



# Berman

JOEL BERMAN GLASS STUDIOS LTD

**FOR IMMEDIATE RELEASE** | SEPTEMBER 9, 2002

## **VANCOUVER GLASS DESIGNER CHOSEN FOR USA SEPTEMBER 11TH MEMORIAL**

Vancouver, B.C. - Vancouver based glass designer Joel Berman, one of North America's leading glass designers and artists, was selected to create a glass memorial sculpture commemorating the lives of seven women who died in the September 11th World Trade Center tragedy. The victims were employees of American retail giant TJX Companies, Inc., the leading and most successful off-price retailer of apparel and home fashions in the world, operating 131 Winners and 121 Home Sense stores in Canada. The completed work was unveiled in Boston before over three thousand invitees and TJX employees on Friday, August 30th. The event was also satellite broadcast to company locations world-wide.

The custom designed glass monument has been cast exclusively in Berman's Vancouver glass studio on Granville Island and downtown eastside production facility. Joel Berman Glass Studios collaborated with Boston's Sasaki Architects to create a glass monument which was designed as a forum to allow victims' families to present their own individual messages and art work. Several of the victims' children created colourful artwork for their mothers' memorial. These art works, recreated by painter Nenad Strbac, of Joel Berman Glass Studios, and personal messages were transcribed on seven individual glass panels that join together for one powerful visual statement, a twenty six foot wide glass arc standing three feet high.

The shape of the monument was inspired by a fallen leaf off a tree found on the TJX site - a heartfelt metaphor for the lives lost from this living landscape. Glass was selected as the prime material for its ability to radiate light. The sculpture, illuminated from within, is intended as a symbol of life.

The monument is truly a collaborative effort led by Berman's team comprised of Project Manager, Christina Bombelli, Designer, Pierre Archambault and Production Manager, Jerry Guspie, who pulled together and led a team of British Columbia businesses, including the Pattison Sign Group and West Coast Innovations Ltd. to take the project from conception to completion within a very short time frame. Although the events of September 11th took place thousands of kilometers away, these local businesses banded together, making it a priority to produce this unique piece when the commemorative date was fast approaching.

Joel Berman Glass Studios is honored to have been chosen for this meaningful tribute.

### **Note to Editors:**

Transparencies are available on request.

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