

The book was found

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

Paperback: 64 pages

Publisher: Schiffer Publishing, Ltd. (September 28, 2013)

Language: English

ISBN-10: 0764345214

ISBN-13: 978-0764345210

Product Dimensions: 6.5 x 0.6 x 4 inches

Shipping Weight: 5.6 ounces (View shipping rates and policies)

Average Customer Review: 3.6 out of 5 stars Â Â See all reviewsÂ (8 customer reviews)

Best Sellers Rank: #1,229,587 in Books (See Top 100 in Books) #95 inÂ Books > Crafts, Hobbies & Home > Antiques & Collectibles > Paper Ephemera & Cards > Postcards #319 inÂ Books > Arts & Photography > Architecture > Buildings > Landmarks & Monuments #25705 inÂ Books > History > Americas > United States > State & Local

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.

[Download to continue reading...](#)

Palm Springs: Mid-century Modern Postcard Book
Touring the Springs of Florida: A Guide to the State's Best Springs (Touring Hot Springs)
Palm Reading for Beginners: You Hold Your Future in the Palm of Your Hand (Palm Reading, Palmistry, Psychic, Clairvoyant)
Touring Arizona Hot Springs (Touring Hot Springs)
Touring Montana and Wyoming Hot Springs (Touring Hot Springs)
Touring Hot Springs California and Nevada: A Guide To The Best Hot Springs In The Far West Central

Colorado Ski Tours: Colorado Springs, Denver, Fairplay, Leadville, Salida, Gunnison, Crested Butte, Aspen, Glenwood Springs, Grand Junction Palm Springs-Style Gardening: The Complete Guide to Plants and Practices for Gorgeous Dryland Gardens Palm-Size Softies: Patterns and Ideas for 44 Stuffed Pets and Dolls That Fit in the Palm of Your Hand Palmistry: The Complete Guide To Palm Reading And Fortune Telling For Beginners - Learn How To Read Palms Like A Pro In No Time! (Numerology, Palm Reading, Hand Reading) American Women Childrens Illustrators Postcard Book: 30 Oversized Postcards (Postcard Books) Mid-Century Modern Furniture: Shop Drawings & Techniques for Making 29 Projects Civil Uprisings in Modern Sudan: The 'Khartoum Springs' of 1964 and 1985 (A Modern History of Politics and Violence) The Sago Palm: The Food and Environmental Challenges of the 21st Century Hand-in-Hand: Ceramics, Mosaics, Tapestries, and Wood Carvings by the California Mid-Century Designers Evelyn and Jerome Ackerman Family Practice Stories: Memories, Reflections, and Stories of Hoosier Family Doctors of the Mid-Twentieth Century Fountains and Water Features: From Ancient Springs to Modern Marvels Secret of Celebrities Palm Readings: A Book on Astrology by Golden Book Award Winner Shady (Shady Springs Dog Mysteries Book 1) Palm Reading: For Beginners: See the Future in Your Hands (Understanding You and Your Future Book 3)

[Dmca](#)