

● Sisecam Flat Glass Showroom by Demirden Design, Istanbul – Turkey

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Sisecam Flat Glass Showroom project, designed and executed by [Demirden Design](#), leads the industry through its strong, plain attitude and high quality design values. It invites us into an impressive journey, an exploration towards the nature of glass itself.



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The showroom, in which the products are explored through experiences, evokes a deep sincere feeling with the use of raw materials. The illuminated wall creates the striking illusion of hundreds of glass samples flying in the air. It forms a large picture that lets the visitors experience the transparencies of various glass types under different light conditions.



The Safety and Security Glass cabin is a unit in which the impact resistant glass types developed by Sisecam can be experienced. The visitors can take part in a test, measuring the resistance of laminated glass. Right next to it, the Noise Control Glass cabin creates an entertaining experience.



The Isicam K Tunnel aims to show the effects of heat and sun control on different types of glasses. One can go through the high temperature tunnel surrounded by infrared lighting and will be amazed at the difference experienced between heat/sun control glass and standard glass.



The unit that exhibits 130 different glass types of various characteristics and compositions lets the brand present its wide product range all together. The functional design with the sliding system makes it easy to examine each product separately. Each product's technical specifications can be seen on the handles within a specifically developed coding system. This system allows the visitors to obtain detailed information about each glass combination.



The unit carrying the energy saving glass for low temperatures is designed to let the visitors feel the strength of isolation through tactile senses. It carries 4 different types of glass that the visitors can touch and measure the difference in heat isolation. Sisecam Flat Glass Showroom lets you experience the brand's leadership in the world of glass as you see and feel the wide range of product families that shape the world around us...

Photography: Ibrahim Ozbunar

