

We would like to inform you that Mr. Kazufumi Nagai has created the logo that will be used as a symbol for the “1<sup>st</sup> Asia-Pacific Water Summit” which will be held in Beppu on December 3-4<sup>th</sup>, 2007. Mr. Nagai is not only a successful artist throughout Japan, he also feels concerned and devoted to the meaning and the significance of the summit.

~Concept~



Water is the foundation of life and all forms of social, economic and environment development. The importance of water for life is not just limited to drinking, it also relates to agriculture, sanitation, environment and water-related disasters. Additionally, the issue of water is becoming increasingly crucial because of the impact of climate change on the resources. As a response to this situation, the 1<sup>st</sup> Asia-Pacific Water Summit will target top-level decision makers, such as heads of governments to attempt to solve these issues.

The logo represents drops of water flowing together. Also, the form of the logo reminds us of the traditional Japanese family crest and of the Japanese letter 「水」 that means ‘water.’

~Profile of Mr. Kazufumi Nagai ~



- 1985: Graduated from Tama Art University, with a major in design
- Worked for HAKUHODO Inc.
- 2003: Established a branding company named HOKUHODO DESIGN
- Has been a distinguished winner of many awards including Nikkei Advertising Awards Grand Prix, Asahi Advertising Award, Mainichi Design Awards, Creator of the Year, and ADC Grand Prix.
- A member of Tokyo Art Directors Club and Japan Graphic Designers Association.