



INSTITUTE OF CONTEMPORARY ART
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NEWS RELEASE

ICA FEATURED IN WHY?S PREMIERE EPISODE OF "FRIDAY ARTS"

PHILADELPHIA, PA

"Friday Arts," a 30-minute monthly arts, culture and entertainment magazine with a strong online component, will debut on WHY?-TV at 8:30 p.m., April 2, 2010 featuring the Institute of Contemporary Art. An original WHY? production, "Friday Arts" will showcase three new segments— "Art", "Art of Life" and "Art of Food" — and WHY?-produced Creative Campus and Experience video segments.

"Friday Arts" gives us the opportunity to cast a light on some of Philadelphia's best well-kept secrets in the arts," said Trudi Brown, executive producer. "We're looking at paying appropriate homage to the established arts in our region, but most important, we want to bring to our audiences arts, culture and entertainment stories that are off the beaten path. This region is bustling with a vibrant and sometimes even quirky art scene in the visual and performing arts. Our challenge is to present the best stories in the most artistic way possible."

"Art" features local visual performing artists along with pieces on museum and gallery exhibits. The first episode features a Creative Campus segment on exhibitions at the Institute of Contemporary Art at the University of Pennsylvania in Philadelphia and an award-winning stained-glass artist who uses unconventional images and themes in her work.

"Art of Life" profiles everyday people accomplishing extraordinary social goals through art. The premiere episode profiles Rong Sorn, a Cambodian refugee and executive director of the Cambodian Association of Greater Philadelphia. Sorn launched a dance-instruction program in which the children-students wear traditional Cambodian clothing.

"Art of Food" highlights innovative local food entrepreneurs who are environmentally conscious about food preparation and consumption. The premiere explores the emerging slow-food phenomenon through the lenses of Slow Food Philadelphia, Restaurant Alba of Malvern, Pa., and Green Aisle Grocery in Philadelphia. It also features an Experience segment on Susanna Foo, who has been called North America's finest Asian chef.

"Friday Arts" will be broadcast on WHY?-TV: 8:30 p.m. the first Friday of each month and rebroadcast the following Saturday at 11:30 p.m., Monday at 7:30 p.m., Wednesday at 8:30 p.m. and Thursday at 7:30 p.m. On Y Arts: the following Monday at 7:30 p.m., Tuesday at 8:30 p.m., Wednesday at 9:30 p.m. and Thursday at 10:30 p.m.

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GENERAL INFORMATION

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

HOURS

Wednesday-Friday 12-8pm
Saturday + Sunday 11am-5pm.

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.

complementary and supplementary content to the program will be available at [<http://www.whyy.org/fridayarts>]WHYY.org/fridayarts.