

Electronic Press Kit



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NEWS RELEASE

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Modernism Week Reports Increased Attendance and Community Economic Impact

More Than 130,000 Attendees Participated in 11-Day Festival in Palm Springs

PALM SPRINGS, CA (March 18, 2024) – Modernism Week officials announced that the annual festival, which took place from February 15 - 25, 2024 in the Palm Springs area of Southern California, had an estimated audience of more than 130,000 attendees who participated in more than 400 events during the 11-day festival. Celebrating midcentury modern design, architecture, art, the festival generated an estimated economic impact of \$68 million for area hotels, shops, restaurants, and other local businesses from Palm Springs to La Quinta and beyond. In addition, CAMP, Modernism Week's 'Community and Meeting Place' and headquarters for tours and events inside the Hyatt Hotel experienced more than 26,000 visitors throughout the festival. The festival offered attendees the opportunity to participate in home tours, talks, parties, and architectural bus excursions throughout the Coachella Valley.

“Once again, Modernism Week continued to help brand the entire Coachella Valley as a mecca for design, preservation, modernism and architecture,” said William Kopelk, Modernism Week Board Chairman and co-founder. “Our diverse programming this year focused on many aspects of modernism and offered tours of iconic residences that had not previously been open to the public. We are very pleased that our attendees continued to learn about design, architecture, and culture regionally, nationally, and internationally. We could not do this without the support of our top sponsors, including Ferguson Bath, Kitchen & Lighting Gallery, Brizo, DunnEdwards Paints, JennAir, Flor, Natural Retreats, and Willis. The City of Palm Springs was once again the Civic Presenting Sponsor. Their ongoing partnership with our organization enables us to offer a compelling festival to which attendees plan to return each year.”

Modernism Week attendees came from all fifty United States and the District of Columbia, with California accounting for the majority of attendees (approximately 50%). Attendees came from 440 of 482 cities in California, or 91% of all California cities. Locally, the Coachella Valley represented 38% of tickets sold in California. In addition to many California visitors, the event was popular with attendees from Texas, Washington, New York, Illinois, and Florida. Attendees came from across the globe with twenty-four countries represented, including Canada, Australia, United Kingdom, New Zealand, Germany, France and many more.

The popular Palm Springs Modernism Show, which celebrated its 24th year, also saw robust attendance numbers. Nearly 15,000 people attended the popular sale at the Palm Springs Convention Center, on par with the previous year, including more than 1,300 attendees who participated in the opening night preview event that benefitted Modernism Week. The show will return to Palm Springs for Modernism Week's October 2024 event and again in February 2025 for Modernism Week's 20th Anniversary.

“We are proud that the Palm Springs Modernism Show continues to be one of the highlights of Modernism Week,” said Rosemary Krieger, President of Dolphin Promotions, the show's producer for 24 years. “Our dealers were extremely pleased with sales including robust sales on the opening night and throughout the four-day show.”

Modernism Week celebrates and fosters appreciation of midcentury architecture and design, as well as contemporary thinking in these fields, by encouraging education, preservation, and sustainable modern living as represented in Palm Springs and the surrounding Coachella Valley. Highlighting this dedication to education, this year more than 70 lectures and films spotlighting famed architects, landscape designers, historians, design experts and authors were presented to attendees, including the Modernism Week keynote presentation by Dr. Barry Bergdoll, Meyer Schapiro Professor of Art History at Columbia University and the former Chief Curator in the Department of Architecture and Design at Museum of Modern Art in New York City.

Other highlights included the third annual production of the *Stories Untold* lecture series which focuses on the history and narratives of architects and design professionals historically left out of the spotlight. This year's presentation at the Annenberg Theater was entitled "Stories Untold: Honoring Diverse Voices, Illuminating Untold Stories and Forging Connections with the Past Through Architecture and Landscape Design." The distinguished speakers of the session discussed the cultural relevance and creative process behind recently opened public buildings and venues including the *International African American Museum (IAAM)* in Charleston, SC, the *Smithsonian's National Museum of African American History and Culture* in Washington, DC, and *Destination Crenshaw* in the Crenshaw community of Los Angeles, CA. Generous support for this program was provided by Room & Board.

Modernism Week's central headquarters, CAMP ('Community and Meeting Place') returned to the spacious interior atrium of the Hyatt Palm Springs in the heart of downtown. Entrance into CAMP was free and open to the public every day during Modernism Week. CAMP included decorative lounges and informational booths, a shop by Modernism Week's merchandise and branding partner Destination PSP, all day food, drinks, and specialty cocktails by Cheeky's, book signings with notable authors, Professional Color Consultations by Dunn-Edwards, and the Modernism Week Theater at CAMP with a compelling series of talks and films. In addition, there were many interactive sponsor displays including Ferguson Bath, Kitchen and Lighting Gallery, Brizo, JennAir, Dunn-Edwards, Verizon, and FLOR.

The festival continued to garner significant international and national media attention, generating more than 2.095 billion media impressions, up from 1.765 billion media impressions the previous year. Media coverage was reported from a wide range of media outlets. Significant media that covered the festival included AFAR Magazine, ASPIRE Online, Associated Press, Architectural Digest, Atomic Ranch, Boston Herald, Boston Magazine, Car and Driver, Condé Nast Traveler, Dirt, Dwell, Financial Times, Fodor's Travel, Global Viewpoint, Hollywood Reporter, House Beautiful, Irish Independent, Kiplinger's Personal Finance, Los Angeles Magazine, Los Angeles Times, Mpls. St. Paul Magazine, MSN Lifestyle, MSN Travel, Reuters, Robb Report, Shondaland, Star Tribune, Sunday Independent (Ireland), Sunset Magazine, The Hollywood Times, Travel & Leisure, Voice Of America News Online, USA Today, VOGUE, World News Network, Yahoo Finance, Yahoo Lifestyle, and Yahoo News.

International coverage included articles in the following countries: Australia, Bangladesh, Brazil, Canada, Chile, China, Czech Republic, France, Germany, Greece, Hong Kong, India, Indonesia, Ireland, Italy, Jordan, Mexico, Netherlands, New Zealand, Portugal, Serbia, Singapore, South Africa, Spain, Sweden, Switzerland, Tunisia, Turkey, United Arab Emirates, United Kingdom, Vietnam, and Zambia. The countries of Bangladesh, Czech Republic, Serbia, Tunisia, and Zambia had never carried articles about Modernism Week prior to this year.

About Modernism Week:

Modernism Week is a 501(c)(3) charitable organization providing scholarships to local Palm Springs students pursuing college educations in the fields of architecture and design; as well as giving grants to local and state organizations for their efforts to preserve modernist architecture throughout the state of California.

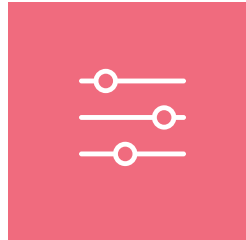


Modernism Week 2024

WRAP-UP REPORT

PR + SOCIAL MEDIA REPORT

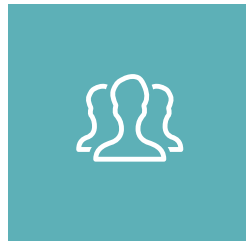
OVERVIEW



2024 SUMMARY



MEDIA IMPRESSIONS



MEDIA HIGHLIGHTS



SOCIAL MEDIA



MEDIA REGISTRATION




COMMUNICATIONS

2024 SUMMARY

Worldwide media coverage generated

2.13 billion media impressions





MEDIA HIGHLIGHTS

Modernism Week continued to garner significant national and international media attention.

MEDIA HIGHLIGHTS

Significant Media

AFAR Magazine, ASPIRE Online, Associated Press, Architectural Digest, Atomic Ranch, Boston Herald, Boston Magazine, Buffalo News, Car and Driver, Classic Driver, Condé Nast Traveler, Dirt, Dwell, Financial Times, Fodor's Travel, Global Viewpoint, Hollywood Reporter, House Beautiful, Internet Movie Database, Irish Independent, Kiplinger's Personal Finance, Los Angeles Magazine, Los Angeles Times, Mpls. St. Paul Magazine, MSN Lifestyle, MSN Travel, News Break, Reuters, Robb Report, Shondaland, Star Tribune, Sunday Independent (Ireland), Sunset Magazine, The Hollywood Times, Travel & Leisure, Voice Of America News Online, USA Today, VOGUE, World News Network, Yahoo Finance, Yahoo Lifestyle, and Yahoo News.

International Media

The Age Australia, Brisbane Times, Alt-Neuöttinger Anzeiger, Bollyinside, Business Insider India, Elbe-Jeetzal-Zeitung, Elle Decoration Viet Nam, Farol da Bahia, finanzen.at, Folha de S. Paulo, Fugues En ligne, Göttinger Tageblatt, Hannoversche Allgemeine Zeitung, Harpersbazaar (Italy), Kölnische Rundschau, Landeszeitung für die Lüneburger Heide, Leipziger Volkszeitung, Lübecker Nachrichten, Mansion Global, NEUEPRESSE.DE, Ostsee-Zeitung, Passauer Neue Presse, reisereporter.de, Schaumburger Nachrichten, Sydney Morning Herald, US Times Mirror, Vivre le Portugal, Yahoo News Australia & NZ, Yahoo Singapore, Yahoo UK, and Yahoo! Canada.



MEDIA HIGHLIGHTS



Architecture and Design related

Archinect, ArchitectureAU, California Home+Design Online, Design Milk, DesignScene, Dezeen, Eichlernetwork, Furniture Lighting and Décor, Home Improvement Magazine, and Interior Design.

Local and Regional

Beaumont Enterprise Online, Beverly Hills Courier Online, Beverly Hills Living, Coachella Valley Independent, Coachella Valley Weekly, Desert Health News, Desert Local News, Desert Sun, Hi-Desert Star, Inland Valley Daily Bulletin, KESQ-TV, KFDX-TV, KNBC-TV, KTLA-TV, LA Weekly, Locale, Long Beach Press-Telegram, MyNewsLA, NBC Palm Springs, Palm Springs Life Magazine, Press-Enterprise, Public Record, Redlands Daily Facts, San Gabriel Valley Tribune, Southern California Life, and San Bernardino Sun.

