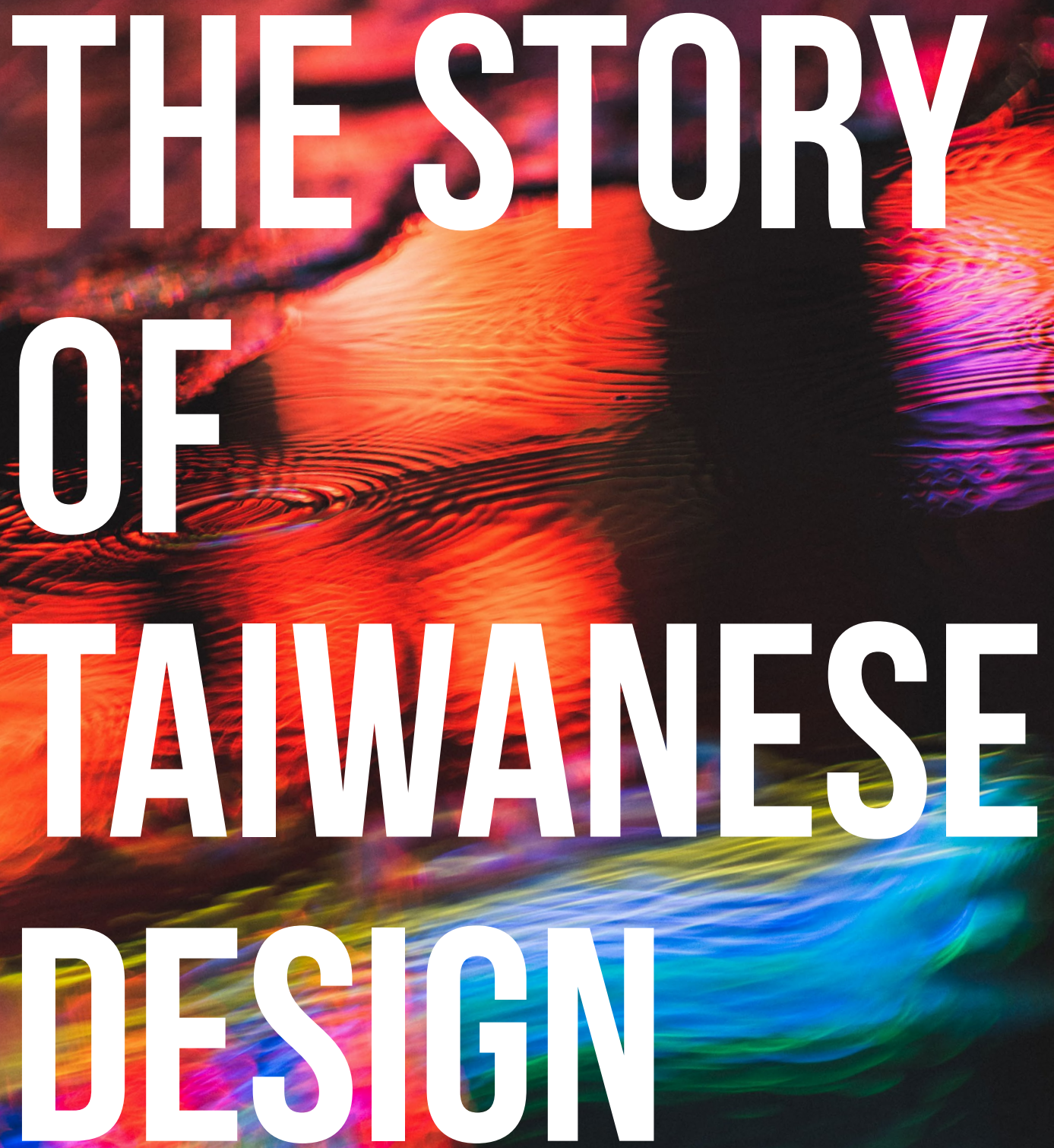


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issue #1 | English version

FOR DESIGNERS, ARTISTS & ARCHITECTS

**TAIWANESE
DESIGN**



THE STORY OF TAIWANESE DESIGN

**tAIWANESE
DESIGN**

Being creative is no longer enough.

