



For Immediate Release

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:

Alain Joinville, (215) 683-3634, Alain.Joinville@phila.gov

“SUMMER KALEIDOSCOPE” AT THE OVAL STARTS JULY 16
Featuring stunning art, an unusual beer garden, and recreation for all ages

PHILADELPHIA – July 8, 2015 – For The Oval’s third summer season – themed to “Summer Kaleidoscope” – the Fairmount Park Conservancy and Philadelphia Parks & Recreation have created a packed program of free day and evening activities including a 25,000 square foot mural on the ground, seasonal beer garden made from recycled bulb crates, gourmet food trucks, live music, film screenings, an all-new disc golf course, and BMW test drives. Available new this year are opportunities for Sunday birthday parties.



The Fairmount Park Conservancy and Philadelphia Parks & Recreation kick off the third summer of programming at The Oval, Philadelphia’s “Park on the Parkway,” called “Summer Kaleidoscope.” Brand new public art, a 25,000 square foot mural, is being created on the ground by artists working with the City of Philadelphia Mural Arts Program.

The summer season runs for six weeks starting Thursday, July 16 at [The Oval](#), Philadelphia’s “Park on the Parkway” (2451 Benjamin Franklin Parkway). With themed days like “Wellness Wednesdays,” “Arts & Culture Thursdays,” “Food & Flicks Fridays,” “Game Day Saturdays,” and “Family Fun Sundays,” this year’s schedule of special events rotates on a daily basis with a huge variety of happenings.

Other highlights of the summer season include:

- Visit Philly Happy Hour series every Friday in the beer garden, 5 - 8 pm, Yards and Victory beer specials
- Live bluegrass music every Thursday evening and a variety of bands on Friday nights
- Games in the beer garden including interactive “Quizzo” on Saturday afternoons, plus cornhole and jumbo Jenga
- Kid-friendly recreation like sandboxes, ping-pong tables, oversize chess and checkers, a water feature for splash play, **and an all-new disc golf course**
- Free screening of family-friendly classic films like *My Cousin Vinny* and *Back to the Future*
- Karaoke, hoop dancing, and face-painting for kids on Sundays
- Test drives of BMW vehicles on Sundays

“The Oval has come to be the quintessential public gathering place on the Benjamin Franklin Parkway,” says **Philadelphia Mayor Michael A. Nutter**. “Whether you’re into music or sports or crafts or food, you’ll find something interesting to do and meet people who share your interests at The Oval. The City of Philadelphia is pleased to partner with the Fairmount Park Conservancy to bring this part of the city to life again this summer.”

“As one of the first exciting outcomes of our ‘More Park Less Way’ plan for the Parkway, The Oval has become a wonderful new asset for our park system and those neighborhoods adjacent to the site,” said **Deputy Mayor/Parks & Recreation Commissioner Michael DiBerardinis**.

Kathryn Ott Lovell, Executive Director of the Fairmount Park Conservancy, said, “The Fairmount Park Conservancy, along with Philadelphia Parks & Recreation, is thrilled to launch the third season of The Oval, a successful public-private partnership made possible thanks to extraordinary corporate sponsors like PNC Bank. The Oval offers a fun, safe, accessible place for Philly to enjoy summer.”

The Oval’s summer season will be highlighted by the installation of “Summer Kaleidoscope” created by artists Jessie Unterhalter and Katey Truhn, who will install temporary artwork on

The Oval surface beginning the second week of July to be completed by opening day, July 16. Based in Baltimore, the [artist team](#) has collaborated since 2001 to transform public spaces into colorful and vibrant experiences through large-scale murals, installations, and sculpture. The public art installation at The Oval is in collaboration with the City of Philadelphia Mural Arts Program (rendering at right) and funded by Aimco/Park Towne Place.

