



OVAL+ Fact Sheet 2018

For four weeks, from July 20 to August 19, 2018, a portion of the Benjamin Franklin Parkway will be transformed into a grand promenade with the theme, More PARK, More PLAY as part of The Oval+. This year's season of [The Oval+](#) builds directly on the public feedback and data that **Fairmount Park Conservancy** and **Philadelphia Parks & Recreation** collected as part of 2017's "What's Your Parkway, Philly?" More than 40 percent of visitors said they wanted to see more family-related activities at The Oval+. This input, added to ongoing safety concerns about crossing multiple lanes of traffic, especially with small children, led the partners to build on the popularity of last year's installations beyond the perimeter of Eakins Oval.



On opening night, July 20, for the first time, The Oval+ will feature performers from Philadelphia School of Circus Arts, one at each partially closed intersection, treating visitors to magician, hoop artist, juggler, and stilt walker from 6-9pm. The performances will conclude with a showing of "The Greatest Showman" at 9pm as the kick-off to Friday Food & Flicks.

Also new this year: Silent Philly will distribute noise-cancelling headphones in the beer garden to allow visitors to observe activity at The Oval+ while enjoying great music. (Thursdays, July 26, August 2, 9, and 16 from 8-11pm). 150 free tickets will be released for each event day at www.silentphilly.com. Check Oval social media for release date announcements.

ABOUT THE SPACE

For the second year in a row, Fairmount Park Conservancy and Philadelphia Parks & Recreation have retained Philadelphia-based urban design firm **PORT** to develop the plan and installations for The Oval+. Each closed stretch of road (see details, below) will be graced by a large-scale ground mural designed and installed by **Mural Arts Philadelphia** with the award-winning design and illustration studio **The Heads of State**. The goal for both Mural Arts and the design studio was to visually represent the idea of the Parkway being a unifying element between Fairmount Park and the city's core. From kayaks on the Schuylkill to the soaring arches within the Wissahickon to the growing towers of Center City, each crosswalk illustrates the transition from park to city and back again.

To complement the expanded footprint of The Oval+, the Barnes Foundation will present an interactive outdoor installation, the Canopy at the Barnes, designed by SHIFTSPACE. The installation will include a site-specific mesh canopy hung from the trees lining the Parkway in front of the Barnes. Offering abundant shade, the canopy will float above café-style seating

open to all and lounge areas featuring inflatable furniture. To activate the space and welcome the community, there will be family-friendly games—including bocce ball—and every Thursday from July 19 through August 16, 11:30am–1:30pm, the Barnes will host “bring your own lunch” afternoons with live music from the Philadelphia Jazz Project. More details will be announced soon.

PROGRAMMING HIGHLIGHTS

The Oval+ will feature active programming between the hours of 11am and 11pm, Wednesdays through Sundays. Dozens of free activities and events are planned around the themes “Wellness Wednesdays,” “Arts & Culture Thursdays,” “Food & Flicks Fridays,” “Game Day Saturdays,” and “Sunday Family Fundays.” Highlights are listed below. **For the complete schedule, see theovalphl.org/events. All events are free.**

Food & Flicks Fridays

- Live performances by Philadelphia School of Circus Arts including magician, hoop artist, juggler, and stilt walker (6-9pm) and screening of “The Greatest Showman” (7/20) at 9 pm
- BEN FM DJ’s play 80s and 90s tunes with chance to win concert tickets (5-9 pm) plus new for 2018, participate in the Bright Radio Game Show for music trivia based on 90’s and 2000’s music with prizes for all contestants (7:30-9pm). Screening of “Battle of the Sexes” (9pm) (7/27)
- BEN FM DJ’s play 80s and 90s tunes with chance to win concert tickets (5-9 pm) plus new for 2018, participate in the Bright Radio Game Show for music trivia based on 90’s and 2000’s music with prizes for all contestants (7:30-9pm). Screening of “The Karate Kid” (9 pm) (8/3)
- BEN FM DJ’s play 80s and 90s tunes with chance to win concert tickets (5-9 pm) plus new for 2018, participate in the Bright Radio Game Show for music trivia based on 90’s and 2000’s music with prizes for all contestants (7:30-9pm). Screening of “Wayne’s World” (9pm) (8/10)
- BEN FM DJ’s play 80s and 90s tunes with chance to win concert tickets (5-9 pm) plus new for 2018, participate in the Bright Radio Game Show for music trivia based on 90’s and 2000’s music with prizes for all contestants (7:30-9pm). Screening of “Creed” (9pm) (8/17)

Family Fun

- New to The Oval+ this year, Greener Partners’ Farm Explorer™ is a living, hands-on mobile farm that lets youth and families dig in and connect with food from seed to plate. Equipped with garden beds and a mobile kitchen, Farm Explorer™ brings hands-on programs about how plants grow, seasonal eating, and how to prepare simple, healthy recipes. (Fridays, July 27, August 3, August 10, and August 17, 12-3pm)
- Back by popular demand, “Let’s Rock Recess” turns The Oval’s beer garden into a family zone with kid-friendly dance music, face painting, and balloon animals. (Sundays, 2-7pm).
- *The all-new Mr. Mister* is an 800-square-foot misting pavilion that will cool off the kid in all of us.

