



Association for Public Art

Association for Public Art
(Formerly Fairmount Park Art Association)
1616 Walnut St., Suite 2012
Philadelphia, PA 19103
215-546-7550
associationforpublicart.org

Press Contacts:
Canary Promotion | 215-690-4065
Megan Wendell, megan@canarypromo.com
Carolyn Huckabay, carolyn@canarypromo.com

High-resolution images on request and online at:
canarypromo.com/openair

MEDIA ADVISORY
FOR THURSDAY, SEPTEMBER 20, 2012

RAHZEL JOINS OPENING NIGHT CELEBRATION FOR *OPEN AIR*: Free public event on the Parkway, featuring legendary Roots beatboxer and other special guests, Sept. 20, 7:30-11 p.m.

The Godfather of Noyze joins extreme vocalist David Moss, Open Air artist Rafael Lozano-Hemmer and the Association for Public Art for spectacular interactive world premiere; installation on view Sept. 20-Oct. 14

WHEN: **Thursday, September 20, 2012, Begins at 7:30 p.m.** (ending at 11 p.m.)
PROGRAM & CEREMONIAL LIGHTING AT 8:30 P.M.

WHERE: **Benjamin Franklin Parkway**
Closed inner drive between 21st and 24th streets
For more information, call 215-546-7550 or visit associationforpublicart.org

WHAT: On September 20, the **Association for Public Art** (aPA) will debut ***Open Air***, a large-scale, interactive public art experience that uses a mobile app, 24 powerful searchlights and the voices of the city to transform the night sky above the Benjamin Franklin Parkway. ***Open Air*** runs **September 20 to October 14.**

To kick off this major world-premiere installation, aPA will host an **Opening Night Celebration** on Thursday, **Sept. 20, 7:30-11 p.m.** on the closed inner drive of the Parkway. The **FREE** public event will feature a performance by Grammy Award-winning acclaimed musician **Rahzel**, the “Godfather of Noyze” and a member of Philadelphia’s Legendary Roots Crew. Rahzel will set the ***Open Air*** lights in motion with his signature vocal ability to sing and rap while simultaneously beatboxing.

The celebration will also feature a performance by internationally renowned singer and composer **David Moss**, who will control the ***Open Air*** lights with his voice's 4.5-octave range in the signature avant-garde style that has earned him accolades such as Berlin's DAAD Award and a Guggenheim Fellowship. The festivities will include a live countdown and ceremonial lighting, with additional presentations by ***Open Air*** artist **Rafael Lozano-Hemmer**, Association for Public Art Executive Director **Penny Balkin Bach** and emcee **6abc Action News** Anchor **Monica Malpass**, plus a selection of local food trucks, including **Lucky Old Souls**, **Foo Truck** and **Little Baby's Ice Cream**. ***Program and ceremonial lighting will begin at 8:30 p.m.***

In addition, the winner of an online message-recording contest (being held now at openairphilly.net) will be announced; the winning message will be the first public voice to activate the searchlights.

Lozano-Hemmer will also be participating in a **Meet the Artist Reception, 6-7:30 p.m.**, at **The Clubhouse at Park Towne Place Apartments** (2200 Benjamin Franklin Parkway) prior to the Opening Night Celebration. Tickets for this event (Patrons, \$250; Young Friends, \$100) can be purchased [online](#).

Open Air is presented in conjunction with the **Philadelphia Live Arts Festival** and the **DesignPhiladelphia Festival**. The Opening Night Celebration is presented in cooperation with the City of Philadelphia's Department of Parks & Recreation.

#

To request high-resolution images, interviews and more information on *Open Air*, please contact:

Canary Promotion | 215-690-4065

Megan Wendell, megan@canarypromo.com

Carolyn Huckabay, carolyn@canarypromo.com