

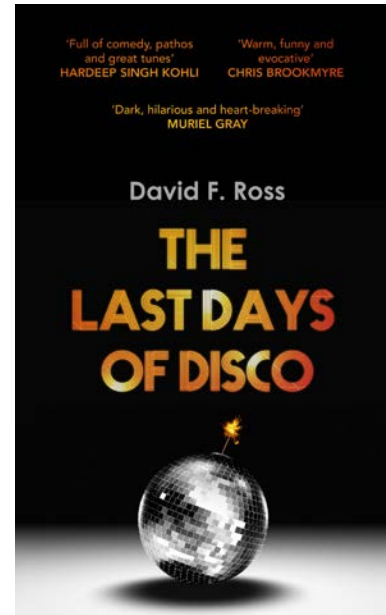
David Ross
Architect and Writer

keppie



Communicating

Through Ideas & Words



Design

A Universal Language

WHAT IS DESIGN?



COMMUNICATION



WORKING ABROAD



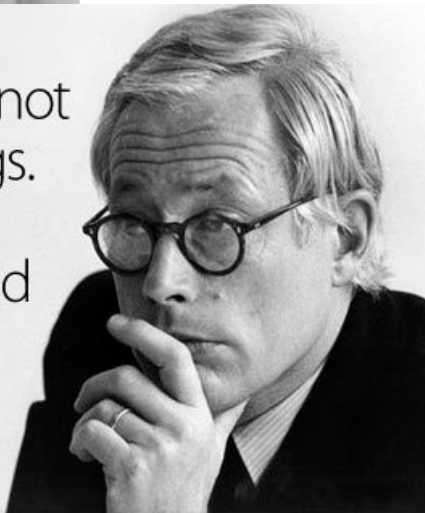


*"Good design will pass the test of time
and will keep being relevant and
compelling in many years to come."*

GONÇALO CAMPOS
WEWOOD'S DESIGN DIRECTOR

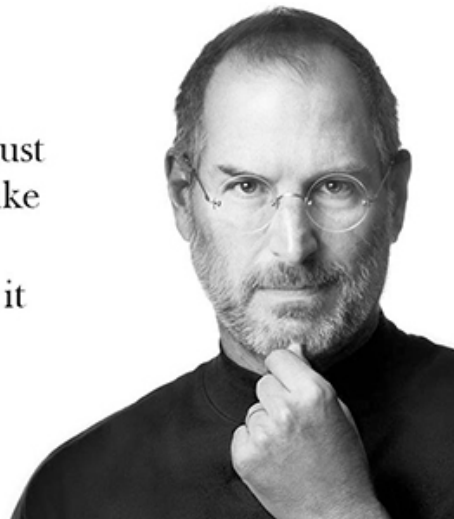


*"Design should not
dominate things.
Not dominate
people. It should
help people."
—Dieter Rams*



Design is not just
what it looks like
and feels like.
Design is how it
works.

