



**PRESS RELEASE**

**April 5, 2018**



## **G-Smatt completes one of the world's largest architectural glass LED media façades.**

- **1,200 sq meters of glass installed**

G-Smatt Europe's parent company, G-Smatt, has successfully completed the installation of what is believed to be one of the world's largest installations of an architectural LED media glass façade. The innovative glass has been installed on the Coex Convention & Exhibition Centre, in Samseong-dong of Gangnam-gu district in Seoul, South Korea.

The project took three months to install and was completed in December last year. There were a number of challenges facing the team as the building remained open throughout the construction process. So, whilst the G-Smatt media glass could be installed during the day, all the associated welding and painting had to be carried out overnight.

On the technical side the main challenge came in the form of the three different zones, which were of varying dimension. This required some complex engineering to ensure a constant pitch of the LEDs across the glass to ensure the highest quality for the media display. A total of 1,200 sq metres of the media glass has been installed which contains over 400,000 LEDs. Click on the following link to see a video of the completed installation: <https://vimeo.com/248003401>

Coex is owned by the Korea International Trade Association, one of the biggest private economic organisation in Korea. Technically it's a private company, but it takes on the character of a public institution. Therefore, before the glass could be installed the company was required to obtain the same level of approvals as required by government buildings; no easy feat and one which required a

great deal of effort from the G-Smatt team. There is also a requirement for 30 percent of the display time be allocated to public service announcements including PR for the Gangnam-Gu municipal government. The remaining 70 percent of the time is dedicated to high-end brand advertisement eg AUDI, Blizzard, Calvin Klein, Cartier and Tiffany.

#### Company Profile

G-SMATT is a Korean company that produces an innovative digital smart glass product. Launched in 2013 the company now has offices in five countries. The company believes in the transformation of the digital city scape with compelling architectural media and interactivity. Its innovative, building grade, laminated media glass provides full transparency and rich media capability. This allows developers and architects to provide a new way for people to experience and enjoy their buildings and the surrounding urban spaces without compromising on the aesthetic beauty of their original design. In the new world of the Internet of Things it also allows for unparalleled connectivity and integration, a key in the development of the smart city. G-SMATT produces both architectural and exhibition products and received the LCA 2017 Award for Technological Innovation of the Year. For more information & video links <https://www.g-smatteurope.com/products/events>

**END**

\* **High res images available on request**

For business enquiries please contact:

Orhan Ertughrul, G-SMATT Europe

Email: [orhan@g-smatteurope.com](mailto:orhan@g-smatteurope.com)

Tel: 01865 688221

Mob: 075450215298

For media enquiries please contact:

Avril Chaffey, Avril Chaffey PR

Email: [avril@avrilchaffeypr.co.uk](mailto:avril@avrilchaffeypr.co.uk)

Tel: 01488 608898

Mob: 07765 343565

You are receiving this press release as it may be of interest to you. If you no longer wish to receive news and information from G-Smatt then please contact Avril Chaffey at [avril@avrilchaffeypr.co.uk](mailto:avril@avrilchaffeypr.co.uk) or tel +44 (0)1488 608898

Ref: AC/GS 07