

Gürok Group Brings the History of Aizanoi Ancient City to the Future Through a Documentary

Located in the Çavdarhisar district of Kütahya and regarded as one of the best-preserved ancient cities in Anatolia, Aizanoi Ancient City now meets audiences through a documentary project. Sponsored by Gürok Group since 2020 for its excavation and restoration works, Aizanoi's 5,000-year history and the grandeur of the Roman period are brought to the present day through this documentary, which serves as a continuation of this long-term support.

Included in the UNESCO World Heritage Tentative List, Aizanoi stands out not only in the field of archaeology but also as a major asset for cultural tourism, with landmarks such as the Temple of Zeus, its 13,000-seat theatre, 15,000-seat stadium, and the Macellum known as the world's first stock exchange. The documentary offers an impressive journey through time, spanning from the city's mythological origins to its economic and social life during the Roman era, and extending to the ongoing excavation and restoration efforts today.

The film explores the historical layers of this ancient settlement shaped by the Penkalas (Kocaçay) River. Presenting a chronological narrative from settlement traces dating back to 3000 BCE to the prosperous years of the Roman Empire, the story is enriched with the visual grandeur of monumental structures such as the theatre, stadium, and agora.

We embrace cultural heritage

Esin Güral Argat, Vice President of the Board of Gürok Group, stated that the company has been the main sponsor of excavation and restoration works at Aizanoi since 2020:

“As an institution born in Kütahya, producing and creating value in these lands, we see it as a fundamental responsibility to protect the history, culture, and identity of the geography we belong to. Our support for Aizanoi Ancient City represents a strong bridge we have built between the past and the future. With this documentary, our aim is not only to tell the story of an ancient city, but also to make Kütahya's cultural potential visible on both national and international levels. We believe that true development is only possible when we can grow industry and culture, production and heritage together.”

The Aizanoi Ancient City documentary appeals to a wide audience from history enthusiasts and academics to travelers interested in cultural tourism and younger generations. The story of a civilization carved into stone now comes to life on screen. The documentary, which tells the story of this ancient heritage rising in the heart of Kütahya, can be accessed via the following link:

<https://www.youtube.com/watch?v=-h3uz0AfBLc>

CREDITS

Advertising Agency: CIAN. Istanbul

Production Company: Magician Production

Producer: Eda Çelik

Director: Kahraman Çelik

Cinematography: Ali Varal

Post-Production: Magician Production

Gürok Grup Hakkında

Gürok Grup olarak, 1948 yılında Kütahya'da başlayan yolculuğumuzda sanayi, turizm, yapı ve hızlı tüketim ürünleri sektörlerinde Türkiye'ye değer katan projelere imza attık. Yenilikçi yaklaşımımız ve fark yaratan iş modelimizle Türkiye'nin en büyük özel sektör gruplarından biri haline geldik. Bugün, sofrta camında dünyanın 5. büyük üreticisi olan LAV, ikram sektörünün güçlü oyuncusu LAV HORECA, cam ambalajda güven, yenilik ve kalitenin adı GCA, uluslararası spirits markalarını sofistike, estetik ve yüksek performanslı cam şişe çözümleriyle buluşturan GCA Spirits, turizm sektöründe yaklaşık 35 yıldır faaliyet gösteren Ali Bey Hotels & Resorts, Maldivler'de iki ayrı adada ultra lüks segmentte faaliyet gösteren JOALI Maldives ve JOALI BEING, Akdeniz'in ilk villa oteli BIJAL, patentli kaplama teknolojisi ile Gürok Kiremit, Türkiye'nin mineral ve magnezyum değeri en yüksek maden suyu AVOYA ve bu projelerimizi hayata geçirdiğimiz Lapis Yapı şirketlerimizle 3 kıtada 5 bin kişiye istihdam sağlıyor, ürünlerimizi 140 ülkeye ihraç ediyoruz. Bulduğumuz her sektöre yenilikçi ilkler getiren ürün ve hizmetlerimizle ülkemizi uluslararası alanda temsil ediyoruz.

Sorularınız için iletişim:

Artı İletişim Yönetimi

gurok@artipr.com.tr

0212 347 03 30