

Distilling Culture: Capturing Cultural Essence in Design

Presented by **Joy Richu**, Award-Winning Illustrator and Designer

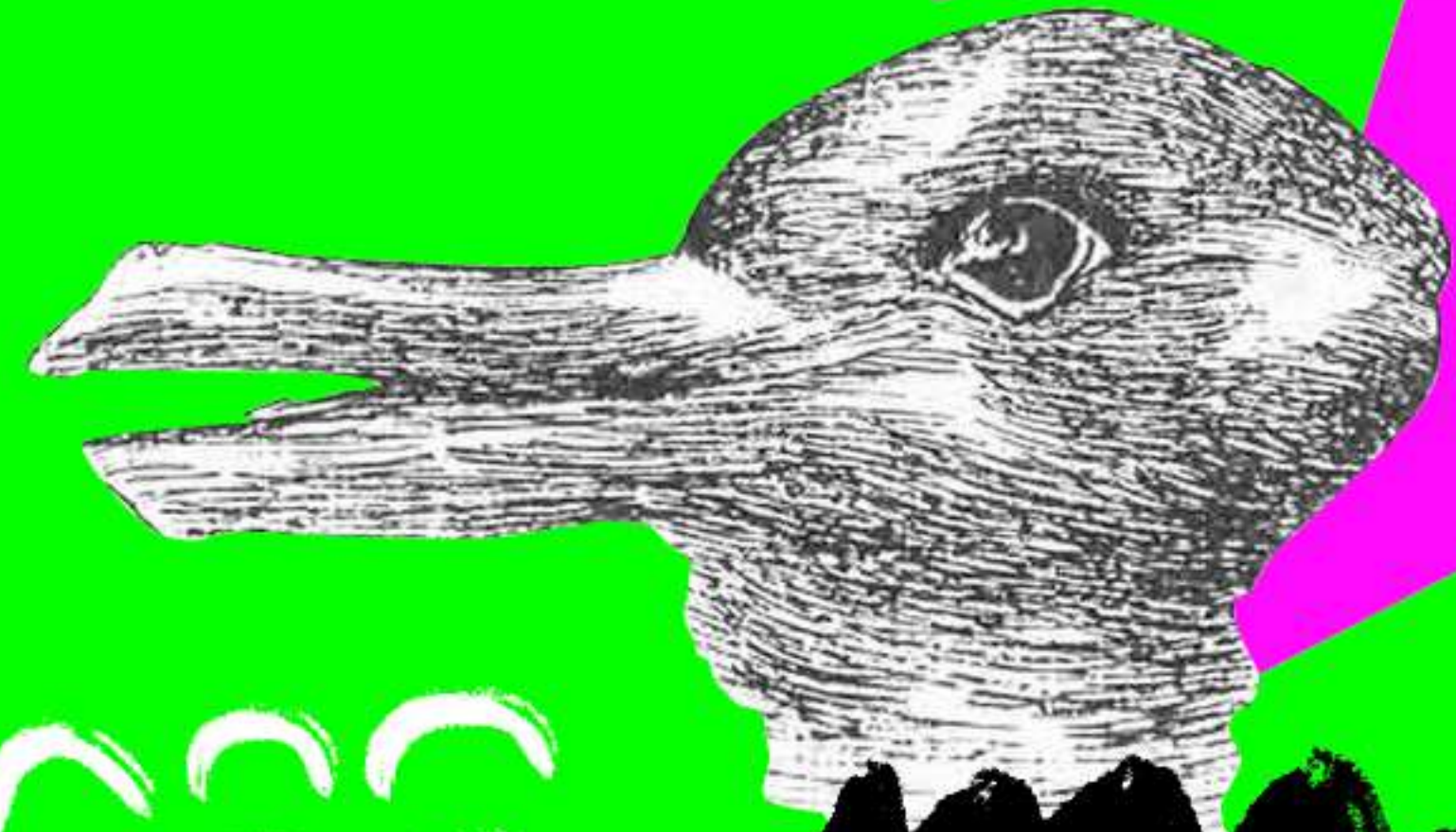
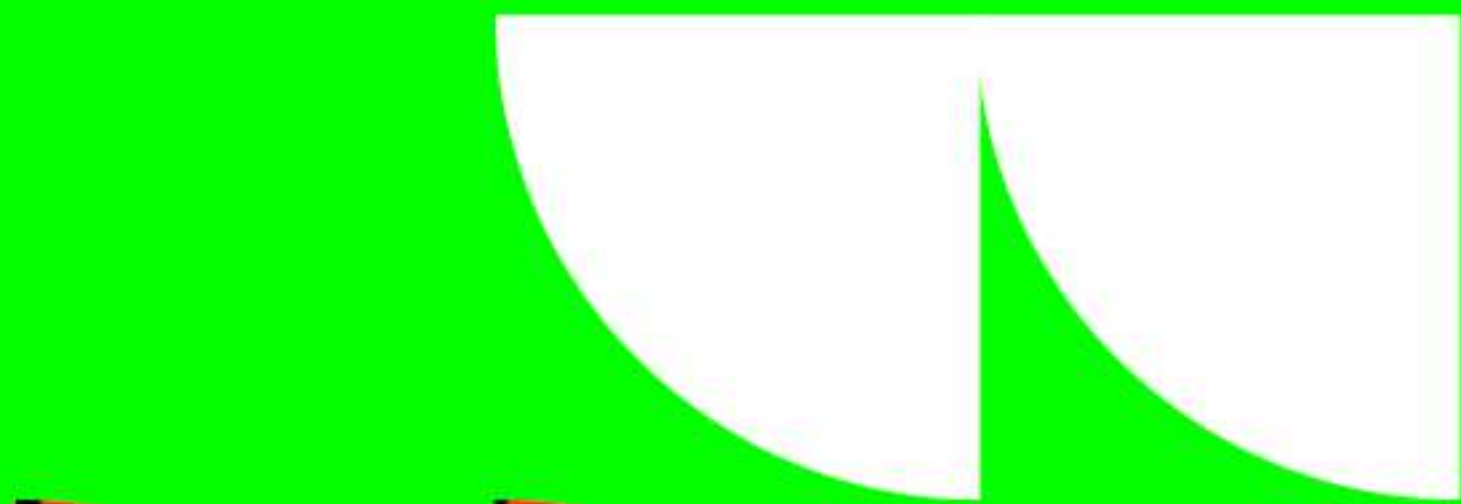
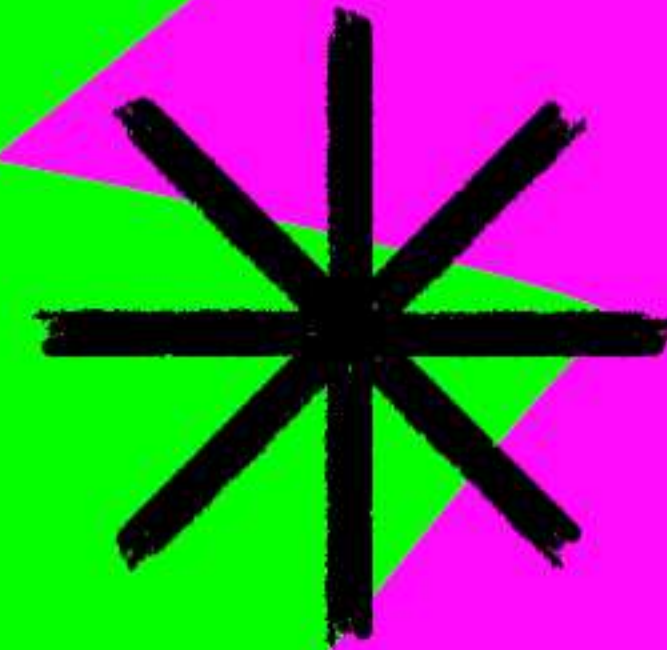