International Coverage

Australia, Bangladesh, Brazil, Canada, Chile, China, Czech Republic, France, Germany, Greece, Hong Kong, India, Indonesia, Ireland, Italy, Jordan, Mexico, Netherlands, New Zealand, Portugal, Serbia, Singapore, South Africa, Spain, Sweden, Switzerland, Tunisia, Turkey, United Arab Emirates, United Kingdom, Vietnam, and Zambia.

New this year: Bangladesh, Czech Republic, Serbia, Tunisia, and Zambia.

KEY MENTIONS

HouseBeautiful

"...one of the best times to visit: Modernism Week, which takes place twice a year with a signature celebration in February and a mini version in October."

Robb Report

"The event has metastasized from a humble weekend affair to an 11-day economy-sustaining juggernaut, bringing thousands upon thousands of visitors from every corner of the globe to the desert community to enjoy a schedule packed to the proverbial rafters with home tours, lectures, high-end auctions, film screenings, come-one-come-all cocktail parties, and exclusive fundraising galas. This titan among festivals manages to attract new attendees and keep previous ones coming back year after year..."

TRAVEL+LEISURE

"One of my favorite events is Modernism Week. Twice a year, people come from all over the world for well-curated home tours, parties, and presentations."

Los Angeles Times

"On a recent sunny afternoon, Agle, whose colorful artworks depict cool cats, Hawaiian tiki gods and martini-sipping swingers, had just put the finishing touches on the house, which will be open to the public during Modernism Week, which runs Feb. 15-25."

Forbes

"Coachella Valley ADUs (and homes) can generate substantial rental income. The area is a hotbed for high-profile international gatherings: Palm Springs Modernism Week, the Coachella Valley Music and Arts Festival and sports events, among numerous others."

IMDb

"The Modernism Week festival, which this year runs Feb. 15-25, is the centerpiece of the month's events. 'Modernism Week is the largest gathering of midcentury modern architecture and design enthusiasts in the US,' says Lisa Vossler-Smith, its CEO."

VOGUE

"Palm Springs Modernism Week, which takes place each February and October, offers many hundreds of design-themed tours, lectures, and events, as well as glimpses inside the city's most iconic homes. Last year, the festival drew over 100,000 people; this year, attendance is only expected to grow."

"Palm Springs relishes its reputation as a chic enclave of mid-century design all year, but never more so than in February during Modernism Week. The event takes place from February 15 to 25 in 2024, featuring more than 350 events ranging from home tours to architecture lectures."

Voice of America

"And so, they do "Modernism Week" every year that kind of brings a bunch of people who appreciate modernism and celebrate it. They have lectures, seminars, tours, and you get to know more about mid-century modern and make it a learning experience."

MEDIA IMPRESSIONS REPORT

**Data Cycle:**

November 1, 2023 to February 29, 2024

Media Impressions are any interaction with a piece of content and a person. An impression is the broadest possible metric for any piece of earned, owned, or paid media's performance.

MEDIA IMPRESSIONS

As with all other mediums, just because there was an ad or a story on any given page, that does not mean that everyone who read the paper or looked at the web site actually read it. These numbers are an attempt to use industry-standard methods of measurement, but are not a claim of scientific accuracy.

We rely on each media outlet's estimate of media impressions, and they all vary widely. For example, a typical newspaper will print a certain number of papers, (circulation) but they assume that each copy has more than one person reading it. The industry standard assumes a factor of 2.65 to determine 'pass along' readership (vs. circulation) for print materials. Our report uses the estimates provided by the media outlets.

Consider these figures as **potential media impressions.**

ADVERTISING

Ads were placed in the following media:

Print: 7 full-page ads in Architectural Digest, 1 quarter-page in The Architect's Newspaper, 2 full-pages in Atomic Ranch, 2 full-pages in California Home+Design, 2 full-pages in California Homes, 4 full-pages and 2 quarter-pages in Coachella Valley Independent, 16 weather strips 6 overline ads, 4 front-page strips and one half page Thank You ad in The Desert Sun, 2 full-pages in GED, 1 full-page in Interiors Magazine, 3 full pages in LA Weekly, 2 full-page ads in Metrosource, 5 full-pages in Palm Springs Life and flyers distributed at the Palm Springs Visitor Information Center.

Digital: Alpha Media, The Architect's Newspaper, Atomic Ranch Starburst, California Home+Design, The Desert Sun, Gay Desert Guide/KGAY, GED, Here Media, LA Weekly, Locale, Metrosource, Palm Springs Life, and The Standard.

Outdoor: Vinyl and digital billboards (produced by Lamar and shared with Dolphin Promotions) ran prior to and through the event.

Broadcast: Advertising ran on MOD FM and KGAY radio. There were also two live remotes, both at CAMP and at the Car Show.

TOTAL MEDIA IMPRESSIONS

Earned Media Impressions: 2,070,981,397

Paid Media Impressions: 57,903,825

TOTAL MEDIA IMPRESSIONS:

(combination of earned media impressions and paid media impressions)

