

Where there's a will, there's a way

We are pleased to bring you the 5th edition of VIN.

"Persistence is power" but persistence requires a substantial amount of effort and patience.

Also, I've come to realize a little during the publication of this small brochure that it's an accumulation of small things that leads to power.

While the summit held in L'Aquila in Italy this July by no means looked like a success on the surface, I believe that we and other nations have finally come to understand what it is that needs to be done. Through the continued and patient harmonization of many nations' interests, we will finally reach our goal. That can be the only answer, and we must be willing to strive towards that and not give up. The International Summit continues to expand. It is now attended by the Major Economies Forum; a group striving to significantly reduce the emission of greenhouses gases by 2050 and consisting of the G8, G8 + 5 countries (China, India, Brazil, Mexico and South Africa) as well as South Korea, Australia and Indonesia; the G20 with Argentina, Turkey and Saudi Arabia; and G8-Africa partnership in conjunction with African nations. This is proof that the agreement of many nations is now crucial. The perseverance and continuous effort of the G8 nations' role as leader is being tested. Real effort based on agreement rather than dogma is starting to show promise for speedier achievements and results. The frequency of abnormal weather worldwide can only be construed as a flashing red light for the concerning and critical state of global warming.

This may be an historical irony, however, the unprecedented global economic crisis may further prompt national governments' to formulate environmental policies, and by environmental themes such as the "Green New Deal" possibly becoming one of a few number of policies, it will raise peoples' interest. Also, partly because of the high incentive, interest in environmentally friendly cars is high, and applicants hoping to buy such vehicles are increasing currently with a waiting time of a few months apparently. Moreover, the government is pushing solar power and seems to be regaining its former momentum. "If possible so let's start doing it" is undoubtedly another response to these problems. Leading countries also leading by example is a good motivation for pursuing new possibilities.

Hence, "Persistence is power" and "Change! Yes, we can."

The Culture Column focuses mainly on "nails" but not on nails per se. Rather nail color used to decorate nails. The history of painting nails is long, diverse and considerably deep. As a company that supplies small glass containers for a vast quantity of nail varnish, this is a fascinating topic. We wish to thank all those who cooperated in the research. Our international 'celebrity' interviews were conducted with three young women from Egypt, Finland and America. These flawless-complexion beauties are attractive, budding stars who share the sense of valuing their looks and affection for perfume.

The environmental topics, following the theme of water, looks at an introduction to the three major cities of Paris, New York and Tokyo's comprehensive environmental efforts. It's an intriguing piccc that gives us a glimpse at each city's individual circumstances. But rather than provide a comparison, it looks at the present and future of those 3 cities, helping to project peoples' enthusiasm. In particular, the former mayor of New York's bold decision to connect the cleaning of the subway with the renovation of the city even now is often talked about. One sincerely hopes that this citizen-level audacious initiative is a success. I believe it could possibly be a model for other cities facing the same problems. On the front cover, "Adult Fragrance" is dedicated to Venus via "Queen Cleopatra VII" who herself was Aphrodite (god of beauty).

