

## “The Sun will Rise Again”

Four years have swiftly passed since we brought you the first VIN edition in September, 2007. The latest released VIN edition brings the number up to six in total, realizing our initial aim of releasing six over three years, at a rate of two a year.

Over this period, we have served to pass on the message to and educate people about the true merits of glass through this booklet, and although gradual, a new tide towards a glass revival across the globe has emerged, giving us hope as we start to see the first, albeit minor, tidal ripples. We are also greatly encouraged by events such as “water and glass bottle” initiatives in Paris, New York and San Francisco ; large beverage companies’ revised attitude towards glass bottles, such as baby bottles ; and overseas cosmetics manufacturers’ conversion to glass containers.

Concerned about environmental pollution and health, it would seem only natural that peoples’ view of glass as an “inheritance lasting thousands of years” has strengthened, and they have a renewed appreciation of glass as a “safe and trustworthy” material.

VIN will be temporarily discontinued now that VIN has reached the last of its originally-planned sixth editions, but we have launched a blog accessible from our website. It is our aim to share and disseminate information about glass and the environment as well as glass containers and new global trends with more and more people.

In addition to archives of previous VIN editions, “Glass Manufacturing across the World”, “Global Trends”, and “Fragrance and masterpieces”; we are currently planning to bring future themes to you via the blog looking at connections between people involved in glass and the environment.

We would like to take the opportunity to send a message of thanks to all our previous VIN readers and request your support for new activities.

Looking back on the past three years, a lot of things have happened, and curiously enough, it has been a time of historical change. It is a cliché, one could say that “the end of the century showed up late”.

Among other things, we continue to be scarred by the collapse of the Lehman bank in the fall of 2008, and the ensuing global economic recession. Despite being in the middle of an era of uncertainty and a long-term recession that shows no signs of recovery, it is through such periods that new lights of hope are born and lead us on. Our belief that “he who dares wins” has indeed inspired our ceaseless efforts. To borrow some ancient wisdom : “the sun rises every morning”. One could say that we, who live in the land of the rising sun, have been able to pursue all efforts through a truly “global perspective.”

I believe that we are yet to fully fulfill our international responsibility, and this something I keep asking myself.

The culture column brings together previous articles and once again raises themes about the culture of “Fragrances”. All periods and countries and people of all ages have somehow lived and interacted in a fragrant world. Of the five senses available to organisms, smell and, particularly fragrances, have a unique existence as far as people are concerned. Many creatures use smell, through which they create their own “fragrance”, and perhaps humans are the only animals to use that fragrance to assist their lifestyles. The world of fragrances is a wide and deep one.

We enjoyed the support of many experts through our reports. We are particularly indebted to those who participated in the Beppu “Oita Fragrance Museum” information report starting with the perfumer, Mr. Motoki Nakajima, as well as Mr. Shunichi Nishimura (Chancellor), Mr. Chiaki Yoshida, and Ms. Kaoru Daido from Beppu University.

With many of the most well-known pieces of Pierre Dinand, who won the nickname the “Fragrance Magician”, being exhibited and knowing the bottle designer, Sylvie de France, who has a bond with Mr. Dinand, one could say that this is an unforeseen link in the world of fragrances. We would like to express our thanks in this letter to the many people who cooperated in the articles.

Our celebrity interview includes an interview with Sylvie de France, the internationally famous bottle designer.

Environmental topics include introductions to environmental activities carried out in Japan.

