

Creative Director: Gianna Kim

Designer: Sol Bae

Notes

- Love the grid background, great concept. It really gives off that designer's sketchbook or blueprint vibe.
- The information hierarchy is super clear, and those colored blocks make each section easy to follow.
- The site stretches full width, so the text lines get pretty long and the body copy feels a bit small. Try setting a max width for the content to make it more readable.
- The type scale could use a bit more energy; headers like "History" and "Key Designers" feel a little too subtle. Give them more personality and presence.
- Right now, the layout feels a bit too neat and balanced. Since Memphis was all about controlled chaos, maybe try breaking the grid a bit; add some asymmetry or playful tension.
- You could also experiment with overlapping elements or adding large, graphic "stickers" (like squiggles or triangles) that spill out of the boxes to give it a layered, collage-like feel.
- Bring in more visuals of the actual work; furniture, textiles, posters, etc. Let the images shine big and bold, with text supporting them rather than boxing them in.