

Corning Museum of Glass



October 4, 2013

The Carder Steuben Club
60 E. Market Street PMB #204
Corning, NY 14830

Dear Carder Steuben Club Members,

Thank you for the opportunity to comment about the current plans for the Steuben Glass.

In 2011, when the Schottenstein Luxury Group closed the Steuben factory and ceased production, Corning Incorporated purchased the brand rights to Steuben. Corning sought to protect the brand, and, as such, has thoughtfully considered the use of the former factory space and the Steuben name.

In both cases, the company has chosen to invest in and further the mission of The Corning Museum of Glass. As you know, Corning Incorporated is providing the funding for the expansion of the Museum into the space previously occupied by the Steuben factory and business offices. The company also donated all of the Steuben design and manufacturing drawings to the Rakow Library of The Corning Museum of Glass. And, recently, Corning granted an exclusive license to The Corning Museum of Glass to develop and sell new products under the Steuben brand name.

Several companies have approached Corning about buying the brand and the business. Corning chose instead to provide the Museum with the exclusive licensing agreement for Steuben because of our long association with the brand, our successful experience working with artists to develop products, and, most importantly, because Corning Incorporated supports the Museum and its mission to tell the world about glass.

Corning's licensing agreement provides for The Corning Museum of Glass to source a limited number of handmade classic Steuben designs in small hotshops both in the US and in Europe. Some products will be made from a lead-free formula and made in the US. Others will be handcrafted (largely pressed objects) made in a small factory in Portugal, Italy and other European countries using lead crystal, as the Steuben business had been doing for the last few years.

In 2014, we plan to offer four classic designs and a new holiday ornament. The classic designs currently being prototyped (using a non-lead glass formula) are James Houston's *Eagle* and *Trout and Fly*, John Dreves' *Olive Dish* and the Steuben design team's *Handkerchief Vase*.

The Museum receives all proceeds from the sale of Steuben items, which helps to support our not-for-profit organization.

Corning Incorporated has no plans to reenter the Steuben business or to build another glass factory using the 10M clear glass formula for which Steuben was famous. There are no formal plans for the brand beyond this exclusive agreement with The Corning Museum of Glass. The Museum will explore the market feasibility of introducing additional designs beyond 2014, but plans to work only in small-scale manufacture.

In short, the Steuben business that we all knew and loved is gone. I was fortunate to be part of the team that walked through the entrance of the Steuben facility that read, "The finest Glassworkers in the World." We had the true luxury of working with the finest leaded crystal material in the world and to explore and experiment with some of the most interesting designers of our time.

Now, I am part of a team that has the privilege of using that facility in a way that honors its heritage: to continue to increase the understanding and exploration of glass. Our new North Wing will include a wonderful series of galleries displaying important works in contemporary glass, and the renovated Steuben ventilator building that will be used to provide glassmaking demonstrations to more than 400,000 visitors each year.

I am grateful that Corning Incorporated has entrusted The Corning Museum of Glass with the Steuben legacy, through the use of the space and through the licensing of Steuben designs

Thanks for the opportunity to comment.

Sincerely,

A handwritten signature in cursive script that reads "Marie McKee". The signature is written in black ink and is positioned above the typed name.

Marie McKee
President
Corning Museum of Glass
(Former President of Steuben Glass)