









O'Plérou Grebet, frustrated with mainstream media's often-inaccurate depictions of African culture, decided to reimagine the popular messaging system through his own fresh perspective. The result? Zouzoukwa, a set of hundreds of downloadable emoji representing West African culture, available for use in WhatsApp. Grebet's







The graphic designer endeavored to create a brand-new emoji for each day of the year, noting: “the other challenge was to finish each emoji on time, before midnight. I managed to draw in the morning or in the evening—or both when the emoji was complex—and always finish in time.”

