

# THE FOLD

Volume 8 Number 2

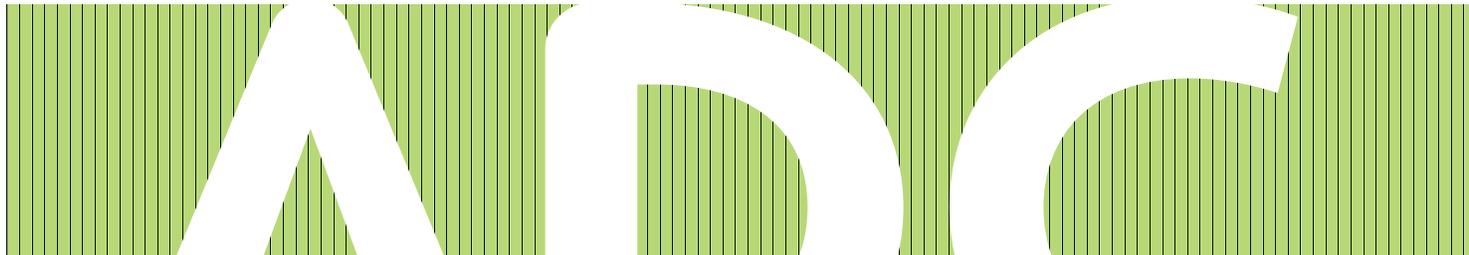
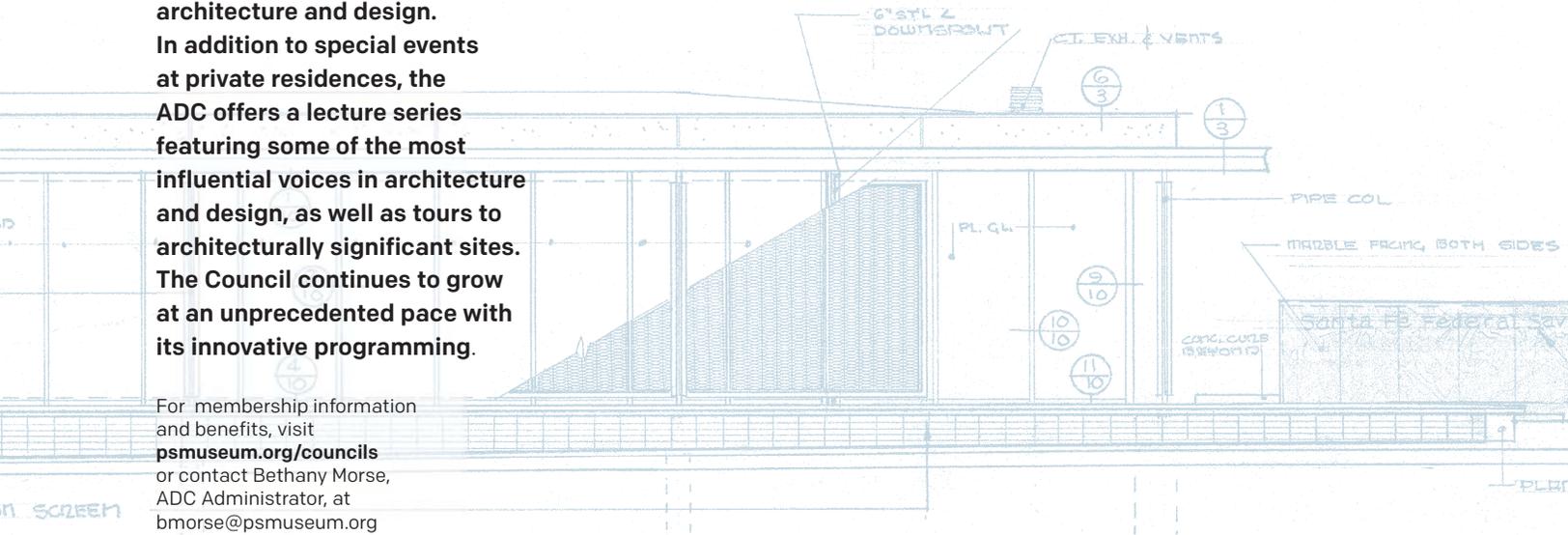
January 2017

