



Art Center Announces Full Weekend of Programs for New Visitors

Gallery Receptions and Studio Crawl Celebrate Artists from GoggleWorks and Berks Art Alliance; Best Kept Secret Tour Welcomes Unfamiliar Audiences

FOR IMMEDIATE RELEASE
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READING, PA - November 6, 2019- GoggleWorks Center for the Arts (GoggleWorks) announced today a chockablock weekend of art activities for the public November 8th through 10th. The events will take place at the enormous art center, located in downtown Reading, PA and will kick off with the opening of two anniversary exhibitions during its Friday Spotlight Night, showcasing juried work from GoggleWorks Studio Artists as well as from the Berks Art Alliance.

"Our studio artists are integral to our mission," said Levi Landis, GoggleWorks' Executive Director. "They are a preeminent group of artists, presenting work at galleries across the country and building up our local art community at large." The reception marks the 15th anniversary of the annual studio artist exhibition. "It's quite an occasion to celebrate 15 years of artists filling this former goggle factory with beauty," said Landis, "and it's especially unique to be sharing an anniversary with the Berks Art Alliance." The 40th Annual Open Juried Exhibition of the Berks Art Alliance opens in the Schmidt Gallery on the 2nd floor of the center.

The November 8th Spotlight Night will also feature unique activities in The New Store at GoggleWorks, including a fun interaction by members of the Berks Ballet Theatre, in anticipation of its upcoming performance of *The Nutcracker*, and a meet & greet with artist Melanie Breiterman, showcasing her handmade sustainable glass straws. Spotlight Night will feature complimentary appetizers and wine in limited quantities.

On Sunday, November 10th, the Berks Art Alliance will host their formal reception from 3 to 5pm. On the same day, GoggleWorks Artists will host a crawl through their studios from 12 to 4pm on the 2nd and 3rd floors of the campus' main building. Visitors can discover artists at work and enjoy 10%, 25% or 50% off selected artwork during a Studio Sale that coincides with Berks County's Best Kept Secrets Tour. The Best Kept Secrets tour takes place throughout the weekend and until November 16th.

"In addition to this incredible weekend sale from participating Studio Artists, we will be offering artist demonstrations Monday through Thursday throughout the run of the Best Kept Secrets Tour, and a free gift with every store purchase for all tour-goers," said Landis. The Best Kept Secrets Tour includes many other venues throughout Berks County, encouraging ticket-holders to explore unfamiliar places. Tour tickets are available for purchase at GoggleWorks for \$10.

About GoggleWorks Center for the Arts

GoggleWorks, located in the former Willson Goggle Factory Building, is the largest center of its kind in the country. The city-block sized complex features eight large teaching studios in ceramics, hot and warm glass, metalsmithing, photography, printmaking, woodworking, and virtual reality; 39 juried artist studios; exhibition galleries; a forthcoming restaurant called The Den by Sly Fox; The New Store at GoggleWorks; and the Boscov Theatre. GoggleWorks supports artists and audiences through year-round education programs and offers a robust schedule of exhibitions, outreach programs, and events, including the upcoming Arts Festival Reading December 14th and 15th. The art center is open daily from 9am-9pm; admission and parking are always free. Plan your visit at www.GoggleWorks.org.

