

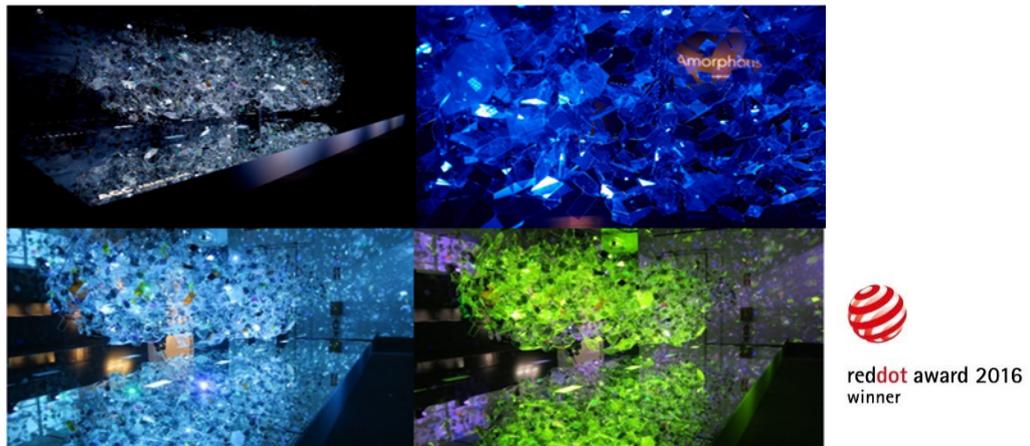


AGC Wins “Red Dot Award: Communication Design 2016”

—For its glass installation “Amorphous” presented at Milan Design Week 2016 —

Tokyo, August 24, 2016—AGC Asahi Glass (AGC), a world-leading manufacturer of glass, chemicals and high-tech materials, announces that its glass installation “Amorphous” presented at Milan Design Week 2016 has won this year’s Red Dot Design Award in the category of Communication Design. The Red Dot Design Award is a globally renowned design competition, and AGC’s Amorphous has been selected for the spatial communication category of the Red Dot Award: Communication Design 2016.

Milan Design Week is a world’s largest design event held every April in Italy. In the second year of participation this year, AGC recreated an amorphous molecular structure of glass in a model one billion times its actual size, using approximately 5,000 pieces of various thin, chemically strengthened glass. The spatial design and lighting were done by NOSIGNER and Izumi Okayasu, respectively. The gigantic glass installation showcased various thin, chemically strengthened glass, including glass that reflects light just like mirror, that clearly shows the scenery on the other side, and that changes colors depending on the viewing angle. It allowed the audience to experience a “light, flexible and expressive” glass world that demonstrates the future possibilities of glass.



AGC’s Amorphous at Milan Design Week 2016 (upper photos by Akihide Mishima)

Under the management policy, *AGC plus*, the AGC Group will continue to expand the possibilities of glass use into various new fields, in addition to architectural, automotive glass applications, and offer new value and functions around the world.

*1 Red Dot Design Award

The Red Dot Design Award is organized by the Design Zentrum Nordrhein Westfalen in Germany. It is awarded in three categories: Product Design, Communication Design and Design Concept. The Communication Design category is further divided into 21 fields, including corporate design, brand design advertising, and spatial communication, and assessed under the following evaluation criteria.

Criteria examples: Quality of design and aesthetics, clarity of design concept, the implementation and the chosen medium, functionality, originality, recognition, communication of messages and impacts given to the target group, etc.

Red Dot Design Award website : <http://en.red-dot.org/>

<Media inquiries>

Junichi Kobayashi, General Manager, Corporate Communications & Investor Relations Office

AGC Asahi Glass

(Contact: Tomoko Komazaki; Tel: +81-3-3218-5603; E-mail: info-pr@agc.com)



<Reference Information>

◆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 www.agc-group.com.

◆AGC's Thin, Chemically Strengthened Glass

AGC's thin, chemically strengthened glass has a superior surface strength, and is lighter, more flexible and scratch resistant compared to conventional glass used as ordinary windowpane glass. During the production process, this thin glass is chemically strengthened to make it more damage resistant, while remaining its flatness, smoothness and clarity. AGC's thin, chemically strengthened glass product lineups include Dragontrail™, which is used mainly for the cover glass of smartphones, tablet PCs and other electric devices; Dragontrail™ X, which features increased strength, and glass products for general industrial applications.

◆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". As it did last year, AGC will host a booth at Fuori Salone again this year.

<Media inquiries>

Junichi Kobayashi, General Manager, Corporate Communications & Investor Relations Office

AGC Asahi Glass

(Contact: Tomoko Komazaki; Tel: +81-3-3218-5603; E-mail: info-pr@agc.com)