Rick Lord  
EDITOR

Gary Wexler  
GRAPHIC DESIGN

The Architecture and Design Council with its over 500 members focuses on modern and contemporary issues and innovations in architecture and design. In addition to special events at private residences, the ADC offers a lecture series featuring some of the most influential voices in architecture and design, as well as tours to architecturally significant sites. The Council continues to grow at an unprecedented pace with its innovative programming.

For membership information and benefits, visit [psmuseum.org/councils](http://psmuseum.org/councils) or contact Bethany Morse, ADC Administrator, at [bmorse@psmuseum.org](mailto:bmorse@psmuseum.org)



# Notes from the Chair

DAN SPENCER, AIA

In the October issue of *The FOLD*, I wrote about **Vision 20/20** — the PSAM Strategic Plan, and the key initiatives that will support your favorite museum. In conjunction with that effort, the Architecture and Design Council Board is working to continue to provide ADC members with great programming, events, and new experiences, dedicated to architecture and design. In addition, 2017 will be a year where the ADC board development is integral to our preparation for 2018, when many of our “senior” ADC board members complete their five-year terms.

We started this board development effort last spring, when Arthur Keller took the helm of the Nominating Committee to sort through the recommendations for new board and advisory board members. The one-year advisory board position is a way to introduce the ADC Board operations to newbies. I started my tenure with the ADC Board as an advisory board member. The result of that effort last spring is a wonderful group of new voices around the table.

Gary Smaby, an advisor during the past year, became a full board member. Gary and his wife Nancy hail from Minneapolis, and he is critical to expanding our efforts in the areas of education, communications, and film.

Joining our team for the first time is Mark Capra, dedicated to the ADC since he and his wife Rosann landed in Palm Springs six years ago for their winter escape from the Midwest. With studies in Engineering and an MBA, he is now retired and joined the ambassador program to welcome people to the Architecture and Design Center, of which Mark and Rosann are founders.

As a leader in multiple national publications focused on architecture and design, Steven Drucker brings a great journalistic background to the table. Wouldn't you know, he also has a degree in preservation! Keeping our strong coast-to-coast connections, he and his partner Frank Newbold split their time between East Hampton, NY, and Palm Desert, CA.

Chris “CJay” Jordan is our new LA connection. His work is focused on social media management and marketing in the areas of fashion, music, television, and film. His passion for the architecture and design of Palm Springs is infectious, bringing CJay, and his partner Sammy Miclette, to the desert frequently.

Palm Springs Art Museum Trustee John Monahan will join us in the position that in past years has been held by PSAM Board President Jane Saltonstall and Trustee Ann Scheffer. John is a business neighbor who renovated the 1968 Alan Ladd Building, complete with Ristretto Café, and has been very supportive of PSAM, A+D Center, and ADC. We are very fortunate to have his voice in the conversation.

And finally, as part of our long range board development plan, architect Robin Abrahams will be my shadow in preparation for the next chapter.

As we continue to look for new ways to explore architecture and design, we hope that you join in our 2017 ADC adventures.

