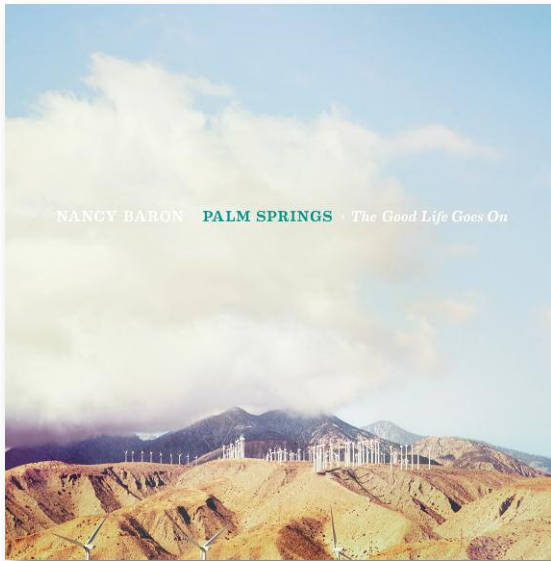




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Nancy Baron

Palm Springs – The Good Life Goes On

Texts by Alexa Dilworth, Matthew Weiner

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A tribute to American mid century modern lifestyle and the preservation of its architecture

The dreamy Palm Springs vibe washes over the traveler at the first sight – from land or air – of the vast windmill farm sprouting from the Southern California desert, surrounding the town like guards at the gate to paradise.

In Palm Springs – The Good Life Goes On, Nancy Baron guides us through this storied American resort town and its mid century modern lifestyle from the vantage point of a resident. Baron picks up where she left off in *The Good Life – Palm Springs* (Kehrer 2014), documenting, with a positive bias, her ongoing and endless discoveries of her second home and its community of mid century modern enthusiasts. This large and tight-knit group of self-proclaimed modernists are committed to the mid century modern life style and the preservation of its architecture. Their homes, cars, and clothes pay homage to this carefree post World War II time in US history that glows warmly in their vintage rear view mirrors. Many of these modernists weren't born yet in the 1950's and 1960's, but they find comfort in this reenactment of gentler times. Baron's informal images casually document the carefree Palm Springs lifestyle as though captured in passing, in the seemingly effortless way that most things happen in Palm Springs.

»Once after a meeting with William Holden, we stepped outside my office. and I asked him why, with houses all over the world, was he settling in Palm Springs. Bill replied, »because the air is like velvet.« – Hugh Kaptur, Architect

Nancy Baron (b. Chicago, Illinois) is a documentary photographer based in Los Angeles and Palm Springs, California. Her background in documentary filmmaking informs her astute exploration and documentation of the vernacular landscape, with a bias toward hopefulness. Her work is held in public and private collections and has been exhibited in galleries across the U.S. Baron's images of the exotic world next door and its inhabitants have been featured online and in print internationally in *The New York Times*, *BBC World*, *Conde Nast Traveler*, *Mother Jones*, *Architectural Digest Italy*, *Suddeutsche Zeitung*, *Interview Magazine Germany*, *Neue Zürcher Zeitung*, *Switzerland*, amongst others. Her well-received first monograph, *The Good Life – Palm Springs* was published by Kehrer Verlag in 2014.

Matthew Weiner is an American writer, director and producer. He is the creator of the AMC television drama series *Mad Men*.

Alexa Dilworth is publishing and awards Director at the Center for Documentary Studies at Duke University in Durham, North Carolina.

Exhibition

Flow Modern, Palm Springs

October 2016

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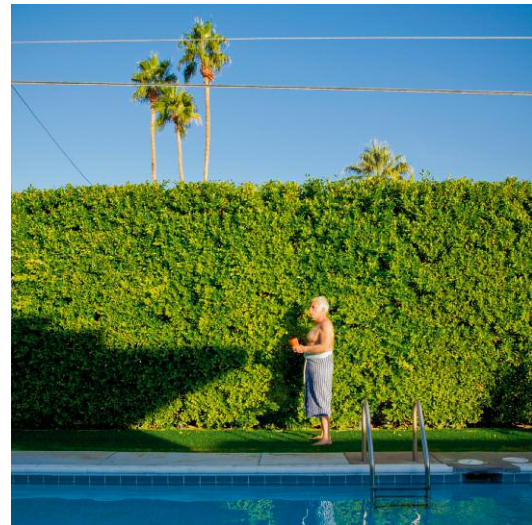
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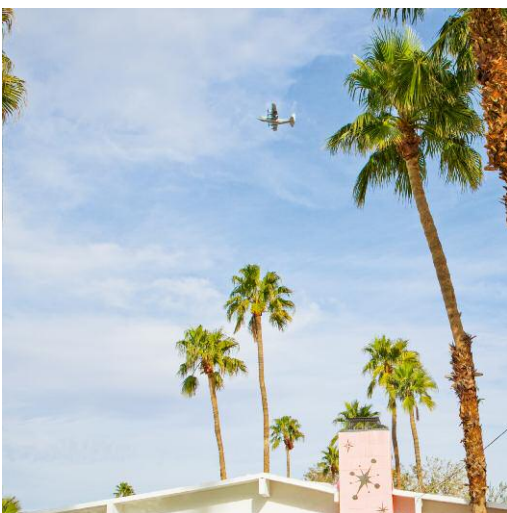
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