LANDSCAPE OF GLASS ART IN AMERICA 2.0

A Comprehensive Study from Chihuly Garden and Glass and the Glass Art Society

2025



TABLE OF CONTENTS

Introduction	3
Study Methodology	4
Key Findings/Observations	5
Cultural Influences	8
Secondary Data Search	10
Educational Organizations	15
Glass Art Museums and Galleries	19
Online Surveys	21
About Glass Art Society	28
About Chihuly Garden and Glass	32

INTRODUCTION

The Glass Art Society (GAS) and Chihuly Garden and Glass, in collaboration with GMA Research, have partnered to conduct an update to the original 2015 in-depth study of the State of Glass Art in America. The process, which began in 2024 and concluded in 2025, assesses the current state of the art form, trends, shifts in focus and changes in the past decade. The study provides a benchmark against the 2015 baseline.

STUDY BACKGROUND

Though glass has ancient traditions in Europe, it is a relatively young art form in the United States. Just over 60 years ago factory facilities were producing glass works but the idea of "glass art" did not exist. It took glass pioneer Harvey Littleton, a ceramics professor at the University of Wisconsin, launching the first glass program in America in 1962 to bring the idea of studio glass to fruition.

Since those beginnings, interest and experimentation with glass art has flourished. Organizations like Pilchuck Glass School in the Pacific Northwest, the Glass Art Society, Penland School of Crafts in North Carolina and The Corning Museum of Glass in upstate New York have become pillars in the glass art community, making their regions central to the studio movement in the US.

STUDY METHODOLOGY

As in 2015, the current study was completed in three (3) distinct phases.

1. A search for available, public, published information and reports on glass art, trends, statistics and findings was initiated and completed. This produced a wealth of both general and specific information on the current climate, changes, challenges and opportunities for the art form, particularly in the United States.

2. GMA conducted one-on-one virtual interviews by Zoom with a representative group of artists, collectors, gallery owners, educators, museum directors/curators, media and manufacturers. These interviews lasting 30 to 60 minutes covered a number of topics and delved more deeply into the opinions and perceptions of thought leaders and influencers.

3. GMA conducted two (2) online national surveys with the public and Glass Art Society members along with those involved or connected directly to the glass art world, particularly in the United States. However, those attending the 2024 GAS conference in Berlin were also invited to complete the survey.

   For the public survey, GMA employed an online panel representing adults throughout the United States and qualified them as interested in glass art. For the GAS member survey, GMA employed the membership of the Glass Art Society and others directly involved.

KEY FINDINGS AND OBSERVATIONS

1 CENTERS OF GLASS

In the past 10 years new areas have grown in popularity and concentrations of artists using glass. However, Seattle, Tacoma, Washington state and the Pacific Northwest remain as the premier region with the highest ranking and a tradition/history of studio glass art. Texas and Florida have grown significantly in activity and artist populations. California's sheer population size attracts attention.

2 MARKET GROWTH

The U.S. art glass market is experiencing significant growth, with projections indicating an increase from $832 million in 2021 to approximately $1.35 billion by 2030. This upward trend reflects the rising interest and investment in glass art among new collectors. One estimate suggests the total US employment in the blown glass sector is over 40,000 and growing at a rate of 2.5% per annum.

3 GROWING POSITIVE OUTLOOK

According to the recent survey, GAS members and those associated show a slightly growing optimism in the future of glass art as it evolves further into the realm of artists using glass in new and different applications.

4 POSITIVE PUBLIC INTEREST

According to a recent GAS survey, the public's interest in and fascination with glass art, compared to 10 years ago, continues to grow and gain more traction supported by a variety of innovations and public engagements, not the least of which was the successful run of the Netflix television series, "*Blown Away*."

5 CHANGING IDENTITY

The emerging trend noted in 2015 of glass art shifting to a more broadly based "artists using glass" has continued into 2025 and grown into a multitude of tangential artistic disciplines. In addition, commercial/architectural applications have become increasingly more popular.

6 "AGING OUT"

As noted in 2015 but more pronounced today, the phenomena of traditional glass art collectors "aging out" and seeking arrangements for their collections continues to grow and escalate. Today, there appear to be more collections looking for museums to house their collections than there are venues to include them.

7 THE NEW COLLECTOR

Is significantly different compared to the last decade. They are younger, affluent, looking for uniqueness and something that is not necessarily an object to "sit in the living room" on display. Art, which is experiential, is key to their interest in acquisitions. And rather than focus on one artist, they tend to look for a number of pieces from different sources.

- The blending of glass art with other art forms and design disciplines resonates with new collectors. They are intrigued by collaborative works that showcase the versatility of glass and its ability to complement various artistic expressions.
- The new generation of glass art collectors is characterized by a keen interest in innovation, sustainability, and interdisciplinary approaches. They view glass art as a dynamic and evolving field, with a promising future driven by technological advancements, environmental consciousness, and expanding educational opportunities.
- New collectors are enthusiastic about how artists are incorporating digital tools and techniques, such as 3D printing and computer-aided design, to push the boundaries of glass art. This fusion of technology and traditional methods results in innovative and intricate works that captivate modern audiences.

8 SOCIAL MEDIA

Social media channels are the lifeblood of the artist community both from an outward engagement (i.e., marketing) perspective and as a means of creating and supporting a community to communicate with each other. Selected platforms have grown significantly in popularity including Instagram and YouTube. In addition, the use of podcasts as a means of engagement has taken a foothold.

9 PERFORMATIVE ART

The "performative" aspect of glass art, or artists using glass, is center stage and manifests in a number of public facing ways.

10 "BABY DRAGONS"

Or down-sized mobile hot shop furnaces on wheels now bring the studio to other venues and allow glass blowing to be seen and experienced by new audiences in a wide range of locations.

'Baby Dragon' roars to life at Toledo Museum of Art and at Chihuly Garden and Glass



Both the Toledo Museum of Art and Chihuly Garden and Glass has acquired a baby dragon. Or rather, a portable glassblowing-reheat chamber combination furnace, which when roaring to life, symbolically resembles a small dragon spitting orange flames. This new furnace will provide new ways to innovate and opportunities for hot glass demonstrations and classes throughout the community. Mike Deetsch, the Toledo Museum of Art senior director of learning and interpretation, said. "The mobile studio makes it possible to host outdoor glassblowing workshops and design experiences not only at the museum, but also wherever in Toledo an occasion might call for the Baby Dragon."

11 ART GALLERIES

Face significant economic challenges in the rising costs of operations. Leveraging one on one education and customer service with a new breed of collectors. Social media helps educate and communicate but cannot be relied on when you are selling $5,000+ or more pieces. Broadening selection to mix glass with other pieces.

12 MUSEUMS

Increased Visibility: Exhibitions like "New Glass Now" at the Smithsonian American Art Museum highlight the innovation and dexterity of contemporary glass artists, attracting attention from collectors and the general public. Such showcases contribute to the growing prominence of glass art in the broader art market.

13 UNIVERSITIES

Educational Expansion: The establishment of formal academic programs in glass art is fostering a new generation of artists and collectors. Educational institutions are playing a crucial role in promoting the medium and expanding its appreciation.

14 ENVIRONMENT

Sustainability: There is a growing appreciation for artists who adopt eco-friendly practices, such as using recycled materials and energy-efficient processes. Collectors value the environmental consciousness reflected in these works, aligning with broader global concerns about sustainability.