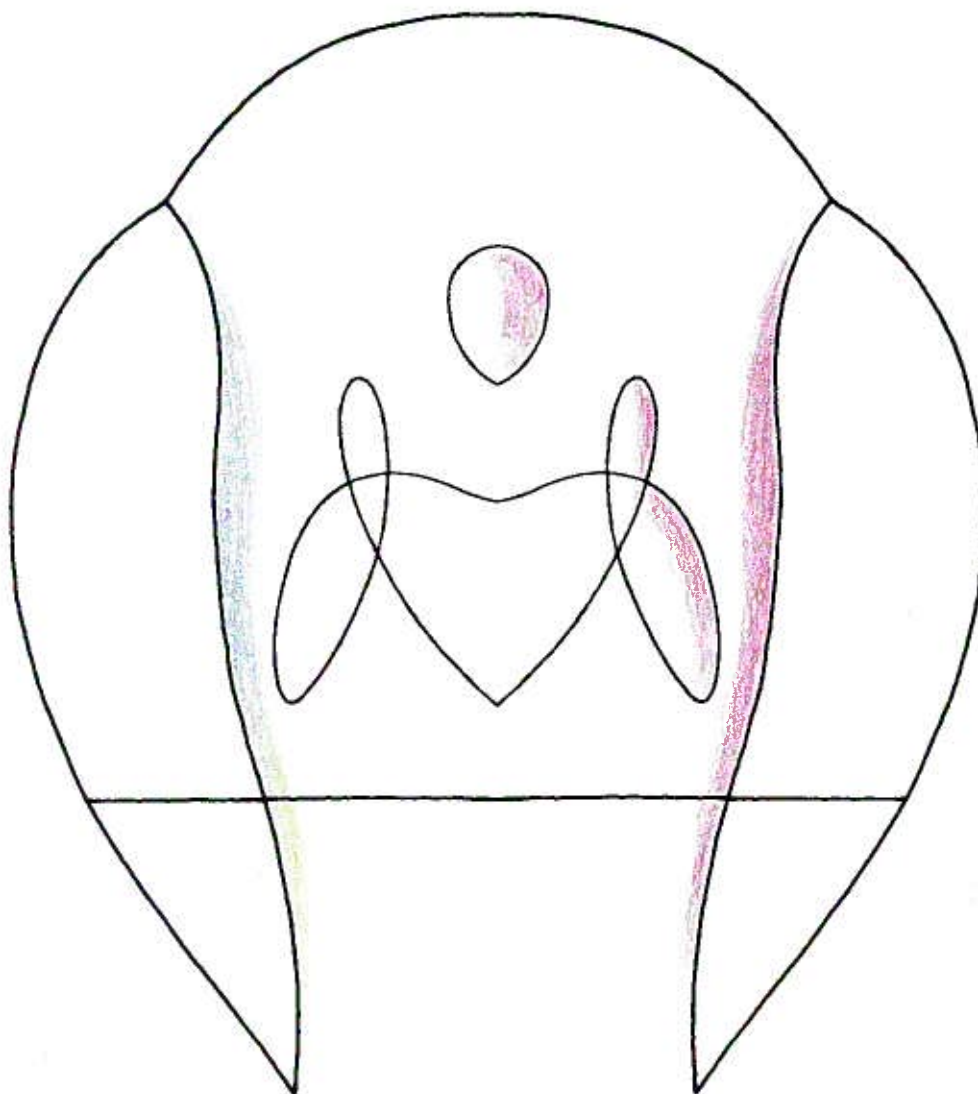
On the front page, we take a trip up the Silk Road - a road of culture and exchange which connects the west and Asia - and reminiscing about the ancient way of life that helped shape the present, we dedicate the culture of fragrance to Venus.

The René Lalique collection continues. I had a miraculous reunion with the lady who loves Lalique who I introduced in the first VIN edition. When I dropped into a Lalique shop in London and enquired about a vessel I like, I was told that a previous customer had similarly taken a like to the same piece, and then right there in the shop, I once again met the lady - the woman who so loves Lalique.

2010, Spring

Tatsuhiko Idei  
President and CEO  
KOA GLASS CO., LTD.

Glass, the gift from the earth repeating its rebirth.



"Everyone looks at their face in the mirror from the front but often it is their side profile that is seen by others. A very familiar "obit eye", the three-way mirror, has long served for women's appearances but the future is under threat. As a mirror equipped for a new era, reviving the three-way mirror is now no longer a pipe dream."

Imagine ;  
The far away reaches of  
the "Silk Road"  
that has on its side the  
flow of time over centuries  
and finally  
crosses the sea  
to come to the country of the rising sun

A place where the "flowers" of Greece and Rome  
and Oriental "dreams"  
is still taking breath  
the entasis columns at Horyuji temple  
even now supporting the house of the  
Indian Buddha of Indian origin  
colorful ceremonial balls  
are Persian masquerade balls

Shosoin, the Treasury of the Emperor's dreams  
treasures spanning thousands of years  
gold, silver, lapis lazuli, and fine wood  
fragrant trees and herbs  
lazuline glass containers  
pictures of Persians astride camels  
Buddhist scriptures and books  
mother-of-pearl lutes with a design of parrots  
all followed the Silk Road  
and crossed the treacherous sea  
to reach this land

