

[BREAKING BOXES]

Breaking Boxes is a Milwaukee campaign aimed to *Un-Dehumanize members of our community.

**Un-Dehumanize*

Giving the opportunity to Milwaukeeans to define themselves in a system that inadequately defines them.



Campaign Tactics:

Microsite [Expanded Narratives], Social Media, Authentic Influencers, Installation Art, Merch, and Environmental Graphics.





LIMITED
OPPORTUNITIES.
[INFINITE]
POSSIBILITIES.



[I WAS]
ASIAN





**BUILDER.
PROTECTOR.
LOVER.**





**NON-
THREAT
ENING**

**[BROWN
PERSON]**



**AM I THE
TOKEN?**





**INDEPENDENT
THINKER.BORN
GO-GETTER.**



**ENTRE
PRENEUR
SHIT**





[SELF]
TAUGHT



FRIEND





SKATER.
RAPPER.
HARVARD
GRAD.





DRIVERS LICENSE

✓ [WHITE]

FAFSA

✓ [BLACK]



