



There are many beautiful synthetic materials on the market, but some applications (and clients) just demand art glass. The signature work of Joel Berman Glass Studios, for example, boasts kiln-cast glass textures available in many sizes and colors for an array of contexts, from stairs to floors or doors. Glass walls take up less space than drywall, helping to stretch real estate while promoting a more transparent environment. Unfortunately, tight budgets and schedules can't always accommodate the craving for art glass. But now there's a way around this dilemma, allowing designers to have their art glass in record time without compromising the bottom line.

Berman Glass Editions is a new category of premium, pressure-formed, architectural glass that addresses the growing market demand for designer glass that's readily available at an economical price: \$25- to \$35-per-sq.-ft. An independent brand, Berman Glass Editions is manufactured by Vancouver-based Joel Berman Glass Studios. Berman pioneered the kiln-cast glass process more than a decade ago. Now a modern processing technique combined with the hand-crafted quality of Joel Berman Glass Studios products, ensures the Editions glass bears Berman's signature textures and designs. Available in sheets up to 80-in. by 132-in. and thicknesses of 1/4 in., 5/16 in., and 3/8 in., Editions glass can be tempered, laminated, or insulated.

"I'm glad to bring my approach to glass art to this new company," Berman says. "The problem that most designers face in specifying quality glass is price and lead time," he adds. "With turnaround times pushing weeks, not months, many projects must compromise on elements like glass doors, walls, and partitions to make a schedule or budget. This product line eliminates advance lead times and make affordable, high quality glass readily

pop art

Berman Glass Editions brings Joel Berman's signature textures for art glass—and Gensler, D.C.'s pattern design talent—to architects and designers in a short lead time

By Diana Mosher

available." Berman describes it as "ready to wear" glass that's accessible to all, noting that it can be on site within two weeks.

Editions is currently offered in four textures. According to Berman, they're "what the market demands here and now," and their names reflect this observation. Être (French for "to be") is an organic texture inspired by the markings in granite; Aquí (Spanish for "here") was designed by Berman himself and inspired by the patterns of falling rain against a window; Ima (Japanese for "now") is a linear texture placed over a subtle background of être; and Esto (Spanish for "this") was developed by Gensler, D.C.'s principal, Jordan Goldstein, with Gensler's Steven Joswick, in collaboration with Berman and his artisans. Esto has subtle depth and dimension that play with light.

Since the Editions manufacturing process results in a built-in repeat every 27 in., Berman looked to Goldstein's team for experience in pattern design and application while he concentrated on production techniques and design refinement. It's the first time Berman worked with an outside design firm, and also Goldstein's first foray into patterned glass design. Esto debuted at NeoCon® 2004. Three to four more Editions patterns will be introduced by the Berman and Goldstein team, including Legno, pictured here.

Like so many other industry collaborations, this creative partnership was sparked during NeoCon®. "I had long been an admirer of Joel's products," says Goldstein. "[Nearly three years ago] we discovered we have the same design sensibilities." For Editions, the challenge is to create a building material that's also art—and a great design product at a lower price point. It also has to offer high quality with universal appeal. "We have an appreciation for pattern and texture," adds Goldstein. "It's a good opportunity for us." ■ Circle No. 209