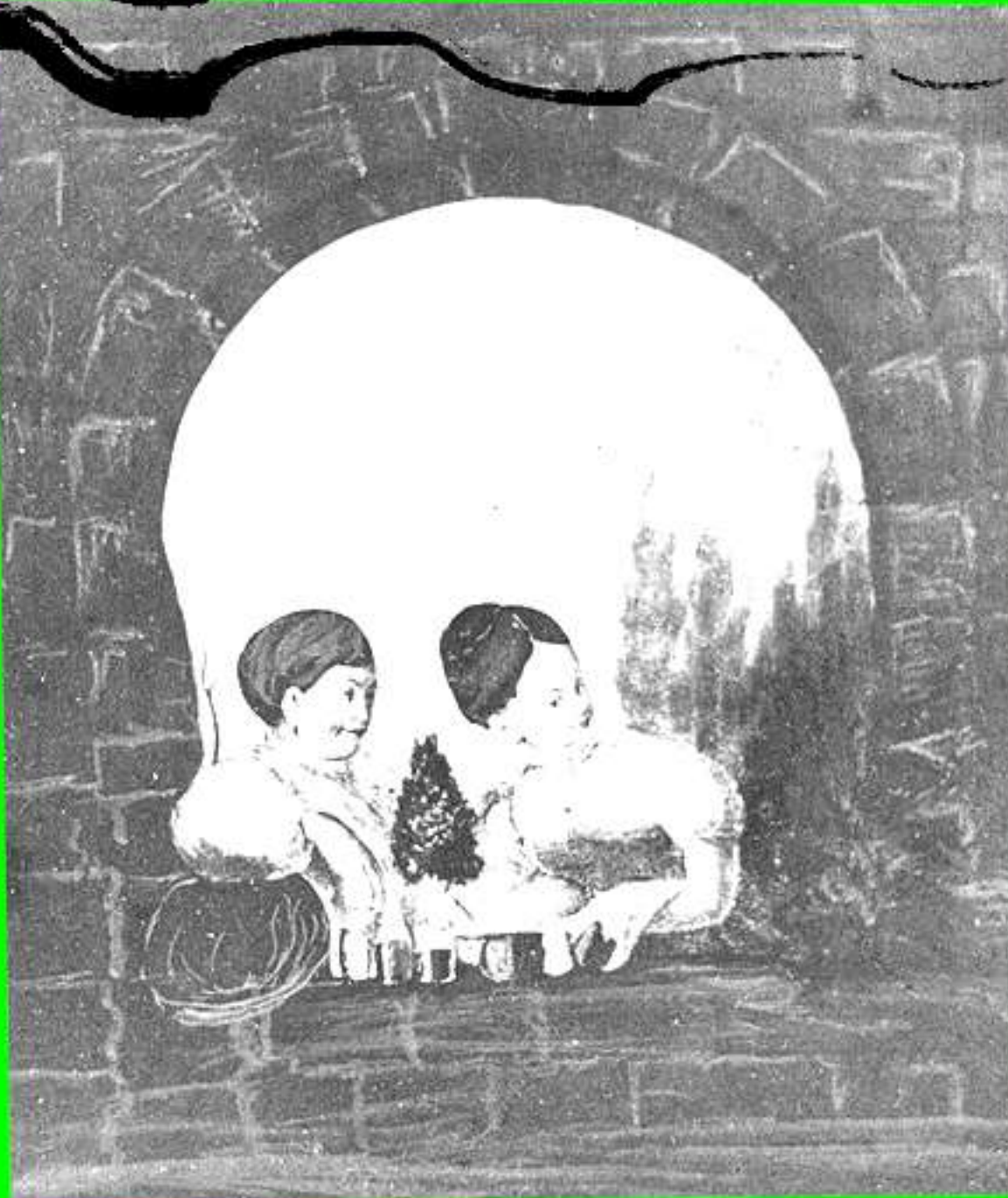
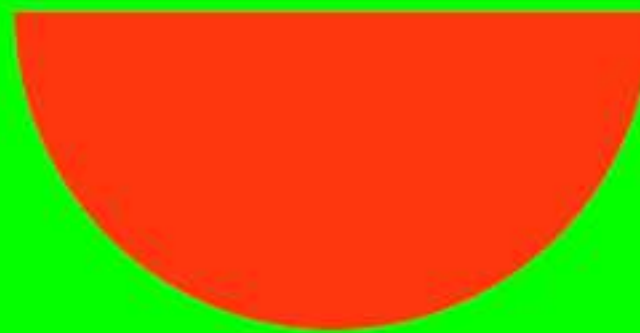
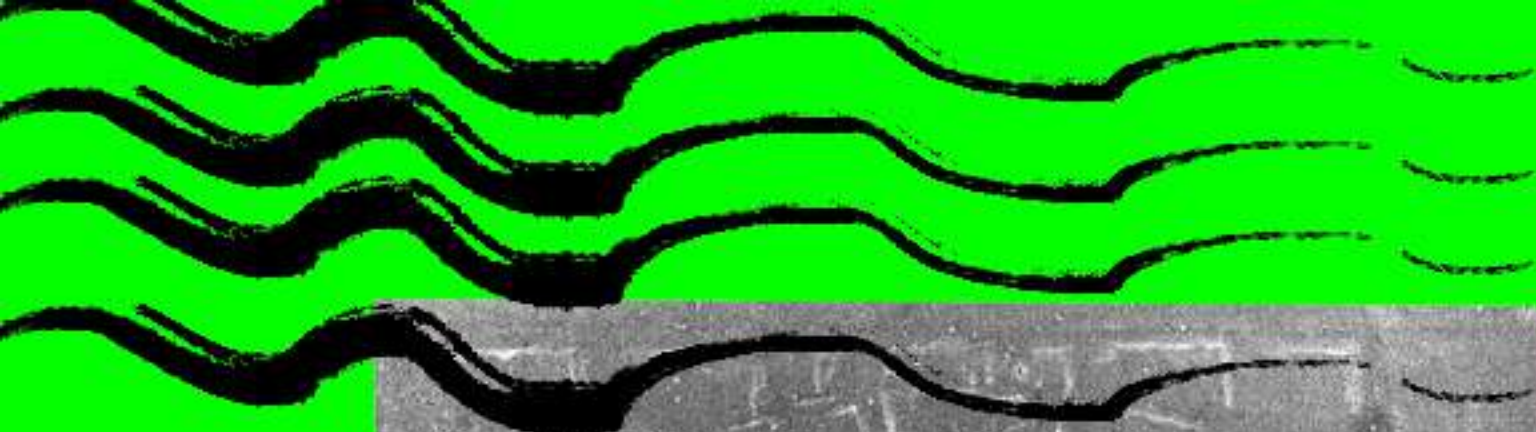