Group Fitness and Games

- CKO Kickboxing, Wednesdays 5pm-6pm
- Power Yoga by Yoga Habit, Wednesdays, 6pm-7pm
- Quizzo in the beer garden, Saturdays, 4pm-6pm

Food & Beverage Options

- Eakins Tavern, The Oval's beer garden, will return each day from 11am-11pm featuring Meltkraft sandwiches, a selection of local and international beers, and "adult water ice."
- A rotating line-up of food trucks will offer a variety of meal and dessert options, including *two new vendors: SoPhie Food Truck featuring Burmese and Cambodian cuisine and Nutritious 365 Mobile focused on healthy eating.*

DESIGN FEATURES

- Ground murals covering 56,000 square feet in Eakins Oval and along the Parkway designed and created by The Heads of State and Mural Arts Philadelphia
- Giant sandbox extending 800 square feet
- Four-tiered seating platform with views of the Philadelphia Museum of Art and City Hall
- Ribbon pavilion creating fantastic patterns of sun and shadow throughout the day
- Reclaimed lumber benches crafted by the youth of PowerCorpPHL and Philadelphia Prisons carpentry programs from wood salvaged from Fairmount Park

TRAFFIC DETAILS

Philadelphia Parks & Recreation and Fairmount Park Conservancy worked with City agencies and partners to develop a traffic protection and maintenance plan and to implement safety measures that correspond with the closure and detour schedule outlined as follows:

From July 5 to August 26 vehicle traffic will be redirected in the following ways:

- The outbound outer lanes (north side of Parkway) will be closed to vehicles between 20th street and Art Museum Drive;
- The outbound Parkway bike lane will remain open;
- N. 20th St, N. 21st St. and N. 22nd St. will remain open;
- Vine St. traffic will be directed to the Parkway inner lanes or make a right onto 20th St.

ABOUT THE PARTNERS

[The Oval+](#) is created by a partnership of Philadelphia Parks & Recreation and Fairmount Park Conservancy. Summer at The Oval+ is presented by PNC and supported by funding from ArtPlace America and Knight Foundation. The first version of Philadelphia's summer-only "Park on the Parkway" was launched by Fairmount Park Conservancy and Philadelphia Parks & Recreation in 2013. It transformed the eight acres of Eakins Oval (mostly used as a parking lot) into a public space with community programming, events, and activities. In 2017, The Oval expanded down the Parkway to include two nearby parks adjacent to Logan Circle. The 2018 version consists of the largest footprint to date.

[PORT Urbanism](#) is a Philadelphia and Chicago-based design consultancy comprising architects, landscape architects, urban designers and strategic thinkers. Led by Christopher Marcinkoski, Megan Born, and Andrew Moddrell, the firm's expertise is in the analysis, visioning, design, and implementation of new formats of urban space and public realm, ranging in scale from streets, plazas, parks, and public waterfronts, to the regeneration of industrial districts, long-term framework plans, and regional development strategies. PORT is recognized for its capacity to leverage latent civic, environmental, and cultural potentials within a given context to imagine fresh, compelling, memorable, and culturally-relevant design solutions.

[Mural Arts Philadelphia](#) is the nation's largest public art program, dedicated to the belief that art ignites change. For over 30 years, Mural Arts has united artists and communities through a collaborative and equitable process, creating 4,000 artworks that have transformed public

spaces and individual lives. Mural Arts aims to empower people, stimulate dialogue, and build bridges to understanding with projects that attract artists from Philadelphia and around the world, and with programs that focus on youth education, restorative justice, mental health and wellness, and public art and its preservation. Popular mural tours offer a firsthand glimpse into the inspiring stories behind Mural Arts' iconic and unparalleled collection, which has earned Philadelphia worldwide recognition as the "City of Murals." For more information, call (215) 685-0750 or visit muralarts.org. Follow along on social media: @muralarts on Twitter and Instagram, MuralArtsPhiladelphia on Facebook, and phillymuralarts on YouTube.

The Heads of State has been creating award-winning posters, book covers, branding, and illustration for a diverse list of clients since 2002. Founders Jason Kernevich and Dustin Summers helped usher in a new wave of American poster art with their screen-printed show posters and handbills. Today, the studio effortlessly shifts between national branding campaigns, local projects, personal experiments, and illustration. They are frequent visual contributors to the *New York Times* Opinion Page. They've won awards from Communication Arts, American Illustration, the Type Directors Club, and Print Magazine. They have lectured nationally about their work and process and have taught graphic design and illustration at Tyler School of Art, The University of the Arts, and MICA. Selected clients include Apple, The United States Postal Service, *The New Yorker*, *Wired*, Nike, New Balance, Penguin Books, Knopf, Abrams, Columbia University, and The Pennsylvania Academy of the Fine Arts.

Fairmount Park Conservancy exists to champion Philadelphia's parks. We lead capital projects and historic preservation efforts, foster neighborhood park stewardship, attract and leverage investments, and develop innovative programs throughout the 10,200 acres that include Fairmount Park and more than 200 neighborhood parks around the city. For more information, please visit myphillypark.org, join us at facebook.com/fairmountparkconservancy, and follow us on Instagram and Twitter @myphillypark.

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.

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Image Credit: PORT

For more information, visit <http://theovalphl.org/> and find high-resolution images for media usage in the Conservancy's online press room <http://bit.ly/ConservancyPressKit>.

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