Creative Brief

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Project: Chinese Tea Website

1. Overview:

> The goal of my website is to strengthen the concept that Chinese tea has a great variety, and different tea can provide drastic different experience, despite some leaves may look similar. Most People seems to have basic knowledge about tea: black tea, green tea, and maybe Oolong tea. I'd like to expand that knowledge, even just from info gathered in Wikipedia.

2. Resources:

> Wiki Link: https://en.wikipedia.org/wiki/Chinese_tea
> This thing is pretty biased to one source, but whatevs. If there is a need for specific information, I'm happy to dig up stuff in native language.

3. Audience:

> Pretty much a bunch of coffee drinkers… yeah… There is little way to actually appeal to non-tea-drinkers given there is no way to directly present a taste, and tea leaves themselves aren't the best-looking things in the world and tea liquid is hard for photography to capture.
> The idea is to present just sufficient information to compliment the diversity of Chinese teas, and let photographs (and graphics etc.) do the rest.

4. Tone:

> Tea has a long history, and, although there's a lot trivia, this is pretty much a dignified subject. Try to make the website look sophisticated. Consider the feeling of Zen stuff.
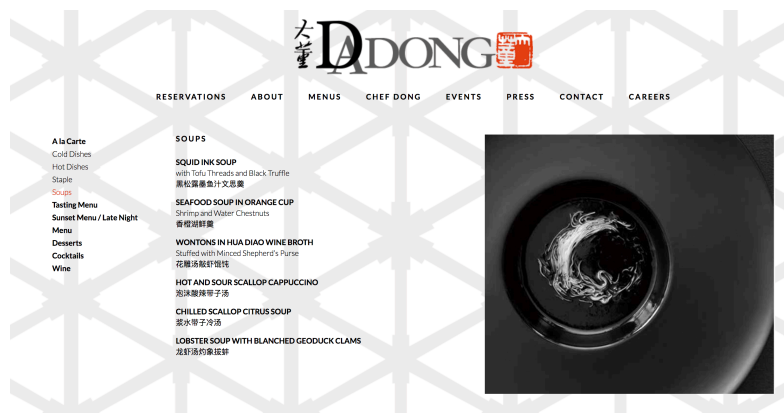
5. Visual:

> I want to mimic a "tea talk" experience with large but super high res pictures (as background) accompanied by small type entries. Frankly, the stereotype is joining type with traditional Chinese calligraphy, and people still buys into it today, somehow…
> Consider restaurant websites with giant food photo next to some introductory text and title.

★★★★★

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-www.zen-buddhism.net

禅業

ZEN &
KARMA

BY TAISEN DESHIMARU ROSHI

CHEF MARK HELLYAR

EXECUTIVE CHEF / PARTNER

Momotaro's Executive Chef and Partner, Mark Hellyar, started his professional culinary career working with Michel Richard at his iconic Citronelle, and then continued his education at Nora's, both

.. https://www.momotarochicago.com/

RESERVATIONS   ABOUT   MENUS   CHEF DONG   EVENTS   PRESS   CONTACT   CAREERS

A la Carte
Cold Dishes
Hot Dishes
Staple
Soups
Tasting Menu
Sunset Menu / Late Night
Menu
Desserts
Cocktails
Wine

SOUPS

SQUID INK SOUP
with Tofu Threads and Black Truffle
黑松露墨鱼汁文思羹

SEAFOOD SOUP IN ORANGE CUP
Shrimp and Water Chestnuts
香橙湖鲜羹

WONTONS IN HUA DIAO WINE BROTH
Stuffed with Minced Shepherd's Purse
花雕汤荠菜馄饨

HOT AND SOUR SCALLOP CAPPUCCINO
泡沫酸辣带子汤

CHILLED SCALLOP CITRUS SOUP
浆水带子冷汤

LOBSTER SOUP WITH BLANCHED GEODUCK CLAMS
龙虾汤灼象拔蚌

http://www.dadongny.com/soup/