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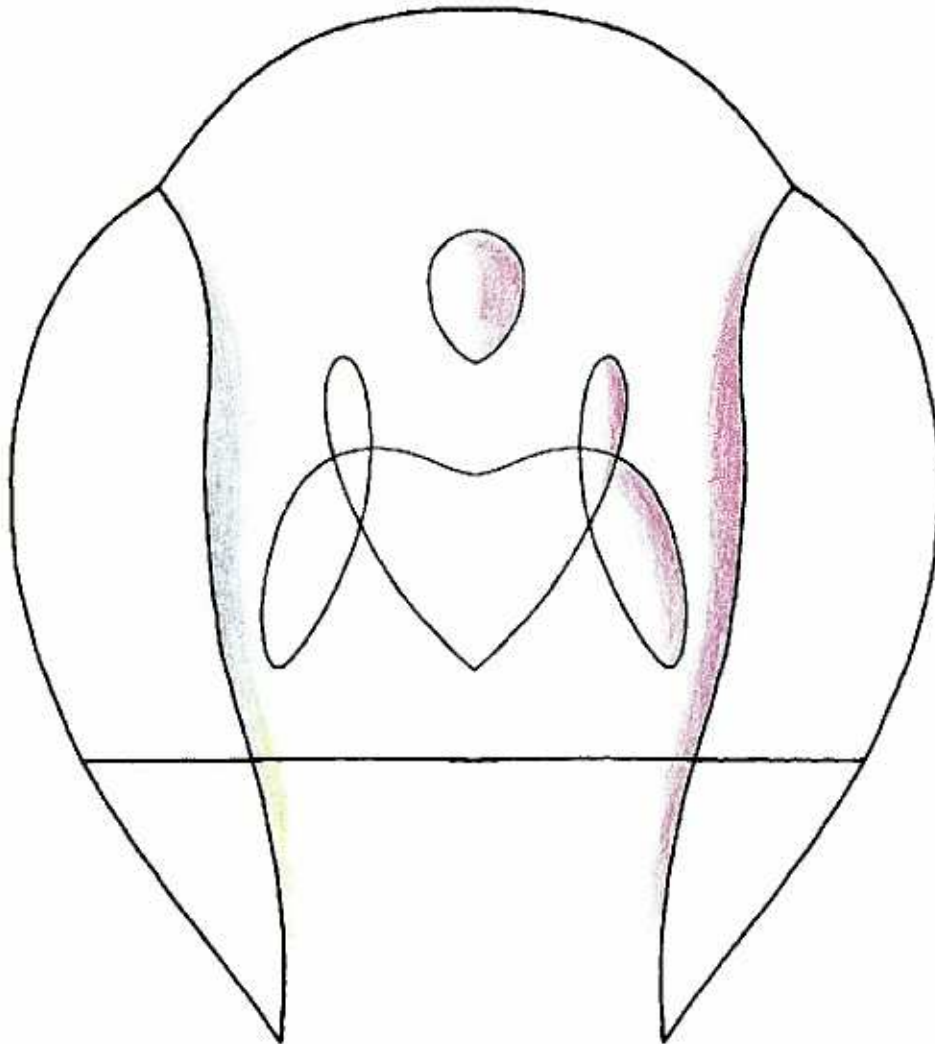
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2009 Autumn
Glass Culture Paper
Vol.005
By Koa Glass

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Glass, the gift from the earth repeating its rebirth.

"Everyone looks at their face in the mirror from the front, but when it is their side profile that is seen by others. A very familiar "other eye", the sideways mirror has long served for woman's appearance but it seems to mirror herself. As a mirror equipped for a new era, adding the three-way mirror is now no longer a joke dream."



"Kyphi" - "Cleopatra's fragrance"
A marriage of the two Greek and Egyptian civilizations
It's a godsend from the tide of swirling history

"Now, there is an island in the midst of the turbulent sea,
immediately facing Egypt; "Pharos" is what men call it"
an island enshrined in Homer's *Odyssey*
and the city that holds the island in its bosom
"Alexandria"
a city built by and carrying the Name of "Alexander the Great"
an ardent lover of Homer's epic poem
The Macedonian military Ptolemaic dynasty carried on his wishes
and ruled as Egyptian "Pharaoh" kings

300 years of "passed time"
created the over-ripening and fraying of Hellenism

The "Queen" and last ruler of the Ptolemaic dynasty
who loved the fragrance of violet, damask rose and saffron
surrendered herself completely to navigate her love adventure
with the Roman general "Mark Antony"

"The "Queen's" ship with golden stern, silver paddle and scarlet sails
sails upstream along the Cydnus river in the Asia Minor city of Tarsus
like "Aphrodite" to the sound of reeds, lyres and flutes
enchaining people on the river bank
with abundant aroma from a variety of incense
And "Aphrodite" who appeared at the site of the "God Dionysus" Antony
excited all those who saw her
as well as the Roman general and Hellenistic Queen duo

The Queen's name was "Cleopatra VII"
similar to the Alexander the Great
she inherited the blood of Greece
and added the name of "Aphrodite" to "Pharaoh"

The beauty's strength refined at the Museion
Created "Kyphi" from Cleopatra's favorite fragrances
as well as wine, frankincense and myrrh

An adult scent and love enveloped in romance

Nails: An intimate and appealing canvas.

A vibrant nail art scene supported by use of specialty glass bottles.

Expressions portraying a woman's beauty in Japan are plentiful. Terms such as shushin koushi (red lips and white teeth), seppu kabon (fair complexion and flower-like beauty), kagan ryuuyou (flower-like beauty and willowy figure), and gaki namaku (eyebrows as slender as a moth's antenna and coquettish eyes) have been used, each one overflowing with color and a sense of lesser. The idea of bright complexion skin beauty, as well as cosmetics and beauty treatments that exhibit color such as lipstick, rouge, eyebrow pencil and mascara have been in existence for over 5,000 years.

Egyptian civilization which spanned 3,000 years could be noted the "crayons civilization" such as its abundant sense of color. The era left behind a large number of beautiful wall paintings, and gave birth to refined "banyu" techniques.

