

November 10, 2016

Shinichi Ueno

President and Group CEO

ASATSU-DK INC.

Securities code: 9747

An ADK project of “Amorphous”(AGC Asahi Glass) Wins Spacial Communication Award of Communication Design Category in “Red Dot Design Award”

ADK (Registered name; ASATSU-DK INC., President & Group CEO; Shinichi Ueno, Head Office; Minato-ku, Tokyo) is pleased to announce that “Amorphous” (AGC Asahi Glass), for which ADK handled its planning and production, received Spacial Communication Award of Communication Design Category in Red Dot Design Award*, an leading international product design award.

“Amorphous” is glass installation which was presented at Milan Design Week, a world’s largest design event held in April 2016. AGC created an amorphous molecular structure of glass in a model one billion times its actual size with approximately 5,000 pieces of chemically strengthened glass of as thin as 1mm, a pioneering technology of AGC, dancing in the space. With this as the concept motif, the work rendered a “light, flexible and expressive” glass world that demonstrates the future possibilities of glass.



Photo by Akihide Mishima

[Creatives engaged]

Project Management by ADK: Hiroshi

Marutani, Meiko Ugawa

Product/Operation Direction by ADK Arts:

Hidetoshi Muraoka, Shiho Okabe, A. Son

Space Design by NOSIGNER: Eisuke Tachikawa,
Kunihiko Sato

Lighting Design by Izumi Okayasu Lighting

Design: Iaumi Okayasu

Sound Design by Kenta Kamiyama

***Red Dot Design Award**

The Red Dot Design Award is organized by the Design Zentrum Nordrhein Westfalen in Germany. It is awarded in three categories: Product Design, Communication Design and Design Concept. It is a world's leading and recognized award with more than sixty years history.

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