The "road" carried "man" and "things"  
and it carried "culture"  
encounters between people as well as  
their joys and tribulations

The countless repeated  
ups and downs of ancient countries  
Chang'an, home to refugees of  
Persian royal families  
left behind music, dance,  
dress, and clothes from Persian  
the Queen of Kashgar  
loved the flowers and fragrance of the jujube  
and created a legend  
that lives on through fragrance

## “Queen’s Aqua” is tear-colored: A story of two loves and fragrances

Flowers and fragrances existed side-by-side with mankind and were a cornerstone of people’s emotional expression. Mysterious worlds permeating timeless fragrances from which legends were created.

### “A Story Linking Italy and France”

In the late summer of 1533, Catherine de Médicis bade farewell to Italy when she and her attendant train of ladies and servant, like a cultural envoy including a prosperous apothecary laden with perfumes, a tailor, a cuisinier boarded a colorful galley sent from France. It was a trip to join in marriage with Prince Henry of France. The distinguished de Médicis family was not only a patron of the Renaissance, it had also started to fulfill a role in European politics so Catherine was thrust into the political area through this politically-motivated “marriage”. She had to endure a tough childhood following the death of her parents soon after she was born. Unhappiness was to follow her in marriage, though her sociability was accepted by the new attendants. Her husband, who had become King, met an early death due to a tragic accident.

For the following 30 years, she acted as Queen Dowager during the reign of her three young sons and she lived em Asura (demon of passion-like life). That is to say that while she was primarily maligned as an evil woman, she was also known as a “strong mother” full of love. There was another side to her that has remained until today “just like a lingering fragrance”.

This was “Water of the Queen” (Acqua della regina). This famous fragrance was included as a marriage gift to her French husband from the apothecary of the Basilica di Santa Maria Novella, which was the de Médicis family’s connected apothecary as well their favored purveyor of perfumes. This perfume became one of the original forbearers of modern European perfume.

### “Silk Road Elegy”

Sven Hedin, an explorer of Asia from Sweden, recorded the work: “Jehol: City of Emperors”. He devotes Chapter 10 of this work to one of the “three great beauties of China”- Xiang Fei. “At that time, not caring about the Empress Dowager and the attendants of his aides, Qianlong Emperor embraced the now deceased Xiang Fei and broke down. Her beguiling fragrance continued to flow from her still warm body, her face was at peace, even revealing a smile...”

Xiang Fei’s husband lost his life in 1759 when he and the Hoja clan who ruled East Turkestan were defeated in a battle with the Qianlong Emperor’s General Jaohū. Stories of Xiang Fei’s beauty and the beguiling fragrance that

emanated from her mysterious body had already reached as far as the Qianlong Emperor in Beijing, and her reputation had started to enrapture the Emperor. The 20-year old beauty, who had just lost her husband, followed the Silk Road and entered the city under escort at the Emperor’s command. Her desire to avenge her husband by taking the Emperor’s life grew and grew. Despite this, the Emperor built the same house as was in her home town in Tzuchingcheng Palace and sent for one of her beloved “Tree of Russian olive” from her hometown to win her affections. However, her heart remained closed to him. The Empress Dowager, who was terribly wounded by these treatment of her son, called Xiang Fei to her palace one day when the Emperor was absent and questioned Xiang Fei about her feelings. Pitying her single-minded devotion to her husband deceased, the Empress Dowager then agreed by tacit consent and left a matter to take its own course, as she requested to throw away her own life. Xiang Fei’s remains were sent to her hometown of Kashgar as was her wish. She remains buried there to this day; side-by-side with her clan in her hometown.

She continues to live on today through the fragrance of the jujube. Through the Silk Road, many things were transported, providing a hub for those countries involved in this movement of goods. “Man” may have moved on, but the “road”, “culture” and “fragrances” remain.



The fragrant water is for beautiful people who have abandoned themselves to rather than fight the change of time. Wrapped inside a glassware container like the soft spring wind and light of the Silk Road, it is steeped in the vicissitudes of time leading right up to the present day.

