

Hello! This is Kohei Sugiura.

First, I would like to express my deepest gratitude to the Hong Kong Design Centre

for awarding me the Lifetime Achievement Award.

When I went to Germany for the first time in 1964 to teach at a design university there,

I saw the reflection of my own form in the mirror of a different culture.

I awoke to the fact that I was Japanese, with an Asian way of thinking.

Ever since, for 50 years,

I have continued to explore the possibilities of

a "multi-subjective design" that includes

the sensibilities and natural power of Asian forms

that were rare in modern design, and

put those ideas into practice in my daily work.

It is my great joy that the Hong Kong Design Centre

has recognized and appreciated my path and my research.

I am sorry I cannot attend the award-giving ceremony myself,

but I am pleased to introduce to you Mr. Nobuo Nakagaki,

who worked with me in the first ten years of my career.

He knows me very well, and he himself is an outstanding graphic designer.

Thank you.