15 BLOWN AWAY

"*Blown Away*" is a Canadian reality television series that has captivated audiences by highlighting the intricate and mesmerizing art of glassblowing. Premiering in 2019, the show offers a competitive platform for glass artists to demonstrate their skills, creativity, and innovation. Beyond its entertainment value, "Blown Away" has played a significant role in bringing the ancient craft of glassblowing into the contemporary cultural spotlight.

CULTURAL INFLUENCES

DEVELOPMENT AND FORMAT

Produced by Marblemedia, "*Blown Away*" was conceived to fill a unique niche in reality television by focusing on the art of glassblowing — a field rarely highlighted in mainstream media. The series is filmed in a state-of-the-art hot shop in Hamilton, Ontario, specifically designed to accommodate the demanding requirements of glassblowing. Each season features ten skilled glass artists competing in a series of challenges that test their technical abilities and artistic expression. The contestants are tasked with creating intricate glass pieces under tight time constraints, with their creations evaluated by a panel of experts, including renowned glass artist and judge Katherine Gray. The winner receives a prize package valued at $60,000, which includes an artist residency at the prestigious Corning Museum of Glass.

BROADCAST HISTORY AND RECEPTION

Since its debut on July 12, 2019, "*Blown Away*" has released four seasons, with the latest premiering on March 8, 2024. The show has garnered positive reviews for its educational content and the unique insight it provides into the world of glass art. Critics have likened it to other successful competition series, praising its ability to engage viewers with both the creative process and the personal stories of the artists.

Blown Away was cancelled at the conclusion of Season 4 in 2024. But what are the long-term impacts and influences this unique concept will have on the glass art community and glass art enthusiasts and the general public?

IMPACT ON THE GLASS ART COMMUNITY

"*Blown Away*" has had a profound impact on the glass art community, significantly increasing public interest

and appreciation for the craft. The series has demystified the complex processes involved in glassblowing, making the art form more accessible to a broader audience. According to Katherine Gray, the show's expert judge, exposure has led to a surge in people visiting glass studios and expressing a desire to learn the craft themselves.

Participants from the show have reported substantial changes in their careers post-appearance. For instance, Hayden MacRae, a contestant from Season 4, noted a significant increase in local sales and acceptance into new galleries following the show's release. He emphasized the positive impact of the series on his professional trajectory and the broader glass community.

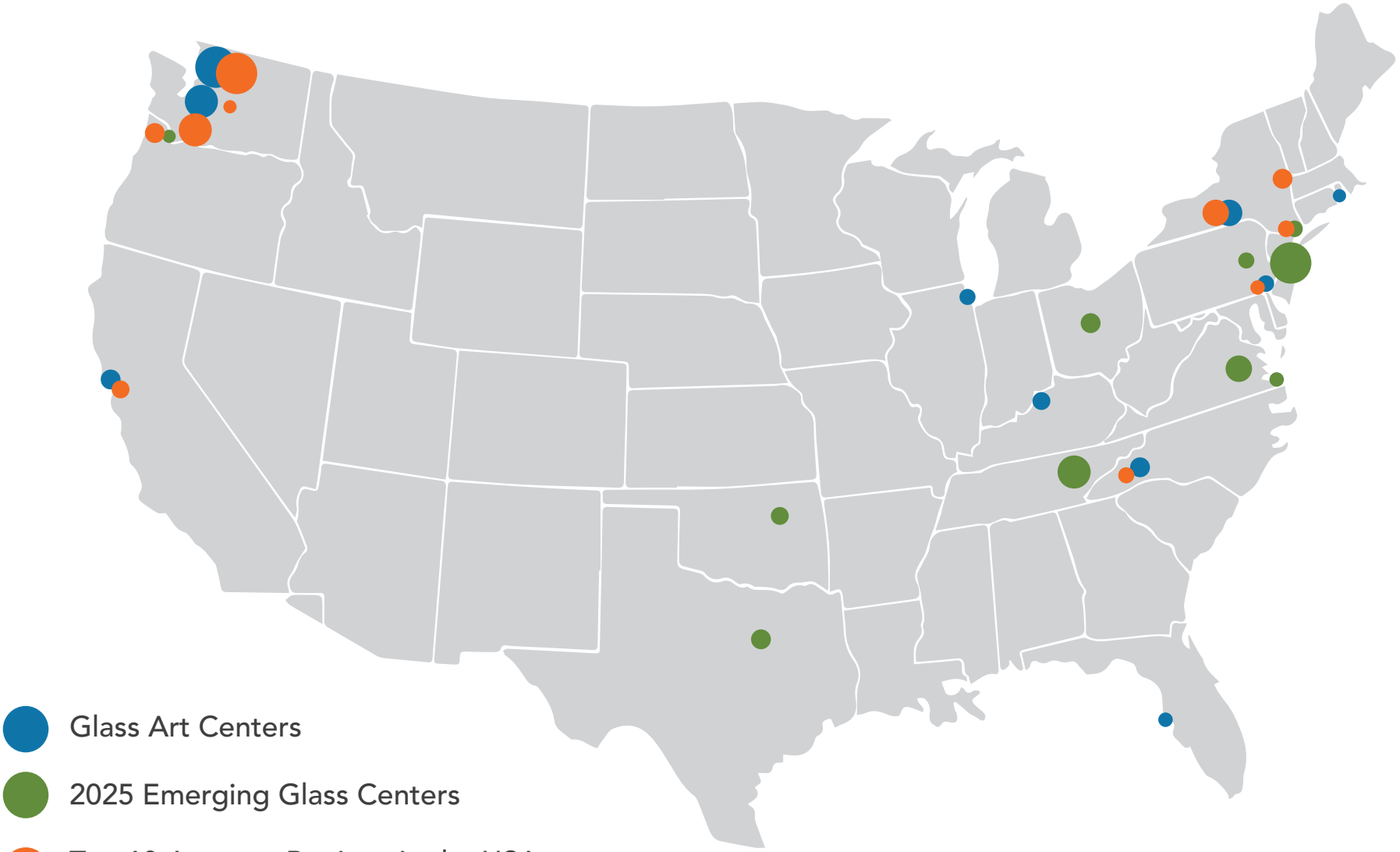
The Corning Museum of Glass, a partner of the show, has also observed heightened interest. They have hosted exhibitions featuring works from the series, attracting visitors eager to see the creations in person. These exhibitions have not only showcased the talent of the contestants but have also educated the public about the intricacies of glass art.

PERSPECTIVES FROM THE GLASS ART COMMUNITY

The glass art community has largely embraced "Blown Away" for its role in elevating the profile of the craft. Katherine Gray expressed initial apprehension about participating in a reality competition show but was pleasantly surprised by the focus on the artistry and skill involved in glassblowing. She highlighted the show's success in capturing the inherent drama of the glassblowing process without resorting to manufactured interpersonal conflicts.

Contestants have also shared positive experiences. Karen Willenbrink-Johnsen, a participant from Season 4, emphasized the camaraderie among artists and the opportunity to share her passion for life and nature through her work on the show. She appreciated how the series conveyed her spirit and artistic vision to a broad audience.

