

Attendance at Modernism Week 2016 Dramatically Surges in its Eleventh Year
Organizers Estimate More Than 77,500 Participated in 11-Day Festival in Palm Springs
By Bob Bogard, O'Bayley Communications

Modernism Week is an 11-day festival that highlights midcentury modern design, architecture, art, fashion and culture. The festival's mission is to celebrate and foster an appreciation of midcentury architecture and design, as well as contemporary thinking in these fields, by encouraging education, preservation and sustainable modern living. This year, it took place from February 11 - 21, 2016 in the Palm Springs area of Southern California and attracted more than 77,500 attendees, an increase of greater than 30 percent over the 2015 total attendance. More than \$1 million of the proceeds generated by ticket sales from this year's event went directly back to community neighborhoods and partner organizations, a new record for Modernism Week. This was an estimated 15% increase over the amount generated for these organizations last year. The festival generated an estimated \$28.6 million in revenue for area hotels, shops, restaurants, and other local businesses.

The festival generated worldwide publicity that continues to brand the entire Coachella Valley as a Mecca for Modernism and architecture. This year, it received an unprecedented amount of media coverage, resulting in more than 2 billion impressions worldwide.



The popular Palm Springs Modernism Show & Sale also saw increased numbers, with nearly 8,500 participants attending the popular sale at the Palm Springs Convention Center. In addition to the Show & Sale, the festival featured a wide range of programming, including more than thirty lectures and films spotlighting famed architects, landscape designers, historians, design experts and authors, a film premier on Desert Modernist William Cody, and the always-popular 'Lost, Saved, and Endangered' presentation. Panel discussions on architectural preservation included a session facilitated by the Modernism Committee of the State Historical Resources Commission that looked at the role of the National Register in preserving modern resources. Modernism Week participants also were able to experience several educational events celebrating the midcentury legacy in Cuba, premier double-decker architectural bus tours, home tours of significant residences, modern garden tours, and elegant parties.

Later this year, Modernism Week will offer its annual Fall Preview from October 21-23, 2016 and will stage the 2017 Modernism Week event from February 16-26, 2017. For more information about future Modernism Week events, visit modernismweek.com and follow them on Facebook, Instagram, and Twitter.



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