

My Day At The
**Palm Springs Modernism
Show & Sale '22**

by Jeanmarie Tenuto



An architect's rendering of the proposed Palm Springs Downtown Park, which would be built in front of the art museum. The drawing has been on display in Palm Springs City Hall. *Palm Springs Desert Sun*.

February 19, 2022, Palm Springs, CA—The Modernism Era was imaginative and built by creative artists and visionaries. They turned a design idea into a style which became a movement. It created a world of estheticism and cultivated principles that have had an impact into our collective future. Wherever you turn to today, a city full of tall buildings, a town full of small homes, a piece of art, furnishings, the Modernism Movement continues to expand. The Mid-century Modern, popular between 1945 to 1969, is the anchor time period for this Movement with its roots dating much farther back and reaching into the present moment. It can be considered not only a culture but as an ideology.

And then there was Palm Springs Hollywood's "Two-Hour Rule"

The "two-hour rule" was in the contract. Hollywood studio actors were required to be available within two hours from the studio. L.A. to Palm Springs is 1 hour and 50-minute drive making the perfect hideaway and within contract terms. As a result, from 1920's through post WWII, Palm Springs, California was put on the map.

You don't have to be an art history buff to know that Palm Springs is to Modernism like Wall Street is to finance. It's the national center point for midcentury architecture and design, interiors, arts and fashion. The Modernism Show, held at the Palm Springs Convention Center this past February, was part of Modernism Week, featuring 350 events over 11-days.



1953 Packard
Cavalier Convertible

Edward Wormley sofa



War of the Worlds poster

Nothing says “Mid Century Modern” like a 1953 Packard Cavalier Convertible or a vintage Edward Wormley sofa, or even the fictional tale of War of the Worlds that turned citizens awry thinking it was true.

The Modernism Movement is beyond the design of hard-lined sofas and buildings, it transcends generations, and some would say its' roots go as far back to a specific 1873 Claude Monet painting named Sunrise. As the legend suggests, the painting is metaphor for rebuilding after the Franco-Prussian war when Monet took on plein air, or the "outdoor," approach to painting. It was soon thereafter in the United States, William Morris was blending the arts into one medium removing boundaries and silos. Others were edging into a different mindset and as time passed, layers upon layers unfolded to become societal acceptance of a new taste and culture.

To appreciate these finer details, a quick rewind

Back 100 years (plus 2), in Weimar, Germany, a new school is founded by German architect Walter Gropius. He names it The Bauhaus. Walter Gropius, a few years prior in Normandy, had lead German troops at the front lines of WWI into a building for shelter. The building was bombed and collapsed. Everyone died but Gropius. The traumatic irony of the architect crushed by the rubble of architecture is considered the moment the Modernism Movement began.

Bauhaus tentacles have far reaching implications

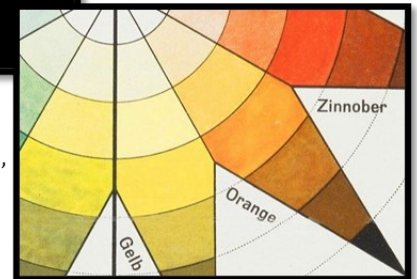
These were the young proteges creating our shared future. It was the meeting place for the best minds of applied sciences and art. The Bauhaus was the nascent educational start-up. It developed much of today's structure of how we teach creativity. The school may have lasted only 14 years, however, its societal influences are in our daily lives now. From design to technology, user experiences and manufacturing processes, textiles and colors. The empirical means of communication is with an artistic expression.

As its successes blossomed so did its reputation which ultimately became a threat. The Nazi regime pushed them out. Not all survived but Gropius and many others escaped and found refuge in the United States and other parts of the world. The Bauhaus Movement became global, influencing curriculum and setting up Bauhaus-style education, globally.



Bauhaus 1919 Logo

Bauhaus Color Sphere
art print, Johannes Itten,



Today, the Bauhaus style can be considered one of the strongest influences into Modern design and education. Its profound influence on art, architecture, the design businesses like graphics, interior, industrial, and typographical, and fashion, literature, and sciences has impacted the way we think and how we function. Through design of the internet of things to the way we influence through social media, the Bauhaus attitude resides in western society's daily life.

