

Yayoi Kusama Website

Project Brief

Client

Yayoi Kusama

Brief Summary

Yayoi Kusama, one of the most famous Japanese female artists, is in need of a new and improved personal artist website. Her current site is outdated and is not mobile-friendly (not responsive).

Primary Objective(s)

- To design and develop a personal website and new logo for artist Yayoi Kusama to showcase her artwork.
- To design a visually appealing site that aesthetically matches her brand image and highlights her unique style of art.
- To develop a responsive site that is visually bold yet easy-to-read, functional, and simple for users to navigate on all screen sizes/devices.

Target Audience

- artists, designers, and creative individuals
- museum staff members, curators, and visitors
- art collectors and enthusiasts
- art students
- tourists
- senior citizens

Assets needed

- Photos of artist's artwork

Deliverables

- Logo

- Web Site

Concepts/ideas:

- Bold Colors (inspired by artist's artwork)
- Polka-dots/circles (inspired by artist's artwork)

Precedents:

- Yayoi Kusama's existing site: <http://yayoi-kusama.jp/e/information/>

