

## PVG PHOTOVERBUNDGLAS

### PROFILE

PVG stands for PHOTOVERBUNDGLAS and is based on Photoglas™ technology. This process was developed in 1997 for a public space art project commission and subsequently patented by Bele Marx and Gilles Mussard in 2001 after finding cooperation partners.

The technology enables large-format slides to be embedded in glass in a durable form thus enhancing photographs by transforming them into independent objects.

Many projects are developed in transdisciplinary collaboration with architectural practices, institutes, research laboratories, industry, universities and museums. Where commissions awarded to Atelier Photoglas™ ([www.photoglas.com](http://www.photoglas.com)) the service will include the artistic conception (site-specific, public-space art), the design, and the technical implementation of the project as well.

The purely technical use of PVG generally take place in the area of wholesale business. Based on research results from numerous pilot projects carried out by Atelier Photoglas™ since 1997, various different applications have been successfully tested and have undergone a long-term analysis.

### QUALITY

Glass quality: laminated safety glass (with tempered glass, white glass, satinato, various forms of antireflective glass ...)

The lifespan of laminated glass panes is given in decades.

Testing of light-fastness: In contrast to the longevity of glass, the light-fastness of photographic material depends on many factors. According to the Ilford tests (atlas tests), the material will remain light-resistant for over 100 years when used inside, 25 to 30 years if exposed to direct sunlight inside (i.e. through windows), and for several centuries if kept under archive conditions. Photoglas demonstrates durability and quality in image reproduction far superior to similar products already available on the market. It therefore satisfies a demand for durable solutions working with colour, light, and transparency.

Montage: brackets only, no points or drilling. Please use only acid-free silicone

Size: maximum size per panel: 1250 x 2800 mm

PVG is available in different forms: transparent, translucent (semi-transparent), diaphanous (more transparent than translucent), opaque.

### AREA OF APPLICATION

PVG enhances the importance of photography as a medium and opens up new applications for different areas:

- museology
- archiving images for companies, institutes, public institutions and authorities
- photography (serial applications)
- production on a project-by-project basis for wholesalers
- production on a project-by-project basis for industry in general (excluding architecture)
- architecture, facades, interior design, public space art (*provided Atelier Photoglas™ receives the artistic commission*)