


Creative Director: Audeep

Designer: Alan

Microsite Topic: Tadao Ando

Meeting Record:  video1607428102.mp4

Overall Notes:

- Sans + serif type modern type pairing
- Black and white primary, could have hints of color
- Overall minimal, lots of negative space and full page images
- Black and white shifts that reflect Ando's work with light and shadow

Homepage:

- Step away from convention, maybe more floating navigation
- No scroll
 - one big project image with ANDO large somewhere on page
 - and then navigation links

Life:

- More content heavy
 - Basically his biography up into his career
- Have an image of Ando here
 - Not full bleed
- Use simple grid

Style:

- Headers and captions that lead into grid of images
- Maybe small into paragraph at beginning pulled from source material

Projects:

- Two project highlights
 - Church of light
 - Naoshima Contemporary art Museum & Annex, Naoshima, (1995)