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**Contact**  
Eric Chiel  
(949) 831-9706  
TwinPalmsPS@iCloud.com

**WILLIAM KRISEL WAY DEDICATION CEREMONY  
SCHEDULED FOR MODERNISM WEEK IN PALM SPRINGS**

PALM SPRINGS, CA — One of the most important architects of 1950s Modernist homes in Palm Springs will have a street renamed in his honor on the site where his designs first broke ground 60 years ago.

Architect William Krisel will be recognized in an official Modernism Week event (<http://www.modernismweek.com/event/details/street-dedication/>) at 10:00AM Tuesday, February 16. The public is invited to the free one-hour ceremony to be part of the rechristening of Arquilla Road as William Krisel Way at its intersection with East Twin Palms Drive. In the most ambitious project ever undertaken by a single Palm Springs neighborhood, the Twin Palms Neighborhood Organization is mounting this event, for which up to 500 attendees are budgeted.

With their iconic butterfly roofs, clerestory windows, exposed concrete block, open carports, and breezeways, Krisel's designs are hallmarks of the Modernist aesthetic. 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.

More than 50 VIPs have confirmed their attendance for the ceremony, including the City Manager and entire City Council. Palm Springs Mayor Rob Moon will proclaim February 16 to be "William Krisel Day." Other confirmed VIPs include the Executive Director and the Architectural Curator of the Palm Springs Art Museum, several commissioners from the City's historic and architectural Boards and Committees, the Director of the PS Historical Society, and Krisel biographers and filmmakers. Mr. Krisel, 91, lives in Beverly Hills but his health precludes his attendance. A video of his acceptance has been recorded for screening that morning.

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