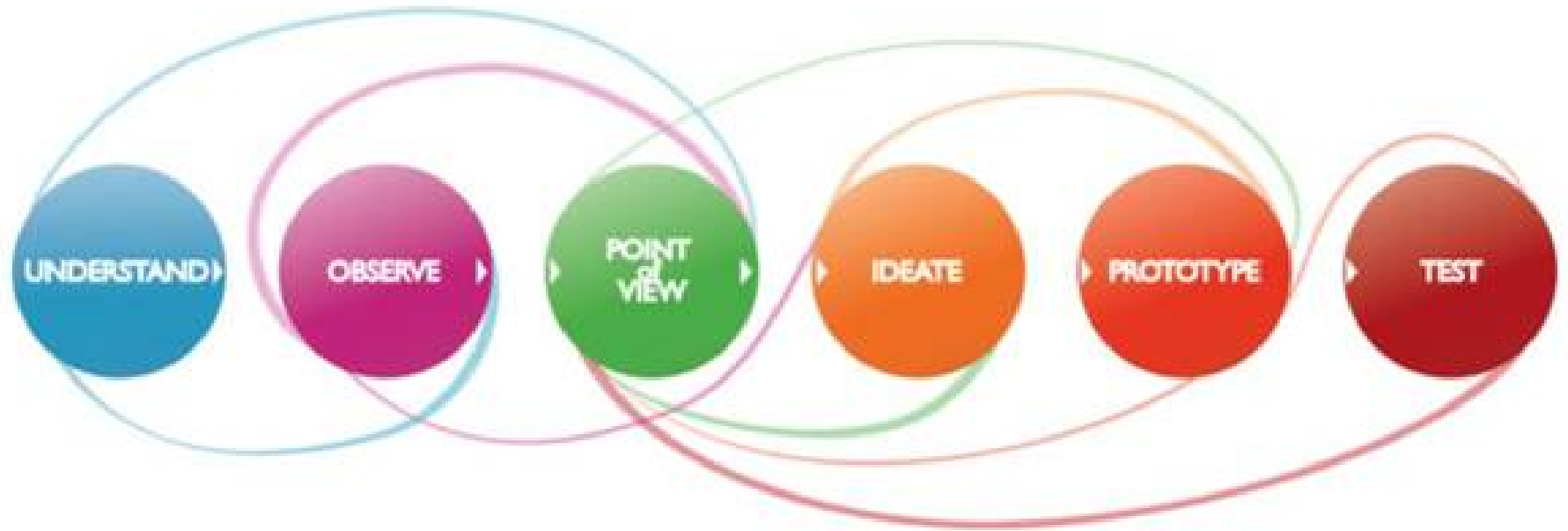
-Steve Jobs

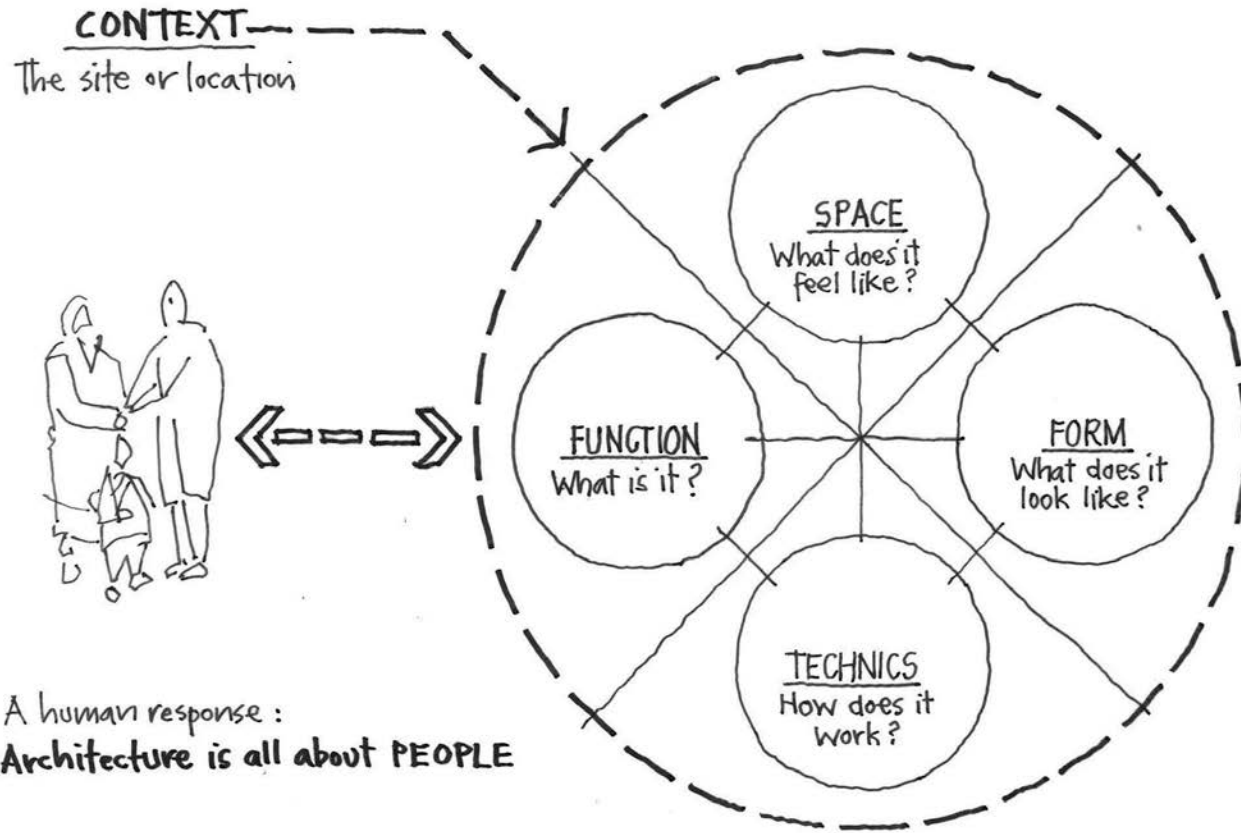