CULTURE + DESIGN

★
Coca-Cola,
Porsche,
NYT,
Mastercard...

mi







KUKAGINA
PARADISE

COUNTY Generation
SACCO
KCT-471T
AMERICAN EAGLE
WMO SACCO
THE KING IS BACK
KCH-968N

EYON
TRANSPORT SACCO
KBY-081A

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NAIROBI

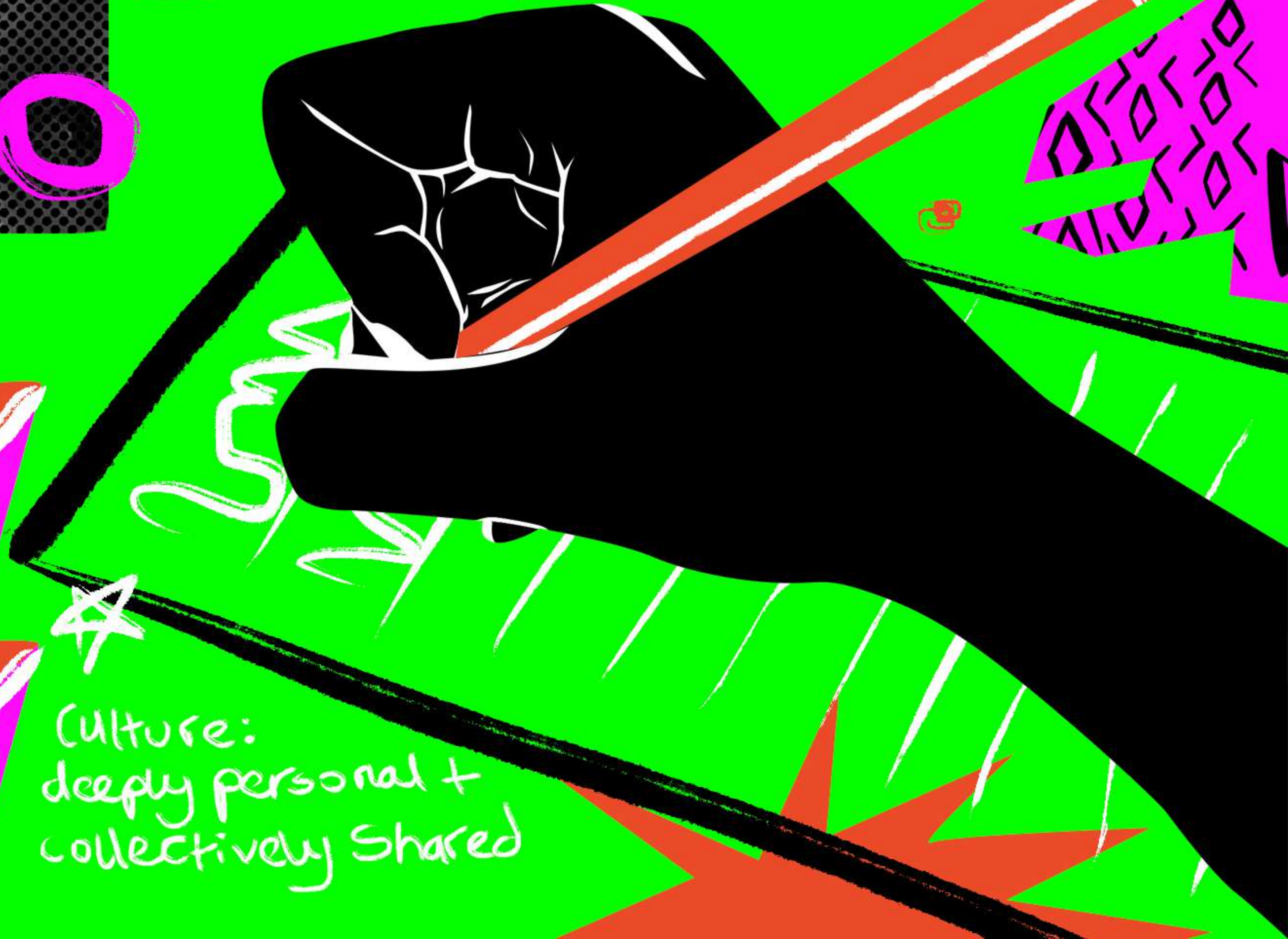
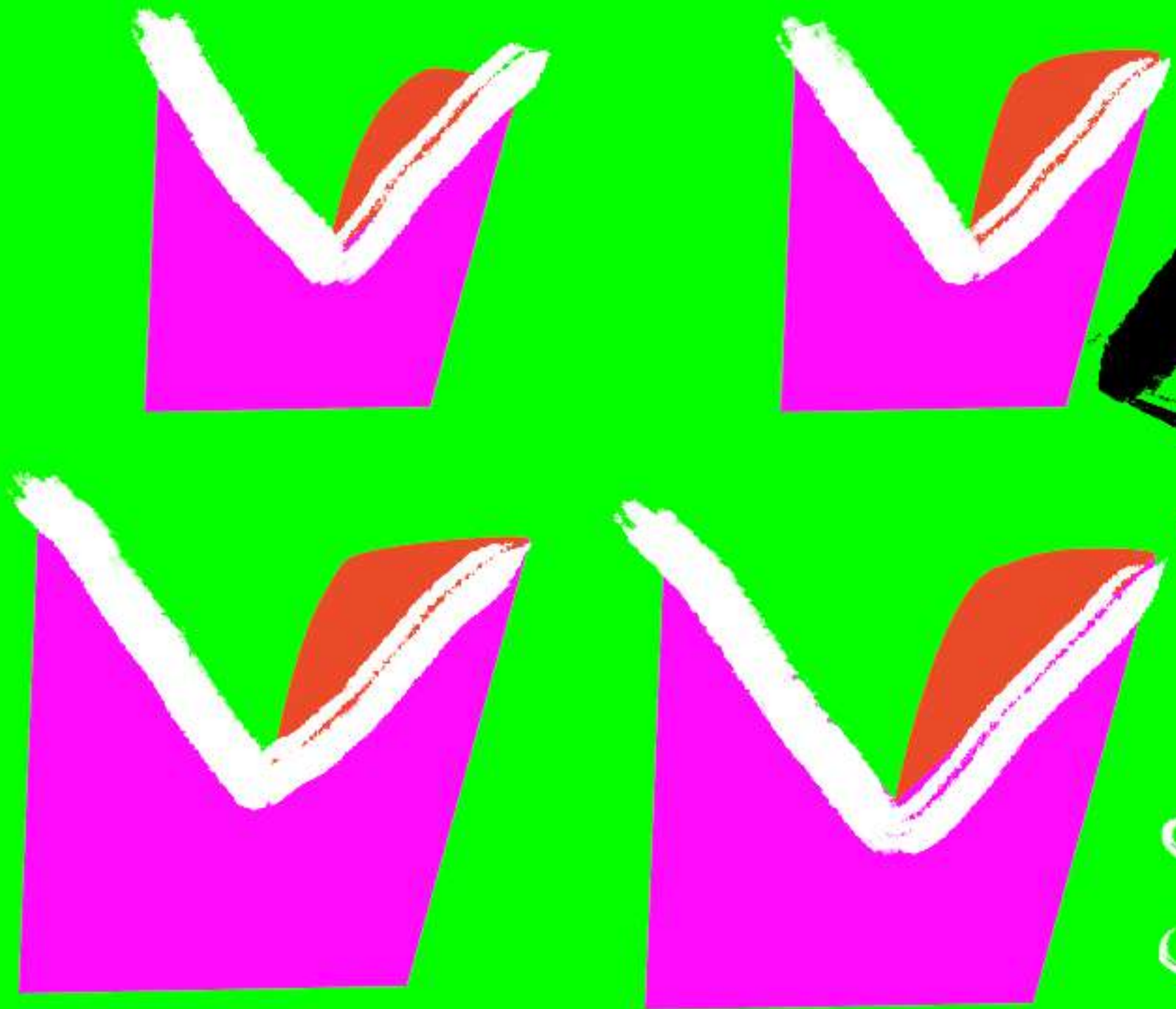
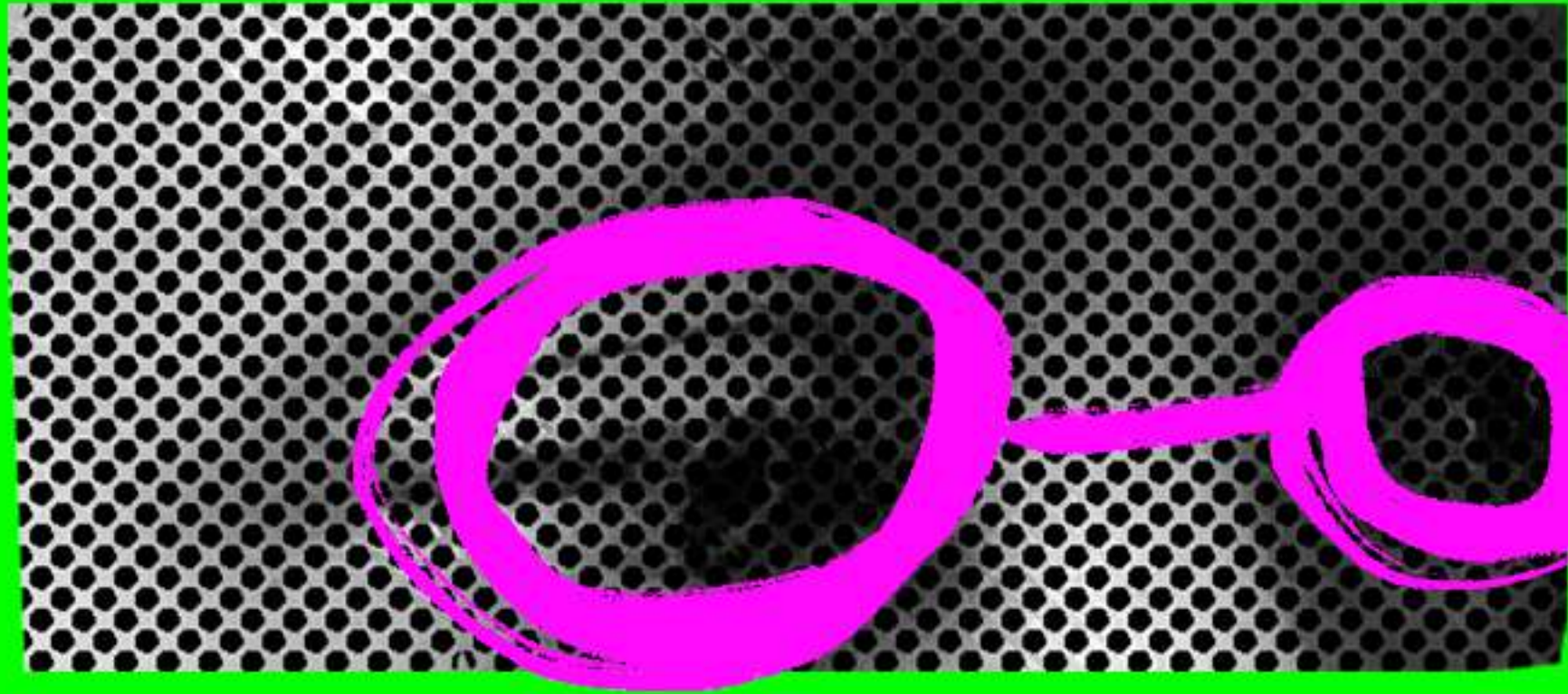
BEAT

