

GK

GK Design Group: The ideal designer for the global market

GK

Kenji EKUAN, Japan

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An International outpost of our firm started as early as in 1966. Its necessity was raised as our clients started to venture their international market. The first problem we encountered was communication for design. Around that time, no fax and e-mail were in the world yet, information was channeled only through clients' sales department. We realized that the terminology of sales people was not good enough for design planning for a particular market. Design work has to be based on very tangible resources such as colors and usage from a view of people's life style alike. No existing information channel at that time answered to our inquiries. Therefore we decided to send a designer to settle down in an aimed market region to obtain our own way of getting design information. However we had no formulas to translate the information into a formative expression, we needed so many kinds of information, not the one taken from just an instant observation as a tourist, from point of views such as socio-econo, culture and regional historical background and so forth. And many of them were hinted and found in unintentional opportunities only through daily life in the region with designer's eyes.

Though said as an "outpost" in the previous line, we had no clear definition on the outpost. So far we have opened four outposts one after another according to the needs for cooperation with our clients during the last four decades. Besides serving clients in the line of our headquarters' business strategy, we have kept trying to evolve the



outposts into fully characterized freelance design office. That should be independently and legally able to promote and widen our own design business opportunities in local and international arena.



No matter to how many ways the outpost's function has evolved, we have come to believe that we are first required a keen sense to detect people's needs and our own capability to offer them. We will need a research designer first of all who has strong interest on many aspects of people's daily life, physical facilities, organized and painstaking intention and strong support of headquarters in negotiating with clients wherever it is located. Once these condition is set, today's designers will be able to have a wide variety of communication means to operate a set of research activities that must make a great capability of creating a design satisfying people's needs in a region.

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GK
GK Design Europe, Amsterdam office



GK L.A.
GK Design International, L.A. office

GK Design International Inc.

(Los Angeles Office/U.S.A.)



GKDI

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GK Design International Inc.

(Atlanta Office/U.S.A.)

GKDI

GK Design International Inc.



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GKDI
GK Design International Inc.

USA
MADE IN
AMERICA



EXIT

GK Design Europe bv.

(Amsterdam/The Netherlands)

A dark rectangular sign is mounted on a brick wall. The sign features the text 'GK Design Europe' in a light-colored, sans-serif font. The 'GK' is significantly larger than the words 'Design Europe'. The brick wall has a mix of reddish-brown and greyish-brown bricks with light-colored mortar.

GK Design Europe



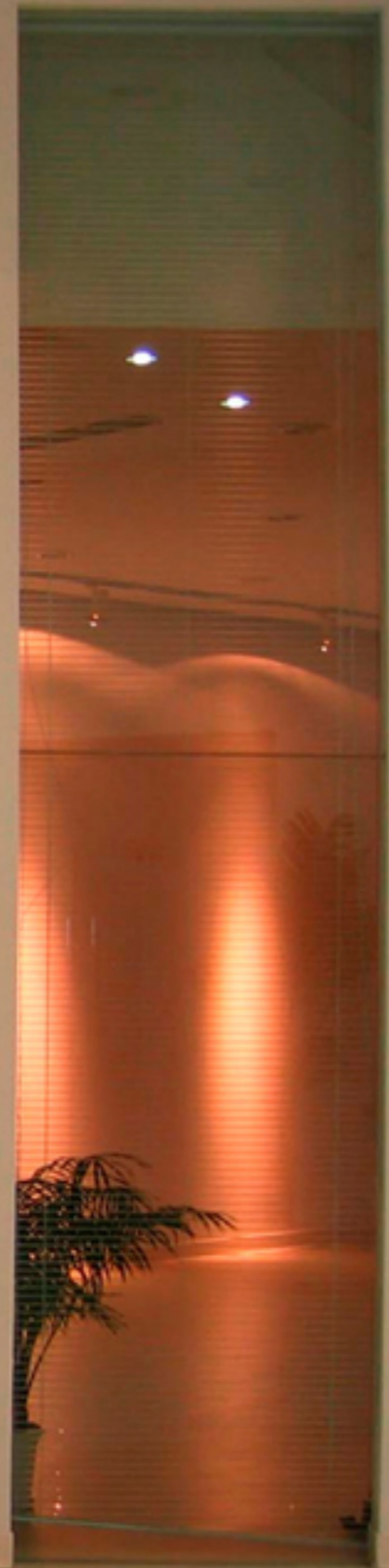




GK office in China

(Qingdao/China)

Qingdao HaiGao Design &
Manufacturing Co., Ltd.









GK office in Thailand

(Bangkok/Thailand)



JPMorgan





