# RICE

DESIGN CONSULTANCY

design + business = growth

# What is design?

# design is experience

## culturally rich

From the Antarctic to the Arctic with artists, architects, aboriginals, engineers, musicians, orthodontists, scientists and writers we have been committed to design excellence for over 25 years.

collaboration

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Design shapes communities on many levels, whether we are conscious of it or not. Everything we see, everything we touch is a product of the design process.

We believe Design needs diversity - be they risk takers, entreprenuers, provocateurs or theorists but above all the discipline needs thinkers with the ability to demonstrate the power of these daily connections, thinkers who know how design can strengthen communities, solve complex problems, and create experience through involvement.

# nice: naturally incorporates creative engine-uity

**Innovate to captivate** by persuading them to remember.

**Make them remember** design.

**Make them remember** you are a relationship.

**Persuade** them of the process and experience, not the product...innovate.