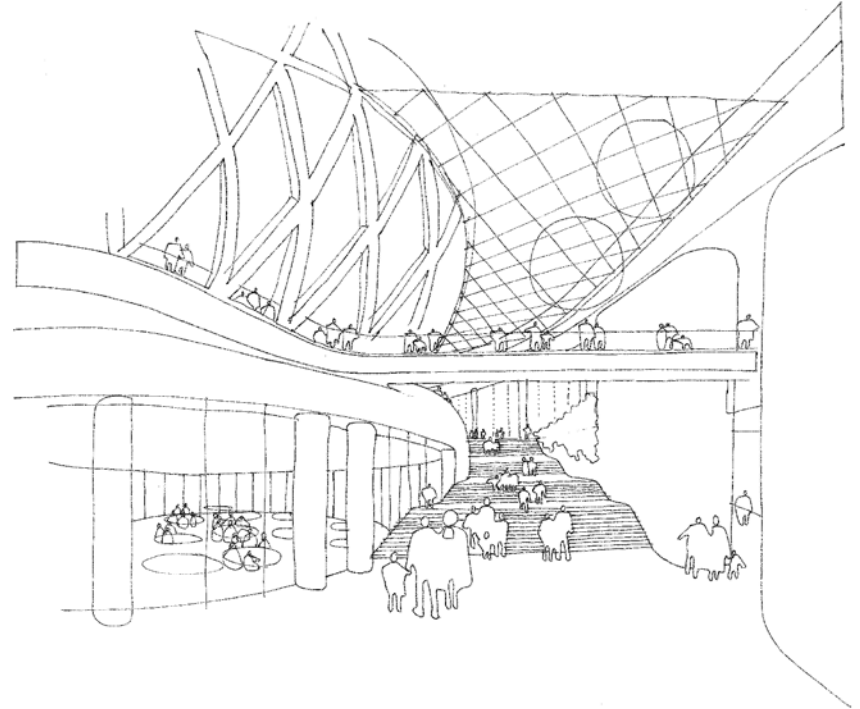
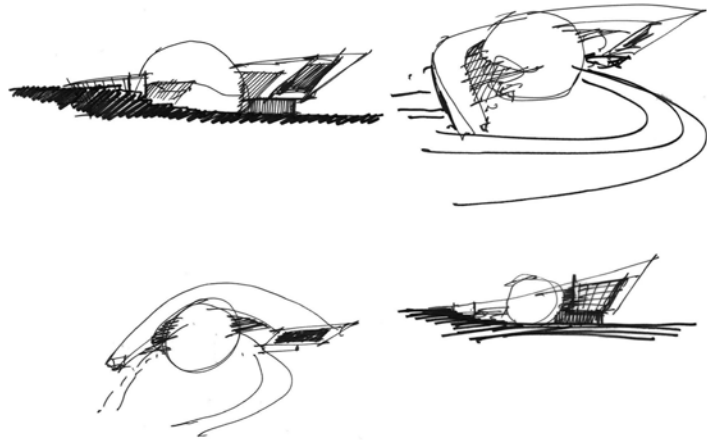