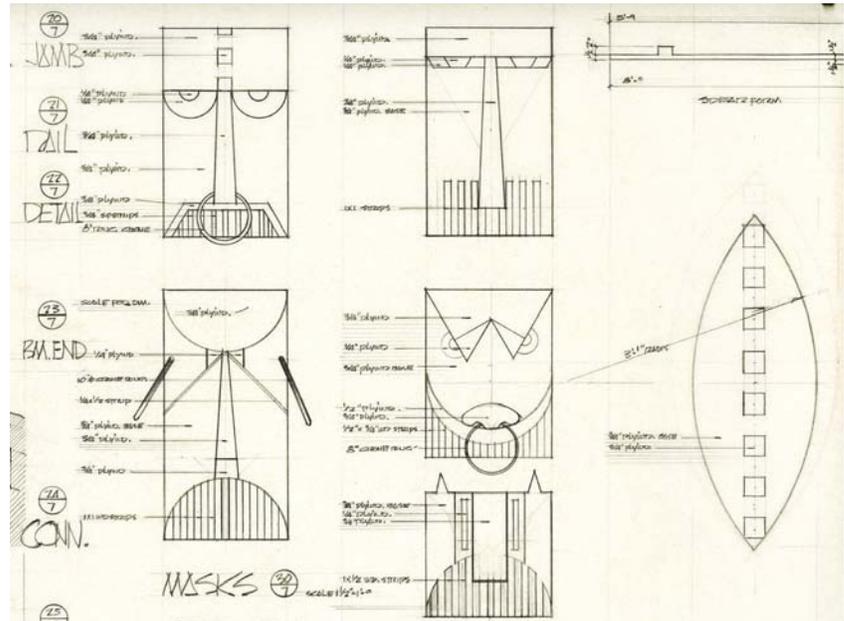
Courtesy Palm Springs Art Museum,  
Hugh Kaptur Collection

FROM THE ARCHIVE

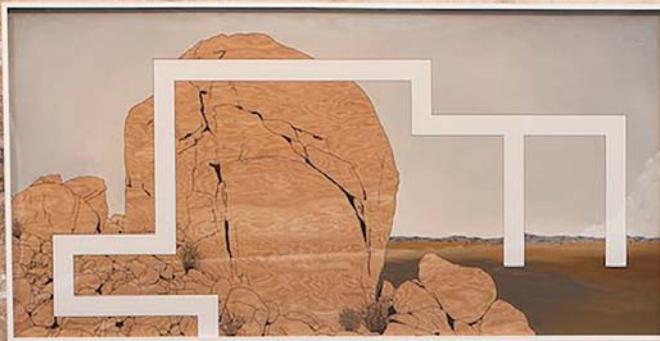
## Kaptur's Mid-Century Tiki Masks

The recent Hugh Kaptur donation of architectural drawings to the Lorraine Boccardo Archive Study Center also included renderings, models, and slides. I understand from Hugh that he owned a Hasselblad camera and took the majority of his own photographs to document his projects. Curious about the slides, I took a closer inspection and was intrigued with a building having some Tiki designed elements. I then took a look at the building drawings for Mrs. Fern Laurance, a residential and small hotel, located now at 555 E. San Lorenzo, Palm Springs. This circa 1957–1958 building is also known as the Impala Lodge but more recently The Triangle Inn. What delighted me were the Tiki-inspired masks which are revealed on both the slides as well as a section in the original drawings. For your enjoyment, here's a photo of the mid-century Tiki masks and a drawing by Kaptur.

— FRANK LOPEZ  
Archivist and Librarian



Installation view of *Andrea Zittel*,  
Regen Projects, Los Angeles,  
September 16 – October 29, 2011,  
photography by Brian Forrest  
© Andrea Zittel, Courtesy Regen  
Projects, Los Angeles



# On the Grid:

a look at settlement patterns  
in the high desert

on view at the Architecture and Design Center, Edwards Harris Pavilion

**March 11 – May 22, 2017**



# A-Z

**Planned to coincide with this spring's launch of Desert X, the museum's Architecture and Design Center will present an installation focused around "Lay of My Land," a project by the Joshua Tree-based artist Andrea Zittel. While not an official Desert X project, the opportunity to present "Lay of My Land" couldn't be timelier with all the attention that is sure to be focused on our desert—both high and low—in 2017.**

A major sculptural work that is much like a topographic site model, "Lay of My Land" represents the 35 acres that currently compose A-Z West, Zittel's ongoing site-specific project in the Mojave Desert. Zittel's installation addresses the history of western expansion, which is also a history of land, landscape, discovery, and real estate. First divided by the Jeffersonian Grid in 1785, the land in the High Desert was further divided by the Small-Tract "baby" Homestead Act of 1938 that promised a five-acre parcel free to anyone who would erect a small structure. "Lay of My Land" not only includes the structures Zittel has designed and built as part of A-Z West, it also features the original "jackrabbit" homesteader cabins still on the property. We are excited to have this opportunity to present this important work in the desert for the first time.

