

# Creative Brief

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## Project Title: Arts of Italy

### 1. Project Overview

The goal of my website is to be an informational/educational guide for people who are interested in Italian Culture and the tentative travelers to Italy. I would like to focus on Italian art, which tells important stories behind many Italian attractions.

### 2. Resources

Copy is available at [https://en.wikipedia.org/wiki/Culture\\_of\\_Italy#Italophilia](https://en.wikipedia.org/wiki/Culture_of_Italy#Italophilia). There are a lot of photographs available on Google Images.

### 3. Audience

Potential audience of the website are people who are interested in Italian culture and art, as well as those who plan on visiting Italy.

### 4. Message

I would like to showcase the diversity of media and formats in Italian art. I would like to introduce the major artistic centers and artists in the country, and acknowledge their historical significances and impacts.

### 5. Tone

The tone will be informative and exciting, with visual breaks and aids to walk viewers through the content.

### 6. Visual Style

Overall it will be clean, organized as readability will be key. It should be colorful and brilliant with pictures to induce excitement from viewers. There will be a mix of historical and modern styles to depict diversity and progression or the different artistic styles and forms.

### SEE IT NOW JUNE-JULY 2015

**America to Feed the Soul**  
Through September 27, 2015

Robert Rauschenberg and a series of other artists from 1970 to 2015 will be on display in the new exhibition, *America to Feed the Soul*. The exhibition is a celebration of the artist's work and the role of art in society. It features a selection of Rauschenberg's most important works, including his iconic "Marilyn" and "Red and Blue" series. The exhibition is a must-see for anyone interested in contemporary art.

### LOOKING CLOSER PERFORMANCE

**Whitney**

In addition to its regular schedule, the new Whitney Biennial includes a series of performance events, including dance, theater, and music. These events are designed to engage the audience in a new way, and to explore the relationship between art and life. The performances are a highlight of the Biennial, and are sure to be a crowd-pleaser.

### WHITNEY MEMBER CALENDAR JUNE-JULY 2015

Whitney Member Calendar for June and July 2015. This calendar lists all the events, exhibitions, and performances at the Whitney Museum of Art. It is a handy reference for members and non-members alike. The calendar is available for purchase at the museum's gift shop.

### WHITNEY MEMBER CALENDAR AUG-SEPT 2015

Whitney Member Calendar for August and September 2015. This calendar lists all the events, exhibitions, and performances at the Whitney Museum of Art. It is a handy reference for members and non-members alike. The calendar is available for purchase at the museum's gift shop.

### DON'T MISS IT AUG-SEPT 2015

**Whitney**

Don't miss the Whitney Biennial, the most important art event in the city. The Biennial is a showcase of the best contemporary art from around the world. It is a must-see for anyone interested in art. The Biennial is held at the Whitney Museum of Art, and is a highlight of the city's cultural calendar.

### LOOKING CLOSER FILM AND VIDEO

**Whitney**

Whitney is proud to present a series of film and video events, including screenings of new and classic works. These events are designed to engage the audience in a new way, and to explore the relationship between art and life. The film and video events are a highlight of the Whitney's programming.

### The MONOCLE Travel Guide Series 26

# San Francisco

Need to know: Hotels, Food and drink, Retail, Souvenirs, Culture, Design and architecture, Sport and leisure, Walks, Out of town.

With: Patricia Cohen, Parks, Beaches, Architecture, Museums, Jazz, Opera.

... Glide with us through the city's outposts of good food, design, retail and more. First one to the bridge! ...

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## -TO BE AN-

cafe, nutella, nutella

1. ESPRESSO IS A WAY OF LIFE

2. COMMON EXPRESSIONS: ALLORA, BOH

3. FOOD AND WINE IS LA DOLCE VITA

4. PASTA IS ALWAYS MADE FROM SCRATCH

5. TRANSPORTATION BY FOOT OR BICYCLE

6. NUTELLA IS A SUBSTITUTE FOR ANYTHING CHOCOLATE

7. FASHION

8. GESTURES: SPEAK LOUDER THAN WORDS

9. IT IS ALL ABOUT THE PROSCIUTTO

10. MASTERS OF "IL BEL FAR NIENTE" THE BEAUTY OF DOING NOTHING

all-or-ah is a phrase used often during Italian conversations meaning "no" or "obviously"

bo-h is an Italian slang for "soon to go" or "I don't know"

INGREDIENTS: 1 cup of flour, 4 large eggs

INSTRUCTIONS: 1. make a mound of flour in the center of a large cutting board, 2. add eggs to center and start beating them with a fork, incorporating the flour from the inner rim of the mound, 3. once dough comes together, knead for a couple minutes, 4. roll out dough thinly and cut into desired pasta shapes

yield: 1 portion