Needless to say, cosmetics were also steeped in vivid colors. Bothies were painted using red-orange varnish, eye size was exaggerated with coal ink and eyeliner to complement eye expression, and colorful eye shadow was also used. Eyebrows were grown long and dyed black, as were eyelashes. Cheeks were tinted rose-color, and lips were also painted rose-color or crimson.

The history of nail painting can also be traced back to the Ancient Egyptian period, as far back as 2,000 B.C. The nobility polished their hand and toe nails and painted them with granadine-colored lacquer. They say that while the upper-classes painted their nails with deep red colors, the lower-classes used a much paler red.

First stories of varnish being applied to nails in Japan emerged during the latter part of the Heian Period when it seems that liquid from the jewelweed flower was used for red dye. In a work entitled "Japanese Herbs" compiled by Kaitera Eikoku, there is mention of rubbing together jewelweed and other plants such as creeping woodcock leaves and painting nails deep red colors. The ancient name for jewelweed is "nail varnish" which demonstrates that there was a custom for nail beauty back then. Furthermore, during the Genroku era of the Edo Period, people were already using safflower (ancient name: Saetanmahan) to dye nails. So small was the amount of the varnish pigment Carthamus when from safflower (a mere 0.2%) that in the Edo Period it was a highly-valuable item said to be equal in value to gold. Similar to lip rouge cosmetics, women loved to use varnish for nails as a form of point make-up.



A Adorning the Moon. Last picks up Kujira sweets. While red color on her nails being vividly contrasted. Kyomoku (Picking up kujira sweets with painted fingers)

Varnish could only be used by a small fraction of wealthy people, and was well beyond the reach of the farm-girls who picked the safflower. **Imagination:** **Passing by rouge-flowers.** I wonder what beauty might touch herself with rouge on the skin. (I wonder whose skin in future those rouge-flowers will touch)



People over the years have extracted colors and derived colorings from natural materials such as minerals, plants and animals, and with these paints have painted drawings, dyed clothing, and used them for cosmetics. By the 20th century, synthetic chemistry developed at a fast pace, enabling the creation of various different shades of paint. The dawn of modern-day nail polish took place in 1920s America. Because of the high durability and quick-drying qualities of lacquer used in car paint, it was adapted to nail polish. Nail beauty care, which then developed to nail art, became just another facet of people's everyday appearance.

The trend also caught on widely in Japan, and nail beauty-treatment in the country currently enjoys world-class status. For example, professions such as manicurist (nail artist) have emerged; the number of nail salons in Japan has reached 8,000 stores; and the market size is believed to have risen to 200 billion yen. However, the act of people using their bodies as a material for artistic pleasure is surely not only an individual characteristic. Boldly active has always reflected social trends, and today's feminine beauty provides a glimpse at the current way of the world.

The role of highly-transparent glass containers has been significant in the growth of nail polish. Because glass is a material high in chemical stability with strong air tightness, it does not alter the contents of even active liquids such as nail polish, enabling people to keep multicolored nail polish close at hand. As an issue of priority in glass-bottle making, we have endeavored to develop transparent bottles. Glass bottles, which we have all come to take for granted, differ depending on raw materials or dissolution conditions. In particular, the three main aesthetic elements of make-up bottles are "its skin, its color, and its shape." It is our aim to continue making beautiful and safe glass bottles.



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B A-Hand B-Hand C-Hand D-Hand E-Hand F-Hand G-Hand H-Hand I-Hand J-Hand K-Hand L-Hand M-Hand N-Hand O-Hand P-Hand Q-Hand R-Hand S-Hand T-Hand U-Hand V-Hand W-Hand X-Hand Y-Hand Z-Hand



Safflower

Topics — Dyed with "Safflower": The forever-blooming "Rouge Flower"

Safflower is an annual flower belonging to the asteraceae family. Its original place of growth was along the Nile but its seeds and cultivation from India soon found its way down the Silk Road. From there it traveled the Korean peninsula, eventually arriving in Japan during the period of Empress Suiko's reign (592-600). In the Edo Period, this safflower was given the name "Kigyo" (the name of the production region also meaning "top class") "Safflower" because of its high-quality, reaching a peak from the Kyoto era (1716-1735). Safflower was immediately picked after appearing its pretty bright yellow petals in early July, and processed into small, thin shaped discs called kamimochi. Kamimochi was then assembled in Sakuma port, by Kitamao-Iwano (northern-bound ships), transported across the Lake Biwa, and then delivered to Kyoto. Kyoto's safflower dyes made bright red dye from the hemi-mochi, and with that colored the lips and nails of Kyoto women and provided dye for beautiful, red cosmetics. By the time of the Meiji Restoration, safflower declined due to the influx of foreign-made chemical dyes, and eventually disappeared. However, the safflower continues to live on behind the scenes. Garments used for Imperial court festivities are always dyed with Yamagata safflowers. At the Gweta Prince's wedding ceremony on June 9, 1928, the granadine-colored robe that his Highness wore for his nuptial dress (ceremonial coat dress) had been dyed with traditional safflower. In the Edo period "Sano Rokkoji List of Cosmetic Products", it is documented that a second wrestler called "Dewa no Magami Beniflor" (top-class Dewa Safflower) belonged to the last court while "Awa no Ai Dewa (Awa Bulging Ball)" belonged to the West, evoking the two deep red (flower) and indigo (a) eyeing cultures in Japan.



