

# Barry Berkus, AIA, to Address Modernism Week

*Architect's Palm Springs design still hits the swank spot in its 50th year.*

PALM SPRINGS, CA, February 09, 2011 /24-7PressRelease/ -- The 6th Annual Palm Springs Modernism Week celebrates one of the nation's seminal cultural movements February 17-27, and Park Imperial South on South Araby Drive is ready for its close-up. Designed by [Barry Berkus, AIA](#), one of the nation's most notable residential architects, the 31-unit condominium community marks its 50th anniversary, and on February 19 Berkus will guide a tour of this vibrant enclave as he presents his take on modernism's contributions to architecture in America.

"Park Imperial South marked a pivotal point for me," said Berkus. "It opened up a way of looking at living space that still informs my designs. It inspired a preference for light, flexible room definitions and a fluid connection with the outdoors--seeing home not as a container, but as a backdrop for particular tastes and lifestyles."

Scrupulously cared for by its homeowners, Park Imperial South attests to the enduring value of these design preferences, which Berkus continues to infuse in all of his residential work. It is also one of the highlights of Modernism Week, chosen by organizers as part of the event's Modern Roll.

"Being acknowledged by those who live within the architect's dream is the highest honor one can aspire to, and the fact that residents here have kept my design condition is a remarkable compliment," Berkus said. "I'm deeply appreciative of their regard, and for the opportunity to re-visit this design as part of Modernism Week."

Berkus said he took Modernism to heart as an intern in 1956 for one of Palm Springs' prominent architects, the late William F. Cody. "I learned a lot working for Bill, and was extremely fortunate to have the opportunity to apprentice with him, to convert classroom study into a new level of design knowledge."

After forming his own practice, Berkus returned to Palm Springs to design Park Imperial South for Trudy Richards, a Southern California homebuilding company that specialized in desert resort homes. His career has since included virtually every type of new home design, and his body of work accounts for myriad homes and communities throughout the U.S. and abroad.

In these pursuits, Berkus and his firm, B3 Architects, have earned hundreds of awards for design excellence and leadership in residential planning and development: [www.b3architects.com](http://www.b3architects.com).

Modernism Week is a non-profit 501(c)3 organization that promotes public awareness of the desert's mid-century modern design and architecture. It celebrates this post-war aesthetic and culture through educational and charitable activities held this year from February 17 - 27 in Palm Springs.

Modernism aficionados can partake of diverse educational and entertaining films, architecture tours, swank parties, art exhibitions, music and more. Many events are free to the public. The City of Palm Springs is Presenting Sponsor and Riviera Palm Springs is host hotel and Hospitality Sponsor. Media sponsors are Palm Springs Life, Modernism, and Luxe. Also see [www.modernismweek.com](http://www.modernismweek.com).