



DRAFT 6-13-16

PRESS CONTACTS:

Fairmount Park Conservancy

Cari Feiler Bender, 610-416-1216, cari@reliefcomm.com
Sharene Azimi, 646-784-5547, sharene@missioncomms.com

Philadelphia Parks & Recreation

Jennifer Crandall, 267-438-7131, jen.crandall@phila.gov
Alain Joinville, (267) 886-3032, Alain.Joinville@phila.gov

Tweet this: More details announced for @TheOvalPHL by @myphillypark & @philaparkandrec
www.theovalphl.org

PHILADELPHIA'S POP-UP PARK ON THE PARKWAY LAUNCHES JULY 15 *The Oval to Have Family Activities, DNC-Related Fun, and Beer Garden*

PHILADELPHIA – June 15, 2016 – Opening Friday, July 15 and running for five weeks through Sunday, August 21, The Oval presented by PNC (located on the southeastern edge of the Benjamin Franklin Parkway) will feature a mix of free movies, live music, kid-friendly activities, interactive games, a rotating lineup of food trucks, a beautiful beer garden, and an original mural across 25,000 square feet of concrete. Eight acres of chestnut trees, grass lawns, and public art encompass Eakins Oval, a public space which is transformed into a summer oasis. The Oval, at Eakins Oval, is at the center of the Ben Franklin Parkway at 2451 Benjamin Franklin Parkway, Philadelphia.



The Oval is presented by PNC, with additional support from Park Towne Place, and is a partnership of Fairmount Park Conservancy and Philadelphia Parks & Recreation. The partners collaborated with the City of Philadelphia Mural Arts Program to commission an original work of art, made possible this year with the support of Warby Parker.

Media are invited to a ribbon-cutting at The Oval at noon on Friday, July 15.

Fun features to note include:

- Popular movies on Food & Flicks Fridays including *Pitch Perfect*, *Finding Nemo*, and the original *Ghostbusters*
- “Yappy Hour” on Thursdays featuring \$1 off drinks if you bring your dog to the beer garden, 5-7 pm
- School-yard games and obstacle course on Friday afternoons
- Little-kid-friendly recreation like sandboxes and water feature for wet play as well as big-kid games like oversized chess and checkers, mini-golf, and a mini-disk course
- Unusual craft and foreign beers including Leinenkugel’s Grapefruit Shandy and 21 Amendment Hell or High Watermelon in the Beer Garden

- Wellness Wednesdays with yoga, kickboxing, and Indego-sponsored learn-to-ride bicycle classes
- Sunday additions include kid-friendly music and face painting, as well as new operating hours for the Beer Garden at The Oval
- Games in the Beer Garden such as interactive Quizzo on Saturday afternoons, and cornhole

Also new this year: new dance and fitness classes for adults throughout the day on Wellness Wednesdays, a space for music jams on Arts & Culture Thursdays, Soccer Shots for kids on Game Day Saturdays, and a mobile showroom from eyeglass vendor Warby Parker. **NEED ARTPLACE LANGUAGE.**

The City of Philadelphia Mural Arts Program will create a 25,000 square foot mural on the ground by lead artist Brad Carney, entitled *Rhythm & Hues*.



Using bold colors and whimsical gestures of movement and musical rhythm, Brad Carney has created a full-scale music-inspired abstract experience. The art and music harmony can be found throughout The Oval with art installations in the trees, around the Beer Garden and mini golf area, and a new feature this season called “The Orchestra Pit,” featuring a collection of instruments for anyone to play. This sound garden of music encourages kids and adults alike to pick up an instrument regardless of skill level and create music with each other. *Rhythm & Hues* goes beyond the painted mural with complementary art activities all summer long like instrument-making crafts, music-inspired painting activities, temporary tattoos, and other fun crafts using sheet music and musical lyrics.

Lead artist Brad Carney is a Philadelphia-based artist and art educator, who has been creating and teaching art with the City of Philadelphia Mural Arts Program for 14 years. After graduating from the Tyler School of Art, Brad chose to focus primarily on art education. He has created over 30 murals, worked with youth and communities all over the city, and assisted on over 20 other murals. Brad also manages Mural Arts' Summer Internship Program. His personal work is focused on abstract art.

Rhythm and Hues is sponsored by **Warby Parker**, a transformative lifestyle brand founded by four friends at the Wharton School of Business in 2010. Warby Parker offers high-quality, beautifully designed eyewear at an affordable price, and for every pair sold, a pair is distributed to someone in need. In addition to sponsoring The Oval’s mural, the company will be bringing a unique shopping experience to this outdoor space. The Warby Parker Class Trip – a classic yellow school bus reimaged as a mobile showroom – has traveled to over 16 cities across the U.S and will be at the Oval July 15 through August 21. Warby Parker will also be hosting a free concert at The Oval on August 11, starring Philly-based band, Japanese Breakfast. Later this year, the company will also be opening a permanent store on Walnut Street.