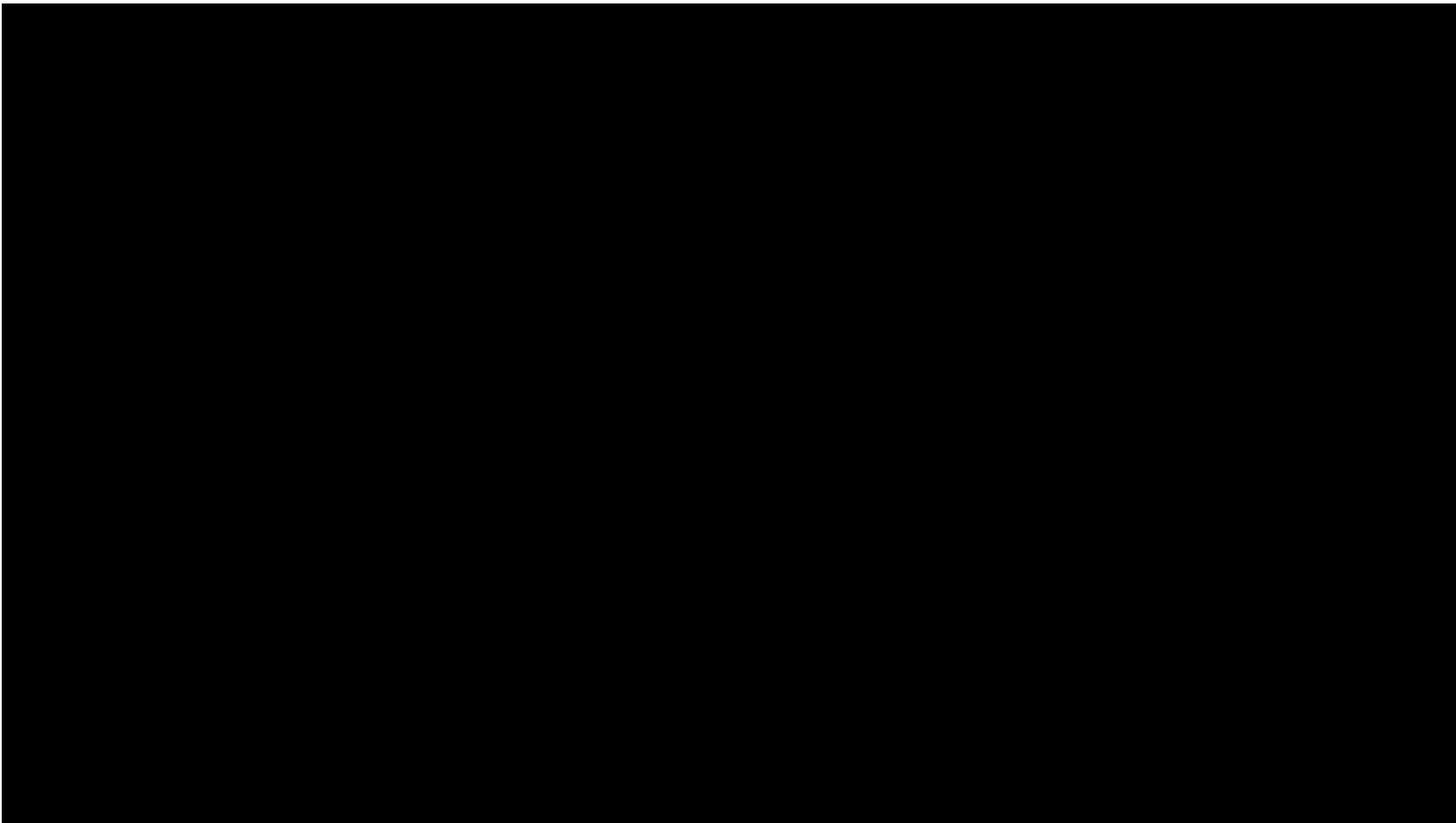












我们在亚洲

Cultural awareness is vitally important in an increasingly inter-connected world.



