



INSTITUTE OF CONTEMPORARY ART
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NEWS RELEASE



PHILADELPHIA
INTERNATIONAL
FESTIVAL OF THE
ARTS 2011
APRIL 7, 2011 - MAY 1, 2011
INSPIRED BY THE KIMMEL CENTER

INSTITUTE OF CONTEMPORARY ART JOINS PHILADELPHIA INTERNATIONAL FESTIVAL OF THE ARTS (PIFA) 2011

APRIL 7–MAY 1, 2011

PHILADELPHIA, PA

JOIN THE MOMENT

Art is made up of moments. Moments of inspiration. Power. Emotion. Grace. Passion. In the Spring of 2011, April 7–May 1, 2011, these moments will converge brilliantly to create the first annual Philadelphia International Festival of the Arts inspired by the Kimmel Center for the Performing Arts.

The Institute of Contemporary Art at the University of Pennsylvania is thrilled to participate in PIFA, and hope you'll join in our excitement as we proudly share with you a taste of the promise of PIFA: an unprecedented, month-long gathering of the best of the arts in our city.

ICA will present *Laundry Boat* on Saturday, April 23, 2011. Inspired by *Le Bateau Lavoir*, or "The Laundry Boat"—as the bohemian enclave of Paris was known around the start of the last century—ICA presents a daylong immersion in the arts. With guest hosts galore, a full program of performances, poetry, projections, conversation, music, meals, libations, *lumière* and laundry will take place throughout the day and into the night. And so it was in its heyday, a magnet for the creative energy of those who lived, worked and convened there. *Le Bateau Lavoir* was named for the dark, rickety buildings that swayed so violently in stormy weather that they appeared like laundry boats on the Seine. At the heart of its legend is the banquet Picasso threw in honor of Henri Rousseau: guests included Guillaume Apollinaire, Marie Laurencin, Gertrude Stein, Alice Toklas, and Lolo the donkey. All this and more will color the day at ICA.

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Ed Cambron, executive director of PIFA explains "We chose our theme because 100 years ago, Paris was the epicenter of creativity. What happened during that time frame shaped how we defined the arts throughout the 20th century," explains Cambron. "Right now, Philadelphia's creative community is poised to fuel the same spirit of ingenious creativity."

GENERAL INFORMATION

ICA is located at:
118 South 36th Street at the
University of Pennsylvania

ICA is open to the public from 12pm
to 8pm on Wednesday through
Friday and from 11am to 5pm on
Saturday and Sunday.

Admission is FREE everyday.
*Free admission to the Institute of
Contemporary Art at the University
of Pennsylvania for the public is
sponsored by Glenn R. Fuhrman
(W87/WG88) Fund.*

For more information,
call 215-898-7108/5911, or visit
www.icaphila.org.

INSTITUTE OF CONTEMPORARY ART

Founded in 1963, the Institute of
Contemporary Art at the University
of Pennsylvania is a leader in the
presentation and documentation of
contemporary art. Through
exhibitions, commissions,
educational programs, and
publications, ICA invites the public
to share in the experience,
interpretation and understanding of
the work of established and
emerging artists.

As PIFA transforms the entire city into a giant stage, loyal fans and newcomers to the arts will have the opportunity to choose from over 100 ticketed and free activities each day. Performances and exhibits will be held throughout Center City, University City and beyond, many in Kimmel Center venues, as well as in theaters, performance halls and other venues, both large and small.

The complete line-up will be announced on April 7, 2010, one year prior to the festival's start. Tickets to select performances go on sale April 7, 2010 as well through ticketphiladelphia.org and at participating venues. For the most up-to-date details and event information, visit pifa.org.

ALL PROGRAMS SUBJECT TO CHANGE. PLEASE VISIT THE PIFA WEBSITE, [HTTP://PIFA.ORG](http://PIFA.ORG), FOR MORE INFORMATION ON PROGRAMS IN CONJUNCTION WITH THE FESTIVAL.