2,128,885,222

2023 data for comparison: TOTAL: 1.765 billion



SOCIAL MEDIA

Overview

Social Media Platforms

Facebook, Instagram, Threads, X

SOCIAL MEDIA OVERVIEW

Data Range: November 2023 to February 2024

1.4K

original posts

of unique content published
across MW social platforms

**not including IG Stories or Threads*

28.9K

new followers

across Facebook, Instagram,
Threads, and X

208K

total followers

across Facebook, Instagram,
Threads, and X

4.5M

total impressions

across Facebook, Instagram, X
**not including IG Stories or Threads*

FACEBOOK

32.9K followers



COMPARATIVE ANALYSIS



Modernism Week

32.9K followers



Long Beach Architecture Week

890 followers



Tucson Modernism Week

3.6K followers



Modern Phoenix

9.8K followers



Architecture Sarasota

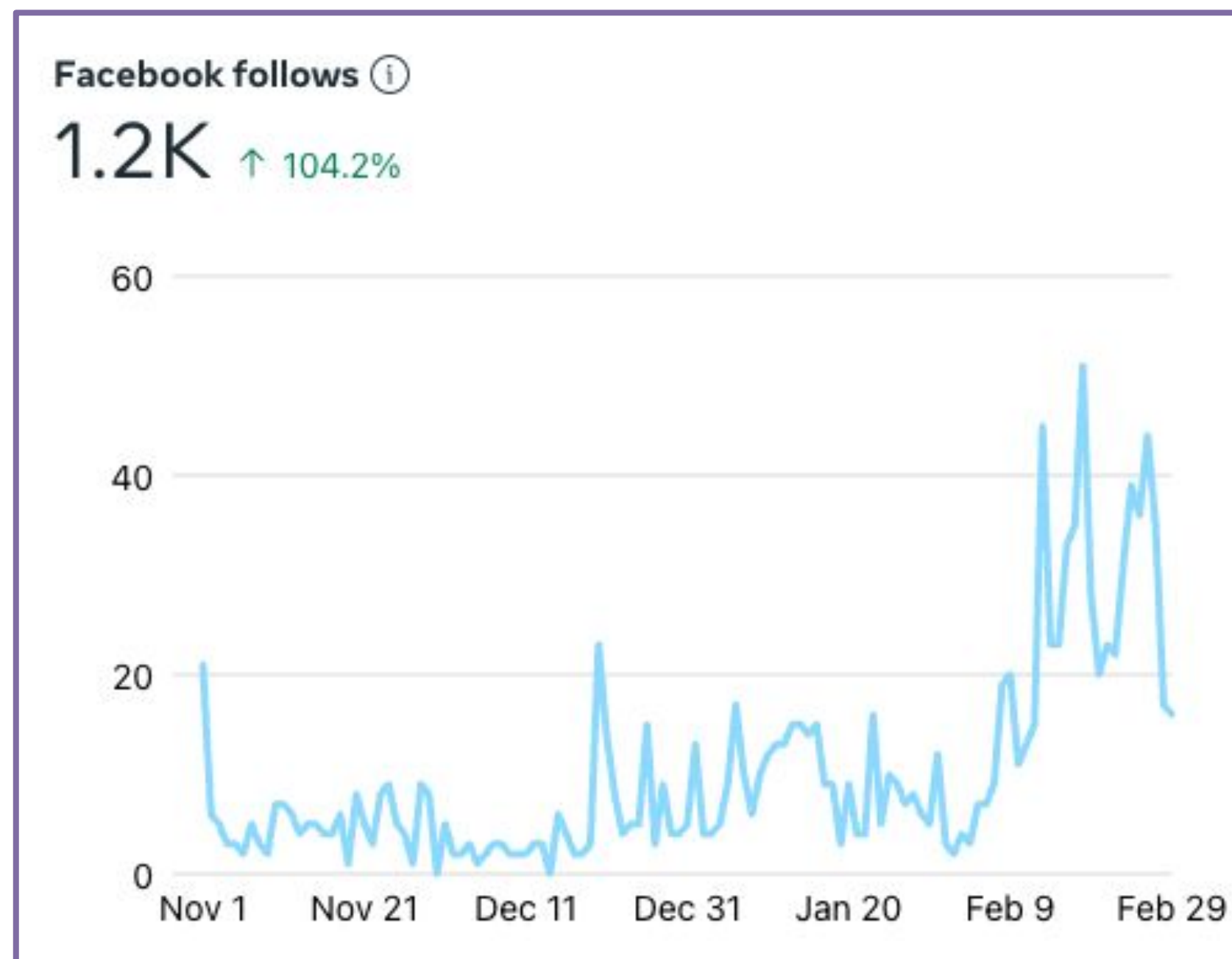
2.5K followers

FACEBOOK FOLLOWERS

Since Modernism Week — October 2022 Nov. 2023 – Feb. 2024

32.9K followers to date

Total increase of 1.2K new followers

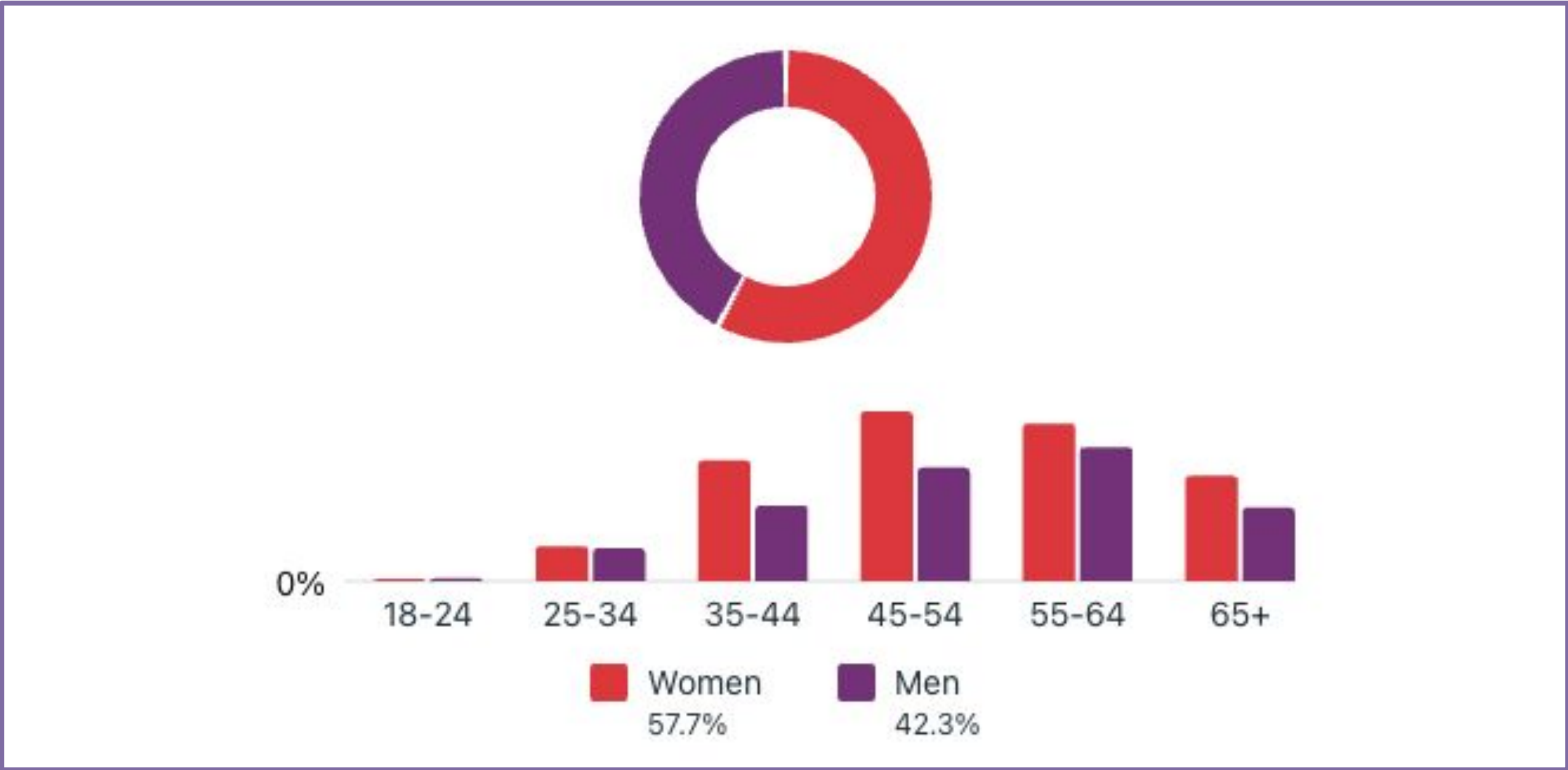


Modernism Week 2024 Feb. 15–25, 2024

Increase of 340 new followers during
Modernism Week alone



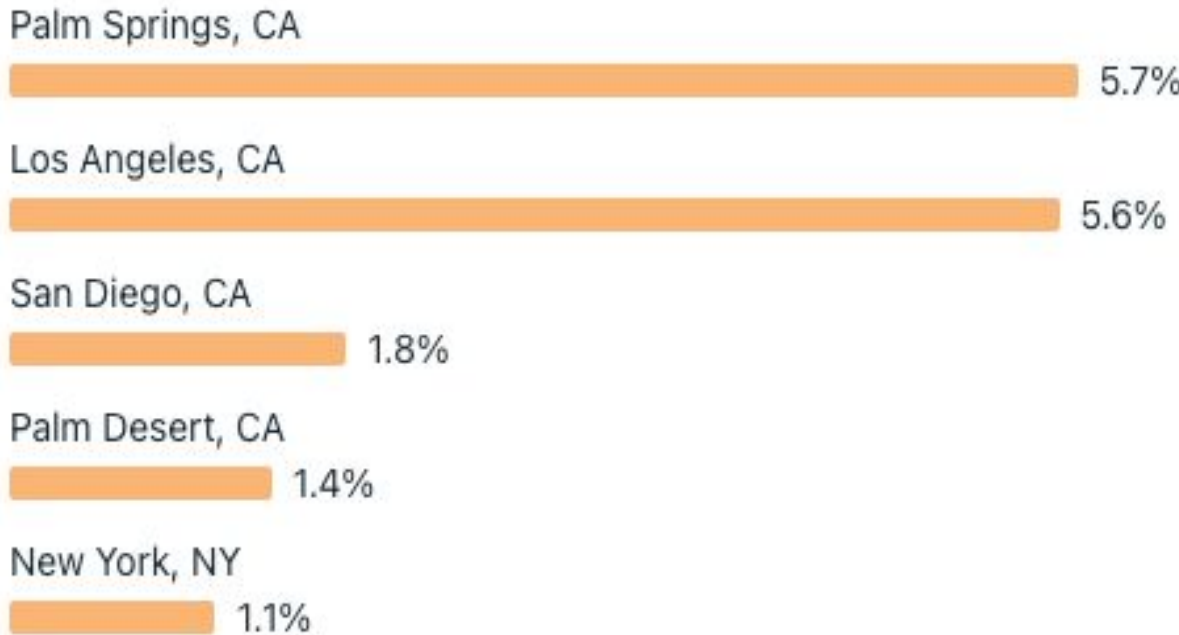
FACEBOOK AUDIENCE



Top countries



Top cities

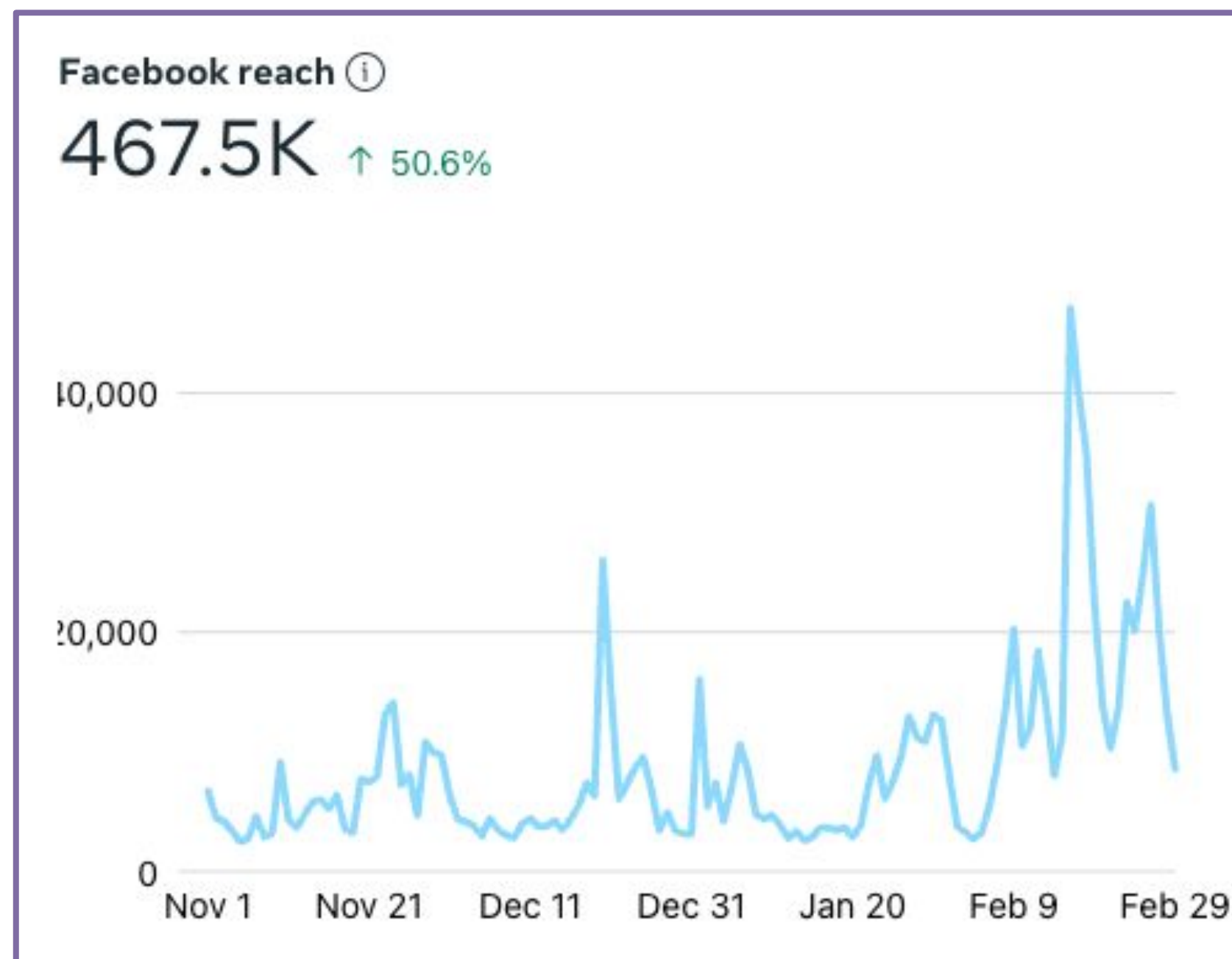


FACEBOOK REACH

TOTAL REACH:

The number of people who were served any activity from your Page including your posts, posts to your Page by other people, Page likes, ads, mentions, and check-ins.

