

PROVIDENCE



NEW ZEALAND DESIGN DNA
FUEL FOR THINKING



TIMELY PREPARATION FOR FUTURE EVENTUALITIES

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1. A SPIRIT OF 'BEING UP FOR IT'.



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NOT THE TYRANNY, BUT THE LATITUDE,
THAT COMES WITH DISTANCE.



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**NOBODY EVER TOLD US
WE COULDN'T DO IT.**



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“I’M IT!”



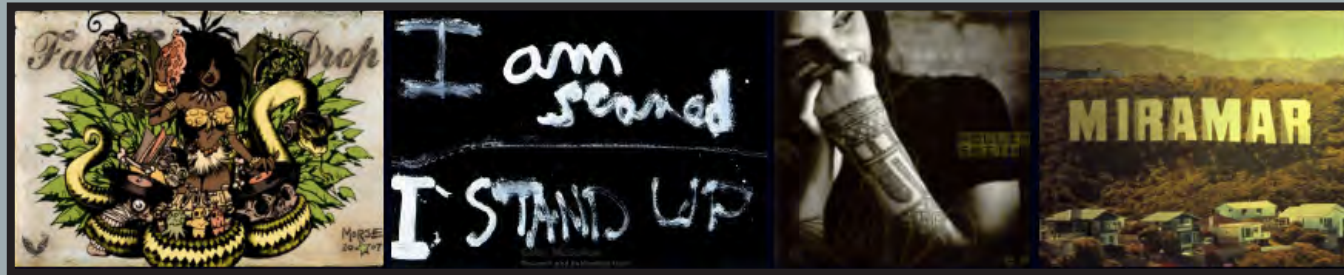
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WHAT'S THE WORST THING THAT COULD HAPPEN?



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A SPIRIT OF 'BEING UP FOR IT'.



*“There are no barriers or preconceptions
of what you can do in New Zealand.*

*Rather an expectation that big opportunities will come
out of doing things differently.”*

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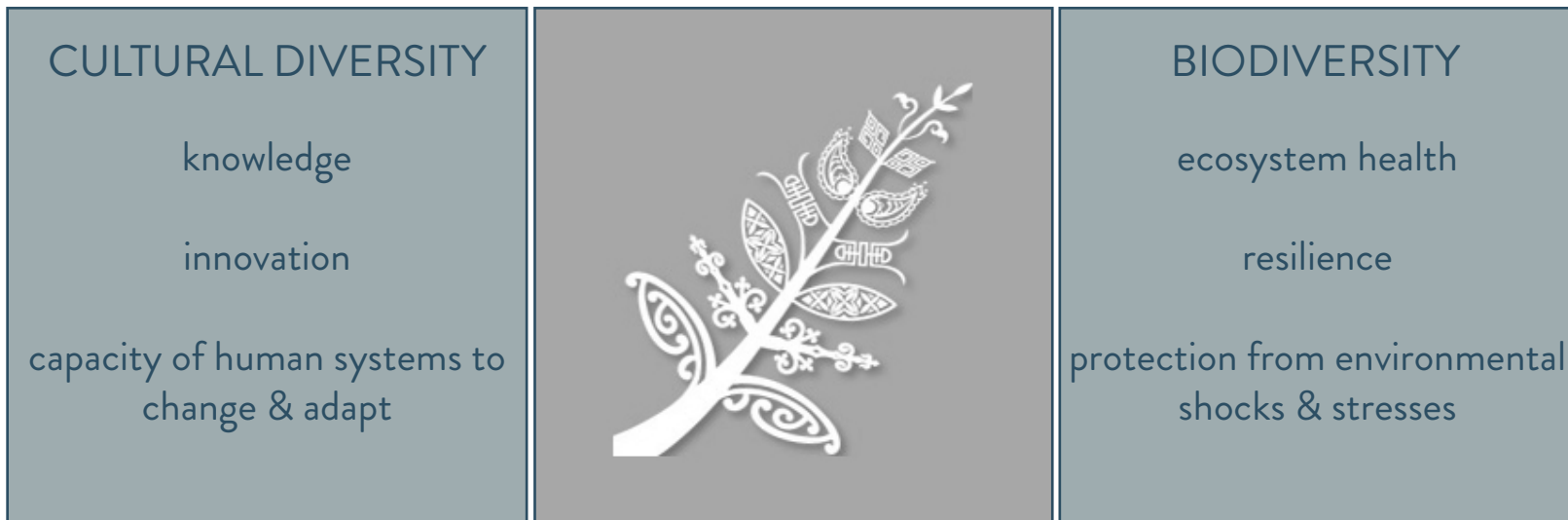


2. DIVERSITY IS IN OUR NATURE



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DIVERSITY ENHANCES CREATIVITY.