START WITH WHAT YOU KNOW

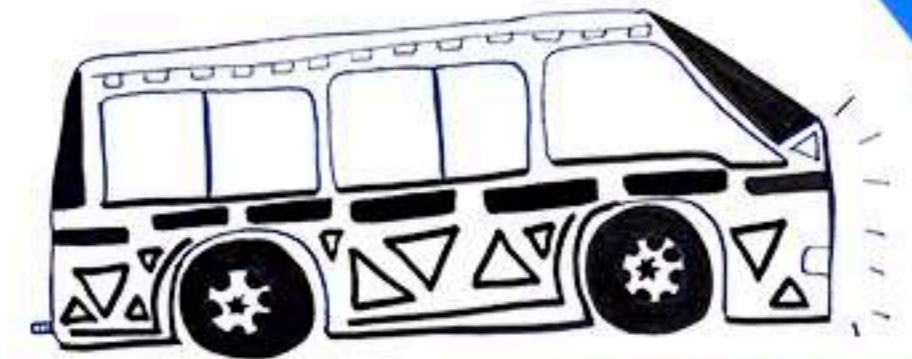
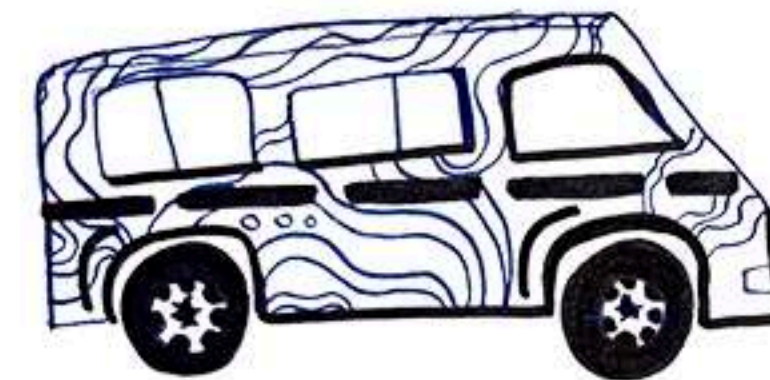
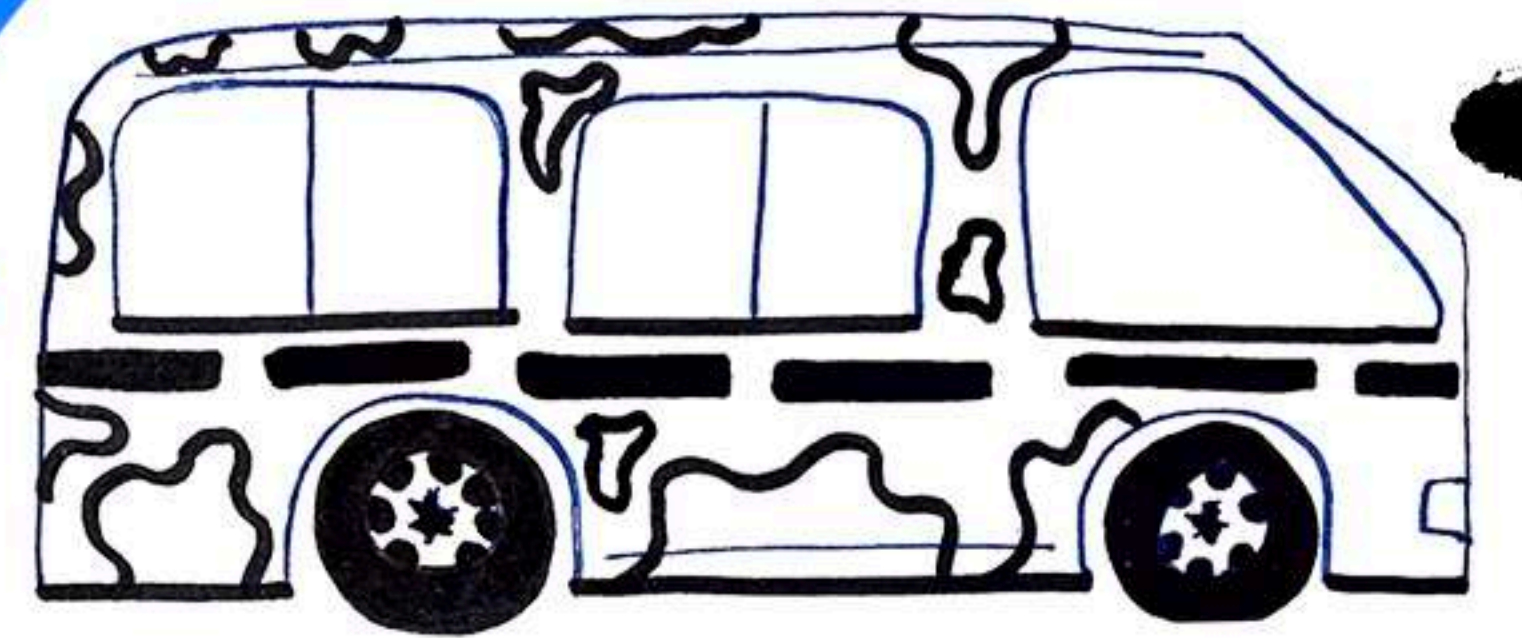




