

**Samuel S. Fleisher Art Memorial Newsletter**  
**Volume 6, Issue 2, Fall 2002**  
**Broadstreet Broadside**

On September 22, Fleisher helped "pave the way" for the longest print in the world – with a nine-foot-wide steamroller! BROADSTREET BROADSIDE was the opening event for the *Image & Print: A Contemporary Conversation with History*, a citywide festival that ran from September 20 through October 19. Sponsored by the Philadelphia Print Collaborative, of which Fleisher is a member, *Image & Print* exhibitions and programs explored the history of prints in the public arena and how contemporary artists interpret the tradition in billboards, posters, books, comics, and broadsides. BROADSTREET BROADSIDE made use of hundreds of volunteers to create a print 8 feet by 260 feet. The finished print was temporarily hung in Hamilton Hall at the University of the Arts so that participants could view their record breaking handiwork. Relief printmaking workshops for participants were conducted in Fleisher's Center for Works on Paper, and the practice run with the steamroller was done on September 8 in Fleisher's parking lot (just after the lot had been resurfaced!).