

Creative Director: Gianna Kim

Designer: Sol Bae

**Topic:** The Memphis Group

**Concept:** To design a vibrant and engaging microsite that captures the bold, playful, and unconventional spirit of the Memphis design movement. The goal is to educate and immerse users in the group's visual and cultural legacy while maintaining a sense of fun and rebellion against traditional design norms.

**Approach 1:** Playful and Expressive

- Bright, saturated colors with bold geometric shapes
- Layered textures, asymmetry, and experimental typography
- Interactive or animated elements that emphasize chaos and rhythm
- Focused on evoking the energy and irreverence of the movement

**Approach 2:** Structured and Modernized Memphis

- Clean grid with Memphis-inspired accents
- Balanced use of white space to modernize the retro look
- Stylized shapes and color-blocks used in moderation
- More focus on content readability and storytelling flow

Design both computer/mobile screens for each approach

- Includes a home page and one interior page example (such as "Founders" or "Design Legacy")
- Interior pages will follow consistent layout principles for cohesion

**Visual Inspo:**

