

Contact: Teresa Jaynes  
Executive Director, Philagrafika  
Email: [tjaynes@philagrafika.org](mailto:tjaynes@philagrafika.org)  
Tel: 215-701-6145  
Fax: 215-972-8109

## Philagrafika: *The NEW Philadelphia Print Collaborative*

March 10, 2006 (Philadelphia, PA) — As of April 1, the Philadelphia Print Collaborative will change its name to *Philagrafika*. The name change reflects the organization's commitment to exciting new directions in the world of printmaking. To celebrate the name change and the recent staff addition of Thora Jacobson as Chief Operating Officer, Philagrafika invites the arts community to an Open House on March 20th.

Join friends and supporters of the Print Collaborative and Philagrafika on March 20 from 5:30 to 7:30 p.m. at an **Open House** to celebrate Philagrafika's forward focus and to:

- **Welcome Thora Jacobson**, former Executive Director of the Samuel S. Fleisher Art Memorial as Philagrafika's Chief Operating Officer,
- **Preview our new website** that will launch April 1,
- Visit the organization's new office space at **Solutions for Progress, Inc.**, which it also shares with the Philadelphia Center for the Book
- **Visit the studios and galleries of the Brandywine Workshop**, our new neighbor, and celebrate the 12-year collaboration between Allan Edmunds, Brandywine's Founding Director and Bob Brand, Founder and President of Solutions for Progress.
- **Meet and greet** colleagues and members, and
- View The Big Block's **portfolio exchange exhibition**.

Refreshments served, please RSVP to Rebecca Mott, [rmott@printcollaborative.org](mailto:rmott@printcollaborative.org), 215-701-8057.

**Thora Jacobson** joins the Philagrafika staff at a crucial time in the development of the organization. In addition to supporting the transition of the name and programmatic thrust from Philadelphia Print Collaborative to Philagrafika, Ms. Jacobson will also provide significant leadership in building the capacity of the organization through fundraising, organizational planning and financial management.

Teresa Jaynes, Philagrafika's Executive Director, commenting on Jacobson's appointment, notes, "The combination of skills, talent and experience that Ms. Jacobson will bring to the organization will be a great asset to Philagrafika as we move forward. We are honored to have Ms. Jacobson join the organization."

Philagrafika's mission is first and foremost to promote Philadelphia as an international print center and to sustain printmaking as a vital and valued art form.

CONTINUED...

The organization's centerpiece program is **Philagrafika 2010**, an international quadrennial of the printed image. Philagrafika will include exhibitions, events and programs that will take place throughout the city and region, beginning as early as 2008.

The goals of Philagrafika are to:

- Initiate an international dialogue about the pervasive impact of the printed image in contemporary art,
- Examine ways in which global artistic practice continues to redefine traditional ideas about printmaking, and
- Showcase the highest quality new art every four years.

All of these projects will involve both local and international artists, arts professionals and the public through community and education-based projects.

In addition to the quadrennial, Philagrafika offers programming in intervening years that will explore issues related to the printed image and its impact on contemporary culture, create opportunity for local artists and print shops, and cultivate a growing network of organizations and individuals who support the printed image.

For more information on Philagrafika and its programs, come to our Open House on March 20, or visit our website *after April 1* at [www.philagrafika.org](http://www.philagrafika.org).

\*\*\*

Suggested Listing:

- **Philagrafika Open House** (*The NEW Philadelphia Print Collaborative*)
- Monday, March 20, 2006 from 5:30 to 7:30 pm
- 728 South Broad Street, Philadelphia (between Bainbridge and Fitzwater Streets)
- Parking: on the street
- Refreshments served

Philagrafika, founded as the Philadelphia Print Collaborative in 2000, provides artistic, programmatic and administrative leadership for large-scale, cooperative initiatives to promote fine art printmaking and build audiences. Current support for Philagrafika programs comes from the Commonwealth of Pennsylvania Council on the Arts, the Philadelphia Cultural Fund, the National Endowment for the Arts, the Pennsylvania Humanities Council, The Drumcliff Foundation, Samuel S. Fels Fund, Stockton Rush Bartol Foundation, Philadelphia Exhibitions Initiative, Solutions for Progress, Inc., and membership dues from individuals, cultural non-profits, print shops and local galleries.