The sculptural work will be complemented with one of the artist's billboards and a "Wallsprawl" from her series of wallpapers, which frames the rapidly changing cultural context of the West. As Zittel wrote about the series, "Each 'Wallsprawl' consists of a repeating pattern of real photographs that depict fringe areas where wide-open desert meets large-scale urban development. This is the West I grew up in—a place where my parents built a house in an isolated rural area that sixteen years later became a fully developed suburban matrix complete with shopping mall. Witnessing this rapid takeover of the natural made me view human progress as a sort of parasitic or viral expansion. Similar to actual growth, the 'Wallsprawls' have the capacity to repeat infinitely, folding a single image over into an infinite sprawl."

To further contextualize Zittel's installation, a curatorial team will work with local experts to assemble a variety of historical materials including maps, photographs, and other documents to further tell the story of land settlement in the high desert. In coordination with the artist, the museum will be offering tours to A-Z West during the period of Desert X, as well as gallery talks and related programs.

Please visit [www.psmuseum.org](http://www.psmuseum.org) for details.

— BROOKE HODGE

Director of Architecture and Design





# Updating the Visitor Experience

Jim Isermann  
*Untitled (vinyl rug)*,  
2016, Vinyl,  
Palm Springs Art Museum

The lobby is the first space visitors enter when they come to Palm Springs Art Museum. It's a space where the architectural logic that E. Stewart Williams used to shape the building is immediately apparent. Four rough, textured lava rock walls splay out on the diagonal from an open center, defining gallery and ancillary spaces, but the center of the lobby was always somewhat lacking in energy, an open area that visitors passed through to reach the galleries, the museum store, and the theater and café on the lower level.

The museum's new strategic plan identifies "Updating the Visitor Experience" as a critical strategic initiative. Transforming the lobby was quickly identified by Executive Director Elizabeth Armstrong as something that would help create a more welcoming experience for visitors. I was excited when Liz handed the project over to me when I arrived in June.

Since local designers Debra and Richard Hovel had already made a proposal for re-thinking the space, they were the first to officially join our "Lobby Lounge" team. We knew we had to work quickly to transform the space in time for the 2016-17 'season' so we rounded up a few other key players. We commissioned artist Jim Isermann to design a floor work that would also incorporate seating and we tapped graphic designer Gary Wexler to work with us on new digital signage. We also added a ceiling grid for future installations and installed WiFi and a sound system.

Now, when you visit, *Your Dog*, Yoshitomo Nara's friendly larger-than-life sculpture, will greet

you. The old desk is gone and Richard Hovel designed a sleek new desk next to large flat screen monitor that announces, in elegant new graphics, all the goings-on at the museum's three sites. And, you cannot miss the brilliant and lively floor installation by Isermann. *Untitled (vinyl rug)* is a deceptively simple design that is made up of modules whose orientation and repetition create the pattern. There are two different tiles, which are repeated 32 times each. By simply inverting every other row of tiles, each diagonal band meets a like color to create the repeating, interwoven pattern of squares. The work has a site-specific relationship to E. Stewart Williams's design for the museum. The two exhibition spaces that flank the entrance are squares turned 45 degrees to the rectangle of the building's base. There is a massive structural, exposed concrete ceiling grid, as well as suspended wooden grids, to support exhibition lighting. The woven pattern of Isermann's vinyl rug is inspired by and in conversation with those complex grids, squares, and diamonds. To complement Isermann's installation, we designed seating in blue and orange and have been delighted to see visitors take to it immediately.

