

March 25, 2015

AGC to Present “GLACIER FORMATION” New Relationship Between Information and Glass Space at Milan Design Week

—Making All the Glass Around Us Into an Information Interface —

AGC Asahi Glass Co., Ltd.

Tokyo, March 25, 2015 – Asahi Glass Company (AGC), a world-leading manufacturer of glass, chemicals and high-tech materials, will present a space design exhibition using its new glass products under the concept of “GLACIER FORMATION,” for the first time at the upcoming Milan Design Week in Italy. Glascene™ and infoverre™, born out of the idea of changing glass walls and windows into a stylish medium for communicating information, will create a new relationship between information and glass space that will overturn conventional concepts of digital signage. Using the Milan Design Week as a starting point, AGC aims to expand the potential for the utilization of glass in a wide range of areas, including architecture and design.

Glascene is a glass screen that allows images to be projected onto transparent glass. Three-meter-high screens of Glascene will be positioned meticulously and dynamically in a roughly 200-square-meter venue to create a new visual space blending the texture of glass with its unique transparency and reflective properties. Combined with the clear and beautiful images displayed through infoverre, the space will allow visitors to experience the possibilities of glass as an information interface.



“GLACIER FORMATION”- the Glascene™ glass exhibition at the Milan Design Week

AGC will offer a range of possibilities for Glascene and infoverre in the field of media glass where glass is used as information interfaces. The Milan Design Week will be just the beginning. At EXPO Milano 2015, infoverre will be used as the Media Table in Scene V of the Japan Pavilion display section. The product will offer highly realistic images that will seem to float toward the viewer.

Integrating the glass and chemical technologies it has developed over many decades, AGC is responding to needs in a whole range of fields, including digital signage. AGC’s glass exhibition at the Milan Design Week will showcase how glass technology interacts with art and design.

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AGC is a sponsor of the EXPO Milano Japan Pavilion

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Reference Information

Overview of Event

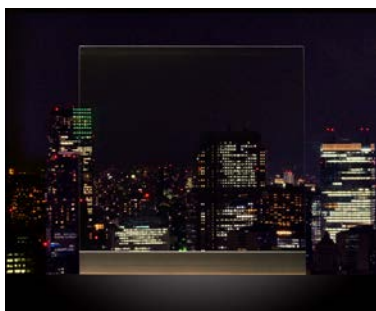
■Title	GLACIER FORMATION —New Relationship with Information Presented by AGC—
■Dates/Times	April 14 (Tue) – 19 (Sun) 2015 (6 days) April 14 (Tue) – 15 (Wed): 10:00 – 21:00 (Professionals only) April 16 (Thu): 10:00 – 19:00 (Professionals only) April 17 (Fri): 10:00 – 21:00 (Professionals only) April 18 (Sat): 10:00 – 21:00 (Open to the public) April 19 (Sun): 10:00 – 18:00 (Open to the public)
	Press Preview April 13 (Mon), 2015 15:00 – 20:00
■Venue	Superstudio Più CENTRAL POINT Via Tortona 27, 20144 Milano (Tortona District)
■Venue Space	Approx. 200 m ²
■Sponsor	Asahi Glass Company (AGC)
■Space Design	ARTENVARCH: Norihisa Kawashima & Keika Sato
■Art & Technical Direction	LUFTZUG: Yutaka Endo
■Visual Design	qubibi: Kazumasa Teshigawara
■Special Website	http://www.agc-milan.com

Product Information

Glascene™

A transparent glass screen that can display images when combined with a projector (to be launched in the second half of 2015)

Features	<ul style="list-style-type: none"> ■ <u>Looks like just ordinary glass</u> when not in use. Fits in with the surrounding environment and <u>creates an open, spacious feeling</u>. ■ <u>Grater design flexibility</u>. <u>Retains its transparency</u> even when images are projected onto it, allowing the background on the other side of the glass to be seen through. ■ Front and rear types are available. Can be used with <u>various projectors</u>. ■ Enables a <u>large size screen</u>. Can be installed on <u>curved surfaces</u>. ■ Has <u>less haze and is clearer</u> than conventional products. Offer <u>sharp images with very little distortion</u>. ■ Does not need a power source. <u>Easy maintenance</u>.
Application examples	For information displays in commercial or public facilities, sales promotion signage using glass surfaces in stores or showrooms, glass screens/partitions for offices, signage for public transportation (travel information, station platform barriers, etc.), signage in trains, signage for museums and art galleries, etc.



Just ordinary glass when not in use



Displays beautiful images while retaining its transparency

GLACIER FORMATION

Space Design Concept

Creating a “glacier formation” using glass and information.

People are no longer able to grasp information from an entire picture perspective since the huge volume of information continues to increase. People only recognize the portion of information that they have extracted, and perceive the mass of information as the environment surrounding them. People that exist in this environment inevitably disseminate information on a constant basis, and the entire picture of information continually changes.

When people enter the glacial formation made from glass in which information is projected, the fixed relationship of how that individual perceives information is transformed, and by being immersed in the information, that individual experiences the information as the environment which surrounds him. The environment itself is then transformed by this individual. Each individual extracts information at certain times, and is integrated into the information at some point in time.

Information is focused by a certain part of the glass, and is diminished by the transparency and reflective properties of glass, becoming part of the environment. When the individual follows the information and walks through the exhibit, the space itself is transformed, becoming part of the environment which is a shadow. By interacting with a variety of information, the glacier changes while brightly shining.

When the transparency and reflective properties of glass are integrated with the projection and display of information, a space that allows people to interact in a brand-new way with information is created.

Direction / Visual Design Concept

Feelings, Touch, Temperature and Emotion

Just before informatization of these things, they all have a rich organic heritage.

