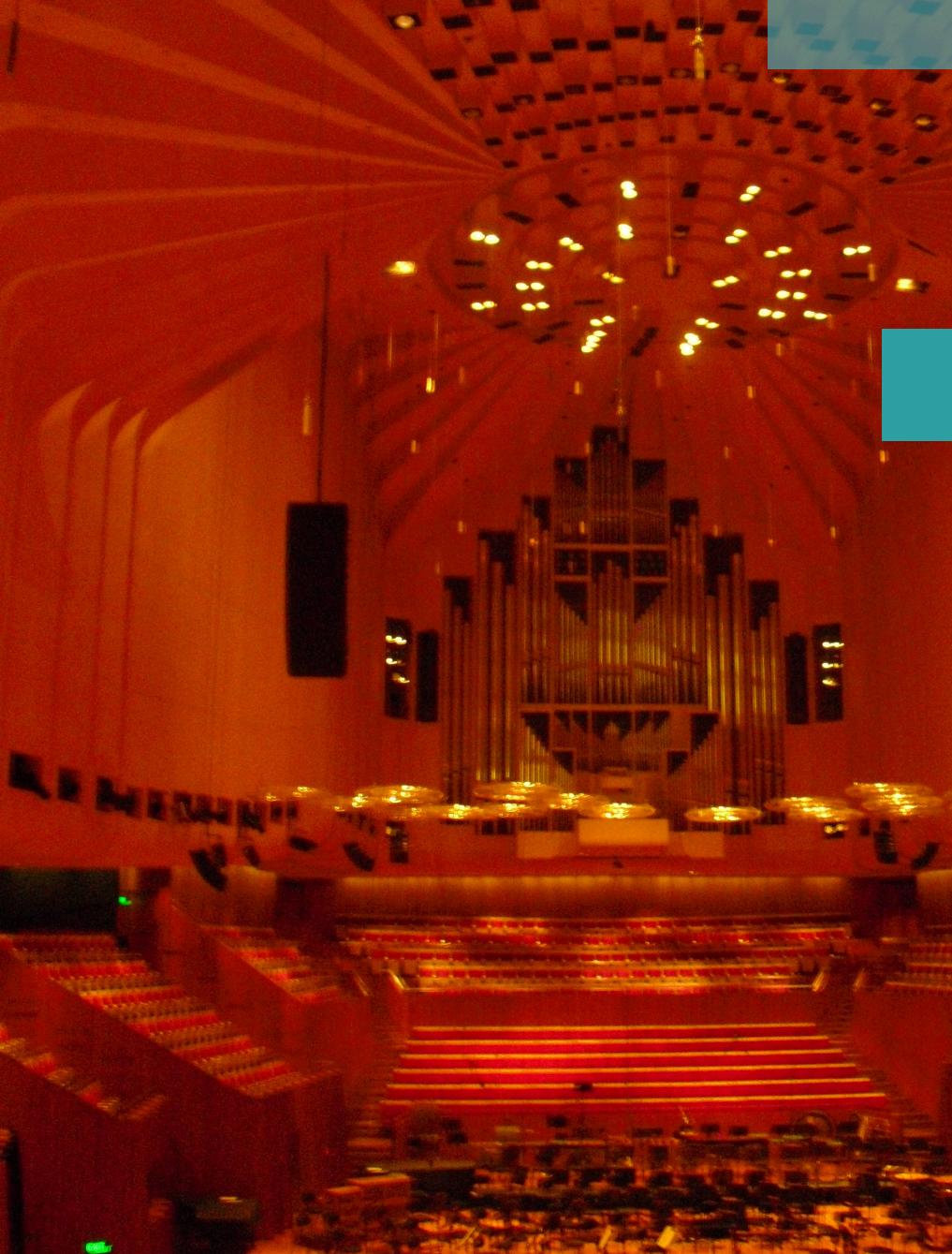


A photograph of the interior of the Sydney Opera House. The image shows a series of wide, light-colored wooden steps leading up towards a curved wall. The ceiling above is made of numerous vertical wooden slats, creating a textured, sunlit roof. To the right, a glass-enclosed area looks out onto a city skyline at sunset. The overall atmosphere is warm and architectural.

