

English Edition

# DETAIL

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## Shedding new light on textured glass

Berman Glass editions, manufacturer of premium pressure formed architectural glass products and renowned architecture and design firm Genster have teamed up in a first-time collaboration to create a new series of textured glass – a first for Berman working with an outside design firm, and a design first for Goldstein to work on patterned glass design. After being introduced in 2002, glass artisan Joel Berman and Jordan Goldstein, principal at Genster's Washington D.C. office, became instant friends. With an appreciation for the quality of Berman's glass and his artisan approach, Goldstein was intrigued and conversations quickly revealed that the two had a similar approach to the design process and material exploration. Also sharing the belief that great ideas come easily when the process is fun, innovative and informal, they decided to join forces to create a new series of textured glass.

### The new collection

The new collection is the result of studying patterns, both man-made and natural, to arrive at a series of textures that are interesting to the eye while offering different readings from varying macro and micro shades. Recognizing the repeat patterns and size inherent in the Berman Glass editions manufacturing process, Berman looked to Goldstein's team for experience in pattern design and application while he concentrated on production techniques and design refinement. The manufacturing process utilizes steel molds embossing the glass during its molten stage. The team plans to introduce three to four patterns in total. Their first collaboration, *esto*, debuted in 2004 at NeoCon World Trade Fair in Chicago. *esto* has a subtle depth and dimension that plays with light to create multiple interpretations.

Berman Glass editions is a new category of glass that addresses the increasing market demand for designer glass that is readily available at an economical price. In his constant quest for new and unique glass applications and fabrication techniques, Joel Berman pioneered the *küh*-cast glass process over a decade ago. Now, using a mo-

dern processing technique but maintaining the hand-crafted quality of Joel Berman Glass Studios products, the glass from Berman Glass editions bears Berman's signature textures and designs.

Genster is a leading global architecture, design and strategic consulting firm, with 1,800 people and offices in 27 cities across the U.S., Asia and Europe. Well-known for its business-focused design approach, the firm is considered a pioneer of innovative design solutions. *Fast Company* magazine calls Genster "one of the world's most influential design firms" and Genster's work has won more *Business Week/Architectural Record* design awards than any other firm. In 2000, Genster was named the American Institute of Architects' Firm of the Year. The firm's product design clients include Joel Berman Glass, Geiger, Forms&Surfaces, Armstrong World Industries, Lightolier and David Edward.

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