



GAS | GLASS ART
SOCIETY

Media Contact: Erika Enomoto
Tel: 206.382.1305
Email: erika@glassart.org

FOR IMMEDIATE RELEASE

April Matson
Tel. 206.753.4924
aprilm@chihulygardenandglass.com

RESULTS OF THE “LANDSCAPE OF GLASS ART IN AMERICA” STUDY ANNOUNCED AT THE 2016 SOFA CHICAGO EXPO

November 7, 2016 – The Glass Art Society and Chihuly Garden and Glass announced the findings of their national study, “Landscape of Glass Art in America: A Benchmark for the Future,” at the 2016 Sculpture Objects and Functional Art (SOFA) expo in Chicago, Illinois. The expo was held at the Navy Pier Festival Hall from November 3-6, 2016. In addition to a panel discussion, an exhibition presented artwork that exemplified industry trends found in the study.

The research project began in November 2015 and sought to measure the general public’s interest in glass art, explore activity within different regions across the country, and map current trends. The findings will serve as a benchmark for future measurement, growth, and experimentation in the industry. To facilitate the study, the Glass Art Society and Chihuly Garden and Glass worked with GMA Research, a research firm based in Bellevue, Washington. The project was conducted in three stages: qualitative research, influencer interviews, and two quantitative surveys. With over 2,000 participants, the results of the survey depict opinions and attitudes that are generally representative of the United States population.

“We are excited to take this step in benchmarking public awareness, interest, and trends related to the business of glass,” said Michelle Bufano, executive director of Chihuly Garden and Glass. “There is tremendous value in seeing true data around where our industry stands so we can collectively, as a community, drive education and engagement with the general public.”

Key findings of the “Landscape of Glass Art in America” study include:

- More than 70 percent of the public have an interest in glass.
- Of that group, 29 percent visited a gallery in the past 24 months and 24 percent visited a museum that presents glass. Additionally, 23 percent connected with social media or conducted online research related to glass.
- The individuals whose interest in glass grew the most were between 18-34 years old, which is an indicator for future growth.
- Key trends driving the industry included frameworking, use of technology in making, diversification of artist demographics, the usage of mixed-media, and performance.

“We receive calls daily from people looking for just this kind of current, hard social trend data relating to the glass community,” said Pamela Koss, executive director of the Glass Art Society.

“We believe this study and what it sets up for the future, greatly supports our mission of advancing education around and promoting the appreciation of art made with glass.”

While the data shows that the public perceives the popularity of glass as being stagnant and/or increasing, there is an interesting conflict in the responses of the glass art community. Only 50 percent believe the industry is growing and the group most optimistic about glass’ future are young artists with 1-5 years of experience.

Regional hubs for glass are also evolving. While the Northwest and Northeast areas are still considered the top geographical hubs for glass art, data shows that the community is diversifying. More practicing artists, schools, hotshops, and galleries are emerging in the Midwest and Southeast regions, thus, growing and expanding glass art’s reach and impact.

Fundamental shifts in perspective were also identified. In the past, an individual may have considered themselves a “studio glass” artist. However, more artists are no longer categorizing themselves by the medium and are self-identifying as an “artist working in glass.” The medium is now taking a backseat to the artist’s idea, resulting in more mainstream acceptance of glass artwork.

For additional information on the “Landscape of Glass Art in America: A Benchmark for the Future” study, visit the official website at www.landscapeofglass.com.

About Chihuly Garden and Glass

Opened May 21, 2012, Chihuly Garden and Glass, brings together all the elements of Chihuly’s work, including Drawings, signature glass series, large architectural installations and personal collections in a long-term exhibition.

About the Glass Art Society

Founded in 1971, the Glass Art Society is an international non-profit organization whose purpose is to encourage excellence, to advance education, to promote the appreciation and development of the glass arts, and to support the worldwide community of artists who work with glass. GAS strives to stimulate communication among artists, educators, students, collectors, gallery and museum personnel, art critics, manufacturers, and all others interested in and involved with the production, technology and aesthetics of glass. We are dedicated to creating greater public awareness and appreciation of the glass arts.

###