We are grateful for the generosity of Ann and Bill S(c)heff(l)er, Bradford W. Bates in honor of Greg Polzin, and John Renner for their early and enthusiastic support of this project.

We hope all of you will also take a moment to relax in our lively new lobby and enjoy the art and the architecture of our museum.

— BROOKE HODGE

Director of Architecture and Design



## Corporate Sponsorship Marketing Initiative

Palm Springs Art Museum is pleased to announce the launch of a new institution-wide corporate sponsorship marketing initiative. This new program is designed to augment the revenue generated from the museum's highly successful philanthropic fundraising efforts. Seeking corporate sponsorships aligns with an important goal identified in the museum's *Vision 20/20* strategic plan: developing alternative sources of revenue to maximize the financial stability of the organization.

The campaign is initially focused on securing a small group of eight companies that will be positioned as sponsors of the season of programming at four Museum sites: Palm Springs Art Museum; the Annenberg Theater; Palm Springs Art Museum in Palm Desert; and the Architecture and Design Center, Edwards Harris Pavilion. Sponsoring companies will each have exclusivity within their business sectors, and they will receive exposure in all of the Museum's advertising and marketing initiatives among other benefits. Each of the companies will have the right to be positioned as the Title Sponsor or the Presenting Sponsor of a season of programming at their choice of one of the four venues.

The Museum launched this program in October, and we are pleased to announce

that three companies have confirmed their participation to date. At the A+D Center, Eisenhower Medical Center is the Title Sponsor of the Season, while Renova Solar and Provident Bank are Official Sponsors of the Season.

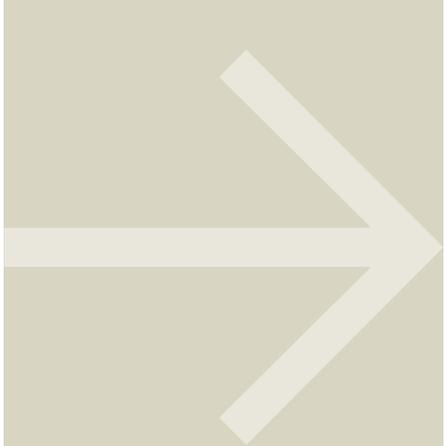
Marty Massiello, Executive Vice President and Chief Operating Officer of the Eisenhower Medical Center, said, "We are very happy to partner with Palm Springs Art Museum, and to become the Title Sponsor of the Season at the Architecture and Design Center. The Eisenhower Medical Center is dedicated to architectural preservation and restoration, and we are very proud of the collection of architecturally significant buildings we have at our primary campus in Rancho Mirage, which include fine examples of the work of

E. Stewart Williams, Edward Durrell Stone, and Donald Wexler. We are also proud of our fully restored Donald Wexler-designed Health Center facility at 415 South Palm Canyon Drive in Palm Springs, near the Architecture and Design Center. We have made a significant investment in facilities in Palm Springs, and like Palm Springs Art Museum, we are proud to play an important role in our community." As part of its support for the Architecture and Design Center, Eisenhower Medical Center will be offering a lecture and site tour of the architectural treasures of its Rancho Mirage campus. The date and details of this event will be announced in 2017.

Michael Hinkle, Managing Director of the A+D Center said, "I am thrilled to welcome Eisenhower Medical Center, Renova Solar, and

Provident Bank as sponsors of the season at the Architecture and Design Center. I look forward to working with them to make their sponsorships a success."

A number of corporate sponsorship marketing opportunities remain available with the Architecture and Design Center and across all Museum facilities and programming. To inquire, please contact Hugh Wakeham at [sponsorshipmarketinggroup@gmail.com](mailto:sponsorshipmarketinggroup@gmail.com) or 760-832-7563.



Don't miss these exciting **ADC** events!