SECONDARY DATA



Glass Art Centers

2025 Emerging Glass Centers

Top 10 Areas or Regions in the USA for Artists using Glass

GLASS ART CENTERS & REGIONS

GLASS ART CENTERS

1. Seattle, WA
2. Tacoma, WA
3. Corning, NY
4. Asheville, NC
5. Philadelphia, PA
6. Providence, RI
7. San Francisco Bay Area, CA
8. Louisville, KY
9. Chicago, IL
10. St. Petersburg, FL

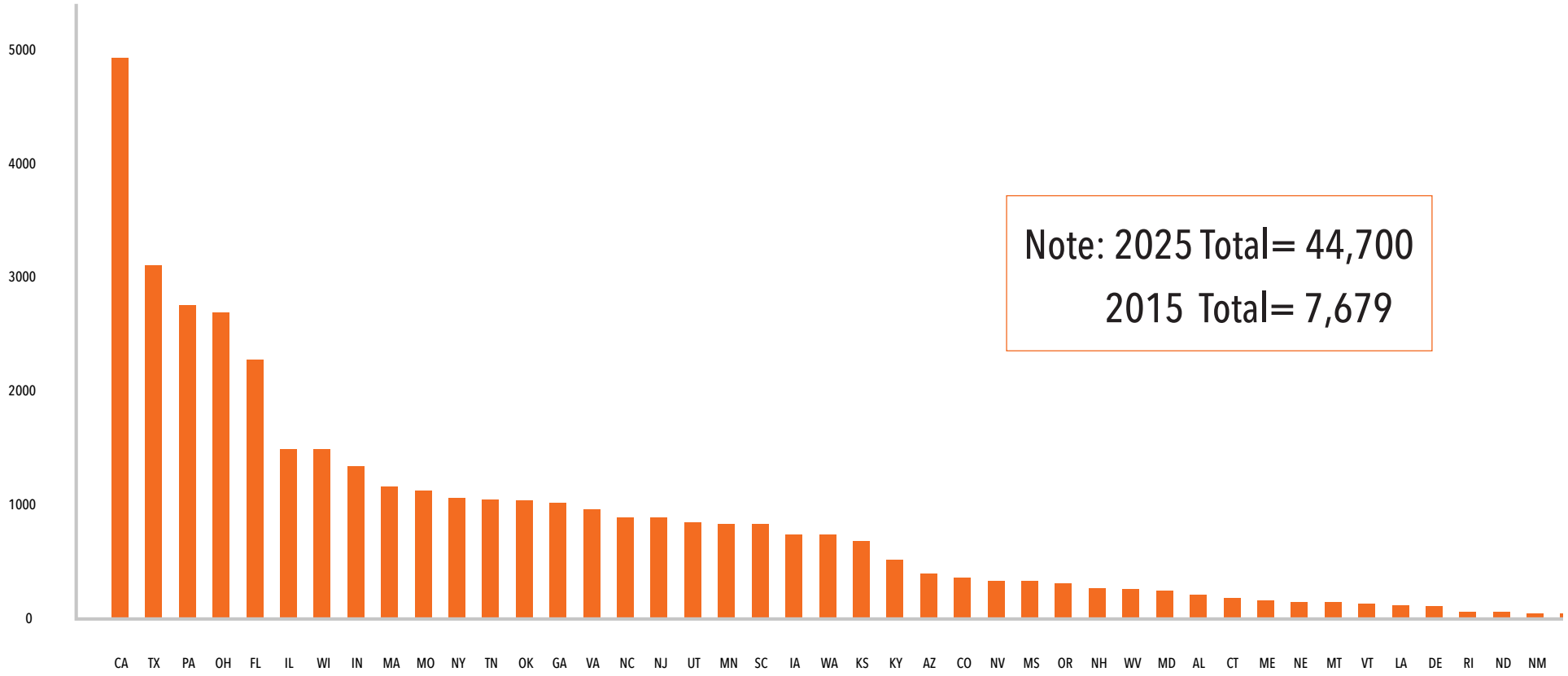
2025 EMERGING GLASS ART CENTERS

1. Millville, NJ
2. Knoxville, TN
3. Richmond, VA
4. Columbus, OH
5. Brooklyn, NY
6. Portland, OR
7. Fort Worth, TX
8. Tulsa, OK
9. Bethlehem, PA
10. Norfolk, VA

TOP 10 AREAS OR REGIONS IN THE USA FOR ARTISTS USING GLASS

1. Seattle, WA
2. Pacific Northwest (PNW)
3. Corning, NY
4. Portland, OR
5. New York City (NYC)
6. Washington State
7. Northeast
8. San Francisco Bay Area, CA
9. Asheville, NC
10. Philadelphia, PA

2025 GLASS ARTISTS BY STATE



Note: 2025 Total= 44,700

2015 Total= 7,679

GLASS ART SOCIETY

2025 MOST RECOGNIZED GLASS ARTISTS

1. Dale Chihuly
2. Harvey Littleton
3. William Morris
4. Lino Tagliapietra
5. Howard Ben Tré
6. Toots Zynsky
7. Ginny Ruffner
8. Karen LaMonte
9. Dante Marioni
10. Deborah Czeresko



