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issue #3 | English version



FOR GOVERNMENT & ORGANIZATIONS

**TAIWANESE
DESIGN**

The background is a vibrant, abstract composition of overlapping geometric shapes and organic forms in a rich palette of red, blue, yellow, and magenta. The colors are saturated and create a sense of depth and movement. The overall effect is dynamic and modern, typical of contemporary design aesthetics.

TELL THE STORY OF TAIWANESE DESIGN

TAIWANESE
DESIGN

Creating the exhibition space is not enough

Curating the event is not enough

Printing the brochure is not enough

Designers need more your help telling their story



PROMOTE
DESIGN
PROMOTE
TAIWAN

tAIWANESE
DESIGN

Designers, creative entrepreneurs and SME
show the world what Taiwan is capable of:
amazing, inspiring design across all media and industries.

But designers are designers,
not branding experts.

They need help to get their stories across.
From organizations such as yours.

You can help the Taiwanese designers.

MORE

TH





AN

SPACE

Providing an exhibition space and printing a poster is not enough.

You need to help Taiwanese design look
more professional and international

LOOK
LIKE
A PRO



TAIWANESE
DESIGN

Looking professional means looking
confident and promising.

Copywriting, promotional materials,
social media and website all need to look good,
without embarrassing errors.

You never get a second chance
to make a first impression.

Looking good matters.

LOOK INTERNATIONAL

TAIWANESE
DESIGN



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

Export is the way to survive and grow for starting designers.

To tell their stories to the world, they need better promotional materials,
better stories, in perfect English and other languages.

CREATE AMBASSADORS

TAIWANESE
DESIGN

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

We have thousands of creative souls who are ready
to show the world what Taiwan is capable of.

All they need is a bit of professional help.

CURATING FOR SUCCESS

**TAIWANESE
DESIGN**

We are experts at selecting and evaluating candidates for design exhibitions, expos, trade shows and awards.

By providing the selected designers and businesses with direct, customized branding and marketing consultancy that is tailored to their individual situation, we can guarantee a more successful, more international outcome.

Better results for both organizers and participants.

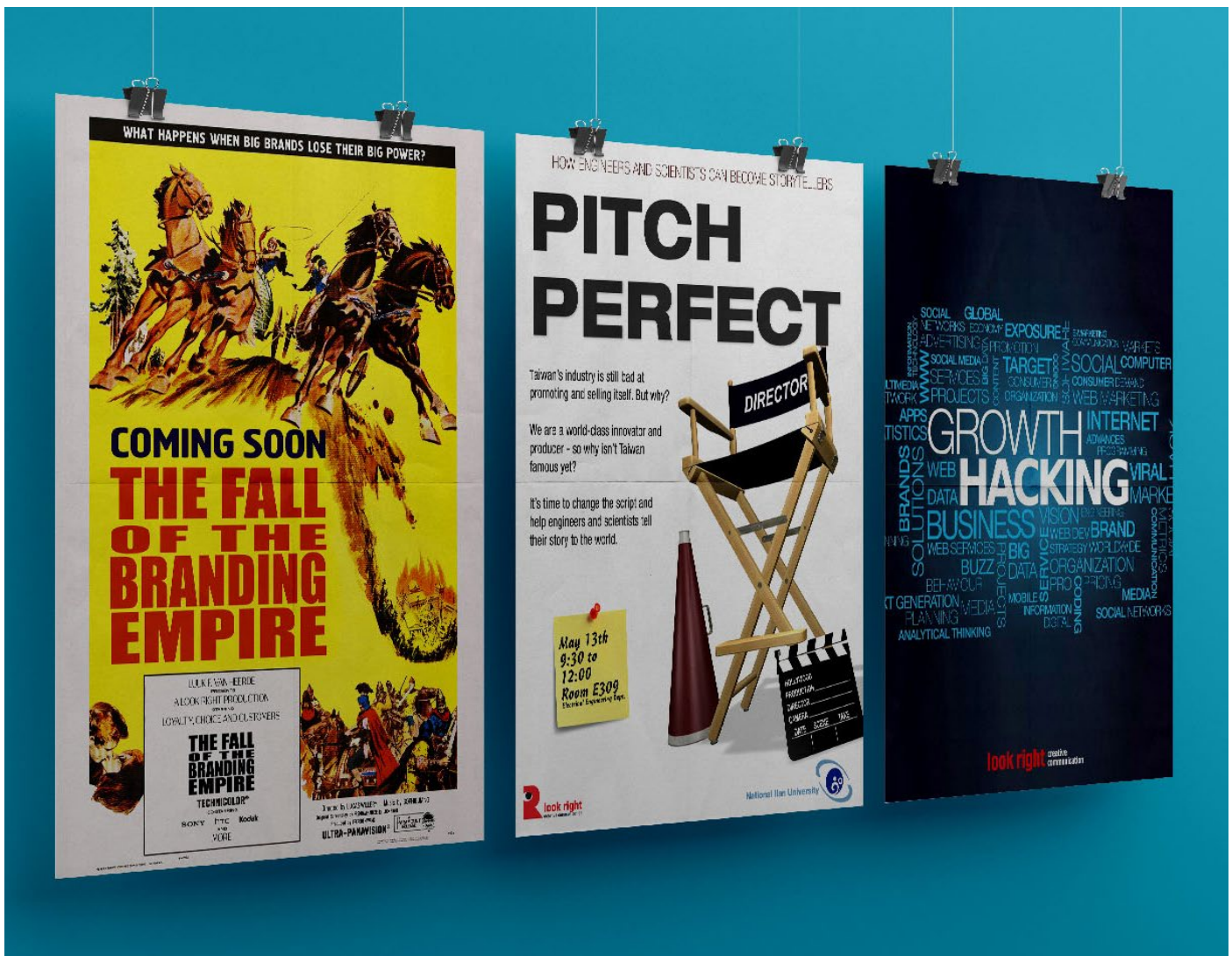
As an incentive for participants, your organization could offer a limited branding package to selected candidates. This will ensure a professional and international presence at the event.

- [illegible]

WORKSHOPS

We offer a range of workshops to prepare the candidates for the challenges of branding and marketing their products at the event and beyond. Current workshops on offer:

- 21st century branding
- Pop-up Shop Power
- Quick Branding for Creatives
- Customer-centric Thinking
- Marketing your Idea
- Empowering Taiwanese Design
- Pitch Perfect: tell your story in 20 seconds



ORGANIZATION SUPPORT

Your organization represents the voice of creative Taiwan and should lead by example. We make sure you look professional, international and informative.

- English copywriting
- International brochures, flyers, media
- International press releases
- International web pages
- International social media streams



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

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for Designers & Artists

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