Mankind has continued to amass information, and although the huge volume of records that continue to be compiled cannot be touched, they can be seen, and is now perceived on an unconscious rather than conscious level. We referred to the wide variety of information in these records, and are updating a certain perspective of the information that is projected.

Approach or Look Down On

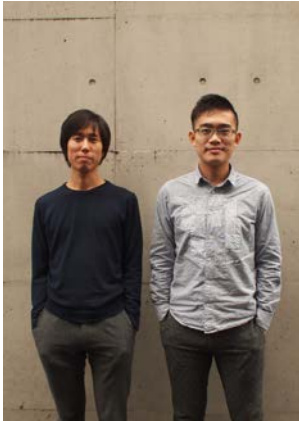
Individual people and their relationships can be seen by approaching them, and an overall perspective can be acquiring by looking down on them.

The zigzagging world will be expressed with a huge amount of glass pieces based on information focused on people, which will be projected into space with visuals and light. The information is nested, and it is hoped that by having people experience a gentle connection with information and its spatial modality will help create a new type of latitude in how people think and feel.

Creation Partners

Space Design

ARTENVARCH



Design office in Tokyo that was jointly established by Norihisa Kawashima and Keika Sato in 2014. Based on the concept of integrating art, the environment and architecture, this office is involved in a wide range of activities that transcend varying fields, including building and space design, art installations, product design, community development, computation and environmental simulation.

Norihisa Kawashima (Photo: Left)

Born in Kanagawa prefecture in 1982, Kawashima graduated from University of Tokyo in 2005, earned his master's degree from the University of Tokyo Graduate School in 2007, after which he was hired by Nikken Sekkei. Kawashima became a visiting scholar at University of California, Berkeley and work with Prof. Dana Buntrock and LOISOS + UBBELOHDE in 2012. In 2014, Kawashima became an assistant professor at the Graduate School of Architecture and Building Engineering of the Tokyo Institute of Technology and jointly established ARTENVARCH with Sato. Kawashima's main work includes Sony City Osaki, HOUSE BB and a seed hair salon. Main awards: Architectural Institute of Japan prize (Architectural Design), Annual Architectural Design Commendation from the Architectural Institute of Japan, Institute for Building Environment and Energy Conservation chairman's prize

Keika Sato (Photo: Right)

Born in Oita prefecture in 1982, Sato graduated from University of Tokyo in 2005, became an exchange student at Saint Lucas School of Architecture the same year, and an intern at moriko kira architect in 2006. After earning his master's degree from the University of Tokyo Graduate School (Prof. Kazuhiko Namba's laboratory), he was hired by the akihisa hirata architecture office. Sato jointly established ARTENVARCH with Kawashima in 2014. Sato's main work includes one roof apartment, animated knot and public housing in Kamaishi, Iwate. Main awards: Best proposal for public housing in Kamaishi, Iwate, second prize at Kaohsiung Maritime Culture and Pop Music Center International Competition, Tatsuno Award / Condor Award from Tokyo University, third prize in Japan Finals – Sendai Design League.

Art & Technical Direction

LUFTZUG



Yutaka Endo

Art Director & Producer at LUFTZUG

Born in Niigata in 1977, Endo produces unique creations involving music, video, design and computer technology, with a focus on contemporary dance. Since 2002 he has been involved in various fields of planning, working as an art director, producer and technical coordinator. In 2005 he founded LUFTZUG CO., LTD. out of a desire to engage in creative directing. LUFTZUG began its work with the intent of "establishing a role as a media intermediary." As a bridge between people, technology and ideas, Endo endeavors to bring productions into being that play a social role. LUFTZUG EUROPE was established in Amsterdam in 2012. Endo aims for heightened sensual exchanges and ubiquity by removing borders around where he works. Endo's work as a technical director has included installation project for MILAN DESIGN WEEK (Canon 2010-2012, Panasonic 2013-2014, CITIZEN 2014), CITIZEN Baselworld (2013-2015), Ginza Sony Building Installation (2011-2013), Akihisa Hirata "Tangling" Exhibition in London (2012) "Room of Objects, Sounds and Video" for the Design Ah! Exhibition (Tokyo 2013), Kazunori Kumagai HEAR MY SOLE (Tokyo 2014) and The Hokusai exhibition (Paris 2014).

Visual Design

qubibi



Kazumasa Teshigawara

Born in Ikebukuro, Tokyo, Teshigawara is a filmmaker, designer and lecturer in the Department of Integrated Design at Tama Art University.

Teshigawara took up Web design work in 1998. He became independent in 2006, set up qubibi and started to assume the role of Art Director to produce and direct films and interactive pieces. He has held a number of live installations with various musicians since 2011. Main awards: One Show Interactive Award – Gold Prize, Cannes Lions International Advertising Festival – Silver Lion Award in Cyber Category, D & AD Awards Website Category Yellow Pencil (Silver Award), AMD Award Naomi Enami Prize, Japan Media Arts Festival held by Agency for Cultural Affairs – Best Entry in Entertainment Category & Entry Recommended by Art Division Review

Committee, Tokyo Interactive Ad Awards Silver Prize & Finalist.

About the AGC Group

The AGC Group, with Tokyo-based Asahi Glass Co., Ltd. at its core, is a world-leading supplier of flat, automotive and display glass, chemicals and other high-tech materials and components. Based on the world's leading technologies accumulated over more than 100 years of innovation, the group will continue to meet the needs in different areas. The AGC group employs some 50,000 people worldwide and generates annual sales of approximately 13 billion USD through business in about 30 countries. For more information, please visit www.agc-group.com.