Dale Chihuly

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Deborah Czeresko



Ginny Ruffner

2025 MOST RECOGNIZED EMERGING USA GLASS ARTISTS

1. Priscilla Kar Yee Lo

2. Sadhbh Mowlds

3. Abegael Uffelman

4. Fumi Amano

5. Madeline Rile Smith

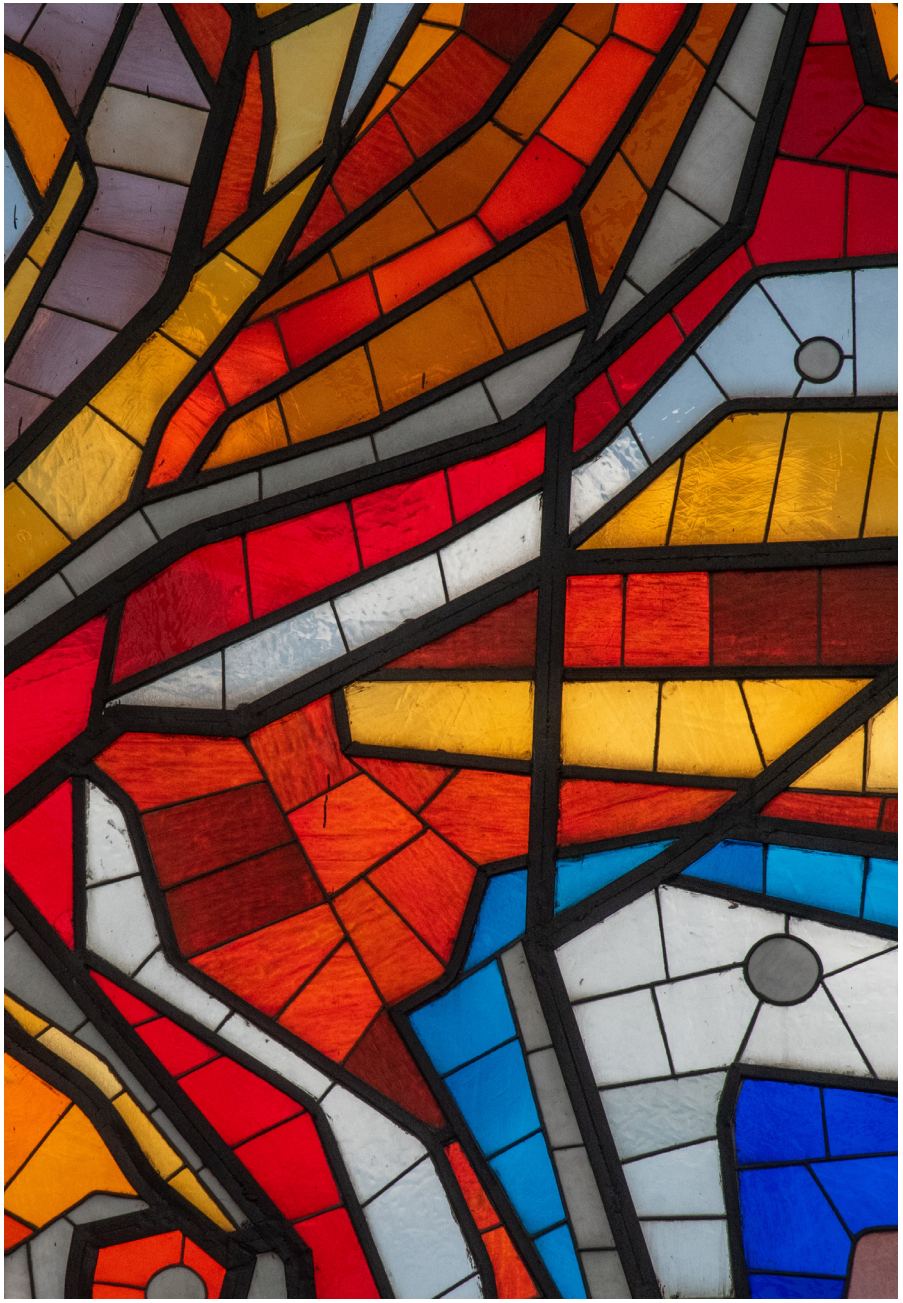
6. Nickolaus Fruin

7. Michael Janis

8. Amber Cowan

9. April Surgent

10. Anna Mlasowsky



EDUCATIONAL ORGANIZATIONS

TOP 10 MOST RECOGNIZED SCHOOLS FOR GLASS ART IN THE USA

1. Rhode Island School of Design (RISD)
2. University of Washington
3. Tyler School of Art and Architecture (Temple University)
4. Alfred University (New York State College of Ceramics)
5. California College of the Arts (CCA)
6. Rochester Institute of Technology (RIT), School for American Crafts
7. Virginia Commonwealth University (VCU)
8. Massachusetts College of Art and Design (MassArt)
9. University of Wisconsin-Madison
10. San Jose State University

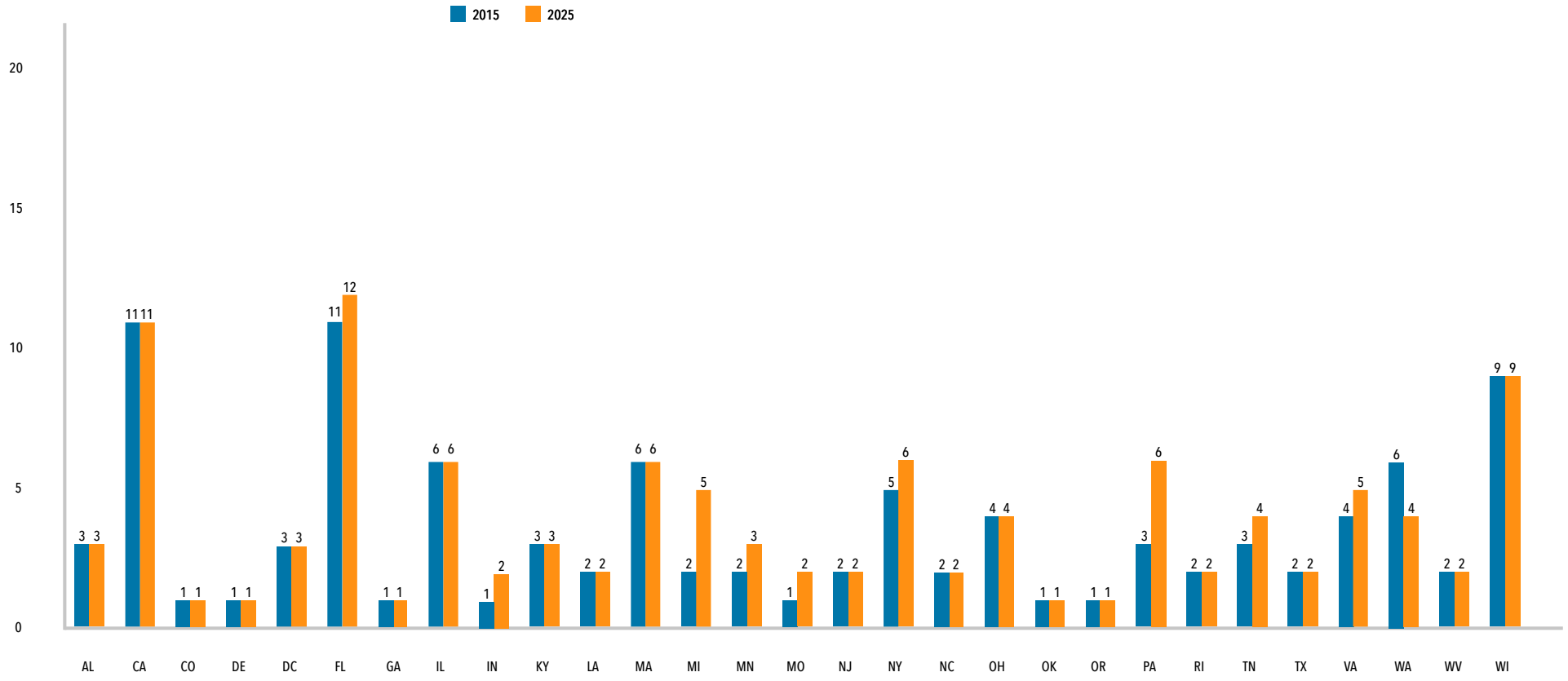


TOP 20 MOST RECOGNIZED USA GLASS ART SCHOOLS

1. Pilchuck Glass School (Stanwood, Washington)
2. Rhode Island School of Design (RISD) – Glass Program (Providence, Rhode Island)
3. Alfred University (New York State College of Ceramics)
4. The Corning Museum of Glass – Studio of the Corning Museum (Corning, New York)
5. Tyler School of Art and Architecture – Temple University (Philadelphia, Pennsylvania)
6. Rochester Institute of Technology (RIT), School for American Crafts
7. University of Wisconsin–Madison (Madison, Wisconsin)
8. Massachusetts College of Art and Design (MassArt)
9. Virginia Commonwealth University (VCU) – Craft and Material Studies Program (Richmond, Virginia)
10. Illinois State University (Normal, Illinois)
11. Ohio State University (Columbus, Ohio)
12. Southern Illinois University – Carbondale (Carbondale, Illinois)
13. Tulane University – Glass Program (New Orleans, Louisiana)
14. California College of the Arts (San Francisco, California)
15. Ball State University – Glass Program (Muncie, Indiana)
16. San Jose State University – Glass Art Program (San Jose, California)
17. University of Hawaii at Manoa (Honolulu, Hawaii)
18. Kent State University – Glass Program (Kent, Ohio)
19. University of Texas at Arlington (Arlington, Texas)
20. Herron School of Art and Design – Indiana University (Indianapolis, Indiana)