Safflower-dyed handkerchief

Reflections of Women in a Three-Way Mirror

Looking for a present for beautiful women with flawless-complexions? Give them perfume! While Japanese women are said to have the most beautiful complexions, there are also "flawless-complexion beauties" overseas who take special care of their attractive skin. Surprisingly, these girls are all fans of perfume.

First, we interview a 20 year old woman from Cairo, Egypt. The woman, who is currently enrolled as a third year university student studying Japanese, finally arrives home at her apartment after overcoming what is said to be the worst congestion in the world. The apartment is shared with her parents and five others. Opening the apartment window, she gets to see a world-famous landmark every day as Al-Azhar and the Pyramids are almost within touching distance.



She's a typical Egyptian beauty: with luscious eyes, sparkling eyes and long hair. Her skin is slightly swarthy, but moist, which is unusual considering Cairo's dry climate. Praising her beautiful complexion, she remarks that her morning and evening cleansing routine consists merely of a face-wash, and that she doesn't apply face-lotion or skin milk. Maintaining her beautiful complexion with such a method may seem hard to believe but one can say with conviction that she has no skin troubles. It seems that this make-up method is popular among Egyptian women, however, when going out it is normal to apply make-up such as foundation, eyeliner, eye shadow and mascara. Eye make-up is particularly used. She has always been interested in perfume bottles lined up in front of the mirror, she introduces 11 different types. Egyptian women sure do love their perfume.

The second interviewee is a 20 year old woman from Helsinki, Finland. She lives in a house in a residential area just outside the city center with her family of two parents and three siblings. She brings me an apple pie that she had been baking since the morning which seems to be the norm as most Finnish households have an apple tree in their garden. In her two-story house, the windows are adorned with a Black Lamp by Finnish-born designer Jarno Koskinen and items from New York's Museum of Modern Art MoMA design collection. On the sofa one can find popular Marnacchio Finnish-made cushions, and there is a flower-vase made from German pottery. Indeed, the whole house has a stylish multi-European flavor. Her skin is like silk. As a child, small blemishes were a problem so facial



skin without using anything. She's not wearing make-up now but she does when she goes out. She brings and shows me her own personal cosmetics box, which consists entirely of French-made cosmetics. Her outlook on make-up is that it is fun and she enjoys getting a makeover. She especially wears make-up when she meets a guy but rather than using it to attract attention, she wears it to put herself at ease. However, when it comes to perfume, she constantly wears it in or out, and sees a person's smell as a part of their appearance. She either buys the fragrance from France or gets it as a present from people familiar with her tastes such as her father and boyfriend. Again, one can't help be surprised that a girl with such beautiful skin loves perfume so much.

but, she says that her mother similarly has nice skin without using anything. She's not wearing make-up now but she does when she goes out. She brings and shows me her own personal cosmetics box, which consists entirely of French-made cosmetics. Her outlook on make-up is that it is fun and she enjoys getting a makeover. She especially wears make-up when she meets a guy but rather than using it to attract attention, she wears it to put herself at ease. However, when it comes to perfume, she constantly wears it in or out, and sees a person's smell as a part of their appearance. She either buys the fragrance from France or gets it as a present from people familiar with her tastes such as her father and boyfriend. Again, one can't help be surprised that a girl with such beautiful skin loves perfume so much.

The “living creature” that is the big city An environmental tale of three cities: Paris, New York and Tokyo

Big cities' traits and environmental solutions differ. Cities like Paris, New York and Tokyo each have differing characteristics, and accordingly we will introduce case studies of their varying environmental solutions.

