

Why is Eurologos known as 优格 (yōu gé) in China?

“优 (yōu)” in Chinese carries the meaning of excellence, high quality and demonstrates our will to provide the client with a perfect translation, while “格 (gé)” stands for rules and laws. Our main business activity is to provide translation services, and there is no better expression that can render what translation means to us than that of a chained ballet dancer. Dancing is a new creation but we cannot allow it to be freed from its shackles, if such a thing would happen we could no longer talk about translation.

“优 (yōu)” and “格 (gé)” together render perfectly this concept of dancing while chained. When we translate not only do we have to stay true to the structure and imagery of the original “格 (gé)”, but we also have to improve the way it is written, striving to achieve coherence and clarity through the use of appropriate vocabulary “优 (yōu)”.