Limitless and endless possibilities.

Barriers should not exist between art, design, and the environment with beauty at its common core. Color is used as a 'grounding' tool for the artist. Form always follows function. Ingenuity and variety press forward into our future by embracing technology as a tool and the modern artist, into its genre.

About the Show

According to show management, Dolphin Promotions, The Modern Show 2022 had an increase in attendance overall by 10%. The exhibitors reported a strong sales return with a high-quality buying audience from newly acquired and retained clients who attended the show. It was sold out with 85 dealers in Modernism Show and 45 in Modern Design Expo. The next events are October 14-16, 2022, and February 17-20, 2023.

From Vintage 20th Century to present day,
here are a few of The Modernism Show 2022 exhibitors:



Bridges Over Time booth (Vintage 20th century dealer). Photo courtesy of Dolphin Promotions.

Den booth (Vintage 20th century dealer).
Photo courtesy of Dolphin Promotions

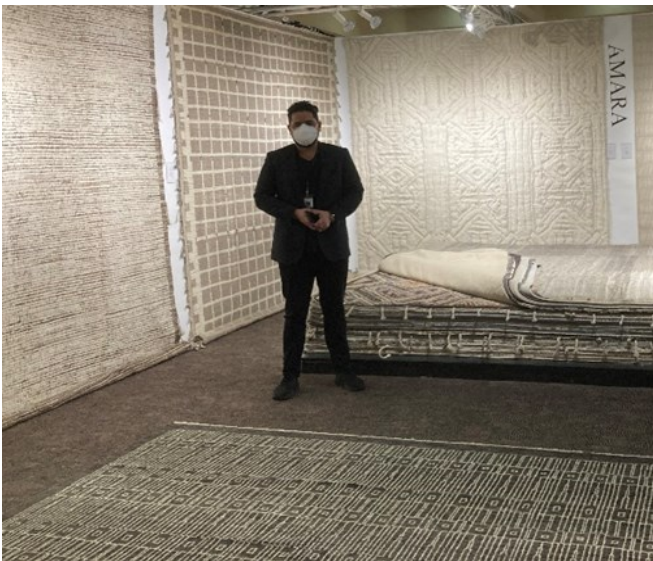


Born and Built who shared space with Jim Abele Ceramics booth (Modern Design Expo 21st century dealers). Photo courtesy of Dolphin Promotions.



Amara Premier Rug Resource. Founders: Adeel Malik and Nabeel Malik. (amararugs.com).

A significant part of Middle East and Asian culture, area rugs are part of the ancient history and a craft that has been passed down through the generations of weavers. Centuries old rugs from all over the world including Persia, China and Turkey are sold through Amara. Amara continues the tradition in modern design and custom production as a pioneer producing up to 50 different qualities in five different countries in any shape, size, and a choice from 1200 colors.



Nabeel Malik, Amara Premier Rug Resource booth. Photo courtesy of Tenutophotography.com

Antique Galleries of Palm Springs. Owners: Mike Rivkin and Linda Rivkin. (antiquegalleriespalmssprings.com)

Launched in 2014, this 12,000 square foot space showcases over 40 vendors selling home and wall decor, kitchen and dining, fashion, military and maritime, collectables and so much more. Visit and say hello to the main greeter Barley, the chocolate lab.

BidsSquare. President, Allis Ghim. (bidsquare.com)

Augmenting sales, online auctions for art and antiques have had a great impact on the market. Bidsquare is an online platform for live, timed online auctions. A cloud-based software with seamless integration with an existing site. No tech development required. It supports live, timed auctions and buy now events. Custom mobile app, custom domain support, Bidsquare was founded in 2014 by six regional auction houses.

