



# Berman

JOEL BERMAN GLASS STUDIOS LTD

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## JOEL BERMAN GLASS STUDIOS ANNOUNCES TRANSITION

Texture, Pattern, Color and Light in *Transition*

Joel Berman Glass Studios proudly introduces *Transition*, a revolutionary new technique in glass casting that allows an area of deeply embossed texture to transmute fluidly to smooth, flat, transparent glass in the same panel. Previously thought to be impossible, this recently perfected technique represents a radical departure from convention in terms of kiln-casting methods, and an important advancement in glass forming technology.

For architects and designers *Transition* offers a new form of expression in glass. Textured cast glass is translucent; it obscures objects while permitting the transmission of light. In this manner textured glass is an excellent material for applications requiring privacy. With Berman's new *Transition* technique the beauty and translucency of textured glass is combined with the clarity and transparency of clear flat glass in the same panel. Privacy and obscurity are achieved in a desired area while the purity of clear glass is attained in another area of the same glass application. The transition from texture to clear is achieved smoothly, hence the name. Imagine, for example, a boardroom setting where the walls are constructed of Berman's *Transition* glass. From outside the room the furniture and people in it are indistinct, obscured by the glass's textured area. As the eye moves to the top portion of the space the glass becomes transparent and the inside of the room can be clearly distinguished.

"In the past when we were asked by architects and designers if we could provide a texture-to-clear-glass transition we had to say, "No", recalls Joel Berman, president and founder of Joel Berman Glass Studios. "We called on people we knew in the global cast glass industry. We literally travelled around the world talking to experts in various countries trying to discover the solution to the challenge of how to emboss a panel of glass with texture at one end, with a smooth transition to clear at the other. No one had the answer."

"In the end," said Berman, "it was the talent and dedication of our own team that cracked the problem."

The *Transition* technique is available on many of Joel Berman Glass Studios' existing textures, as well as on several new textures launching at the NeoCon World's Trade Fair, June 9-11, 2008 in Chicago, IL. Glass made using the *Transition* technique can be tempered, cut, polished, shaped, drilled, color coated, sandblasted, and otherwise fabricated to the client's specifications.

Transition. A revolutionary new technique by the world's leading innovator in glass forming technology and design, Joel Berman Glass Studios.

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Joel Berman Glass Studios is a world-renowned designer and manufacturer of glass art for the architectural and design community offering leading edge designs and collaboration possibilities to take any glass design project from concept to installation. From its design studio and manufacturing facilities located in Vancouver, BC, Canada Joel Berman Glass Studios offers kiln-cast and pressure-formed glass, crafted to the highest standards and featuring designer textures, colors, hardware and design services, all delivered with unparalleled customer focus. [www.jbermanglass.com](http://www.jbermanglass.com)

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Contact: John Driver, Joel Berman Glass Studios, t: 604.684.8332 ext. 232, e: [jdriver@jbermanglass.com](mailto:jdriver@jbermanglass.com)

Joel Berman Glass Studios International Ltd

1.1244 Cartwright Street US + Canada 1 888 505 GLASS  
Granville Island UK 00 800 505 4527  
Vancouver BC V6H 3R8 [www.jbermanglass.com](http://www.jbermanglass.com)  
CANADA  
T 604 684 8332  
F 604 684 8373



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clear area: transparent, pure

transition area: texture  
graduates to transparency

texture area: translucent,  
objects behind glass are  
obscured



**Transition, by Joel Berman Glass Studios**

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CANADA  
T 604 684 8332  
F 604 684 8373

US + Canada 1 888 505 GLASS  
UK 00 800 505 4527  
[www.jbermanglass.com](http://www.jbermanglass.com)