



Rafael Lozano-Hemmer, Simulation of OPEN AIR, Philadelphia, 2012

Rafael Lozano-Hemmer's (b. 1967, Mexico City) projects with interactive lights have been staged in cities all over the world, including Dublin, Hong Kong, Lisbon, Liverpool, Lyon, Montreal, Rotterdam, Toronto, and Vitoria-Gasteiz, Spain. His work in kinetic sculpture, responsive environments and video installation has been shown in four-dozen countries. Lozano-Hemmer's interest "is to create intimacy and not intimidation." While the project is spectacular in scale, "what matters to me is that individual participants can personalize their city with their contributions. OPEN AIR is at once a visible voicemail system, a rant line, a public stage and an archive of recordings from Philadelphia's past and present." Concurrent with OPEN AIR, his work will be exhibited at New York City's bitforms gallery and the San Francisco Museum of Modern Art. For more information on the artist visit lozano-hemmer.com.

While you are out viewing and participating in OPEN AIR, please note the Parkway institutions listed below are open in the evenings.

- Barnes Foundation / Fridays until 10PM
- Franklin Institute / Saturdays and Sundays until 8:30PM
- Free Library / Mondays through Thursdays until 9PM
- The Galleries at Moore College of Art / Fridays until 8PM
- Philadelphia Museum of Art / Fridays until 8:45PM
- Sister Cities Park / Every Evening until 1AM
- › Pairings in the Park / Thursdays through October 25 / 5-8PM
BYOB / The Milk & Honey Café will have cheeses and other delicious foods for sale.



Partners and Supporters of OPEN AIR include: the John S. and James L. Knight Foundation; the National Endowment for the Arts; the City of Philadelphia Parks & Recreation and Office of Arts, Culture and the Creative Economy; Greater Philadelphia Tourism Marketing Corporation (GPTMC); Center City District; Parkway Council Foundation; Canadian and Mexican Consulates; Mexican Cultural Center; Audubon Pennsylvania; Park Towne Place Apartments - an Aimco Community; Philadelphia Museum of Art and the Rodin Museum; Sautter Crane Rental, The Victory Foundation; Independence Foundation; Prudent Management Associates; Theodore R. and Barbara B. Aronson; The Honickman Foundation; Independence Foundation; H.F. (Gerry) Lenfest; The Pincus Foundation; The Victory Foundation; 6abc; WHYY; Metro Philadelphia; Tierney; Clear Channel; Take One Production; Expert Events; Catering By Design; and individual donors, among others.

The Association for Public Art, aPA (formerly Fairmount Park Art Association) commissions, preserves, promotes and interprets public art in Philadelphia. Since its founding in 1872 as the nation's first private, non-profit public art organization, the aPA has worked with artists, communities, and civic leaders to make encounters with art a part of everyday life, creating a Museum Without Walls that is free and accessible to residents and visitors.

aPA Board of Trustees: Barbara B. Aronson; Suzanne Sheehan Becker; Walter D'Alessio; Leonardo Diaz AIA, LEED AP; Kenneth Finkel; Alan Greenberger, FAIA; Eric F. Halpern; Gregory M. Harvey, Esquire; Joseph K. Hetrick, Esquire; Emanuel Kelly, FAIA; Eugene Lefevre; Charles E. Mather III, Esquire; William D. McCall; Theodore T. Newbold; Timothy Rub; Susan K. Weiler, FASLA, RLA.

Association for Public Art / 1616 Walnut Street, Suite 2012, Philadelphia, PA 19103
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Rafael Lozano - Hemmer

Commissioned by the Association for Public Art
September 20 - October 14, 2012
Nightly 8-11PM / Benjamin Franklin Parkway
Philadelphia, PA, USA
www.openairphilly.net



ABOUT OPEN AIR

Combining public art with mobile technology, artist **Rafael Lozano-Hemmer** presents the world premiere of OPEN AIR. Commissioned by the **Association for Public Art (aPA)**, OPEN AIR is an interactive light experience directed by participants' voices and GPS locations. Two dozen robotic searchlights will respond creating unique light formations in the sky over Philadelphia's historic Benjamin Franklin Parkway. Inspired by the city's rich tradition of democracy and respect for free speech, OPEN AIR was created specifically for Philadelphia and for participation by the general public. The artist has addressed safety and environmental considerations in the design of OPEN AIR.

