The right time has a name.

The name Kairos draws on a very ancient concept rooted in Greek mythology: Kairós (in Greek, καιρός), meaning “the opportune”, “right” or “supreme” moment.

MYTHOLOGY

The youngest son of Zeus

In Greek mythology, Kairós is the god of the opportune moment. The earliest references date from the 5th century BC, when Ion of Chios dedicated a hymn to him, celebrating him as the youngest son of Zeus.

CHRONOS AND KAIRÓS

The ancient Greeks had two words to describe time.

Χρόνος

CHRONOS

Chronos is chronological, sequential time — the time measured in hours, days, months and years. It is quantitative in nature: the time of mankind.

Καιρός

KAIRÓS

Kairós, by contrast, is qualitative in nature: the undetermined moment when something special happens, the experience of the opportune moment.

OPPORTUNITY

The finest present instant

For the Pythagoreans, Kairós meant “opportunity”: time in potential — eternal and non-linear. In rhetoric it was a central notion, as it described

> “the fleeting moment when an opportunity or opening presents itself and must be met with strength and skill for success to be achieved”.

It is the finest present instant, the one in which chaos is held at bay and happiness embraced.

In theology, too, the term designates the qualitative dimension of time — “God’s time”, which cannot be measured. As a passage of the Bible reads: “(…) one day is with the Lord as a thousand years, and a thousand years as one day” (2 Peter 3:8).

OUR COLOURS

Lapis lazuli and gold

Lapis lazuli | Gold

The Kairos colours were carefully chosen. According to age-old traditions, lapis lazuli evokes loyalty, sincerity, trust and tranquillity, while gold symbolises prosperity. These are the core principles that guide our whole team, both at work and in life.

ARISTOTLE

The good, in time, is the opportune moment

“Since good is said in as many ways as being (for it is said in the category of substance, as God and intellect; in quality, as the virtues; in quantity, as the right measure; in relation, as the useful; in time, as the opportune moment [kairós]).”

Aristotle, *Nicomachean Ethics*, I, 6, 1096a23–27