

GOGGLEWORKS IN GREEN



GOGGLEWORKS REOPENS BY CURATING EXPERIENCES WITH A FOCUS ON SAFETY

Art center observes distancing, offers private movie screenings,
art experiences, shopping

FOR IMMEDIATE RELEASE

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READING, PA – June 26, 2020 - GoggleWorks Center for the Arts (GoggleWorks) today announced plans to reopen on Wednesday, July 8th while accounting for

concerns about health safety. GoggleWorks, which reshaped its operations in the spring during forced closure, will open its former goggle factory campus with an orchestrated, socially-distanced public program model. Leaders and artists at GoggleWorks said they have curated experiences which offer each registered group access to parts of the art center, one of the largest in the country, all to themselves.

These controlled public programs will include a dynamic curated, private tour package free of charge, featuring a live artist demonstration in one of its eight studios, admission to two exhibitions, and time to shop in The New Store, showcasing hundreds of handmade works by local artists. For movie-lovers, GoggleWorks will offer private screenings for even small household groups at near regular-admission prices. Film attendees can choose from a list of family-focused, arthouse, and classic films. As with the tour package, attendees can add on wine or craft beer. The shopping package, while free, still offers the private access to The New Store, minimizing social contact with others.

“We had to turn in a new direction from our usual programming because of the health crisis,” said Tim Compton, GoggleWorks Artistic Director. “We are excited to offer these unique experiences as we continue to evolve in this new normal.”

GoggleWorks will be open new hours initially:

Monday: Closed
Tuesday: Closed
Wednesday: 2:30-8:30pm
Thursday:2:30-8:30pm
Friday:2:30-8:30pm
Saturday: 9am-9pm
Sunday: 9am-9pm

Details on the controlled, private packages include:

- **Art Explorer’s Package (1 hour)** - Enjoy a socially-distanced, guided VIP experience of GoggleWorks, experiencing world-class art for your private

group and seeing firsthand how it gets made through a live art demonstration. The group can choose from a menu of add-ons, including a hands-on workshop, fine wine and spirits, and concessions. Orchestrated scheduling allows you to enjoy a personalized experience and minimizes unwanted contact with others, apart from the dedicated staff tour guide.

[Book Now](#)

- **Private Movie Package (2 hours)** - This package offers a private group the luxury of the entire Boscov theatre, screening a broad menu of popular films. Patrons can treat the world-class film theatre like their very own living room and enjoy a movie they might have never seen on the large screen, in surround sound. Enjoy on-site concessions or add on fine wine, spirits, and beer. Private shopping time in The New Store is built into the package after the screening whenever possible. This package is a limited-time offer during the pandemic.

[Book Now](#)

- **Private Shopping in The New Store (20 mins)** - This package allows registered visitors to enjoy a private shopping experience in The New Store, featuring art work and handmade objects from local artists, including those in the GoggleWorks community. Orchestrated scheduling minimizes unwanted contact with others.

[Book Now](#)

The Art Explorer and Private Shopping Packages are free to the public. Private Movie packages start as low as \$10 (minimums apply). GoggleWorks will offer free admission opportunities for select community groups and those with financial

limitations. Visitors can register at www.goggleworks.org or by calling 610-374-4600. Leaders said the campus will remain closed for general visitors who do not register for these packages. GoggleWorks is also reopening its rental facilities for weddings and special events, with special accommodations to maintain public safety.

“So far, 2020 hasn’t looked like we imagined our 15th anniversary,” said Executive Director Levi Landis. “Yet I’m interested in seeing what we can learn from a curated, guided approach to improve our visitor experience during this time and in the future. Now our planning will shift to the safe reopening of education and outreach programs for our community.”

About GoggleWorks Center for the Arts

Located in downtown Reading, PA, GoggleWorks operates in a former goggle factory and is composed of 145,000 square feet of creative space. During normal operations, GoggleWorks offers year round arts education, including workshops, classes, and visiting artists; community outreach programs; a summer residency; youth programs and camps; 35 on-site studio artists; over 40 on-site arts partners; The Albert & Eunice Boscov Theatre; three galleries for exhibitions; the Berks Launchbox maker space; the New Store; a restaurant; and eight communal studios—hot glass, wood, 2D print, warm glass, metals, ceramics, photography and virtual reality.

More at www.GoggleWorks.org