



**PROGRAMMING  
PRINCIPLES:**

Thematic programming defined by:

- **Collaboration** – Programs shaped by the pairing of regional talent or arts organizations with one another or with international artists
- **Creativity** – The arts presented in unexpected ways
- **Innovation** – Non-traditional genres, new works and emerging artists not found in other arts festivals

**PROGRAMMING  
HIGHLIGHTS:**

- Rare collaboration between The Philadelphia Orchestra and the Pennsylvania Ballet
- The Roots in concert with a French chanteuse
- Circus arts performances and activities
- Complete program to be announced April 7, 2010

**EXECUTIVE STAFF:**

- Anne Ewers, president and CEO, Kimmel Center
- Edward Cambron, executive director, PIFA
- Barbara Silverstein, artistic producer, PIFA
- Dawn Frisby-Byers, marketing director, PIFA
- Jay Wahl, program manager, PIFA
- Rachel Laibson, special projects coordinator

**FUNDING:**

\$10 million grant from The Annenberg Foundation;  
corporate sponsors

**GOALS:**

- Celebrate the quality, breadth and diversity of Philadelphia's arts and cultural resources
- Create opportunities for arts and cultural organizations to offer collaborative, creative and innovative programming
- Develop opportunities for residents and visitors, loyal fans and those new to the arts to connect with and support Philadelphia's cultural activities
- Promote awareness of Philadelphia's arts and cultural resources and their contribution to the region's quality of life

**WEB ADDRESS:**

pifa.org  
Partial Web site available February 2, 2010; full site live  
April 7, 2010

**TICKETS:**

Available for select performances at [ticketphiladelphia.org](http://ticketphiladelphia.org) or  
through participating venues beginning April 7, 2010

The *Philadelphia International Festival of the Arts (PIFA)*, inspired by the Kimmel Center, launches the city's arts and cultural scene onto the world stage with a three-week festival featuring Philadelphia performances and activities designed to appeal to loyal fans, as well as the new-to-the-arts crowd. Based on the philosophy of collaboration, creativity and innovation, PIFA programs comprise newly commissioned works, unexpected partnerships with both local and international artists and non-traditional and emerging art forms, along with classic performances that engage residents and visitors alike. With the overarching theme of *Paris 1910-1920*, PIFA celebrates works from and inspired by the period and the general innovative spirit of the time. Funded in part with a \$10 million grant from Philadelphia philanthropist Mrs. Leonore Annenberg, whose vision for a city-wide arts extravaganza shaped the festival, PIFA takes place April 7 through May 1, 2011.

For the most up to date information, contact PIFA at (215) 790-5800 or visit [pifa.org](http://pifa.org).  
For press releases, videos and high-resolution photos, log onto [visitphilly.com/pressroom](http://visitphilly.com/pressroom).

Kimmel Center, Inc., a charitable, not-for-profit organization, provides a rich diversity of programming through its Kimmel Center Presents sponsored by Citi and Broadway Series of performances, as well as arts in education and community outreach. The Kimmel Center for the Performing Arts and the Academy of Music together serve as home to eight Resident Company performing arts organizations, including The Philadelphia Orchestra, Opera Company of Philadelphia, Pennsylvania Ballet, Chamber Orchestra of Philadelphia, American Theater Arts for Youth, Philadanco, Philadelphia Chamber Music Society and Peter Nero and the Philly Pops®. Kimmel Center, Inc. owns, manages, supports and maintains The Kimmel Center for the Performing Arts, which includes Verizon Hall, Perelman Theater, Innovation Studio and the Merck Arts Education Center. Kimmel Center, Inc. also manages the Academy of Music, owned by The Philadelphia Orchestra Association.