PRESS RELEASE **November 9, 2026**

Gürok Group Marks November 10 with a Special Film: “What Can Fit into One Minute?”

In its commemorative film for November 10, the Day of Remembrance of Atatürk, Gürok Group explores the significance of 09:05, the moment that brings everyday life to a standstill, through the stories of people from different walks of life. Built around the question “What can fit into one minute?”, the film brings together feelings of respect, gratitude and longing for Gazi Mustafa Kemal Atatürk in a shared collective memory.

Gürok Group has released a special film for November 10, the Day of Remembrance of Atatürk, focusing on 09:05, the time when Gazi Mustafa Kemal Atatürk passed away. Inspired by the question “What can fit into one minute?”, the film portrays how the ordinary rhythm of everyday life, unfolding independently across different settings, comes together in a shared moment of remembrance on November 10.

Throughout the film, people going about their daily routines at school, on ferries, in fields, offices, traffic and homes are seen checking their watches. As the clocks approach 09:05, the countdown gives way to a meaningful silence as the sirens sound. From people stepping out of their cars on bridges to young people standing still in public squares, employees pausing their work and a mother and child observing a moment of silence on their balcony, lives across the country come to a standstill simultaneously. The film highlights how respect and devotion to Atatürk continue to live on across all segments of society and through generations.

The narration throughout the film features the lines “A lifetime of longing…”, “A yearning that the years cannot diminish…”, “An endless gratitude…” and “And an eternal thank you…”, emphasizing Atatürk’s enduring legacy and his place in the collective memory.

The film concludes with a final scene that moves from the eyes of a young child to a portrait of Atatürk, once again reminding viewers of the boundless gratitude and appreciation felt for Gazi Mustafa Kemal Atatürk, who devoted his life to shaping the future of a nation.

Through this special production, Gürok Group commemorates Gazi Mustafa Kemal Atatürk with respect, longing and gratitude.

You can watch the film via the link below:

https://www.youtube.com/watch?v=eyq5ViJ4EIc

FILM CREDITS

- **Brand:** Gürok Group
- **Film Title:** What Can Fit into One Minute?
- **Project:** November 10 – Day of Remembrance of Atatürk
- **Advertiser:** Gürok Group
- **Agency:** InCrea360
- **Creative Director:** Artun Cinetçi
- **Copywriter:** Eda İvgen
- **Director:** Seymen Yalman
- **Director of Photography:** Erkan Bastem