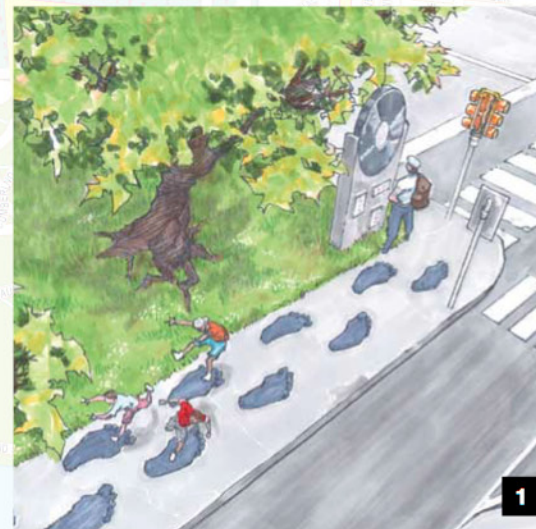




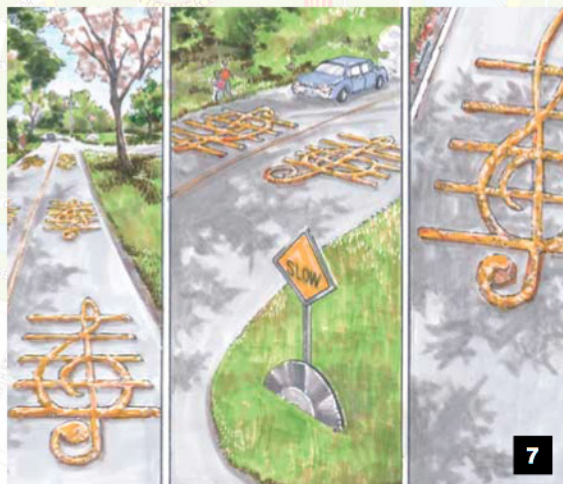
From the very beginnings of the Philadelphia Jazz Project [PJP], we've been thinking about the local Jazz heritage and tourism. In conversation with PJP's Summer 2012 focus group, many participants said that their out of town visitors and guests were initially excited about being in Philadelphia, then disappointed with Philadelphia's Jazz heritage because there was nothing to see here. **This is not just a culture issue. This is an economic development issue as well.**

Many of the legacy clubs, bars, performance spaces and even many of the homes of our legendary artists are long gone. Essentially, there is no, "there, there", in terms of our Philadelphia Jazz Legacy. To make Philadelphia Jazz what we think it should be, we will have to prove to the world that we respect, value and love our own story if we are to convince others to take part in it. But, how can we celebrate our amazing, but fractured, Jazz story with the world?



THE WALK

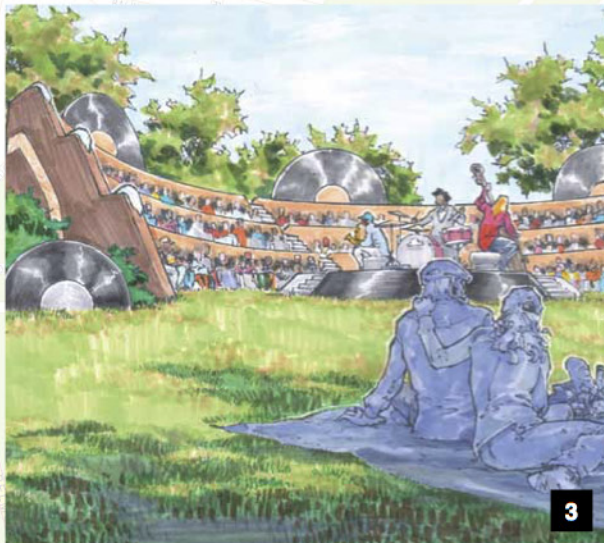
On Sunday, October 13th, 2013 from 12 pm to 4 pm around the East Park Reservoir in Fairmount Park, the Philadelphia Jazz Project facilitated JAZZ WALK. The event was a test of an Art Park designed to celebrate Philadelphia Jazz history. Using temporary public art, informative signage, live musicians, social media and dialogue, PJP offered a one day, public demonstration to publicly acknowledge and celebrate Philly's magnificent Jazz legacy. As part of **JAZZ WALK**, we presented seven "stations", or stops located around the reservoir. Each station acknowledged a Philadelphia Jazz legend; Dizzy Gillespie, Charlie Ventura, Philly Joe Jones, Lee Morgan, Ethel Waters, John Coltrane, Joe Venuti and Eddie Lang.



PHILADELPHIA. jazzproject

The Philadelphia Jazz Project is a sponsored project of the CultureTrust Greater Philadelphia, with funding provided by The Wyncote Foundation.

Illustrations: Eric Battle | Design: Lynn Washington



Each station provided some information about the legend, refreshments, performers, and Philly Jazz related handouts. Over 30 Philadelphia musicians participated including Kim Pedro Rodriguez, Alan Nelson, Rhenda Fearington and others.

SUCCESS

The JAZZ WALK was successful.

It drew a small audience of 400+ attendees. However, more important, it started dialogue among community groups and community leaders, as well as local politicians about this intriguing idea.

Shortly after JAZZ WALK, PJP met with Andrew Goodman, Senior Planner Penn Practice School of Design who stated, "I wanted to reach out to you directly because I found the JAZZ WALK to capture the essence of the park, its opportunity, and how a public space should function in a great city like Philadelphia (i.e. I stopped by [the event] thinking I'd be there no more than one hour, and ended up being there for three). Whenever you've had time to reflect on the Jazz Walk and how you think it went, I'd love to talk with you about if events like these could be sustained in East and West Fairmount Park, and how that could potentially be done."

In September 2016, PJP with the support of Philadelphia Parks and Recreation, The Fairmount Park Conservancy and other partners presented a second JAZZ WALK around the East Park Reservoir in Fairmount Park. This JAZZ WALK celebrated John Coltrane's 90th birthday. As the historic John Coltrane House is located across the street from the reservoir this event is a logical venture and reminds us once again of the city's enduring Jazz legacy.



FUTURE

We seek the creation of a **JAZZ WALK: A Permanent Public Art Park** Dedicated to Jazz with - sculptures, art installations, topiary creations, gardens, earthen amphitheaters for concerts, colorful banners and more dedicated to Philadelphia Jazz artists.

To have a greater impact on the region, we also seek the creation of a **community youth brigade** which will provide guides, security, maintenance, grounds keeping and food service via food carts. This activity will provide youth and young adults with important training and opportunities to develop necessary job skills and gain work experience to assist them with those important first steps toward developing a work ethic.

However, to make these ideas into a reality, we need the support and participation of community members and leaders to share these ideas with your neighbors, churches, other organizations and of course, our local political leaders. Without broad-based support this will not happen. We must see it as a tool to build the kind of community that we want.

PJP will be happy to attend meetings and share our ideas with your members. Feel free to contact us at info@philajazzproject.org | 267-259-3802 | philajazzproject.org.

As shown in the illustrations in this brochure, we seek the creation of a JAZZ WALK...

1. Coltrane's Giant Steps
2. Kiosks and Signage
3. Amphitheater
4. Information Kiosk and Food Vendors
5. Dizzy's Garden Maze
6. Smith Playground Musician Topiary
7. Traffic Control Speed Bumps

