



MUSEUM
WITHOUT WALLS™ AUDIO

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FACT SHEET:

Museum Without Walls™: AUDIO
A program of the Fairmount Park Art Association

PROJECT: Museum Without Walls™: AUDIO

LOCATION: 35 sculptures along Philadelphia's Benjamin Franklin Parkway and Kelly Drive

DATES: Launch event scheduled for June 10, 2010 at LOVE Park, 15th Street and JFK Boulevard

WEB ADDRESS: www.museumwithoutwallsaudio.org

PURPOSE: Museum Without Walls™: AUDIO will highlight and provide access to works of art always on view, but often unobserved.

DESCRIPTION: This June, the Fairmount Park Art Association will launch Museum Without Walls™: AUDIO, an innovative and accessible outdoor sculpture interpretive program for Philadelphia's preeminent collection of public art. Museum Without Walls™: AUDIO is a "multi-platform" interactive audio experience – available for free by cell phone, audio download, or on the web – that expresses the untold histories inherently unavailable on outdoor permanent signage. A recently developed signage system serves as the "armature" for the audio program and will carry a directional medallion with dialing information that provides instant onsite access by cell phone. The project has been guided by experts in history, documentary studies, media, and folklore.

PARTNER ORGANIZATIONS: Fairmount Park (Project Collaborator); City of Philadelphia Public Art Office and the Office of Arts, Culture and Creative Economy; Center City District, Greater Philadelphia Tourism and Marketing Corporation (GPTMC)

GOALS:

- Visitors and residents of Philadelphia will discover the unique story, civic effort, and creative expression behind Philadelphia's public artworks
- The audio programs will be thought-provoking and commensurate with the quality of the artwork and the creativity of the artists
- Multiple methods of obtaining audio programs will reach a large audience
- "Spontaneous" users will be attracted "on the street" in the course of everyday life
- Stories that would otherwise be unheard will be unearthed and shared
- The public's appreciation for outdoor sculpture will encourage pride and curiosity to learn more about additional public works of art

- People will look more closely at their surroundings and the treasures that they take for granted throughout Philadelphia

PROGRAM HIGHLIGHTS:

- *Authentic Voice Model* – A unique approach developed specifically for outdoor sculpture, Museum Without Walls™: AUDIO uses an “authentic voice” model, distinguishing our audio program from other tours that feature a single authoritative guide or narrator. Each audio program features multiple voices that are each directly connected to the sculpture by knowledge or experience. Nearly 100 unique voices are featured, including artists, educators, and civic leaders.
- *“Audio Labels”* –The program has been developed as a series of “audio labels” rather than a traditional “tour” because public artworks typically do not share a theme or chronology. This flexible format will encourage spontaneity – allowing participants to create their own sequence or just learn about one or two sculptures at a time.

FUNDING: Museum Without Walls™: AUDIO has been made possible by a generous grant from the Pew Center for Arts and Heritage through the Heritage Philadelphia Program, and by the National Endowment for the Humanities.

PROJECT TEAM:

Fairmount Park Art Association:

Penny Balkin Bach, Executive Director (Executive Producer)

Laura Griffith, Associate Director (Content Manager)

Jennifer Richards, Development and Communications Manager (Project Manager)

Fairmount Park:

Robert Armstrong, Historic Preservation Specialist

Theresa Stuhlman, Historic Preservation and Development Administrator

Project Consultants:

Consulting Historian: Dr. Michael Zuckerman, University of Pennsylvania

Humanities Consultant: Amanda Dargan, CityLore NYC

Planning Consultants: Rob Rosenthal, The Salt Institute for Documentary Studies; Dr. David Gilbert, Griffin Technology; Steve Rowland, CultureWorks

Evaluators: Randi Korn & Associates

Production Team:

Editors/Project Managers: Kerrie Hillman and Hillary Frank

Audio Producers: Amanda Aronczyk, Ben Calhoun, Nate DiMeo, Anne Hepperman, Sarah Lilley, Jonathan Menjivar, Jonathan Mitchell, Eric Molinsky, Kara Oehler, Lu Olkowski, and Ben Shapiro

Audio Engineer: Jeff Towne

The Fairmount Park Art Association is the nation’s first private, nonprofit organization dedicated to integrating public art and urban planning. Founded in 1872, the Art Association works to promote the appreciation of public art through programs and advocacy efforts that commission, interpret, and preserve public art in Philadelphia. We serve hundreds of people directly through our commissioning and educational programs, and thousands indirectly, as they benefit from the accessibility of public art that is one of Philadelphia’s hallmarks and a key contributor to its quality of life.