

## **Cultural Guidelines for WOW Designers**

WOW is a platform for global imagination and creativity. As such, we have a responsibility to ensure all cultures are represented in ways that are meaningful, authentic, respectful and thoughtfully considered.

The following guidelines are provided to support you in your design process if you are drawing inspiration from cultural influences beyond your own. When entries are selected for the competition each year, judges carefully consider cultural interpretations and appropriateness.

### **Original Creativity**

- What personal, ancestral or cultural stories can you draw on?
- How does your lived experience inspire your design?
- Is referencing another culture essential for your design, and why?

### **Consider Your Intentions**

- Why are you incorporating elements from another culture?
- Is it your story to tell?
- Does this approach respect the culture and align with your artistic goals?

### **Understanding**

- Do you understand the cultural context and significance of the elements you're using?
- Who can you consult for advice or insight?
- How may the community you are referencing perceive your work?

### **Authenticity**

- Does your design simplify or misrepresent the culture?
- Does it avoid tokenism, stereotypes or harmful clichés?
- Are you respecting the depth and diversity of the culture?

### **Inspiration vs. Appropriation**

- Are you copying existing designs?
- Could the elements you're using be protected intellectual property belonging to another artist, group or culture, or may it be sacred?

### **Seeking Permission**

- Do you need to seek advice or permission from cultural experts?
- How will you credit or compensate them for their expertise?
- How have you adapted your design based on their feedback?

### **Credit the Source**

- How will you acknowledge cultural influences in your entry?
- Have you documented your research and consultations in your entry?