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**Twin Palms Neighborhood Organization to Hold William Krisel Way  
Dedication Ceremony on Tuesday, Feb. 16 During Modernism Week**

Feb. 10, 2016

As Modernism Week gets ready to kick off in Palm Springs, the public is invited to join members of the Palm Springs City Council and the Twin Palms Neighborhood organization at a free one-hour street rechristening ceremony of Arquilla Road in honor of famed mid-century modern architect William Krisel at **10 a.m. on Tuesday, Feb. 16.**

The event will take place at the intersection of East Twin Palms Drive and Arquilla Road, the site where Krisel's designs first broke ground 60 years ago. More than 500 people are expected to attend the renaming of the street to "William Krisel Way." The architect, who lives in Beverly Hills, is unable to attend due to poor health. A video of his acceptance has been recorded for screening.

With their iconic butterfly roofs, clerestory windows, exposed concrete block, open carports and breezeways, Krisel's designs are hallmarks of the modernist aesthetic in Palm Springs. His importance to the city is derived from his pioneering designs that combined the economies of tract homes with the look of custom residences. This made Palm Springs affordable to the middle class and triggered a population boom that lasts to this day. Twin Palms was the first completed Krisel neighborhood in the City and was its first truly modern housing tract.

In addition to Mayor Robert Moon and the City Council, a host of other community leaders from the Palm Springs Art Museum's new Architecture and Design Center, the City's historic preservation and architectural boards and the Palm Springs Historical Society are expected to attend.

For ticket information and a listing of events, visit [www.modernismweek.com](http://www.modernismweek.com).

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