HOW TO PARTICIPATE

FROM THE PARKWAY

- Download the iPhone app OPEN AIR PHILLY for free from iTunes.
- Record and submit your 30-second message.
- Use the app to listen to the ongoing program.
- Priority is given to messages submitted from the Parkway.

ONLINE AT OPENAIRPHILLY.NET

- Record, submit your message, and select a preset light design.
- The highest rated messages will be entered into the message queue.
- Search the archive messages, which include "Voices of Philly", distinct individuals past and present that have inspired the flavor of Philadelphia.

WHEN & WHERE

- Benjamin Franklin Parkway between 21st and 24th Streets
- 8-11PM nightly from September 20-October 14, 2012
- Project Information Center at Eakins Oval (24th Street and the Parkway) open each evening at 7:30PM with a free mobile loan station and seating for watching the lights and listening to the messages.
- Information Outpost at Sister Cities Park (18th Street and Logan Square) with additional speakers for listening to the messages.



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SPECIAL EVENTS

Saturday, September 22 / 2PM / FREE / Philadelphia Museum of Art
Performing Freedom: Art, Spectacle and Agency in Public

A panel exploring the possibilities of technology in service of art to reinforce the public sphere as a site for connective spectacle, alternative narratives and individual agency.

RSVP/Free but tickets are required.

Visit www.philamuseum.org/calendarEvents

Tuesday, October 2 / 8:30PM / FREE / Project Information Center at Eakins Oval
Planetarium on the Parkway featuring Derrick Pitts, Chief Astronomer, Franklin Institute

In conjunction with the Franklin Institute, an interactive presentation of Philadelphia's night sky, hosted by Chief Astronomer Derrick Pitts who will direct the robotic searchlights to highlight salient stellar objects viewable from the Parkway. This is a free event and amateur and budding astronomers are welcome to bring their telescopes!

Wednesday, October 3 / 6PM / FREE / PennDesign, University of Pennsylvania
Open Air: Richard Sommer and Rafael Lozano-Hemmer in Conversation

In conjunction with DesignPhiladelphia and PennDesign, Richard Sommer, Dean of Architecture, Landscape, and Design at the University of Toronto, in conversation with Rafael Lozano-Hemmer.

RSVP/Free but tickets are required.

Visit openairpublicart.eventbrite.com

Scheduled Participation

Nightly at the Project Information Center / Eakins Oval

To kick-off each evening, at 8PM select community groups and their messages are featured.

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- 9.20 Opening Night Celebration & Ceremonial Lighting
 - 9.21 Philadelphia Live Arts & Philly Fringe / Performers & Producers
 - 9.22 Community Peace Night / Share Messages of Peace
 - 9.23 The Pigeon Presents: The Philadelphia Poetry Slam
 - 9.24 The Best Day of My Life (So Far) / Storytelling Seniors
 - 9.26 Young Involved Philadelphia / Civic Engagement & Empowerment
 - 9.28 Grizzly Grizzly / Contemporary Artist Collective
 - 9.29 Hispanic Heritage Night / featuring El Centro Cultural Mexicano
 - 10.1 Franklin Paine's Skatepark Fund / Advocating for Skaters
 - 10.2 Planetarium on the Parkway / featuring Derrick Pitts at 8:30PM
 - 10.3 Project H.O.M.E. / None of us are Home until all of us are Home
 - 10.3 Planetarium on the Parkway / Rain Date at 9PM
 - 10.4 Ubu Night / featuring Kenneth Goldsmith and Special Guests
 - 10.5 Breadboard + NextFab Studio / Creative Applications of Technology
 - 10.6 Family Night / Activities for Kids & Teens
 - 10.7 Philly Youth Poetry Movement / Youth & the Power of their Voices
 - 10.8 Women in Transition / Empowerment & Advocacy for Women
 - 10.9 ArtReach / Arts Accessibility for All
 - 10.10 Bicycle Coalition of Greater Philadelphia / Cycling Enthusiasts
 - 10.11 The William Way Community Center / LGBT Community
 - 10.12 Art Sanctuary / Drawing Inspiration from the Inner City
 - 10.13 Neighborhood Night / Local Residents Gathering
 - 10.14 DesignPhiladelphia / Promoting Design & Innovation
 - 10.14 Closing Night of OPEN AIR

CHECK OPENAIRPHILLY.NET FOR PROGRAM CHANGES AND ADDITIONS.