There are no factories in Paris

On visiting Paris City Hall and asking about their environmental solutions, their opening words are “There are no factories in Paris.” This is Paris' definitive feature for there can't be many capital cities that don't have any factories. The population of Paris is 2 million but yearly the city plays host to 80 million people made up of businesspeople and tourists. So every day 10 million people stay in the city equating to 5 times the resident population. Because of rapid changes in the number of customers using “Charles de Gaulle”



airport due to worldwide conflicts or economic problems, calculating average CO₂ emissions is problematic. Despite this, solutions are being advanced - the number one being heating. The city aims to completely halt the use of gas by the year 2070 by using nuclear energy and reducing heating time with double-glazed windows. In addition, auto solutions, such as promoting the use of the Metro, bus, tram and bicycles, aim to prevent cars from entering the city. Encouraging bicycle use is starting to produce results, and the tram, which was introduced in 2007, currently covers an 8 km zone, expected one day to circle the city center over a 36 km area. Vital waste disposal measures include promoting garbage separation. Something else attracting special attention is the cultivation of plant. From 2001 to 2008, green space has expanded by 32 ha, and the number of street plants has been increased by 5,000 to 100,000. A point of particular pride is the 3.5 ha green park built within the grounds of the Montparnasse train station. A fungus that only grows in clean-air areas has recently been spotted in the so-called 2 lungs of Paris: the “Bois de Boulogne” and the “Bois de Vincennes” parks. This is attributed to Paris' CO₂ reduction efforts. One would have to say that providing cleaner air is the greatest present the city can give to tourists.

Environmental Improvements to the New York ghETTO

The South Bronx is a ghETTO area crossing New York's East River. It has a population of 11,000 with a high unemployment rate of 27% far exceeding the national average of 9%. It's also home to an environmental improvement group called “Sustainable South Bronx” (SSBx). The South Bronx was originally farmland and a residential area developed by the Dutch in the 1800's. Along the boundary of a fire, a series of arson incidents took place leading to the exodus of disgruntled residents, and then to the area eventually becoming run-down. Large-scale trucks continually travel along its roads, shaking the ground as they pass. Day or night, but mostly night, 16,000 trucks pass through daily. This is due to people coming and going to the Hunts fresh market. The result is that one in four has asthma, and problems such as learning disabilities, diminished concentration and birth defects are widespread. For residents to individually overcome such problems, the answer is simple: all they have to do is get up and leave. However, this bears the same hallmarks as the Manhattan Harlem solution. The principal aim of SSBx is to improve



peoples' living standards through improvement of the environment. Their main task involves negotiating with the city council. Of the exceptional urban projects developed so far, many have been made without the cooperation of local residents. However, what is needed is urban planning that cares for the region as a whole. SSBx's slogan is “I greened the ghETTO” and with this there are great hopes for the South Bronx over the coming years.

The Tokyo Marunouchi Redevelopment

The expanding Marunouchi district opposite Tokyo train station is currently in its third stage of development (1995-present). It has been developed by a council established by parties including landowners, local government and the private sector. The area under development covers approximately 120 ha and is a huge undertaking that is home to around 100 buildings, 690 ha of floor space, about 240,000 workers and 4,000 companies; it boasts gross sales revenue of roughly 120 trillion yen (24% of Japan's GDP); and Tokyo train station users number approximately 930,000 people a day (20 lines and 13 stations). “Redevelopment Guidelines” drawn up by the council have coordinated and harmonized the street layouts and buildings of the district as a whole, and developed a pleasant, soothing urban landscape. There have also been substantial efforts to restore historic buildings such as the old Mitsubishi No.1 building. There are two noteworthy items



relating to the Marunouchi redevelopment. The first one is a ventilation path that cuts through to the Imperial Palace from Tokyo Bay. It's an improvement of the heat-island effect and involved demolishing

a high-storey commercial building at the Yasui entrance, moving that cubic capacity to both sides of the high-rise, directing the sea breeze from over a lower-rise station building into the Imperial Palace area, and then the air which is cooled by the green of the Imperial Palace permeates through the surroundings. The second item is the restoration of Tokyo train station. Construction work on it began in 1908, and finished in 1914, but damage caused by air raids on Tokyo shaved off the third floor section and as a temporary measure it was used as a two-storey building. It was then restored to the red brick station building as shown in the original design. In addition, space made up of existing roads in front of the station was converted into a plaza, and the Gyoancho street that leads from there to the Imperial Palace has been made into a lush, green straight-line pavement. The sight of new foreign Ambassadors riding ceremonial horse-drawn carriages to attend ceremonies where they present their letter of credence to the Emperor illustrates Japan's rich traditions, and is something no doubt acknowledged by the world as an example of wonderful, urban beauty. (CG is currently under review).



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Acknowledgement for the cooperation with: NHK, DDP
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