

# Blow on the Go Portable Glassblowing Studio

Introducing a new portable glassblowing studio with everything a glassblower needs for live demonstrations, performances, or even production work. This product will allow glassblowers to connect to more people in exciting, new settings. Artists will be able to connect to new customers and develop a customer base by bringing their studio to the people!

## Who are glassblowers?

### Doreen

Custom artist  
Likes to travel  
Rents studio space  
Needs new customers



### Kurt

Teaching blower  
Loves to perform for audiences  
Owns a glassblowing studio  
Wants to share passion for glassblowing



### Andy

Production artist  
Aspires to own his own shop  
Sells work at art fairs  
Developing customer base



## What do they need?

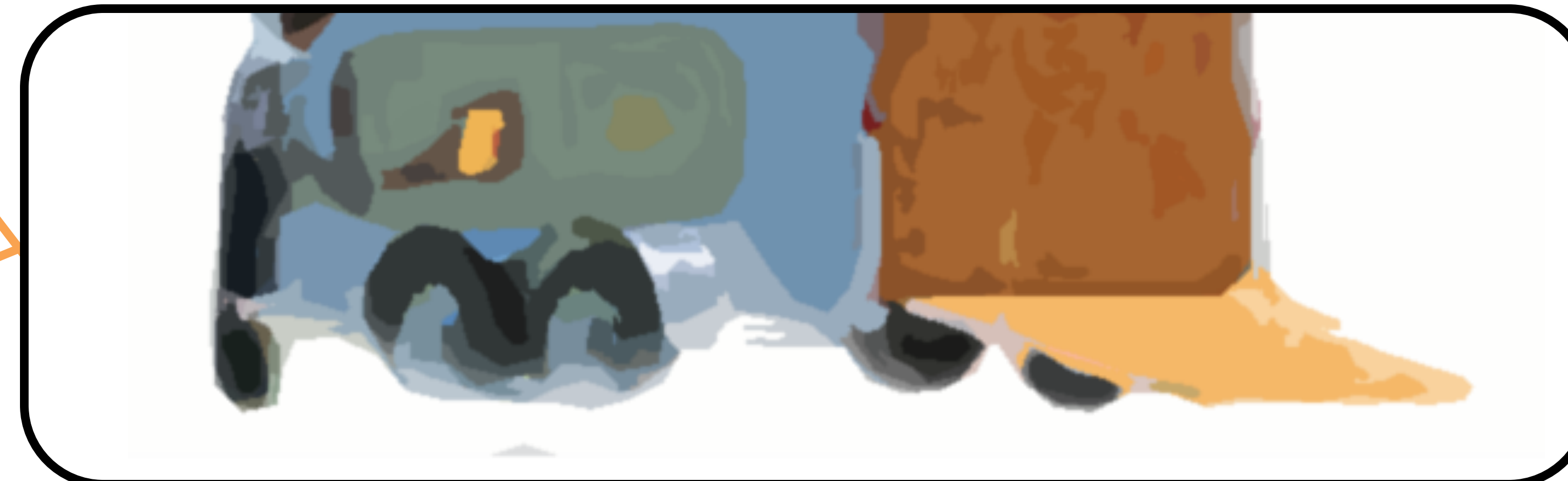
Problem: Cannot connect with new customers.



How can I add value to my art?  
What new art can I do?  
How can I sell more?  
Can I connect to new people?

Solution: Engage customers by bringing the experience to them

### Advertise



## Where can they go?

### Values

Sharing  
Camaraderie  
Determination  
Public Image  
Minimalism Uniqueness

### Schools

Get children and parents excited about glassblowing  
Share passion with an excited audience



### Homes

Add the value of experience with private installations and co-creation



### Downtown

Public demonstrations excite the public and introduce large audiences to the art of glassblowing

