



PROJECT BRIEF

PROJECT NAME

Personal Artist Website : Yayoi Kusama

CLIENT NAME

Yayoi Kusama

BRIEF SUMMARY

The primary purpose of this project is to redesign the personal website of Japanese artist, Yayoi Kusama.

Yayoi Kusama (born March 22, 1929, Matsumoto, Japan), Japanese artist who was a self-described “obsessional artist.” She employed painting, sculpture, performance art, and installations in a variety of styles, including Pop art and Minimalism.

PRIMARY OBJECTIVES

- ▶ Showcase Kusama’s unique art in an attractive and stylish way.
- ▶ Strengthen and build relationships with Kusama’s audience by improving the UI/UX design.

TARGET AUDIENCE

Existing fans of the artist Yayoi Kusama and people who interest in her artwork. (Age: 15 – 50)

ASSETS NEEDED

- ▶ High-quality images/videos
- ▶ Logo
- ▶ Icons
- ▶ Content

DELIVERABLES

- ▶ Artist’s logo
- ▶ Fully functional responsive Wordpress website

FEATURES/ FUNCTIONALITIES

- ▶ Gallery
- ▶ Exhibitions calendar
- ▶ Video player
- ▶ Newsletter
- ▶ Social Media Links
- ▶ Language options
- ▶ Download-able PDF