

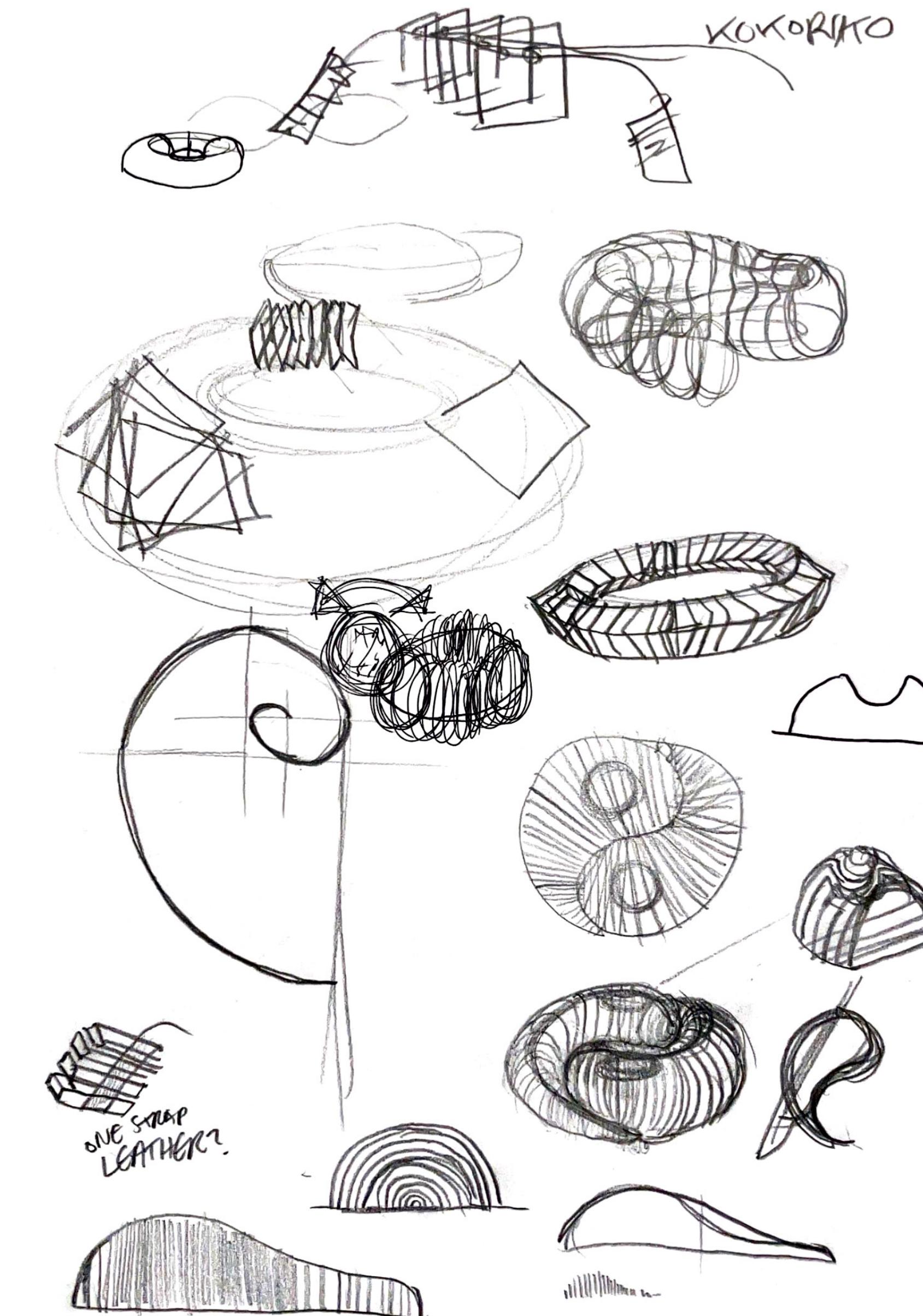
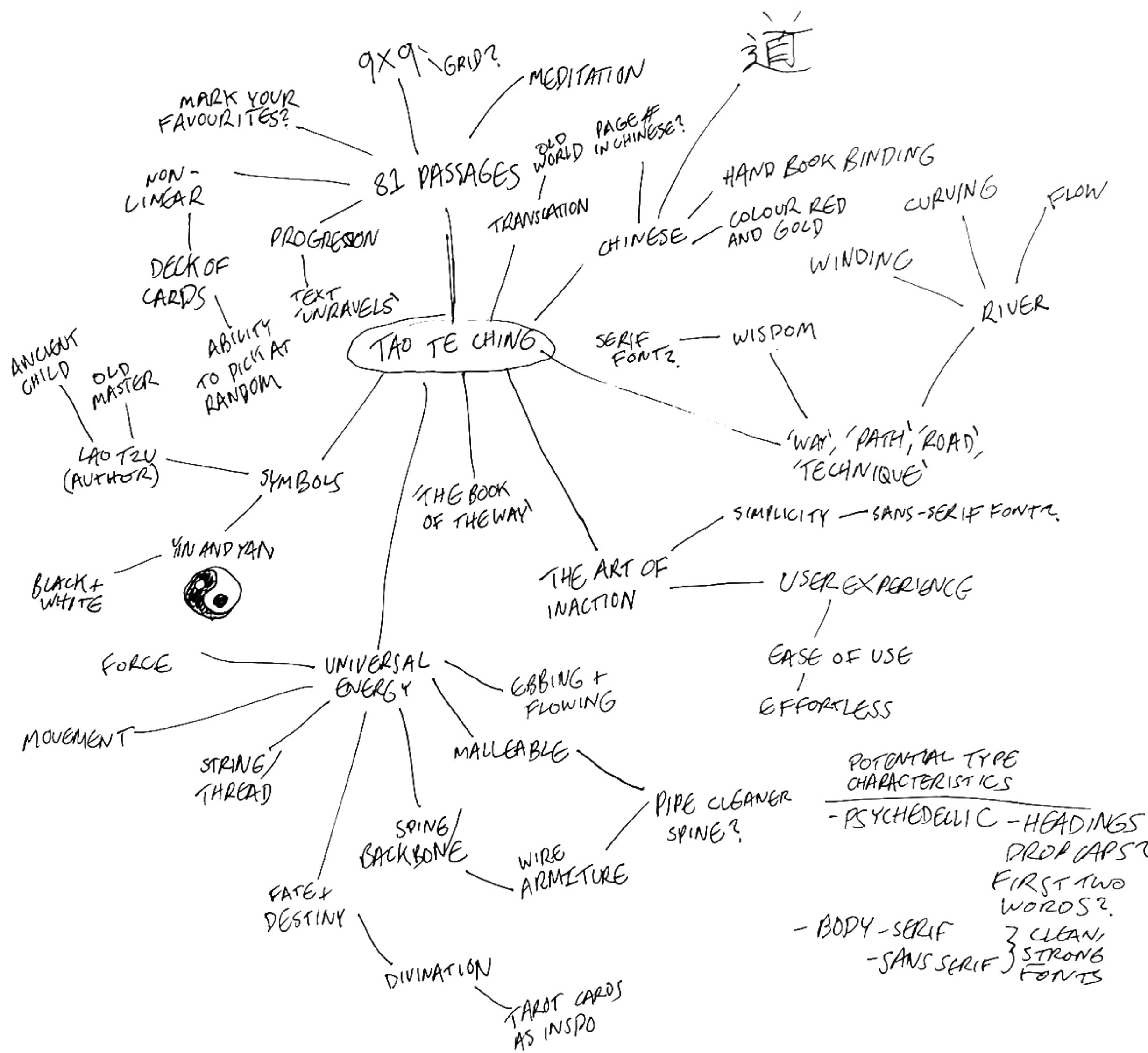


# Simon Owen

Communication Design Folio

## **Design Challenge:**

# Reboot the Tao Te Ching, an ancient Chinese Taoist book of wisdom



Ancient Codex

Movement

Malleable

Flow

Effortless

Intangible

Rhythm

Inaction

Noble



Tao Te Ching with AI Generated Leather Carry Bag Concept