GLASS ART MUSEUMS

MUSEUMS (FEATURING GLASS ART) BY STATE



GLASS ART SOCIETY

TOP 10 *TRIP ADVISOR* MUSEUMS FEATURING GLASS ART

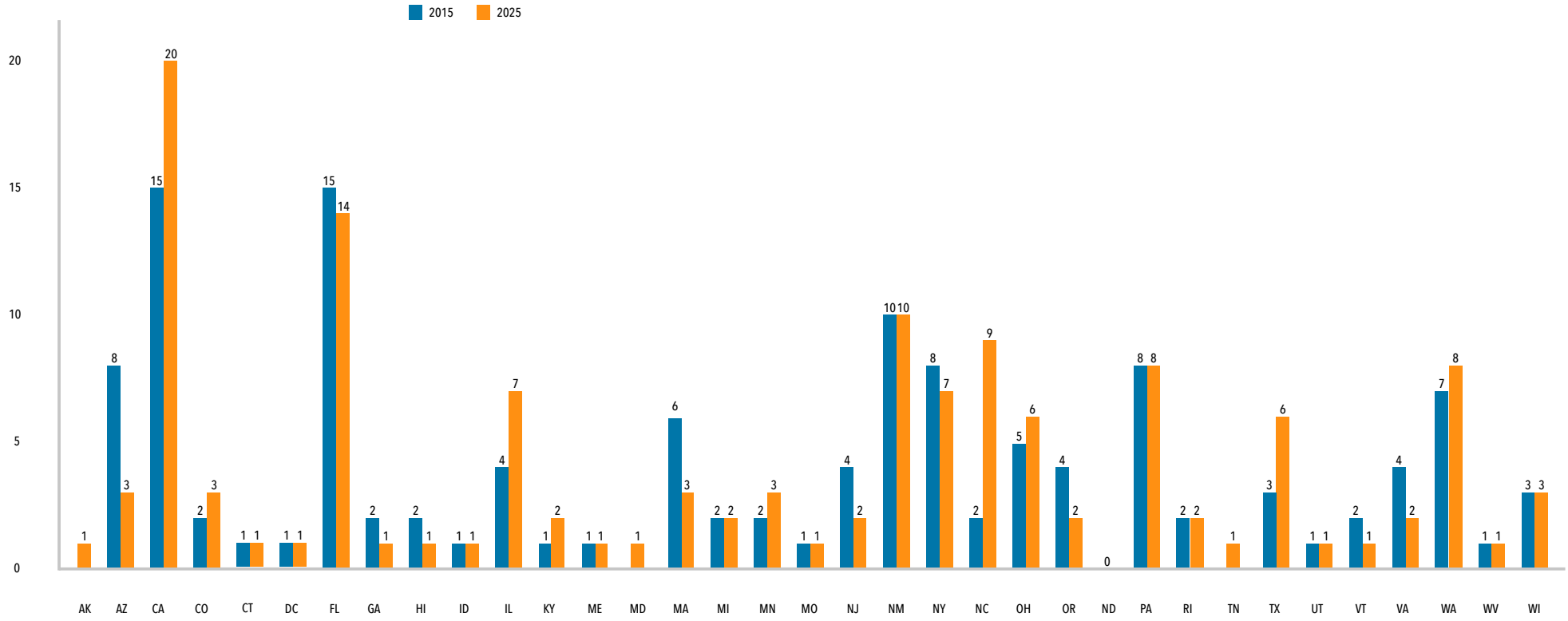
1. Metropolitan Museum of Art (New York)
2. The Art Institute of Chicago
3. Chihuly Garden and Glass (Seattle)
4. Wynwood Walls (Miami)
5. National Gallery of Art (Wash D.C.)
6. The Ringling (Sarasota, Florida)
7. Museum of Modern Art (New York)
8. Museum of Fine Arts (Boston)
9. The Dali Museum (St. Petersburg)
10. The Met Cloisters (New York)

TOP 10 GLASS ART MUSEUMS BASED ON PUBLIC MEMBERSHIP SURVEY

1. Corning Museum of Glass (NY)
2. Museum of Glass (Tacoma)
3. Chihuly Garden and Glass (Seattle)
4. Bergstrom-Mahler Museum of Glass (Neenah, WI)
5. Wheaton Arts & Cultural Center (Millville, NJ)
6. Toledo Museum of Arts Glass Pavilion (Toledo, OH)
7. Pittsburgh Glass Center
8. Morean Arts Center (St. Petersburg)
9. Imagine Museum (St. Petersburg)
10. Henry Ford Museum (Dearborn MI)

GLASS ART GALLERIES

GLASS ART GALLERIES BY STATE



GLASS ART SOCIETY

2025 MOST RECOGNIZED GLASS ART GALLERIES

1. Habatat Detroit Fine Art (Royal Oak, Michigan)
2. Schantz Galleries Contemporary Glass (Stockbridge, Massachusetts)
3. Duncan McClellan Gallery (St. Petersburg, Florida)
4. Traver Gallery (Seattle, Washington)
5. Blue Rain Gallery (Santa Fe, New Mexico)
6. Habatat Galleries (West Palm Beach, Florida)
7. Dallas Glass Art (Dallas, Texas)
8. Ryan Staub Gallery of Glass (Lahaina, Hawaii)
9. Flame Run (Louisville, Kentucky)
10. Zen Glass Studio & Gallery (St. Petersburg, Florida)
11. Shaw Gallery (Naples, Florida)
12. Brazee Studios (Cincinnati, Ohio)



ONLINE SURVEYS

ONLINE SURVEYS WERE COLLECTED FROM GLASS ART SOCIETY MEMBERS, AFFILIATES AND OTHER PUBLIC GLASS ART ENTHUSIASTS.







2025 ONLINE SURVEY:

WHAT IMPACT HAS SOCIAL MEDIA HAD ON THE WORLD OF GLASS ART?

1 ACCESSIBILITY AND AWARENESS

Social media has made glass art more accessible and increased public awareness. It allows people to discover and appreciate the art from anywhere, providing greater exposure for artists and their work. This connectivity helps people stay informed about glass art developments worldwide.

2 COMMUNITY AND CONNECTIVITY

Social media helps artists build a global community by sharing techniques and offering support. One artist noted it connects "artists, collectors, galleries, and anyone who loves glass." Another from Uruguay said it's been "a great portal of connection" where no local glass teachers exist.

3 EXPOSURE AND INSPIRATION

Social media significantly expands exposure for artists, offering a powerful platform to showcase their work and spark inspiration. Many creatives have found it to be a source of motivation and learning, with one noting its "GREAT impact" in encouraging others to explore and push the boundaries of glass art. Another simply described the benefit as "tremendous exposure," underscoring its role in amplifying visibility and influence.

4 MARKET IMPACT AND SALES

Social media opens up new avenues for sales, marketing, and business growth in the art world. Artists have seen increased appreciation for their craft and a boost in sales thanks to the visibility these platforms provide. One artist shared that it "has allowed many to fall in love with glass and creates free marketing for local studios," highlighting how social media not only drives interest but also supports small businesses.

