



NEMONIC CONCEPTS SHOWCASES PALM SPRINGS; WHERE THE LEGENDS ARE COOL AND THE VENUES ARE HOT



(SYDNEY, AUSTRALIA: July 3, 2013) ---The desert playground of Palm Springs, California will be showcased for pre or post incentives and small meetings in 2014 with Nemonic Concepts in conjunction with Wedgewood USA, one of North America's premier destination management companies.

Fused with bygone glamour of the 1950s and 1960s, luxurious spa indulgences and a touch of celebrity stardust; the legacies surrounding The Rat Pack, Elvis and Priscilla, and Hollywood's golden stars from past and present, each customised programme also showcases Palm Springs' unique architecture and a host of optional recreational pursuits including optional hot-air ballooning, golfing, holistic spa treatments and 4 x 4 wheel desert excursions. For fashion aficionados, there is also designer discount shopping at Desert Hills Outlet and along Palm Canyon Drive, home to the city's premier boutiques, galleries and restaurants.

"Palm Springs is the ultimate California getaway destination for pre or post touring, hosting a think tank session or enjoying a cool, *Oceans Eleven* or *The Rat Pack* incentive experience. The city's close proximity to Los Angeles and its superb choice of spa resorts and shopping simply makes it one of the coolest and most affordable destinations on the West Coast," says Sue Wallace, Senior Partner, Nemonic Concepts.

WHEN HOLLYWOOD CAME TO TOWN:

Flanked by the piercing San Jacinto Mountains and earth-tone shadows of Coachella Valley in the Mojave Desert, Palm Springs' natural beauty and warm therapeutic climate attracted many wealthy tycoons and Hollywood's legendary stars, who built their getaway homes in Palm Springs.

By the 1930s, the city had its own Movie Colony, just east of Palm Canyon Drive and in 1934, actors Charles Farrell and Ralph Bellamy opened the fabled Racquet Club for Hollywood's elite. The private recreational club soon became Hollywood's most popular weekend retreat and the only place to be seen outside of Los Angeles.

Entertainer and broadcaster, Jack Benny recorded his famous broadcast episode, "*Murder at the Racquet Club*" on location while Clark Gable, Cary Grant, Ava Gardner, Lana Turner, Bing Crosby, Bob Hope and Katharine Hepburn simply came to play tennis and soak up the desert rays. Others lounged poolside, like the beautiful young model named Norma Jean Baker, waiting to be discovered.



Above: Frank Sinatra's house - Twin Palm Estate

In 1947, not only did Norma Jean find herself a powerful agent and lover, Johnny Hyde, she also was given a new name in Palm Springs - Marilyn Monroe. She continued to visit Palm Springs over the next 15 years, often partying hard with singer and actor, Frank Sinatra, Peter Lawford and the Kennedys until her untimely death in 1962.

BACK TO THE FUTURE:

Frank Sinatra first began his love-affair with the Southern Californian desert in 1948. His first home was at 1148 East Alego Road - known as The Sinatra Twin Palm Estate. Named in honour of the two towering palm trees which adorned the estate, Sinatra often flew a Jack Daniel's flag from their palms, signifying to his Hollywood buddies across the neighbourhood that the cocktail hour had just begun.



Nine years later the crooner yearned for more privacy and moved to Wonder Palms Road along the 17th fairway of the new Tamarisk Country Club.

Throughout the four decades he lived in Palm Springs, Sinatra entertained Hollywood's elite including Dean Martin, Sammy Davis Jr, Peter Lawford and Joey Bishop who formed The Rat Pack. The crooner also drank the night away with John F. Kennedy, Bobby Kennedy and Chicago mob boss, Sam Giancana, dined with Ronald Reagan, Prince Rainier and Princess Grace, wooed Lana Turner and tussled with Ava Gardner under Twin Palm's desert stars.

Today, the Sinatra Twin Palm Estate is opened to the public during Palm Springs Modernist Week and can be booked for special functions. In addition to Sinatra's desert pad, guests can enjoy a series of Hollywood home tours, films, lectures and a series of social events.

This year, Palm Springs Modernist Week drew in over 35,000 travellers including Grammy-Award winner, Moby, who presented "Moby on Modernism".