To celebrate Philadelphia’s hosting of the Democratic National Convention, The Oval’s organizers are offering Political Quizzo featuring presidential trivia (Monday, July 25 at 7pm), Truth Booth (July 26, see details, below), and **\$1 off drinks at the beer garden all week with discount code [TK]** – including featured brews Ales of the Revolution from Yards Brewery.

Tuesday, July 26, 11 am - 10 pm – Truth Booth – *Truth Booth*, by Cause Collective, is presented in partnership with the City of Philadelphia Mural Arts Program as part of its upcoming "Mind Over Media" project. The *Truth Booth* is an inflatable video-recording booth, iconically shaped like a cartoon speech bubble where visitors are invited to create two-minute videos beginning with the statement, "The truth is..." The goal is to collect diverse thoughts on the truth during this important upcoming election season and to record as many definitions, confessions, and versions of "the truth" as possible. Since 2011, the booth has travelled to Ireland, Afghanistan, South Africa, and various locations in the U.S., and has received over 4,000 statements. In 2016, this public art project will tour all 50 states. The *Truth Booth* is a project by members of the Cause Collective: Hank Willis Thomas, Ryan Alexiev, Jim Ricks, and Will Sylvester whose projects explore and enliven public spaces by creating a dynamic conversation between issues, sites, and the public.

Tim Clair, Fairmount Park Conservancy's Interim Executive Director, said that attendance at The Oval last year totaled 70,000 visitors. "What started as a pilot program of Fairmount Park Conservancy and Philadelphia Parks & Recreation has become a summer tradition," said Clair. "We are continuing to explore the potential of Eakins Oval to engage residents and visitors alike in outdoor recreation as well as family-friendly programming and dining in the heart of Center City."

Kathryn Ott Lovell, Commissioner of Philadelphia Parks & Recreation, noted that her staff works closely with the Conservancy's staff to develop programming that responds to visitors' interests. "We are continuously refining the formula," said Ott Lovell. "We know that Philadelphians have come to expect outdoor fun in a striking visual space and so we keep asking: how can we engage even more people, how can we make sure that kids and adults have a great experience?"

The Oval Regular Summer Season 2016 July 15-Aug 21:

Wednesdays (Wellness): 11 am – 10 pm

Thursdays (Arts & Culture): 11 am – 10 pm

Fridays (Food & Flicks): 11 am – 10 pm

Saturdays (Game Day): 11 am – 7 pm

Sundays (Family Fun): 11 am – 7 pm

Beer Garden at The Oval

Wednesdays - Fridays, 5 – 10 pm

Saturdays, 12 – 7 pm (note Saturday closing time is early)

Sundays, 12 – 5 pm

For a schedule of events confirmed as of June 13, as well as high-resolution photos for media use, please visit the [online press room](http://bit.ly/ConservancyPressKit) at <http://bit.ly/ConservancyPressKit>.

About The Oval

Philadelphia Parks & Recreation, in partnership with the Fairmount Park Conservancy, revealed the City of Philadelphia's new "Park on the Parkway" in July 2013. The eight acres of public space located on the Benjamin Franklin Parkway known as Philadelphia's own "Avenue des Champs-Élysées," Eakins Oval (2451 Benjamin Franklin Parkway) became The Oval, a

park with community programming, events, and activities. Designed to promote the Parkway as a neighborhood park for all Philadelphians, The Oval offers a wide array of activities and amenities, and features park spaces that all ages can easily access and enjoy.

About Philadelphia Parks & Recreation

Philadelphia Parks & Recreation (PPR) advances the prosperity of the city and the progress of her people through intentional and sustained stewardship of nearly 10,200 acres of public land and waterways as well as through hundreds of safe, stimulating recreation, environmental and cultural centers. PPR promotes the well-being and growth of the city's residents by connecting them to the natural world around them, to each other and to fun, physical and social opportunities. PPR is responsible for the upkeep of historically significant Philadelphia events and specialty venues, and works collaboratively with communities and organizations in leading capital projects and the introduction of inventive programming. To learn more about Philadelphia Parks & Recreation, visit us at www.phila.gov/parksandrec, and follow @philaparkandrec on Facebook, Twitter, Instagram, or Tumblr.

About Fairmount Park Conservancy

Fairmount Park Conservancy exists to champion Philadelphia's parks. Our mission is to work as a collaborative partner to lead and support efforts that preserve and improve the parks and recreation system in order to enhance the quality of life and stimulate economic development of the Greater Philadelphia Region. We fulfill our mission by leading capital projects and historic preservation efforts, fostering neighborhood park stewardship, attracting and leveraging resources for the parks, and developing innovative programs throughout the 10,200 acres that include Fairmount Park and more than 100 neighborhood parks around the city. The Philadelphia park system is one of the largest urban park systems in the world and includes some of the region's most famous attractions. For more information, please visit myphillypark.org, join us at facebook.com/fairmountparkconservancy, and follow us on Instagram and Twitter @myphillypark.

###