

NEWS RELEASE

Mr. Kenji Ekuan, Chairman of GK Design Group being awarded the International Compasso d'Oro award for lifetime achievement on 28th of May, 2014 in Milano, Italy.

June, 2014

Mr. Kenji Ekuan, Chairman of GK Design Group, was awarded the International Compasso d'Oro Award by the 23rd Compasso d'Oro Prize organized by the Italian Association for Industrial Design (ADI) and the Foundation of ADI.

The awarding ceremony was held at 7p.m. on May 28, 2014 at the former Ansaldo Co.,Ltd. The ceremony took place in front of more than five hundred people from government, ADI, ADI Foundation, design fields, and the press.

Compasso d'Oro Award is an international design award, established in 1954, the oldest and the most influential one in Europe for a product and product system by an Italian manufacturer service and research with advanced and cultural approach in addition to the award for young designers and achievements. International Lifetime Achievement Prize is awarded to people and institutions outside Italy for the achievement of the excellent promotion of design culture and a proposition.

At the twenty third of the awarding this year, the event takes place as a part of the design program promoted by cooperation between Milan City Council, Lombardy Regional Government to emphasize design's role by taking the opportunity at forthcoming Expo 2015 held in Milan.

International Compasso d'Oro Award for Lifetime Achievement was awarded to Mr. Kenji Ekuan, chairman of GK Design Group for his lifetime contribution to: promotion of criteria of design in Japan, prospect of International Council of Societies of Industrial Design, culture and design promotion in and out of Japan, an establishing member of Metabolism (an architectural movement born in Japan in 1960).

The award in international category was also given to Mr. Dieter Rams from Germany, Mr. Giorgio Armani from Italy and Apple Corporation from the U.S.A.

In September this year, we will hold Mr. Ekuan's commemorative lecture and commemorative celebration for the award in Tokyo. You will be informed when the detail of the event be fixed.

Mr. Ekuan's message for the award:

I have been very honored and proud of being awarded the historic prize. This is the award of long longing since my youth and I have been so excited about the

receiving at this age. I am deeply grateful to the award for being recognized of my long time dedication to design movement.

I believe that my lifetime objective is to establish the profession of industrial design. When we try to establish a professional field, sometime we feel like our freedom is strained to some extent. However, when we overcome such processes, our profession will be established and obtain a social status. I also firmly believe that calling together people of like mind in the movement will bring an excellent social meaning.

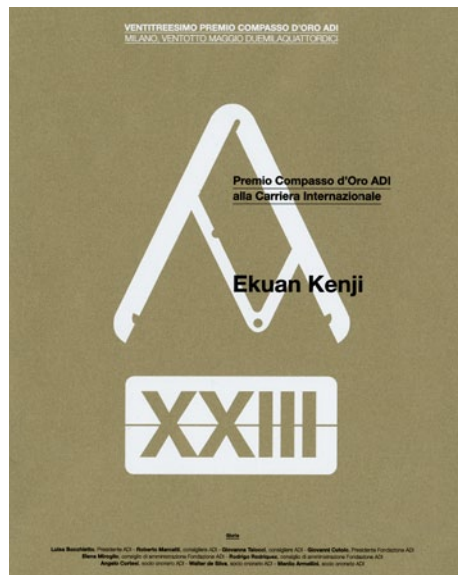
I would like to do my best further to establish the design profession for the rest of my life.

Thank you very much.

The Italian Association for Industrial Design (ADI) and the Foundation of ADI

Industrial Design Association (Associazione per il Disegno: ADI) was established in 1956: long since has been playing a role to lead the development of industrial design as cultural and economic phenomena aiming at promoting and implementing design and service for a better product through providing society with cultural forum, communication between an organization.

The Foundation of ADI was established by the initiative of ADI and it has been managing the awarded works of Compasso d'Oro Award since then.



Inquiry about this article is to make attention to:

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Compasso d'Oro Ceremony



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