

## Creative Brief

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10/28/2025

Project Title: Nakagin Capsule Tower

### 1. Project Overview

The goal of my website is to be informative yet design focused. I want the reader to learn and understand the design behind the Nakagin Capsule Tower.

### 2. Resources

[https://en.wikipedia.org/wiki/Nakagin\\_Capsule\\_Tower](https://en.wikipedia.org/wiki/Nakagin_Capsule_Tower)

Design resources:

<https://www.moma.org/calendar/exhibitions/5830>

<https://www.archdaily.com/110745/ad-classics-nakagin-capsule-tower-kisho-kurokawa>

<https://www.theguardian.com/world/2023/jan/06/legacy-japan-nagakin-capsule-tower-lives-on-restored-pods>

### 3. Audience

I plan on gearing this website for people interested in design. The language will be basic-advanced design terminology and I will have a vocab for the advanced language. Hopefully people who are interested in design or want to learn more would be on my website

### 4. Message

I want the primary message to be about the design behind the blocks in the tower and the interlocking mechanisms. My vector art of the cubes will help reinforce this.

### 5. Tone

The tone of my website will follow brutalist design ideas making it feel rigid and cold in tone while still being informational.

### 6. Visual Style

I want the visual style to conform to a grid with themes of concrete (brutalist architecture) and the blocks (nakagin capsule tower)

