

Creative Brief

Project Title: All About The Memphis Group

1. Project Overview

The goal of this project is to design a vibrant and engaging website inspired by the Wikipedia article on the Memphis Group. The site will embody the spirit of the movement itself (bold, unconventional, and full of visual energy) while educating users about this radical design collective. Serving as both an informational experience and a portfolio piece, the website will tell the story of the Memphis Group through compelling visuals and a clear, cohesive information structure.

2. Resources

All textual contents will be adapted/edited from the [Wikipedia article](#) & The images will be brought from google, Design/digital collections Website (e.g., Memphis Milano, Design Museum) & Pinterest

4. Audience

The main audience would be the fellow design students, art history enthusiasts, and anyone with a curiosity for 1980s culture or postmodernism. I am aiming for this site to be accessible and engaging even to those with no prior knowledge of the Memphis Group.

5. Message

"Design doesn't have to be serious but fun" → To convey Memphis Group's legacy perspective to art (rebellion, playfulness, and provocation). To inject fun, color, and chaos into the design world, and their influence is still felt today.

6. Tone

- Energetic & Vibrant
- Playful & Irreverent
- Bold & Confident (Geometrical)

→ The user should feel the energy of the movement. It's less "historic" and more "iconic."

8. Visual Style

