

# Joel Berman Glass Studios

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## **FOR IMMEDIATE RELEASE**

**Joel Berman Glass Studios Unveils Lastra, Taglio and two new variations in Arrigado resin**

***Texture, Mass and Graphics Define New Product Introductions at NeoCon 2010***

***All Studio Line Glass Textures Now Available in 90% Post-industrial Content***

**CHICAGO. 14 June 2010** – Texture, mass and sustainability are the hallmarks of world-renowned glass art design and manufacturer Joel Berman Glass Studios (JBGS) product debuts at NeoCon 2010, the contract industry trade show taking place in Chicago, June 14-16.

“Our NeoCon introductions represent our passion for the art of glass-making and our commitment to designing products that are relevant to the community, the architecture and the users of the space for many years to come,” explained Joel Berman, founder and chief product designer at his eponymous company. “Ancient technique and modern application allows us to design and fabricate glass in a sustainable approach for the next millennium limited only by architectural intent.”

Headlining the new introductions is Lastra, a massive monolithic panel that is created entirely from remelted cullet – a post-industrial by-product from the glass-making process.

Mr. Berman noted that all of the JBGS studio line glass textures will now be available in 90 percent post-industrial content.

JBGS is also featuring its “Heat” light sculpture and introducing Berman Graphics, a program that features several innovative processes to translate graphics and other images onto glass surfaces. These processes include Print: ceramic frit inkjet printing; Laminated: printed foil between sheets of glass; and Screen: ceramic frit ink screen-printing. Hand-painted custom art is also available.

## **Products Featured at NeoCon 2010**



**Lastra** is a new family of kiln-formed glass products involving monolithic panels of architectural glass where substantial thickness is the primary design element. Created from remelted cullet, Lastra panels are solid, tangible, and commanding. Substantial in volume and with unique topographic surface characteristics, Lastra panels are suitable for horizontal and vertical applications, and can be formed into both two- and three-dimensional shapes. Finish options include: color coated; sandblasted; carved; clarified.



**Taglio** is a kiln-cast glass texture featuring bold sculptural relief. Similar in appearance to the studio's Profile family of glass textures, Taglio replaces that family with a sharper, more defined and uniform shape.



**Arrigado.** Joel Berman Glass Studios' acclaimed glass texture is now available in two new resin styles: 1) **Thick Arrigado:** thick panels with texture on both faces; and 2) **Arrigado Plateau:** textured on one face, flat on the other. Inspired by the texture of crumpled paper, these Arrigado Berman Resin products are available in standard or custom color coated finishes, including transparent, frost, sfumato and opaque. In applications where weight is a concern, or non-standard material thickness is required, the Berman Resin products are a good

alternative to glass.



**Heat** is a light sculpture for designed interiors. Fashioned from a solitary 2 ¼ in. thick volume of acrylic resin, the luminaire is cast in Berman's signature Arrigado texture, accented with brushed stainless steel hardware, and equipped with a high intensity LED light source.



**Berman Graphics:** Print is a technique involving the printing of high resolution photographic images and graphic designs directly onto the surface of glass panels using ceramic frit ink, and then fusing the ink to the glass surface for permanency.

### **About Joel Berman Glass Studios**

Joel Berman Glass Studios is a world-renowned designer and manufacturer of glass art for the architecture and design community, and offers leading edge solutions and collaboration possibilities to take any glass art 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, and related complementary products, crafted to the highest standards and featuring designer textures, colors, hardware and design services.

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