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# Palm Springs: Mid-century Modern Postcard Book



## Synopsis

The mid-century modern architecture of Palm Springs, California, is presented in 30 bright, colorful postcards. In Palm Springs, the desert environment and the presence of Hollywood stars inspired architects to new creative heights and created, perhaps, the locale with the highest concentration of such structures in the United States. The postcards include views of individual mid-century modern homes, detailed close-ups, city shots, and photos of such landmarks as the Palm Springs City Hall, Swiss Miss House, Elvis Honeymoon House, Neutra's Kaufmann House, and the Palm Springs Aerial Tramway Valley Station. The iconic features of mid-century modern structures found in these postcards include carports, stone and perforated walls, chalet entrances, wide driveways, and walls of glass,. The 30 postcards are perforated for easy removal, or can remain bound together as a memento of this beautiful place. Whichever you choose, enjoy the enduring beauty of mid-century modernism today!

## Book Information

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Average Customer Review: 3.6 out of 5 stars [See all reviews](#) (8 customer reviews)

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## Customer Reviews

My husband and I went on our honeymoon in Palm Springs, so I've been enjoying sending postcards from this book to our friends and family. The little book is the size of your average postcard, and designed to tear out the cards you want, write a note, and (with proper postage), drop it in the mail. You could also simply leave it out to flip through, but the pages are thick - perfect for mailing, a little stiff for just browsing. I liked 90% of the photos (a few had weird cropping or had house alarm signs out front). For 32 postcards I thought this book was a great deal. I looked at

postcards in the shops in Palm Springs and they were basically the same price or more expensive but for WAY less character than the ones in this book. These have the perfect kitschy charm. If you love mid century modern architecture like we do, it's great!

These postcards were a big disappointment for me. The quality of the cards is excellent; however, the images on the cards are fairly boring. Of the 30 cards included, I really liked only 4 cards (the one on the cover is one of the 4). The majority of the cards are mid-century 'rock lawns', brightly painted doors, a few tree trunks (no tops of trees are shown), and some 1950's-style ranch houses (taken from a distance). I'm 59 and an avid collector of non-touristy postcards; I rarely return any cards but these are going back for a refund.

I was already a fan of this photographer's other book, and I even own one of her fine art prints. This book re-purposes her somewhat well-known photos of Mid-century modern houses and landmarks in Palm Springs as not only fine art quality postcards, but also it must be noted that the book itself stands as a striking looking aesthetically elegant object in and of itself. As you can see in the photo, her use of complementary and contrasting color, and her unique eye for clever composition makes for postcards almost too good to send, and as I said, if you choose to send none and treat it as a keepsake, the book stands well on its own. Suitable for a fan of the city of Palm Springs, of its memorable architecture, and/or simply of beautiful photography, I would highly recommend this book. And no, other reviewer, there isn't a lot of info or trivia included, but it is after all a Postcard book, sublime in its simplicity.

Great buy, would also make a wonderful gift for people who are into architecture and/or photography. The book consists of beautiful pictures of Palm Springs on high quality cards. I was pleasantly surprised when it arrived, there are a lot more cards than I expected. I love sending postcards and I look forward to use these for birthdays and thank you cards- although I probably will keep some of my favorite pictures to myself.

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