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‘A CLEAN BREAK’ COLLABORATION RECOGNIZED BY ARTS & BUSINESS COUNCIL

PHILADELPHIA, PA – April 24, 2009 – The partnership between DesignPhiladelphia, a program of Philadelphia University, and Minima, the high design furniture, object and art show room, will be recognized as the Small Business Arts Partnership of the Year by the Arts & Business Council of Greater Philadelphia at the Awards 2009 Luncheon on Friday, May 15 at the Pennsylvania Convention Center with presenting sponsor TD Bank.

Held in October, DesignPhiladelphia is an annual event that unites the diverse design communities throughout the Philadelphia region in over 90 events that highlight architecture; textile, interior, product and graphic design; fashion; and multi media design, among other fields, explains Executive Director Hilary Jay. Approximately 235,000 people attended last fall’s event, now the largest of its kind in the US.

Specifically, Minima and DesignPhiladelphia collaborated to create *A Clean Break*, a pop-up village of modern and sustainable design with an emphasis on modular and prefabricated homes as a viable option for affordable housing development. The exhibition was held on an empty lot owned by The University of the Arts on Broad Street.

Jay says the partnership with Minima raised awareness about design excellence, affordability and new technologies among a number of different audiences including neighborhood-based community development organizations.

“A Clean Break served as a teaching tool regarding the concepts of low waste, good design, recyclable materials and affordable housing, all issues that even in the short time since the October event, have taken on greater importance with the country’s emphasis on a green economy,” says Eugenie Perret, Minima’s curator.

This award is sponsored by Electronic Ink.

About the Arts & Business Council of Greater Philadelphia

An affiliate of the Greater Philadelphia Chamber of Commerce since 1981, the Arts & Business Council of Greater Philadelphia develops relationships between business and the arts for the mutual benefit of both and in support of the advancement of the Greater Philadelphia Region. For more information, please visit www.artsandbusinessphila.org or call 215.790.3620.

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