

GOGGLEWORKS COMMUNITY ART CENTER

The GoggleWorks is an exciting new, non-profit community arts center located in the former Dalloz Eyeglass Factory on the corner of Washington and Second Street at the foot of the Penn Street Bridge. Built in 1871 as Thomas A. Willson & Co., the facility manufactured eyeglasses and safety equipment. The company went on to produce safety goggles and gasmasks for both world wars and continued producing goggles and safety equipment following the company's purchase by Christian Dalloz in October 1989. Production continued until 2002. Now, an ideal location for the creation, education and exploration of the arts, the former industrial building will house artists and arts organizations as the GoggleWorks Community Art Center.

In the heart of downtown Reading, the GoggleWorks will serve as an arts facility where artists in all of the arts disciplines and members of the community will have an opportunity to create, gather and interact while learning about, discussing and appreciating the arts. Opening in September 2005, the GoggleWorks will offer a new way of seeing the creative possibilities for living, learning and working in downtown Reading.

The GoggleWorks will be an interdisciplinary arts facility focusing on artists working in their studios in their respective disciplines. In addition to 40 studios for visual artists, the GoggleWorks will become the new home for several of Berks County's arts and cultural organizations. Some of these are: the African American Coalition of Reading, the Berks Arts Council, the Community School of Music and the Arts, the Berks Ballet Theatre, Reading Area Community College, the Institute of the Arts, the Berks County Commission on Women, Women's History Project, the Berks Classical Children's Chorus and the Berks County Genealogical Society.

Forty studios for visual artists are located on the second and third floors of the east wing of the GoggleWorks building. The studios are non-living spaces for the making of new works of art. All of the studios will have natural light. The building has two freight elevators and three pedestrian elevators.

Following a preliminary review of the application, selected artists will be scheduled for an interview with the review panel and asked to bring with them four to six pieces of their artwork.

ARTIST STUDIO APPLICATION MATERIALS

Visual artists 21 and over are invited to submit an application for studio space at the GoggleWorks. Emerging, mid-career and older artists are all encouraged to apply. Applications for studio space in the GoggleWorks should be from artists who are serious about pursuing their art in the professional setting of a community facility. Studios are intended to be for working artists and although artists may display and sell work from their studios, the primary function of the studio is to create art. Studios at the GoggleWorks will be awarded to artists of merit as selected by an independent panel of jurists. The GoggleWorks is looking for artists who:

- demonstrate a commitment to their career through an existing body of work
- have achieved a high degree of creative ability & technical facility, display obvious talent, and have nurtured an individual vision
- are creating original art- the artwork must be the artist's original concept and produced by the artist.
- show proven ability in their chosen medium through some combination of the following:
 - participation in juried shows
 - professional experience
 - or in the case of emerging artists, a reference from teacher or mentor, presentation of portfolio, slides or photos for review.

In addition to being a facility that will help to foster artists' individual art, the GoggleWorks will also serve collectively as a resource for art education programs and community interest in the arts. Programs offered at the GoggleWorks will include educational opportunities that will offer financial compensation for participating artists. Many of the educational programs will be regularly scheduled, while other more specialized programs will be featured as special events. Demonstrations and lectures by GoggleWorks artists will be encouraged as well.

The GoggleWorks will be open to the public according to the following schedule:

Monday through Saturday	9:00 am to 9:00 pm
Sunday	11:00 am to 7:00 pm

These hours may be adjusted after the facility opens and is operational.

Artists will have access to the GoggleWorks facility seven days a week, twenty-four hours per day.

Studio sizes begin at 180 square feet and rent at \$6 per square foot per year (i.e. a 200 square foot studio will rent for \$100 per month). Studios with sinks will rent for \$6.50 per square foot per year. Rent includes heat, electricity, air conditioning, and parking. Artists are responsible for their own phones and any other communication/computer connections. The building is fully sprinkled, has a security system, loading dock and freight elevators. An additional charge will be imposed for utility use beyond average usage and/or the installation of special equipment in a studio (electricity for kiln, special exhaust system). All studios have natural light as well as fluorescent shop lights with day lighting bulbs. Artists are responsible for any special additional lighting.