5 CHALLENGES AND SATURATION

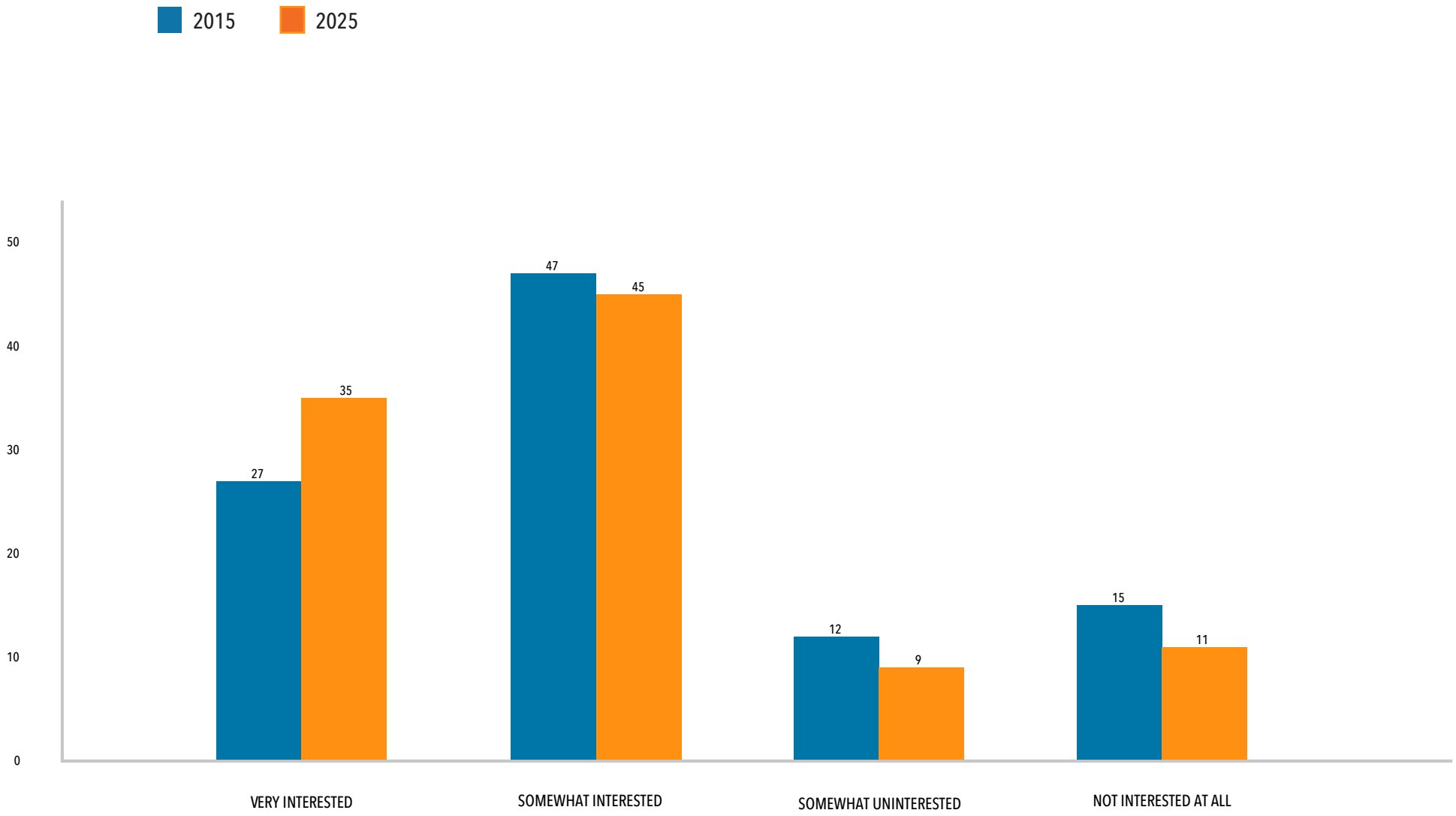
Artists are increasingly facing challenges brought on by market oversaturation and the growing pressure to produce digital content alongside their physical work. As one artist noted, this shift "has hidden many artists from their audience and challenged artists to focus on content creation in addition to the physical art they create," highlighting the struggle to maintain visibility and balance creative priorities in a crowded online space.

PUBLIC SURVEY PARTICIPANT PROFILE

CATEGORY	2015	2025	CATEGORY	2015	2025
	%	%		%	%
GENDER			**ESTIMATED COMBINED ANNUAL HOUSEHOLD INCOME**		
Female	54	54	Under $50,000	30	35
Male	46	46	$50,000 to $74,999	20	19
AGE GROUP (Under 65)			$75,000 to $99,999	17	15
Under 25	6	5	$100,000 to $149,999	15	15
25 to 34	23	18	$150,000 +	11	14
35 to 44	21	24	Prefer not to answer	7	2
45 to 54	21	24	**HOUSEHOLD SIZE**		
55 +	28	27	1	20	22
			2	36	39
			3	19	17
			4+	25	23