Gallery Art Love: Owner Jackie Fuchs (GalleryArtLove.com)

At this show, the gallery is representing the art of Rose Masterpol, Amy Shekhter, ConŞumer, and Donald Hershman. For Jackie Fuchs, she is working with Lynda Lyday and Aaron Poirier, both co-creators/writers on a show based on the characters in the paintings/collages by Fuchs.



Jackie Fuchs, Gallery Art Love booth. Photo courtesy of Tenutophotography.com.

Galerie De'Arts. Founder: Deepa Subramanian. (galeriedearts.in).

Founded in 2009, Galerie De'Arts is a leading gallery in Bangalore, Karnataka. It has a digital presence as well. "Galerie De'Arts" was founded in March 2009 is an interactive and collective space providing a free and neutral platform for art and culture. The gallery serves the artistic community and those who are interested in collecting art. Its owner and founder, Deepa Subramanian, is based in Santa Monica, CA where she holds a seat on the Santa Monica Arts Commission.



Deepa Subramanian, Galerie De'Arts booth. Photo courtesy of Tenutophotography.com

Hilton / Asmus Contemporary. Founder and President: Arica Hilton. (hilton-asmus.com).

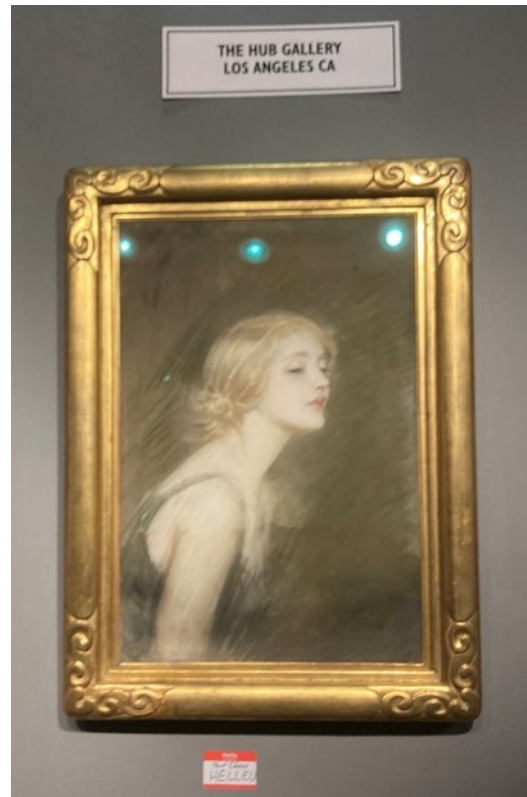
Specializing in modern and contemporary paintings, mixed media, and sculpture with a special focus on photography, representing some of the most contemporary artists and photographers of our time. On exhibit were David Yarrow, Paul Nicklen and Cristina Mittermeier. Hilton | Asmus Contemporary seeks to "initiate a dialogue to bring awareness to the contemporary issues of our times."



Hilton/Asmus booth. Photo courtesy of Tenutophotography.com

The Hub Gallery. Owner: Ara. (T: 310-927-3266)

The Hub Gallery closed its brick and mortar operation (based on Sunset Blvd, LA, CA), to move into e-commerce after seven years. While at the show, and on exhibit at the booth, this stunning portrait of the silent film actor Mae Murray by Paul Cesar Helleu (French). The pastel on canvas was completed in 1920. Part of his fine works, it had also been used for the cover of Theater Magazine in May 1921. As described, it is "... a striking depiction of the Gardenia of the Screen deftly rendered by Helleu in his signature bravura style." To see this in person is magnificent.



Painting of Mae Murray by Helleu. Hub Gallery Booth. Photo courtesy of Tenutophotography.com

John Moran Auctioneers & Appraisers. Co-Founders: John H. Moran and Madeline Moran. President: Jeff Moran. (johnmoran.com).

Launched in 1969, these auctioneers have been a resource for thousands over the years and continue to offer stellar services to include education and appraisal. Since opening, they have sold luxury market items valuing over \$500 million. The many items were impressive but a personal stand out is in 1984, these auctioneers managed the iconic Hollywood actor Steve McQueen's estate, including his cars.

