APPENDIX

EXAMPLES OF OTHER PUBLIC ART RELATED ORGANIZATIONS IN PHILADELPHIA

Artfront Partnership

An independent project led by local curator Marsha Moss, Artfront Partnership is an initiative that transforms vacant storefronts into art spaces by commissioning local artists to produce site-specific work to enliven the street character and encourage development. Since its inception in 1994, Artfront Partnership has transformed more than 100 storefronts in Center City and surrounding communities.

Arts on South

Arts on South is a collaboration between South Street property owners, residents, business owners and the business improvement district to offer vacant buildings rent-free to artists in order to bring foot traffic and patronage of local merchants back to a corridor that has been hit hard by the recent economic downturn. A free gallery at 734 South St. opened in February with pieces by many local and unconventional artists. Seven galleries were open by March.[49]

Asian Arts Initiative

The Asian Arts Initiative is a community arts center in Philadelphia that is grounded in the belief that the arts can provide an important political and cultural voice for Asian Americans. In 2005, with the goal of bringing art to nontraditional neighborhood locations, the Initiative organized Chinatown In/Flux, a series of temporary installations that engaged residents and visitors alike to shift their perceptions of art and definitions of Chinatown. Another exhibition opened in April 2009.

Center City District

For the past two years, the business improvement district for Center City has coordinated a computerized LED lighting display on a series of buildings across the Avenue of the Arts. Though not viewed as traditional public art, the block parties organized around the lighting project engaged University of the Arts and other arts institutions along South Broad Street in illuminating the avenue and enlivening the public realm. Center City District has also been working on a redesign for Dilworth Plaza, though many have noted that involving an artist in the process could enhance the design elements as they are currently proposed.

DesignPhiladelphia

Now in its fifth year, DesignPhiladelphia has evolved from a series of exhibitions to the largest celebration of the impact of design in the country. The 2008 display "A Clean Break" transformed a vacant lot on South Broad Street into a display of how prefabricated construction can create affordable and environmentally sustainable neighborhoods. The signature element in the 2009 festival will be *The Welcome House*, which will be installed at the entrance to Love Park.

Fabric Workshop and Museum

The Fabric Workshop and Museum (FWM) is a nonprofit arts organization devoted to creating new work in new materials and new media in collaboration with emerging, nationally and internationally recognized artists. Located across the street from the Pennsylvania Convention Center on Arch Street, the FWM uses its storefront and entryway as public art opportunities for passersby.

Hidden City Philadelphia

A four-week festival held in May and June 2009, Hidden City opened historic structures that have long

been private and neglected, allowing the public to explore previously unknown pieces of Philadelphia's cultural heritage. A partnership between the Preservation Alliance of Greater Philadelphia and Peregrine Arts, Hidden City brought visual and performance art that responds to these historical treasures to the dormant spaces.

Institute of Contemporary Art

The Institute of Contemporary Art at the University of Pennsylvania often works on public art exhibitions, including "Ramp Project" in 2006, when local photographer Zoe Strauss wrapped the museum's façade with one of her photos, and "Wall Power" in 2000, a partnership with Fleisher Art Memorial and the Mural Arts Program that explored the concept of mural-making and produced numerous billboard art installations.

Megawords

The free Philadelphia-based magazine launched a month-long storefront exhibition at its offices at 11th and Cherry streets in September 2008. The Megawords storefront project and exhibition included rotating installations, guest speakers, musical performances, workshops and film screenings.

New Kensington Community Development Corporation

Using art as a tool for community development, NKCDC has worked to commission, fund and promote art of all types in the neighborhood. Examples of projects include "art racks" designed to be multifunctional installations along Frankford Avenue, a sign made out of recycled materials by neighborhood children for Pop's Playground, and the adaptive reuse of a vacant warehouse that is now affordable live/work space for local artists.

Park(ing) Day

Sponsored by the Trust for Public Land, Park(ing) Day is a one-day annual event in which artists, activists and citizens collaborate to temporarily transform metered parking spots into temporary public parks. These acts of transformation display the value of open green space not only for its aesthetics and benefits to the environment, but also for the social life that open spaces provide to city residents, workers and visitors to relax, converse and enjoy. In 2008, Philadelphia transformed more than 30 parking spaces.

Philagrafika

Philagrafika's mission is to "promote and sustain printmaking as a vital and valued art form by providing artistic, programmatic and administrative leadership for large-scale, cooperative initiatives with broad public exposure." Philagrafika's best-known public art project was *Broadstreet Broadside*, part of a 2002 citywide festival in which 500 volunteers gathered along South Broad Street and created a 260-foot-long print (the longest print in the world, made using a steamroller), which then hung in Hamilton Hall at the University of the Arts. In 2010, as part of its 10-year anniversary, Philagrafika plans to use temporary public art installations to demonstrate the history and power of printmaking.

Live Arts Festival and Philly Fringe

The Live Arts Festival and Philly Fringe present 16 days of performing arts events each year. Though most of the shows are ticketed theater performances, there are always free events that incorporate their site into the art. Some from the 2008 festival included *Sonic Dances* along Broad Street, which turned public spaces into an outdoor stage; and *Tales of Civic*

Effluvia, which used Winifred Lutz's Dock Creek installation to pay homage to the submerged waterway. Live Arts has also acted as a de facto venue list for local artists looking for display space.

Philadelphia's Magic Gardens

The Gardens were created by local mosaic artist Isaiah Zagar in a vacant lot in the 1000 block of South Street that has now become a Philadelphia tourist attraction. By renovating derelict row houses and building colorful mosaics on dozens of public walls, Zagar has been credited by many as helping spur the renaissance of South Street from the 1960s until today.

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