



## NEWS RELEASE

---

MEDIA Contact: O'Bayley Communications – Bob Bogard 760/464-0182 • bob@obayley.net  
or MADE – Lisa Vossler Smith 760/578-5556 – lisa@modernismweek.com  
or City of Beverly Hills – Dana Beesen 310/350-3939– dbeesen@beverlyhills.org

### **The Producers of Modernism Week Announce New MADE in Beverly Hills Festival**

*Four-Day Event in May Will Feature Tours, Educational Programs, and Events that Celebrate Beverly Hills Architecture and Design*

BEVERLY HILLS, CA (February 9, 2023) – MADE (Modern Architecture Design Experience), a nonprofit organization that produces Modernism Week and other public events and educational opportunities, has partnered with the City of Beverly Hills to produce a new architecture and design festival May 4-7, 2023 called MADE in Beverly Hills.

MADE has produced year-round programming in the Palm Springs area for more than 18 years, including Modernism Week in February and October, small group Architecture Tours, and curated group travel excursions. This will be the first event outside of the Coachella Valley that MADE has produced and the first of its kind for the City of Beverly Hills.

“As a City that cherishes our incredible history, culture, architecture and art, we are proud to share our magical City while welcoming our community and visitors to explore our City’s restaurants, shops and parks together in such a unique and exciting way,” said Beverly Hills Mayor Lili Bosse.

MADE in Beverly Hills will be a four-day Citywide family-friendly festival that celebrates and promotes education about the architecture, art, culture, and community of Beverly Hills. The festival will feature over 20 events including iconic tours, lectures, films, a luncheon fashion show, and additional activities. The event will encourage the community and visitors to tour and explore the art, architecture, design, and landscapes that have made Beverly Hills a world-class City. Presale tickets will go on sale to Beverly Hills residents beginning March 1, two weeks prior to opening ticket sales to the public. More information can be found at <https://modtix.com/event/made-in-beverly-hills>.

“The City of Beverly Hills offers its residents and visitors more than 100 years of architecture and design history to explore,” said William Kopelk, Chairman of MADE and Co-founder of Modernism Week. “It is a pleasure to be able to provide MADE’s breadth of experience so that we may assist the city in highlighting its stunning collection of civic, residential and commercial architecture during this exciting new festival.”

“We are excited to announce this new event in Beverly Hills that will be designed and managed by the same team that produces Modernism Week,” said Lisa Vossler Smith, CEO of MADE. “We are honored to partner with the City of Beverly Hills in creating a new signature event that will highlight

the City’s significant architecture ranging from the early 1920s through the midcentury era and beyond.”

**About MADE:**

The non-profit organization that produces Modernism Week has a new identity to share with the public: The organization’s new name is MADE, an acronym for Modern Architecture Design Experiences. Under the expanded brand name MADE (dba Modernism Week) will continue working as they have for the last 18 years to produce year-round architecture and design centered programming in Palm Springs and other areas. MADE provides a platform for future growth and educational efforts throughout southern California and beyond. MADE’s non-profit mission is to celebrate and foster appreciation of midcentury architecture and design, as well as contemporary thinking in these fields, by encouraging education, preservation and sustainable modern living. A portion of proceeds from this event will support MADE (dba Modernism Week), a 501(c)(3) organization. More information at [modernismweek.com](http://modernismweek.com).

**About the City of Beverly Hills**

The City of Beverly Hills, California is one of the world’s most celebrated communities. Located within 5.7 square miles in the heart of Southern California, it is home to 35,000 residents and hosts millions of visitors from all over the world every year. With its lush landscape, near-perfect climate, exceptional dining, entertainment, shopping, public art and cultural experiences, the City enjoys an international reputation as a premier destination in which to live, work and play. Beverly Hills is a full-service City with outstanding police and fire departments, award-winning schools, sound infrastructure and extensive recreational opportunities. To learn more, visit [beverlyhills.org](http://beverlyhills.org).