Because the studio rental fee is a subsidized rate, all studio artists are expected to contribute to the GoggleWorks Community Art Center in the following ways:

- 6 hours per month of volunteer time in the gallery, gift shop, office, community outreach or classroom
- Serve on at least one committee
- Work in her/his studio producing artwork and have studio open to the public at least 20 hours per week **during the hours that the GoggleWorks is open.**
- Be in studio for First Friday and special events
- Donate one framed work of art per year to the GoggleWorks for annual fundraising auction

Additional conditions for artists renting studios at the GoggleWorks include:

- Studio space is to be left in same condition upon departure from GoggleWorks as upon arrival.
- A security deposit of one month's rent in addition to the first month's rent is due upon signature of the lease.
- Rent is due on the 1st of the month. Failure to pay rent will result in eviction from the studio.
- Each studio artist will be offered a two-year lease. Artists may submit work to a studio review panel at the end of the two-year time period to renew their lease. **Renewal is not automatic.**
- Artists are expected to work in their studios on a consistent and ongoing basis. **Non-use of studio space is cause for eviction or non-renewal of lease.**

To apply for an artist studio at the GoggleWorks:

- Complete the "Studio Artist Application" form
- Submit slides or a CD of 10-15 pieces of representative work with summary page of title, medium, size and date of execution. For 3D work, please submit 2 images of each piece. Please place your name, title, date and indicate the top of slide on every slide. Please number slide and image on CD to coincide with summary page.
- Submit an artist's statement (two pages or less)
- Enclose a current resume
- Submit any additional support materials you believe are relevant (i.e. reviews, recommendations, etc.)
- Application fee of \$10

Incomplete applications are difficult to review so please make sure all application requirements are included in the same application package. Please send **COMPLETE** application materials to: Carson Kober-Mazurkiewicz, Assistant Director, GoggleWorks, 201 Washington Street, Reading, PA 19601

If you would like your support materials returned, please provide a stamped, self-addressed envelope with your application package.

GOGGLEWORKS STUDIO ARTIST APPLICATION

Name _____ Phone _____
Address _____
City _____ State _____
Zip _____
Email _____

1. Describe your current work and artistic direction. Please be specific about the medium of your art (paint, fiber, ceramics, glass, wood, etc. If mixed, please describe).

2. What size studio space do you want/need?

- 100 square feet
- 100-200 square feet
- 200-300 square feet
- 300-400 square feet
- 400-500 square feet
- 500-600 square feet
- 600 + square feet _____

3. Do you have any special needs for your studio? (special electric, sink, ventilation, etc.)? Special needs will be provided at an additional cost per square foot. Studios without special equipment/needs will rent at \$6/sf/year. Studios with sinks will rent for \$6.50/sf/year. If you need additional equipment, please state what that will be. Square foot cost will be assessed according to equipment need.
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4. All artists sharing studios must go through the jurying process. Are you interested in sharing a studio? yes no
Do you have someone with whom you are interested in sharing a studio? yes no
Has that person submitted an application? yes no
Name _____

5. Since education will be an important component of the GoggleWorks arts facility are you willing to participate in:
- | | |
|--|---|
| <input type="checkbox"/> teaching Pre-K | <input type="checkbox"/> teaching grade 9-12 |
| <input type="checkbox"/> teaching K-5 | <input type="checkbox"/> teaching adults |
| <input type="checkbox"/> teaching grade 6-8 | <input type="checkbox"/> teaching special needs |
| <input type="checkbox"/> lectures or brown bag lunch talks | <input type="checkbox"/> demonstrations |
| <input type="checkbox"/> other _____ | |

6. How many hours per week will be spent working in your studio at the arts facility?
 20-25 25-30 30-40

(over)

7. How would you describe your working style? Check all that apply

I prefer to work alone with my door closed

I require a quiet environment with few distractions

I enjoy being in an environment where I can exchange ideas with other artists

I enjoy being in a communal environment

I prefer to work collaboratively with other artists

Other _____

8. Are you a rostered artist with the Pennsylvania Council on the Arts yes no

9. Are you interested in becoming a rostered artist with the PCA? yes no

10. Are you interested in affordable housing near the GoggleWorks? yes no