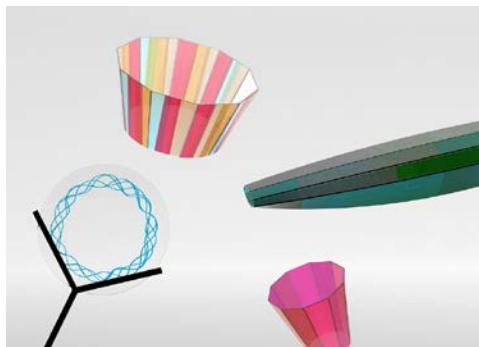


AGC Asahi Glass to Present New Experiences with the Feel of Glass “Touch” at Milan Design Week 2017

—April 4 (Tue) – 9 (Sun), 2017; Venue: Superstudio Più, Milan, Italy—

AGC Asahi Glass (AGC), a world-leading manufacturer of glass, chemicals and high-tech materials, announced today that it will make its third consecutive appearance at Milan Design Week, one of the world’s largest design festivals held in Italy in April. The theme for this year is “Touch.” Based on the concept “the Feel of Glass”, AGC will exhibit works created with its advanced glass processing technology and the ideas of our creative partners.



Glass has been used for a wide range of applications such as architectural, automotive and home appliance use for the creation of partitions, for protection, and for various other purposes. The new perspective of “touch” has been receiving increasing attention in recent years due to the popularization of smart phones. AGC is developing various technologies to respond to these needs.

This year, AGC will present the glass works with various visual expressions as well as ones with fine nano-unit textures, all of which are made possible with AGC’s processing technologies. Glass works will encourage visitors to touch the glass surface and enjoy moving, tapping and drawing on them. Through the feel of glass, AGC’s creative partners offer opportunities to experience new inspiration and insight into the possibilities of glass.

AGC is happy to welcome its new creative partners Jin Kuramoto, who provides designs that express the essence of things in an easy to understand manner, and the design studio Raw-Edges based in London that is known for its humorous world-view and works which feature many colors and movements.

AGC is a world leader in architectural glass, automotive glass and display glass. At Milan Design Week, AGC’s glass installation will propose new uses and possibilities for glass to designers in the fields of architecture, interior design, product design and spatial presentation.

© Inquiries Concerning AGC and its Products:

Kazumi Tamaki, General Manager of Corporate Communications & Investor Relations Office,
Corporate Planning Division, AGC Asahi Glass
Contact person: Takuya Miyagawa
TEL: +81 3 3218 5603 E-Mail: milan.info@agc.com

© Inquiries Concerning This Exhibit: PR & Press AD MIRABILIA

Manuela Lubrano TEL: +39 02 438219.37 Mobile: +39 349 2410696
Chiara Carinelli TEL: +39 02 438219.48 Mobile: +39 347 7898673
E-Mail: agc@admirabilia.it

Concept

Glass has always been a familiar part of our daily lives. Whether in our homes, our cars, on high-rise buildings in our city; we are surrounded by countless types of glass. And with the advance of smartphones, we spend increasing amounts of time touching glass screens on our devices. Through the development of technologies such as anti-fingerprint coatings and glass strengthening, we have been able to adapt this material, which is traditionally not meant to be touched, to meet our evolving needs.

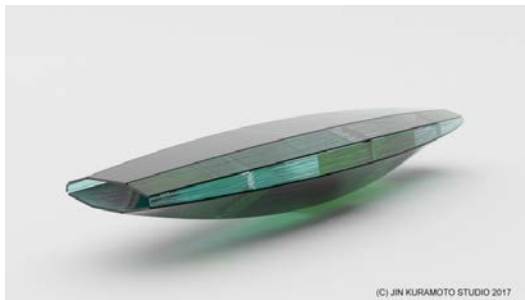
With a focus on the act of “touching” glass, we have created several large structures for this exhibition that aim to lead visitors to a completely new experience with glass.

These works of design, which are exploring new aspects of glass production such as special coating and unique methods of expression, hopefully inspire a new approach toward glass and open the door to exciting possibilities for this versatile material in our everyday lives.

Jin Kuramoto
Raw-Edges

A Part of Glass works at AGC booth

Works of Jin Kuramoto



Seesaw



Drum

Works of Raw-Edges



Glass Spinner

Reference Information

The Situation of Glass Today

Conventional glass, such as flat float glass and figured glass with various patterns, is designed primarily for partitioning, protecting, and decorating, not as a material meant primarily to be touched. But with the popularization of the smartphone, people have many more opportunities to actually touch glass, and experts predict that the use of glass as an interface for obtaining information will continue to increase. Against this backdrop, technological advancements focusing on human senses are progressing, like the development of glass that is pleasant to the touch and glass that feels like paper when written on.

Glass Processing Technology

By using a wide range of technologies, such as fluorine chemical processing for anti-soiling/anti fingerprint coatings, and chemical/mechanical glass surface processing using molding materials, a multitude of textures can be created, ranging from unevenness on a micrometer scale that can only be recognized through touch to large designs with a strong visual element on a meter scale.