Since Modernism Week — October 2023 Nov. 2023 – Feb. 2024



Modernism Week 2024 Feb. 15–25, 2024





X

5.2K followers

COMPARATIVE ANALYSIS



Modernism Week

5.2K followers



Long Beach Architecture Week

N/A



Tucson Modernism Week

122 followers



Modern Phoenix

1K followers



Architecture Sarasota

45 followers

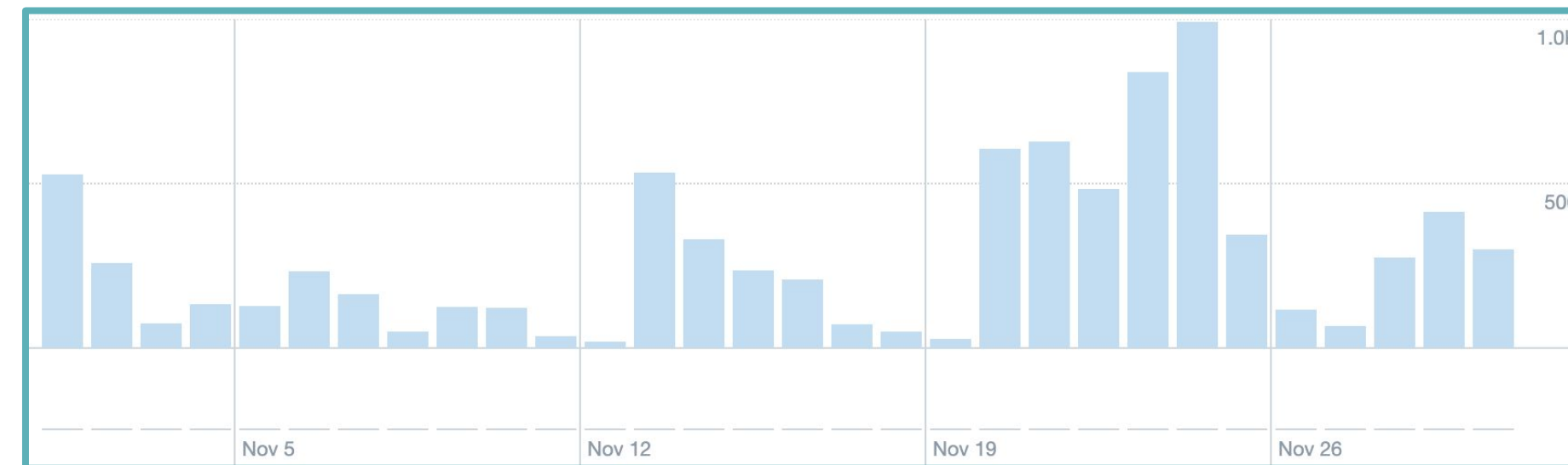
X GROWTH

These graphs showcase the number of **Twitter impressions** per month.

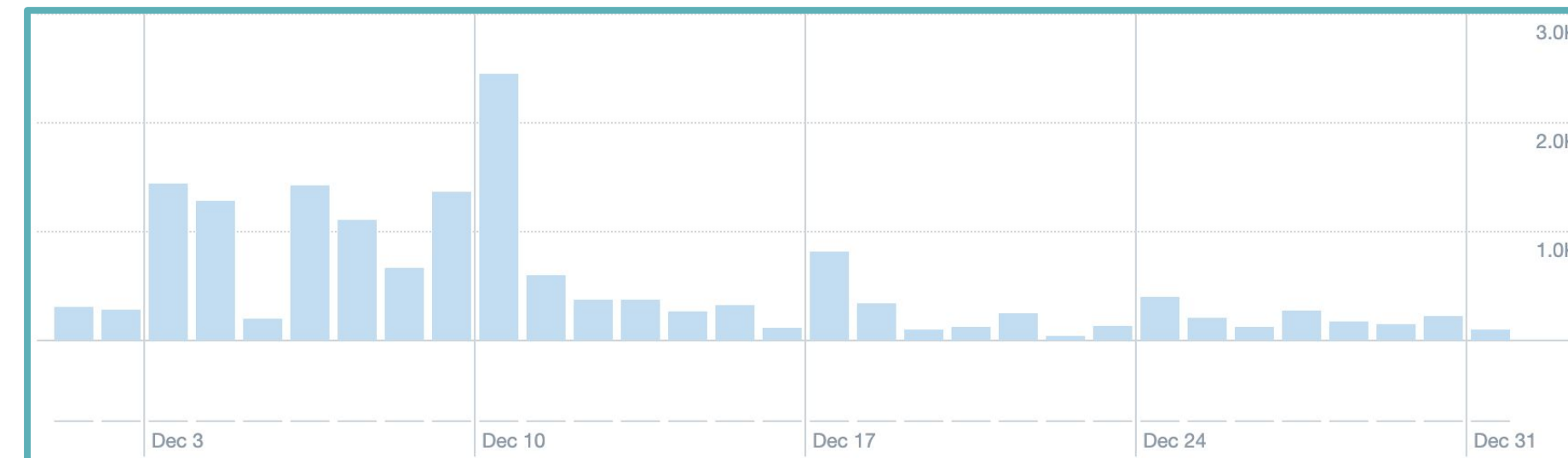
Since Modernism Week — October 2023 Nov. 2023 – Feb. 2024

- Increase of **14** new followers
- **66.5K** total tweet impressions

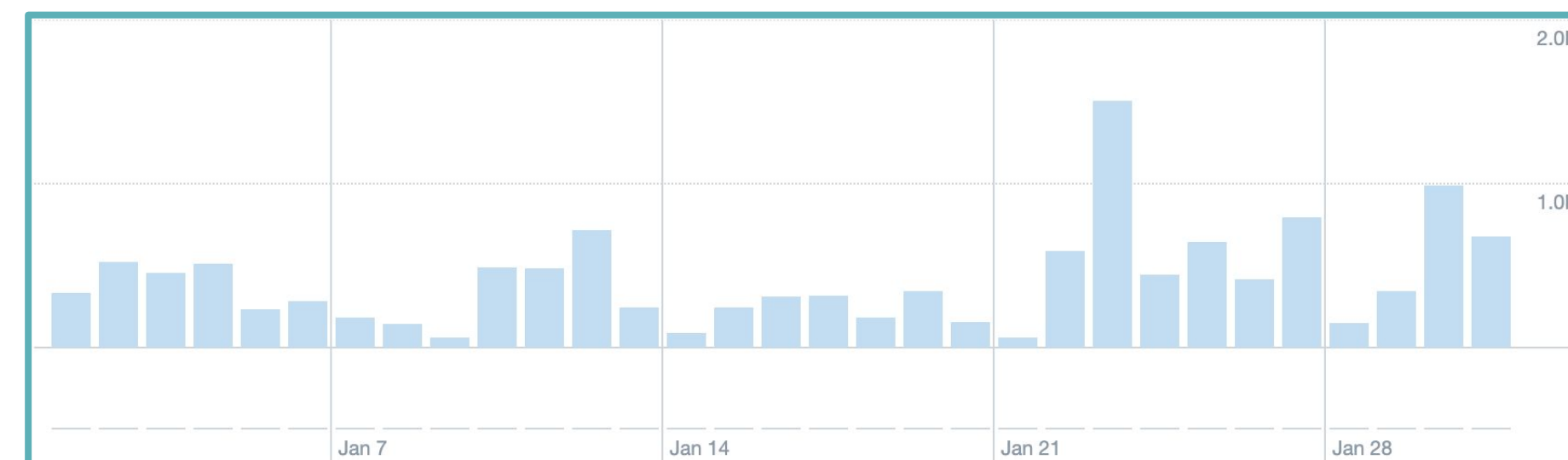
Note: Since Twitter was purchased by Elon Musk in October 2022, it has lost approximately 13% of its app's daily active users. The rebrand from Twitter to X accelerated the decline.



