

February 4, 2015

AGC to Have Exhibit at “Milan Design Week”, World’s Largest Design Festival, for First Time

April 14 (Tue) – 19 (Sun), 2015 Venue: Superstudio Più, Milan, Italy

AGC Asahi Glass Co., Ltd.

Tokyo, February 4, 2015 – Asahi Glass Company (AGC) (Headquarters: Tokyo, President & CEO: Takuya Shimamura), a world-leading manufacturer of glass, chemicals and high-tech materials, announced today that, this year, AGC will have an exhibition booth at “Milan Design Week”, the world’s largest design festival held every April in Milan, for the first time. AGC will be using its new products called “inoverre™” and “Glascene™” to create a glass exhibit where visitors experience the space in a new and unique way.

The exhibit concept is GLACIER FORMATION. Up-and-coming creators who are well versed in know-how for using glass in architectural design and pioneer next-generation techniques will create a new world by interweaving glass and information.

AGC is a world leader in architectural glass, automotive glass and display glass. At Milan Design Week, our exhibit using “inoverre™” and “Glascene™” which were created with technology and know-how nurtured over many decades will stimulate the imagination and motivation of many designers in the fields of architecture, interior design and spatial presentation.

◆ Creation Partners ◆

Space Design: ARTENVARCH
Norihisa Kawashima
Keika Sato

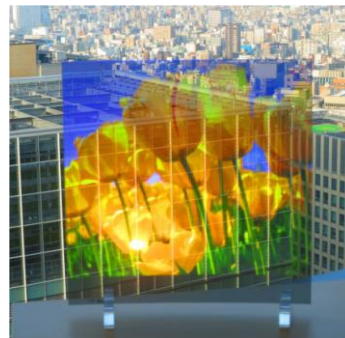
Art & Technical Direction: LUFTZUG
Yutaka Endo

Visual Design: qubibi
Kazumasa Teshigawara

Clear Images Floating in Glass Space
inoverre™



Images Emerging onto Transparent Glass
Glascene™



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Reference Information

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. Drawing on more than a century of technical innovation, the AGC Group has developed world-class expertise in fields including glass, fluorine chemistry and ceramics technologies. The 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.

Milan Design Week

The “Milan Design Week”, one of the largest design festivals in the world, has been held every April in Milan, Italy since 1961. Approximately 1,000 events (Fuori Salone) in which designers and other creative people compete with unique designs are held simultaneously during the festival at various locations in Milan, and all of these events are now collectively called “Milan Design Week”. AGC will have an exhibition booth at this year’s Fuori Salone for the first time.

Overview of Event

■ Title	GLACIER FORMATION —New Relationship with Information Presented by AGC —
■ Dates/Times General Public Press Preview	April 14 (Tue) – 19 (Sun) 2015 (6 days) April 14 (Tue) – 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) April 13 (Mon), 2015 15:00 – 20:00
■ Venue ■ Venue Space	Superstudio Più CENTRAL POINT Address: Via Tortona 27, 20144 Milano (Tortona District) Approx. 200 m ²
■ Sponsor ■ Space Design ■ Art & Technical Direction ■ Visual Design	Asahi Glass Company (AGC) ARTENVARCH: Norihisa Kawashima & Keika Sato LUFTZUG: Yutaka Endo qubibi: Kazumasa Teshigawara

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 opacity 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

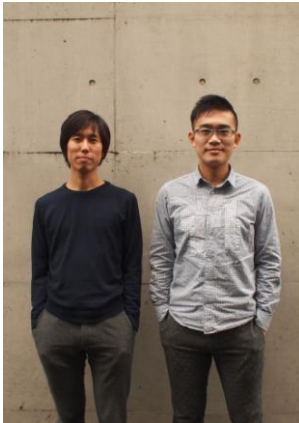
Individual people and their relationships can be seen by approaching them, and an overall perspective can be acquiring by looking down on them.

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.

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