



AGC studio

September 9th, 2010

**AGC Studio will open on October 16 to offer hands-on experience with glass functions:
Aiming to Create a New Glass Culture**

AGC Asahi Glass Co., Ltd.

AGC (Asahi Glass Co., Ltd.; Head Office: Tokyo; President and CEO: Kazuhiko Ishimura) will open the AGC Studio, which offers hands-on experience with the functions of architectural glass, in Kyobashi, Chuo-ku, Tokyo on Saturday, October 16. The AGC Studio is intended to provide a place where glass professionals and general customers interested in glass can drop in, enjoy hands-on experience with glass functions and consult with the staff about how to use glass. Furthermore, through communicating and collaborating with customers, the studio will pursue new uses of glass and strive to create a new glass culture. Hiroshi Ota, Associate Professor at the Institute of Industrial Science, the University of Tokyo, served as the general producer for the AGC Studio, and architect Kumiko Inui, the founder of Office of Kumiko Inui, designed the conference rooms and offices.

In recent years, high-performance glass, such as Eco Glass (Low-E insulating glass units) and color glass for interior design, is gaining popularity at a rapid pace, along with growing needs for the energy-saving, security, comfort, and design of buildings. Against this backdrop, there has been a soaring number of requests from professional glass users, such as architects, building contractors and interior designers: "We would like to know details of the performance and furnishing method of your product," "We would like to check the color and texture of your glass" and "We would like to look at many furnishing examples." In addition, since the Japanese government launched the Housing Eco-Point System this year, consumers have become more interested in renovating their homes by using energy-saving windows. Under the government's system, those who build eco-friendly houses or remodel their homes to make them more energy efficient get points which can be exchanged for various goods or used as funds for additional construction. Spurred on by this system, there are many requests from general customers considering buying eco-glass such as "I want to look at and check the anti-dew condensation effect" and "I want to experience the eco-window's heat-shielding effect."

For the AGC Group to develop new products and explore new markets, we believe it is crucial to identify needs of both glass professionals and general customers through direct communication and collaboration with them.

To this end, we decided to open the AGC Studio where both glass professionals and general customers can drop in and try out the functions of glass. The features of the studio are as follows:

- 1. Hands-on area where visitors can enjoy firsthand experience with the performance of glass such as anti-dew condensation, heat insulation, heat shielding and soundproofing effects;**
- 2. Glass studio where visitors can touch and check all of AGC's glass products. Some products are available in a large size to check and compare glass designs;**
- 3. Entrance gallery where artists propose new possibilities of glass;**
- 4. Glass library where visitors can read glass-related books and magazines in Japan and abroad;**
- 5. Various events to help promote active communication and collaboration; and**
- 6. Concierge service to give customers various pieces of advice on glass-related matters such as its performance and fitting.**

AGC will hold high-quality exhibitions and events at the AGC Studio, and create a new glass culture by using the studio as a base for responding to and proposing various glass cultures.

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<Reference Material>

Outline of AGC Studio

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| Location | 1F and 2F of Kyobashi Soseikan Bldg., 2-5-18, Kyobashi, Chuo-ku, Tokyo |
| Telephone | +81-3-5524-5511 (from October 13) |
| Access | Near Exit 4 of Kyobashi Station on the Ginza Line. 10-minute walk from Yaesu Minami-Guchi of Tokyo Station. 4-minute walk from Ginza Icchome Station on the Yurakucho Line. 3-minute walk from Takaracho Station on the Toei Asakusa Line. |
| Opening date | Saturday, October 16, 2010 |
| Opening hours | 10 a.m. to 6 p.m. (Saturday, Monday, Tuesday and Thursday) 10 a.m. to 7 p.m. (Friday) |
| Closed | Sunday, Wednesday, national holidays, and year-end and New Year's holidays |
| Area | 626 m ² |
| Concierge | 6 persons |
| Design | General producer: Hiroshi Ota, Institute of Industrial Science, the University of Tokyo Interior design: design neuob Designs of conference rooms and offices: Office of Kumiko Inui Design of exhibition: NOMURA Co., Ltd. |
| Website | http://www.asahiglassplaza.net/agcstudio/ |

Hiroshi Ota



Born in Tokyo in 1968; Completed master's course at School of Engineering, the University of Tokyo; Assistant at Institute of Industrial Science, the University of Tokyo; Established design neuob in 2000; Special Researcher at International City Renewal Research Center, the University of Tokyo; and Now Associate Professor at Institute of Industrial Science, the University of Tokyo

Kumiko Inui



Born in Osaka in 1969; Graduated from Department of Architecture, Faculty of Fine Arts, Tokyo University of the Arts; Completed master's course at School of Architecture, Yale University; Worked at Jun Aoki & Associates; Established Office of Kumiko Inui in 2000; Now Part-time Lecturer at the University of Tokyo, Tokyo University of the Arts, Waseda University and Kyoto Institute of Technology

1F: Hands-on experience area



2F: Glass studio, Conference room, Office

