

**Forum, The University of the Arts
Spring 2003
Broadstreet Broadside Stops Traffic and Sets Record**

The 'X Games' of art events happened on Sunday, September 22 when the Philadelphia Print Collaborative, with hundreds of artists, students and volunteers, created a 260 foot print called Broadstreet Broadside. This mammoth accomplishment allowed Philadelphia to set the worlds record for the longest print. The block-long spectacle print stopped traffic as onlookers watched participants carry the finished print down Broad Street to Hamilton Hall where the print was hoisted up to the third floor balcony to be exhibited. A dozen art schools, universities, and community groups contributed their expertise and delivered the powerful images of the finished piece. You can download Broadstreet Broadside photos at <http://www.printcollaborative.org/pressmaterials.shtml>.

This public art extravaganza inaugurated the Philadelphia Print Collaborative sponsored *Image & Print: A Contemporary conversation with History*. The 34 exhibitions and 18 printmaking programs offered a vision of 21st century printmaking as public art. The citywide festival explored the history of prints in the public arena and how contemporary artists interpret the tradition in billboards, posters, books, comics, and broadsides.