of innovative ideas and plans submitted by a range of design and architecture professionals that will illustrate the many alternatives for development in Palm Springs. This event will take place at the Art Museum's Marks Graphics Center on the lower level at 12:00 p.m. with a reception to follow. Admission is free to PSPF members and \$35 for non-members. The proceeds benefit the PSPF. For more information call 760.322.4814.

**Saturday, February 23** – The opening events for the *Julius Shulman: Palm Springs* exhibition include a lecture at 5:30 p.m. in the Art Museum's Annenberg Theater by exhibition curator and author Michael Stern and co-author and architectural historian Alan Hess. This much-anticipated landmark retrospective exhibition features the work of architectural photographer Julius Shulman. Palm Springs, widely considered the mecca of mid-century modern architecture, was documented by Shulman for decades. His sensitivity and love of the region is made apparent by the breathtaking photographs that he has taken of the architecture of the California Desert. Following the lecture will be a reception in the exhibition area that will run from 6:15 until 8:00 p.m. Julius Shulman will be on hand to answer questions, sign books and discuss his amazing history. For more information call 760.322.4814.

**Sunday February 24** – The Architecture and Design Council presents an architecture tour and symposium which includes a brunch and cocktail reception. Called *The Desert's First Enclaves: from Marrakesh to Smoke Tree*, the tour and symposium allows the participants to see life behind the gates at some of the desert's most exclusive enclaves. Beginning with a brunch and a home tour of Marrakesh Country Club, participants will tour notable residences at Sandpiper, Tamarisk Country Club, Seven Lakes Country Club, and conclude with a cocktail reception at the historic Smoke Tree Ranch. The fee is \$150 for ADC members and \$175 for non-members, and all proceeds benefit the Architecture and Design Council. For more information, call 760.322.4818.

For more information about these events, please go to the Palm Springs Art Museum web site at [www.psmuseum.org](http://www.psmuseum.org) or the Modernism Week web site at [www.modernismweek.com](http://www.modernismweek.com).

Located downtown in an architecturally-significant E. Stewart Williams-designed building, the Palm Springs Art Museum features exciting exhibitions of contemporary, Native American, Western and Pre-Columbian art in spacious galleries. It features two sculpture gardens, stimulating lectures and educational programs for all ages, and offers diverse performances at its Annenberg Theater. The Art Museum is open six days a week; Sunday, Tuesday, Wednesday, Friday and Saturday from 10 a.m. to 5 p.m., and Thursday from 12 p.m. to 8 p.m. Admission is free to members; \$12.50 for adults; \$10.50 for seniors 62 and over; \$5 for students and active-duty military with I.D. and free for youths 17 and under. For more information, call 760.332.4800 or visit [www.psmuseum.org](http://www.psmuseum.org).

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