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**PHILAGRAFIKA 2010 GEARS UP WITH THE ARRIVAL OF ARTISTIC DIRECTOR  
JOSÉ ROCA**

**Philadelphia, PA (October 2, 2008)** – Philagrafika is pleased to announce the full time appointment of José Roca as the Artistic Director and Chief Curator for *Philagrafika 2010* (January – April, 2010). An international contemporary art event, *Philagrafika 2010* will encompass more than one hundred exhibitions and programs with participation from arts institutions region-wide. As artistic director, Roca is responsible for the overall leadership and vision of *Philagrafika 2010* and he brings extensive experience to the job. He co-curated the Trienal Poli/gráfica de San Juan, Puerto Rico (2004), the 27th São Paulo Bienal (2006), and served as curatorial adviser for the newly structured Medellín Encuentro (2007). He was most recently part of the awards jury for the 2007 Venice Biennale.

A native of Colombia, Roca comes to Philagrafika after serving as Director of Arts at the Banco de la Republica cultural center in Bogotá, Colombia (1994-2008). Additional curatorial projects include: *Imprints for a Fleeting Memorial*, work by Oscar Muñoz, that opened in Toronto in January 2008 and will debut in Seoul, Korea, in December; *Phantasmagoria: Specters of Absence*, a traveling exhibition produced by iCI (Independent Curators International) currently on tour (2007-2009); *Botánica política*, Sala Montcada, Fundación La Caixa, Barcelona (2004); *Traces of Friday*, Institute of Contemporary Art, University of Pennsylvania, Philadelphia (2003); *TransHistorias*, survey of the work of José Alejandro Restrepo, Biblioteca Luis Ángel Arango, Bogotá (2001); *Define "Context"*, APEX Art Curatorial Program, New York (2000); and *Ruins; Utopia*, survey of Cuban artist Carlos Garaicoa, Biblioteca Luis Ángel Arango, Bogotá, Bronx Museum for the Arts, New York.

Since the fall of 2006 Roca served in a consulting capacity on Philagrafika 2010 where he created the initial ideas behind the event and began to form a curatorial team to organize the core exhibition, *The Graphic Unconscious*. The curatorial team includes John Caperton, The Print Center; Sheryl Conkelton, Tyler School of Art; Shelley Langdale, Philadelphia Museum of Art; Lorie Mertes, Moore College of Art and Design and Julien Robson, Pennsylvania Academy of Fine Arts.

At the same time, Philagrafika's core staff will re-structure to focus on the considerable marketing and fundraising needs of such an ambitious event. Chief Operating Officer Thora Jacobson has accepted a new position as COO of the City of Philadelphia Mural Arts Program which she will begin on October 16. Jacobson came to Philagrafika two and a half years ago in the midst of another transition, when Philagrafika changed both its name and focus and began to build its capacity to create *Philagrafika 2010*.

In the short term, Philagrafika staff will work with a nonprofit management consultant who has had a long-standing role with Philagrafika. Consultant Adrienne Jenkins will provide guidance and oversight for development of an appropriate infrastructure for marketing, fundraising and general administration. Jenkins has served Philagrafika as a development consultant and also created the organization's marketing plan for 2010. Board President Judith Brodsky expressed her enthusiasm for Adrienne's ability to serve in this critical role: "Philagrafika has spent the last two years building capacity. Now is the time to concentrate on marketing and development. We are delighted that Adrienne will be guiding us through this transition period. We couldn't be in better hands. She will be off to a running start since she knows the organization so well."

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When commenting on this shift, Thora Jacobson spoke of Philagrafika's new era of growth. "José's arrival signals a whole new phase in the organization's growth toward *Philagrafika 2010*. It is a moment that requires not only world class curatorial expertise, but an experienced marketing and development infrastructure to do justice to this city's extraordinary print and contemporary art resources. I have thoroughly enjoyed the experience of thinking about and working toward making Philadelphia an international destination for print and contemporary art. I look forward to the realization of that vision with augmented leadership, and to being an active participant in the events of Philagrafika 2010—and beyond."

During José Roca's first two weeks as Artistic Director, he met with the curatorial team to develop a core list of artists from all over the world, the senior staff of the five institutions that will mount *The Graphic Unconscious*, major funders, and potential corporate sponsors to bring the details of Philadelphia's first international contemporary art event into sharper focus. Teresa Jaynes, Executive Director of Philagrafika, noted the impact of Roca's style and commitment in his new working status with the organization. "José's thoughtful manner and quiet ways disguise an exceptional energy and clear vision for what *Philagrafika 2010* can mean, not just for Philadelphia as an arts destination, but for the central role of the printed image in contemporary art. He was very impressive in his first full immersion into the work of *Philagrafika 2010*."

Philagrafika is a regional consortium of cultural organizations and individuals, committed to the planning and realization of Philagrafika 2010, an international festival of contemporary art running January through April of 2010.

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