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FOR IMMEDIATE RELEASE

GoggleWorks Community Arts Program Makes Strides with Transportation-Themed Mural

(GoggleWorks Center for the Arts, Reading, PA) Students from the 2010 GoggleWorks Community Arts Program (GCAP) continue to make progress on this year's mural, which will be installed on the side wall of the Inter-City Bus Station along Court Street in Reading. GCAP is an eight-week program where youth work collaboratively to improve self-respect while enhancing a public space with a work of art.

This year's GCAP participants, which includes four Reading High School 2010 graduates and one Reading High School senior, recently presented two concepts for a transportation-themed mural to key GoggleWorks and Berks County Community Foundation staff members as well as Tori Bieber, the owner of the public space. After a discussion and feedback, it was decided that the final mural image will be a merger of the two ideas.

During the past few weeks, the students have drawn the mural image onto fabric panels. The image is made up of what looks like many puzzle pieces. When viewing the mural up close, it will look like blocks of different colors, but from a distance the blocks will form the mural's image. Each "puzzle piece" has a numbered color assignment. Currently, the students are painting the puzzle pieces, which is turning out to be one of the most time-consuming process of the mural creation. "It's wonderful to see the project taking shape and I am pleased with the progress we have made to date," said GoggleWorks studio artist Daniel Gorman who is overseeing GCAP 2010.

Once painting the panels is completed, the next step will be to prime the wall where the mural will be placed. Finally, using a bonding agent called "nova gel," the painted panels will be adhered to the wall of the bus station. Gorman expects the installation to take place next week (week of Aug. 23). *If you are interested in photo opportunities of any of the mural process, please contact Kristin Kramer.*

“It is exciting to work on something that will be displayed for thirty years, maybe longer,” said assistant artist Andrew Ward. Under the guidance of Gorman and Ward, the students are learning the process of creating a mural, from start to finish, while gaining real-world job experience. “I can’t wait to see the mural completed on the wall on the bus station,” said Rachel Balderrama, a GCAP participant.

This year GCAP is funded by the Berks County Community Foundation, supported by Tori Bieber, and created in cooperation with Arbor Education and Training.

This is the fourth year GoggleWorks has collaborated with the community to host GCAP. Successful works completed through GCAP were on the GoggleWorks campus in 2006, the Beacon House in 2007 and KidsPeace in 2009.

Arbor Education & Training is a leading provider of workforce development services to job-seekers, workers, employers and communities nationwide. They are dedicated to teaching excellent human service skills that enhance the lives of individuals.

Berks County Community Foundation was founded in 1994 to help individuals, families, organizations and businesses achieve their charitable objectives. Since that time, the foundation has grown to manage more than 400 charitable funds valued at nearly \$50 million. Each year, those funds distribute more than \$2 million in scholarships and grants to support local students and nonprofit organizations and causes.

The GoggleWorks Center for the Arts is a community art and cultural arts complex for Berks County, Central and Southeastern Pennsylvania, and is the largest, most comprehensive, interactive arts center of its kind in the country. GoggleWorks’s mission is to “nurture the arts, foster creativity, promote education and enrich the community.” The GoggleWorks is open Monday through Saturday from 9am to 9pm, and Sunday from 11am to 7pm. Free parking is available in the GoggleWorks parking lot, accessible from Second, Third or Walnut Streets. For more information, call the GoggleWorks at 610.374.4600, or visit the website at www.goggleworks.org.

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