Reflecting the geometry, color, and energy of the mural will be the adjacent seasonal beer garden, conceived and installed by the landscape architecture and garden design team at Gale Nurseries, Inc. From a stockpile of some 4,200+ plastic bulb crates at their Gwynedd, Pennsylvania base, Gale will repurpose the functional, modular containers as building blocks, and assemble them as planters, walls, and furniture archetypes. Couches, armchairs, benches, pub tables, booths, and chaise lounges will be laid out into garden rooms, outfitted with colorful cushions, and surrounded by plantings that complement the mural. Visitors will be able to grab a beverage and light fare from the scaffolding beer “tent,” relax and mingle in a variety of fun arrangements, and play a selection of traditional yard games, all while enjoying the cool, evening breezes and beautiful views in one of Philadelphia’s many great public spaces.



Gale Nurseries, Inc., a fourth generation landscape design-build company, has been designing, installing, and maintaining public spaces and private gardens in Philadelphia and the surrounding counties for decades. In 2010, Chuck Gale, CEO, inspired the creation of the Bulbs for Bucks Program, to beautify Bucks County at key locations with blooming daffodils. Between 2010 and 2014, Gale spearheaded the donation and planting of one million daffodil bulbs in numerous public spaces and along miles of open space and transportation corridors throughout Bucks County. A by-product of planting these one million bulbs was thousands of bulb crates. Brian Dragon, a landscape architect at Gale Nurseries, knew that the 2015 Oval themed to “Summer Kaleidoscope” was the perfect use for this material. The black plastic crates will be the framework of the furniture and garden rooms and will support and contain the vibrant cushions and plantings mirroring the mural. Given their lightweight, modular, stackable nature, they are the perfect building blocks for this temporary seasonal event.

The Oval is made possible thanks to the generous support of presenting sponsor PNC as well as Saint-Gobain, Aimco/Park Towne Place, BMW of the Main Line, Cabot Creamery, Commonwealth Connections Academy, Greater Media, Inc., Mid Atlantic Dairy, and Philly Pretzel Factory. Saint-Gobain also sponsored a special exhibition at The Oval this spring – *Future Sensations* – featuring pavilions celebrating its 350th Anniversary.

The Oval Summer Season July 16 - August 23, 2015:

Wednesdays (Wellness): 11 AM – 10 PM

Thursdays (Arts & Culture): 11 AM – 10 PM

Fridays (Food & Flicks): 11 AM – 10 PM

Saturdays (Game Day): 12 PM – 7 PM

Sundays (Family Fun): 12 PM – 7 PM

Please note – the beer garden is closed on Sundays. This year, for the first time, The Oval can be reserved for birthday parties on Sundays. For the daily schedule of events please visit

<http://theovalphl.org/events>

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. There are crosswalks leading from the sidewalks of the Parkway, straight to the park.

About Philadelphia Parks & Recreation

Philadelphia Parks & Recreation is the City department that is most engaged in the lives of residents and visitors alike on a daily basis. Through its programs, policies and physical amenities, Philadelphia Parks & Recreation promotes the well-being of the City, its citizens and visitors, by

offering beautiful natural landscapes and parks, historically significant resources, high quality recreation centers and athletic programs, along with enriching cultural and environmental programs.

About The Fairmount Park Conservancy

The Fairmount Park Conservancy exists to champion the Fairmount Park system. Its mission is to work as a collaborative partner to lead and support efforts that preserve and improve Fairmount Park to enhance the quality of life and stimulate the economic development of the Greater Philadelphia Region. The Fairmount Park Conservancy fulfills its mission by leading signature capital projects, innovative programs, and historic preservation efforts throughout Fairmount Park; by developing and leveraging resources for the park; and by promoting the parks' unique assets and contributions, including nearly 50 historic properties now under Conservancy management. The Fairmount Park system covers more than 10,200 acres and is considered one of the largest urban park systems in the world. It includes a network of more than 100 neighborhood parks and contains some of the region's most famous treasures and attractions. For more information, please visit fairmountparkconservancy.org or myphillypark.org. Like the Fairmount Park Conservancy on Facebook at facebook.com/FairmountParkConservancy and follow on Instagram and Twitter @myphillypark.

###

Editor's Note: High-resolution images are available in the online press room at <http://bit.ly/ConservancyPressKit>.

*Photo credit for above photograph: Albert Yee for Fairmount Park Conservancy.
Artist rendering by Jessie Unterhalter and Katey Truhn.*