Content Outline

Project Title: The Memphis Group

I plan to build this as a multi-page website, with sections as it well reflects the blocky/structural aesthetic of this topic. The navigation bar across the top will link to each distinct section. The content is very visual and distinct so breaking it into pages will help users focus on one concept at a time.

1. Home Page / Introduction

- Goal: Immediately introduce the Memphis Group and their radical, vibrant aesthetic.
- Content:
  - A bold, full-screen "hero" image or graphic that screams "Memphis"; like their signature piece/pattern
  - A concise introduction

2. History & Formation

- Goal: Tell the story of how the group started.
- Content:
  - The Founder
  - The First Meeting (1980
  - The Name: Explain the origin of the name
  - The 1981 Debut

3. The Memphis Style

- Goal: Define the group's visual language and philosophy.
- Content:
  - "shotgun wedding between Bauhaus and Fisher-Price."
  - Core Principles:
    - Radical Color
    - Geometric Shapes
    - "Cheap" Materials
    - Bold Patterns
  - Iconic Works (Gallery) → e.g. 'Carlton' Room Divider (Ettore Sottsass) / 'First' Chair (Michele De Lucchi) / 'Tahiti' Lamp (Ettore Sottsass)

4. Key Designers

- Goal: Introduce the main figures who were part of the collective.
- List of names of the designers

5. Legacy & Impact

- Goal: Explain why the Memphis Group still matters today.
- Content:

- Pop Culture
- Famous Collectors
- Disbandment (1987)
- Lasting Influence

6. Sources