



REFRACT

2025 Promotional Toolkit

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REFRACT SEATTLE 2025

REFRACT SEATTLE makes its eagerly anticipated return October 16-19, 2025.

The region's luminaries of glass art will come out to shine with special events, epic exhibitions, parties, studio tours, intriguing demos, and opportunities to connect with artists working in this fascinating medium.

EVENT PRESS RELEASE

The goal of Refract remains to spotlight the incredible artists who live and work in the Pacific Northwest. This collective community event benefits from everyone's help in spreading the good news!

What is it and why Seattle?

- “Refract: The Seattle Glass Experience,” the region’s annual glass art celebration, is making a triumphant return for a seventh year on October 16-19, 2025.
- More than 50 artists will be represented at more than 100 events, including special exhibitions, behind-the-scenes exclusives, studio tours, live demonstrations, art parties, and more.
- Programming over the four days reflects the diverse work of the incredibly talented artists in the Pacific Northwest region.
- According to a study by the Glass Art Society, “The Landscape of Glass Art in America,” the Pacific Northwest is the leading regional hub for glass art in the United States. The same study reported 74 percent of the public surveyed are interested in learning more about glass art.
- With more than 100 studios calling the area home, the Pacific Northwest is an ideal place to invite people to join us and learn about what makes our region so special.

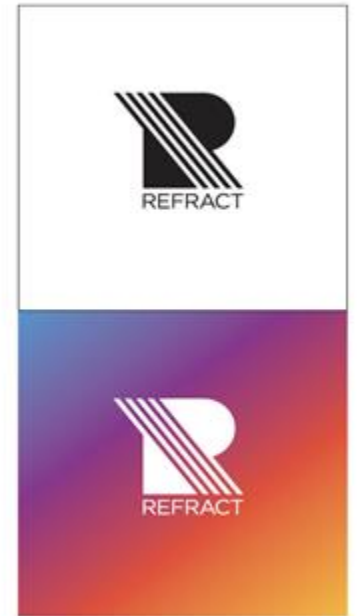
CAMPAIGN LOGOS

Bold graphics, warm bright colors, playful lines and shapes, gradients and blends, angles and pattern, movement and energy.

The full color version should be used whenever possible. One color logos may be used in black on a white background or reversed in white on a color background.

[VIEW BRAND GUIDELINES \(ORIGINAL, 2019\)](#)

[DOWNLOAD LOGO COLOR OPTIONS](#)



PARTICIPANT PROMOTION

Thank you for being a participant in this year's Refract 2025 programming!

On the right, you'll find some recommended social media posts, as well as graphics below for promotion.

Thank you for your support in helping spread the news about Refract!

Reminder to please tag @RefractSeattle and use #RefractSeattle.

DOWNLOAD GRAPHICS

Sample Social Media Posts

EXAMPLE 1:

🌟 Exciting news! We're thrilled to be participating in this year's Refract: The Seattle Glass Experience, taking place October 16-19, 2025.

Catch our work and get a glimpse into the magic behind the art. Line up below 🔥
#RefractSeattle

🔥 Oct. 16 Glass Exhibition 7-9pm

🔥 Oct. 17 Demonstration 7-9pm

EXAMPLE 2:

The wait is almost over! @RefractSeattle is just a month away. Come join us for a free live demo from @artist and @artist and experience their approach to glass art first-hand. You won't want to miss it! Details below:

🔥 Oct. 16 Glass Exhibition 7-9pm

🔥 Oct. 17 Demonstration 7-9pm

EXAMPLE 3:

Save the Date 📅 Join us for a live glassblowing demo from on October 17th, as part of @RefractSeattle.

The event is free and open from noon to 4pm. Don't miss your chance to get up close with the craft and discover the beauty of glass art for yourself.

#RefractSeattle

HOTEL PROMOTION

Thank you for being a signature hotel partner for Refract 2025!

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Reminder to please tag @RefractSeattle and use #RefractSeattle.

DOWNLOAD GRAPHICS

Sample Social Media Posts:

EXAMPLE 1: @Refractseattle returns for its 7th year from October 16-19, 2025! Enjoy a weekend full of interactive events from local glass artists, including open artist studios, exhibitions, live demonstrations and so much more!

Plan your weekend escape and book our [insert name of package] package, and receive:

- 25% off your stay
- 50% off discount to GATHER, the opening night party hosted by @chihulygg.

Link in bio! #RefractSeattle

EXAMPLE 2: @Refractseattle annual celebration of glass art is back this October! Don't miss the incredible lineup, including live demonstrations from @artist, @artist and @artist nearby at @venue.

Head over to RefractSeattle.org to learn more and get a head start on your weekend stay now! #RefractSeattle

QUESTIONS?

Contact us at refractseattleinfo@gmail.com and a member of our team will be happy to assist.

Refract Partner Organization contact: Kim Beamon |
kimb@chihulygardenandglass.com

Visit Seattle contact: Jacky Danyluk | jdanyluk@visitseattle.org

FOLLOW REFRACT ON SOCIAL MEDIA:



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