**MARCH 9, 2017**

**ADC Evening Lecture & Reception  
BassamFellows  
Craftsman Modern**

5:30–7:30 pm, Annenberg Theater  
\$15 ADC members/\$20 nonmembers

**APRIL 1, 2017**

**A Connecticut Yankee in  
a California Redwood Skin**

10 am–12 pm, Annenberg Theater  
\$15 ADC members/\$20 nonmembers

**SATURDAY, APRIL 8, 2017**

**Architecture Tour  
Urban Reinvention —  
Downtown LA Architecture**

8 am–7:30 pm  
\$175  
(must be an ADC member to attend)

# In Conversation

with **CHUCK STEINMAN**

A+D Center Ambassador Co-Coordinator



## **Please introduce yourself.**

Originally from the east, I grew up in the New York metropolitan area before heading to Boston for seven years at MIT. There I discovered my passion for architecture, which evolved into master degrees in city planning and business management. My career began in public sector urban renewal programs before joining Skidmore, Owings & Merrill, first in Washington, DC and then Boston, specializing in citizen participation in urban design. Fifteen years later, to learn the interiors business, I joined the Boston office of a firm based in Saudi Arabia to manage design-build projects in Bahrain and London. That led to becoming a founding and managing partner and a 25-year career in contract interior design for elder care, continuing care communities, assisted living, Alzheimer's care, and nursing facilities.

## **How did you get here, to this place?**

My spouse, John Marksbury, and I planned that our 1835 Greek revival weekend house in Truro, Massachusetts, would become our retirement house. But while visiting friends here in February 2006, we fell in love with the palm trees, mountains, good weather, and mid-20th century design — it was like going from black and white to Technicolor — and we bought a condo to become snowbirds. In 2012 we moved to a remodeled 1969 Stan Sackley house in Indian Canyons.

## **In what volunteer activities did you first become engaged?**

Back east on Cape Cod, seeking to preserve our historic community, I serve as chair of the Truro Historical Commission. I worked to preserve Truro's historic 1848 Town Hall, and am currently helping to raise funds and manage the preservation of Truro's 1827 Meeting House as well as working with town officials to establish zoning changes to protect Truro's Cape Cod National Seashore.

## **What drew you to the museum/A+D Center?**

My interest in art collecting started at MIT with the purchase of a Van Gogh print. I never imagined I could own "real" art until years later when I began collecting social realism and regional art. After retiring, I was encouraged to volunteer at the Museum Service Council (MSC) where I became co-editor of the *MSC MUSINGS* Newsletter, writing about volunteer opportunities, such as the Ambassador Program envisioned by former Board Chair Harold Meyerman. To help establish the Architecture and Design Center, I became a Founder. When the A+D Center offered free admission, it became clear that we needed to follow the example set by The Galen to create an Ambassador Program. Along with James "JP" Pond and Jack Delaney, we jumped into the breach; JP took on Ambassador training, Jack scheduling volunteers at the Bradford W. Bates Vault: The Museum Design Store, and I responsibility for Ambassador scheduling and communications.

## **What is your favorite experience at the A+D Center?**

It has been wonderful working with A+D Center staff, docents, and security personnel to create a welcoming experience for visitors. Guests from all over the world, who come to Palm Springs for its wealth of mid-20th century architecture, discover we have great art museums and become fascinated with our iconic A+D Center building. Often it is a focus and starting point for their visit.

## **What do you think the future should hold for the Architecture and Design Council?**

We must participate in and become more engaged with the Palm Springs community. This involves staying informed, attending meetings of the Planning Commission, City Council, and Architectural Advisory Committee, and writing to our city officials. Our passion for architecture must translate into speaking out for good design, whether for the park proposed at the museum, the downtown redevelopment, or proposals for our neighborhoods.

# Spring Architecture Tour

Put Saturday, April 8, 2017 on your calendar!

# 2017



Michael Maltzan's One Santa Fe

Where to? The edge of Downtown Los Angeles where amazing architecture, art, and design is happening. It's where, years ago, LA's industrial base grew alongside the Santa Fe Railway depot. Now it's where SCI-Arc, the famed school of architecture founded by Ray Kappe, resides in the renovated Santa Fe Freight building and helps to shape its surroundings. They will welcome us and tell us about their work and its impact.