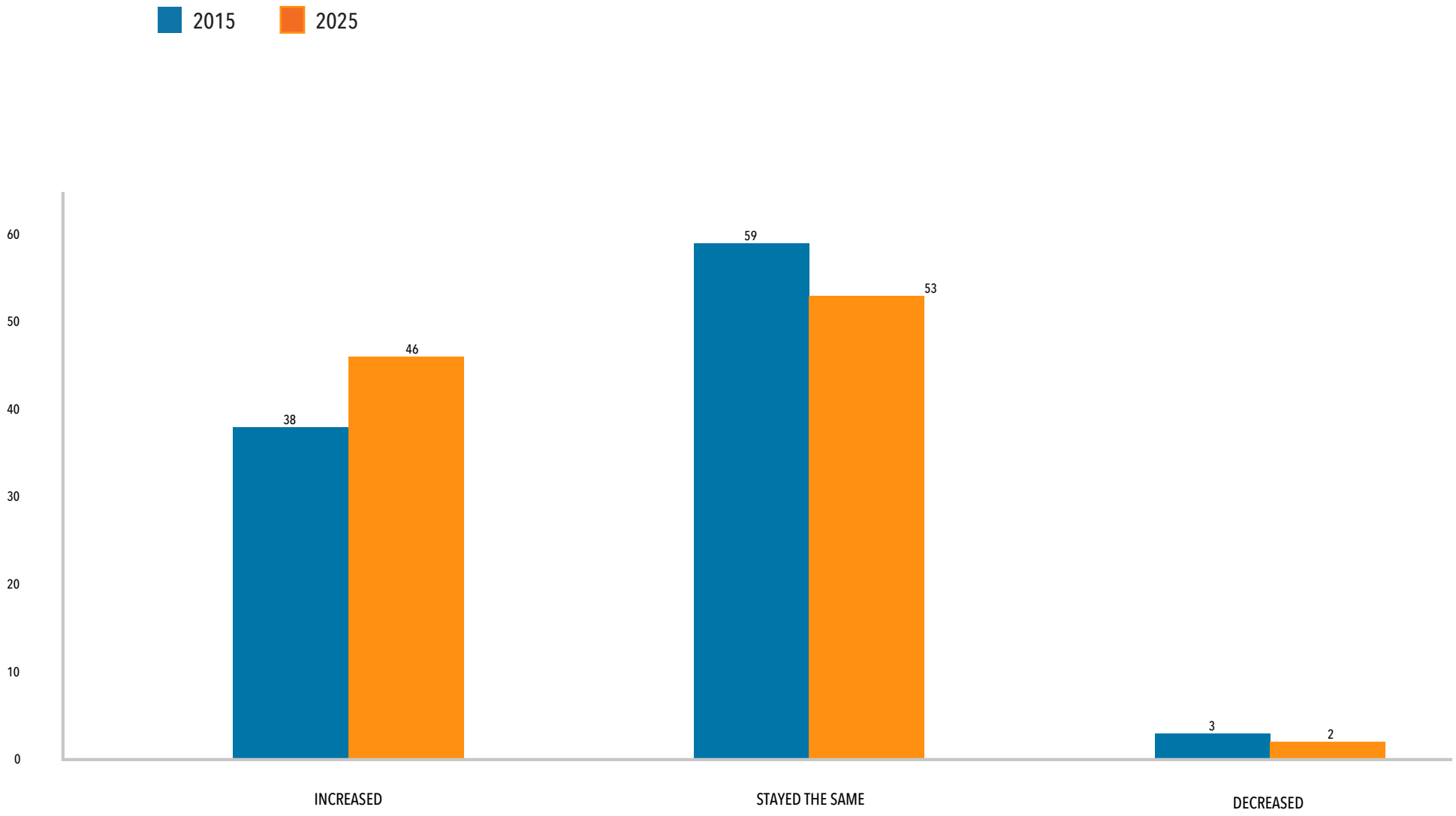
PUBLIC SURVEY PARTICIPANT PROFILE

HOW WOULD YOU DESCRIBE YOUR LEVEL OF INTEREST IN GLASS ART?



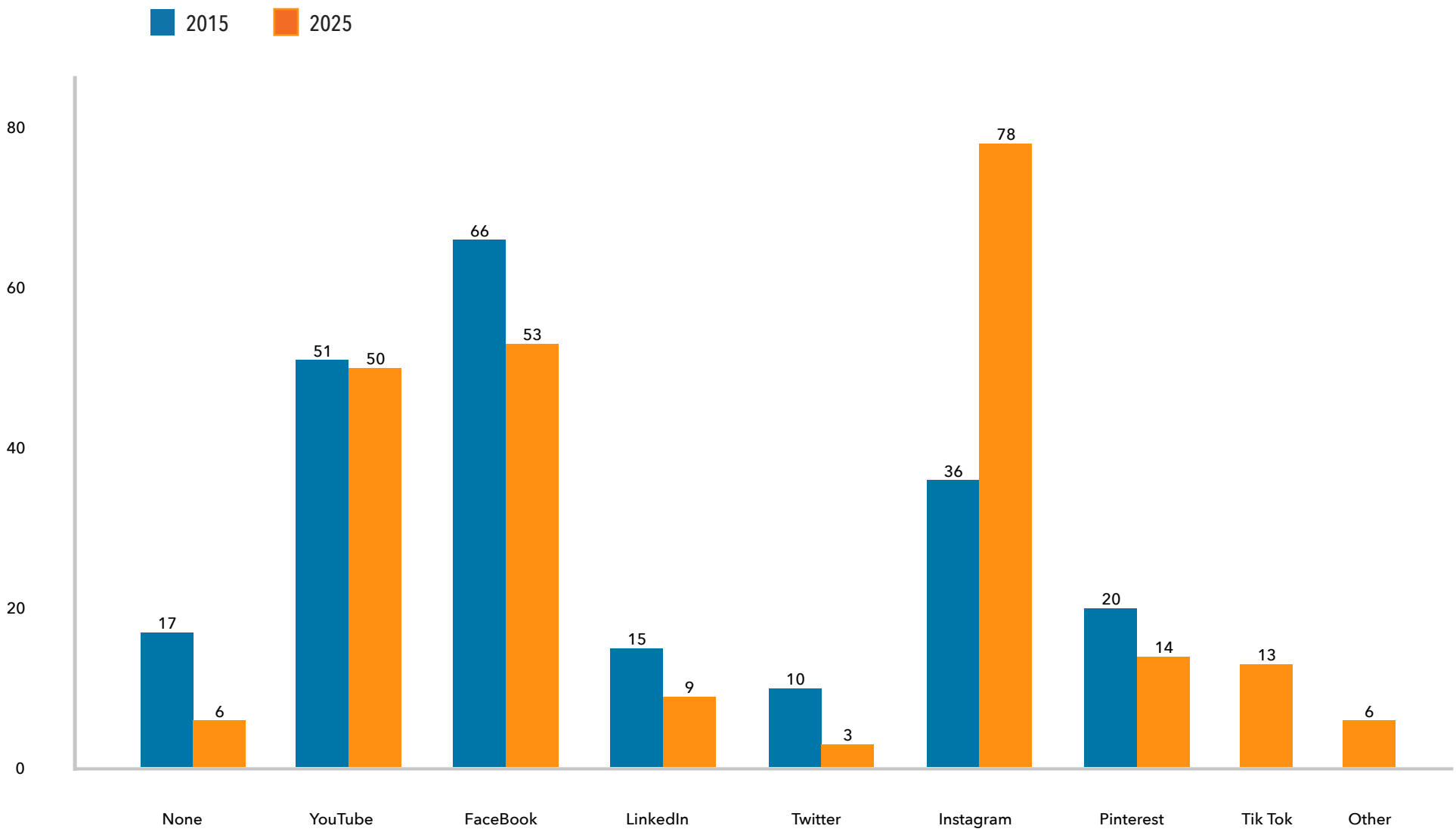
PUBLIC SURVEY PARTICIPANT PROFILE

HAS YOUR INTEREST IN GLASS ART INCREASED, STAYED THE SAME OR DECREASED COMPARED TO FIVE YEARS AGO?



PUBLIC SURVEY PARTICIPANT PROFILE

WHAT SOCIAL MEDIA DO YOU USE REGULARLY WITH RESPECT TO GLASS ART?



2025 ONLINE SURVEY:

WHAT IS YOUR FAVORITE FORM OF GLASS ART?

1 STAINED GLASS

Stained glass remains a beloved art form, especially in religious settings like church windows, where its vibrant colors and intricate imagery captivate viewers. Many respondents expressed admiration for these traditional pieces, noting their emotional and visual impact. Beyond sacred spaces, stained glass is also appreciated in residential settings and as decorative art, with participants highlighting their fondness for multi-colored designs that bring beauty and character to everyday environments.

2 BLOWN GLASS

Blown glass is a widely admired art form, with items like vases, bowls, figurines, and abstract sculptures proving especially popular. Vases stood out as a favorite, often praised for their distinctive designs and vibrant colors.

Beyond the objects themselves, many respondents expressed deep appreciation for the glass blowing process, recognizing the skill and artistry required to shape and color each piece. Some even shared personal connections to the medium, mentioning specific works they had seen or owned, such as blown glass chandeliers and pieces by Dale Chihuly.

3 SCULPTURES AND FIGURINES

Sculptures and figurines, especially those inspired by animals and nature, were frequently mentioned by respondents. Popular examples included glass representations of birds, flowers, trees, and various animals. These pieces were admired not only for their themes but also for their artistic complexity and the skill required to capture organic shapes and movement in glass.

4 MOSAIC AND FUSED GLASS

Mosaic and fused glass both captured the interest of respondents, though to varying degrees. Mosaic glass pieces, known for their vibrant colors and use in decorative wall art or pictorial designs, were especially popular. Fused glass—created by combining different pieces into unique patterns—was also appreciated, though it appeared less frequently in responses compared to stained or blown glass.

5 FUNCTIONAL GLASS ART

Functional glass art blends utility with beauty, offering pieces that serve practical purposes while enhancing aesthetic appeal. Many people appreciate glass items such as drinking glasses, bowls, and decorative plates for their everyday usefulness combined with artistic design. In addition to these, home decor items like lamps, chandeliers,

and light fixtures are also popular, especially when they double as decorative art. Tiffany lamps, in particular, were highlighted for their craftsmanship and artistic value.

