

The Art Newspaper – International Edition**Vol. XV, No. 171, July – August, 2006****Print Documenta for Philadelphia: Quadrennial aims to put the city on the international art map****By Jason Edward Kaufman**

PHILADELPHIA. A consortium of Philadelphia print curators and artists will launch a city-wide international festival of printmaking in 2010.

Fashioned as the Documenta of the print world, the quadrennial Philagrafika will take place at museums, arts organizations, galleries and alternative spaces throughout the city.

Executive director Theresa Jaynes says the project will “celebrate printmaking as a vital force in contemporary art” and enhance Philadelphia’s prestige on the international art world circuit.

The initiative was conceived by the Philadelphia Print collaborative (since renamed Philagrafika) which Ms Jaynes and others founded in 2000 to build audience and visibility for the area’s print community.

The group publishes an annual portfolio of work by local artists. The idea for an international quadrennial picked up steam in fall 2004 with a planning grant from Pew Charitable Trusts. A curatorial advisory committee chaired by Philadelphia Museum of Art print curator John Ittmann has been meeting semi-annually to refine the concept.

The festival = schedules to run from January to April 2010 – will explore the role of printmaking in shaping contemporary visual culture around the world. “No other international festival has attempted to do this before,” says Ms Jaynes, adding that an international forum is needed to examine the changing dimensions of printmaking.

It was decided to hold the event every four years “because technology has a dominant role in the field and we wanted to give enough time so artists would have access to new technology,” Ms Jaynes said.

Virtually every major Philadelphia art institution has confirmed participation. The flagship event will be a guest-curated exhibition at the Pennsylvania Academy of the Fine Arts that will present “a global cross-section of print-based interdisciplinary art”.

Other venues include the Philadelphia Museum of Art and the University of Pennsylvania Institute of Contemporary Art among others. Each has agreed to fund exhibitions and residencies in conjunction with Philagrafika.

Discussions are underway with the International Fine Print Dealers Association about the possibility of a related commercial fair during the festival. And the organisers hope that professional groups including the College Art Association will schedule meetings in Philadelphia to coincide with the new festival.

The overall budget has not been set, but Ms Jaynes says Philagrafika will seek funds from government and private granting agencies and corporations. Ms Jaynes estimates that participating arts organisations will raise approximately \$2.5m to \$3m to mount exhibitions and fund residencies, symposia and other events. She also says that Philagrafika will work with city and state tourism and development agencies.