Karo Studios. Owner: Karo Martirosyan.
[\(\[karostudios.com\]\(http://karostudios.com\)\)](http://karostudios.com)

This luxury design studio specializes in unique, custom glass and metal wall sculptures. “The majestic power of nature” influences this artist, to use “balance and color while imagining the story he wants to tell.” Karo uses grids to form his work into abstract flexibility. “Art has the capacity to break the rigidity of daily life.” To Karo, the traditional grid represents the rigid structure of life.

Keith Collins Creative. Owner: Keith Collins. ([Keith Collins Creative](#) | [Facebook](#))

Custom designed, and hand crafted, these interior pieces are manufactured for the home, car, museum, warehouse, jet, and office space. The tapestries are in a way, mosaics from fabric.



Keith Collins of Keith Collins Creative Booth.
Photo courtesy of Tenutophotography.com

Los Angeles Fine Art Gallery. Owner: Nigel Turner.
[\(\[lafagallery.com\]\(http://lafagallery.com\)\)](http://lafagallery.com)

Exclusively online, these dealers specialize in European Art, 1850-1950, with an emphasis on The Art Of Belgium.

Mavisten Edition. CEO, Michael Almodova.
[\(\[mavistenedition.com\]\(http://mavistenedition.com\)\)](http://mavistenedition.com)

Inspired by the California sunset, the approach to lighting believes that now is the Golden Hour for LED lighting and they have certainly used ingenuity into this technology. Each LED bulb is designed in an “Edison-style” bulb, energy efficient and in different styles, shapes and sizes with an IC chip and with standard bases.

Morateur Gallery: Owner Philippe Morateur.
[\(\[morateur.com\]\(http://morateur.com\)\)](http://morateur.com)

Morateur has received raved reviews for a collection of fine art and unique antique items since 1992. The gallery specializes in French Art deco, rare furnishings, and decorative arts. The founder, Philippe Morateur is also the founder of Docantic.com, online database for 20th Century furniture identification.



Morateur Booth. Photo courtesy of Tenutophotography.com

OM Design and Tech: Owners Melissa Wood and David Penaloza. (OMdesignandtech.com)

This Virtual reality software is customized for every project. The technology supports designers as they collaborate with customers for existential experiences driving deeper engagement while augmenting the decision-making process.



OM Design & Tech Booth.
Photo courtesy of Tenutophotography.com

Palm Springs Life Magazine. Owner: Franklin W. Jones. (palmspringslife.com)

A main publication for the area, Desert Publications Inc. launched this magazine in 1965 and it showcased its history of iconic covers while at the show. It purchased The Villager, a magazine with its roots in Palm Springs, dating back to 1948.



Palm Springs Life Magazine. booth. Photo courtesy of Tenutophotography.com

Palm Springs Modern Committee. President, Courtney Newman. (psmodcom.org)

Known as “PS Mod Com,” this organization has been instrumental in carrying through the vibrant history and preservation of Desert Modern architecture and design. With a dedication to education and advocacy for threatened buildings, promotion of heritage tourism, and the celebration of successes in preservation and adaptive reuse, the PSS Mod Com continues its strong success story for these national treasures.



Palm Springs Modern Committee booth. Photo courtesy of Tenutophotography.com

Turkel Design. Owners: Joel Turkel, Meelena Turkel, and Jake Wright. (turkeldesign.com)

Turkel Design has designed over 200 premium custom prefab homes in the U.S. and Canada. Every element of the build process can be controlled and fabricated to specifications of the owners wants and desires. The prefab package includes design and fabrication.

About Jeanmarie Tenuto

Writes / shoots pictures / owns Centaur Strategies.

Centaur Strategies is a multi-layered digital marketing agency founded in 1997 on the first wave of the dot com boom, leading clients into today's digital transformation. We are a team of pioneering marketing strategists; business, internet, and digital analysts; SEO and conversion experts; developers; and coders; graphic designers; photographers and videographers; content copywriters; and lead gen gurus obsessed with marketing strategy, digital tactics, and growth-driven analytics.



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