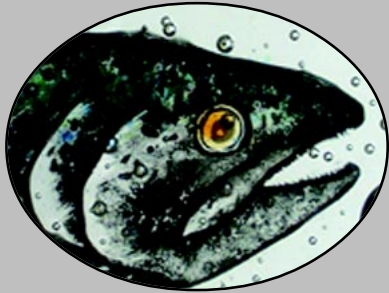


# GLASS ART™

## FEATURES



ON THE COVER: "The Secret Life of Plants," Steffen Dam, 34" x 26" x 10", 2006. PHOTO: Anders Bach and Steffen Dam.



Pg. 22



Pg. 44



Pg. 48

## DEPARTMENTS

- 18 New Books
- 30 New Products
- 32 Advertiser Index
- 36 Choice Glass
- 38 Industry News
- 54 Showcase

### 6 Nature as a Mirror of the Human Spirit: The Work of Steffen Dam

The mastery of craftsmanship required to create work like Steffen Dam's is apparent on first glance. But to dig deeper, viewers can contemplate what his precisely engineered pseudo-specimens have to tell us about the world — and ourselves. From an old village school in the countryside of Ebeltoft, Denmark, Dam works in his 4500-square-foot studio, which includes equipment for glassblowing, coldworking and kilnworking. In this conversation with "Glass Art" magazine, Dam discusses his history, inspiration and multi-faceted process.

### 12 Competitive Search Engine Analysis

Understanding your competition and reviewing what they are doing can reveal weakness in your business and open your eyes to new opportunities in your industry. The same is true for the Internet and with search engine optimization in particular. Ann Sanborn reveals why your competitor consistently ranks higher than you for important keywords, and what programming, content and link building strategies they are using to help attain those rankings.

### 14 Casting Part XVIII: Gel-flex

Gel-flex is a blue vinyl material that can be used to make molds. Milon Townsend uses it for the lost wax casting process, or for making investment positives for reverse relief casting. It is inexpensive, and perhaps its most useful property is that, once you have finished using it for the project at hand, you can re-melt it and make it into another mold. Gel-flex allows for deep undercuts, and has good resistance to tearing and good flexibility to release the dimensional pattern of wax.

### 22 Painting is Hot

Stan Price, owner of Covenant Art Glass, Everett, Washington, describes his "Detail in a Day" process, inspired by Peter McGrain's Vitri-fusaille, but with the added twist of trapping paint between layers of glass.

### 34 Report on the American Glass Guild Conference

Bronwyn Hughes reports on the annual American Glass Guild Conference, held in Buffalo, July 2009.

### 44 Illuminating your Home with Custom Glass Pendant Lights

How many times a year do you go through your home and redecorate, remodel, or just destroy a part of your house in a do-it-yourself project? The next time you decide to endeavor in such a process, Heather Amler suggests a simple, 2-day project to create stunning and unique pendant lights.

### 48 Welcome to the Jungle

Sandblasting artist Peggy Dee loves getting calls from clients that begin with, "I've talked to two other glass companies, and they tell me it can't be done." Dee traces the steps involved in her creation of a custom shower door commission, complete with detailed jungle scene.



Publisher, Kevin Borgmann; Editor, Shawn Waggoner; Circulation Manager, Tracy Borgmann; Restoration Consultant, Dick Millard; Technical Consultants, Butch Young, Milon Townsend, Dan Fenton, Debbie Tarsitano, Pat Frantz. GLASS ART (ISSN 1068-2147) is published bimonthly by Travin Inc., 9771 Spring Hill Place, Highlands Ranch, CO 80129. (303) 791-8998 • FAX (303) 791-7739 • www.glassartmagazine.com. ©2010 Travin Inc. all rights reserved. Periodicals postage paid at Littleton, CO and additional mailing offices. Subscription rates: United States, Canada and Mexico (US Funds): one year \$30; two years \$48; three years \$60. Foreign (US Funds): one year \$56, one year airmail \$70. Single copy price (USA) \$7. POSTMASTER: Please send address changes to GLASS ART, P.O. Box 630377, Highlands Ranch, CO 80163-0377. All items submitted to GLASS ART become sole property of GLASS ART and Travin Inc., and cannot be reproduced without the written consent of the publisher. Advertisers and/or agencies assume all liabilities for printed advertisements in GLASS ART. Opinions expressed in GLASS ART may not necessarily reflect the opinion of the magazine, its management or its advertisers.