

Preservation Matters

Newsletter of the California Office of Historic Preservation
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ineligible by the very design concepts that define them.

→ Later the same day, Modernism Week attendees joined local preservationists and historians to celebrate the City of Palm Springs Class 1 Historic Designation of the Town & Desert Apartments. Currently known as the Hideaway, these “apartments of tomorrow” were designed by Palm Springs architectural designer Herbert W. Burns in 1947. Receiving national attention in the May 1948 issue of *Architectural Record*, the article was lavishly illustrated with beautiful photographs by renowned architectural photographer Julius Shulman. Ron and Barbara Marshall prepared the nomination application for the Palm Springs Preservation Foundation, and o2 Architecture sponsored the event.

Modernism Week broadened its focus beyond Palm Springs with “Michigan Modern Monday” on February 16. Michigan Modern is more than a design movement—it is also a cultural phenomenon, an intersection of indigenous, imported, and exported design, and a newly defined epoch. The series offered six lectures, one film, lunch, and an opportunity for attendees to immerse themselves in fascinating

Michigan-centric topics including Eero Saarinen's General Motors Technical Center, the work of legendary Herman Miller designers Charles and Ray Eames and George Nelson, and the pioneering industrial architecture of Albert Kahn, among others. The day devoted to Michigan's significant, yet often under appreciated, contribution to modern architecture and design throughout the



General Motors Technical Center by Eero Saarinen
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twentieth century was one of the most well-attended lecture series during Modernism Week.

A free lecture titled “Lost, Saved & Endangered: Modernist Architecture in Palm Springs” was presented by the Palm Springs

Preservation Foundation (PSPF) on Wednesday, February 18. The entertaining, informative, and wildly popular talk, delivered by Modernism Week and PSPF board member Gary Johns, was replete with amusing anecdotes and rarely seen vintage photos.

More than twenty local neighborhood organizations offered tours featuring homes that have been lovingly purchased, restored, and landscaped—often by past attendees of Modernism Week. The tours generated more than \$463,000 for the neighborhoods to fund

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“Built with mass-produced ... and easily replaced materials, significant mid-century buildings are often deemed ineligible by the very design concepts that define them.”