



Titan Minimal Art Milestones:

An idea becomes legend

Linz, August 2009. A succession of many small steps made Titan Minimal Art what it is today: an icon. But, above all, it is the passion and enthusiasm of the people- those who wear it and those who create it- that make it an indispensable accessory.

- In the **1990s**, Silhouette designer Gerhard Fuchs's ideas were characterized by reduction. His task was to create glasses that function without practically anything, while offering a lot more than any other eyeglasses: highest wearing comfort, perfect design, and unlimited vision.
- In **1999**, the world was amazed to see the first eyeglasses with a rimless frame design: Titan Minimal Art. Whatever was typical for eyeglasses up to that point was abandoned: screws, hinges, frame. Even the weight was reduced to 1.8 grams. This was the beginning of a new era; Titan Minimal Art was the first object ever created that made seeing with glasses as limitless as without.
- Owing to its great success, the Titan Minimal Art collection – which originally consisted of two models in five colours – was expanded by six models and three colours in **1999**, the same year it was created. It rapidly conquered the hearts and faces of eyeglass wearers all over the world.
- It took only a short time for the revolutionary glasses to be discovered by NASA, the American space agency. On **October 11th, 2000**, Titan Minimal Art took off on its first space mission aboard NASA's space shuttle Discovery. Astronauts Bill McArthur and Peter JK Wisoff were excited about their limitless vision in space. Fourteen further missions followed. In cooperation with NASA, Silhouette even developed special sun protection eyewear for space applications.
- The sunglass season of **2000** quickly found its star in Titan Minimal Art Sun. The rimless sunglasses, which come without hinges or screws, reached the status of a "must have" worldwide. From New York to Tokyo, Berlin to London, in Paris and Milan: not only fashionistas agreed on which were the coolest shades.
- The international catwalks were not far away. In **2001**, Titan Minimal Art entered the catwalk stages of New York, London, Paris, and Milan. Appreciating Titan Minimal Art's rich variety and ability to transfigure, Julien Macdonald and other designers sent their models to the catwalk wearing special creations.
- Since **2001**, the stars of the Cannes Film Festival have been wearing Titan Minimal Art, relying on its ability to protect them from the frenzied flashes of cameras while they pose for photographs on the red carpet.
- With its numerous custom-made editions, Titan Minimal Art took the hearts of the stars by storm. In **2000**, a special collection was created for Elton John, and in **2004**, Tom Cruise insisted on wearing his tailor-made Titan Minimal Art Sun in "Collateral", a film which received many awards and nominations.



- In **2005**, a special Christmas Edition of Titan Minimal Art was issued, which came in shining red and gold.
- Based on the Titan Minimal Art's big success in space, Silhouette developed a Space Edition in **2006**. This eyewear was intended to give its wearers on earth a feeling of the infinite vastness of the universe. The Space Edition was presented at expensive and impressive space shows all over the globe, supported by NASA astronauts.
- In **2008**, the members of the Vienna Philharmonic Orchestra – which many think is the best orchestra in the world –wore Titan Minimal Art at the New Year's Concert for the first time, having a rimless and unlimited view of both their sheet music and the world: the New Year's Concert is watched by about a billion people throughout the world.
- In 2008, Silhouette presented the MUST collection, featuring the most successful Titan Minimal Art models in a best-of collection. With its eight models, the Titan Minimal Art MUST collection shows the great variety of this classic eyewear.
- More than eight million people appreciate Titan Minimal Art around the world, enjoying the unlimited visual experience every single day. On the occasion of its 10th anniversary, Silhouette created a Special Edition in **2009**, which is comprised of four extraordinary models. Nick Knight, one of the best fashion photographers, was assigned to stage this edition. In compliance with Silhouette's credo – *"the most beautiful frame for a pair of glasses is the wearer's face"* – one of the most fascinating and prominent "frames" in the world was chosen for the event: Nadja Auermann.
- The number of wearers appreciating the benefits of Titan Minimal Art increases day by day – both on earth and in space. This eyewear, which is regarded as the most revolutionary in the recent history of glasses, allows people a contented and boundless look into the future.

For more information, please go to: www.silhouette.com