

## PRESS RELEASE

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**THIS 'N THAT FILMS**

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### *Mid-Century Moderns: The Homes That Define Palm Springs*

New film premieres during Modernism Week 2013

**Palm Springs, February 14, 2013:** For Immediate Release

Palm Springs, CA— Direct from the editing room, This 'n That Films' new documentary "Mid-Century Moderns: The Homes That Define Palm Springs" premieres at the Palm Springs Hilton on February 18, at 3pm. Through Interviews with architects, designers, preservationists and home owners, the film tells the story of the Alexander Construction Company: how they brought architecturally designed homes to the middle-class in the mid-50's, and how those homes became the catalyst for today's revival and celebration of all things modern.

"We're really excited about the amazing response from the Modernist community to our film's premiere during Modernism Week, and are looking forward to celebrating with the audience on Monday the 18th." Said Bert Simonis, co-producer. Much of the film takes viewers into living rooms, kitchens and backyards, where we hear from the residents themselves why living in these mid-century gems is so special.

"This is a story that needs to be told and the telling is long overdue." Added Robert Imber, Owner of Palm Springs Modern Tours, and Founding member of the Palm Springs Modern Committee.

"We go beyond the walls and hedges and show you these homes as only the homeowners see them." said John C. Brown, producer/director of "Mid-Century Moderns". "I was surprised at how open homeowners were about letting our cameras roam through their houses. We got some pretty amazing shots."

The DVD, filmed in full HD, is available at the Palm Springs Visitors Center, the Palm Springs Art Museum and select Palm Springs stores in addition to the Producer's website.

John C. Brown previously directed This 'n That Films' award-winning documentary "The Last First Comic". Bert Simonis is the owner of a mid-century home in Palm Springs and successful author of murder mystery novels for Kindle, Nook and other eReaders.

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