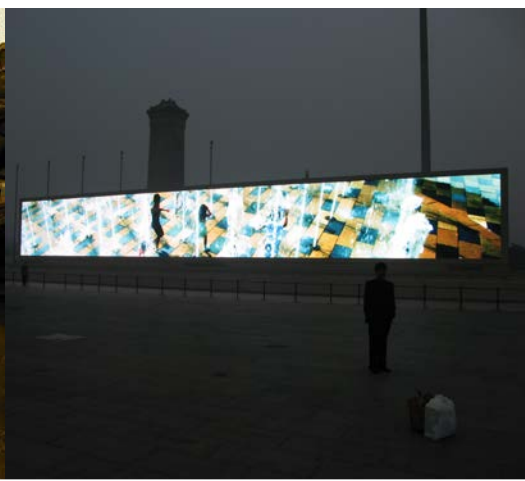
If you're going to operate outside of your domestic market,
there's no substitute for knowledge.

This begins with **understanding** different cultures, languages and dialects, local tastes and sensibilities realising that some change faster and easier than others, and all change in their own unique ways.





Cross-cultural mis-communication can easily happen despite our best intentions



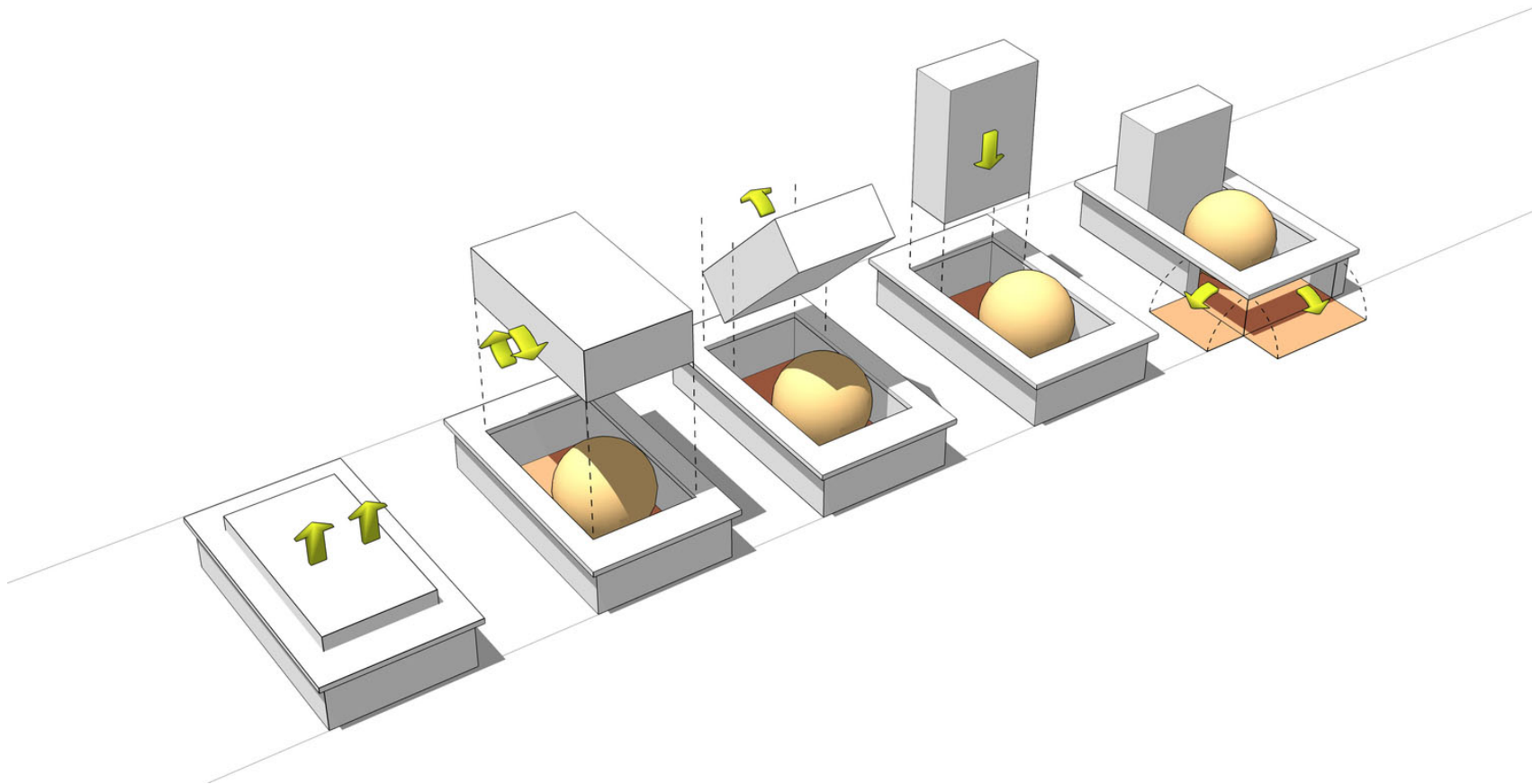
危机

The Chinese symbol for crisis is
comprised of two characters:
one indicating “danger”
The other indicating “opportunity”

So we focused on becoming
opportunistic as opposed to strategic.

