

Print-ad: The Museum of Glass

Audience:

Seattleites who appreciate art, but never thought that anything worth their attention might exist in Tacoma.

Goal:

Persuade art lovers in Seattle that it's worth the drive to The Museum of Glass in Tacoma

Approach:

- Focus on the art at the Museum of Glass – appreciators of art will be more motivated by what is on display than by the overall experience
- Write copy that is spare and sleek, yet colorful – much like the glass artwork within the Museum of Glass

Media/ Method of Delivery:

A print ad in the Seattle Times and Seattle Post-Intelligencer
(Assignment for The School of Visual Concepts)

(see article on following page)

Created by Mark Hanson
Project: Ad for Museum of Glass
April 27, 2003

Body Copy:

How do you define *glass art*?

Infusing a substance with *shape, vibrancy and color*
that mirror the world around us.

Blending self-expression and applied sciences to
tantalize the *left and right-brained* alike.

Creating a *three-dimensional abstract* that's as
wonderful in its formation as it is in the completed
work itself.

Experience glass art like never before in the heart of
Tacoma's downtown cultural district. Starting this
summer at the Museum of Glass: International
Center for Contemporary Art.

Visit www.museumofglass.org for more details.