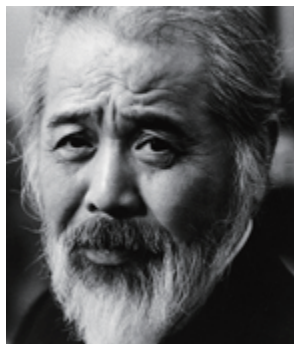


## ■ Messages

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GK Design Group Chairman

### **Kenji Ekuan**

#### **Marking of the Sixtieth Anniversary of GK Design Group**

GK's sixtieth anniversary should be the accumulation of fundamental knowledge for reaching the 100th anniversary to come. However, the accumulated knowledge may not be conveyed to other persons without the idea we can confidently offer to people. The idea can not be created over night, yet it is almost certain that the 60 years history to date is to be relied on for it after all.

Though simply putting it as 60 years, it has been a long way, and in the course, the nature of GK Group has been developing on its own. The reason of GK members' high solidarity might lie in the firm's comprehensive business operations. It also can be asserted that GK has striven and been after deeper meaning of respective professional spectrums on the other hand. It must be an inevitable consequence of history. However at the 60th anniversary, what we have to think about again by breaking the consequence of that course is seeking a new way of cooperation and further having worldwide views. What we will need at that moment will be an approach of thoughts beyond mere profession, and to obtain more firm coordination. For building the approach, GK will have to utilize knowledge and experience nurtured in the past 60 years, hopefully more GK will have to lead the field with the bond derived from the coordination in which GK will be involved. Through the course, we should not stay in the mindset like "a frog in a well knows nothing of the great ocean."

Fortunately the era design was called for in Japan, in which GK had its dawn, was also the era design itself was welcomed in society with great affinity. With that ethos, people's sense of possession of things to that date drastically changed. It was the beginning of the age of "democratization of material things and beauty." However now by all means, indulging in the sense of possession prevailed at that age should be avoided, and for that we will need quite serious courage and study.

100th anniversary is the very goal, which energizes us to have an immediate and clear objective now having experienced the 60 years, and it must be exactly the way forging GK. At the 60th anniversary of GK, I am wishing so.

2012.6.