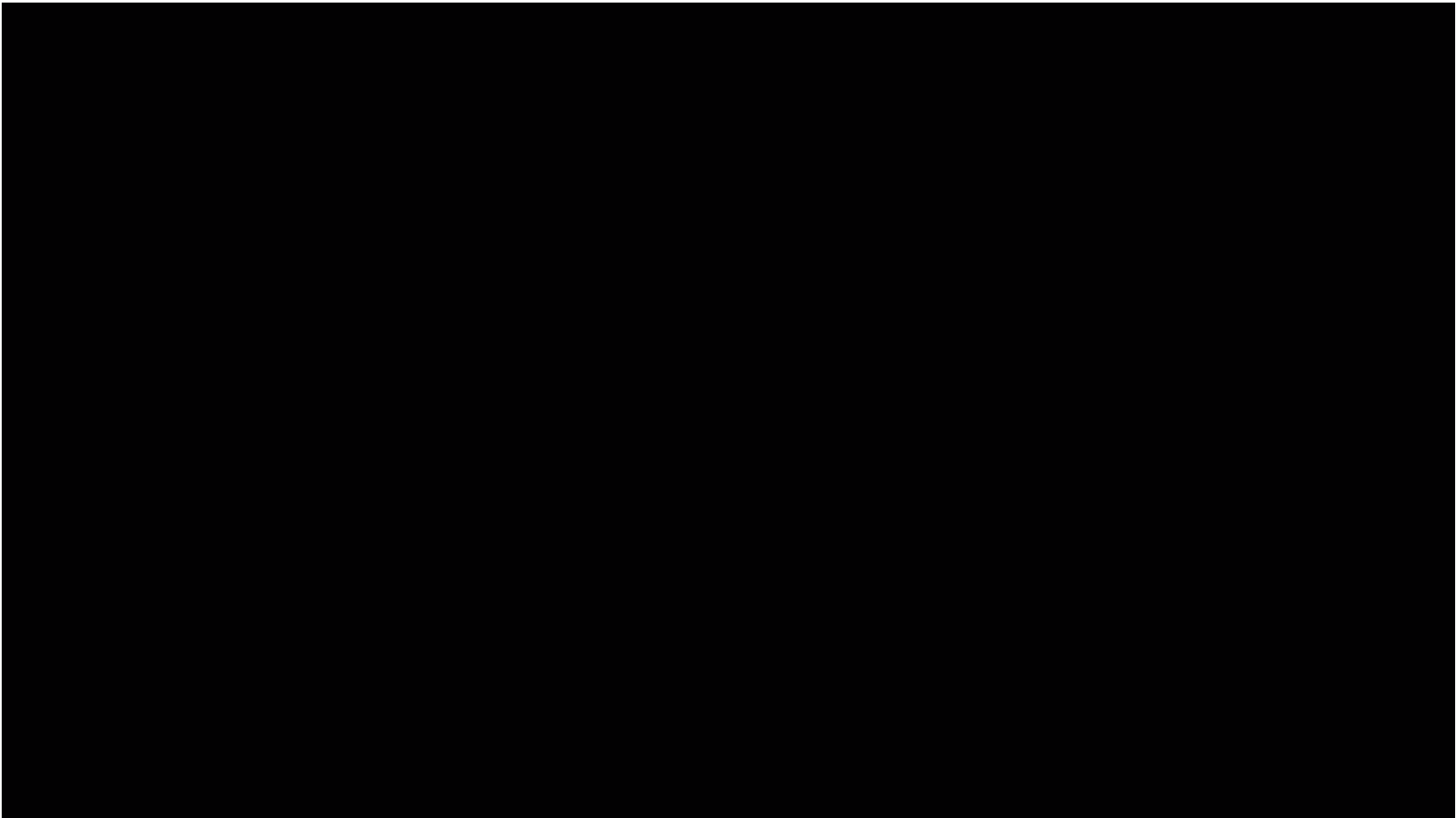


