

# philagrafika



The **NEW** Philadelphia Print Collaborative

## NEWS

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### **JOSÉ ROCA APPOINTED ARTISTIC DIRECTOR OF PHILAGRAFIKA 2010**

PHILADELPHIA, PA - (November 20, 2006) Philagrafika is pleased to announce **José Roca** as the Artistic Director of *Philagrafika 2010*, an international contemporary art festival that will premier in Philadelphia January 2010. Mr. Roca's selection was the product of a year long search by a curatorial committee comprised of respected curators of international standing. As Artistic Director, he will provide the overall leadership and vision for *Philagrafika 2010*.

Planned for January through April 2010, *Philagrafika 2010* will spotlight the printed image, celebrating its emergence as a complex and dynamic force in contemporary art and culture. A collaborative initiative among Philadelphia's most prominent arts, cultural and educational institutions, including the **Philadelphia Museum of Art, Pennsylvania Academy of the Fine Arts, Institute of Contemporary Art, The Fabric Workshop and Museum and The Print Center** along with community-based organizations, universities, schools and non-traditional sites throughout southeastern Pennsylvania, *Philagrafika 2010* will include exhibitions at major museums, not-for-profit and commercial galleries. A related series of public events, seminars and celebrations spanning the four-month period will attract both established and new audiences, introducing the city's vibrant and diverse neighborhoods to regional, national and international visitors.

Featuring emerging and established artists from around the world, *Philagrafika 2010* will enhance the city's profile as an international destination for fine art printmaking and contemporary art. International art festivals attract thousands of visitors, and interest appears to be growing. The 2004 São Paulo Bienal, the 27<sup>th</sup> iteration of the city's international visual arts festival, had a visitorship of 670,000 over the two and a half months of the exhibition; this year, São Paulo welcomed 157,000 in only the first 15 days of the Bienal. Over a four-month period, *Philagrafika 2010* has the potential to attract a significant number of collectors, conference attendees, professional artists, curators and arts enthusiasts, generating economic benefits for the region.

As Artistic Director, Mr. Roca will develop an overarching vision for the festival and will work with a wide range of individuals from the Philadelphia arts community to build alliances and develop each venue's role within a solid artistic and scholarly foundation. Roca brings to Philagrafika extensive international experience as an independent curator

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and writer/critic, including co-curatorial roles for the San Juan Trienal/PolyGrafika in 2004, and the 2006 São Paulo Bienal. (A full biography is attached.) Mr. Roca will spend the next year traveling to identify an international list of artists, building a curatorial team and developing a theme for ***Philagrafika 2010***. In January 2008 he will move to Philadelphia to begin the position full time.

Philagrafika Board President and Founding Director of Brodsky Center for Innovative Print and Paper **Judith K. Brodsky** says, "We feel so fortunate to have José Roca as ***Philagrafika 2010***'s Artistic Director. The experience and respect he has achieved in the international art world and his fresh curatorial vision are just what we wanted for Philagrafika. It was also really important to find someone like Jose who has proven ability and enthusiasm for working collaboratively since Philagrafika is a project organized by a consortium of Philadelphia's art institutions. It's a perfect fit."

The organization's Curatorial Advisory Committee, the group that selected Roca as Artistic Director for ***Philagrafika 2010***, includes: **Melissa Chiu**, Museum Director and Curator of Contemporary Art at the Asia Society Museum; **Lisa Corrin**, Director of Williams College Museum of Art; **Salah Hassan**, Director of Africana Studies and Research Center at Cornell University; **John Ittmann**, Curator of Prints at Philadelphia Museum of Art and Head of the Curatorial Advisory Committee; **David Kiehl**, Curator of Prints at the Whitney Museum of American Art; **Rosemary Miles**, independent curator and formerly Image and Word for the Contemporary Team at Victoria and Albert Museum in London; **Alma Ruiz**, Latin America Curator at The Los Angeles Museum of Contemporary Art; and **Judith Stein**, Independent Curator and Art Critic in Philadelphia..

***Philagrafika 2010*** is organized by the non-profit **Philagrafika**, a growing, six-year-young regional consortium of individuals and organizations who promote and sustain printmaking as a vital and valued art form by providing artistic, programmatic and administrative leadership for large-scale, cooperative initiatives with broad public exposure.

Philagrafika is supported by grants from the Commonwealth of Pennsylvania Council on the Arts, the Philadelphia Cultural Fund, the Samuel S. Fels Fund, The National Endowment for the Arts, and the Philadelphia Exhibitions Initiative, a program of The Pew Charitable Trusts administered by the University of the Arts. The organization is housed by Solutions for Progress.

For more information about Philagrafika 2010, visit [www.philagrafika.org](http://www.philagrafika.org) or email [rpage@philagrafika.org](mailto:rpage@philagrafika.org). A high-resolution photograph of José Roca is available upon request.

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