



GOGGLEWORKS OPENS ONLINE STORE TO SUPPORT LOCAL ARTISTS

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READING, PA – June 11, 2020 -Leaders and artists at GoggleWorks Center for the Arts are working to make the most out of the current limitations to its retail operations by launching a new online store. Recently redesigned in physical form last year in the prominent entrance of the art center and renamed “The New Store,” the art shop will host their grand opening online June 11th. With a range of creative objects, from pagoda socks to one-of-a-kind original artworks, shoppers can support local artists with each purchase.

“Every handmade piece at The New Store has its own story, a story that is personal to the maker and also reflects who we are as an organization. We are doing something unique by selling work which is exclusively local, so it not only supports local artists, it also keeps the economy community-based, and community relationships foster a better world,” said Tess Doran, Director of Retail & Visitor Experience.

Starting with a selection of signature GoggleWorks items, including hand-blown decorative glasses, the store will be adding new items daily much as they do with their brick and mortar space within the GoggleWorks facility at 201 Washington St. in Reading. Shipping costs are included with purchase, and delivery is available during the pandemic stay at home order.

Due to the coronavirus pandemic and subsequent government mandates, the GoggleWorks campus is currently closed for general admission. Leaders said the organization has innovated its current operations and designed a strategy for controlled reopening as Pennsylvania businesses phase back in operations.

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