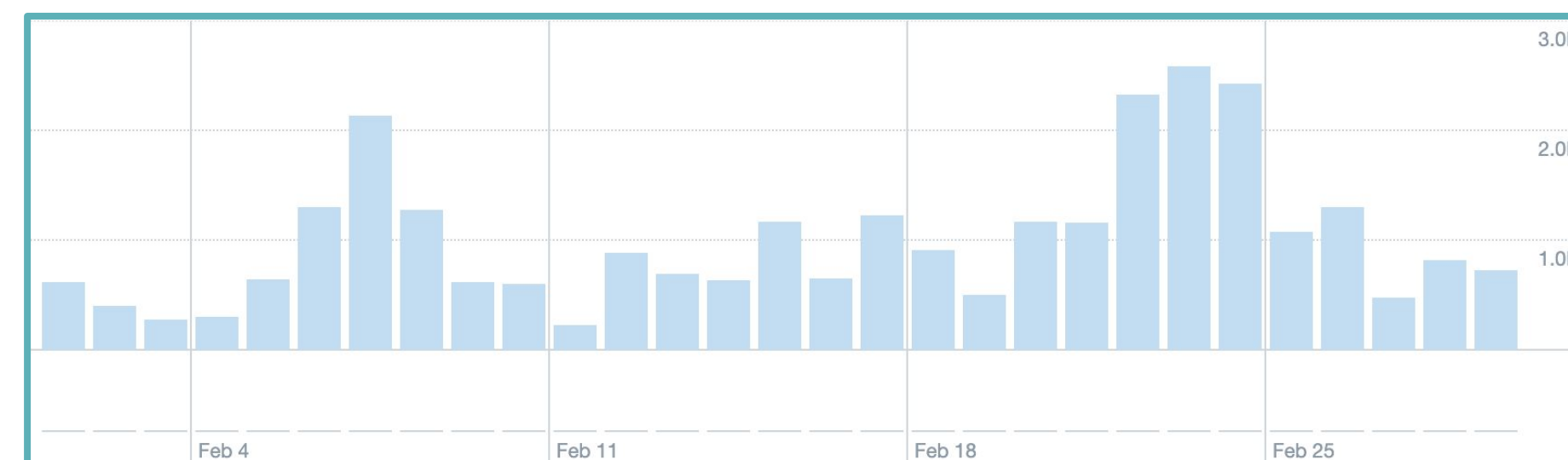
8.4K impressions
November 2023



16.1K impressions
December 2023



12.9K impressions
January 2024

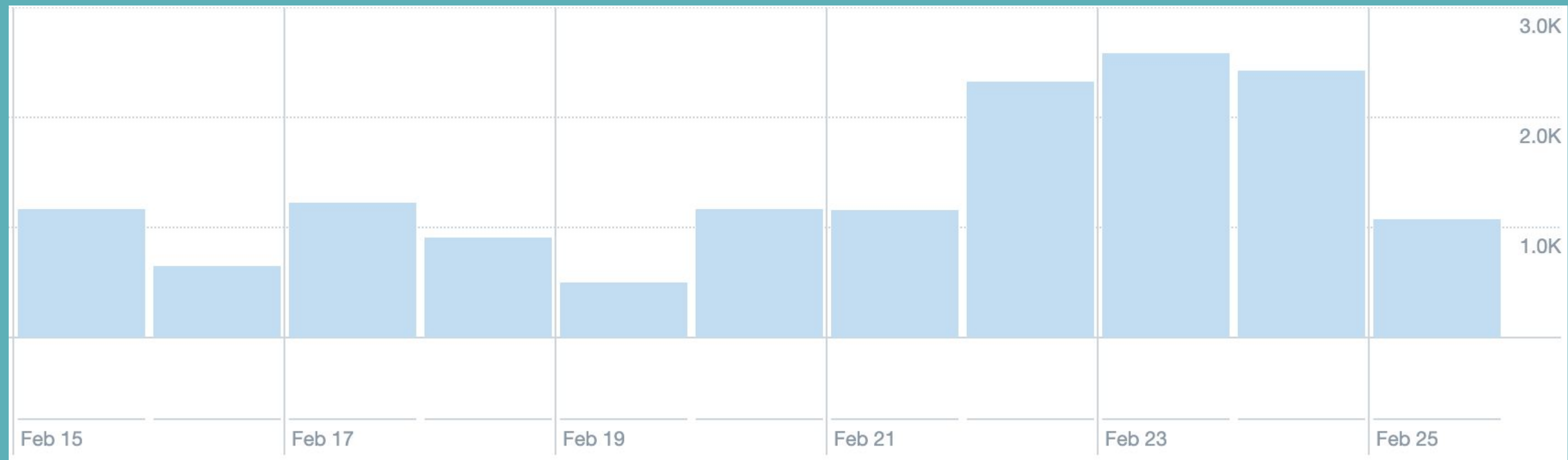


29.1K impressions
February 2024

X GROWTH *(continued)*

Modernism Week 2024 February 15-25, 2024

15.2K impressions





INSTAGRAM

148K followers

COMPARATIVE ANALYSIS



Modernism Week

148K followers



Long Beach Architecture Week

1.6K followers



Tucson Modernism Week

287 followers



Modern Phoenix

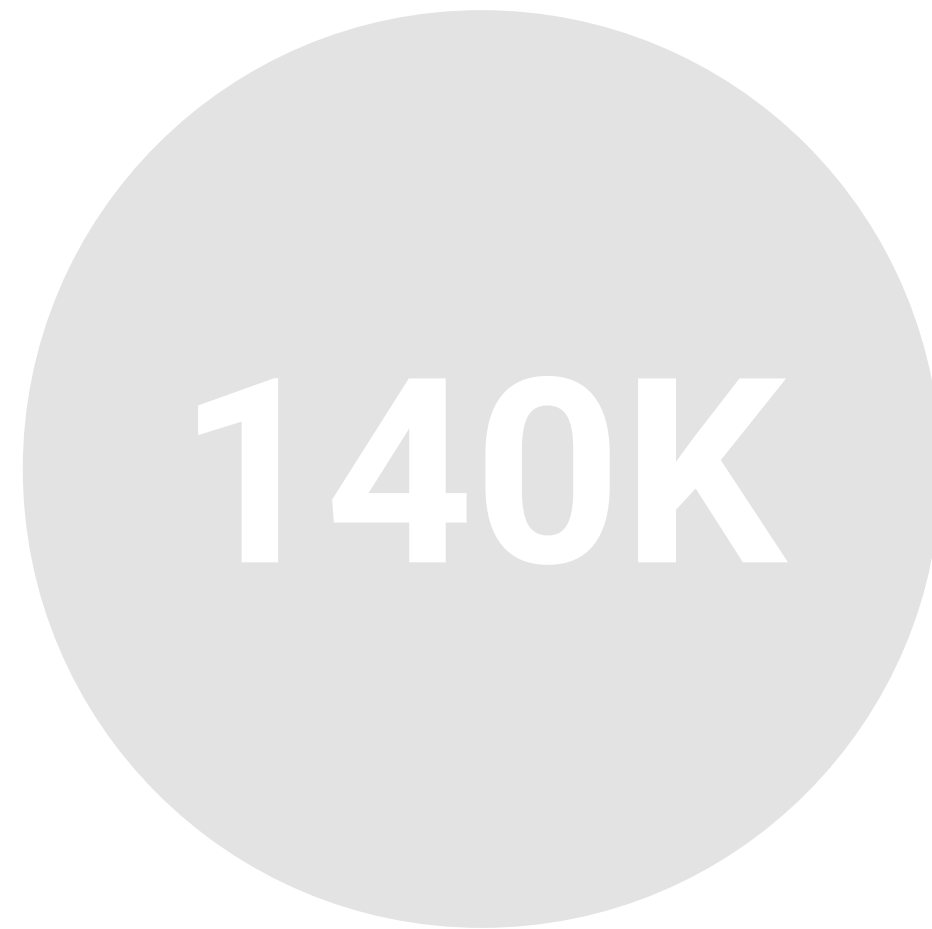
15.1K followers



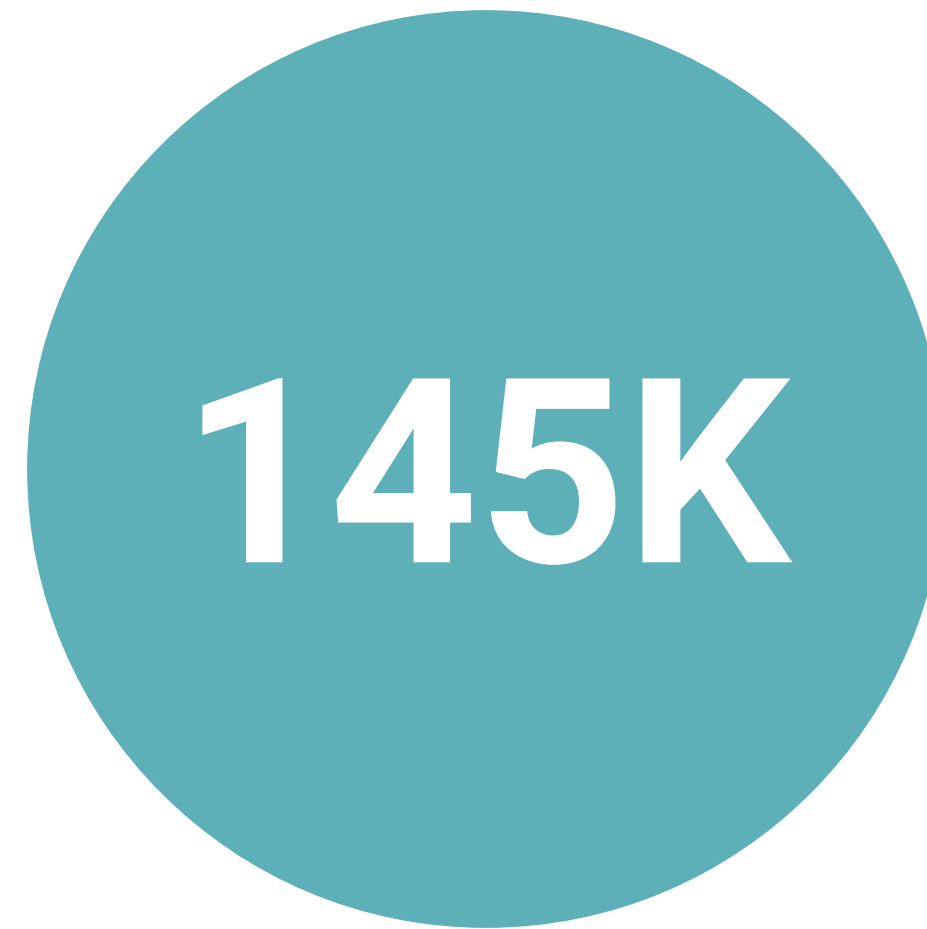
Architecture Sarasota

4.7K followers