Various Glass Processing Technologies

Figured glass (Processing Range: meters – centimeters)

Figured glass is a decorative glass with patterns on its surface. Patterns are printed on the glass by passing it through rollers with indented molds. Figured glass is used to add unique visual effects.

Applications: Architectural use (windows, entrances, doors, etc.)

Glass surface processing using molding materials (Processing Range: centimeters – nanometers)

Surface processing by using molding dies is used to bend glass and create complicated patterns on glass surface. Since it can be used for mass production, this processing method is used for a wide range of products from dishes and other everyday items to products requiring a high level of precision such as aspherical lenses.

In the past, fine patterns could not be created with mold dies, but the latest AGC technology has enabled the creation of industrial products to be as refined as those made by skilled artisans.

Applications: Dishes, optical lenses, smart phone cover glass

Chemical glass surface processing (Processing Range: micrometers – nanometers)

Chemical processing method uses hydrofluoric acid and/or other chemicals to create uneven textures on glass surface. Using this method, a variety of textures can be created from unevenness on a nanometer scale to large designs for anti-slip purposes.

Applications: smart phone cover glass (technology to adjust slipperiness)

Coatings (Processing Range: nanometers)

By applying on its surface, coatings can add various functions to the glass. They are available for a wide range of applications and can enhance anti-abrasion properties.

Applications: smart phone cover glass

Reference Press Release

SURECO™ High-Performance Fluorinated Coating Launched (2017/3/6)

<http://www.agc.com/english/news/20170306e.pdf>

About the AGC Group

AGC Asahi Glass (or also called AGC, Registered Company name: Asahi Glass Co., Ltd., Headquarters: Tokyo, President & CEO: Takuya Shimamura) is the parent company of the AGC Group, a world-leading glass solution provider and supplier of flat, automotive and display glass, chemicals, ceramics and other high-tech materials and components. Based on more than a century of technical innovation, the AGC Group has developed a wide range of cutting-edge products. The Group employs some 50,000 people worldwide and generates annual sales of approximately 1.3 trillion Japanese yen through business in about 30 countries. For more information, please visit <http://www.agc.com/english>.

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.” This is AGC’s third consecutive year exhibiting at Fuori Salone.

Overview of AGC’s exhibition at Milan Design Week 2017

■Title	Touch
■Dates/Times	General Public April 4 (Tue) – 9 (Sun) 2017 (6 days) April 4 (Tue) – 7 (Fri): 10:00 – 21:00 (Professionals only) April 8 (Sat): 10:00 – 21:00 (Open to the public) April 9 (Sun): 10:00 – 18:00 (Open to the public) * No entrance on April 5 (Wed) 17:30 – 19:30 since it is closed event. Press Preview April 3 (Mon), 2017 15:00 – 20:00
■Venue	Superstudio Più GALLERY Address: Via Tortona 27, 20144 Milano (Tortona District)
■Venue Space	Approx. 160 m ²
■Sponsor	AGC Asahi Glass (AGC)
■Artists	Jin Kuramoto, Raw-Edges
■Special Website	http://www.agc-milan.com

Creation Partners



Jin KURAMOTO

Jin Kuramoto was born in 1976 on Awaji Island in Hyogo Prefecture. After graduating from the Kanazawa College of Art in 1999, he worked at a home electronics manufacturing company and then moved on to establish JIN KURAMOTO STUDIO in 2008. He has been involved in the design of a diverse range of different product types, encompassing everything from furniture and home electronics to eyewear and automobiles.

In all of these works, Kuramoto strives to achieve design that conveys the true essence of the object or item in question through clear, form-based expression. Kuramoto also has experience in design-related consulting for corporations, members of local industries and other such clients, and he provides all-encompassing development support ranging from product planning and design development to structural design and tooling development.

JIN KURAMOTO STUDIO is active both in Japan and abroad: major clients include Offecct, Arflex Japan, Honda, Nikon, MEETEE and Smaller Objects. Awards received by Kuramoto include the iF Design Award, Red Dot Design Award and Good Design Award, among others.



Raw-Edges

Yael Mer and Shay Alkalay founded the design studio Raw-Edges after graduating from the Royal College of Art in 2007. The duo has been involved with design work for and collaborations with major international companies, including Louis Vuitton, Stella McCartney, Airbnb, Moroso, Cappellini, Kvadrat, Mutina, Golran and Caesarstone as well as The Vitra Design Museum.

Colors, patternmaking and movement are some of the primary factors behind their design approach, as is curiosity—as their official description puts it, “The studio became...a place where they could embark on a continuous journey of discovery, turning the world upside

down and inside out, cracking things open and studying their structure, always striving for surprise, wonder, humour.” Through their work, they seek out new discoveries, manipulating the things around them to find new and fascinating things.

Following their work, the studio awarded Designers of the Future by Design Miami/ Basel, Elle Deco international Edida Award, Wallpaper Design Award, iF Design Award, Red Dot Design Award and other prestigious awards for their work. They have also been nominated several times for the Designs of the Year Award at the London Design Museum.