Highlighting the city's geometrically-linear design aesthetic, Modernism Week also showcases many iconic homes designed by architects, Albert Frey, Lloyd Wright (son of Frank Lloyd Wright), Le Corbusier and Richard Neutra, who designed the famous Edgar J. Kaufmann House in 1945, which was captured in time by celebrity photographer, Slim Aarons.



Edgar J. Kaufmann House photographed by Slim Aarons.

In 1966, the King of Rock n' Roll, Elvis Presley leased the famous Las Palmas estate, built by modernist patrons, Robert and Helene Alexander. Located on Ladera Circle, the estate later became known as Elvis' "Honeymoon House" after his 1967 marriage to Priscilla Beaulieu.

Elvis and Priscilla had intended to marry poolside until a neighbour, the Hollywood gossip columnist, Rona Barrett broke the story. They instead tied the knot in Las Vegas before returning to Palm Springs to begin their honeymoon with their entourage, known as the "Memphis Mafia".

Guests can view the house along with The Presley Estate in Chino Canyon, which was purchased by Elvis in 1970. Spanning nearly one hectare, the house was designed and built in 1947 by architect, Albert Frey and had been previously owned by McDonald's founder, Ray Kroc.

PROGRAMME HIGHLIGHTS:

Wedgwood USA introduces guests to Palm Springs' architectural gems, where American modernism intertwines with the lush groves of date palms, desert golf courses and the dramatic San Jacinto Mountains.

A custom-designed Modernism programme incorporates the whimsical roadside gas stations, public buildings and a number of private residences including Frank Sinatra's Twin Palm Estate, Elvis's Honeymoon House, The Presley Estate, the Frey 11 Estate, the Edgar J. Kauffman House and the Elrod House, which made its screen appearance in the James Bond film, *Diamonds Are Forever* starring Sean Connery and Jill St John.

Guests also enjoy incredible views from the Palm Springs Aerial Tram which ascends 1790 metres from the valley floor, fine dining along Palm Canyon Drive and celebrity hangouts including Copley's Restaurant, once Cary Grant's former estate and Melvyn's Restaurant, where The Rat Pack use to unwind.

Fashion aficionados also visit Desert Hills Outlet - home to a number of designer discount boutiques including Ferragamo, Armani, Gucci, Dolce & Gabbana, Saint Laurent Paris, Versace, Tod's, Jimmy Choo, Prada, Ralph Lauren Polo, Last Call by Neiman Marcus, Saks Fifth Avenue Off 5th and more.



Elvis's Honeymoon Home

Other optional activities include desert golfing, hot air ballooning, myriad spa treatments, a glittering show at the Fabulous Palm Springs Follies and a visit to the Palm Springs Desert Museum, renowned for its fine arts and Native American artefacts collection.

Any Palm Springs programme can coincide with a major red-carpet event including the many celebrity golf tournaments, Modernist Week or the Palm Springs Film Festival, which was founded by Oscar-winner, Cher's former husband, Mayor Sonny Bono in 1992. Today, the festival attracts the icons of Hollywood including George Clooney, Clint Eastwood, Brad Pitt and Angelina Jolie.

Wedgewood USA's exclusive Palm Springs programme also features a wide choice of accommodations including Viceroy Palm Springs & Estrella Spa, which was designed by celebrity interior designer, Kelly Wearstler, the historic Riviera Resort and Spa, The Willows Historic Palm Springs Inn and the Colony Palms Hotel, along with the hottest dining venues and the full inclusion of all airport and ground transfers and special-theme venues.

For further programme information or quotes, please contact Nemonic Concepts:

Phone: +61 (0) 412842843
Email: info@nemonic.com.au
Website: www.nemonic.com.au

(Please hit CTRL and Click to follow to link)

Facebook: [Follow us for the latest news updates](#)
Pinterest: [Follow our visual storyboard on Palm Springs](#)

Media: Black Book Communications
Email: media@blackbookcommunications.com.au

Images: (c) credits Slim Aarons, Riviera Resort and Spa and Frank Sinatra Estate, Marilyn in Palm Springs by Ted Baron (1954).
(c) Text: Black Book Communications