CREATIVE EXPRESIONS
OF CULTURE



☆
Culture:
deeply personal +
collectively shared

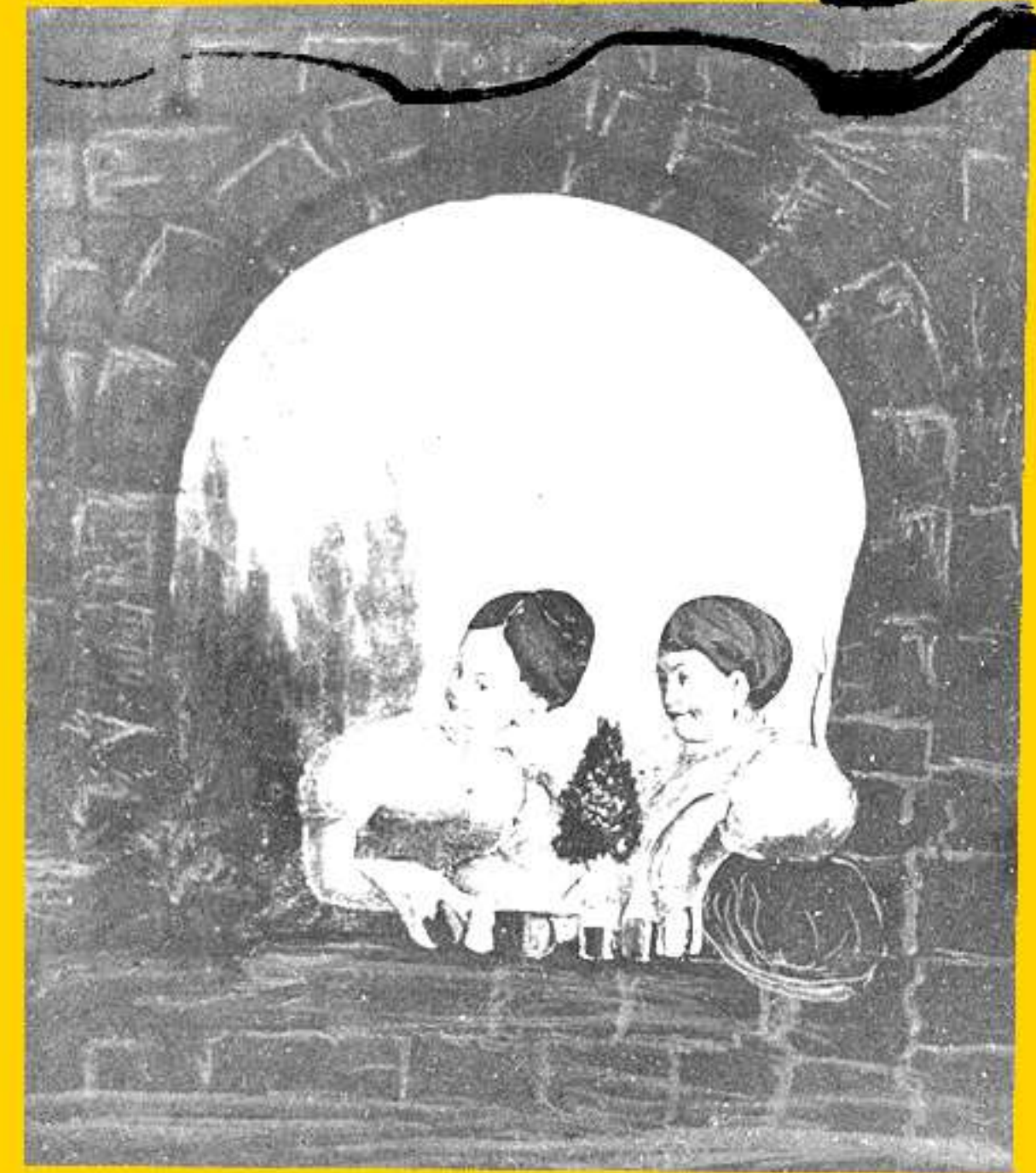
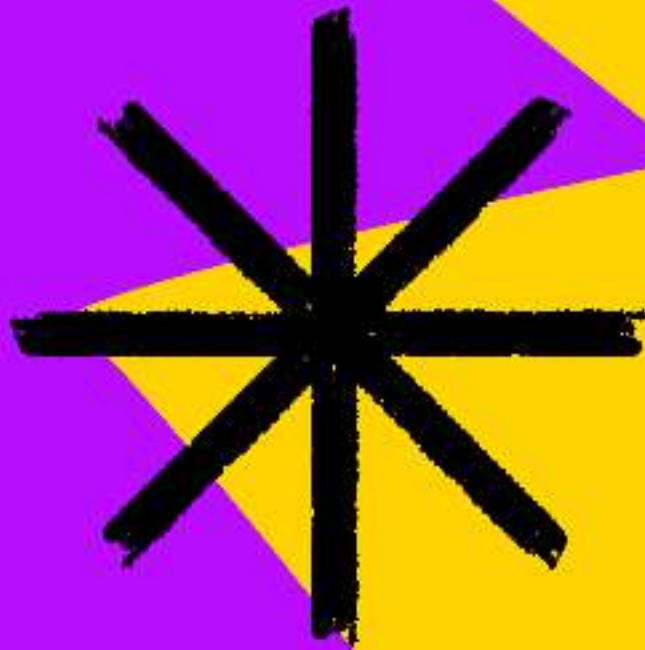