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WE ARE SUPER DIVERSE.



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A GLOBAL DIVERSITY HOTSPOT.



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THE UNITED NATIONS OF SOILS.



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DIVERSITY IS IN OUR NATURE.



“Maori & Pacific.

It’s not what I am. But it’s part of who I am as a New Zealander.”

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3. FROM SIMPLE.
TO SOPHISTICATED SIMPLICITY.



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BEYOND KIWIANA.



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A SOPHISTICATED SHIFT IN SIMPLICITY.



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A SOPHISTICATED SHIFT IN SIMPLICITY.



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A SOPHISTICATED SHIFT IN SIMPLICITY.



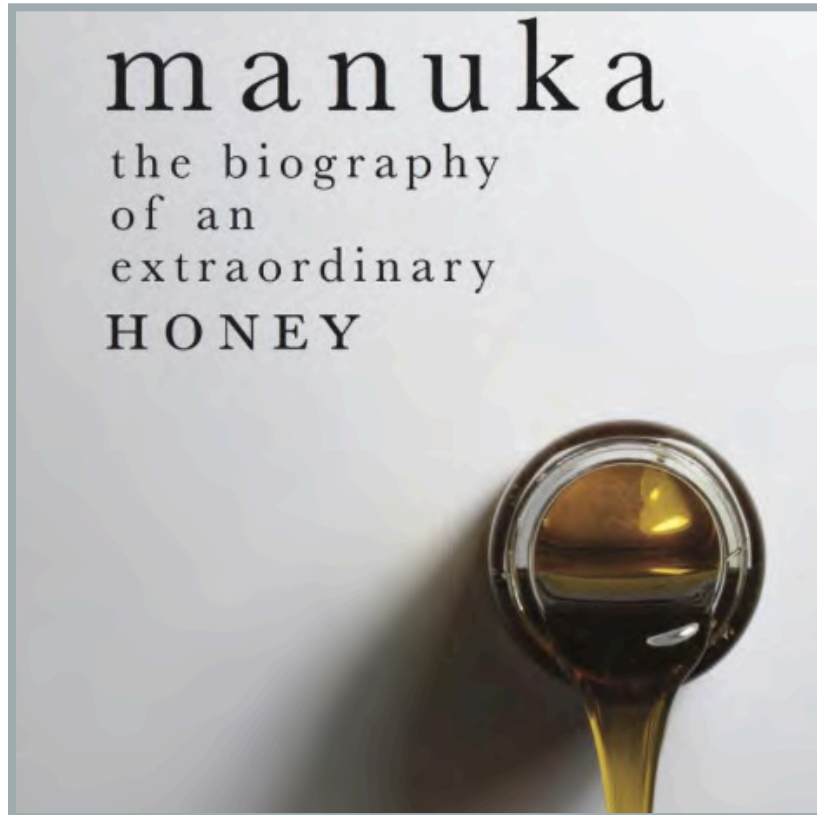
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A SOPHISTICATED SHIFT IN SIMPLICITY.



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A SOPHISTICATED SHIFT IN SIMPLICITY.



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IT'S NEVER BEEN A BETTER TIME TO BE
A NEW ZEALAND BRAND.



MOREPORKS



I LOVE UGLY

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WE DON'T DO OLD WORLD LUXURY.
BUT WE KNOW HOW TO LIVE WELL.



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SOPHISTICATED SIMPLICITY.



*“New Zealand is not about luxury in a material sense.
It’s about the simple things in life done exceptionally well.
And there’s sophistication in that combination
of simplicity, quality and authenticity.”*

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