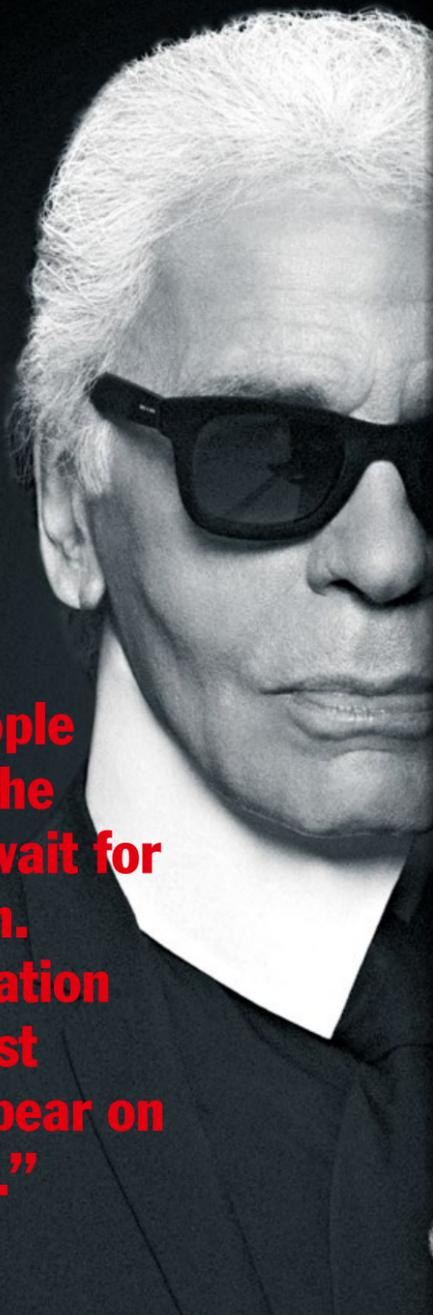


SUM AND SUBSTANCE

Words of wisdom from men of experience.



“Some people go lie on the beach to wait for inspiration. But inspiration doesn’t just simply appear on the beach.”

KARL LAGERFELD Tailor, fashion designer, and photographer. Born in Hamburg, he now lives in Paris.

“My role models were Gyro Gearloose, Marlon Brando, and Hermann Hesse. But as a general rule: don’t have any idols. Just follow your own path and do your own thing.”



UDO LINDENBERG Rock musician, author, and painter. He and his inimitable lyrics helped the German-speaking world achieve a breakthrough in rock music in the early 1970s.

“I don’t like definitions, but if there is a definition of freedom, it would be when you have control over your reality.”



MARK KNOPFLER Co-founder of the Dire Straits rock band (*Sultans of Swing*) and one of the world’s finest electric guitarists. He has been a sought-after solo artist for more than two decades.

“Although I grew up in the era of monarchical management styles, I have always felt part of a team. In the aviation industry, for example, no one can build a jet alone. The team has to do it. This knowledge was instrumental in shaping my approach.”

HARTMUT MEHDORN Mechanical engineer who worked in the aviation industry, was on the board of Deutsche Aerospace AG, then chairman of the board of both Heidelberger Druckmaschinen AG and Deutsche Bahn AG.



GEROLD BINER Aircraft mechanic, head pilot, and CEO of Air Zermatt AG. His helicopter company performs rescue operations in the Alps, transports construction materials to remote mountainous locations, and drops skiers off on Swiss glaciers.

“Even if the lives of accident victims are at stake, we have to respect the limits of both humans and machines on our rescue missions in the mountains. I can’t let myself be led or misled by emotion.”

