September 12 – November 4, 2015

www.mainlineart.org/panorama2015
#PANORAMA2015

2015 Recap Presentation
and 2016 PANORAMA Preview

ABOUT *PANORAMA 2015*

60+ Events | 35+ Creative Partners | 2 Months
September 12 – November 4, 2015

View the Panorama Festival in Action: RECAP VIDEO
https://www.youtube.com/watch?v=9v1CKEjKw7g

Read the Digital Guide for Panorama 2015
http://www.mainlineart.org/wp-content/uploads/2015/09/PanoramaGuide9.10.2015Final.pdf

In the fall of 2015, Main Line Art Center presented *Panorama: Image-Based Art in the 21st Century*, the first annual Greater Philadelphia wide celebration of traditional and contemporary modes of image-making including photography, printmaking, digital media, and gaming technologies. **Panorama featured 60+ exhibitions, events, lectures, portfolio reviews, and more over 2 months presented by the Art Center and its 35+ Creative Partners across the Philadelphia area, including the Institute of Contemporary Art, Delaware Center for the Contemporary Arts, and the City of Philadelphia Mural Arts Program.** The goal of *Panorama* is to engage people of all ages and abilities in collective, creative experiences while encouraging communal appreciation for new and traditional approaches to image-making.

Panorama's featured exhibition, *Modern Utopias,* included innovative works created by acclaimed NY-based artist and digital pioneer Marjan Moghaddam. Using technology

on the forefront of computer graphics and gaming design, Moghaddam's large-scale prints and video animations expertly combine imagery, computer graphics, poetry, and prose. During the *Panorama* Festival on October 24, Moghaddam's work came to life when she was paired with Philadelphia's own Art & Alchemy. Together, they modified existing technology and developed new programs allowing audience members – from toddlers to senior citizens– to move, dance, and interact in front of motion capture technology to animate Moghaddam's characters in real time. The Festival, which attracted nearly **400 participants**, featured innovative hands-on art projects and other digital demos that engaged all ages. Finally, the historic façade of the Art Center became a canvas as PEW Fellow Tim Portlock debuted site-specific outdoor art projections.

Presenting Organization
Main Line Art Center | 746 Panmure Road, Haverford, PA 19041
www.mainlineart.org | 610.525.0272
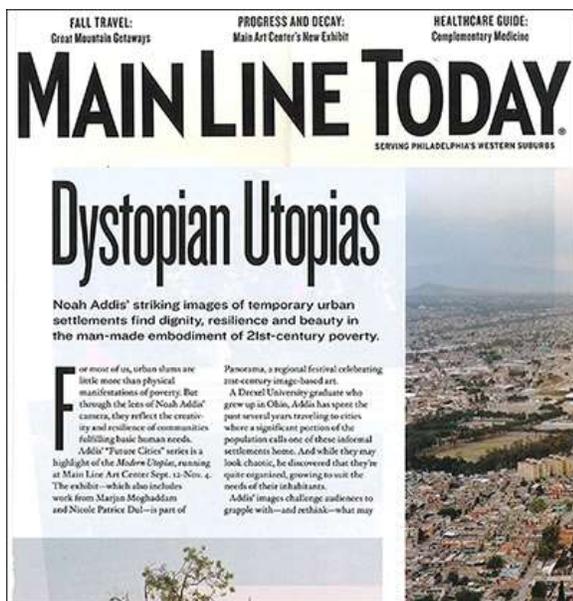
2015 Creative Partners
3rd Street Gallery | Antoinette Westphal College of Media Arts & Design, Drexel University | Antonelli Institute | ArtsQuest | Art & Alchemy | Bluestone Fine Gallery | Borelli's Chestnut Hill Gallery | Bryn Mawr Film Institute | Cantor Fitzgerald Gallery, Haverford College | Center for Creative Works | Center for Emerging Visual Artists | City of Philadelphia Mural Arts Program | Delaware Center for the Contemporary Arts | Gravy Studio & Gallery | InLiquid Art & Design | Institute of Contemporary Art |James Oliver Gallery | Lansdowne Arts & Music Festival | Longwood Gardens | Manayunk-Roxborough Art Center | NAPOLEON |Painted Bride Art Center | Paradigm Gallery + Studio | Pentimenti Gallery | Philadelphia Art Alliance | Philadelphia's Art in City Hall | Philadelphia Independent Film Festival | Philadelphia Photo Arts Center | The Photo Review | The Print Center | Rowan University Art Gallery | Scribe Video Center |Silicon Gallery Fine Art Prints| Space 1026 | University of the Arts: Gallery 1401, Rosenwald-Wolf Gallery, and Sol Mednick Gallery| Vox Populi | West Laurel Hill Cemetery | WP Gallery

2015 Business Partners

Panorama in the Press | Highlights of Coverage

- **Artblog.com** · Weekly Picks · 10/22
- **City Suburban News** · Main Line Art's Panorama Festival · 10/21
- **Philly Voice** · Firespinners, Virtual Art Light up Panorama Festival ·10/19
- **uwishunu** · Top Picks for October 2015 · 10/2
- **Montgomery Media** · Main Line Art Explores Modern Utopia · 9/10
- **Main Line Ticket** · Main Line Art Center Explores Modern Utopias · 9/9
- **Main Line Parent** · Panorama Brings Contemporary Art to Main Line · 9/8
- **Main Line Times** · Exploring the Expanding Horizons of Digital Art · 9/3
- **Artblog.com** · Main Line's Digital Festival · 10/22

PANORAMA 2016
September – November, 2016

Panorama: Image-based Art in the 21st Century will take place September – November, 2016 and will feature several key components taking place at Main Line Art Center's campus in Haverford, PA, throughout the Greater Philadelphia region, and virtually, on the worldwide web. The event will open with and be anchored by an exhibition of work by three regional artists whose work explores nature in varying ways. Reflecting this theme, in 2016 Main Line Art Center plans to expand *Panorama* partnerships to include regional green spaces to encourage the creation of nature-based artwork.

Panorama will also include a screening of a film about internationally renowned environmental photographer, Edward Burtynsky. By highlighting Burtynsky's work, we position the environmental conversation taking place in his work within the language of community engagement, education, and advancement. Engaging our audiences in art on a deeper level, in a manner that contributes to the quality of our communities and environment, dramatically increases our ability to make a lasting impact.