Herman Miller Commissions Tag Christof to Explore the Changing Landscape of Palm Springs Modernism

Exhibition debuts at the opening of Herman Miller Palm Desert, the brand's largest North American retail location



ZEELAND, Mich., October 9, 2026 – Herman Miller announces the opening of Herman Miller Palm Desert, a new destination for design discovery that brings together retail, archival storytelling, exhibitions, and community programming. To mark the opening of its largest retail location in North America, Herman Miller commissioned *Hot Line,* an exhibition by photographer Tag Christof exploring how modernist architecture in Palm Springs and the Coachella Valley has changed and been reimagined over time.

Recognized for his distinctive photographic compositions of architecture and its relationship to the American landscape, Christof was commissioned to create a contemporary portrait of the region's architectural legacy. Through photographs of buildings in restoration, reuse, and transition, *Hot Line* explores the relationship between preservation and adaptation, revealing how iconic buildings remain relevant across generations. Rather than presenting modernism as a fixed historical achievement, the exhibition reveals it as an ongoing process of renewal, shaped by time, climate, and changing needs.

"Herman Miller helps people be comfortable living with change - not just surviving it but living with it, thriving, and understanding its potential as a beautiful way of life, both physically and atmospherically. Tag's photographs capture the beauty of change and the possibility of something new," said Kim Colin and Sam Hecht, Herman Miller Global Creative Directors.

Long celebrated for its architectural heritage, the Palm Springs area provides a fitting backdrop for this exploration. While the region's modernist landmarks are often celebrated for their history, Christof's photographs reveal a more nuanced story, one of preservation in defense of an unforgiving desert climate, programmatic re-use, and continued cultural relevance.

"I love these buildings because, even in states of change or transition, they are totems of a time of surging optimism that feels impossible today," said Christof.

Displayed in an installation at Herman Miller Palm Desert, *Hot Line* considers how architecture changes over time while remaining connected to the ideas that inspired it. By pairing contemporary photography with design heritage, the installation reflects Herman Miller's longstanding belief that design extends beyond objects to encompass culture, community, and the built environment. Echoing George Nelson's call in *How to See* to look critically at the world around us, the exhibition encourages visitors to look again at familiar buildings and consider how they are reshaped through ongoing use, preservation, and change.

Situated in the heart of the Coachella Valley, Herman Miller Palm Desert expands upon the traditional retail experience through exhibitions, archival storytelling, and cultural programming. Located at The Gardens on El Paseo, one of the region's premier shopping destinations, the store features furniture and accessories for the home and workplace, alongside materials from the company's archives and flexible gathering spaces designed to host future events, exhibitions, and community conversations.

The Tag Christof exhibition will remain on view through Modernism Week 2027 in February.

Address: 73-425 El Paseo, Suite 110, Palm Desert, CA 92260

Store Hours:
Monday – Saturday: 10am – 6pm

Sunday: 11am – 5pm
(seasonal hours may vary)

Resources
Images courtesy of Herman Miller

About Herman Miller
Over the last century, Herman Miller has been guided by a commitment to problem-solving designs that inspire the best in people. Along the way, Herman Miller has forged critical relationships with the most visionary designers of the day, from mid-century greats like George Nelson, the Eames Office, Alexander Girard, and Isamu Noguchi, to research-oriented visionaries like Robert Propst and Bill Stumpf—and with today's groundbreaking studios like Industrial Facility and Studio 7.5. From the birth of ergonomic furniture to manufacturing some of the twentieth century's most iconic pieces, Herman Miller has pioneered original, timeless design that makes an enduring impact, while building a lasting legacy of design, innovation, and social good. Herman Miller is a part of MillerKnoll, a collective of dynamic brands that comes together to design the world we live in. For more information, visit hermanmiller.com/about.

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