

FOR IMMEDIATE RELEASE

CONTACT: Rachel Ammon, Communications Director | 610.525.0272 x125 | [rammon@mainlineart.org](mailto:rammon@mainlineart.org)



## Virtual and Hands-On Collide at Main Line Art Center's *Panorama* Festival 2015

**Saturday, October 24, 5 to 9 pm**

HAVERFORD, PA (October 7, 2015) — From firespinners, food trucks, and outdoor artwork projections, to innovative artmaking and demos throughout the building, virtual and hands-on collide at Main Line Art Center in Haverford for the *Panorama* Festival on Saturday, October 24 from 5 to 9 pm. The free Festival anchors the Center's first annual initiative *Panorama: Image-Based Art in the 21<sup>st</sup> Century*, which boasts 60+ events, exhibitions, lectures, and educational programs presented by the Art Center and its 35+ Creative Partners over the course of 2 months celebrating the expansive role of the photographic image in contemporary art.

The party won't be hard to miss from the outside of the Art Center, located at 746 Panmure Road, just off Lancaster Avenue behind Wilkie Lexus in Haverford. Firespinners from [7textures](#) will perform from 5:30-7:30 pm, and will put on a special presentation at 7 pm. Additionally, Main Line Art Center's historical *white house* becomes a canvas as inaugural Digital Artist in Residence [Tim Portlock](#) presents projected artwork using W.P.A. ideas and imagery to describe the evolving definitions of what a "brighter tomorrow" entails. Festival attendees can capture all of the outdoor action using their smartphone or digital cameras after receiving a quick tutorial on low-light photography.

Once inside, Festival-goers can gather inspiration from the Center's exhibition [Modern Utopias](#), the focal point of *Panorama 2015: Image Based Art in the 21<sup>st</sup> Century*. On view through November 4<sup>th</sup>, *Modern Utopias* presents compelling visions of modern existence, human potential, and virtual realities through works by [Marjan Moghaddam](#) (New York, NY), [Noah Addis](#) (Columbus, OH), and [Nicole Patrice Du](#) (Philadelphia, PA). The artists cleverly investigate modern culture, international politics, and existential dilemmas through the camera lens, printed imagery, and digital technology.

The party doesn't stop at the gallery! Festival attendees can make their way from studio to studio to channel their own creativity through hands-on activities that meld new technology with traditional mediums, such as transferring images to metal and ceramics, screenprinting, and stop-animation. Attendees can also look forward to artist demos and one-time-only collaborations between artists. *Modern Utopias* artist Marjan Moghaddam, whose work utilizes 3D gaming and special effects software, motion capture technology, and appropriated images, texts, and video, will join forces with *Panorama* Creative Partner [Philly Game Lab](#) to create a unique way to interact with an animate Moghaddam's Artistic Avatars.

During the Festival, attendees can be a part of *Panorama* by creating and uploading a digital photo, animation, or short video for the *Panorama* virtual exhibition, *Mytopia*, which will be live on the Art Center's new website in December. Artists of all ages are encouraged to create their own visions of utopia and investigate how modern existence leads to future realities. Cash awards will be given to one adult artist and one youth artist selected as Best in Show. To submit a work to the Mytopia Virtual Exhibition (deadline November 4), visit <https://www.mainlineart.org/exhibitions/call-for-entries-mytopia-virtual-exhibition/>.

Finally, the *Panorama* Festival will also be a delight for the palate, thanks to food trucks [Bonjour Creperie](#) and Unique Greek. Beer and wine will be available for purchase, with support from *Panorama* Business Partners [Barefoot Wine & Bubbly](#) and [Victory Brewing Company](#). The Festival will be sound tracked by DJ The Architech.

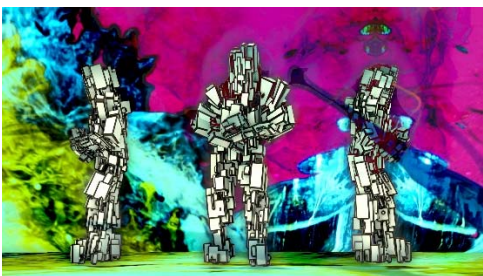
Prior to the Festival on October 24, Main Line Art Center is offering [Portfolio Reviews](#) with members of the Center's Artistic Advisory Board and *Modern Utopias* photographer Noah Addis from 1 to 4 pm. Artists will gain valuable feedback on their work and make connections with experts in the field as they participate in one-on-one artwork reviews. Registration is required by Wednesday, Oct. 13 at [www.mainlineart.org](http://www.mainlineart.org) or 610.525.0272.

*Panorama* continues through November 4, and is supported by Business Partners [Wilkie Lexus](#), [Main Line Today](#), [Barefoot Wine & Bubbly](#), [ACME](#), the [Camera Shop](#), [Main Line Media News](#), [Merion Art & Repro](#), [Victory Brewing Company](#), and [Giant Food Stores](#). For a full list of *Panorama* events, including those presented by Main Line Art Center's 35+ *Panorama* Creative Partners, visit [www.mainlineart.org/panorama2015](http://www.mainlineart.org/panorama2015) to download the Digital Guide.

Main Line Art Center is the community's home to discover, create, and experience visual art. A frequent recipient of *Best of Awards* for its beautiful galleries and high-quality art instruction, the Center's visual art classes and contemporary and innovative exhibitions stimulate creativity, conversation, and joy. The mission of Main Line Art Center is to inspire and engage people of all ages, abilities, and economic means in visual art through education, exhibitions, and experiences. Last year 16,000 people found inspiration at Main Line Art Center, including artists with disabilities in the Center's Accessible Art Programs, now in their 51<sup>st</sup> year, and 80,000 others were touched through the Center's programs in the community.

Main Line Art Center is located at 746 Panmure Road in Haverford, behind the Wilkie Lexus dealership just off of Lancaster Avenue. The Art Center is easily accessible from public transportation and offers abundant free parking. For more information about *Panorama* including a list of all programs, please visit [www.mainlineart.org](http://www.mainlineart.org) or call 610.525.0272.

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*Sometimes Up, Sometimes Down*  
Marjan Moghaddam  
2014



*Mipur One #1; Dhaka*  
Noah Addis  
2013