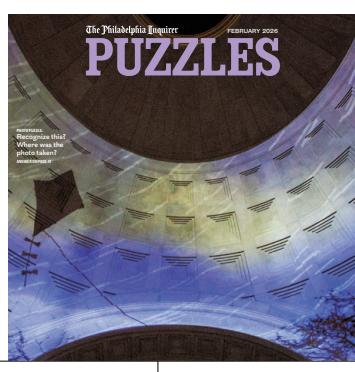


SPECIAL SECTION
48 PAGES OF CROSSWORDS, SUDOKU, AND BRAIN TEASERS



SPORTS C1
AFTER MCCAIN TRADE, WHAT'S NEXT FOR 76ERS?



LET'S EAT, PHILLY D1
THE HOTTEST HOT CHOCOLATE IN THE CITY

LIFE & CULTURE B4
AFTER BUYING HOUSE, COUPLE FINDS SWASTIKA IN BASEMENT

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The Philadelphia Inquirer

ALWAYS ASKING, ALWAYS PHILLY.



A view of a snow-lined North Second Street as seen from the Ben Franklin Bridge on Monday. "We're going to continue doing everything that we can" to clear the streets, Mayor Cherelle L. Parker said. Alejandro A. Alvarez / Staff Photographer

How snowstorm response could play out for Parker

With many Philly streets still icy, the mayor acknowledged frustration but added: "We were prepared."

By Sean Collins Walsh and Ryan W. Briggs
Staff Writers

Mayor Cherelle L. Parker often says she isn't a fan of "Monday-morning quarterback" and "expert AOPs" — her shorthand for so-called articulators of problems who don't offer solutions.

Now she has a city full of them. After a heavy snowfall followed by a week of below-freezing temperatures, Philadelphia's streets are still laden with snow, slush, and ice; SEPTA buses are packed; and numerous cars are still stuck in the

spots residents left them in 10 days ago.

The mayor acknowledged residents' exasperation at a news conference at the Pelham Recreation Center in Northeast Philadelphia on Wednesday, her first appearance dedicated to the city's snow response since Jan. 26, the day after the storm lopped the region.

"For anyone who is frustrated right now about the ice, about the

→ SEE SNOW ON A10

Some signs and materials will quickly go back to using PMA, while others will be revamped soon after. The logo will stay.

By Peter Dobrin
Staff Writer

About the new name for that big museum at the end of the Parkway: Nevermind.

Four months after rolling out a new name with great fanfare, the

Philadelphia Museum of Art is once again calling itself the *Philadelphia Museum of Art*. The museum's board Wednesday afternoon voted unanimously at a special meeting to scrap the name *Philadelphia Art Museum*, which had been announced Oct. 8 as part of a larger rebranding.

Some signs and materials are being quickly changed over with the old-new name, while others will be reprinted or revamped in coming weeks. The new PhAM acronym used in marketing materials will be dropped, and the museum will once again refer to itself in shorthand as the PMA, as many Philadelphians

long have.

Why the retreat? In short, the new name was widely disliked.

The museum spent the past several weeks surveying opinions, said director and CEO Daniel H. Weiss, and "I think what we learned from our survey, and it's not surprising, is that people who have any knowledge of the institution — donors, staff, trustees, members — they know the name and it resonates with them. It's something distinctive, it's who we are. And changing the name for no obvious reason creates a sense of alienation and didn't

make sense to a lot of people."

Philadelphia Museum of Art had been the name of the nearly 150-year-old institution for 87 years until the change this fall.

The museum will, however, keep visual elements of the larger rebranding — the logo that echoes one of the griffin figures along the roofline of the museum's main building, and bold fonts in signage and promotional materials.

As for the continued use of slightly irreverent tag lines that came with the rebrand — phrases like "Youse should visit more often," — "Probably not so much,"

said Weiss. "We will modify those a little downstream, but the idea is to return to a slightly more aligned presentation more closely tied to our mission."

The rebranding — which was widely, though not universally, criticized upon its rollout — was a major initiative of former director and CEO Sasha Suda and marketing chief Paul Dien.

When the museum announced the name change, Suda explained it by saying that it was "truly a reflection of what the community has called it for a long time," and that it

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