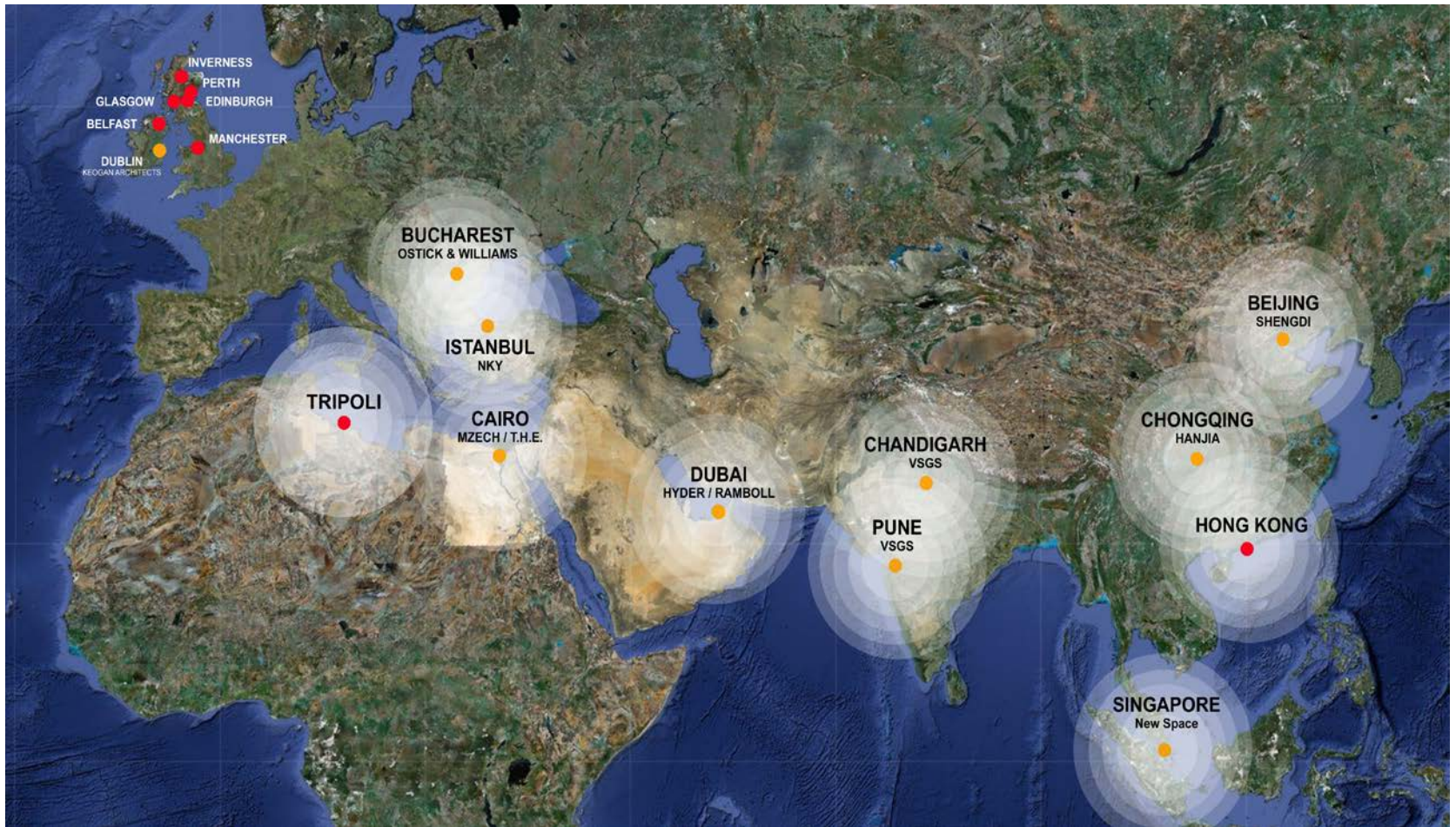