6 CHIHULY AND ARTISTIC INSTALLATIONS

Many respondents expressed admiration for the work of Dale Chihuly, renowned for his large, colorful blown glass installations. His distinctive style and ability to transform public spaces with vibrant, organic forms were especially noted for their visual impact. Beyond Chihuly's creations, people also appreciated other large-scale glass installations they had encountered in museums or public art displays, valuing the intricacy and immersive quality of these artistic experiences.

7 ORNAMENTS AND HOLIDAY DECORATIONS

Glass ornaments and holiday decorations were especially cherished by participants, with Christmas-themed pieces standing out for their sentimental and festive appeal. Many valued the delicate craftsmanship and nostalgic significance of glass Christmas ornaments. Beyond seasonal items, glass figurines representing various themes and characters were also appreciated, highlighting the versatility and charm of glass art in both holiday and everyday decorative contexts.

8 GENERAL ADMIRATION OF GLASS ART (NO SPECIFIC FORM)

Many respondents expressed a broad appreciation for glass art, enjoying its visual appeal and versatility without favoring any specific form. This general admiration reflects a love for the medium as a whole, rather than for particular styles or functions. Additionally, some individuals mentioned that while they are not yet familiar with all the different types of glass art, they are curious and eager to explore and learn more about its diverse expressions.

9 UNIQUE AND SENTIMENTAL PIECES

Respondents shared a fondness for personalized glass art, particularly pieces that are unique or hold sentimental value. These one-of-a-kind creations were appreciated not just for their craftsmanship, but for the personal connections and memories they often represent.

10 FAMILY HEIRLOOMS

Some participants shared personal attachments to glass art pieces that had been passed down through generations. These handcrafted items, often created by family members, held deep sentimental value and were treasured not only for their beauty but also for the memories and family history they represented.

2025 ONLINE SURVEY: HOW MIGHT THE PUBLIC BE ENCOURAGED TO BECOME MORE INVOLVED WITH GLASS ART?

1 ADVERTISING AND PUBLICITY

Many participants emphasized the importance of improved advertising to raise awareness of glass art, suggesting platforms such as social media, television, and billboards. They felt that visual platforms like YouTube and Instagram are particularly effective for showcasing the beauty and craftsmanship of glass art. One participant specifically recommended, "Advertise on billboards and social media to raise awareness. YouTube and Instagram are great for showcasing art," highlighting the potential of digital outreach to engage broader audiences.

2 EDUCATIONAL OPPORTUNITIES

Offering educational opportunities in glass art was highly recommended by participants, especially through classes and workshops geared toward beginners and students. One participant suggested, "Offer glass art classes in schools and local community centers to spark interest from a young age," emphasizing the value of early exposure and hands-on learning experiences.

3 PUBLIC EXHIBITS AND DISPLAYS

Participants felt that public exhibits and displays in accessible locations such as parks, libraries, and malls could help introduce more people to the beauty of glass art. These settings offer opportunities for casual encounters with art, making it easier for the public to engage with and appreciate the medium. One participant noted, "More exhibits in museums and public areas would allow people to see the beauty of glass art up close," emphasizing the value of visibility and exposure in fostering appreciation.

4 LIVE DEMONSTRATIONS

Live demonstrations of glass art at events such as art fairs, festivals, and local gatherings were seen as highly engaging by participants. These demonstrations offer a firsthand look at the intricate process behind glassmaking, helping viewers appreciate the skill and craftsmanship involved. One participant shared, "Seeing a glass art demonstration at a local festival made me appreciate the skill it takes to create it".

5 INCLUSION IN ART CURRICULUM

Participants suggested incorporating glass art into school curriculums to help build awareness and appreciation from an early age. They believed that introducing students to the medium through art classes or extracurricular activities could spark interest and foster creativity. One participant recommended, "Introduce glass

HOW MIGHT THE PUBLIC BE ENCOURAGED MORE TO BECOME INVOLVED WITH GLASS ART?

CONTINUED

art in high school art classes or as part of extracurricular activities," highlighting the potential for educational settings to nurture future artists and enthusiasts.

6 SOCIAL MEDIA ENGAGEMENT

Leveraging social media platforms like TikTok, Instagram, and YouTube was seen as a powerful way to engage a broader audience with glass art. Participants suggested using short videos and reels to showcase the creation process and finished pieces, making the art more relatable and shareable. One participant recommended, "Post videos of glass art creations and processes on TikTok to make it more relatable and viral," highlighting the potential of these platforms to spark interest and appreciation through dynamic, visual storytelling.

7 COMMUNITY EVENTS AND FESTIVALS

Organizing or participating in community events was seen by many as an effective way to generate local interest in glass art. These gatherings, such as art fairs and festivals, provide opportunities for families and art enthusiasts to engage with artists and view their work up close. One participant suggested, "Hold more local art fairs with glass art on display to attract families and art enthusiasts".

8 FREE OR SUBSIDIZED ENTRY TO EXHIBITS

Making glass art exhibits more affordable—or offering free entry—was seen as a way to encourage visits from those who may be new to the art form. Participants felt that reducing financial barriers could help broaden interest and accessibility. One suggestion was, "Free admission days at glass art exhibits would allow more people to explore it," emphasizing how cost-effective opportunities can foster greater public engagement.

9 INTERACTIVE WORKSHOPS

Hands-on experiences were widely suggested as a way to make glass art more tangible and engaging. Participants expressed interest in interactive workshops where they could try creating their own pieces, such as glass blowing or crafting small items. One participant shared, "I would love to attend a workshop where I could try glass blowing or creating a small piece," reflecting the influence such content has in encouraging hands-on experiences and deeper appreciation.

10 TELEVISION AND STREAMING CONTENT

Shows like *Blown Away* were praised for making glass art more accessible and popular. They inspired interest and encouraged viewers to try hands-on experiences, like attending a glass-blowing workshop.



GLASS ART SOCIETY

Founded in 1971 by Fritz Dreisbach, Mark Peiser, and William Bernstein, the Glass Art Society was formed out of a desire to bring together the glass community so people could work together and learn from each other.

Our founders decided to emulate the National Council on Education in the Ceramic Arts (NCECA), a very influential role model for arts organizations. In the 1960s, most glassblowers were also ceramic artists so they attended NCECA's annual conferences. At the early NCECA meetings, ceramic and glass artists gathered together to share ideas and tricks, and the GAS founders learned many important aspects of how to successfully operate a craft-media organization.

This research has been conducted and provided by GMA Research, one of the leading, premier market research firms in the United States. For over 50 years, GMA has met and exceed its client needs and expectations. GMA is focused on each project from a multidisciplinary approach. Research design, data collection, computer tabulation, analysis and reporting are all conducted and completed within the GMA organization structure and certified network to ensure quality, consistency and overall confidentiality.

GAS | GLASS ART SOCIETY

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CHIHULY GARDEN AND GLASS

Located at Seattle Center, Chihuly Garden and Glass brings together all the elements of artist Dale Chihuly's work, including *Drawings*, iconic glass creations, large architectural installations and personal collections. This long-term Exhibition features indoor galleries, the Glasshouse, and an ever-changing Garden, along with live glass demonstrations, a Theatre, and The Bar at Chihuly, which features items from Chihuly's personal collections.

CHIHULY
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www.chihulygardenandglass.com