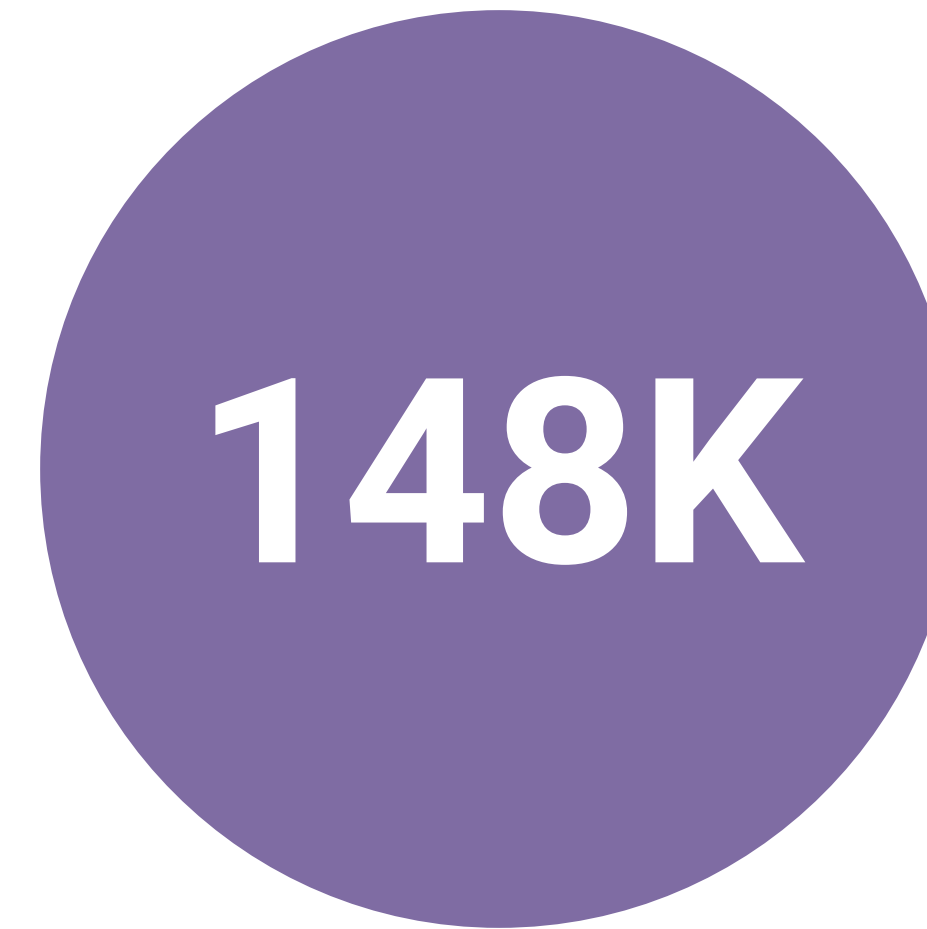
INSTAGRAM GROWTH



Reached 140K followers on
March 6, 2023



Reached 145K followers on
February 16, 2024



Currently at 148K followers
as of February 29, 2024

INSTAGRAM GROWTH

Since Modernism Week – October 2023:

Nov. 2023 – Feb. 2024

148K

total organic followers

8.6K

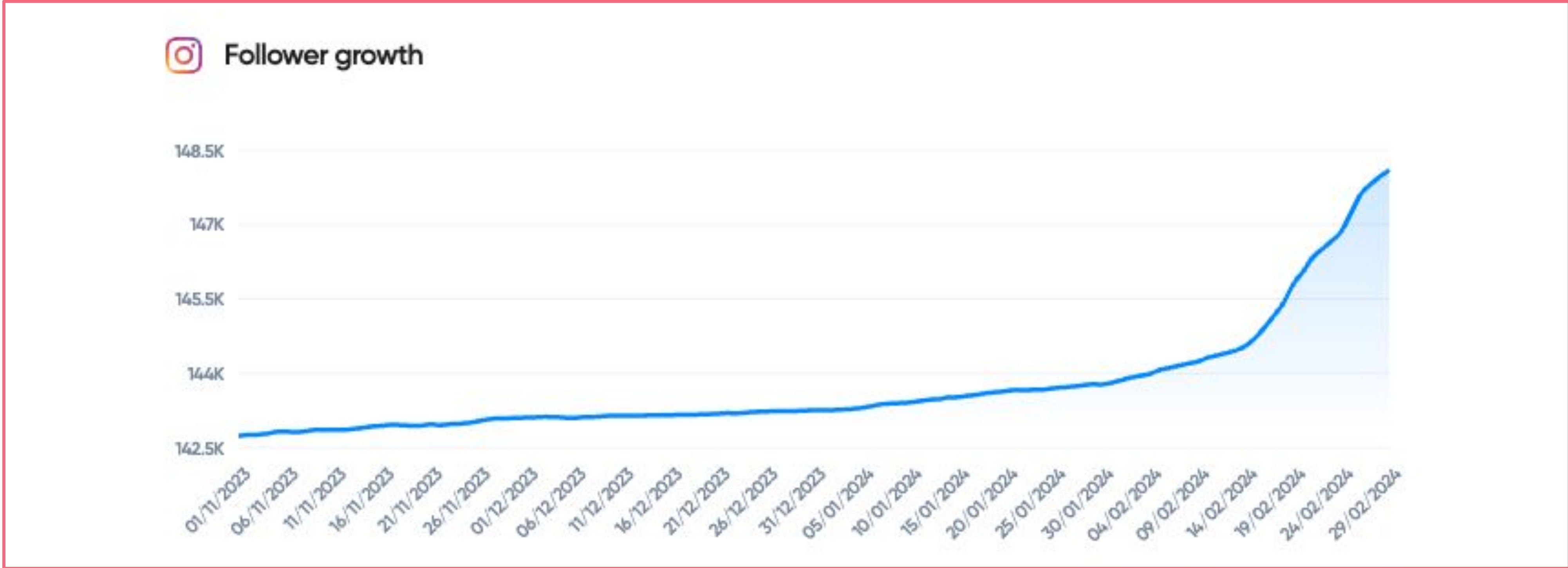
new followers

38.4K

profile views

4.5K

website clicks



INSTAGRAM REACH + IMPRESSIONS

Since Modernism
Week — October
2023:

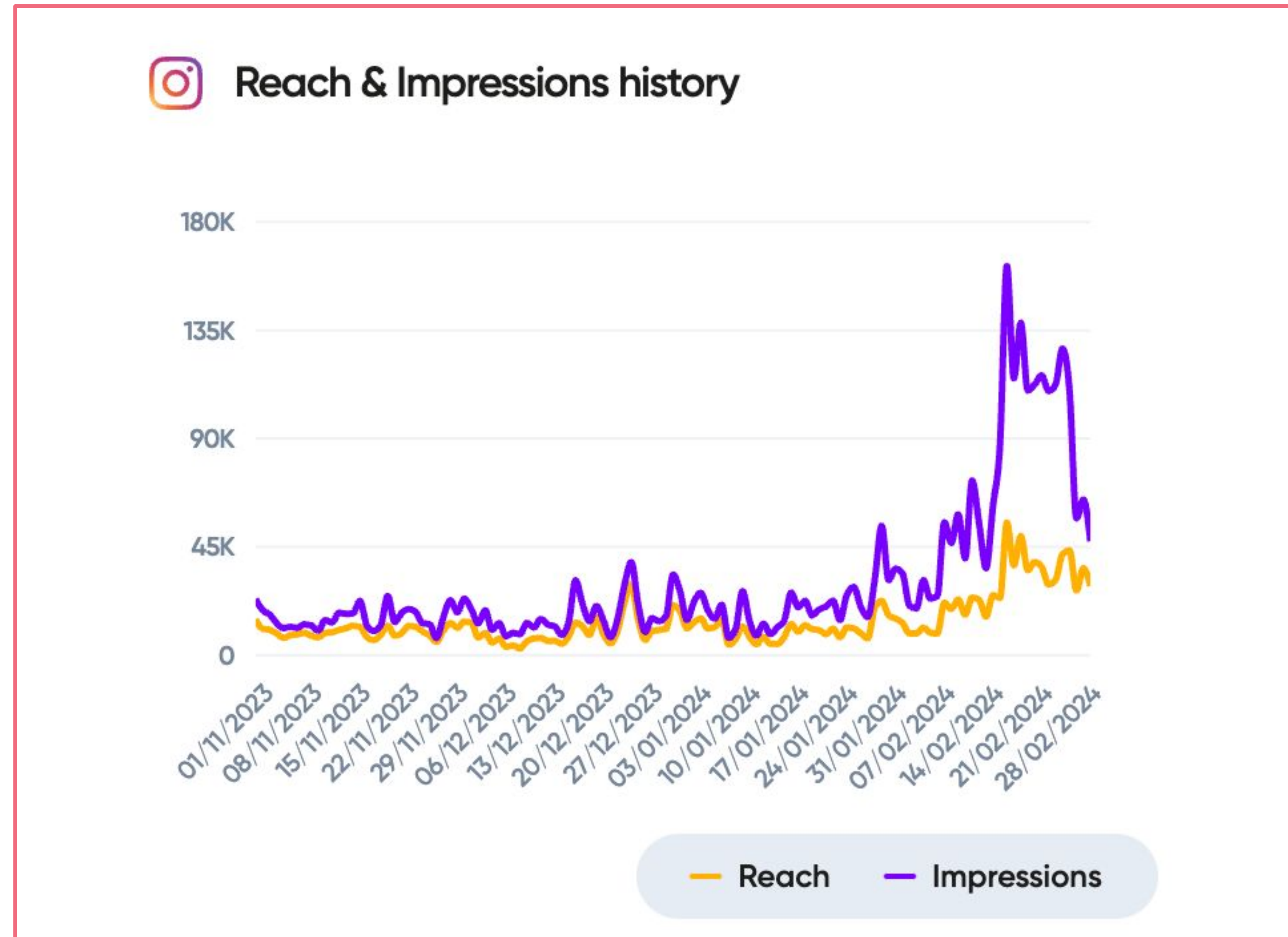
Nov. 2023 - Feb. 2024

3.7M

total impressions

1.7M

total reach



INSTAGRAM LIKES

Since Modernism Week — October 2023:

