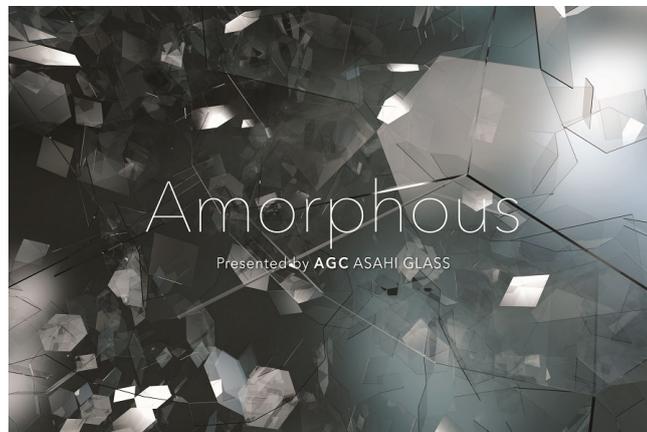




AGC Asahi Glass to Exhibit for Second Time at Milan Design Week, One of the World's Largest Design Festivals

April 12 (Tue) – 17 (Sun), 2016 Venue: Superstudio Più, Milan, Italy

Tokyo, January 27, 2016 – AGC Asahi Glass (AGC), a world-leading manufacturer of glass, chemicals and high-tech materials, announced today that AGC will participate in Milan Design Week 2016, one of the world's largest design festivals held in Italy in April this year. Marking its second appearance at Milan Design Week this year, AGC will use Dragontrail™ and other types of thin, chemically strengthened glass for its unique installation to showcase a “light, flexible and expressive” glass world that will dramatically change the conventional image of glass.



Using Amorphous, indicating the molecular structure of glass, as the key concept, AGC's glass installation will be created in partnership with NOSIGNER, a design firm that has a multi-disciplinary approach to design strategy, including graphic, product and space design.

AGC's Dragontrail™ and other thin, chemically strengthened glass have been used mainly for the cover glass of smartphones, tablet PCs and other electric devices. The chemical strengthening treatment applied during the production process makes the glass more resistant to scratching and breakage than ordinary glass. Taking advantage of this feature, AGC is developing a wide range of applications for this type of glass. Using such thin and strong glass at Milan Design Week, AGC's “light, flexible and expressive” glass installation titled Amorphous will definitely change the conventional image of glass.

◆ Creation Partners ◆

Space Design:
NOSIGNER
CEO: Eisuke Tachikawa
Lighting Design:
Izumi Okayasu

AGC is a world leader in architectural glass, automotive glass and display glass. At Milan Design Week, AGC's glass installation using Dragontrail™ will stimulate the imagination and inspiration of designers in the fields of architecture, interior design, product design and spatial presentation.

◎ Inquiries Concerning AGC and its Products:

Junichi Kobayashi, General Manager of Corporate Communications & Investor Relations Office,
Corporate Planning Division, **AGC** Asahi Glass Co. Ltd.
Contact persons: Takuya Miyagawa, Tomoko Komazaki
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

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.

Overview of AGC's exhibition at Milan Design Week 2016

■ Title	Amorphous
■ Dates/Times (tentative)	General Public April 12(Tue) – 17 (Sun) 2016 (6 days) April 12 (Tue) – 15 (Fri): 10:00 – 21:00 (Professionals only) April 16 (Sat): 10:00 – 21:00 (Open to the public) April 17 (Sun): 10:00 – 18:00 (Open to the public)
	Press Preview April 11 (Mon), 2016 15:00 – 20:00
■ Venue	Superstudio Più GALLERY Address: Via Tortona 27, 20144 Milano (Tortona District)
■ Venue Space	Approx. 250 m ²
■ Sponsor	AGC Asahi Glass (AGC)
■ Space Design	NOSIGNER (CEO: Eisuke Tachikawa)
■ Lighting Design	Izumi Okayasu
■ Special Website	https://www.agc.com/design/article/1199157_4226.html

Creation Partners

Space Design: NOSIGNER

NOSIGNER is a design firm that identifies challenges in society and brings innovative solutions in return. Just as our name “NOSIGNER” stands for ‘professionals who design intangible things’, we work beyond conventional disciplines for a more holistic design. Through our works, we aim to create social innovation in various fields, including local industries, technology, education, sustainability, cultural exchange and open source design.



CEO: Eisuke Tachikawa



Founding NOSIGNER while still a student, Eisuke Tachikawa is a design strategist who pursues a multi-disciplinary approach to design. Today, he serves as CEO of NOSIGNER, and strives to produce social innovation through his activities. He has provided a wide range of innovative design encompassing science and technology, education, local industries, and more.

Eisuke’s works have been acclaimed internationally, winning numerous global awards: Design for Asia Grand Award, iF Design Award, PENTAWARDS PLATINUM, SDA Grand Award, etc. He was also appointed as the concept director for the Cool Japan Movement Promotion Council by the Japanese government.

Alongside his career as a designer, Eisuke is a passionate educator. He inspires students through his workshops on “Grammar of Design” and advice on design and innovation. He currently teaches at the University of Saint Joseph Department of Design, Keio University Graduate School of System Design and Management, Hosei University, and Miyagi University.

Eisuke holds a Masters degree in Architecture from Keio University Department of Science and Technology.

Lighting Design: Izumi Okayasu



Born in Kanagawa Prefecture in 1972. After graduating from the College of Bioresource Sciences at Nihon University in 1994, Izumi worked for the Institute of Agricultural Machinery and a lighting fixture manufacturer, and established the Izumi Okayasu Lighting Design Office in 2005.

Izumi undertakes both local and overseas lighting-related design work including lighting plans for architectural and commercial spaces, and lighting fixture design and installation.

Work to date has included lighting plans for Jun Aoki’s “White Church”, Toyo Ito’s “Generative Order- Toyo Ito exhibition”, Kengo Kuma’s “Asakusa Culture and Tourism Center” and Riken Yamamoto’s “Namics Techno Core”. In addition to these Izumi has also undertaken numerous installations at exhibitions such as Milan Design Week.

Izumi has received numerous awards including the 20th AACA Award (Japan Association of Artists Craftsmen and Architects’ Prize for Excellence) for “La Sala at the Atema Highland Resort BELNATIO/ Kashima Construction” (2010), (2012 Grand Prix) for “Panasonic Photosynthesis/ akihisa hirata architecture office” (2012).

the Milano Design Award office” (2012).

Personal History

1972: Born in Kanagawa Prefecture.

1994: Graduated from the College of Bioresource Sciences, Nihon University.

Worked for the Institute of Agricultural Machinery and ITL Corporation.

2005: Established the Izumi Okayasu Lighting Design Office.