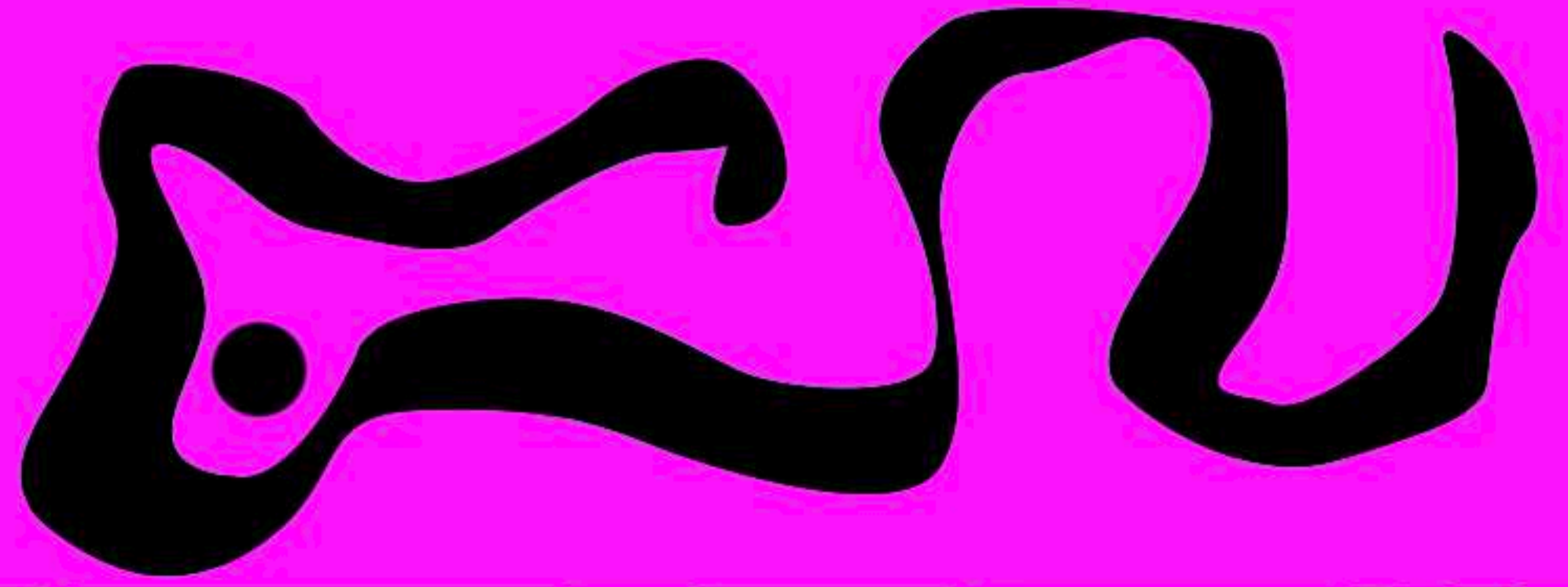


Precision
Luxury
Innovation

POC SCHE



Thank You



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