

**FOR IMMEDIATE RELEASE**

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IMAGE AVAILABLE

## Museum of Glass Opens its First Crowd-Curated Exhibition

Tacoma, Wash. — Museum of Glass is excited to announce the opening of its first crowd-curated exhibition. In the age of social media, the act of curating takes place every day. Last year, in an experiment to harness the power of social media and democratize the process of curating an exhibition, Museum of Glass (MOG) invited visitors and online fans to select works of art for the new exhibition, *#BeTheCurator*, now open through October 23, 2016.

Crowd-curating of the exhibition began in the summer of 2015 with Museum visitors and Facebook users voting on artwork displayed in *Treasures from Glass Collectors* to return to MOG's galleries in a larger exhibition of pieces from the Museum's collection.

Visitors were invited to vote for and comment on pieces from the Museum's collection using a ballot at MOG or by liking photos in a series of albums on the Museum's Facebook page. *#BeTheCurator* features the most "liked" pieces, such as Erich Woll's *Mistakes Will Be Made* (right), and includes Facebook participation from as far away as Brazil, Armenia, the Philippines, Taiwan, and Kazakhstan, along with visitors' comments and reactions.



Erich Woll (American, born 1970); *Mistakes Will Be Made* (Blue-Footed Boobies), 2014; Hot-sculpted glass; Collection of Museum of Glass, Tacoma, Washington; Gift of the artist; Photo courtesy of the artist.

"It's exciting to see the Museum's collection through the eyes of our visitors," says Katie Phelps, Curatorial Assistant at Museum of Glass. "So many of us are engaged in online experiences, so I hope by bringing a social media component into *#BeTheCurator* our visitors will feel empowered to also engage with the art."

The exhibition will continue to encourage audience engagement through a variety of features, such as a social media glossary, Facebook-themed profiles of each artist, and boxes where visitors can vote for an artist featured in the exhibition to receive a Visiting Artist Residency in 2017.

#BeTheCurator is sponsored by KBTC.

Museum of Glass is sponsored in part by the City of Tacoma Arts Commission, ArtsFund, The Greater Tacoma Community Foundation, The Emily Hall Tremaine Foundation, and The Dimmer Family Foundation.



### Hours and Admission

Museum and Store open Wednesday through Saturday 10 am to 5 pm, Third Thursdays 10 am to 8 pm, and Sundays 12 pm to 5 pm until Memorial Day. Closed Monday and Tuesday. Closed Thanksgiving, Christmas, and New Year's Day. Open Martin Luther King, Jr. Day and Presidents' Day. Museum and Store open Monday through Sunday during Summer months, Memorial Day through Labor Day. Open Memorial Day, Independence Day, and Labor Day.

Admission is free for members, \$15 general, \$12 seniors, military and students (13+ with ID), \$13 AAA Members, \$12 groups of 20 or more, \$10 groups of 50 or more, and \$5 for children (6-12) years old. Children under 5 are admitted free. Admission is free every third Thursday of the month from 5 pm to 8 pm.

Info Line 253-284-4750/ 1-866-4MUSEUM  
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