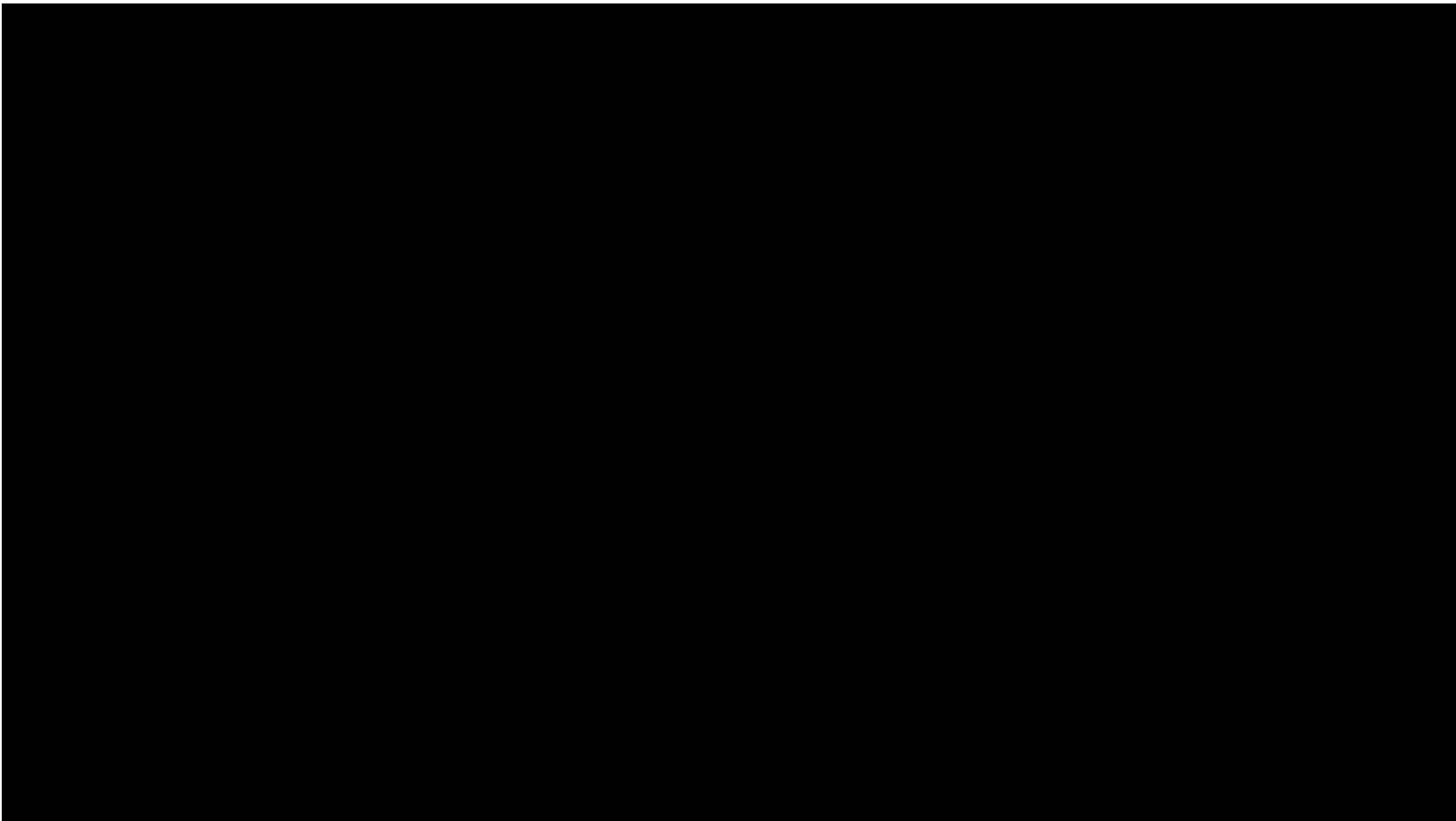












THANK YOU...

