

Creative Director: Gianna Kim

Designer: Sol Bae

Mockup A : More usage of color & organic/geometric shape

- The energy, color palette, and bold use of asymmetric, layered graphics are perfect. It feels *exactly* like the Memphis design that I was visioning of.
- Readability is the main concern. The tilted text blocks are a little difficult to read; maybe make it less bolder? More use of Memphis's design interior photos

Mockup B: Structured & Minimalist style

- Readability and structure are excellent. This is a very professional, "content-first" approach
- It's very clean, but it loses some of the "chaos" and "fun" that is so core to the Memphis identity as it feels slightly static and organized; maybe add some more organic and primary colors

Suggestion: hybrid approach of A&B will be the most successful

- Use the Layout from B by starting with the clean grid, left-hand navigation, and readable, horizontal text blocks as the foundation. Inject more electric color palette from Mockup A. Bolder with the graphic accents (shapes& lines) from A, allowing them to break the grid and interact with the content blocks from B.