A. Acqua della regina  
B. SASO (Flower of Russian olive tree) /  
Provided by Shuji Nakamura

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Tablets stained cobalt blue

## A Three-sided Mirror with One Design

The backbone of informational intuition is “mathematics”  
Ms. Sylvie de France - Perfume bottle designer

After alighting at the Danube station on the Paris Métro Line 7bis and entering her two-story room office, I am greeted by Sylvie’s cheerful and peaceful smile. A natural scent of vitality flows from her. She says openly with a smile that “maybe it’s because I have just returned from a vacation.” This smile speaks volumes about her character.

Sylvie is France’s foremost perfume bottle designer.

Her design policy is to bring out a brand’s individual qualities; put a shape to the idea the perfume maker is seeking and potentially considering; and then to strive for a radical new design. She says that perfume makers generally put so much emphasis on communications and marketing that they tend to overlook design concerns. However, if creators fail to adequately articulate their products’ potentials, the marketplace will understandably reject their goods. That’s why she constantly talks about the importance of design to perfume makers.

In particular, she stresses that unless perfume bottles are seductive and leave an impression, they are meaningless.

She also says that since design expresses an era, understanding how that era is perceived and projected is crucial. Design, therefore, is created by past transitions, present trends and concepts of the future.

Design advice is provided by her and it is understood by the perfume maker and when every member of the involved team is in agreement to go all out to market the product, then that design project will succeed.

In other words, she believes that her role is to help the team unity through design creation, and that is something she wants to keep on doing.

Since she designs bottles using this method, it seems that the crucial point is “listening”- listening to others. She makes an effort to listen to large numbers of concerned parties including



consumers, salespeople, and marketing departments. She says that it is vital to be highly sensitive and to have a keen perception for the “listening”.

To brush up her intuition, she interacts with even more people. Gaining information from many people and keeping in touch with news is crucial, and the more information the better.

However, large bodies of information need to be filtered and deciding which information to discard is a key issue. Intuition plays a large role in such filtering work, ultimately, helping to narrow information down to useful items.

With this view in mind, Sylvie gathers information herself and believes that she possesses filtering ability. Developing this analytical ability helps to exercise information filtering intuition, but what she says is really necessary is mathematical ability - a subject she has always had an aptitude for. To put it another way, she makes use of her ability to analyze all incoming information and process it in a precise manner.

She has 22 year career as a perfume bottle designer. She considers the whole, previous 22 years to be an asset. She attributes a trinity of creativity, marketing and technology to her “power”. Ideally, she would like to create a legend in that “anything designed by Sylvie will be a market success”. This refers to people constantly able to propose designs that give perfume makers confidence - praise that she, indeed, has received in recent years.

Her hobbies are gardening and she laughs about her once wanting to be a gardener.

Listening to Sylvie talk about how she now just enjoys spending time in the garden, the “natural scent of vitality” I felt when I first met Sylvie comes flooding back.



A. Ms. Sylvie de France - Perfume bottle designer  
B. Eau d'Issey by Issey Miyake (1992)

### Column : “Glass that Dissolves in Water”

Glass has a multitude of uses. There are probably a lot of people who won’t believe their ears when they hear about “glass that dissolves in water.” Glass is essentially a physically and chemically durable material, and its qualities are utilized to make window glass and containers.

However, perhaps surprisingly it is possible to make “glass that dissolves in water” by adjusting the composition of glass.

It is, in fact, seeped slowly into water over a period of months to years. When silver is added to and dissolved in glass, the silver is uniformly-dispersed at a molecular level within the glass. At the same time the glass, melts due to the fluid’s workings, the silver is also gradually discharged, and it is proven that the action of the silver suppresses bacterial growth. This inorganic antimicrobial agent is the “glass that dissolves in water”. Surprisingly, this “glass that dissolves in water” is widely used in familiar objects we are surrounded by; ranging from electric household appliances, equipment, and kitchen appliances to clothing fiber.

\* The material is fundamentally colorless, transparent glass but tablets (see picture) stained cobalt blue are also used because of their sensation of cleanliness and coolness.