Brooke Hodge's unique connections to the architecture community in LA has enabled the tour committee to move forward on a day filled with recently completed major projects that bring architectural excitement for residents along with the stores, restaurants, and recreational facilities essential to day-to-day living. We plan to have the widely acclaimed architects, artists, and designers connected to the chosen sites be present and engage us in an insider's view to understand their work.

In the latter part of the last century, artists and designers gathered in this area as the old buildings fell vacant, and they created the LA Arts District of galleries and studios. Hauser & Wirth, a major international gallery, in collaboration with Paul Schimmel, former MOCA chief curator, recently renovated an old flour mill for gallery and other uses. Schimmel will show us this attractive addition to the artist community.

The tour will explore Michael Maltzan's One Santa Fe, a massive urban neighborhood with over 400 residences and convenient retail that weaves in linear form for nearly a quarter mile, and his Star Apartments, a mix of homes for the formerly homeless with supporting services. Both projects display architectural flair and visual excitement.

We will visit Barbara Bestor's Blackbirds community, completed in 2015, a small village of 18 homes nestled in the Echo Park neighborhood that brings high-quality progressive design to dense, low mass, and price-attractive housing on a close-in city site.

Tickets will go on sale on or near March 1, 2017, another date to note on your calendars.

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## PALM SPRINGS ART MUSEUM



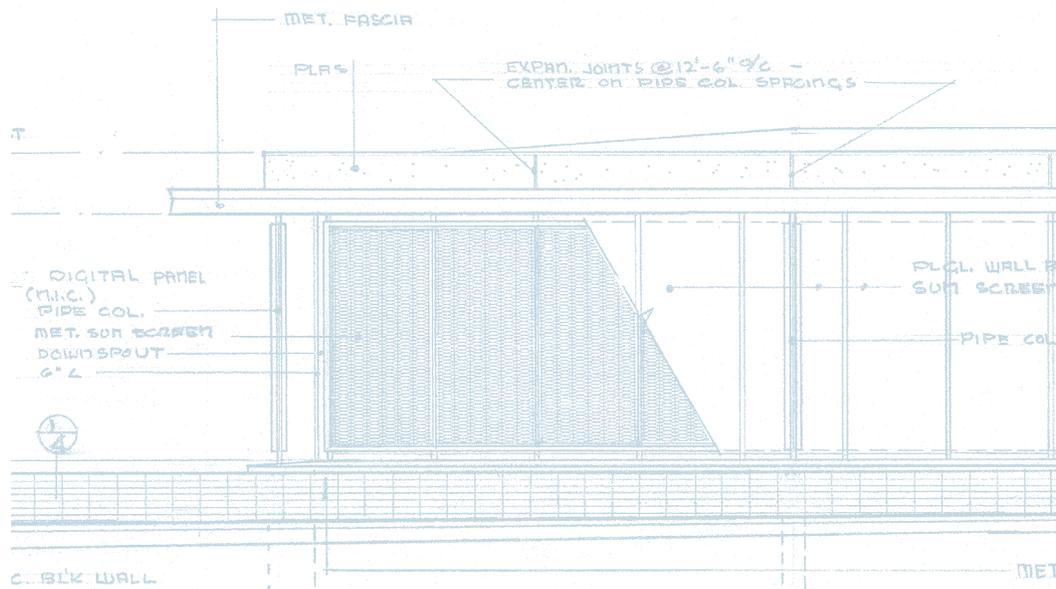
Palm Springs Art Museum  
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[psmuseum.org](http://psmuseum.org)

A+D Council - *The Fold*



Palm Springs Art Museum  
Architecture and Design Center



Detail of West Elevation, *Elevations and Sections, Santa Fe Federal Savings and Loan Association, 1961*, courtesy Palm Springs Art Museum, E. Stewart Williams Collection