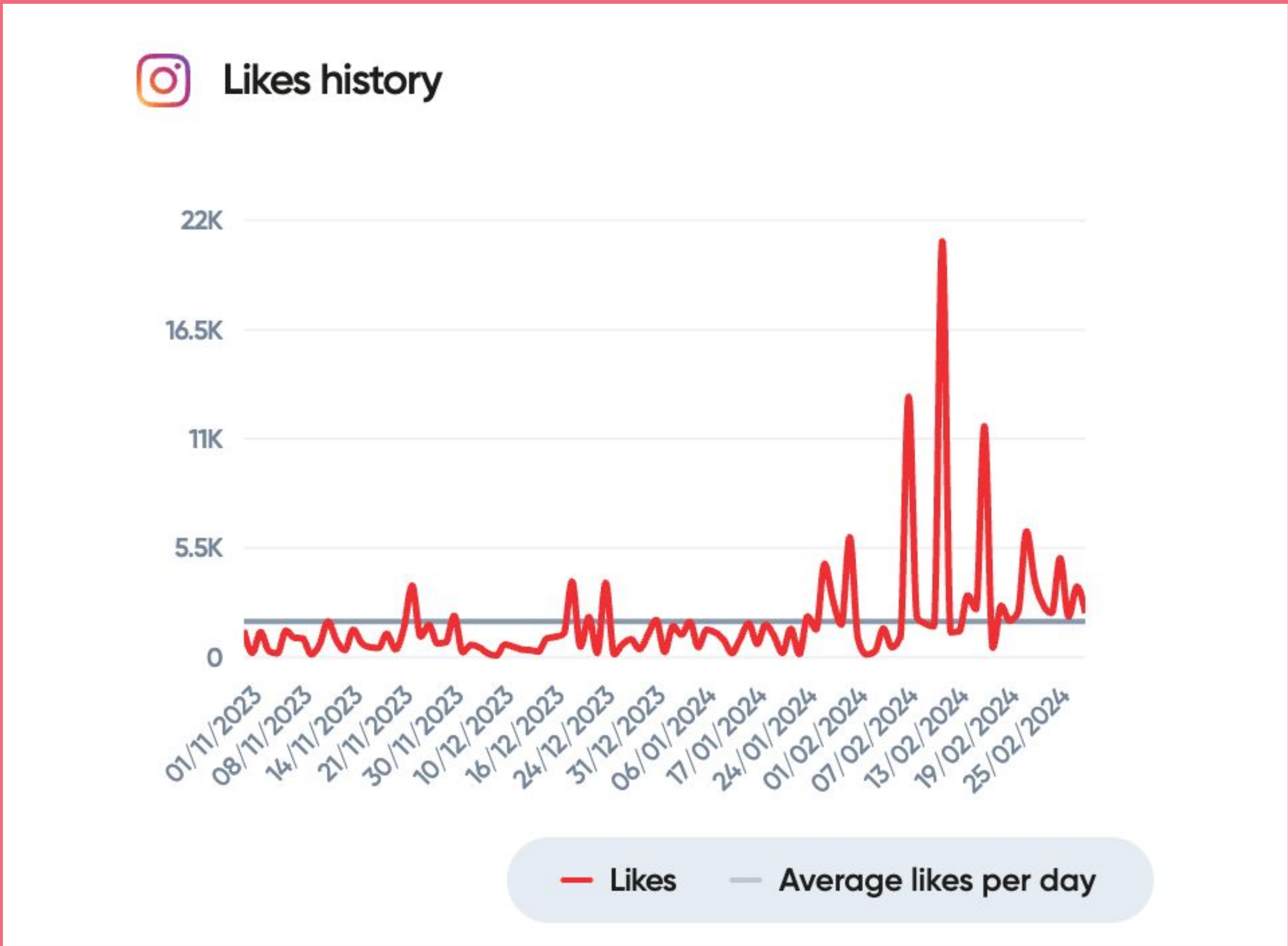
Nov. 2023 - Feb. 2024

182K

total likes received

2.2K

total comments received

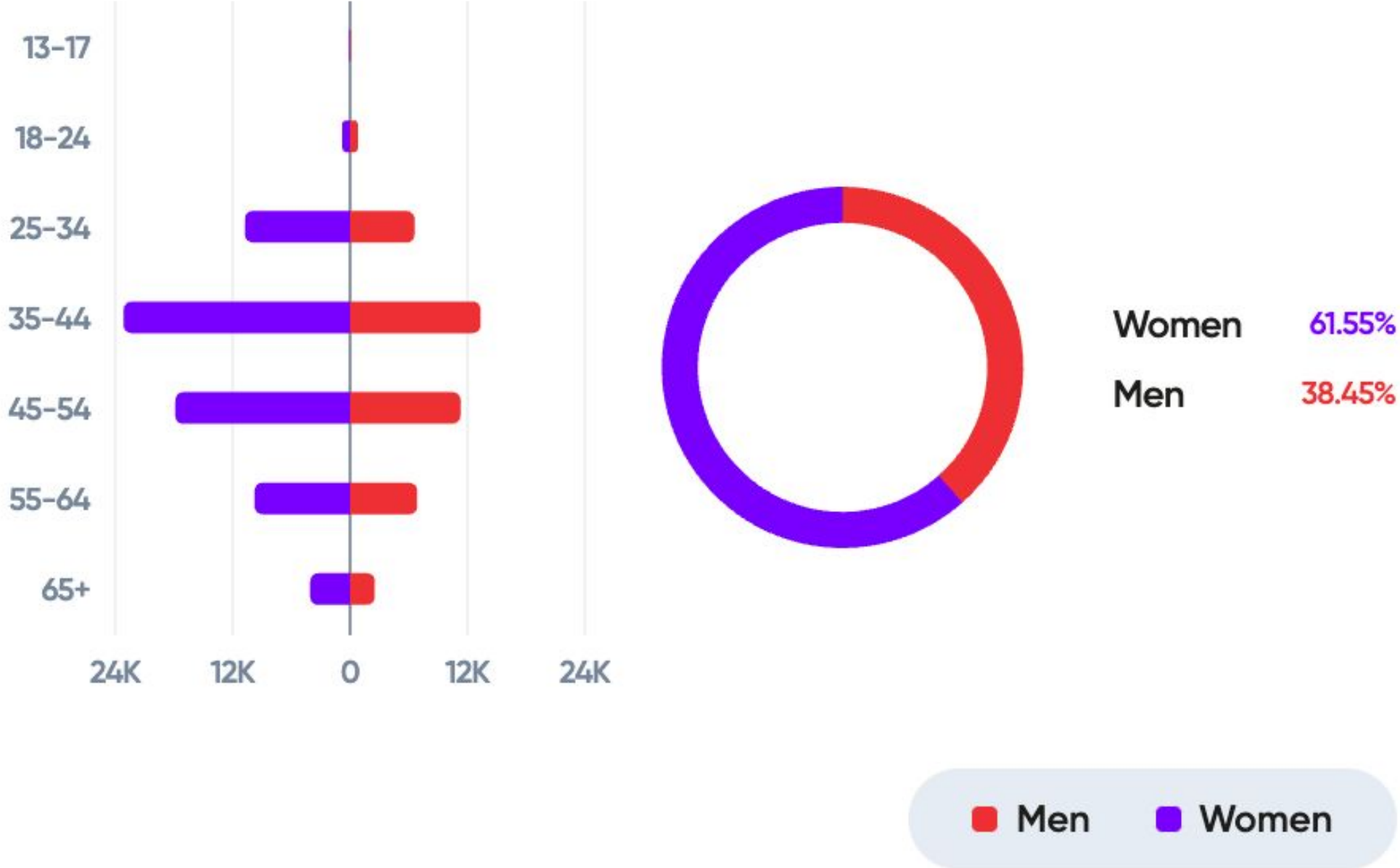


INSTAGRAM AUDIENCE



Age and gender

The selected period does not apply to this chart.



Top countries

United States	93,927	69.03%
Australia	8,813	6.48%
Canada	6,554	4.82%
United Kingdom	4,447	3.27%
France	2,008	1.48%
Mexico	1,884	1.38%



Top cities

Los Angeles, California	7,370	16.03%
New York, New York	3,548	7.72%
Palm Springs, California	2,976	6.47%
Melbourne, Victoria	2,590	5.63%
San Diego, California	1,980	4.31%
Sydney, New South Wales	1,928	4.19%

INSTAGRAM ENGAGEMENT

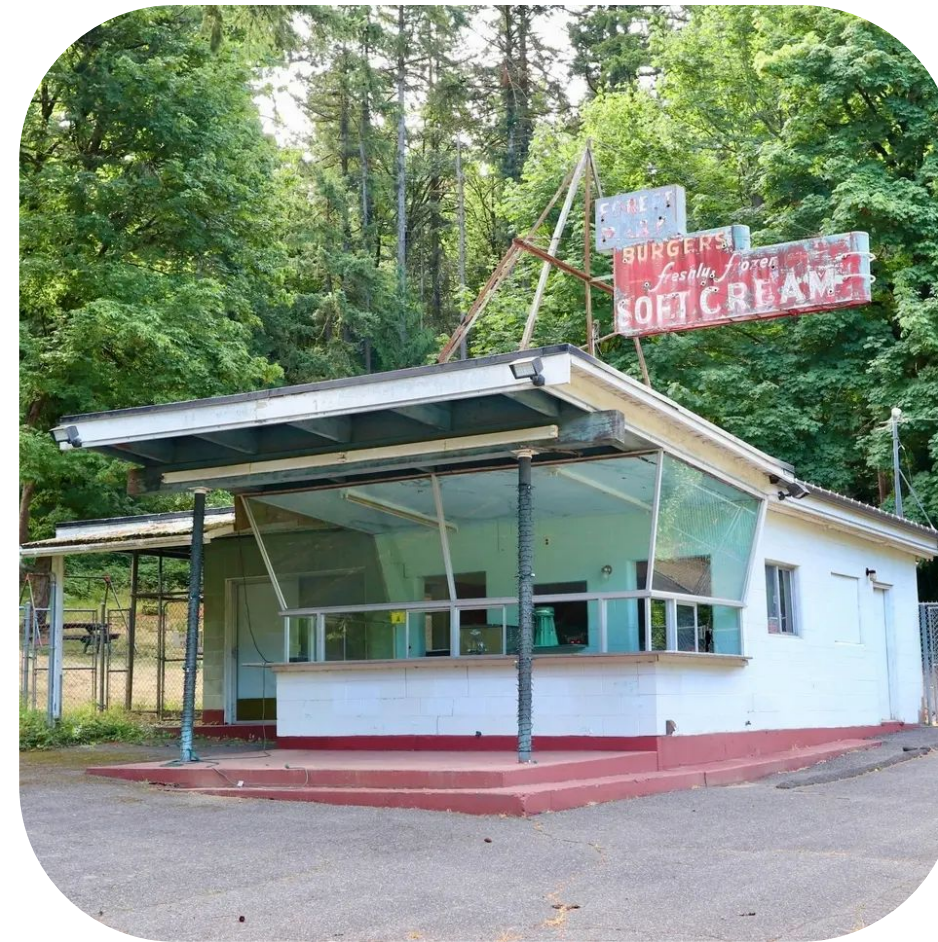
*Nov. 2023 - Feb. 2024
Top Posts*



18K likes

66 comments

13.7% engagement



9.8K likes

98 comments

7.42% engagement



6.6K likes

153 comments

6.54% engagement

The average engagement rate on Instagram is 1.95%, according to [Sprout Social](#)

