

PRESS RELEASE

IMMEDIATE RELEASE

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**Shedding new light on textured glass,
Berman Glass editions and Renowned Architecture Firm Gensler
Team Up for One-of-a-Kind Collaboration**

Vancouver, B.C. - *Berman Glass **editions***, manufacturer of premium pressure formed architectural glass products and renowned architecture and design firm Gensler 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 an introduction in 2002, glass artisan Joel Berman and Jordan Goldstein, Principal at Gensler'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 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*, has a subtle depth and dimension that plays with light to create multiple interpretations. The designers drew inspiration from images and patterns found in both the natural and man-made world.

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*Berman Glass **editions*** is available in sheets up to 80" (2040 mm) x 132" (3353 mm), and varying thickness (1/4", 5/16" and 3/8") and is suitable for a multitude of interior or exterior applications such as:

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|------------------|---------------|-------------|---------------------|
| - Partitions | - Back-splash | - Furniture | - Ceiling Panels |
| - Light Fixtures | - Doors | - Windows | - Countertops |
| - Stair Treads | - Walls | - Cladding | - Retail Shelving |
| - Balustrades | - Tiles | - Floors | - Shower Enclosures |

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*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 kiln-cast glass process over a decade ago. Now, using a modern 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.

Gensler 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 Gensler "one of the world's most influential design firms" and Gensler's work has won more Business Week/Architectural Record design awards than any other firm. In 2000, Gensler 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.