SYDNEY OPERA HOUSE

JAY YODER



HIGHLIGHTS

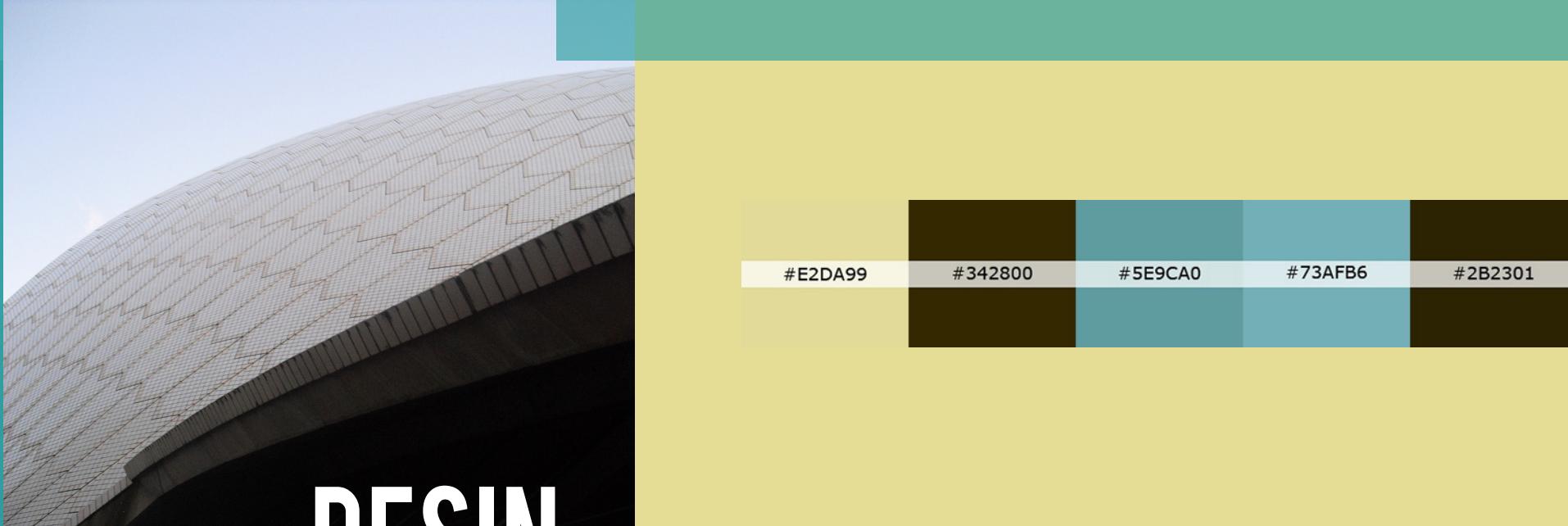
Unique design

Interesting background story

Australian iconic landmark

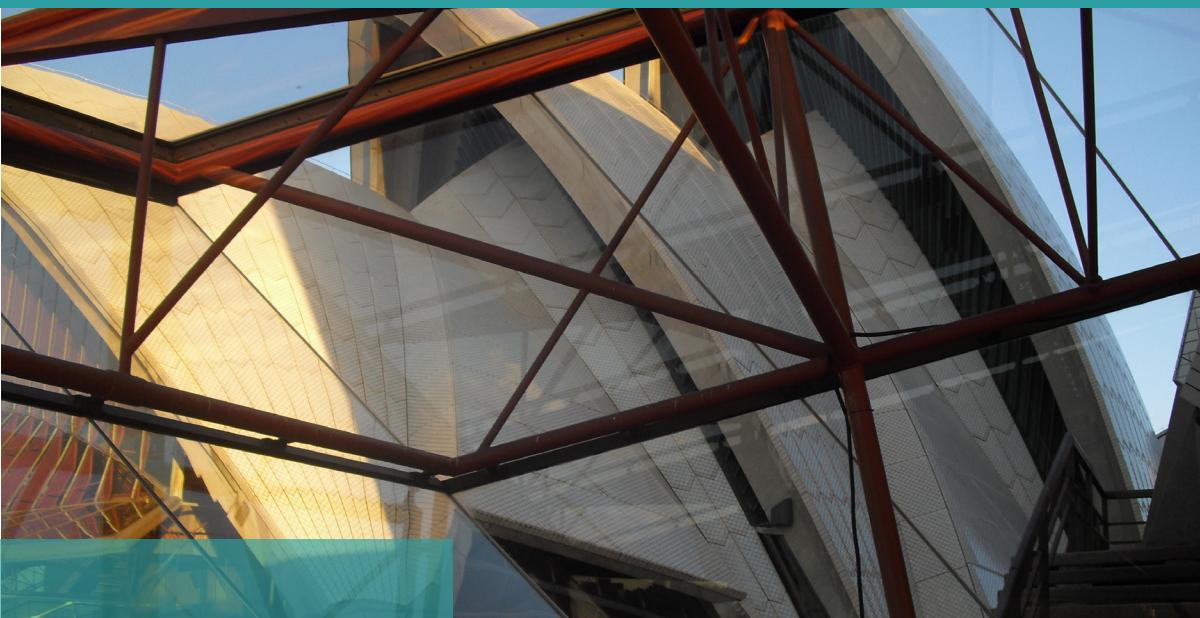
Worldwide acclaim

Landscape

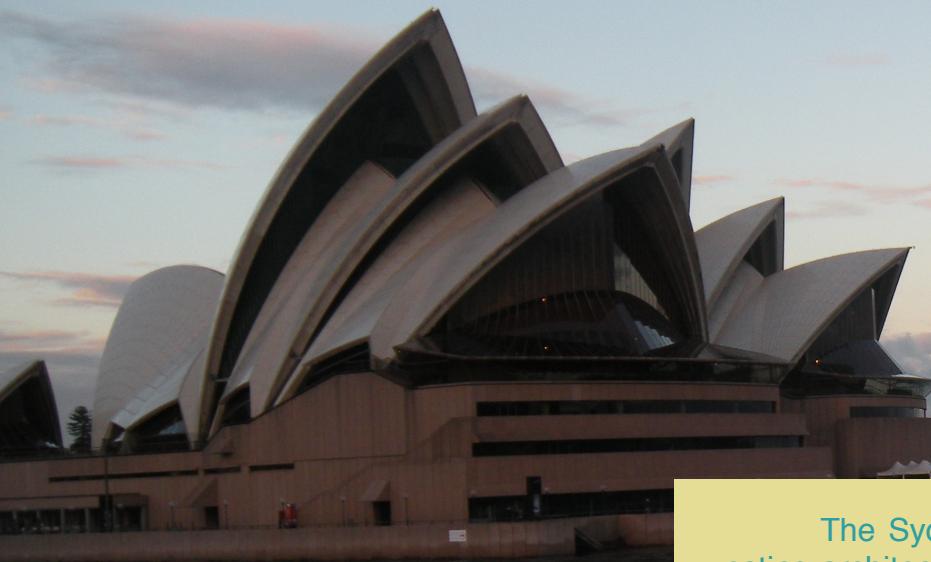


DESIN & STRATEGY

The design is not to compete with the design of the opera house but to intensify it. Shapes and color will be used in the same way. I want the site to feel personal to the “story” of the opera house and not just another tour site.



WHY?



The Sydney Opera House has some of the most beautiful and interesting architectural design in the world. The opera house has received international acclaim for its design and construction. The beautiful “shell” shape of the exterior of the opera house is paired beautifully with the Sydney Harbour setting.

The creation of the opera house was one with many twist & turns. Everything from budget, politics to a last minute judgment of the designer; has given the opera house a background story many do not know.

COLOR, TEXTURES & IDEAS



Squares will be used to contrast the organic shape of the opera house. Opacity will be used to draw interest to the photos.

Overlapping with adjustments to transperancies will be used to differ the color without changing the actual color. Textures will be used that are similar to the textures on the outer “shell,” of the Sydney Opera House.

The homepage features a banner for "ALL ABOUT WOMEN" from January 7th. It includes a map of the city and links to various performances like "NOISES OFF", "BALLET BOYZ", and "JOHN WATERS: THE TALENT SHOW". A "INFO & BUY TICKETS" button is prominent.

This page shows a night view of the Sydney Opera House and Harbour Bridge. It includes a "Visit Website" and "Contact" button, a map of Bennelong Point, and a large image of the Opera House's white shells.

The page highlights the "THE SYDNEY OPERA HOUSE TOUR" with a woman touching the building's iconic white shells. It features a "BOOK NOW" button, social media links, and a "YOU MIGHT ALSO" section.

This page provides detailed information about the Sydney Opera House, including its history, design, and location. It features a large image of the building and social media sharing options.

COMPETITORS

KEY WORDS



SIMPLE

EASY

OPACITY

ARCHITECTURE

SHAPES

FUN

CLASSY

INTERESTING

TIMELESS

DIFFERENT



