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PHOTO OPPORTUNITY

Get It While It's Hot! 2010

Hot Glass Art Created before Your Eyes

(Reading, PA, November 20, 2010) Tonight a unique event will take place at GoggleWorks Center for the Arts: Get It While It's HOT! Enjoy the energy, the crowd and the fire!

During this sold out event, attendees who will watch EXTREME glass blowing by famed glass artists from across the country. Artists work in teams as they torch, spin, cut and sculpt hot glass into one-of-a-kind works of art. Attendees have an opportunity to bid on the HOT glass art as it is being created! They will place bids on more than just the finished products, but also on the process and labor that will bring each piece to life. Hot glass can be a fairly unpredictable material to work with unlike other media such as metal, clay or stone. It changes form and consistency very quickly, so glass artists are constantly moving, shaping and developing the piece while working with the changing properties of the glass. Team leaders will designate how the pieces will evolve.

Additional museum-quality glass art will also be on auction.

Event Agenda:

4-5pm: VIP Reception/Meet & Greet with the Artists

5:00pm: Main Event begins, including silent auction

5:30pm: Live glass creation and auction begins

7:30pm: Intermission

9:00pm: Event Wraps

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' mission is to "nurture the arts, foster creativity, promote education and enrich the community." 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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