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## **Philadelphia's Digital Mural Project Receives \$50,000 To Support Cutting-Edge Urban Beautification Project**

PHILADELPHIA - The Print Center today announces the receipt of over \$50,000 in cash and in-kind support for the Digital Mural Project, a pioneering public art initiative with Philadelphia's Mural Arts Program, to produce and install Philadelphia's first digitally-printed outdoor murals on fabric into three inner city neighborhoods.

The announcement comes as entries are arriving from across the country via a national competition announced in *Digital Fine Art Magazine* to select three artists to create the murals.

Print Center Executive Director Christine Filippone says, "We are very excited that things are picking up speed and that we are getting needed public support."

The project is a unique marriage of the latest digital printing technology and grass roots urban revitalization efforts. It draws on technology ordinarily used by advertisers to create public art to beautify distressed neighborhoods, to help people explore how they feel about their communities, and serve as the basis for future revitalization projects.

New Hampshire-based printer Vutek Inc. will print six murals on portable 50' x 60' PVC mesh vinyl, which costs upwards of \$3,600 each, and will ship them to Philadelphia. While more expensive than traditional mural making techniques, this process allows for community input and greater flexibility in responding to creative input. *Digital Fine Art Magazine* will publish the work of finalists, providing the project and the artists national exposure.

Mural Arts Program Artistic Director Jane Golden and Filippone will select the sites by the end of June. Print Center Curator, Jacqueline van Rhyn will then work with community groups to develop educational programming to accompany the installation process. To host a mural, community groups must apply to the Mural Arts Program, describing their preferences for subject matter.

In September, the artists will oversee installation of the murals and conduct workshops in printmaking and digital design with hundreds of kids in the Mural Arts after school program, the Village of the Arts and Humanities and the YMCA Black Achievers Program. This will provide experience in computer technology, design techniques and, ultimately, long-term job skills.

Additional donors include The Connelly Foundation, Silicon Gallery and KD Graphics.

The murals will hang in their initial sites for at least one year before being moved to different locations throughout Philadelphia. Eventually they will travel to major cities across the US to serve as models for the establishment of new mural arts programs.

*Located at 1614 Latimer Street, in the heart of Center City Philadelphia, The Print Center supports printmaking and photography as vital contemporary arts. The Print Center presents a variety of programs for the public including 11 exhibitions annually; the longest running annual international competition for prints and photographs in the country; an extensive series of continuing education programs for art professionals and amateurs; a gallery store; and special events. For information, call 215-735-6090 or visit the Print Center's website – [www.printcenter.org](http://www.printcenter.org).*

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