You need to turn your creative power into a real brand.

Because branding lets your creative stories live longer
and enables them to travel around the world.

What is your story?



**PROMOTE
DESIGN
PROMOTE
TAIWAN**

**tAIWANESE
DESIGN**

Designers like you could show the world what Taiwan is capable of:
amazing, inspiring design across all media and industries.

But right now, most Taiwanese design does not even get off the island.

Bad branding, bad English, no marketing materials,
and a self-centered approach make much of
Taiwanese design look unprofessional and inaccessible.

We can change that.
By helping Taiwanese designers improve the brand Taiwan.

**LOOK
BETTER**

**tAIWANESE
DESIGN**

Looking professional means looking
confident, successful, promising.

You need strong copywriting, well-designed and
user-friendly promotional materials,
an interesting social media feed without embarrassing spelling mistakes.

You never get a second chance to make a first impression.
Looking good matters.

THINK CUSTOMER CENTRIC

An abstract graphic featuring a large, solid white circle in the lower half of the frame. A thick, light gray curved line sweeps from the bottom left towards the center, partially overlapping the white circle. The background is a dark, textured gray with subtle geometric shapes and gradients.

TAIWANESE
DESIGN

The key to success is understanding
what your audience wants and needs.

How to reach them.
How to deliver your story.

We are experts at storytelling.
Across languages and cultures, all over the world.

LOOK INTERNATIONAL

TAIWANESE
DESIGN



With 23 million people, the domestic market in Taiwan
is too small to support a large design industry.

Looking outside Taiwan is the way
to survive and grow for designers.

**We help you tell your stories to the world,
in perfect English and other languages,
in print, on screen, in real life.**

AMBASSADORS WANTED

**taiwanese
DESIGN**

Designer and creators like you can help put Taiwan on the world map.

Taiwan deserves more recognition.

You can make it happen.

**Be an ambassador for Taiwan
and show the world what we are capable of.**

ABOUT US

Look Right is a different kind of branding agency.

Based in Taiwan, but with a distinctly global outlook and a portfolio of international clients.

We have a passion for Taiwanese design and have been actively supporting it for almost 15 years.

Our experience covers the entire spectrum.

We have worked with small creative Taiwanese entrepreneurs and large global clients - even whole countries, like the Republic of Haiti.

We are storytellers.

We want tell the story of Taiwanese design to the world and show the global community what Taiwan is capable of.

Talk to us. We would love to hear what your story is!

Give us a shout-out at:
info@taiwanesedesign.com

OTHER PUBLICATIONS

issue #2

Taiwanese Design
for Startups & SMEs

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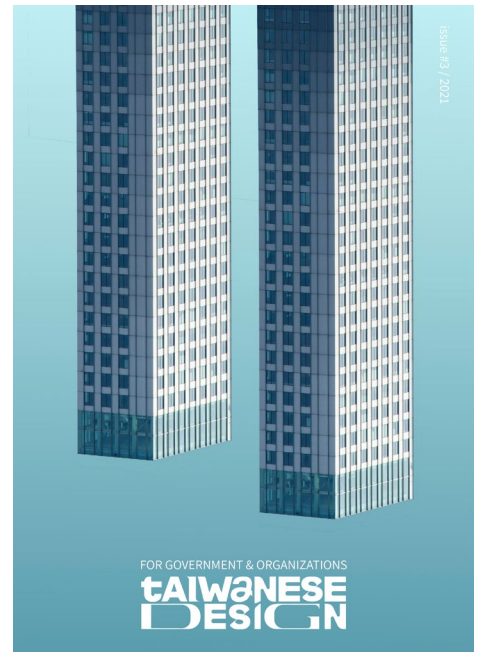


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Taiwanese Design
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