



# Berman

JOEL BERMAN GLASS STUDIOS LTD

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**Modernism meets Surrealism in Joel Berman Glass Studio's first foray into furniture design - "Just for Fun" unveiled at the International Contemporary Furniture Fair (ICFF)**

Vancouver, B.C. - Joel Berman Glass Studios, North America's leading manufacturer of architectural glass art, has ventured into furniture design in a recent collaboration with Straight Line Designs which will debut at the International Contemporary Furniture Fair, Jacob Javits Center, New York, May 17-20, 2003.

Entering a discipline sometimes preoccupied with "cool" and restrained elegance, Berman and his design team are aiming for "fun". Berman's first collaborator in this direction is Judson Beaumont of Straight Line Designs, also based in Vancouver. Berman is calling their cross-town collaboration, "Just for Fun" (tm).

Though Berman's work has been more along simple, clean lines, he is pleased to be working with Beaumont's free-form style. "We have very different aesthetics, but we've been interested in each other's work for a long time. I am very pleased to have this opportunity to bring my innovative approach to glass art to furniture that takes on a sculpted form".

Berman and Beaumont have worked with industrial designer, Pierre Archambault at JBGS, to create a series of table designs that will be unveiled at the ICFF. The designs combine Beaumont's curved and bent wood designs with similarly manipulated three-dimensional cast glass pieces and custom hardware designed and produced by Berman. In keeping with the theme of interactivity and fun, one table has room between the glass and wood portions to run a mini size toy train set. Watch for this and other clever uses at the ICFF.

The aesthetic sensibilities of Straight Line Design, itself a playful misnomer, owe more to Dr. Seuss and Toon-town than Miesien modernism. The firm has designed and manufactured several animated, surreally humorous pieces for children's hospitals, numerous sculpture installations and custom furniture. Beaumont's fantastical designs aim to make furniture unintimidating, interactive and fun, as seen in the most recent project for the Princeton University Children's Library.

From Berman's studio on Vancouver's Granville Island and a showroom in Chicago's Merchandise Mart, designer Berman's modern cast glass works have been commissioned for installation in New York City's Chrysler Building, The Gap World Headquarters in San Francisco and Disney's Wilderness Lodge in Orlando, Florida.