# “A suggestion of the original glass container which was derived from 3,500 years ago” “To the future for the earth and human”

## Environmentally-friendly glass bottles

Visiting the World Heritage site of Yakushima Island; known as the “floating Alps”; and strolling around its moss-covered stones and Yakusugi (Yaku cedar trees) that are thousands of years old, one is struck by the mysteries of nature. How is that nature, which can take you back to ancient times, continues in its original, unchanged form? Glass, on the other hand, came into existence 5,000 years in western Asia and glass-making techniques were passed onto Ancient Egypt. The oldest glass container in existence today that is still perfectly intact is a heraldic drinking vessel from the reign of Thutmose III some 3,500 years ago. Surviving an eternity in eastern and western lands and existing today with little changes; the nature of Yakushima Island and the glassware of Ancient Egypt are indeed a “legacy of time”. Glass bottles boast features not shared by other materials, such



as transparency, sparkle and shine, scientific stability, glass is not an odor absorbing material, and they can be molded into a wide variety of shapes. One could also say that the history of glass has walked hand-in-hand with the evolution of human civilization. Japanese soy sauce bottles displayed in New York’s Metropolitan Museum symbolize the design of bottles of the modern era.



Entering the twentieth century, synthetic organic chemistry developed dramatically, and the number of different synthetic chemicals currently traded across the global has risen to over 100,000. The lifestyle of so-called modern man is now surrounded by a cocktail of chemical products. We intake such chemicals to varying degrees in our everyday lives; be it through drink, food, medicine, or from breathing-in or our skin.

From around the 1990s, Japan rapidly switched from using conventional glass bottles to more convenient plastic containers, however, albeit a minute amount, the elution of endocrine disrupting chemicals (environmental endocrine disrupters) was reported.

The causal relationship between chemical substances and recently-increasing adverse changes in children’s health (atopy, child asthma, Down’s syndrome, and low body weight, etc.) is yet to be scientifically proven.

The Ministry of the Environment will embark on a large scale study from this autumn, examining the effect of over 150 types of chemical substances accumulated in a mother’s womb on a child’s development and health. Focusing on 100,000 subjects, this study will continue over a long period until the children reach 12 years of age. However, since the quality of contents filled into glass bottles; artificial stone made from a molten form, composed of quartz sand, soda ash and



limestone; can be preserved safely over a long period, there is little fear of environmental endocrine disrupters. This makes glass a very attractive option as a material for containers. In America, there are cities trying to free themselves from the use of plastic containers. The Mayor of Salt Lake City; the host venue of the 2002 Winter Olympics; has declared war on plastic bottle drinks.

Most mineral water, which is filled into containers made from oil and is transported by vehicles and boats, is called extremely environmentally-unfriendly. As a result, more and more mayors are targeting a tap water resurgence to prevent global warming.

The Europeans love of glass bottles can be seen in glass production statistics. Glass bottle production per capita in Italy is 5.9 times the amount produced in Japan; and 5.8, 4.8 and 4.7 times higher in France, Spain and Germany respectively. Demand for glass bottles continues to climb in Europe.

However, since the glass melting process consumes a lot of fossil fuels such as heavy oil, it increases CO<sub>2</sub> emissions, presenting an environmental problem. The glass industry, which makes up approximately 1% of all domestic industries, is accountable for about 0.2% of CO<sub>2</sub> emissions.

To increase the energy efficiency of the glass melting process, glass melting technology is now switching to direct electrical heating and oxygen combustion methods and gas is being used rather than heavy oil (gas fuel CO<sub>2</sub> emissions are approximately 70% of those of heavy oil) in order to reduce CO<sub>2</sub> emissions. Since 2005, the research of glass melting processes whereby glass is made from the innovative in-flight melting of granulated raw materials has continued, and it is hoped that significant energy-saving can be achieved by reducing the process time. It is scheduled to be practically applied from 2013. Further, glass bottles used across the whole of Japan fit with the creation of a recycling society combining the environment and the economy through the 3R movement (\*1). It is also recognized as an environmentally risk-free material that leaves no negative legacy. When glass is recycled, it is re-melted as a raw material (cullet), which can have a value equal to that of the original glass.

Our aim is for a wide variety of glass products to provide a safe and trustworthy container for contents used in our everyday lives; such as cosmetics created by our company; and can also be circulated within and greatly trusted by society.



D

(\*1) Reduce (increased lightness of bottles)  
Reuse (reuse of bottles)  
Recycle (recycling of bottles)

A: Yakushima Island (Shiratsuni-Unsu-Valley “the woods of Munosoko”)  
B: Yakushima Island (Juniper cedar “7,200 years old”)  
C: Core glass scented oil bottle (Phoenicia; HC.200~AD.100)  
D: Example of glass products made from KOA glass



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