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## **PNC ARTS ALIVE Award goes to high tech public art program**

The inaugural recipient of the [PNC Arts Alive Award](#) for Innovation goes to a program so cutting edge that it could not possibly have existed even three years ago: the [Fairmount Park Art Association's](#) Museum Without Walls™ AUDIO program.

Museum Without Walls™: AUDIO provides narration in conjunction with 51 outdoor sculptures in Philadelphia. Executive Director Penny Balkin Bach describes the program as is "a multi-platform interactive audio experience available for free by cell phone, audio download, iPhone and Android mobile app, QR code or as streaming audio slideshows."

On Friday, April 29, Bach will accept this new award at Arts Magnifique, the Annual Awards Luncheon of the Arts & Business Council of Greater Philadelphia at the Pennsylvania Convention Center. The award also honors the late Peggy Amsterdam who served as President of the Greater Philadelphia Cultural Alliance until her death in December 2009.

[PNC Arts Alive](#) established the award to recognize innovative approaches to creating greater access to the arts. "And clearly, that's what this program accomplishes," says Karen B. Davis, President and CEO of the Arts & Business Council of Greater Philadelphia. "Public art that may have been overlooked for generations has become a focus of our arts community through Museum Without Walls™ AUDIO."

Every year, the Arts & Business Council recognizes partnerships among companies, individual business volunteers and arts and culture groups that offer participants mutual benefits. [KPMG](#) and [Safeguard Scientifics](#) sponsor this year's Awards Luncheon.

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