



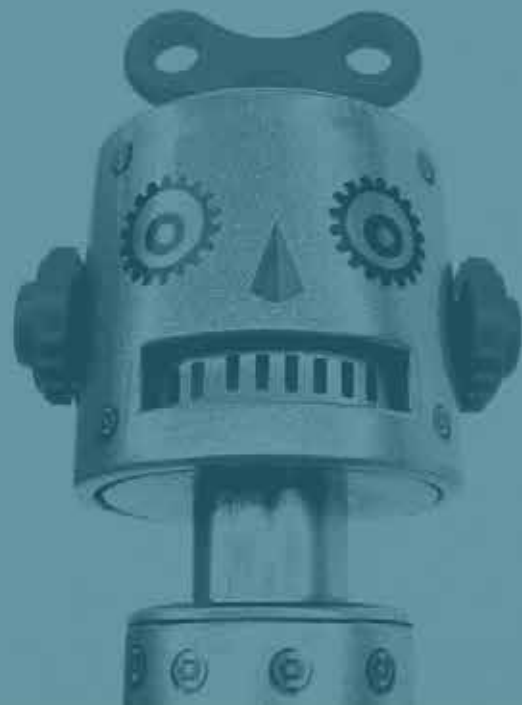
*Road Safety 2037*

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ROBOTS SAVED  
*the* HUMAN RACE

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*Andy Boenau* ΔICP



*vision thirty-thousand*

VISION ZERO

*the human condition*







*humans think in  
machine scale*

A man and a woman are shown in profile, embracing each other. The scene is heavily blurred and has a strong blue/cyan color cast, creating a soft, ethereal atmosphere. The man is on the right, and the woman is on the left. The text is centered over the image.

MACHINES THINK IN  
HUMAN SCALE

PEOPLE > PEANUTS





*if you want to learn about a culture,  
listen to their stories*

IF YOU WANT TO CHANGE A CULTURE,  
CHANGE THE STORIES.



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