



2009 Philadelphia
Live Arts Festival
Philly Fringe
September 4 – 19
livearts-fringe.org

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MEDIA ALERT PHOTO/TV OPPORTUNITY

The Festival Bar @ Live Arts Festival & Philly Fringe Opens First Friday, September 4th Kicks off with music by DJ Lee Jones, drinks and food, mobile cupcake truck Buttercream, art installations and entertainment

WHEN: First Friday, September 4th at 10:00 p.m.

WHERE: The Festival Bar at the Hub, 626 North 5th Street, Philadelphia
(Southwest corner of 5th and Fairmount Streets in Northern Liberties)

INFO: The Festival Bar will open on September 4th and run through September 19th. Admission to the Festival Bar is free and 21+. Doors open at 9:00 p.m. Sunday - Thursday and 10:00 p.m. Friday - Saturday. For more information, call (215) 413-9006 or visit <http://www.livearts-fringe.org/festival-bar.cfm>.

WHAT: The [Philadelphia Live Arts Festival and Philly Fringe](#), running from **September 4th** through **September 19th**, will once again host [The Festival Bar](#), a versatile after-hours space – designed and created specifically for the Festival – that will play host to thousands of festival-goers, artists and performers who gather to meet and mingle, grab a drink and enjoy art, music and more at the end of each Festival day. The bar officially opens on **First Friday, September 4th at 10:00 p.m.**, kicking off the Festival in style with music by [Lee Jones](#), the DJ behind the popular Sundae dance party.

The Festival Bar presents an environmental atmosphere that evolves nightly. Philly's favorite barman **Fergus Carey** (Fergie's Pub, Monk's, The Belgian Café) will once again operate the bar, as visitors dance to a line-up of some of **the city's best DJs** and enjoy visual art and media installations designed and programmed by **Philadelphia Open Studios Tour** and local artists. Opening night of the bar will also feature [Buttercream](#), Philadelphia's only mobile cupcake truck, and the **Red Bull Cola** party van.

The Festival Bar is located in a former warehouse in Northern Liberties at **626 North 5th Street** (Southwest corner of 5th and Fairmount Streets) and features complimentary on-site parking. Admission is free and 21+. Doors open at 9:00 p.m. Sunday – Thursday and 10:00 p.m. Friday – Saturday.

Each night, the bar will feature music spanning an array of genres. Guest DJs include [DJ Lee Jones](#), followed by some of the city's best party spinners – [Broadzilla DJs](#), [Robotique DJs](#), [DJ Apt One](#), and [Dave Tat](#).

[Philadelphia Open Studio Tours](#) has outfitted the bar with art installations straight from the studios of Philly artists. [Laureen Griffin](#) will present an installation of wall stencils and photos in support of her *Gender Portraiture Project* while [Marisha Simons](#) offers large printed fabric panels hung about the space, creating new environments. During the Festival, Griffin will also present the **Philly Fringe** show, [Emma's Parlour](#). Artist [Darla Jackson](#)'s striking sculptures of animals, torsos, and heads invade the bar and **Jenn Procacci** presents a special blend of sculptural taxidermy installations. The collaborative design studio [gdloft](#) brings a neopop poster and t-shirt display based on de-contextualized Madonna lyrics (like *Cherish's* "You got the power to make me feel good").

Every **Thursday – Saturday**, multimedia artist [VJ Yakov](#) will project a combination of found footage, Super 8 films, home movies, 70s and 80s videos and more all over the Festival Bar walls and a network of screens. Yakov will create live improvised projections based on the music played by the DJs, offering an ongoing visual feast for the eyes.

From **Sunday – Wednesday**, the Festival Bar will feature video art curated by [Sarah Jacoby](#). Cult Classic Sundays, MTV Mondays, Documentary Tuesdays, and Outlandish Art Wednesdays will showcase the work of video artists [Brandon Watz and Lennon Michalski](#), [Artie Vierkant](#), [Nick Salvatore](#), [Wendy Jane Hyatt](#), [Austin Lee](#), [Sarah Jacoby](#), and [Lindsay Kovnat](#).

The Festival Bar will close on **Saturday, September 19th**, the final night of the Philadelphia Live Arts Festival and Philly Fringe.

FESTIVAL PROGRAM INFO/TICKETS

The Philadelphia Live Arts and Philly Fringe Festival runs from September 4 – 19, 2009. Tickets for most shows cost between \$10 and \$30. Some shows are free. Ticket buyers who purchase tickets to multiple shows can save 20% when they buy tickets to 2 or more shows. Students and Festival goers 25 and younger pay \$15 for Live Arts Festival tickets and receive \$5 off Philly Fringe tickets which are priced above \$10. Tickets are available for purchase now at www.livearts-fringe.org, or after August 24, 2009 by calling the Box Office at **(215) 413-1318**, or visiting in person. **The Festival Box Office at The Hub** is located at the SW Corner of 5th and Fairmount Streets in Northern Liberties, Philadelphia.

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To request photos, interviews, and more information please contact:

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