



Berman

JOEL BERMAN GLASS STUDIOS LTD

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JOEL BERMAN ADDS SPARKLE TO OLYMPIC BROADCASTS

Work of Leading Glass Designer to be Featured on CBC Sets

Vancouver, B.C., August 9, 2004—Joel Berman Glass Studios (JBGS), a leading innovator of exquisite architectural glass, is honored to be a part of the 2004 Summer Olympics experience. From August 13-29, an estimated 2 to 3 million Canadians will be tuning in daily to the Canadian Broadcasting Corporation's (CBC) coverage from Athens. And providing a striking and prominent backdrop for the occasion will be an adaptation of JBGS's Arrigado panels.

Forming a semicircle behind the CBC's broadcasters, and in both the network's French and English language studios, seven three-by-eight-foot panels customized in frosted acrylic will show off the three-dimensional textures of **Arrigado**. Lit from behind with changing colors, these panels—which were tested at the CBC's Toronto headquarters before being sent off to Athens in April—will together form a stunning background for what will be the most watched television event in Canada this summer.

Arrigado, winner of the **Best of NeoCon Gold Award for Architectural Products and Finishes** in 2002, was selected for its rippling surface by CBC Director of Design Andrew Kinsella who, inspired by Greece's seafaring history, wanted to evoke water with his set design. Though JBGS was chosen because of its reputation for uniquely designed, quality glass, it responded to the project's shipping and other logistical requirements by experimenting in another medium: to make **Arrigado** more lightweight and inexpensive, it was translated into acrylic.

"This was an immensely exciting project for us," says Joel Berman. "It allows us to show how dynamic our products are at what is perhaps the most dynamic event in the world." Rather than filling the space with rows of glass samples, the interior design itself is a display where potential clients can view the product as installed in various applications that include partition walls, sliding doors, flooring, canopy and sculpture. The new showroom contains more than just an inventory of the materials, which Berman uses. This space really shows what Joel can do. It is more like a jewel box, not a jewelry store.

From their studio on Vancouver's Granville Island, Joel Berman Glass Studios have, for over 15 years, designed and manufactured glass art for many high profile clients worldwide. The landmark Chrysler Building in New York, The Gap World Headquarters in San Francisco and Disney's Wilderness Lodge in Orlando, Florida are among many prominent addresses, which feature works by JBGS.

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