

## 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

The core message is: "Design doesn't have to be serious." We want to convey that the Memphis Group's legacy is one of rebellion, playfulness, and provocation. They shattered the boring rules of "good taste" and injected fun, color, and chaos into the design world, and their influence is still felt today.

### 6. Tone

The tone must be the complete opposite of a traditional encyclopedia. It should be:

Energetic & Vibrant

Playful & Irreverent

Bold & Confident

Unapologetic

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

### 8. Visual Style

The visual style is the content. The site must be a direct homage to the Memphis aesthetic.

Color Palette: Bright, high-contrast, and "unconventional" combinations. Think mint green, electric blue, hazard yellow, coral pink, and sharp black-and-white accents. Avoid muted or "earthy" tones.

Pattern & Texture: This is essential. We must incorporate iconic Memphis patterns.

Ettore Sottsass's "Bacterio" (squiggle) pattern should be used, perhaps as a background or accent.

Terrazzo patterns, bold stripes, polka dots, and checkerboards.

These should be used to create visual interest and break up sections.

Typography:

Headings: A bold, geometric, or slab-serif font that has character. It should feel chunky and deliberate.

Body Copy: A clean, readable sans-serif (like Inter or a similar geometric sans-serif) to ensure the informational content is not lost.

Layout:

Asymmetrical. We must avoid a simple, centered, single-column layout.

Embrace color blocking, overlapping elements, and even tilted angles to create a dynamic, layered feel. The layout should feel "composed" but not "rigid." We are breaking the grid, but not creating total chaos.

Inspiration & Moodboard (Keywords for the team)

Key Pieces: Look at the "Carlton" Bookcase (for color and angles), the "Tahiti" Lamp (for form and character), and the "First" Chair.

Key Patterns: "Bacterio" (squiggles), terrazzo, bold stripes.

Key Concepts: Asymmetry, bold patterns, geometric shapes, plastic laminate, color blocking.