



## Modernism Week VIP Experience Bus Tour

Join other So Cal AIA chapter members for a Private VIP Bus Tour highlighting the best of Modernism Week for architecture and design professionals. Choose from 3 days, each offering the same itinerary, to visit four showcase homes, meet the designers, attend a “Lunch and Learn” presentation and conclude your day with a poolside cocktail reception.

Meet at the Palm Springs Visitors Center  
2901 North Palm Canyon Drive, Palm Springs, CA, 92262

### ***Tour begins promptly at 10:00 AM***

Ticket Pricing: \$75 for AIA members, \$100 for non-members

For complete information and to register click on link: <http://www.4willis.com/learninglab/#>

### **Modernism Week showcase homes included on the tour:**

1. Hollingsworth Tennis Estate by Albert Frey, 1966: restoration of a classic mid century home by renowned architect, set below grade alongside a tennis court land adjacent to the historic Racquet Club
2. “West Elm House”: renovation of a midcentury home in the El Mirador neighborhood to be used as a vacation rental property, using West Elm home furnishings
3. Steel & Glass 2018: modern day post and beam, a new desert modern home based on plans created by noted a Palm Springs midcentury architect
4. “Moroccan Modern” by Thomboy Properties: late modern home built by Hal Lacy in 1975 in the Indian Canyons Neighborhood of South Palm Springs, where a poolside cocktail reception will close out the day

The fully inclusive price of \$75 for members (\$100 for non-members) includes luxury coach transportation, private home tours, learning unit presentation, lunch and reception. Buses will depart from West Hollywood at 8am and return by 8pm, pending traffic. Additional pick-up points in Orange County, San Diego and Palm Springs are available. Please see website for additional information.

**Learning Unit Presentation:** Speaker/Learning Unit: Understanding the New Consumer, presented by Mike Hetherman, CKD

This presentation will unearth two very distinct types of consumers – the NEO and the Traditional – and how they are powering our economy. Discover why targeting one versus the other will drastically change your sales, marketing and pricing strategies forever.