Prior to colonisation, Te reo was preserved through oral traditions and communicated through rich visual and symbolic art forms.

nzhistory.govt.nz

Different iwi in different regions each have their own individual versions of te rēo.

Critic te ārohi

Te reo Māori revitalisation efforts fight to stop regional differences disappearing.

Stuff

SAMSUNG

Challenge:
Come up with an idea that shows how Samsung NZ can enrich people's lives through its products and services.

Insight:
Apple is Apple wherever it is in the world, but Samsung uses regional variations specifically designed for each country.

Idea:
Samsung already adapts its emojis to each country, but in Aōtearoa it will go deeper.

iwimoji

Creating emojis not just for Māori, but for every iwi in Aōtearoa.

iwimoji is more than technology, it is a stand against the shallow stereotyping of digital colonisation. It goes deeper into the true cultural nature of Tangata Māori through recognition of the many differences in representation between iwis.

Current emoji depiction of boy

- ✕ Generic Native American Feather
- ✕ Generic and unspecific Tipare design
- ✕ Tā Moko tattoo on a boy is incorrect

iwimoji depiction

- No Tā Moko tattoo on boys ✓
- Headband is now iwi-specific ✓
- Pōunamu (Green stone) specific to the iwi ✓
- Feathers from iwi-specific manu ✓

	Kai Tāhu	Ngāpuhi	Tūhoe	Ngāti Kūri	Waikato
Tama					
Raukawa					
Pūrakau					
Marae					
Iwi					
Awa					
Hau					
Maunga					

To enable Tangata Māori who can now express their heritage and individuality in powerful ways, over 100+ iwi in Aōtearoa will take control to create their own iwimoji to celebrate and preserve their authentic identities. Bypassing the global emoji board, Samsung will install them on phones.

iwimojis for Pēpeha

iwimojis in chat

iwimoji is not just an innovation. It is a taonga, a gift to Māori, and all global Indigenous cultures with its reclamation of an authentic online visibility that will nourish a richer understanding of te rēo and many indigenous languages for generations to come.