INSTAGRAM STORIES

Nov. 2023 - Feb. 2024

CONTENT:



1.7K

Stories posted

↗ +227.38%



1K

Photo stories

↗ +245.36%



645

Video stories

↗ +202.82%



13.6

Average Stories per day

↗ +227.38%

IMPRESSIONS + REACH:



709.7K

Stories impressions

↗ +183.47%



430.1

Average impressions per Story

↘ -13.41%



701.5K

Stories reach

↗ +185.48%



425.1

Average reach per Story

↘ -12.8%

COMMUNICATIONS + ANALYTICS

Newsletters

M

mwkly.com

Google Analytics Reports

modernismweek.com, go.modtix.com

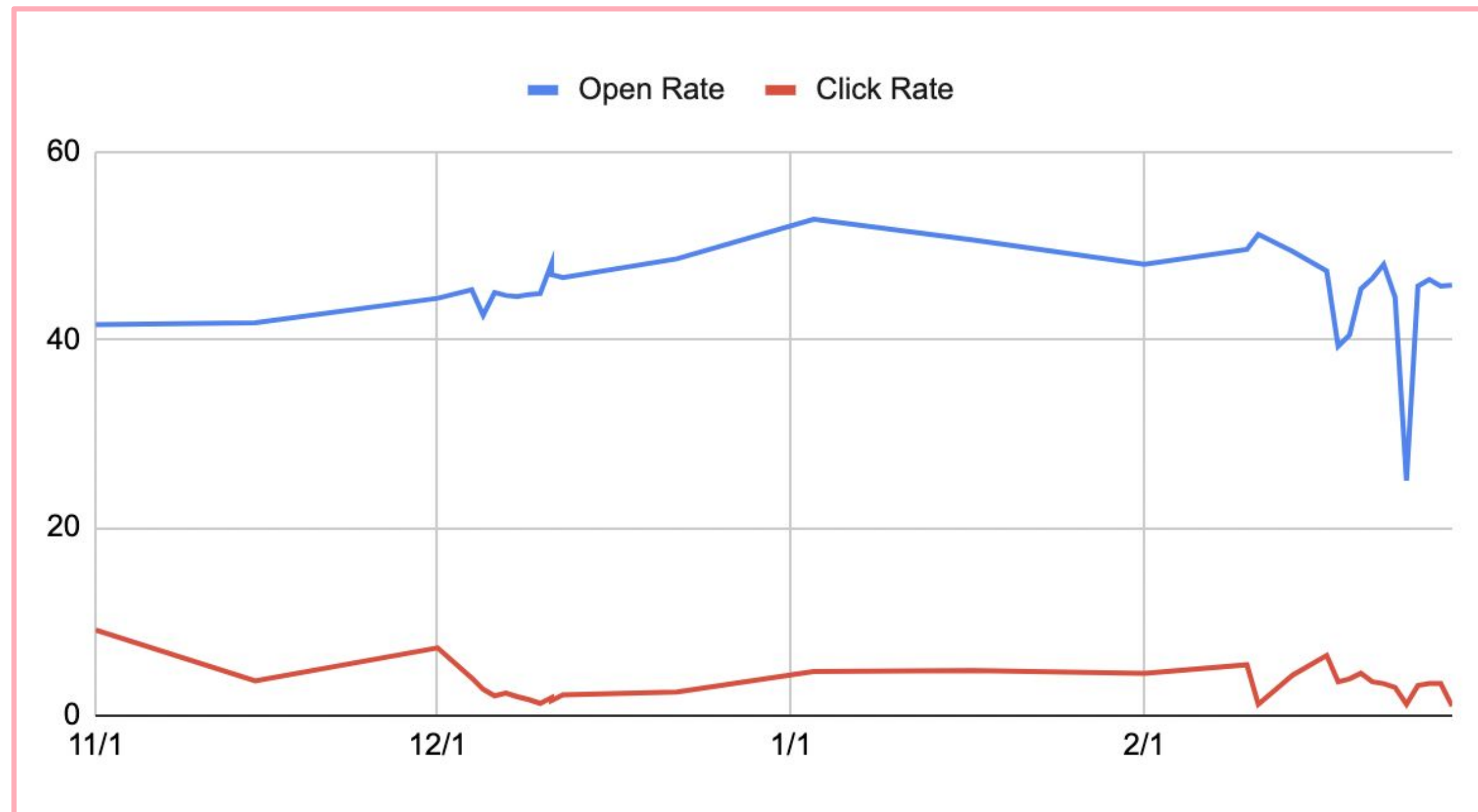
MODERNISM WEEK NEWSLETTERS

Nov. 2023 - Feb. 2024



Audience

An average of **26.2K** people (out of Modernism Week's total 47.7K subscribers) opened the daily newsletters.



Newsletter Engagement

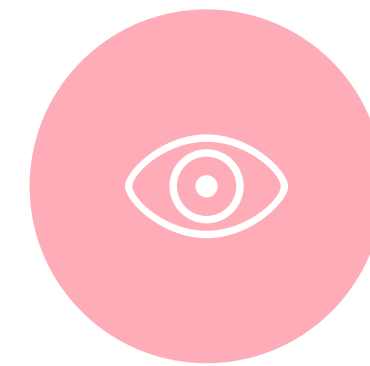
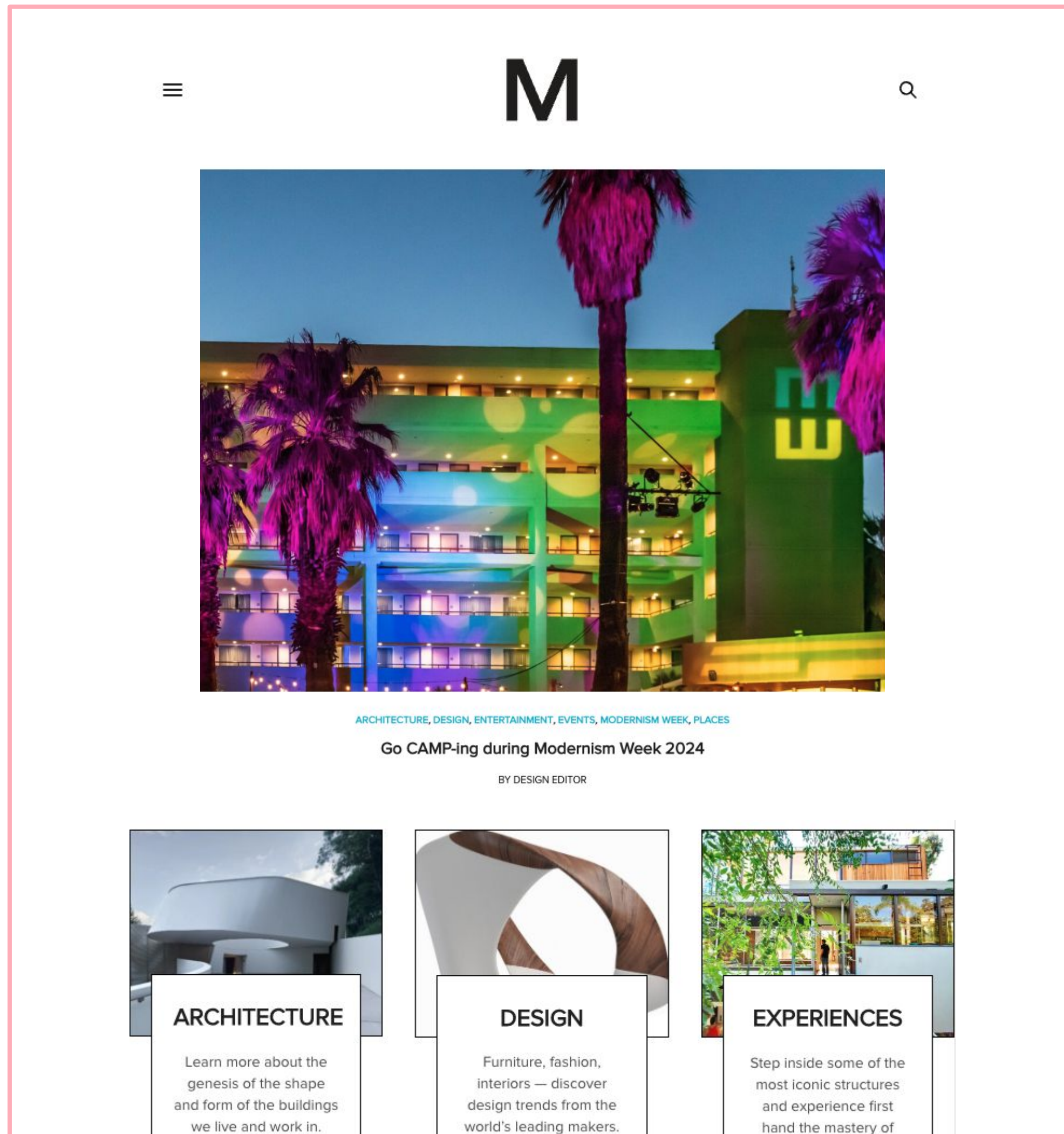
Average open rate (top line, blue): **55%**
Average click rate (bottom line, red): **3.5%**
(Industry averages: 18% opens, 2.6% clicks)



Distribution

32 email blasts were sent to newsletter subscribers (also shared with an engaged audience of 208K Facebook, Instagram, Threads, and X combined followers)

M



40.8K

total page views
(Nov. 2023 to Feb. 2024)



9 years

since the blog was
established in 2015



3.1K

average number of unique
visitors per month



What's Next

ModernismWeek@Sea,
Design Dish, MADE By
profiles, and more